

CBS PROGRAM BOOK • JANUARY, 1942



CBS short wave "listening post" on 24-hour duty for news from abroad

THE COVER: *From 45 countries, and in 21 different languages, the CBS "listening posts" in New York and San Francisco gather in the news of foreign short wave broadcasts to relay to American audiences.*

JANUARY, 1942

NATIONAL BROADCASTING COMPANY, INC.
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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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<p>AMERICAN OIL COMPANY (180th 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 (296th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Joan Edwards, 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 (247th 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. (47th 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 (13th 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, Durstir & Osborn, Inc.</i></p>
<p>BAYER COMPANY (327th 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 (465th 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. (136th 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>

<p>CALIFORNIA FRUIT GROWERS EXCHANGE <i>139th Week on CBS)</i></p> <p>Sunkist Presents Hedda Hopper's Hollywood</p>	<p>Mon., Wed., Fri. 6:15-6:30 p.m. 40 CBS stations ORIGINATES: KNX</p>	<p>Sunkist Oranges Sunkist Lemons <i>Lord & Thomas</i></p>
<p>CAMPANA SALES COMPANY <i>194th Week on CBS)</i></p> <p>First Nighter with Barbara Luddy and Les Tremayne <i>Drama</i></p>	<p>Friday 9:30-9:55 p.m. 53 CBS stations ORIGINATES: WBBM</p>	<p>Campana Hand Cream, Campana Balm. Dreskin. Coolies, D.D.D., Old South Toiletries <i>Aubrey, Moore & Wallace, Inc.</i></p>
<p>CAMPBELL SOUP COMPANY <i>369th Week on CBS)</i></p> <p>Arkansas Traveler starring Bob Burns</p>	<p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:30-12:55 a.m. 64 CBS stations ORIGINATES: KNX</p>	<p>Campbell's Soups <i>Ruthrauff & Ryan, Inc.</i></p>
<p>Amos 'n' Andy <i>Serial comedy-drama</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>Campbell's Soups Campbell's Pork and Beans <i>Ward Wheelock Company</i></p>
<p>The Man I Married <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 3:00-3:15 p.m. 57 CBS stations ORIGINATES: WABC</p>	<p>Campbell's Soups Campbell's Pork and Beans <i>Ward Wheelock Company</i></p>
<p>Fletcher Wiley <i>Talks</i></p>	<p>Mon. thru Fri. 2:30-2:45 p.m. 35 CBS stations ORIGINATES: KNX</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>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. 57 CBS stations (Mon. and Wed. 56 CBS stations) ORIGINATES: WABC</p>	<p>Franco-American Macaroni and Spaghetti <i>Ruthrauff & Ryan, Inc.</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>*CELANESE CORPORATION OF AMERICA</p> <p>*Great Moments in Music with Jan Peerce and Jean Tennyson <i>Musical program</i> (Begins January 7)</p>	<p>Wednesday 10:15-10:45 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Celanese Products <i>Young & Rubicam, Inc.</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (165th 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: WABC</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION (304th 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 (124th 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 (312th 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>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 71 CBS 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>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 Crystal White <i>Ted Bates, Inc.</i></p>

**COLGATE-PALMOLIVE-PEET
COMPANY**

Continued

Myrt and Marge

Serial drama

Stepmother

Serial drama

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
4:00-4:15 p.m.
54 CBS stations
ORIGINATES: WBBM

Concentrated Super Suds
*Sherman & Marquette,
Inc.*

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

CONTINENTAL BAKING CO., INC.

(365th Week on CBS)

Maudie's Diary

with Mary Mason

Thursday
7:30-8:00 p.m.
Rebroadcast
11:30-12:00 mid.
46 CBS stations
ORIGINATES: WABC

Wonder Bread
Hostess Cake
Ted Bates, Inc.

CURTISS CANDY COMPANY

(66th 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

(498th Week on CBS)

Melody Ranch

with Gene Autry

Western dramatic series

Sunday
6:30-7:15 p.m.
70 CBS stations
ORIGINATES: KNX

Doublemint Gum
*J. Walter Thompson
Company*

EMERSON DRUG COMPANY

(87th Week on CBS)

Vox Pop

with Parks and Wally

Interviews

Monday
8:00-8:30 p.m.
74 CBS stations
ORIGINATES: ON TOUR

Bromo-Seltzer
Ruthrauff & Ryan, Inc.

EVERSHARP, INC.

(118th Week on CBS)

Take It or Leave it

with Phil Baker, MC; David Ross

Quiz

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

Eversharp Pens and Pencils
The Biow Company

<p>FORD MOTOR COMPANY <i>(403rd 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. 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 <i>(345th Week on CBS)</i></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. 91 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. 86 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>

<p>GENERAL MILLS, INC. (397th Week on CBS)</p> <p>Stories America Loves <i>Drama</i></p> <p>Hymns of All Churches with Joe Emerson</p> <p>Betty Crocker <i>Homemaker program</i></p>	<p>Mon. thru Fri. 9:45-10:00 a.m. <i>Rebroadcast</i> 11:45-12 noon 39 CBS stations ORIGINATES: WABC</p> <p>Mon., Tues., Thurs. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 40 CBS stations ORIGINATES: WBBM</p> <p>Wed., Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 40 CBS stations ORIGINATES: WBBM</p>	<p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p> <p>Gold Medal Flour <i>Blackett-Sample-Hummert, Inc.</i></p> <p>Bisquick <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>GILLETTE SAFETY RAZOR CO. (106th Week on CBS)</p> <p>*Orange Bowl Football Game with Ted Husing <i>Play-by-play description</i></p>	<p>Thursday, January 1 58 CBS stations ORIGINATES: WQAM</p>	<p>Razors, Blades and Shaving Cream <i>Maxon, Inc.</i></p>
<p>GULF OIL CORPORATION (412th 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. 80 CBS stations ORIGINATES: KNX</p>	<p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p>
<p>INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY (123rd Week on CBS)</p> <p>Ginny Simms <i>Songs</i></p>	<p>Friday 9:55-10:00 p.m. 53 CBS stations ORIGINATES: KNX</p>	<p>Kleenex <i>Lord & Thomas</i></p>
<p>INTERNATIONAL SILVER COMPANY (199th 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. 56 CBS stations 32 CBC stations ORIGINATES: KNX</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>
<p>IRONIZED YEAST CO., INC. (123rd 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, Inc.</i></p>

<p>IRONIZED YEAST <i>Continued</i></p> <p>A Helping Hand <i>Drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 4 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>
<p>JOHNS-MANVILLE CORPORATION <i>(22nd Week on CBS)</i></p> <p>Elmer Davis <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 58 CBS stations ORIGINATES: WABC</p>	<p>Insulation <i>J. Walter Thompson Company</i></p>
<p>JOHNSON & JOHNSON <i>(39th 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> 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 <i>(465th Week on CBS)</i></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. <i>(421st Week on CBS)</i></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 <i>(335th Week on CBS)</i></p> <p>Lux Radio Theater 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>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>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. 48 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 Health Soap <i>Ruthrauff & Ryan, Inc.</i></p> <p>Silver Dust <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>

LEVER BROTHERS COMPANY

Continued

Bright Horizon

Continued

Aunt Jenny's Real Life Stories

Dramatic sketches

Big Sister

Serial drama

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

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

LIGGETT & MYERS TOBACCO COMPANY

(479th 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.

(52nd 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.
77 CBS stations
ORIGINATES: WABC

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

LUXOR, LTD.

(47th Week on CBS)

Wayne King and His Orchestra
Music

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

Luxor Products
Lord & Thomas

MACFADDEN PUBLICATIONS, INC.

(298th Week on CBS)

Paul Sullivan Reviews the News

Tues., Thurs.
6:00-6:10 p.m.
19 CBS stations
ORIGINATES: WABC

Liberty Magazine
Erwin Wasey & Company, Inc.

MAGAZINE REPEATING RAZOR COMPANY

(31st Week on CBS)

Duffy's Tavern
starring Ed Gardner as "Archie",
Shirley Booth, Eddie Green,
"Fats" Waller, 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.

C. F. MUELLER COMPANY

(125th Week on CBS)

Mark Hawley and the News

Wed., Thurs., Fri.
4:45-5:00 p.m.
11 CBS stations
ORIGINATES: WABC

Macaroni Products
Maxon, Inc.

<p>PACIFIC COAST BORAX CO. (26th 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 (424th 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. (282nd 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. (375th Week on CBS)</p> <p>+Hap Hazard starring Ransom Sherman, with Martha Tilton and Gordon Jenkins' Orchestra <i>Variety</i> (Starts on CBS Pacific Network Jan. 2; on CBS Network, Jan. 23)</p> <p>The Story of Mary Marlin <i>Serial drama</i></p>	<p>Friday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 5:00-5:15 p.m. 20 CBS stations ORIGINATES: WABC</p>	<p>Ivory Soap <i>Compton Advertising, Inc.</i></p> <p>Ivory Snow <i>Benton & Bowles, Inc.</i></p>

THE PROCTER & GAMBLE CO.

Continued

The Goldbergs

Serial drama

The O'Neills

Serial drama

Life Can Be Beautiful

Serial drama

Woman in White

Serial drama

Vic and Sade

Serial drama

Road of Life

Serial drama

Mon. thru Fri.
5:15-5:30 p.m.
35 CBS stations

7 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
5:30-5:45 p.m.
34 CBS stations
ORIGINATES: WABC

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

Duz

*Compton Advertising,
Inc.*

Dreft

*Blackett-Sample-
Hummert, Inc.*

Ivory Soap

*Compton Advertising,
Inc.*

Ivory Soap

*Compton Advertising,
Inc.*

Oxydol

*Blackett-Sample-
Hummert, Inc.*

Crisco

*Compton Advertising,
Inc.*

Chipso

Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE
COMPANY OF AMERICA**

(135th 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**

(452nd 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.
80 CBS stations
ORIGINATES: KNX

Camel Cigarettes
Prince Albert Smoking
Tobacco

*William Esty &
Company, Inc.*

†How Am I Doing?

with Bob Hawk and Vaughn
Monroe's Orchestra
Quiz
(Starts January 9)

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

†Program or client not listed in CBS Program Book for December.

SPEARMINT GUM
(497th Week on CBS)

***U. S. Navy Program**
Informational series

Scattergood Baines
Serial drama

Thursday
10:15-10:45 p.m.
69 CBS stations
ORIGINATES: WBBM

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

Spearmint Gum
Arthur Meyerhoff & Co

E. R. SQUIBB & SONS
(78th Week on CBS)

Frank Parker
Songs

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

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

TEXAS COMPANY
(240th 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
(344th 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
(120th 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
PACIFIC
NETWORK**

AMERICAN CHICLE COMPANY
(43rd Week on CBS)

By the Way
with Bill Henry

Tues., Thurs.
5:30-5:45 p.m. PST
Saturday
9:45-10:00 p.m. PST
ORIGINATES: KNX

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

*Program or client not listed in CBS Program Book for December.

BATHASWEET CORPORATION
(117th Week on CBS)

Bob Garred Reporting
News

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

Bathasweet Products
*H. M. Kieseewetter
Advertising Agency*

COLONIAL DAMES, INC.
(108th 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
(345th Week on CBS)

The Second Mrs. Burton
Dramatic serial

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

Jello
Young & Rubicam, Inc.

**GENERAL PETROLEUM
CORPORATION OF CALIFORNIA**
(53rd Week on CBS)

I Was There
News dramatizations

Sunday
8:30-9:00 p.m. PST
ORIGINATES: KNX

Mobilgas, Mobiloil
Smith & Drum, Inc.

RICHARD HUDNUT
(105th Week on CBS)

Hollywood Showcase

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

Marvelous Cosmetics
Benton & Bowles, Inc.

LOS ANGELES SOAP COMPANY
(117th 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.
(298th 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.
(77th 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**
(65th 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 Co.

**COLUMBIA
PACIFIC
NETWORK**

Continued

**COLUMBIA
CALIFORNIA
NETWORK**

<p>SMITH BROTHERS <i>(85th Week on CBS)</i></p> <p>Bob Anderson <i>News</i></p>	<p>Mon., Wed., Sat. 8:55-9:00 p.m. PST Sunday 8:25-8:30 p.m. PST ORIGINATES: KNX</p>	<p>"SB" Cough Drops and Cough Syrup <i>J. D. Tarcher & Co., Inc.</i></p>
<p>SOIL OFF MANUFACTURING COMPANY <i>(48th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Thursday 5:45-5:55 p.m. ORIGINATES: KNX</p>	<p>Cleaning Fluid for Walls and Woodwork <i>Hillman-Shane Advertising Agency, Inc.</i></p>
<p>BEKINS VAN AND STORAGE CO. <i>(15th Week on CBS)</i></p> <p>Bill Henry <i>News analyst</i></p>	<p>Mon., Wed., Fri. 5:30-5:45 p.m. PST ORIGINATES: KNX</p>	<p>Moving and Storage <i>Brooks Advertising Agency</i></p>
<p>BREAKFAST CLUB COFFEE, INC. <i>(52nd Week on CBS)</i></p> <p>Voice of Friendship with Rita Murray</p>	<p>Tues., Thurs. 8:00-8:15 a.m. PST ORIGINATES: KNX</p>	<p>Breakfast Club Coffee <i>Lockwood-Shackleford Advertising Agency</i></p>
<p>EAGLE OIL & REFINING CO., INC. <i>(8th Week on CBS)</i></p> <p>The World Today</p>	<p>Sunday 11:30 a.m.-12 noon PST ORIGINATES: KNX</p>	<p>Golden Eagle Gasoline <i>General Advertising Agency, Inc.</i></p>
<p>LU DEN'S, INC. <i>(73rd Week on CBS)</i></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>SEASIDE OIL COMPANY <i>(38th Week on CBS)</i></p> <p>Seaside Spelling Bee Liner</p>	<p>Sunday 5:30-5:55 p.m. PST ORIGINATES: KNX</p>	<p>Seaside Ethyl Gasoline and Silverol Motor Oil <i>The McCarty Company</i></p>
<p>+SUNNYVALE PACKING COMPANY <i>(1st Week on CBS)</i></p> <p>Jane Endicott, reporter <i>Serial drama</i></p>	<p>Mon., Wed., Fri. 10:45-11:00 a.m. PST ORIGINATES: KNX</p>	<p>Rancho Soups <i>Lord & Thomas</i></p>
<p>UNION OIL COMPANY <i>(57th Week on CBS)</i></p> <p>Nelson Pringle <i>News analysis</i></p>	<p>Mon. thru Fri. 7:45-8:00 a.m. PST ORIGINATES: KNX</p>	<p>Gas and Oil <i>Lord & Thomas</i></p>

**Program or client not listed in CBS Program Book for December.*

**WABC
SPONSORED
PROGRAMS**

<p>AMERICAN CIGARETTE AND CIGAR CO., INC. (33rd Week on WABC)</p> <p>*Music in the Modern Design *Announcements</p>	<p>Tues., Thurs., Sat. 8:20-8:25 a.m. Sunday 8:05-8:10 a.m. Mon. thru Sat. 6:28-6:29 a.m.</p>	<p>Pall Mall Cigarettes <i>Ruthrauff & Ryan, Inc.</i></p>
<p>B.C. REMEDY COMPANY (17th Week on WABC)</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 (35th Week on WABC)</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 (645th Week on WABC)</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. (61st Week on WABC)</p> <p>Lessons in Loveliness with Nell Vinick</p>	<p>Tues., Thurs. 11:00-11:15 a.m.</p>	<p>"Drezma" Cosmetics <i>Blaine-Thompson Co., Inc.</i></p>
<p>GENERAL BAKING COMPANY* (15th Week on WABC)</p> <p>*Announcements</p>	<p>Mon. thru Sat. 8:00-8:00:30 a.m. 8:13:15-8:14:30 a.m.</p>	<p>Bond Bread <i>Newell Emmett, Inc.</i></p>
<p>GRIFFIN MANUFACTURING CO., INC.* (16th Week on WABC)</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. (35th Week on WABC)</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 (9th Week on WABC)</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 & Co.</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 December.

**WABC
SPONSORED
PROGRAMS**

<p>*INTERNATIONAL TELEPHONE AND TELEGRAPH COMPANY <i>(1st Week on WABC)</i></p> <p>*Good Neighbor News</p>	<p>Mon. thru Fri. 6:10-6:15 p.m.</p>	<p>Institutional <i>Marschalk & Pratt, Inc.</i></p>
<p>V. LA ROSA & SONS, INC. <i>(6th 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>LEHN AND FINK PRODUCTS CORP.*</p> <p>Arthur Godfrey <i>Participations</i> (Begins January 8)</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>
<p>P. LORILLARD COMPANY* <i>(25th 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>(31st 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>*MARLIN FIREARMS COMPANY <i>(34th Week on WABC)</i></p> <p>*Early Riser's News (Starts January 5)</p>	<p>Mon. thru Sat. 6:55-7:00 a.m.</p>	<p>Marlin Razor Blades <i>Craven & Hedrick, Inc.</i></p>
<p>MARYLAND PHARMACEUTICAL CO. <i>(39th 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>(163rd 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>(20th 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>Morrell E-Z Cut Ham <i>Henri, Hurst and McDonald, Inc.</i></p>

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* Program or client not listed in CBS Program Book for December.

**WABC
SPONSORED
PROGRAMS**
Continued

<p>NEW YORK STATE BUREAU OF MILK PUBLICITY (42nd 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 Products <i>J. M. Mathes, Inc.</i></p>
<p>NOXZEMA CHEMICAL CO., INC.* (34th 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>
<p>PEPSI-COLA COMPANY* (75th Week on WABC)</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* (54th Week on WABC)</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. (69th Week on WABC)</p> <p>Announcement</p>	<p>Tues., Fri. 11:58:50 p.m.- 12 mid.</p>	<p>"Sons of Fun" <i>Blaine-Thompson Co., Inc.</i></p>
<p>SMITH BROTHERS* (23rd Week on WABC)</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.* (22nd 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>WASTE PAPER CONSUMING INDUSTRIES (17th Week on WABC)</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>WEST DISINFECTING COMPANY</p> <p>*It Takes a Woman with Frances Scott (Starts January 5)</p>	<p>Mon., Wed., Fri. 8:20-8:25 a.m.</p>	<p>CN <i>Moser & Cotins, Inc.</i></p>

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Program or client not listed in CBS Program Book for December.

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 21
2. DRAMATIC SERIES	Page 22
3. NATIONAL DEFENSE	Page 22
4. LIGHT ENTERTAINMENT	Page 23
5. SERIOUS MUSIC	Page 24
6. EDUCATIONAL PROGRAMS	Page 25
7. CHILDREN'S PROGRAMS	Page 27
8. PERSONALITIES	Page 27
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CBS SHORT WAVE BROADCASTS	Page 29
ADDENDA: DECEMBER PROGRAMS	Page 30

News Summaries, Analyses
and Broadcasts from Abroad

SCHEDULED PERIODS
MONDAY THRU SUNDAY

Columbia's staff of air reporters in foreign capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. 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; Ford Wilkins and Thomas Worthin from Manila; Webb Edwards from Honolulu; John Raleigh from Batavia; Cecil Brown from Singapore; Larry Lesueur from Russia; Howard K. Smith and Charles Barbe from Berne; Bernard Valery from Stockholm; Edward Chorlian from Cairo; Winston Burdett from Ankara; Herbert Clark from Buenos Aires; William Dunn in the Far East; Elmer Davis, Edward R. Murrow, Linton Wells, Major George Fielding 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., 12:55 a.m., MONDAY THRU SATURDAY; 3:55 p.m., 4:45 p.m., MONDAY THRU FRIDAY; 2:00 p.m., 4:30 p.m., 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., SATURDAY AND SUNDAY; 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.)

**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 the war, 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.

JANUARY 4: Howard Barnes directs "The Fish on the Bathroom Floor", by Thomas Lyle Collins. Music is by Walter Gross.

JANUARY 11: Earle McGill directs "Freedom of Speech". The music is by Earl Robinson and the words by Carl Sandburg, William White and John Tallman.

**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 '42

2:00-2:30 p.m.

EACH SUNDAY

Broadcast in the interest of national defense, this 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.

<p>What's New At The Zoo? 10:30-11:00 a.m. EACH SATURDAY</p>	<p>John Reed King interviews, in their native habitat, the men and women who collect and care for the animal inmates of the Bronx Zoo.</p>												
<p>Matinee at Meadowbrook 2:00-5:00 p.m. EACH SATURDAY</p>	<p>An hour jamboree of dance music for "young minded" Columbia listeners, featuring the orchestras of Alvino Rey and Harry James during January.</p>												
<p>Burl Ives Coffee Club 10:00-10:30 a.m. EACH SATURDAY</p>	<p>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.</p>												
<p>Renfro Valley Folks 2:30-3:45 p.m. MONDAY THRU FRIDAY</p>	<p>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.</p>												
<p>Ray Thompson and Co. 11:05-11:30 a.m. EACH SATURDAY</p>	<p>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.</p>												
<p>Singing Along 3:30-4:45 p.m. MONDAY THRU FRIDAY</p>	<p>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.</p>												
<p>Golden Gate Quartet, Four Clubmen, Symphonettes VARIOUS HOURS</p>	<p>These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.</p>												
<p>Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY</p>	<p>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:</p> <table border="0"> <tr> <td>Blue Barron</td> <td>Frankie Masters</td> </tr> <tr> <td>Cab Calloway</td> <td>Vaughn Monroe</td> </tr> <tr> <td>Sonny Dunham</td> <td>Alvino Rey</td> </tr> <tr> <td>Benny Goodman</td> <td>Raymond Scott</td> </tr> <tr> <td>Harry James</td> <td>Dick Stabile</td> </tr> <tr> <td>Guy Lombardo</td> <td>Claude Thornhill</td> </tr> </table>	Blue Barron	Frankie Masters	Cab Calloway	Vaughn Monroe	Sonny Dunham	Alvino Rey	Benny Goodman	Raymond Scott	Harry James	Dick Stabile	Guy Lombardo	Claude Thornhill
Blue Barron	Frankie Masters												
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Sonny Dunham	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 January, Dimitri Mitropoulos, Fritz Busch and Serge Koussevitzky conduct. Deems Taylor is 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 are conducted by Dr. Artur Rodzinski.

**Philharmonic Young
People's Concert**

3:45-4:45 p.m.

MONDAY, JANUARY 19

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 composition 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: "British-American Music Series" with Howard Barlow playing music, old and new, from Purcell to Britten and from Paine to Roy Harris.

**SERIOUS
MUSIC**

**Eileen Farrell and The
Columbia Concert Orchestra**

10:00-10:30 p.m.

FRIDAYS: JAN. 2, 9, 16

This young soprano was selected as the most promising of the many singers, who have appeared on the "Songs of the Centuries" program. Howard Barlow conducts the orchestra.

From the Organ Loft

10:15-9:45 a.m.

ONCE 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:

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

**EDUCATIONAL
PROGRAMS**

**School of the Air of the
Americas**

10:15-9:45 a.m.

(Eastern Time Zone)

12:30-2:55 p.m.

(Central Time Zone)

7:30-10:00 a.m.

(Mountain Time Zone)

11:30-2:00 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*

- JANUARY 5: Fishermen.
- JANUARY 12: Hard Rock Miners.
- JANUARY 19: Farmers.
- JANUARY 26: Radio Men.

TUESDAYS—*Music of the Americas*

- JANUARY 6: The Ballad and Romance.
- JANUARY 13: Love Songs.
- JANUARY 20: Humor.
- JANUARY 27: Patriotic Tunes.

**WEDNESDAYS—*New Horizons: Lands of
New World Neighbors***

- JANUARY 7: Waters of Storm and Stress.
- JANUARY 14: The Realm of the Inca.
- JANUARY 21: Land on the Roof of America.
- JANUARY 28: Land on the Equator.

**EDUCATIONAL
PROGRAMS**

Continued

**School of the Air of the
Americas**

Continued

THURSDAYS—*Tales from Far and Near*

JANUARY 8: Mr. Popper's Penguins.

JANUARY 15: More Selected American Ballads.

JANUARY 22: Early American.

JANUARY 29: Salute.

FRIDAYS—*This Living World*

JANUARY 9: Congress at Work.

JANUARY 16: Refugees.

JANUARY 23: Crime.

JANUARY 30: The Migratory Worker.

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

With the outbreak of war in the Pacific, this series on the Far East has assumed a new importance. Experts speak through the cooperation of 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

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.

Life of Men and Books

10:05-2:30 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

10:30-1:45 p.m.
EACH SATURDAY

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

CHILDREN'S PROGRAMS

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.

PERSONALITIES

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

10:30-6:45 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
10:45-2:00 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.

Diga 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 January:

JANUARY 4: *Morning:* Bishop Francis J. McConnell of the Methodist Church, New York Area.

Afternoon: Dr. Frederick M. Smith, President of the Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Missouri.

JANUARY 11: *Morning:* Congregational Service.

Afternoon: Rev. Harry C. Graham, O.P., National Director, Holy Name Society, New York, N. Y.

JANUARY 18: *Morning:* Mr. Harry C. Browne, former First Reader in the Mother Church, First Church of Christ Scientist, Boston, Mass.

Afternoon: Jewish Service.

JANUARY 25: *Morning:* Rev. V. Carney Hargroves, Second Baptist Church, Germantown, Philadelphia, Pa.

Afternoon: Rev. Joseph M. Lynch, National Office, Propagation of the Faith Society, New York, 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 voices.

JANUARY 4: J. Finley Wilson, Grand Exalted Ruler, I. B. P. O. E., Washington, D. C.

JANUARY 11: Fourth Anniversary Program with Mayor Fiorello H. LaGuardia of New York City.

JANUARY 18: Dr. M. O. Bousfield, Director of Negro Health, Julius Rosenwald Fund, Chicago, Illinois.

JANUARY 25: To Be Announced.

News Broadcasts

News in English:

2:00-12:15 a.m., 1:00-1:15 a.m.,
5:00-6:15 a.m., 7:00-7:15 a.m.,
11:30-11:45 a.m., 11:45-12 noon,
2:30-3:45 p.m.

News in French:

2:15-12:30 a.m., 1:15-1:30 a.m.,
5:00-5:15 a.m., 5:00-5:15 a.m.,
8:00-8:15 a.m., 8:15-8:30 a.m.,
11:00-11:15 a.m., 11:15-11:30
a.m., 2:00-2:15 p.m.

News in Italian:

2:30-12:45 a.m., 1:30-1:45 a.m.,
5:00-5:15 a.m., 9:00-9:15 a.m.,
11:15-9:30 a.m., 12:00-12:15 p.m.,
2:15-12:30 p.m., 3:00-3:15 p.m.

News in German:

2:15-1:00 a.m., 1:45-2:00 a.m.,
5:00-4:15 a.m., 10:00-10:15 a.m.,
11:00-10:30 a.m., 1:00-1:15 p.m.,
2:15-1:30 p.m., 4:00-4:15 p.m.

News in Spanish:

11:45-11:00 a.m., 2:45-3:00 p.m.

News in Portuguese:

2:30-12:45 p.m.

News in Polish:

11:45-2:00 p.m., 3:15-1:00 p.m.

News in Serbo-Croatian:

10:30-10:45 a.m., 1:30-1:45 p.m.

News in Dutch:

11:15-3:30 p.m.

News in Swedish:

11:45-10:00 a.m., 12:45-1:00 p.m.

News in Arabic:

11:15-2:30 p.m.

News in Turkish:

11:30-2:45 p.m.

News Broadcasts

News in Spanish:

11:00-5:15 p.m., 7:00-7:15 p.m.,
11:15-7:30 p.m., 9:00-9:15 p.m.,
11:00-11:15 p.m.

News in Portuguese:

11:30-5:45 p.m., 7:30-7:45 p.m.,
11:45-8:00 p.m., 9:30-9:15 p.m.

News in English:

11:00-6:15 p.m., 6:15-6:30 p.m.,
11:00-10:15 p.m.

News in twelve languages — a comprehensive schedule of forty-four fifteen-minute periods per day, three hundred and eight per week — is now directed to shortwave listeners in Europe, Africa, and the Near East by Columbia's international station, WCBX, and the new CBS fifty-kilowatt transmitter, WCRC. The seven-day-a-week, "around the clock" schedule begins at midnight in New York and ends in the late afternoon, which is from dawn to late evening in Europe. The languages include English, French, Italian, German, Spanish, Portuguese, Polish, Serbo-Croatian, Dutch, Swedish, Arabic, and Turkish. A staff of fifty persons is required to build these broadcasts, all news stemming from a central news room located in newly-constructed quarters in the CBS Studio Building. All the news services and facilities available to the network itself have been installed there.

From late afternoon to late evening, WCBX and WCRC direct their powerful beams to Latin America. And soon a fifty-kilowatt companion to WCRC will be placed in operation, another link in the continental solidarity of the Americas. CBS news broadcasts to Latin America are in three languages — Spanish, Portuguese, and English.

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE

WCBX New York

WCRC New York

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA

WCBX New York

WCRC New York

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.

PUBLIC AFFAIRS

DECEMBER 4: Lamot duPont and Harvey Firestone, Jr., were interviewed by Edwin C. Hill about "Jobs After Defense", from the N.A.M. convention, 3:30-3:45 p.m.

DECEMBER 4: Representative Vito Marcantonio of New York discussed "Price Control and National Defense", 6:30-6:45 p.m.

DECEMBER 5: Senator Tom Connally, Democrat from Texas, talked on American foreign policy. 10:30-10:45 p.m.

DECEMBER 6: W. P. Witherow, newly elected president of the N.A.M., spoke on "Industry Looks to 1942", 10:15-10:30 p.m.

DECEMBER 8: Claire Boothe discussed her recent trip to the Far East, 4:35-4:45 p.m.

DECEMBER 10: R. J. Thomas, Vice-President of the C.I.O. and President of the United Automobile Workers, discussed strike control legislation, 10:15-10:30 p.m.

DECEMBER 11: Norman Thomas discussed "The Bill of Rights in War Time", 11:00-11:15 p.m.

DECEMBER 13: Walter Reuther, United Automobile Worker labor leader, spoke on his plan for airplane production, under the auspices of the Union for Democratic Action, 2:30-2:45 p.m.

DECEMBER 13: Dr. James T. Shotwell, chairman of the Commission to Study the Organization of Peace, considered the subject of "America After the War", 10:15-10:30 p.m.

DECEMBER 14: Senator James J. Davis of Pennsylvania spoke in cooperation with the American Bible Society on Universal Bible Sunday, 9:45-10:00 p.m.

DECEMBER 16: A dramatization entitled "The Children's Front" was presented, with Fredric March and Diana Forbes-Robertson in connection with a drive for funds by the National Association of Day Nurseries 3:30-3:45 p.m.

DECEMBER 17: John T. Flynn, chairman of the New York Chapter of the American First Committee spoke, 10:15-10:30 p.m.

DECEMBER 18: Claire Boothe, Vincen Sheean and Dorothy Thompson discussed the Far Eastern situation from a meeting of the New York Women's Division of United China Relief, 4:30-4:45 p.m.

DECEMBER 18: A panel discussion on "What We Are Fighting For: The Bill of Rights" was participated in by Representative Joseph C. Baldwin of New York; Charles S. Whitman, Jr.; Robert F. Wagner, Jr., and Alfred M. Lilienthal. The broadcast wa

held in cooperation with United Youth for Defense, Inc., 6:30-6:45 p.m.

DECEMBER 19: W. J. Brown, general secretary, Civil Service Clerical Association of Great Britain, spoke on "The Labor Movement in Great Britain", 11:00-11:15 p.m.

DECEMBER 20: Wendell L. Willkie talked about "The Fight For Freedom", 10:15-10:45 p.m.

DECEMBER 21: The Most Reverend Francis J. Spellman, D.D., Archbishop of New York and Military Vicar of the United States armed forces, sent his Christmas message to these forces on the occasion of his formal blessing of the National Catholic Community Service Clubhouse, 1:45-2:00 p.m.

DECEMBER 23: Lynn U. Stambaugh, National Commander of the American Legion, and Brigadier General Frank T. Hines, Administrator of Veterans' Affairs, sent Christmas greetings to veterans of the first World War, 3:30-3:45 p.m.

DECEMBER 23: Dr. William Agar, member of the Associated Leagues for a Declared War spoke, 10:15-10:30 p.m.

DECEMBER 27: Colston E. Warne, president of the Consumers Union of the United States, Inc., and associate professor of economics at Amherst College, discussed "The Consumer Looks at Advertising", 10:15-10:30 p.m.

SPECIAL EVENTS

DECEMBER 1: Governor Herbert H. Lehman of New York spoke at the christening of the New York Central Railroad's new streamlined Empire State Express, 9:00-9:15 a.m.

DECEMBER 1: The Annual 4-H Club Awards were broadcast from Chicago's stockyards, 4:30-5:00 p.m.

DECEMBER 2: Proceedings at CBS President William S. Paley's Testimonial Dinner for Edward R. Murrow were broadcast, 9:30-10:00 p.m.

DECEMBER 6: A broadcast depicting the American school's role in defense was carried with pickups from Chicago, Detroit, Los Angeles and Washington, 1:30-2:00 p.m.

DECEMBER 7: Numerous unscheduled round-ups of news, both domestic and foreign, followed closely upon Japan's attack on Pearl Harbor.

DECEMBER 8: President Roosevelt's statement to the Joint Session of Congress, asking that the existence of a state of war with Japan be recognized, was heard, 12:15-12:40 p.m.

DECEMBER 8: Winston Churchill's comments on the American entrance into the war were carried, 3:00-3:20 p.m.

DECEMBER 9: President Roosevelt's address to the nation was broadcast, 10:00-10:30 p.m.

DECEMBER 13, 20, 27, 29, 30: Mel Allen covered five major college basketball double-headers from Madison Square Garden, 11:00-11:15 p.m.

DECEMBER 15: Attorney General Francis Biddle and Archibald MacLeish, Librarian of Congress, participated in the dedication of the Jefferson Murals Room of the Library of Congress, 3:00-3:45 p.m.

DECEMBER 15: A speech by President Roosevelt provided a fitting climax to a special program in honor of the 150th Anniversary of the American Bill of Rights. Norman Corwin directed his radio drama, "We Hold These Truths", with Lionel Barrymore, Walter Huston, Edward G. Robinson and Bob Burns heading the list of stage and screen stars who appeared in it. Leopold

Stokowski and the NBC Symphony Orchestra concluded the program with "The Star Spangled Banner". 10:00-11:00 p.m.

DECEMBER 19: Senator Walter F. George, of Georgia, and workers who helped build the new Southeastern Pipeline from Florida to Chattanooga, joined in the dedication of this defense project, 4:30-4:45 p.m.

DECEMBER 24: Nila Mack directed a dramatization of "The Night Before Christmas", 3:30-3:45 p.m.

DECEMBER 24: President Roosevelt and Winston Churchill participated in the annual ceremony of the White House Christmas tree lighting, 5:00-5:30 p.m.

DECEMBER 24: The General Motors' Inland Division Children's Chorus broadcast a program of Christmas music from Dayton, Ohio, 10:15-10:45 p.m.

DECEMBER 24: Eamon de Valera, American-born Prime Minister of Eire, sent his Christmas greetings to the United States. 11:00-11:15 p.m.

DECEMBER 24: The Schola Cantorum at the Seminarie of Philosophy of St. Sulpice in Montreal, sang a midnight mass, 11:30-12 midnight.

DECEMBER 25: Sir Thomas Beecham conducted the Columbia Concert Orchestra and Columbia Chorus in a Christmas Carol program, 12 midnight-1:00 a.m.

DECEMBER 25: The 1941 Christmas Day message of King George VI of England was heard, 9:00-9:10 a.m.

DECEMBER 25: Washington children, whose fathers are U. S. Army officers on war duty in London, exchanged Christmas greetings, 9:15-9:45 a.m.

DECEMBER 25: American "little people" discussed the war with their English counterparts, 3:30-3:55 p.m.

DECEMBER 25: Norman Corwin's radio classic, "The Plot to Overthrow Christmas", was presented from Hollywood under the author's direction, 6:15-6:45 p.m.

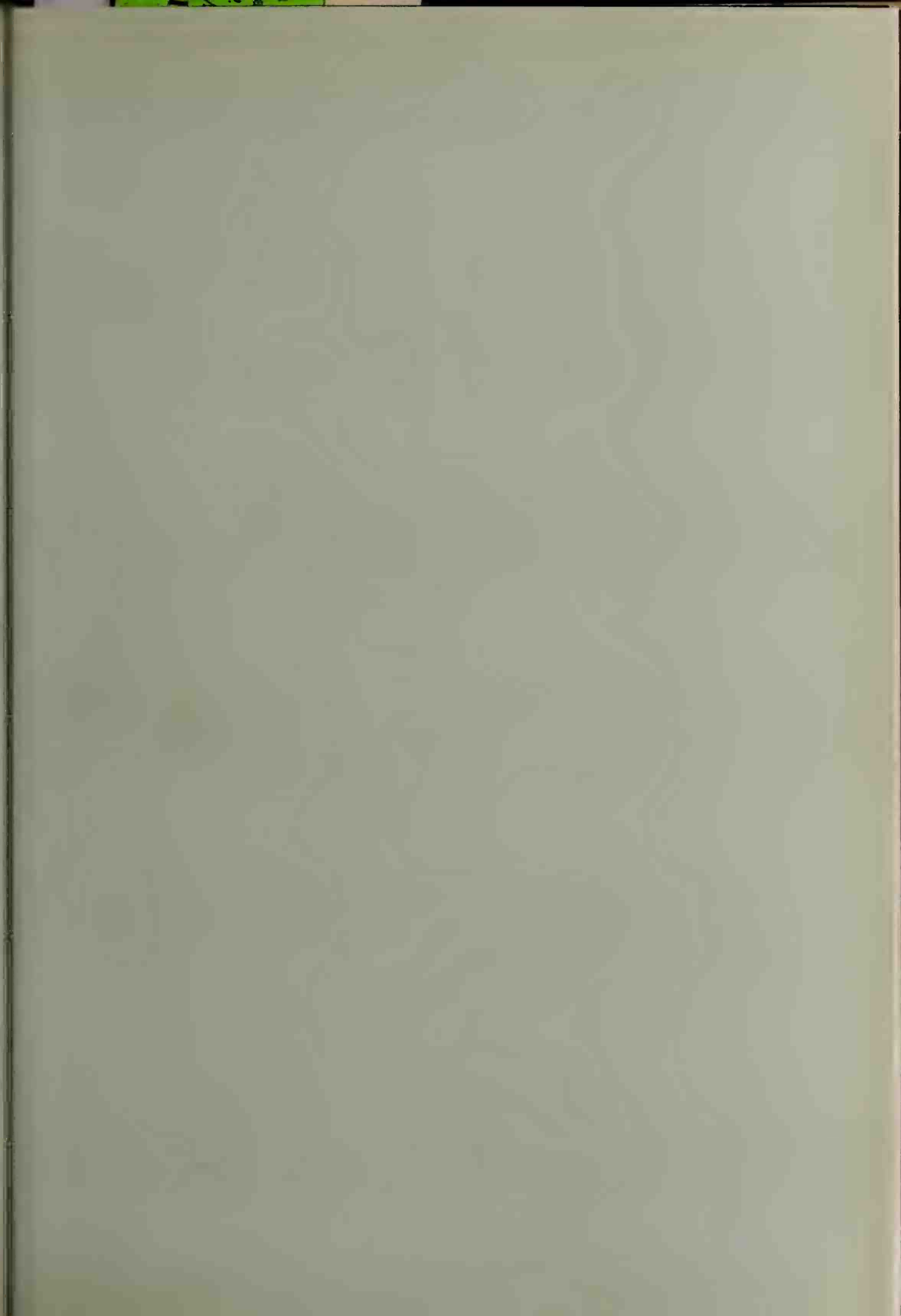
DECEMBER 25: William Saroyan's special Christmas play, "There's Something I Got to Tell You", was carried, 10:20-10:45 p.m.

DECEMBER 26: Winston Churchill addressed a Joint Session of the United States Congress in Washington, 12:30-1:10 p.m.

DECEMBER 26: A Salvation Army program, complete with band and women's vocal trio, was broadcast, 11:00-11:30 p.m.

DECEMBER 27, 29, 31: Ted Husing broadcast three previews of the Orange Bowl football game from Miami.

DECEMBER 30: "Twelve Crowded Months", a review of the past year's events, featuring Elmer Davis, Major George Fielding Eliot, Albert Warner, Bob Trout, Edward R. Murrow, Deems Taylor, Mel Allen, William L. Shirer and John Daly was presented, 9:30-10:00 p.m. and 10:15-10:45 p.m.



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CBS PROGRAM BOOK • FEBRUARY, 1942

Daughter of U. S. Army Officer talks to her father overseas



THE COVER: Over a CBS shortwave hook-up in New York, several children of American Army officers held a two-way conversation with their fathers stationed in London.

FEBRUARY, 1942

**THE COLUMBIA
PROGRAM BOOK**

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C. F. MUELLER COMPANY:
 Macaroni Products . . . Page 11

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>AMERICAN OIL COMPANY (184th 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 (300th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus and guest stars</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 (251st 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. (51st 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>ARMSTRONG CORK COMPANY (17th 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 Rugs <i>Batten, Barton, Durstin & Osborn, Inc.</i></p>
<p>*B. T. BABBITT, INC. (26th Week on CBS)</p> <p>*David Harum <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 13 CBS stations ORIGINATES: WABC</p>	<p>Bab-O <i>Maxon, Inc.</i></p>
<p>BAYER COMPANY (331st 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 (469th 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>

* Program or client not listed in CBS Program Book for January.

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

OWEY'S, INC.

40th Week on CBS

Stars Over Hollywood

Original drama with Knox
Manning, MC, and guest stars

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

Dari-Rich Products
Sorensen & Company

**CALIFORNIA FRUIT GROWERS
EXCHANGE**

43rd Week on CBS

**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

49th Week on CBS

First Nighter
with Barbara Luddy and
Les Tremayne

Drama

Friday
9:30-9:55 p.m.
54 CBS stations
ORIGINATES: WBBM

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

CAMPBELL SOUP COMPANY

57th 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.
61 CBS stations
ORIGINATES: KNX

Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
62 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.
58 CBS stations
(Mon. and Wed.)
57 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.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>CELANESE CORPORATION OF AMERICA (4th Week on CBS)</p> <p>Great Moments in Music with Jean Tennyson and guest stars <i>Musical program</i></p>	<p>Wednesday 10:15-10:45 p.m. 57 CBS stations ORIGINATES: WABC</p>	<p>Celanese Products <i>Young & Rubicam, Inc.</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (169th 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. 65 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION (308th Week on CBS)</p> <p>Major Bowes' Amateurs</p>	<p>Thursday 9:00-9:30 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY (128th 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. 110 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (316th Week on CBS)</p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p> <p>Hobby Lobby with Dave Elman and Harry Salter's Orchestra</p> <p>Woman of Courage <i>Serial drama</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 71 CBS 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>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 Crystal White <i>Ted Bates, Inc.</i></p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

COLGATE-PALMOLIVE-PEET
COMPANY*Continued***Myrt and Marge***Serial drama*

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

Concentrated Super Suds
*Sherman & Marquette,
Inc.*

Stepmother*Serial drama*

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:00-4:15 p.m.
54 CBS stations
ORIGINATES: WBBM

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

CONTINENTAL BAKING CO., INC.

*(1869th Week on CBS)***Maudie's Diary**

with Mary Mason

Thursday
7:30-8:00 p.m.
Rebroadcast
11:30-12:00 mid.
46 CBS stations
ORIGINATES: WABC

Wonder Bread
Hostess Cake
Ted Bates, Inc.

CURTISS CANDY COMPANY

*70th 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

*502nd Week on CBS***Melody Ranch**

with Gene Autry

Western dramatic series

Sunday
6:30-7:15 p.m.
68 CBS stations
ORIGINATES: KNX

Doublemint Gum
*J. Walter Thompson
Company*

EMERSON DRUG COMPANY

*91st Week on CBS***Vox Pop**

with Parks and Wally

Interviews

Monday
8:00-8:30 p.m.
74 CBS stations
ORIGINATES: ON TOUR

Bromo-Seltzer
Ruthrauff & Ryan, Inc.

EVERSHARP, INC.

*122nd Week on CBS***Take It or Leave it**

with Phil Baker, MC; David Ross

Quiz

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

Eversharp Pens and Pencils
The Biou Company

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>FORD MOTOR COMPANY <i>(407th 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. 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 <i>(349th Week on CBS)</i></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 Ted Collins with the 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. 91 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. 76 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. 84 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.*(401st 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*(416th 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***(127th Week on CBS)***Ginny Simms***Songs*

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

Kleenex

*Lord & Thomas***INTERNATIONAL SILVER COMPANY***(203rd Week on CBS)***Silver Theatre**

Conrad Nagel, Narrator-director,
and guest stage and screen stars

Sunday
6:00-6:30 p.m.
59 CBS stations
34 CBC stations
ORIGINATES: KNX

International Sterling and
1847 Rogers Bros.

Silverplate

*Young & Rubicam, Inc.***IRONIZED YEAST CO., INC.***(127th 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.
4:00-4:15 p.m.
4 CBS stations
ORIGINATES: WABC

Ironized Yeast

Ruthrauff & Ryan, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>JOHNS-MANVILLE CORPORATION (26th Week on CBS)</p> <p>Elmer Davis <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 56 CBS stations ORIGINATES: WABC</p>	<p>Insulation <i>J. Walter Thompson Company</i></p>
<p>JOHNSON & JOHNSON (43rd Week on CBS)</p> <p>Voice of Broadway with Dorothy Kilgallen and guest stars</p>	<p>Tuesday 6:15-6:30 p.m. 65 CBS stations Thursday 6:15-6:30 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, Inc.</i></p>
<p>KOLYNOS COMPANY (469th 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. (425th Week on CBS)</p> <p>Orson Welles <i>Drama</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 (339th Week on CBS)</p> <p>Lux Radio Theater 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>Bright Horizon with Richard Kollmar <i>Serial drama</i></p> <p>Bright Horizon</p>	<p>Monday 9:00-10:00 p.m. 69 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Thursday 9:30-10:00 p.m. 72 CBS stations 31 CBC stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. 59 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. 49 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:00-2:15 p.m. 10 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 Health Soap <i>Ruthrauff & Ryan, Inc.</i></p> <p>Silver Dust <i>Batten, Barton, Durstine & Osborn, Inc.</i></p> <p>Swan Soap <i>Young & Rubicam, Inc.</i></p>

LEVER 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.
61 CBS stations
29 CBC stations
ORIGINATES: WABC

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

Spry

Ruthrauff & Ryan, Inc.

Rinso

*Ruthrauff & Ryan, Inc.***LIGGETT & MYERS TOBACCO COMPANY***183rd 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.
97 CBS stations
ORIGINATES: WABC

Chesterfield Cigarettes

*Newell-Emmett Co.***LUXOR, LTD.***51st Week on CBS*

Wayne King and His Orchestra
Music

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

Luxor Products

*Lord & Thomas***MACFADDEN PUBLICATIONS, INC.***302nd Week on CBS***Paul Sullivan Reviews the News**

Tues., Thurs.
6:00-6:10 p.m.
20 CBS stations
ORIGINATES: WARC

Liberty Magazine

*Fruin Wasey & Company, Inc.***MAGAZINE REPEATING RAZOR COMPANY***35th Week on CBS*

Duffy's Tavern
starring Ed Gardner as "Archie",
Shirley Booth, Eddie Green,
"Fats" Waller, guest stars

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

Schick Injector
Razors and Blades*J. M. Mathes, Inc.***C. F. MUELLER COMPANY***129th Week on CBS***Mark Hawley and the News**

Wed., Thurs., Fri.
4:45-5:00 p.m.
11 CBS stations
ORIGINATES: WARC

Macaroni Products

*Maxon, Inc.***PACIFIC COAST BORAX CO.***30th Week on CBS*

Death Valley Days
Drama

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

20 Mule Team Borax.

Boraxo

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

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>PET MILK SALES CORPORATION (428th 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. 59 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 76 CBS stations ORIGINATES: KMOX</p>	<p>Pet Irradiated Milk <i>Gardner Advertising Company</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. (286th 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. 100 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 75 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. (379th Week on CBS)</p> <p>Ransom Sherman with Martha Tilton and Gordon Jenkins' Orchestra <i>Variety</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>Friday 10:00-10:30 p.m. 65 CBS stations ORIGINATES: KNX</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. 40 CBS stations 13 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 5:30-5:45 p.m. 27 CBS stations ORIGINATES: WABC</p>	<p>Ivory Soap <i>Compton Advertising, Inc.</i></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***Vic and Sade***Serial drama***Road of Life***Serial drama*

Mon. thru Fri.
1:00-1:15 p.m.
58 CBS stations
25 CBC stations
ORIGINATES: WABC

Mon. thru Fri.
1:15-1:30 p.m.
58 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***(139th 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.
60 CBS stations
ORIGINATES: WABC

Insurance Services

Benton & Bowles, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY***(156th Week on CBS)***Blondie**

with Penny Singleton and
Arthur Lake
Domestic comedy

How'm I Doin'?

with Bob Hawk and Vaughn
Monroe's Orchestra
Quiz

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.
98 CBS stations
ORIGINATES: WABC

**Camel Cigarettes
Prince Albert Smoking
Tobacco**

*William Esty &
Company, Inc.*

SPEARMINT GUM*(501st Week on CBS)***The First Line***Informational series***Scattergood Baines***Serial drama*

Thursday
10:15-10:45 p.m.
69 CBS stations
ORIGINATES: WBBM

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

Spearmint Gum

Arthur Meyerhoff & Co.

**COLUMBIA
PACIFIC
NETWORK**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
E. R. SQUIBB & SONS <i>(82nd Week on CBS)</i> Frank Parker <i>Songs</i>	Mon., Wed., Fri. 6:30-6:45 p.m. 50 CBS stations ORIGINATES: WABC	Squibb Products <i>Geyer, Cornell & Newell, Inc.</i>
TEXAS COMPANY <i>(244th Week on CBS)</i> Texaco Star Theatre starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra and the Texaco Workshop Players <i>Variety</i>	Wednesday 9:00-10:00 p.m. <i>Rebroadcast</i> 12:00-1:00 a.m. 83 CBS stations ORIGINATES: WABC	Texaco Products <i>Buchanan & Co.</i>
*UNITED FRUIT COMPANY *The World Today <i>News</i>	Mon. thru Fri. 6:45-7:00 p.m. 37 CBS stations ORIGINATES: WABC	Bananas <i>Batten, Barton, Durstine & Osborn, Inc.</i>
U. S. TOBACCO COMPANY <i>(348th Week on CBS)</i> Gay Nineties Revue starring Beatrice Kay, Joe E. Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 63 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i>
AMERICAN CHICLE COMPANY <i>(47th Week on CBS)</i> By the Way with Bill Henry	Tues., Thurs. 5:30-5:45 p.m. PST Saturday 9:45-10:00 p.m. PST ORIGINATES: KNX	Chiclets & Dentyne <i>Badger, Browning & Hersey, Inc.</i>
BATHASWEET CORPORATION <i>(121st Week on CBS)</i> 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>
*CALIFORNIA PACKING CORP. <i>(3rd Week on CBS)</i> *William Winter <i>News</i>	Mon. thru Sat. 12:30-12:45 p.m. PST ORIGINATES: KQW	Del Monte Products <i>McCann-Erickson, Inc</i>
COLONIAL DAMES, INC. <i>(112th Week on CBS)</i> Find the Woman with Knox Manning	Friday 9:55-10:00 p.m. PST ORIGINATES: KNX	Cosmetics <i>Glasser, Gailey & Co.</i>

* Program or client not listed in CBS Program Book for January.

GENERAL FOODS CORPORATION
(349th Week on CBS)

The Second Mrs. Burton
Dramatic serial

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

Jello
Young & Rubicam, Inc.

GENERAL PETROLEUM
CORPORATION OF CALIFORNIA
(57th Week on CBS)

I Was There
News dramatizations

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

Mobilgas, Mobiloil
Smith & Drum, Inc.

RICHARD HUDNUT
(109th Week on CBS)

Hollywood Showcase

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

Marvelous Cosmetics
Benton & Bowles, Inc.

LOS ANGELES SOAP COMPANY
(121st 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.
(302nd Week on CBS)

Bob Garred Reporting

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

Liberty Magazine
Ervin Wasey & Co.

*NESBITT FRUIT PRODUCTS, INC.
(5th Week on CBS)

Bob Garred Reporting

Saturday
5:45-5:55 p.m. PST
ORIGINATES: KNX

California Orange Drink
Walter K. Neill, Inc.

PETER PAUL, INC.
(81st Week on CBS)

Bob Garred Reporting

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
(69th 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 Co.

SMITH BROTHERS
(89th Week on CBS)

William Winter
News

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
*J. D. Tarcher
& Co., Inc.*

**COLUMBIA
PACIFIC
NETWORK**

Continued

**SOIL OFF MANUFACTURING
COMPANY**

(52nd Week on CBS)

Bob Garred Reporting

News

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

ORIGINATES: KNX

Cleaning Fluid for
Walls and Woodwork

Buchanan & Co.

SUNNYVALE PACKING COMPANY

(5th Week on CBS)

Jane Endicott, reporter

Serial drama

Mon., Wed., Fri.

10:45-11:00 a.m. PST

ORIGINATES: KNX

Rancho Soups

Lord & Thomas

UNION OIL COMPANY

(61st Week on CBS)

Nelson Pringle

News analysis

Mon. thru Fri.

7:45-8:00 a.m. PST

ORIGINATES: KNX

Gas and Oil

Lord & Thomas

**COLUMBIA
CALIFORNIA
NETWORK**

BEKINS VAN AND STORAGE CO.

(19th 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*

LUDEN'S, INC.

(77th 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

(42nd 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

**WABC
SPONSORED
PROGRAMS**

AMERICAN TOBACCO CO.

(35th Week on WABC)

***Announcements**

Mon. thru Sat.

12:05-12:07 a.m.

Lucky Strike Cigarettes

Lord & Thomas

B.C. REMEDY COMPANY

(21st Week on WABC)

Arthur Godfrey

Participations

Mon. thru Sat.

7:00-7:30 a.m.

B.C.

*Charles W. Hoyt &
Co., Inc.*

* 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 January.

BEECH-NUT PACKING COMPANY* Odd Side of the News	Tues., Thurs., Sat. 8:25-8:30 a.m.	Beechies Gum and Confections <i>Newell-Emmett Co.</i>
BOOK HOUSE FOR CHILDREN <i>(39th Week on WABC)</i> Woman's Page of The Air with Adelaide Hawley <i>Participations</i>	Friday 8:45-9:00 a.m.	Book House <i>Presba, Fellers & Presba, Inc.</i>
BULOVA WATCH COMPANY <i>(649th Week on WABC)</i> Time Signals	Sun. thru Sat. 10 Times Daily	Bulova Watches <i>The Biow Company</i>
DREZMA, INC. <i>(65th Week on WABC)</i> Lessons in Loveliness with Nell Vinick	Tues., Thurs. 3:30-3:45 p.m.	"Drezma" Cosmetics <i>Blaine-Thompson Co., Inc.</i>
GENERAL BAKING COMPANY* <i>(19th Week on WABC)</i> Announcements	Mon. thru Sat. 7:59:45-8:00:45 a.m. 8:13:30-8:14:30 a.m.	Bond Bread <i>Newell Emmett Co.</i>
GRIFFIN MANUFACTURING CO., INC*. <i>(20th Week on WABC)</i> Arthur Godfrey <i>Participations</i>	Tues., Thurs., Sat. 7:00-7:30 a.m.	Shoe Polish, Whitener, and Dressing <i>Birmingham, Castleman, and Pierce, Inc.</i>
GROVE LABORATORIES, INC. <i>(39th 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>
ILLINOIS MEAT COMPANY <i>(13th Week on WABC)</i> Arthur Godfrey <i>Participations</i>	Mon. thru Sat. 6:30-6:55 a.m.	Broadcast Brand Canned Meats <i>Arthur Meyerhoff & Co</i>
INTERNATIONAL TELEPHONE AND TELEGRAPH COMPANY <i>(5th Week on WABC)</i> Good Neighbor News	Mon. thru Fri. 6:10-6:15 p.m.	Institutional <i>Marschalk & Pratt, Inc.</i>

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

*Company or client not listed in CBS Program Book for January

**WABC
SPONSORED
PROGRAMS**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>V. LA ROSA & SONS, INC. <i>(10th 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>LEHN AND FINK PRODUCTS CORP.* <i>(20th 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>
<p>P. LORILLARD COMPANY* <i>(29th 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>LUDEEN'S, INC. <i>(35th 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>MARLIN FIREARMS COMPANY <i>(38th Week on WABC)</i></p> <p>Early Riser's News</p>	<p>Mon. thru Sat. 6:55-7:00 a.m.</p>	<p>Marlin Razor Blades <i>Craven & Hedrick, Inc.</i></p>
<p>MARYLAND PHARMACEUTICAL CO. <i>(43rd 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>(167th 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>(24th 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>Morrell E-Z Cut Ham <i>Henri, Hurst and McDonald, Inc.</i></p>
<p>NEW YORK STATE BUREAU OF MILK PUBLICITY <i>(46th 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>

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

**WABC
SPONSORED
PROGRAMS**
Continued

PEPSI-COLA COMPANY* <i>(79th Week on WABC)</i> The Missus Goes A-Shopping Quiz	Mon., Wed., Fri. 8:30-8:45 a.m.	Pepsi-Cola <i>Newell Emmett Co.</i>
QUAKER OATS COMPANY* <i>(58th 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>(73rd Week on WABC)</i> Announcement	Tues., Fri. 11:58:50 p.m.- 12 mid.	"Sons of Fun" <i>Blaine-Thompson Co., Inc.</i>
SMITH BROTHERS* <i>(27th Week on WABC)</i> Arthur Godfrey Afternoon News	Mon., Wed., Fri. 7:30-7:45 a.m. Mon., Wed., Fri. 3:55-4:00 p.m.	"SB" Cough Drops and Cough Syrup <i>J. D. Tarcher & Co., Inc.</i>
SOCONY-VACUUM OIL CO., INC.* <i>(26th Week on WABC)</i> Mark Hawley News	Mon. thru Sat. 10:45-11:00 p.m.	Gasoline, Oil and Specialties <i>J. Stirling Getchell, Inc.</i>
THE STUDEBAKER CORPORATION *Eric Sevareid News	Tues., Thurs., Sat. 6:30-6:45 p.m.	Institutional <i>Roche, Wilhams & Cunnyngham, Inc.</i>
TERMINAL BARBER SHOP, INC. Arthur Godfrey Participations	Mon. thru Sat. 7:00-7:30 a.m.	Barber Shop Services <i>Maxon, Inc.</i>
WASTE PAPER CONSUMING INDUSTRIES <i>(21st Week on WABC)</i> Arthur Godfrey Participations	Mon. thru Sat. 7:00-7:30 a.m.	Paper Conservation <i>Olian Advertising Co.</i>
WEST DISINFECTING COMPANY <i>(30th Week on WABC)</i> It Takes a Woman with Frances Scott	Mon., Wed., Fri. 8:20-8:25 a.m.	CN <i>Moser & Cotins, Inc.</i>

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

**Program or client not listed in CBS Program Book for January.

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 21
2. DRAMATIC SERIES	Page 22
3. NATIONAL DEFENSE	Page 22
4. LIGHT ENTERTAINMENT	Page 23
5. SERIOUS MUSIC	Page 24
6. EDUCATIONAL PROGRAMS	Page 25
7. CHILDREN'S PROGRAMS	Page 27
8. PERSONALITIES	Page 27
9. RELIGIOUS BROADCASTS	Page 28
CBS SHORT WAVE BROADCASTS	Page 29
ADDENDA: JANUARY PROGRAMS	Page 30

NEWS
BROADCASTSNews Summaries, Analyses
and Broadcasts from Abroad

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in foreign capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. 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 Colingwood from London; William J. Dunn from Batavia; John Raleigh from Darwin, Australia; Webb Edwards from Honolulu; Cecil Brown from the Far East; Larry Lesueur from Russia; Howard K. Smith from Berne; Bernard Valery from Stockholm; Edward Chorlian from Cairo; Winston Burdett from Ankara; Herbert Clark from Buenos Aires; Elmer Davis, Edward R. Murrow, Linton Wells, Major George Fielding Eliot, William L. Shirer, Harry W. Flannery, Dennis McEvoy and John Daly from New York; Albert Warner, Eric Sevareid and John Purcell from Washington; 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., SATURDAY; 9:00-9:15 a.m., SUNDAY THRU SATURDAY; 10:45-11:00 p.m., MONDAY THRU SATURDAY; The World Tonight, 8:00-8:30 p.m., SUNDAY.

News Summaries: 6:30, 9:00 a.m., 3:15 p.m., 12:55 a.m., MONDAY THRU FRIDAY; 4:45 p.m., MONDAY AND TUESDAY; 2:00 p.m., 4:30 p.m., 6:00 p.m., SATURDAY; 8:00 a.m., 1:30 p.m., 2:55 p.m., SUNDAY; 12:55 a.m., SATURDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., SATURDAY AND SUNDAY; Linton Wells, 12:00-12:05 a.m., MONDAY THRU SATURDAY; 11:00-11:15 p.m. MONDAY, Elmer Davis; TUESDAY, William L. Shirer; WEDNESDAY, Major G. F. Eliot; THURSDAY, Albert Warner; FRIDAY, Edward Murrow; Dennis McEvoy, 6:30-6:45 p.m., SATURDAY.

(See also sponsored news programs.)

**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 the war, 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

SUNDAY, FEBRUARY 1

2:30-2:55 p.m.

EACH SUNDAY

(Beginning February 8)

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. William Spier is producer.

FEBRUARY 1: M. Dolbier's "The Bus That Nobody Loved"; FEBRUARY 8: "Portrait of Jennie", adapted from R. Nathan's novel by G. D. Griffin.

**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. Albert Warner is the chief narrator, and the series is produced by Brewster Morgan.

Spirit of '42

2:00-2:30 p.m.

EACH SUNDAY

Broadcast in the interest of the national war effort, this 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.

They Live Forever

10:30-11:00 p.m.

EACH SUNDAY

(Beginning February 8)

A program about American sacrifice, courage, and heroism in the present war. Charles Vanda is the producer and director. Howard Teichman and Jerry Lawrence are the writers.

Calling Pan-America

6:00-6:30 p.m.

EACH SATURDAY

CBS draws the Americas closer together. Heard throughout the western hemisphere, this new series "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.

SATURDAY, FEBRUARY 8

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of "The Place of Public Criticism in Wartime."

LIGHT
ENTERTAIN-
MENT**What's New At The Zoo?**

1:35-2:00 p.m.

EACH SUNDAY

John Reed King interviews, on location, the men and women who collect and care for the animal inmates of the Bronx Zoo.

Matinee at Meadowbrook

4:00-4:30 and 4:35-5:00 p.m.

EACH SATURDAY

An hour jamboree of dance music for "young minded" Columbia listeners, featuring the orchestra of Alvino Rey during February.

God's Country

11:15-11:30 a.m.

EACH SATURDAY

Milton Bacon tells stories of America's small towns and the way of life they represent. Burl Ives sings songs of the region.

Kay Thompson and Co.

7:30-8:00 p.m.

EACH WEDNESDAY

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 and kitchen contraltos. 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 February:

Blue Barron	Hal McIntyre
Shep Fields	Sonny Dunham
Benny Goodman	Vaughn Monroe
Guy Lombardo	Tommy Tucker

U. S. Marine Band

10:00-10:30 a.m.

EACH SATURDAY

Captain William Santelmann conducts the band from the auditorium of the Marine Barracks in Washington.

Wherever You Are

10:30-10:45 p.m.

EACH TUESDAY

Service men hear their favorite songs and receive recordings of them, just as they are broadcast by Walter Gross' orchestra and Gwen Davies.

**SERIOUS
MUSIC**

PROGRAM AND TIME

DESCRIPTION

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 February, Eugene Goossens and Fritz Busch conduct. Deems Taylor is intermission commentator.

Cleveland Orchestra

5:00-6:00 p.m.

EACH SATURDAY

WGAR and CBS present the famous Cleveland Orchestra in a weekly series of symphony concerts originating from Severance Hall in Cleveland. Dr. Artur Rodzinski conducts the orchestra. Kay Halle is program commentator.

Columbia's Weekday Schedule of Fine Music

3:30-4:00 p.m.

MONDAY THRU FRIDAY

This is an unusual series of programs, embracing great symphonic, vocal and chamber music works. It includes seldom-performed American works for orchestra, standard and little-known concerti, and great songs of all the ages. 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", historic American compositions performed by orchestral, chamber and vocal groups from the Eastman School of Music in Rochester.

WEDNESDAYS: "Songs of the Centuries", with vocal masterpieces performed by guest soloists. Howard Barlow conducts.

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

FRIDAYS: "British-American Music Series", Howard Barlow and Charles Lichter playing British music of historic significance and new scores by contemporary American composers.

FEBRUARY 1: Walberg Brown Ensemble.

FEBRUARY 8, 15: Recitals by pianist Hugo Balzo.

FEBRUARY 22: Vera Brodsky begins new series.

11:05-11:30 a.m.

EACH SUNDAY

Philharmonic Young People's Concert

3:45-4:45 p.m.

MONDAY, FEBRUARY 23

The New York Philharmonic-Symphony Orchestra presents concerts especially for young people. Rudolph Ganz is the conductor.

SERIOUS
MUSIC**Eileen Farrell and The
Columbia Concert Orchestra**7:30-8:00 p.m.
EACH SATURDAY

This young soprano was selected as the most promising of the many singers, who have appeared on the "Songs of the Centuries" program. Howard Barlow and Charles Lichter conduct the orchestra.

From the Organ Loft9:15-9:45 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. LIFE
STRINGFELLOW BARR	SPENCER MILLER, JR.
WILLIAM BENTON	EDITH BRYAN TORRIDE
HARRY WOODBURN CHASE	THOMAS V. SMITH
ROBERT L. GANNON, 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*

FEBRUARY 2: Leather Workers.

FEBRUARY 9: Potters.

FEBRUARY 16: Glass Workers.

TUESDAYS—*Music of the Americas*

FEBRUARY 3: New World Instruments.

FEBRUARY 10: Dances of the Country and the City.

FEBRUARY 17: Dances of the Country and the City.

**EDUCATIONAL
PROGRAMS**
Continued
**School of the Air of the
Americas**
Continued
FEBRUARY 24: Topical Songs.

WEDNESDAYS—*New Horizons: Lands of
New World Neighbors*
FEBRUARY 4: Paradise of the Pacific.

FEBRUARY 11: Alaska, Land of Wonders.

FEBRUARY 18: Quest for the Northwest Passage.

FEBRUARY 25: Castles of Dreams in New France.

THURSDAYS—*Tales from Far and Near*
FEBRUARY 5: To and Again.

FEBRUARY 19: Haym Salomon.

FEBRUARY 26: The Red Canoe.

FRIDAYS—*This Living World*
FEBRUARY 6: Standard of Living.

FEBRUARY 13: Old Age Security.

FEBRUARY 20: Pan Americanism.

FEBRUARY 27: Canada and The United States.

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.

FEBRUARY 1: Aeschylus "Oresteia".

FEBRUARY 8: Malthus "On Population".

FEBRUARY 15: Demosthenes' and Lincoln's Speeches.

FEBRUARY 22: Voltaire "Candide".

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

EACH MONDAY

With the outbreak of war in the Pacific, this series on the Far East has assumed a new importance. Experts speak through the cooperation of the American Council of the Institute of Pacific Relations.

What Freedom Means

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.

PROGRAM AND TIME

DESCRIPTION

EDUCATIONAL
PROGRAMS**Children Also Are People**

EACH WEDNESDAY

Talks by specialists in the field of child guidance.

Highways to Health

EACH THURSDAY

A series of instructive medical talks arranged by the N. Y. Academy of Medicine.

Americans Map the Skies

EACH FRIDAY

Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, delves into the fascinating life stories of America's great astronomers and their achievements.

Of Men and Books

2:05-2:30 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

11:30-12:00 noon

EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nida 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, and advises on gardening in wartime.

PERSONALITIES

Olga Coelho

10:30-10:45 p.m.

MONDAY 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 is in its eleventh consecutive year of Sunday morning and afternoon religious broadcasts. In February:

FEBRUARY 1: *Morning*: The Reverend S. C. Michelfelder, Saint Paul's Lutheran Church, Toledo, Ohio.

Afternoon: Elder Gustave A. Iverson, President of the Eastern States Mission, Church of Jesus Christ of Latter Day Saints.

FEBRUARY 8: *Morning*: Dr. Harold L. Bowman, First Presbyterian Church, Chicago, Ill.

Afternoon: Catholic Service.

FEBRUARY 15: *Morning*: The Right Reverend William T. Manning, D.D., Bishop of New York, Church of St. John the Divine.

Afternoon: Jewish Service.

FEBRUARY 22: *Morning*: Congregational Service.

Afternoon: 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 voices.

FEBRUARY 1: George Dempster, Editor Knoxville Journal, Knoxville, Tennessee.

FEBRUARY 8: Dr. George E. Haynes, Federal Council of Churches of Christ in America, New York, N. Y.

FEBRUARY 15: Father William O'Donnell, Cleveland, Ohio.

FEBRUARY 22: Mr. Alva B. Johnson, Director of Public Relations, Storer College, Harpers Ferry, West Virginia.

News Broadcasts

In English:

6:30 6:45 a.m., 10:30-10:45 a.m.

2:30 2:45 p.m., 4:15-4:20 p.m.

In French:

8:00 8:15 a.m., 8:15-8:30 a.m.

11:00 11:15 a.m., 11:15-11:30

a.m., 12:30-12:45 p.m.

2:00 2:15 p.m., 2:15-2:30 p.m.

3:30 3:45 p.m.

In German:

7:00-7:15 a.m., 7:15-7:30 a.m.

10:00 10:15 a.m., 10:15-10:30

a.m., 1:00-1:15 p.m., 1:15-1:30

p.m.

4:00 4:15 p.m.

In Italian:

9:00 9:15 a.m., 9:15-9:30 a.m.

12 noon 12:15 p.m., 12:15-12:30

p.m.

3:00-3:15 p.m., 3:15-3:30 p.m.

In Polish:

12:45 1:00 p.m., 3:45 4:00 p.m.

In Serbo-Croatian:

9:45 10:00 a.m., 2:45 3:00 p.m.

In Dutch:

1:45 2:00 p.m.

In Swedish:

9:30-9:45 a.m., 1:30 1:45 p.m.

In Turkish:

11:30-11:45 a.m.

In Arabic:

11:45 a.m. 12 noon

News Broadcasts

News in Spanish:

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

7:15-7:30 p.m., 9:00 9:15 p.m.,

11:00-11:15 p.m.

News in Portuguese:

5:30 5:45 p.m., 7:30 7:45 p.m.,

7:45 8:00 p.m., 9:30 9:45 p.m.

News in English:

6:00-6:15 p.m., 10:00 10:15 p.m.

News in ten languages—a comprehensive schedule of thirty-four fifteen-minute periods per day, more than three hundred per week—is now directed to shortwave listeners in Europe, Africa, and the Near East by Columbia's international station, WCBX, and the new CBS fifty-kilowatt transmitter, WCRC. The seven-day-a-week, "around the clock" schedule begins early in the day in New York and ends in the late afternoon, which is afternoon and evening in Europe. The languages include English, French, Italian, German, Polish, Serbo-Croatian, Dutch, Swedish, Arabic, and Turkish. A staff of fifty persons is required to build these broadcasts, all news stemming from a central news room located in newly-constructed quarters in the CBS Studio Building. All the news services and facilities available to the network itself have been installed there.

From late afternoon to late evening, WCBX and WCRC direct their powerful beams to Latin America. And soon a fifty-kilowatt companion to WCRC will be placed in operation, another link in the continental solidarity of the Americas. CBS news broadcasts to Latin America are in three languages—Spanish, Portuguese, and English.

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE

WCBX New York

WCRC New York

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA

WCBX New York

WCRC New York

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 1: Dr. Louis Finkelstein of the Jewish Theological Seminary, Dr. Frederick Brown Harris of the Foundry Methodist Church, and Chief of Chaplains William R. Arnold of the War Department spoke on the "Day of Prayer" program, 6:30-6:45 p.m.

JANUARY 3: Secretary of Labor Frances Perkins discussed "Labor and Production", 10:15-10:30 p.m.

JANUARY 4: Secretary of the Treasury Henry Morgenthau, Jr., spoke from his office in the Treasury Department, 7:15-7:30 p.m.

JANUARY 4: Rep. Oscar Youngdahl, Minnesota Republican, talked about "National Unity", 7:15-7:30 p.m.

JANUARY 7: His Grace, the Archbishop of York (Anglican), opened a series of talks by American and British religious leaders on "The Underlying Spiritual Issues of the Present Crises and the Attitude of the Church", 4:15-4:30 p.m.

JANUARY 8: Jesse Jones, United States Secretary of Commerce, spoke on "The Importance of Health to American Business", under the auspices of the Committee for the Celebration of the President's Birthday, 6:30-6:45 p.m.

JANUARY 10: Senator Claude Pepper spoke in connection with the 22nd Anniversary of the date on which the Covenant of the League of Nations came into effect, 10:15-10:30 p.m.

JANUARY 11: Mrs. Ralph G. Wright, chairman of the Girl Scout National Executive Committee, conducted a discussion of "Girl Scouting in Defense", 1:30-1:45 p.m.

JANUARY 11: Paul Robeson, Herbert Agar, Mrs. Franklin D. Roosevelt, and Burgess Meredith appeared in a "Salute to Negro Troops" under the auspices of Fight for Freedom, Inc., 11:15-11:30 p.m.

JANUARY 14: Dr. Luther A. Weigle, President of the Federal Council of Churches of Christ in America and Dean of the Yale Divinity School, was the second speaker in the series of talks by American and British religious leaders, 4:15-4:30 p.m.

JANUARY 16: Mrs. Franklin D. Roosevelt spoke on "Children's Camping as I See It" for the American Camping Association, New York Section, 3:30-3:45 p.m.

JANUARY 17: Wendell L. Willkie and Governor Dwight P. Griswold of Nebraska spoke at the Annual Luncheon of the Women's National Republican Club, 2:30-3:00 p.m.

JANUARY 17: James M. Landis, former Dean of Harvard Law School, spoke for the first time since his appointment as Executive Director of Office of Civilian Defense, 10:15-10:30 p.m.

JANUARY 18: Keith Morgan and Basil O'Connor, of the Committee for the Celebration of the President's Birthday, made an appeal for "The Stamping Out of Infantile Paralysis", 7:15-7:30 p.m.

JANUARY 19: Dr. H. J. Van Mook, Lieutenant Governor, Netherlands East Indies, reported on the war in the East Indies under the auspices of the Institute of Pacific Relations, 10:30-10:45 p.m.

JANUARY 20: Merle Oberon, Ted Straeter, Barry Wood, Bea Wain, Mullen Sisters, and Harry Brandt appeared in a "March of Dimes" program under the auspices of the Committee for the Celebration of the President's Birthday, 4:30-4:45 p.m.

JANUARY 20: Clark M. Eichelberger, Director of Citizens for Victory, Rear Admiral Harry E. Yarnell and Paul V. McNutt spoke on the "Citizens for Victory" program, 10:15-10:30 p.m.

JANUARY 21: R. G. Clarkson, Vice President of the Federal Loan Bank of New York, spoke on: "National Thrift Week", 3:30-3:45 p.m.

JANUARY 21: The Most Reverend Thomas Williams, Archbishop of Birmingham (Catholic), discussed the topic "What Sort of a World Do We Want to Create After the War?", 4:15-4:30 p.m.

JANUARY 22: Wendell Willkie and R. G. Casey, Australian Minister to the United States, spoke at the opening of the new Freedom House headquarters in New York City, 11:15-11:30 p.m.

JANUARY 23: Mel Allen, Mrs. Lou Gehrig, Joe Di Maggio and Bill Corum spoke under the auspices of the Sports Division of the Committee for the Celebration of the President's Birthday, 11:15-11:30 p.m.

JANUARY 24: James B. Carey, secretary and treasurer of the C.I.O., spoke on "Labor Accepts the President's Call" for increased war production, with George Meany, secretary and treasurer, A. F. of L., Matthew Woll, second vice-president, A. F. of L., and Emil Rieve, vice-president, C.I.O., 10:15-10:45 p.m.

JANUARY 24: Mrs. Henry A. Wallace and Mrs. J. L. Whitehurst discussed "Women in the Lobby" under the auspices of the General Federation of Women's Clubs, 1:45-2:00 p.m.

JANUARY 26: At the Annual Conference of Congregational Christian Churches, Dr. Douglas Horton, Dr. Boynton Merrill, and Dr. Robert C. Calhoun delivered talks on "The Task of the Church in Wartime", 3:15-3:30 p.m.

JANUARY 27: Mrs. Estelle Sternberger, executive director of World Peaceways, Inc., urged in a talk "Win the Peace" that we study plans for the world after the war, 10:15-10:30 p.m.

JANUARY 28: Henry Pratt Fairchild, chairman Department of Sociology, N.Y.U., discussed "International Migration as a Phase of the Post War Population Problem", 3:15-3:30 p.m.

JANUARY 28: Dr. David de Sola Pool, Rabbi of New York's Spanish and Portuguese Synagogue, concluded the series of talks by American and British religious leaders with a further discussion of "What Sort of a World Do We Want to Create After the War?", 4:15-4:30 p.m.

JANUARY 31: W. P. Witherow, president of the National Association of Manufacturers and John G. Pew, president of the Sun Shipbuilding Company, spoke on "Industry is Responding to the Call for Increased War Production", 10:15-10:30 p.m.

SPECIAL EVENTS

JANUARY 1: Traditional New Year's Eve celebrations were described by announcers stationed in New York, Chicago, Denver and Los Angeles. Each of these descriptions was followed by a different topnotch dance orchestra, 12:00 mid.-4:00 a.m.

JANUARY 6: President Roosevelt addressed the Joint Session of Congress and the People of the United States. He reported on "The State of the Nation", 12:15-1:00 p.m.

JANUARY 11: "Diamond Jubilee", written by Gerald Holland and presented by the Committee for the Celebration of the President's Birthday, dramatized stories of America's great Presidents, 7:15-7:30 p.m.

JANUARY 14: From the deck of the naval auxiliary ship, the Lafayette, being converted from the luxury liner Normandie, John Daly described the work in progress and interviewed Lieutenant Commander L.C. Scott and several workmen, 3:30-3:45 p.m.

JANUARY 18: Dr. Abba Hillel Silver, National Chairman of the United Jewish Appeal, discussed "Palestine and the War"

before the National Conference for Palestine, 12:15-12:30 p.m.

JANUARY 19: From Camp Lee, Richmond, Virginia, Lieutenant Victor Lee Cary and Major General James E. Edmonds participated in a commemoration of the birth of General Robert E. Lee, 3:30-3:45 p.m.

JANUARY 20: Brigadier General John C. McDonnell and Phillips A. Turnbull launched the 1942 Finance Drive of the Boy Scouts of Greater New York at the Reveille Breakfast at the Waldorf-Astoria Hotel, 8:20-8:30 a.m.

JANUARY 21: Kate Smith, Ted Collins, and a distinguished cast dramatized "The Man Without a Country" for the American Red Cross, 7:30-8:00 p.m.

JANUARY 24: Governor Harold E. Stassen, of Minnesota, Mayor John McDonough, of St. Paul, and "King Boreas Rex VIII" broadcast from St. Paul's traditional Winter Carnival, 4:00-4:15 p.m.

JANUARY 25: Ethel Barrymore, Alexander Woollcott, Orson Welles, and Alexander Semmler's Orchestra appeared in a special broadcast for the American Red Cross, 1:30-2:00 p.m.

JANUARY 30: The Radio Division of the Committee for the Celebration of the President's Birthday presented a program, on which President Roosevelt appeared, in connection with the President's Diamond Jubilee Birthday Celebration, 11:15-12:15 a.m.



THE COLUMBIA BROADCASTING SYSTEM

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CBS PROGRAM BOOK • MARCH, 1942



"Wings Over Jordan"

THE COVER: *“Wings Over Jordan,”* after a nationwide poll, was placed on the 1941 Honor Roll of the Schomburg Collection of Negro Literature for its contribution to “the improvement of race relations in terms of real democracy.” The only radio program to be so honored, “Wings Over Jordan” originates from Station WGAR in Cleveland, and is directed by Rev. Glenn T. Settle.

MARCH, 1942

THE COLUMBIA PROGRAM BOOK

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Published monthly for advertising executives by

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

<p>AMERICAN OIL COMPANY (188th 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 (304th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus and guest stars</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 (255th 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</i></p>
<p>ARMSTRONG CORK COMPANY (21st 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 Rugs <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>B. T. BABBITT, INC. (30th Week on CBS)</p> <p>David Harum <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00–3:15 p.m. 13 CBS stations ORIGINATES: WABC</p>	<p>Bab-O <i>Maxon, Inc.</i></p>
<p>BAYER COMPANY (335th 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</i></p>
<p>BISODOL COMPANY (473rd 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</i></p>

BOWEY'S, INC.
(144th Week on CBS)

Stars Over Hollywood
Original drama with Knox
Manning, MC, and guest stars

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

Dari-Rich Products
Sorensen & Company

**CALIFORNIA FRUIT GROWERS
EXCHANGE**
(147th Week on CBS)

**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
(202nd Week on CBS)

First Nighter
with Barbara Luddy and
Les Tremayne
Drama

Friday
9:30-9:55 p.m.
54 CBS stations
ORIGINATES: WBBM

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

CAMPBELL SOUP COMPANY
(377th Week on CBS)

Bob Burns
Comedy

Amos 'n' Andy
Serial comedy-drama

The Man I Married
Dramatic serial

Fletcher Wiley
Talks

Lanny Rose
Songs

Tuesday
8:30-8:55 p.m.
Rebroadcast
12:30-12:55 a.m.
65 CBS stations
ORIGINATES: KNX

Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
62 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.
58 CBS stations
(Mon. and Wed
57 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.

<p>CELANESE CORPORATION OF AMERICA (8th Week on CBS)</p> <p>Great Moments in Music with Jean Tennyson and guest stars <i>Musical program</i></p>	<p>Wednesday 10:15-10:45 p.m. 57 CBS stations ORIGINATES: WABC</p>	<p>Celanese Products <i>Young & Rubicam, Inc.</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (173rd 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. 65 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION (312th Week on CBS)</p> <p>Major Bowes' Amateurs</p>	<p>Thursday 9:00-9:30 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY (132nd 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. 112 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (320th Week on CBS)</p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p> <p>Hobby Lobby with Dave Elman and Harry Salter's Orchestra</p> <p>Woman of Courage <i>Serial drama</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 73 CBS stations ORIGINATES: WABC</p> <p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 69 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>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 Crystal White <i>Ted Bates, Inc.</i></p>

**COLGATE-PALMOLIVE-PEET
COMPANY***Continued***Myrt and Marge**
*Serial drama*Mon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
4:15-4:30 p.m.
77 CBS stations
ORIGINATES: WABCConcentrated Super Suds
*Sherman & Marquette,
Inc.***Stepmother**
*Serial drama*Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:00-4:15 p.m.
54 CBS stations
ORIGINATES: WBBMColgate Tooth Powder
*Sherman & Marquette,
Inc.***CONTINENTAL BAKING CO., INC.**
*(373rd Week on CBS)***Maudie's Diary**
with Mary MasonThursday
7:30-8:00 p.m.
Rebroadcast
12:30-1:00 a.m.
47 CBS stations
ORIGINATES: WABCWonder Bread
Hostess Cake
*Ted Bates, Inc.***CURTISS CANDY COMPANY**
*(74th Week on CBS)***News**
with Jackson WheelerSat., Sun.
11:00-11:05 a.m.
39 CBS stations
ORIGINATES: WABCCandy
*C. L. Miller Company***DOUBLEMINT GUM**
*(506th Week on CBS)***Melody Ranch**
with Gene Autry
*Western dramatic series*Sunday
6:30-7:15 p.m.
68 CBS stations
ORIGINATES: KNXDoublemint Gum
*J. Walter Thompson
Company***EMERSON DRUG COMPANY**
*(95th Week on CBS)***Vox Pop**
with Parks and Wally
*Interviews*Monday
8:00-8:30 p.m.
75 CBS stations
ORIGINATES: ON TOURBromo-Seltzer
*Ruthrauff & Ryan, Inc.***EVERSHARP, INC.**
*(126th Week on CBS)***Take It or Leave It**
with Phil Baker, MC; David Ross
*Quiz*Sunday
10:00-10:30 p.m.
73 CBS stations
ORIGINATES: WABCEversharp Pens and Pencils
The Biow Company

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>*GENERAL ELECTRIC CO.</p> <p>*G. E. News Program with Frazier Hunt</p>	<p>Tues., Thurs., Sat. 6:00-6:15 p.m. <i>Rebroadcast</i> 10:45-11:00 p.m. 48 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Maxon, Inc.</i></p>
<p>GENERAL FOODS CORPORATION (353rd 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 Ted Collins with the 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. 91 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. 76 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 3:30-3:45 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. 84 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.
(405th 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
40 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.

Softasilk
Blackett-Sample-
Hummert

Gold Medal Flour
Bisquick
Blackett-Sample-
Hummert

GULF OIL CORPORATION
(420th 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: KNY

Motor Oil and Gas
Young & Rubicam, Inc.

INTERNATIONAL CELLUCOTTON
PRODUCTS COMPANY
(131st Week on CBS)

Ginny Simms
Songs

Friday
9:55-10:00 p.m.
54 CBS stations
ORIGINATES: KNY

Kleenex
Lord & Thomas

INTERNATIONAL SILVER COMPANY
(207th Week on CBS)

Silver Theatre
Conrad Nagel, Narrator-director,
and guest stage and screen stars

Sunday
6:00-6:30 p.m.
60 CBS stations
32 CBC stations
ORIGINATES: KNY

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

IRONIZED YEAST CO., INC.
(131st 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.
4:00-4:15 p.m.
4 CBS stations
ORIGINATES: WABC

Ironized Yeast
Ruthrauff & Ryan, Inc.

<p>JOHNS-MANVILLE CORPORATION (30th Week on CBS)</p> <p>Elmer Davis <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 56 CBS stations ORIGINATES: WABC</p>	<p>Insulation <i>J. Walter Thompson Company</i></p>
<p>JOHNSON & JOHNSON (47th Week on CBS)</p> <p>Voice of Broadway with Dorothy Kilgallen and guest stars</p>	<p>Tuesday 6:15-6:30 p.m. 65 CBS stations Thursday 6:15-6:30 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, Inc.</i></p>
<p>KOLYNOS COMPANY (473rd 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</i></p>
<p>LADY ESTHER, LTD. (429th Week on CBS)</p> <p>Freddy Martin and his orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 65 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 (343rd Week on CBS)</p> <p>Lux Radio Theater 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>Bright Horizon with Richard Kollmar <i>Serial drama</i></p> <p>Bright Horizon</p>	<p>Monday 9:00-10:00 p.m. 69 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Thursday 9:30-10:00 p.m. 70 CBS stations 31 CBC stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. 59 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. 49 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:00-2:15 p.m. 10 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 Health Soap <i>Ruthrauff & Ryan, Inc.</i></p> <p>Silver Dust <i>Batten, Barton, Durstine & Osborn, Inc.</i></p> <p>Swan Soap <i>Young & Rubicam, Inc.</i></p>

LEVER 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.
60 CBS stations
29 CBC stations
ORIGINATES: WABC

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

Spry
Ruthrauff & Ryan, Inc.

Rinso
Ruthrauff & Ryan, Inc.

LIGGETT & MYERS TOBACCO COMPANY

(487th Week on CBS)

Glenn Miller and His Orchestra

with Marion Hutton, Ray Eberle,
and the Modernaires

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

Chesterfield Cigarettes
Newell-Emmett Co.

MAGAZINE REPEATING RAZOR COMPANY

(39th Week on CBS)

Duffy's Tavern

starring Ed Gardner as "Archie",
Shirley Booth, Eddie Green,
"Fats" Waller, guest stars

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

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

C. F. MUELLER COMPANY

(133rd Week on CBS)

Mark Hawley and the News

Wed., Thurs., Fri.
3:15-3:30 p.m.
11 CBS stations
ORIGINATES: WABC

Macaroni Products
Maxon, Inc.

PACIFIC COAST BORAX CO.

(34th Week on CBS)

Death Valley Days

Drama

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

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

PET MILK SALES CORPORATION

(432nd Week on CBS)

Saturday Night Serenade

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

Mary Lee Taylor

home economist
Household advice

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

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

Pet Irradiated Milk
*Gardner Advertising
Company*

PHILIP MORRIS & COMPANY, LTD.
(290th Week on CBS)

The Philip Morris Playhouse

Directed by Charles Martin with
guest stars and Ray Bloch's
Orchestra

Dramas

The Crime Doctor

Dramatic programs

Friday

9:00-9:30 p.m.

Rebroadcast

11:30 p.m.-12 mid.

100 CBS stations

ORIGINATES: WABC

Sunday

8:30-8:55 p.m.

Rebroadcast

11:00-11:25 p.m.

76 CBS stations

ORIGINATES: WABC

Philip Morris Cigarettes

The Biow Company, Inc.

THE PROCTER & GAMBLE CO.

(383rd Week on CBS)

Shirley Temple in Junior Miss

Drama

Ransom Sherman

with Martha Tilton and Gordon
Jenkins' Orchestra

Variety

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

Wednesday

9:00-9:30 p.m.

70 CBS stations

ORIGINATES: KNX

Wednesday

9:30-10:00 p.m.

73 CBS stations

ORIGINATES: KNX

Mon. thru Fri.

5:00-5:15 p.m.

20 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

5:15-5:30 p.m.

40 CBS stations

13 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

5:30-5:45 p.m.

27 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

1:00-1:15 p.m.

58 CBS stations

25 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

1:15-1:30 p.m.

59 CBS stations

26 CBC stations

ORIGINATES: WBBM

Ivory Snow

Benton & Bowles, Inc.

Dreft

*Blackett-Sample-
Hummert*

Ivory Soap

*Compton Advertising,
Inc.*

Ivory Snow

Benton & Bowles, Inc.

Duz

*Compton Advertising,
Inc.*

Dreft

*Blackett-Sample-
Hummert*

Ivory Soap

*Compton Advertising,
Inc.*

Ivory Soap

*Compton Advertising,
Inc.*

Oxydol

*Blackett-Sample-
Hummert*

<p>THE PROCTER & GAMBLE CO. <i>Continued</i></p> <p>Vic and Sade <i>Serial drama</i></p> <p>Road of Life <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:30-1:45 p.m. 46 CBS stations 17 CBC stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 1:45-2:00 p.m. 25 CBS stations ORIGINATES: WBBM</p>	<p>Crisco <i>Compton Advertising, Inc.</i></p> <p>Chipso <i>Pedlar & Ryan, Inc.</i></p>
<p>PRUDENTIAL INSURANCE COMPANY OF AMERICA <i>(143rd Week on CBS)</i></p> <p>Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, Ross Graham, and a chorus of mixed voices</p>	<p>Sunday 5:00-5:45 p.m. 60 CBS stations ORIGINATES: WABC</p>	<p>Insurance Services <i>Benton & Bowles, Inc.</i></p>
<p>*THE QUAKER OATS COMPANY <i>(14th Week on CBS)</i></p> <p>*That Brewster Boy <i>Drama</i></p>	<p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:00 mid.-12:30 a.m. 66 CBS stations ORIGINATES: WBBM</p>	<p>Quaker Food Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>R. J. REYNOLDS TOBACCO COMPANY <i>(460th Week on CBS)</i></p> <p>Blondie with Penny Singleton and Arthur Lake <i>Domestic comedy</i></p> <p>The Bob Hawk Quiz with Vaughn Monroe's Orchestra <i>Quiz</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 79 CBS stations ORIGINATES: KNX</p> <p>Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 99 CBS stations ORIGINATES: WABC</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i></p>
<p>SPEARMINT GUM <i>(505th Week on CBS)</i></p> <p>The First Line <i>Informational series</i></p> <p>Scattergood Baines <i>Serial drama</i></p>	<p>Thursday 10:15-10:45 p.m. 69 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 5:45-6:00 p.m. 77 CBS stations ORIGINATES: WBBM</p>	<p>Spearmint Gum <i>Arthur Meyerhoff & Co.</i></p>

*Program or client not listed in CBS Program Book for February.

**COLUMBIA
PACIFIC
NETWORK**

<p>E. R. SQUIBB & SONS (86th Week on CBS)</p> <p>Frank Parker <i>Songs</i></p>	<p>Mon., Wed., Fri. 6:30-6:45 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Squibb Products <i>Geyer, Cornell & Newell, Inc.</i></p>
<p>TEXAS COMPANY (248th 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>Sunday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WABC</p>	<p>Texaco Products <i>Buchanan & Co.</i></p>
<p>UNITED FRUIT COMPANY (4th Week on CBS)</p> <p>The World Today <i>News</i></p>	<p>Mon. thru Fri. 6:45-7:00 p.m. 37 CBS stations ORIGINATES: WABC</p>	<p>Bananas <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>U. S. TOBACCO COMPANY (352nd Week on CBS)</p> <p>Gay Nineties Revue starring Beatrice Kay, Joe E. 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 (51st Week on CBS)</p> <p>By the Way with Bill Henry</p>	<p>Tues., Thurs. 5:30-5:45 p.m. PWT Saturday 7:45-8:00 p.m. PWT ORIGINATES: KNX</p>	<p>Chiclets & Dentyne <i>Badger, Browning & Hersey, Inc.</i></p>
<p>BATHASWEET CORPORATION (125th Week on CBS)</p> <p>Bob Garred Reporting <i>News</i></p>	<p>Tues., Thurs. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Bathasweet Products <i>H. M. Kiesewetter Advertising Agency</i></p>
<p>CALIFORNIA PACKING CORP. (7th Week on CBS)</p> <p>William Winter <i>News</i></p>	<p>Mon. thru Sat. 2:00-2:15 p.m. PWT ORIGINATES: KQW</p>	<p>Del Monte Products <i>McCann-Erickson, Inc.</i></p>
<p>COLONIAL DAMES, INC. (116th Week on CBS)</p> <p>Find the Woman with Knox Manning</p>	<p>Friday 9:55-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>Cosmetics <i>Classer, Gailey & Co.</i></p>

<p>GENERAL FOODS CORPORATION <i>(353rd 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. PWT ORIGINATES: KNX</p>	<p>Jello <i>Young & Rubicam, Inc.</i></p>
<p>GENERAL PETROLEUM CORPORATION OF CALIFORNIA <i>(61st Week on CBS)</i></p> <p>I Was There <i>News dramatizations</i></p>	<p>Monday 9:00-9:30 p.m. PWT ORIGINATES: KNX</p>	<p>Mobilgas, Mobiloil <i>Smith & Drum, Inc.</i></p>
<p>RICHARD HUDNUT <i>(113th Week on CBS)</i></p> <p>Hollywood Showcase</p>	<p>Monday 9:30-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>Marvelous Cosmetics <i>Benton & Bowles, Inc.</i></p>
<p>LOS ANGELES SOAP COMPANY <i>(125th Week on CBS)</i></p> <p>Knox Manning <i>News</i></p>	<p>Mon. thru Fri. 12:15-12:30 p.m. PWT ORIGINATES: KNX</p>	<p>White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i></p>
<p>MACFADDEN PUBLICATIONS, INC. <i>(306th Week on CBS)</i></p> <p>Bob Garred Reporting</p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Liberty Magazine <i>Erwin Wasey & Co.</i></p>
<p>McKESSON & ROBBINS, INC. <i>(82nd Week on CBS)</i></p> <p>News</p>	<p>Mon., Wed. 8:55-9:00 p.m. PWT Sunday 8:25-8:30 p.m. PWT</p>	<p>Calox Toothpowder <i>J. D. Tarcher & Co., Inc.</i></p>
<p>NESBITT FRUIT PRODUCTS, INC. <i>(9th Week on CBS)</i></p> <p>Bob Garred Reporting</p>	<p>Saturday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>California Orange Drink <i>Walter K. Neill, Inc.</i></p>
<p>PETER PAUL, INC. <i>(85th Week on CBS)</i></p> <p>Bob Garred Reporting</p>	<p>Mon., Wed., Fri. 5:15-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Mounds Candy Ten Crown Gum <i>Brisacher, Davis & Staff</i></p>
<p>PLANTERS NUT AND CHOCOLATE COMPANY <i>(73rd Week on CBS)</i></p> <p>What's on Your Mind?</p>	<p>Friday 6:00-6:30 p.m. PWT ORIGINATES: KNX</p>	<p>Planters Salted Peanuts Planters Peanut Oil <i>Raymond R. Morgan Co.</i></p>

*Program or client not listed in CBS Program Book for February.

**COLUMBIA
PACIFIC
NETWORK**

Continued

**SOIL OFF MANUFACTURING
COMPANY**

(56th Week on CBS)

Bob Garred Reporting

News

Tues., Thurs.

5:45-5:55 p.m. PWT

ORIGINATES: KNX

Cleaning Fluid for
Walls and Woodwork

Buchanan & Co.

SUNNYVALE PACKING COMPANY

(9th Week on CBS)

Jane Endicott, reporter

Serial drama

Mon., Wed., Fri.

10:45-11:00 a.m. PWT

ORIGINATES: KNX

Rancho Soups

Lord & Thomas

UNION OIL COMPANY

(65th Week on CBS)

Nelson Pringle

News analysis

Mon. thru Fri.

7:45-8:00 a.m. PWT

ORIGINATES: KNX

Gas and Oil

Lord & Thomas

**COLUMBIA
CALIFORNIA
NETWORK**

BEKINS VAN AND STORAGE CO.

(23rd Week on CBS)

Bill Henry

News analyst

Mon., Wed., Fri.

5:30-5:45 p.m. PWT

ORIGINATES: KNX

Moving and Storage

*Brooks Advertising
Agency*

LUDEN'S, INC.

(81st Week on CBS)

Dave Lane

Songs

Tuesday

9:55-10:00 p.m. PWT

Thursday

9:25-9:30 p.m. PWT

ORIGINATES: KNX

Menthol Cough Drops

J. M. Mathes, Inc.

SEASIDE OIL COMPANY

(46th Week on CBS)

Seaside Spelling Bee Liner

Sunday

5:30-5:55 p.m. PWT

ORIGINATES: KNX

Seaside Ethyl Gasoline and
Silverol Motor Oil

The McCarty Company

**WABC
SPONSORED
PROGRAMS**

AMERICAN TOBACCO CO.*

(39th Week on WABC)

Announcements

Mon. thru Sat.

12:05-12:07 a.m.

Lucky Strike Cigarettes

Lord & Thomas

THE BARBASOL CO.

(41st Week on WABC)

Arthur Godfrey

Participations

Mon. thru Sat.

7:00-7:30 a.m.

Shaving Cream

Erwin Wasey & Co., Inc.

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

*Program or client not listed in CBS Program Book for February.

B.C. REMEDY COMPANY

(25th Week on WABC)

Arthur Godfrey

Participations

Mon. thru Sat.
7:00-7:30 a.m.

B.C.

*Charles W. Hoyt &
Co., Inc.*

BEECH-NUT PACKING COMPANY*

(4th Week on WABC)

Odd Side of the News

Tues., Thurs., Sat.
8:25-8:30 a.m.

Beechies Gum and
Confections

Newell-Emmett Co.

BOOK HOUSE FOR CHILDREN

(43rd Week on WABC)

Woman's Page of the Air
with Adelaide Hawley

Participations

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

Book House

*Presba, Fellers &
Presba, Inc.*

BULOVA WATCH COMPANY

(653rd Week on WABC)

Time Signals

Sun. thru Sat.
10 Times Daily

Bulova Watches

The Biow Company

GENERAL BAKING COMPANY*

(23rd Week on WABC)

Announcements

Mon. thru Sat.
7:59:45-8:00:45
a.m.
8:13:30-8:14:30
a.m.

Bond Bread

Newell-Emmett Co.

**GRIFFIN MANUFACTURING CO.,
INC.***

(24th Week on WABC)

Arthur Godfrey

Participations

Tues., Thurs., Sat.
7:00-7:30 a.m.

Shoe Polish, Whitener,
and Dressing

*Birmingham, Castleman,
and Pierce, Inc.*

ILLINOIS MEAT COMPANY

(17th Week on WABC)

Arthur Godfrey

Participations

Mon. thru Sat.
6:30-6:55 a.m.

Broadcast Brand Canned
Meats

Arthur Meyerhoff & Co.

V. LA ROSA & SONS, INC.

(14th Week on WABC)

Woman's Page of the Air
with Adelaide Hawley

Participations

Wed., Thurs., Fri.
8:45-9:00 a.m.

La Rosa "Grade A"
Macaroni Products

M. H. Hackett, Inc.

LEHN AND FINK PRODUCTS CORP.*

(24th Week on WABC)

Arthur Godfrey

Participations

Mon. thru Fri.
7:00-7:30 a.m.

Hind's Honey and Almond
Cream

William Esty & Co., Inc.

**WABC
SPONSORED
PROGRAMS**
Continued

<p>P. LORILLARD COMPANY* <i>(33rd 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>MARLIN FIREARMS COMPANY <i>(42nd Week on WABC)</i></p> <p>Early Riser's News</p>	<p>Mon. thru Sat. 6:55-7:00 a.m.</p>	<p>Marlin Razor Blades <i>Craven & Hedrick, Inc.</i></p>
<p>MARYLAND PHARMACEUTICAL CO. <i>(47th 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>(171st Week on WABC)</i></p> <p>Early Morning News</p>	<p>Mon., Wed., Fri. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p>JOHN MORRELL AND COMPANY <i>(28th 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>Morrell E-Z Cut Ham <i>Henri, Hurst and McDonald, Inc.</i></p>
<p>NEW YORK STATE BUREAU OF MILK PUBLICITY <i>(50th 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>PEPSI-COLA COMPANY* <i>(83rd 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 Co.</i></p>
<p>QUAKER OATS COMPANY* <i>(62nd 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 Flou <i>Sherman K. Ellis & Co., Inc.</i></p>
<p>SELECT THEATRES CORP. <i>(77th Week on WABC)</i></p> <p>Announcement</p>	<p>Tues., Fri. 11:58:50 p.m.- 12 mid.</p>	<p>"Sons of Fun" <i>Blaine-Thompson Co., Inc.</i></p>

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

<p>*SHEFFIELD FARMS COMPANY, INC. (2nd Week on WABC)</p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Tues., Thurs. 8:45-9:00 a.m.</p>	<p>Cottage Cheese <i>N. W. Ayer & Son, Inc.</i></p>
<p>SMITH BROTHERS* (31st Week on WABC)</p> <p>Arthur Godfrey Afternoon News</p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m.</p> <p>Tues., Thurs. 3:15-3:30 p.m.</p>	<p>"SB" Cough Drops and Cough Syrup <i>J. D. Tarcher & Co., Inc.</i></p>
<p>SOCONY-VACUUM OIL CO., INC.* (30th Week on WABC)</p> <p>Mark Hawley <i>News</i></p> <p>John Allen Wolf <i>News</i></p>	<p>Mon. thru Sat. 10:45-11:00 p.m.</p> <p>Tues., Thurs., Sat. 7:45-8:00 a.m.</p>	<p>Gasoline, Oil, and Specialties <i>J. Stirling Getchell, Inc.</i></p>
<p>THE STUDEBAKER CORPORATION* (4th Week on WABC)</p> <p>Eric Sevareid <i>News</i></p>	<p>Tues., Thurs., Sat. 6:00-6:10 p.m.</p>	<p>Institutional <i>Roche, Williams & Cunningham, Inc.</i></p>
<p>TERMINAL BARBER SHOPS, INC.* (4th Week on WABC)</p> <p>Arthur Godfrey <i>Participations</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:30 a.m.</p> <p>Tuesday 8:45-9:00 a.m.</p>	<p>Barber Shop Services <i>Maxon, Inc.</i></p> <p>Beauty Salons <i>Maxon, Inc.</i></p>
<p>WASTE PAPER CONSUMING INDUSTRIES (25th Week on WABC)</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>WEST DISINFECTING COMPANY (34th 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 the number of weeks in which the client has used CBS Network facilities.

*Program or client not listed in CBS Program Book for February.

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 21
2. DRAMATIC SERIES	Page 22
3. WAR PROGRAMS*	Page 22
4. LIGHT ENTERTAINMENT	Page 23
5. SERIOUS MUSIC	Page 24
6. EDUCATIONAL PROGRAMS	Page 25
7. CHILDREN'S PROGRAMS	Page 28
8. PERSONALITIES	Page 28
9. RELIGIOUS BROADCASTS	Page 28
CBS SHORT WAVE BROADCASTS	Page 29
ADDENDA: FEBRUARY PROGRAMS	Page 30

**The category of National Defense has been eliminated from this program listing. A new category, War Programs, appears. This does not mean that only the programs listed under this heading have to do with the war. It merely means that these are some of the outstanding Columbia network productions devoted exclusively to the war effort.*

**News Summaries, Analyses
and Broadcasts from Abroad**

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in foreign capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. 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 Colingwood from London; William J. Dunn from Batavia; George Foster from Sydney, Australia; John Raleigh from Darwin, Australia; Webb Edwards from Honolulu; Cecil Brown from the Far East; Larry Lesueur from Russia; Howard K. Smith from Berne; Bernard Valery from Stockholm; Edward Chorlian from Cairo; Winston Burdett from Ankara; Herbert Clark from Buenos Aires; Elmer Davis, Edward R. Murrow, Linton Wells, Major George Fielding Eliot, William L. Shirer, Dennis McEvoy and John Daly from New York; Albert Warner, Eric Sevareid and John Purcell from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., SATURDAY; 9:00-9:15 a.m., SUNDAY THRU SATURDAY; 10:45-11:00 p.m., MONDAY THRU SATURDAY; The World Tonight, 8:00-8:30 p.m., SUNDAY.

News Summaries: 6:30, 9:00 a.m., 4:45 p.m., 12:55 a.m., MONDAY THRU FRIDAY; 3:15 p.m., MONDAY AND TUESDAY; 2:00 p.m., 1:30 p.m., 6:00 p.m., SATURDAY; 8:00 a.m., 1:30 p.m., 2:55 p.m., SUNDAY; 12:55 a.m., SATURDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., SATURDAY AND SUNDAY; Linton Wells, 12:00-12:05 a.m., MONDAY THRU SATURDAY; 11:00-11:15 p.m. MONDAY, Elmer Davis; TUESDAY, William L. Shirer; WEDNESDAY, Major G. F. Eliot; THURSDAY, Albert Warner; FRIDAY, Edward Murrow.

(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 the war, Albert Warner describes the Washington scene, and Warren Sweeney reviews the week's news.

**DRAMATIC
SERIES**

Columbia Workshop

2:30-2:55 p.m.

EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. William Spier is producer.

MARCH 1: "When the Bough Breaks" by Henry Denker and Ralph Berkey. MARCH 8: "The Test" by Joseph Ruscoll. MARCH 15: "A Child's History of Hot Music" by Ensign B. A. Brown.

1:35-2:30 p.m.

SUNDAY, MARCH 29

The Columbia Workshop presents the debut of Randall Thompson's opera "Solomon and Balkis". This work was commissioned jointly by the Columbia Broadcasting System and the League of Composers and is based on "The Butterfly that Stamped" from the "Just So Stories" by Rudyard Kipling.

**WAR
PROGRAMS**

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. Albert Warner is the chief narrator, and the series is produced by Brewster Morgan.

Spirit of '42

2:00-2:30 p.m.

EACH SUNDAY

Broadcast in the interest of the national war effort, this 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.

Victory Begins at Home

11:00-11:15 a.m.

MONDAY, WEDNESDAY, FRIDAY

Using facts secured from authoritative government sources, Arthur Godfrey presents an informative program relating the government's war activities to the lives of every consumer.

**WAR
PROGRAMS**

They Live Forever

10:30-11:00 p.m.

EACH SUNDAY

A program about American sacrifice, courage, and heroism in the present war. Charles Vanda is the producer and director. Howard Teichman and Jerry Lawrence are the writers. Lyn Murray writes and directs the music.

This Is War!

7:00-7:30 p.m.

EACH SATURDAY

Directed by Norman Corwin, and sponsored jointly by the four major networks, this series is designed to dramatize and to interpret the wartime resources and activities of the United States to the American people and to the entire world.

Calling Pan-America

6:15-6:45 p.m.

EACH SATURDAY

CBS draws the Americas closer together. Heard throughout the western hemisphere, this new series "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.

God's Country

11:15-11:30 a.m.

EACH SATURDAY

Milton Bacon tells stories of America's small towns and the way of life they represent. Burl Ives sings songs of the region.

U. S. Marine Band

10:00-10:30 a.m.

EACH SATURDAY

Captain William Santelmann conducts the band from the auditorium of the Marine Barracks in Washington.

What's New At The Zoo?

1:35-2:00 p.m.

EACH SUNDAY

John Reed King interviews, on location, the men and women who collect and care for the animal inmates of the Bronx Zoo.

Matinee at Meadowbrook

4:00-4:30 and 4:35-5:00 p.m.

EACH SATURDAY

An hour jamboree of dance music for "young minded" Columbia listeners, featuring the orchestras of Harry James and Glen Gray during March.

Sing Along

4:30-4:45 p.m.

MONDAY THRU FRIDAY

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

**LIGHT
ENTERTAIN-
MENT**

**LIGHT
ENTERTAIN-
MENT**
Continued

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.

**The Romance of
Latin America**
10:30-10:45 p.m.
EACH SATURDAY

This program features Alfredo Antonini's orchestra and Olga Coelho's singing. It also presents each week a legend of South America with special music composed by Terig Tucci. Joe Gratz is the writer-director.

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 March:

Cab Calloway	Hal McIntyre
Shep Fields	Harry James
Benny Goodman	Henry King
Glen Gray	Ray Kinney
Guy Lombardo	Vaughn Monroe
	Tony Pastor

**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 March, Eugene Goossens and John Barbarolli conduct. Deenis Taylor is intermission commentator.

Cleveland Orchestra
5:00-6:00 p.m.
EACH SATURDAY

WGAR and CBS present the famous Cleveland Orchestra in a weekly series of symphony concerts originating from Severance Hall in Cleveland. Dr. Artur Rodzinski conducts the orchestra. Kay Halle is program commentator.

**Philharmonic Young
People's Concert**
11:05-12:00 noon
SATURDAY, MARCH 28

The New York Philharmonic-Symphony Orchestra presents concerts especially for young people. Rudolph Ganz is the conductor.

**Eileen Farrell and The
Columbia Concert Orchestra**
7:30-8:00 p.m.
EACH SATURDAY

This young soprano was selected as the most promising of the many singers, who have appeared on the "Songs of the Centuries" program. Howard Barlow and Charles Lichter conduct the orchestra.

**Columbia's Weekday
Schedule of Fine Music**

3:30-4:00 p.m.

MONDAY THRU FRIDAY

This is an unusual series of programs, embracing great symphonic, vocal and chamber music works. It includes seldom-performed American works for orchestra, standard and little-known concerti, and great songs of all the ages. 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.

TUESDAY: Fabien Sevitzky conducts the Indianapolis Symphony Orchestra in a series of programs which will include compositions of American composers in addition to the regular symphonic repertory.

WEDNESDAYS: Keyboard Concerts by well known guest pianists.

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

FRIDAYS: "British-American Music Series", Charles Lichter playing British music of historic significance and new scores by contemporary American composers.

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

11:05-11:30 a.m.

EACH SUNDAY

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 WILBER

JOSEPH H. WILLITS

**EDUCATIONAL
PROGRAMS**

**EDUCATIONAL
PROGRAMS**

Continued

**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*

MARCH 2: Teachers.

MARCH 9: Clothing Workers.

MARCH 16: Doctors.

MARCH 23: Nurses.

MARCH 30: Druggists.

TUESDAYS — *Music of the Americas*

MARCH 3: Musical Comedy, Zarzuelas.

MARCH 10: Opera.

MARCH 17: Chamber Music.

MARCH 24: Oratorio.

MARCH 31: Symphonic Compositions.

WEDNESDAYS — *New Horizons: Lands of
New World Neighbors*

MARCH 4: Wealth in the Wilderness.

MARCH 11: People of the Morning Light.

MARCH 18: Settlers of the Southern Seaboard.

MARCH 25: Red Men and Blue Grass.

THURSDAYS — *Tales from Far and Near*

MARCH 5: The Fair American.

MARCH 12: Sea-Bird Island.

MARCH 19: The Story of Captain DeKay.

MARCH 26: The Tin Maker Man.

FRIDAYS — *This Living World*

MARCH 6: Mexico and the United States.

MARCH 13: Inter-American Cultural Ties.

MARCH 20: Foreign Trade.

MARCH 27: Inter-American Trade.

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.

MARCH 1: Voltaire "Candide".

MARCH 8: Montesquieu "Spirit of the Laws".

MARCH 15: Aesop "Fables" and "La Fontaine".

MARCH 22: Fielding "Tom Jones".

MARCH 29: Audubon "American Character and Scenery".

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

4:15-4:30 p.m.

EACH MONDAY

With the outbreak of war in the Pacific, this series on the Far East has assumed a new importance. Experts speak through the cooperation of the American Council of the Institute of Pacific Relations.

Children Also Are People

4:15-4:30 p.m.

EACH WEDNESDAY

Talks by specialists in the field of child guidance.

Highways to Health

4:15-4:30 p.m.

EACH THURSDAY

A series of instructive medical talks arranged by the N. Y. Academy of Medicine.

Americans Map the Skies

4:15-4:30 p.m.

EACH FRIDAY

Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, delves into the fascinating life stories of America's great astronomers and their achievements.

Of Men and Books

2:05-2:30 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.

The Golden Page

11:00-11:15 p.m.

EACH SATURDAY

John T. Frederick reads from American books, both wise and witty, the words that are the bread and meat of democracy.

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.

**CHILDREN'S
PROGRAMS**

Let's Pretend
11:30-12:00 noon
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.

PERSONALITIES

The Garden Gate
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, and advises on gardening in wartime.

Olga Coelho and Burl Ives
10:30-10:45 p.m.
EACH MONDAY

These two outstanding folk singers present to their own guitar accompaniment songs of the people of the twenty-one American republics.

**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 in its eleventh consecutive year of Sunday morning and afternoon religious broadcasts. In March:

MARCH 1: *Morning*: Methodist Service.
Afternoon: Disciples of Christ Service.

MARCH 8: Congregational Service.
Afternoon: Catholic Service.

MARCH 15: *Morning*: Baptist Service.
Afternoon: Jewish Service.

MARCH 22: *Morning*: Presbyterian Service.
Afternoon: Dutch Reform Service.

MARCH 29: *Morning*: Lutheran Service.
Afternoon: 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 voices.

MARCH 1: P. L. Prattis, Executive Editor of the Pittsburgh Courier.

MARCH 8: Edwin R. Embree, Director of the Julius Rosenwald Fund.

MARCH 15: Isaac Fisher, Director of Research and Publication of the Florida A. & M. College, Tallahassee, Florida.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO EUROPE**

WCBX New York

WCRC New York

WCDA New York

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

WCBX New York

WCRC New York

WCDA New York

News in ten languages—a comprehensive schedule of thirty-four fifteen-minute periods per day, more than three hundred per week—is now directed to shortwave listeners in Europe, Africa, and the Near East by Columbia's international station, WCBX, and the new CBS fifty-kilowatt transmitters, WCRC and WCDA. The seven-day-a-week, "around the clock" schedule begins early in the day in New York and ends in the late afternoon, which is afternoon and evening in Europe. The languages include English, French, Italian, German, Polish, Serbo-Croatian, Dutch, Swedish, Arabic, and Turkish. A staff of fifty persons is required to build these broadcasts, all news stemming from a central news room located in newly-constructed quarters in the CBS Studio Building. All the news services and facilities available to the network itself have been installed there.

From late afternoon to late evening, WCBX and WCRC direct their powerful beams to Latin America. Recently, WCDA, a fifty-kilowatt companion to WCRC, was placed in operation, adding another link in the continental solidarity of the Americas. CBS news broadcasts to Latin America are in three languages—Spanish, Portuguese, and English.

News Broadcasts

In English:

5:30-6:45 a.m., 10:30-10:45 a.m.

2:30-2:45 p.m., 2:45-3:00 p.m.

4:30-4:45 p.m., 6:45-7:00 a.m.

In French:

3:00-8:15 a.m., 8:15-8:30 a.m.

11:00-11:15 a.m., 11:15-11:30 a.m.

2:00-2:15 p.m., 2:15-2:30 p.m.

4:15-4:30 p.m.

In German:

7:00-7:15 a.m., 7:15-7:30 a.m.

10:00-10:15 a.m., 10:15-10:30 a.m., 1:00-1:15 p.m., 1:15-1:30 p.m.

4:00-4:15 p.m.

In Italian:

9:00-9:15 a.m., 9:15-9:30 a.m.

12 noon-12:15 p.m., 12:15-12:30 p.m.

3:00-3:15 p.m., 3:15-3:30 p.m.

In Polish:

12:45-1:00 p.m., 3:45-4:00 p.m.

In Serbo-Croatian:

12:30-12:45 p.m., 3:30-3:45 p.m.

In Dutch:

1:45-2:00 p.m.

In Swedish:

9:30-9:45 a.m., 1:30-1:45 p.m.

In Turkish:

11:45-12 noon

In Arabic:

11:30-11:45 a.m.

News Broadcasts

News in Spanish:

4:00-4:15 p.m., 7:00-7:15 p.m.,

6:45-7:00 p.m., 8:45-9:00 p.m.,

10:00-10:15 p.m.

News in Portuguese:

4:00-4:15 p.m., 6:45-7:00 p.m.,

8:45-9:00 p.m.

News in English:

9:00-9:15 p.m., 10:45-11:00 p.m.

ADDENDA:

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: Francis Biddle, Attorney General of the United States, spoke on "The Identification Program for Enemy Aliens", 7:15-7:30 p.m.

FEBRUARY 3: Representative Earl Wilson, Republican of Indiana, delivered an address on "The Curfew for Government Workers", 10:15-10:30 p.m.

FEBRUARY 4: Dr. Thomas Parran, Surgeon-General of the United States, discussed the "Wartime Attack on Venereal Disease", 11:30-11:45 p.m.

FEBRUARY 6: Mrs. Mary K. Simkhovitch, President of the National Public Housing Conference, and Leon H. Keyserling, Acting Administrator of the U. S. Housing Authority, delivered talks on "Public Housing Takes Stock", 4:30-4:45 p.m.

FEBRUARY 7: Representative Emanuel Celler, Democrat of New York, delivered a talk on "Censorship", 10:15-10:30 p.m.

FEBRUARY 7: Dr. William D. Coolidge, vice-president of the General Electric Company and member of the National Inventors Council, told "Why Inventions Are Needed in the Current War Crises", 1:30-1:45 p.m.

FEBRUARY 10: Representative Walter Ploeser, Missouri Republican, spoke against the proposed St. Lawrence Seaway, 10:15-10:30 p.m.

FEBRUARY 12: Wendell L. Willkie spoke in connection with the Annual Lincoln Day Dinner of the Middlesex Club of Boston, 11:00-11:30 p.m.

FEBRUARY 13: Senator Claude Pepper, Democrat of Florida, asked the democracies to throw their united strength against the Axis powers, in a talk on "Fighting for Peace", 11:15-11:30 p.m.

FEBRUARY 13: Under Secretary of War Robert P. Patterson announced the organization of the "Army Emergency Fund", in an address from Washington, 10:30-10:45 p.m.

FEBRUARY 14: Norman Thomas, introduced by Harry W. Laidler, spoke under the auspices of the League for Industrial Democracy on "Maximum Production; Warfare and Welfare", 1:45-2:00 p.m.

FEBRUARY 14: Senator Raymond E. Willis, Republican of Indiana, spoke in connection with the Celebration of Lincoln's Birthday, 10:30-10:45 p.m.

FEBRUARY 14: Dr. James T. Shotwell, Chairman of the Commission to Study the Organization of Peace, delivered a talk, "Underwriting the Victory", under the auspices of the Commission, 3:45-4:00 p.m.

FEBRUARY 15: Walter Nash, New Zealand Minister to the United States, spoke from Washington for the Institute of Pacific Relations, 7:15-7:30 p.m.

FEBRUARY 17: Owen Lattimore, personal adviser to Generalissimo Chiang Kai-shek, and Dr. E. N. Van Kleffens, Netherlands Minister of Foreign Affairs, spoke under the auspices of the Institute of Pacific Relations, 10:15-10:45 p.m.

FEBRUARY 17: Miss Gertrude Lawes, author and adviser to the Parent Teachers Association, and Mrs. William Kletzer, President of the National Congress of Parents and Teachers, discussed the topic "Protecting America's Children", 6:30-6:45 p.m.

FEBRUARY 21: Edgar Snow, well-known authority on the Far East, and Mr. W. R. Herod, new President of the United China Relief, discussed the "Purpose and Means of the United China Relief", 1:00-1:15 p.m.

FEBRUARY 21: Paul Seghers, member of the National Association of Cost Accountants, spoke on "Your Federal Income Tax Return", 1:45-2:00 p.m.

FEBRUARY 21: Alexander J. Stoddard discussed "A War Policy for American Schools" in connection with the National Association of School Administrators Convention, 10:15-10:30 p.m.

FEBRUARY 22: Senator Tom Connally, Democrat of Texas, spoke on "George Washington as a Man and a Mason", under the auspices of the Supreme Council of the 33rd Degree Masons, 7:15-7:30 p.m.

FEBRUARY 22: Dr. Clarence Manion, Dean of Law, Notre Dame University, introduced by Timothy P. Galvin, Supreme Master of the Fourth Degree of K. of C., discussed "Service to God and to Country", 12:15-12:30 p.m.

FEBRUARY 28: Senator George T. Aiken, Republican of Vermont, spoke from Washington on "The Consumer's Interest in the Farm Problem", 10:15-10:30 p.m.

FEBRUARY 28: Miss Mary Winslow, advisor for Civic Projects, Coordinator of Inter-American Affairs, discussed "Women in Inter-American Affairs", 1:45-2:00 p.m.

SPECIAL EVENTS

FEBRUARY 3: Allan S. Haywood, Director of the C.I.O., and Mrs. Fay Stephenson, President of the C.I.O. Auxiliary, were the guest speakers on the C.I.O. "Beat Hitler Week" program, 6:30-6:45 p.m.

FEBRUARY 7: Senator Arthur Capper, Republican from Kansas, spoke to the nation on "Boy Scout Week", 1:45-2:00 p.m.

FEBRUARY 7: From the track at the Millrose Games held at the Madison Square Garden, Ted Husing described the "Two-Mile Special", 10:30-10:45 p.m.

FEBRUARY 8: J. Edgar Hoover, Director of the FBI, discussed the "Anniversary of the Founding of the Boy Scout Movement", 7:15-7:30 p.m.

FEBRUARY 9: Ernest O. Hauser, journalist and former research associate for the Institute of Pacific Relations, and Don Brown, former news editor of "The Japanese Advertiser" told what the Japanese are like in their discussion of "The People of Japan", 4:15-4:30 p.m.

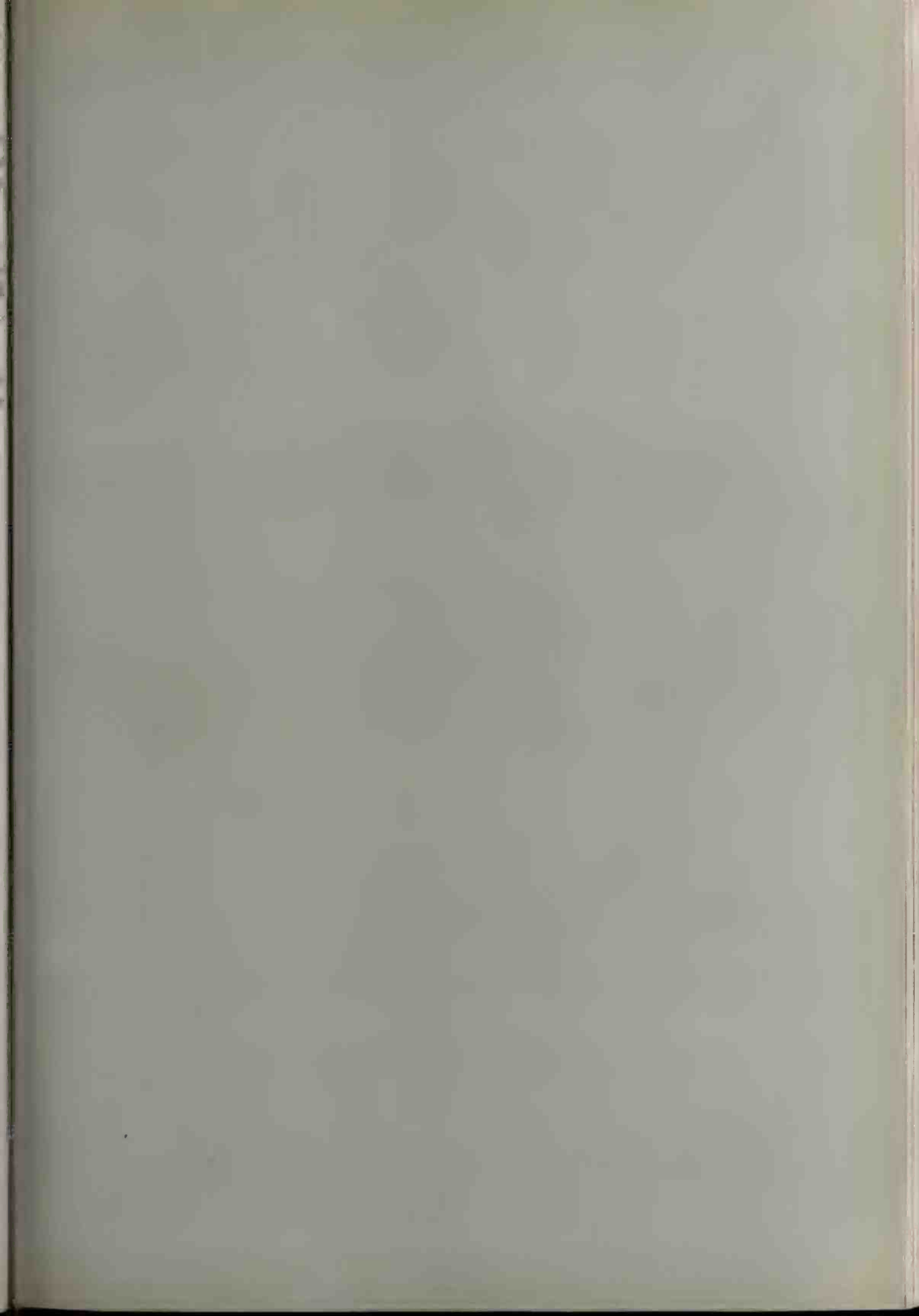
FEBRUARY 12: On this American Red Cross Blood Plasma Broadcast the following people were heard: Seaman George Clark, one of the men wounded in Pearl Harbor, Anthony J. Broderick, who gave the record number of ten blood donations, and Harry Marble, announcer, 9:30-9:45 a.m.

FEBRUARY 14: Secretary of the Treasury Henry Morgenthau, Jr., introduced by Herbert R. O'Conner, Governor of Maryland, discussed "Defense Bonds" at the Annual Banquet of the Advertising Club of Baltimore, 10:15-10:30 p.m.

FEBRUARY 21: From the Press Club of the Madison Square Garden, Ted Husing gave a summary of the New York Athletic Club Track Meet, 11:15-11:30 p.m.

FEBRUARY 23: President Franklin D. Roosevelt spoke from the White House to the people of America and to the entire world about the United States' Wartime Activities, 10:00-10:30 p.m.

FEBRUARY 24: Secretary of the Navy Frank Knox spoke from the Dinner of the Navy Relief Society, 10:30-10:45 p.m.



THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
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San Francisco • 84 Hallam Street, W.1, London • Cable address, Columbia, New York

CBS PROGRAM BOOK • SPRING, 1942



World Premiere of "Solomon and Balkis"

THE COVER: *The world premiere of "Solomon and Balkis," a one-act opera by Randall Thompson, was broadcast Sunday, March 29, conducted by Howard Barlow. The opera was commissioned jointly by CBS and the League of Composers.*

THE COLUMBIA PROGRAM BOOK

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Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

April 1, 1942

COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

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Chrysler motor cars Page 6

● CIGARETTES & TOBACCO

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Avalon Cigarettes Page 14

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Spearmint Gum Page 13

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Bathasweet Products Page 14

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Bisodol Page 4

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Palmolive Shave Cream,
Palmolive Brushless Shave,
Colgate Tooth Powder Page 6

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Lifebuoy Health Soap Page 10

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Sierra Pine Soap Page 15

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Menthol Cough Drops Page 17

MCKESSON & ROBBINS, INC.:
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Sunsweet Prunes Page 14

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Cleaning Fluid Page 16

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

"Weeks on CBS"
as of April 1, 1942

<p>AMERICAN OIL COMPANY (193rd 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 American Gas Amoco Motor Oils <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (309th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus and guest stars</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 (260th 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</i></p>
<p>ARMSTRONG CORK COMPANY (26th 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 Rugs <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>B. T. BABBITT, INC. (35th Week on CBS)</p> <p>David Harum <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 13 CBS stations ORIGINATES: WABC</p>	<p>Bab-O <i>Maxon, Inc.</i></p>
<p>BAYER COMPANY (340th 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</i></p>
<p>BISODOL COMPANY (478th 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. 42 CBS stations ORIGINATES: WBBM</p>	<p>Bisodol <i>Blackett-Sample-Hummert</i></p>

BOWEY'S, INC.*(149th Week on CBS)***Stars Over Hollywood**

Original drama with Knox Manning, MC, and guest stars

Saturday

12:30-1:00 p.m.

45 CBS stations

ORIGINATES: KNX

Dari-Rich Products

*Sorensen & Company***CALIFORNIA FRUIT GROWERS EXCHANGE***(152nd Week on CBS)***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***(207th Week on CBS)***First Nighter**

with Barbara Luddy and Les Tremayne

Drama

Friday

9:30-9:55 p.m.

54 CBS stations

ORIGINATES: WBBM

Campana Hand Cream,

Campana Balm, Dreskin,

Coolies, D.D.D., Old South

Toiletries

*Aubrey, Moore &**Wallace, Inc.***CAMPBELL SOUP COMPANY***(382nd Week on CBS)***Bob Burns***Comedy***Amos 'n' Andy***Serial comedy-drama***Lanny Ross***Songs*

Tuesday

8:30-8:55 p.m.

Rebroadcast

12:30-12:55 a.m.

65 CBS stations

ORIGINATES: KNX

Campbell's Soups

Ruthrauff & Ryan, Inc.

Mon. thru Fri.

7:00-7:15 p.m.

Rebroadcast

11:00-11:15 p.m.

62 CBS stations

ORIGINATES: KNX

Campbell's Soups

Campbell's Tomato Juice

Campbell's Pork and Beans

*Ward Wheelock**Company*

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

Campbell's Soups

*Ward Wheelock**Company***CELANESE CORPORATION OF AMERICA***(13th Week on CBS)***Great Moments in Music**

with Jean Tennyson and guest stars

Musical program

Wednesday

10:15-10:45 p.m.

59 CBS stations

ORIGINATES: WABC

Celanese Products

Young & Rubicam, Inc.

<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (178th 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. 65 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION (317th Week on CBS)</p> <p>Major Bowes' Amateurs</p>	<p>Thursday 9:00-9:30 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY (137th 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. 112 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (325th Week on CBS)</p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 73 CBS stations ORIGINATES: ON TOUR</p>	<p>Colgate Dental Cream <i>Ted Bates, Inc.</i></p>
<p>Hobby Lobby with Dave Elman and Harry Salter's Orchestra</p>	<p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 69 CBS stations ORIGINATES: WABC</p>	<p>Palmolive Shave Cream Palmolive Brushless Shave <i>Ted Bates, Inc.</i></p>
<p>Woman of Courage <i>Serial drama</i></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>Octagon Products Crystal White <i>Ted Bates, Inc.</i></p>
<p>Stepmother <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 54 CBS stations ORIGINATES: WBBM</p>	<p>Colgate Tooth Powder <i>Sherman & Marquette, Inc.</i></p>

CONTINENTAL BAKING CO., INC.*(378th Week on CBS)***Maudie's Diary**
with Mary MasonThursday
7:30-8:00 p.m.
Rebroadcast
12:30-1:00 a.m.
47 CBS stations
ORIGINATES: WABCWonder Bread
Hostess Cake
*Ted Bates, Inc.***CURTISS CANDY COMPANY***(79th Week on CBS)***News**
with Jackson WheelerSat., Sun.
11:00-11:05 a.m.
40 CBS stations
ORIGINATES: WABCCandy
*C. L. Miller Company***DOUBLEMINT GUM***(511th Week on CBS)***Melody Ranch**
with Gene Autry
*Western dramatic series*Sunday
6:30-7:15 p.m.
68 CBS stations
ORIGINATES: KNXDoublemint Gum
*J. Walter Thompson
Company***EMERSON DRUG COMPANY***(100th Week on CBS)***Vox Pop**
with Parks and Wally
*Interviews*Monday
8:00-8:30 p.m.
75 CBS stations
ORIGINATES: ON TOURBromo-Seltzer
*Ruthrauff & Ryan, Inc.***EVERSHARP, INC.***(131st Week on CBS)***Take It or Leave It**
with Phil Baker, MC; David Ross
*Quiz*Sunday
10:00-10:30 p.m.
76 CBS stations
ORIGINATES: WABCEversharp Pens and Pencils
*The Biow Company***GENERAL ELECTRIC CO.***(5th Week on CBS)***Frazier Hunt**
*News and comments*Tues., Thurs., Sat.
6:00-6:15 p.m.
Rebroadcast
10:45-11:00 p.m.
51 CBS stations
ORIGINATES: WABCInstitutional
Maxon, Inc.

GENERAL FOODS CORPORATION
(358th Week on CBS)

Duffy's Tavern

starring Ed Gardner as "Archie,"
Shirley Booth, Eddie Green,
Teddy Wilson and his orchestra
Comedy

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

Ted Collins with the News
Talks and news

Joyce Jordan

Serial drama

Young Dr. Malone

Serial drama

We Love and Learn

Serial drama

TIME

Tuesday
9:00-9:30 p.m.
Rebroadcast
12 mid.-12:30 a.m.
67 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.
55 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
12:00-12:15 p.m.
76 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
3:30-3:45 p.m.
75 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
7:15-7:30 p.m.
84 CBS stations
ORIGINATES: WABC

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

PRODUCT AND AGENCY

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.

Grape Nuts Flakes
Wheatmeal
Young & Rubicam, Inc.

GENERAL MILLS, INC.
(410th Week on CBS)

Stories America Loves

Drama

Mon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
11:45-12 noon
40 CBS stations
ORIGINATES: WABC

Wheaties
Knox Reeves
Advertising, Inc.

GENERAL MILLS, INC.

Continued

Valiant Lady

Serial drama

Harvey and Dell

Serial drama

Thus We Live

Informational series

Mon. thru Fri.
10:00-10:15 a.m.
Rebroadcast
11:30-11:45 a.m.
40 CBS stations
ORIGINATES: WABC

Mon., Tues., Wed.
9:45-10:00 a.m.
31 CBS stations
ORIGINATES: WABC

Thurs., Fri.
9:45-10:00 a.m.
31 CBS stations
ORIGINATES: WBBM,
WJSV

Softasilk
*Blackett-Sample-
Hummert*

Gold Medal Flour
Bisquick
*Blackett-Sample-
Hummert*

Red Cross
*Batten, Barton, Durstine
& Osborn, Inc.*

GULF OIL CORPORATION

(425th 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**

(136th Week on CBS)

Ginny Simms

Songs

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

Kleenex
Lord & Thomas

INTERNATIONAL SILVER COMPANY

(212th Week on CBS)

Silver Theatre

Conrad Nagel, Narrator-director,
and guest stage and screen stars

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

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

IRONIZED YEAST CO., INC.

(136th 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.
4:00-4:15 p.m.
4 CBS stations
ORIGINATES: WABC

Ironized Yeast
Ruthrauff & Ryan, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
JOHNS-MANVILLE CORPORATION <i>(35th Week on CBS)</i> Elmer Davis <i>News</i>	Mon. thru Fri. 8:55-9:00 p.m. 56 CBS stations ORIGINATES: WABC	Insulation <i>J. Walter Thompson Company</i>
JOHNSON & JOHNSON <i>(52nd Week on CBS)</i> Voice of Broadway with Dorothy Kilgallen and guest stars	Tuesday 6:15-6:30 p.m. 65 CBS stations	Band-Aid <i>Young & Rubicam, Inc.</i>
KOLYNOS COMPANY <i>(478th Week on CBS)</i> The Romance of Helen Trent <i>Serial drama</i>	Mon. and Tues. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Kolynos <i>Blackett-Sample-Hummert</i>
LADY ESTHER, LTD. <i>(434th Week on CBS)</i> Freddy Martin and his orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 65 CBS stations ORIGINATES: WABC	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i>
LEVER BROTHERS COMPANY <i>(348th Week on CBS)</i> Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i> Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra <i>Drama</i> Bright Horizon with Richard Kollmar <i>Serial drama</i>	Monday 9:00-10:00 p.m. 70 CBS stations 30 CBC stations ORIGINATES: KNX Thursday 9:30-10:00 p.m. 70 CBS stations ORIGINATES: KNX Mon. thru Fri. 11:30-11:45 a.m. 49 CBS stations ORIGINATES: WABC <i>Rebroadcast</i> 2:00-2:15 p.m. 10 CBS stations ORIGINATES: WABC	Lux Toilet Soap <i>J. Walter Thompson Company</i> Rinso <i>Ruthrauff & Ryan, Inc.</i> Lipton's Tea Swan Soap <i>Young & Rubicam, Inc.</i> Swan Soap <i>Young & Rubicam, Inc.</i>

LEVER BROTHERS COMPANY

Continued

Aunt Jenny's Real Life Stories

Dramatic sketches

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

Spry
Ruthrauff & Ryan, Inc.

Big Sister

Serial drama

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

Rinso
Ruthrauff & Ryan, Inc.

LIGGETT & MYERS TOBACCO COMPANY

(192nd Week on CBS)

Glenn Miller and His Orchestra
with Marion Hutton, Ray Eberle,
and the Modernaires

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

Chesterfield Cigarettes
Newell-Emmett Co.

C. F. MUELLER COMPANY

(138th Week on CBS)

Mark Hawley and the News

Wed., Thurs., Fri.
3:15-3:30 p.m.
12 CBS stations
ORIGINATES: WABC

Macaroni Products
Duane Jones Co.

PACIFIC COAST BORAX CO.

(39th Week on CBS)

Death Valley Days

Drama

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

20 Mule Team Borax,
Boraxo
20 Mule Team Borax
Soap Chips
McCann-Erickson, Inc.

PET MILK SALES CORPORATION

(437th Week on CBS)

Saturday Night Serenade

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

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

Irradiated Pet Milk
*Gardner Advertising
Company*

Mary Lee Taylor

home economist

Household advice

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

PHILIP MORRIS & COMPANY, LTD.
(295th Week on CBS)

The Philip Morris Playhouse
Directed by Charles Martin with
guest stars and Ray Bloch's
Orchestra
Dramas

The Crime Doctor
Dramatic programs

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

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

Philip Morris Cigarettes
The Biow Company, Inc.

THE PROCTER & GAMBLE CO.
(388th Week on CBS)

Shirley Temple in Junior Miss
Drama

Ransom Sherman
with Martha Tilton and Gordon
Jenkins' Orchestra
Variety

The Goldbergs
Serial drama

Life Can Be Beautiful
Serial drama

Woman in White
Serial drama

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

Wednesday
9:30-10:00 p.m.
73 CBS stations
ORIGINATES: KNX

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

Mon. thru Fri.
1:00-1:15 p.m.
58 CBS stations
25 CBC stations
ORIGINATES: WABC

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

Ivory Snow
Benton & Bowles, Inc.
Dreft
*Blackett-Sample-
Hummert*

Ivory Soap
*Compton Advertising,
Inc.*

Duz
*Compton Advertising,
Inc.*

Ivory Soap
*Compton Advertising,
Inc.*

Oxydol
*Blackett-Sample-
Hummert*

THE PROCTER & GAMBLE CO.*Continued***Vic and Sade***Serial drama***Road of Life***Serial drama*

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

Crisco

*Compton Advertising,
Inc.*

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

Chipso

Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE
COMPANY OF AMERICA***(148th Week on CBS)***Prudential Family Hour**

with Gladys Swarthout and
Deems Taylor, Al Goodman's
Orchestra, and a chorus of mixed
voices

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

Insurance Services

Benton & Bowles, Inc.

THE QUAKER OATS COMPANY*(19th Week on CBS)***That Brewster Boy***Drama*

Wednesday
7:30-8:00 p.m.
Rebroadcast
12:00 mid.-12:30 a.m.
67 CBS stations
ORIGINATES: WBBM

Quaker Food Products

Ruthrauff & Ryan, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY***(465th Week on CBS)***Blondie**

with Penny Singleton and
Arthur Lake
Domestic comedy

The Bob Hawk Quiz

with Vaughn Monroe's Orchestra
Quiz

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

Camel Cigarettes
Prince Albert Smoking
Tobacco

*William Esty &
Company, Inc.*

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

SPEARMINT GUM*(510th Week on CBS)***The First Line***Informational series***Scattergood Baines***Serial drama*

Thursday
10:15-10:45 p.m.
69 CBS stations
ORIGINATES: WBBM

Spearmint Gum

Arthur Meyerhoff & Co.

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

**COLUMBIA
PACIFIC
NETWORK**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
E. R. SQUIBB & SONS <i>(91st Week on CBS)</i> Frank Parker <i>Songs</i>	Mon., Wed., Fri. 6:30-6:45 p.m. 50 CBS stations ORIGINATES: WABC	Squibb Products <i>Geyer, Cornell & Newell, Inc.</i>
TEXAS COMPANY <i>(253rd Week on CBS)</i> Texaco Star Theatre starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra and the Texaco Workshop Players <i>Variety</i>	Sunday 9:00-10:00 p.m. 85 CBS stations 11 CBC stations ORIGINATES: WABC	Texaco Products <i>Buchanan & Co.</i>
UNITED FRUIT COMPANY <i>(9th Week on CBS)</i> The World Today <i>News</i>	Mon. thru Fri. 6:45-7:00 p.m. 37 CBS stations ORIGINATES: WABC	Bananas <i>Batten, Barton, Durstine & Osborn, Inc.</i>
U. S. TOBACCO COMPANY <i>(357th Week on CBS)</i> Gay Nineties Revue starring Beatrice Kay, Joe E. Howard, MC, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 63 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i>
BATHASWEET CORPORATION <i>(130th Week on CBS)</i> Bob Garred Reporting <i>News</i>	Tues., Thurs. 7:30-7:45 a.m. PWT ORIGINATES: KNX	Bathasweet Products <i>H. M. Kiesewetter Advertising Agency</i>
+BROWN & WILLIAMSON TOBACCO CORPORATION +Harry W. Flannery <i>News analyst</i>	Saturday 5:30-5:45 p.m. PWT ORIGINATES: KNX	Avalon Cigarettes <i>Russell, M. Seeds Co.</i>
CALIFORNIA PACKING CORP. <i>(12th Week on CBS)</i> William Winter <i>News</i>	Mon. thru Sat. 2:00-2:15 p.m. PWT ORIGINATES: KQW	Del Monte Products <i>McCann-Erickson, Inc.</i>
+CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION <i>(3rd Week on CBS)</i> Dick Joy and the News <i>News analyst</i>	Saturday 8:55-9:00 p.m. PWT ORIGINATES: KNX	Sunsweet Prunes <i>Long Advertising Service</i>

*Program or client not listed in previous CBS Program Book.

COLONIAL DAMES, INC. <i>(121st Week on CBS)</i> Find the Woman with Knox Manning	Friday 9:55-10:00 p.m. PWT ORIGINATES: KNX	Cosmetics <i>Classer, Gailey & Co.</i>
* J. A. FOLGER & COMPANY * America's Home Front <i>Informational series</i>	Tuesday 5:15-5:30 p.m. PWT ORIGINATES: KNX	Folgers Coffee <i>Raymond R. Morgan Company</i>
* GALLENKAMP STORES COMPANY Dick Joy and the News <i>News analyst</i>	Sunday 11:55-12:00 noon PWT ORIGINATES: KNX	Gallenkamp's Shoes <i>Long Advertising Service</i>
GENERAL FOODS CORPORATION <i>(358th Week on CBS)</i> The Second Mrs. Burton <i>Dramatic serial</i>	Mon. thru Fri. 4:00-4:15 p.m. PWT ORIGINATES: KNX	Jello <i>Young & Rubicam, Inc.</i>
GENERAL PETROLEUM CORPORATION OF CALIFORNIA <i>(66th Week on CBS)</i> I Was There <i>News dramatizations</i>	Monday 9:00-9:30 p.m. PWT ORIGINATES: KNX	Mobilgas, Mobiloil <i>Smith & Druni, Inc.</i>
RICHARD HUDNUT * <i>118th Week on CBS)</i> Hollywood Showcase	Monday 9:30-10:00 p.m. PWT ORIGINATES: KNX	Marvelous Cosmetics <i>Benton & Bowles, Inc.</i>
LOS ANGELES SOAP COMPANY <i>(130th Week on CBS)</i> Knox Manning <i>News</i>	Mon. thru Fri. 12:15-12:30 p.m. PWT ORIGINATES: KNX	White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co</i>
MACFADDEN PUBLICATIONS, INC. <i>(311th Week on CBS)</i> Bob Garred Reporting	Mon., Wed., Fri. 7:30-7:45 a.m. PWT ORIGINATES: KNX	Liberty Magazine <i>Erwin Wasey & Co.</i>
McKESSON & ROBBINS, INC. <i>(87th Week on CBS)</i> Dick Joy and the News <i>News analyst</i>	Mon., Wed. 8:55-9:00 p.m. PWT Sunday 8:25-8:30 p.m. PWT	Calox Toothpowder <i>J. D. Tarcher & Co., Inc.</i>

**COLUMBIA
PACIFIC
NETWORK**

Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>*MODE O'DAY CORPORATION Knox Manning <i>News</i> (Starts April 12)</p>	<p>Sunday 5:45-5:55 p.m. PWT</p>	<p>Mode O'Day Products <i>Glasser, Gailey & Company</i></p>
<p>NESBITT FRUIT PRODUCTS, INC. <i>(14th Week on CBS)</i> Bob Garred Reporting</p>	<p>Saturday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>California Orange Drink <i>Walter K. Neill, Inc.</i></p>
<p>PETER PAUL, INC. <i>(90th Week on CBS)</i> Bob Garred Reporting</p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Mounds Candy Ten Crown Gum <i>Brisacher, Davis & Staff</i></p>
<p>PLANTERS NUT AND CHOCOLATE COMPANY <i>(78th Week on CBS)</i> What's on Your Mind?</p>	<p>Friday 6:00-6:30 p.m. PWT ORIGINATES: KNX</p>	<p>Planters Salted Peanuts Planters Peanut Oil <i>Raymond R. Morgan Co</i></p>
<p>SOIL OFF MANUFACTURING COMPANY <i>(61st Week on CBS)</i> Bob Garred Reporting <i>News</i></p>	<p>Tues., Thurs. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Cleaning Fluid for Walls and Woodwork <i>Buchanan & Co.</i></p>
<p>SUNNYVALE PACKING COMPANY <i>(14th Week on CBS)</i> Jane Endicott, reporter <i>Serial drama</i></p>	<p>Mon., Wed., Fri. 10:45-11:00 a.m. PWT ORIGINATES: KNX</p>	<p>Rancho Soups <i>Lord & Thomas</i></p>
<p>UNION OIL COMPANY <i>(70th Week on CBS)</i> Nelson Pringle <i>News analysis</i></p>	<p>Mon. thru Fri. 7:45-8:00 a.m. PWT ORIGINATES: KNX</p>	<p>Gas and Oil <i>Lord & Thomas</i></p>
<p>BEKINS VAN AND STORAGE CO. <i>(28th Week on CBS)</i> +Harry W. Flannery <i>News analyst</i></p>	<p>Mon., Wed., Fri. 5:30-5:45 p.m. PWT ORIGINATES: KNX</p>	<p>Moving and Storage <i>Brooks Advertising Agency</i></p>
<p>+GOLDEN STATE COMPANY LTD. Dave Lane <i>Songs</i></p>	<p>Mon., Wed., Fri. 3:00-3:15 p.m. PWT ORIGINATES: KNX</p>	<p>Golden-V Vitamin Milk <i>Ruthrauff & Ryan Inc.</i></p>

**COLUMBIA
CALIFORNIA
NETWORK**

**Program or client not listed in previous CBS Program Book.*

COLUMBIA
CALIFORNIA
NETWORKLUDEN'S, INC.
(86th Week on CBS)Dave Lane
SongsTuesday
9:55-10:00 p.m. PWT
Thursday
9:25-9:30 p.m. PWT
ORIGINATES: KNXMenthol Cough Drops
J. M. Mathes, Inc.SEASIDE OIL COMPANY
(51st Week on CBS)

Seaside Spelling Bee Liner

Sunday
5:30-5:55 p.m. PWT
ORIGINATES: KNXSeaside Ethyl Gasoline and
Silverol Motor Oil
The McCarty CompanyAMERICAN TOBACCO CO.*
(44th Week on WABC)

Announcements

Mon. thru Sat.
12:05-12:07 a.m.Lucky Strike Cigarettes
Lord & ThomasWABC
SPONSORED
PROGRAMSTHE BARBASOL CO.*
(15th Week on WABC)Arthur Godfrey
ParticipationsMon. thru Sat.
7:00-7:45 a.m.Shaving Cream
Erwin Wasey & Co., Inc.B.C. REMEDY COMPANY
(30th Week on WABC)Arthur Godfrey
ParticipationsMon. thru Sat.
7:00-7:45 a.m.B.C.
Charles W. Hoyt &
Co., Inc.BEECH-NUT PACKING COMPANY*
(9th Week on WABC)

Odd Side of the News

Tues., Thurs., Sat.
8:25-8:30 a.m.Beechies Gum and
Confections
Newell-Emmett Co.BOOK HOUSE FOR CHILDREN
(48th Week on WABC)Woman's Page of the Air
with Adelaide Hawley
ParticipationsMonday
8:45-9:00 a.m.Book House
Presba, Fellers &
Presba, Inc.BULOVA WATCH COMPANY
(658th Week on WABC)

Time Signals

Sun. thru Sat.
10 Times DailyBulova Watches
The Biow Company*EATON PAPER CORP.
(3rd Week on WABC)Arthur Godfrey
ParticipationsTues., Thurs., Fri.
7:00-7:45 a.m."Eaton's Highland"
Writing Paper
Grey Advertising
Agency Inc.*In addition to the number of weeks in which the client has used CBS Network facilities.
*Program or client not listed in previous CBS Program Book.

**WABC
SPONSORED
PROGRAMS**
Continued

<p>*I. J. FOX* <i>(70th Week on WABC)</i> Announcements</p>	<p>Tues., thru Sun. 1:00-2:00 a.m.</p>	<p>Furs</p>
<p>GENERAL BAKING COMPANY* <i>(28th Week on WABC)</i> Announcements</p>	<p>Mon. thru Sat. 8:00-8:00:40 a.m. 8:13:30-8:14:30 a.m.</p>	<p>Bond Bread <i>Newell-Emmett Co.</i></p>
<p>GRIFFIN MANUFACTURING CO., INC.* <i>(29th Week on WABC)</i> Arthur Godfrey <i>Participations</i></p>	<p>Tues., Thurs., Sat. 7:00-7:45 a.m.</p>	<p>Shoe Polish, Whitener, and Dressing <i>Birmingham, Castleman and Pierce, Inc.</i></p>
<p>ILLINOIS MEAT COMPANY <i>(22nd Week on WABC)</i> 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 & Co.</i></p>
<p>V. LA ROSA & SONS, INC. <i>(19th Week on WABC)</i> 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>(38th Week on WABC)</i> Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:45 a.m.</p>	<p>Old Gold Cigarettes <i>J. Walter Thompson Co., Inc.</i></p>
<p>MARLIN FIREARMS COMPANY <i>(47th Week on WABC)</i> Early Riser's News</p>	<p>Mon. thru Sat. 6:55-7:00 a.m.</p>	<p>Marlin Razor Blades <i>Craven & Hedrick, Inc.</i></p>
<p>MELVILLE SHOE COMPANY <i>(176th Week on WABC)</i> Early Morning News</p>	<p>Mon., Wed., Fri. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p>*MUTUAL BENEFIT HEALTH AND ACCIDENT ASSOCIATION Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:45 a.m.</p>	<p>Health and Accident Policies <i>M. H. Hackett, Inc.</i></p>

*In addition to the number of weeks in which the client has used CBS Network facilities.
*Program or client not listed in previous CBS Program Book.

PEPSI-COLA COMPANY*
(88th Week on WABC)

The Missus Goes A-Shopping
Quiz

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

Pepsi-Cola
Newell Emmett Co.

SHEFFIELD FARMS COMPANY, INC.
(7th Week on WABC)

Woman's Page of the Air
with Adelaide Hawley
Participations

Tues., Thurs.
8:45-9:00 a.m.

Cottage Cheese
N. W. Ayer & Son, Inc.

SOCONY-VACUUM OIL CO., INC.*
(35th Week on WABC)

Mark Hawley
News

John Allen Wolf
News

Mon. thru Sat.
10:45-11:00 p.m.

Gasoline, Oil, and
Specialties
J. Stirling Getchell, Inc.

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

THE STUDEBAKER CORPORATION*
(9th Week on WABC)

Eric Severeid
News

Mon., Wed., Fri.
6:10-6:15 p.m.
Sunday
12:00-12:15 p.m.

Institutional
Roche, Williams &
Cunningham, Inc.

TERMINAL BARBER SHOPS, INC.*
(9th Week on WABC)

Arthur Godfrey
Participations

Woman's Page of the Air
with Adelaide Hawley
Participations

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

Barber Shop Services
Maxon, Inc.

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

Beauty Salons
Maxon, Inc.

**WASTE PAPER CONSUMING
INDUSTRIES**
(30th Week on WABC)

Arthur Godfrey
Participations

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

Paper Conservation
Olian Advertising Co.

WEST DISINFECTING COMPANY
(39th Week on WABC)

It Takes a Woman
with Frances Scott

Mon., Wed., Fri.
8:25-8:30 a.m.

CN
Moser & Cotins, 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 from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

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

1. NEWS BROADCASTS	Page 21
2. DRAMATIC SERIES	Page 22
3. WAR PROGRAMS	Page 22
4. LIGHT ENTERTAINMENT	Page 23
5. SERIOUS MUSIC	Page 24
6. EDUCATIONAL PROGRAMS	Page 26
7. CHILDREN'S PROGRAMS	Page 28
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9. RELIGIOUS BROADCASTS	Page 28
CBS SHORT WAVE BROADCASTS	Page 29
SPECIAL BROADCASTS: MARCH	Page 30

**News Summaries, Analyses
and Broadcasts from Abroad**

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in foreign capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. 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 and Charles Collingwood from London; William J. Dunn from Melbourne, Australia; George Foster from Sydney, Australia; John Raleigh from Darwin, Australia; Webley Edwards from Honolulu; Larry Lesueur from Russia; Howard K. Smith from Berne; Bernard Valery from Stockholm; Edward Chorlian from Cairo; Winston Burdett from Ankara; Herbert Clark from Buenos Aires; Elmer Davis, Cecil Brown, Linton Wells, Major George Fielding Eliot, William L. Shirer, John Daly from New York; Albert Warner, Eric Sevareid and John Purcell from Washington; 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., SATURDAY; 9:00-9:15 a.m., SUNDAY THRU SATURDAY; 10:45-11:00 p.m., MONDAY THRU SATURDAY; The World Tonight, 8:00-8:30 p.m., SUNDAY.

News Summaries: 6:30, 9:00 a.m., 4:45 p.m., 12:55 a.m., MONDAY THRU FRIDAY; 3:15 p.m., MONDAY AND TUESDAY; 2:00 p.m., 4:30 p.m., 6:00 p.m., SATURDAY; 8:00 a.m., 1:30 p.m., 2:55 p.m., SUNDAY; 12:55 a.m., SATURDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., SATURDAY AND SUNDAY; Linton Wells, 12:00-12:05 a.m., MONDAY THRU SATURDAY; 11:00-11:15 p.m. MONDAY, Elmer Davis; TUESDAY, William L. Shirer; WEDNESDAY, Major G. F. Eliot; THURSDAY, Albert Warner; FRIDAY, Bob Trout.

(See also sponsored news programs.)

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

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

**DRAMATIC
SERIES**

Columbia Workshop

2:30-2:55 p.m.

EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. William Spier is the producer.

APRIL 5: "Miracle of the Danube" by Maxwell Anderson. Charles Vanda directs.

APRIL 12: "He Shoulda Stood in Elba" by Ralph Tolleris.

APRIL 19: "Play Ball" by Lou Hazam, Earl McGill directs.

APRIL 26: "Looking for Susie" by Fifi Garbat and Carol Warner. Guy Della-Cioppa directs.

Previously performed Workshop productions of unusual interest and merit are presented in a summer series of Columbia Workshop Revivals.

4:30-5:00 p.m.

EACH SUNDAY

(Starts May 31)

**WAR
PROGRAMS**

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. Albert Warner is the chief narrator, and the series is produced by Brewster Morgan.

Spirit of '42

2:00-2:30 p.m.

EACH SUNDAY

Concerts given by the Navy, Marine, and Army Bands are broadcast each week with brief addresses by high-ranking officers.

Victory Begins at Home

11:00-11:15 a.m.

MONDAY, WEDNESDAY, FRIDAY

Using facts secured from authoritative government sources, Arthur Godfrey presents an informative program relating the government's war activities to the lives of every consumer.

They Live Forever

10:30-11:00 p.m.

EACH SUNDAY

A program about American sacrifice, courage, and heroism in the present war. Charles Vanda is the producer and director. Howard Teichman and Jerry Lawrence are the writers. Lyn Murray writes and directs the music.

Calling Pan-America

6:15-6:45 p.m.

EACH SATURDAY

CBS draws the Americas closer together. Heard throughout the western hemisphere, this new series "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.

This Is War!

7:00-7:30 p.m.

EACH SATURDAY

(Ends May 2)

Directed by Norman Corwin, and sponsored jointly by the four major networks, this series is designed to dramatize and to interpret the wartime resources and activities of the United States to the American people and to the world.

**WAR
PROGRAMS**

Women in War

7:00-7:30 p.m.

EACH SATURDAY

(Starts May 9)

Produced by the CBS Hollywood studios, this program is designed to give a clear and inspiring picture of women's effort in the war program.

God's Country

11:15-11:30 a.m.

EACH SATURDAY

Milton Bacon tells stories of America's small towns and the way of life they represent. Burl Ives sings songs of the region.

F.O.B.

3:30-4:00 p.m.

EACH SATURDAY

WJR and CBS present a program of music by the WJR orchestra, songs by the WJR chorus, and a report by a leading industrial leader on the progress Detroit is making in the production of war material.

U. S. Marine Band

10:00-10:30 a.m.

EACH SATURDAY

Captain William Santelmann conducts the band from the auditorium of the Marine Barracks in Washington.

The United States' War Aims

6:15-6:30 p.m.

EACH THURSDAY

(Starts April 2)

What we are fighting for is discussed by notable speakers in a series of six weekly programs arranged at the request of the War Department and designed to make our fighting men the best informed in the world.

APRIL 2: Edward R. Murrow, "The Road to War"; APRIL 9: Leigh White, "The War to Date"; APRIL 16: William L. Shirer, "Your Enemies, the Fascists"; APRIL 23: Quentin Reynolds, "Our Allies, Your Comrades in Arms"; APRIL 30: Herbert Agar, "What We Are Fighting For"; MAY 7: Sergeant Alvin C. York, "A Freedom Worth Fighting For".

What's New At The Zoo?

1:35-2:00 p.m.

EACH SUNDAY

John Reed King interviews, on location, the men and women who collect and care for the animal inmates of the Bronx Zoo.

**LIGHT
ENTERTAIN-
MENT**

**LIGHT
ENTERTAIN-
MENT**
Continued

Matinee at Meadowbrook
4:00-4:30 and 4:35-5:00 p.m.
EACH SATURDAY

An hour jamboree of dance music for "young minded" Columbia listeners, featuring the orchestra of Glen Gray.

Sing Along
5:30-5:45 p.m.
MONDAY THRU FRIDAY

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

Vera Barton
6:30-6:45 p.m.
TUESDAY AND THURSDAY

Miss Barton, young song stylist, is featured in a series of programs of popular songs. Walter Gross conducts the orchestra.

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.

**The Romance of
Latin America**
10:30-10:45 p.m.
EACH MONDAY

This program features Alfredo Antonini's orchestra and Olga Coelho's singing. It also presents each week a legend of South America with special music composed by Terig Tucci. Joe Gratz is the writer-director.

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.

**SERIOUS
MUSIC**

**New York Philharmonic-
Symphony Orchestra**
3:00-4:30 p.m.
EACH SUNDAY
(Ends April 19)

The New York Philharmonic-Symphony Orchestra, broadcasting for the twelfth consecutive year on CBS, is celebrating its centennial season. Bruno Walter and John Barbarolli conduct. Deems Taylor is intermission commentator.

**Columbia Broadcasting
Symphony**
3:00-4:30 p.m. EACH SUNDAY
(Starts April 26)

Howard Barlow, brilliant conductor, brings back the Columbia Broadcasting Symphony for its seventh series of summer concerts.

Cleveland Orchestra
5:00-6:00 p.m.
EACH SATURDAY

WGAR and CBS present the famous Cleveland Orchestra in a weekly series of symphony concerts originating from Severance Hall in Cleveland. Dr. Artur Rodzinski conducts the orchestra. Kay Halle is program commentator.

**Philharmonic Young
People's Concert**

11:05-12:00 noon

SATURDAY, APRIL 18

The New York Philharmonic-Symphony Orchestra presents a concert especially for young people. Rudolph Ganz is the conductor.

Budapest String Quartet

5:00-6:00 p.m.

EACH SATURDAY

(Starts April 25)

From the Library of Congress in Washington, D. C., CBS airs these programs of chamber music by this famed instrumental group.

**Columbia's Weekday
Schedule of Fine Music**

3:30-4:00 p.m.

SUNDAY THRU SATURDAY

This is an unusual series of programs, embracing great symphonic, vocal and chamber music works. It includes seldom-performed American works, standard and little-known concerti, and great songs of all the ages.

SUNDAYS: 11:05 to 11:30 a.m., April 5-May 3, Milestones in American Music; May 10-June 28, Vera Brodsky, pianist.

MONDAYS: 3:30 to 4:00 p.m., April 6, Stars in the Orchestra, Vera Brodsky, pianist; April 13-April 27, League of Composers with the Columbia Concert Orchestra, Howard Barlow conducting; May 4, Columbia Concert Orchestra conducted by Francisco Mignone; May 11-May 25, One-act operas, Bernard Herrmann conducting; June 1-June 29, Compositions with voice, Bernard Herrmann conducting.

TUESDAYS: 3:30 to 4:00 p.m., April 7-April 21, Eileen Farrell, Robert Nicholson, with the Deutsch Ensemble; April 28-June 30, Navy Band.

WEDNESDAYS: 3:30 to 4:00 p.m., April 8-April 22, Keyboard Concert Series; April 29-July 1, Eileen Farrell and Columbia Concert Orchestra, Howard Barlow conducting.

THURSDAYS: 3:30 to 4:00 p.m., April 9-May 28, Cincinnati Conservatory of Music; June 4-July 2, Keyboard Concerts.

FRIDAYS: 3:30 to 4:00 p.m., April 11-July 3, British-American Festival Series, Bernard Herrmann conducting.

SATURDAYS: 5:00 to 5:30 p.m., June 6-July 4, The Columbia String Orchestra.

**SERIOUS
MUSIC**

Continued

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.

**EDUCATIONAL
PROGRAMS**

**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 are representative of the nation's leading educators and publicists.

**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

APRIL 6: Waterpower Workers.

APRIL 13: Forest Rangers.

APRIL 20: Coastguards.

TUESDAYS — Music of the Americas

APRIL 7: Symphonic Compositions.

APRIL 14: The Abstract Modernists.

APRIL 21: A Résumé and Speculation on the Future.

*WEDNESDAYS — New Horizons: Lands of
New World Neighbors*

APRIL 8: The Lone Star Rises.

APRIL 15: Gateway to the Setting Sun.

APRIL 22: Wheels Roll Westward.

THURSDAYS — Tales from Far and Near

APRIL 9: The Kid from Tomkinsville.

APRIL 16: To be announced.

APRIL 23: Oscar, the Trained Seal and Oscar in the Hospital.

FRIDAYS — This Living World

APRIL 10: The Americas and the Far East.

APRIL 17: The European Struggle.

APRIL 24: The World to Come.

(These programs suspend for the summer April 24, and they will be resumed October 5.)

EDUCATIONAL
PROGRAMS**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.

APRIL 5: Doyle "Sherlock Holmes".

APRIL 12: Horace "Odes and Satires".

APRIL 19: Rabelais "Gargantua and Pantagruel".

APRIL 26: Descartes "Discourse on Method".

MAY 3: James "Turn of the Screw".

MAY 10: Bible "Psalms".

MAY 17: Ibsen "Wild Duck".

MAY 24: Rousseau "Social Contract".

MAY 31: U. S. Grant "Memoirs".

The People's Platform

8:30-8:55 p.m.

EACH THURSDAY

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

Columbia's Country Journal

3:00-3:30 p.m.

EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a roundup of farm news, and interviews distinguished agricultural authorities and leaders. From Washington, Charles Worcester summarizes the week's agricultural news.

Spotlight on Asia

4:15-4:30 p.m.

EACH MONDAY

With the outbreak of war in the Pacific, this series on the Far East has assumed a new importance. Experts speak through the cooperation of the American Council of the Institute of Pacific Relations.

Living History

4:15-4:30 p.m.

EACH TUESDAY

An outstanding historian is invited to the microphone to discuss and interpret recent happenings in terms of the past history.

Children Also Are People

4:15-4:30 p.m.

EACH WEDNESDAY

Weekly talks are presented by specialists in the field of child guidance.

Highways to Health

4:15-4:30 p.m.

EACH THURSDAY

A series of instructive medical talks arranged by the N. Y. Academy of Medicine.

**EDUCATIONAL
PROGRAMS***Continued***Exploring Space**

4:15-4:30 p.m.

EACH FRIDAY

Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, delves into the fascinating life stories of America's great astronomers and their achievements.

Of Men and Books

2:05-2:30 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.

**CHILDREN'S
PROGRAMS****Let's Pretend**

11:30-12:00 noon

EACH SATURDAY

1:00-1:30 p.m.

SATURDAY, APRIL 18 ONLY

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 1941 won awards from the Women's Press Club, Motion Picture Daily, and Ohio State University.

PERSONALITIES**The Garden Gate**

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, and advises on gardening in wartime. Washington reports on the War Garden Drive.

Olga Coelho and Burl Ives

10:30-10:45 p.m.

EACH FRIDAY

These two outstanding folk singers present to their own guitar accompaniment songs of the people of the twenty-one American republics.

**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 in its eleventh consecutive year of Sunday morning and afternoon religious broadcasts. The pulpit of Columbia's Church of the Air is available, impartially, to all religious faiths in America, and speakers who use this pulpit enjoy freedom of expression, so long as their messages in no way attack the religious faith of others.

Wings Over Jordan

10:30-11:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals presents talks by outstanding Negro leaders in all fields of endeavor. Rev. Glenn T. Settle conducts the program which also features the 30 voice Wings Over Jordan Choir.

News and News Features

In English:

6:30-6:45 a.m., 6:45-7:00 a.m.

2:30-2:45 p.m., 2:45-3:00 p.m.

4:30-4:45 p.m.

In French:

8:00-8:15 a.m., 8:15-8:30 a.m.

11:00-11:15 a.m., 11:15-11:30 a.m.

2:00-2:15 p.m., 2:15-2:30 p.m.

4:15-4:30 p.m.

In German:

7:00-7:15 a.m., 7:15-7:30 a.m.

10:00-10:15 a.m., 10:15-10:30 a.m.

1:00-1:15 p.m., 1:15-1:30 p.m.

4:00-4:15 p.m.

In Italian:

9:00-9:15 a.m., 9:15-9:30 a.m.

12:00 noon-12:15 p.m., 12:15-12:30 p.m.

3:00-3:15 p.m., 3:15-3:30 p.m.

In Polish:

12:45-1:00 p.m., 3:45-4:00 p.m.

In Serbo-Croatian

12:30-12:45 p.m., 3:30-3:45 p.m.

In Dutch:

1:30-1:45 p.m.

In Swedish:

9:45-10:00 a.m., 1:45-2:00 p.m.

In Turkish:

11:45-12:00 noon

In Arabic:

11:30-11:45 a.m.

News in ten languages—a comprehensive schedule of thirty-four fifteen-minute periods per day, more than three hundred per week—is now directed to shortwave listeners in Europe, Africa, and the Near East by Columbia's international station, WCBX, and the new CBS transmitters, WCRC and WCDA. The seven-day-a-week, "around the clock" schedule begins early in the day in New York and ends in the late afternoon, which is afternoon and evening in Europe. The languages include English, French, Italian, German, Polish, Serbo-Croatian, Dutch, Swedish, Arabic, and Turkish. A staff of fifty persons is required to build these broadcasts, all news stemming from a central news room located in newly-constructed quarters in the CBS Studio Building. All the news services and facilities available to the network itself have been installed there.

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE AND THE NEAR EAST*WCBX New York**WCRC New York**WCDA New York***News and News Features**

In Spanish:

4:00-4:15 p.m., 6:45-7:00 p.m.

7:00-7:15 p.m., 8:45-9:00 p.m.

10:00-10:15 p.m.

In Portuguese:

4:00-4:15 p.m., 6:45-7:00 p.m.

8:45-9:00 p.m.

In English:

9:00-9:15 p.m., 10:45-11:00 p.m.

From late afternoon to late evening, WCBX, WCRC, and WCDA direct their powerful beams to Latin America. These broadcasts, in Spanish and Portuguese, bring to Columbia's new Network of the Americas—Cadenas de las Americas—a growing parade of the best entertainment in the hemisphere. News leads off Columbia's Latin American broadcasting each day, and other news and news-feature periods are transmitted throughout the evening.

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA*WCBX New York**WCRC New York**WCDA New York*

SPECIAL BROADCASTS: MARCH

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 issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

MARCH 1: Miss Irene Ward, chairman of the British Woman Power Committee, and Dr. Lena M. Phillips spoke on the Eighth Annual Observance of International Day of International Federation of Business and Professional Women, 7:15-7:30 p.m.

MARCH 1: Assistant Secretary of War John J. McCloy spoke on "The Army Seeks Officers", from Washington, 12:15-12:30 p.m.

MARCH 3: Senator Edwin C. Johnson, under the auspices of World Peaceways, Inc., delivered an address on "A People's War and Peace", 10:30-10:45 p.m.

MARCH 5: Floyd B. Odlum spoke in connection with the annual dinner of the Greater New York Safety Council on the topic "Safety Speeds Victory", 11:15-11:30 p.m.

MARCH 6: Henry F. Pringle, Acting Assistant Director, Bureau of Production, Office of Facts and Figures, spoke on "The Strategy of Truth" before the National Council of Women of the U. S. Inc., 4:30-4:45 p.m.

MARCH 7: Miss Julia C. Stimson, chairman of the Nursing Council on National Defense, discussed the need for recruitment of student nurses, 1:25-1:30 p.m.

MARCH 7: Mrs. L. Frissell, Miss Mildred Lynn, and Dr. Henry Darlington spoke on "Salvage for the Defense Program", 11:05-11:15 a.m.

MARCH 7: C. A. Barnett, Director of Associated National Press and William I. Bibson, Managing Editor of Afro-American Newspaper discussed the National Negro Newspaper Week, 10:15-10:30 p.m.

MARCH 7: Mr. Joseph T. Higgins, Collector of Internal Revenue, Third District of New York, spoke on "Your Income Tax", 1:45-2:00 p.m.

MARCH 8: Sir Girja Shankar Bajpai, Agent General of the Government of India in U. S., spoke under the auspices of the Institute for Pacific Relations, 7:15-7:30 p.m.

MARCH 10: Senator James E. Murray discussed the problems of small business in these times under the auspices of the American Business Congress, 10:30-10:45 p.m.

MARCH 14: Celebrating the 13th Anniversary of the Camp Fire Girls of America, Vincent Price and a supporting cast dramatized the work of this group, 1:15-1:30 p.m.

MARCH 14: Miss Erika Mann, daughter of Thomas Mann, spoke on "Music in Wartime" in reply to Deems Taylor's Philharmonic broadcast of February 22, 10:15-10:30 p.m.

MARCH 14: Dr. Hu Shih, Ambassador of the Chinese Republic to the United States, spoke on "China, Too, Is Fighting to Preserve a Way of Life", at the Annual Joint Luncheon of the High School Teachers Association of New York City, 2:30-3:00 p.m.

MARCH 17: Mrs. Carmel Snow, Editor of Harper's Bazaar spoke on "Women's Fashions in Wartime", 6:30-6:45 p.m.

MARCH 21: L. W. Tomarkin, National Chairman and Founder of the Legion of Alien Volunteer Blood Donors for the American Red Cross, discussed "Alien Physicians Blood Donors Day", 2:50-3:00 p.m.

MARCH 21: Under Secretary of the Navy James V. Forrestall and Vice Admiral S. M. Robinson, Chief of Procurement and Material, delivered talks on "The Navy's Production Needs", 10:15-10:30 p.m.

MARCH 23: Attorney General Francis Biddle discussed the subject "Internal Tolerance", from the Mayflower Hotel in Washington, 10:30-10:45 p.m.

MARCH 24: Representative Charles I. Faddis, Democrat of Pennsylvania, delivered an address on "The Shortage of Scrap Iron in the United States", 10:30-10:45 p.m.

MARCH 28: Dr. H. V. Evatt, Attorney General and Minister for External Affairs in Australian Government, spoke from the Overseas Writers Banquet. He was introduced by Barret Never, President of the Overseas Writers Club, 10:15-10:30 p.m.

MARCH 29: Edward R. Murrow, Chief of the CBS Foreign Correspondents, introduced Ambassador John G. Winant, who spoke about conditions in England, 7:15-7:30 p.m.

SPECIAL EVENTS

MARCH 9: President Roosevelt, Vice President Wallace, and Secretary of Agriculture Wickard spoke to farmers and to consumers of farm products on "Speeding Wartime Farm Production", 9:45-10:03 p.m.

MARCH 10: Ed (Archie) Gardner, George Jessel, Sophie Tucker, and Dinah Shore were heard in a network preview of the Navy Relief Show in New York's Madison Square Garden, 11:30-12:00 midnight.

MARCH 29: CBS, mindful of the travail of a world at war, hailed the recurring miracle of the Resurrection in seventeen programs broadcast during the Holy Week, from Palm Sunday through Easter. Included in these broadcasts were the sunrise Easter service from Arlington Cemetery. Easter messages from Prelates of many creeds, and the traditional performance of Brahms' "Requiem".

MARCH 29: The world premiere of Randall Thompson's "Solomon and Ballris", an opera commissioned jointly by the Columbia Broadcasting System and the League of Composers, was performed under the direction of Howard Barlow. Mona Paulee, Nadine Conner, John Gurney, and Carlo Corelli were soloists, 1:35-2:30 p.m.

MARCH 29: Mme. Maria Kurenko, internationally famed soprano, was soloist on the Russian War Relief program from Chicago, 11:15-11:30 p.m.

MARCH 31: Admiral E. J. Marquart, commandant of the Third Naval District, and Dr. David de Sola Pool, official advisor to the War and Navy Departments on religious matters pertaining to men in the armed forces were heard on a special program on the eve of the Feast of the Passover, 10:00-10:30 p.m.





THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building
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CBS PROGRAM BOOK • SUMMER, 1942



"This is my last broadcast as I have been called into the government service."— Elmer Davis

THE COVER: *On June 15, Elmer Davis resigned as CBS news analyst to accept President Roosevelt's appointment as director of the government's new Office of War Information.*

SUMMER, 1942

THE COLUMBIA PROGRAM BOOK

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THE COLUMBIA BROADCASTING SYSTEM

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

July 1, 1942

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*"Weeks on CBS"
as of July 1, 1942*

<p>AMERICAN TOBACCO COMPANY (322nd Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 96 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (273rd 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</i></p>
<p>ARMSTRONG CORK COMPANY (39th 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 Rugs <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>B. T. BABBITT, INC. (48th Week on CBS)</p> <p>David Harum <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 13 CBS stations ORIGINATES: WABC</p>	<p>Bab-O <i>Duane Jones Co.</i></p>
<p>BAYER COMPANY (353rd Week on CBS)</p> <p>American Melody Hour with Vivian della Chiesa, Conrad Thibault, Remo Bolognini, orchestra and chorus</p>	<p>Tuesday 7:30-8:00 p.m. 76 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample- Hummert</i></p>
<p>BISODOL COMPANY (491st 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. 40 CBS stations ORIGINATES: WBBM</p>	<p>Bisodol <i>Blackett-Sample- Hummert</i></p>
<p>BOWEY'S, INC. (162nd 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>Sorenson & Company</i></p>

**CALIFORNIA FRUIT GROWERS
EXCHANGE**

(165th Week on CBS)

**Hedda Hopper's
Hollywood**

Mon., Wed., Fri.
6:15-6:30 p.m.
39 CBS stations
ORIGINATES: KXX

Sunkist Oranges
Sunkist Lemons
Lord & Thomas

CAMPBELL SOUP COMPANY

(395th 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.
62 CBS stations
ORIGINATES: KXX

Campbell's Soups
Campbell's Tomato Juice
Campbell's Pork and Beans
*Ward Wheelock
Company*

**CELANESE CORPORATION
OF AMERICA**

(26th Week on CBS)

Great Moments in Music
with Jean Tennyson and guest stars
Musical program

Wednesday
10:00-10:30 p.m.
58 CBS stations
ORIGINATES: WABC
Short Wave to AEF
Sat., 9:30-10 a.m.

Celanese Products
Young & Rubicam, Inc.

**CHIESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED**

(191st 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: KXX

Vaseline Preparations
McCann-Erickson, Inc.

CHRYSLER CORPORATION

(330th Week on CBS)

Major Bowes' Amateurs

Thursday
9:00-9:30 p.m.
61 CBS stations
ORIGINATES: WABC
Short Wave to AEF
Sun., 9:30-10 a.m.

Plymouth, Dodge,
DeSoto, Chrysler
Ruthrauff & Ryan, Inc.

COCA-COLA COMPANY

(150th 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.
109 CBS stations
ORIGINATES: WABC

Coca-Cola
*D'Arcy Advertising
Company, Inc.*

<p>COLGATE-PALMOLIVE-PEET COMPANY (338th Week on CBS)</p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 73 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Ted Bates, Inc.</i></p>
<p>Hobby Lobby with Dave Elman and Harry Salter's Orchestra</p>	<p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 69 CBS stations ORIGINATES: WABC</p>	<p>Palmolive Shave Cream Palmolive Brushless Shave <i>Ted Bates, Inc.</i></p>
<p>Woman of Courage <i>Serial drama</i></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>Octagon Products Crystal White <i>Ted Bates, Inc.</i></p>
<p>Stepmother <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 54 CBS stations ORIGINATES: WBBM</p>	<p>Colgate Tooth Powder <i>Sherman & Marquette, Inc.</i></p>
<p>CONTINENTAL BAKING CO., INC. (391st Week on CBS)</p> <p>Maudie's Diary <i>Dramatic</i></p>	<p>Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 46 CBS stations ORIGINATES: WABC</p>	<p>Wonder Bread Hostess Cake <i>Ted Bates, Inc.</i></p>
<p>CURTISS CANDY COMPANY (92nd 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>EMERSON DRUG COMPANY (113th Week on CBS)</p> <p>Vox Pop with Parks Johnson and Warren Hull <i>Interviews</i></p>	<p>Monday 8:00-8:30 p.m. 69 CBS stations ORIGINATES: ON TOUR</p>	<p>Bromo-Seltzer <i>Ruthrauff & Ryan, Inc.</i></p>

EVERSHARP, INC.
(144th Week on CBS)

Take It or Leave It
with Phil Baker, MC, David Ross
Quiz

Sunday
10:00-10:30 p.m.
80 CBS stations
ORIGINATES: WABC
Short Wave to AEF
Wed., 7-7:30 a.m.

Eversharp Pens and Pencils
The Biow Company

GENERAL ELECTRIC CO.
(18th Week on CBS)

Frazier Hunt
News and comments

Tues., Thurs., Sat.
6:00-6:15 p.m.
Rebroadcast
10:45-11:00 p.m.
51 CBS stations
ORIGINATES: WABC

Institutional
Maxon, Inc.

GENERAL FOODS CORPORATION
(371st Week on CBS)

William L. Shirer
News

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

Sanka Coffee
Young & Rubicam, Inc.

Kate Smith Speaks
Ted Collins with the News
Talks and news

Mon. thru Fri.
12:00-12:15 p.m.
76 CBS stations
ORIGINATES: WABC

Swansdown Cake Flour
Calumet
Young & Rubicam, Inc.

Joyce Jordan
Serial drama

Mon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
3:30-3:45 p.m.
75 CBS stations
ORIGINATES: WABC

La France
Satina
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.

We Love and Learn
Serial drama

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

Grape Nuts Flakes
Wheatmeal
Young & Rubicam, Inc.

GENERAL MILLS, INC.
(423rd Week on CBS)

Stories America Loves
Drama

Mon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
11:45-12 noon
40 CBS stations
ORIGINATES: WABC

Wheaties
Knox Reeves
Advertising, Inc.

<p>GENERAL MILLS, INC. <i>Continued</i></p> <p>Valiant Lady <i>Serial drama</i></p> <p>Harvey and Dell <i>Serial drama</i></p> <p>Thus We Live <i>Informational series</i></p>	<p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 39 CBS stations ORIGINATES: WABC</p> <p>Mon., Tues., Wed. 9:45-10:00 a.m. 31 CBS stations ORIGINATES: WABC</p> <p>Thurs., Fri. 9:45-10:00 a.m. 31 CBS stations ORIGINATES: WBBM, WJSV</p>	<p>Bisquick <i>Knox Reeves Advertising, Inc.</i></p> <p>Cheerios <i>Blackett-Sample-Hummert</i></p> <p>Red Cross <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>+GENERAL MOTORS CORPORATION <i>(183rd Week on CBS)</i></p> <p>+Cheers From The Camps with talent recruited from U. S. Army Camps <i>Morale</i></p>	<p>Tuesday 9:30-10:30 p.m. 116 CBS stations 18 CBC stations ORIGINATES: ON TOUR <i>Short Wave to AEF</i> Sat., 7-8:00 a.m.</p>	<p>Institutional <i>Campbell-Ewald Co., Inc.</i></p>
<p>GULF OIL CORPORATION <i>(438th Week on CBS)</i></p> <p>We, the People with Milo Boulton and Oscar Bradley's orchestra <i>Real life experiences</i></p>	<p>Sunday 7:30-8:00 p.m. 80 CBS stations ORIGINATES: KNX <i>Short Wave to AEF</i> Tues., 6:45-7:15 a.m.</p>	<p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p>
<p>INTERNATIONAL SILVER COMPANY <i>(225th Week on CBS)</i></p> <p>Edward R. Murrow Broadcasting from London <i>News</i></p>	<p>Sunday 6:00-6:15 p.m. 26 CBS stations ORIGINATES: LONDON</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>
<p>IRONIZED YEAST CO., INC. <i>(149th Week on CBS)</i></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. 75 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>
<p>JOHNS-MANVILLE CORPORATION <i>(48th Week on CBS)</i></p> <p>+Cecil Brown <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 56 CBS stations ORIGINATES: WABC</p>	<p>Insulation <i>J. Walter Thompson Company</i></p>

JOHNSON & JOHNSON*(65th Week on CBS)*

Voice of Broadway
with Dorothy Kilgallen and
guest stars

Tuesday
6:15-6:30 p.m.
65 CBS stations
ORIGINATES: WABC

Band-Aid
Young & Rubicam, Inc.

KOLYNOS COMPANY*(49th Week on CBS)*

The Romance of Helen Trent
Serial drama

Mon. and Tuesday
12:30-12:45 p.m.
40 CBS stations
ORIGINATES: WBBM

Kolynos
*Blackett-Sample-
Hummert*

LADY ESTHER, LTD.*(44th Week on CBS)*

Freddy Martin and his orchestra
Popular music

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

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

LEVER BROTHERS COMPANY*(36th Week on CBS)*

Lux Radio Theater
Cecil B. DeMille, director,
with stars of stage and screen
Drama

Monday
9:00-10:00 p.m.
70 CBS stations
30 CBC stations
ORIGINATES: KNX
Short Wave to AEF
Thurs., 7-8:00 a.m.

Lux Toilet Soap
*J. Walter Thompson
Company*

Bright Horizon
with Richard Kollmar
Serial drama

Mon. thru Fri.
11:30-11:45 a.m.
Rebroadcast
2:00-2:15 p.m.
76 CBS stations
ORIGINATES: WABC

Swan Soap
Young & Rubicam, Inc.

Aunt Jenny's Real Life Stories
Dramatic sketches

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

Spry
Ruthrauff & Ryan, Inc.

Big Sister
Serial drama

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

Rinso
Ruthrauff & Ryan, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LIGGETT & MYERS TOBACCO COMPANY <i>(505th Week on CBS)</i> Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle, and the Modernaires	Tues., Wed., Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 99 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes <i>Newell-Emmett Co.</i>
+P. LORILLARD COMPANY <i>(236th Week on CBS)</i> The New Old Gold Show with Nelson Eddy, Nadine Conner, Robert Ambruster's orchestra and chorus	Wednesday 8:00-8:30 p.m. 62 CBS stations ORIGINATES: KNX	Old Gold Cigarettes <i>J. Walter Thompson Co.</i>
PACIFIC COAST BORAX CO. <i>(52nd Week on CBS)</i> Death Valley Days <i>Drama</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 59 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax Soap Chips <i>McCann-Erickson, Inc.</i>
+THE PARKER PEN CO. <i>(1st Week on CBS)</i> +Eric Sevareid <i>News</i>	Sat., Sun. 8:55-9:00 p.m. 57 CBS stations ORIGINATES: WABC	Quink <i>J. Walter Thompson Co.</i>
PET MILK SALES CORPORATION <i>(450th Week on CBS)</i> Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus Mary Lee Taylor home economist <i>Household advice</i>	Saturday 9:45-10:15 p.m. 61 CBS stations ORIGINATES: WABC Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 75 CBS stations ORIGINATES: KMOX	Irradiated Pet Milk <i>Gardner Advertising Company</i>
+PILLSBURY FLOUR MILLS CO. <i>(262nd Week on CBS)</i> +Clara, Lu 'n' Em <i>Serial drama</i>	Mon., Wed., Fri. 11:00-11:15 a.m. 14 CBS stations ORIGINATES: WBBM	Pillsbury Flour <i>McCann-Erickson, Inc.</i>

PHILIP MORRIS & COMPANY, LTD.
(308th Week on CBS)

The Philip Morris Playhouse

Directed by Charles Martin with
guest stars and Ray Bloch's
Orchestra

Dramas

The Crime Doctor

Dramatic programs

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

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

Philip Morris Cigarettes
The Biow Company

THE PROCTER & GAMBLE CO.
(401st Week on CBS)

Shirley Temple in Junior Miss

Drama

The Goldbergs

Serial drama

Life Can Be Beautiful

Serial drama

Woman in White

Serial drama

Vic and Sade

Serial drama

Pepper Young's Family

Serial drama

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

Mon. thru Fri.
1:45-2:00 p.m.
Rebroadcast
2:45-3:00 p.m.
57 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
1:00-1:15 p.m.
59 CBS stations
25 CBC stations
ORIGINATES: WABC

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

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

Mon. thru Fri.
2:45-3:00 p.m.
25 CBS stations
ORIGINATES: WBBM

Ivory Snow
Benton & Bowles, Inc.

Dreft
*Blackett-Sample-
Hummert*

Duz
*Compton Advertising,
Inc.*

Ivory Soap
*Compton Advertising,
Inc.*

Oxydol
*Blackett-Sample-
Hummert*

Duz
Crisco
*Compton Advertising,
Inc.*

Camay
Chipso
Pedlar & Ryan, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PRUDENTIAL INSURANCE COMPANY OF AMERICA <i>(161st Week on CBS)</i> Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, and a chorus of mixed voices	Sunday 5:00-5:45 p.m. 60 CBS stations ORIGINATES: WABC <i>Short Wave to AEF</i> Fri., 6:45-7:30 a.m.	Insurance Services <i>Benton & Bowles, Inc.</i>
THE QUAKER OATS COMPANY <i>(32nd Week on CBS)</i> That Brewster Boy <i>Drama</i>	Friday 9:30-10:00 p.m. <i>Rebroadcast</i> 12:00 mid.-12:30 a.m. 67 CBS stations ORIGINATES: WBBM	Quaker Food Products <i>Ruthrauff & Ryan, Inc.</i>
R. J. REYNOLDS TOBACCO COMPANY <i>(478th Week on CBS)</i> Vaughn Monroe's Orchestra <i>Musical series</i> * Camel Caravan with Lanny Ross, Connee Boswell, Xavier Cugat, Margo, Herb Shriner, Camel Chorus, and dramatic sketch based on Our Town	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 80 CBS stations ORIGINATES: WABC Friday 10:00-11:00 p.m. 115 CBS stations ORIGINATES: WABC	Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i>
E. R. SQUIBB & SONS <i>(104th Week on CBS)</i> Keep Working, Keep Singing, America with Frank Parker <i>Songs</i>	Mon., Wed., Fri. 6:30-6:45 p.m. 55 CBS stations ORIGINATES: WABC	Squibb Products <i>Geyer, Cornell & Newell, Inc.</i>
TEXAS COMPANY <i>(266th Week on CBS)</i> Texaco Star Theatre Summer Show starring Jane Frohman, Al Goodman's Orchestra, Chorus and Jimmy Wallington, MC <i>Musical</i>	Sunday 9:30-10:00 p.m. 85 CBS stations 11 CBC stations ORIGINATES: WABC <i>Short Wave to AEF</i> Sun., 7-7:30 a.m.	Texaco Products <i>Buchanan & Co.</i>
U. S. TOBACCO COMPANY <i>(370th Week on CBS)</i> Gay Nineties Revue starring Beatrice Kay, Joe E. Howard, MC, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 63 CBS stations ORIGINATES: WABC <i>Short Wave to AEF</i> Fri., 7:30-7:55 a.m.	Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i>

*Program or client not listed in Spring Program Book.

<p>*THE WELCH GRAPE JUICE CO. (4th Week on CBS)</p> <p>*Dear John with Irene Rich <i>Dramatic</i></p>	<p>Friday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 64 CBS stations ORIGINATES: KXX</p>	<p>Welch Products <i>H. W. Kastor & Sons Advertising Co., Inc.</i></p>
<p>Wm. WRIGLEY JR., COMPANY (524th Week on CBS)</p> <p>Melody Ranch with Gene Autry <i>Western dramatic series</i></p> <p>The First Line <i>Informational series</i></p> <p>Ben Bernie with all the Lads <i>Musical series</i></p>	<p>Sunday 6:30-7:00 p.m. 68 CBS stations ORIGINATES: KXX <i>Short Wave to AEF</i> Tues., 7:15-7:45 a.m.</p> <p>Thursday 10:00-10:30 p.m. 71 CBS stations ORIGINATES: WBBM <i>Short Wave to AEF</i> Wed., 7:30-8:00 a.m.</p> <p>Mon. thru Fri. 5:15-6:00 p.m. 77 CBS stations ORIGINATES: WBBM <i>Short Wave to AEF</i> Mon. thru Fri., 9:30-9:45 a.m.</p>	<p>Doublemint Gum <i>J. Walter Thompson Company</i></p> <p>Spearmint Gum <i>Arthur Meyerhoff & Co.</i></p>
<p>BROWN & WILLIAMSON TOBACCO CORP. (11th Week on CBS)</p> <p>Bob Garred Reporting (Starts July 6th)</p>	<p>Mon., Wed., Fri., Sat. 5:15-5:55 p.m. PWT ORIGINATES: KXX</p>	<p>Avalon Cigarettes <i>Russell M. Seeds Co.</i></p>
<p>CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION (16th Week on CBS)</p> <p>Dick Joy and the News <i>News analyst</i></p>	<p>Saturday 8:55-9:00 p.m. PWT ORIGINATES: KXX</p>	<p>Sunsweet Prunes <i>Long Advertising Service</i></p>
<p>*CHAMBERLAIN SALES CORP. (48th Week on CBS)</p> <p>Dave Lane <i>Songs</i></p>	<p>Tuesday 9:55-10:00 p.m. PWT ORIGINATES: KXX</p>	<p>Chamberlains Hand Lotion <i>Cary-Ainsworth, Inc.</i></p>
<p>COLONIAL DAMES, INC. (134th Week on CBS)</p> <p>Find the Woman with Knox Manning</p>	<p>Friday 9:55-10:00 p.m. PWT ORIGINATES: KXX</p>	<p>Cosmetics <i>Glasser, Gailey & Co.</i></p>

**COLUMBIA
PACIFIC
NETWORK**

*Program of client not listed in Spring Program Book.

**COLUMBIA
PACIFIC
NETWORK**

Continued

***GENERAL CIGAR CO.**

(325th Week on CBS)

William Winter

News analyst

Wed., Fri.

9:00-9:15 p.m. PWT

ORIGINATES: KQW

Van Dyck Cigars

Federal Advertising

Agency Inc.

GENERAL FOODS CORPORATION

(371st Week on CBS)

The Second Mrs. Burton

Dramatic serial

Mon. thru Fri.

4:00-4:15 p.m. PWT

ORIGINATES: KNX

Post Bran Flakes

Benton & Bowles, Inc.

***GENERAL MILLS, INC.**

(423rd Week on CBS)

***Sam Hayes**

News

Mon. thru Fri.

1:15-1:30 p.m. PWT

ORIGINATES: KNX

Drifted Snow Flour

Knox Reeves

Advertising Inc.

**GENERAL PETROLEUM
CORPORATION OF CALIFORNIA**

(79th Week on CBS)

I Was There

News dramatizations

Monday

9:00-9:30 p.m. PWT

ORIGINATES: KNX

Mobilgas, Mobiloil

Smith & Drum, Inc.

RICHARD HUDNUT

(131st Week on CBS)

Hollywood Showcase

Monday

9:30-10:00 p.m. PWT

ORIGINATES: KNX

Marvelous Cosmetics

Kenyon & Eckhardt,

Inc.

LOS ANGELES SOAP COMPANY

(143rd Week on CBS)

Knox Manning

News

Mon. thru Fri.

12:15-12:30 p.m.

PWT

ORIGINATES: KNX

White King Soap

Sierra Pine Soap

Raymond R. Morgan Co

MACFADDEN PUBLICATIONS, INC.

(324th Week on CBS)

Bob Garred Reporting

Mon., Wed., Fri.

7:30-7:45 a.m. PWT

ORIGINATES: KNX

Liberty Magazine

Erwin Wasey & Co.

***MANHATTAN SOAP CO.**

(72nd Week on CBS)

Bob Garred Reporting

News

Tues., Thurs., Sat.

7:30-7:45 a.m. PWT

ORIGINATES: KNX

Sweetheart Soap

Franklin Bruck

Advertising Corp.

<p>McKESON & ROBBINS, INC. <i>(100th Week on CBS)</i></p> <p>Dick Joy and the News <i>News analyst</i></p>	<p>Mon., Wed. 8:55-9:00 p.m. PWT Sunday 8:25-8:30 p.m. PWT ORIGINATES: KNX</p>	<p>Bexel <i>J. D. Tarcher & Co., Inc.</i></p>
<p>PLANTERS NUT AND CHOCOLATE COMPANY <i>(88th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i> <i>(Starts July 6th)</i></p> <p>William Winter <i>News analyst</i></p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p> <p>Mon. thru Fri. 2:30-2:45 p.m. PWT ORIGINATES: KQW</p>	<p>Salted Peanuts <i>Raymond R. Morgan Co.</i></p> <p>Planters Peanut Oil <i>Raymond R. Morgan Co.</i></p>
<p>SOIL OFF MANUFACTURING COMPANY <i>(74th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Tues., Thurs. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Cleaning Fluid for Walls and Woodwork <i>Buchanan & Co.</i></p>
<p>SUNNYVALE PACKING COMPANY <i>(27th Week on CBS)</i></p> <p>Jane Endicott, reporter <i>Serial drama</i></p>	<p>Mon., Wed., Fri. 10:45-11:00 a.m. PWT ORIGINATES: KNX</p>	<p>Rancho Soups <i>Lord & Thomas</i></p>
<p>UNION OIL COMPANY <i>(83rd Week on CBS)</i></p> <p>Nelson Pringle <i>News analysis</i></p>	<p>Mon. thru Fri. 7:45-8:00 a.m. PWT ORIGINATES: KNX</p>	<p>Gas and Oil <i>Lord & Thomas</i></p>
<p>BEKINS VAN AND STORAGE CO. <i>(11st Week on CBS)</i></p> <p>Harry W. Flannery <i>News analyst</i></p>	<p>Mon., Wed., Fri. 5:30-5:45 p.m. PWT ORIGINATES: KNX</p>	<p>Moving and Storage <i>Brooks Advertising Agency</i></p>
<p>GOLDEN STATE COMPANY LTD. <i>(13th Week on CBS)</i></p> <p>William Winter <i>News</i></p>	<p>Sunday 5:30-5:45 p.m. PWT ORIGINATES: KQW</p>	<p>Golden-V Vitamin Milk <i>Ruthrauff & Ryan 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 from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

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

1. NEWS BROADCASTS	Page 17
2. DRAMATIC SERIES	Page 18
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CBS SHORT WAVE BROADCASTS	Page 25
SPECIAL BROADCASTS: SPRING	Page 26

News Summaries, Analyses
and Broadcasts from Abroad

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in foreign capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. 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 and Charles Collingwood from London; William J. Dunn from Melbourne, Australia; Webley Edwards from Honolulu; Larry Lesueur from Russia; Howard K. Smith from Berne; Bernard Valery from Stockholm; Edward Chorlian from Cairo; Winston Burdett from New Delhi, Herbert Clark from Buenos Aires; Quincy Howe, Cecil Brown, Major George Fielding Eliot, William L. Shirer, John Daly, Ned Palmer from New York; Eric Sevareid and John Purcell from Washington; 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., SATURDAY; 9:00-9:15 a.m., SUNDAY THRU SATURDAY; 11:00-11:10 p.m., MONDAY THRU SATURDAY; *The World Tonight*, 8:00-8:30 p.m., SUNDAY.

New Summaries: 6:30, 9:00 a.m., 4:15 p.m., 12:55 a.m., MONDAY THRU FRIDAY; 3:15 p.m., MONDAY AND TUESDAY; 2:00 p.m., 4:30 p.m., 6:00 p.m., SATURDAY; 8:00 a.m., 1:30 p.m., 2:55 p.m., SUNDAY; 12:55 a.m., SATURDAY.

News Analyses: Cecil Brown, 8:55-9:00 p.m., MONDAY THRU FRIDAY; Eric Sevareid, 8:55-9:00 p.m., SATURDAY AND SUNDAY; 11:10-11:15 p.m., MONDAY, William Shirer; TUESDAY, Quincy Howe; WEDNESDAY, William Shirer; THURSDAY, Quincy Howe; FRIDAY, William Shirer; SATURDAY, Eric Sevareid.

(See also sponsored news programs.)

**DRAMATIC
SERIES**

Columbia Workshop

7:30-8:00 p.m.

EACH FRIDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. William Spier is the producer.
 JULY 3: "Tag No. 1184463" by David Levy.
 JULY 10: "The Inter-City Ditty Committee" with Ed Mayhoff and Jeff Alexander's band.
 JULY 17: "Someone Else" by Lucille Fletcher Herrmann.
 JULY 24: "Reveille Pass" by Jeff Hurley. Also included for JULY and AUGUST are: "The Arm Chair Strategist" by Gordon Whyte, "I'll Never Know" by Morton Freedgood, and "My Kid Brother" by Milton Wayne.

Suspense

10:30-11:00 p.m.

EACH WEDNESDAY

The best works of distinguished detective, mystery, and crime writers are dramatized in this series, produced by Charles Vanda.

**WAR
PROGRAMS**

Report to the Nation

10:30-11:00 p.m.

EACH SUNDAY

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 written by Harold R. Isaacs and Ann Ives and produced by William N. Robson.

The Nature of the Enemy

8:30-8:55 p.m.

EACH TUESDAY

(Starting July 18)

8:00-8:30 p.m.

EACH SATURDAY

The kind of men U.S. soldiers are fighting, the cruel records of Axis leaders, are dramatized in this series produced and directed by Charles Vanda.

Spirit of '42

2:00-2:30 p.m.

EACH SUNDAY

Music by service bands are aired each week with documentary broadcasts from military posts.

The 22nd Letter

10:30-11:00 p.m.

EACH MONDAY

This series tells of people who refuse to be conquered, of the underground movements in Axis occupied countries. Inspired by Leigh White, these programs are written by Ranald MacDougall and William N. Robson produces.

Hello From Hawaii

4:00-4:25 p.m.

EACH SATURDAY

With music, drama, and talks by enlisted men and officers, our fighting men in Hawaii send greetings to friends and relatives at home.

Victory Begins at Home

4:15-4:30 p.m.

MONDAY, WEDNESDAY, FRIDAY

Using facts secured from authoritative government sources, Arthur Godfrey presents an informative program relating the government's war activities to the lives of every consumer.

Littletown, U. S. A.

1:35-2:00 p.m.

EACH SUNDAY

Himan Brown, produces and directs these programs of simple human dramas about a typical small town.

Youth On Parade

10:00-10:30 a.m.

EACH SATURDAY

A new program series which reports the constructive wartime activities of boys and girls throughout the nation originates in Boston. The orchestra is directed by Del Castillo.

Calling Pan-America

6:15-6:45 p.m.

EACH SATURDAY

CBS draws the Americas closer together. Heard throughout the western hemisphere, this new series "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.

Victory Theatre

9:40-9:30 p.m.

EACH MONDAY

(Starts July 20)

Repeat broadcasts of the highest rating sponsored programs heard on CBS during the year will carry messages for the U.S. government.

God's Country

11:15-11:30 a.m.

EACH SATURDAY

Milton Bacon tells stories of America's small towns and the way of life they represent. Private Burl Ives sings songs of the region.

F.O.B., Detroit

3:30-4:00 p.m.

EACH SATURDAY

WJR and CBS present a program of music by the WJR orchestra, songs by the WJR chorus, and a report by a leading industrial leader on the progress Detroit is making in the production of war material.

**LIGHT
ENTERTAIN-
MENT**

<p>Time Out for Laughs With Lou Holtz 7:15-7:30 p.m. EACH SUNDAY</p>	<p>Lou Holtz tells his famous stories and Mildred Bailey sings with Jeff Alexander's Orchestra.</p>
<p>Mischa The Magnificent 9:00-9:30 p.m. EACH SUNDAY</p>	<p>Mischa Auer is starred in this new comedy series originating in Hollywood.</p>
<p>Matinee at Meadowbrook 5:00-6:00 p.m. EACH SATURDAY</p>	<p>An hour jamboree of dance music for "young minded" Columbia listeners, featuring the orchestra of Stan Kenton.</p>
<p>Mary Small 10:45-11:00 p.m. TUESDAY AND THURSDAY</p>	<p>Popular songs are featured by this artist, accompanied by Walter Gross' Orchestra.</p>
<p>Sing Along 5:30-5:45 p.m. MONDAY THRU FRIDAY</p>	<p>This program provides a golden opportunity for all bathroom baritones and kitchen contraltos. It invites the listener to act as soloist, with the accompaniment of the Landt Trio.</p>
<p>The Jim Backus Show 8:00-8:30 p.m. EACH THURSDAY</p>	<p>These new comedy-variety shows star Jim Backus, Jeff Alexander's Band, Eight Balls of Fire, and Mary Small. Marx Loeb directs.</p>
<p>Tillie the Toiler 7:30-8:00 p.m. EACH SATURDAY <i>(Starting July 18)</i> 8:30-8:55 p.m. EACH SATURDAY</p>	<p>The popular comic strip is brought to life in these programs starring Peggy Conklin and Billy Lynn, written by Leonard Holton and directed by Earle McGill.</p>
<p>Are You a Genius? 5:00-5:30 p.m. MONDAY THRU FRIDAY</p>	<p>Ernest Chappell MC's this quiz show which features Walter Gross' Orchestra and Jerry Wayne, William Spier produces.</p>
<p>Golden Gate Quartet Four Clubmen, Symphonettes VARIOUS HOURS</p>	<p>These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.</p>

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 the Summer:

Claude Thornhill	Bobby Byrne
Alvino Rey	Abe Lyman
Dick Jurgens	Jerry Wald
Johnny Long	

**LIGHT
 ENTERTAIN-
 MENT**

**Columbia Broadcasting
 Symphony**
 3:00-4:30 p.m. EACH SUNDAY

Howard Barlow, brilliant conductor, conducts the Columbia Broadcasting Symphony in its seventh series of summer concerts.

**SERIOUS
 MUSIC**

Cleveland Summer Orchestra
 10:30-11:00 p.m.
 EACH SATURDAY

WGAR and CBS present the famous Cleveland Summer Orchestra in a weekly series of "Pop" concerts originating from Public Hall in Cleveland. Rudolph Ringwall conducts the orchestra and is program commentator.

Lewisohn Stadium Concerts
 8:00-8:55 p.m.
 EACH FRIDAY

These New York Philharmonic Lewisohn Stadium Concerts, founded in 1918, for sailor, soldier, and public morale, are celebrating their Silver Jubilee season.

St. Louis Municipal Opera Co.
 2:30-2:55 p.m.
 EACH SUNDAY

Each week different stars of the company are presented in this light opera series conducted by Ben Feld.

**Columbia's Weekday
 Schedule of Fine Music**
 SUNDAY THRU FRIDAY

This is an unusual series of programs, embracing great symphonic, vocal and chamber music works. It includes seldom-performed American works, standard and little-known concerti, and great songs of all the ages.

SUNDAYS: 11:05 to 11:30 a.m., Egon Petri, pianist.

MONDAYS: 3:30 to 4:00 p.m., Columbia Concert Orchestra conducted by Bernard Herrmann.

TUESDAYS: 3:30 to 4:00 p.m., Keyboard Concerts Series with eminent pianists.

**SERIOUS
MUSIC**
Continued

WEDNESDAYS: 3:30 to 4:00 p.m., Eileen Farrell and Columbia Concert Orchestra, Howard Barlow conducting.

THURSDAYS: 3:30 to 4:00 p.m., United States Navy Band.

FRIDAYS: 3:30 to 4:00 p.m., Russian-American Festival Series. Bernard Herrmann conducting.

**EDUCATIONAL
PROGRAMS**

**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 are representative of the nation’s leading educators and publicists.

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
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.

JULY 5: “Declaration of Independence”.

JULY 5: “Magna Charta”.

JULY 12: Motley “The Rise of the Dutch Republic”.

JULY 19: France “Penguin Island”.

JULY 26: Walton “The Compleat Angler”.

AUGUST 2: Lardner “Round Up”.

AUGUST 9: Caesar “Gaelic Wars”.

AUGUST 16: Congreve “The Way of the World”.

AUGUST 23: Conrad “Lord Jim”.

AUGUST 30: Butler “Erewhon”.

The Radio Reader
9:15-9:30 a.m.
MONDAY THRU FRIDAY

Outstanding novels are read by famous men and women of letters in this new departure radio series. During July, “Jane Eyre” is read by Margaret Webster.

EDUCATIONAL
PROGRAMS**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.

Columbia's Country Journal

1:00-1:30 p.m.

EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a roundup of farm news, and interviews distinguished agricultural authorities and leaders. From Washington, Charles Worcester summarizes the week's agricultural news.

Spotlight on Asia

4:30-4:45 p.m.

EACH MONDAY

With the outbreak of war in the Pacific, this series on the Far East has assumed a new importance. Experts speak through the cooperation of the American Council of the Institute of Pacific Relations.

Living Art

1:30-4:45 p.m.

EACH TUESDAY

These programs stress the beauty of things outside museums and covers art from the advertising posters to the paintings in "The National Gallery".

Children Also Are People

1:30-4:45 p.m.

EACH WEDNESDAY

Weekly talks are presented by specialists in the field of child guidance.

Highways to Health

1:30-4:45 p.m.

EACH THURSDAY

A series of instructive medical talks arranged by the N. Y. Academy of Medicine.

Exploring Space

1:30-4:45 p.m.

EACH FRIDAY

Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, delves into the fascinating study of the stars and the planets.

Of Men and Books

2:05-2:30 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.

EDUCATIONAL PROGRAMS

Continued

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.

CHILDREN'S PROGRAMS

Let's Pretend

11:30-12:00 noon
EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Njla Mack and presented by a cast of child actors, "Let's Pretend" has in 1941 won awards from the Women's Press Club, Motion Picture Daily, and Ohio State University.

PERSONALITIES

The Garden Gate

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, and advises on gardening in wartime. Washington reports on the War Garden Drive.

Fletcher Wiley

11:15-11:30 a.m.
MONDAY THRU FRIDAY

These broadcasts are taken up with talks on any and all kinds of problems. Fletcher Wiley broadcasts in an intimate and personal manner, speaking without written text.

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 in its eleventh consecutive year of Sunday morning and afternoon religious broadcasts. The pulpit of Columbia's Church of the Air is available, impartially, to all religious faiths in America, and speakers who use this pulpit enjoy freedom of expression, so long as their messages in no way attack the religious faith of others.

Wings Over Jordan

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

This program of religious talks and spirituals presents talks by outstanding Negro leaders in all fields of endeavor. Rev. Glenn T. Settle conducts the program which also features the 30 voice Wings Over Jordan Choir.

News and News Features

In English:

6:30-6:45 a.m., 10:30-10:45 a.m.

10:45-11:00 a.m.

2:30-2:45 p.m., 2:45-3:00 p.m.

4:30-4:45 p.m.

In French:

8:00-8:15 a.m., 8:15-8:30 a.m.

11:00-11:15 a.m., 11:15-11:30

a.m., 2:00-2:15 p.m., 2:15-2:30

p.m., 4:15-4:30 p.m.

In German:

8:30-8:45 a.m., 8:45-9:00 a.m.

10:00-10:15 a.m., 10:15-10:30

a.m., 1:00-1:15 p.m., 1:15-1:30

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

In Italian:

9:00-9:15 a.m., 9:15-9:30 a.m.

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

12:30 p.m., 3:00-3:15 p.m.

3:15-3:30 p.m.

In Polish:

12:45-1:00 p.m., 3:45-4:00 p.m.

In Serbo-Croatian:

12:30-12:45 p.m., 3:30-3:45 p.m.

In Dutch:

1:30-1:45 p.m.

In Swedish:

9:45-10:00 a.m., 1:45-2:00 p.m.

In Turkish:

11:45-12:00 noon

In Arabic:

11:30-11:45 a.m.

News in ten languages—a comprehensive schedule of thirty-four fifteen-minute periods per day, more than three hundred per week—is now directed to shortwave listeners in Europe, Africa, and the Near East by Columbia's international station, WCBX, and the new CBS transmitters, WCRC and WCDA. The seven-day-a-week, "around the clock" schedule begins early in the day in New York and ends in the late afternoon, which is afternoon and evening in Europe. The languages include English, French, Italian, German, Polish, Serbo-Croatian, Dutch, Swedish, Arabic, and Turkish. A staff of fifty persons is required to build these broadcasts, all news stemming from a central news room located in newly-constructed quarters in the CBS Studio Building. All the news services and facilities available to the network itself have been installed there.

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE AND THE NEAR EAST

WCBX New York

WCRC New York

WCDA New York

News and News Features

In Spanish:

6:00-6:15 p.m., 6:45-7:00 p.m.

7:00-7:15 p.m., 8:45-9:00 p.m.

10:00-10:15 p.m.

In Portuguese:

6:00-6:15 p.m., 6:45-7:00 p.m.

8:45-9:00 p.m.

In English:

7:00-9:15 p.m., 10:45-11:00 p.m.

From late afternoon to late evening, WCBX, WCRC, and WCDA direct their powerful beams to Latin America. These broadcasts, in Spanish and Portuguese, bring to Columbia's new Network of the Americas—La Cadena de las Americas—a growing parade of the best entertainment in the hemisphere. News leads off Columbia's Latin American broadcasting each day, and other news and news-feature periods are transmitted throughout the evening.

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA

WCBX New York

WCRC New York

WCDA New York

SPECIAL BROADCASTS: SPRING

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 Spring programs which were arranged too late for inclusion in the last issue of *THE COLUMBIA PROGRAM BOOK*.

PUBLIC AFFAIRS

APRIL 4: Representative Thomas H. Eliot, Democrat of Massachusetts, spoke on "The Dies Committee", 1:45-2:00 p.m.

APRIL 4: Clark M. Eichelberger, spoke on "The United Nations", under the auspices of The United Nations Committee, 10:15-10:30 p.m.

APRIL 6: Dr. Ezequiel Padilla, Mexican Foreign Minister, discussed "Our Faith in Victory", 11:15-11:30 p.m.

APRIL 7: Lord Halifax, Ambassador to Washington from the Court of Saint James, spoke on "What about India", from Town Hall, New York City, 10:00-10:30 p.m.

APRIL 8: Dr. Timothy Ting-Fang Lew, member of the faculty of Yenching University, Peking, delivered an address on "Students in China's Crisis", 5:00-5:15 p.m.

APRIL 11: T. A. Raman, noted journalist, who recently interviewed Gandhi and Nehru, spoke on "The Leaders of India", 11:00-11:15 p.m.

APRIL 11: Representative Howard W. Smith, Democrat of Virginia, spoke on "A

National Labor Policy for our War Effort", 10:15-10:30 p.m.

APRIL 14: Vice President Henry A. Wallace and Amaral Peixoto, Rio de Janeiro State Governor, delivered addresses in a CBS observance of "Pan American Day", which included South American entertainers, 10:00-10:45 p.m.

APRIL 17. Paul V. McNutt, Federal Security Administrator, spoke in connection with the forty-seventh Annual Convention of the American Association for Health, Physical Education, and Recreation, 5:30-5:45 p.m.

APRIL 18: Dr. Anup Singh, Executive Director of The India League of America, Pierre van Passen, and Alfred A. Streslin delivered addresses on "The Indian and Middle Eastern Front", 10:15-10:30 p.m.

APRIL 19: Raymond Massey and Thomas E. Dewey spoke in support of the United Jewish Appeal, 7:15-7:30 p.m.

APRIL 21: Representative J. William Ditter, Republican of Pennsylvania, spoke on "Fundamental Freedoms", 10:30-10:45 p.m.

APRIL 23: Miss Mary I. Barber, adviser on food to the United States Army, delivered a

talk on "How to Feed the Army", 4:30-4:45 p.m.

APRIL 23: Commander Robert W. Berry, Executive Officer of the Department of Public Relations, U.S.N., William Shirer, CBS news analyst, Frank S. Hoy, and Palmer Hoyt discussed "How the Navy Releases Its News", 11:15-11:30 p.m.

APRIL 24: Senator Claude Pepper, Democrat of Florida, spoke on "Patents and Economic Warfare", 10:15-10:30 p.m.

APRIL 28: R. J. Thomas, president of the United Automobile Workers, spoke on "Equality of Sacrifice", 10:30-10:45 p.m.

APRIL 30: Francis B. Sayre, High Commissioner of the Philippines, spoke on "Corregidor — and After", 11:15-11:30 p.m.

MAY 1: Representative Wesley V. Disney, Democrat, discussed "Limitation of War Profits", 10:15-10:30 p.m.

MAY 3: Elmo Roper, public opinion analyst for the Office of Facts and Figures, discussed the subject "Who's Complacent?", 7:15-7:30 p.m.

MAY 6: Dr. Stringfellow Barr, President of St. John's College, delivered "An Appeal to the Colleges", 4:00-4:15 p.m.

MAY 8: Mrs. J. Borden Harriman introduced Vice President Henry A. Wallace, who addressed a meeting of the Free World Association, 10:00-10:30 p.m.

MAY 9: Assistant Secretary of Navy Ralph A. Bard, Vice Admiral Russell R. Waesche, Admiral Harold R. Stark, and Admiral Nimitz delivered addresses for the National Citizen's Committee of the Navy Relief Society, 10:15-10:30 p.m.

MAY 10: The mother of Sergeant Alvin C. York, Colonel M. F. Waltz, and four mothers of soldiers were heard on a Mother's Day program, 6:15-6:30 p.m.

MAY 10: Representative George H. Bender, Republican of Ohio, spoke on "Civilian Defense", 7:15-7:30 p.m.

MAY 13: Murray D. Lincoln, President of the Cooperative League of U.S.A., spoke on "The War Against Inflation", 4:00-4:15 p.m.

MAY 16: Dr. Lena Madessin Phillips discussed "Registration for Women — A War-time Privilege", 10:15-10:30 p.m.

MAY 17: Mayor F. H. LaGuardia, Justice Hugo Black, Governor Herbert H. Lehman, and Lily Pons appeared in a special "I Am An American Day" program, 4:00-4:30 p.m.

MAY 18: Dr. Nahum Goldman spoke in connection with the War Emergency Session of the American Jewish Congress, 4:00-4:15 p.m.

MAY 18: Leon Henderson, Federal Price Administrator, spoke on "Price Control", 7:15-7:30 p.m.

MAY 18: Col. Richard C. Patterson, Jr., introduced by John Post, president of the New York Young Democratic Club, Inc., discussed various aspects of the war under the joint auspices of the New York Young Democratic Club and the New York Young Republican Club, Inc., 10:30-10:45 p.m.

MAY 25: Leon Henderson, Federal Price Administrator, discussed "Rationing", 11:15-11:30 p.m.

MAY 27: Charles W. Eliot, Director of the National Resources Planning Board, and Dr. Edward C. Elliot, President of Purdue

University, delivered addresses on "When Hitler Surrenders", under the auspices of World Peaceways, Inc., 5:30-5:45 p.m.

MAY 28: Eugene E. Wilson, President of United Aircraft Corporation, spoke on "Behind the Death Struggle for Air Supremacy", 10:30-10:45 p.m.

JUNE 2: Miss Claire Boothe, playwright and author, spoke in connection with the banquet for the United China Relief, 10:30-10:45 p.m.

JUNE 7: Dr. Robert C. Clothier, President of Rutgers University, discussed the new officer training program, to be offered this fall in many universities, in a talk on "What Will Your Son Do in the War", 9:45-10:00 a.m.

JUNE 8: Colonel Fred W. Rankin, U. S. Army, President-elect of the American Medical Association, spoke in connection with the annual meeting of the A.M.A., 4:00-4:15 p.m.

JUNE 8: Admiral Ernest J. King, commander in chief of the U. S. fleet and Chief of Naval Operations, spoke on "Education and the Fighting Man" from the College of William and Mary, 11:15-11:30 p.m.

JUNE 14: Governor Harold Stassen, of Minnesota, was the principal speaker on the United Nations Day program which also featured a special musical number "The United Nations", written by the Russian composer, Shostakovitch, words by Harold J. Rome, 12:00 noon-12:30 p.m.

JUNE 21: Dr. William Temple, Archbishop of Canterbury, and Father Michael Coleman, spoke to the people of America from London, 4:00-4:30 p.m.

JUNE 22: Bruce Barton, former Congressman from New York and president of the

advertising firm of Batten, Barton, Durstine and Osborn, Inc., spoke over the Columbia network on the subject of wartime advertising, 3:30-4:00 p.m.

JUNE 25: "Conditions Facing Negro Youth Today", were discussed by Dr. W. B. Jermagiu, president of the National Sunday School Union, and Dr. A. F. Fisher, president of the Baptist Training School, 4:00-4:15 p.m.

JUNE 27: Dr. Frederick Quincy Blanchard, pastor of the Euclid Avenue Congregational Church, Cleveland, Ohio, and newly-elected Moderator of the Congregational and Christian Churches of the United States, spoke in connection with the General Council meeting of the church at the University of New Hampshire at Durham, New Hampshire, 3:15-3:30 p.m.

SPECIAL EVENTS

APRIL 5: "Easter in the Army", a special religious program, was broadcast from Fort Belvoir, Virginia. Post Chaplain Alva J. Brasted read the Easter message and 1,000 soldiers joined in the singing of opening and closing hymns, 8:15-9:00 a.m.

APRIL 10: The George Foster Peabody Award, for the best radio news reporting of 1941, was given to Cecil Brown, CBS foreign correspondent, and the Peabody Drama Award was presented to Norman Corwin, CBS writer-producer, 10:15-10:30 p.m.

APRIL 17: Ted Husing took his CBS microphone to Boston Garden to cover National A.A.U. Boxing Championships, 11:30 p.m.-12:00 mid.

APRIL 25: Ted Husing reported the events of the Penn Relays, 4:30-5:00 p.m.

MAY 7: Webley Edwards described activities at the Ford Island Naval Air Station at Pearl Harbor, with interviews with U. S. patrol flying officers, 4:30-4:45 p.m.

MAY 16, 23, 30, JUNE 7: Ted Husing covered the Metropolitan Handicap, Withers, Suburban Handicap and Belmont in broadcasts from Belmont Park, 4:35-5:00 p.m.

MAY 19: Undersecretary of State Sumner Welles, President Anastasio Somoza of Nicaragua, Lauritz Melchior, Bidu Sayao, Robert

Weede, Melvyn Douglas, Jinx Falkenberg, Rita Hayworth, Dick Powell, Mary Martin, Edward G. Robinson, William S. Paley. President Manuel Prado of Peru, and many others, joined in a hemispheric broadcast to dedicate the CBS Network of the Americas, 9:30-10:30 p.m.

MAY 26: Art Baker, Kirby Grant, Four Americans Quartet, and Wilbur Hatch's orchestra led a chorus of 1,000 soldiers and civilians in a broadcast called "United We Sing", 10:00-10:30 p.m.

CBS PROGRAM BOOK SUPPLEMENT • AUGUST

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NEW CBS SPONSORED PROGRAMS 30 ROCKEFELLER PLAZA, NEW YORK, N.Y.

<p>CORN PRODUCTS REFINING CO. (300th Week on CBS)</p> <p>Stage Door Canteen <i>Variety</i></p>	<p>Thursday 9:30–10:00 p.m. 43 CBS stations ORIGINATES: WABC <i>Short Wave to AEF</i> Mon. 6:45–7:15 a.m.</p>	<p>Corn Products C. L. Miller Company</p>
<p>LEVER BROTHERS COMPANY (365th Week on CBS)</p> <p>Tommy Riggs and Betty Lou <i>Comedy</i></p>	<p>Tuesday 9:00–9:30 p.m. 114 CBS stations ORIGINATES: KNX</p>	<p>Swan Soap Young & Rubicam, Inc.</p>
<p>STERLING PRODUCTS, INC. (497th Week on CBS)</p> <p>Second Husband <i>Serial drama</i></p> <p>Amanda of Honeymoon Hill <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:15–11:30 a.m. 41 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:30–10:45 a.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Dr. Lyons Toothpowder Bayer Aspirin <i>Blackett-Sample-Hummert</i></p> <p>Mulsified Coconut Oil Shampoo Phillips Toothpaste & Toothpowder <i>Blackett-Sample-Hummert</i></p>

NEW CBS PACIFIC NETWORK PROGRAMS

<p>THE MENNEN COMPANY (125th Week on CBS)</p> <p>Bob Garred and the News (Starts August 13)</p>	<p>Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Talcum Powder, Lather Shave Cream, Brushless Shave <i>Russell M. Seeds Co., Inc.</i></p>
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CBS PROGRAM BOOK SUPPLEMENT • SEPTEMBER

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NEW CBS SPONSORED PROGRAMS

<p>CAMPBELL SOUP CO. <i>(413th Week on CBS)</i></p> <p>Program to be announced <i>(Resumes September 13th)</i></p>	<p>Sunday 9:00-9:30 p.m. 65 CBS stations</p>	<p>All Products <i>Ward Wheelock Co.</i></p>
<p>GENERAL FOODS CORPORATION <i>(380th Week on CBS)</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> <i>(Resumes September 18th)</i></p>	<p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00 mid.-12:55 a.m. 116 CBS stations</p>	<p>Jell-O Jello-O Puddings <i>Young & Rubicam, Inc.</i></p>

NEW CBS PACIFIC NETWORK PROGRAMS

<p>J. A. FOLGER & COMPANY <i>(32nd Week on CBS)</i></p> <p>America's Home Front <i>Informational series</i> <i>(Resumes September 15th)</i></p>	<p>Tues., Thurs., Fri. 5:15-5:30 p.m. PWT ORIGINATES: KNX</p>	<p>Folger's Coffee <i>Raymond R. Morgan Company</i></p>
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MONTHLY CONTRIBUTIONS • CBS SPONSORED PROGRAMS

<p><i>Page 5</i></p>	<p>CALIFORNIA FRUIT GROWERS EXCHANGE</p>	<p>"Hedda Hopper's Hollywood" now carried by 46 CBS stations.</p>
<p><i>Page 6</i></p>	<p>CURTISS CANDY COMPANY</p>	<p>"News, with Jackson Wheeler" takes the full CBS network.</p>

<p>MODE O'DAY SHOPS <i>(17th Week on CBS)</i></p> <p>Knox Manning <i>News</i></p>	<p>Sunday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Mode O'Day Products <i>Glasser, Gailey & Company</i></p>
<p>PAR SOAP COMPANY</p> <p>Galen Drake <i>(Starts August 18)</i></p>	<p>Tues., Thurs. 1:00-1:15 p.m. PWT ORIGINATES: KNX</p>	<p>Par Household Soap <i>Thomaschke-Elliott, Inc.</i></p>
<p>SCUDDER FOOD PRODUCTS CO. <i>(6th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Saturday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Scudder Food Products <i>Brisacher, Davis & Staff</i></p>
<p>NEW CBS SPONSORED PROGRAMS REBROADCAST VIA SHORT WAVE to American Expeditionary Forces</p>		
<p>AMERICAN TOBACCO COMPANY</p> <p>Your Hit Parade</p>	<p>Monday 7:15-8:00 a.m.</p>	<p>Lucky Strike Cigarettes</p>
<p>COCA-COLA COMPANY</p> <p>Pause That Refreshes on the Air</p>	<p>Thursday 7:30-8:00 a.m.</p>	<p>Coca-Cola</p>
<p>LEVER BROTHERS COMPANY</p> <p>Tommy Riggs and Betty Lou</p>	<p>Sunday 7:30-8:00 a.m.</p>	<p>Swan Soap</p>
<p>R. J. REYNOLDS TOBACCO CO.</p> <p>Vaughn Monroe's Orchestra</p>	<p>Saturday 9:30-10:00 a.m.</p>	<p>Camel Cigarettes</p>

<p><i>Page 7</i></p>	<p>EVERSHARP, INC.</p>	<p>Beginning September 20, "Take It or Leave It" will be heard over the full CBS network.</p>
<p><i>Page 7</i></p>	<p>GENERAL FOODS CORPORATION</p>	<p>Network expanded to bring the "William L. Shirer" program to 81 CBS stations. Change product to Sanka Coffee. Cancel rebroadcast of "Young Dr. Malone." Shift rebroadcast stations to early broadcast time.</p>
<p><i>Page 9</i> <i>Page 3</i> <i>August</i> <i>Supplement</i></p>	<p>LEVER BROTHERS COMPANY</p>	<p>The "Lux Radio Theatre" directed by Cecil B. DeMille returns after summer vacation. It is now carried over the full network.</p>
<p><i>Page 10</i></p>	<p>PET MILK SALES CORPORATION</p>	<p>"Mary Lee Taylor" program cancels rebroadcast. Stations now carrying show reduces to 69.</p>
<p><i>Page 10</i></p>	<p>PILLSBURY FLOUR MILLS CO.</p>	<p>"Clara Lu 'n Em" program now carried by 40 CBS stations.</p>
<p><i>Page 11</i></p>	<p>THE PROCTER & GAMBLE CO.</p>	<p>Cancel "Shirley Temple in Junior Miss" program.</p>
<p><i>Page 12</i></p>	<p>PRUDENTIAL INSURANCE COMPANY OF AMERICA</p>	<p>"Prudential Family Hour" is now heard over 82 CBS stations.</p>
<p><i>Page 13</i></p>	<p>WM. WRIGLEY JR. COMPANY</p>	<p>Change program listing of "Melody Ranch" to "Sergeant Gene Autry."</p>

MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

<i>Page 4</i>	AMERICAN TOBACCO CO.	"Your Hit Parade" is now broadcast over the full network of 114 stations.
<i>Page 4</i>	ARMSTRONG CORK COMPANY	115 CBS stations now carrying the "Armstrong Theatre of Today".
<i>Page 5</i>	COCA-COLA COMPANY	"Pause That Refreshes on the Air" is using 116 CBS stations.
<i>Page 6</i>	COLGATE-PALMOLIVE-PEET CO.	Shift "Hobby Lobby" show to Tuesday, 8:30 to 8:55 p.m., rebroadcast 12:00 mid. to 12:25 a.m.
<i>Page 7</i>	GENERAL FOODS CORPORATION	Change product on "William L. Shirer" program to Grape Nuts.
<i>Page 8</i>	GENERAL MILLS, INC.	Change listing of "Harvey and Dell" to "Hymns of All Churches", and origination to WBBM.
<i>Page 9</i>	LADY ESTHER, LTD.	Change time of "Freddy Martin" to Monday, 9:30 to 10:00 p.m.
<i>Page 9</i>	LEVER BROTHERS COMPANY	"Lux Radio Theatre" goes off for the summer. Change agency on "Bright Horizon" to Batten, Barton, Durstine & Osborn, Inc., number of stations to 48, and product to Silver Dust. Cancel the rebroadcast.
<i>Page 10</i>	LIGGETT & MYERS TOBACCO CO.	"Glenn Miller" now using 116 CBS stations.
<i>Page 11</i>	PHILIP MORRIS & COMPANY, LTD.	"Crime Doctor" is now using 113 CBS stations and "The Philip Morris Playhouse" network is 114 CBS stations.

MONTHLY CONTRIBUTIONS - THE PACIFIC NETWORK PROGRAMS

<p><i>Page 13</i> <i>Page 4</i> <i>August</i> <i>Supplement</i></p>	<p>CHAMBERLAIN SALES CORP.</p>	<p>Cancel "Phil Hanna" program.</p>
<p><i>Page 14</i></p>	<p>MACFADDEN PUBLICATIONS</p>	<p>Cancel "Bob Garred Reporting" program for Liberty Magazine.</p>
<p><i>Page 2</i> <i>August</i> <i>Supplement</i></p>	<p>PAR SOAP CO.</p>	<p>Change spelling of agency to Tomaschke-Elliott, Inc.</p>
<p><i>Page 2</i> <i>August</i> <i>Supplement</i></p>	<p>SCUDDER FOOD PRODUCTS CO.</p>	<p>Cancel "Bob Garred Reporting" program for Scudder Food Products.</p>

MONTHLY CONTRIBUTIONS - THE CALIFORNIA NETWORK PROGRAMS

<p><i>Page 15</i></p>	<p>GOLDEN STATE COMPANY LTD.</p>	<p>Cancel "William Winter" program.</p>
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<i>Page 11</i>	THE PROCTER & GAMBLE CO.	"The Goldbergs" will not have a re-broadcast after August 17th.
<i>Page 12</i>	R. J. REYNOLDS TOBACCO CO.	"Vaughn Monroe's Orchestra" program has 114 CBS stations.
<i>Page 12</i>	TEXAS COMPANY	Cancel CBC stations carrying the Texaco Star Theatre Summer Show.
<i>Page 13</i>	THE WELCH GRAPE JUICE CO.	Change time to Sunday, 6:15 to 6:30 p.m. beginning August 16th.
<i>Page 13</i>	WM. WRIGLEY JR. COMPANY	"Melody Ranch" is carried by 114 CBS stations and "The First Line" and "Ben Bernie" by 115 CBS stations.

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

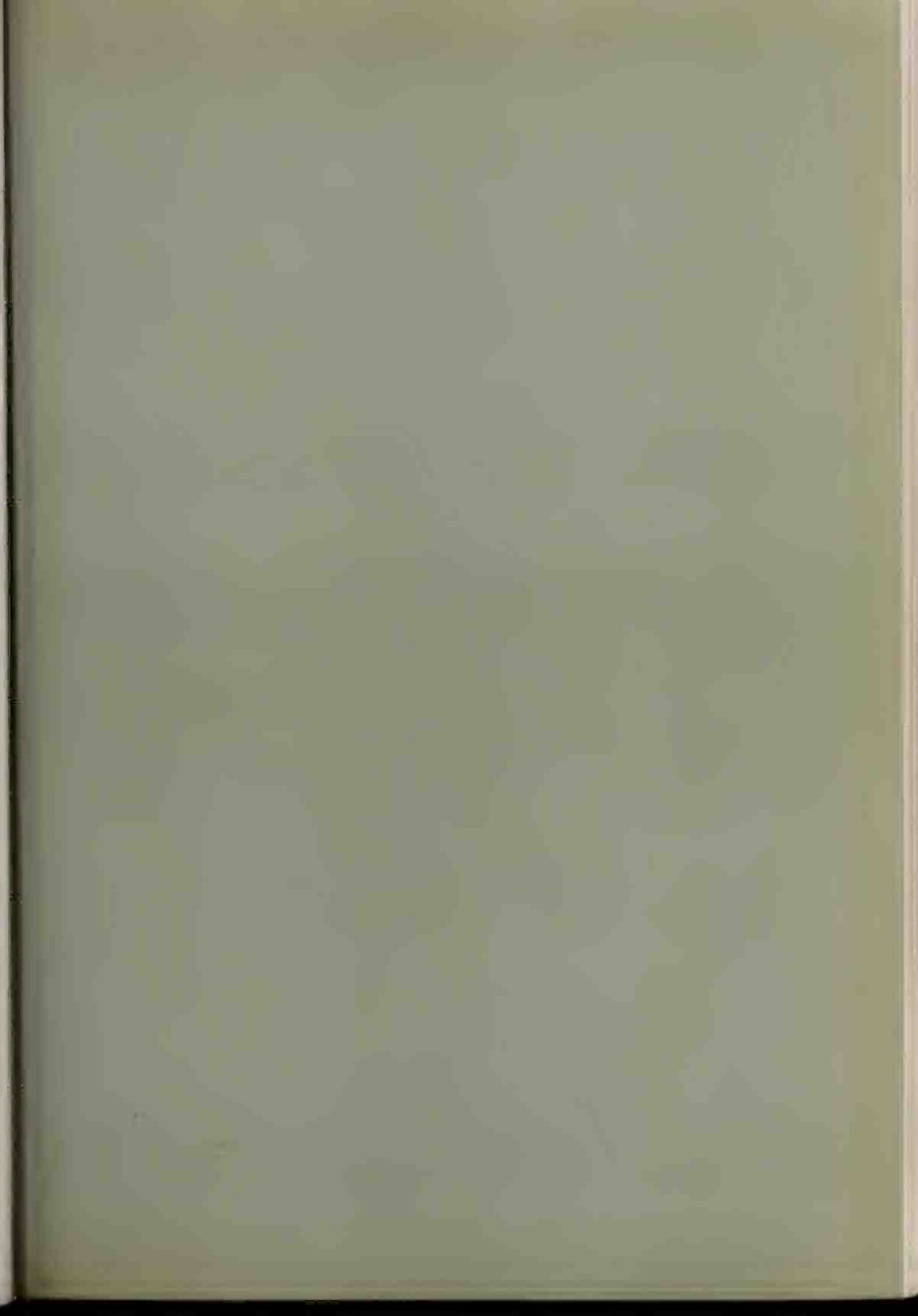
<i>Page 13</i>	BROWN & WILLIAMSON TOBACCO CORP.	Change program listing to "Harry W. Flannery", News Analyst. Change time to Tuesday, Thursday, Saturday, 5:30-5:45 p.m. PWT.
<i>Page 13</i>	CHAMBERLAIN SALES CORP.	Change program to 9:25-9:30 p.m. PWT, and change talent to "Phil Hanna".
<i>Page 14</i>	GENERAL CIGAR COMPANY	Change time of "William Winter" to Wed. and Sun., 9:00-9:15 p.m. PWT.
<i>Page 14</i>	MANHATTAN SOAP COMPANY	Beginning August 17th, change time to Mon., Wed., Fri., 7:30-7:45 a.m. PWT.
<i>Page 15</i>	SUNNYVALE PACKING COMPANY	Change program listing to "Galen Drake" beginning August 17th, shift to 1:00-1:15 p.m. PWT



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

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





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CBS PROGRAM BOOK · FALL, 1942



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Rex Stout debunks Axis propaganda in "Our Secret Weapon".

THE COVER: *“Our Secret Weapon”*, a new CBS sustaining series, brings Rex Stout, the famous author and lecturer, to the radio audience. The series is given under the auspices of Freedom House.

FALL, 1942

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THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: page 4

CBS PACIFIC NETWORKS SPONSORED PROGRAMS: page 14

CBS SUSTAINING PROGRAMS: page 18

Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

October 1, 1942

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Chrysler motor cars Page 6

● CIGARETTES & TOBACCO

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BROWN & WILLIAMSON TOBACCO CORP.:
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R. J. REYNOLDS TOBACCO COMPANY:
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Anacin Page 4

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

"Weeks on CBS"
as of October 1, 1942

<p>AMERICAN TOBACCO COMPANY (335th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 117 CBS stations ORIGINATES: WABC <i>Short Wave to AEF</i> Mon., 7:15-8:00 a.m.</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (296th Week on CBS)</p> <p>Our Gal, Sunday</p> <p>Easy Aces <i>Serial Comedy-Drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 57 CBS stations ORIGINATES: WABC</p> <p>Wed., Thurs., Fri. 7:30-7:45 p.m. 48 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample- Hummert</i></p>
<p>ARMSTRONG CORK COMPANY (52nd Week on CBS)</p> <p>Armstrong's Theatre of Today <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 116 CBS stations ORIGINATES: WABC</p>	<p>Armstrong's Quaker Rugs <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>B. T. BABBITT, INC. (61st Week on CBS)</p> <p>David Harum <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 13 CBS stations ORIGINATES: WARC</p>	<p>Bab-O <i>Duane Jones Co.</i></p>
<p>BAYER COMPANY (366th Week on CBS)</p> <p>American Melody Hour with Vivian della Chiesa, Conrad Thibault, Remo Bolognini, orchestra and chorus</p> <p>Second Husband <i>Serial drama</i></p>	<p>Tuesday 7:30-8:00 p.m. 77 CBS stations ORIGINATES: WABC</p> <p>Thurs., Fri. 11:15-11:30 a.m. 40 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample- Hummert</i></p>

BISODOL COMPANY*(504th Week on CBS)***The Romance of Helen Trent***Serial drama****Mr. Keen***Mystery-drama*

Wed., Thurs., Fri.

12:30-12:45 p.m.

51 CBS stations

ORIGINATES: WBBM

Wed., Thurs., Fri.

7:15-8:00 p.m.

48 CBS stations

ORIGINATES: WABC

Bisodol

*Blackett-Sample-
Hummert***BOWEY'S, INC.***(175th Week on CBS)***Stars Over Hollywood**Original drama with Knox
Manning, MC, and guest stars

Saturday

12:30-1:00 p.m.

51 CBS stations

ORIGINATES: KNX

Dari-Rich Products

*Sorenson & Company***CALIFORNIA FRUIT GROWERS
EXCHANGE***(178th Week on CBS)***Hedda Hopper's
Hollywood**

Mon., Wed., Fri.

6:15-6:30 p.m.

44 CBS stations

ORIGINATES: KNX

Sunkist Oranges

Sunkist Lemons

*Lord & Thomas***CAMPBELL SOUP COMPANY***(108th Week on CBS)***Amos 'n' Andy***Serial comedy-drama***Radio Reader's Digest**with Conrad Nagel, Lyn Murray's
orchestra, and guest stars

Mon. thru Fri.

7:00-7:15 p.m.

Rebroadcast

11:00-11:15 p.m.

63 CBS stations

ORIGINATES: WABC

Sunday

9:00-9:30 p.m.

66 CBS stations

ORIGINATES: WABC

Campbell's Soups

Campbell's Tomato Juice

Campbell's Pork and Beans

*Ward Wheelock
Company***CELANESE CORPORATION
OF AMERICA***(39th Week on CBS)***Great Moments in Music**

with Jean Tennyson and guest stars

Musical program

Wednesday

10:00-10:30 p.m.

117 CBS stations

ORIGINATES: WABC

Celanese Products

Young & Rubicam, Inc.

<p>CHEESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (204th 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. 66 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION (343rd Week on CBS)</p> <p>Major Bowes' Amateurs</p>	<p>Thursday 9:00-9:30 p.m. 62 CBS stations ORIGINATES: WABC <i>Short Wave to AEF</i> Sun., 9:30-10 a.m.</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY (163rd Week on CBS)</p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists <i>Music</i></p>	<p>Sunday 4:30-5:00 p.m. 117 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (351st Week on CBS)</p> <p>*Al Jolson with Parkyakarkus, Shakyakarkus, Carol Bruce, Fred Uttal and Ray Bloch's Orchestra</p> <p>Hobby Lobby with Dave Elman and Harry Salter's Orchestra</p>	<p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00 mid. 12:25 a.m. 73 CBS stations ORIGINATES: WABC</p> <p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 73 CBS stations ORIGINATES: WABC</p>	<p><i>Sherman & Marquette, Inc.</i></p> <p><i>Ted Bates, Inc.</i></p>
<p>CONTINENTAL BAKING CO., INC. (404th Week on CBS)</p> <p>Bachelor's Children <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 46 CBS stations ORIGINATES: WABC</p>	<p>Wonder Bread Hostess Cake <i>Ted Bates, Inc.</i></p>

*Program or client not listed in Summer Program Book.

***CONTINENTAL RADIO & TELEVISION CORP.**

+World News Today
News

Sunday
2:30-2:55 p.m.
43 CBS stations
ORIGINATES: WABC

Admiral Radio
Institutional
Cruttenden & Eger

***CORN PRODUCTS REFINING CO.**
(313th Week on CBS)

+Stage Door Canteen
Variety

Thursday
9:30-10:00 p.m.
44 CBS stations
ORIGINATES: WABC
Short Wave to AEF
Mon. 6:45-7:15 a.m.

Mazola
C. L. Miller Company

CURTISS CANDY COMPANY
(105th Week on CBS)

News
with Jackson Wheeler

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

Candy
C. L. Miller Company

EMERSON DRUG COMPANY
(126th Week on CBS)

Vox Pop
with Parks Johnson and
Warren Hull
Interviews

Monday
8:00-8:30 p.m.
70 CBS stations
ORIGINATES: ON TOUR

Bromo-Seltzer
Ruthrauff & Ryan, Inc.

EVERSHARP, INC.
(157th Week on CBS)

Take It or Leave It
with Phil Baker, MC, David Ross
Quiz

Sunday
10:00-10:30 p.m.
117 CBS stations
ORIGINATES: WABC
Short Wave to AEF
Wed., 7-7:30 a.m.

Eversharp Pens and Pencils
The Biow Company

GENERAL ELECTRIC CO.
(31st Week on CBS)

Frazier Hunt
News and comments

Tues., Thurs., Sat.
6:00-6:15 p.m.
Rebroadcast
10-15-11:00 p.m.
52 CBS stations
ORIGINATES: WABC

Institutional
Maxon, Inc.

GENERAL FOODS CORPORATION
(384th Week on CBS)

+Kate Smith Hour
with Kate Smith, Ted Collins,
Jack Miller and his orchestra
and guest stars
Music, comedy and drama

Friday
8:00-8:55 p.m.
Rebroadcast
12:00 mid. 12-55 a.m.
117 CBS stations
ORIGINATES: WABC

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

GENERAL FOODS CORPORATION

Continued

William L. Shirer

News

Kate Smith Speaks

Ted Collins with the News

Talks and news

Joyce Jordan, M.D.

Serial drama

Young Dr. Malone

Serial drama

We Love and Learn

Serial drama

Sunday

5:45-6:00 p.m.

82 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

12:00-12:15 p.m.

73 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:15-2:30 p.m.

Rebroadcast

3:30-3:45 p.m.

76 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:00-2:15 p.m.

87 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:30-2:45 p.m.

91 CBS stations

ORIGINATES: WABC

Sanka Coffee

Young & Rubicam, Inc.

Swansdown Cake Flour

Calumet

Young & Rubicam, Inc.

La France

Satina

Postum

Post's Bran

Young & Rubicam, Inc.

Post Toasties

Benton & Bowles, Inc.

Grape Nuts Flakes

Wheatmeal

Young & Rubicam, Inc.

GENERAL MILLS, INC.

(436th Week on CBS)

Stories America Loves

Serial drama

Valiant Lady

Serial drama

Mon. thru Fri.

10:15-10:30 a.m.

Rebroadcast

11:45-12 noon

41 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

10:00-10:15 a.m.

Rebroadcast

11:30-11:45 a.m.

40 CBS stations

ORIGINATES: WABC

Wheaties

Knox Reeves

Advertising, Inc.

Softasilk

Knox Reeves Advertising, Inc.

GULF OIL CORPORATION

(451st Week on CBS)

We, the People

with Milo Boulton and Oscar Bradley's orchestra

Real life experiences

Sunday

7:30-8:00 p.m.

80 CBS stations

ORIGINATES: KNX

Short Wave to AEF

Tues., 6:45-7:15 a.m.

Motor Oil and Gas

Young & Rubicam, Inc.

<p>INTERNATIONAL SILVER COMPANY (238th Week on CBS)</p> <p>Edward R. Murrow Broadcasting from London <i>News</i></p>	<p>Sunday 6:00-6:15 p.m. 26 CBS stations ORIGINATES: LONDON</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>
<p>IRONIZED YEAST CO., INC. (162nd Week on CBS)</p> <p>*Lights Out <i>Mystery-drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 76 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>
<p>JOHNS-MANVILLE CORPORATION (61st Week on CBS)</p> <p>Cecil Brown <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 57 CBS stations ORIGINATES: WABC</p>	<p>Insulation <i>J. Walter Thompson Company</i></p>
<p>JOHNSON & JOINSON (78th Week on CBS)</p> <p>Edwin C. Hill The Human Side of the News</p>	<p>Tuesday 6:15-6:30 p.m. 66 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, Inc.</i></p>
<p>KOLYNOS COMPANY (504th Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. and Tuesday 12:30-12:45 p.m. 51 CBS stations ORIGINATES: WBBM</p>	<p>Kolynos <i>Blackett-Sample- Hummert</i></p>
<p>LADY ESTHER, LTD. (460th Week on CBS)</p> <p>Freddy Martin and his orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 67 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 (377th Week on CBS)</p> <p>*Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i></p>	<p>Monday 9:00-10:00 p.m. 117 CBS stations 30 CBC stations ORIGINATES: KNX <i>Short Wave to AEF</i> Thurs., 7-8:00 a.m.</p>	<p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p>

LEVER BROTHERS COMPANY*Continued****Burns and Allen***Comedy****Bob Burns****The Arkansas Traveler***Comedy****Mayor of the Town**

with Lionel Barrymore

*Dramatic***Bright Horizon**

with Richard Kollmar

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

Tuesday

9:00-9:30 p.m.

115 CBS stations

ORIGINATES: KNX

*Short Wave to AEF**Sun. 7:30-8:00 a.m.*

Wednesday

9:00-9:30 p.m.

115 CBS stations

ORIGINATES: KNX

Wednesday

9:30-10:00 p.m.

115 CBS stations

ORIGINATES: KNX

Mon. thru Fri.

11:30-11:45 a.m.

48 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

11:45-12:00 noon

*Rebroadcast**2:15-2:30 p.m.*

62 CBS stations

30 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

12:15-12:30 p.m.

69 CBS stations

30 CBC stations

ORIGINATES: WABC

Swan Soap

Young & Rubicam, Inc

Lifebuoy

Ruthrauff & Ryan, Inc

Rinso

Ruthrauff & Ryan, Inc.

Silver Dust

*Batten, Barton, Durstin
& Osborn, Inc.*

Spry

Ruthrauff & Ryan, Inc.

Rinso

*Ruthrauff & Ryan, Inc.****LEWIS-HOWE COMPANY*****Mr. Adam and Mrs. Eve**

with Frank Crumit and

Julia Sanderson

Quiz

Saturday

8:00-8:30 p.m.

52 CBS stations

ORIGINATES: WABC

Tums

*Roche, Williams
& Cunyngnam, Inc.***LIGGETT & MYERS TOBACCO
COMPANY***(518th Week on CBS)****Harry James**

and his Music Makers

Popular music

Tues., Wed., Thurs.

7:15-7:30 p.m.

*Rebroadcast**11:15-11:30 p.m.*

117 CBS stations

ORIGINATES: WABC

Chesterfield Cigarettes

Newell-Emmett Co.

<p>P. LORILLARD COMPANY (249th Week on CBS)</p> <p>Nelson Eddy with Nadine Conner, Robert Ambruster's Orchestra and Chorus</p>	<p>Wednesday 8:00-8:30 p.m. 63 CBS stations ORIGINATES: KNX</p>	<p>Old Gold Cigarettes <i>J. Walter Thompson Co.</i></p>
<p>PACIFIC COAST BORAX CO. (65th Week on CBS)</p> <p>Death Valley Days <i>Drama</i></p>	<p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30 11:55 p.m. 60 CBS stations ORIGINATES: WABC</p>	<p>20 Mule Team Borax, Boraxo 20 Mule Team Borax Soap Chips <i>McCann-Erickson, Inc.</i></p>
<p>THE PARKER PEN CO. (14th Week on CBS)</p> <p>Eric Sevareid <i>News</i></p>	<p>Sat., Sun. 8:55-9:00 p.m. 58 CBS stations ORIGINATES: WABC</p>	<p>Quink <i>J. Walter Thompson Co.</i></p>
<p>PET MILK SALES CORPORATION (463rd 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. 62 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. 69 CBS stations ORIGINATES: KMOX</p>	<p>Irradiated Pet Milk <i>Gardner Advertising Company</i></p>
<p>*CHARLES H. PHILLIPS CHEMICAL CO.</p> <p>*Amanda of Honeymoon Hill <i>Serial drama</i></p>	<p>Wed., Thurs., Fri. 10:30-10:45 a.m. 40 CBS stations ORIGINATES: WABC</p>	<p>Phillips Toothpaste & Toothpowder <i>Blackett-Sample- Hummert</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. (321st Week on CBS)</p> <p>The Philip Morris Playhouse Directed by Charles Martin with guest stars and Ray Bloch's Orchestra <i>Drama</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. 115 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company</i></p>

<p>PHILIP MORRIS & COMPANY, LTD. <i>Continued</i></p> <p>The Crime Doctor <i>Mystery-drama</i></p>	<p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 114 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company</i></p>
<p>PILLSBURY FLOUR MILLS CO. <i>(275th Week on CBS)</i></p> <p>Clara, Lu 'n' Em <i>Serial drama</i></p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. 40 CBS stations ORIGINATES: WBBM</p>	<p>Pillsbury Flour <i>McCann-Erickson, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. <i>(414th Week on CBS)</i></p> <p>The Goldbergs <i>Serial drama</i></p> <p>Life Can Be Beautiful <i>Serial drama</i></p> <p>Ma Perkins <i>Serial drama</i></p> <p>Vic and Sade <i>Serial drama</i></p> <p>Pepper Young's Family <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:45-2:00 p.m. 59 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 60 CBS stations 25 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:15-1:30 p.m. 59 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 1:30-1:45 p.m. 46 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 2:45-3:00 p.m. 25 CBS stations ORIGINATES: WBBM</p>	<p>Duz <i>Compton Advertising, Inc.</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p> <p>Oxydol <i>Blackett-Sample-Hummert</i></p> <p>Duz Crisco <i>Compton Advertising, Inc.</i></p> <p>Camay Chipso <i>Pedlar & Ryan, Inc.</i></p>
<p>PRUDENTIAL INSURANCE COMPANY OF AMERICA <i>(174th Week on CBS)</i></p> <p>Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, and a chorus of mixed voices</p>	<p>Sunday 5:00-5:45 p.m. 83 CBS stations ORIGINATES: WABC <i>Short Wave to AEF</i> <i>Fri., 6:45-7:30 a.m.</i></p>	<p>Insurance Services <i>Benton & Bowles, Inc.</i></p>

THE QUAKER OATS COMPANY*(45th Week on CBS)***That Brewster Boy***Drama*

Friday
9:30-10:00 p.m.
Rebroadcast
12:00 mid.-12:30 a.m.
80 CBS stations
ORIGINATES: WBBM

Quaker Food Products
Ruthrauff & Ryan, Inc.

R. J. REYNOLDS TOBACCO COMPANY*(491st Week on CBS)****Blondie**

The domestic adventures of the
Bumsteads

*Comedy****Camel Caravan**

with Lanny Ross, Connee Boswell,
Xavier Cugat, Margo, Herb Shriner,
Camel Chorus, and dramatic
sketch based on Our Town

Monday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
115 CBS stations
ORIGINATES: KNA
Short Wave to AEF
Sat. 9:30-10:00 a.m.

Friday
10:00-11:00 p.m.
117 CBS stations
ORIGINATES: WABC

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

E. R. SQUIBB & SONS*(117th Week on CBS)***Keep Working, Keep Singing.
America**

with Frank Parker and David Ross

Songs

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

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

TEXAS COMPANY*(279th Week on CBS)***Texaco Star Theatre**

starring Fred Allen, Arthur Godfrey,
Al Goodman's Orchestra, Portland
Hoffa, and guest vocalists

Comedy

Sunday
9:30-10:00 p.m.
117 CBS stations
11 CBC stations
ORIGINATES: WABC
Short Wave to AEF
Sun., 7-7:30 a.m.

Texaco Products
Buchanan & Co.

U. S. TOBACCO COMPANY*(383rd Week on CBS)***Gay Nineties Revue**

starring Beatrice Kay,
Joe E. Howard, MC, Florodora Girls,
Elm City Four, Jenny Lynn

Monday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
64 CBS stations
ORIGINATES: WABC
Short Wave to AEF
Fri., 7:30-7:55 a.m.

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

**COLUMBIA
PACIFIC
NETWORK**

<p>*R. L. WATKINS CO. Second Husband <i>Serial drama</i></p> <p>*Amanda of Honeymoon Hill <i>Serial drama</i></p>	<p>Mon., Tues., Wed. 11:15-11:30 a.m. 49 CBS stations ORIGINATES: WABC</p> <p>Mon., Tues. 10:30-10:45 a.m. 49 CBS stations ORIGINATES: WABC</p>	<p>Dr. Lyons Toothpowder <i>Blackett-Sample-Hummert</i></p> <p>Mulsified Coconut Oil Shampoo <i>Blackett-Sample-Hummert</i></p>
<p>THE WELCH GRAPE JUICE CO. <i>(17th Week on CBS)</i></p> <p>Dear John with Irene Rich <i>Dramatic</i></p>	<p>Sunday 6:15-6:30 p.m. 66 CBS stations ORIGINATES: KNX</p>	<p>Welch Products <i>H. W. Kastor & Sons Advertising Co., Inc.</i></p>
<p>WM. WRIGLEY, JR., COMPANY <i>(537th Week on CBS)</i></p> <p>Sergeant Gene Autry <i>Air Corps dramatic series</i></p> <p>The First Line <i>Informational series</i></p> <p>Ben Bernie with all the Lads <i>Musical series</i></p>	<p>Sunday 6:30-7:00 p.m. 116 CBS stations ORIGINATES: KNX <i>Short Wave to AEF</i> Tues., 7:15-7:45 a.m.</p> <p>Thursday 10:00-10:30 p.m. 115 CBS stations ORIGINATES: WBBM <i>Short Wave to AEF</i> Wed., 7:30-8:00 a.m.</p> <p>Mon. thru Fri. 5:45-6:00 p.m. 117 CBS stations ORIGINATES: WBBM <i>Short Wave to AEF</i> Mon. thru Fri., 9:30-9:45 a.m.</p>	<p>Doublemint Gum <i>J. Walter Thompson Company</i></p> <p>Spearmint Gum <i>Arthur Meyerhoff & Co</i></p>
<p>BROWN & WILLIAMSON TOBACCO CORP. <i>(24th Week on CBS)</i></p> <p>Harry W. Flannery <i>News analyst</i></p>	<p>Tues., Thurs., Sat. 5:30-5:45 p.m. PWT ORIGINATES: KNX</p>	<p>Avalon Cigarettes <i>Russell M. Seeds Co.</i></p>
<p>CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION <i>(29th Week on CBS)</i></p> <p>Dick Joy and the News <i>News analyst</i></p>	<p>Saturday 8:55-9:00 p.m. PWT ORIGINATES: KNX</p>	<p>Sunsweet Prunes <i>Long Advertising Service</i></p>

*Program or client not listed in Summer Program Book.

COLONIAL DAMES, INC.
(147th Week on CBS)

Find the Woman
with Knox Manning

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

Cosmetics
Glasser, Gailey & Co.

***J. A. FOLGER & COMPANY**
(32nd Week on CBS)

***America's Home Front**
Informational series

Friday
5:15-5:30 p.m. PWT
ORIGINATES: KNX

Folger's Coffee
Raymond R. Morgan Co.

GENERAL CIGAR CO.
(338th Week on CBS)

William Winter
News analyst

Wed., Sun.
9:00-9:15 p.m. PWT
ORIGINATES: KQW

Van Dyck Cigars
*Federal Advertising
Agency Inc.*

GENERAL FOODS CORPORATION
(384th Week on CBS)

The Second Mrs. Burton
Dramatic serial

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

Sanka Coffee
Young & Rubicam, Inc.

GENERAL MILLS, INC.
(436th Week on CBS)

Sam Hayes
News

Mon. thru Fri.
1:15-1:30 p.m. PWT
ORIGINATES: KNX

Drifted Snow Flour
*Knox Reeves
Advertising Inc.*

**GENERAL PETROLEUM
CORPORATION OF CALIFORNIA**
(92nd Week on CBS)

I Was There
News dramatizations

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

Mobilgas, Mobiloil
Smith & Drum, Inc.

LOS ANGELES SOAP COMPANY
(156th Week on CBS)

Bob Anderson
News

Mon. thru Fri.
12:15-12:30 p.m.
PWT
ORIGINATES: KNX

White King Soap
Sierra Pine Soap
Raymond R. Morgan Co.

<p>MANHATTAN SOAP CO. <i>(85th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Sweetheart Soap <i>Franklin Bruck Advertising Corp.</i></p>
<p>McKESSON & ROBBINS, INC. <i>(113th Week on CBS)</i></p> <p>Dick Joy and the News <i>News analyst</i></p>	<p>Mon., Wed. 8:55-9:00 p.m. PWT Sunday 8:25-8:30 p.m. PWT ORIGINATES: KNX</p>	<p>Bexel <i>J. D. Tarcher & Co., Inc.</i></p>
<p>*THE MENNEN COMPANY <i>(125th Week on CBS)</i></p> <p>Bob Garred and the News</p>	<p>Tues., Thurs., Sat. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Talcum Powder, Lather Shave Cream, Brushless Shave <i>Russell M. Seeds Co., Inc.</i></p>
<p>*MODE O'DAY SHOPS <i>(17th Week on CBS)</i></p> <p>Dick Joy <i>News</i></p>	<p>Sunday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Mode O'Day Products <i>Glasser, Gailey & Company</i></p>
<p>PAR SOAP COMPANY</p> <p>Galen Drake</p>	<p>Tues., Thurs. 1:00-1:15 p.m. PWT ORIGINATES: KNX</p>	<p>Par Household Soap <i>Tomaschke-Elliott, Inc.</i></p>
<p>PETER PAUL INC. <i>(103rd Week on CBS)</i></p> <p>Bob Garred Reporting</p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Candy Bars <i>Brisacher, Davis & Staff</i></p>
<p>PLANTERS NUT AND CHOCOLATE COMPANY <i>(101st Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p> <p>William Winter <i>News analyst</i></p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p> <p>Mon. thru Fri. 2:30-2:45 p.m. PWT ORIGINATES: KQW</p>	<p>Salted Peanuts <i>Raymond R. Morgan Co.</i></p> <p>Planters Peanut Oil <i>Raymond R. Morgan Co.</i></p>

COLUMBIA
PACIFIC
NETWORK

*PLOUGH, INC.

*Don't You Believe It

Saturday
9:45-10:00 p.m. PWT
ORIGINATES: KNXSt. Joseph's Aspirin
Penetro Products
*Lake-Spiro-Shurman
Inc.*SOIL OFF MANUFACTURING
COMPANY
(87th Week on CBS)Bob Garred Reporting
*News*Tues., Thurs., Sat.
5:45-5:55 p.m. PWT
ORIGINATES: KNXCleaning Fluid for
Walls and Woodwork
*Buchanan & Co.*SUNNYVALE PACKING COMPANY
(40th Week on CBS)

Galen Drake

Mon., Wed., Fri.
1:00-1:15 p.m. PWT
ORIGINATES: KNXRancho Soups
*Lord & Thomas*BEKINS VAN AND STORAGE CO.
(54th Week on CBS)Harry W. Flannery
*News analyst*Mon., Wed., Fri.
5:30-5:45 p.m. PWT
ORIGINATES: KNXMoving and Storage
*Brooks Advertising
Agency*COLUMBIA
CALIFORNIA
NETWORK

*J. C. ENO, LTD.

George Fisher
*Hollywood whispers*Tues., Thurs.
5:15-5:30 p.m. PWT
ORIGINATES: KNXMacLean's Toothpaste
Atherton & Currier, 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 from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

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

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News Summaries, Analyses
and Broadcasts from Abroad

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in foreign capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. 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 and Charles Collingwood from London; William J. Dunn from Melbourne, Australia; Webley Edwards from Honolulu; Larry Lesueur from Russia; Howard K. Smith from Berne; Bernard Valery from Stockholm; Edward Chorlian from Cairo; Winston Burdett from New Delhi, Herbert Clark from Buenos Aires; Quincy Howe, Cecil Brown, Major George Fielding Eliot, William L. Shirer, John Daly, Ned Calmer from New York; Eric Sevareid, Leigh White, and John Purcell from Washington; 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., SATURDAY; 9:00-9:15 a.m., SUNDAY THRU SATURDAY; 11:00-11:10 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 4:45 p.m., 12:55 a.m., MONDAY THRU FRIDAY; 3:15 p.m., MONDAY AND TUESDAY; 2:00 p.m., 4:30 p.m., 6:00 p.m., SATURDAY; 8:00 a.m., 1:30 p.m., 2:55 p.m., SUNDAY; 12:55 a.m., SATURDAY.

News Analyses: Cecil Brown, 8:55-9:00 p.m., MONDAY THRU FRIDAY; Eric Sevareid, 8:55-9:00 p.m., SATURDAY AND SUNDAY; 11:10-11:15 p.m., MONDAY, William Shirer; TUESDAY, Quincy Howe; WEDNESDAY, William Shirer; THURSDAY, Quincy Howe; FRIDAY, Cecil Brown; SATURDAY, Maj. George Fielding Eliot.

(See also sponsored news programs.)

**DRAMATIC
SERIES**



Columbia Workshop

10:30-11:00 p.m.

EACH MONDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. William Spier is the producer.
OCTOBER 12: "Rebirth in Barrows Inlet", by Joseph Liss. Directed by Earle McGill.
OCTOBER 19: "Remodeled Brownstone", by Lucille Fletcher. Directed by John Dietz.
OCTOBER 26: "Proclaim the Morning", by David Ross. Directed by Earle McGill.
NOVEMBER 2: "It Ain't Necessarily Not So", by Robert Paul Smith. Directed by Wendell Adams.

**WAR
PROGRAMS**

Report to the Nation

7:30-8:00 p.m.

EACH FRIDAY

(Starting October 25)

10:30-11:00 p.m.

EACH SUNDAY

Recently revising its format, this series now presents a review and summation of the most vital news of the week and describes how it affects the American civilian and soldier. Paul White supervises, Bill Slocum, Jr., edits, and Earle McGill directs.



The Man Behind the Gun

10:30-11:00 p.m.

EACH WEDNESDAY

This new series presents dramatic stories of how men in uniform do their jobs. William N. Robson produces and Ranald MacDougall writes.

Our Secret Weapon

7:00-7:15 p.m.

EACH SUNDAY

Rex Stout of Freedom House debunks Axis propaganda by answering their claims with the facts.

Spirit of '42

2:00-2:30 p.m.

EACH SUNDAY

Music by service bands are aired each week with documentary broadcasts from military posts.



Soldiers With Wings

8:00-8:30 p.m.

THURSDAY

A variety show presented by air cadets and officers stationed in California and including Hollywood guest talent.

Green Valley, U.S.A.

7:30-8:00 p.m.

EACH WEDNESDAY

Himan Brown produces and directs these programs of simple human dramas about a typical small town and its war effort contributions.

		WAR PROGRAMS
<p>Cheers From the Camps 7:30-10:30 p.m. EACH TUESDAY</p>	<p>With talent recruited from a different army camp each week, Ted Husing MCs this traveling morale show.</p>	✓
<p>They Live Forever 10:30-11:00 p.m. EACH SUNDAY (Starting October 27) 9:30-10:00 p.m. EACH TUESDAY</p>	<p>American sacrifice courage, and heroism, are vividly dramatized in this series about men and women who gave their lives in this war.</p>	✓
<p>Youth On Parade 10:00-10:30 a.m. EACH SATURDAY</p>	<p>A new program series which reports the constructive wartime activities of boys and girls throughout the nation originates in Boston. The orchestra is directed by Del Castillo.</p>	✓
<p>Commandos 8:00-8:30 p.m. EACH SUNDAY</p>	<p>A dramatized account of the exploits of American, Canadian, and British commandos.</p>	✓
<p>Calling Pan-America 6:15-6:45 p.m. EACH SATURDAY</p>	<p>CBS draws the Americas closer together. Heard throughout the western hemisphere, this new series "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.</p>	✓
<p>God's Country 11:15-11:30 a.m. EACH SATURDAY</p>	<p>Milton Bacon tells stories of America's small towns and the way of life they represent. Private Burl Ives sings songs of the region.</p>	✓
<p>Lou Holtz in Time Out for Laughs 7:15-7:30 p.m. EACH SUNDAY</p>	<p>Lou Holtz tells his famous stories and Mildred Bailey sings with Jeff Alexander's Orchestra.</p>	LIGHT ENTERTAINMENT ✓
<p>Mary Small 10:45-11:00 p.m. TUESDAY AND THURSDAY</p>	<p>Popular songs are featured by this artist, accompanied by Walter Gross' Orchestra.</p>	✓

**LIGHT
ENTERTAIN-
MENT**

Continued

**SERIOUS
MUSIC**

Sing Along
5:30-5:45 p.m.
MONDAY THRU FRIDAY

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

Are You a Genius?
5:00-5:15 p.m.
MONDAY THRU FRIDAY

Ernest Chappell MC's this quiz show which features Walter Gross' Orchestra and Jerry Wayne, William Spier produces.

Delta Rhythm Boys
Four Clubmen, Symphonettes
VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has its own distinctive vocal style.

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.

**New York Philharmonic
Symphony Orchestra**
3:00-4:30 p.m.
EACH SUNDAY
(Starts October 25)

The New York Philharmonic-Symphony Orchestra is broadcasting for the thirteenth consecutive year on CBS. Bruno Walter, Dr. Artur Rodzinski, and Dimitri Mitropoulos conduct. Deems Taylor is the intermission commentator.

Cleveland Orchestra
5:00-6:00 p.m.
EACH SATURDAY
(Starts October 24)

3:00-4:30 p.m.
SUNDAY, OCTOBER 11 AND 18

WGAR and CBS present the famous Cleveland Orchestra in a series of symphony concerts originating from Severance Hall in Cleveland. Dr. Artur Rodzinski conducts the orchestra. Rudolph Ringwall is associate conductor.

Dr. Rodzinski will conduct the orchestra in two Sunday concerts including a special performance of the Shostakovich Seventh Symphony on October 18.

Budapest String Quartet
11:05-12:00 noon
EACH SUNDAY

Coolidge String Quartet
(Starts November 22)

From the Library of Congress in Washington, D.C., CBS airs these programs of chamber music by these famed instrumental groups. The Budapest String Quartet is sponsored by the Whittal Foundation and the Coolidge String Quartet is broadcast under the auspices of the Coolidge Foundation.

E. Power Biggs, Organist
9:15-9:45 a.m.
EACH SUNDAY

Playing on the remarkable organ in the Germanic Museum at Harvard University, this noted musician broadcasts the world's finest organ music.

**SERIOUS
MUSIC**

**Eileen Farrell and the
Columbia Concert Orchestra**
10:30-11:00 p.m.
EACH SATURDAY

This young soprano is featured in a series of programs of concert songs, operatic arias, and light opera favorites. Howard Barlow conducts.

**Columbia's Weekday
Schedule of Fine Music**
MONDAY THRU FRIDAY

This is an unusual series of programs, embracing great symphonic, vocal and chamber music works. It includes seldom-performed American works, standard and little-known concerti, and great songs of all the ages.

Mondays: 3:30 to 4:00 p.m., Columbia Concert Orchestra conducted by Bernard Herrmann and vocal artists.

Starts November 9: Wanda Landowska, harpsichordist, and the Columbia Concert Orchestra.

Tuesdays: 3:30 to 4:00 p.m., Keyboard Concert Series with eminent pianists.

Wednesdays: 3:30 to 4:00 p.m., Songs of the Centuries with a variety of young singers and the Columbia Concert Orchestra. Howard Barlow, conducting.

Thursdays: 3:30 to 4:00 p.m., Exploring Music with Bernard Herrmann.

Fridays: 3:30 to 4:00 p.m., Russian-American Festival Series, Bernard Herrmann conducting.

Starts October 30: From the Eastman School of Music, Mr. Howard Hanson director, the Eastman Symphony and the Eastman-Rochester Symphony will broadcast a series of concerts.

**CBS ADULT
EDUCATION BOARD**

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

- | | |
|------------------------|---------------------|
| 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 | |

**EDUCATIONAL
PROGRAMS**

**EDUCATIONAL
PROGRAMS**

Continued

**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 fourteenth year on CBS. An estimated 5,000,000 students in the United States alone listen regularly to the series. The School of the Air is officially sponsored by the O.W.I. to get messages to children, teachers, and parents.

MONDAYS — *Science at Work*

OCTOBER 5: What Is Science

OCTOBER 19: Building Machinery.

OCTOBER 26: Liquid Power.

NOVEMBER 2: Power in the Air.

TUESDAYS — *Music on a Holiday*

OCTOBER 6: Music on a Holiday.

OCTOBER 13: Columbus Day.

OCTOBER 20: Alaska Day.

OCTOBER 27: Navy Day.

WEDNESDAYS — *New Horizons*

OCTOBER 7: Columbus Eclipses the Moon.

OCTOBER 14: Cabot Discovers "Land of Cod".

OCTOBER 21—Cuba, Springboard for Conquest.

OCTOBER 28: Mexico's Tragic Emperor.

THURSDAYS — *Tales from Far and Near*

OCTOBER 8: Augustus and the Mountains.

OCTOBER 15: Young Mac of Fort Vancouver.

OCTOBER 22: Call It Courage.

OCTOBER 29: Young Hickory.

FRIDAY — *This Living World*

OCTOBER 9: The United Nations.

OCTOBER 16: War on the Home Front.

OCTOBER 23: Sea Power Today.

OCTOBER 30: Democracy in Action.

Invitation to Learning

1:35-2:00 p.m.

EACH SUNDAY

This series invites listeners to read or re-read the world's great books discussed by Mark Van Doren and special guests.

OCTOBER 4: The Holy Bible. *The Epistles of St. Paul to the Corinthians.*

OCTOBER 11: Confucius. *Wisdom.*

OCTOBER 18: Ralph Waldo Emerson. *English Traits.* Washington Irving. *Sketch Book.*

OCTOBER 25: Baldassare Castiglione. *The Book of the Courtier.*

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.

Columbia's Country Journal

1:00-1:30 p.m.

EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a roundup of farm news, and interviews distinguished agricultural authorities and leaders. From Washington, Charles Worcester summarizes the week's agricultural news.

Living Art

1:30-4:45 p.m.

EACH TUESDAY

These programs stress the beauty of things outside museums and covers art from the advertising posters to the paintings in "The National Gallery".

Highways to Health

1:30-4:15 p.m.

EACH THURSDAY

A series of instructive medical talks arranged by the N. Y. Academy of Medicine.

Exploring Space

4:30-4:45 p.m.

EACH FRIDAY

Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, delves into the fascinating study of the stars and the planets.

Of Men and Books

1:30-4:15 p.m.

EACH WEDNESDAY

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

**EDUCATIONAL
PROGRAMS**

Continued

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.

**CHILDREN'S
PROGRAMS**

Let's Pretend

11:30-12:00 noon

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 1941 won awards from the Women's Press Club, Motion Picture Daily, and Ohio State University.

PERSONALITIES

The Garden Gate

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, and advises on gardening in wartime. Washington reports on the War Garden Drive.

**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 in its twelfth consecutive year of Sunday morning and afternoon religious broadcasts. The pulpit of Columbia's Church of the Air is available, impartially, to major religious faiths in America, and speakers who use this pulpit enjoy freedom of expression, so long as their messages in no way attack the religious faith of others.

Wings Over Jordan

10:30-11:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals presents outstanding Negro leaders in all fields of endeavor. Rev. Glenn T. Settle conducts the program which also features the 30 voice Wings Over Jordan Choir.

News and News Features

In English:

6:30-6:45 a.m., 10:30-10:45 a.m.

10:45-11:00 a.m.

2:30-2:45 p.m., 2:45-3:00 p.m.

4:30-4:45 p.m.

In French:

8:00-8:15 a.m., 8:15-8:30 a.m.

11:00-11:15 a.m., 11:15-11:30

a.m., 2:00-2:15 p.m., 2:15-2:30

p.m., 4:15-4:30 p.m.

In German:

8:30-8:45 a.m., 8:45-9:00 a.m.

10:00-10:15 a.m., 10:15-10:30

a.m., 1:00-1:15 p.m., 1:15-1:30

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

In Italian:

9:00-9:15 a.m., 9:15-9:30 a.m.

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

12:30 p.m., 3:00-3:15 p.m.

3:15-3:30 p.m.

In Polish:

12:45-1:00 p.m., 3:45-4:00 p.m.

In Serbo-Croatian:

12:30-12:45 p.m., 3:30-3:45 p.m.

In Dutch:

1:30-1:45 p.m.

In Czech:

9:45-10:00 a.m., 1:45-2:00 p.m.

In Turkish:

11:45-12:00 noon

In Arabic:

11:30-11:45 a.m.

News in ten languages—a comprehensive schedule of thirty-four fifteen-minute periods per day, more than three hundred per week—is now directed to shortwave listeners in Europe, Africa, and the Near East by Columbia's powerful international stations. WCBX, WCRC and WCDA. The seven-day-a-week, "around the clock" schedule begins early in the day in New York and ends in the late afternoon, which is afternoon and evening in Europe. The languages include English, French, Italian, German, Polish, Serbo-Croatian, Dutch, Czech, Arabic, and Turkish. A staff of fifty persons is required to build these broadcasts, all news stemming from a central news room located in newly-constructed quarters in the CBS Studio Building. All the news services and facilities available to the network itself have been installed there.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO EUROPE
AND THE
NEAR EAST**
*WCBX New York**WCRC New York**WCDA New York***News and News Features**

In Spanish:

4:00-4:15 p.m., 6:45-7:00 p.m.

7:00-7:15 p.m., 8:45-9:00 p.m.

10:00-10:15 p.m.

In Portuguese:

4:00-4:15 p.m., 6:45-7:00 p.m.

8:45-9:00 p.m.

In English:

10:45-11:00 p.m.

From late afternoon to late evening, WCBX, WCRC, and WCDA direct their powerful beams to Latin America. These broadcasts, in Spanish and Portuguese, bring to Columbia's new Network of the Americas—La Cadena de las Americas—a growing parade of the best entertainment in the hemisphere. News leads off Columbia's Latin American broadcasting each day, and other news and news-feature periods are transmitted throughout the evening.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO LATIN
AMERICA**
*WCBX New York**WCRC New York**WCDA New York*

SPECIAL BROADCASTS: SUMMER

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 Summer programs which were arranged too late for inclusion in the last issue of THE COLUMBIA PROGRAM BOOK.

SPECIAL EVENTS

JULY 25: Ted Husing, assisted by Jimmy Dolan, covered the Yonkers Handicap in a broadcast from the Empire City racetrack, 4:30-5:00 p.m.

AUGUST 25: Katharine Lenroot, chief of the Department of Labor's Children's Bureau, Mrs. Eugene Meyer, member of the Commission on Children in Wartime of the Labor Department's Children's Bureau, and Charles Taft, assistant director of the Office of Defense Health and Welfare, participated in a round-table forum on "Children of Working Mothers", 10:30-10:45 p.m.

AUGUST 28: David E. Lilienthal, chairman of the Tennessee Valley Authority spoke in connection with the third Conference on Science, Philosophy and Religion, 4:30-4:45 p.m.

AUGUST 29: Lincoln MacVeagh, U. S. Minister to South Africa, Marshall R. Dimock, Director of Recruitment and Manning (cq) of the War Shipping Administration, and Laird Archer, member of the board of directors of the Greek War Relief Association, were heard in a special program under the auspices of the Greek War Relief Association, 10:15-10:30 p.m.

AUGUST 30: Rear Admiral Ross T. McIntire, Surgeon General of the U. S. Navy; Dr. Frank H. Lahey, chairman of the Procurement and Assignment Service of the War Manpower Commission; Dr. Warren Draper, Assistant Surgeon General of the United States Public Health Service and Major General James C. Mason, Surgeon General of the United States Army, participated in a round-table discussion on "Measures to Insure Adequate Medical Services for the Nation's Civilians and Armed Forces", 11:05-11:30 a.m.

SEPTEMBER 4: Garfield Swift, Charro Gil Trio, Eva Garzu, Juan Arvizu, and Alfredo Antonini's orchestra appeared in a special variety program for the hemispheric audience, 8:30-8:55 p.m.

SEPTEMBER 5: Ted Husing and Jimmy Dolan broadcast the running of the Woodmere Claiming Stakes, 4:30-5:00 p.m.

PUBLIC AFFAIRS

JULY 9: Anthony J. Drexel Biddle, Jr., American Ambassador to the Governments-in-Exile spoke on "The Spirit and Activities of the Allied Governments and Their Forces", 10:30-10:45 p.m.

JULY 14: Harold L. Ickes, Secretary of the Interior, spoke in connection with the celebration of Bastille Day under the auspices of France Forever, 10:30-10:45 p.m.

JULY 16: Andre Michalopoulos, Greek Minister of Information spoke on the subject of conditions in Greece under the Nazis, 10:30-10:45 p.m.

AUGUST 2: Vice Admiral R. R. Waesche talked about the "War Effort of the Coast Guard" from the Mall in Boston, 7:00-7:15 p.m.

AUGUST 2: R. J. Thomas, president of the United Automobile Workers spoke on "Labor Reports", 12:00-12:15 p.m.

AUGUST 4: Representative Samuel Dickstein delivered an address on "The Challenge for Service in the Navy", 10:30-10:45 p.m.

AUGUST 10: S. Stanwood Menken, founder of the National Security League and honorary chairman of the Minute Men of America spoke on "America's Pledge to Freedom" on the occasion of the first anniversary of The Atlantic Charter, 7:15-7:30 p.m.

AUGUST 18: Dr. Lin Yutang, author, lecturer, and philosopher, discussed the Indian crises, 10:30-10:45 p.m.

AUGUST 22: Beardsley Ruml, chairman of the Federal Reserve Bank of New York and treasurer of R. H. Macy and Company, spoke on "Pay As You Go Taxation", 10:15-10:30 p.m.

SEPTEMBER 7: Lieutenant General Henry H. Arnold, commanding general of the U.S. Army Air Force, addressed the C.I.O. and A. F. of L. on Labor Day, 3:15-3:30 p.m.

SEPTEMBER 7: President Franklin D. Roosevelt addressed the nation in a Labor Day broadcast on inflation and the rising cost of living.

SEPTEMBER 10: Jesse Jones, U. S. Secretary of Commerce, discussed the importance of free courses in aviation in a talk "Pre-Flight Training in American Schools", 10:30-10:45 p.m.

SEPTEMBER 10: Rabbi Simon Greenberg, William Rosenwald, and the Temple Emanuel ensemble appeared in a Rosh Hoshanah broadcast of the United Jewish Appeal, 6:15-6:30 p.m.

SEPTEMBER 17: Dr. George N. Shuster, president of Hunter College and Ernest Angell, president of the Council for Democracy, discussed "Shall We Reclassify Enemy Aliens?" 10:30-10:45 p.m.

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

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

NATIONAL BROADCASTING COMPANY, INC.

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CBS PROGRAM BOOK SUPPLEMENT • NOVEMBER

1142

NEW CBS SPONSORED PROGRAMS

<p>GENERAL FOODS CORPORATION (388th Week on CBS)</p> <p>Those We Love <i>Drama</i></p>	<p>Sunday 2:00-2:30 p.m. 116 CBS Stations ORIGINATES: KNX</p>	<p>Grapenuts, Wheatmeal <i>Young & Rubicam, Inc.</i></p>
<p>LOCKHEED AIRCRAFT CORP.</p> <p>To be determined Aviation dramas with Orson Welles (Starts November 9)</p>	<p>Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 57 CBS Stations ORIGINATES: KNX <i>Short Wave to AEF</i> Wed. 6:45-7:00 a.m.</p>	<p>Institutional <i>Lord & Thomas</i></p>
<p>NORTHERN PUMP COMPANY</p> <p>Great Lakes Training School Graduation (October 28 only)</p>	<p>Wednesday 5:00-5:30 p.m. 116 CBS Stations ORIGINATES: GREAT LAKES, ILLINOIS</p>	<p>Institutional <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>PHILCO CORPORATION (337th Week on CBS)</p> <p>Our Secret Weapon Rex Stout debunks Axis Propaganda</p>	<p>Friday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 119 CBS Stations ORIGINATES: WABC <i>Short Wave to AEF</i> Sun. 6:45-7:00 a.m.</p>	<p>Institutional <i>Sayre M. Ramsdell Associates, Inc.</i></p>
<p>R. J. REYNOLDS TOBACCO CO. (495th Week on CBS)</p> <p>Thanks to the Yanks Quiz Program with Bob Hawk</p>	<p>Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 115 CBS Stations ORIGINATES: WABC <i>Short Wave to AEF</i> Tues. 7:15-7:45 a.m.</p>	<p>Camel Cigarettes <i>William Esty & Co., Inc.</i></p>

CBS PROGRAM BOOK SUPPLEMENT • DECEMBER

30 HOOKER L... COMPANY, 13...
 1942
 PLAZA, NEW YORK, N. Y.

NEW CBS SPONSORED PROGRAMS

ELGIN NATIONAL WATCH CO.
(18th Week on CBS)

Variety program
November 26 only

Variety program
December 25 only

Thursday
 4:00-6:00 p.m.
 116 CBS stations

Institutional
J. Walter Thompson Co.

Friday
 4:00-6:00 p.m.
 116 CBS stations

Institutional
J. Walter Thompson Co.

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

Cancel all short wave rebroadcasts to AEF. Facilities leased to U. S. Government.

Page 6	CHIESEBROUGH MFG. CO.	"Dr. Christian" now broadcast over 113 CBS stations.
Page 6	COCA-COLA COMPANY	Ted Cott replaces Albert Spalding as master of ceremonies.
Page 6	CONTINENTAL BAKING CO.	Program originates: WBBM
Page 7	CORN PRODUCTS REFINING CO.	"Stage Door Canteen" program now broadcast over 53 CBS stations.
Page 7	EMERSON DRUG COMPANY	"Vox Pop" program now broadcast over 76 CBS stations.
Page 8	GENERAL FOODS CORPORATION	Cancel rebroadcast of "Joyce Jordan" program. Rebroadcast stations shifted to early show.

STANDARD OIL CO. OF N. J.
(91st Week on CBS)

Army-Navy Football Game
(November 28 only)

Saturday
1:30-4:00 p.m.
47 CBS Stations
ORIGINATES: ANNAPOLIS

Esso Gas & Oil
Marschalk & Pratt, Inc.

NEW YORK PACIFIC NETWORK PROGRAMS

MENTHOLATUM COMPANY

William Winter
News Analyst

Sunday
5:30-5:45 p.m. PWT
ORIGINATES: KQW

Mentholatum Salve
J. Walter Thompson Co.

SMITH BROTHERS
(93rd Week on CBS)

Dick Joy
News
(Starts November 17)

Nelson Pringle
News Analyst
(Starts November 16)

Tuesday
9:25-9:30 p.m. PWT
Thursday
8:55-9:00 p.m. PWT
ORIGINATES: KNX

Cough Drops
J. D. Tarcher & Co.

Mon., Wed.
7:45-8:00 a.m. PWT
ORIGINATES: KNX

TIDEWATER ASSOCIATED OIL CO.
(152nd Week on CBS)

Football Play-by-Play

Saturday
2:15-4:00 p.m. PWT
(approximately)
ORIGINATES: VARIOUS
POINTS

Gas & Oil
Lord & Thomas

MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

Page 5

**CALIFORNIA FRUIT GROWERS
EXCHANGE**

Change listing of "Hedda Hopper's
Hollywood" to "Today at the Duncans".

Page 5

CAMPBELL SOUP COMPANY

Change origination of "Amos'n'Andy"
from WABC to KNX.

Page 6

COLGATE-PALMOLIVE-PEET CO.

"Al Jolson", rebroadcast by Short
Wave to AEF Saturday, 9:30-9:55 a.m.

Page 7

CORN PRODUCTS REFINING CO.

Cancel Short Wave to AEF.

<i>Page 8</i>	GENERAL MILLS, INC.	Change rebroadcast of "Kitty Foyle" program to 11:30-11:45 a.m. Change rebroadcast of "Valiant Lady" program to 11:15-11:30 a.m.
<i>Page 10</i>	LEVER BROTHERS COMPANY	Cancel rebroadcast of "Aunt Jenny" program. Rebroadcast stations shifted to early show.
<i>Page 12</i>	PILLSBURY FLOUR MILLS CO.	Cancel program.
<i>November Supplement</i>	LOCKHEED AIRCRAFT CORP.	Name of program is "Ceiling Unlimited".

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

<i>Page 15</i>	COLONIAL DAMES, INC.	Change listing to "'Find the Woman' with Perry Ward."
<i>Page 15</i>	GENERAL MILLS, INC.	Shift "Sam Hayes" program to Mon. thru Fri. 4:15-4:30 p.m. PWT.
<i>Page 16</i>	PETER PAUL, INC.	Change listing to "Truman Bradley - News" Mon. and Fri.; "Bob Andersen - News" Wed.
<i>Page 16</i>	PLANTERS NUT AND CHOCOLATE COMPANY	Shift "William Winter" program to Mon. thru Fri. 12:30-12:45 p.m. PWT.

<i>Page 7</i>	CURTISS CANDY COMPANY	Change listing of "News with Jackson Wheeler" to "News—with Warren Sweeney".
<i>Page 7</i>	EVERSHARP, INC.	Change origination from WABC to KNX.
<i>Page 8</i>	GENERAL MILLS, INC.	Change listing of "Stories America Loves" to "Kitty Foyle". Change product on "Valiant Lady" from "Softasilk" to "Bisquick".
<i>Page 8</i>	GULF OIL CORPORATION	Change origination from KNX to WABC.
<i>Page 9</i>	INTERNATIONAL SILVER CO.	"Edward R. Murrow" program now using 58 CBS stations.
<i>Page 9</i>	IRONIZED YEAST CO., INC.	Change origination from WABC to KNX.
<i>Page 9</i>	LADY ESTHER, LTD.	Change listing of "Freddy Martin and his orchestra" to "Screen Guild Players". Program now using 116 CBS stations.
<i>Page 10</i>	LEVER BROTHERS COMPANY	Change product on "Bright Horizon" program to "Swan Soap" and advertising agency to Young & Rubicam, Inc.
<i>Page 11</i>	P. LORILLARD COMPANY	"Nelson Eddy" program now using 115 CBS stations.
<i>Page 11</i>	PARKER PEN COMPANY	"Eric Sevareid" program now using 115 CBS stations.

<i>Page 8</i>	GENERAL MILLS, INC.	Change rebroadcast of "Kitty Foyle" program to 11:30-11:45 a.m. Change rebroadcast of "Valiant Lady" program to 11:15-11:30 a.m.
<i>Page 10</i>	LEVER BROTHERS COMPANY	Cancel rebroadcast of "Aunt Jenny" program. Rebroadcast stations shifted to early show.
<i>Page 12</i>	PILLSBURY FLOUR MILLS CO.	Cancel program.
<i>November Supplement</i>	LOCKHEED AIRCRAFT CORP.	Name of program is "Ceiling Unlimited".

WORKING CONNECTIONS - THE PALMER RETROPP PROGRAM

<i>Page 15</i>	COLONIAL DAMES, INC.	Change listing to "'Find the Woman' with Perry Ward."
<i>Page 15</i>	GENERAL MILLS, INC.	Shift "Sam Hayes" program to Mon. thru Fri. 4:15-4:30 p.m. PWT.
<i>Page 16</i>	PETER PAUL, INC.	Change listing to "Truman Bradley - News" Mon. and Fri.; "Bob Andersen - News" Wed.
<i>Page 16</i>	PLANTERS NUT AND CHOCOLATE COMPANY	Shift "William Winter" program to Mon. thru Fri. 12:30-12:45 p.m. PWT.

<i>Page 13</i>	QUAKER OATS COMPANY	Cancel rebroadcast on "That Brewster Boy".
<i>Page 13</i>	R. J. REYNOLDS TOBACCO CO.	Change Short Wave to AEF rebroadcast of "Blondie" to "Camel Caravan".
MONTHLY CONNECTIONS - CBS PACIFIC NETWORK PROGRAMS		
<i>Page 15</i>	COLONIAL DAMES, INC.	Omit "with Knox Manning" from program listing.
<i>Page 15</i>	GENERAL PETROLEUM CORP. OF CALIFORNIA	Cancel program.
<i>Page 15</i>	LOS ANGELES SOAP COMPANY	Correct spelling of "Bob Andersen".
<i>Page 16</i>	MANHATTAN SOAP COMPANY	Change listing to "Dick Joy—News".
<i>Page 16</i>	THE MENNEN COMPANY	Change listing to "Dick Joy—News".
<i>Page 16</i>	MODE O'DAY SHOPS	Cancel program.
<i>Page 16</i>	PETER PAUL, INC.	Change listing to "Truman Bradley-News" on Monday and Wednesday and "Bob Andersen—News" on Friday.
<i>Page 16</i>	PLANTERS NUT & CHOCOLATE CO.	Cancel "Bob Garred Reporting" program.
<i>Page 17</i>	SOIL OFF MANUFACTURING CO.	Change listing to "Truman Bradley-News".
<i>Page 17</i>	J. C. ENO, LTD.	Correct spelling of Macleans Tooth-paste.

<i>Page 8</i>	GENERAL MILLS, INC.	Change rebroadcast of "Kitty Foyle" program to 11:30-11:45 a.m. Change rebroadcast of "Valiant Lady" program to 11:15-11:30 a.m.
<i>Page 10</i>	LEVER BROTHERS COMPANY	Cancel rebroadcast of "Aunt Jenny" program. Rebroadcast stations shifted to early show.
<i>Page 12</i>	PILLSBURY FLOUR MILLS CO.	Cancel program.
<i>November Supplement</i>	LOCKHEED AIRCRAFT CORP.	Name of program is "Ceiling Unlimited".

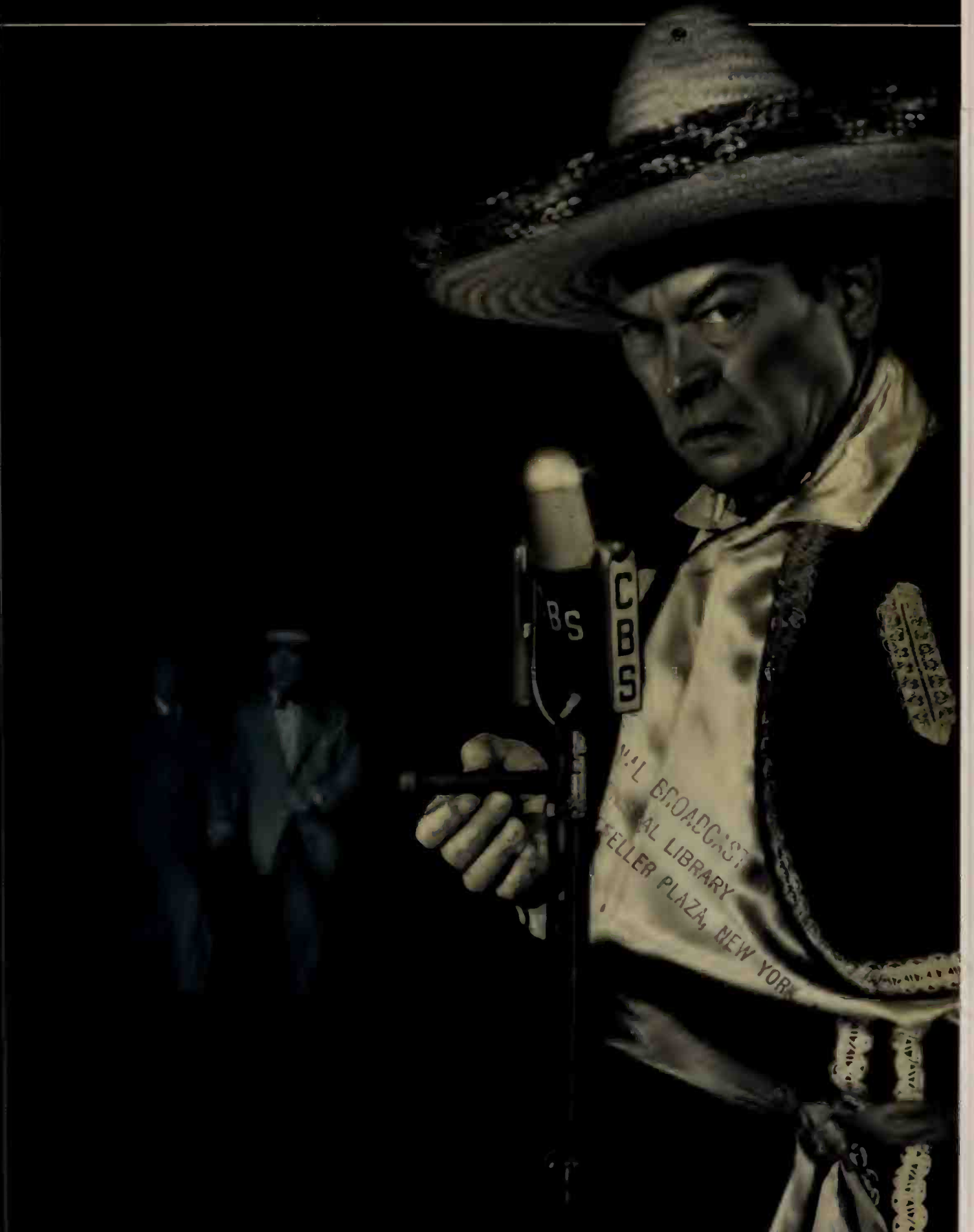
MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

<i>Page 15</i>	COLONIAL DAMES, INC.	Change listing to "'Find the Woman' with Perry Ward."
<i>Page 15</i>	GENERAL MILLS, INC.	Shift "Sam Hayes" program to Mon. thru Fri. 4:15-4:30 p.m. PWT.
<i>Page 16</i>	PETER PAUL, INC.	Change listing to "Truman Bradley - News" Mon. and Fri.; "Bob Andersen - News" Wed.
<i>Page 16</i>	PLANTERS NUT AND CHOCOLATE COMPANY	Shift "William Winter" program to Mon. thru Fri. 12:30-12:45 p.m. PWT.

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building
St. Louis • 625 Second Avenue, South, Minneapolis • Wilder Building, Charlotte, North
Carolina • Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel,
San Francisco • 84 Hallam Street, W.1, London • Cable address, Columbia, New York

CBS PROGRAM BOOK • WINTER, 1943



Fred Allen — the Funniest Man in America

*THE COVER: Fred Allen, master of the ad-lib,
whose fast-moving, quip-filled comedy program
is heard every Sunday over every CBS station.*

WINTER, 1943
NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

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CBS PACIFIC NETWORKS SPONSORED PROGRAMS: page 15

CBS SUSTAINING PROGRAMS: page 18

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

January 1, 1943

COLUMBIA NETWORK CLIENTS

AUTOMOTIVE

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Plymouth, Dodge, DeSoto,
Chrysler Motor Cars Page 6

CIGARETTES & TOBACCO

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LIGGETT & MYERS TOBACCO COMPANY:
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P. LORILLARD COMPANY:
Old Gold Cigarettes Page 11
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Camel Cigarettes,
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Mulsified Coconut Oil Shampoo . Page 14

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

"Weeks on CBS"
as of January 1, 1943

<p>AMERICAN TOBACCO COMPANY (348th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 116 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Foote, Cone & Belding</i></p>
<p>ANACIN COMPANY (309th Week on CBS)</p> <p>Our Gai, Sunday</p> <p>Easy Aces <i>Serial Comedy-Drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 56 CBS stations ORIGINATES: WABC</p> <p>Wed., Thurs., Fri. 7:30-7:45 p.m. 47 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert</i></p>
<p>ARMSTRONG CORK COMPANY (65th Week on CBS)</p> <p>Armstrong's Theatre of Today <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 116 CBS stations ORIGINATES: WABC</p>	<p>Armstrong's Quaker Rugs <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>B. T. BABBITT, INC. (74th Week on CBS)</p> <p>David Harum <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 13 CBS stations ORIGINATES: WABC</p>	<p>Bab-O <i>Duane Jones Co.</i></p>
<p>+BARBASOL COMPANY (286th Week on CBS)</p> <p>+John B. Kennedy <i>News</i></p>	<p>Mon. and Fri. 6:00-6:10 p.m. 37 CBS stations ORIGINATES: WABC</p>	<p>Barbasol Shaving Cream <i>Erwin Wasey & Co., Inc.</i></p>
<p>BAYER COMPANY (379th Week on CBS)</p> <p>American Melody Hour with Vivian della Chiesa, Conrad Thibault, Remo Bolognini, orchestra and chorus</p>	<p>Tuesday 7:30-8:00 p.m. 77 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert</i></p>
<p>Second Husband <i>Serial drama</i></p>	<p>Thurs., Fri. 11:15-11:30 a.m. 40 CBS stations ORIGINATES: WABC</p>	

BISODOL COMPANY
(517th Week on CBS)

The Romance of Helen Trent
Serial drama

Wed., Thurs., Fri.
12:30-12:45 p.m.
51 CBS stations
ORIGINATES: WBBM

Bisodol
*Blackett-Sample-
Hummert*

BOWEY'S, INC.
(188th Week on CBS)

Stars Over Hollywood
Original drama with Knox
Manning, MC, and guest stars

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

Dari-Rich Products
Sorenson & Company

**CALIFORNIA FRUIT GROWERS
EXCHANGE**
(191st Week on CBS)

***Today at the Duncans**
Serial drama

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

Sunkist Oranges
Sunkist Lemons
Foote, Cone & Belding

CAMPBELL SOUP COMPANY
(421st Week on CBS)

Amos 'n' Andy
Serial comedy-drama

Radio Reader's Digest
with Conrad Nagel, Lyn Murray's
orchestra, and guest stars

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

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

Campbell's Soups
Campbell's Tomato Juice
Campbell's Pork and Beans
*Ward Wheelock
Company*

**CELANESE CORPORATION
OF AMERICA**
(52nd Week on CBS)

Great Moments in Music
with Jean Tennyson and guest stars
Musical program

Wednesday
10:00-10:30 p.m.
116 CBS stations
ORIGINATES: WABC

Celaneese Products
Young & Rubicam, Inc.

**CHIESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED**
(217th Week on CBS)

Dr. Christian
with Jean Hersholt

Wednesday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
114 CBS stations
ORIGINATES: KNX

Vaseline Preparations
McCann-Erickson, Inc.

<p>CHRYSLER CORPORATION (356th Week on CBS)</p> <p>Major Bowes' Amateurs</p>	<p>Thursday 9:00-9:30 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY (176th Week on CBS)</p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 15-piece orchestra, Ted Cott, and guest soloists <i>Music</i></p>	<p>Sunday 4:30-5:00 p.m. 118 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (364th Week on CBS)</p> <p>Al Jolson with Parkyakarkus, Shakyakarkus, Carol Bruce, Fred Uttal and Ray Bloch's Orchestra</p> <p>Hobby Lobby with Dave Elman and Harry Salter's Orchestra</p>	<p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00 mid.-12:25 a.m. 77 CBS stations ORIGINATES: WABC</p> <p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 73 CBS stations ORIGINATES: WABC</p>	<p>Colgate Tooth Powder <i>Sherman & Marquette, Inc.</i></p> <p>Palmolive Shave Cream <i>Ted Bates, Inc.</i></p>
<p>CONTINENTAL BAKING CO., INC. (417th Week on CBS)</p> <p>Bachelor's Children <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 45 CBS stations ORIGINATES: WABC</p>	<p>Wonder Bread <i>Ted Bates, Inc.</i></p>
<p>CONTINENTAL RADIO & TELEVISION CORP. (13th Week on CBS)</p> <p>World News Today <i>News</i></p>	<p>Sunday 2:30-2:55 p.m. 42 CBS stations ORIGINATES: WABC</p>	<p>Admiral Radio Institutional <i>Cruttenden & Eger</i></p>

<p>CORN PRODUCTS REFINING CO. (326th Week on CBS)</p> <p>Stage Door Canteen <i>Variety</i></p>	<p>Thursday 9:30-10:00 p.m. 52 CBS stations ORIGINATES: WABC</p>	<p>Mazola <i>C. L. Miller Company</i></p>
<p>CURTISS CANDY COMPANY (118th Week on CBS)</p> <p>News with Warren Sweeney</p>	<p>Sat., Sun. 11:00-11:05 a.m. 113 CBS stations ORIGINATES: WARC</p>	<p>Candy <i>C. L. Miller Company</i></p>
<p>EMERSON DRUG COMPANY (139th Week on CBS)</p> <p>Vox Pop with Parks Johnson and Warren Hull <i>Interviews</i></p>	<p>Monday 8:00-8:30 p.m. 75 CBS stations ORIGINATES: ON TOUR</p>	<p>Bromo-Seltzer <i>Ruthrauff & Ryan, Inc.</i></p>
<p>EVERSHARP, INC. (170th Week on CBS)</p> <p>Take It or Leave It with Phil Baker <i>Quiz</i></p>	<p>Sunday 10:00-10:30 p.m. 116 CBS stations ORIGINATES: WARC</p>	<p>Eversharp Pens and Pencils <i>The Biow Company</i></p>
<p>GENERAL ELECTRIC CO. (44th Week on CBS)</p> <p>Frazier Hunt <i>News and comments</i></p>	<p>Tues., Thurs., Sat. 6:00-6:15 p.m. <i>Rebroadcast</i> 10:45-11:00 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Maxon, Inc.</i></p>
<p>GENERAL FOODS CORPORATION (401st Week on CBS)</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>Friday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00 mid. 12:30 a.m. 116 CBS stations ORIGINATES: WABC</p>	<p>Jell-O Jell-O Puddings <i>Young & Rubicam, Inc.</i></p>

GENERAL FOODS CORPORATION

Continued

***The Adventures of the
Thin Man**
Mystery
(Starts January 8)

***Those We Love**
Drama

William L. Shirer
News

Kate Smith Speaks
Ted Collins with the News
Talks and news

Joyc  Jordan, M.D.
Serial drama

Young Dr. Malone
Serial drama

We Love and Learn
Serial drama

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

Sunday
2:00-2:30 p.m.
116 CBS stations
ORIGINATES: KNX

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

Mon. thru Fri.
12 noon-12:15 p.m.
73 CBS stations
ORIGINATES: WABC

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

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

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

Sanka, Post Toasties
Benton & Bowles, Inc.

Grape Nuts,
Grapenuts Wheatmeal
Young & Rubicam, Inc.

Sanka Coffee
Young & Rubicam, Inc.

Swansdown Cake Flour
Calumet
Young & Rubicam, Inc.

La France
Post's Raisin Bran
Young & Rubicam, Inc.

Post Toasties
Benton & Bowles, Inc.

Grape Nuts Flakes
Wheatmeal
Young & Rubicam, Inc.

GENERAL MILLS, INC.
(449th Week on CBS)

***Kitty Foyle**
Serial drama

Valiant Lady
Serial drama

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

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

Wheaties
*Knox Reeves
Advertising, Inc.*

Bisquick
*Knox Reeves
Advertising, Inc.*

*GILLETTE SAFETY RAZOR CO.
(107th Week on CBS)

*Orange Bowl Football Game
with Ted Husing
Play-by-play description

Friday
January 1
59 CBS stations
ORIGINATES: WQAM

Razors, Blades and
Shaving Cream
Maxon, Inc.

GULF OIL CORPORATION
(464th Week on CBS)

We, the People, at War
with Milo Boulton and Oscar
Bradley's orchestra
Real life experiences

Sunday
7:30-8:00 p.m.
79 CBS stations
ORIGINATES: WABC

Motor Oil and Gas
Young & Rubicam, Inc.

INTERNATIONAL SILVER COMPANY
(251st Week on CBS)

Edward R. Murrow
Broadcasting from London
News

Sunday
6:00-6:15 p.m.
59 CBS stations
ORIGINATES: LONDON

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

IRONIZED YEAST CO., INC.
(175th Week on CBS)

Lights Out
Mystery-drama

Tuesday
8:00-8:30 p.m.
Rebroadcast
11:30-12 mid.
75 CBS stations
ORIGINATES: KNX

Ironized Yeast
Ruthrauff & Ryan, Inc.

JOHNS-MANVILLE CORPORATION
(74th Week on CBS)

Cecil Brown
News

Mon. thru Fri.
8:55-9:00 p.m.
58 CBS stations
ORIGINATES: WABC

Insulation
*J. Walter Thompson
Company*

JOHNSON & JOHNSON
(91st Week on CBS)

Edwin C. Hill
The Human Side of the News

Tuesday
6:15-6:30 p.m.
66 CBS stations
ORIGINATES: WABC

Band-Aid
Young & Rubicam, Inc.

<p>KOLYNOS COMPANY (517th Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p> <p>Mr. Keen, Tracer of Lost Persons <i>Mystery-drama</i></p>	<p>Mon. and Tuesday 12:30–12:45 p.m. 51 CBS stations ORIGINATES: WRBM</p> <p>Wed., Thurs., Fri. 7:45–8:00 p.m. 48 CBS stations ORIGINATES: WABC</p>	<p>Kolynos <i>Blackett-Sample-Hummert</i></p> <p>Kolynos Toothpaste</p>
<p>LADY ESTHER, LTD. (473rd Week on CBS)</p> <p>*Screen Guild Players <i>Drama</i></p>	<p>Monday 10:00–10:30 p.m. 115 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 (387th Week on CBS)</p> <p>Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i></p> <p>Burns and Allen <i>Comedy</i></p> <p>Bob Burns The Arkansas Traveler <i>Comedy</i></p> <p>Mayor of the Town with Lionel Barrymore <i>Drama</i></p> <p>Bright Horizon with Richard Kollmar <i>Serial drama</i></p> <p>Aunt Jenny's Real Life Stories <i>Dramatic sketches</i></p> <p>Big Sister <i>Serial drama</i></p>	<p>Monday 9:00–10:00 p.m. 116 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Tuesday 9:00–9:30 p.m. 114 CBS stations ORIGINATES: KNX</p> <p>Wednesday 9:00–9:30 p.m. 118 CBS stations ORIGINATES: KNX</p> <p>Wednesday 9:30–10:00 p.m. 118 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 11:30–11:45 a.m. 46 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:45–12:00 noon 61 CBS stations 30 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:15–12:30 p.m. 69 CBS stations 30 CBC stations ORIGINATES: WABC</p>	<p>Lux Toilet Soap, Lux Flakes <i>J. Walter Thompson Company</i></p> <p>Swan Soap <i>Young & Rubicam, Inc</i></p> <p>Lifebuoy <i>Ruthrauff & Ryan, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc</i></p> <p>Swan Soap <i>Young & Rubicam, Inc</i></p> <p>Spry <i>Ruthrauff & Ryan, Inc</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc</i></p>

<p>LEWIS-HOWE COMPANY (30th Week on CBS)</p> <p>Crumit and Sanderson Quiz</p>	<p>Saturday 8:00-8:30 p.m. 52 CBS stations ORIGINATES: WABC</p>	<p>Tums <i>Roche, Williams & Cunnyngham, Inc.</i></p>
<p>LIGGETT & MYERS TOBACCO COMPANY (531st Week on CBS)</p> <p>Harry James and his Music Makers <i>Popular music</i></p>	<p>Tues., Wed., Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 115 CBS stations ORIGINATES: KNX</p>	<p>Chesterfield Cigarettes <i>Newell-Emmett Co.</i></p>
<p>+LOCKHEED AIRCRAFT CORP. (8th Week on CBS)</p> <p>+Ceiling Unlimited with Orson Welles <i>Aviation dramas</i></p>	<p>Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 56 CBS stations ORIGINATES: KNX</p>	<p>Institutional <i>Foote, Cone & Belding</i></p>
<p>P. LORILLARD COMPANY (262nd Week on CBS)</p> <p>Nelson Eddy with Nadine Conner, Robert Ambruster's Orchestra and Chorus</p>	<p>Wednesday 8:00-8:30 p.m. 115 CBS stations ORIGINATES: KNX</p>	<p>Old Gold Cigarettes <i>J. Walter Thompson Co.</i></p>
<p>PACIFIC COAST BORAX CO. (78th Week on CBS)</p> <p>Death Valley Days <i>Drama</i></p>	<p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 59 CBS stations ORIGINATES: WABC</p>	<p>20 Mule Team Borax, Boraxo 20 Mule Team Borax, Soap Chips <i>McCann-Erickson, Inc.</i></p>
<p>THE PARKER PEN CO. (27th Week on CBS)</p> <p>Eric Sevareid <i>News</i></p>	<p>Sat., Sun. 8:55-9:00 p.m. 113 CBS stations ORIGINATES: WABC</p>	<p>Quink <i>J. Walter Thompson Co.</i></p>
<p>PET MILK SALES CORPORATION (476th Week on CBS)</p> <p>Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haensehen's Orchestra and Chorus</p>	<p>Saturday 9:45-10:15 p.m. 62 CBS stations ORIGINATES: WABC</p>	<p>Irradiated Pet Milk <i>Gardner Advertising Company</i></p>

<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. 69 CBS stations ORIGINATES: KMOX</p>	<p>Irradiated Pet Milk <i>Gardner Advertising Company</i></p>
<p>*PHILCO CORPORATION <i>(346th Week on CBS)</i></p> <p>Our Secret Weapon Rex Stout debunks Axis propaganda</p>	<p>Friday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 118 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Sayre M. Ramsdell Associates, Inc.</i></p>
<p>CHARLES H. PHILLIPS CHEMICAL CO. <i>(268th Week on CBS)</i></p> <p>Amanda of Honeymoon Hill <i>Serial drama</i></p>	<p>Wed., Thurs., Fri. 10:30-10:45 a.m. 40 CBS stations ORIGINATES: WABC</p>	<p>Phillips Toothpaste & Toothpowder <i>Blackett-Sample- Hummert</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. <i>(334th Week on CBS)</i></p> <p>The Philip Morris Playhouse Directed by Charles Martin, with guest stars and Ray Bloch's Orchestra <i>Drama</i></p> <p>The Crime Doctor <i>Mystery-drama</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. 114 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 113 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company</i></p> <p>Philip Morris Cigarettes <i>The Biow Company</i></p>
<p>THE PROCTER & GAMBLE CO. <i>(427th Week on CBS)</i></p> <p>The Goldbergs <i>Serial drama</i></p> <p>Life Can Be Beautiful <i>Serial drama</i></p> <p>Ma Perkins <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:45-2:00 p.m. 60 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 61 CBS stations 25 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:15-1:30 p.m. 60 CBS stations ORIGINATES: WBBM</p>	<p>Duz <i>Compton Advertising, Inc.</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p> <p>Oxydol <i>Blackett-Sample- Hummert</i></p>

* Program or client not listed in Fall Program Book.

THE PROCTER & GAMBLE CO.*Continued***Vic and Sade***Serial drama***Pepper Young's Family***Serial drama*

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

Mon. thru Fri.
2:45-3:00 p.m.
25 CBS stations
ORIGINATES: WBBM

Ivory Flakes
Crisco
*Compton Advertising,
Inc.*

Camay
Chipso, Duz
Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE
COMPANY OF AMERICA***(187th Week on CBS)***Prudential Family Hour**

with Gladys Swarthout and
Deems Taylor, Al Goodman's
Orchestra, and a chorus of mixed
voices

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

Insurance Services
Benton & Bowles, Inc.

THE QUAKER OATS COMPANY*(58th Week on CBS)***That Brewster Boy***Comedy drama*

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

Quaker Food Products
Ruthrauff & Ryan, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY***(504th Week on CBS)***Blondie**

The domestic adventures of the
Bumsteads
Comedy

Camel Caravan

with Lanny Ross, Connee Boswell,
Xavier Cugat, Margo, Herb Shrinier,
and Camel Chorus

***Thanks to the Yanks**

with Bob Hawk

Quiz

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

Friday
10:00-10:45 p.m.
116 CBS stations
ORIGINATES: WABC

Saturday
7:30-8:00 p.m.
Rebroadcast
11:00-11:30 p.m.
114 CBS stations
ORIGINATES: WABC

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

SCHUTTER CANDY COMPANY***Col. Stoopnagle**

Starts January 10

Sunday
1:45-2:00 p.m.
42 CBS stations
ORIGINATES: WABC

Candies
*Roche, Williams
& Cunyngnam, Inc.*

E. R. SQUIBB & SONS

(130th Week on CBS)

**Keep Working, Keep Singing,
America**

with Walter Cassel and David Ross
Songs

Mon., Wed., Fri.

6:30-6:45 p.m.

59 CBS stations

ORIGINATES: WABC

Squibb Products

*Geyer, Cornell &
Newell, Inc.*

TEXAS COMPANY

(292nd Week on CBS)

Texaco Star Theatre

starring Fred Allen, Jimmy Walling-
ton, Al Goodman's Orchestra,
Portland Hoffa, and guest vocalists
Comedy

Sunday

9:30-10:00 p.m.

116 CBS stations

11 CBC stations

ORIGINATES: WABC

Texaco Products

Buchanan & Co.

U. S. TOBACCO COMPANY

(396th Week on CBS)

Gay Nineties Revue

starring Beatrice Kay,
Joe E. Howard, MC, 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.

R. L. WATKINS CO.

(22nd Week on CBS)

Second Husband

Serial drama

Amanda of Honeymoon Hill

Serial drama

Mon., Tues., Wed.

11:15-11:30 a.m.

40 CBS stations

ORIGINATES: WABC

Dr. Lyons Toothpowder

*Blackett-Sample-
Hummert*

Mon., Tues.

10:30-10:45 a.m.

40 CBS stations

ORIGINATES: WABC

Mulsified Coconut Oil
Shampoo

*Blackett-Sample-
Hummert*

THE WELCH GRAPE JUICE CO.

(30th Week on CBS)

Dear John

with Irene Rich
Drama

Sunday

6:15-6:30 p.m.

66 CBS stations

ORIGINATES: KNX

Welch Products

*H. W. Kastor & Sons
Advertising Co., Inc.*

WM. WRIGLEY, JR., COMPANY

(550th Week on CBS)

Sergeant Gene Antry

Air Corps dramatic series

The First Line

Drama

Ben Bernie

with all the Lads

Musical series

Sunday

6:30-7:00 p.m.

116 CBS stations

ORIGINATES:

LUKE FIELD, ARIZ.

Thursday

10:00-10:30 p.m.

114 CBS stations

ORIGINATES: WBBM

Mon. thru Fri.

5:45-6:00 p.m.

118 CBS stations

ORIGINATES: WBBM

Doublemint Gum

J. Walter Thompson

Company

Spearmint Gum

Arthur Meyerhoff & Co.

**BROWN & WILLIAMSON TOBACCO
CORP.**

(37th Week on CBS)

Harry W. Flannery

News analyst

Tues., Thurs., Sat.

5:30-5:45 p.m. PWT

ORIGINATES: KXX

Avalon Cigarettes

Russell M. Seeds Co.

**CALIFORNIA PRUNE & APRICOT
GROWERS ASSOCIATION**

(42nd Week on CBS)

Dick Joy and the News

News analyst

Saturday

8:55-9:00 p.m. PWT

ORIGINATES: KXX

Sunsweet Prunes

Long Advertising

Service

COLONIAL DAMES, INC.

(160th Week on CBS)

Find the Woman

with Perry Ward

Friday

9:55-10:00 p.m. PWT

ORIGINATES: KXX

Cosmetics

Glasser, Gailey & Co.

J. A. FOLGER & COMPANY

(15th Week on CBS)

America's Home Front

Informational series

Friday

5:15-5:30 p.m. PWT

ORIGINATES: KXX

Folger's Coffee

Raymond R. Morgan Co.

GENERAL CIGAR CO.

(351st Week on CBS)

William Winter

News analyst

Wed., Sun.

9:00-9:15 p.m. PWT

ORIGINATES: KQW

Van Dyck Cigars

Federal Advertising

Agency, Inc.

**COLUMBIA
PACIFIC
NETWORK**

**COLUMBIA
PACIFIC
NETWORK**

Continued

<p>GENERAL MILLS, INC. <i>(449th Week on CBS)</i></p>	<p>Mon. thru Fri. 4:15-4:30 p.m. PWT ORIGINATES: KNX</p>	<p>Drifted Snow Flour <i>Knox Reeves Advertising Inc.</i></p>
<p>LOS ANGELES SOAP COMPANY <i>(169th Week on CBS)</i></p>	<p>Mon. thru Fri. 12:15-12:30 p.m. PWT ORIGINATES: KNX</p>	<p>White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i></p>
<p>MANHATTAN SOAP CO. <i>(98th Week on CBS)</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Sweetheart Soap <i>Franklin Bruck Advertising Corp.</i></p>
<p>McKESSON & ROBBINS, INC. <i>(126th Week on CBS)</i></p>	<p>Mon., Wed. 8:55-9:00 p.m. PWT Sunday 8:25-8:30 p.m. PWT ORIGINATES: KNX</p>	<p>Bexel <i>J. D. Tarcher & Co., Inc.</i></p>
<p>THE MENNEN COMPANY <i>(138th Week on CBS)</i></p>	<p>Tues., Thurs., Sat. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Talcum Powder, Lather Shave Cream, Brushless Shave <i>Russell M. Seeds Co., Inc.</i></p>
<p>*MENTHOLATUM COMPANY <i>(12th Week on CBS)</i></p>	<p>Sunday 5:30-5:45 p.m. PWT ORIGINATES: KQW</p>	<p>Mentholatum Salve <i>J. Walter Thompson Co.</i></p>
<p>*William Winter *Phil Stearns <i>News</i> (Starts January 10)</p>	<p>Sunday 5:45-5:55 p.m. PWT ORIGINATES: KQW</p>	
<p>PAR SOAP COMPANY <i>(20th Week on CBS)</i></p>	<p>Tues., Thurs. 1:00-1:15 p.m. PWT ORIGINATES: KNX</p>	<p>Par Household Soap <i>Tomaschke-Elliott, Inc.</i></p>

*Program or client not listed in Fall Program Book.

<p>PETER PAUL INC. (116th Week on CBS)</p> <p>Truman Bradley <i>News</i></p> <p>Bob Andersen <i>News</i></p>	<p>Mon., Fri. 5:45-5:55 p.m. PWT</p> <p>Wednesday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Candy Bars <i>Brisacher, Davis & Staff</i></p>
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<p>PLANTERS NUT AND CHOCOLATE COMPANY (114th Week on CBS)</p> <p>William Winter <i>News analyst</i></p> <p>*William Winter <i>News analyst</i> Starts January 10</p>	<p>Mon. thru Fri. 12:30-12:45 p.m. PWT ORIGINATES: KQW</p> <p>Sunday 5:30-5:45 p.m. PWT ORIGINATES: KQW</p>	<p>Planters Peanut Oil <i>Raymond R. Morgan Co.</i></p> <p>Planter's Salted Peanuts <i>Raymond R. Morgan Co.</i></p>
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<p>PLOUGH, INC. (13th Week on CBS)</p> <p>Don't You Believe It</p>	<p>Saturday 9:45-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>St. Joseph's Aspirin Pentro Products <i>Lake-Spiro-Shurman Inc.</i></p>
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<p>*SMITH BROTHERS (106th Week on CBS)</p> <p>*Dick Joy <i>News</i></p> <p>*Nelson Pringle <i>News Analyst</i></p>	<p>Tuesday 9:25-9:30 p.m. PWT</p> <p>Thursday 8:55-9:00 p.m. PWT ORIGINATES: KNX</p> <p>Mon., Wed. 7:45-8:00 a.m. PWT ORIGINATES: KNX</p>	<p>Cough Drops <i>J. D. Tarcher & Co.</i></p>
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<p>SOIL OFF MANUFACTURING COMPANY (100th Week on CBS)</p> <p>Truman Bradley <i>News</i></p>	<p>Tues., Thurs., Sat. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>"Soil Off" for all painted surfaces <i>Buchanan & Co.</i></p>
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<p>BEKINS VAN AND STORAGE CO. (67th Week on CBS)</p> <p>Harry W. Flannery <i>News analyst</i></p>	<p>Mon., Wed., Fri. 5:30-5:45 p.m. PWT ORIGINATES: KNX</p>	<p>Moving and Storage <i>Brooks Advertising Agency</i></p>
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**COLUMBIA
CALIFORNIA
NETWORK**

* Program or client not listed in Fall Program Book.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

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

1. NEWS BROADCASTS	Page 19
2. WAR PROGRAMS	Page 19
3. EDUCATIONAL PROGRAMS	Page 21
4. SERIOUS MUSIC	Page 23
5. DRAMATIC SERIES	Page 24
6. BROADCASTS OF INTERNATIONAL CHARACTER	Page 25
7. RELIGIOUS BROADCASTS	Page 26
8. LIGHT ENTERTAINMENT	Page 26
CBS SHORT WAVE BROADCASTS	Page 27
SPECIAL BROADCASTS: FALL	Page 28

**News Summaries, Analyses
and Broadcasts from Abroad**

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's air reporters—in foreign capitals, in New York and in Washington—cover the second world war in a regular news pattern, so dove-tailed with sponsored news programs as to afford frequent reports throughout the day.

News Broadcasts: Edward R. Murrow, Bob Trout and Paul Manning from *London*; Charles Collingwood from *Algiers*; William J. Dunn from *Australia*; Webley Edwards from *Honolulu*; James Stewart from *Chungking*; Bill Downes from *Russia*; Howard K. Smith from *Berne*; Bernard Valery from *Stockholm*; Winston Burdett from *Cairo*; Peter Muir from *New Delhi*; Herbert Clark from *Buenos Aires*; Quincy Howe, Cecil Brown, Major George Fielding Eliot, William L. Shirer, Larry Lescur, John Daly and Ned Calmer from *New York*; Eric Sevareid, Leigh White, Albert Leitch and John Purcell from *Washington*; 8:00-8:15 a.m., 6:45-7:00 p.m., 11:00-11:10 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., SUNDAY THRU SATURDAY.

News Summaries: 4:00 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 6:00 p.m., WEDNESDAY; 8:00 a.m., 1:30 p.m., 2:55 p.m., SUNDAY.

News Analyses: 11:10-11:15 p.m., MONDAY AND WEDNESDAY, William Shirer; TUESDAY AND THURSDAY, Quincy Howe; FRIDAY, Cecil Brown; SATURDAY, Maj. George Fielding Eliot. (See also sponsored news programs.)

Commandos

7:00-7:30 p.m.

SUNDAY

The soon-to-become-legendary exploits of the Commandos are presented in this weekly series of fictionalized dramas, based on fact. Robert Louis Shayon is the producer.

F.O.B. Detroit

3:00 3:30 p.m.

EACH SATURDAY

From Detroit, arsenal of America, CBS brings the reports of leading industrialists on progress in the production of war materials. Music is supplied by the WJR orchestra and chorus.

**NEWS
BROADCASTS**

**WAR
PROGRAMS**

**WAR
PROGRAMS**

Continued

God's Country

11:15-11:30 a.m.

EACH SATURDAY

In this program of Americana, Milton Bacon takes the CBS microphone to small towns throughout the country and tells the fascinating, little-known stories of the region.

Green Valley, U.S.A.

4:15-4:30 p.m.

MONDAY THRU FRIDAY

This former half-hour program comes back to the network as a five times a week series of simple human dramas of American life at home during wartime.

Hello from Hawaii

3:30-4:00 p.m.

EACH SATURDAY

The soldiers entertain the folks back home. This variety program is written, directed and produced by army men stationed in Honolulu, with Webley Edwards, CBS correspondent, as master of ceremonies.

The Man Behind the Gun

10:30-11:00 p.m.

EACH WEDNESDAY

Radio dramas which give listeners a vivid account of the jobs and the experiences of the men in different units of the nation's fighting forces, including the merchant marine. The programs are written by Ranald MacDougall and produced by William Robson.

One Hundred Million Questions

6:30-6:45 p.m.

EACH THURSDAY

Through arrangement with the Office of War Information, CBS presents a series of broadcasts featuring Leon Henderson and OPA executives as the "answer men" on questions related to price-fixing, rationing and other subjects under the jurisdiction of the Office of Price Administration.

Report to the Nation

10:30-11:00 p.m.

EACH SUNDAY

This series presents a review and summary of the most vital news of the week and relates it to the American civilian and to the American in the armed forces. Paul White, CBS news editor, produces the program.

Soldiers with Wings

10:15-10:45 p.m.

EACH SATURDAY

This variety program is presented by the Air Cadets and Officers of the West Coast Air Force Training Center, in Santa Ana, California. Hollywood stars regularly appear as guests.

Spirit of '43

2:30-3:00 p.m.

EACH SATURDAY

This series features pick-ups from training and war production centers. The historical background and development of a branch of the armed service or a war industry is given through interviews. Music is usually provided by a military band.

Womanpower

12:15-12:30 p.m.

EACH SUNDAY

A report on the activities and contributions of women on the war, production and home fronts.

Youth On Parade

10:00-10:30 a.m.

EACH SATURDAY

Outstanding wartime achievements of the boys and girls of the nation. The program also presents dramatic sketches of the childhood of famous Americans.

**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 whose members are:

- | | |
|------------------------|---------------------|
| LYMAN RRYSON, 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 | |

**EDUCATIONAL
PROGRAMS**

School of the Air of the Americas

9:15-9:45 a.m.

(Eastern Time Zone)

Rebroadcast

3:30-4:00 p.m.

(Pacific Time Zone)

MONDAY THRU FRIDAY

Now in its fourteenth year on CBS, the program is broadcast in Canada and the United States. For the duration of the war, the program has been designated the official channel for news, information and instructions by the Office of War Information.

- MONDAY—*Science at Work*
- TUESDAY—*Music on a Holiday*
- WEDNESDAY—*New Horizons*
- THURSDAY—*Tales from Far and Near*
- FRIDAY—*This Living World*

**EDUCATIONAL
PROGRAMS**

Continued

Invitation to Learning

11:30-12 noon

EACH SUNDAY

The world's great books are informally discussed by one of five chairmen—John Anderson, Irwin Edman, Lewis Gannett, Harry D. Gideonse and Louis Untermeyer—and special guests in a series which Time Magazine has called “the pearl of all educational programs.”

The People's Platform

7:00-7:30 p.m.

EACH SATURDAY

After more than four years on the air, this still remains one of radio's most interesting innovations in the field of public forums. Lyman Bryson entertains four guests at dinner and draws them into a completely-scriptless discussion of current problems, and an informal exchange of ideas.

Of Men and Books

2:05-2:30 p.m.

EACH SATURDAY

Continuing the series in its sixth year on CBS, Professor John T. Frederick of Northwestern University discusses recently-published books and interviews their authors.

Adventures in Science

1:30-1:45 p.m.

EACH SATURDAY

Watson Davis reports on “what's new in Science” and interviews prominent scientists in these broadcasts planned in conjunction with Science Service, Inc.

Columbia's Country Journal

1:00-1:30 p.m.

EACH SATURDAY

Charles (“Chuck”) Worcester conducts this weekly “radio newspaper” and delineator of the activities, problems, home life and opinions of American farm families. Farm legislation and new scientific farm methods are explained from Washington.

The Garden Gate

9:30-10:00 a.m.

EACH SATURDAY

Tom Williams, “the old dirt dobber,” horticultural expert of WLAC, Nashville, answers queries on trees, plants, birds and insects, and advises on wartime gardening. Representatives of the National Victory Garden Committee report on war gardens.

Children and the War

4:30-4:45 p.m.

EACH MONDAY

Pauline Rush Fadiman, editor of the publications of the Child Study Association of America, discusses the emotional impact of the war on children. Her program guests include war-working mothers and experts in the field of child education.

**EDUCATIONAL
PROGRAMS**

Living Art

4:30-4:45 p.m.

EACH TUESDAY

John D. Morse interviews creators of modern art. The subject matter of the series ranges from talks on "The Chair to Sit In" to "A Musician Looks at Paintings."

Food and the War

4:30-4:45 p.m.

EACH WEDNESDAY

Presented by Columbia's Country Journal, the program discusses the changing food problems in times of war, and advises listeners of the food values of current, seasonal supplies.

Highways to Health

4:40-4:45 p.m.

EACH THURSDAY

A series of instructive medical talks, with each subject treated by a specialist in that field, arranged by the New York Academy of Medicine.

Exploring Space

4:30-4:45 p.m.

EACH FRIDAY

A human-interest approach to the fascinating study of stars and planets is given each week by Professor William H. Barton, Jr., Curator of New York's Hayden Planetarium.

**New York Philharmonic
Symphony Society**

3:00-4:30 p.m.

EACH SUNDAY

The Philharmonic, now beginning its second century of great music, continues its thirteenth consecutive season over the Columbia Network. Dimitri Mitropoulos, Fritz Reiner and Bruno Walter conduct, and Deems Taylor provides intermission commentaries.

**SERIOUS
MUSIC**

Cleveland Orchestra

5:00-6:00 p.m.

EACH SATURDAY

This season the orchestra celebrates its twenty-fifth anniversary, and its second year in a series of 26 Saturday afternoon concerts over CBS. Dr. Artur Rodzinski conducts, with Rudolph Ringwall, associate conductor.

Vera Brodsky

11:05-11:30 a.m.

EACH SUNDAY

U. S. Navy String Quartet

(Starts February 14)

A series of piano recitals by a favorite of Columbia listeners. Miss Brodsky will include many of the classics of piano literature, as well as an ample sprinkling of new works.

**Eileen Farrell and the
Columbia Concert Orchestra**

10:45-11:00 p.m.

EACH SATURDAY

This richly talented young soprano whom Columbia is proud to have discovered only last season, is presented in a series of concert songs, operatic arias and light opera favorites.

**SERIOUS
MUSIC**
Continued

E. Power Biggs, Organist

9:15-9:45 a.m.

EACH SUNDAY

Playing on the baroque organ in the Germanic Museum at Cambridge, this noted musician broadcasts the world's finest organ music.

**Columbia's Weekday
Schedule of Fine Music**

3:30-4:00 p.m.

MONDAY THRU FRIDAY

This is a stimulating series of programs which includes a festival devoted to one of the most distinguished, yet neglected, American composers, programs by two eminent music schools and talented young singers and pianists who might not otherwise have the opportunity to be heard by a large audience.

Monday: Two of the outstanding voices on last season's "Songs of the Centuries", Jennie Tourel, soprano, and James Pease, bass-baritone, are presented in a series of joint programs, accompanied by the Columbia Concert Orchestra, Howard Barlow conducting.

Starts February 15: The great lieder and operatic soprano, Lotte Lehmann will be presented, for the first time, in a weekly series of radio broadcasts.

Tuesday: Keyboard Concerts, featuring talented young pianists.

Starts February 16: Chamber music and vocal programs arranged in collaboration with the David Mannes School of New York.

Wednesday: The Columbia Concert Orchestra, Bernard Herrmann conducting, in a series featuring a Charles Ives Music Festival as well as many other unusual works for small orchestra.

Thursday: The Indianapolis Symphony Orchestra, with Fabien Sevitzky, Conductor. This youthful orchestra offers many contemporary American compositions as well as standard symphonic selections.

Friday: Programs by the Eastman School of Music, Howard Hanson, Director. Orchestral and chamber music by various instrumental units of the Eastman School of Music of Rochester, New York.

**DRAMATIC
SERIES**

Suspense

9:30-10:00 p.m.

EACH TUESDAY

CBS continues its spine-tingling thrill series with stories of excitement which have a full measure of the quality which gives the series its title.

**DRAMATIC
SERIES**

Daytime Showcase
10:30-11:00 p.m.
EACH MONDAY
(Through February 8)

Daytime stars shine at night. CBS introduces the old favorite programs of daytime listeners to a nighttime audience with full-length, life-sized samples of the full range of entertainment covered in the daylight hours.

Only Yesterday
10:30-11:00 p.m.
EACH MONDAY
(Starts February 15)

A glance backward at the events and songs of the fabulous nineteen twenties, starring Benny Rubin, with Mary Small, Frank Sinatra and Don Walker's Orchestra.

Mother and Dad
5:15-5:30 p.m.
MONDAY THRU FRIDAY

A homey, living-room visit with Mother and Dad whose boy is in the service. To help rout their loneliness, they sing the songs we all know, and invite listeners to join the singing.

Joe and Ethel Turp
11:00-11:15 a.m.
MON., WED., FRI.

Damon Runyon's familiar and fantastic American couple renew old acquaintances and win new friends among radio listeners in a mid-morning comedy serial.

Let's Pretend
11:30-12:00 noon
EACH SATURDAY

Like Tennyson's brook — and just as refreshing — this series of dramatizations of children's stories still goes on. It is still directed by Nila Mack...it still continues to delight the younger listeners... and it still wins the unqualified endorsement of parents and educators.

Hello Americans
8:00-8:30 p.m.
EACH SUNDAY

Orson Welles, recently returned from an extended trip through South America, presents and participates in a series of weekly dramatizations by the Mercury Theater Group to enable the Americans of the North to become better acquainted with their fellow Americans in Central and South America.

**BROADCASTS
OF INTER-
NATIONAL
CHARACTER**

Calling Pan-America
6:15-6:45 p.m.
EACH SATURDAY

CBS draws the Americas closer together. Brought to Columbia listeners by shortwave, this series which is heard throughout the Western Hemisphere "calls" a different nation to the microphone each week, and presents a vivid radio picture of its daily life, culture and music.

**BROADCASTS
OF INTERNATIONAL
CHARACTER**

Continued

An American in Russia

10:00-10:30 p.m.

TUESDAY

(January 19 and 26,
February 2)

Continuing the series on the United Nations, auspiciously begun with the Norman Corwin broadcasts, "An American in England," Larry Leseur, former CBS correspondent in Moscow, gives his impressions of another of our valiant fighting allies.

Good to Know You

(Starts week of February 7)

BBC in London and CBS in New York alternate in an exchange series. Lawrence Gilliam directs the London broadcasts and Norman Corwin, the Columbia programs.

Report from London

4:45-5:00 p.m.

EACH SATURDAY

Bob Trout, CBS London correspondent, reports the human interest stories of a people only 20 minutes by air from the enemy.

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

In its twelfth consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday to major religious faiths in America for complete freedom of expression so long as no message attacks the religious faith of others.

Wings Over Jordan

10:30-11:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals presents outstanding Negro leaders in all fields of endeavor. Rev. Glenn T. Settle conducts the program which features the renowned thirty-voice Wings Over Jordan Choir.

**Salt Lake Tabernacle
Choir and Organ**

12:30-1:00 p.m.

EACH SUNDAY

This is the oldest, consecutively-presented public service series in radio, having celebrated its 700th network broadcast on December 13th. The Tabernacle Choir is conducted by J. Spencer Cornwall and Richard P. Condie, assistant. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens.

**LIGHT
ENTERTAIN-
MENT**

Are You a Genius?

5:00-5:15 p.m.

MONDAY THRU FRIDAY

5:30-5:45 p.m.

(Starting January 11)

A novel quiz program aimed directly at the radio listener who takes the place of the more familiar studio contestant. Ernest Chappell is master of ceremonies on this five-days-a-week program which features Walter Gross' Orchestra and Jerry Wayne.

**LIGHT
ENTERTAIN-
MENT**

Madeleine Carroll Reads

5:00-5:15 p.m.

MONDAY THRU FRIDAY

(Starts January 11)

After an absence of several months, this program (previously titled "Radio Reader"). returns to the network with Madeleine Carroll as the cover-to-cover "reader" of a great novel.

Mountain Music

4:45-5:00 p.m.

MONDAY THRU FRIDAY

Folk music from the hills. Mondays and Wednesdays the program originates in St. Louis; on Tuesdays and Thursdays the program features the "Renfro Valley Folks" from Louisville; Fridays the program comes from Denver.

Sing Along

3:15-3:30 p.m.

MONDAY THRU FRIDAY

A cheerful invitation to bathroom baritones and kitchen contraltos to act as soloists to the harmony provided by the Landt Trio.

Dance Orchestras

Various Hours

MONDAY THRU SUNDAY

Every night—and often during the day—CBS picks up the music of the ranking dance orchestras from all over the country.

News and News Features

In: ENGLISH

FRENCH

ITALIAN

GERMAN

POLISH

SERBO-CROATIAN

SLOVENE

DUTCH

CZECH

ARABIC

TURKISH

News in eleven languages—a comprehensive schedule of some 35 fifteen-minute periods, plus more than two hours of entertainment for American troops abroad—are prepared daily by the CBS Shortwave Department and are directed to listeners in Europe, Africa, the Near East and Asia over 9 powerful shortwave stations. The seven-day-a-week, "around the clock" schedule begins early in the day in New York and ends in the late afternoon, which is late afternoon and evening in the areas where the broadcasts are received.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO EUROPE
AND THE
EAST**

CBS Transmitters

WCBX New York

WCRC New York

WCDA New York

**News and Entertainment to
The Network of the Americas**

In: SPANISH

PORTUGUESE

From late afternoon to early the next morning, Columbia programs are beamed to all Latin America via seven separate transmitters. News and news commentaries feature Columbia's Latin American broadcasting, and elaborate musical and dramatic programs round out the entertainment schedule.

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

CBS Transmitters

WCBX New York

WCRC New York

WCDA New York

SPECIAL BROADCASTS: FALL

These special broadcasts, arranged by Columbia's "Talks" Department, are scheduled 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 list of programs which were arranged too late for inclusion in the previous issue of THE CBS PROGRAM BOOK.

PUBLIC AFFAIRS

OCTOBER 1: President Everett Case, recently appointed head of Colgate University, spoke on "The double challenge to education," 10:30-10:45 p.m.

OCTOBER 2: Senator George D. Aiken of Vermont spoke under the auspices of the Farmer's Grange on "Farm Manpower," 11:15-11:30 p.m.

OCTOBER 9: William O. Douglas, Associate Justice of the Supreme Court, Madame Wei Tao-ming, wife of the Chinese ambassador and Tse Ping Sun, grandson of the first president of the Chinese Republic, spoke on the 31st anniversary of the founding of the Chinese Republic, 4:45-5:00 p.m.

OCTOBER 23: King Peter of Yugoslavia, Jan Masaryk, premier and foreign minister of the Czechoslovakian Government-in-exile, and others spoke from London in connection with the opening of the fortnight at Freedom House devoted to Czechoslovakia and Yugoslavia, 4:15-4:45 p.m.

OCTOBER 26: Wendell Willkie delivered "A Report to the People" after his recently-completed trip to Europe, Asia and Africa, 10:30-11:00 p.m.

OCTOBER 27: Sister Elizabeth Kenny whose

work with infantile paralysis patients has won her world acclaim, received the Parent's Magazine Medal for outstanding service to children, and spoke in connection with Better Parents Week, 3:15-3:30 p.m.

OCTOBER 27: Andre Michalopoulos, Greek Minister of Information, spoke in connection with the first anniversary of Greece's entrance into the war, 10:30-10:45 p.m.

OCTOBER 29: Mrs. J. Borden Harriman, Chairman, Coordinating Council of the United Nations, spoke on the need of organizing these countries, under the topic, "The United Nations," 10:30-10:45 p.m.

NOVEMBER 1: Roane Waring, National Commander, American Legion, discussed the "Teen Age Draft Bill, then pending before Congress, 8:00-8:15 p.m.

NOVEMBER 12: Rep. Melvin J. Maas, Minnesota, spoke on his return from the Pacific theater of war where he had served with the U.S. Marines on "Unity of Command in the Pacific," 10:30-10:45 p.m.

NOVEMBER 15: Special broadcast marking the 7th anniversary of the creation of the Commonwealth of the Philippines. Speakers were President Franklin D. Roosevelt, President Avila Camacho of Mexico and Presi-

dent Manuel L. Quezon of the Philippines. 5:00-5:30 p.m.

NOVEMBER 16: James F. Byrnes, making his first broadcast after his appointment as Director of Office of Economic Stabilization, spoke before the New York Herald Tribune Forum on "Economic Foundations for World Order," 8:00-8:30 p.m.

NOVEMBER 16: Wendell Willkie spoke from the New York Herald Tribune Forum on "Economic Freedom for the World." 10:30-11:00 p.m.

NOVEMBER 16: Elmer Davis, Director of Office of War Information, and John L. Sullivan, Assistant Secretary of the Treasury, spoke from the New York Herald Tribune Forum, 3:30-4:00 p.m.

NOVEMBER 19: Paul H. Willis, President, Grocery Manufacturers of America, Inc., spoke from the meeting of the Grocery Manufacturers of America, 5:00-5:15 p.m.

NOVEMBER 24: Speaking from the testimonial dinner to American Labor given by the British War Relief Society were Winthrop Aldrich, president of the Society who introduced Sir Arthur Salter, American representative of British Ministry of Shipping and Supply, William Green, president of the A. F. of L., and Philip Murray, president of the C.I.O.

DECEMBER 1: Clark Eichelberger, director of the Commission to Study the Organization of Peace, and of the League of Nations Association in the U.S. spoke on "This Time, Let's Finish the Job." 10:30-10:45 p.m.

DECEMBER 2: The Right Honorable William Lyon Mackenzie King, Prime Minister of Canada, spoke from the banquet at the Waldorf-Astoria tendered him by the Pilgrims Society, 10:30-11:00 p.m.

DECEMBER 3: Speaking from Washington for the United Hospital Fund of New York

were Secretary of War Henry L. Stimson, Secretary of Labor Frances Perkins, Under-Secretary of the Navy, James V. Forrestal, Senator Robert F. Wagner and Senator James M. Mead, 5:00-5:15 p.m.

DECEMBER 3: Walter D. Fuller, President, Curtis Publishing Co., and Chairman of the Board, National Assn. of Manufacturers, spoke before the NAM War Congress of American Industry, 10:30-10:45 p.m.

DECEMBER 6: The Most Reverend Francis J. Spellman, Archbishop of the Diocese of New York, and Mrs. Michael E. Fleming, mother of the first Marine Corps aviator to be awarded the Congressional Medal of Honor, spoke in connection with the opening of the National Catholic Service Canteen. 12:15-12:30 p.m.

DECEMBER 8: Senator Joseph C. O'Mahoney of Wyoming spoke on "Congress and Bureaucracy," 10:30-10:45 p.m.

DECEMBER 11: Frank M. Dixon, Governor of Alabama, spoke from the annual dinner of the New York Southern Society on "Crossroads Democracy," 11:15-11:30 p.m.

DECEMBER 15: L. W. Brockington, Advisor to the Empire Division, British Ministry of Information spoke on his arrival from Canada, 10:30-10:45 p.m.

DECEMBER 22: William L. Davis, Chairman, War Labor Board spoke on "Our Allies, the Russians," at a labor dinner of the Russian War Relief, Inc., 10:30-10:45 p.m.

DECEMBER 23: Arthur J. Altmeyer, Chairman, Social Security Board, Mrs. Ellen S. Woodward, George E. Biggs, and Oscar M. Powell, executive director of the SSB spoke on "Social Security's Importance to the Home Front," 4:15-4:30 p.m.

DECEMBER 29: Senator George W. Norris, Nebraska, spoke at the dinner tendered him by several liberal groups at the close of his 30 years in the U.S. Senate, 10:30-10:45 p.m.

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CBS PROGRAM BOOK SUPPLEMENT • FEBRUARY

NEW CBS SPONSORED PROGRAMS

ARO EQUIPMENT CORP. Army-Navy "E" Award <i>January 16 only</i>	Saturday 3:00-3:30 p.m. 116 CBS Stations ORIGINATES: BYRON, OHIO	Institutional <i>Beeson, Faller,</i> <i>Reichert, Inc.</i>
BALLARD AND BALLARD Renfro Valley Folks <i>Music</i> <i>Starts February 2</i>	Tues. thru Fri. 8:15-8:30 a.m. 18 CBS Stations ORIGINATES: WHAS	Obelisk Flour <i>Henri, Hurst &</i> <i>McDonald, Inc.</i>
GREAT ATLANTIC & PACIFIC TEA COMPANY <i>(112th Week on CBS)</i> <i>To be announced</i> <i>Starts February 17</i>	Wed. & Fri. 11:00-11:15 a.m. 32 CBS Stations ORIGINATES: WABC	Store Services <i>Paris & Peart</i>
QUAKER OATS COMPANY <i>(62nd Week on CBS)</i> Aunt Jemima	Sunday 2:55-3:00 p.m. 35 CBS Stations ORIGINATES: WBBM	Aunt Jemima Pancake Flour <i>Sherman K. Ellis Co., Inc.</i>

NEW CBS CIRCLES NETWORK PROGRAMS

BARBASOL COMPANY <i>(290th Week on CBS)</i> Nelson Pringle <i>News Analyst</i>	Wed. & Fri. 7:45-8:00 p.m. PWT ORIGINATES: KNX	Barbasol Shaving Cream <i>Erwin, Wasey & Co.,</i> <i>Inc.</i>
CHEMICALS, INC. Deane Dickason	Sunday 9:15-9:30 p.m. PWT ORIGINATES: KQW	Vano Household Chemical <i>Sidney Garfinkel</i> <i>Adv. Agency</i>
PLANTERS NUT & CHOCOLATE COMPANY <i>(118th Week on CBS)</i> Harry W. Flannery <i>News Analyst</i>	Tues. & Thurs. 5:30-5:45 p.m. PWT ORIGINATES: KNX	Planters Salted Peanuts <i>Raymond R. Morgan</i> <i>Co.</i>

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CBS PROGRAM BOOK SUPPLEMENT • MARCH

NEW CO-SPONSORED PROGRAMS

<p>P. BALLANTINE & SONS Guy Lombardo Orchestra <i>Starts March 8</i></p>	<p>Monday 10:30-11:00 p.m. 45 CBS stations ORIGINATES: WABC</p>	<p>Ballantine Beer & Ale <i>J. Walter Thompson Co.</i></p>
<p>CAMPBELL SOUP COMPANY <i>(429th Week on CBS)</i> Milton Berle <i>Starts March 3</i></p>	<p>Wednesday 9:30-10:00 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Campbell Soups <i>Ward Wheelock Co.</i></p>
<p>ELGIN NATIONAL WATCH CO. <i>(20th Week on CBS)</i> The Man Behind the Gun <i>Starts March 7</i></p>	<p>Sunday 10:30-11:00 p.m. 59 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>J. Walter Thompson Co.</i></p>
<p>GENERAL MOTORS CORP. <i>(Chevrolet Division)</i> <i>(82nd Week on CBS)</i> John B. Kennedy</p>	<p>Tues. and Thurs. 6:30-6:45 p.m. <i>Rebroadcast</i> <i>Mon. and Thurs.</i> <i>12 mid.-12:15 a.m.</i> 115 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Campbell-Ewald Co.</i></p>
<p>GERBER PRODUCTS CO. Baby Food Rationing <i>February 28 only</i></p>	<p>Sunday 1:30-1:45 p.m. 116 CBS stations ORIGINATES: WABC</p>	<p>Baby Foods <i>Federal Advertising Agency, Inc.</i></p>
<p>B. F. GOODRICH CO. News Commentary <i>Starts March 15</i></p>	<p>Mon. thru Fri. 6:55-7:00 p.m. <i>Rebroadcast</i> <i>Mon., Wed., Thurs.</i> <i>11:55-12 mid.</i> <i>Tues., 12:25-12:30 a.m.</i> <i>Fri., 12:55-1:00 a.m.</i> 115 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>

**WASHINGTON STATE APPLE
ADVERTISING COMMISSION**

The World Today

News

Mon., Wed. & Fri.
3:45-4:00 p.m. PWT
ORIGINATES: KNX

Washington State Apples
J. Walter Thompson Co.

MONTHLY CORRECTIONS - EAST COASTERN PROGRAMS

<i>Page 5</i>	CALIFORNIA FRUIT GROWERS EXCHANGE	Cancel Mon. and Wed. broadcasts.
<i>Page 8</i>	GENERAL FOODS CORPORATION	Correct day of broadcast for "The Adventures of the Thin Man" to Friday.
<i>Page 10</i>	LEVER BROTHERS COMPANY	Change time for "Mayor of the Town" to 9:00-9:30 p.m. Cancel "Bob Burns".
<i>Page 11</i>	LOCKHEED AIRCRAFT CORP.	Remove "with Orson Welles" from program listing.
<i>Page 11</i>	P. LORILLARD COMPANY	Replace "Nelson Eddy" program with "Sammy Kaye and Orchestra". Change origination to WABC. Add Rebroadcast: 12 mid.-12:30 a.m.

MONTHLY CORRECTIONS - EAST PACIFIC REGIONAL PROGRAMS

<i>Page 15</i>	BROWN & WILLIAMSON TOBACCO CORP.	Cancel program.
<i>Page 15</i>	COLONIAL DAMES, INC.	Replace "Find the Woman" with "Your Quiz Quotient" with Henry Charles.
<i>Page 15</i>	J. A. FOLGER & CO.	Replace "America's Home Front" program with "Harry Flannery-News Analyst". Change time to Saturday, 5:30-5:45 p.m. PWT
<i>Page 15</i>	GENERAL CIGAR COMPANY	Change time to Sun., 9:00-9:15 p.m. PWT, and Thurs., 9:30-9:45 p.m. PWT.
<i>Page 16</i>	MENTHOLATUM COMPANY	"Phil Stearns" program replaces "William Winter".
<i>Page 16</i>	PAR SOAP COMPANY	Cancel program.

<p>LIBERTY MAGAZINE (70th Week on CBS) The Ghost Shift</p>	<p>Friday 6:10-6:15 p.m. 40 CBS stations ORIGINATES: WABC</p>	<p>Liberty Magazine <i>Warwick & Legler, Inc.</i></p>
<p>PROCTER & GAMBLE CO. (435th Week on CBS) I Love a Mystery Starts March 22</p>	<p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 50 CBS stations ORIGINATES: KNX</p>	<p>Ivory Bar Soap, Oxydol <i>Compton Advertising, Inc.</i></p>
<p>ROMA WINE CO., INC. Ransom Sherman Starts March 4</p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 115 CBS stations ORIGINATES: KNX</p>	<p>Roma Wines <i>McCann-Erickson, Inc.</i></p>
<p>THE SOUTHERN COTTON OIL CO. (20th Week on CBS) Crumit & Sanderson Starts March 1</p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 42 CBS stations ORIGINATES: WABC</p>	<p>Wesson Oil and Snowdrift <i>Kenyon & Eckhardt, Inc.</i></p>

NEW CBS PACIFIC NETWORK PROGRAMS

<p>GENERAL MILLS, INC. (457th Week on CBS) Nelson Pringle <i>News Analyst</i></p>	<p>Mon. thru Fri. 7:45-8:00 p.m., PWT ORIGINATES: KNX</p>	<p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p>
<p>PROCTER & GAMBLE CO. (435th Week on CBS) Truman Bradley <i>News</i></p>	<p>Mon., Wed., Fri. 2:30-2:45 p.m., PWT (California Network only) ORIGINATES: KNX</p>	<p>Dash <i>Pedlar & Ryan, Inc.</i></p>

NOTICE CONNECTIONS - THE BUSINESS CONNECTIONS

<p>Page 4</p>	<p>AMERICAN TOBACCO COMPANY</p>	<p>Frank Sinatra replaces Barry Wood on "Your Hit Parade" program.</p>
<p>Page 4</p>	<p>BARBASOL COMPANY</p>	<p>"Paul Sullivan, News" now replaces the John B. Kennedy broadcasts.</p>

CBS Program Book
Supplement for February
to be tipped in here

<i>Page 5</i>	CAMPBELL SOUP COMPANY	Cancel "Amos 'n' Andy" program.
<i>Page 13</i>	R. J. REYNOLDS TOBACCO CO.	Change listing of Friday program to "Camel Comedy Caravan."
<i>February Supplement</i>	THE GREAT ATLANTIC & PACIFIC TEA COMPANY	Change origination to WJSV. Program listing is "Food News Round-up with Gunnar Back and Ruth Hadley."

MONTHLY CONNECTIONS - LOS ANGELES TELEVISION PROGRAMS

<i>Page 17</i>	PLANTERS NUT AND CHOCOLATE COMPANY (Planters Peanut Oil)	William Winter weekday schedule now Mon., Wed. and Friday.
<i>February Supplement</i>	GENERAL CIGAR COMPANY	Change Thursday broadcast to Wednesday, 9:30-9:45 p.m., PWT.

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

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

