



BS PROGRAM BOOK • FALL & WINTER, 1944

THE COVER: *“An unforgettable demonstration of the power of music in a democracy”*—that is how Olin Downes, music critic of the *New York Times*, described the spectacle of 20,000 Americans in Madison Square Garden on October 1, 1944 listening to the New York Philharmonic-Symphony Orchestra. This great musical ensemble is broadcast every Sunday from 3:00 to 4:30 p.m. EWT, in Carnegie Hall over the full CBS network and also goes by shortwave and recording overseas.

FALL & WINTER, 1944

THE COLUMBIA PROGRAM BOOK

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Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

November 1, 1944

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"Weeks on CBS"
as of November 1, 1944

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ADMIRAL CORPORATION <i>(108th Week on CBS)</i> World News Today <i>News</i>	Sunday 2:30-2:55 p.m. 61 CBS stations ORIGINATES: WABC	Admiral Radio Institutional <i>Cruttenden & Eger</i>
AMERICAN OIL COMPANY <i>(264th Week on CBS)</i> CBS World News <i>News</i> Edward R. Murrow <i>News</i>	Thursday 6:00-6:15 p.m. 57 CBS stations ORIGINATES: WABC Sunday 1:45-2:00 p.m. 61 CBS stations ORIGINATES: BBC, LONDON	Amoco-Gas, American Gas and Services <i>Joseph Katz Company</i>
AMERICAN TOBACCO COMPANY <i>(443rd Week on CBS)</i> Your Hit Parade Mark Warnow's Orchestra, Frank Sinatra, Joan Edwards, The Hit Paraders <i>Music</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid. 12:45 a.m. 142 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Foote, Cone & Belding</i>
ANACIN COMPANY <i>(404th Week on CBS)</i> Our Gal, Sunday <i>Serial drama</i> Easy Aces <i>Serial comedy-drama</i> Friday on Broadway <i>Music</i>	Mon. thru Fri. 12:45-1:00 p.m. 131 CBS stations ORIGINATES: WABC Wednesday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC Friday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin <i>Dancer-Fitzgerald-Sample</i>
ANCHOR-HOCKING GLASS CORP. <i>(43rd Week on CBS)</i> Corliss Archer <i>Dramatic series</i>	Thursday 9:30-10:00 p.m. 121 CBS stations ORIGINATES: KNX	Glass Products <i>William H. Weintraub & Co., Inc.</i>
ARMOUR & COMPANY <i>(73rd Week on CBS)</i> *Hedda Hopper's Hollywood <i>Woman's commentary</i>	Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 140 CBS stations ORIGINATES: KNX	Meat & Dairy Products <i>Foote, Cone & Belding</i>

*Program or client not listed in Autumn Program Book

ARMSTRONG CORK COMPANY
(160th Week on CBS)
Armstrong's Theater of Today
Drama

Saturday
12 noon-12:30 p.m.
135 CBS stations
ORIGINATES: WABC

Armstrong's Floor
Coverings
*Batten, Barton, Durstine
& Osborn, Inc.*

P. BALLANTINE & SONS
(86th Week on CBS)
The Johnny Morgan Show
Variety

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

Ballantine Beer & Ale
J. Walter Thompson Co.

BALLARD & BALLARD CO.
(91st Week on CBS)
Renfro Valley Folks
Serial drama

Wed., Thurs., Fri.,
Sat.
8:15-8:30 a.m.
Sunday
9:15-9:45 a.m.
27 CBS stations
ORIGINATES: WHAS

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

BAYER COMPANY
(474th Week on CBS)
American Melody Hour
with Eileen Farrell, Bob Hannon,
Evelyn MacGregor, orchestra
and chorus
Music

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

Bayer Aspirin
*Dancer-Fitzgerald-
Sample*

BOURJOIS, INC.
(276th Week on CBS)
Here's To Romance
with Ray Bloch's Orchestra,
Larry Douglas, and guests
Variety

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

Evening in Paris
Perfumes & Cosmetics
Foote, Cone & Belding

BOWEY'S, INC.
(283rd Week on CBS)
Stars Over Hollywood
with Art Gilmore and guest stars
Original drama

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

Dari-Rich Products
Sorensen & Company

CAMPBELL SOUP COMPANY
(516th Week on CBS)
The Jack Carson Show
with Freddie Martin's orchestra
Variety

Wednesday
8:00-8:30 p.m.
Rebroadcast
12:00-12:30 a.m.
121 CBS stations
ORIGINATES: KNX

Campbell's Soups,
Baked Beans,
Tomato Juice
Foote, Cone & Belding

Radio Reader's Digest
with Conrad Nagel, Don Bryan's
orchestra, and guest stars
Drama

Sunday
9:00-9:30 p.m.
122 CBS stations
28 CBC stations
ORIGINATES: WABC

*Ward Wheelock
Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>CELANESE CORPORATION OF AMERICA (147th Week on CBS)</p> <p>Great Moments in Music with Jean Tennyson and guest stars <i>Music</i></p>	<p>Wednesday 10:00-10:30 p.m. 136 CBS stations ORIGINATES: WABC</p>	<p>Celanese Products <i>Young & Rubicam, Inc.</i></p>
<p>CENTAUR DIVISION, STERLING DRUG, INC. (270th Week on CBS)</p> <p>Big Town <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 123 CBS stations 26 CBC stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Pedlar & Ryan Inc.</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (312th Week on CBS)</p> <p>Dr. Christian with Jean Hersholt <i>Drama</i></p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 141 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION (451st Week on CBS)</p> <p>Major Bowes' Amateurs <i>Variety</i></p>	<p>Thursday 9:00-9:30 p.m. 140 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY (271st Week on CBS)</p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and guests <i>Music</i></p>	<p>Sunday 4:30-5:00 p.m. 139 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (459th Week on CBS)</p> <p>Colgate Theater of Romance <i>Drama</i></p> <p>Inner Sanctum <i>Mystery drama</i></p>	<p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 125 CBS stations ORIGINATES: WARC</p> <p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 123 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>†Blondie <i>Comedy</i></p>	<p>Sunday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 140 CBS stations ORIGINATES: KNX</p>	<p>Super Suds <i>Wm. Esty & Co., Inc.</i></p>
<p>CONTINENTAL BAKING CO., INC. <i>(512th Week on CBS)</i></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. 47 CBS stations ORIGINATES: WBBM</p>	<p>Wonder Bread, Hostess Cake <i>Ted Bates, Inc.</i></p>
<p>CORN PRODUCTS REFINING CO. <i>(421st Week on CBS)</i></p> <p>Stage Door Canteen <i>Variety</i></p>	<p>Friday 10:30-11:00 p.m. 53 CBS stations ORIGINATES: WABC</p>	<p>All Products <i>C. L. Miller Company</i></p>
<p>CREAM OF WHEAT CORP. <i>(221st Week on CBS)</i></p> <p>Let's Pretend <i>Drama</i></p>	<p>Saturday 11:05-11:30 a.m. 141 CBS stations ORIGINATES: WABC</p>	<p>Cream of Wheat Cereal <i>Batten, Barton</i> <i>Durstine & Osborn, Inc.</i></p>
<p>CRESTA BLANCA WINE CO. <i>(81st Week on CBS)</i></p> <p>This Is My Best <i>Drama</i></p>	<p>Tuesday 9:30-10:00 p.m. 73 CBS stations ORIGINATES: WABC</p>	<p>Cresta Blanca Wines <i>Batten, Barton, Durstine,</i> <i>& Osborn, Inc.</i></p>
<p>CUDAHY PACKING COMPANY <i>(394th Week on CBS)</i></p> <p>†Tena & Tim <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 3:15-3:30 p.m. 43 CBS stations ORIGINATES: WBBM</p>	<p>Old Dutch Cleanser <i>Grant Advertising, Inc.</i></p>
<p>CURTISS CANDY COMPANY <i>(213th Week on CBS)</i></p> <p>News with Warren Sweeney</p>	<p>Sat., Sun. 11:00-11:05 a.m. 138 CBS stations ORIGINATES: WABC</p>	<p>Candy <i>C. L. Miller Company</i></p>
<p>ELECTRIC COMPANIES ADVERTISING PROGRAM <i>(60th Week on CBS)</i></p> <p>†The Electric Hour with Nelson Eddy <i>Variety</i></p>	<p>Wednesday 10:30-11:00 p.m. 137 CBS stations ORIGINATES: KNX</p>	<p>Institutional <i>N. W. Ayer & Son, Inc.</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
EMERSON DRUG COMPANY <i>(234th Week on CBS)</i> Vox Pop with Parks Johnson and Warren Hull <i>Interview quiz</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 126 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer <i>Ruthrauff & Ryan, Inc.</i>
EVERSHARP, INC. <i>(265th Week on CBS)</i> Take It or Leave It with Phil Baker and Ray Bloch's Orchestra <i>Quiz</i>	Sunday 10:00-10:30 p.m. 142 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils Red Top Leads <i>The Biow Company</i>
GENERAL ELECTRIC <i>(139th Week on CBS)</i> The World Today <i>News</i>	Mon. thru Sat. 6:45-6:55 p.m. 132 CBS stations ORIGINATES: WABC AND REMOTE	Institutional <i>Batten, Barton, Durstine & Osborn, Inc.</i> Electronics Division <i>Maxon, Inc.</i> GE Appliances <i>Young & Rubicam, Inc.</i>
GENERAL FOODS CORPORATION <i>(496th Week on CBS)</i> Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller's Orchestra and guest stars <i>Variety</i> Kate Smith Speaks Ted Collins with the News <i>Talks and news</i> Joyce Jordan, M.D. <i>Serial drama</i> Young Dr. Malone <i>Serial drama</i> * Toasties Time with Fannie Brice <i>Variety</i>	Sunday 7:00-8:00 p.m. 141 CBS stations ORIGINATES: WABC Mon. thru Fri. 12 noon-12:15 p.m. 116 CBS stations ORIGINATES: WABC Mon. thru Fri. 2:00-2:15 p.m. 122 CBS stations ORIGINATES: WABC Mon. thru Fri. 2:30-2:45 p.m. 122 CBS stations ORIGINATES: WABC Sunday 6:30-7:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 143 CBS stations ORIGINATES: KNX	Jell-O Jell-O Puddings, Sanka <i>Young & Rubicam, Inc.</i> Calumet, Swansdown <i>Young & Rubicam, Inc.</i> Grapenuts & Grapenuts Wheatmeal <i>Young & Rubicam, Inc.</i> Post's 40% Bran Flakes <i>Benton & Bowles, Inc.</i> Post Toasties <i>Benton & Bowles, Inc.</i>

<p>*Two On A Clue <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:15-2:30 p.m. 122 CBS stations ORIGINATES: WABC</p>	<p>LaFrance, Satina, Postum, Post's Raisin Bran <i>Young & Rubicam, Inc.</i></p>
<p>*The Aldrich Family <i>Comedy</i></p>	<p>Friday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00 mid.-12:30 a.m. 120 CBS stations 27 CBC stations ORIGINATES: WABC</p>	<p>Postum <i>Young & Rubicam, Inc.</i></p>
<p>*The Adventures of the Thin Man <i>Mystery</i></p>	<p>Friday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:30-12:55 a.m. 129 CBS stations 28 CBC stations ORIGINATES: WABC</p>	<p>Maxwell House Coffee & Grapenuts & Grapenuts Wheatmeal <i>Young & Rubicam, Inc.</i></p>
<p>GENERAL MILLS, INC. (544th Week on CBS)</p> <p>Light of the World <i>Serial drama</i></p> <p>Valiant Lady <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 60 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:15-11:30 a.m. 59 CBS stations ORIGINATES: WABC</p>	<p>Softasilk Flour, Kix <i>Dancer-Fitzgerald-Sample</i></p> <p>Cheeri-Oats <i>Dancer-Fitzgerald-Sample</i></p>
<p>B. F. GOODRICH CO. (85th Week on CBS)</p> <p>Meaning of the News with Joseph C. Harsch <i>News</i></p>	<p>Mon. thru Fri. 6:55-7:00 p.m. 128 CBS stations ORIGINATES: WTOP AND WABC</p>	<p>Rubber Goods <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>GULF OIL CORPORATION (559th Week on CBS)</p> <p>We, the People, at War with Milo Boulton and Oscar Bradley's orchestra <i>Real life experiences</i></p>	<p>Sunday 10:30-11:00 p.m. 101 CBS stations ORIGINATES: WABC</p>	<p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p>
<p>THE HUDSON COAL COMPANY (38th Week on CBS)</p> <p>CBS News of the World <i>News</i></p>	<p>Sunday 9:00-9:15 a.m. 21 CBS stations ORIGINATES: WABC</p>	<p>"D&H" Anthracite <i>The Clements Company, Inc.</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
INTERNATIONAL SILVER COMPANY <i>(348th Week on CBS)</i> +Adventures of Ozzie & Harriet <i>Variety</i>	Sunday 6:00-6:30 p.m. 143 CBS stations 21 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i>
JOHNS-MANVILLE CORPORATION <i>(169th Week on CBS)</i> Bill Henry <i>News</i>	Mon. thru Fri. 8:55-9:00 p.m. 62 CBS stations ORIGINATES: WABC AND WTOP	Building Material <i>J. Walter Thompson Co.</i>
JOHNSON & JOHNSON <i>(186th Week on CBS)</i> Edwin C. Hill The Human Side of the News <i>News</i>	Tuesday 6:15-6:30 p.m. <i>Rebroadcast</i> 12:30-12:45 a.m. 140 CBS stations ORIGINATES: WABC	First Aid Products <i>Young & Rubicam, Inc.</i>
KOLYNOS COMPANY <i>(612th Week on CBS)</i> Mr. Keen, Tracer of Lost Persons <i>Mystery drama</i> The Romance of Helen Trent <i>Serial drama</i>	Thursday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC Mon. thru Fri. 12:30-12:45 p.m. 132 CBS stations ORIGINATES: WABC	Kolynos & Hill's Cold Tablets <i>Dancer-Fitzgerald-Sample</i> Kolynos and Bisodol
LADY ESTHER, LTD. <i>(568th Week on CBS)</i> Screen Guild Players <i>Drama</i>	Monday 10:00-10:30 p.m. 123 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>The Biow Company</i>
LEVER BROTHERS COMPANY <i>(482nd Week on CBS)</i> Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen and Lou Silvers' Orchestra <i>Drama</i> Burns and Allen with Felix Mills' Orchestra <i>Comedy-Variety</i>	Monday 9:00-10:00 p.m. 142 CBS stations 26 CBC stations ORIGINATES: KNX Tuesday 9:00-9:30 p.m. 140 CBS stations ORIGINATES: KNX	Lux Soap & Flakes <i>J. Walter Thompson Co.</i> Swan Soap <i>Young & Rubicam, Inc.</i>

*Program or client not listed in Autumn Program Book

<p>The Frank Sinatra Show <i>Variety</i></p> <p>Aunt Jenny's Real Life Stories <i>Dramatic sketches</i></p> <p>Big Sister <i>Serial drama</i></p> <p>Bright Horizon with Richard Kollmar <i>Serial drama</i></p>	<p>Wednesday 9:00-9:30 p.m. 138 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:45-12 noon 76 CBS stations 31 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:15-12:30 p.m. 140 CBS stations 30 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 3:30-3:45 p.m. 139 CBS stations ORIGINATES: WABC</p>	<p>Vimms <i>J. Walter Thompson Co.</i></p> <p>Spry <i>Ruthrauff & Ryan, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Swan Soap <i>Young & Rubicam, Inc.</i></p>
<p>LEWIS-HOWE COMPANY <i>(125th Week on CBS)</i></p> <p>Correction, Please with J. C. Flippen and Jack Shilkret's Orchestra <i>Quiz</i></p>	<p>Saturday 10:15-10:45 p.m. 53 CBS stations ORIGINATES: WABC</p>	<p>Tums <i>Roche, Williams & Cleary, Inc.</i></p>
<p>LIGGETT & MYERS TOBACCO COMPANY <i>(626th Week on CBS)</i></p> <p>*Music That Satisfies featuring Martin Block and Johnnie Johnston <i>Variety</i></p>	<p>Tues., Wed., Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 126 CBS stations ORIGINATES: WABC</p>	<p>Chesterfield Cigarettes <i>Newell-Emmett Co.</i></p>
<p>P. LORILLARD COMPANY <i>(357th Week on CBS)</i></p> <p>*Which Is Which? with Richard Humber's Orchestra and guest stars <i>Variety-quiz</i></p>	<p>Wednesday 9:30-10:00 p.m. 140 CBS stations ORIGINATES: KNY</p>	<p>Old Gold Cigarettes <i>Lennen & Mitchell, Inc.</i></p>
<p>*MANHATTAN SOAP CO. INC. <i>(193rd Week on CBS)</i></p> <p>Starts November 20, 1944</p>	<p>Mon. thru Fri. 5:15-5:30 p.m. 28 CBS stations ORIGINATES: WABC</p>	<p>Sweetheart Soap <i>Duane Jones Co.</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>*MARYLAND PHARMACEUTICAL CO. (6th Week on CBS)</p> <p>*Bob Trout <i>News</i></p>	<p>Saturday 6:55-7:00 p.m. 13 CBS stations ORIGINATES: WABC</p>	<p>Rem, Rel <i>Joseph Katz Co.</i></p>
<p>MINNEAPOLIS-HONEYWELL REGULATOR CO. (73rd Week on CBS)</p> <p>Blue Jacket Choir with Danny O'Neil <i>Music</i></p>	<p>Sunday 11:05-11:30 a.m. 123 CBS stations ORIGINATES: GREAT LAKES NAVAL TRAINING STATION</p>	<p>Institutional <i>Addison Lewis & Associates</i></p>
<p>NOXZEMA CHEMICAL CO. (113th Week on CBS)</p> <p>Mayor of the Town with Lionel Barrymore <i>Drama</i></p>	<p>Saturday 7:00-7:30 p.m. <i>Rebroadcast</i> 10:15-10:45 p.m. 57 CBS stations ORIGINATES: KNX</p>	<p>All Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>PABST SALES CO. (83rd Week on CBS)</p> <p>*Kenny Baker Show with Robert Armbruster's Orchestra <i>Comedy variety</i></p>	<p>Saturday 8:00-8:30 p.m. 131 CBS stations ORIGINATES: KNX</p>	<p>Pabst Blue Ribbon Beer <i>Warwick & Legler, Inc.</i></p>
<p>PACIFIC COAST BORAX CO. (173rd Week on CBS)</p> <p>Death Valley Sheriff <i>Drama</i></p>	<p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 62 CBS stations ORIGINATES: WABC</p>	<p>20 Mule Team Borax, Boraxo, <i>McCann-Erickson, Inc.</i></p>
<p>THE PARKER PEN CO. (122nd Week on CBS)</p> <p>*Bob Trout and the News</p>	<p>Sat., Sun. 8:55-9:00 p.m. 140 CBS stations ORIGINATES: WABC</p>	<p>Pens, Pencils Quink <i>J. Walter Thompson Co.</i></p>
<p>PET MILK SALES CORPORATION (571st Week on CBS)</p> <p>Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus <i>Music</i></p> <p>Mary Lee Taylor Home Economist <i>Talks</i></p>	<p>Saturday 9:45-10:15 p.m. 68 CBS stations ORIGINATES: WABC</p> <p>Saturday 10:30-11:00 a.m. <i>Rebroadcast</i> 2:00-2:30 p.m. 83 CBS stations ORIGINATES: KMOX</p>	<p>Irradiated Pet Milk <i>Gardner Advertising Company</i></p>

*Program or client not listed in Autumn Program Book

**CHARLES H. PHILLIPS
CHEMICAL CO.**

(363rd Week on CBS)

Amanda of Honeymoon Hill

Serial drama

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

Phillips Tablets &
Tooth Paste
*Dancer-Fitzgerald-
Sample*

PHILIP MORRIS & COMPANY, LTD.

(429th Week on CBS)

Crime Doctor

Mystery drama

It Pays To Be Ignorant

Comedy

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

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

Philip Morris Cigarettes
The Biow Company

PILLSBURY MILLS, INC.

(320th Week on CBS)

Grand Central Station

Drama

Saturday
1:00-1:25 p.m.
119 CBS stations
ORIGINATES: WABC

All Products
McCann-Erickson, Inc.

THE PROCTER & GAMBLE CO.

(522nd Week on CBS)

The Goldbergs

Serial drama

I Love A Mystery

Serial drama

Life Can Be Beautiful

Serial drama

Ma Perkins

Serial drama

Bernadine Flynn

News

Perry Mason

Serial drama

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

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

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

Mon. thru Fri.
1:15-1:30 p.m.
68 CBS stations
ORIGINATES: WBRM

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

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

Duz
*Compton Advertising,
Inc.*

Ivory Soap
Oxydol
*Compton Advertising,
Inc.*

Ivory Soap
*Compton Advertising,
Inc.*

Oxydol
*Dancer-Fitzgerald-
Sample*

Crisco
*Compton Advertising,
Inc.*

Camay
Pedlar & Ryan Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>PRUDENTIAL INSURANCE COMPANY OF AMERICA (282nd Week on CBS)</p> <p>Prudential Family Hour with Patrice Munsel, Jack Smith, Jose Ferrer, Reed Kennedy, Al Goodman's Orchestra, and chorus <i>Music</i></p>	<p>Sunday 5:00-5:45 p.m. 123 CBS stations ORIGINATES: WABC</p>	<p>Insurance Services <i>Benton & Bowles, Inc.</i></p>
<p>THE QUAKER OATS COMPANY (153rd Week on CBS)</p> <p>That Brewster Boy <i>Comedy drama</i></p>	<p>Friday 9:30-10:00 p.m. 123 CBS stations 21 CBC stations ORIGINATES: WBBM</p>	<p>Quaker Food Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>R. J. REYNOLDS TOBACCO COMPANY (599th Week on CBS)</p> <p>Moore and Durante Show with Georgia Gibbs and Roy Bargy's Orchestra <i>Variety</i></p> <p>Thanks to the Yanks with Bob Hawk <i>Quiz</i></p>	<p>Friday 10:00-10:30 p.m. 132 CBS stations ORIGINATES: KNX</p> <p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 134 CBS stations ORIGINATES: WABC</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i></p>
<p>ROMA WINE CO., INC. (86th Week on CBS)</p> <p>Suspense <i>Mystery drama</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 81 CBS stations ORIGINATES: KNX</p>	<p>Roma Wines <i>The Biow Company</i></p>
<p>SERVEL, INC. (95th Week on CBS)</p> <p>Billie Burke Show <i>Household advice</i></p>	<p>Saturday 11:30 a.m.-12 noon 136 CBS stations ORIGINATES: WABC</p>	<p>Refrigerators & Air Conditioning <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>SOUTHERN COTTON OIL CO. (107th Week on CBS)</p> <p>Irene Beasley <i>Songs</i></p>	<p>Mon. thru Fri. 3:15-3:30 p.m. 46 CBS stations ORIGINATES: WABC</p>	<p>Wesson Oil and Snowdrift <i>Kenyon & Eckhardt, Inc.</i></p>

<p>E. R. SQUIBB & SONS (225th Week on CBS)</p> <p>To Your Good Health Lynn Murray's Orchestra and Chorus <i>Music</i></p>	<p>Mon., Wed., Fri. 6:15-6:30 p.m. 129 CBS stations ORIGINATES: WABC</p>	<p>Squibb Products <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>STANDARD BRANDS, INC. (207th Week on CBS)</p> <p>Mary Marlin <i>Serial drama</i></p> <p>This Changing World <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 141 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 140 CBS stations ORIGINATES: WABC</p>	<p>Tenderleaf Tea & Fleischmann's Yeast <i>J. Walter Thompson Co.</i></p> <p>Coffee-Desserts <i>Ted Bates, Inc.</i></p>
<p>THE TEXAS COMPANY (360th Week on CBS)</p> <p>Texaco Star Theater James Melton and Al Goodman's Orchestra <i>Variety</i></p>	<p>Sunday 9:30-10:00 p.m. 124 CBS stations 19 CBC stations ORIGINATES: WABC</p>	<p>Texaco Products <i>Buchanan & Co.</i></p>
<p>UNITED STATES RUBBER CO. (127th Week on CBS)</p> <p>New York Philharmonic Symphony <i>Music</i></p>	<p>Sunday 3:00-4:30 p.m. 121 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Campbell-Ewald Co., Inc.</i></p>
<p>U. S. TOBACCO COMPANY (491st Week on CBS)</p> <p>Gay Nineties Revue starring Lillian Leonard, Joe E. Howard, Floradora Girls, Elm City Four, Jenny Lynn <i>Music</i></p>	<p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 68 CBS stations ORIGINATES: WABC</p>	<p>Dill's Best, Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p>
<p>VICK CHEMICAL COMPANY (170th Week on CBS)</p> <p>*"The Matinee Theater" starring Victor Jory <i>Drama</i></p>	<p>Sunday 2:00-2:30 p.m. 122 CBS stations ORIGINATES: WABC</p>	<p>All Products <i>Morse International, Inc.</i></p>
<p>R. L. WATKINS CO. (117th Week on CBS)</p> <p>Second Husband <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:15-11:30 a.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Dr. Lyons Tooth Powder, Bayer Aspirin <i>Dancer-Fitzgerald-Sample</i></p>

**COLUMBIA
PACIFIC
NETWORK**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
J. B. WILLIAMS COMPANY <i>(47th Week on CBS)</i> William L. Shirer <i>News</i>	Sunday 5:45-6:00 p.m. 141 CBS stations ORIGINATES: WABC	Williams Shaving Cream <i>J. Walter Thompson Co.</i>
WM. WRIGLEY, JR., COMPANY <i>(645th Week on CBS)</i> America in the Air <i>Air Corps dramatic series</i> The First Line <i>Drama</i> Service to the Front <i>Drama</i>	Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 141 CBS stations ORIGINATES: WBBM Thursday 10:00-10:30 p.m. 140 CBS stations ORIGINATES: WBBM Tuesday 10:00-10:30 p.m. 139 CBS stations ORIGINATES: WBBM	Doublemint Gum <i>J. Walter Thompson Co.</i> Spearmint Gum <i>Arthur Meyerhoff & Co.</i> Chewing Gum <i>Arthur Meyerhoff & Co.</i>
*HERMAN BASCH & CO. <i>(13th Week on CBS)</i> Ona Munson in Hollywood <i>Woman's Commentary</i>	Thursday 3:15-3:30 p.m. PWT ORIGINATES: KNX	Hammer Brand Furs <i>Kelly Nason, Inc.</i>
CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION <i>(137th Week on CBS)</i> Dave Vaile and the News	Saturday 8:55-9:00 p.m. PWT ORIGINATES: KNX	Sunsweet Prunes and Apricots <i>Long Advertising Service</i>
*CAMPANA SALES CORP. <i>(240th Week on CBS)</i> Don't You Believe It <i>Narrative-Drama</i>	Saturday 9:45-10:00 p.m. PWT ORIGINATES: KNX	Solitair Cake Make-up <i>Wallace-Ferry-Hanly Co.</i>
COLONIAL DAMES, INC. <i>(253rd Week on CBS)</i> Song of the Week <i>Music</i>	Sunday 8:25-8:30 p.m. PWT ORIGINATES: KNX	Cosmetics <i>Glasser, Gailey & Co.</i>
*DAY & NIGHT MANUFACTURING CO. <i>(4th Week on CBS)</i> Dr. Wallace Sterling <i>News</i>	Monday 8:55-9:00 p.m. PWT ORIGINATES: KNX	Water Heaters & Equipment <i>Hixson-O'Donnell Adv. Inc.</i>

*Program or client not listed in Autumn Program Book

P. DUFF & SONS, INC.
(57th Week on CBS)

*Burton Wheeler
Talks

Mon., Wed., Fri.
5:00-5:15 p.m.
PWT
ORIGINATES: KNX

Ready-To-Bake Mixes
*W. Earl Bothwell
Advertising Agency*

"42" PRODUCTS, INC.
(22nd Week on CBS)

This Is My Story
Drama

Saturday
6:00-6:30 p.m.
PWT
ORIGINATES: KNX

Hair Oil & Other Products
*Hillman-Shane-
Breyer, Inc.*

*GALLENKAMP STORES CO.
(27th Week on CBS)

To be Reed
Human Interest News

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

Shoes
*Long Advertising
Service*

GENERAL MILLS, INC.
(544th Week on CBS)

Nelson Pringle
News

Mon. thru Fri.
7:45-8:00 a.m.
PWT
ORIGINATES: KQW

Wheaties
*Knox Reeves
Advertising, Inc.*

ANDREW JERGENS COMPANY
(15th Week on CBS)

Tonight In Hollywood
Drama

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

Jergens Lotion
Lennen & Mitchell Inc.

LOS ANGELES SOAP COMPANY
(264th Week on CBS)

Bob Andersen
News

Mon. thru Fri.
1:15-1:30 p.m.
PWT
ORIGINATES: KNX

White King Soap
Sierra Pine Soap
Scotch Cleanser
Raymond R. Morgan Co.

MANHATTAN SOAP CO.
(193rd Week on CBS)

Bill Haworth
News

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

Sweetheart Soap
Duane Jones Co.

MILES CALIFORNIA COMPANY
(41st Week on CBS)

The Story of Sandra Martin
Mystery drama

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

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

**COLUMBIA
PACIFIC
NETWORK**
Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>PACKARD BELL COMPANY <i>(30th Week on CBS)</i></p> <p>The Press Club <i>Drama</i></p>	<p>Friday 8:15-8:30 p.m. PWT ORIGINATES: KNX</p>	<p>Institutional <i>Barton A. Stebbins</i></p>
<p>PETER PAUL, INC. <i>(211th Week on CBS)</i></p> <p>Truman Bradley <i>News</i></p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Mounds, Ten Crown Activated Charcoal Gum, Walnettos <i>Brisacher & Van Norden, Inc.</i></p>
<p>PLANTERS NUT AND CHOCOLATE COMPANY <i>(209th Week on CBS)</i></p> <p>Harry W. Flannery <i>News</i></p> <p>The Adventures of Bill Lance <i>Mystery drama</i></p>	<p>Tues., Thurs., Sat. 5:30-5:45 p.m. PWT ORIGINATES: KNX</p> <p>Sunday 9:00-9:30 p.m. PWT ORIGINATES: KNX</p>	<p>Planters Peanut Oil, Salted Peanuts <i>Erwin Wasey & Company</i></p> <p>All Products <i>Erwin Wasey & Company</i></p>
<p>*SAFEWAY STORES <i>(4th Week on CBS)</i></p> <p>+Rhythm Inn <i>Variety</i></p>	<p>Sunday 5:30-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Dwight Edwards Coffee <i>McCann-Erickson, Inc.</i></p>
<p>SIGNAL OIL COMPANY <i>(72nd Week on CBS)</i></p> <p>The Whistler <i>Mystery drama</i></p>	<p>Monday 9:00-9:30 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Barton A. Stebbins</i></p>
<p>SOIL OFF MANUFACTURING COMPANY <i>(195th Week on CBS)</i></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>Western Advertising Agency</i></p>
<p>VICK CHEMICAL COMPANY <i>(170th Week on CBS)</i></p> <p>Dr. Wallace Sterling <i>News</i></p>	<p>Tues., Wed., Thurs. 8:55-9:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Morse International, Inc.</i></p>

*Program or client not listed in Autumn Program Book

**COLUMBIA
PACIFIC
NETWORK**

**WASHINGTON COOPERATIVE
EGG & POULTRY ASSN.**

32nd Week on CBS)

Dr. Wallace Sterling
News

Saturday
7:45-8:00 a.m.
PWT
ORIGINATES: KNX

All Products
*Pacific National
Advertising Agency*

WESTERN SUGAR REFINERY

71st Week on CBS)

I Was There
Real life experiences

Sunday
3:30-4:00 p.m.
PWT
ORIGINATES: KNX

Sea Island Sugar
J. Walter Thompson Co.

BEKINS VAN AND STORAGE CO.

162nd Week on CBS)

Harry W. Flannery
News

Mon., Wed., Fri.
5:30-5:45 p.m.
PWT
ORIGINATES: KNX

Moving and Storage
*Brooks Advertising
Agency*

**COLUMBIA
CALIFORNIA
NETWORK**

COLDSTREAM PRODUCTS CO.

2nd Week on CBS)

***Money on the Line**
Quiz

Wednesday
9:30-10:00 p.m.
PWT
ORIGINATES: KNX

Sunnybank Margarine
McCann-Erickson Inc.

***GROVE LABORATORIES, INC.**

81st Week on CBS)

***Riders of the Purple Sage**
Drama

***Bill Haworth
and the News**

Friday
6:15-6:30 p.m.
PWT
ORIGINATES: KNX

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

Cold Tablets and
B-Complex Vitamins
Russell M. Seeds Co.

***WILSHIRE OIL COMPANY**

9th Week on CBS)

***That's a Good Idea**
Drama

Saturday
6:30-6:45 p.m.
PWT
ORIGINATES: KNX

Motor Oil
Dan B. Miner Agency

YELLOW CAB CO.

30th Week on CBS)

The Story Teller
Narration

Saturday
7:45-8:00 p.m.
PWT
ORIGINATES: KQW

Cab Service
Rhoades & Davis

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

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

NEWS BROADCASTS	Page 21
WAR PROGRAMS	Page 22
SERIOUS MUSIC	Page 23
LIGHT MUSIC	Page 25
DRAMATIC SERIES	Page 26
LIGHT ENTERTAINMENT	Page 27
EDUCATIONAL PROGRAMS	Page 27
RELIGIOUS BROADCASTS	Page 29
CBS SHORT WAVE BROADCASTS	: Page 29
SPECIAL BROADCASTS: SUMMER-AUTUMN	Page 30
CBS TELEVISION	Page 33

News Broadcasts

8:00-8:15 a.m.

11:00-11:10 p.m.

MONDAY THRU SATURDAY

9:00-9:15 a.m.

SUNDAY THRU SATURDAY

3:45-4:00 p.m.

MONDAY THRU FRIDAY

News Summaries

1:00 a.m.

SUNDAY THRU SATURDAY

6:00-6:15 p.m.

EACH SATURDAY

News Analyses

11:10-11:15 p.m.

SUNDAY THRU SATURDAY

Report from Washington

4:00-4:15 p.m.

EACH SATURDAY

BEGINS DEC. 9

Columbia's air reporters—at the fighting fronts, in foreign capitals, in New York and in Washington—cover the war in a regular news pattern, so dovetailed with sponsored news programs as to afford frequent reports throughout the day.

Edward R. Murrow, Larry Lesueur, Bill Downs, Charles Collingwood, Charles Shaw, Richard Hottelet, Ned Calmer, Bill Shadell, Eric Sevareid, Howard K. Smith report from London and Western Europe; Winston Burdett and Farnsworth Fowle from the Mediterranean; Glenn Stadler from Madrid; George Moorad from Moscow; William J. Dunn from Southwest Pacific; Webley Edwards, Tim Leimert, Gene Rider, and John Adams from Honolulu and Central Pacific; Glen Akins from Chungking; Hugh Jenks from Buenos Aires; Quincy Howe, Bob Trout, Major George Fielding Eliot, William L. Shirer, John Daly, Everett Holles, Doug Edwards, and Allan Jackson from New York; Bill Henry, Don Pryor, Albert Leitch, William Costello, Tris Coffin, Joseph C. Harsch from Washington.

William L. Shirer

Bob Trout

Major George Fielding Eliot

Quincy Howe

Everett Holles

Bill Henry

(See also sponsored news programs)

From Columbia's news bureau in Washington, one of Columbia's ace reporters will present an informal weekly summary of diplomatic, political and legislative trends.

**WAR
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**Trans-Atlantic Call:
People to People**

12:30-1:00 p.m.

EACH SUNDAY

On alternate Sundays the British Broadcasting Corporation and the Columbia Broadcasting System shake hands across the ocean. In this half hour program, British and American audiences are presented with a picture of the national characteristics and attitudes of the two countries. The audiences of the two nations learn the reasons for the apparent differences between them, at the same time realizing the basic similarity in their attitudes and behavior.

Calling Pan-America

6:15-6:45 p.m.

EACH THURSDAY

CBS draws the Americas closer together with this weekly program short-waved from Latin-American capitals. The series "calls" a different nation to the microphone each Saturday, and presents a vivid radio picture of its life, culture and music.

Viva America!

11:30-12:00 midnight

EACH THURSDAY

An entertaining musical review broadcast simultaneously in U.S., Latin America, and throughout other parts of the world, highlights the colorful and authentic rhythms of all the Americas. Vera Holly, North American song stylist and various Pan-American artists add their talent to a colorful "good neighbor show."

Youth On Parade

10:00-10:30 a.m.

EACH SATURDAY

A fast-paced musical variety show by and for the youth of America. Each week the Junior Workshop players dramatize a scene in the life of a great American. The climax of every program is the presentation of the Youth-On-Parade War-Service Award to a boy, girl, or youth group.

We Deliver the Goods

12:30-1:00 a.m.

EACH SUNDAY

This program features the 23-piece Maritime Service Band at Catalina Island, led by Lieutenant Curt Roberts, together with dramatizations of the heroic deeds of United States merchant seamen.

WAR
PROGRAMS**Service Time**

4:00-4:30 p.m.

MONDAY THRU FRIDAY

Presented in cooperation with the fighting forces, this program devotes itself to the branches of the armed service, spotlighting the activities of a different branch each day. Various service bands and glee clubs are featured, and high ranking officials make personal appearances. There are also interviews with personnel returned from combat zones.

MONDAY—Waves on Parade

TUESDAY—It's Maritime

WEDNESDAY—Wacs on Parade

THURSDAY—Marines in the Making

FRIDAY—First in The Air

Report to the Nation

1:30-2:00 p.m.

EACH SATURDAY

A weekly report to the people of America featuring action stories and eye-witness events by aces and heroes from all branches of the service. Celebrities from the entertainment world and other fields contribute to the entertainment and significance of the program.

Assignment Home

4:30-5:00 p.m.

EACH SATURDAY

BEGINS DEC. 9

In collaboration with the Army Service Forces, CBS inaugurates a new series of weekly dramatic programs dealing with veteran rehabilitation problems. High ranking Army officials will participate in the show which is designed to illustrate and explore the complex situations involved in re-adjusting the veteran to normal life.

The Philadelphia Orchestra

5:00-6:00 p.m.

EACH SATURDAY

One of the world's greatest symphonic groups, the Philadelphia Orchestra, has resumed its brilliant series for the 1944-1945 season. Eugene Ormandy will direct most of these concerts, Pierre Monteux guest-conducting two of them. Eminent soloists including the pianists Claudio Arrau, Artur Schnabel, Rudolf Serkin, and the cellist Gregor Piatigorsky, will make regular appearances on the broadcasts.

SERIOUS
MUSIC

**SERIOUS
MUSIC**
Continued

PROGRAM AND TIME

DESCRIPTION

<p>Invitation to Music 11:30-12:00 midnight EACH WEDNESDAY</p>	<p>This weekly half-hour presents distinguished soloists with the Columbia Symphony Orchestra in programs featuring comparatively unfamiliar but nevertheless important works of the great composers. Two world premieres will be featured on this series, the violin concerto of Khatchatourian with Miriam Solovieff and the piano concerto by Lukas Foss with the composer conducting. Other artists appearing on the programs include Mona Paulee of the Metropolitan Opera Company; Rose Dierman, soprano, and Maria Kurenko, in a performance of Mozart's Exultate Jubilate.</p>
<p>E. Power Biggs, Organist 9:15-9:45 a.m. EACH SUNDAY</p>	<p>Playing in the Germanic Museum at Harvard University, this noted musician broadcasts the world's finest organ music. In a special series of concerts to be given in joint sponsorship with Mrs. Elizabeth Sprague Coolidge, these programs include classic as well as contemporary works written for the organ.</p>
<p>Eileen Farrell and the Columbia Concert Orchestra 11:15-11:30 p.m. EACH SUNDAY</p>	<p>Eileen Farrell, CBS singing discovery, resumes her weekly series of regular concerts. She is accompanied by the Columbia Concert Orchestra.</p>
<p>Salt Lake Tabernacle Choir and Organ 12 noon-12:30 p.m. EACH SUNDAY</p>	<p>This is the oldest consecutively presented public-service series in radio, having celebrated its 785th network broadcast on July 30, 1944. 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.</p>
<p>New Voices in Song 9:45-10:00 a.m. EACH SUNDAY</p>	<p>These programs are designed to offer broadcast opportunities to young American singers whom CBS feels have exceptional promise. The singers are selected from the many young aspirants auditioned by the Columbia Broadcasting System.</p>

LIGHT
MUSIC**Dance Orchestras**

VARIOUS HOURS

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

HARRY JAMES	CHARLIE SPIVAK
GUY LOMBARDO	TOMMY DORSEY
JIMMY DORSEY	DUKE ELLINGTON
SHEP FIELDS	HAL MCINTYRE
FRANKIE MASTERS	GLEN GRAY
VAUGHN MONROE	SAMMY KAYE
ABE LYMAN	JAN CARBER
COUNT BASIE	TONY PASTOR
SONNY DUNHAM	ENRIC MADRIGUERA
JERRY WALD	FRANKIE CARLE
JIMMY HILLIARD	GEORGE AULD
RAY PEARL	BOYD RAYBURN
JOHNNY LONG	DEAN HUDSON
LEE CASTLE	HENRY BUSSE

**Raymond Scott
and His Orchestra**

4:30–5:00 p.m.

MONDAY THRU FRIDAY

In this program Raymond Scott gives new treatment to standard jazz classics and contemporary popular music. Dorothy Collins does the singing.

Jeri Sullavan

6:30–6:45 p.m.

MONDAY, WEDNESDAY, FRIDAY

The magnetic and lovely Miss Sullavan, with her ever-refreshing delivery of a tune is heard in a program of popular songs. Archie Bleyer conducts the orchestra.

Sing Along Club

5:00–5:30 p.m.

MONDAY THRU FRIDAY

The Landt Trio offers its early morning listeners a light-hearted, fast-paced program inviting them to join in singing their favorite songs. Add the daily musical quiz and the unique style of Carol Ames' voice for a half hour of delightful entertainment.

**Terry Allen and
The Three Sisters**

5:30–5:45 p.m.

MONDAY, WEDNESDAY, FRIDAY

The Three Sisters keep this program in the groove with their solid sending of hep tunes and jive talk. They are accompanied by the CBS dance orchestra under Archie Bleyer.

Music by Warrington

12:05–12:30 a.m.

EACH MONDAY

Composer-conductor John Warrington leads his exceptional orchestra in classical treatments of contemporary popular songs. Bon Bon and Dawn Frederick handle the vocals. This distinctly individual program originates at Station WCAU, Philadelphia.

**LIGHT
MUSIC**

Continued

**DRAMATIC
SERIES**

PROGRAM AND TIME

DESCRIPTION

Joan Brooks
11:15-11:30 p.m.
MONDAY THRU FRIDAY

This series presents the talented Miss Brooks former Oklahoma school teacher, now internationally known for her singing of blues, with the accompaniment of Ruby Newman's Orchestra.

Petrillo, Janette and McCormick
12:05-12:30 a.m.
EACH WEDNESDAY

Franklin McCormick, host, and Janette, feminine vocalist, join Cesar Petrillo's Orchestra to give CBS audiences a midnight program of mellow musical entertainment. This trio broadcasts each week from Station WBBM, Chicago.

Mildred Bailey and Company
11:30-12:00 midnight
EACH FRIDAY

A gay, rollicking musical show starring Mildred Bailey, "The Ol' Rockin' Chair Lady", as mistress of ceremonies. On alternate weeks Miss Bailey introduces famous guest stars and talented but "unknown" performers. The orchestra is conducted by Paul Baron.

**Casey -
Press Photographer**
11:30-12:00 midnight
EACH TUESDAY

This weekly adventure of a typical newspaper photographer and a girl reporter tracking down crime in a big city is packed with sophisticated humor and excitement. Casey is a complete crime story with all the trimmings.

This Life is Mine
9:45-10:00 a.m.
MONDAY THRU FRIDAY

A gay, urbane, romantic serial with the swift contrast of comedy against emotional crises distinguishes this show. The inventive plot concerns the romance of a small town school teacher married to a young aviator. A variety of ingenious situations create a story that is firm and fast-paced.

The High Places
5:30-5:45 p.m.
MONDAY THRU FRIDAY

Rated highly by astute radio critics, this penetrating story of commuter life shows the striking contrasts in the activities of a group of people who spend their days in New York and their nights in a small Connecticut town.

DRAMATIC SERIES

Wilderness Road
5:45-6:00 p.m.
MONDAY THRU FRIDAY

A dramatic serial of a pioneering American family that went through the hazardous Cumberland Gap in 1783 with Daniel Boone as their guide. The story recreates that adventure-filled period in American history when every frontier presented a challenge to the New World settlers.

LIGHT ENTERTAINMENT

**"On Your Mark"—
Ted Husing**
6:30-6:45 p.m.
EACH TUESDAY

A weekly series in which Ted Husing, ace CBS sportscaster, reports on sporting events, special sports features, and interviews with outstanding sportsmen, athletes in military service, trainers, and sports writers.

Horse Racing
4:15-4:30 p.m.
EACH SATURDAY
BEGINS DEC. 9

Ted Husing describes the season's outstanding stake races at the Tropical Park Race Track, Florida beginning December 9 and Hialeah Race Track in Florida in January.

EDUCATIONAL PROGRAMS

CBS ADULT EDUCATION BOARD

CBS Educational Programs are presented by Columbia's Department of Education with the counsel of the CBS Adult Education Board, whose members 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. | RAY LYMAN WILBUR |
| ALVIN S. JOHNSON | JOSEPH H. WILLITS |

**The American School of
the Air**
9:15-9:45 a.m.
REBROADCAST
3:30-4:00 p.m.
MONDAY THRU FRIDAY

This unique contribution to popular education now entering its 16th year has an increasing audience at home and on the fighting fronts. The fascination of travel, the excitement of science, the delight of music and story telling, and the significance of political and economic problems are portrayed in colorful and compelling terms.

- MONDAY—"Science Frontiers"
- TUESDAY—"Gateways to Music"
- WEDNESDAY—"New Horizons"
- THURSDAY—"Tales from Far and Near"
- FRIDAY—"This Living World"

**EDUCATIONAL
PROGRAMS**

Continued

PROGRAM AND TIME

DESCRIPTION

Invitation to Learning

11:30-12 noon

EACH SUNDAY

Distinguished scholars, authors, and critics meet informally on this series to discuss the outstanding classics of literature. The winter schedule includes a new series of 30 great books to bring the total number discussed on the program to 254.

The People's Platform

6:15-6:45 p.m.

EACH SATURDAY

The vital issues of today and the postwar world are analyzed weekly on this program, one of radio's most interesting forums. Four eminent guests and a moderator gather informally for these sessions.

Of Men and Books

2:00-2:15 p.m.

EACH SATURDAY

Will resume after football

The latest books, and how they came to be written are discussed by critics and authors on this popular series beginning its seventh year on CBS, a program followed closely by a large section of the reading public.

Columbia's Country Journal

9:30-10:00 a.m.

EACH SATURDAY

The farmer's role in war time, his "food for victory" campaign, and his daily problems form the weekly theme of Charles ("Chuck") Worcester's "radio farm magazine." Originating in Washington for national farm news, it frequently switches to various farm regions of the country highlighting local problems. Occasional reports from abroad and native folk music are regular features.

The Garden Gate

9:15-9:30 a.m.

EACH SATURDAY

Tom Williams, "the old dirt dobber," nationally known horticultural expert of WLAC, Nashville, answers the hundreds of queries from listeners on ornamental and victory gardening and announces the award of the "Green Thumb" to the outstanding gardener-of-the-week.

Adventures in Science

2:15-2:30 p.m.

EACH SATURDAY

Will resume after football

Watson Davis, Director of Science Service, brings to the microphone prominent guest scientists who explain recent discoveries in industry and medicine and the startling scientific progress made since our entrance into the war.

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

In its thirteenth consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths. During the past year many of the services have originated at Army camps and Navy bases, with Chaplains of the uniformed forces officiating.

Wings Over Jordan

10:30-11:00 a.m.

EACH SUNDAY

This program features the renowned thirty-voice Wings Over Jordan Choir singing spirituals and gospel songs. Rev. Glenn T. Settle also conducts responsive bible reading and delivers a brief inspirational talk.

**News, News Features
and Entertainment
Beamed to
The Network
of the Americas**

In: SPANISH

PORTUGUESE

From 11:45 a.m. till 2:00 a.m. the following morning Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized on these CBS broadcasts; elaborate musical and dramatic programs round out the entertainment schedule. Many of these programs are rebroadcast locally on standard wave by Columbia's 111 affiliated stations in Latin America.

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

In: ENGLISH

FRENCH

ITALIAN

GERMAN

POLISH

SERBO-CROATIAN

DUTCH

CZECH

News in eight languages, plus more than four hours of entertainment for American troops abroad, is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Short Wave Department. This schedule is continuous, around the clock, for 24 hours a day. Five shows daily are now being retransmitted by Radio Algiers, and one show by Radio Naples, Italy. On December 31, 1943, CBS began operating two new 50,000-watt transmitters to Europe, WOOC and WOOW, making five transmitters beaming programs East, with one transmitter loaned for special code transmissions. On May 1, 1944, CBS put into service still another 50,000-watt transmitter, WCBN, to both Europe and Latin America.

**RELIGIOUS
BROADCASTS****SPECIAL CBS
SHORT WAVE
BROADCASTS
TO LATIN
AMERICA***CBS transmits on**WCBX, New York**W'CRC, New York**W'CBN, New York***SPECIAL CBS
SHORT WAVE
BROADCASTS
TO EUROPE
AND THE
EAST***CBS transmits on**WCBX, New York**W'CRC, New York**W'CDA, New York**W'OOC, New York**W'OOW, New York**W'CBN, New York*

SPECIAL BROADCASTS: SUMMER - AUTUMN

This is a partial list of special CBS broadcast (mostly exclusive), of two general categories, not included in the previous issue.

1. The specific sustaining broadcasts of notable public significance.
2. The "Public Affairs" programs arranged by the CBS Talks Department.

These broadcasts are scheduled on a week to week, day to day, and even, on occasion, hour to hour basis. This flexibility helps to sharpen the broadcasts from the point of view of public service or timeliness.

NOTABLE PROGRAMS:

AUGUST 6: "The Promise vs. The Deed", a dramatized historical record of Germany's bad faith from Fichte and Clausewitz through Munich. The broadcast revealed the sharp divergence between the policy of friendliness expressed by various German statesmen toward other countries and the actual evidence of history. 8:00-8:30 p.m.

AUGUST 23: "Paris Is Free"; a documentary news program celebrating the liberation of Paris and incorporating the original broadcast of CBS correspondent William L. Shirer describing the signing of the armistice with Germany in June 1940 in the Compiègne forest. Mr. Shirer, playing his own role, repeated his original broadcast. 10:30-11:00 p.m.

SEPT. 13: "Get Out the Vote", broadcast under the auspices of CBS, the radio and motion picture industries, and the Los Angeles Committee to Get Out the Vote. A dramatized broadcast originating at KNX, Los Angeles, tracing the history of voting back to antiquity, played by various stage and screen stars including Olivia de Havilland, Gene Kelly, George Coulouris and others. 10:30-11:00 p.m.

SEPT. 15: The final broadcast of Arthur Godfrey's notable one-man 5-day blood donor campaign during which he made 47 separate appeals on 40 different radio programs, netting the New York blood bank 478 new donors. On this broadcast Godfrey interviewed donors as their blood was being taken, and later that day gave his ninth pint. 9:30-9:45 a.m. EWT over WABC.

PUBLIC AFFAIRS

AUGUST 1: MAJOR ALEXANDER P. DESEVERSKY, aeronautical engineer and author, spoke from Washington, D. C. on "Common Sense and Air Power": 10:30-10:45 p.m.

AUGUST 5: President, National Foundation for Infantile Paralysis, BASIL O'CONNOR, spoke on the subject "Your Fight Against Infantile Paralysis" from New York: 10:45-11:00 p.m.

AUGUST 8: From Washington, D. C. SENATOR ELBERT D. THOMAS, delivered a talk on "Saving the Jews of Europe" at the closing session of the Second Annual Conference of the Emergency Committee to Save the Jewish People of Europe, Inc.": 10:30-10:45 p.m.

AUGUST 12: "The Federal Government's Responsibility for Full Postwar Employment" was the subject discussed from Washington, D. C. by SENATOR HARLEY M. KILGORE, 10:45-11:00 p.m.

AUGUST 13: MRS. VINCENT ASTOR, Chairman of the Women's Division, New York War Fund, spoke from New York on "American Generosity" in connection with the War Fund Campaign: 1:30-1:45 p.m.

AUGUST 15: Director of Office of War Information, ELMER DAVIS, reported from Honolulu on "His recent trips through South Pacific War Zone": 10:30-10:45 p.m.

AUGUST 19: From Washington, D. C. REP. LOUIS LUDLOW talked on "Bureaucracy and Unconstitutional Trend of Government": 10:45-11:00 p.m.

AUGUST 20: DR. STEPHEN DUGGAN, Director, Institute of International Education, delivered an address on "Educational Reconstruction in Postwar Europe": 1:30-1:45 p.m.

AUGUST 22: JOHN E. SLATER, Executive Vice-President, American Export Lines, discussed "Postwar Shipping Problems and What Is to Be Done with Our Victory Fleet": 10:30-10:45 p.m.

AUGUST 26: EARL OF HALIFAX, British Ambassador to Washington, having just returned from Great Britain, broadcast from Washington a talk called "After Five Years": 10:45-11:00 p.m.

AUGUST 27: From San Francisco, EDWARD A. TEICHEBT, Socialist Labor Party Candidate for the Presidency, delivered his acceptance speech: 1:30-1:45 p.m.

AUGUST 29: In connection with Korean Commemoration Night, first President of Korea, DR. SYNGMAN RHEE, spoke on "The Day of Infamy": 11:15-11:30 p.m.

AUGUST 30: Under Secretary of War, ROBERT P. PATTERSON reported from Washington, D. C. on his recently completed three-weeks tour of the European battlefronts: 10:30-10:45 p.m.

AUGUST 31: From Lamar, Missouri, SENATOR HARRY S. TRUMAN, Democratic vice-presidential nominee, delivered his formal acceptance speech: 10:30-11:00 p.m.

SEPTEMBER 2: Commemorating the anniversary of the German invasion of Poland, DR. CHARLES ROZMAREK, Chairman, Polish-American Alliance and Polish American Congress, talked on the "Poles Fight for Freedom": 10:45-11:00 p.m.

SEPTEMBER 4: MADAME FRANCES PERKINS, Secretary of Labor, broadcast her twelfth annual "Labor Day Address" from Boston, Mass.: 4:45-5:00 p.m.

SEPTEMBER 5: In his capacity as Chairman of the American Red Cross, BASIL O'CONNOR broadcast from Washington, D. C. a talk on "You and the Red Cross": 10:30-10:45 p.m.

SEPTEMBER 9: Republican Vice-Presidential Nominee, GOVERNOR JOHN W. BRICKER, delivered his acceptance speech from French Lick Springs, Indiana: 10:30-11:00 p.m.

SEPTEMBER 10: From Grand Rapids, Michigan, R. J. THOMAS, International President U.A.W.-C.I.O., discussed his recently completed trip to the European battlefronts: 1:30-1:45 p.m.

SEPTEMBER 16: In connection with the second meeting of the Council of the 44 member Nations of UNNRA in Montreal, Canada, L. B. PEARSON, permanent chairman of the Conference, outlined the UNRRA agenda: 10:45-11:00 p.m.

SEPTEMBER 17: JUDGE JUVENAL MARCHESIO, President of American Relief for Italy, reported on the "Administration of American Relief in Italy": 1:30-1:45 p.m.

SEPTEMBER 18: EDWARD CORSI, Industrial Commissioner, N. Y. State Department of Labor, discussed the Federal "Veterans' Readjustment Allowances": 5:30-5:45 p.m.

SEPTEMBER 19: In a program from Washington, D. C. called "Congress Speaks", REPRESENTATIVE MELVIN J. MAAS, spoke on the subject "What About the Pacific Half of the War": 10:30-10:45 p.m.

SEPTEMBER 20: At the American Legion Auxiliary Annual Convention in Chicago, MRS. LAWRENCE H. SMITH, retiring President, and MRS. CHARLES B. GILBERT, incoming President, discussed "Post War Plans" for the Auxiliary: 5:30-5:45 p.m.

SEPTEMBER 24: From Los Angeles, CLAUDE A. WATSON, Prohibition Candidate for President, delivered his acceptance speech: 1:30-1:45 p.m.

SEPTEMBER 28: "America and the Peace" was the controversial subject on which SENATOR JOSEPH H. BALL talked at the 4th Annual Convention of Federal Union, Inc. in Chicago: 11:15-11:30 p.m.

OCTOBER 1: Under the auspices of Freedom House, DR. GEORGE N. SHUSTER, President of Hunter College and director of Freedom House, spoke on "Equal Educational Opportunity": 1:30-1:45 p.m.

OCTOBER 3: From Washington, D. C. in connection with the White House Conference on Rural Education, KATHERINE F. LENROOT, Chief, Children's Bureau of U. S. Dept. of Labor, M. L. WILSON, Director, Agriculture Extension Service, Dept. of Agriculture, JOHN W. BROOKER, Field Secretary Education Association, and CHARL ORMOND WILLIAMS, Field Secretary National Education Association, aired their views on "Education for Better Rural Life": 9:45-10:00 a.m.

OCTOBER 7: MRS. JONATHAN M. WAINWRIGHT, MRS. THEODORE ROOSEVELT JR. and a disabled soldier who served in the South Pacific

analyzed the need for more women to serve in the WAC in connection with the new recruitment campaign for a company being formed in honor of Lt. General Jonathan M. Wainwright: 10:45-11:00 p.m.

OCTOBER 9: "What is Ahead for the United States Co-ops" was the subject of the talk delivered by MURRAY D. LINCOLN, President, The Cooperative League of the U.S.A. at the meeting in Chicago celebrating the 100th Anniversary of the founding of the first consumer cooperative at Rochdale, England in 1844: 11:15-11:30 p.m.

OCTOBER 10: At a meeting to discuss "Demobilization, and Jobs for Returning Service Men", PHILIP MURRAY, President C.I.O., ROBERT WATT, AF of L, DAVID B. ROBERTSON, President, Brotherhood of Locomotive Firemen and Enginemen broadcast their ideas on "Labor and The Veteran" with NICHOLAS ROOSEVELT acting as moderator: 11:15-11:30 p.m.

OCTOBER 10: In reply to the address by Philip Murray, broadcast over CBS October 3, JOHN A. STEPHENS, Vice-President in charge of Industrial Relations, U. S. Steel Corporation, discussed the Little Steel Formula: 10:30-10:45 p.m.

OCTOBER 12: PRESIDENT FRANKLIN D. ROOSEVELT made a brief Columbus Day Address to the other American republics: 4:00-4:10 p.m.

OCTOBER 14: "The Menace of Japanese Education in the Indies" was the subject of the talk by PIETER A. KERSTENS, former Netherlands Minister of Economy and now Director of Education for the Netherlands Indies: 10:45-11:00 p.m.

OCTOBER 16: From Constitution Hall, Washington, D. C. where a United Nations Mass Meeting was held, and ARCHIBALD MACLEISH presided, THE EARL OF HALIFAX outlined United Nations relief, and a French underground leader talked about the resistance movement in France: 8:30-8:55 p.m.

CBS TELEVISION

Since May 5, 1944, CBS' Television Station, WCBW-NY has televised twice weekly on Thursdays and Fridays a two-hour live-talent program, between 8 and 10 p.m. These programs have been developed on an experimental and sustaining basis, and recently have followed a basic pattern, consisting of the following elements:

News and News Analysis—a 15-minute period during which Everett Holles, CBS Assistant Director of News Broadcasts reports and analyzes the news against a background of visual devices including maps, animations, photographs and other visualizations.

Opinions on Trial, a 45-minute period devoted to the dramatized discussion of controversial issues, presented as a courtroom scene with Judge, Counsel and Opposing Witnesses. The television home audience constitutes the jury and are asked to mail in their verdict.

They Were There, a 15-minute interview program bringing before the television camera men and women in military and civilian war service to describe their experiences.

Documentary Film. The second hour opens

each night with a telecast of documentary or other films.

The Missus Goes A-Shopping. The successful CBS audience-participation program adapted for television. 30 minutes.

Will You Remember? The popular radio vocalist Miss Vera Massey in a 15-minute song-soliloquy.

At Home. A half-hour musical-variety program set in the informal background of a living room and containing interludes of songs and dancing.

This pattern is supplemented each week with experiments in adapting various types of radio programs to television, with special events dictated by the news of the day, and with dramatic and educational features.



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CBS PROGRAM BOOK SUPPLEMENT • DEC. 1, 1944

NEW CBS SPONSORED PROGRAMS

<p>THE PROCTER & GAMBLE CO. (527th Week on CBS)</p> <p>The F.B.I. in Peace and War <i>Drama</i></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>Lava <i>Biow Co., Inc.</i></p>
<p>EVERSHARP, INC. (Starts December 20th)</p> <p>Let Yourself Go with Milton Berle and guests <i>Variety</i></p>	<p>Wednesday 10:30-11:00 p.m. 141 CBS stations ORIGINATES: WABC</p>	<p>Eversharp Pens and Pencils Red Top Leads <i>The Biow Company</i></p>

NEW CBS CALIFORNIA NETWORK PROGRAMS

<p>UNION ICE CO. (5th Week on CBS)</p> <p>American Rhapsody <i>Music</i></p>	<p>Sunday 5:00-5:30 p.m. PWT ORIGINATES: KNX</p>	<p>Institutional <i>George M. Wessells Co.</i></p>
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MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

<p>Page 6</p>	<p>COCA-COLA COMPANY</p>	<p>Cancel program after December 10.</p>
<p>Page 6</p>	<p>COLGATE-PALMOLIVE-PEET COMPANY</p>	<p>Change day and time on "Inner Sanctum" to Wednesday, 9:00-9:30 p.m. Change agency to Sherman & Marquette, Inc. and product to Colgate Tooth Powder.</p>
<p>Page 7</p>	<p>ELECTRIC COMPANIES ADVERTISING PROGRAM</p>	<p>Effective December 17: change day and time to Sunday, 4:30-5:00 p.m.</p>
<p>Page 8</p>	<p>EMERSON DRUG COMPANY</p>	<p>Change agency to McCann-Erickson, Inc.</p>

CBS PROGRAM BOOK SUPPLEMENT • JAN. 1, 1945

NEW CBS SPONSORED PROGRAMS

CONTINENTAL CAN COMPANY

(Starts January 6th)

Report to the Nation

News-drama

Saturday
1:30-2:00 p.m.
142 CBS stations
ORIGINATES: WABC

Institutional and
Tin Containers
*Batten, Barton,
Durstine & Osborn, Inc.*

THOMAS J. LIPTON, INC.

(57th Week on CBS)

Inner Sanctum

Mystery drama

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

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

NEW CBS PACIFIC NETWORK PROGRAMS

P. DUFF & SONS, INC.

(63rd Week on CBS)

Meet The Missus

Participation quiz

Mon., Wed., Fri.
2:45-3:00 p.m.
PWT
ORIGINATES: KNX

Duff's Ready-To-Bake
Mixes
*W. Earl Bothwell
Advertising Agency*

HUNT BROTHERS PACKING CO.

(41st Week on CBS)

I Was There

Real Life Experiences

Sunday
3:30-4:00 p.m.
PWT
ORIGINATES: KNX

Tomato Sauce and
All Acceptable Products
The Biow Company

THE PERVO COMPANY

(Starts January 6th)

Dr. Wallace Sterling

News analysis

Saturday
7:45-8:00 a.m.
PWT
ORIGINATES: KNX

Paints
Brisacher & Van Norden

NEW CBS CALIFORNIA NETWORK PROGRAMS

SEAL-COTE CO.

(5th Week on CBS)

Meet The Missus

Participation quiz

Tues., Thurs.
2:45-3:00 p.m.
PWT
ORIGINATES: KNX

Seal-Cote Protection
for the Nails
Buchanan & Co., Inc.

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS (continued)

<i>Pages 10-11</i>	LEVER BROTHERS COMPANY	Change day and time on "The Frank Sinatra Show" to Monday, 8:30-8:55 p.m. Rebroadcast 11:30-11:55 p.m.
<i>Page 11</i>	LEWIS-HOWE COMPANY	Effective December 9: list program as "Here Comes Elmer" with Al Pearce and his gang. Variety.
<i>Page 11</i>	MANHATTAN SOAP CO., INC.	List program as "The Strange Romance of Evelyn Winters". Dramatic serial.
<i>Page 13</i>	CHARLES H. PHILLIPS CHEMICAL COMPANY	Change program listing to "Amanda".
<i>Page 15</i>	U.S. TOBACCO COMPANY	Cancel program.

MONTHLY CORRECTIONS - CBS NATIONWIDE NETWORK PROGRAMS

<i>Page 16</i>	CAMPANA SALES CORP.	List product as All Products.
<i>Page 17</i>	P. DUFF & SONS, INC.	List program as "Burrirt Wheeler".
<i>Page 17</i>	GENERAL MILLS, INC.	Change origination to KNX.
<i>Page 18</i>	PACKARD BELL COMPANY	Cancel program after December 8.
<i>Page 18</i>	SAFEWAY STORES	Change client name to Dwight Edwards Coffee Co. 31st Week on CBS.
<i>Page 19</i>	WASHINGTON COOPERATIVE EGG & POULTRY ASSN.	Cancel program after December 16.
<i>Page 19</i>	WESTERN SUGAR REFINERY	Cancel program after December 10.

MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

<i>Page 19</i>	GROVE LABORATORIES, INC.	Change product on "Riders of the Purple Sage" to Beaumont Four Way Cold Tablets, and agency to Donahue & Coe, Inc. Change program type to Western Music.
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MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

<i>Page 6</i>	COLGATE-PALMOLIVE-PEET CO.	Cancel "Inner Sanctum".
<i>Page 1 Dec. Supp.</i>	EVERSHARP, INC.	Correct listing to "Milton Berle in 'Let Yourself Go'" and starting date to January 3.
<i>Page 7</i>	CUDAHY PACKING COMPANY	Effective January 8, change time to 2:45-3:00 p.m.
<i>Page 8</i>	GENERAL ELECTRIC CO.	Cancel Saturday broadcast only of "The World Today."
<i>Page 8</i>	GENERAL FOODS CORP.	Effective January 5, cancel "Young Dr. Malone".
<i>Page 10</i>	LEVER BROS. CO.	Correct listing of "Burns & Allen" to "The George Burns and Gracie Allen Show" and shift time to Monday, 8:30-8:55 p.m.; Rebroadcast 11:30-11:55 p.m. Product is Swan Soap; Agency, Young & Rubicam. Origination: KNX.
<i>Page 12</i>	MINNEAPOLIS-HONEYWELL CO.	Cancel program.
<i>Page 12</i>	PABST SALES CO.	Effective January 6, change listing to "The Danny Kaye Show".
<i>Page 13</i>	THE PROCTER & GAMBLE CO.	Change listing of "I Love A Mystery" to "The Jack Kirkwood Show". Variety. Effective January 8, change time on "Perry Mason" to 2:30-2:45 p.m.
<i>Page 15</i>	STANDARD BRANDS, INC.	Cancel "This Changing World".

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

<i>Page 17</i>	P. DUFF & SONS, INC.	Cancel former program.
<i>Page 17</i>	LOS ANGELES SOAP CO.	Cancel program.
<i>Page 18</i>	SAFEWAY STORES	Cancel program.

NEW CBS SUSTAINING PROGRAMS

<p>Music from the West 12:05-12:30 a.m. EACH MONDAY</p>	<p>Musical selections characteristic of various sections of the West by outstanding American composers.</p>
<p>Buffalo Presents 12:05-12:30 a.m. EACH TUESDAY</p>	<p>A musical variety show with Dave Cheskin's orchestra, the popular trio "Three Treys", vocalists Jan Martel and Elvera.</p>
<p>Toronto Calling 12:05-12:30 a.m. EACH FRIDAY</p>	<p>Variety from across the border with Willy Armour's orchestra.</p>
<p>CBS Presents Olin Downes 2:55-3:00 p.m. EACH SUNDAY</p>	<p>The noted critic of <i>The New York Times</i> discusses musical events, programs, and personalities.</p>
<p>Vera Brodsky 11:15-11:30 p.m. EACH SUNDAY</p>	<p>Recitals by the noted pianist of music by 19th and early 20th century composers.</p>
<p>Sally Moore and the Columbia Concert Orchestra 6:30-6:45 p.m. MONDAY AND FRIDAY</p>	<p>The young contralto recently discovered by CBS in a series of distinctive song recitals.</p>
<p>Encore Appearance 6:30-6:45 p.m. EACH WEDNESDAY</p>	<p>A program starring promising young singers who made their debuts on CBS' <i>New Voices in Song</i>.</p>

MONTHLY CORRECTIONS - CBS SUSTAINING PROGRAMS

<p>Page 22</p>	<p>WE DELIVER THE GOODS</p>	<p>Change time to 12:05-12:30 a.m.</p>
<p>Page 24</p>	<p>EILEEN FARRELL & COLUMBIA CONCERT ORCHESTRA</p>	<p>Cancel program.</p>
<p>Page 25</p>	<p>JERI SULLAVAN</p>	<p>Cancel program.</p>
<p>Page 25</p>	<p>TERRY ALLEN AND THE THREE SISTERS</p>	<p>Change listing to Terry Allen and The Ross-Sisters. Change time to Monday thru Friday.</p>
<p>Page 25</p>	<p>MUSIC BY WARRINGTON</p>	<p>Change day to each Thursday.</p>

NEW CBS SUSTAINING PROGRAMS

<p>Danny O'Neil 11:15-11:30 p.m. MONDAY THRU FRIDAY</p>	<p>The popular tenor and soloist of the Bluejacket Choir, sings the top tunes of the day, old favorites and romantic ballads.</p>
<p>Carolina Hayride 2:30-3:00 p.m. EACH SATURDAY</p>	<p>A program of southern folk music ranging from hymns to hillbilly songs and featuring notable groups of folk singers.</p>
<p>The Land Is Bright 3:00-3:30 p.m. EACH SATURDAY</p>	<p>Depicting life in America, this program dramatizes our national habits and institutions and strikes the bright note in the American scene.</p>
<p>Feature Story 5:15-5:30 p.m. MONDAY THRU FRIDAY</p>	<p>One or another of CBS' world wide staff of news correspondents brings to the microphone the many human interest stories that lie under the surface of the latest military and political events and usually miss being told.</p>
<p>Behind the Scenes at CBS 10:45-11:00 p.m. EACH TUESDAY</p>	<p>This program acquaints listeners with the colorful personalities of star performers and the drama, excitement and techniques of broadcasting operations.</p>

MONTHLY CANCELSIONS - AND SUSTAINING PROGRAMS

<p><i>Page 21</i></p>	<p>NEWS SUMMARIES</p>	<p>Add "The World Today" 6:45 to 6:55 p.m. Each Saturday.</p>
<p><i>Page 23</i></p>	<p>REPORT TO THE NATION</p>	<p>Effective January 6, cancel program; sold to Continental Can Co.</p>
<p><i>Page 23</i></p>	<p>SERVICE TIME</p>	<p>Effective January 15, change time to 3:30-4:00 p.m.</p>
<p><i>Page 25</i></p>	<p>RAYMOND SCOTT AND HIS ORCHESTRA</p>	<p>Cancel program.</p>
<p><i>Page 25</i></p>	<p>SING ALONG CLUB</p>	<p>Change time to 4:45-5:15 p.m.</p>
<p><i>Page 26</i></p>	<p>JOAN BROOKS</p>	<p>Cancel program.</p>
<p><i>Page 26</i></p>	<p>THE HIGH PLACES</p>	<p>Effective January 15, change time to 3:15-3:30 p.m.</p>

