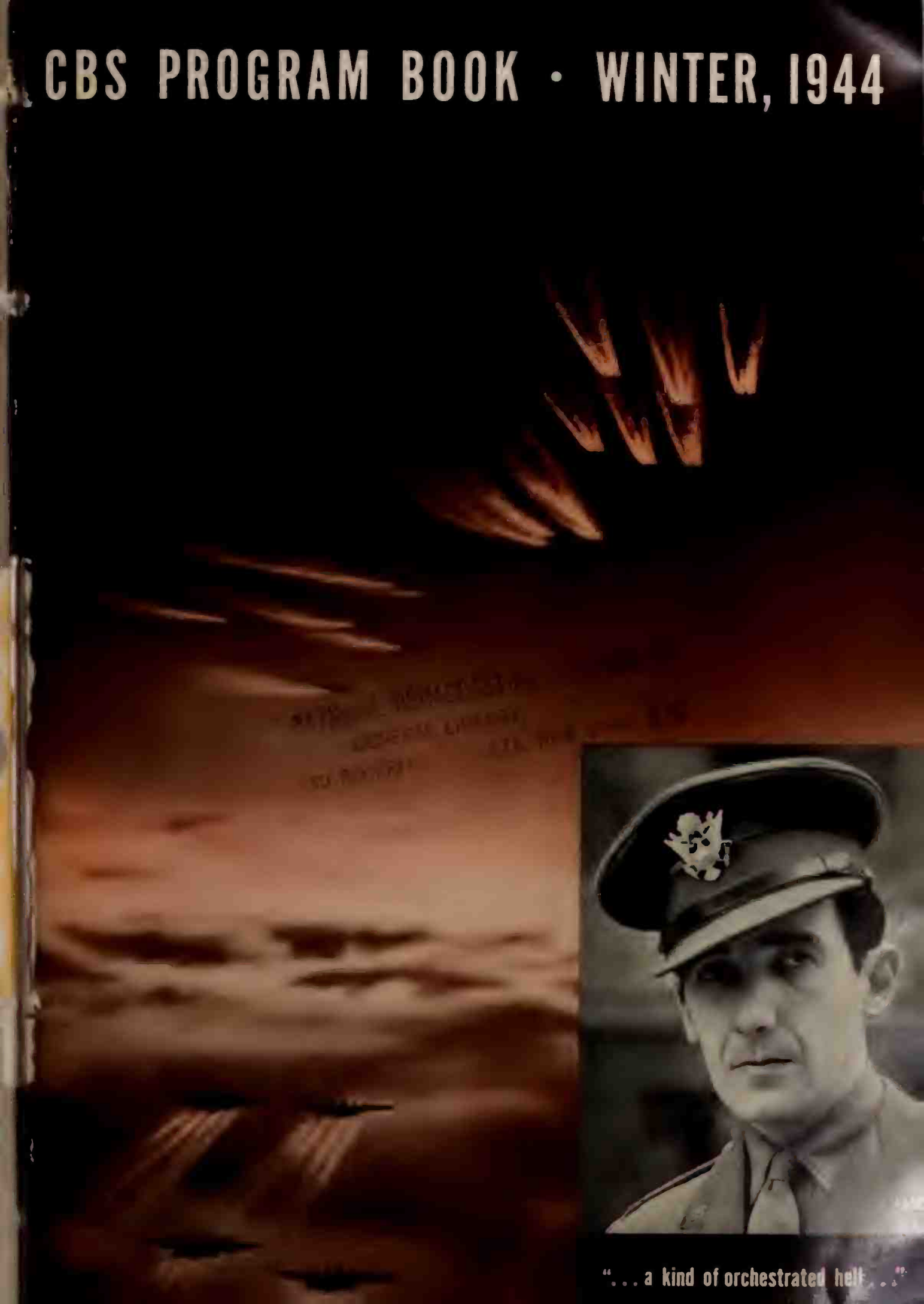


CBS PROGRAM BOOK • WINTER, 1944



“... a kind of orchestrated hell ...”

THE FRONT COVER . . . *Inset in the picture of a flight of Allied bombers trailing vapor is the likeness of Edward R. Murrow, CBS news chief in London, who on the night of Thursday, December 2, 1943 rode a British Lancaster on a Berlin raid, and described the raid next afternoon at 5:30 by short wave to the CBS Network and the American people, in one of the most graphic and memorable broadcasts of the war. If you heard the broadcast and want to keep it, or if you want to read it for the first time, just write CBS and say "Send me a copy of 'Orchestrated Hell.'"*

WINTER, 1944

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: page 4

CBS PACIFIC NETWORKS SPONSORED PROGRAMS: page 16

CBS SUSTAINING PROGRAMS: page 20

Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

February 1, 1944

COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Institutional Page 6

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes Page 4
LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 11
P. LORILLARD COMPANY:
Old Gold Cigarettes Page 11
PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 13
R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Smoking Tobacco Page 14
U. S. TOBACCO COMPANY:
Dill's Best, Model Tobacco Page 15

● CONFECTIONERY

CURTISS CANDY COMPANY:
Candy Page 7
PETER PAUL, INC.:
Candy Page 18
WM. WRIGLEY JR., COMPANY:
Doublemint, Spearmint Page 16

● DRUGS & TOILET GOODS

ANACIN COMPANY:
Anacin, Benefax Page 4
BARBASOL COMPANY:
Shave Cream Page 19
BAYER COMPANY:
Bayer Aspirin Page 5
BISODOL COMPANY:
Bisodol Page 5
BOURJOIS, INC.:
Evening in Paris Face Powder Page 5
CAMPANA SALES CO.:
Campana Balm, Dreskin, Coolies, DDD,
Solitaire Make-Up Page 6
CHESEBROUGH MANUFACTURING COMPANY:
Vaseline Preparations Page 6
COLGATE-PALMOLIVE-PEET COMPANY:
Tooth Powder, Shave Cream Page 6, 7
COLONIAL DAMES, INC.:
Cosmetics Page 16
CONSOLIDATED ROYAL CHEMICAL CO., INC.:
Krank's Shave Cream Page 16
EMERSON DRUG CO.:
Bromo-Seltzer Page 7
GROVE LABORATORIES, INC.:
All Products Page 19
IRONIZED YEAST CO., INC.:
Ironized Yeast Page 9
JOHNSON & JOHNSON:
Band-Aid Page 10
JOHNSTONE DRUG SALES CORP.:
Buckley's Canadiol Mixture Page 17
KOLYNOS COMPANY:
Kolynos Toothpaste Page 10

LADY ESTHER, LTD.:
Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish Page 10
LAMONT, CORLISS & COMPANY:
Pond's Cold Cream Page 17
LEVER BROTHERS COMPANY:
(See also *Foods; Laundry Soaps*)
Lux Toilet Soap, Swan Soap, Vimms Page 10, 11
LEWIS-HOWE CO.:
Tums Page 11
LOS ANGELES SOAP COMPANY:
White King Soap, Sierra Pine Soap
Scotch Cleanser Page 17
MANHATTAN SOAP COMPANY:
Sweetheart Soap Page 17
MC KESSON & ROBBINS, INC.:
Bexel, Calox Toothpowder Page 17
THE MENNEN CO.:
Talcum Powder, Shave Cream,
Brushless Shave Page 11 & 17
CHARLES H. PHILLIPS CHEMICAL CO.:
Phillips Toothpaste, Powder,
Phillips Tablets Page 13
PLOUGH, INC.:
St. Joseph's Aspirin, Penetro Page 18
THE PROCTER & GAMBLE COMPANY:
(See also *Laundry Soaps; Foods*)
Ivory Soap, Camay Page 13
E. R. SQUIBBS & SONS:
Squibb Products Page 15
VICK CHEMICAL COMPANY:
All Products Page 19
R. L. WATKINS CO.:
Dr. Lyons Toothpowder Page 16
J. B. WILLIAMS COMPANY:
Shaving Cream Page 16

● FOODS & BEVERAGES

P. BALLANTINE & SONS:
Ballantine's Beer and Ale Page 5
BALLARD & BALLARD:
Ballard's Obelisk Flour Page 5
BEN HUR PRODUCTS, INC.:
Ben Hur Products Page 19
BOWEY'S, INC.:
Dari-Rich Products Page 5
**CALIFORNIA PRUNE AND APRICOT
GROWERS ASSOCIATION:**
California Prunes and Apricots Page 16
CAMPBELL SOUP COMPANY:
Campbell's Soups Page 6
COCA-COLA COMPANY:
Coca-Cola Page 6
CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread Page 7
CORN PRODUCTS REFINING CO.:
All Products Page 7
CREAM OF WHEAT CORP.:
Cream of Wheat Page 7
CUDAHY PACKING COMPANY:
Delrich Margarine Page 7
P. DUFF & SONS, INC.:
Ready-To-Bake Mixes Page 17

GENERAL FOODS CORPORATION:

(See also Laundry Soaps)
Jell-O, Jell-O Puddings, Post Toasties,
Post's Raisin Bran, Birds Eye Frosted Foods,
Post's 40% Bran Flakes, Grape Nuts Flakes,
Wheatmeal, Calumet, Swansdown, Postum Page 8

GENERAL MILLS, INC.:
Wheaties, Bisquick Page 9, 17

IIUNT PACKING COMPANY:
All Products Page 19

LEVER BROTHERS COMPANY:
(See also Toilet Goods; Laundry Soaps)
Spry Page 10

C. F. MUELLER COMPANY:
Macaroni Products Page 12

PABST SALES COMPANY:
Blue Ribbon Beer Page 12

PET MILK SALES CORPORATION:
Irradiated Pet Milk Page 12

PLANTERS NUT & CHOCOLATE COMPANY:
Planters Salted Peanuts,
Planters Peanut Oil Page 18

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
Crisco Page 13

THE QUAKER OATS CO.:
Quaker Food Products Page 14

ROMA WINE CO., INC.:
Roma Wines Page 14

SCHENLEY IMPORT CORP.:
Cresta Blanca Wine Page 14

SOUTHERN COTTON OIL COMPANY:
Wesson Oil, Snowdrift Page 15

STANDARD BRANDS, INC.:
Tenderleaf Tea, Vitamin Products,
Coffee-Desserts Page 15

JOSEPH TETLEY & CO., INC.:
Tea, Dehydrated Soups Page 15

THE WELCH GRAPE JUICE CO.:
Welch Products Page 16

WESTERN SUGAR REFINERY:
Sea Island Sugar Page 18

● **LAUNDRY SOAPS & ACCESSORIES**

GENERAL FOODS CORPORATION:
(See also Foods)

La France, Satina Page 8

LEVER BROTHERS COMPANY:
(See also Toilet Goods; Foods)
Rinso, Swan Soap Page 10, 11

PACIFIC COAST BORAX CO.:
20 Mule Team Borax and
Borax Soap Chips, Boraxo Page 12

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
Oxydol, Duz and Ivory Flakes Page 13

● **LUBRICANTS**

AMERICAN OIL COMPANY:
Amoco-Gas, American Gas and Services . Page 4

GULF OIL CORPORATION:
Motor Oil and Gas Page 9

SIGNAL OIL COMPANY:
All Products Page 18

SOCONY VACUUM OIL CO.:
Mobilgas and Mobiloil Page 18

THE TEXAS COMPANY:

Texaco Products Page 15

● **MISCELLANEOUS**

ADMIRAL CORPORATION:
Institutional Page 4

ALLEGHENY-LUDLUM STEEL CORPORATION:
Institutional Page 4

ANCHOR-HOCKING GLASS CORP.:
Institutional Page 4

ARMSTRONG CORK COMPANY:
Armstrong's Quaker Rugs Page 5

BANK OF AMERICA NAT'L TRUST & SAVINGS ASSN.:

Services Page 19

BEKINS VAN AND STORAGE CO.:
Moving and Storage Page 19

CELANESE CORPORATION OF AMERICA:
Celanese Products Page 6

ELECTRIC COMPANIES ADVERTISING PROGRAM:

Institutional Page 7

EVERSHARP, INC.:
Eversharp Pens and Pencils Page 8

GENERAL ELECTRIC CO.:
Institutional Page 8

B. F. GOODRICH CO.:
Institutional Page 9

GOODYEAR TIRE & RUBBER CO.:
Institutional Page 9

THE HUDSON COAL COMPANY:
Delaware and Hudson Coal Page 9

INTERNATIONAL SILVER COMPANY:
International Sterling and
1847 Rogers Bros. Silverplate Page 9

JOHNS-MANVILLE CORPORATION:
Insulation Page 10

KAY JEWELRY COMPANY:
Jewelry Page 19

LOCKHEED AIRCRAFT CORP.:
Institutional Page 11

MINNEAPOLIS HONEYWELL REGULATOR CO.:
Institutional Page 11

JOHN MORRELL & CO.:
Red Heart Dog Food Page 12

OWENS-ILLINOIS GLASS CO.:
Institutional Page 12

THE PARKER PEN COMPANY:
Quink Page 12

PRUDENTIAL INSURANCE COMPANY OF AMERICA:

Insurance Services Page 14

SERVEL, INC.:
Institutional Page 14

SOIL OFF MANUFACTURING CO.:
Cleaning Fluid Page 18

UNITED AIRLINES TRANSPORT CORP.:
Air Travel Page 18

UNITED STATES RUBBER CO.:
Institutional Page 15

YELLOW CAB CO.:
Cab Service Page 19

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

"Weeks on CBS"
as of February 1, 1944

<p>ADMIRAL CORPORATION (69th 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>+ALLEGHENY-LUDLUM STEEL CORPORATION (17th Week on CBS)</p> <p>+Mother and Dad <i>Musical</i></p>	<p>Saturday 5:30-6:00 p.m. 38 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Walker & Downing</i></p>
<p>AMERICAN OIL COMPANY (225th Week on CBS)</p> <p>CBS World News <i>News</i></p> <p>Edward R. Murrow <i>News</i></p>	<p>Thursday 6:00-6:15 p.m. 54 CBS stations ORIGINATES: WABC</p> <p>Sunday 1:30-1:45 p.m. 60 CBS stations ORIGINATES: BBC, LONDON</p>	<p>Amoco-Gas, American Gas and Services <i>Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (404th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Frank Sinatra, Joan Edwards, Hit Paraders Chorus</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 122 CBS stations ORIGINATES: WABC, KNX</p>	<p>Lucky Strike Cigarettes <i>Foote, Cone & Belding</i></p>
<p>ANACIN COMPANY (365th Week on CBS)</p> <p>Our Gal, Sunday <i>Serial drama</i></p> <p>Easy Aces <i>Serial Comedy-Drama</i></p> <p>+Friday on Broadway <i>Musical</i></p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 129 CBS stations ORIGINATES: WABC</p> <p>Wednesday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC</p> <p>Friday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC</p> <p>Mon., Tues. 12:30-12:45 p.m. 130 CBS stations ORIGINATES: WBBM</p>	<p>Anacin <i>Dancer-Fitzgerald-Sample</i></p> <p>Anacin, Benefax</p> <p>Benefax</p>
<p>+ANCHOR-HOCKING GLASS CORP. (4th Week on CBS)</p> <p>+Corliss Archer <i>Dramatic series</i></p>	<p>Saturday 5:00-5:30 p.m. 122 CBS stations ORIGINATES: KNX</p>	<p>Institutional <i>William H. Weintraub & Co., Inc.</i></p>

+Program or client not listed in Fall Program Book

<p>ARMSTRONG CORK COMPANY (121st Week on CBS)</p> <p>Armstrong's Theater of Today <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 131 CBS stations ORIGINATES: WABC</p>	<p>Armstrong's Quaker Rugs <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>P. BALLANTINE & SONS (47th Week on CBS)</p> <p>*Broadway Showtime with William Gaxton <i>Musical comedy</i></p>	<p>Monday 10:30-11:00 p.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Ballantine Beer & Ale <i>J. Walter Thompson Co.</i></p>
<p>BALLARD & BALLARD CO. (52nd Week on CBS)</p> <p>Renfro Valley Folks <i>Hillbilly variety</i></p>	<p>Wed., Thurs. 8:15-8:30 a.m. Friday 8:15-8:45 a.m. Sunday 9:15-9:45 a.m. 28 CBS stations ORIGINATES: WHAS</p>	<p>Ballard's Obelisk Flour <i>Henri, Hurst & McDonald, Inc.</i></p>
<p>BAYER COMPANY (435th Week on CBS)</p> <p>American Melody Hour with Eileen Farrell, Bob Hannon, Evelyn MacGregor, Remo Bolognini, orchestra and chorus</p> <p>Second Husband <i>Serial drama</i></p>	<p>Tuesday 7:30-8:00 p.m. 119 CBS stations ORIGINATES: WABC</p> <p>Thurs., Fri. 11:15-11:30 a.m. 42 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Dancer-Fitzgerald-Sample</i></p>
<p>BISODOL COMPANY (573rd 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. 130 CBS stations ORIGINATES: WBBM</p>	<p>Bisodol <i>Dancer-Fitzgerald-Sample</i></p>
<p>BOURJOIS, INC. (237th Week on CBS)</p> <p>Here's to Romance Dick Haymes, Jim Ameche, and the Ray Bloch Orchestra <i>Musical</i></p>	<p>Thursday 10:30-11:00 p.m. 119 CBS stations ORIGINATES: WABC AND KNX</p>	<p>Evening in Paris Face Powder <i>Foote, Cone & Belding</i></p>
<p>BOWEY'S, INC. (244th Week on CBS)</p> <p>Stars Over Hollywood Original drama with Art Gilmore, Mc, and guest stars</p>	<p>Saturday 12:30-1:00 p.m. 49 CBS stations ORIGINATES: KNX</p>	<p>Dari-Rich Products <i>Sorensen & Company</i></p>

<p>CAMPANA SALES CO. (235th Week on CBS)</p> <p>Campana Serenade with Dick Powell</p>	<p>Saturday 1:00-1:25 p.m. 120 CBS stations ORIGINATES: KNX</p>	<p>Campana Balm, Dreskin, Coolies, DDD, Solitaire Make-Up <i>Wallace-Ferry-Hanly Co.</i></p>
<p>CAMPBELL SOUP COMPANY (477th Week on CBS)</p> <p>The Jack Carson Show with Freddie Martin's orchestra <i>Comedy, variety</i></p> <p>Radio Reader's Digest with Conrad Nagel, Don Bryan's orchestra, and guest stars</p>	<p>Wednesday 9:30-10:00 p.m. 119 CBS stations ORIGINATES: KNX</p> <p>Sunday 9:00-9:30 p.m. 120 CBS stations ORIGINATES: WABC</p>	<p>Campbell's Soups <i>Foote, Cone & Belding</i></p> <p><i>Ward Wheelock Company</i></p>
<p>CELANESE CORPORATION OF AMERICA (108th Week on CBS)</p> <p>Great Moments in Music with Jean Tennyson and guest stars <i>Musical program</i></p>	<p>Wednesday 10:00-10:30 p.m. 134 CBS stations ORIGINATES: WABC</p>	<p>Celanese Products <i>Young & Rubicam, Inc.</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (273rd 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. 130 CBS stations ORIGINATES: WABC</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION (412th Week on CBS)</p> <p>Major Bowes' Amateurs</p>	<p>Thursday 9:00-9:30 p.m. 127 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY (232nd Week on CBS)</p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 15-piece orchestra. David Ross, and guest soloists <i>Music</i></p>	<p>Sunday 4:30-5:00 p.m. 135 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (420th Week on CBS)</p> <p>Judy Canova Show <i>Variety</i></p>	<p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 12 mid.-12:25 a.m. 123 CBS stations ORIGINATES: KNX</p>	<p>Colgate Tooth Powder <i>Sherman & Marquette, Inc.</i></p>

**COLGATE-PALMOLIVE-PEET
COMPANY**

Inner Sanctum
Dramatic

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

Palmolive Shave Cream
Ted Bates, Inc.

CONTINENTAL BAKING CO., INC.
(473rd Week on CBS)

Bachelor's Children
Serial drama

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

Wonder Bread
Ted Bates, Inc.

CORN PRODUCTS REFINING CO.
(382nd Week on CBS)

Stage Door Canteen
Variety

Friday
10:30-11:00 p.m.
51 CBS stations
ORIGINATES: WABC

All Products
C. L. Miller Company

CREAM OF WHEAT CORP.
(182nd Week on CBS)

Let's Pretend
Dramatic

Saturday
11:05-11:30 a.m.
120 CBS stations
ORIGINATES: WABC

Cream of Wheat Cereal
Batten, Barton
Durstine & Osborn, Inc.

CUDAHY PACKING COMPANY
(361st Week on CBS)

Something to Talk About
Talks

Mon. thru Fri.
1:30-4:45 p.m.
14 CBS stations
ORIGINATES: WRRM

Delrich Margarine
Grant Advertising, Inc.

CURTISS CANDY COMPANY
(174th Week on CBS)

News
with Warren Sweeney

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

Candy
C. L. Miller Company

**ELECTRIC COMPANIES
ADVERTISING PROGRAM**
(27th Week on CBS)

Report to the Nation
Dramatized news

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

Institutional
N. W. Ayer & Son, Inc.

EMERSON DRUG COMPANY
(195th Week on CBS)

Vox Pop
with Parks Johnson and
Warren Hull
Interview quiz

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

Bromo-Seltzer
Ruthrauff & Ryan, Inc.

CLASSIC TV PROGRAMS	TIME	PRODUCTS AND AGENCY
<p>EVERSHARP, INC. <i>(226th Week on CBS)</i></p> <p>Take It or Leave It with Phil Baker and Jacques Renard's Orchestra <i>Quiz</i></p>	<p>Sunday 10:00-10:30 p.m. 121 CBS stations ORIGINATES: WABC</p>	<p>Eversharp Pens and Pencils <i>The Biow Company</i></p>
<p>GENERAL ELECTRIC <i>(100th Week on CBS)</i></p> <p>The World Today <i>News</i></p>	<p>Mon. thru Sat. 6:45-6:55 p.m. 120 CBS stations ORIGINATES: WABC AND REMOTE</p>	<p>Institutional <i>Maxon, Inc.</i></p>
<p>GENERAL FOODS CORPORATION <i>(457th 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></p> <p>The Adventures of the Thin Man <i>Mystery</i></p> <p>Kate Smith Speaks Ted Collins with the News <i>Talks and News</i></p> <p>Joyce Jordan, M.D. <i>Serial drama</i></p> <p>The Dinah Shore Program with Cornelia Otis Skinner, Roland Young, Wally Brown, and the Joseph Lilley Singers <i>Variety</i></p> <p>Young Dr. Malone <i>Serial drama</i></p> <p>We Love and Learn <i>Serial drama</i></p>	<p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12 mid.-12:55 a.m. 121 CBS stations ORIGINATES: WABC</p> <p>Sunday 10:30-11:00 p.m. 119 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12 noon-12:15 p.m. 114 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:15-2:30 p.m. 120 CBS stations ORIGINATES: WABC</p> <p>Thursday 9:30-10:00 p.m. 125 CBS stations ORIGINATES: KNX AND WABC</p> <p>Mon. thru Fri. 2:00-2:15 p.m. 120 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:30-2:45 p.m. 120 CBS stations ORIGINATES: WABC</p>	<p>Jell-O Jell-O Puddings, Sanka <i>Young & Rubicam, Inc.</i></p> <p>Post Toasties <i>Benton & Bowles, Inc.</i></p> <p>Calumet, Swansdown <i>Young & Rubicam, Inc.</i></p> <p>La France, Satina, Postum Post's Raisin Bran <i>Young & Rubicam, Inc.</i></p> <p>Birds Eye Frosted Foods <i>Young & Rubicam, Inc.</i></p> <p>Post's 40% Bran Flakes <i>Benton & Bowles, Inc.</i></p> <p>Grape Nuts Flakes Wheatmeal <i>Young & Rubicam, Inc.</i></p>

<p>GENERAL MILLS, INC. (505th Week on CBS)</p> <p>Kitty Foyle <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. 43 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:15-11:30 a.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p> <p>Bisquick <i>Knox Reeves Advertising, Inc.</i></p>
<p>B. E. GOODRICH CO. (46th 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. <i>Rebroadcast</i> Mon., Wed., Thurs. 11:55-12 mid. Tues., 12:25-12:30 a.m. Fri., 12:55-1:00 a.m. 124 CBS stations ORIGINATES: WTOG</p>	<p>Institutional <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>*GOODYEAR TIRE & RUBBER CO.</p> <p>*The Star and The Story with Walter Pidgeon and guest artists <i>Drama, Starts Feb. 6, 1944</i></p>	<p>Sunday 8:00-8:30 p.m. 130 CBS stations ORIGINATES: KNX</p>	<p>Institutional <i>Young & Rubicam Inc.</i></p>
<p>GULF OIL CORPORATION (520th 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 7:30-8:00 p.m. 91 CBS stations ORIGINATES: WABC</p>	<p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p>
<p>THE HUDSON COAL COMPANY (19th Week on CBS)</p> <p>CBS News of the World <i>News</i></p>	<p>Sunday 9:00-9:15 a.m. 23 CBS stations ORIGINATES: WABC</p>	<p>Delaware and Hudson Coal <i>The Clements Company, Inc.</i></p>
<p>INTERNATIONAL SILVER COMPANY (307th Week on CBS)</p> <p>Silver Theater <i>Drama</i></p>	<p>Sunday 6:00-6:30 p.m. 62 CBS stations ORIGINATES: KNX</p>	<p>International Sterling and 1817 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>
<p>IRONIZED YEAST CO., INC. (231st Week on CBS)</p> <p>Big Town <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 121 CBS stations 32 CBC stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>

*Program or client not listed in Fall Program Book.

<p>JOHNS-MANVILLE CORPORATION (130th Week on CBS)</p> <p>Bill Henry <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 60 CBS stations ORIGINATES: WABC AND WTOP</p>	<p>Insulation <i>J. Walter Thompson Company</i></p>
<p>JOHNSON & JOHNSON (147th Week on CBS)</p> <p>Edwin C. Hill The Human Side of the News</p>	<p>Tuesday 6:15-6:30 p.m. <i>Rebroadcast</i> 12:30-12:45 a.m. 72 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, Inc.</i></p>
<p>KOLYNOS COMPANY (573rd Week on CBS)</p> <p>Mr. Keen, Tracer of Lost Persons <i>Mystery-drama</i></p>	<p>Thursday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Kolynos Toothpaste <i>Dancer-Fitzgerald- Sample</i></p>
<p>LADY ESTHER, LTD. (529th Week on CBS)</p> <p>Screen Guild Players <i>Drama</i></p>	<p>Monday 10:00-10:30 p.m. 121 CBS stations ORIGINATES: KXX</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>The Biow Company</i></p>
<p>LEVER BROTHERS COMPANY (443rd Week on CBS)</p> <p>Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen and Lou Silvers' Orchestra <i>Drama</i></p> <p>Burns and Allen with Felix Mills' Orchestra <i>Comedy</i></p> <p>*The Frank Sinatra Show <i>Musical</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. 134 CBS stations 30 CBC stations ORIGINATES: KXX</p> <p>Tuesday 9:00-9:30 p.m. 129 CBS stations ORIGINATES: KXX</p> <p>Wednesday 9:00-9:30 p.m. 132 CBS stations ORIGINATES: KXX</p> <p>Mon. thru Fri. 11:45-12 noon 52 CBS stations 30 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:15-12:30 p.m. 80 CBS stations 30 CBC stations ORIGINATES: WABC</p>	<p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p> <p>Swan Soap <i>Young & Rubicam, Inc.</i></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>

*Program or client not listed in Fall Program Book.

LEVER BROTHERS COMPANY

Bright Horizon
with Richard Kollmar
Serial drama

Mon. thru Fri.
11:30-11:45 a.m.
47 CBS stations
ORIGINATES: WABC

Swan Soap
Young & Rubicam, Inc.

LEWIS-HOWE COMPANY
(86th Week on CBS)

Correction, Please
with Pat Barnes and
Nat Shilkret's Orchestra
Quiz

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

Tums
*Roche, Williams
& Cunnyngham, Inc.*

**LIGGETT & MYERS TOBACCO
COMPANY**
(587th 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.
122 CBS stations
ORIGINATES: KNX

Chesterfield Cigarettes
Newell-Emmett Co.

LOCKHEED AIRCRAFT CORP.
(64th Week on CBS)

America - Ceiling Unlimited
Dramatic

Sunday
2:00-2:30 p.m.
61 CBS stations
ORIGINATES: KNX

Institutional
Foote, Cone & Belding

P. LORILLARD COMPANY
(318th Week on CBS)

Monty Woolley
with Sammy Kaye's Orchestra
Variety

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

Old Gold Cigarettes
J. Walter Thompson Co.

THE MENNEN COMPANY
(228th Week on CBS)

Ed Sullivan Entertains
Interviews

Monday
7:15-7:30 p.m.
Rebroadcast
11:15-11:30 p.m.
120 CBS stations
ORIGINATES: WABC

Shave Products
*Russel M. Seeds
Company, Inc.*

**MINNEAPOLIS-HONEYWELL
REGULATOR CO.**
(34th Week on CBS)

Blue Jacket Choir
with Danny O'Neil
Musical

Sunday
11:05-11:30 a.m.
121 CBS stations
ORIGINATES: GREAT
LAKES NAVAL TRAINING
STATION

Institutional
*Addison Lewis &
Associates*

<p>JOHN MORRELL & CO. <i>(18th Week on CBS)</i></p> <p>Bob Becker's Chats About Dogs</p>	<p>Thursday 6:15-6:30 p.m. <i>Rebroadcast</i> 12:30-12:45 a.m. 41 CBS stations ORIGINATES: WRBM</p>	<p>Red Heart Dog Food <i>Henri, Hurst & McDonald, Inc.</i></p>
<p>*C. F. MUELLER COMPANY <i>(132nd Week on CBS)</i></p> <p>+Isabel Manning Hewson <i>Narrator</i></p>	<p>Mon., Wed., Fri. 9:45-10:00 a.m. 31 CBS stations ORIGINATES: WABC</p>	<p>Macaroni Products <i>Duane Jones Co.</i></p>
<p>OWENS-ILLINOIS GLASS CO. <i>(38th Week on CBS)</i></p> <p>Broadway Matinee with Alfred Drake, Allen Roth's Orchestra and Guests. <i>Variety</i></p>	<p>Mon. thru Fri. 4:00-4:25 p.m. 121 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>J. Walter Thompson Co.</i></p>
<p>PABST SALES CO. <i>(44th Week on CBS)</i></p> <p>Blue Ribbon Town with Groucho Marx, Fay McKenzie, Donald Dickson and Robert Armbruster's Orchestra <i>Comedy variety</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 10:15-10:45 p.m. 111 CBS stations ORIGINATES: KNX</p>	<p>Pabst Blue Ribbon Beer <i>Warwick & Legler, Inc.</i></p>
<p>PACIFIC COAST BORAX CO. <i>(134th Week on CBS)</i></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. 61 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. <i>(83rd Week on CBS)</i></p> <p>Ned Calmer and the News</p>	<p>Sat., Sun. 8:55-9:00 p.m. 129 CBS stations ORIGINATES: WABC</p>	<p>Quink <i>J. Walter Thompson Co.</i></p>
<p>PET MILK SALES CORPORATION <i>(532nd Week on CBS)</i></p> <p>Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus</p> <p>Mary Lee Taylor Home economist <i>Household Advice</i></p>	<p>Saturday 9:45-10:15 p.m. 66 CBS stations ORIGINATES: WABC</p> <p>Saturday 10:30-11:00 a.m. <i>Rebroadcast</i> 2:00-2:30 p.m. 80 CBS stations ORIGINATES: KMOX</p>	<p>Irradiated Pet Milk <i>Gardner Advertising Company</i></p>

*Program or client not listed in Fall Program Book.

**CHARLES H. PHILLIPS
CHEMICAL CO.**

(324th Week on CBS)

Amanda of Honeymoon Hill

Serial drama

Mon. thru Fri.
11:00-11:15 a.m.

42 CBS stations
ORIGINATES: WABC

Phillips Toothpaste &
Toothpowder,
Phillips Tablets

*Dancer-Fitzgerald-
Sample*

PHILIP MORRIS & COMPANY, LTD.

(390th Week on CBS)

Crime Doctor

Mystery-drama

Philip Morris Playhouse

Directed by Earle McGill, with
guest stars and Ray Bloch's
Orchestra

Drama

Sunday
8:30-8:55 p.m.

Rebroadcast
11:00-11:25 p.m.
118 CBS stations
ORIGINATES: WABC

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

Philip Morris Cigarettes

The Biow Company

THE PROCTER & GAMBLE CO.

(483rd 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.

61 CBS stations
ORIGINATES: WABC

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

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

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

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

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

Duz

*Compton Advertising,
Inc.*

Ivory Soap
Oxydol

*Compton Advertising,
Inc.*

Ivory Soap

*Compton Advertising,
Inc.*

Oxydol

*Dancer-Fitzgerald-
Sample*

Ivory Flakes, Crisco

*Compton Advertising,
Inc.*

Camay, Ivory Flakes

*Pedlar, Ryan & Lusk,
Inc.*

<p>PRUDENTIAL INSURANCE COMPANY OF AMERICA (243rd Week on CBS)</p> <p>Prudential Family Hour with Gladys Swarthout, Jack Smith, Jose Ferrer, Reed Kennedy, Al Goodman's Orchestra, and chorus</p>	<p>Sunday 5:00-5:45 p.m. 87 CBS stations ORIGINATES: WABC</p>	<p>Insurance Services <i>Benton & Bowles, Inc.</i></p>
<p>THE QUAKER OATS COMPANY (114th Week on CBS)</p> <p>That Brewster Boy <i>Comedy drama</i></p>	<p>Friday 9:30-10:00 p.m. 121 CBS stations ORIGINATES: WBBM</p>	<p>Quaker Food Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>R. J. REYNOLDS TOBACCO COMPANY (560th Week on CBS)</p> <p>Blondie The domestic adventures of the Bumsteads <i>Comedy</i></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>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 130 CBS stations ORIGINATES: KNX</p> <p>Friday 10:00-10:30 p.m. 130 CBS stations ORIGINATES: WABC</p> <p>Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 132 CBS stations ORIGINATES: WABC</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i></p>
<p>ROMA WINE CO., INC. (47th Week on CBS)</p> <p>*Suspense <i>Drama</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast Monday</i> 12 mid.-12:30 a.m. 77 CBS stations ORIGINATES: KNX</p>	<p>Roma Wines <i>The Biow Company</i></p>
<p>SCHENLEY IMPORT CORP. (42nd Week on CBS)</p> <p>Schenley's Cresta Blanca Carnival Morton Gould's Orchestra, Alec Templeton and Guest Stars <i>Variety</i></p>	<p>Wednesday 10:30-11:00 p.m. 71 CBS stations ORIGINATES: WABC</p>	<p>Cresta Blanca Wine <i>William H. Weintraub & Company, Inc.</i></p>
<p>SERVEL, INC. (56th Week on CBS)</p> <p>Fashions in Rations with Billie Burke <i>Household advice</i></p>	<p>Saturday 11:30 a.m.-12 noon 77 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>

*Program or client not listed in Fall Program Book.

<p>SOUTHERN COTTON OIL CO. (68th Week on CBS)</p> <p>*Neighbors—Irene Beasley <i>Songs</i></p>	<p>Mon. thru Fri. 3:00–3:15 p.m. 44 CBS stations ORIGINATES: WABC</p>	<p>Wesson Oil and Snowdrift <i>Kenyon & Eckhardt, Inc.</i></p>
<p>E. R. SQUIBB & SONS (186th Week on CBS)</p> <p>To Your Good Health <i>Music</i></p>	<p>Mon., Wed., Fri. 6:15–6:30 p.m. 125 CBS stations ORIGINATES: WABC</p>	<p>Squibb Products <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>STANDARD BRANDS, INC. (168th Week on CBS)</p> <p>Mary Marlin <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00–3:15 p.m. <i>Rebroadcast</i> 5:00–5:15 p.m. 70 CBS stations ORIGINATES: WABC</p>	<p>Tenderleaf Tea <i>J. Walter Thompson Co.</i></p>
<p>*The Open Door <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:30–10:45 a.m. <i>Rebroadcast</i> 3:15–3:30 p.m. 126 CBS stations ORIGINATES: WABC</p>	<p>Vitamin Products, Coffee-Desserts <i>Ted Bates, Inc.</i></p>
<p>*JOSEPH TETLEY & CO. INC. (12th Week on CBS)</p> <p>*Isabel Manning Hewson <i>Narrator</i></p>	<p>Tues., Thurs., Sat. 9:45–10:00 a.m. 26 CBS stations ORIGINATES: WABC</p>	<p>Tea, Dehydrated Soups <i>Duane Jones Co.</i></p>
<p>THE TEXAS COMPANY (348th Week on CBS)</p> <p>Texaco Star Theater Fred Allen and Al Goodman's Orchestra</p>	<p>Sunday 9:30–10:00 p.m. 122 CBS stations 25 CBC stations ORIGINATES: WABC</p>	<p>Texaco Products <i>Buchanan & Co.</i></p>
<p>UNITED STATES RUBBER CO. (88th Week on CBS)</p> <p>New York Philharmonic- Symphony <i>Music</i></p>	<p>Sunday 3:00–4:30 p.m. 119 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Campbell-Ewald Co., Inc., Eastern Division</i></p>
<p>U. S. TOBACCO COMPANY (452nd Week on CBS)</p> <p>Gay Nineties Revue starring Lillian Leonard, Joe E. Howard, MC. 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. 67 CBS stations ORIGINATES: WABC</p>	<p>Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p>

R. L. WATKINS CO.*(78th Week on CBS)***Second Husband***Serial drama*

Mon., Tues., Wed.

11:15-11:30 a.m.

42 CBS stations

ORIGINATES: WABC

Dr. Lyons Toothpowder*Dancer-Fitzgerald-**Sample***THE WELCH GRAPE JUICE CO.***(86th Week on CBS)****The Woman From Nowhere**

with Irene Rich

Drama

Sunday

5:45-6:00 p.m.

66 CBS stations

ORIGINATES: KNX

Welch Products*H. W. Kastor & Sons**Advertising Co., Inc.****J. B. WILLIAMS COMPANY***(8th Week on CBS)****William L. Shirer***News*

Sunday

7:00-7:15 p.m.

58 CBS stations

ORIGINATES: WABC

Williams Shaving Cream*J. Walter Thompson Co.***WM. WRIGLEY, JR., COMPANY***(606th Week on CBS)***America in the Air***Air Corps dramatic series***The First Line***Drama***American Women***Dramatic*

Sunday

6:30-7:00 p.m.

119 CBS stations

ORIGINATES: WBBM

Doublemint Gum*J. Walter Thompson**Company*

Thursday

10:00-10:30 p.m.

119 CBS stations

ORIGINATES: WBBM

Spearmint Gum*Arthur Meyerhoff & Co.*

Mon. thru Fri.

5:45-6:00 p.m.

119 CBS stations

ORIGINATES: WBBM

**COLUMBIA
PACIFIC
NETWORK****CALIFORNIA PRUNE & APRICOT
GROWERS ASSOCIATION***(98th Week on CBS)***Dave Vaile and the News***News analyst*

Saturday

8:55-9:00 p.m.

PWT

ORIGINATES: KNX

**California Prunes and
Apricots***Long Advertising**Service***COLONIAL DAMES, INC.***(216th Week on CBS)***Bob Greene***News*

Sunday

8:25-8:30 p.m.

PWT

ORIGINATES: KNX

Cosmetics*Classer, Cailey & Co.****CONSOLIDATED ROYAL
CHEMICAL CO., INC.***(9th Week on CBS)****Ten O'Clock Wire**

with Chet Huntley and Dave Vaile

Saturday

10:00-10:15 p.m.

PWT

ORIGINATES: KNX

Kranks Shave Cream*Arthur Meyerhoff & Co.***Program or client not listed in Fall Program Book.*

<p>*P. DUFF & SONS, INC. <i>(18th Week on CBS)</i></p> <p>*Galen Drake <i>Talks</i></p>	<p>Tues., Thurs. 5:00-5:15 p.m. PWT ORIGINATES: KNX</p>	<p>Ready-To-Bake Mixes <i>W. Earl Bothwell</i> <i>Advertising Agency</i></p>
<p>GENERAL MILLS, INC. <i>(505th Week on CBS)</i></p> <p>Nelson Pringle <i>News analyst</i></p>	<p>Mon. thru Fri. 7:45-8:00 a.m. PWT ORIGINATES: KNX</p>	<p>Wheaties <i>Knox Reeves</i> <i>Advertising, Inc.</i></p>
<p>*JOHNSTONE DRUG SALES CORP. <i>(9th Week on CBS)</i></p> <p>*Hollywood Barn Dance <i>Hillbilly variety</i></p>	<p>Saturday 10:30-10:45 p.m. PWT ORIGINATES: KNX</p>	<p>Buckley's Canadiol Mixture <i>Armand S. Weill Co., Inc.</i></p>
<p>LAMONT, CORLISS & COMPANY <i>(30th Week on CBS)</i></p> <p>Eleanore King <i>Beauty talks</i></p>	<p>Saturday 6:30-6:45 p.m. PWT ORIGINATES: KNX</p>	<p>Pond's Cold Cream <i>J. Walter Thompson Co.</i></p>
<p>LOS ANGELES SOAP COMPANY <i>(225th Week on CBS)</i></p> <p>Bob Andersen <i>News</i></p>	<p>Mon. thru Fri. 4:15-4:30 p.m. PWT ORIGINATES: KNX</p>	<p>White King Soap Sierra Pine Soap Scotch Cleanser <i>Raymond R. Morgan Co.</i></p>
<p>MANHATTAN SOAP CO. <i>(154th Week on CBS)</i></p> <p>Bob Greene <i>News</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Sweetheart Soap <i>Franklin Bruck</i> <i>Advertising Corp.</i></p>
<p>McKESSON & ROBBINS, INC. <i>(182nd Week on CBS)</i></p> <p>William Winter <i>News analyst</i></p> <p>Chet Huntley <i>News analyst</i></p>	<p>Tues., Thurs., Sat. 12:30-12:45 p.m. PWT ORIGINATES: KQW</p> <p>Mon. thru Fri. 3:55-4:00 p.m. PWT ORIGINATES: KNX</p>	<p>Bexel <i>J. D. Tarcher & Co., Inc.</i></p> <p>Calox Tooth Powder <i>J. D. Tarcher & Co., Inc.</i></p>
<p>THE MENNEN COMPANY <i>(228th Week on CBS)</i></p> <p>Bob Greene <i>News</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>Russel M. Seeds Co., Inc.</i></p>

**COLUMBIA
PACIFIC
NETWORK**

Continued

<p>PETER PAUL, INC. <i>(172nd Week on CBS)</i></p> <p>Truman Bradley Bob Andersen <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>(170th Week on CBS)</i></p> <p>William Winter <i>News analyst</i></p> <p>Harry W. Flannery <i>News analyst</i></p>	<p>Mon., Wed., Fri. 12:30-12:45 p.m. PWT Sunday 5:30-5:45 p.m. PWT ORIGINATES: KQW</p> <p>Tues., Thurs., Sat. 5:30-5:45 p.m. PWT ORIGINATES: KNX</p>	<p>Planters Peanut Oil, Salted Peanuts <i>Erwin Wasey & Company</i></p>
<p>PLOUGH, INC. <i>(69th Week on CBS)</i></p> <p>Don't You Believe It with Tobe Reed</p>	<p>Saturday 9:45-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>St. Joseph's Aspirin Penetro Products <i>Lake-Spiro-Shurman, Inc.</i></p>
<p>SIGNAL OIL COMPANY <i>(33rd Week on CBS)</i></p> <p>*The Whistler <i>Mystery drama</i></p>	<p>Sunday 4:30-5:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Barton A. Stebbins</i></p>
<p>*SOCONY VACUUM OIL CO. <i>(1st Week on CBS)</i></p> <p>*The Orson Welles Show <i>Comedy variety</i></p>	<p>Wednesday 9:30-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>Mobilgas and Mobiloil <i>Compton Advertising Inc.</i></p>
<p>SOIL OFF MANUFACTURING COMPANY <i>(156th 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>Buchanan & Co.</i></p>
<p>UNITED AIR LINES TRANSPORT CORP. <i>(12th Week on CBS)</i></p> <p>In Time To Come <i>Drama, music</i></p>	<p>Sunday 8:30-9:00 p.m. PWT ORIGINATES: KNX</p>	<p>Air Travel <i>N. W. Ayer & Son, Inc.</i></p>
<p>WESTERN SUGAR REFINERY <i>(32nd Week on CBS)</i></p> <p>I Was There <i>Real life experiences</i></p>	<p>Sunday 9:00-9:30 p.m. PWT ORIGINATES: KNX</p>	<p>Sea Island Sugar <i>J. Walter Thompson Co.</i></p>

* Program or client not listed in Fall Program Book.

<p>BANK OF AMERICA NAT'L TRUST & SAVINGS ASSN. (47th Week on CBS)</p> <p>*Sunday Nite Salute <i>Drama, music</i></p>	<p>Sunday 9:30-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>Services <i>J. Walter Thompson Co.</i></p>
<p>BARBASOL COMPANY (300th Week on CBS)</p> <p>*Deane Dickason <i>Talks</i></p>	<p>Mon., Wed., Fri. 4:00-4:15 p.m. PWT ORIGINATES: KQW</p>	<p>Barbasol Shave Cream <i>Erwin Wasey & Company</i></p>
<p>BEKINS VAN AND STORAGE CO. (123rd 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>
<p>BEN HUR PRODUCTS, INC. (39th Week on CBS)</p> <p>Hollywood Showcase with Hedda Hopper <i>Variety</i></p>	<p>Friday 6:00-6:30 p.m. PWT ORIGINATES: KNX</p>	<p>Ben Hur Products <i>Barton A. Stebbins</i></p>
<p>GROVE LABORATORIES, INC. (63rd Week on CBS)</p> <p>10 O'Clock Wire with Bob Greene <i>News</i></p>	<p>Mon. thru Fri. 10:00-10:05 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Russel M. Seeds Co., Inc.</i></p>
<p>*HUNT PACKING COMPANY (1st Week on CBS)</p> <p>*Deane Dickason <i>Talks</i></p>	<p>Tuesday 9:45-10:00 p.m. PWT ORIGINATES: KQW</p>	<p>All Products <i>Garfield & Guild</i></p>
<p>KAY JEWELRY COMPANY (39th Week on CBS)</p> <p>Bob Andersen <i>News</i></p>	<p>Sunday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Jewelry <i>Garfield & Guild</i></p>
<p>VICK CHEMICAL COMPANY (142nd Week on CBS)</p> <p>*Deane Dickason <i>Talks</i></p>	<p>Tues. and Thurs 4:00-4:15 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Morse International, Inc.</i></p>
<p>*YELLOW CAB CO. (4th Week on CBS)</p> <p>*The Story Teller <i>Drama</i></p>	<p>Saturday 7:45-8:00 p.m. PWT ORIGINATES: KQW</p>	<p>Cab Service <i>Rhoades & Davis</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:

NEWS BROADCASTS	Page 21
WAR PROGRAMS	Page 21
SERIOUS MUSIC	Page 23
LIGHT MUSIC	Page 24
DRAMATIC SERIES	Page 26
LIGHT ENTERTAINMENT	Page 27
EDUCATIONAL PROGRAMS	Page 27
RELIGIOUS BROADCASTS	Page 29
CBS SHORT WAVE BROADCASTS	Page 29
SPECIAL BROADCASTS: FALL-WINTER	Page 30

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

News Summaries

3:15 p.m. and 6:00 p.m.

MONDAY THRU FRIDAY

1:00 a.m.

MONDAY THRU SATURDAY

1:25-1:30 p.m.

4:30-4:35 p.m.

EACH SATURDAY

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

12:30-1:00 p.m.

EACH SUNDAY

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, Charles Collingwood, Charles Shaw and Richard Hottel report from London; John Daly, Eric Sevareid, Winston Burdett and Farnsworth Fowle from the Mediterranean; William J. Dunn from Australia; Webley Edwards from Honolulu; James Stewart from Chungking; James Fleming from Russia; Howard K. Smith from Berne; Albin Johnson from Stockholm; George Moorad from Cairo; Hugh Jenks from Buenos Aires; John Adams from Rio de Janeiro; Quincy Howe, Bob Trout, Major George Fielding Eliot, William L. Shirer, Everett Holles, Ned Calmer, Elizabeth Bemis, Bill Downs and Doug Edwards from New York; Bill Henry, Don Pryor, Albert Leitch, Robert Lewis and William Costello from Washington.

11:10-11:15 p.m. NIGHTLY

William L. Shirer

Bob Trout

Major George Fielding Eliot

Quincy Howe

Everett Holles

6:55 p.m. SATURDAY, Bob Trout

(See also sponsored news programs)

Every Sunday the British Broadcasting Corporation and the Columbia Broadcasting System shake hands firmly over the ocean. In this half-hour program, originating alternately in Britain and the United States, the radio audiences are offered an eye-witness glimpse of a locality where the plain people are brought to the microphone. Thus, the audiences of the two nations have learned what people across the ocean talk like, do, and think about the war and the peace.

**WAR
PROGRAMS**

**WAR
PROGRAMS**

Continued

Calling Pan-America

2:30-3:00 p.m.

EACH SATURDAY

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. The program is heard throughout the Hemisphere.

Viva America!

11:30-12 midnight

EACH THURSDAY

Like *Calling Pan-America*, this sparkling new Latin-American musical review spotlights the music and culture of our Good Neighbor republics. It represents a further step in Columbia's effort to promote inter-American unity. Through the growing North-American interest in Latin-American affairs, an interest fostered largely by radio, New York has already gathered to itself many of the finest Latin-American artists. *Viva America!* will accordingly be broadcast from New York; it will be heard throughout the Hemisphere.

Victory F.O.B.

3:00-3:30 p.m.

EACH SATURDAY

From Detroit, arsenal of America, CBS brings this musical variety show highlighting the achievements of free enterprise in America. Each week a leading industrialist reports on his company's progress in the production of war materials. Music is supplied by Samuel Benavie's orchestra and the Don Large Chorus.

Youth On Parade

10:00-10:30 a.m.

EACH SATURDAY

This is 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. Every program is climaxed with the presentation of the Youth-On-Parade War-Service Award to a boy, girl, or youth group.

We Deliver the Goods

12:05-12:30 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.

**The Philadelphia
Orchestra**

3:30-4:30 p.m.

EACH SATURDAY

One of the world's greatest symphonic groups, the Philadelphia Orchestra broadcasts a memorable series of Saturday afternoon concerts over the Columbia network. Each concert is a full hour in length. Eugene Ormandy, music director and conductor of the orchestra, will direct most of the concerts in the series; Bruno Walter and Saul Caston, associate conductor of the orchestra, will also conduct. Eminent guest soloists will make regular appearances on the broadcasts. Harl McDonald, noted American composer and manager of the orchestra, is the intermission speaker. The series is broadcast from the Academy of Music in Philadelphia, the orchestra's permanent home.

Invitation to Music

11:30-12 midnight

EACH WEDNESDAY

This weekly half-hour presents eminent soloists with the Columbia Symphony Orchestra in programs featuring comparatively unfamiliar but nevertheless important works of the great composers. Artists appearing include Joseph Szigeti, violinist; Herbert Janssen, baritone; Jenny Tourel, mezzo soprano; Elizabeth Schumann, soprano; William Primrose, viola. Bernard Herrmann conducts.

E. Power Biggs, Organist

9:15-9:45 a.m.

EACH SUNDAY

Playing on the baroque organ in the Germanic Museum at Harvard University—now headquarters for a U.S. Army Chaplains' School—this noted musician broadcasts the world's finest organ music. In a special series of concerts to be given in joint sponsorship with Mrs. Elizabeth Sprague Coolidge, these programs are expanded to include works written for various combinations of instruments with the organ. They feature not only concertos by the classic masters, such as Handel, Mozart, Bach and Purcell, but also compositions specially written for the series by contemporary American composers. Assisting artists will be the Fiedler Sinfonietta and the Stradivarius Quartet.

**SERIOUS
MUSIC**

Continued

**Eileen Farrell and the
Columbia Concert
Orchestra**

11:15-11:30 p.m.
EACH SUNDAY

This richly talented young soprano, whom Columbia is proud to have discovered something less than three years ago, is presented in concert songs, operatic arias and light-opera favorites. She is accompanied by the Columbia Concert Orchestra.

**Salt Lake Tabernacle
Choir and Organ**

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

This is the oldest consecutively presented public-service series in radio, having celebrated its 759th network broadcast on January 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.

New Voices in Song

9:45-10:00 a.m.
EACH SUNDAY

These programs are designed to offer broadcast opportunities to young American singers whom CBS feels to have exceptional promise. The singers are selected from the many young aspirants auditioned by the Columbia Broadcasting System.

**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
CUY LOMBARDO	SONNY DUNHAM
ABE LYMAN	ENRIC MADRIGUERA
DUKE ELLINGTON	JIMMY HILLIARD
SHEP FIELDS	RAY PEARL
FRANKIE MASTERS	BOYD RAYBURN
JAN CARBER	DICK BRODEUR

**Raymond Scott
and His Orchestra**

4:45-5:00 p.m.
MONDAY THRU FRIDAY

In this program Raymond Scott has an opportunity to display his rare musical talent. He gives new treatment to standard jazz classics and contemporary popular music. *Variety* says of Raymond Scott's orchestra, "Composed of outstanding musicians, its work was electrifying." Dorothy Collins does the singing.

Jack Smith, Songs

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

Jack Smith, originally discovered by CBS, has built an enthusiastic personal following among Columbia network listeners. He is accompanied by Paul Baron's Orchestra.

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 join as a soloist in the old-favorite harmonies of the Landt Trio.

Joan Brooks

11:15-11:30 p.m.

MONDAY THRU FRIDAY

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

Columbia Presents

Perry Como

7:15-7:30 p.m.

EACH SUNDAY

Perry Como's rich baritone voice is heard in a group of old and new song favorites. With him are the Bobby Tucker Voices, The Three Sisters, swing vocalists, and Paul Baron's Orchestra.

Jeri Sullavan

6:30-6:45 p.m.

MONDAY, WEDNESDAY,
THURSDAY, FRIDAY

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

Burl Ives

8:45-9:00 a.m.

EACH SUNDAY

9:15-9:30 a.m.

EACH THURSDAY

1:45-2:00 p.m.

EACH SATURDAY

Burl Ives reaches into his vast repertoire of native American back-country ballads, and sings and plays them on his guitar. He is heard three days a week, and entertains both morning and afternoon audiences.

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. Marion Mason and Jack Hunter handle the vocals. This distinctly individual program originates at Station WCAU, Philadelphia.

The Clevelandaires

12:05-12:30 a.m.

EACH THURSDAY

This is a fast-paced variety program of novel-ties and popular songs played by Walberg Brown and his orchestra from Station WGAR in Cleveland. Reginald Merridew, male vocalist, and Wayne Mack, master of ceremonies, are also featured.

**DRAMATIC
SERIES**

**Columbia Presents
Corwin**

10:00-10:30 p.m.

EACH TUESDAY

This series of half-hour programs will begin on March 7. Norman Corwin—whom *Life* calls “radio’s top dramatic genius”—will be producer, director, and for the most part, author. The series represents a new departure for radio: first, there will be utterly no restrictions upon the types of material to be used; second, the half-hour will be held exclusively for Corwin creations. As planned, the series will consist of many diverse and new types of programs: (1) documentary dramas—telling the stories of three cities, three great American writers, and two great rivers; (2) radio cantatas; (3) radio musical comedies; (4) musical satires; (5) dramatic monologues; (6) original plays written by Corwin expressly for such famous actors as Orson Welles, Paul Robeson, Walter Huston, Charles Laughton, and Franchot Tone. The Norman Corwin hour will be a true chain of important “first nights” in the theater of radio.

Mrs. Miniver

11:30-12 midnight

EACH FRIDAY

This series picks up the story of the Minivers where the picture left off. It brings them to America, where Mr. Miniver has a job as a consultant for post-war housing. Each episode, complete in itself, follows the lives of this beloved couple in our own land. Judith Evelyn plays Mrs. Miniver on the air; Karl Swensen plays Mr. Miniver.

Romance

10:00-10:30 p.m.

EACH TUESDAY

This weekly series dramatizes love stories with adult sincerity and simplicity. Original romantic dramas as well as familiar love stories are brought to the microphone, with Frank Gallop as the narrator. The series will change its air time with the inauguration of the Norman Corwin series.

**Flashgun Casey—
Press Photographer**

11:30-12 midnight

EACH SATURDAY

In episodes of adult realism, metropolitan news photographer Casey unravels complex mysteries and crimes with the aid of his camera. The dialogue is witty and wordly, the situations authentic and vivid.

Now and Forever

3:30-3:45 p.m.

MONDAY THRU FRIDAY

Here is a serial which deals with the emotional development of a mature woman who meets many serious problems in her daily life. It is a real and honest love story.

This Life is Mine

3:45-4:00 p.m.

MONDAY THRU FRIDAY

This serial tells the story of Eden Channing, young small-town school teacher. It dramatizes the eternal conflict between two philosophies of life, the self-serving and the self-sacrificing.

The Colonel

4:35-5:00 p.m.

EACH SATURDAY

Colonel Lemuel Q. Stoopnagle, master of wacky hilarity, heads this gloom-chasing comedy program, with Eddie Green, Amanda Randolph, and Howard Smith aiding and abetting the goings-on. Archie Bleyer's Orchestra furnishes the music.

Fun with Dunn

5:00-5:30 p.m.

MONDAY THRU FRIDAY

Comedian Eddie Dunn steers the festivities for a half-hour of music and laughs. He is supported by Jeff Alexander's Orchestra, by vocalist Vera Holley and by the Three Sisters, Beatrice, Geraldine and Margie Ross, who specialize in modern interpretations of rhythm songs and ballads.

Gibson, O'Neil, and Petrillo

12:05-12:30 a.m.

EACH WEDNESDAY

Paul Gibson, commentator, and Danny O'Neil, tenor, unite with Cesar Petrillo's Orchestra to give CBS audiences a midnight program of mellow musical entertainment. This trio broadcasts each week from Station WBBM, Chicago.

**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. | WILLIAM ALLEN WHITE |
| ALVIN S. JOHNSON | RAY LYMAN WILBUR |

JOSEPH H. WILLITS

**DRAMATIC
SERIES**

**LIGHT
ENTERTAIN-
MENT**

**EDUCATIONAL
PROGRAMS**

**EDUCATIONAL
PROGRAMS**

Continued

**The American
School of the Air**

9:15-9:45 a.m.

Rebroadcast

3:30-4:00 p.m.

MONDAY THRU FRIDAY

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

MONDAY—Tools of Science

TUESDAY—Gateway to Music

WEDNESDAY—New Horizons

THURSDAY—Tales from Far and Near

FRIDAY—This Living World

Invitation to Learning

11:30-12 noon

EACH SUNDAY

In this weekly series the world's great books of yesterday and today are informally discussed by leading scholars, critics, and writers.

The People's Platform

6:15-6:45 p.m.

EACH SATURDAY

Now in its sixth year on the air, this program stands as one of radio's most interesting innovations in the field of public forums. Four guests and a moderator meet for an informal discussion of current and postwar problems.

Of Men and Books

2:00-2:30 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.

Columbia's Country Journal

1:30-2:00 p.m.

EACH SATURDAY

Charles ("Chuck") Worcester conducts this weekly "radio farm magazine" and portrays the activities, problems, home life and opinions of America's farmers. A feature is a weekly news report from Washington and from farm regions throughout the country.

The Garden Gate

9:15-9:45 a.m.

EACH SATURDAY

Tom Williams, "the old dirt dobber," horticultural expert of WLAC, Nashville, answers queries on wartime gardening. From Washington "Chuck" Worcester and distinguished guests report on victory gardening progress.

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

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

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.

The Chapel Singers

9:15-9:30 a.m.

EACH MONDAY, WEDNESDAY
AND FRIDAY

The fine old familiar hymns of all religious denominations, inspiringly sung by a male quartet. Each broadcast includes a brief reading from the Bible.

**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 Bari, 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. On March 1, 1944, CBS will inaugurate service on still another 50,000-watt transmitter, WCBN, to both Europe and Latin America.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO EUROPE
AND THE
EAST**

*CBS transmits on
WCBX, New York
WCRC, New York
WCDA, New York
WOOC, New York
WOOW, New York
WCBN, New York**
**(after March 1, 1944)*

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

In: SPANISH

PORTUGUESE

From late afternoon till 2:00 a.m. Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News and news commentaries are featured 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 97 affiliated stations in Latin America.

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

*CBS transmits on
WCBX, New York
WCRC, New York
WCDA, New York
WCBN, New York**
**(after March 1, 1944)*

SPECIAL BROADCASTS: FALL-WINTER

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 partial list of exclusive CBS programs, not included in the previous issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

OCTOBER 1: ALF M. LANDON, the Republican Presidential candidate of 1936, discussed contemporary foreign policies with special emphasis on the proposed British-American Alliance: 11:00-11:15 a.m.

OCTOBER 4: From Boston. WILLIAM GREEN, President of the American Federation of Labor, spoke on the first day of the American Federation of Labor Convention: 6:30-6:45 p.m.

OCTOBER 5: "Freedom to Listen" was the subject discussed by JAMES LAWRENCE FLY, Chairman, Federal Communications Commission: 10:00-10:15 p.m.

OCTOBER 12: In connection with the meeting of the Italian-American Labor Council, A. A. BERLE, JR., Assistant Secretary of State, made announcement of the official State Department policy in Italy: 10:45-11:00 p.m.

OCTOBER 12: J. EDGAR HOOVER, Director of the Federal Bureau of Investigation, discussed the prevention of juvenile delinquency from Boston, Massachusetts, in connection with Founders Week of the Y. M. C. A.: 5:30-5:45 p.m.

OCTOBER 15: In connection with the New York State Wartime Conference of Kiwanis International, Senator CHAPMAN REVERCOMB of West Virginia spoke on the preservation of the free enterprise system: 10:30-10:45 p.m.

OCTOBER 22: "Constructive Ideology" was discussed by SIR GERALD CAMPBELL, His Majesty's

Minister at the British Embassy, in connection with the meeting of the American Section of the Society of Chemical Industry, an English meeting in the United States under the patronage of His Majesty the King: 6:30-6:45 p.m.

OCTOBER 25: Senator CARL A. HATCH, of New Mexico, spoke from Boston on "Post-War Foreign Policy Resolutions:" 11:15-11:30 p.m.

OCTOBER 26: From Washington, D. C., Senator GUY M. GILLETTE, Democrat, of Iowa, discussed "Why We Should Not Have Food Subsidies:" 10:30-10:45 p.m.

OCTOBER 28: Senator W. LEE O'DANIEL of Texas spoke on "Preservation of Small Business:" 6:30-6:45 p.m.

OCTOBER 30: PIETER A. KERSTENS, Netherlands Minister of Economy, who had recently arrived in this country from London, spoke on "Worries of a Minister Preparing Reconstruction:" 10:45-11:00 p.m.

NOVEMBER 4: "Labor and Post-War Planning" was discussed in connection with the 7th Annual Convention of the Congress of Industrial Organizations (CIO). The speakers were: CLINTON GOLDEN, Assistant President of the United Steel Workers of America and Vice-Chairman of the War Production Board; RAYMOND WALSH, Director of Research and Education for the Congress of Industrial Organizations; JAMES B. CAREY, Secretary-Treasurer of the CIO. and JOHN BROPHY, Director, Industrial Union Council, 6:30-6:45 p.m.

NOVEMBER 6: Under the auspices of World Peaceways, Inc., "Should Americans Still Fear Russia" was discussed from New York by ALBERT RHYS WILLIAMS, author of "The Russians: The Land, The People and Why They Fight;" from Washington by Representative GEORGE E. OUTLAND, Democrat, of California: 10:45-11:00 p.m.

NOVEMBER 8: HAROLD L. ICKES, Secretary of the Interior, and ANDREI A. GROMYKO, U.S.S.R. Ambassador to Washington, spoke from the meeting of the Tenth Anniversary Congress of the National Council of American-Soviet Friendship, Inc.: 11:15-11:45 p.m.

NOVEMBER 9: From Washington, Senator TOM CONNALLY, Democrat, of Texas, gave "An Analysis of the Moscow Documents": 10:30-10:45 p.m.

NOVEMBER 11: In connection with the Second Annual Dinner of the Jewish Theological Seminary, FRANCIS BIDDLE, Attorney General of the United States, reported on the minority problem as it affects the nation: 6:30-6:45 p.m.

NOVEMBER 17: Governor JOHN W. BRICKER, of Ohio, discussed "The Job at Home" from Cleveland: 11:00-11:15 a.m.

NOVEMBER 20: Great Britain's Ambassador to the United States, LORD HALIFAX, on his return from his recent trip to England, discussed "England after Four Years at War": 10:45-11:00 p.m.

NOVEMBER 30: Postmaster General FRANK C. WALKER, Chairman of the Democratic National Committee, spoke on "Voting in Wartime": 10:30-10:45 p.m.

DECEMBER 4: HERBERT H. LEHMAN, Director-General of the United Nations Relief and Rehabilitation Administration, summarized the accomplishments of the Atlantic City Conference: 10:45-11:00 p.m.

DECEMBER 7: "Management's Responsibility" was discussed by H. W. PRENTIS, JR., President of the Armstrong Cork Company: 10:45-11:00 p.m.

DECEMBER 7: Justice JAMES F. BYRNES, Director of the Office of War Mobilization, reported

from Washington, D. C. on the threat of inflation, and on holding the line in the United States against inflation: 8:00-8:30 p.m.

DECEMBER 11: Speaking in connection with the United Church Canvass, WENDELL L. WILLKIE and RABBI ISRAEL GOLDSTEIN broadcast from New York: 10:45-11:00 p.m.

DECEMBER 21: From London, England, A. V. ALEXANDER, First Lord of the British Admiralty, spoke on "The part cooperative union plays in wartime:" 5:00-5:30 p.m.

JANUARY 1: In a discussion on the Second Anniversary of the unification of the United Nations, CLARK M. EICHELBERGER, Director of the Commission to Study the Organization of Peace, spoke from New York on "Organizing the United Nations Now:" 10:45-11:00 p.m.

JANUARY 4: Replying to the broadcast made by James F. Byrnes, on December 7, Representative RICHARD M. KLEBERG of Texas, spoke from Corpus Christi on "Subsidies:" 10:30-11:00 p.m.

JANUARY 8: "Will the Republican Party Commit Suicide in 1944" was discussed from Montpelier, capital of the State of Vermont, by WILLIAM H. WILLS, Governor of the Green Mountain State: 10:45-11:00 p.m.

JANUARY 11: Senator ELBERT D. THOMAS of Utah spoke from Washington, D. C. on "Strikes and Their Effects on our Military Operations:" 10:30-10:45 p.m.

JANUARY 14: JAN MASARYK, Czechoslovakian Minister of Foreign Affairs and Vice-Premier of the Czechoslovakian government-in-exile, spoke from New York in connection with the 4th War Loan Drive: 5:30-5:45 p.m.

JANUARY 14: Netherlands Minister of Overseas Territories, DR. H. J. VAN MOOK, discussed "Unity in War and Peace," from New York: 11:15-11:30 p.m.

JANUARY 15: JOHN D. M. HAMILTON, former Chairman of the Republican National Committee, broadcast from Willow Brook Farm, Pa. in reply to the January 8 broadcast of Governor Wills: 10:45-11:00 p.m.

CBS PROGRAM BOOK SUPPLEMENT • MARCH 1

NATIONAL BROADCASTING COMPANY, INC.

GENERAL LIBRARY

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

<p>W. ATLEE BURPEE CO. <i>(1st Week on CBS)</i> The Garden Gate <i>Gardener Advice</i></p>	<p>Saturday 9:15-9:45 a.m. 59 CBS stations ORIGINATES: WLAC AND WTOP</p>	<p>Seed Products <i>Flagler Advertising, Inc.</i></p>
<p>CHEMICALS, INC. <i>(53rd Week on CBS)</i> <i>News</i></p>	<p>Saturday 1:25-1:30 p.m. 8 CBS stations ORIGINATES: WEEI</p>	<p>Vano Household Cleaner <i>Garfield & Guild</i></p>
<p>NOXZEMA CHEMICAL CO. <i>(79th Week on CBS)</i> Mayor of the Town with Lionel Barrymore <i>Drama</i> <i>Starts March 11</i></p>	<p>Saturday 7:00-7:30 p.m. <i>Rebroadcast</i> <i>10:15-10:45 p.m.</i> 56 CBS stations ORIGINATES: KNX</p>	<p>All Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>PILLSBURY FLOUR MILLS CO. <i>(285th Week on CBS)</i> Grand Central Station <i>Drama</i> <i>Starts March 4</i></p>	<p>Saturday 1:00-1:25 p.m. 74 CBS stations</p>	<p>All Products <i>McCann-Erickson, Inc.</i></p>

<p><i>Page 5</i></p>	<p>P. BALLANTINE & SONS</p>	<p>Replace William Gaxton with Jol Morgan under direction of J. Blac and guest soloists.</p>
<p><i>Page 6</i></p>	<p>CAMPANA SALES CO.</p>	<p>Cancel program after February 1</p>

CBS PROGRAM BOOK SUPPLEMENT • APRIL 1

NEW AND VISIBLE PROGRAMS

<p>ENGLANDER COMPANY (3rd Week on CBS) We Who Dream <i>Drama</i></p>	<p>Friday 7:15-7:30 p.m. 36 CBS stations ORIGINATES: WABC</p>	<p>Springs and Mattresses <i>The Biow Company</i></p>
<p>GENERAL FOODS CORPORATION (466th Week on CBS) Portia Faces Life <i>Serial Drama</i></p>	<p>Monday thru Friday 2:00-2:15 p.m. 120 CBS stations ORIGINATES: WABC</p>	<p>Grape Nuts Flakes and Grape Nuts Wheatmeal <i>Young & Rubicam, Inc.</i></p>

NEW CBS REGULAR NETWORK PROGRAMS

<p>CHEMICALS, INC. (58th Week on CBS) Musical Show - Vivian Lane <i>Music</i> Starts April 23</p>	<p>Sunday 5:30-5:45 p.m. PWT 8 CBS stations ORIGINATES: KQW</p>	<p>Vano Household Chemical <i>Garfield & Guild</i></p>
<p>GREYHOUND LINES Short Short Stories <i>Dramatic Series</i> Starts April 21</p>	<p>Friday 9:55-10:00 p.m. PWT 7 CBS stations ORIGINATES: KNX</p>	<p>Institutional <i>Beaumont & Hohman, Inc.</i></p>
<p>HOFFMAN RADIO CORP. (3rd Week on CBS) Chet Huntley <i>News Analyst</i></p>	<p>Monday 8:55-9:00 p.m. PWT 8 CBS stations ORIGINATES: KNX</p>	<p>Institutional <i>Hixson-O'Donnell Advertising, Inc.</i></p>
<p>JANTZEN KNITTING MILLS Chet Huntley <i>News Analyst</i> Starts April 5</p>	<p>Wednesday 8:55-9:00 p.m. PWT 8 CBS stations ORIGINATES: KNX</p>	<p>Santiseptic, an after shave lotion <i>Botsford, Constantine & Gardner</i></p>

MONTHLY CORRECTIONS - 1951 SCHEDULED PROGRAMS (Continued)

<i>Page 6</i>	CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED	Change origination to KNX.
<i>Page 9</i>	B. F. GOODRICH CO.	Cancel repeat broadcasts.
<i>Page 12</i>	PABST SALES CO.	Cancel repeat broadcasts.
<i>Page 13</i>	PHILIP MORRIS & COMPANY, LTD.	Change listing from "Philip Morris Playhouse" to "It Pays to be Ignorant."
<i>Page 13</i>	THE PROCTER & GAMBLE CO.	Change product on "Bernadine Flynn" to Crisco.
<i>Page 15</i>	SOUTHERN COTTON OIL CO.	Change time to 3:15-3:30 p.m.
<i>Page 15</i>	STANDARD BRANDS, INC.	Cancel repeat broadcasts of "Mary Marlin" and increase number of stations to 126 CBS stations. Change re-broadcast time of "The Open Door" to 5:00-5:15 p.m.

MONTHLY CORRECTIONS - 1951 SCHEDULED PROGRAMS

<i>Page 17</i>	JOHNSTONE DRUG SALES CORP.	Cancel program after March 4.
<i>Page 17</i>	McKESSON & ROBBINS, INC.	Cancel "Chet Huntley" program after March 10.

MONTHLY CORRECTIONS - 1951 CALIFORNIA NETWORK PROGRAMS

<i>Page 19</i>	BANK OF AMERICA NAT'L TRUST & SAVINGS ASSN.	Cancel program after March 5.
<i>Page 19</i>	BEN HUR PRODUCTS, INC.	Change network to Columbia Pacific Network.
<i>Page 19</i>	GROVE LABORATORIES, INC.	Cancel program after March 17.
<i>Page 19</i>	VICK CHEMICAL COMPANY	Cancel program.

NEW CBS PACIFIC NETWORK PROGRAMS (CONTINUED)

<p>PACKARD BELL COMPANY News Makers <i>Drama</i> <i>Starts April 7</i></p>	<p>Friday 8:15-8:30 p.m. PWT 8 CBS stations ORIGINATES: KNX</p>	<p>Institutional <i>Barton A. Stebbins</i></p>
<p>PLANTERS NUT AND CHOCOLATE COMPANY Mystery Drama <i>Starts April 9</i></p>	<p>Sunday 9:30-10:00 p.m. PWT 6 CBS stations ORIGINATES: KNX</p>	<p>Planters Peanut Oil and Salted Peanuts <i>Erwin Wasey & Company</i></p>
<p>STULTZ SICKLES COMPANY <i>(1st Week on CBS)</i> Chet Huntley <i>News Analyst</i></p>	<p>Thursday 8:55-9:00 p.m. PWT 8 CBS stations ORIGINATES: KNX</p>	<p>Welder Supplies <i>Hixon-O'Donnell Advertising Inc.</i></p>

MONTHLY CORRECTIONS - AND SPONSORED PROGRAMS

<p>Page 4</p>	<p>AMERICAN TOBACCO COMPANY</p>	<p>Change origination to WABC.</p>
<p>Page 5</p>	<p>BOURJOIS, INC.</p>	<p>Change origination to WABC.</p>
<p>Page 8</p>	<p>EVERSHARP, INC.</p>	<p>Change origination to KNX.</p>
<p>Page 8</p>	<p>GENERAL FOODS CORPORATION</p>	<p>Change time of "Young Dr. Malone" to 2:30-2:45 p.m. Cancel "We Love and Learn" program. Change origination of "The Dinah Shore program" to KNX.</p>
<p>Page 10 Page 11</p>	<p>LEVER BROTHERS COMPANY</p>	<p>Change origination of "The Frank Sinatra Show" to WABC. "Bright Horizon" will rebroadcast 3:30-3:45 p.m. Change number of stations to 134.</p>
<p>Page 11</p>	<p>LEWIS-HOWE COMPANY</p>	<p>Replace Pat Barnes with J. C. Flippen.</p>
<p>Page 11</p>	<p>LIGGETT & MYERS TOBACCO CO.</p>	<p>Change listing to "John Nesbitt - Passing Parade."</p>

CBS Program Book
Supplement for March
to be filed in 809

MONTHLY CORRECTIONS - BROADCAST PROGRAMS

<i>Page 11</i>	P. LORILLARD COMPANY	Change listing to "Allan Jones with Frankie Carle's Orchestra" effective April 5.
<i>Page 12</i>	JOHN MORRELL & CO.	Cancel series.
<i>Page 12</i>	OWENS-ILLINOIS GLASS CO.	Change product to Duraglas containers.
<i>Page 14</i>	SERVEL, INC.	Change origination to WABC and WTOP, and number of stations to 134.
<i>Page 15</i>	SOUTHERN COTTON OIL CO.	Change listing to "Irene Beasley."
<i>Page 15</i>	E. R. SQUIBB & SONS	Change listing to "To Your Good Health" with Lyn Murray's Orchestra and Chorus.

MONTHLY CORRECTIONS - CLOSING BROADCAST PROGRAMS

<i>Page 16</i>	COLONIAL DAMES, INC.	Change listing to "Song of the Week" with Jerry Cooper. Change product to Campus Make-Up and All Purpose Cream.
<i>Page 16</i>	CONSOLIDATED ROYAL CHEMICAL CO., INC.	Change listing to "Ten O'Clock Wire" with Chet Huntley, Newscast.
<i>Page 17</i>	P. DUFF & SONS, INC.	Change time to Mon., Wed., Fri. 5:00-5:15 p.m. PWT effective April 10.
<i>Page 17</i>	GENERAL MILLS, INC.	Change origination to KQW.
<i>Page 17</i>	McKESSON & ROBBINS, INC.	Cancel "William Winter" program.
<i>Page 18</i>	PLANTERS NUT AND CHOCOLATE COMPANY	Cancel "William Winter" program after broadcast of April 16.

CSA Processes Book
Supplement for March
to the Report on 1977

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

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Ave., New York 22 • 182 Tremont St., Boston 12
410 N. Michigan Ave., Chicago 11 • 902 Fisher Bldg., Detroit 2 • Twelfth and Spruce Streets,
St. Louis 2 • 625 Second Avenue, South, Minneapolis 2 • Wilder Building, Charlotte 2, North
Carolina • Earle Building, Washington 4, D.C. • Columbia Square, Hollywood 28 • Palace Hotel,
San Francisco 5 • 49 Hallam Street, W. 1, London, Eng. • Cable address, Columbia, New York