

CBS PROGRAM BOOK • SUMMER, 1942



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

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

SUMMER, 1942

THE COLUMBIA PROGRAM BOOK

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July 1, 1942

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

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

AMERICAN TOBACCO COMPANY (322nd Week on CBS) Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 96 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Lord & Thomas</i>
ANACIN COMPANY (273rd Week on CBS) Our Gal, Sunday	Mon. thru Fri. 12:45-1:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin <i>Blackett-Sample- Hummert</i>
ARMSTRONG CORK COMPANY (39th Week on CBS) Armstrong's Theatre of Today <i>Drama</i>	Saturday 12 noon-12:30 p.m. 105 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rugs <i>Batten, Barton, Durstine & Osborn, Inc.</i>
B. T. BABBITT, INC. (48th Week on CBS) David Harum <i>Serial drama</i>	Mon. thru Fri. 3:00-3:15 p.m. 13 CBS stations ORIGINATES: WABC	Bab-O <i>Duane Jones Co.</i>
BAYER COMPANY (353rd Week on CBS) American Melody Hour with Vivian della Chiesa, Conrad Thibault, Remo Bolognini, orchestra and chorus	Tuesday 7:30-8:00 p.m. 76 CBS stations ORIGINATES: WABC	Bayer Aspirin <i>Blackett-Sample- Hummert</i>
BISODOL COMPANY (491st Week on CBS) The Romance of Helen Trent <i>Serial drama</i>	Wed., Thurs., Fri. 12:30-12:45 p.m. 40 CBS stations ORIGINATES: WBBM	Bisodol <i>Blackett-Sample- Hummert</i>
BOWEY'S, INC. (162nd Week on CBS) Stars Over Hollywood Original drama with Knox Manning, MC, and guest stars	Saturday 12:30-1:00 p.m. 45 CBS stations ORIGINATES: KNX	Dari-Rich Products <i>Sorenson & Company</i>

**CALIFORNIA FRUIT GROWERS
EXCHANGE***(165th Week on CBS)***Hedda Hopper's
Hollywood**Mon., Wed., Fri.
6:15-6:30 p.m.
39 CBS stations
ORIGINATES: KXXSunkist Oranges
Sunkist Lemons
*Lord & Thomas***CAMPBELL SOUP COMPANY***(395th Week on CBS)***Amos 'n' Andy**
*Serial comedy-drama*Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
62 CBS stations
ORIGINATES: KXXCampbell's Soups
Campbell's Tomato Juice
Campbell's Pork and Beans
*Ward Wheelock
Company***CELANESE CORPORATION
OF AMERICA***(26th Week on CBS)***Great Moments in Music**
with Jean Tennyson and guest stars
*Musical program*Wednesday
10:00-10:30 p.m.
58 CBS stations
ORIGINATES: WABC
Short Wave to AEF
Sat., 9:30-10 a.m.Celanese Products
*Young & Rubicam, Inc.***CHIESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED***(191st Week on CBS)***Dr. Christian**
with Jean HersholtWednesday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
65 CBS stations
ORIGINATES: KXXVaseline Preparations
*McCann-Erickson, Inc.***CHRYSLER CORPORATION***(330th Week on CBS)***Major Bowes' Amateurs**Thursday
9:00-9:30 p.m.
61 CBS stations
ORIGINATES: WABC
Short Wave to AEF
Sun., 9:30-10 a.m.Plymouth, Dodge,
DeSoto, Chrysler
*Ruthrauff & Ryan, Inc.***COCA-COLA COMPANY***(150th Week on CBS)***Pause That Refreshes**
On the Airwith Andre Kostelanetz and his
45-piece orchestra, Albert Spalding,
and guest soloistsSunday
1:30-5:00 p.m.
109 CBS stations
ORIGINATES: WABCCoca-Cola
*D'Arcy Advertising
Company, Inc.*

<p>COLGATE-PALMOLIVE-PEET COMPANY (338th Week on CBS)</p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 73 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Ted Bates, Inc.</i></p>
<p>Hobby Lobby with Dave Elman and Harry Salter's Orchestra</p>	<p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 69 CBS stations ORIGINATES: WABC</p>	<p>Palmolive Shave Cream Palmolive Brushless Shave <i>Ted Bates, Inc.</i></p>
<p>Woman of Courage <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Octagon Products Crystal White <i>Ted Bates, Inc.</i></p>
<p>Stepmother <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 54 CBS stations ORIGINATES: WBBM</p>	<p>Colgate Tooth Powder <i>Sherman & Marquette, Inc.</i></p>
<p>CONTINENTAL BAKING CO., INC. (391st Week on CBS)</p> <p>Maudie's Diary <i>Dramatic</i></p>	<p>Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 46 CBS stations ORIGINATES: WABC</p>	<p>Wonder Bread Hostess Cake <i>Ted Bates, Inc.</i></p>
<p>CURTISS CANDY COMPANY (92nd Week on CBS)</p> <p>News with Jackson Wheeler</p>	<p>Sat., Sun. 11:00-11:05 a.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Candy <i>C. L. Miller Company</i></p>
<p>EMERSON DRUG COMPANY (113th Week on CBS)</p> <p>Vox Pop with Parks Johnson and Warren Hull <i>Interviews</i></p>	<p>Monday 8:00-8:30 p.m. 69 CBS stations ORIGINATES: ON TOUR</p>	<p>Bromo-Seltzer <i>Ruthrauff & Ryan, Inc.</i></p>

EVERSHARP, INC.
(144th Week on CBS)

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

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

Eversharp Pens and Pencils
The Biow Company

GENERAL ELECTRIC CO.
(18th Week on CBS)

Frazier Hunt
News and comments

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

Institutional
Maxon, Inc.

GENERAL FOODS CORPORATION
(371st Week on CBS)

William L. Shirer
News

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

Sanka Coffee
Young & Rubicam, Inc.

Kate Smith Speaks
Ted Collins with the News
Talks and news

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

Swansdown Cake Flour
Calumet
Young & Rubicam, Inc.

Joyce Jordan
Serial drama

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

La France
Satina
Postum
Young & Rubicam, Inc.

Young Dr. Malone
Serial drama

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

Post Toasties
Benton & Bowles, Inc.

We Love and Learn
Serial drama

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

Grape Nuts Flakes
Wheatmeal
Young & Rubicam, Inc.

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

Stories America Loves
Drama

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

Wheaties
Knox Reeves
Advertising, Inc.

<p>GENERAL MILLS, INC. <i>Continued</i></p> <p>Valiant Lady <i>Serial drama</i></p> <p>Harvey and Dell <i>Serial drama</i></p> <p>Thus We Live <i>Informational series</i></p>	<p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 39 CBS stations ORIGINATES: WABC</p> <p>Mon., Tues., Wed. 9:45-10:00 a.m. 31 CBS stations ORIGINATES: WABC</p> <p>Thurs., Fri. 9:45-10:00 a.m. 31 CBS stations ORIGINATES: WBBM, WJSV</p>	<p>Bisquick <i>Knox Reeves Advertising, Inc.</i></p> <p>Cheerios <i>Blackett-Sample-Hummert</i></p> <p>Red Cross <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>+GENERAL MOTORS CORPORATION <i>(183rd Week on CBS)</i></p> <p>+Cheers From The Camps with talent recruited from U. S. Army Camps <i>Morale</i></p>	<p>Tuesday 9:30-10:30 p.m. 116 CBS stations 18 CBC stations ORIGINATES: ON TOUR <i>Short Wave to AEF</i> Sat., 7-8:00 a.m.</p>	<p>Institutional <i>Campbell-Ewald Co., Inc.</i></p>
<p>GULF OIL CORPORATION <i>(438th Week on CBS)</i></p> <p>We, the People with Milo Boulton and Oscar Bradley's orchestra <i>Real life experiences</i></p>	<p>Sunday 7:30-8:00 p.m. 80 CBS stations ORIGINATES: KNX <i>Short Wave to AEF</i> Tues., 6:45-7:15 a.m.</p>	<p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p>
<p>INTERNATIONAL SILVER COMPANY <i>(225th Week on CBS)</i></p> <p>Edward R. Murrow Broadcasting from London <i>News</i></p>	<p>Sunday 6:00-6:15 p.m. 26 CBS stations ORIGINATES: LONDON</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>
<p>IRONIZED YEAST CO., INC. <i>(149th Week on CBS)</i></p> <p>Are You a Missing Heir? <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 75 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>
<p>JOHNS-MANVILLE CORPORATION <i>(48th Week on CBS)</i></p> <p>+Cecil Brown <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 56 CBS stations ORIGINATES: WABC</p>	<p>Insulation <i>J. Walter Thompson Company</i></p>

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

Voice of Broadway
with Dorothy Kilgallen and
guest stars

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

Band-Aid
Young & Rubicam, Inc.

KOLYNOS COMPANY*(49th Week on CBS)*

The Romance of Helen Trent
Serial drama

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

Kolynos
*Blackett-Sample-
Hummert*

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

Freddy Martin and his orchestra
Popular music

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

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

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

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

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

Lux Toilet Soap
*J. Walter Thompson
Company*

Bright Horizon
with Richard Kollmar
Serial drama

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

Swan Soap
Young & Rubicam, Inc.

Aunt Jenny's Real Life Stories
Dramatic sketches

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

Spry
Ruthrauff & Ryan, Inc.

Big Sister
Serial drama

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

Rinso
Ruthrauff & Ryan, Inc.

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

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

The Philip Morris Playhouse

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

Dramas

The Crime Doctor

Dramatic programs

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

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

Philip Morris Cigarettes
The Biow Company

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

Shirley Temple in Junior Miss

Drama

The Goldbergs

Serial drama

Life Can Be Beautiful

Serial drama

Woman in White

Serial drama

Vic and Sade

Serial drama

Pepper Young's Family

Serial drama

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

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

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

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

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

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

Ivory Snow
Benton & Bowles, Inc.

Dreft
*Blackett-Sample-
Hummert*

Duz
*Compton Advertising,
Inc.*

Ivory Soap
*Compton Advertising,
Inc.*

Oxydol
*Blackett-Sample-
Hummert*

Duz
Crisco
*Compton Advertising,
Inc.*

Camay
Chipso
Pedlar & Ryan, Inc.

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

*Program or client not listed in Spring Program Book.

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

**COLUMBIA
PACIFIC
NETWORK**

*Program of client not listed in Spring Program Book.

**COLUMBIA
PACIFIC
NETWORK**

Continued

PROGRAM	TIME	PRODUCT AND AGENCY
<p>*GENERAL CIGAR CO. (325th Week on CBS)</p> <p>William Winter <i>News analyst</i></p>	<p>Wed., Fri. 9:00-9:15 p.m. PWT ORIGINATES: KQW</p>	<p>Van Dyck Cigars <i>Federal Advertising Agency Inc.</i></p>
<p>GENERAL FOODS CORPORATION (371st Week on CBS)</p> <p>The Second Mrs. Burton <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 4:00-4:15 p.m. PWT ORIGINATES: KNX</p>	<p>Post Bran Flakes <i>Benton & Bowles, Inc.</i></p>
<p>*GENERAL MILLS, INC. (423rd Week on CBS)</p> <p>*Sam Hayes <i>News</i></p>	<p>Mon. thru Fri. 1:15-1:30 p.m. PWT ORIGINATES: KNX</p>	<p>Drifted Snow Flour <i>Knox Reeves Advertising Inc.</i></p>
<p>GENERAL PETROLEUM CORPORATION OF CALIFORNIA (79th Week on CBS)</p> <p>I Was There <i>News dramatizations</i></p>	<p>Monday 9:00-9:30 p.m. PWT ORIGINATES: KNX</p>	<p>Mobilgas, Mobiloil <i>Smith & Drum, Inc.</i></p>
<p>RICHARD HUDNUT (131st Week on CBS)</p> <p>Hollywood Showcase</p>	<p>Monday 9:30-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>Marvelous Cosmetics <i>Kenyon & Eckhardt, Inc.</i></p>
<p>LOS ANGELES SOAP COMPANY (143rd Week on CBS)</p> <p>Knox Manning <i>News</i></p>	<p>Mon. thru Fri. 12:15-12:30 p.m. PWT ORIGINATES: KNX</p>	<p>White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co</i></p>
<p>MACFADDEN PUBLICATIONS, INC. (324th Week on CBS)</p> <p>Bob Garred Reporting</p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Liberty Magazine <i>Erwin Wasey & Co.</i></p>
<p>*MANHATTAN SOAP CO. (72nd Week on CBS)</p> <p>Bob Garred Reporting <i>News</i></p>	<p>Tues., Thurs., Sat. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Sweetheart Soap <i>Franklin Bruck Advertising Corp.</i></p>

*Program or client not listed in Spring Program Book.

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

CBS SUSTAINING PROGRAMS

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

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

1. NEWS BROADCASTS	Page 17
2. DRAMATIC SERIES	Page 18
3. WAR PROGRAMS	Page 18
4. LIGHT ENTERTAINMENT	Page 20
5. SERIOUS MUSIC	Page 21
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7. CHILDREN'S PROGRAMS	Page 24
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9. RELIGIOUS BROADCASTS	Page 24
CBS SHORT WAVE BROADCASTS	Page 25
SPECIAL BROADCASTS: SPRING	Page 26

News Summaries, Analyses
and Broadcasts from Abroad

SCHEDULED PERIODS

MONDAY THRU SUNDAY

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

News Broadcasts: Edward R. Murrow, Bob Trout and Charles Collingwood from London; William J. Dunn from Melbourne, Australia; Webley Edwards from Honolulu; Larry Lesueur from Russia; Howard K. Smith from Berne; Bernard Valery from Stockholm; Edward Chorlian from Cairo; Winston Burdett from New Delhi, Herbert Clark from Buenos Aires; Quincy Howe, Cecil Brown, Major George Fielding Eliot, William L. Shirer, John Daly, Ned Palmer from New York; Eric Sevareid and John Purcell from Washington; 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., SATURDAY; 9:00-9:15 a.m., SUNDAY THRU SATURDAY; 11:00-11:10 p.m., MONDAY THRU SATURDAY; *The World Tonight*, 8:00-8:30 p.m., SUNDAY.

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

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

(See also sponsored news programs.)

**DRAMATIC
SERIES**

Columbia Workshop

7:30-8:00 p.m.

EACH FRIDAY

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

Suspense

10:30-11:00 p.m.

EACH WEDNESDAY

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

**WAR
PROGRAMS**

Report to the Nation

10:30-11:00 p.m.

EACH SUNDAY

This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. The series is written by Harold R. Isaacs and Ann Ives and produced by William N. Robson.

The Nature of the Enemy

8:30-8:55 p.m.

EACH TUESDAY

(Starting July 18)

8:00-8:30 p.m.

EACH SATURDAY

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

Spirit of '42

2:00-2:30 p.m.

EACH SUNDAY

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

The 22nd Letter

10:30-11:00 p.m.

EACH MONDAY

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

Hello From Hawaii

4:00-4:25 p.m.

EACH SATURDAY

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

Victory Begins at Home

4:15-4:30 p.m.

MONDAY, WEDNESDAY, FRIDAY

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

Littletown, U. S. A.

1:35-2:00 p.m.

EACH SUNDAY

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

Youth On Parade

10:00-10:30 a.m.

EACH SATURDAY

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

Calling Pan-America

6:15-6:45 p.m.

EACH SATURDAY

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

Victory Theatre

9:40-9:30 p.m.

EACH MONDAY

(Starts July 20)

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

God's Country

11:15-11:30 a.m.

EACH SATURDAY

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

F.O.B., Detroit

3:30-4:00 p.m.

EACH SATURDAY

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

**LIGHT
ENTERTAIN-
MENT**

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

**SERIOUS
MUSIC**
Continued

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

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

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

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

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

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

Invitation to Learning
11:30-12:00 noon
EACH SUNDAY

This series invites listeners to read or re-read the world's great books discussed by Mark Van Doren and special guests.

JULY 5: "Declaration of Independence".

JULY 5: "Magna Charta".

JULY 12: Motley "The Rise of the Dutch Republic".

JULY 19: France "Penguin Island".

JULY 26: Walton "The Compleat Angler".

AUGUST 2: Lardner "Round Up".

AUGUST 9: Caesar "Gaelic Wars".

AUGUST 16: Congreve "The Way of the World".

AUGUST 23: Conrad "Lord Jim".

AUGUST 30: Butler "Erewhon".

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

Outstanding novels are read by famous men and women of letters in this new departure radio series. During July, "Jane Eyre" is read by Margaret Webster.

EDUCATIONAL
PROGRAMS**The People's Platform**

7:00-7:30 p.m.

EACH SATURDAY

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

Columbia's Country Journal

1:00-1:30 p.m.

EACH SATURDAY

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

Spotlight on Asia

4:30-4:45 p.m.

EACH MONDAY

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

Living Art

1:30-4:45 p.m.

EACH TUESDAY

These programs stress the beauty of things outside museums and covers art from the advertising posters to the paintings in "The National Gallery".

Children Also Are People

1:30-4:45 p.m.

EACH WEDNESDAY

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

Highways to Health

1:30-4:45 p.m.

EACH THURSDAY

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

Exploring Space

1:30-4:45 p.m.

EACH FRIDAY

Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, delves into the fascinating study of the stars and the planets.

Of Men and Books

2:05-2:30 p.m.

EACH SATURDAY

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

EDUCATIONAL PROGRAMS

Continued

Adventures in Science

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

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

CHILDREN'S PROGRAMS

Let's Pretend

11:30-12:00 noon
EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Njla Mack and presented by a cast of child actors, "Let's Pretend" has in 1941 won awards from the Women's Press Club, Motion Picture Daily, and Ohio State University.

PERSONALITIES

The Garden Gate

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

Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects, and advises on gardening in wartime. Washington reports on the War Garden Drive.

Fletcher Wiley

11:15-11:30 a.m.
MONDAY THRU FRIDAY

These broadcasts are taken up with talks on any and all kinds of problems. Fletcher Wiley broadcasts in an intimate and personal manner, speaking without written text.

RELIGIOUS BROADCASTS

Church of the Air

10:00-10:30 a.m.
1:00-1:30 p.m.
EACH SUNDAY

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

Wings Over Jordan

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

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

News and News Features

In English:

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

10:45-11:00 a.m.

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

4:30-4:45 p.m.

In French:

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

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

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

p.m., 4:15-4:30 p.m.

In German:

8:30-8:45 a.m., 8:45-9:00 a.m.

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

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

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

In Italian:

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

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

12:30 p.m., 3:00-3:15 p.m.

3:15-3:30 p.m.

In Polish:

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

In Serbo-Croatian:

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

In Dutch:

1:30-1:45 p.m.

In Swedish:

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

In Turkish:

11:45-12:00 noon

In Arabic:

11:30-11:45 a.m.

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

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE AND THE NEAR EAST

WCBX New York

WCRC New York

WCDA New York

News and News Features

In Spanish:

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

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

10:00-10:15 p.m.

In Portuguese:

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

8:45-9:00 p.m.

In English:

7:00-9:15 p.m., 10:45-11:00 p.m.

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

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA

WCBX New York

WCRC New York

WCDA New York

SPECIAL BROADCASTS: SPRING

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

PUBLIC AFFAIRS

APRIL 4: Representative Thomas H. Eliot, Democrat of Massachusetts, spoke on "The Dies Committee", 1:45-2:00 p.m.

APRIL 4: Clark M. Eichelberger, spoke on "The United Nations", under the auspices of The United Nations Committee, 10:15-10:30 p.m.

APRIL 6: Dr. Ezequiel Padilla, Mexican Foreign Minister, discussed "Our Faith in Victory", 11:15-11:30 p.m.

APRIL 7: Lord Halifax, Ambassador to Washington from the Court of Saint James, spoke on "What about India", from Town Hall, New York City, 10:00-10:30 p.m.

APRIL 8: Dr. Timothy Ting-Fang Lew, member of the faculty of Yenching University, Peking, delivered an address on "Students in China's Crisis", 5:00-5:15 p.m.

APRIL 11: T. A. Raman, noted journalist, who recently interviewed Gandhi and Nehru, spoke on "The Leaders of India", 11:00-11:15 p.m.

APRIL 11: Representative Howard W. Smith, Democrat of Virginia, spoke on "A

National Labor Policy for our War Effort", 10:15-10:30 p.m.

APRIL 14: Vice President Henry A. Wallace and Amaral Peixoto, Rio de Janeiro State Governor, delivered addresses in a CBS observance of "Pan American Day", which included South American entertainers, 10:00-10:45 p.m.

APRIL 17: Paul V. McNutt, Federal Security Administrator, spoke in connection with the forty-seventh Annual Convention of the American Association for Health, Physical Education, and Recreation, 5:30-5:45 p.m.

APRIL 18: Dr. Anup Singh, Executive Director of The India League of America, Pierre van Passen, and Alfred A. Streslin delivered addresses on "The Indian and Middle Eastern Front", 10:15-10:30 p.m.

APRIL 19: Raymond Massey and Thomas E. Dewey spoke in support of the United Jewish Appeal, 7:15-7:30 p.m.

APRIL 21: Representative J. William Ditter, Republican of Pennsylvania, spoke on "Fundamental Freedoms", 10:30-10:45 p.m.

APRIL 23: Miss Mary I. Barber, adviser on food to the United States Army, delivered a

talk on "How to Feed the Army", 4:30-4:45 p.m.

APRIL 23: Commander Robert W. Berry, Executive Officer of the Department of Public Relations, U.S.N., William Shirer, CBS news analyst, Frank S. Hoy, and Palmer Hoyt discussed "How the Navy Releases Its News", 11:15-11:30 p.m.

APRIL 24: Senator Claude Pepper, Democrat of Florida, spoke on "Patents and Economic Warfare", 10:15-10:30 p.m.

APRIL 28: R. J. Thomas, president of the United Automobile Workers, spoke on "Equality of Sacrifice", 10:30-10:45 p.m.

APRIL 30: Francis B. Sayre, High Commissioner of the Philippines, spoke on "Corregidor — and After", 11:15-11:30 p.m.

MAY 1: Representative Wesley V. Disney, Democrat, discussed "Limitation of War Profits", 10:15-10:30 p.m.

MAY 3: Elmo Roper, public opinion analyst for the Office of Facts and Figures, discussed the subject "Who's Complacent?", 7:15-7:30 p.m.

MAY 6: Dr. Stringfellow Barr, President of St. John's College, delivered "An Appeal to the Colleges", 4:00-4:15 p.m.

MAY 8: Mrs. J. Borden Harriman introduced Vice President Henry A. Wallace, who addressed a meeting of the Free World Association, 10:00-10:30 p.m.

MAY 9: Assistant Secretary of Navy Ralph A. Bard, Vice Admiral Russell R. Waesche, Admiral Harold R. Stark, and Admiral Nimitz delivered addresses for the National Citizen's Committee of the Navy Relief Society, 10:15-10:30 p.m.

MAY 10: The mother of Sergeant Alvin C. York, Colonel M. F. Waltz, and four mothers of soldiers were heard on a Mother's Day program, 6:15-6:30 p.m.

MAY 10: Representative George H. Bender, Republican of Ohio, spoke on "Civilian Defense", 7:15-7:30 p.m.

MAY 13: Murray D. Lincoln, President of the Cooperative League of U.S.A., spoke on "The War Against Inflation", 4:00-4:15 p.m.

MAY 16: Dr. Lena Madessin Phillips discussed "Registration for Women — A War-time Privilege", 10:15-10:30 p.m.

MAY 17: Mayor F. H. LaGuardia, Justice Hugo Black, Governor Herbert H. Lehman, and Lily Pons appeared in a special "I Am An American Day" program, 4:00-4:30 p.m.

MAY 18: Dr. Nahum Goldman spoke in connection with the War Emergency Session of the American Jewish Congress, 4:00-4:15 p.m.

MAY 18: Leon Henderson, Federal Price Administrator, spoke on "Price Control", 7:15-7:30 p.m.

MAY 18: Col. Richard C. Patterson, Jr., introduced by John Post, president of the New York Young Democratic Club, Inc., discussed various aspects of the war under the joint auspices of the New York Young Democratic Club and the New York Young Republican Club, Inc., 10:30-10:45 p.m.

MAY 25: Leon Henderson, Federal Price Administrator, discussed "Rationing", 11:15-11:30 p.m.

MAY 27: Charles W. Eliot, Director of the National Resources Planning Board, and Dr. Edward C. Elliot, President of Purdue

University, delivered addresses on "When Hitler Surrenders", under the auspices of World Peaceways, Inc., 5:30-5:45 p.m.

MAY 28: Eugene E. Wilson, President of United Aircraft Corporation, spoke on "Behind the Death Struggle for Air Supremacy", 10:30-10:45 p.m.

JUNE 2: Miss Claire Boothe, playwright and author, spoke in connection with the banquet for the United China Relief, 10:30-10:45 p.m.

JUNE 7: Dr. Robert C. Clothier, President of Rutgers University, discussed the new officer training program, to be offered this fall in many universities, in a talk on "What Will Your Son Do in the War", 9:45-10:00 a.m.

JUNE 8: Colonel Fred W. Rankin, U. S. Army, President-elect of the American Medical Association, spoke in connection with the annual meeting of the A.M.A., 4:00-4:15 p.m.

JUNE 8: Admiral Ernest J. King, commander in chief of the U. S. fleet and Chief of Naval Operations, spoke on "Education and the Fighting Man" from the College of William and Mary, 11:15-11:30 p.m.

JUNE 14: Governor Harold Stassen, of Minnesota, was the principal speaker on the United Nations Day program which also featured a special musical number "The United Nations", written by the Russian composer, Shostakovitch, words by Harold J. Rome, 12:00 noon-12:30 p.m.

JUNE 21: Dr. William Temple, Archbishop of Canterbury, and Father Michael Coleman, spoke to the people of America from London, 4:00-4:30 p.m.

JUNE 22: Bruce Barton, former Congressman from New York and president of the

advertising firm of Batten, Barton, Durstine and Osborn, Inc., spoke over the Columbia network on the subject of wartime advertising, 3:30-4:00 p.m.

JUNE 25: "Conditions Facing Negro Youth Today", were discussed by Dr. W. B. Jermagin, president of the National Sunday School Union, and Dr. A. F. Fisher, president of the Baptist Training School, 4:00-4:15 p.m.

JUNE 27: Dr. Frederick Quincy Blanchard, pastor of the Euclid Avenue Congregational Church, Cleveland, Ohio, and newly-elected Moderator of the Congregational and Christian Churches of the United States, spoke in connection with the General Council meeting of the church at the University of New Hampshire at Durham, New Hampshire, 3:15-3:30 p.m.

SPECIAL EVENTS

APRIL 5: "Easter in the Army", a special religious program, was broadcast from Fort Belvoir, Virginia. Post Chaplain Alva J. Brasted read the Easter message and 1,000 soldiers joined in the singing of opening and closing hymns, 8:15-9:00 a.m.

APRIL 10: The George Foster Peabody Award, for the best radio news reporting of 1941, was given to Cecil Brown, CBS foreign correspondent, and the Peabody Drama Award was presented to Norman Corwin, CBS writer-producer, 10:15-10:30 p.m.

APRIL 17: Ted Husing took his CBS microphone to Boston Garden to cover National A.A.U. Boxing Championships, 11:30 p.m.-12:00 mid.

APRIL 25: Ted Husing reported the events of the Penn Relays, 4:30-5:00 p.m.

MAY 7: Webley Edwards described activities at the Ford Island Naval Air Station at Pearl Harbor, with interviews with U. S. patrol flying officers, 4:30-4:45 p.m.

MAY 16, 23, 30, JUNE 7: Ted Husing covered the Metropolitan Handicap, Withers, Suburban Handicap and Belmont in broadcasts from Belmont Park, 4:35-5:00 p.m.

MAY 19: Undersecretary of State Sumner Welles, President Anastasio Somoza of Nicaragua, Lauritz Melchior, Bidu Sayao, Robert

Weede, Melvyn Douglas, Jinx Falkenberg, Rita Hayworth, Dick Powell, Mary Martin, Edward G. Robinson, William S. Paley. President Manuel Prado of Peru, and many others, joined in a hemispheric broadcast to dedicate the CBS Network of the Americas, 9:30-10:30 p.m.

MAY 26: Art Baker, Kirby Grant, Four Americans Quartet, and Wilbur Hatch's orchestra led a chorus of 1,000 soldiers and civilians in a broadcast called "United We Sing", 10:00-10:30 p.m.

CBS PROGRAM BOOK SUPPLEMENT • AUGUST

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NEW CBS SPONSORED PROGRAMS 30 ROCKEFELLER PLAZA, NEW YORK, N.Y.

<p>CORN PRODUCTS REFINING CO. (300th Week on CBS)</p> <p>Stage Door Canteen <i>Variety</i></p>	<p>Thursday 9:30–10:00 p.m. 43 CBS stations ORIGINATES: WABC <i>Short Wave to AEF</i> Mon. 6:45–7:15 a.m.</p>	<p>Corn Products C. L. Miller Company</p>
<p>LEVER BROTHERS COMPANY (365th Week on CBS)</p> <p>Tommy Riggs and Betty Lou <i>Comedy</i></p>	<p>Tuesday 9:00–9:30 p.m. 114 CBS stations ORIGINATES: KNX</p>	<p>Swan Soap Young & Rubicam, Inc.</p>
<p>STERLING PRODUCTS, INC. (497th Week on CBS)</p> <p>Second Husband <i>Serial drama</i></p> <p>Amanda of Honeymoon Hill <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:15–11:30 a.m. 41 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:30–10:45 a.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Dr. Lyons Toothpowder Bayer Aspirin <i>Blackett-Sample-Hummert</i></p> <p>Mulsified Coconut Oil Shampoo Phillips Toothpaste & Toothpowder <i>Blackett-Sample-Hummert</i></p>

NEW CBS PACIFIC NETWORK PROGRAMS

<p>THE MENNEN COMPANY (125th Week on CBS)</p> <p>Bob Garred and the News (Starts August 13)</p>	<p>Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Talcum Powder, Lather Shave Cream, Brushless Shave <i>Russell M. Seeds Co., Inc.</i></p>
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NEW 1954 SPONSORED PROGRAMS

<p>CAMPBELL SOUP CO. <i>(413th Week on CBS)</i></p> <p>Program to be announced <i>(Resumes September 13th)</i></p>	<p>Sunday 9:00-9:30 p.m. 65 CBS stations</p>	<p>All Products <i>Ward Wheelock Co.</i></p>
<p>GENERAL FOODS CORPORATION <i>(380th Week on CBS)</i></p> <p>Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra and guest stars <i>Music, comedy and drama</i> <i>(Resumes September 18th)</i></p>	<p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00 mid.-12:55 a.m. 116 CBS stations</p>	<p>Jell-O Jello-O Puddings <i>Young & Rubicam, Inc.</i></p>

NEW 1954 PASTOR NETWORK PROGRAMS

<p>J. A. FOLGER & COMPANY <i>(32nd Week on CBS)</i></p> <p>America's Home Front <i>Informational series</i> <i>(Resumes September 15th)</i></p>	<p>Tues., Thurs., Fri. 5:15-5:30 p.m. PWT ORIGINATES: KNX</p>	<p>Folger's Coffee <i>Raymond R. Morgan Company</i></p>
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MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

<p>Page 5</p>	<p>CALIFORNIA FRUIT GROWERS EXCHANGE</p>	<p>"Hedda Hopper's Hollywood" now carried by 46 CBS stations.</p>
<p>Page 6</p>	<p>CURTISS CANDY COMPANY</p>	<p>"News, with Jackson Wheeler" takes the full CBS network.</p>

<p>MODE O'DAY SHOPS <i>(17th Week on CBS)</i></p> <p>Knox Manning <i>News</i></p>	<p>Sunday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Mode O'Day Products <i>Glasser, Gailey & Company</i></p>
<p>PAR SOAP COMPANY</p> <p>Galen Drake <i>(Starts August 18)</i></p>	<p>Tues., Thurs. 1:00-1:15 p.m. PWT ORIGINATES: KNX</p>	<p>Par Household Soap <i>Thomaschke-Elliott, Inc.</i></p>
<p>SCUDDER FOOD PRODUCTS CO. <i>(6th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Saturday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Scudder Food Products <i>Brisacher, Davis & Staff</i></p>
<p>NEW CBS SPONSORED PROGRAMS REBROADCAST VIA SHORT WAVE to American Expeditionary Forces</p>		
<p>AMERICAN TOBACCO COMPANY</p> <p>Your Hit Parade</p>	<p>Monday 7:15-8:00 a.m.</p>	<p>Lucky Strike Cigarettes</p>
<p>COCA-COLA COMPANY</p> <p>Pause That Refreshes on the Air</p>	<p>Thursday 7:30-8:00 a.m.</p>	<p>Coca-Cola</p>
<p>LEVER BROTHERS COMPANY</p> <p>Tommy Riggs and Betty Lou</p>	<p>Sunday 7:30-8:00 a.m.</p>	<p>Swan Soap</p>
<p>R. J. REYNOLDS TOBACCO CO.</p> <p>Vaughn Monroe's Orchestra</p>	<p>Saturday 9:30-10:00 a.m.</p>	<p>Camel Cigarettes</p>

<i>Page 7</i>	EVERSHARP, INC.	Beginning September 20, "Take It or Leave It" will be heard over the full CBS network.
<i>Page 7</i>	GENERAL FOODS CORPORATION	Network expanded to bring the "William L. Shirer" program to 81 CBS stations. Change product to Sanka Coffee. Cancel rebroadcast of "Young Dr. Malone." Shift rebroadcast stations to early broadcast time.
<i>Page 9</i> <i>Page 3</i> <i>August</i> <i>Supplement</i>	LEVER BROTHERS COMPANY	The "Lux Radio Theatre" directed by Cecil B. DeMille returns after summer vacation. It is now carried over the full network.
<i>Page 10</i>	PET MILK SALES CORPORATION	"Mary Lee Taylor" program cancels rebroadcast. Stations now carrying show reduces to 69.
<i>Page 10</i>	PILLSBURY FLOUR MILLS CO.	"Clara Lu 'n Em" program now carried by 40 CBS stations.
<i>Page 11</i>	THE PROCTER & GAMBLE CO.	Cancel "Shirley Temple in Junior Miss" program.
<i>Page 12</i>	PRUDENTIAL INSURANCE COMPANY OF AMERICA	"Prudential Family Hour" is now heard over 82 CBS stations.
<i>Page 13</i>	WM. WRIGLEY JR. COMPANY	Change program listing of "Melody Ranch" to "Sergeant Gene Autry."

MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

<i>Page 4</i>	AMERICAN TOBACCO CO.	"Your Hit Parade" is now broadcast over the full network of 114 stations.
<i>Page 4</i>	ARMSTRONG CORK COMPANY	115 CBS stations now carrying the "Armstrong Theatre of Today".
<i>Page 5</i>	COCA-COLA COMPANY	"Pause That Refreshes on the Air" is using 116 CBS stations.
<i>Page 6</i>	COLGATE-PALMOLIVE-PEET CO.	Shift "Hobby Lobby" show to Tuesday, 8:30 to 8:55 p.m., rebroadcast 12:00 mid. to 12:25 a.m.
<i>Page 7</i>	GENERAL FOODS CORPORATION	Change product on "William L. Shirer" program to Grape Nuts.
<i>Page 8</i>	GENERAL MILLS, INC.	Change listing of "Harvey and Dell" to "Hymns of All Churches", and origination to WBBM.
<i>Page 9</i>	LADY ESTHER, LTD.	Change time of "Freddy Martin" to Monday, 9:30 to 10:00 p.m.
<i>Page 9</i>	LEVER BROTHERS COMPANY	"Lux Radio Theatre" goes off for the summer. Change agency on "Bright Horizon" to Batten, Barton, Durstine & Osborn, Inc., number of stations to 48, and product to Silver Dust. Cancel the rebroadcast.
<i>Page 10</i>	LIGGETT & MYERS TOBACCO CO.	"Glenn Miller" now using 116 CBS stations.
<i>Page 11</i>	PHILIP MORRIS & COMPANY, LTD.	"Crime Doctor" is now using 113 CBS stations and "The Philip Morris Playhouse" network is 114 CBS stations.

MONTHLY CONTRIBUTIONS - THE PACIFIC NETWORK PROGRAMS

<p><i>Page 13</i> <i>Page 4</i> <i>August</i> <i>Supplement</i></p>	<p>CHAMBERLAIN SALES CORP.</p>	<p>Cancel "Phil Hanna" program.</p>
<p><i>Page 14</i></p>	<p>MACFADDEN PUBLICATIONS</p>	<p>Cancel "Bob Garred Reporting" program for Liberty Magazine.</p>
<p><i>Page 2</i> <i>August</i> <i>Supplement</i></p>	<p>PAR SOAP CO.</p>	<p>Change spelling of agency to Tomaszke-Elliott, Inc.</p>
<p><i>Page 2</i> <i>August</i> <i>Supplement</i></p>	<p>SCUDDER FOOD PRODUCTS CO.</p>	<p>Cancel "Bob Garred Reporting" program for Scudder Food Products.</p>

MONTHLY CONTRIBUTIONS - THE CALIFORNIA NETWORK PROGRAMS

<p><i>Page 15</i></p>	<p>GOLDEN STATE COMPANY LTD.</p>	<p>Cancel "William Winter" program.</p>
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<i>Page 11</i>	THE PROCTER & GAMBLE CO.	"The Goldbergs" will not have a re-broadcast after August 17th.
<i>Page 12</i>	R. J. REYNOLDS TOBACCO CO.	"Vaughn Monroe's Orchestra" program has 114 CBS stations.
<i>Page 12</i>	TEXAS COMPANY	Cancel CBC stations carrying the Texaco Star Theatre Summer Show.
<i>Page 13</i>	THE WELCH GRAPE JUICE CO.	Change time to Sunday, 6:15 to 6:30 p.m. beginning August 16th.
<i>Page 13</i>	WM. WRIGLEY JR. COMPANY	"Melody Ranch" is carried by 114 CBS stations and "The First Line" and "Ben Bernie" by 115 CBS stations.

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

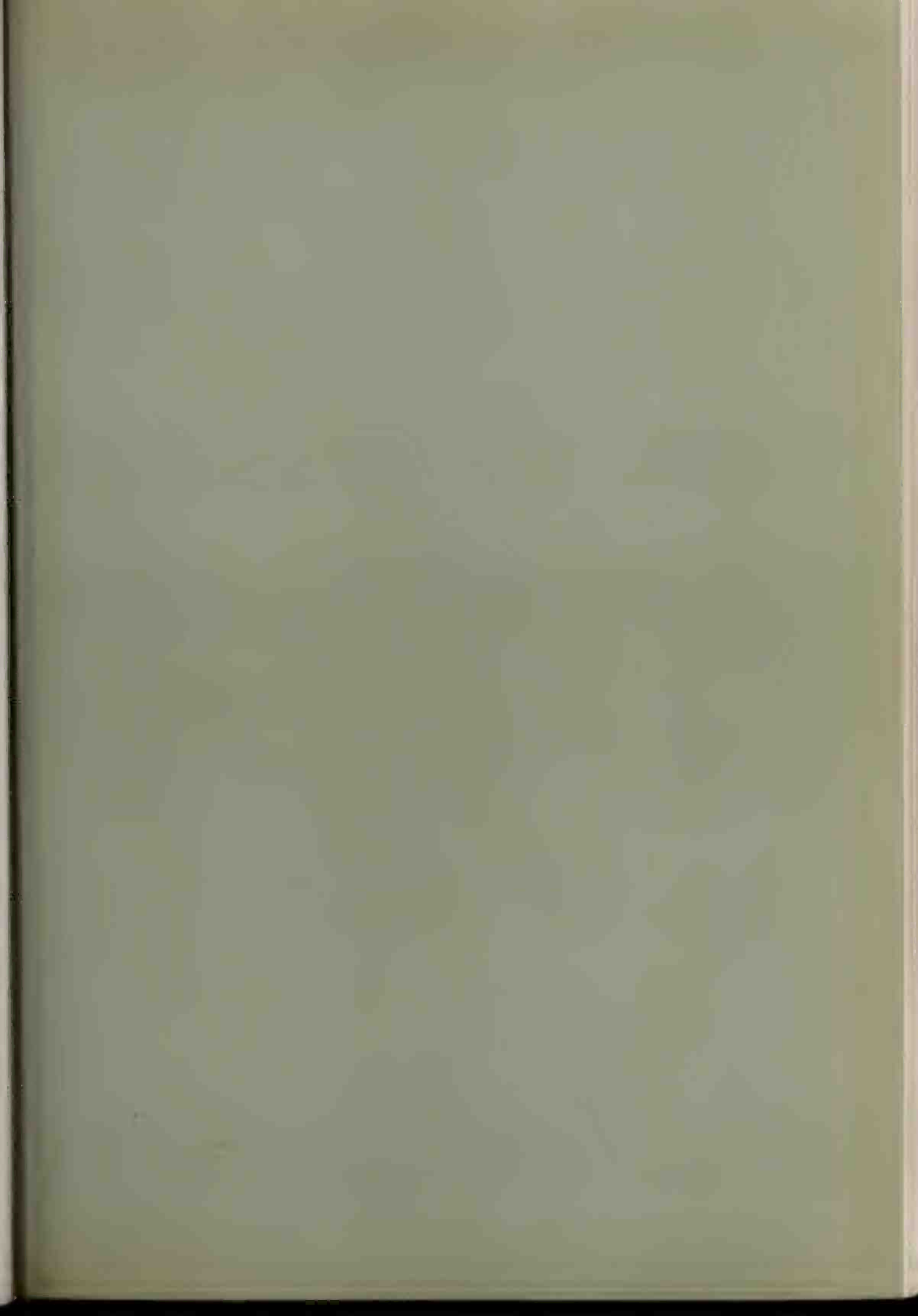
<i>Page 13</i>	BROWN & WILLIAMSON TOBACCO CORP.	Change program listing to "Harry W. Flannery", News Analyst. Change time to Tuesday, Thursday, Saturday, 5:30-5:45 p.m. PWT.
<i>Page 13</i>	CHAMBERLAIN SALES CORP.	Change program to 9:25-9:30 p.m. PWT, and change talent to "Phil Hanna".
<i>Page 14</i>	GENERAL CIGAR COMPANY	Change time of "William Winter" to Wed. and Sun., 9:00-9:15 p.m. PWT.
<i>Page 14</i>	MANHATTAN SOAP COMPANY	Beginning August 17th, change time to Mon., Wed., Fri., 7:30-7:45 a.m. PWT.
<i>Page 15</i>	SUNNYVALE PACKING COMPANY	Change program listing to "Galen Drake" beginning August 17th, shift to 1:00-1:15 p.m. PWT



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