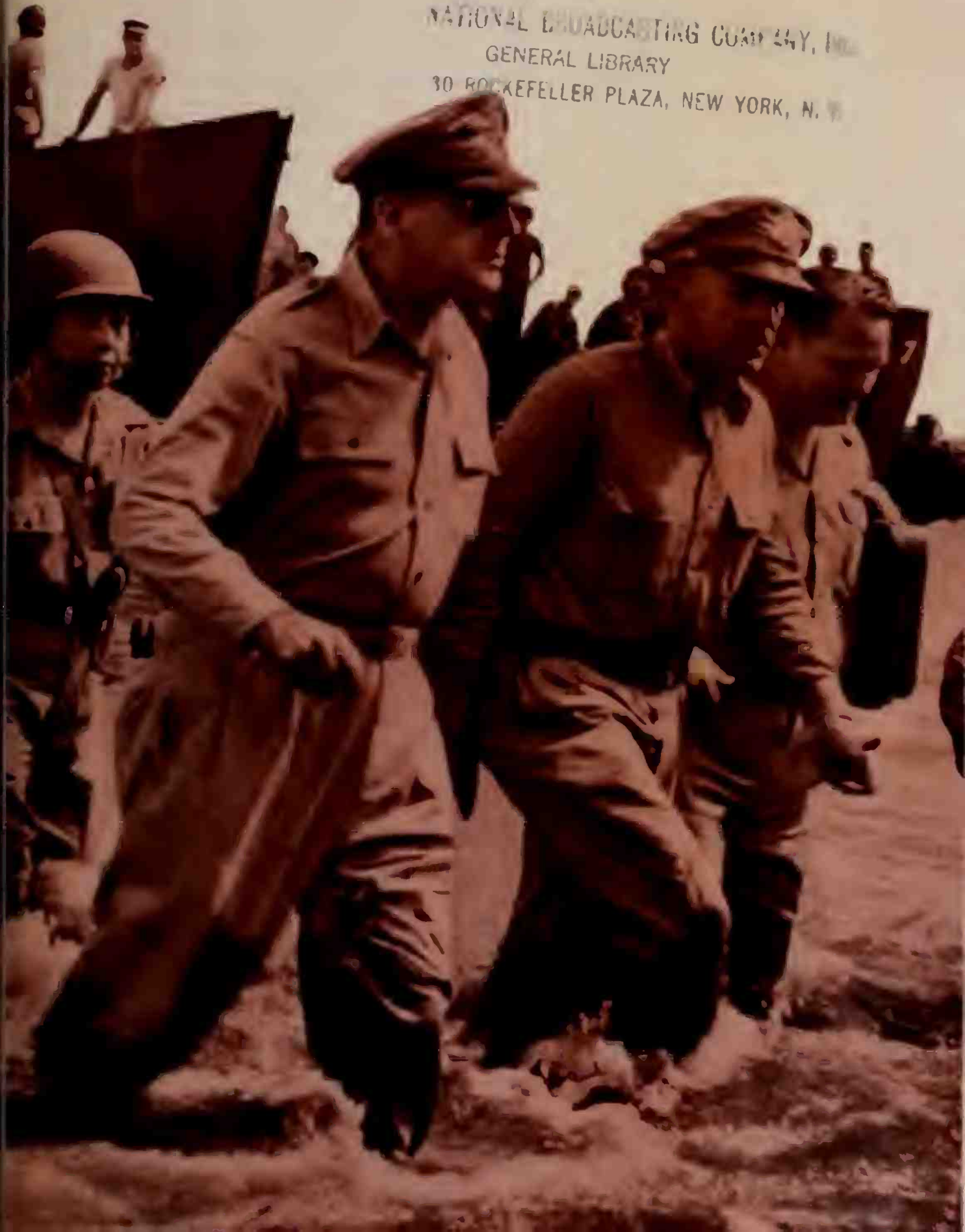


# CBS PROGRAM BOOK • WINTER, 1945

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*THE COVER: General MacArthur, Lt. Gen. Sutherland and CBS' Far Eastern News Chief, William J. Dunn, (hatless) wade ashore at Leyte, P. I. following the first assault waves, Oct. 22, 1944. Dunn also accompanied the subsequent landings on Luzon. He is heard regularly on CBS world news roundups.*

WINTER, 1945

# 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, 1945*

# 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

## ● CONFECTIONERY

**CURTISS CANDY COMPANY:**  
Candy . . . . . Page 7

**PETER PAUL, INC.:**  
Candy, Gum, Walnettos . . . . . Page 18

**WM. WRIGLEY JR., COMPANY:**  
Chewing Gum . . . . . Page 16

## ● DRUGS & TOILET GOODS

**ANACIN COMPANY:**  
Anacin . . . . . Page 4

**BAYER COMPANY:**  
Bayer Aspirin . . . . . Page 5

**BOURJOIS, INC.:**  
Evening in Paris Perfumes & Cosmetics . . . . . Page 5

**CAMPANA SALES CORP.:**  
Solitair Cake Make-Up . . . . . Page 16

**CENTAUR DIVISION, STERLING DRUG, INC.:**  
Ironized Yeast . . . . . Page 6

**CHESEBROUGH MANUFACTURING COMPANY:**  
Vaseline Preparations . . . . . Page 6

**COLGATE-PALMOLIVE-PEET COMPANY:**  
Tooth Powder . . . . . Page 6

**COLONIAL DAMES, INC.:**  
Cosmetics . . . . . Page 16

**EMERSON DRUG COMPANY:**  
Bromo-Seltzer . . . . . Page 7

**"42" PRODUCTS, INC.:**  
Hair Oil & Other Products . . . . . Page 17

**GROVE LABORATORIES:**  
Cold Tablets, B-Complex Vitamins . . . . . Page 19

**ANDREW JERGENS COMPANY:**  
Jergens Lotion . . . . . Page 17

**JOHNSON & JOHNSON:**  
First-Aid Products . . . . . Page 10

**KOLYNOS COMPANY:**  
Kolynos Tooth Powder and Toothpaste,  
Bisodol . . . . . Page 10

**LADY ESTHER, LTD.:**  
Face Powder, Face Cream,  
Rouge, Lipstick and Nail Polish . . . . . Page 10

**LEVER BROTHERS COMPANY:**  
*(See also Foods; Laundry Soaps)*  
Lux Soap and Flakes,  
Swan Soap . . . . . Pages 10, 11

**LEWIS-HOWE COMPANY:**  
Tuuns . . . . . Page 11

**MANHATTAN SOAP COMPANY:**  
Sweetheart Soap . . . . . Pages 11, 17

**MARYLAND PHARMACEUTICAL CO.:**  
Rem, Rel . . . . . Page 12

**THE MENNEN CO.:**  
Shave Cream . . . . . Page 17

**MILES CALIFORNIA COMPANY:**  
Alka Seltzer and One-A-Day Vitamins . . . . . Page 18

**NOXZEMA CHEMICAL CO.:**  
All Products . . . . . Page 12

**CHARLES H. PHILLIPS CHEMICAL CO.:**  
Phillips Tooth Paste and Tablets . . . . . Page 12

**THE PROCTER & GAMBLE CO.:**  
*(See also Laundry Soaps; Foods)*  
Ivory Soap, Camay . . . . . Page 13

**SALES BUILDERS, INC.:**  
Max Factor Cosmetics . . . . . Page 14

**SEAL-COTE CO.:**  
Nail Polish Protection . . . . . Page 18

**E. R. SQUIBBS & SONS:**  
Squibb Products . . . . . Page 15

**VICK CHEMICAL COMPANY:**  
All Products . . . . . Pages 15, 19

**J. B. WILLIAMS COMPANY:**  
Shaving Cream . . . . . Page 16

## ● FOODS & BEVERAGES

**ARMOUR & COMPANY:**  
Meat & Dairy Products . . . . . Page 4

**P. BALLANTINE & SONS:**  
Ballantine Beer and Ale . . . . . Page 5

**BALLARD & BALLARD CO.:**  
Ballard's Obelisk Flour . . . . . Page 5

**BOWEY'S, INC.:**  
Dari-Rich Products . . . . . Page 5

**CALIFORNIA PRUNE AND APRICOT  
GROWERS ASSOCIATION:**  
Sunsweet Prunes and Apricots . . . . . Page 16

**CAMPBELL SOUP COMPANY:**  
Campbell's Soups, Baked Beans &  
Tomato Juice . . . . . Pages 5, 6

**COLDSTREAM PRODUCT CO.:**  
Sunnybank Margarine . . . . . Page 19

**CONTINENTAL BAKING CO.:**  
Wonder Bread, Hostess Cake . . . . . Page 6

**CORN PRODUCTS REFINING CO.:**  
All Products . . . . . Page 7

**CREAM OF WHEAT CORP.:**  
Cream of Wheat Cereal . . . . . Page 7

**CRESTA BLANCA WINE CO.:**  
Cresta Blanca Wines . . . . . Page 7

**P. DUFF & SONS, INC.:**  
Ready-To-Bake Mixes . . . . . Page 17

**GENERAL FOODS CORPORATION:**  
(See also *Laundry Soaps*)  
Jell-O, Jell-O Puddings, Calumet, Sanka, Post's  
Raisin Bran, Maxwell House Coffee, Swansdown,  
Postum, Grapenuts, Grapenuts Wheatmeal,  
Post Toasties, Grapenuts Flakes . . . . . Pages 8, 9

**GENERAL MILLS, INC.:**  
Wheaties, Softasilk Flour, Kix,  
Cheeri-Oats . . . . . Pages 9, 17

**LEVER BROTHERS COMPANY:**  
(See also *Toilet Goods; Laundry Soaps*)  
Spry . . . . . Page 11

**THOMAS J. LIPTON, INC.:**  
Lipton's Tea and Continental Soup Mix . . . . . Page 11

**PABST SALES COMPANY:**  
Blue Ribbon Beer . . . . . Page 12

**PET MILK SALES CORPORATION:**  
Irradiated Pet Milk . . . . . Page 12

**PILLSBURY FLOUR MILLS CO.:**  
All Products . . . . . Page 13

**PLANTERS NUT & CHOCOLATE COMPANY:**  
Planters Salted Peanuts,  
Planters Peanut Oil, All Products . . . . . Page 18

**THE PROCTER & GAMBLE CO.:**  
(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

**SOUTHERN COTTON OIL CO.:**  
Wesson Oil, Snowdrift . . . . . Page 15

**STANDARD BRANDS, INC.:**  
Tenderleaf Tea, Fleischmann's Yeast . . . . . Page 15

## ● LAUNDRY SOAPS & ACCESSORIES

**COLGATE-PALMOLIVE-PEET CO.:**  
(See also *Drugs & Toilet Goods*)  
Super Suds . . . . . Page 6

**CUDAHY PACKING COMPANY:**  
Old Dutch Cleanser . . . . . Page 7

**GENERAL FOODS CORPORATION:**  
(See also *Foods*)  
La France, Satina . . . . . Page 9

**LEVER BROTHERS COMPANY:**  
(See also *Toilet Goods; Foods*)  
Rinso . . . . . Page 11

**PACIFIC COAST BORAX CO.:**  
20 Mule Team Borax, Boraxo . . . . . Page 12

**THE PROCTER & GAMBLE CO.:**  
(See also *Toilet Goods; Foods*)  
Oxydol, Duz, Lava Soap . . . . . 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

**THE TEXAS COMPANY:**  
Texaco Products . . . . . Page 15

**WILSHIRE OIL COMPANY:**  
Petroleum Products . . . . . Page 19

## ● MISCELLANEOUS

**ADMIRAL CORPORATION:**  
Institutional, Admiral Radio . . . . . Page 4

**ANCHOR-HOCKING GLASS CORP.:**  
Glass Products . . . . . Page 4

**ARMSTRONG CORK COMPANY:**  
Armstrong's Floor Coverings . . . . . Page 5

**BEKINS VAN AND STORAGE CO.:**  
Moving and Storage . . . . . Page 16

**CELANESE CORPORATION OF AMERICA:**  
Celanese Products . . . . . Page 6

**CONTINENTAL CAN CO.:**  
Institutional Packaging, Plastic Products . . . . . Page 7

**DAY & NIGHT MANUFACTURING CO.:**  
Water Heaters & Equipment . . . . . Page 16

**ELECTRIC COMPANIES ADVERTISING  
PROGRAM:**

Institutional . . . . . Page 7

**EVERSHARP, INC.:**  
Eversharp Pens and Pencils,  
Red Top Leads . . . . . Page 8

**FERRY-MORSE SEED CO.:**  
Seeds . . . . . Page 8

**GENERAL ELECTRIC:**  
Electronics, GE Appliances . . . . . Page 8

**GALLENKAMP STORES CO.:**  
Shoes . . . . . Page 17

**B. F. GOODRICH CO.:**  
Rubber Goods . . . . . Page 9

**THE HUDSON COAL COMPANY:**  
Delaware and Hudson Anthracite . . . . . Page 9

**HUNT BROTHERS PACKING CO.:**  
All Products . . . . . Page 17

**INTERNATIONAL SILVER COMPANY:**  
International Sterling and  
1847 Rogers Bros. Silverplate . . . . . Page 10

**KELITE PRODUCTS, INC.:**  
"Kenu" Chemical Household Cleaner . . . . . Page 17

**JOHNS-MANVILLE CORPORATION:**  
Building Material . . . . . Page 10

**NATIONAL LEAD CO.:**  
Dutch Boy Paint . . . . . Page 18

**THE PARKER PEN CO.:**  
Quink, Pens, Pencils . . . . . Page 12

**PRUDENTIAL INSURANCE COMPANY  
OF AMERICA:**

Insurance Services . . . . . Page 14

**SERVEL, INC.:**  
Refrigerators, Air Conditioning . . . . . Page 14

**SOIL OFF MANUFACTURING COMPANY:**  
Cleaning Fluid . . . . . Page 19

**UNION ICE CO.:**  
All Products . . . . . Page 19

**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, 1945

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>ADMIRAL CORPORATION</b> (121st Week on CBS)</p> <p><b>World News Today</b> <i>News</i></p>	<p>Sunday 2:30-2:55 p.m. 62 CBS stations ORIGINATES: WABC</p>	<p>Admiral Radio Institutional <i>Cruttenden &amp; Eger</i></p>
<p><b>AMERICAN OIL COMPANY</b> (277th Week on CBS)</p> <p><b>CBS World News</b> <i>News</i></p> <p><b>Edward R. Murrow</b> <i>News</i></p>	<p>Thursday 6:00-6:15 p.m. 57 CBS stations ORIGINATES: WABC</p> <p>Sunday 1:45-2:00 p.m. 61 CBS stations ORIGINATES: BBC, LONDON</p>	<p>Amoco-Gas, American Gas and Services <i>Joseph Katz Company</i></p>
<p><b>AMERICAN TOBACCO COMPANY</b> (456th Week on CBS)</p> <p><b>Your Hit Parade</b> Mark Warnow's Orchestra, Lawrence Tibbett, Joan Edwards, The Hit Paraders <i>Music</i></p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 143 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Foote, Cone &amp; Belding</i></p>
<p><b>ANACIN COMPANY</b> (417th Week on CBS)</p> <p><b>Our Gal, Sunday</b> <i>Serial drama</i></p> <p><b>+Ellery Queen</b> <i>Mystery drama</i></p> <p><b>Friday on Broadway</b> <i>Music</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 132 CBS stations ORIGINATES: WABC</p> <p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 52 CBS stations 21 CBC stations ORIGINATES: WABC</p> <p>Friday 7:30-8:00 p.m. 49 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Dancer-Fitzgerald-Sample</i></p> <p><i>Ruthrauff &amp; Ryan, Inc.</i></p> <p><i>Dancer-Fitzgerald-Sample</i></p>
<p><b>ANCHOR-HOCKING GLASS CORP.</b> (56th Week on CBS)</p> <p><b>Corliss Archer</b> <i>Dramatic series</i></p>	<p>Thursday 9:30-10:00 p.m. 122 CBS stations ORIGINATES: KNX</p>	<p>Glass Products <i>William H. Weintraub &amp; Co., Inc.</i></p>
<p><b>ARMOUR &amp; COMPANY</b> (86th Week on CBS)</p> <p><b>Hedda Hopper's Hollywood</b> <i>Woman's commentary</i></p>	<p>Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 141 CBS stations ORIGINATES: KNX</p>	<p>Meat &amp; Dairy Products <i>Foote, Cone &amp; Belding</i></p>

\*Program or client not listed in Fall and Winter Program Book

**ARMSTRONG CORK COMPANY**  
 (173rd Week on CBS)  
**Armstrong's Theater of Today**  
*Drama*

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

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

**P. BALLANTINE & SONS**  
 (99th Week on CBS)  
**The Johnny Morgan Show**  
*Variety*

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

Ballantine Beer & Ale  
*J. Walter Thompson Co.*

**BALLARD & BALLARD CO.**  
 (104th Week on CBS)  
**Renfro Valley Folks**  
*Serial drama*

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

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

**BAYER COMPANY**  
 (487th Week on CBS)  
**American Melody Hour**  
 with Eileen Farrell, Bob Hannon, Evelyn MacGregor, Orchestra and chorus  
*Music*

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

Bayer Aspirin  
*Dancer-Fitzgerald-Sample*

**Second Husband**  
*Serial drama*

Mon. thru Fri.  
 11:15-11:30 a.m.  
 43 CBS stations  
 ORIGINATES: WABC

**BOURJOIS, INC.**  
 (289th Week on CBS)  
**Here's To Romance**  
 with Ray Bloch's Orchestra, Larry Douglas, and guests  
*Variety*

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

Evening in Paris  
 Perfumes & Cosmetics  
*Foote, Cone & Belding*

**BOWEY'S, INC.**  
 (296th Week on CBS)  
**Stars Over Hollywood**  
 with Art Gilmore and guest stars  
*Original drama*

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

Dari-Rich Products  
*Sorensen & Company*

**CAMPBELL SOUP COMPANY**  
 (529th Week on CBS)  
**The Jack Carson Show**  
 with Freddie Martin's Orchestra  
*Variety*

Wednesday  
 8:00-8:30 p.m.  
*Rebroadcast*  
 12:00-12:30 a.m.  
 123 CBS stations  
 27 CBC stations  
 ORIGINATES: KNX

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

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>CAMPBELL SOUP COMPANY</b> <i>Continued</i> <b>Radio Reader's Digest</b> with Quentin Reynolds, Don Bryan's Orchestra, and guest stars <i>Drama</i></p>	<p>Sunday 9:00-9:30 p.m. 123 CBS stations 27 CBC stations ORIGINATES: WABC</p>	<p><i>Ward Wheelock Company</i></p>
<p><b>CELANESE CORPORATION OF AMERICA</b> <i>(160th Week on CBS)</i> <b>Great Moments in Music</b> with Jean Tennyson and guest stars <i>Music</i></p>	<p>Wednesday 10:00-10:30 p.m. 137 CBS stations ORIGINATES: WABC</p>	<p>Celanese Products <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>CENTAUR DIVISION, STERLING DRUG, INC.</b> <i>(283rd Week on CBS)</i> <b>Big Town</b> <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 124 CBS stations 21 CBC stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Pedlar &amp; Ryan, Inc.</i></p>
<p><b>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</b> <i>(325th Week on CBS)</i> <b>Dr. Christian</b> with Jean Hersholt <i>Drama</i></p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 142 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p><b>CHRYSLER CORPORATION</b> <i>(464th Week on CBS)</i> <b>Major Bowes' Red Cross Radio Shows</b></p>	<p>Thursday 9:00-9:30 p.m. 137 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>COLGATE-PALMOLIVE-PEET COMPANY</b> <i>(472nd Week on CBS)</i> <b>Colgate Theater of Romance</b> <i>Drama</i> <b>Blondie</b> <i>Comedy</i></p>	<p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 126 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 141 CBS stations ORIGINATES: KNX</p>	<p>Colgate Tooth Powder <i>Sherman &amp; Marquette, Inc.</i></p> <p>Super Suds <i>Wm. Esty &amp; Co., Inc.</i></p>
<p><b>CONTINENTAL BAKING CO., INC.</b> <i>(525th Week on CBS)</i> <b>Bachelor's Children</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 47 CBS stations ORIGINATES: WBBM</p>	<p>Wonder Bread, Hostess Cake <i>Ted Bates, Inc.</i></p>



<b>ONTINENTAL CAN CO.</b> <i>4th Week on CBS)</i> <b>*Report to the Nation</b> <i>News dramatization</i>	Saturday 1:30-2:00 p.m. 141 CBS stations ORIGINATES: WABC	Institutional, Packaging, Plastic Products <i>Batten, Barton, Durstine            &amp; Osborn, Inc.</i>
<b>ORN PRODUCTS REFINING CO.</b> <i>134th Week on CBS)</i> <b>Stage Door Canteen</b> <i>Variety</i>	Friday 10:30-11:00 p.m. 51 CBS stations ORIGINATES: WABC	All Products <i>C. L. Miller Company</i>
<b>REAM OF WHEAT CORP.</b> <i>234th Week on CBS)</i> <b>Let's Pretend</b> <i>Drama</i>	Saturday 11:05-11:30 a.m. 123 CBS stations ORIGINATES: WABC	Cream of Wheat Cereal <i>Batten, Barton, Durstine            &amp; Osborn, Inc.</i>
<b>CRESTA BLANCA WINE CO.</b> <i>9th Week on CBS)</i> <b>This Is My Best</b> <i>Drama</i>	Tuesday 9:30-10:00 p.m. 73 CBS stations ORIGINATES: WABC	Cresta Blanca Wines <i>Batten, Barton, Durstine,            &amp; Osborn, Inc.</i>
<b>UDAHY PACKING COMPANY</b> <i>107th Week on CBS)</i> <b>Tena &amp; Tim</b> <i>Dramatic serial</i>	Mon. thru Fri. 2:45-3:00 p.m. 60 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser <i>Grant Advertising, Inc.</i>
<b>MURTISS CANDY COMPANY</b> <i>226th Week on CBS)</i> <b>News</b> <i>with Warren Sweeney</i>	Sat., Sun. 11:00-11:05 a.m. 139 CBS stations ORIGINATES: WABC	Candy <i>C. L. Miller Company</i>
<b>ELECTRIC COMPANIES            ADVERTISING PROGRAM</b> <i>73rd Week on CBS)</i> <b>The Electric Hour</b> <i>with Nelson Eddy</i> <i>Variety</i>	Sunday 4:30-5:00 p.m. 139 CBS stations ORIGINATES: KNX	Institutional <i>N. W. Ayer &amp; Son, Inc.</i>
<b>EMERSON DRUG COMPANY</b> <i>247th Week on CBS)</i> <b>Vox Pop</b> <i>with Parks Johnson and            Warren Hull</i> <i>Interview quiz</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 127 CBS stations ORIGINATES: ON FOUR	Bromo-Seltzer <i>McCann-Erickson, Inc.</i>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>EVERSHARP, INC.</b> <i>(278th Week on CBS)</i>  <b>Take It or Leave It</b> with Phil Baker and Ray Bloch's Orchestra <i>Quiz</i>  Milton Berle in * <b>"Let Yourself Go"</b> <i>Variety</i>	Sunday 10:00-10:30 p.m. 143 CBS stations ORIGINATES: WABC  Wednesday 10:30-11:00 p.m. 141 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencil Red Top Leads <i>The Biow Company</i>
* <b>FERRY-MORSE SEED CO.</b> <i>(Begins February 3rd)</i>  * <b>Garden Talks</b> with Tom Williams	Saturday 9:15-9:30 a.m. 80 CBS stations ORIGINATES: WABC	Seeds <i>MacManus, John &amp; Adams, Inc.</i>
<b>GENERAL ELECTRIC</b> <i>(152nd Week on CBS)</i>  <b>The World Today</b> <i>News</i>  * <b>G. E. House Party</b> <i>Variety</i>	Mon. thru Fri. 6:45-6:55 p.m. 133 CBS stations ORIGINATES: WABC AND REMOTE  Mon. thru Fri. 4:00-4:25 p.m. 145 CBS stations ORIGINATES: KNX	Electronics Division <i>Maxon, Inc.</i>  Household Appliance Division <i>Young &amp; Rubicam, Inc.</i>
<b>GENERAL FOODS CORPORATION</b> <i>(509th Week on CBS)</i>  <b>Kate Smith Hour</b> with Kate Smith, Ted Collins, Jack Miller's Orchestra and guest stars <i>Variety</i>  <b>Kate Smith Speaks</b> Ted Collins with the News <i>Talks and news</i>  <b>Joyce Jordan, M.D.</b> <i>Serial drama</i>  <b>Toasties Time</b> with Fannie Brice <i>Variety</i>	Sunday 7:00-8:00 p.m. 144 CBS stations ORIGINATES: WABC  Mon. thru Fri. 12 noon-12:15 p.m. 117 CBS stations ORIGINATES: WABC  Mon. thru Fri. 2:00-2:15 p.m. 123 CBS stations ORIGINATES: WABC  Sunday 6:30-7:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 144 CBS stations ORIGINATES: KNX	Jell-O Jell-O Puddings, Sanka <i>Young &amp; Rubicam, Inc.</i>  Calumet, Swansdown <i>Young &amp; Rubicam, Inc.</i>  Grapenuts & Grapenuts Wheatmeal <i>Young &amp; Rubicam, Inc.</i>  Post Toasties <i>Benton &amp; Bowles, Inc.</i>

<p><b>Two On A Clue</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:15-2:30 p.m. 123 CBS stations ORIGINATES: WABC</p>	<p>LaFrance, Satina, Postum, Post's Raisin Bran <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>The Aldrich Family</b> <i>Comedy</i></p>	<p>Friday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00 mid.-12:30 a.m. 124 CBS stations 27 CBC stations ORIGINATES: WABC</p>	<p>Postum <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>The Adventures of the Thin Man</b> <i>Mystery</i></p>	<p>Friday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:30-12:55 a.m. 126 CBS stations 27 CBC stations ORIGINATES: WABC</p>	<p>Maxwell House Coffee &amp; Grapenuts &amp; Grapenuts Flakes <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>GENERAL MILLS, INC.</b> <i>(557th Week on CBS)</i></p> <p><b>Light of the World</b> <i>Serial drama</i></p> <p><b>Valiant Lady</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 61 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:15-11:30 a.m. 60 CBS stations ORIGINATES: WABC</p>	<p>Softasilk Flour, Kix <i>Dancer-Fitzgerald-Sample</i></p> <p>Cheeri-Oats <i>Dancer-Fitzgerald-Sample</i></p>
<p><b>B. F. GOODRICH CO.</b> <i>(98th Week on CBS)</i></p> <p><b>Meaning of the News</b> with Joseph C. Harsch <i>News</i></p>	<p>Mon. thru Fri. 6:55-7:00 p.m. 132 CBS stations ORIGINATES: WTOP AND WABC</p>	<p>Rubber Goods <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i></p>
<p><b>GULF OIL CORPORATION</b> <i>(572nd Week on CBS)</i></p> <p><b>We, the People, at War</b> with Milo Boulton and Oscar Bradley's Orchestra <i>Real life experiences</i></p>	<p>Sunday 10:30-11:00 p.m. 102 CBS stations ORIGINATES: WABC</p>	<p>Motor Oil and Gas <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>THE HUDSON COAL COMPANY</b> <i>(71st Week on CBS)</i></p> <p><b>CBS News of the World</b> <i>News</i></p>	<p>Sunday 9:00-9:15 a.m. 21 CBS stations ORIGINATES: WABC</p>	<p>"D&amp;H" Anthracite <i>The Clements Company, Inc.</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>INTERNATIONAL SILVER COMPANY</b> <i>(361st Week on CBS)</i>  <b>Adventures of Ozzie &amp; Harriet</b> <i>Variety</i>	Sunday 6:00—6:30 p.m. 144 CBS stations 21 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate <i>Young &amp; Rubicam, Inc.</i>
<b>JOHNS-MANVILLE CORPORATION</b> <i>(182nd Week on CBS)</i>  <b>Bill Henry</b> <i>News</i>	Mon. thru Fri. 8:55—9:00 p.m. 63 CBS stations ORIGINATES: WABC AND WTOP	Building Material <i>J. Walter Thompson Co.</i>
<b>JOHNSON &amp; JOHNSON</b> <i>(199th Week on CBS)</i>  <b>Edwin C. Hill</b> The Human Side of the News <i>News</i>	Tuesday 6:15—6:30 p.m. <i>Rebroadcast</i> 12:30—12:45 a.m. 141 CBS stations ORIGINATES: WABC	First Aid Products <i>Young &amp; Rubicam, Inc.</i>
<b>KOLYNOS COMPANY</b> <i>(625th Week on CBS)</i>  <b>Mr. Keen, Tracer of Lost Persons</b> <i>Mystery drama</i>  <b>The Romance of Helen Trent</b> <i>Serial drama</i>	Thursday 7:30—8:00 p.m. 50 CBS stations ORIGINATES: WABC  Mon. thru Fri. 12:30—12:45 p.m. 133 CBS stations ORIGINATES: WABC	Kolynos Tooth Powder and Toothpaste <i>Dancer-Fitzgerald-Sample</i>  Kolynos and Bisodol
<b>LADY ESTHER, LTD.</b> <i>(581st Week on CBS)</i>  <b>Screen Guild Players</b> <i>Drama</i>	Monday 10:00—10:30 p.m. 143 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>The Biow Company</i>
<b>LEVER BROTHERS COMPANY</b> <i>(495th Week on CBS)</i>  <b>Lux Radio Theater</b> Cecil B. DeMille, director, with stars of stage and screen and Lou Silvers' Orchestra <i>Drama</i>  <b>The George Burns and Gracie Allen Show</b> <i>Comedy—Variety</i>	Monday 9:00—10:00 p.m. 143 CBS stations 21 CBC stations ORIGINATES: KNX  Monday 8:30—8:55 p.m. <i>Rebroadcast</i> 11:30—11:55 p.m. 141 CBS stations ORIGINATES: KNX	Lux Soap & Flakes <i>J. Walter Thompson Co.</i>  Swan Soap <i>Young &amp; Rubicam, Inc.</i>

<p><b>Aunt Jenny's Real Life Stories</b> <i>Dramatic sketches</i></p> <p><b>Big Sister</b> <i>Serial drama</i></p> <p><b>Bright Horizon</b> with Richard Kollmar <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:45-12 noon 77 CBS stations 21 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:15-12:30 p.m. 141 CBS stations 21 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 3:30-3:45 p.m. 140 CBS stations ORIGINATES: WABC</p>	<p>Spry <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>Rinso <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>Swan Soap <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>LEWIS-HOWE COMPANY</b> <i>(138th Week on CBS)</i></p> <p>Al Pierce in *<b>"Here Comes Elmer"</b> <i>Comedy show</i></p>	<p>Saturday 10:15-10:45 p.m. 53 CBS stations ORIGINATES: KXN</p>	<p>Tums <i>Roche, Williams &amp; Cleary, Inc.</i></p>
<p><b>LIGGETT &amp; MYERS TOBACCO COMPANY</b> <i>(639th Week on CBS)</i></p> <p><b>Music That Satisfies</b> featuring Martin Block and Johnnie Johnston <i>Variety</i></p>	<p>Tues., Wed., Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 143 CBS stations ORIGINATES: WABC</p>	<p>Chesterfield Cigarettes <i>Newell-Emmett Co.</i></p>
<p><b>THOMAS J. LIPTON INC.</b> <i>(67th Week on CBS)</i></p> <p><b>Inner Sanctum</b> <i>Mystery drama</i></p>	<p>Tuesday 9:00-9:30 p.m. 141 CBS stations ORIGINATES: WABC</p>	<p>Lipton Tea and Continental Soup Mix <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>P. LORILLARD COMPANY</b> <i>(370th Week on CBS)</i></p> <p><b>Which Is Which?</b> with Richard Himber's Orchestra and guest stars <i>Variety-quiz</i></p>	<p>Wednesday 9:30-10:00 p.m. 141 CBS stations ORIGINATES: KXN</p>	<p>Old Gold Cigarettes <i>Lennen &amp; Mitchell, Inc.</i></p>
<p><b>MANHATTAN SOAP CO. INC.</b> <i>(206th Week on CBS)</i></p> <p>* <b>The Strange Romance of Evelyn Winters</b> <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 5:00-5:15 p.m. 141 CBS stations ORIGINATES: WABC</p>	<p>Sweetheart Soap <i>Duane Jones Co.</i></p>

\* Program or client not listed in Fall and Winter Program Book

TITLE AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>MARYLAND PHARMACEUTICAL CO.</b> (19th Week on CBS)</p> <p><b>Bob Trout</b> <i>News</i></p>	<p>Saturday 6:55—7:00 p.m. 12 CBS stations ORIGINATES: WABC</p>	<p>Rem, Rel <i>Joseph Katz Co.</i></p>
<p><b>NOXZEMA CHEMICAL CO.</b> (126th Week on CBS)</p> <p><b>Mayor of the Town</b> with Lionel Barrymore <i>Drama</i></p>	<p>Saturday 7:00—7:30 p.m. <i>Rebroadcast</i> 10:15—10:45 p.m. 58 CBS stations ORIGINATES: KNX</p>	<p>All Products <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>PABST SALES CO.</b> (96th Week on CBS)</p> <p><b>*The Danny Kaye Show</b> with Harry James and his Music Makers <i>Comedy variety</i></p>	<p>Saturday 8:00—8:30 p.m. 131 CBS stations ORIGINATES: KNX</p>	<p>Pabst Blue Ribbon Beer <i>Warwick &amp; Legler, Inc.</i></p>
<p><b>PACIFIC COAST BORAX CO.</b> (186th Week on CBS)</p> <p><b>Death Valley Sheriff</b> <i>Drama</i></p>	<p>Thursday 8:30—8:55 p.m. <i>Rebroadcast</i> 11:30—11:55 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>20 Mule Team Borax, Boraxo, <i>McCann-Erickson, Inc.</i></p>
<p><b>THE PARKER PEN CO.</b> (135th Week on CBS)</p> <p><b>Ned Calmer and the News</b></p>	<p>Sat., Sun. 8:55—9:00 p.m. 141 CBS stations ORIGINATES: WABC</p>	<p>Pens, Pencils Quink <i>J. Walter Thompson Co.</i></p>
<p><b>PET MILK SALES CORPORATION</b> (584th Week on CBS)</p> <p><b>Saturday Night Serenade</b> Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus <i>Music</i></p> <p><b>Mary Lee Taylor</b> Home Economist <i>Talks</i></p>	<p>Saturday 9:45—10:15 p.m. 70 CBS stations ORIGINATES: WABC</p> <p>Saturday 10:30—11:00 a.m. <i>Rebroadcast</i> 2:00—2:30 p.m. 84 CBS stations ORIGINATES: KMOX</p>	<p>Irradiated Pet Milk <i>Gardner Advertising Company</i></p>
<p><b>CHARLES H. PHILLIPS CHEMICAL CO.</b> (376th Week on CBS)</p> <p><b>Amanda</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:00—11:15 a.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Phillips Tablets &amp; Toothpaste <i>Dancer-Fitzgerald- Sample</i></p>

\*Program or client not listed in Fall and Winter Program Book

**PHILIP MORRIS & COMPANY, LTD.**  
(42nd Week on CBS)

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

Philip Morris Cigarettes  
*The Biow Company*

**Crime Doctor**  
*Mystery drama*

**It Pays To Be Ignorant**  
*Comedy*

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

**PILLSBURY MILLS, INC.**  
(333rd Week on CBS)

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

All Products  
*McCann-Erickson, Inc.*

**Grand Central Station**  
*Drama*

**THE PROCTER & GAMBLE CO.**  
(335th Week on CBS)

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

Duz  
*Compton Advertising, Inc.*

**The Goldbergs**  
*Serial drama*

\***The Jack Kirkwood Show**  
*Variety*

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

Ivory Soap  
Oxydol  
*Compton Advertising, Inc.*

**Life Can Be Beautiful**  
*Serial drama*

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

Ivory Soap  
*Compton Advertising, Inc.*

**Ma Perkins**  
*Serial drama*

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

Oxydol  
*Dancer-Fitzgerald-Sample*

**Bernadine Flynn**  
*News*

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

Crisco  
*Compton Advertising, Inc.*

**Perry Mason**  
*Serial drama*

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

Camay  
*Pedlar & Ryan Inc.*

\***F.B.I. in Peace and War**  
*Drama*

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

Lava Soap  
*The Biow Co., Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>PRUDENTIAL INSURANCE COMPANY OF AMERICA</b> <i>(295th Week on CBS)</i>  <b>Prudential Family Hour</b> with Patrice Munsel, Jack Smith, Robert Shafer, Reed Kennedy, Al Goodman's Orchestra, and chorus <i>Music</i>	<b>Sunday</b> 5:00—5:45 p.m. 124 CBS stations ORIGINATES: WABC	<b>Insurance Services</b> <i>Benton &amp; Bowles, Inc.</i>
<b>THE QUAKER OATS COMPANY</b> <i>(166th Week on CBS)</i>  <b>That Brewster Boy</b> <i>Comedy drama</i>	<b>Friday</b> 9:30—10:00 p.m. 124 CBS stations 21 CBC stations ORIGINATES: WBBM	<b>Quaker Food Products</b> <i>Ruthrauff &amp; Ryan, Inc.</i>
<b>R. J. REYNOLDS TOBACCO COMPANY</b> <i>(612th Week on CBS)</i>  <b>Moore and Durante Show</b> with Georgia Gibbs and Roy Bargy's Orchestra <i>Variety</i>  <b>Thanks to the Yanks</b> with Bob Hawk <i>Quiz</i>	<b>Friday</b> 10:00—10:30 p.m. 133 CBS stations ORIGINATES: KNX   <b>Monday</b> 7:30—8:00 p.m. <i>Rebroadcast</i> 10:30—11:00 p.m. 135 CBS stations ORIGINATES: WABC	<b>Camel Cigarettes</b> <b>Prince Albert Smoking Tobacco</b> <i>William Esty &amp; Company, Inc.</i>
<b>ROMA WINE CO., INC.</b> <i>(99th Week on CBS)</i>  <b>Suspense</b> <i>Mystery drama</i>	<b>Thursday</b> 8:00—8:30 p.m. <i>Rebroadcast</i> 12 mid.—12:30 a.m. 81 CBS stations ORIGINATES: KNX	<b>Roma Wines</b> <i>The Biow Company</i>
<b>*SALES BUILDERS, INC.</b> <i>(4th Week on CBS)</i>  <b>The Frank Sinatra Show</b> <i>Variety</i>	<b>Wednesday</b> 9:00—9:30 p.m. 141 CBS stations ORIGINATES: KNX	<b>Max Factor Cosmetics</b> <i>Smith &amp; Drum, Inc.</i>
<b>SERVEL, INC.</b> <i>(108th Week on CBS)</i>  <b>Billie Burke Show</b> <i>Household advice</i>	<b>Saturday</b> 11:30 a.m.—12 noon 138 CBS stations ORIGINATES: WABC	<b>Refrigerators &amp; Air Conditioning</b> <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i>



**SOUTHERN COTTON OIL CO.**

*(120th Week on CBS)*

**Irene Beasley**

*Songs*

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

Wesson Oil and Snowdrift  
*Kenyon & Eckhardt, Inc.*

**E. R. SQUIBB & SONS**

*(238th Week on CBS)*

**To Your Good Health**

Lynn Murray's Orchestra and Chorus

*Music*

Mon., Wed., Fri.  
6:15-6:30 p.m.  
131 CBS stations  
ORIGINATES: WABC

Squibb Products  
*Batten, Barton, Durstine & Osborn, Inc.*

**STANDARD BRANDS, INC.**

*(220th Week on CBS)*

**Mary Marlin**

*Serial drama*

Mon. thru Fri.  
3:00-3:15 p.m.  
142 CBS stations  
ORIGINATES: WABC

Tenderleaf Tea & Fleischmann's Yeast  
*J. Walter Thompson Co.*

**THE TEXAS COMPANY**

*(373rd Week on CBS)*

**Texaco Star Theater**

James Melton and Al Goodman's Orchestra

*Variety*

Sunday  
9:30-10:00 p.m.  
143 CBS stations  
24 CBC stations  
ORIGINATES: WABC

Texaco Products  
*Buchanan & Co., Inc.*

**UNITED STATES RUBBER CO.**

*(140th Week on CBS)*

**New York Philharmonic Symphony**

*Music*

Sunday  
3:00-4:30 p.m.  
121 CBS stations  
ORIGINATES: WABC

Institutional  
*Campbell-Ewald Co., Inc.*

**VICK CHEMICAL COMPANY**

*(183rd Week on CBS)*

**"The Matinee Theater"**

starring Victor Jory

*Drama*

Sunday  
2:00-2:30 p.m.  
123 CBS stations  
ORIGINATES: WABC

All Products  
*Morse International, Inc.*

**J. B. WILLIAMS COMPANY**

*(60th Week on CBS)*

**William L. Shirer**

*News*

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

Williams Shaving Cream  
*J. Walter Thompson Co.*

**COLUMBIA  
PACIFIC  
NETWORK**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>WM. WRIGLEY, JR., COMPANY</b> (658th Week on CBS)</p> <p><b>America in the Air</b> <i>Air Corps dramatic series</i></p> <p><b>The First Line</b> <i>Navy dramatic series</i></p> <p><b>Service to the Front</b> <i>Army dramatic series</i></p>	<p>Saturday 7:30—8:00 p.m. <i>Rebroadcast</i> 11:00—11:30 p.m. 141 CBS stations ORIGINATES: WBBM</p> <p>Thursday 10:00—10:30 p.m. 141 CBS stations ORIGINATES: WBBM</p> <p>Tuesday 10:00—10:30 p.m. 140 CBS stations ORIGINATES: WBBM</p>	<p>Chewing Gum <i>J. Walter Thompson Co.</i></p> <p>Chewing Gum <i>Arthur Meyerhoff &amp; Co.</i></p>
<p><b>BEKINS VAN AND STORAGE CO.</b> (175th Week on CBS)</p> <p><b>Harry W. Flannery</b> <i>News</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><b>CALIFORNIA PRUNE &amp; APRICOT GROWERS ASSOCIATION</b> (150th Week on CBS)</p> <p><b>Dave Vaile</b> <i>News</i></p>	<p>Saturday 8:55—9:00 p.m. PWT ORIGINATES: KNX</p>	<p>Sunsweet Prunes and Apricots <i>Long Advertising Service</i></p>
<p><b>CAMPANA SALES CORP.</b> (253rd Week on CBS)</p> <p><b>Don't You Believe It</b> <i>Narrative-Drama</i></p>	<p>Saturday 9:45—10:00 p.m. PWT ORIGINATES: KNX</p>	<p>Solitaire Cake Make-up <i>Wallace-Ferry-Hanly Co.</i></p>
<p><b>COLONIAL DAMES, INC.</b> (266th Week on CBS)</p> <p><b>Song of the Week</b> <i>Music</i></p>	<p>Sunday 8:25—8:30 p.m. PWT ORIGINATES: KNX</p>	<p>Cosmetics <i>Abbott Kimball Co., Inc.</i></p>
<p><b>DAY &amp; NIGHT MANUFACTURING CO.</b> (17th Week on CBS)</p> <p>*<b>Dave Vaile</b> <i>News</i></p>	<p>Monday 8:55—9:00 p.m. PWT ORIGINATES: KNX</p>	<p>Water Heaters &amp; Equipment <i>Hixson-O'Donnell Adv. Inc.</i></p>

\*Program or client not listed in Fall and Winter Program Book

**P. DUFF & SONS, INC.**  
(70th Week on CBS)

\***Meet The Missus**  
*Participation quiz*

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

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

**"42" PRODUCTS, INC.**  
(35th Week on CBS)

**This Is My Story**  
*Drama*

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

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

**GALLENKAMP STORES CO.**  
(40th Week on CBS)

**Tobe Reed**  
*Human Interest News*

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

Shoes  
*Long Advertising*  
*Service*

**GENERAL MILLS, INC.**  
(557th Week on CBS)

**Nelson Pringle**  
*News analysis*

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

Wheaties  
*Knox Reeves*  
*Advertising, Inc.*

\***HUNT BROS. PACKING CO.**  
(15th Week on CBS)

\***I Was There**  
*Real life experiences*

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

All Products  
*The Biow Co.*

**ANDREW JERGENS COMPANY**  
(28th Week on CBS)

**Tonight In Hollywood**  
*Drama*

Friday  
8:15-8:30 p.m.  
PWT  
ORIGINATES: KNX

Jergens Lotion  
*Lennen & Mitchell Inc.*

\***KELITE PRODUCTS, INC.**  
(13th Week on CBS)

**Dr. Wallace Sterling**  
*News analysis*

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

"Kenu" Chemical,  
Household Cleaner  
*Little & Co.*

**MANHATTAN SOAP CO.**  
(206th Week on CBS)

**Bill Haworth**  
*News*

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

Sweetheart Soap  
*Duane Jones Co.*

\***THE MENNEN CO.**  
(Starts February 13)

**Bill Haworth**  
*News*

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

Mennen Shave Cream  
*Duane Jones Co.*

**COLUMBIA  
PACIFIC  
NETWORK**

*Continued*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>MILES CALIFORNIA COMPANY</b> <i>(54th Week on CBS)</i>  <b>The Story of Sandra Martin</b> <i>Mystery drama</i>	Mon. thru Fri. 2:15-2:30 p.m. PWT ORIGINATES: KNX	Alka Seltzer and One-A-Day Vitamins <i>Wade Advertising            Agency</i>
<b>*NATIONAL LEAD CO.</b> <i>(62nd Week on CBS)</i>  <b>Trading Post</b> <i>Audience participation</i>	Sunday 5:30-5:55 p.m. PWT ORIGINATES: KNX	Dutch Boy Paint <i>Erwin, Wasey &amp; Co.,            Inc.</i>
<b>PETER PAUL, INC.</b> <i>(224th Week on CBS)</i>  <b>Truman Bradley</b> <i>News</i>	Mon., Wed., Fri. 5:45-5:55 p.m. PWT ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos <i>Brisacher, Van Norden            &amp; Staff</i>
<b>PLANTERS NUT AND CHOCOLATE            COMPANY</b> <i>(222nd Week on CBS)</i>  <b>Harry W. Flannery</b> <i>News</i>  <b>The Adventures of Bill Lance</b> <i>Mystery drama</i>	Tues., Thurs., Sat. 5:30-5:45 p.m. PWT ORIGINATES: KNX  Sunday 9:00-9:30 p.m. PWT ORIGINATES: KNX	Planters Peanut Oil, Salted Peanuts <i>Erwin Wasey &amp;            Company</i>  All Products
<b>*SEAL-COTE CO.</b> <i>(9th Week on CBS)</i>  <b>*Meet The Missus</b> <i>Participation quiz</i>	Tues., Thurs. 2:45-3:00 p.m. PWT ORIGINATES: KNX	Seal-Cote Nail Polish Protection <i>Buchanan &amp; Co., Inc.</i>
<b>SIGNAL OIL COMPANY</b> <i>(85th Week on CBS)</i>  <b>The Whistler</b> <i>Mystery drama</i>	Monday 9:00-9:30 p.m. PWT ORIGINATES: KNX	All Products <i>Barton A. Stebbins</i>

\*Program or client not listed in Fall and Winter Program Book

**COLUMBIA  
PACIFIC  
NETWORK**

**SOIL OFF MANUFACTURING  
COMPANY**

*(208th Week on CBS)*

**Truman Bradley**

*News*

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

PWT

ORIGINATES: KNX

"Soil Off" for all  
painted surfaces

*Western Advertising  
Agency*

**VICK CHEMICAL COMPANY**

*(183rd Week on CBS)*

**\*Dave Vaile**

*News*

Tues., Wed., Thurs.  
8:55-9:00 p.m.

PWT

ORIGINATES: KNX

All Products

*Morse International, Inc.*

**COLDSTREAM PRODUCTS CO.**

*(15th Week on CBS)*

**Money on the Line**

*Quiz*

Wednesday  
7:30-8:00 p.m.

PWT

ORIGINATES: KNX

Sunnybank Margarine

*McCann-Erickson Inc.*

**GROVE LABORATORIES, INC.**

*(94th Week on CBS)*

**Riders of the Purple Sage**

*Western music*

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

PWT

ORIGINATES: KNX

Cold Tablets and

B-Complex Vitamins

*Russel M. Seeds Co.*

**UNION ICE CO.**

*(13th Week on CBS)*

**\*American Rhapsody**

*Music*

Sunday  
5:00-5:30 p.m.

PWT

ORIGINATES: KNX

All Products

*George M. Wessells  
Adv. Agency*

**WILSHIRE OIL COMPANY**

*(22nd Week on CBS)*

**That's a Good Idea**

*Drama*

Saturday  
6:30-6:45 p.m.

PWT

ORIGINATES: KNX

Petroleum Products

*Dan B. Miner Agency*

**YELLOW CAB CO.**

*(43rd Week on CBS)*

**The Story Teller**

*Narration*

Saturday  
7:45-8:00 p.m.

PWT

ORIGINATES: KQW

Cab Service

*Rhoades & Davis*

# CBS SUSTAINING PROGRAMS

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

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

NEWS BROADCASTS . . . . .	Page 21
WAR PROGRAMS . . . . .	Page 22
SERIOUS MUSIC . . . . .	Page 24
LIGHT MUSIC . . . . .	Page 25
DRAMATIC SERIES . . . . .	Page 28
LIGHT ENTERTAINMENT . . . . .	Page 28
EDUCATIONAL PROGRAMS . . . . .	Page 29
RELIGIOUS BROADCASTS . . . . .	Page 30
CBS SHORTWAVE BROADCASTS . . . . .	Page 31
SPECIAL BROADCASTS: FALL AND WINTER . . . . .	Page 32
CBS TELEVISION . . . . .	Page 35

**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

1:25—1:30 p.m.

MONDAY THRU FRIDAY

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.

**News Summaries**

1:00 a.m.

SUNDAY THRU SATURDAY

6:00—6:15 p.m.

EACH SATURDAY

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

**World Today**

6:45—6:55 p.m.

EACH SATURDAY

**News Analyses**

11:10—11:15 p.m.

SUNDAY THRU SATURDAY

William L. Shirer  
Bob Trout  
Major George Fielding Eliot  
Quincy Howe  
Everett Holles  
Bill Henry  
(See also sponsored news programs)

**Report from Washington**

1:00—1:15 p.m.

EACH SATURDAY

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

**WAR  
PROGRAMS**

PROGRAMS AND TIME	DESCRIPTION
<p><b>Report from Overseas</b> 4:15-4:30 p.m. EACH SATURDAY</p>	<p>A weekly radio column in which CBS' foreign correspondents report the latest news and activities of the armed forces in the various war theatres.</p>
<p><b>Feature Story</b> 4:30-4:45 p.m. MONDAY THRU FRIDAY</p>	<p>Members of CBS' world-wide staff of news correspondents bring to the microphone the many human interest stories that lie under the surface of the latest military and political events and usually miss being told.</p>
<p><b>Trans-Atlantic Call: People to People</b> 12:30-1:00 p.m. EACH SUNDAY</p>	<p>On alternate Sundays the British Broadcasting Corporation and the Columbia Broadcasting System shake hands across the ocean. In this half hour program, British and American audiences are presented with a picture of the national characteristics and attitudes of the two countries. The audiences of the two nations learn the reasons for the apparent differences between them, at the same time realizing the basic similarity in their attitudes and behavior.</p>
<p><b>Calling Pan-America</b> 6:15-6:45 p.m. EACH THURSDAY</p>	<p>CBS draws the Americas closer together with this weekly program shortwaved 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.</p>
<p><b>Youth On Parade</b> 10:00-10:30 a.m. EACH SATURDAY</p>	<p>A fast-paced musical variety show by and for the youth of America. Each week the Junior Workshop players dramatize a scene in the life of a great American. The climax of every program is the presentation of the Youth-On-Parade War-Service Award to a boy, girl, or youth group.</p>



**WAR  
PROGRAMS**
**We Deliver the Goods**

12:30-1:00 a.m.

EACH SUNDAY

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

**Service Time**

5:00-5:30 p.m.

MONDAY THRU FRIDAY

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

MONDAY—Waves on Parade

TUESDAY—It's Maritime

WEDNESDAY—Waves on Parade

THURSDAY—Marines in the Making

FRIDAY—First in The Air

**Job For Tomorrow**

3:45-4:00 p.m.

EACH SATURDAY

In collaboration with the C.I.O. CBS presents a series of dramatic programs dealing with the basic American industries and their place in the postwar world. The series is intended to picture the opportunities and occupations which veterans will find upon their return to civilian life.

**The Land Is Bright**

3:00-3:30 p.m.

EACH SATURDAY

An enlightening almanac of life in America, this series depicts the particular flavor of our national habits and institutions. Each week the theme reflects the bright note in the American scene, and contrasts it with conditions in other parts of the world.

**WAR  
PROGRAMS**

*Continued*

**Assignment Home**

4:30—5:00 p.m.

EACH SATURDAY

In collaboration with the Army Service Forces, CBS continues its series of weekly dramatic programs dealing with veteran rehabilitation problems. High ranking Army officials participate in the show which is designed to illustrate and explore the complex situations involved in readjusting the veteran to normal life.

**SERIOUS  
MUSIC**

**The Philadelphia Orchestra**

5:00—6:00 p.m.

EACH SATURDAY

One of the world's greatest symphonic groups, the Philadelphia Orchestra, continues its brilliant series for the 1944-1945 season. Eugene Ormandy will direct these concerts. Eminent soloists who will appear include the pianists Artur Schnabel, Rudolf Serkin, Rudolf Firkušny and the cellist Gregor Piatigorsky.

**Invitation to Music**

11:30—12:00 midnight

EACH WEDNESDAY

Distinguished soloists with the Columbia Symphony Orchestra give new emphasis to the comparatively unfamiliar but nevertheless important works of the great composers. Guest artists will include Maria Kurenko, soprano, George Sandor, pianist, Emanuel Vardi, violist, and Louis Kaufman, violinist.

**E. Power Biggs, Organist**

9:15—9:45 a.m.

EACH SUNDAY

Playing in the Germanic Museum at Harvard University, this noted musician broadcasts the world's finest organ music. In a special series of concerts to be given in joint sponsorship with Mrs. Elizabeth Sprague Coolidge, these programs include classic as well as contemporary works written for the organ.

**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 785th network broadcast on July 30, 1944. The Tabernacle Choir is conducted by J. Spencer Cornwall and Richard P. Condie, assistant. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens.

**SERIOUS  
MUSIC**

**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 have exceptional promise. The singers are selected from the many young aspirants auditioned by the Columbia Broadcasting System.

**Vera Brodsky**

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

CBS' noted pianist plays the music of the romantic composers of the later 19th and early 20th century.

**Sally Moore and the  
Columbia Concert Orchestra**

6:30-6:45 p.m.  
MONDAY AND FRIDAY

The young, American contralto, CBS' most recent discovery, presents distinctive song recitals of semi-classical music accompanied by the Columbia Concert Orchestra.

**Encore Appearance**

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

The program offers further opportunity to the new singers who have given outstanding performances on CBS' "New Voices in Song." They are accompanied by the Columbia Concert Orchestra.

**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 |
| JIMMY DORSEY    | TOMMY DORSEY   |
| SHEP FIELDS     | DIKE ELLINGTON |
| FRANKIE MASTERS | HAL MCINTYRE   |
| VAUGHN MONROE   | GLEN GRAY      |
| ABE LYMAN       | SAMMY KAYE     |
| COUNT BASIE     | JAN GARBER     |
| JERRY WALD      | TONY PASTOR    |
| JOHNNY LONG     | FRANKIE CARLE  |
| LEE CASTLE      | GEORGE AULD    |
| GEORGE OLSEN    | BOYD RAYBURN   |
| LES BROWN       | DEAN HUDSON    |
| GENE KRIPA      | HENRY BISSE    |
| LOUIS PRIMA     |                |

**LIGHT  
MUSIC**

**LIGHT  
MUSIC**

*Continued*

<p><b>Sing Along Club</b> 3:30-4:00 p.m. MONDAY THRU FRIDAY</p>	<p>The Landt Trio offers its listeners a light-hearted, fast-paced program inviting them to join in singing their favorite songs. Add the daily musical quiz and the unique style of Carol Ames' voice for a half hour of delightful entertainment.</p>
<p><b>Syncopation Piece</b> 3:30-3:45 p.m. EACH SATURDAY</p>	<p>From Chicago, Ben Feld's Orchestra plays the latest tunes while vocalists Don Reynolds and Virginia Woods contribute their share of style and variety.</p>
<p><b>Milt Herth Trio</b> 4:30-4:45 p.m. MONDAY THRU FRIDAY</p>	<p>This unusual trio composed of Milt Herth at the organ, Sonny Weldon at the piano, and Ernie Wright at the drums brings to radio a unique instrumental treatment of popular music from one of New York's famous night-spots.</p>
<p><b>Mildred Bailey and Company</b> 11:30-12:00 midnight EACH FRIDAY</p>	<p>A gay, rollicking musical show starring Mildred Bailey, "The Ol' Rockin' Chair Lady," as mistress of ceremonies. On alternate weeks Miss Bailey introduces famous guest stars and talented but "unknown" performers. The orchestra is conducted by Paul Baron.</p>
<p><b>Danny O'Neill</b> 11:15-11:30 p.m. MONDAY THRU FRIDAY</p>	<p>The popular tenor, formerly with the Blue-jacket Choir sings the top tunes of the day as well as old favorites and romantic ballads accompanied by Ruby Newman's orchestra.</p>
<p><b>Bluejacket Choir</b> 11:05-11:30 p.m. EACH SUNDAY</p>	<p>The Great Lakes Naval Training Station choir of singing sailors offer selections of hymns, anthems, and ballads, followed by the Navy Negro Octet in selections of noted spirituals.</p>
<p><b>Petrillo, Janette and McCormick</b> 12:05-12:30 a.m. EACH WEDNESDAY</p>	<p>Franklin McCormick, host, and Janette, feminine vocalist, join Cesar Petrillo's Orchestra to give CBS audiences a midnight program of mellow musical entertainment. This trio broadcasts each week from Station WBBM, Chicago.</p>

**Listen to Lawrence**

12:05-12:30 a.m.

EACH THURSDAY

Elliott Lawrence, conductor-arranger-pianist, presents his unique modern arrangements of well-known classical music after first performing the pieces in their original form. Baritone Jack Hunter and The Three Dears Trio add charm to this late evening musical show.

**Music from the West**

12:05-12:30 a.m.

EACH MONDAY

From Salt Lake City comes a program with a distinctive regional flavor highlighting musical selections characteristic of various sections of the West by outstanding American composers. Vocal settings are offered by Annette Dinwoodey to the music of Foster Cope and his orchestra.

**Carolina Hayride**

12:30-3:00 p.m.

EACH SATURDAY

A program of Southern folk music ranging from hymns to hillbilly songs originates at WBT, CBS in Charlotte, N.C. Each week guest-groups of well-known folk music specialists are invited to take part in the broadcast.

**Buffalo Presents**

12:05-12:30 a.m.

EACH TUESDAY

A musical variety show starring the popular trio "Three Treys" vocalists Jan Martel and Elvera with Dave Cheskin's orchestra.

**Toronto Calling**

12:05-12:30 a.m.

EACH FRIDAY

From across the border comes a variety program featuring Willy Armour's orchestra, the Four Canucks quartet and a well-known Canadian guest star.

**Viva America!**

11:30-12:00 midnight

EACH THURSDAY

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

**Ferry Allen and  
The Ross Sisters**

5:30-5:45 p.m.

MONDAY THRU FRIDAY

The romantic baritone singing popular ballads assisted by The Ross Sisters who keep the program in the groove with their solid sending of hep tunes and jive talk. Archie Bleyer conducts the CBS dance orchestra.

**DRAMATIC  
SERIES**

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

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

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

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

**The High Places**  
3:15–3:30 p.m.  
MONDAY THRU FRIDAY

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

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

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

**LIGHT  
ENTERTAIN-  
MENT**

**“On Your Mark”—  
Ted Husing**  
6:30–6:45 p.m.  
EACH TUESDAY

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

**Track Meets**  
11:15–11:30 p.m.  
EACH SATURDAY

From arenas in Boston, Chicago, Cleveland, and New York, Ted Husing describes the season's indoor collegiate and amateur track meets, including the IC4A and the Senior National A.A.U. championships.

**Behind the Scenes at CBS**

10:45-11:00 p.m.

EACH TUESDAY

This program spotlights the colorful personalities of radio's star performers and recounts the drama, excitement and techniques of CBS broadcasting activities.

**LIGHT  
ENTERTAIN-  
MENT**

**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	SPENCE MILLER, JR.
WILLIAM BENTON	RUTH BRYAN ROUDE
HARRY WOODBURN CHASE	THOMAS V. SMITH
ROBERT L. GANNON, S.J.	RAY LYMAN WILBUR
ALVIN S. JOHNSON	JOSEPH H. WILLITS

**EDUCATIONAL  
PROGRAMS**

**The American School of  
the Air**

9:15-9:45 a.m.

REBROADCAST

3:30-4:00 p.m.

MONDAY THRU FRIDAY

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

MONDAY—"Science Frontiers"

TUESDAY—"Gateways to Music"

WEDNESDAY—"New Horizons"

THURSDAY—"Tales from Far and Near"

FRIDAY—"This Living World"

**Invitation to Learning**

11:30-12 noon

EACH SUNDAY

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

**The People's Platform**

6:15-6:45 p.m.

EACH SATURDAY

The vital issues of today and the postwar world are analyzed weekly on this program, one of radio's most interesting forums. Four eminent guests and Lyman Bryson, CBS Director of Education, who acts as moderator gather informally for these sessions.

**EDUCATIONAL  
PROGRAMS**

*Continued*

**CBS Presents Olin Downes**

2:55-3:00 p.m.

EACH SUNDAY

America's foremost music critic discusses newsworthy musical events, programs and personalities as a preface to the New York Philharmonic Symphony broadcasts.

**Of Men and Books**

2:00-2:15 p.m.

EACH SATURDAY

On this popular series now in its seventh year on CBS, John Mason Brown, associate editor and drama critic of the *Saturday Review of Literature*, discusses the latest books and interviews their authors.

**Columbia's Country Journal**

9:30-10:00 a.m.

EACH SATURDAY

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

**Adventures in Science**

2:15-2:30 p.m.

EACH SATURDAY

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

**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

The renowned thirty-voice Wings Over Jordan Choir sing spirituals and gospel songs. Rev. Glynn T. Settle also conducts the responsive bible reading and delivers a brief inspirational talk.



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

In: SPANISH

PORTUGUESE

From 11:45 a.m. till 2:00 a.m. the following morning Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized on these CBS broadcasts; elaborate musical and dramatic programs round out the entertainment schedule. Many of these programs are rebroadcast locally on standard wave by Columbia's 109 affiliated stations in Latin America.

**SPECIAL CBS  
SHORTWAVE  
BROADCASTS  
TO LATIN  
AMERICA**

*CBS transmits on  
WCBX, New York  
WCRC, New York  
WCBN, New York*

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

In: ENGLISH

FRENCH

ITALIAN

GERMAN

POLISH

SERBO-CROATIAN

DUTCH

CZECH

News in eight languages—plus more than 23½ 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. On December 31st, 1943—CBS began operating two new 50,000 watt transmitters to Europe—WOOC—WOOW—making five transmitters beaming programs east with one transmitter loaned for special code transmissions. On May 1st, 1944—CBS put into service still another 50,000 watt transmitter WCBN to both Europe and Latin America. 20 programs daily are now being re-transmitted by Radio Algiers. Other programs carried by CBS transmitters are also rebroadcast by *Radio Luxembourg, Radio Bari, Radio Rome, Radio Naples, Radio Palermo* and *Radio Florence*.

**SPECIAL CBS  
SHORTWAVE  
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*

# SPECIAL BROADCASTS: FALL & WINTER

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

1. The specific sustaining broadcasts of notable public significance.
2. Programs arranged by the CBS Talks Department.

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

## NOTABLE BROADCASTS:

DECEMBER 7: "CBS War Bond Day", during which 58 programs between 8 a.m. and midnight EWT carried the urgent message to buy bonds. The voices of servicemen throughout the world were brought in, all emphasizing the theme "I carried the job to here—Finish the Job". Lawrence Tibbett introduced a new song called "What Did You Do Today?" written by Lt. Dean Chatlain in a ditch after being wounded in a tank battle in North Africa. Tibbett interviewed Capt. Maurice Britt, the only winner besides MacArthur of the three most coveted war medals. Walt Disney produced a special bond program slanted toward the children, and WCBW, the CBS television station, dramatized a television variety all-star bond program *V I For Victory*.

DECEMBER 18: In the 9:00 a.m. news summary CBS brought in Richard C. Hottelet, its correspondent on the Western Front. He reported the first news of the German counter-attack preceding any other news medium by four hours.

DECEMBER 25: CBS opened the first hour of Christmas day with its famous carol program.

Sally Moore and the Collegiate Chorale supported by the Columbia Concert Orchestra sang rare and familiar Christmas music: 12:00-1:00 a.m. That afternoon a special program *Christmas Overseas* brought in the voices of American soldiers on the Western front, in the Philippines and in Italy, punctuated by the bells of Westminster Cathedral, Notre Dame and St. Peter's: 1:30-2:00 p.m.

JANUARY 3: Heitor Villa-Lobos, Brazil's most eminent composer, conducted two North American premieres of his works on *Invitation to Music*. On January 3 the program consisted of an impressionistic piece, "New York Skyline" and the 3rd suite of "Discovery of Brazil". This was followed on January 10 by a group of songs and a symphonic poem called "Amazonas": 11:30-12:00 midnight.

## TALKS:

OCTOBER 17: In connection with the annual Forum on Current Problems under the auspices of the New York Herald Tribune, Air Trainee HARRIS L. WOFFORD, JR., Army Air Forces, expressed his opinions on "Leadership in International Action": 4:00-4:15 p.m.

OCTOBER 21: J. RAYMOND WALSH, Director of Research, C.I.O.-Political Action Committee, spoke on "Full Peace Time Employment": 10:45-11:00 p.m.

OCTOBER 22: "Rescuing Refugees Through Turkey" was the subject of a talk by IRA A. HIRSCHMANN, recent Special Attaché of the American Embassy in Turkey: 1:30-1:45 p.m.

OCTOBER 29: Former Greek Minister of Information, ANDRE MICHALOPOULOS, commemorated the occasion of Greek Independence Day: 1:30-1:45 p.m.

OCTOBER 31: From Boston, Massachusetts, DR. SUMNER H. SLICHTER, Lamont university professor, Harvard University, discussed the problems of "The Postwar Outlook for Business and Labor": 10:30-10:45 p.m.

NOVEMBER 9: HERBERT H. LEHMAN, Director-General, United Nations Relief and Rehabilitation Administration, reported on "UNRRA Aid to War Victims": 7:15-7:30 p.m.

NOVEMBER 12: In connection with National Hi-Y week, CHARLES P. TAFT, Director, Office of Wartime Economics, State Department, and member of the Committee on Postwar Programs of the State Department, broadcast from Washington, D.C. on the subject of "Larger Living in a Smaller World": 1:30-1:45 p.m.

NOVEMBER 13: Under the auspices of the Committee for Refugee Education, Mrs. FRANKLIN D. ROOSEVELT made an address on "Refugee Education": 11:15-11:20 p.m.

NOVEMBER 14: DR. DEAN A. CLARK, Chief Medical Officer, Office of Vocational Rehabilitation, dealt with the matter of "The Hospital and Rehabilitation": 10:30-10:45 p.m.

NOVEMBER 15: "Wayside Healing in India" was discussed from Columbus, Ohio by DR. IDA

S. SCUDDER, founder and principal emeritus of the Missionary Medical College for Women in Vellore, India: 5:30-5:45 p.m.

NOVEMBER 16: A broadcast commemorating the 11th anniversary of the establishment of diplomatic relations between the U.S.A. and the U.S.S.R. EDWARD R. STETTINIUS, Acting Secretary of State, EARL OF HALIFAX, British Ambassador, ANDREI A. GROMYKO, Russian Ambassador, and JOSEPH E. DAVIES, former U.S. Ambassador to Russia participated: 8:30-8:55 p.m.

NOVEMBER 18: Legal adviser of the Jewish Agency for Palestine, DR. BERNARD JOSEPH, discussed "Palestine at the Crossroads": 10:45-11:00 p.m.

NOVEMBER 19: CHARLES E. WILSON, President of General Electric, and RABBI HERBERT S. GOLDSTEIN, President American Council of Synagogues, spoke in connection with the "United Church Canvass": 1:30-1:45 p.m.

NOVEMBER 20: "Social Security in the Postwar Period" was the point of issue of a broadcast by THE RIGHT REVEREND MONSIGNOR JOHN O'GRADY: 6:30-6:45 p.m.

NOVEMBER 21: From Washington, SENATOR ARTHUR H. VANDENBERG, presented an analysis of "Why the Social Security Tax should not be increased": 10:30-10:45 p.m.

NOVEMBER 25: LESSING H. ROSENWALD, President, American Council for Judaism, Inc., stated his opinions about "The Status of Jews in the Postwar World": 10:45-11:00 p.m.

NOVEMBER 26: "An Australian Looks at the Pacific" was the topic of the talk by SIR FREDERICK EGGLESTON, Australian Minister to the United States: 1:30-1:45 p.m.

DECEMBER 2: New Zealand Minister to Washington, CARL A. BERENDSEN, analyzed the prob-

lem facing "New Zealand and the Postwar World": 10:45-11:00 p.m.

DECEMBER 5: SENATOR ROBERT F. WAGNER, in replying to the position taken by Senator Vandenberg on November 21, offered his views on "Social Security Taxes": 10:30-10:45 p.m.

DECEMBER 6: W. P. WITHEROW, Chairman, Executive Committee, N. A. M., spoke on "Industry Will Finish The Job": 11:15-11:30 p.m.

DECEMBER 9: From Ottawa, Ontario, PERCY J. PHILIP, Ottawa correspondent for the New York Times, helped to clarify "Canada's Conscription Controversy": 10:45-11:00 p.m.

DECEMBER 10: "The British War Effort" was summarized by L. W. BROCKINGTON, K. C.: 1:30-1:45 p.m.

DECEMBER 11: Director of Medical Sciences of the Rockefeller Foundation, DR. ALAN GREGG, addressed the meeting of the American Pharmaceutical Manufacturers Assn. on the "Essential Need of Fundamental Research in Medical Sciences for Social Progress": 4:45-5:00 p.m.

DECEMBER 12: From Washington, REPRESENTATIVE ESTES KEFAUVER talked about "Congress and Treaty Ratifications": 10:30-10:45 p.m.

DECEMBER 13: "Dumbarton Oaks Plan for World Peace and Security" was the subject of a broadcast by Under-Secretary of State, JOSEPH C. GREW: 2:00-2:30 p.m.

DECEMBER 15: KENT COOPER, Executive Director, The Associated Press, in commemoration of the 153rd anniversary of the Bill of Rights, argued for "Freedom of the Press": 11:15-11:30 p.m.

DECEMBER 16: DR. JAMES T. SHOTWELL, Director Division of Economics and History, Carnegie Endowment for International Peace,

outlined the job of "Labor and the Postwar World": 10:45-11:00 p.m.

DECEMBER 19: From Washington, D. C. SENATOR EDWARD V. ROBERTSON spoke on "War and Peacetime Leadership": 10:30-10:45 p.m.

DECEMBER 21: In connection with the 100th anniversary of the founding of the first cooperative at Rochdale, England, in 1844, SENATOR GEORGE D. AIKEN presented the "Challenge of the Second Century of Cooperatives": 11:15-11:30 p.m.

DECEMBER 24: "Personalized Rehabilitation for Veterans" was the topic broadcast by JEAN A. BRUNNER, National Commander, Veterans of Foreign Wars: 1:30-1:45 p.m.

DECEMBER 30: PERCY SPENDER, Member of the Australian House of Representatives, reported on how "An Australian Looks at the Pacific Peace": 10:45-11:00 p.m.

DECEMBER 31: From Rome, Italy, MYRON C. TAYLOR, President Roosevelt's personal representative to the Holy See, and IVANOE BONOMI, Prime Minister of the Italian Government, gave their accounts of the "Administration and Distribution of Relief in Italy": 11:30-12:00 noon.

JANUARY 6: ALEXANDER H. UHL, Foreign Editor of PM and Foreign Correspondent, described "What is Going on in the Liberated Territories of Europe": 10:45-11:00 p.m.

JANUARY 7: "Burma-India-China Campaign" was the subject of the speech by BRIGADIER GEN. J. IRWIN, Chief of Staff of the 14th Army in India: 1:30-1:45 p.m.

JANUARY 14: As President of the National Foundation for Infantile Paralysis, BASIL O'CONNOR launched the 1945 March of Dimes Campaign with an address entitled "Infantile Paralysis Fights For You": 1:30-1:45 p.m.

# CBS TELEVISION

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

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

*Opinions on Trial*, a 30-minute period devoted to the dramatized discussion of controversial issues, presented as a courtroom scene with Judge, Counsel and Opposing Witnesses. The television home audience constitutes the jury and are asked to mail in their verdict.

*Documentary Film*. The second hour opens each night with a telecast of documentary or other films.

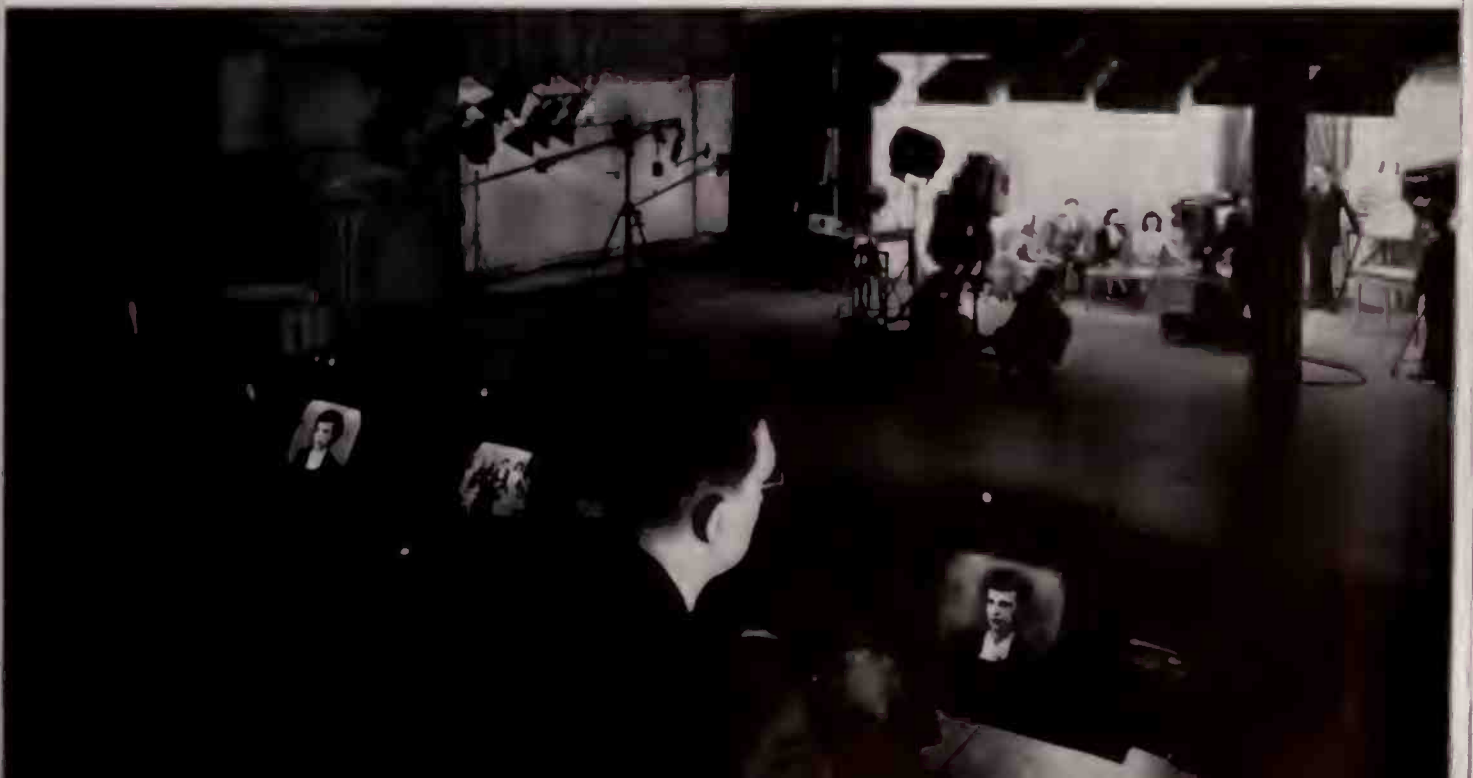
*The Missus Goes A-Shopping*. The successful

CBS audience-participation program exceeded by John Reed King, adapted for television, 30 minutes.

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

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

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



# CBS PROGRAM BOOK SUPPLEMENT • MARCH 1, 1945

## NEW CBS PACIFIC NETWORK PROGRAMS

<p><b>COLONIAL DAMES, INC.</b> (270th Week on CBS)</p> <p><b>Meet the Missus</b> Participation quiz</p>	<p>Tuesday 2:45-3:00 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>Cosmetics <i>Abbott Kimball Co., Inc.</i></p>
<p><b>L B LABORATORIES INC.</b> (Starts March 1st)</p> <p><b>Meet the Missus</b> Participation quiz</p>	<p>Thursday 2:45-3:00 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>L B Hair Oil <i>Glasser, Gailey &amp; Co.</i></p>
<p><b>O'CEDAR CORP.</b> (64th Week on CBS)</p> <p><b>Meet the Missus</b> Participation quiz</p>	<p>Mon., Wed. 2:30-2:45 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>All Products <i>Aubrey, Moore &amp; Wallace, Inc.</i></p>

## MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

<p>Page 4</p>	<p><b>AMERICAN OIL COMPANY</b></p>	<p>Change origination of "Edward R. Murrow" to WABC.</p>
<p>Page 6</p>	<p><b>CHRYSLER CORPORATION</b></p>	<p>Correct program listing to "Major Bowes' Shower of Stars."</p>
<p>Page 7</p>	<p><b>CRESTA BLANCA WINE CO.</b></p>	<p>Change origination to KNX.</p>
<p>Page 12</p>	<p><b>MARYLAND PHARMACEUTICAL CO.</b></p>	<p>Cancel program after March 17.</p>
<p>Page 14</p>	<p><b>THE QUAKER OATS COMPANY</b></p>	<p>Correct program listing after March 9th to "Those Websters."</p>
<p>Page 14</p>	<p><b>SERVEL, INC.</b></p>	<p>Change origination to KNX.</p>

# CBS PROGRAM BOOK SUPPLEMENT • APRIL 1, 1945

## NEW CBS SPONSORED PROGRAMS

<p><b>PRINCE MATCHABELLI PERFUMERY, INC.</b> (Vick Chemical Co.) <i>(begins April 15th)</i></p> <p><b>Stradivari Orchestra</b> <i>with Paul Lavalle</i> Music</p>	<p>Sunday 2:00-2:30 p.m. 123 CBS stations ORIGINATES: WABC</p>	<p>Cosmetics <i>Morse International, Inc.</i></p>
<p><b>THE PROCTER &amp; GAMBLE CO.</b> <i>(543rd Week on CBS)</i></p> <p><b>Rosemary</b> Serial drama</p>	<p>Mon. thru Fri. 2:15-2:30 p.m. 75 CBS stations ORIGINATES: WABC</p>	<p>P. &amp; G. White Laundry Soap Ivory Flakes <i>Benton &amp; Bowles, Inc.</i></p>

## MINORLY MODIFICATIONS • CBS SPONSORED PROGRAMS

<p>Page 4</p>	<p><b>AMERICAN OIL COMPANY</b></p>	<p>Change origination of "Edward R. Murrow" to BBC, London.</p>
<p>Page 4</p>	<p><b>AMERICAN TOBACCO COMPANY</b></p>	<p>Cancel the rebroadcast.</p>
<p>Page 4</p>	<p><b>ANCHOR-HOOKING GLASS CORP.</b></p>	<p>Change product listing to Anchorglass &amp; Fire-King Ovenglass products.</p>
<p>Page 5</p>	<p><b>P. BALLANTINE &amp; SONS</b></p>	<p>Change program title to "The Ballantine Show".</p>
<p>Page 5</p>	<p><b>BAYER COMPANY</b></p>	<p>List products for "Second Husband" as Bayer Aspirin and Dr. Lyon's Tooth Powder.</p>
<p>Page 8</p>	<p><b>GENERAL FOODS CORP.</b></p>	<p>Cancel "Joyce Jordan" series.</p>
<p>Page 9</p>	<p><b>GENERAL FOODS CORP.</b></p>	<p>Change time of "Two On A Clue" to 2:00-2:15 p.m.</p>
<p>Page 12</p>	<p><b>PET MILK SALES CORPORATION</b></p>	<p>List product as 400-D Pet Milk.</p>

**MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS**

<i>Page 18</i>	<b>SEAL-COTE CO.</b>	Cancel program.
<i>Page 19</i>	<b>SOIL OFF MANUFACTURING COMPANY</b>	Change agency to McCann-Erickson, Inc.

**MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS**

<i>Page 19</i>	<b>COLDSTREAM PRODUCTS CO.</b>	Change day of broadcast to Tuesday, 7:30-8:00 p.m.
<i>Page 19</i>	<b>GROVE LABORATORIES, INC.</b>	Cancel program.



MONTHLY CORRECTIONS - CBS SUNDAY PROGRAMS (CONTINUED)

Page 12	<b>CHARLES H. PHILLIPS CHEMICAL CO.</b>	Change product listing to Phillips Toothpaste, Energine, Phillips Milk of Magnesia Tablets.
Page 13	<b>THE PROCTER &amp; GAMBLE CO.</b>	Cancel "The Goldbergs" series and replace with "Young Dr. Malone."
Page 14	<b>R. J. REYNOLDS TOBACCO CO.</b>	Cancel the "Moore and Durante Show."
Page 14	<b>SERVEL, INC.</b>	Cancel program.
Page 15	<b>SOUTHERN COTTON OIL CO.</b>	Effective April 16, change time to 3:00-3:15 p.m.
Page 15	<b>E. R. SQUIBB &amp; SONS</b>	Change program title to "Jimmy Carroll, Sings." Change agency to Geyer, Cornell & Newell, Inc.
Page 15	<b>STANDARD BRANDS, INC.</b>	Effective April 13, cancel program.

MONTHLY CORRECTIONS - THE PACIFIC NETWORK SYSTEMS

Page 16	<b>DAY &amp; NIGHT MANUFACTURING CO.</b>	Change newscaster to "Dr. Wallace Sterling."
Page 17	<b>"42 PRODUCTS, INC."</b>	Change time to 9:00-9:30 p.m.
Page 17	<b>GENERAL MILLS, INC.</b>	Change origination to KNX.
Page 19	<b>VICK CHEMICAL COMPANY</b>	Change newscaster to "Dr. Wallace Sterling."

MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

Page 19	<b>COLDSTREAM PRODUCTS CO.</b>	Effective April 6, change day and time to Friday, 6:00-6:30 p.m.
Page 19	<b>UNION ICE COMPANY</b>	Cancel program.
Page 19	<b>WILSHIRE OIL COMPANY</b>	Change time to 9:30-9:45 p.m.

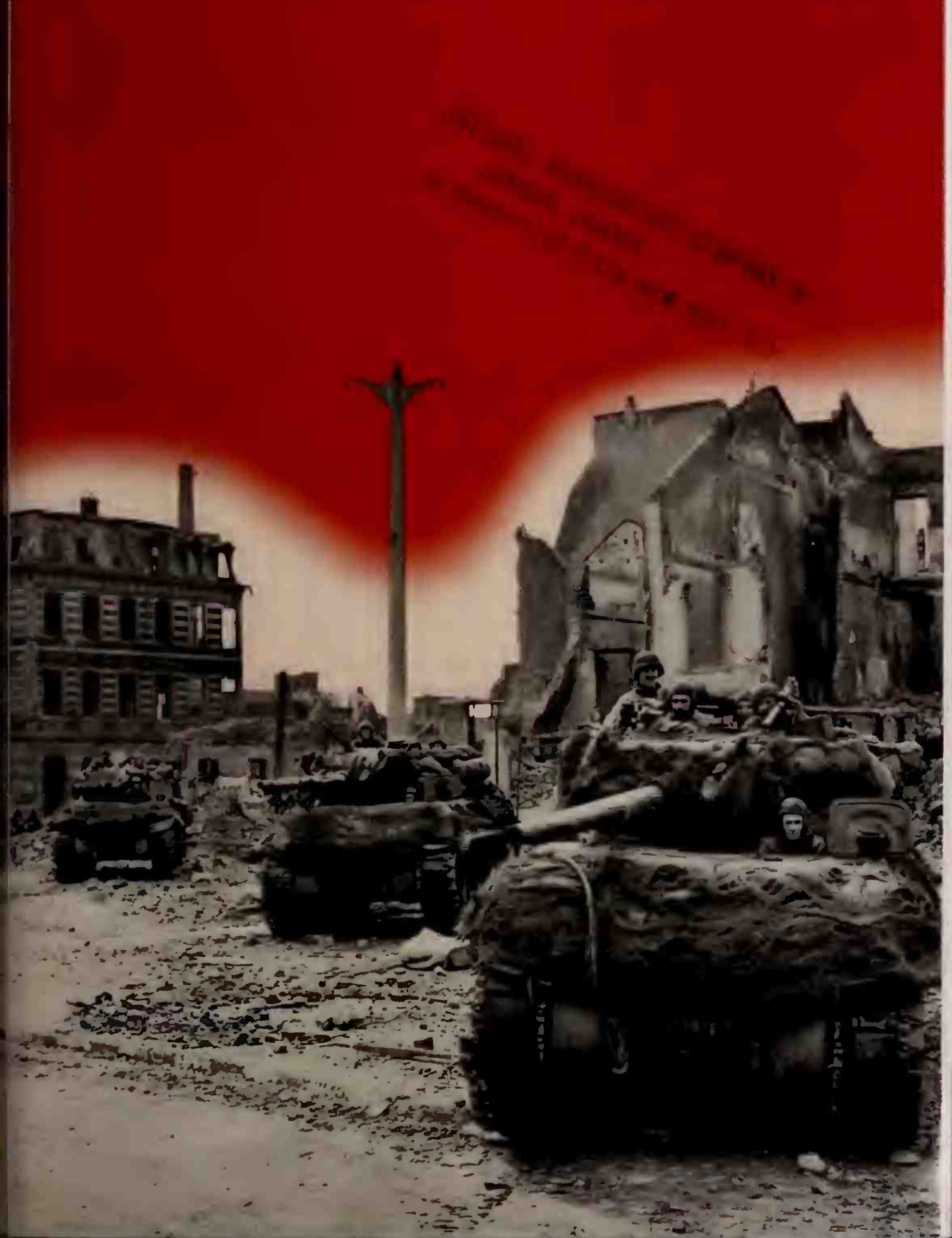
CRS Program Cost  
Supplement for Month  
to be typed in here

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

## THE COLUMBIA BROADCASTING SYSTEM

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# CBS PROGRAM BOOK · SPRING, 1945



*THE COVER: U. S. Ninth Army tank destroyers rumbling through the captured German city of Munchen-Gladbach on March 1 during their drive across the Rhine. On March 2 CBS correspondent Howard K. Smith, attached to the Ninth Army, in an overseas broadcast called it "the pattern of one of the greatest defeats Germany has ever suffered."*

SPRING 1945

# 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

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

*May 1, 1945*

# 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

## CONFECTIONERY

**CURTISS CANDY COMPANY:**  
Candy . . . . . Page 7  
**PETER PAUL, INC.:**  
Candy, Gum, Walnettos . . . . . Page 18  
**WM. WRIGLEY JR., COMPANY:**  
Chewing Gum . . . . . Page 16

## DRUGS & TOILET GOODS

**ANACIN COMPANY:**  
Anacin . . . . . Page 4  
**BAYER COMPANY:**  
Bayer Aspirin and Dr. Lyons . . . . . Page 5  
**BOURJOIS, INC.:**  
Evening in Paris Perfumes & Cosmetics . . Page 5  
**CAMPANA SALES CORP.:**  
Solitair Cake Make-Up, Campana  
Cream Balm . . . . . Page 16  
**CENTAUR DIVISION, STERLING DRUG, INC.:**  
Ironized Yeast . . . . . Page 6  
**CHESEBROUGH MANUFACTURING COMPANY:**  
Vaseline Preparations . . . . . Page 6  
**COLGATE-PALMOLIVE-PEET COMPANY:**  
(See also Laundry Soaps & Household Supplies)  
Tooth Powder . . . . . Page 6  
**COLONIAL DAMES, INC.:**  
Cosmetics . . . . . Page 16  
**EMERSON DRUG COMPANY:**  
Bromo-Seltzer . . . . . Page 7  
**"42" PRODUCTS, INC.:**  
Hair Oil & Other Products . . . . . Page 17  
**ANDREW JERGENS COMPANY:**  
Jergens Lotion . . . . . Page 17  
**JOHNSON & JOHNSON:**  
First-Aid Products . . . . . Page 10  
**KOLYNOS COMPANY:**  
Kolynos Tooth Powder and Toothpaste.  
Bisodol . . . . . Page 10  
**L. B. LABORATORIES, INC.:**  
L B Hair Oil . . . . . Page 18  
**LADY ESTHER, LTD.:**  
Face Powder, Face Cream,  
Rouge, Lipstick and Nail Polish . . . . . Page 10

**LAMBERT PHARMACAL CO.:**  
Listerine Tooth Powder . . . . . Page 10  
**LEVER BROTHERS COMPANY:**  
(See also Foods; Laundry Soaps)  
Lux Soap and Flakes, Swan Soap . . . Pages 10, 11  
**LEWIS-HOWE COMPANY:**  
Tums . . . . . Page 11  
**MANHATTAN SOAP COMPANY:**  
Sweetheart Soap . . . . . Pages 12, 18  
**THE MENNEN CO.:**  
Shave Cream . . . . . Page 18  
**NOXZEMA CHEMICAL CO.:**  
All Products . . . . . Page 12  
**CHARLES H. PHILLIPS CHEMICAL CO.:**  
(See also Household Supplies)  
Phillips Tooth Paste and Tablets,  
Milk of Magnesia Tablets . . . . . Page 12  
**PRINCE MATCHIABELLI, INC.:**  
Perfumes and Cosmetics . . . . . Page 13  
**THE PROCTER & GAMBLE CO.:**  
(See also Laundry Soaps; Foods)  
Ivory Soap & Flakes, Camay, Lava Soap Pages 13, 14  
**SALES BUILDERS, INC.:**  
Max Factor Cosmetics . . . . . Page 15  
**E. R. SQUIBB & SONS:**  
Squibb Products . . . . . Page 15  
**UNITED DRUG CO.:**  
Drugs . . . . . Page 15  
**VICK CHEMICAL COMPANY:**  
All Products . . . . . Page 19  
**J. B. WILLIAMS COMPANY:**  
Shaving Cream . . . . . Page 15

## FOODS & BEVERAGES

**ARMOUR & COMPANY:**  
Meat & Dairy Products . . . . . Page 4  
**P. BALLANTINE & SONS:**  
Ballantine Beer and Ale . . . . . Page 5  
**BALLARD & BALLARD CO.:**  
Ballard's Obelisk Flour . . . . . Page 5  
**BOWEY'S, INC.:**  
Dari-Rich Products . . . . . Page 5  
**CALIFORNIA PRUNE AND APRICOT  
GROWERS ASSOCIATION:**  
Sunsweet Prunes and Apricots . . . . . Page 16  
**CAMPBELL SOUP COMPANY:**  
Campbell's Soups, Baked Beans &  
Tomato Juice . . . . . Page 6  
**COLDSTREAM PRODUCT CO.:**  
Sunnybank Margarine . . . . . Page 19  
**CONTINENTAL BAKING CO.:**  
Wonder Bread, Hostess Cake . . . . . Page 7  
**CREAM OF WHEAT CORP.:**  
Cream of Wheat Cereal . . . . . Page 7  
**CRESTA BLANCA WINE CO.:**  
Cresta Blanca Wines . . . . . Page 7  
**P. DUFF & SONS, INC.:**  
Ready-To-Bake Mixes . . . . . Page 17



**GENERAL FOODS CORPORATION:***(See also Laundry Soaps)*

Jell-O, Jell-O Puddings, Calumet, Sanka, Swansdown, Postum, Grape-nuts, Baker's Chocolate, Post Toasties, Grape-nuts Flakes . . . Pages 8, 9

**GENERAL MILLS, INC.:**

Wheaties, Softasilk Flour, Kix, Cheer-Oats . . . Pages 9, 17

**LEVER BROTHERS COMPANY:***(See also Toilet Goods; Laundry Soaps)*

Spry . . . Page 11

**THOMAS J. LIPTON, INC.:**

Lipton's Tea and Continental Soup Mix . . Page 11

**M J B COMPANY:**

Rice and Tea . . . Page 18

**PABST SALES COMPANY:**

Blue Ribbon Beer . . . Page 12

**PET MILK SALES CORPORATION:**

400-D Pet Milk . . . Pages 12, 13

**PILLSBURY FLOUR MILLS CO.:**

All Products . . . Page 13

**PLANTERS NUT & CHOCOLATE COMPANY:**

Planters Salted Peanuts, Planters Peanut Oil, All Products . . . Page 19

**THE PROCTER & GAMBLE CO.:***(See also Toilet Goods; Laundry Soaps)*

Crisco . . . Page 14

**THE QUAKER OATS CO.:**

Quaker Food Products . . . Page 11

**ROMA WINE CO., INC.:**

Roma Wines . . . Page 15

**SOUTHERN COTTON OIL CO.:**

Wesson Oil, Snowdrift . . . Page 15

**GULF OIL CORPORATION:**

Motor Oil and Gas . . . Page 9

**PAN AMERICAN PETROLEUM CORP.:**

Petroleum Products . . . Page 12

**SIGNAL OIL COMPANY:**

All Products . . . Page 19

**THE TEXAS COMPANY:**

Texaco Products . . . Page 15

**WILSHIRE OIL COMPANY:**

Petroleum Products . . . Page 19

**MISCELLANEOUS****ADMIRAL CORPORATION:**

Institutional, Admiral Radio . . . Page 4

**ANCHOR-HOOKING GLASS CORP.:**Anchorglass and Fire King  
Ovenglass Products . . . Page 4**ARMSTRONG CORK COMPANY:**

Armstrong's Floor Coverings . . . Page 5

**BEKINS VAN AND STORAGE CO.:**

Moving and Storage . . . Page 16

**CELANESE CORPORATION OF AMERICA:**

Celanese Products . . . Page 6

**CONTINENTAL CAN CO.:**

Institutional Packaging, Plastic Products . . Page 7

**DAY & NIGHT MANUFACTURING CO.:**

Water Heaters &amp; Equipment . . . Page 16

**EDISON BROTHERS STORES:**

Shoes . . . Page 17

**ELECTRIC COMPANIES ADVERTISING****PROGRAM:**

Institutional . . . Page 7

**EVERSHARP, INC.:**Eversharp Pens and Pencils,  
Red Top Leads . . . Page 8**FERRY-MORSE SEED CO.:**

Seeds . . . Page 8

**GALLENKAMP STORES CO.:**

Shoes . . . Page 17

**GENERAL ELECTRIC CO.:**

Electronics, GE Appliances . . . Page 8

**B. F. GOODRICH CO.:**

Rubber Goods . . . Page 9

**THE HUDSON COAL COMPANY:**

Delaware and Hudson Anthracite . . . Page 9

**HUNT BROTHERS PACKING CO.:**

All Products . . . Page 17

**INTERNATIONAL SILVER COMPANY:**International Sterling and  
1847 Rogers Bros. Silverplate . . . Page 9**JOHNS-MANVILLE CORPORATION:**

Insulating Material . . . Page 10

**NATIONAL LEAD CO.:**

Dutch Boy Paint . . . Page 18

**THE PARKER PEN CO.:**

Quink, Pens, Pencils . . . Page 12

**PRUDENTIAL INSURANCE COMPANY****OF AMERICA:**

Insurance Services . . . Page 14

**UNITED STATES RUBBER CO.:**

Institutional . . . Page 15

**YELLOW CAB CO.:**

Cab Service . . . Page 19

**LAUNDRY SOAPS AND  
HOUSEHOLD SUPPLIES****COLGATE-PALMOLIVE-PEET CO.:***(See also Drugs & Toilet Goods)*

Super Suds . . . Page 6

**CUDAHY PACKING COMPANY:**

Old Dutch Cleanser . . . Page 7

**GENERAL FOODS CORPORATION:***(See also Foods)*

La France, Satina . . . Page 8

**KELITE PRODUCTS, INC.:**

"Kenu" Chemical Household Cleaner . . Page 18

**LEVER BROTHERS COMPANY:***(See also Toilet Goods; Foods)*

Rinso . . . Page 11

**PACIFIC COAST BORAX CO.:**

20 Mule Team Borax, Boraxo . . . Page 12

**CHARLES H. PHILLIPS CHEMICAL CO.:***(See also Toilet Goods)*

Energine . . . Pages 13, 14

**THE PROCTER & GAMBLE CO.:***(See also Toilet Goods; Foods)*

Oxydol, Duz, White Laundry Soap . . . Page 13

**SOIL OFF MANUFACTURING COMPANY:**

Cleaning Fluid . . . Page 19

**LUBRICANTS****AMERICAN OIL COMPANY:**

Amoco-Gas, American Gas and Services . . Page 4

**GENERAL PETROLEUM CORP. OF CALIF.:**

All Products . . . Page 17

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

"Weeks on CBS"  
as of May 1, 1945

<b>ADMIRAL CORPORATION</b> (134th Week on CBS) <b>World News Today</b> <i>News</i>	<b>Sunday</b> 2:30-2:55 p.m. 62 CBS stations ORIGINATES: WABC	<b>Admiral Radio</b> <b>Institutional</b> <i>Cruttenden &amp; Eger</i>
<b>AMERICAN OIL COMPANY</b> (290th Week on CBS) <b>CBS World News</b> <i>News</i> <b>Edward R. Murrow</b> <i>News</i>	<b>Thursday</b> 6:00-6:15 p.m. 57 CBS stations ORIGINATES: WABC  <b>Sunday</b> 1:45-2:00 p.m. 61 CBS stations ORIGINATES: BBC, LONDON AND WABC	<b>Amoco-Gas, American Gas</b> <b>and Services</b> <i>Joseph Katz Company</i>
<b>AMERICAN TOBACCO COMPANY</b> (469th Week on CBS) <b>Your Hit Parade</b> Mark Warnow's Orchestra, Lawrence Tibbett, Joan Edwards, The Hit Paraders <i>Music</i>	<b>Saturday</b> 9:00-9:45 p.m. 147 CBS stations ORIGINATES: WABC	<b>Lucky Strike Cigarettes</b> <i>Foote, Cone &amp; Belding</i>
<b>ANACIN COMPANY</b> (430th Week on CBS) <b>Our Gal Sunday</b> <i>Serial drama</i> <b>Ellery Queen</b> <i>Mystery drama</i>  <b>Friday on Broadway</b> <i>Music</i>	<b>Mon. thru Fri.</b> 12:45-1:00 p.m. 132 CBS stations ORIGINATES: WABC  <b>Wednesday</b> 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 55 CBS stations 21 CBC stations ORIGINATES: WABC  <b>Friday</b> 7:30-8:00 p.m. 39 CBS stations ORIGINATES: WABC	<b>Anacin</b> <i>Dancer-Fitzgerald- Sample</i>  <i>Ruthrauff &amp; Ryan, Inc.</i>  <i>Dancer-Fitzgerald- Sample</i>
<b>ANCHOR-HOCKING GLASS CORP.</b> (69th Week on CBS) <b>Corliss Archer</b> <i>Dramatic series</i>	<b>Thursday</b> 9:30-10:00 p.m. 122 CBS stations ORIGINATES: KNX	<b>Anchorglass and</b> <b>Fire King Ovenglass</b> <b>Products</b> <i>William H. Weintraub &amp; Co., Inc.</i>
<b>ARMOUR &amp; COMPANY</b> (99th Week on CBS) <b>Hedda Hopper's Hollywood</b> <i>Woman's commentary</i>	<b>Monday</b> 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 142 CBS stations ORIGINATES: KNX	<b>Meat &amp; Dairy Products</b> <i>Foote, Cone &amp; Belding</i>

**ARMSTRONG CORK COMPANY**

*(186th Week on CBS)*

**Armstrong's Theater of Today**

*Drama*

Saturday

12 noon-12:30 p.m.

142 CBS stations

ORIGINATES: WABC

Armstrong's Floor

Coverings

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

**P. BALLANTINE & SONS**

*(112th Week on CBS)*

**Cameron Andrews Comedy Show**

*Variety*

Monday

10:30-11:00 p.m.

43 CBS stations

ORIGINATES: WABC

Ballantine Beer & Ale

*J. Walter Thompson Co.*

**BALLARD & BALLARD CO.**

*(117th Week on CBS)*

**Renfro Valley Folks**

*Serial drama*

Wed., Thurs., Fri.,  
Sat.

8:15-8:30 a.m.

Sunday

9:15-9:45 a.m.

26 CBS stations

ORIGINATES: WHAS

Ballard's Obelisk Flour

*Henri, Hurst &  
McDonald, Inc.*

**BAYER COMPANY**

*(500th Week on CBS)*

**American Melody Hour**

with Jane Pickens, Bob Hannon,  
Evelyn MacGregor, Orchestra  
and chorus

*Music*

**Second Husband**

*Serial drama*

Tuesday

7:30-8:00 p.m.

123 CBS stations

ORIGINATES: WABC

Bayer Aspirin

Mon. thru Fri.

11:15-11:30 a.m.

43 CBS stations

ORIGINATES: WARC

Bayer Aspirin and

Dr. Lyons

*Dancer-Fitzgerald-  
Sample*

**BOURJOIS, INC.**

*(302nd Week on CBS)*

**Romance, Rhythm & Ripley**

with Ray Bloch's Orchestra,  
Larry Douglas, and Marion Hutton

*Variety*

Thursday

10:30-11:00 p.m.

123 CBS stations

ORIGINATES: WABC

Evening in Paris

Perfumes & Cosmetics

*Foote, Cone & Belding*

**BOWEY'S, INC.**

*(309th Week on CBS)*

**Stars Over Hollywood**

with guest stars

*Original drama*

Saturday

12:30-1:00 p.m.

50 CBS stations

ORIGINATES: KNX

Dari-Rich Products

*Sorensen & Company*

<p><b>CAMPBELL SOUP COMPANY</b> (542nd Week on CBS)</p> <p><b>The Jack Carson Show</b> with Freddie Martin's Orchestra <i>Variety</i></p> <p><b>Radio Reader's Digest</b> with Quentin Reynolds, Nathan Van Cleave's Orchestra, and guest stars <i>Drama</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 123 CBS stations 27 CBC stations ORIGINATES: KNX</p> <p>Sunday 9:00-9:30 p.m. 123 CBS stations 27 CBC stations ORIGINATES: WABC</p>	<p>Campbell's Soups, Baked Beans, Tomato Juice <i>Foote, Cone &amp; Belding</i></p> <p><i>Ward Wheelock Company</i></p>
<p><b>CELANESE CORPORATION OF AMERICA</b> (173rd Week on CBS)</p> <p><b>Great Moments in Music</b> with Jean Tennyson and guest stars <i>Music</i></p>	<p>Wednesday 10:00-10:30 p.m. 137 CBS stations ORIGINATES: WABC</p>	<p>Celanese Products <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>CENTAUR DIVISION, STERLING DRUG, INC.</b> (296th Week on CBS)</p> <p><b>Big Town</b> <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 125 CBS stations 21 CBC stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Pedlar &amp; Ryan, Inc.</i></p>
<p><b>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</b> (338th Week on CBS)</p> <p><b>Dr. Christian</b> with Jean Hersholt <i>Drama</i></p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 141 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p><b>CHRYSLER CORPORATION</b> (477th Week on CBS)</p> <p><b>Major Bowes' Shower of Stars</b></p>	<p>Thursday 9:00-9:30 p.m. 140 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>COLGATE-PALMOLIVE-PEET COMPANY</b> (485th Week on CBS)</p> <p><b>Colgate Theater of Romance</b> <i>Drama</i></p> <p><b>Blondie</b> <i>Comedy</i></p>	<p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 126 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 141 CBS stations ORIGINATES: KNX</p>	<p>Colgate Tooth Powder <i>Sherman &amp; Marquette, Inc.</i></p> <p>Super Suds <i>Wm. Esty &amp; Co., Inc.</i></p>

**CONTINENTAL BAKING CO., INC.***(538th Week on CBS)***Bachelor's Children***Serial drama*Mon. thru Fri.  
10:45-11:00 a.m.*Rebroadcast*  
3:45-4:00 p.m.47 CBS stations  
ORIGINATES: WBBMWonder Bread. Hostess  
Cake*Ted Bates, Inc.***CONTINENTAL CAN CO.***(17th Week on CBS)***Report to the Nation***News dramatization*Saturday  
1:30-2:00 p.m.141 CBS stations  
ORIGINATES: WABCInstitutional, Packaging.  
Plastic Products*Batten, Barton, Durstine  
& Osborn, Inc.***CREAM OF WHEAT CORP.***(247th Week on CBS)***Let's Pretend***Drama*Saturday  
11:05-11:30 a.m.123 CBS stations  
ORIGINATES: WABC

Cream of Wheat Cereal

*Batten, Barton, Durstine  
& Osborn, Inc.***CRESTA BLANCA WINE CO.***(107th Week on CBS)***This Is My Best**

with Orson Welles

*Drama*Tuesday  
9:30-10:00 p.m.77 CBS stations  
ORIGINATES: KXX

Cresta Blanca Wines

*Batten, Barton, Durstine,  
& Osborn, Inc.***CUDAHY PACKING COMPANY***(420th Week on CBS)***Tena & Tim***Dramatic serial*Mon. thru Fri.  
2:45-3:00 p.m.63 CBS stations  
ORIGINATES: WBBM

Old Dutch Cleanser

*Grant Advertising, Inc.***CURTISS CANDY COMPANY***(239th Week on CBS)***News**

with Warren Sweeney

Sat., Sun.  
11:00-11:05 a.m.140 CBS stations  
ORIGINATES: WABC

Candy

*C. L. Miller Company***ELECTRIC COMPANIES  
ADVERTISING PROGRAM***(87th Week on CBS)***The Electric Hour**

with Nelson Eddy

*Variety*Sunday  
4:30-5:00 p.m.143 CBS stations  
ORIGINATES: KXX

Institutional

*A. W. Ayer & Son, Inc.***EMERSON DRUG COMPANY***(260th Week on CBS)***Vox Pop**

with Parks Johnson and

Warren Hull

*Interview quiz*Monday  
8:00-8:30 p.m.*Rebroadcast*  
12:30 1:00 a.m.127 CBS stations  
ORIGINATES: ON TOUR

Bromo-Seltzer

*McCann-Erickson, Inc.*

<p><b>EVERSHARP, INC.</b> <i>(291st Week on CBS)</i></p> <p><b>Take It or Leave It</b> with Phil Baker and Ray Bloch's Orchestra <i>Quiz</i></p> <p>Milton Berle in <b>"Let Yourself Go"</b> <i>Variety</i></p>	<p>Sunday 10:00-10:30 p.m. 147 CBS stations ORIGINATES: WABC</p> <p>Wednesday 10:30-11:00 p.m. 144 CBS stations ORIGINATES: WABC</p>	<p>Eversharp Pens, Pencils and Red Top Leads <i>The Biow Co., Inc.</i></p>
<p><b>FERRY-MORSE SEED CO.</b> <i>(13 Weeks on CBS)</i></p> <p><b>Garden Gate</b> with Tom Williams</p>	<p>Saturday 9:15-9:30 a.m. 80 CBS stations ORIGINATES: WLAC</p>	<p>Seeds <i>MacManus, John &amp; Adams, Inc.</i></p>
<p><b>GENERAL ELECTRIC COMPANY</b> <i>(165th Week on CBS)</i></p> <p><b>The World Today</b> <i>News</i></p> <p><b>G. E. House Party</b> <i>Variety</i></p>	<p>Mon. thru Fri. 6:45-6:55 p.m. 137 CBS stations ORIGINATES: WABC AND REMOTE</p> <p>Mon. thru Fri. 4:00-4:25 p.m. 147 CBS stations ORIGINATES: KNX</p>	<p>Electronics Division <i>Maxon, Inc.</i></p> <p>Household Appliance Division <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>GENERAL FOODS CORPORATION</b> <i>(522nd Week on CBS)</i></p> <p><b>Kate Smith Hour</b> with Kate Smith, Ted Collins, Jack Miller's Orchestra and guest stars <i>Variety</i></p> <p><b>Kate Smith Speaks</b> Ted Collins with the News <i>Talks and news</i></p> <p><b>Toasties Time</b> with Fannie Brice <i>Variety</i></p> <p><b>Two On A Clue</b> <i>Serial drama</i></p>	<p>Sunday 7:00-8:00 p.m. 144 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12 noon-12:15 p.m. 67 CBS stations ORIGINATES: WABC</p> <p>Sunday 6:30-7:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 144 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 2:00-2:15 p.m. 76 CBS stations ORIGINATES: WABC</p>	<p>Jell-O Jell-O Puddings, Sanka <i>Young &amp; Rubicam, Inc.</i></p> <p>Calumet, Swansdown, Baker's Chocolate <i>Young &amp; Rubicam, Inc.</i></p> <p>Post Toasties <i>Benton &amp; Bowles, Inc.</i></p> <p>LaFrance, Satina, Postum <i>Young &amp; Rubicam, Inc.</i></p>

<p><b>The Aldrich Family</b> <i>Comedy</i></p>	<p>Friday 8:00—8:30 p.m. <i>Rebroadcast</i> 12:00 mid.-12:30 a.m. 125 CBS stations 27 CBC stations ORIGINATES: WABC</p>	<p>Postum <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>The Adventures of the Thin Man</b> <i>Mystery</i></p>	<p>Friday 8:30—8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 126 CBS stations 27 CBC stations ORIGINATES: WABC</p>	<p>Grapenuts &amp; Grapenuts Flakes <i>Young &amp; Rubicam, Inc.</i></p>

<p><b>GENERAL MILLS, INC.</b> <i>570th Week on CBS)</i></p> <p><b>Light of the World</b> <i>Serial drama</i></p> <p><b>Valiant Lady</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15—10:30 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 61 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:00—10:15 a.m. <i>Rebroadcast</i> 11:15-11:30 a.m. 60 CBS stations ORIGINATES: WABC</p>	<p>Softasilk Flour, Kix <i>Dancer-Fitzgerald-Sample</i></p> <p>Cheeri-Oats <i>Dancer-Fitzgerald-Sample</i></p>
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<p><b>B. F. GOODRICH CO.</b> <i>111th Week on CBS)</i></p> <p><b>Meaning of the News</b> with Robert Trout and Joseph C. Harsch <i>News</i></p>	<p>Mon. thru Fri. 6:55—7:00 p.m. 132 CBS stations ORIGINATES: WABC</p>	<p>Rubber Goods <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i></p>
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<p><b>GULF OIL CORPORATION</b> <i>585th Week on CBS)</i></p> <p><b>We the People</b> with Milo Boulton and Oscar Bradley's Orchestra <i>Real life experiences</i></p>	<p>Sunday 10:30—11:00 p.m. 103 CBS stations ORIGINATES: WABC</p>	<p>Motor Oil and Gas <i>Young &amp; Rubicam, Inc.</i></p>
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<p><b>THE HUDSON COAL COMPANY</b> <i>84th Week on CBS)</i></p> <p><b>CBS News of the World</b> <i>News</i></p>	<p>Sunday 9:00—9:15 a.m. 21 CBS stations ORIGINATES: WABC</p>	<p>"D&amp;H" Anthracite <i>The Clements Co., Inc.</i></p>
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<p><b>INTERNATIONAL SILVER COMPANY</b> <i>374th Week on CBS)</i></p> <p><b>Adventures of Ozzie &amp; Harriet</b> <i>Variety</i></p>	<p>Sunday 6:00—6:30 p.m. 145 CBS stations 21 CBC stations ORIGINATES: KNX</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young &amp; Rubicam, Inc.</i></p>
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<p><b>JOHNS-MANVILLE CORPORATION</b> (195th Week on CBS)</p> <p><b>Bill Henry</b> <i>News</i></p>	<p>Mon. thru Fri. 8:55—9:00 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Insulating Materials <i>J. Walter Thompson Co.</i></p>
<p><b>JOHNSON &amp; JOHNSON</b> (212th Week on CBS)</p> <p><b>Edwin C. Hill</b> The Human Side of the News <i>News</i></p>	<p>Tuesday 6:15—6:30 p.m. <i>Rebroadcast</i> 12:30—12:45 a.m. 141 CBS stations ORIGINATES: WABC</p>	<p>First Aid Products <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>KOLYNOS COMPANY</b> (638th Week on CBS)</p> <p><b>Mr. Keen, Tracer of Lost Persons</b> <i>Mystery drama</i></p> <p><b>The Romance of Helen Trent</b> <i>Serial drama</i></p>	<p>Thursday 7:30—8:00 p.m. 51 CBS stations ORIGINATES: WARC</p> <p>Mon. thru Fri. 12:30—12:45 p.m. 133 CBS stations ORIGINATES: WABC</p>	<p>Kolynos Tooth Powder and Toothpaste</p> <p>Kolynos and Bisodol <i>Dancer-Fitzgerald-Sample</i></p>
<p><b>LADY ESTHER, LTD.</b> (594th Week on CBS)</p> <p><b>Screen Guild Players</b> <i>Drama</i></p>	<p>Monday 10:00—10:30 p.m. 143 CBS stations ORIGINATES: KNX</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>The Biow Co., Inc.</i></p>
<p><b>*LAMBERT PHARMACAL CO.</b> (177th Week on CBS)</p> <p><b>The Billie Burke Show</b> <i>Household advice</i></p>	<p>Saturday 11:30—12 Noon 146 CBS stations ORIGINATES: KNX</p>	<p>Listerine Tooth Powder <i>Lambert &amp; Feasley, Inc.</i></p>
<p><b>LEVER BROTHERS COMPANY</b> (508th Week on CBS)</p> <p><b>Lux Radio Theater</b> Famous Plays with Famous Stars and Lou Silvers' Orchestra <i>Drama</i></p> <p><b>The George Burns and Gracie Allen Show</b> <i>Comedy—Variety</i></p>	<p>Monday 9:00—10:00 p.m. 143 CBS stations 21 CBC stations ORIGINATES: KNX</p> <p>Monday 8:30—8:55 p.m. <i>Rebroadcast</i> 11:30—11:55 p.m. 141 CBS stations ORIGINATES: KNX</p>	<p>Lux Soap &amp; Flakes <i>J. Walter Thompson Co.</i></p> <p>Swan Soap <i>Young &amp; Rubicam, Inc.</i></p>



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

Mon. thru Fri.  
11:45-12 noon  
78 CBS stations  
21 CBC stations  
ORIGINATES: WABC

**Spry**  
*Ruthrauff & Ryan, Inc*

**Big Sister**  
*Serial drama*

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

**Rinso Soap**  
*Ruthrauff & Ryan, Inc.*

**Bright Horizon**  
with Richard Kollmar  
*Serial drama*

Mon. thru Fri.  
11:30-11:45 a.m.  
*Rebroadcast*  
3:30-3:45 p.m.  
140 CBS stations  
ORIGINATES: WABC

**Swan Soap**  
*Young & Rubicam, Inc.*

**LEWIS-HOWE COMPANY**  
*(151st Week on CBS)*

Saturday  
10:15-10:45 p.m.  
53 CBS stations  
ORIGINATES: KNX

**Tums**  
*Roche, Williams & Cleary, Inc.*

Al Pearce in  
**"Here Comes Elmer"**  
*Comedy show*

**LIGGETT & MYERS TOBACCO COMPANY**  
*(652nd Week on CBS)*

Tues., Wed., Thurs.  
7:15-7:30 p.m.  
*Rebroadcast*  
11:15-11:30 p.m.  
144 CBS stations  
ORIGINATES: WABC

**Chesterfield Cigarettes**  
*Newell-Emmett Co.*

**Music That Satisfies**  
featuring Harry Prime, Monica Lewis, Jim Ameche, Paul Baron and his Orchestra  
*Variety*

**THOMAS J. LIPTON INC.**  
*(80th Week on CBS)*

Tuesday  
9:00-9:30 p.m.  
139 CBS stations  
ORIGINATES: WARC

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

**Inner Sanctum**  
*Mystery drama*

**P. LORILLARD COMPANY**  
*(383rd Week on CBS)*

Wednesday  
9:30-10:00 p.m.  
141 CBS stations  
ORIGINATES:  
HOLLYWOOD CANTEN

**Old Gold Cigarettes**  
*Lennen & Mitchell, Inc.*

**Which Is Which?**  
with Richard Himber's Orchestra and guest stars  
*Variety-quiz*

<p><b>MANHATTAN SOAP CO. INC.</b> (219th Week on CBS)</p> <p><b>The Strange Romance of Evelyn Winters</b> <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 5:00-5:15 p.m. 145 CBS stations ORIGINATES: WABC</p>	<p>Sweetheart Soap <i>Duane Jones Co.</i></p>
<p><b>NOXZEMA CHEMICAL CO.</b> (139th Week on CBS)</p> <p><b>Mayor of the Town</b> with Lionel Barrymore <i>Drama</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 10:15-10:45 p.m. 58 CBS stations ORIGINATES: KNX</p>	<p>All Products <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>PABST SALES CO.</b> (109th Week on CBS)</p> <p><b>The Danny Kaye Show</b> with Harry James and his Music Makers <i>Comedy variety</i></p>	<p>Friday 10:30-11:00 p.m. 135 CBS stations ORIGINATES: KNX</p>	<p>Pabst Blue Ribbon Beer <i>Warwick &amp; Legler, Inc.</i></p>
<p><b>PACIFIC COAST BORAX CO.</b> (199th Week on CBS)</p> <p><b>Death Valley Sheriff</b> <i>Drama</i></p>	<p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>20 Mule Team Borax, Boraxo <i>McCann-Erickson, Inc.</i></p>
<p><b>*PAN AMERICAN PETROLEUM CORPORATION</b> (Begins May 6th)</p> <p><b>*Edward R. Murrow</b> <i>News</i></p>	<p>Sunday 1:45-2:00 p.m. 9 CBS stations ORIGINATES: BBC, LONDON &amp; WABC</p>	<p>Petroleum Products <i>Fitzgerald Advertising Agency</i></p>
<p><b>THE PARKER PEN CO.</b> (148th Week on CBS)</p> <p><b>Ned Calmer and the News</b></p>	<p>Sat., Sun. 8:55-9:00 p.m. 141 CBS stations ORIGINATES: WABC</p>	<p>Pens, Pencils Quink <i>J. Walter Thompson Co.</i></p>
<p><b>PET MILK SALES CORPORATION</b> (597th Week on CBS)</p> <p><b>Saturday Night Serenade</b> Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus <i>Music</i></p>	<p>Saturday 9:45-10:15 p.m. 70 CBS stations ORIGINATES: WABC</p>	<p>400-D Pet Milk <i>Gardner Advertising Company</i></p>

<p><b>Mary Lee Taylor</b> Home Economist <i>Talks</i></p>	<p>Saturday 10:30—11:00 a.m. <i>Rebroadcast</i> 2:00—2:30 p.m. 84 CBS stations ORIGINATES: KMOX</p>	<p>400-D Pet Milk <i>Gardner Advertising Agency</i></p>
<p><b>CHARLES H. PHILLIPS CHEMICAL CO.</b> <i>(389th Week on CBS)</i></p> <p><b>Amanda</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:00—11:15 a.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Phillips Tablets, Toothpaste, Energine and Phillips Milk of Magnesia Tablets <i>Dancer-Fitzgerald-Sample</i></p>
<p><b>PHILIP MORRIS &amp; COMPANY, LTD., INC.</b> <i>(455th Week on CBS)</i></p> <p><b>Crime Doctor</b> <i>Mystery drama</i></p> <p><b>It Pays To Be Ignorant</b> <i>Comedy</i></p>	<p>Sunday 8:30—8:55 p.m. <i>Rebroadcast</i> 11:00—11:25 p.m. 123 CBS stations ORIGINATES: WARC</p> <p>Friday 9:00—9:30 p.m. <i>Rebroadcast</i> 11:30 p.m. 12 mid. 123 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Bion Co., Inc.</i></p>
<p><b>PILLSBURY MILLS, INC.</b> <i>(346th Week on CBS)</i></p> <p><b>Grand Central Station</b> <i>Drama</i></p>	<p>Saturday 1:00—1:25 p.m. 121 CBS stations ORIGINATES: WABC</p>	<p>All Products <i>McCann-Erickson, Inc.</i></p>
<p><b>PRINCE MATCHABELLI, INC.</b> <i>(7th Week on CBS)</i></p> <p>*<b>The Stradivari Orchestra</b> <i>Music</i></p>	<p>Sunday 2:00—2:30 p.m. 123 CBS stations ORIGINATES: WABC</p>	<p>Perfumes and Cosmetics <i>Morse International, Inc.</i></p>
<p><b>THE PROCTER &amp; GAMBLE CO.</b> <i>(548th Week on CBS)</i></p> <p><b>Young Dr. Malone</b> <i>Serial drama</i></p> <p><b>The Jack Kirkwood Show</b> <i>Variety</i></p>	<p>Mon. thru Fri. 1:45—2:00 p.m. 73 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 7:00—7:15 p.m. <i>Rebroadcast</i> 11:00—11:15 p.m. 74 CBS stations ORIGINATES: KMX</p>	<p>Duz <i>Compton Advertising, Inc.</i></p> <p>Ivory Soap Oxydol <i>Compton Advertising, Inc.</i></p>

\*Program or client not listed in Winter Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>THE PROCTER &amp; GAMBLE CO.</b> <i>(Continued)</i>  <b>Life Can Be Beautiful</b> <i>Serial drama</i>  <b>Ma Perkins</b> <i>Serial drama</i>  <b>Bernardine Flynn</b> <i>News</i>  <b>Perry Mason</b> <i>Serial drama</i>  <b>F.B.I. in Peace and War</b> <i>Drama</i>  <b>*Rosemary</b> <i>Serial drama</i>	<b>Mon. thru Fri.</b> <b>1:00-1:15 p.m.</b> 69 CBS stations ORIGINATES: WABC  <b>Mon. thru Fri.</b> <b>1:15-1:30 p.m.</b> 72 CBS stations ORIGINATES: WBBM  <b>Mon. thru Fri.</b> <b>1:30-1:45 p.m.</b> 42 CBS stations ORIGINATES: WBBM  <b>Mon. thru Fri.</b> <b>2:30-2:45 p.m.</b> 48 CBS stations ORIGINATES: WABC  <b>Saturday</b> <b>8:30-8:55 p.m.</b> <i>Rebroadcast</i> <i>11:30-11:55 p.m.</i> 86 CBS stations ORIGINATES: WABC  <b>Mon. thru Fri.</b> <b>2:15-2:30 p.m.</b> 74 CBS stations ORIGINATES: WABC	<b>Ivory Soap</b> <i>Compton Advertising, Inc.</i>  <b>Oxydol</b> <i>Dancer-Fitzgerald-Sample</i>  <b>Crisco</b> <i>Compton Advertising, Inc.</i>  <b>Camay</b> <i>Pedlar &amp; Ryan, Inc.</i>  <b>Lava Soap</b> <i>The Biow Co., Inc.</i>  <b>Ivory Flakes, White Laundry Soap</b> <i>Benton &amp; Bowles, Inc.</i> <i>Compton Advertising, Inc.</i>
<b>PRUDENTIAL INSURANCE COMPANY OF AMERICA</b> <i>(308th Week on CBS)</i>  <b>Prudential Family Hour</b> with Patrice Munsel, Jack Smith, Al Goodman's Orchestra, and chorus <i>Music</i>	<b>Sunday</b> <b>5:00-5:45 p.m.</b> 125 CBS stations ORIGINATES: WABC	<b>Insurance Services</b> <i>Benton &amp; Bowles, Inc.</i>
<b>THE QUAKER OATS COMPANY</b> <i>(179th Week on CBS)</i>  <b>Those Websters</b> <i>Comedy drama</i>	<b>Friday</b> <b>9:30-10:00 p.m.</b> 122 CBS stations ORIGINATES: WBBM	<b>Quaker Food Products</b> <i>Ruthrauff &amp; Ryan, Inc.</i>
<b>R. J. REYNOLDS TOBACCO COMPANY</b> <i>(625th Week on CBS)</i>  <b>Thanks to the Yanks with Bob Hawk</b> <i>Quiz</i>	<b>Monday</b> <b>7:30-8:00 p.m.</b> <i>Rebroadcast</i> <i>10:30-11:00 p.m.</i> 135 CBS stations ORIGINATES: WABC	<b>Camel Cigarettes Prince Albert Smoking Tobacco</b> <i>William Esty &amp; Co., Inc.</i>

\*Program or client not listed in Winter Program Book

**ROMA WINE CO., INC.**  
(112th Week on CBS)

**Suspense**  
*Mystery drama*

Thursday  
8:00—8:30 p.m.  
*Rebroadcast*  
12 mid. 12:30 a.m.  
81 CBS stations  
ORIGINATES: KNX

Roma Wines  
*The Biow Co., Inc.*

**SALES BUILDERS, INC.**  
(17th Week on CBS)

**The Frank Sinatra Show**  
*Variety*

Wednesday  
9:00—9:30 p.m.  
144 CBS stations  
ORIGINATES: KNX

Max Factor Cosmetics  
*Smith & Drum, Inc.*

**SOUTHERN COTTON OIL CO.**  
(133rd Week on CBS)

**Irene Beasley**  
*Songs*

Mon. thru Fri.  
3:00 3:15 p.m.  
54 CBS stations  
ORIGINATES: WABC

Wesson Oil and Snowdrift  
*Kenyon & Eckhardt, Inc.*

**E. R. SQUIBB & SONS**  
(251st Week on CBS)

**Jimmy Carroll Sings**  
Squibb Chorus and Ted Dale  
and his orchestra  
*Music*

Mon., Wed., Fri.  
6:15—6:30 p.m.  
131 CBS stations  
ORIGINATES: WABC

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

**THE TEXAS COMPANY**  
(386th Week on CBS)

**Texaco Star Theater**  
James Melton and Al Goodman's  
Orchestra  
*Variety*

Sunday  
9:30—10:00 p.m.  
115 CBS stations  
23 CBC stations  
ORIGINATES: WABC

Texaco Products  
*Buchanan & Co., Inc.*

**UNITED DRUG CO.**  
(4th Week on CBS)

**Durante-Moore Show**  
with Roy Bargy's Orchestra  
*Variety*

Friday  
10:00—10:30 p.m.  
148 CBS stations  
ORIGINATES: KNX

Drugs  
*N. W. Ayer & Sons, Inc.*

**UNITED STATES RUBBER CO.**  
(153rd Week on CBS)

**New York Philharmonic-Symphony**  
*Music*

Sunday  
3:00—4:30 p.m.  
121 CBS stations  
ORIGINATES: WABC

Institutional  
*Campbell-Ewald Co., Inc.*

**J. B. WILLIAMS COMPANY**  
(73rd Week on CBS)

**William L. Shirer**  
*News*

Sunday  
5:45—6:00 p.m.  
142 CBS stations  
ORIGINATES: WABC

Williams Shaving Cream  
*J. Walter Thompson Co.*

\*Program or client not listed in Winter Program Book

**COLUMBIA  
PACIFIC  
NETWORK**

**WM. WRIGLEY, JR., COMPANY**  
(671st Week on CBS)

**America in the Air**  
*Air Corps dramatic series*

**The First Line**  
*Navy dramatic series*

**Service to the Front**  
*Army dramatic series*

Saturday  
7:30—8:00 p.m.  
*Rebroadcast*  
11:00—11:30 p.m.  
142 CBS stations  
ORIGINATES: WBBM

Thursday  
10:00—10:30 p.m.  
141 CBS stations  
ORIGINATES: WBBM

Tuesday  
10:00—10:30 p.m.  
140 CBS stations  
ORIGINATES: WBBM

Chewing Gum  
*J. Walter Thompson Co.*

Chewing Gum  
*Arthur Meyerhoff & Co.*

**BEKINS VAN AND STORAGE CO.**  
(188th Week on CBS)

**Harry W. Flannery**  
*News*

Mon., Wed., Fri.  
5:30—5:45 p.m.  
PWT  
ORIGINATES: KQW

Moving and Storage  
*Brooks Advertising Agency*

**CALIFORNIA PRUNE & APRICOT  
GROWERS ASSOCIATION**  
(163rd Week on CBS)

**Dr. Wallace Sterling**  
*News*

Saturday  
8:55—9:00 p.m.  
PWT  
ORIGINATES: KQW

Sunsweet Prunes and  
Apricots  
*Long Advertising Service*

**CAMPANA SALES CORP.**  
(266th Week on CBS)

**Don't You Believe It**  
*Narrative-Drama*

Saturday  
9:45—10:00 p.m.  
PWT  
ORIGINATES: KNX

Solitaire Cake Make-up and  
Campana Cream Balm  
*Wallace-Ferry-Hanly Co.*

**COLONIAL DAMES, INC.**  
(279th Week on CBS)

**Song of the Week**  
*Music*

**Meet The Missus**  
*Participation quiz*

Sunday  
8:25—8:30 p.m.  
PWT  
ORIGINATES: KNX

Tuesday  
2:30—2:45 p.m.  
PWT  
ORIGINATES: KNX

Cosmetics  
*Abbott Kimball Co., Inc.*

**DAY & NIGHT MANUFACTURING  
CO.**  
(30th Week on CBS)

**Dr. Wallace Sterling**  
*News*

Monday  
8:55—9:00 p.m.  
PWT  
ORIGINATES: KQW

Water Heaters &  
Equipment  
*Hixson-O'Donnell Adv. Inc.*

<p><b>P. DUFF &amp; SONS, INC.</b> <i>(83rd Week on CBS)</i></p> <p><b>Meet The Missus</b> <i>Participation quiz</i></p>	<p>Mon., Wed., Fri. 2:45-3:00 p.m. PWT ORIGINATES: KNX</p>	<p>Ready-To-Bake Mixes <i>W. Earl Bothwell</i> <i>Advertising Agency</i></p>
<p><b>*EDISON BROTHERS STORES</b> <i>(2nd Week on CBS)</i></p> <p><b>*Meet The Missus</b> <i>Participation quiz</i></p>	<p>Thursday 2:30-2:45 p.m. PWT ORIGINATES: KNX</p>	<p>Shoes <i>Adolph Mendland</i></p>
<p><b>"42" PRODUCTS, INC.</b> <i>(48th Week on CBS)</i></p> <p><b>This Is My Story</b> <i>Drama</i></p>	<p>Saturday 9:00-9:30 p.m. PWT ORIGINATES: KNX</p>	<p>Hair Oil &amp; Other Products <i>Hillman-Shane- Breyer, Inc.</i></p>
<p><b>GALLENKAMP STORES CO.</b> <i>(53rd Week on CBS)</i></p> <p><b>Tobe Reed</b> <i>Human Interest News</i></p>	<p>Friday 9:55-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>Shoes <i>Long Advertising Service</i></p>
<p><b>GENERAL MILLS, INC.</b> <i>(570th Week on CBS)</i></p> <p><b>Harry Flannery</b> <i>News analysis</i></p>	<p>Mon. thru Fri. 7:45-8:00 a.m. PWT ORIGINATES: KQW</p>	<p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p>
<p><b>*GENERAL PETROLEUM CORP. OF CALIF.</b> <i>(91st Week on CBS)</i></p> <p><b>*Hollywood Preview</b> <i>Drama</i></p>	<p>Tuesday 7:30-8:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Smith &amp; Drum, Inc.</i></p>
<p><b>HUNT BROS. PACKING CO.</b> <i>(58th Week on CBS)</i></p> <p><b>I Was There</b> <i>Real life experiences</i></p>	<p>Sunday 3:30-4:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>The Biow Co., Inc.</i></p>
<p><b>ANDREW JERGENS COMPANY</b> <i>(41st Week on CBS)</i></p> <p><b>Tonight In Hollywood</b> <i>Drama</i></p>	<p>Friday 8:15-8:30 p.m. PWT ORIGINATES: KNX</p>	<p>Jergens Lotion <i>Lennen &amp; Mitchell Inc.</i></p>

**COLUMBIA  
PACIFIC  
NETWORK**

*Continued*

<p><b>KELITE PRODUCTS, INC.</b> <i>(26th Week on CBS)</i></p> <p><b>Dr. Wallace Sterling</b> <i>News analysis</i></p>	<p>Saturday 7:45-8:00 a.m. PWT ORIGINATES: KQW</p>	<p>"Kenu" Chemical, Household Cleaner <i>Little &amp; Co.</i></p>
<p><b>*L. B. LABORATORIES, INC.</b> <i>(9th Week on CBS)</i></p> <p><b>*Meet The Missus</b> <i>Participation quiz</i></p>	<p>Thursday 2:45-3:00 p.m. PWT ORIGINATES: KNX</p>	<p>L B Hair Oil <i>Glasser-Gailey &amp; Co.</i></p>
<p><b>MANHATTAN SOAP CO.</b> <i>(219th Week on CBS)</i></p> <p><b>Bob Andersen</b> <i>News</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Sweetheart Soap <i>Duane Jones Co.</i></p>
<p><b>THE MENNEN CO.</b> <i>(267th Week on CBS)</i></p> <p><b>Bob Andersen</b> <i>News</i></p>	<p>Tues., Thurs., Sat. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Mennen Shave Cream <i>Duane Jones Co.</i></p>
<p><b>*M J B COMPANY</b> <i>(6th Week on CBS)</i></p> <p><b>*Meet The Missus</b> <i>Participation quiz</i></p>	<p>Friday 2:30-2:45 p.m. PWT ORIGINATES: KNX</p>	<p>M J B Rice and M J B Tea <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i></p>
<p><b>NATIONAL LEAD CO.</b> <i>(75th Week on CBS)</i></p> <p><b>Trading Post</b> <i>Audience participation</i></p>	<p>Sunday 5:30-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Dutch Boy Paint <i>Erwin, Wasey &amp; Co., Inc.</i></p>
<p><b>PETER PAUL, INC.</b> <i>(237th Week on CBS)</i></p> <p><b>Truman Bradley</b> <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 &amp; Staff</i></p>

\*Program or client not listed in Winter Program Book



**COLUMBIA  
PACIFIC  
NETWORK**

**PLANTERS NUT AND CHOCOLATE  
COMPANY**

*(235th Week on CBS)*

**Harry W. Flannery**

*News Analysis*

**The Adventures of Bill Lance**

*Mystery drama*

Tues., Thurs., Sat.

5:30—5:45 p.m.

PWT

ORIGINATES: KQW

Planters Peanut Oil,  
Salted Peanuts

All Products

*Erwin, Wasey &  
Company*

Sunday

9:00—9:30 p.m.

PWT

ORIGINATES: KNX

**SIGNAL OIL COMPANY**

*(98th Week on CBS)*

**The Whistler**

*Mystery drama*

Monday

9:00—9:30 p.m.

PWT

ORIGINATES: KNX

All Products

*Barton A. Stebbins*

**SOIL OFF MANUFACTURING  
COMPANY**

*(221st Week on CBS)*

**Truman Bradley**

*News*

Tues., Thurs., Sat.

5:45—5:55 p.m.

PWT

ORIGINATES: KNX

“Soil Off” for all  
painted surfaces

*McCann-Erickson, Inc.*

**VICK CHEMICAL COMPANY**

*(196th Week on CBS)*

**Dr. Wallace Sterling**

*News*

Tues., Wed., Thurs.

8:55—9:00 p.m.

PWT

ORIGINATES: KQW

All Products

*Morse International, Inc.*

**COLDSTREAM PRODUCTS CO.**

*(28th Week on CBS)*

**Money on the Line**

*Quiz*

Friday

6:00—6:30 p.m.

PWT

ORIGINATES: KNX

Sunnybank Margarine

*McCann-Erickson Inc.*

**WILSHIRE OIL COMPANY**

*(35th Week on CBS)*

**That's a Good Idea**

*Drama*

Saturday

9:30—9:45 p.m.

PWT

ORIGINATES: KNX

Petroleum Products

*Dan B. Miner Agency*

**YELLOW CAB CO.**

*(56th Week on CBS)*

**The Story Teller**

*Varration*

Saturday

7:45—8:00 p.m.

PWT

ORIGINATES: KQW

Cab Service

*Rhoades & Davis*

**COLUMBIA  
CALIFORNIA  
NETWORK**

NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

# CBS SUSTAINING PROGRAMS

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

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

NEWS BROADCASTS . . . . .	Page 21
WAR PROGRAMS . . . . .	Page 22
SERIOUS MUSIC . . . . .	Page 24
LIGHT MUSIC . . . . .	Page 26
DRAMATIC SERIES . . . . .	Page 28
LIGHT ENTERTAINMENT . . . . .	Page 29
EDUCATIONAL PROGRAMS . . . . .	Page 29
RELIGIOUS BROADCASTS . . . . .	Page 30
CBS SHORTWAVE BROADCASTS . . . . .	Page 31
SPECIAL BROADCASTS: WINTER . . . . .	Page 32
CBS TELEVISION . . . . .	Page 35

**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

1:25-1:30 p.m.

MONDAY THRU FRIDAY

**News Summaries**

1:00 a.m.

SUNDAY THRU SATURDAY

6:00-6:15 p.m.

EACH SATURDAY

**World Today**

6:45-6:55 p.m.

EACH SATURDAY

**News Analyses**

11:10-11:15 p.m.

SUNDAY THRU SATURDAY

**Report from Washington**

1:00-4:15 p.m.

EACH SATURDAY

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, Joseph C. Harsch, Bill Downs, Richard Hottelet, Bill Shadell, Howard K. Smith and Douglas Edwards report from London and Western Europe; Charles Collingwood and Bill Slocum, Jr. from Paris; Winston Burdett from the Mediterranean; Farnsworth Fowle from Moscow; Charles Shaw from Stockholm; William J. Dunn and John Adams from the Philippines; Webley Edwards, Tim Leimert, Gene Rider, Don Pryor from Honolulu and Central Pacific; Glen Akins from Chungking; Hugh Jenks from Buenos Aires; Quincy Howe, Robert Trout, John Daly, Major George Fielding Eliot, Eric Sevareid, George Moorad, William L. Shirer, Ned Calmer, Harry Marble, Harry Clark, and Allan Jackson from New York; Bill Henry, William Costello, Cliff Allen, Bob Evans, Joe McCaffrey and Tris Coffin from Washington.

William L. Shirer

Robert Trout

Major George Fielding Eliot

Quincy Howe

Ned Calmer

Bill Henry

(See also sponsored news programs)

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

**WAR  
PROGRAMS**

**Report from Overseas**

4:15-4:30 p.m.

EACH SATURDAY

A weekly radio column in which CBS' foreign correspondents report the latest news and activities of the armed forces in the various war theatres.

**Feature Story**

4:30-4:45 p.m.

MONDAY THRU FRIDAY

Members of CBS' world-wide staff of news correspondents bring to the microphone the many human interest stories that lie under the surface of the latest military and political events and usually miss being told.

**Transatlantic Call:  
People to People**

12:30-1:00 p.m.

EACH SUNDAY

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

**Calling Pan-America**

6:15-6:45 p.m.

EACH THURSDAY

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

**Youth On Parade**

10:00-10:30 a.m.

EACH SATURDAY

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

**We Deliver the Goods**

5:00-5:30 p.m.

EACH SATURDAY

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.

**Service Time**

5:00-5:30 p.m.

MONDAY THRU FRIDAY

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

MONDAY—Waves on Parade

TUESDAY—It's Maritime

WEDNESDAY—Wacs on Parade

THURSDAY—Marines in the Making

FRIDAY—First in The Air

**Builders of Victory**

3:15-4:00 p.m.

EACH SATURDAY

In collaboration with the A. F. of L., CBS presents a series of programs dealing with the activities and accomplishments of the "Seabees," the Navy's Construction Battalions. Heroic achievements of these men, many of whom came from the ranks of organized labor, are featured, as well as remote originations including interviews with Seabee personnel from overseas.

**The Land Is Bright**

3:00-3:30 p.m.

EACH SATURDAY

An enlightening almanac of life in America, this series depicts the particular flavor of our national habits and institutions. Each week the theme reflects the bright note in the American scene, and contrasts it with conditions in other parts of the world.

**WAR  
PROGRAMS**

*Continued*

**Problems of the Peace**

1:30-1:45 p.m.

EACH SUNDAY

Lyman Bryson, CBS Director of Postwar Studies and Educational Broadcasts, and Professor of Education at Columbia University in a series of weekly talks designed to stimulate enlightened public opinion on questions of national and international postwar reconstruction. The series comprises a factual, comprehensive discussion of the important issues of the day as they arise, as well as an analysis of the questions raised at Dumbarton Oaks, such as treatment of defeated aggressor nations, international tariffs, economic rehabilitation, etc.

**Assignment Home**

4:30-5:00 p.m.

EACH SATURDAY

In collaboration with the Army Service Forces, CBS continues its series of weekly dramatic programs dealing with veteran rehabilitation problems. High ranking Army officials participate in the show which is designed to illustrate and explore the complex situations involved in readjusting the veteran to normal life.

**SERIOUS  
MUSIC**

**Invitation to Music**

11:30-12:00 midnight

EACH WEDNESDAY

Distinguished soloists with the Columbia Symphony Orchestra give new emphasis to the comparatively unfamiliar but nevertheless important works of the great composers. Guest artists will include: Alexander Kipnis, bass baritone, Mack Harrell, baritone, Jennie Tourel and Mona Paulee, mezzo-sopranos, and Martial Siangher, tenor. Of special interest is the radio opera "Samson" by Bernard Rogers based on a libretto by Norman Corwin, the music commissioned jointly by CBS and the League of Composers. Other radio premieres will be the 22nd Symphony of Miaskowsky, a new symphony by Roger Sessions, and the oboe concerto by Ralph Vaughn-Williams.

**SERIOUS  
MUSIC**

**E. Power Biggs, Organist**

9:15-9:45 a.m.

EACH SUNDAY

Playing in the Germanic Museum at Harvard University, this noted musician broadcasts the world's finest organ music. In a special series of concerts to be given in joint sponsorship with Mrs. Elizabeth Sprague Coolidge, these programs are featuring the complete organ works of J. S. Bach.

**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 661st CBS broadcast on April 29, 1945. 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 who CBS feels have exceptional promise. The singers are selected from the many young aspirants auditioned by the Columbia Broadcasting System.

**Sally Moore and the  
Columbia Concert Orchestra**

6:30-6:45 p.m.

MONDAY AND FRIDAY

The young American contralto, CBS' most recent discovery, presents distinctive song recitals of semi-classical music accompanied by the Columbia Concert Orchestra.

**Eileen Farrell**

6:30-6:45 p.m.

EACH WEDNESDAY

Credited with one of the most extraordinary voices to be found among the younger artists, the gifted CBS soprano sings selections of semi-classical music in her new series of recitals. She is accompanied by the Columbia Concert Orchestra under the direction of Bernard Herrmann.

**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:

GEORGE AULD	HARRY JAMES
COUNT BASIE	SAMMY KAYE
LES BROWN	GENE KRUPA
HENRY BUSSE	JOHNNY LONG
FRANKIE CARLE	ABE LYMAN
LEE CASTLE	FRANKIE MASTERS
JIMMY DORSEY	HAL MCINTYRE
TOMMY DORSEY	VAUGHN MONROE
SONNY DUNHAM	GEORGE OLSEN
DUKE ELLINGTON	TONY PASTOR
BEN FELD	GEORGE PAXTON
SHEP FIELDS	LOUIS PRIMA
CHUCK FOSTER	BOYD RAEBURN
JAN CARBER	ARTIE SHAW
GLEN GRAY	CHARLIE SPIVAK
WOODY HERMAN	JERRY WALD
DEAN HUDSON	

**Sing Along Club**

3:30–4:00 p.m.

MONDAY THRU FRIDAY

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

**Joan Brooks**

11:15–11:30 p.m.

MONDAY THRU FRIDAY

“The girl with the voice you won't forget” highlights her program of romantic melodies each night with a “Salute to the Stars” singing a song identified with well known entertainment stars.

**Danny O'Neil**

4:45–5:00 p.m.

MONDAY THRU FRIDAY

The popular tenor, formerly with the Bluejacket Choir, sings the top tunes of the day as well as old favorites and romantic ballads, accompanied by Ruby Newman's orchestra.

**Bluejacket Choir**

11:05–11:30 p.m.

EACH SUNDAY

The Great Lakes Naval Training Station choir of singing sailors offer selections of hymns, anthems, and ballads, followed by the Navy Negro Octet in selections of noted spirituals.



<p><b>Petrillo, Janette and McCormick</b> 12:05-12:30 a.m. EACH WEDNESDAY</p>	<p>Franklin McCormick, host, and Janette, feminine vocalist, join Cesar Petrillo's Orchestra to give CBS audiences a midnight program of mellow musical entertainment. This trio broadcasts each week from Station WBBM, Chicago.</p>
<p><b>Listen to Lawrence</b> 12:05-12:30 a.m. EACH THURSDAY</p>	<p>Elliott Lawrence, conductor-arranger-pianist, presents his unique modern arrangements of well-known classical music after first performing the pieces in their original form. Baritone Jack Hunter and The Three Dears Trio add charm to this late evening musical show.</p>
<p><b>Music from the West</b> 12:05-12:30 a.m. EACH MONDAY</p>	<p>From Salt Lake City comes a program with a distinctive regional flavor highlighting musical selections characteristic of various sections of the West by outstanding American composers. Vocal settings are offered by Annette Dinwoodey to the music of Foster Cope and his orchestra.</p>
<p><b>Carolina Hayride</b> 2:30-3:00 p.m. EACH SATURDAY</p>	<p>A program of Southern folk music ranging from hymns to hillbilly songs originates at WBT, CBS in Charlotte, N. C. Each week guest-groups of well-known folk music specialists are invited to take part in the broadcast.</p>
<p><b>Serenade from Syracuse</b> 2:05-12:30 a.m. EACH FRIDAY</p>	<p>Vocalists June Gardner, Helen Russell and Red Thomas, well-known entertainers, present a program of popular music with musical interludes provided by Claude Bartel and the WFBL orchestra.</p>
<p><b>Buffalo Presents</b> 2:05-12:30 a.m. EACH TUESDAY</p>	<p>A musical variety show starring the popular trio "Three Treys," vocalists Jan Martel and Elvera, with Dave Cheskin's orchestra.</p>
<p><b>Viva America!</b> 5:30-6:00 p.m. EACH SATURDAY</p>	<p>An entertaining musical review broadcast simultaneously in U.S., Latin America, and throughout other parts of the world, highlights the colorful and authentic rhythms of all the Americas. Vera Holly, North American song stylist and various Pan-American artists add their talent to a colorful "good neighbor show."</p>

**DRAMATIC  
SERIES**

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

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

**Time to Remember**  
3:00–3:15 p.m.  
MONDAY THRU FRIDAY

In this series Milton Bacon draws from his rich fund of regional legends and true stories which he has collected after many years of travel into every state of the union. Many of the stories are dramatized in this unique program of American folklore.

**Cimarron Tavern**  
5:30–5:45 p.m.  
MONDAY THRU FRIDAY

The color and high adventure that marked the opening of America's southwest is again recreated. The thrilling escapades of early settlers, and the pageantry of the past all add to make the story of the Cimarron country as exciting as if it happened today.

**A Tale of Two Cities**  
3:15–3:30 p.m.  
MONDAY THRU FRIDAY

Michael Scott relates a condensed version of some of the world's great novels. The narratives are supplemented with dramatizations of particular episodes. This first series runs for 6 weeks followed by *The House of Seven Gables* and *The Story of Elizabeth the Queen*.

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

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

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

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

**LIGHT  
ENTERTAIN-  
MENT**

**'On Your Mark'—  
Ted Husing**

5:30-6:45 p.m.  
EACH TUESDAY

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

**Behind the Scenes at CBS**

10:45-11:00 p.m.  
EACH TUESDAY

This program spotlights the colorful personalities of radio's star performers and recounts the drama, excitement and techniques of CBS broadcasting activities.

**Arthur Godfrey**

8:15-9:45 a.m.  
REBROADCAST  
3:30-4:00 p.m.  
MONDAY THRU FRIDAY

Fred Allen calls him "the Huckleberry Finn of radio." Godfrey presides as master of ceremonies over his own musical and variety show. His banter and contagious chuckling is accompanied by an orchestra, chorus and two vocalists.

**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 sixteenth 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 instruction to American school children by the Office of War Information.

*Suspended for Summer—  
Will resume broadcasts  
October 1, 1945*

MONDAY—Science  
TUESDAY—Music  
WEDNESDAY—History and Geography  
THURSDAY—Literature  
FRIDAY—Current Events

**Invitation to Learning**

11:30-12 noon  
EACH SUNDAY

Distinguished scholars, authors, and critics meet informally on this series to discuss the outstanding classics of literature. The summer and fall schedules include a new series of 31 great books to bring the total number discussed on the program to 285.

**The Garden Gate**

9:15-9:30 a.m.  
EACH SATURDAY

*Sponsored by  
Ferry-Morse Seed Co.  
(thru month of May)*

From WLAC, Nashville, the nationally known horticultural expert, Tom Williams, answers a multitude of queries from listeners all over the country on ornamental and victory gardening. "The Old Dirt Dobber" announces the award of the "Green Thumb" to the outstanding gardener-of-the-week.

**EDUCATIONAL  
PROGRAMS**

**EDUCATIONAL  
PROGRAMS**

*Continued*

**The People's Platform**

6:15-6:45 p.m.

EACH SATURDAY

The vital issues of today and the postwar world are analyzed weekly on this program, one of radio's most interesting forums. Four eminent guests and Lyman Bryson, CBS Director of Education, who acts as moderator, gather informally for these sessions.

**CBS Presents Olin Downes**

2:55-3:00 p.m.

EACH SUNDAY

America's foremost music critic discusses newsworthy musical events, programs and personalities as a preface to the New York Philharmonic-Symphony broadcasts.

**Of Men and Books**

2:00-2:15 p.m.

EACH SATURDAY

On this popular series now in its seventh year on CBS, John Mason Brown, associate editor and drama critic of the Saturday Review of Literature, discusses the latest books and interviews their authors.

**Columbia's Country Journal**

9:30-10:00 a.m.

EACH SATURDAY

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

**Adventures in Science**

2:15-2:30 p.m.

EACH SATURDAY

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

**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.

**RELIGIOUS  
BROADCASTS**

**SPECIAL CBS  
SHORTWAVE  
BROADCASTS  
TO LATIN  
AMERICA**

*CBS transmits on  
WCBX, New York  
WCRC, New York  
WCBN, New York*

**SPECIAL CBS  
SHORTWAVE  
BROADCASTS  
TO EUROPE  
AND THE  
EAST**

*CBS transmits on  
WCBX, New York  
WCRC, New York  
WCDA, New York  
WOOO, New York  
WOOB, New York  
WCBN, New York*

**Choral Groups**

10:30-11:00 a.m.

EACH SUNDAY

During the absence of *Wings Over Jordan* now on a USO overseas trip. CBS presents nationally recognized Negro choirs and choral groups.

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

In: SPANISH

PORTUGUESE

From 11:45 a.m. till 2:00 a.m. the following morning Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized; musical and dramatic shows many of which are rebroadcast on standard wave by Columbia's 109 affiliated stations in Latin America round out the entertainment schedule.

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

In: ENGLISH

FRENCH

ITALIAN

GERMAN

POLISH

SERBO-CROATIAN

DUTCH

CZECH

News in eight languages— plus more than 2<sup>3</sup>/<sub>4</sub> hours of entertainment for American troops abroad is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Shortwave Department. Daily programs are retransmitted by *Radio Luxembourg*, *Radio Bari*, *Radio Rome*, *Radio Naples*, *Radio Palermo*, *Radio Florence*, *The Voice of America in North Africa* (formerly known as *Radio Algiers*) and *The Voice of Canada*.

In November, 1944 CBS started operations at Delano, California with two new 50 K.W. transmitters (KCBA and KCBF) equipped with a system of highly directional antennas capable of concentrating transmissions directed to the South Pacific area, the Orient and Latin America. These transmitters provide a West Coast originating base for programs serving our troops in the Pacific, our Chinese allies and psychological warfare against the Japanese homeland and territories under Japanese domination. In addition they transmit cultural and informational programs to English-speaking listeners in Latin America. A giant 200 K.W. super-powered transmitter (KCBR) will soon be added to the Delano plant making it one of the most powerful shortwave outlets in the world.

Languages used on the West Coast transmissions include Chinese, Japanese, Korean, Malayan, Dutch and English.

# SPECIAL BROADCASTS: WINTER-SPRING

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

1. The specific sustaining broadcasts of notable public significance.
2. Programs arranged by the CBS Talks Department.

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

## NOTABLE BROADCASTS:

**MARCH 24:** Six CBS correspondents swept across the Rhine with the Allied armies. Edward R. Murrow, CBS foreign news chief, Bill Downs and Dick Hottelet flew across. Eric Sevareid, Bill Shadell and Howard K. Smith went with the footsoldiers. Hottelet's plane caught fire, forcing him to bail out at 600 feet. Within 6 hours he was on the air. Including his report and those of the 5 other correspondents supplemented by reports from Charles Collingwood at SHAEF in Paris, Douglas Edwards and Larry Lesueur at London, Columbia. during that single day, brought to its listeners 13 separate accounts of the flaming 35-mile front.

**APRIL 1 (Easter Sunday):** At 9:15 a.m. EWT CBS correspondent Webley Edwards from Guam broadcast the first eye-witness account of the Okinawa invasion. Flying in a Navy photographic plane, Edwards first observed the "softening-up" bombardment by our fleet, later returned to watch landings of the first Army and Marine detachments. To cover this story, Edwards flew from Guam to Luzon to Okinawa to Guam, stopping off on the way back to refuel at Iwo Jima. He is the first reporter to fly more than 4000 miles to make a single broadcast.

**APRIL 12:** At 5:49 p.m. EWT John Daly, CBS

reporter and news analyst, broadcast the first flash of President Roosevelt's death. From that moment until midnight Sunday, April 15, CBS broadcast a steady flow of reports and tributes. From 37 U. S. towns and cities and 14 points around the globe the network brought its listeners first hand reports of the shocked reactions of peoples of the world. CBS correspondent Don Pryor described from Admiral Turner's flagship off Okinawa the grim, unbelieving comments of that ship's company. Bill Slocum and Douglas Edwards brought news of the bereaved capitals of Paris and London. Beginning with Bill Henry's report of the swearing-in ceremonies of President Truman, the network switched to Washington 50 times during the weekend to broadcast the tributes of national leaders and foreign diplomats. From its own studios and from churches and choral groups throughout the country Columbia broadcast a total of 24 hours and 35 minutes of special dedicatory music. By midnight Sunday a total of 46 hours and 26 minutes of news, analysis, tribute and music bearing directly on the tragedy had gone out on the CBS air.

## TALKS:

**JANUARY 16:** REPRESENTATIVE JOHN E. RANKIN took up the question of "Why we need

a permanent committee to watch un-American activities": 10:30-10:45 p.m.

JANUARY 19: Under the auspices of the Foreign Policy Association, COLONEL THE RIGHT HONORABLE OLIVER STANLEY, the Secretary of State for the Colonies in the British Cabinet, outlined "British Colonial Policy": 11:15-11:30 p.m.

JANUARY 23: From Washington, REPRESENTATIVE EMANUEL CELLER replied with the opposing view-point to Representative Rankin's position of January 16 on "Why we need a permanent committee to watch un-American activities": 10:30-10:45 p.m.

JANUARY 23: Having just returned from France where he was in close contact with Generals Eisenhower and Patton, MAURY MAVERICK, Chairman Smaller War Plants Corporation and Vice-Chairman of the War Production Board, voiced a plea for nurses for the armed services: 5:30-5:45 p.m.

JANUARY 27: "How Industry and Labor Problems are Being Handled in England" was the subject of the talk by GEORGE DICKSON, an executive member of the British Engineering and Allied Employers Association and a member of the Minister of Production's National Advisory Council: 10:45-11:00 p.m.

JANUARY 28: In connection with the celebration of India Independence Day MRS. VIJAYA LAKSHMI PANDIT, who has been associated with the Indian National Congress for nearly 20 years, spoke about "Democratic Freedom for India": 1:30-1:45 p.m.

JANUARY 30: REPRESENTATIVE PAUL J. KILDAY dealt with the issue "Work or Fight": 10:30-10:45 p.m.

FEBRUARY 3: "The meanings, implications and failure of the Japanese co-prosperity sphere for Asia" was the topic of the talk by SHAO YU-LIN, Senior Secretary of Generalissimo Chiang Kai-shek: 10:45-11:00 p.m.

FEBRUARY 6: From Washington, REPRESENT-

ATIVE FRANK A. BARRETT and REPRESENTATIVE CHARLES W. VURSELL gave their views on the subject of the "Work or Fight" legislation: 10:30-10:45 p.m.

FEBRUARY 10: President, National Association of Manufacturers, IRA MOSHER, presented his ideas about "Manpower Legislation": 10:45-11:00 p.m.

FEBRUARY 11: "Goals of Social Security" were summarized by ARTHUR J. ALTMAYER, Chairman, Social Security Board: 1:30-1:45 p.m.

FEBRUARY 17: At a meeting designed to prepare American women to meet their returning men's enlarged horizons and to condition American women to their role in a world neighborhood, MRS. FRANKLIN D. ROOSEVELT and WILHELMINA, QUEEN OF THE NETHERLANDS, spoke on "Women of the United Nations": 3:30-3:45 p.m.

FEBRUARY 17: From Washington, J. A. KRUG, Chairman, War Production Board, set forth his opinions on "Manpower" as opposed to those expressed by Ira Mosher on February 10: 10:45-11:00 p.m.

FEBRUARY 18: Assistant Secretary of State ARCHIBALD MACLEISH and SENATOR CLAUDE PEPPER discussed "International Security": 11:30-12:00 Mid.

FEBRUARY 18: In connection with the observance of Brotherhood Week, DR. EVERETT R. CLINCHY, President, the National Conference of Christians and Jews, Inc. broadcast a talk entitled "An Idea Whose Time Has Come": 1:30-1:45 p.m.

FEBRUARY 20: GLENN L. MARTIN, one of the pioneers in the aviation industry, reported on "Air Power" from Baltimore, Md.: 11:15-11:30 p.m.

FEBRUARY 20: "The Crimea Conference" was the topic under discussion by SENATOR TOM CONNALLY, chairman of the Senate Foreign Relations Committee: 10:30-10:45 p.m.

FEBRUARY 24: The only woman appointee of the United States Delegation to the San Francisco Conference, Dean of Barnard College, VIRGINIA C. GILDERSLEEVE, delivered an address on the question "Will Our People Support Peace?": 10:45-11:00 p.m.

FEBRUARY 25: Speaking from France, MADAME PIERRE VIENNOT, one of the twelve women elected to the Consultative Assembly when French women were given the vote by the Provisional Government, told business and professional women of the United States about "The World Women Want" after the war: 1:30-1:45 p.m.

FEBRUARY 26: Chairman of the Board, Research Institute of America, Inc. and former Director of the OPA, LEON HENDERSON delivered an address on "Full Employment": 11:30-11:45 p.m.

FEBRUARY 27: Because of Senator TOM CONNALLY's talk of February 20, SENATOR BURTON K. WHEELER offered his views on "The Crimean Conference": 10:30-10:45 p.m.

MARCH 3: In connection with the Inter-American Conference on Problems of War and Peace, NELSON ROCKEFELLER, U.S. Assistant Secretary of State, EZEQUIEL PADILLA, Mexican Foreign Secretary, and PEDRO VELLOSO, Brazilian Foreign Minister, participated in a round-table discussion of the Conference from Mexico City: 10:45-11:00 p.m.

MARCH 7: COMMANDER HAROLD E. STASSEN, former Republican Governor of Minnesota, discussed the United Nations Conference: 10:30-11:00 p.m.

MARCH 10: Under the auspices of the Post-War World Council, NORMAN THOMAS, Chairman of the Council, gave his suggestions for "Something Better than Dumbarton Oaks": 10:45-11:00 p.m.

MARCH 11: Under the auspices of the National Society for Crippled Children and Adults, Inc., PAUL V. McNUTT, Federal Security Administrator, and Chairman, War Manpower Commission, described the care and

rehabilitation of the physically handicapped: 1:30-1:45 p.m.

MARCH 13: "Opportunities in the West for Returning Veterans" were analyzed by REPRESENTATIVE HAROLD KNUTSON: 10:30-10:45 p.m.

MARCH 18: In outlining the part broadcasting has played in the war, both on the domestic scene and abroad, COLONEL THOMAS H. A. LEWIS, in charge of Armed Forces Radio Service gave his account of "Victory through 'Air' Power": 1:30-1:45 p.m.

MARCH 20: PRESIDENT FRANKLIN D. ROOSEVELT spoke in connection with the 1945 American Red Cross Campaign: 9:00-9:05 p.m.

MARCH 24: "Universal Military Training" was the point of issue of a broadcast by JAY COOKE, President, and MRS. ERNESTA BARLOW, Vice-President of the Citizens Committee for Military Training of Young Men, Inc.: 3:30-3:45 p.m.

MARCH 24: From Washington, D.C. WILLIAM L. CLAYTON, Assistant Secretary of State in charge of economic affairs discussed "Bretton Woods": 10:45-11:00 p.m.

MARCH 27: REPRESENTATIVE WILLIAM S. HILL described "Postwar Economy and the Dumbarton Oaks Conference": 10:30-10:45 p.m.

APRIL 6: Under the auspices of the Council on Foreign Relations, Secretary of State EDWARD R. STETTINIUS, JR. outlined "Dumbarton Oaks—What It Is and What It Is Not": 5:30-5:45 p.m.

APRIL 7: "The San Francisco Conference" was the subject of the broadcast by DR. D. F. FLEMING, Professor of International Relations, Vanderbilt University: 10:45-11:00 p.m.

APRIL 7: Senior YMCA Secretary for Europe, PAUL ANDERSON, delivered an address entitled "What Is France's Future?": 3:30-3:45 p.m.

APRIL 10: REPRESENTATIVE FREDERICK C. SMITH presented his views on the "Bretton Woods Proposal": 10:30-10:45 p.m.



# CBS TELEVISION

On May 1, after presenting a year of live talent programs twice a week Columbia's Television Station, WCBW-NY shifted to a three-day-a-week schedule to permit greater flexibility of operation. The station now is on the air every Tuesday, Thursday and Friday. The general character of the programming follows:

## TUESDAYS, 8:00-9:30 P.M. EWT

News reports and analyses by Allan Jackson, CBS News Editor.

A 15-minute vocal or dramatic program.

U.S. Gov't. and other selected films.

*The Missus Goes A-Shopping*, an audience participation program with John Reed King (adapted from the WABC program of the same title).

## THURSDAYS, 8:00-9:00 P.M. EWT

News reports, analyses with Dwight Cooke.

U.S. Gov't. and other selected films.

Special features and dramatic programs including *Women in Wartime*, *There Ought To Be A Law*, *Opinions On Trial*, and the Metropolitan Museum productions, a group of pro-

grams visualizing the activities of the Museum which have a direct bearing on contemporary American life.

## FRIDAYS, 8:00-9:30 P.M. EWT

News reports, analyses with Allan Jackson.

U.S. Gov't. and other selected films.

Amateur Boxing Bouts.

Among the notable recent broadcasts of the station was its coverage of President Roosevelt's death on April 12 last. Following the first flash the station cancelled its regular schedule for the evening and started building a program which went on the air for two solid hours at 8 p.m. EWT. It included pictorial biographies of both Roosevelt and Truman, cutting into the network's broadcasts to bring to viewers the tributes of national leaders and the reports of overseas correspondents.



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## NEW CBS SPONSORED PROGRAMS

### COMPTONE COMPANY

(2nd Week on CBS)

#### Robert Trout

*News*

Saturday

6:55-7:00 p.m.

21 CBS stations

ORIGINATES: WABC

Oculens Sunglasses

*Byrde-Richard & Pound*

## NEW CBS PACIFIC NETWORK PROGRAMS

### BUTAY PRODUCTS LTD.

(1st Week on CBS)

#### Meet the Missus

*Participation quiz*

Tuesday

2:45-3:00 p.m.

PWT

ORIGINATES: KNX

Raindrops

*Glasser-Gailey & Co.*

## NEW CBS CALIFORNIA NETWORK PROGRAMS

### SEEMAN BROS., INC.

(5th Week on CBS)

#### Howard Petrie

*News*

Mon., Wed., Fri.

12:15-12:30 p.m.

PWT

ORIGINATES: KNX

Air-Wick

*Wm. H. Weintraub & Co., Inc.*

## MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

Page 6

### CAMPBELL SOUP COMPANY

Change agency on "The Jack Carson Show" to Ward Wheelock Company. Change program listing as of June 20 to "The Saint"; Mystery Drama.

Page 6

### CHRYSLER CORPORATION

Change program listing to "The Music of Morton Gould".

# CBS PROGRAM BOOK SUPPLEMENT, JULY 1, 1945

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## NEW CBS SPONSORED PROGRAMS

<p><b>BENDIX AVIATION CORP.</b>  <i>(2nd Week on CBS)</i></p> <p><b>Men of Vision</b>  <i>Drama</i></p>	<p>Sunday                  7:00-7:30 p.m.                  141 CBS stations                  ORIGINATES: WAHC</p>	<p>All Products                  Grant Advertising, Inc.</p>
<p><b>THE BORDEN COMPANY</b>  <i>(51st Week on CBS)</i></p> <p><b>The Jerry Wayne Show</b>  <i>Variety</i></p>	<p>Friday                  7:30-8:00 p.m.  <i>Rebroadcast</i>                  9:00-9:30 p.m.                  148 CBS stations                  ORIGINATES: WAHC</p>	<p>All Products                  Young &amp; Rubicam, Inc.</p>

## MONTHLY CORRECTIONS - THE SPONSOR'S PROGRAMS

<p>Page 4</p>	<p><b>ANACIN COMPANY</b></p>	<p>Cancel the "Friday on Broadway" series.</p>
<p>Page 5</p>	<p><b>P. BALLANTINE &amp; SONS</b></p>	<p>Change program listing to "The Stuart Erwin Show."</p>
<p>Page 7</p>	<p><b>CONTINENTAL CAN CO.</b></p>	<p>Change day and time to Sunday, 6:30-7:00 p.m. through September 9th.</p>
<p>Page 7</p>	<p><b>ELECTRIC COMPANIES                  ADVERTISING PROGRAM</b></p>	<p>July 8 through September 9, change program listing to "The Electric Hour Summer Program" starring Robert Armbruster's Orchestra, Felix Knight, Francia White.</p>
<p>Page 8</p>	<p><b>EVERSHARP, INC.</b></p>	<p>July 5 through August 16 change program listing of Milton Berle in "Let Yourself Go" to "Ann Sothern - in Maizie." Change day and time to Thursday, 8:30-8:55 p.m. with rebroadcast 11:30-11:55 p.m. originating at KNX.</p>

**MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS (continued)**

<i>Page 7</i>	<b>CRESTA BLANCA WINE CO.</b>	June 5 to Aug. 28 inclusive, change client listing to Schenley Laboratories, Inc.; cancel "This Is My Best"; replace with "The Doctor Fights." Product: Penicillin; Agency: The Biow Co., Inc.
<i>Page 8</i>	<b>FERRY-MORSE SEED CO.</b>	Cancel program.
<i>Page 8</i>	<b>GENERAL FOODS CORPORATION</b>	"Kate Smith Hour" hiatus 6/17-9/9/45 inclusive. "Toasties Time" hiatus 6/17-9/9/45 inclusive.
<i>Page 9</i>	<b>INTERNATIONAL SILVER COMPANY</b>	6/17-8/12/45 inclusive, change program listing to "Silver Theatre".
<i>Page 11</i>	<b>P. LORILLARD COMPANY</b>	Change origination to KNX. Cancel Richard Himber's Orchestra and replace with Lou Bring's Orchestra.
<i>Page 12</i>	<b>PABST SALES CO.</b>	As of June 8, change program listing to "Harry James and his Music Makers."
<i>Page 15</i>	<b>SALES BUILDERS, INC.</b>	6/6-7/4/45 inclusive, change program listing to "Ray Noble's Orchestra and Guest Stars."

**MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS**

<i>Page 16</i>	<b>CALIFORNIA PRUNE &amp; APRICOT GROWERS ASSOCIATION</b>	Change listing to "Dave Vaile". Change origination to KNX.
<i>Page 19</i>	<b>VICK CHEMICAL COMPANY</b>	Change client listing to Benrus Watch Co. 1st week on CBS. Product: Watches. Agency: Young & Rubicam, Inc.

MONTHLY CORRECTIONS - ONE SPONSORED PROGRAMS (cont'd)

<i>Page 8</i>	<b>GENERAL FOODS CORPORATION</b>	Change product of the "Kate Smith Speaks" program to Certo through August 31.
<i>Page 9</i>	<b>GENERAL FOODS CORPORATION</b>	Change product on "The Adventures of the Thin Man" to Maxwell House Coffee, and the agency to Benton & Bowles, Inc. through September 14.
<i>Page 10</i>	<b>LAMBERT PHARMACAL CO.</b>	Correct client name to The Lambert Co.
<i>Page 10</i>	<b>LEVER BROTHERS COMPANY</b>	"Lux Radio Theatre" and "The George Burns and Gracie Allen Show" hiatus July 2 through August 20.
<i>Page 11</i>	<b>LEWIS-HOWE COMPANY</b>	Change program listing to "The Beulah Show." Change day and time to Monday, 9:00-9:30 p.m. through August 20.
<i>Page 11</i>	<b>LIGGETT &amp; MYERS TOBACCO COMPANY</b>	Cancel series.
<i>Page 11</i>	<b>THOMAS J. LIPTON INC.</b>	"Inner Sanctum" hiatus July 3 through August 21.
<i>Page 11</i>	<b>P. LORILLARD COMPANY</b>	Change program listing to "Detect & Collect," originating at WABC.
<i>Page 12</i>	<b>NOXZEMA CHEMICAL CO.</b>	"Mayor of the Town" hiatus July 21 through August 25.
<i>Page 12,</i>	<b>PACIFIC COAST BORAX CO.</b>	Cancel series.
<i>Page 13</i>	<b>PILLSBURY MILLS, INC.</b>	Change time to 1:00-1:30 p.m.

CBS System Book  
Supplement for June  
to be slipped in here

MONTHLY CORRECTIONS - THE SPANISH LANGUAGE PROGRAM

<i>Page 13</i>	<b>THE PROCTER &amp; GAMBLE CO.</b>	"The Jack Kirkwood Show" hiatus July 2 through August 17.
<i>Page 14</i>	<b>THE PROCTER &amp; GAMBLE CO.</b>	"F.B.I. in Peace and War" hiatus July 7 through August 18. Change product listing on "Rosemary" to Ivory Flakes only.
<i>Page 15</i>	<b>SALES BUILDERS, INC.</b>	"Ray Noble's Orchestra and Guest Stars" hiatus July 11 through August 29.
<i>Page 15</i>	<b>UNITED DRUG CO.</b>	July 6 through September 9, change program listing to "The Rexall Summer Show" with Ray Bolger.

MONTHLY CORRECTIONS - THE PACIFIC NETWORK PROGRAM

<i>Page 16</i>	<b>BEKINS VAN AND STORAGE CO.</b>	Change program listing to "Nelson Pringle," News Analyst.
<i>Page 17</i>	<b>GENERAL MILLS, INC.</b>	Change program listing to "Nelson Pringle."
<i>Page 17</i>	<b>HUNT BROS. PACKING CO.</b>	Change time to 7:30-8:00 p.m. through September 9; change agency to Young & Rubicam, Inc.
<i>Page 17</i>	<b>ANDREW JERGENS COMPANY</b>	After July 13, cancel series.
<i>Page 19</i>	<b>PLANTERS NUT AND CHOCOLATE COMPANY</b>	Change program listing to "Nelson Pringle," originating at KNX.
<i>Page 19</i>	<b>SOIL OFF MANUFACTURING COMPANY</b>	Change agency to Ruthrauff & Ryan, Inc.

MONTHLY CORRECTIONS - THE CALIFORNIA NETWORK PROGRAM

<i>Page 19</i>	<b>COLDSTREAM PRODUCTS CO.</b>	Change day and time to Monday, 8:30-8:55 p.m.
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*CSI Program Book  
Supplement for  
the 1998-99 Year*



*Page 1*

**NEW CBS CALIFORNIA NETWORK  
PROGRAMS**

Cancel Seeman Bros. series.

CS&E Programme Model  
Supplement for June  
to the report in issue

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

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# CBS PROGRAM BOOK • AUTUMN, 1945



# KEY TO FRONT COVER (same sequence as pictures)

<p><b>JOAN DAVIS</b> The Joan Davis Show Mon. 8:30 p m EWT Starts Aug. 27</p>	<p><b>LUX RADIO THEATRE</b> Mon. 9 p m EWT Starts Aug. 27</p>	<p><b>FANNY BRICE</b> as Baby Snooks Sun. 6:30 p m EWT Starts Sept. 16</p>	<p><b>ARTUR RODZINSKI</b> I. Y. Phil. Symphony Orch. Sun. 3 p m EWT Starts Oct. 7</p>	<p><b>SUSPENSE</b> Thurs. 8 p m EWT</p>
<p><b>NELSDN EDDY</b> Sun. 4:30 p m EWT Starts Sept. 17</p>	<p><b>DANNY KAYE</b> The Danny Kaye Show Fri. 10:30 p m EWT Starts Oct. 5</p>	<p><b>MOORE AND OURANTE</b> Ourante-Moore Show Fri. 10 p m EWT Starts Sept. 14</p>	<p><b>KATE SMITH</b> The Kate Smith Hour Fri. 8:30 p m EWT Starts Sept. 14</p>	<p><b>PENNY SINGLETON</b> Blondie Sun. 7:30 p m EWT</p>
<p><b>JOHNSON AND HULL</b> Vox Pop Mon. 8 p m EWT</p>	<p><b>PHIL BAKER</b> Take It or Leave It Sun. 10 p m EWT</p>	<p><b>JAMES MELTON</b> Texaco Star Theatre Sun. 9:30 p m EWT</p>	<p><b>FRANK SINATRA</b> The Frank Sinatra Show Wed. 9 p m EWT Starts Sept. 5</p>	<p><b>PATRICE MUNSEL</b> The Family Hour Sun. 5 p m EWT</p>
<p><b>ROBERT TROUT</b> World News Today Sun. 2:30 p m EWT</p>	<p><b>MARLIN HURT</b> The Boulah Show Sun. 8 p m EWT</p>	<p><b>LIONEL BARRYMORE</b> Mayor of the Town Sat. 8:30 p m EWT Starts Sept. 1</p>	<p><b>HELEN HAYES</b> Sat. 7 p m EWT Starts Sept. 8</p>	<p><b>DICK TOOD</b> Your Hit Parade Sat. 9 p m EWT</p>
<p><b>ARTHUR GDDFREY</b> Mon. thru Fri. 9:15 a m EWT</p>	<p><b>TEO HUSING</b> Sports Saturday Afternoons</p>	<p><b>ROBERT L. RIPLEY</b> Romance, Rhythm and Ripley Thurs. 10:30 p m EWT</p>	<p><b>BERNAROINE FLYNN</b> Vic and Sade Mon. thru Fri. 7:15 p m EWT Starts Aug. 21</p>	<p><b>ART LINKLETTER</b> House Party Mon. thru Fri. 4 p m EWT</p>
<p><b>ANN SOTHERN</b> Maisie Thurs. 8:30 p m EWT</p>	<p><b>REPORT TO THE NATION</b> Sat. 10:15 p m EWT Starts Sept. 15</p>	<p><b>JESSICA DRAGONETTE</b> Saturday Night Serenade Sat. 9:45 p m EWT</p>	<p><b>OZZIE NELSON</b> <b>HARRIET HILLIARD</b> Adventures of Ozzie and Harriet Starts Aug. 12 Sun. 6 p m EWT</p>	<p><b>WILLIAM L. SHIRE</b> Sun. 5:45 p m EWT</p>
<p><b>AMERICA IN THE AIR</b> Sat. 7:30 p m EWT</p>	<p><b>JANE WEBB</b> Those Websters Fri. 9:30 p m EWT</p>	<p><b>TOM HOWARD</b> It Pays to be Ignorant Fri. 9 p m EWT</p>	<p><b>DAVE ELMAN</b> Hobby Lobby Thurs. 9:30 p m EWT</p>	<p><b>LES TREMAYNE</b> Adventures of the Thin Sun. 7 p m EWT</p>

NATIONAL BROADCASTING COMPANY, INC.  
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AUTUMN, 1945

# THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: page 4

CBS PACIFIC NETWORKS SPONSORED PROGRAMS: page 16

CBS SUSTAINING PROGRAMS: page 21

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*August 1, 1945*

# COLUMBIA NETWORK CLIENTS

## ● AUTOMOTIVE

**CHRYSLER CORPORATION:**  
Institutional . . . . . Page 7

## ● CIGARETTES & TOBACCO

**AMERICAN TOBACCO COMPANY:**  
Lucky Strike Cigarettes . . . . . Page 4  
**P. LORILLARD COMPANY:**  
Old Gold Cigarettes . . . . . Page 12  
**PHILIP MORRIS & COMPANY, LTD.:**  
Philip Morris Cigarettes . . . . . Page 13  
**R. J. REYNOLDS TOBACCO COMPANY:**  
Camel Cigarettes,  
Prince Albert Smoking Tobacco . . . . . Page 15

## ● CONFECTIONERY

**CURTISS CANDY COMPANY:**  
Candy . . . . . Page 8  
**PETER PAUL, INC.:**  
Candy, Gum, Walnettos . . . . . Page 19  
**WM. WRIGLEY JR., COMPANY:**  
Chewing Gum . . . . . Page 16

## ● DRUGS & TOILET GOODS

**ANACIN COMPANY:**  
Anacin . . . . . Page 4  
**BAYER COMPANY:**  
Bayer Aspirin and Dr. Lyons . . . . . Page 5  
**BOURJOIS, INC.:**  
Evening in Paris Perfumes & Cosmetics . . . . . Page 6  
**CAMPANA SALES CORP.:**  
Solitaire Cake Make-Up, Campana  
Cream Balm . . . . . Page 17  
**CHESEBROUGH MANUFACTURING COMPANY:**  
Vaseline Preparations . . . . . Page 6  
**COLGATE-PALMOLIVE-PFET COMPANY:**  
(See also Laundry Soaps & Household Supplies)  
Tooth Powder . . . . . Page 7  
**COLONIAL DAMES, INC.:**  
Cosmetics . . . . . Page 17  
**EMERSON DRUG COMPANY:**  
Bromo-Seltzer . . . . . Page 8  
**"42" PRODUCTS, INC.:**  
Hair Oil & Other Products . . . . . Page 18  
**JOHNSON & JOHNSON:**  
Surgical Dressings . . . . . Page 10  
**KOLYNOS COMPANY:**  
Kolynos Tooth Powder and Toothpaste,  
Bisodol . . . . . Page 10  
**LADY ESTHER, LTD.:**  
Face Powder, Face Cream,  
Rouge, Lipstick and Nail Polish . . . . . Page 11  
**LAMBERT PHARMACAL CO.:**  
Listerine Tooth Powder . . . . . Page 11  
**L. B. LABORATORIES, INC.:**  
L B Hair Oil . . . . . Page 18  
**LEVER BROTHERS COMPANY:**  
(See also Foods; Laundry Soaps)  
Lux Soap and Flakes, Swan Soap . . . . . Page 11

**LEWIS-HOWE COMPANY:**  
Tums . . . . . Page 11  
**MANHATTAN SOAP COMPANY:**  
Sweetheart Soap . . . . . Pages 12, 19  
**THE MENNEN CO.:**  
Shave Cream . . . . . Page 19  
**NOXZEMA CHEMICAL CO.:**  
All Products . . . . . Page 12  
**CHARLES H. PHILLIPS CHEMICAL CO.:**  
(See also Household Supplies)  
Phillips Tooth Paste and  
Milk of Magnesia Tablets . . . . . Page 13  
**PRINCE MATCHABELLI, INC.:**  
Perfumes and Cosmetics . . . . . Page 13  
**THE PROCTER & GAMBLE CO.:**  
(See also Laundry Soaps; Foods)  
Ivory Soap & Flakes, Camay, Lava Soap . . . . . Page 14  
**SALES BUILDERS, INC.:**  
Max Factor Cosmetics . . . . . Page 15  
**SCHENLEY LABORATORIES, INC.:**  
Penicillin . . . . . Page 15  
**E. R. SQUIBB & SONS:**  
Squibb Products . . . . . Page 15  
**UNITED DRUG CO.:**  
Drugs . . . . . Page 16  
**J. B. WILLIAMS COMPANY:**  
Shaving Cream . . . . . Page 16

## ● FOODS & BEVERAGES

**ARMOUR & COMPANY:**  
Meat & Dairy Products . . . . . Page 4  
**P. BALLANTINE & SONS:**  
Ballantine Beer and Ale . . . . . Page 5  
**BALLARD & BALLARD CO.:**  
Ballard's Obelisk Flour . . . . . Page 5  
**BORDEN CO.:**  
All Products . . . . . Page 5  
**BOWEY'S, INC.:**  
Dari-Rich Products . . . . . Page 6  
**CALIFORNIA PRUNE AND APRICOT  
GROWERS ASSOCIATION:**  
Sunsweet Prunes and Apricots . . . . . Page 17  
**CAMPBELL SOUP COMPANY:**  
Campbell's Soups, Baked Beans &  
Tomato Juice . . . . . Page 6  
**CENTAUR DIVISION, STERLING DRUG CO.:**  
Ironized Yeast . . . . . Page 6  
**COLDSTREAM PRODUCT CO.:**  
Sunnybank Margarine . . . . . Page 20  
**CONTINENTAL BAKING CO.:**  
Wonder Bread, Hostess Cake . . . . . Page 7  
**CREAM OF WHEAT CORP.:**  
Cream of Wheat Cereal . . . . . Page 7  
**P. DUFF & SONS, INC.:**  
Ready-To-Bake Mixes . . . . . Page 17  
**GENERAL FOODS CORPORATION:**  
(See also Laundry Soaps)  
Jell-O, Jell-O Puddings, Certo, Sanka, Postum,  
Post Toasties, Maxwell House Coffee . . . . . Page 9  
**GENERAL MILLS, INC.:**  
Wheaties, Kitchen Tested Flour,  
Cheeri-Oats . . . . . Pages 9, 18



<b>LEVER BROTHERS COMPANY:</b> <i>(See also Toilet Goods; Laundry Soaps)</i>	
Spry . . . . .	Page 11
<b>THOMAS J. LIPTON, INC.:</b>	
Lipton's Tea and Continental Soup Mix . . . . .	Page 12
<b>M J B COMPANY:</b>	
Rice and Tea . . . . .	Page 19
<b>PABST SALES COMPANY:</b>	
Blue Ribbon Beer . . . . .	Page 12
<b>PET MILK SALES CORPORATION:</b>	
400-D Pet Milk . . . . .	Page 13
<b>PILLSBURY FLOUR MILLS CO.:</b>	
All Products . . . . .	Page 13
<b>PLANTERS NUT &amp; CHOCOLATE COMPANY:</b>	
Planters Salted Peanuts, Planters Peanut Oil, All Products . . . . .	Page 19
<b>THE PROCTER &amp; GAMBLE CO.:</b> <i>(See also Toilet Goods; Laundry Soaps)</i>	
Crisco . . . . .	Page 14
<b>THE QUAKER OATS CO.:</b>	
Quaker Food Products . . . . .	Page 15
<b>ROMA WINE CO., INC.:</b>	
Roma Wines . . . . .	Page 15
<b>SOUTHERN COTTON OIL CO.:</b>	
Wesson Oil, Snowdrift . . . . .	Page 15

● **LAUNDRY SOAPS AND  
HOUSEHOLD SUPPLIES**

<b>BU-TAY PRODUCTS, LTD.:</b>	
Raindrops-Water Softener . . . . .	Page 17
<b>COLGATE-PALMOLIVE-PEET CO.:</b> <i>(See also Drugs &amp; Toilet Goods)</i>	
Super Suds . . . . .	Page 7
<b>CUDAHY PACKING COMPANY:</b>	
Old Dutch Cleanser . . . . .	Page 7
<b>GENERAL FOODS CORPORATION:</b> <i>(See also Foods)</i>	
La France, Satina . . . . .	Page 9
<b>KELITE PRODUCTS, INC.:</b>	
"Kenu," Chemical Household Cleaner . . . . .	Page 18
<b>LEVER BROTHERS COMPANY:</b> <i>(See also Toilet Goods; Foods)</i>	
Rinso . . . . .	Page 11
<b>CHARLES H. PHILLIPS CHEMICAL CO.:</b> <i>(See also Toilet Goods)</i>	
Energine . . . . .	Page 13
<b>THE PROCTER &amp; GAMBLE CO.:</b> <i>(See also Toilet Goods; Foods)</i>	
Oxydol, Duz . . . . .	Page 14
<b>SOIL OFF MANUFACTURING COMPANY:</b>	
Cleaning Fluid . . . . .	Page 20

● **LUBRICANTS**

<b>AMERICAN OIL COMPANY:</b>	
Amoco-Gas, American Gas and Services . . . . .	Page 4
<b>GENERAL PETROLEUM CORP. OF CALIF.:</b>	
All Products . . . . .	Page 18
<b>GULF OIL CORPORATION:</b>	
Motor Oil and Gas . . . . .	Page 10
<b>PAN AMERICAN PETROLEUM CORP.:</b>	
Petroleum Products . . . . .	Page 12

<b>SIGNAL OIL COMPANY:</b>	
All Products . . . . .	Page 19
<b>THE TEXAS COMPANY:</b>	
Texaco Products . . . . .	Page 16
<b>WILSHIRE OIL COMPANY:</b>	
Petroleum Products . . . . .	Page 20

● **MISCELLANEOUS**

<b>ADMIRAL CORPORATION:</b>	
Institutional, Admiral Radio . . . . .	Page 4
<b>ANCHOR-HOCKING GLASS CORP.:</b>	
Anchorglass and Fire King Ovenglass Products . . . . .	Page 4
<b>ARMSTRONG CORK COMPANY:</b>	
Armstrong's Floor Coverings . . . . .	Page 5
<b>BEKINS VAN AND STORAGE CO.:</b>	
Moving and Storage . . . . .	Page 16
<b>BENDIX AVIATION CORP.:</b>	
All Products . . . . .	Page 5
<b>BENRUS WATCH CO.:</b>	
Watches . . . . .	Page 17
<b>CELANESE CORPORATION OF AMERICA:</b>	
Celanese Products . . . . .	Page 6
<b>COMPTONE CO.:</b>	
Oculens Sunglasses . . . . .	Page 7
<b>CONTINENTAL CAN CO.:</b>	
Institutional, Packaging, Plastic Products . . . . .	Page 7
<b>DAY &amp; NIGHT MANUFACTURING CO.:</b>	
Water Heaters & Equipment . . . . .	Page 17
<b>EDISON BROTHERS STORES:</b>	
Shoes . . . . .	Page 18
<b>ELECTRIC COMPANIES ADVERTISING PROGRAM:</b>	
Institutional . . . . .	Page 8
<b>EVERSHARP, INC.:</b>	
Eversharp Pens and Pencils, Red Top Leads . . . . .	Page 8
<b>FERRY-MORSE SEED CO.:</b>	
Seeds . . . . .	Page 20
<b>GALLENKAMP STORES CO.:</b>	
Shoes . . . . .	Page 18
<b>GENERAL ELECTRIC CO.:</b>	
Electronics, GE Appliances . . . . .	Page 8
<b>B. F. GOODRICH CO.:</b>	
Rubber Goods . . . . .	Page 10
<b>THE HUDSON COAL COMPANY:</b>	
Delaware and Hudson Anthracite . . . . .	Page 10
<b>HUNT BROTHERS PACKING CO.:</b>	
All Products . . . . .	Page 18
<b>INTERNATIONAL SILVER COMPANY:</b>	
International Sterling and 1847 Rogers Bros. Silverplate . . . . .	Page 10
<b>JOHNS-MANVILLE CORPORATION:</b>	
Insulating Material . . . . .	Page 10
<b>NATIONAL LEAD CO.:</b>	
Dutch Boy Paint . . . . .	Page 19
<b>THE PARKER PEN CO.:</b>	
Quink, Pens, Pencils . . . . .	Page 12
<b>PRUDENTIAL INSURANCE COMPANY OF AMERICA:</b>	
Insurance Services . . . . .	Page 14
<b>UNITED STATES RUBBER CO.:</b>	
Institutional . . . . .	Page 16
<b>YELLOW CAB CO.:</b>	
Cab Service . . . . .	Page 20

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

"Weeks on CBS"  
as of August 1, 1945

<p><b>ADMIRAL CORPORATION</b> (147th Week on CBS)</p> <p><b>World News Today</b> <i>News</i></p>	<p>Sunday 2:30-2:55 p.m. 62 CBS stations ORIGINATES: WABC</p>	<p>Admiral Radio Institutional <i>Cruttenden &amp; Eger</i></p>
<p><b>AMERICAN OIL COMPANY</b> (303rd Week on CBS)</p> <p><b>CBS World News</b> <i>News</i></p> <p><b>Edward R. Murrow</b> <i>News</i></p>	<p>Thursday 6:00-6:15 p.m. 58 CBS stations ORIGINATES: WABC</p> <p>Sunday 1:45-2:00 p.m. 62 CBS stations ORIGINATES: BBC, LONDON AND WABC</p>	<p>Amoco-Gas, American Gas and Services <i>Joseph Katz Company</i></p>
<p><b>AMERICAN TOBACCO COMPANY</b> (482nd Week on CBS)</p> <p><b>Your Hit Parade</b> Mark Warnow's Orchestra, Dick Todd, Joan Edwards, The Hit Paraders <i>Music</i></p>	<p>Saturday 9:00-9:45 p.m. 149 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Foote, Cone &amp; Belding</i></p>
<p><b>ANACIN COMPANY</b> (443rd Week on CBS)</p> <p><b>Our Gal Sunday</b> <i>Serial drama</i></p> <p><b>Ellery Queen</b> <i>Mystery drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 141 CBS stations ORIGINATES: WABC</p> <p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 55 CBS stations 27 CBC stations ORIGINATES: WABC</p>	<p>Anacin <i>Dancer-Fitzgerald-Sample</i></p> <p><i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>ANCHOR-HOCKING GLASS CORP.</b> (82nd Week on CBS)</p> <p><b>Corliss Archer</b> <i>Dramatic series</i></p>	<p>Thursday 9:30-10:00 p.m. 139 CBS stations ORIGINATES: KNX</p>	<p>Anchorglass and Fire King Ovenglass Products <i>William H. Weintraub &amp; Co., Inc.</i></p>
<p><b>ARMOUR &amp; COMPANY</b> (112th Week on CBS)</p> <p><b>Hedda Hopper's Hollywood</b> <i>Woman's commentary</i></p>	<p>Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 147 CBS stations ORIGINATES: KNX</p>	<p>Meat &amp; Dairy Products <i>Foote, Cone &amp; Belding</i></p>

**ARMSTRONG CORK COMPANY**  
(199th Week on CBS)  
**Armstrong's Theater of Today**  
*Drama*

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

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

**P. BALLANTINE & SONS**  
(125th Week on CBS)  
**Stuart Erwin Show**  
*Variety*

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

Ballantine Beer & Ale  
*J. Walter Thompson Co.*

**BALLARD & BALLARD CO.**  
(130th Week on CBS)  
**Renfro Valley Folks**  
*Serial drama*

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

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

**BAYER COMPANY**  
(513th Week on CBS)  
**American Melody Hour**  
with Jane Pickens, Bob Hannon,  
Evelyn MacGregor, Orchestra  
and chorus  
*Music*

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

Bayer Aspirin

**Second Husband**  
*Serial drama*

Mon. thru Fri.  
11:15-11:30 a.m.  
42 CBS stations  
ORIGINATES: WABC

Bayer Aspirin and  
Dr. Lyons  
*Dancer-Fitzgerald-  
Sample*

**BENDIX AVIATION CORP.**  
(6th Week on CBS)  
**\*Men of Vision**  
*Drama*

Sunday  
7:00-7:30 p.m.  
140 CBS stations  
ORIGINATES: WABC

All Products  
*Grant Advertising, Inc.*

**BORDEN CO.**  
(55th Week on CBS)  
**\*Jerry Wayne Show**  
*Musical*

Friday  
7:30-8:00 p.m.  
*Rebroadcast*  
9:00-9:30 p.m.  
144 CBS stations  
ORIGINATES: WABC

All Products  
*Young & Rubicam, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>BOURJOIS, INC.</b> (315th Week on CBS)</p> <p><b>Romance, Rhythm &amp; Ripley</b> with Ray Bloch's Orchestra, Larry Douglas, and Marion Hutton <i>Variety</i></p>	<p>Thursday 10:30-11:00 p.m. 140 CBS stations ORIGINATES: WABC</p>	<p>Evening in Paris Perfumes &amp; Cosmetics <i>Foote, Cone &amp; Belding</i></p>
<p><b>BOWEY'S, INC.</b> (322nd Week on CBS)</p> <p><b>Stars Over Hollywood</b> with guest stars <i>Original drama</i></p>	<p>Saturday 12:30-1:00 p.m. 50 CBS stations ORIGINATES: KNX</p>	<p>Dari-Rich Products <i>Sorensen &amp; Company</i></p>
<p><b>CAMPBELL SOUP COMPANY</b> (555th Week on CBS)</p> <p><b>The Saint</b> <i>Mystery drama</i></p> <p><b>Radio Reader's Digest</b> with William Harrison, Nathan Van Cleave's Orchestra, and guest stars <i>Drama</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 141 CBS stations 27 CBC stations ORIGINATES: KNX</p> <p>Sunday 9:00-9:30 p.m. 141 CBS stations 27 CBC stations ORIGINATES: WABC</p>	<p>Campbell's Soups, Baked Beans, Tomato Juice <i>Ward Wheelock Company</i></p>
<p><b>CELANESE CORPORATION OF AMERICA</b> (186th Week on CBS)</p> <p><b>Great Moments in Music</b> with Jean Tennyson and guest stars <i>Music</i></p>	<p>Wednesday 10:00-10:30 p.m. 141 CBS stations ORIGINATES: WABC</p>	<p>Celanese Products <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>CENTAUR DIVISION, STERLING DRUG INC.</b> (309th Week on CBS)</p> <p><b>Big Town</b> <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 140 CBS stations 21 CBC stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Pedlar &amp; Ryan, Inc.</i></p>
<p><b>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</b> (351st Week on CBS)</p> <p><b>Dr. Christian</b> with Jean Hersholt <i>Drama</i></p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 140 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>

**CHRYSLER CORPORATION***(490th Week on CBS)***Don Voorhees' Orchestra***Music*

Thursday

9:00-9:30 p.m.

143 CBS stations

ORIGINATES: WABC

Institutional

*Ruthrauff & Ryan, Inc.***COLGATE-PALMOLIVE-PEET  
COMPANY***(498th Week on CBS)***Colgate Theater of Romance***Drama***Blondie***Comedy*

Tuesday

8:30-8:55 p.m.

*Rebroadcast**11:30-11:55 p.m.*

143 CBS stations

ORIGINATES: WABC

Colgate Tooth Powder

*Sherman & Marquette,**Inc.*

Sunday

8:00-8:30 p.m.

*Rebroadcast**11:30-12:00 mid.*

141 CBS stations

ORIGINATES: KXN

Super Suds

*Wm. Esty & Co., Inc.***COMPTONE CO.***(11th Week on CBS)***\*Robert Trout***News*

Saturday

6:55-7:00 p.m.

22 CBS stations

ORIGINATES: WABC

Oculens Sunglasses

*Byrde, Richard &**Pound***CONTINENTAL BAKING CO., INC.***(551st Week on CBS)***Bachelor's Children***Serial drama*

Mon. thru Fri.

10:45-11:00 a.m.

*Rebroadcast**3:45-4:00 p.m.*

47 CBS stations

ORIGINATES: WBBM

Wonder Bread, Hostess  
Cake*Ted Bates, Inc.***CONTINENTAL CAN CO.***(30th Week on CBS)***Report to the Nation***News dramatization*

Sunday

6:30-7:00 p.m.

142 CBS stations

ORIGINATES: WABC

Institutional, Packaging,  
Plastic Products*Batten, Barton, Durstine  
& Osborn, Inc.***CREAM OF WHEAT CORP.***(260th Week on CBS)***Let's Pretend***Drama*

Saturday

11:05-11:30 a.m.

142 CBS stations

ORIGINATES: WABC

Cream of Wheat Cereal

*Batten, Barton, Durstine  
& Osborn, Inc.***DAIHY PACKING COMPANY***(433rd Week on CBS)***Tena & Tim***Dramatic serial*

Mon. thru Fri.

2:45-3:00 p.m.

64 CBS stations

ORIGINATES: WBBM

Old Dutch Cleanser

*Grant Advertising, Inc.*

COMPANY AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>CURTISS CANDY COMPANY</b> (252nd Week on CBS)</p> <p><b>News</b> with Warren Sweeney</p>	<p>Sat., Sun. 11:00-11:05 a.m. 139 CBS stations ORIGINATES: WABC</p>	<p>Candy <i>C. L. Miller Company</i></p>
<p><b>ELECTRIC COMPANIES ADVERTISING PROGRAM</b> (100th Week on CBS)</p> <p><b>The Electric Hour Summer Program</b> with Felix Knight, Francia White and Robert Armbruster's Orchestra <i>Variety</i></p>	<p>Sunday 4:30-5:00 p.m. 142 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>N. W. Ayer &amp; Son, Inc.</i></p>
<p><b>EMERSON DRUG COMPANY</b> (273rd Week on CBS)</p> <p><b>Vox Pop</b> with Parks Johnson and Warren Hull <i>Interview quiz</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 141 CBS stations ORIGINATES: ON TOUR</p>	<p>Bromo-Seltzer <i>McCann-Erickson, Inc.</i></p>
<p><b>EVERSHARP, INC.</b> (304th Week on CBS)</p> <p><b>Take It or Leave It</b> with Phil Baker and Ray Bloch's Orchestra <i>Quiz</i></p> <p>Ann Sothern in "Maisie" <i>Variety</i></p>	<p>Sunday 10:00-10:30 p.m. 147 CBS stations ORIGINATES: WABC</p> <p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 144 CBS stations ORIGINATES: KNX</p>	<p>Eversharp Pens, Pencils and Red Top Leads <i>The Biow Co., Inc.</i></p>
<p><b>GENERAL ELECTRIC COMPANY</b> (178th Week on CBS)</p> <p><b>The World Today</b> <i>News</i></p> <p><b>G. E. House Party</b> <i>Variety</i></p>	<p>Mon. thru Fri. 6:45-6:55 p.m. 136 CBS stations ORIGINATES: WABC AND REMOTE</p> <p>Mon. thru Fri. 4:00-4:25 p.m. 148 CBS stations ORIGINATES: KNX</p>	<p>Electronics Division <i>Maxon, Inc.</i></p> <p>Household Appliance Division <i>Young &amp; Rubicam, Inc.</i></p>

**GENERAL FOODS CORPORATION**  
(535th Week on CBS)

**Kate Smith Hour**  
with Kate Smith, Ted Collins,  
Jack Miller's Orchestra  
and guest stars  
*Variety*

*Summer hiatus—June 17 thru Sept. 9*

**Kate Smith Speaks**  
Ted Collins with the News  
*Talks and news*

**Toasties Time**  
with Fannie Brice  
*Variety*

*Summer hiatus—June 17 thru Sept. 9*

**Two On A Clue**  
*Serial drama*

**The Aldrich Family**  
*Comedy*

**The Adventures of the Thin Man**  
*Mystery*

Sunday  
7:00—8:00 p.m.  
144 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
12 noon—12:15 p.m.  
67 CBS stations  
ORIGINATES: WABC

Sunday  
6:30—7:00 p.m.  
*Rebroadcast*  
10:30—11:00 p.m.  
144 CBS stations  
ORIGINATES: KXX

Mon. thru Fri.  
2:00—2:15 p.m.  
71 CBS stations  
ORIGINATES: WABC

Friday  
8:00—8:30 p.m.  
*Rebroadcast*  
12:00 mid. 12:30 a.m.  
140 CBS stations  
27 CBC stations  
ORIGINATES: WABC

Friday  
8:30—9:55 p.m.  
*Rebroadcast*  
12:30—12:55 a.m.  
140 CBS stations  
27 CBC stations  
ORIGINATES: WABC

Jell-O  
Jell-O Puddings, Sanka  
*Young & Rubicam, Inc.*

Certo  
*Young & Rubicam, Inc.*

Post Toasties  
*Benton & Bowles, Inc.*

LaFrance, Satina, Postum  
*Young & Rubicam, Inc.*

Postum  
*Young & Rubicam, Inc.*

Maxwell House Coffee  
*Benton & Bowles, Inc.*

**GENERAL MILLS, INC.**  
(583rd Week on CBS)

**Light of the World**  
*Serial drama*

**Valiant Lady**  
*Serial drama*

Mon. thru Fri.  
10:15—10:30 a.m.  
*Rebroadcast*  
11:30—11:45 a.m.  
61 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
10:00—10:15 a.m.  
*Rebroadcast*  
11:15—11:30 a.m.  
60 CBS stations  
ORIGINATES: WABC

Kitchen Tested Flour  
*Dancer-Fitzgerald-Sample*

Cheeri-Oats  
*Dancer-Fitzgerald-Sample*

AGENCY AND MODERATOR	TIME	PRODUCT AND AGENCY
<p><b>B. F. GOODRICH CO.</b> (124th Week on CBS)</p> <p><b>Meaning of the News</b> with Joseph C. Harsch <i>News</i></p>	<p>Mon. thru Fri. 6:55-7:00 p.m. 140 CBS stations ORIGINATES: WABC</p>	<p>Rubber Goods <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i></p>
<p><b>GULF OIL CORPORATION</b> (598th Week on CBS)</p> <p><b>We the People</b> with Milo Boulton and Oscar Bradley's Orchestra <i>Real life experiences</i></p>	<p>Sunday 10:30-11:00 p.m. 104 CBS stations ORIGINATES: WABC</p>	<p>Motor Oil and Gas <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>THE HUDSON COAL COMPANY</b> (97th Week on CBS)</p> <p><b>CBS News of the World</b> <i>News</i></p>	<p>Sunday 9:00-9:15 a.m. 21 CBS stations ORIGINATES: WABC</p>	<p>"D&amp;H" Anthracite <i>The Clements Co., Inc.</i></p>
<p><b>INTERNATIONAL SILVER COMPANY</b> (387th Week on CBS)</p> <p><b>Silver Theatre</b> <i>Drama</i></p>	<p>Sunday 6:00-6:30 p.m. 142 CBS stations 21 CBC stations ORIGINATES: KNX</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>JOHNS-MANVILLE CORPORATION</b> (208th Week on CBS)</p> <p><b>Bill Henry</b> <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 63 CBS stations ORIGINATES: WABC, WTOP</p>	<p>Insulating Materials <i>J. Walter Thompson Co.</i></p>
<p><b>JOHNSON &amp; JOHNSON</b> (225th Week on CBS)</p> <p><b>Edwin C. Hill</b> The Human Side of the News <i>News</i></p>	<p>Tuesday 6:15-6:30 p.m. <i>Rebroadcast</i> 12:30-12:45 a.m. 140 CBS stations ORIGINATES: WABC</p>	<p>Surgical Dressings <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>KOLYNOS COMPANY</b> (651st Week on CBS)</p> <p><b>Mr. Keen, Tracer of Lost Persons</b> <i>Mystery drama</i></p> <p><b>The Romance of Helen Trent</b> <i>Serial drama</i></p>	<p>Thursday 7:30-8:00 p.m. 51 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:30-12:45 p.m. 142 CBS stations ORIGINATES: WABC</p>	<p>Kolynos Tooth Powder and Toothpaste</p> <p>Kolynos and Bisodol <i>Dancer-Fitzgerald- Sample</i></p>



**LADY ESTHER, LTD.***(607th Week on CBS)***Screen Guild Players***Drama*

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

Face Powder, Face  
Cream, Rouge, Lipstick  
and Nail Polish

*The Biow Co., Inc.***LAMBERT CO.***(190th Week on CBS)***The Billie Burke Show***Household advice*

Saturday  
11:30-12 Noon  
146 CBS stations  
ORIGINATES: KNX

Listerine Tooth Powder

*Lambert & Feasley,  
Inc.***LEVER BROTHERS COMPANY***(521st Week on CBS)***Lux Radio Theater**

Famous Plays  
with Famous Stars  
and Lou Silvers' Orchestra

*Drama**Summer hiatus—July 2 thru Aug. 20***The George Burns and  
Gracie Allen Show***Comedy—Variety**Summer hiatus—July 2 thru Aug. 20***Aunt Jenny's Real Life Stories***Dramatic sketches***Big Sister***Serial drama***A Woman's Life***Serial drama*

Monday  
9:00-10:00 p.m.  
144 CBS stations  
21 CBC stations  
ORIGINATES: KNX

Lux Soap &amp; Flakes

*J. Walter Thompson Co.*

Monday  
8:30-8:55 p.m.  
*Rebroadcast*  
11:30-11:55 p.m.  
142 CBS stations  
ORIGINATES: KNX

Swan Soap

*Young & Rubicam, Inc.*

Mon. thru Fri.  
11:45-12 noon  
80 CBS stations  
21 CBC stations  
ORIGINATES: WABC

Spry

*Ruthrauff & Ryan, Inc.*

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

Rinso

*Ruthrauff & Ryan, Inc.*

Mon. thru Fri.  
11:30-11:45 a.m.  
*Rebroadcast*  
3:30-3:45 p.m.  
141 CBS stations  
ORIGINATES: WABC

Swan Soap

*Young & Rubicam, Inc.***LEWIS-HOWE COMPANY***(164th Week on CBS)***The Beulah Show***Comedy show*

Monday  
9:00-9:30 p.m.  
54 CBS stations  
ORIGINATES: KNX

Tums

*Roche, Williams  
& Cleary, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>THOMAS J. LIPTON INC.</b> <i>(93rd Week on CBS)</i>  <b>Inner Sanctum</b> <i>Mystery drama</i>  <i>Summer hiatus—July 3 thru Aug. 21</i>	Tuesday 9:00–9:30 p.m. 139 CBS stations ORIGINATES: WABC	Lipton Tea and Continental Soup Mix <i>Young &amp; Rubicam, Inc.</i>
<b>P. LORILLARD COMPANY</b> <i>(396th Week on CBS)</i>  <b>Detect and Collect</b> <i>Variety-quiz</i>	Wednesday 9:30–10:00 p.m. 140 CBS stations ORIGINATES: WABC	Old Gold Cigarettes <i>Lennen &amp; Mitchell, Inc.</i>
<b>MANHATTAN SOAP CO. INC.</b> <i>(232nd Week on CBS)</i>  <b>The Strange Romance of            Evelyn Winters</b> <i>Dramatic serial</i>	Mon. thru Fri. 10:30–10:45 a.m. <i>Rebroadcast</i> 5:00–5:15 p.m. 146 CBS stations ORIGINATES: WABC	Sweetheart Soap <i>Duane Jones Co.</i>
<b>NOXZEMA CHEMICAL CO.</b> <i>(152nd Week on CBS)</i>  <b>Mayor of the Town</b> with Lionel Barrymore <i>Drama</i>  <i>Summer hiatus—July 21 thru Aug. 25</i>	Saturday 8:00–8:30 p.m. <i>Rebroadcast</i> 10:15 10:45 p.m. 58 CBS stations ORIGINATES: KNX	All Products <i>Ruthrauff &amp; Ryan, Inc.</i>
<b>PABST SALES CO.</b> <i>(122nd Week on CBS)</i>  <b>Harry James</b> and his Music Makers <i>Comedy variety</i>	Friday 10:30–11:00 p.m. 139 CBS stations ORIGINATES: WABC	Pabst Blue Ribbon Beer <i>Warwick &amp; Legler, Inc.</i>
<b>PAN AMERICAN PETROLEUM            CORPORATION</b> <i>(12th Week on CBS)</i>  <b>Edward R. Murrow</b> <i>News</i>	Sunday 1:45–2:00 p.m. 9 CBS stations ORIGINATES: BBC, LONDON AND WABC	Petroleum Products <i>Fitzgerald Advertising            Agency</i>
<b>THE PARKER PEN CO.</b> <i>(161st Week on CBS)</i>  <b>Ned Calmer and the News</b>	Sat., Sun. 8:55–9:00 p.m. 140 CBS stations ORIGINATES: WABC	Pens, Pencils Quink <i>J. Walter Thompson Co.</i>

**PET MILK SALES CORPORATION**

*(610th Week on CBS)*

**Saturday Night Serenade**

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

*Music*

**Mary Lee Taylor**

Home Economist

*Talks*

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

Saturday  
10:30-11:00 a.m.  
*Rebroadcast*  
2:00-2:30 p.m.  
84 CBS stations  
ORIGINATES: KMOX

400-D Pet Milk

*Gardner Advertising Company*

**CHARLES H. PHILLIPS CHEMICAL CO.**

*(402nd Week on CBS)*

**Amanda**

*Serial drama*

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

Phillips Toothpaste, Energine and Phillips Milk of Magnesia Tablets

*Dancer-Fitzgerald-Sample*

**PHILIP MORRIS & COMPANY, LTD., INC.**

*(468th Week on CBS)*

**Crime Doctor**

*Mystery drama*

**It Pays To Be Ignorant**

*Comedy*

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

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

Philip Morris Cigarettes

*The Biow Co., Inc.*

**PILLSBURY MILLS, INC.**

*(359th Week on CBS)*

**Grand Central Station**

*Drama*

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

All Products

*McCann-Erickson, Inc.*

**PRINCE MATCHABELLI, INC.**

*(20th Week on CBS)*

**The Stradivari Orchestra**

*Music*

Sunday  
2:00-2:30 p.m.  
135 CBS stations  
ORIGINATES: WABC

Perfumes and Cosmetics

*Morse International, Inc.*

**THE PROCTER & GAMBLE CO.***(561st Week on CBS)***Young Dr. Malone***Serial drama***The Jack Kirkwood Show***Variety**Summer hiatus—July 2 thru Aug. 17***Life Can Be Beautiful***Serial drama***Ma Perkins***Serial drama***Radio Newspaper**

with Margaret MacDonald

*News***Perry Mason***Serial drama***F.B.I. in Peace and War***Drama**Summer hiatus—July 7 thru Aug. 18***Rosemary***Serial drama*

Mon. thru Fri.

1:45–2:00 p.m.

75 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

7:00–7:15 p.m.

*Rebroadcast*

11:00–11:15 p.m.

74 CBS stations

ORIGINATES: KNX

Mon. thru Fri.

1:00–1:15 p.m.

58 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

1:15–1:30 p.m.

72 CBS stations

ORIGINATES: WBBM

Mon. thru Fri.

1:30–1:45 p.m.

42 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:30–2:45 p.m.

49 CBS stations

ORIGINATES: WABC

Saturday

8:30–8:55 p.m.

*Rebroadcast*

11:30–11:55 p.m.

86 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:15–2:30 p.m.

74 CBS stations

ORIGINATES: WABC

Duz

*Compton Advertising,  
Inc.*

Ivory Soap

Oxydol

*Compton Advertising,  
Inc.*

Ivory Soap

*Compton Advertising,  
Inc.*

Oxydol

*Dancer-Fitzgerald-  
Sample*

Crisco

*Compton Advertising,  
Inc.*

Camay

*Pedlar & Ryan, Inc.*

Lava Soap

*The Biow Co., Inc.*

Ivory Flakes

*Compton Advertising,  
Inc.***PRUDENTIAL INSURANCE  
COMPANY OF AMERICA***(321st Week on CBS)***Prudential Family Hour**with Eileen Farrell, Jack Smith,  
Al Goodman's Orchestra,  
and chorus*Music*

Sunday

5:00–5:45 p.m.

124 CBS stations

ORIGINATES: WABC

Insurance Services

*Benton & Bowles, Inc.*

**THE QUAKER OATS COMPANY**  
(192nd Week on CBS)

**Those Websters**  
Comedy drama

Friday  
9:30-10:00 p.m.  
139 CBS stations  
ORIGINATES: WBBM

Quaker Food Products  
*Ruthrauff & Ryan, Inc.*

**R. J. REYNOLDS TOBACCO COMPANY**  
(638th Week on CBS)

**Thanks to the Yanks**  
with Bob Hawk  
Quiz

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

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

**ROMA WINE CO., INC.**  
(125th Week on CBS)

**Suspense**  
Mystery drama

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

Roma Wines  
*The Biow Co., Inc.*

**SALES BUILDERS, INC.**  
(30th Week on CBS)

**The Frank Sinatra Show**  
Variety

Summer hiatus - July 11 thru Aug. 29

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

Max Factor Cosmetics  
*Smith & Drum, Inc.*

**\*SCIENLEY LABORATORIES, INC.**  
(120th Week on CBS)

**\*The Doctor Fights**  
Drama

Tuesday  
9:30-10:00 p.m.  
66 CBS stations  
ORIGINATES: KNX

Penicillin  
*The Biow Co., Inc.*

**SOUTHERN COTTON OIL CO.**  
(146th Week on CBS)

**Irene Beasley**  
Songs

Mon. thru Fri.  
3:00-3:15 p.m.  
55 CBS stations  
ORIGINATES: WABC

Wesson Oil and Snowdrift  
*Kenyon & Eckhardt, Inc.*

**E. R. SQUIBB & SONS**  
(264th Week on CBS)

**Jimmy Carroll Sings**  
Squibb Chorus and Ted Dale  
and his orchestra  
Music

Mon., Wed., Fri.  
6:15-6:30 p.m.  
139 CBS stations  
ORIGINATES: WABC

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

**THE TEXAS COMPANY**  
(399th Week on CBS)

**Texaco Star Theater**  
James Melton and Al Goodman's  
Orchestra  
*Variety*

Sunday  
9:30-10:00 p.m.  
143 CBS stations  
ORIGINATES: WABC

Texaco Products  
*Buchanan & Co., Inc.*

**UNITED DRUG CO.**  
(17th Week on CBS)

**The Rexall Summer Show**  
with Ray Bolger and  
Roy Bargy's Orchestra  
*Variety*

Friday  
10:00-10:30 p.m.  
150 CBS stations  
ORIGINATES: KNX

Drugs  
*N. W. Ayer & Sons,  
Inc.*

**UNITED STATES RUBBER CO.**  
(166th Week on CBS)

**New York Philharmonic-  
Symphony**  
*Music*

*Summer hiatus—Aug. 19 thru Sept. 30*

Sunday  
3:00-4:30 p.m.  
138 CBS stations  
ORIGINATES: WABC

Institutional  
*Campbell-Ewald Co.,  
Inc.*

**J. B. WILLIAMS COMPANY**  
(86th Week on CBS)

**William L. Shirer**  
*News*

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

Williams Shaving Cream  
*J. Walter Thompson Co.*

**WM. WRIGLEY, JR., COMPANY**  
(684th Week on CBS)

**America in the Air**  
*Air Corps dramatic series*

**The First Line**  
*Navy dramatic series*

**Service to the Front**  
*Army dramatic series*

Saturday  
7:30-8:00 p.m.  
*Rebroadcast*  
11:00-11:30 p.m.  
142 CBS stations  
ORIGINATES: WBBM

Thursday  
10:00-10:30 p.m.  
141 CBS stations  
ORIGINATES: WBBM

Tuesday  
10:00-10:30 p.m.  
141 CBS stations  
ORIGINATES: WBBM

Chewing Gum  
*J. Walter Thompson Co.*

Chewing Gum  
*Arthur Meyerhoff & Co.*

**COLUMBIA  
PACIFIC  
NETWORK**

**BEKINS VAN AND STORAGE CO.**  
(201st Week on CBS)

**Nelson Pringle**  
*News*

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

Moving and Storage  
*Brooks Advertising  
Agency*

## \*BENRUS WATCH CO.

*(10th Week on CBS)*

## \*Dave Vaile

*News*

Tues., Wed., Thurs.

8:55-9:00 p.m.

PWT

ORIGINATES: KNX

Watches

*Young & Rubicam, Inc.*

## \*BU-TAY PRODUCTS, LTD.

*(10th Week on CBS)*

## Meet the Missus

*Participation quiz*

Tuesday

2:45-3:00 p.m.

PWT

ORIGINATES: KNX

Raindrops-Water

Softener

*Glasser-Gailey & Co.*CALIFORNIA PRUNE & APRICOT  
GROWERS ASSOCIATION*(176th Week on CBS)*

## Dave Vaile

*News*

Saturday

8:55-9:00 p.m.

PWT

ORIGINATES: KNX

Sunsweet Prunes and

Apricots

*Long Advertising  
Service*

## CAMPANA SALES CORP.

*(279th Week on CBS)*

## Don't You Believe It

*Narrative-Drama*

Saturday

9:45-10:00 p.m.

PWT

ORIGINATES: KNX

Solitair Cake Make-up and

Campana Cream Balin

*Wallace-Ferry-Hanly  
Co.*

## COLONIAL DAMES, INC.

*(292nd Week on CBS)*

## Song of the Week

*Music*

## Meet The Missus

*Participation quiz*

Sunday

8:25-8:30 p.m.

PWT

ORIGINATES: KNX

Cosmetics

*Abbott Kimball Co.,  
Inc.*

Tuesday

2:30-2:45 p.m.

PWT

ORIGINATES: KNX

DAY & NIGHT MANUFACTURING  
CO.*(43rd Week on CBS)*

## Dr. Wallace Sterling

*News*

Monday

8:55-9:00 p.m.

PWT

ORIGINATES: KNX

Water Heaters &amp;

Equipment

*Hixson-O'Donnell  
Adv. Inc.*

## P. DUFF &amp; SONS, INC.

*(96th Week on CBS)*

## Meet The Missus

*Participation quiz*

Mon., Wed., Fri.

2:45-3:00 p.m.

PWT

ORIGINATES: KNX

Ready-To-Bake Mixes

*W. Earl Bothwell  
Advertising Agency*

**COLUMBIA  
PACIFIC  
NETWORK**

*Continued*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>EDISON BROTHERS STORES</b> <i>(15th Week on CBS)</i></p> <p><b>Meet The Missus</b> <i>Participation quiz</i></p>	<p>Thursday 2:30-2:45 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>Shoes <i>Adolph Wendland</i></p>
<p><b>"42" PRODUCTS, INC.</b> <i>(61st Week on CBS)</i></p> <p><b>This Is My Story</b> <i>Drama</i></p>	<p>Saturday 9:00-9:30 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>Hair Oil &amp; Other Products <i>Hillman-Shane-Breyer, Inc.</i></p>
<p><b>GALLENKAMP STORES CO.</b> <i>(66th Week on CBS)</i></p> <p><b>Tobe Reed</b> <i>Human Interest News</i></p>	<p>Friday 9:55-10:00 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>Shoes <i>Long Advertising Service</i></p>
<p><b>GENERAL MILLS, INC.</b> <i>(583rd Week on CBS)</i></p> <p><b>Nelson Pringle</b> <i>News analysis</i></p>	<p>Mon. thru Fri. 7:45-8:00 a.m.</p> <p>PWT ORIGINATES: KQW</p>	<p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p>
<p><b>GENERAL PETROLEUM CORP. OF CALIF.</b> <i>(104th Week on CBS)</i></p> <p><b>Hollywood Preview</b> with Otto Kruger <i>Drama</i></p>	<p>Tuesday 7:30-8:00 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>All Products <i>Smith &amp; Drum, Inc.</i></p>
<p><b>HUNT BROS. PACKING CO.</b> <i>(71st Week on CBS)</i></p> <p><b>I Was There</b> <i>Real life experiences</i></p>	<p>Sunday 7:30-8:00 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>All Products <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>KELITE PRODUCTS, INC.</b> <i>(39th Week on CBS)</i></p> <p><b>Dr. Wallace Sterling</b> <i>News analysis</i></p>	<p>Saturday 7:45-8:00 a.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>"Kenu" Chemical, Household Cleaner <i>Little &amp; Co.</i></p>
<p><b>L. B. LABORATORIES, INC.</b> <i>(22nd Week on CBS)</i></p> <p><b>Meet The Missus</b> <i>Participation quiz</i></p>	<p>Thursday 2:45-3:00 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>L B Hair Oil <i>Glasser-Gailey &amp; Co.</i></p>



CONTENT AND PROGRAM

TIME

PRODUCT AND AGENCY

**COLUMBIA  
PACIFIC  
NETWORK**

**MANHATTAN SOAP CO.**  
*(232nd Week on CBS)*

**Bob Andersen**  
*News*

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

Sweetheart Soap  
*Duane Jones Co.*

**THE MENNEN CO.**  
*(280th Week on CBS)*

**Bob Andersen**  
*News*

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

Mennen Shave Cream  
*Duane Jones Co.*

**M J B COMPANY**  
*(19th Week on CBS)*

**Meet The Missus**  
*Participation quiz*

Friday  
2:30-2:45 p.m.  
PWT  
ORIGINATES: KNX

M J B Rice and M J B Tea  
*Batten, Barton, Durstine  
& Osborn, Inc.*

**NATIONAL LEAD CO.**  
*(88th Week on CBS)*

**Trading Post**  
*Audience participation*

Sunday  
5:30-5:55 p.m.  
PWT  
ORIGINATES: KNX

Dutch Boy Paint  
*Erwin, Wasey & Co.,  
Inc.*

**PETER PAUL, INC.**  
*(250th Week on CBS)*

**Truman Bradley**  
*News*

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

Mounds, Ten Crown  
Activated Charcoal  
Gum, Walnettos  
*Brisacher, Van Norden  
& Staff*

**PLANTERS NUT AND CHOCOLATE  
COMPANY**  
*(248th Week on CBS)*

**Nelson Pringle**  
*News analysis*

**The Adventures of Bill Lance**  
*Mystery drama*

Tues., Thurs., Sat.  
5:30-5:45 p.m.  
PWT  
ORIGINATES: KQW

Sunday  
9:00-9:30 p.m.  
PWT  
ORIGINATES: KNX

All Products  
*Erwin, Wasey &  
Company*

**SIGNAL OIL COMPANY**  
*(111th Week on CBS)*

**The Whistler**  
*Mystery drama*

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

All Products  
*Barton A. Stebbins*

**COLUMBIA  
CALIFORNIA  
NETWORK**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>SOIL OFF MANUFACTURING COMPANY</b> <i>(234th Week on CBS)</i></p> <p><b>Truman Bradley</b> <i>News</i></p>	<p>Tues., Thurs., Sat. 5:45-5:55 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>"Soil Off" for all painted surfaces</p> <p><i>McCann-Erickson, Inc.</i></p>
<p><b>COLDSTREAM PRODUCTS CO.</b> <i>(41st Week on CBS)</i></p> <p><b>Money on the Line</b> <i>Quiz</i></p>	<p>Monday 8:30-8:55 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>Sunnybank Margarine</p> <p><i>McCann-Erickson, Inc.</i></p>
<p><b>FERRY-MORSE SEED CO.</b> <i>(17th Week on CBS)</i></p> <p><b>*Gardening Program</b></p>	<p>Saturday 10:30-10:45 p.m.</p> <p>PWT ORIGINATES: KQW</p>	<p>Seeds</p> <p><i>MacManus, John &amp; Adams, Inc.</i></p>
<p><b>WILSHIRE OIL COMPANY</b> <i>(48th Week on CBS)</i></p> <p><b>That's a Good Idea</b> <i>Drama</i></p>	<p>Saturday 9:30-9:45 p.m.</p> <p>PWT ORIGINATES: KNX</p>	<p>Petroleum Products</p> <p><i>Dan B. Miner Agency</i></p>
<p><b>YELLOW CAB CO.</b> <i>(69th Week on CBS)</i></p> <p><b>The Story Teller</b> <i>Narration</i></p>	<p>Saturday 7:45-8:00 p.m.</p> <p>PWT ORIGINATES: KQW</p>	<p>Cab Service</p> <p><i>Rhoades &amp; 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 22
WAR PROGRAMS . . . . .	Page 23
SERIOUS MUSIC . . . . .	Page 25
LIGHT MUSIC . . . . .	Page 27
DRAMATIC SERIES . . . . .	Page 28
LIGHT ENTERTAINMENT . . . . .	Page 29
EDUCATIONAL PROGRAMS . . . . .	Page 30
RELIGIOUS BROADCASTS . . . . .	Page 31
CBS SHORTWAVE BROADCASTS . . . . .	Page 32
SPECIAL BROADCASTS: SPRING-SUMMER . . . . .	Page 33
CBS TELEVISION . . . . .	Page 35

**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

4:25-4:30 p.m.

MONDAY THRU FRIDAY

**News Summaries**

1:00 a.m.

SUNDAY THRU SATURDAY

6:00-6:15 p.m.

EACH SATURDAY

**World Today**

6:45-6:55 p.m.

EACH SATURDAY

**News Analyses**

11:10-11:15 p.m.

SUNDAY THRU SATURDAY

**Report from Washington**

4:00-4:15 p.m.

EACH SATURDAY

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, and Douglas Edwards report from London; Richard C. Hottelet from Berlin; Charles Collingwood from Paris; Winston Burdett from the Mediterranean; Farnsworth Fowle from Moscow; William J. Dunn, John Adams and George Moorad from the Philippines; Webley Edwards, Tim Leimert, Bill Downs, Gene Rider, Don Pryor from Pacific area; Glen Akins from Chungking; Quincy Howe, Robert Trout, John Daly, Major George Fielding Eliot, Eric Sevareid, Bill Slocum, Jr., William L. Shirer, Ned Calmer, Harry Marble, Harry Clark, Charles Shaw and Allan Jackson from New York; Bill Henry, Joseph C. Harsch, William Costello, Cliff Allen, Bob Evans, Joe McCaffrey, Tris Coffin and Bill Shadell, from Washington.

William L. Shirer

Robert Trout

Major George Fielding Eliot

Quincy Howe

Ned Calmer

Bill Henry

(See also sponsored news programs)

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

**NEWS**

**Report from Overseas**

4:15-4:30 p.m.

EACH SATURDAY

A weekly radio column in which CBS' foreign correspondents report the latest news and activities of the armed forces in the various war theatres.

**WAR PROGRAMS**

**Feature Story**

4:30-4:45 p.m.

MONDAY THRU FRIDAY

Members of CBS' world-wide staff of news correspondents bring to the microphone the many human interest stories that lie under the surface of the latest military and political events and usually miss being told.

**Service Time**

5:00-5:30 p.m.

MONDAY THRU FRIDAY

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

MONDAY - Waves on Parade

TUESDAY - It's Maritime

WEDNESDAY - Wacs on Parade

THURSDAY - Weapons for Victory

FRIDAY - AAF Scrap Book

**Calling Pan-America**

6:15-6:45 p.m.

EACH THURSDAY

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

**G.I. Laffs**

8:30-8:55 p.m.

EACH THURSDAY

Gags, jokes, and sketches submitted from men in the Armed Forces, and adapted from service publications provide material for this comedy-variety program. William Gargan emcees and plays host to guest celebrities, and a "singing-Pin-Up Girl" each week.

**WAR  
PROGRAMS**

*Continued*

PROGRAM AND TIME	DESCRIPTION
<p><b>Youth on Parade</b> 10:00-10:30 a.m. EACH SATURDAY</p>	<p>A fast-paced musical variety show by and for the youth of America. Each week the Junior Workshop players dramatize a scene in the life of a great American. The climax of every program is the presentation of the Youth-On-Parade War-Service Award to a boy, girl, or youth group.</p>
<p><b>Your Marine Corps</b> 3:00-3:30 p.m. EACH SATURDAY</p>	<p>From the Marine Barracks in Washington originates a complete world round-up of U.S. Marine Corps news. Interviews with Leather-neck officers and enlisted men, and pickups from Marine bases in the United States and overseas, are highlighted. The U. S. Marine Band furnishes background music.</p>
<p><b>Ten From Tokyo</b> 3:45-4:00 p.m. EACH SATURDAY</p>	<p>To help pierce the cloak of anonymity with which Japan has deliberately obscured its industrial and political leaders, this documentary biographical series portrays a different leader each week, and shows us that we face a ruthlessly intelligent, skillful wager of total war.</p>
<p><b>We Deliver the Goods</b> 5:00-5:30 p.m. EACH SATURDAY</p>	<p>Maritime Service plans for postwar shipping are depicted in dramatizations of merchant seamen as they visit various ports of call throughout the world and learn the opportunities for a career in the foreign trade. Native music and customs of each country highlight the stories.</p>
<p><b>The Land Is Bright</b> 8:00-8:30 p.m. EACH SATURDAY</p>	<p>An enlightening almanac of life in America, this series depicts the particular flavor of our national habits and institutions. Each week the theme reflects the bright note in the American scene, and contrasts it with conditions in other parts of the world.</p>

**WAR  
PROGRAMS**
**Assignment Home**

10:15-10:45 p.m.

EACH SATURDAY

In collaboration with the Army Service Forces, CBS is rebroadcasting special significant programs dealing with veteran rehabilitation problems. High ranking Army officials participate in the show which is designed to illustrate and explore the complex situations involved in readjusting the veteran to civilian life.

**Transatlantic Call:  
People to People**

12:30-1:00 p.m.

EACH SUNDAY

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

**Problems of the Peace**

1:30-1:45 p.m.

EACH SUNDAY

Lyman Bryson, CBS Director of Postwar Studies and Educational Broadcasts, and Professor of Education at Columbia University, in a series of weekly talks designed to stimulate enlightened public opinion on questions of national and international postwar reconstruction. The series comprises a factual, comprehensive discussion of the important issues of the day as they arise, as well as an analysis of the questions raised at Dumbarton Oaks, such as treatment of defeated aggressor nations, international tariffs, economic rehabilitation, etc.

**Eileen Farrell**

6:30-6:45 p.m.

MONDAY AND FRIDAY

The gifted CBS soprano sings selections of classical songs and arias. She is accompanied by the Columbia Concert Orchestra.

**SERIOUS  
MUSIC**

**SERIOUS  
MUSIC**

*Continued*

PROGRAM AND TIME	DESCRIPTION
<p><b>Invitation to Music</b> 11:30-12:00 midnight EACH WEDNESDAY</p>	<p>Distinguished soloists with the Columbia Broadcasting Symphony give new emphasis to the comparatively unfamiliar but nevertheless important works of the great composers. Guest artists will include: Eileen Farrell, soprano, Martial Singher, Metropolitan Opera tenor, and Dorothy Kirsten, soprano.</p>
<p><b>E. Power Biggs, Organist</b> 9:15-9:45 a.m. EACH SUNDAY</p>	<p>Playing in the Germanic Museum at Harvard University, he will be joined by members of the Boston Symphony Orchestra to perform works for organ and various instrumental combinations.</p>
<p><b>New Voices in Song</b> 9:45-10:00 a.m. EACH SUNDAY</p>	<p>These programs are designed to offer broadcast opportunities to young American singers who CBS feels have exceptional promise. The singers are selected from the many young aspirants auditioned by the Columbia Broadcasting System.</p>
<p><b>Salt Lake Tabernacle Choir and Organ</b> 12 noon-12:30 p.m. EACH SUNDAY</p>	<p>J. Spencer Cornwall assisted by Richard P. Coudie conducts the Tabernacle Choir in this oldest consecutively presented radio series. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens. The "Spoken Word" is by Richard Evans.</p>
<p><b>Columbia Broadcasting Symphony</b> 3:00-4:30 p.m. EACH SUNDAY <i>August 19th-September 30th</i></p>	<p>CBS presents a new series of concerts under the direction of its symphonic conductor, Bernard Herrmann, and Fritz Reiner. Mr. Reiner's programs include: <i>Lieutenant Kije</i> by Prokofieff, <i>Symphony No. 6</i> of Shostakovich, Mozart's <i>Piano Concerto in A Major</i> played by Ania Dorfmann, and de Falla's <i>El Amor Brujo</i> with Carol Brice as soloist. Bernard Herrmann will conduct: the <i>Second Symphony</i> by Sibelius, <i>Faust Symphony</i> by Liszt, and Elgar's <i>Falstaff</i> as well as several smaller works.</p>



**LIGHT  
MUSIC**

**Sing Along Club**  
3:30-4:00 p.m.  
MONDAY THRU FRIDAY

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

**The Johnson Family Singers**  
4:45-5:00 p.m.  
EACH MONDAY

A southern family with Ma and Pa and four youngsters, the singing Johnsons bring a quarter hour of colorful music. They sing hymns, folk songs and popular selections to the accompaniment of piano and guitar.

**Danny O'Neil**  
7:15-7:30 p.m.  
TUESDAY THRU FRIDAY

The popular tenor, formerly with the Blue-jacket Choir, sings the top tunes of the day as well as old favorites and romantic ballads, accompanied by Ruby Newman's orchestra.

**Barnyard Follies**  
2:30-3:00 p.m.  
EACH SATURDAY

The National Hillbilly Champions are featured in a musical variety show from KMOX. The cast stars instrumentalists, singers and comedians including yodeling champion Skeets Yaney, Sally Foster and Her Ranchers and hillbilly fiddler and singer Al Bland.

**Treasury Bandstand**  
5:30-6:00 p.m.  
EACH SATURDAY

Outstanding bands with guest stars make this quarter hour a pleasant relaxation. Tommy Tucker will start off the parade followed by George Olsen, Henry King and Nat Brandywine.

**Viva America!**  
7:30-8:55 p.m.  
EACH SATURDAY

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

**Bluejacket Choir**  
1:05-11:30 p.m.  
EACH SUNDAY

The Great Lakes Naval Training Station choir of singing sailors offer selections of hymns, anthems, and ballads, followed by the Navy Negro Octet in selections of noted spirituals.

**DRAMATIC  
SERIES**

PROGRAM AND TIME	DESCRIPTION
<p><b>This Life is Mine</b> 9:45-10:00 a.m. MONDAY THRU FRIDAY</p>	<p>A gay, urbane, romantic serial with the swift contrast of comedy against emotional crises distinguishes this show. The inventive plot concerns the romance of a small town school teacher married to a young aviator. A variety of ingenious situations create a story that is firm and fast-paced.</p>
<p><b>Time to Remember</b> 3:00-3:15 p.m. MONDAY THRU FRIDAY</p>	<p>Milton Bacon draws from his rich fund of regional legends and true stories which he has collected after many years of travel into every state of the union. Many of the stories are dramatized in this unique program of American folklore.</p>
<p><b>Michael Scott Presents</b> 3:15-3:30 p.m. MONDAY THRU FRIDAY</p>	<p>Michael Scott relates a condensed version of some of the world's great novels. The narratives are supplemented with dramatizations of particular episodes. Classics to be adapted in the current series are: <i>The Count of Monte Cristo</i> and <i>The Three Musketeers</i>.</p>
<p><b>Cimarron Tavern</b> 5:30-5:45 p.m. MONDAY THRU FRIDAY</p>	<p>The color and high adventure that marked the opening of America's southwest is again recreated. The thrilling escapades of early settlers, and the pageantry of the past all add to make the story of the Cimarron country as exciting as if it happened today.</p>
<p><b>The Sparrow and The Hawk</b> 5:45-6:00 p.m. MONDAY THRU FRIDAY</p>	<p>The "Sparrow" is a 16-year-old aviator. His uncle, the "Hawk", is a former Lt. Col. of the AAF. They take on exciting civilian aviation assignments as the dramatic serial finds them leading the audience along highroads of adventure in strange and distant lands.</p>
<p><b>The Sea Has A Story</b> 9:30-10:00 p.m. EACH MONDAY</p>	<p>Tales of exciting and mysterious experiences at sea are realistically dramatized with Pat O'Brien as narrator. Each week a great sea romance of the past or one of the Navy or Merchant Marine adventures of today is enacted.</p>

**DRAMATIC  
SERIES**
**Columbia Presents Corwin**

9:00-9:30 p.m.

EACH TUESDAY

Radio's foremost writer, producer, and director presents new documentaries, musicals, and fantasies. Straight dramas and dramatic poems as well as some previous Corwin classics will be included in this weekly half hour of the finest in broadcasting.

**Crime Photographer**

9:00-9:30 p.m.

EACH WEDNESDAY

The weekly adventure of Casey, an inquisitive newspaper photographer, and a girl reporter tracking down crime in a big city is packed with sophisticated humor and excitement. It's a complete mystery story with all the trimmings.

**Arthur Godfrey**

9:15-9:45 a.m.

MONDAY THRU FRIDAY

Fred Allen calls him "the Huckleberry Finn of radio." Godfrey presides as master of ceremonies over his own musical and variety show. His banter and contagious chuckling are accompanied by an orchestra, chorus and two vocalists.

**LIGHT  
ENTERTAINMENT**
**"On Your Mark"—  
Ted Husing**

7:00-7:15 p.m.

MONDAY THRU FRIDAY

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

**That's My Pop**

7:30-8:00 p.m.

EACH SUNDAY

Based on Milt Gross' cartoon strip of the same name, Raymond Walburn as "Pop" experiences a series of hilarious domestic adventures. He copes with a needling wife and mother-in-law, the exasperating exploits of his young son, and the ever-present threat of having to do a day's work.

**The Merry Life of  
Mary Christmas**

8:30-8:55 p.m.

EACH MONDAY

Right from Hollywood originates an adventure of a sophisticated Hollywood columnist, played by Mary Astor. The light comedy drama revolves around the situations she encounters in meeting the numerous unusual characters who make up screenland's fantastic life.

**LIGHT  
ENTERTAINMENT**

*Continued*

**Behind the Scenes at CBS**

10:45-11:00 p.m.

EACH TUESDAY

This program spotlights the colorful personalities of radio's star performers and recounts the drama, excitement and techniques of CBS broadcasting activities.

**EDUCATIONAL  
PROGRAMS**

**The American School  
of the Air**

5:00-5:30 p.m.

MONDAY THRU FRIDAY

*Suspended for Summer—*

*Will resume broadcasts*

*October 1, 1945*

Starting its sixteenth year at a new broadcast time to make it available to a still larger audience, this program is a valuable supplement to school work as well as excellent recreational listening. Presented under the guidance of leading educational organizations it provides young and old, with a knowledge of history, music, science, current and post-war problems and literature.

MONDAY—Story of America

TUESDAY—Gateways to Music

WEDNESDAY—March of Science

THURSDAY—This Living World

FRIDAY—Tales From Far and Near

**The Garden Gate**

9:15-9:30 a.m.

EACH SATURDAY

From WLAC, Nashville, the nationally known horticultural expert, Tom Williams, answers a multitude of queries from listeners all over the country on ornamental and victory gardening. "The Old Dirt Dobber" announces the award of the "Green Thumb" to the outstanding gardener-of-the-week.

**Columbia's Country Journal**

9:30-10:00 a.m.

EACH SATURDAY

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

**Of Men and Books**

2:00-2:15 p.m.

EACH SATURDAY

On this popular series now in its seventh year on CBS, John Mason Brown, associate editor and drama critic of the Saturday Review of Literature, discusses the latest books and interviews their authors.

EDUCATIONAL  
PROGRAMS**Adventures in Science**

2:15-2:30 p.m.

EACH SATURDAY

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

**The People's Platform**

6:15-6:45 p.m.

EACH SATURDAY

The vital issues of today and the postwar world are analyzed weekly on this program, one of radio's most interesting forums. Four eminent guests and Lyman Bryson, CBS Director of Education, who acts as moderator, gather informally for these sessions.

**Invitation to Learning**

11:30-12 noon

EACH SUNDAY

Distinguished scholars, authors, and critics meet informally on this series to discuss the outstanding classics of literature. The fall schedule includes:

Lincoln Steffen's *Autobiography*; La Rochefoucauld - *Maxims*; Goldsmith - *She Stoops To Conquer*; Buckle - *Civilization in England*; Riis - *Making of An American*; Commenius - *Education*; Lessing - *Nathan the Wise*; Dryden - *Poetry*; Schliemann - *Troy and Its Remains*; Boccaccio - *Decameron*; Moore - *Hall and Farewell*; Symonds - *Renaissance*; Kenophon - *Anabasis*.

**CBS Presents Olin Downes**

2:55-3:00 p.m.

EACH SUNDAY

America's foremost music critic discusses newsworthy musical events, programs and personalities as a preface to the New York Philharmonic-Symphony broadcasts (and the Columbia Symphony Orchestra when it replaces the Philharmonic for the summer).

**Church of the Air**

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

In its 15th consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths.

RELIGIOUS  
BROADCASTS

APRIL 25: PRESIDENT HARRY S. TRUMAN, EDWARD R. STETTINIUS, GOVERNOR EARL WARREN and ROGER D. LAPHAM, Mayor of San Francisco, spoke in connection with the opening of the United Nations Conference on International Cooperation: 7:30-8:00 p.m.

MAY 12: The economic security structure of the Conference was outlined by THE RIGHT HONORABLE CLEMENT RICHARD ATTLEE, British Deputy Prime Minister and leader of the Labor Party: 3:30-3:45 p.m.

MAY 14: Dr. W. A. VISSER 'T HOOFT, Secretary of the World Council of Churches, dealt with the situation regarding "The Church and the Welfare of Europe": 3:45-4:00 p.m.

MAY 15: From Washington, SENATOR HUGH BUTLER set forth his opinions concerning the "Disposition of the Pacific Islands": 10:30-10:45 p.m.

MAY 22: "What Economic Policies Can Best Insure Peace" was the point at issue in a broadcast by REP. JOHN M. COFFEE: 10:30-10:45 p.m.

MAY 23: MAJOR GENERAL NORMAN T. KIRK, Surgeon-General of the Army, MAJOR O. W. CLARK, Assistant Administrator of Veterans Affairs, CHARLES SHIPMAN PAYSON, N.Y. Chairman, Disabled American Veterans National Service Fund, and OSCAR R. EWING, leading member of the Bar, participated in a discussion of "The Care and Rehabilitation of America's War-Disabled Veterans": 4:45-5:00 p.m.

MAY 29: "The Challenge to Americans" was presented as the opposing viewpoint to Rep. Coffee's position of May 22 by REP. CHARLES A. HALLECK: 10:30-10:45 p.m.

JUNE 2: Under the auspices of World Peaceways, Inc. BRUCE BLIVEN, of the *New Republic* and SENATOR WAYNE MORSE, outlined the "Next Steps in American Russian Relations": 3:30-3:45 p.m.

JUNE 5: America's Foreign Policy was the subject of the broadcast by SENATOR ROBERT M. LAFOLLETTE, JR.: 10:30-10:45 p.m.

JUNE 9: In connection with the celebration of the 101st Anniversary of the YMCA, DAVID

CREIGHTON, HARRY W. LICHTWARDT, and E. STANTON TURNER, all World Service Secretaries, home on furlough took part in a discussion of the problem of "Youth After Victory": 3:30-3:45 p.m.

JUNE 16: From San Francisco. UNCIO delegate and special advisor for Greek Public Works Ministry, CONSTANTINE DOXIADES presented a "Declaration on World Reconstruction": 3:30-3:45 p.m.

JUNE 16: The problem of the food situation and its solution was the topic of the talk by JUDGE MARVIN JONES, War Food Administrator: 10:45-11:00 p.m.

JUNE 18: GENERAL DWIGHT D. EISENHOWER addressed a joint session of Congress from Washington, D. C.: 1:00-1:30 p.m.

JUNE 23: Under the auspices of the Post War World Council, NORMAN THOMAS, chairman, handled the question of "What Are We Fighting For in Asia?": 10:45-11:00 p.m.

JUNE 30: Chairman of the Institute on Re-education of the Axis countries, DR. THOMAS C. POLLOCK proposed his suggestions for "Re-education of Germany's youths and adults": 10:45-11:00 p.m.

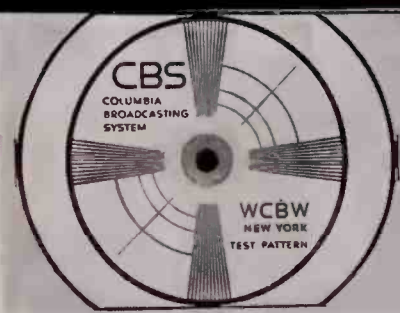
JULY 3: SENATOR TOM CONNALLY described the "United Nations' Charter: What it is and why it must be ratified": 10:30-10:45 p.m.

JULY 7: After a four months' trip to the Pacific, WALTER WHITE, Secretary, National Association for the Advancement of Colored People, reported on "The Negro Soldier in the Pacific": 3:30-3:45 p.m.

JULY 7: From Pittsburgh, PHILIP MURRAY, President C.I.O. dealt with the matter of "Re-conversion": 10:45-11:00 p.m.

JULY 10: Having served as a member of the provisional government of North Brabant Province, Netherlands during the war and worked with the present Prime Minister of the Netherlands in forming the new cabinet, DR. EMANUEL M. SASSEN took up the question of "How soon will Holland come back?": 11:15-11:30 p.m.

# CBS TELEVISION



Three notable events have marked the progress of CBS Television during the past three months.

1. On June 11 WCBW, the CBS television station in New York, announced the addition of 3,000 square feet of floor space and undertook extensive alterations of its premises in Grand Central Terminal to permit greatly expanded operations. WCBW maintains the largest television studios in the country.

2. Col. Lawrence W. Lowman, CBS Vice President on leave of absence with the armed forces, returned to Columbia on July 1st as Vice President in Charge of Television.

3. On July 16, CBS television facilities were made available to network clients on "a working partnership" basis for testing, developing, and broadcasting commercial video programs. The invitation to join in this experiment called it "a plan which should greatly speed the day of effective commercial television."

WCBW is now on the air every Monday, Tuesday and Thursday evenings starting at 8 o'clock. Highlights of the programs are:

*News, analyses and news features*, reported by the WCBW news staff. (3 times a week)

*The Missus Goes A-Shopping*, an audience participation program with John Reed King, adapted from the WABC program of the same title. (Once a week)

*Sports*. Amateur boxing and wrestling matches. (Once a week)

*The World We Live In*. The contemporary world scene, with live dramatization woven around Encyclopedia Britannica films. (Twice each month)

*There Ought To Be a Law*. Impromptu discussions of youthful interests by 30 selected high school students formed into a "senate." (Twice each month)

*Dramatic programs*, comedy and mystery. (Once each month)

*The Doctor Reports*. Dramatic presentations of the fight for health. (Once each month)

*Special Events*. Documentary reports, interviews, dramatizations, rising out of the war, domestic and international affairs, presented as news develops.



WCBW-NY during Television transmission. The golfing program on the right is just drawing to a close. Following program, *The Missus Goes A-Shopping*, is being made ready on the left.

# CBS PROGRAM BOOK SUPPLEMENT • NOVEMBER 1, 1945

(All times are Eastern Standard Time)

<p>CAMPANA SALES CO. (296th Week on CBS)</p> <p><b>First Nighter</b> <i>Drama</i></p>	<p>Saturday 7:30-8:00 p.m. 146 CBS stations ORIGINATES: WBBM</p>	<p>All Products <i>Wallace-Ferry-Hanly Co.</i></p>
<p>ELECTRIC AUTO-LITE CO. (3rd Week on CBS)</p> <p><b>The Dick Haymes Show</b> <i>Variety</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 148 CBS stations 25 CBS stations ORIGINATES: KNX</p>	<p>Spark Plugs, Batteries, Ignition Systems, Auto Accessories <i>Ruthrauff &amp; Ryan</i></p>

<p>ELGIN NATIONAL WATCH COMPANY (November 22 and December 25) Special Holiday Variety Program</p>	<p>Thursday, Nov. 22 Tuesday, Dec. 25 4:00-6:00 p.m. (Cancel programs usually heard at this time) 140 CBS stations ORIGINATES: KNX</p>	<p>Institutional <i>J. Walter Thompson</i></p>
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<p>Page 4</p>	<p>ANCHOR-HOCKING GLASS CORP.</p>	<p>"Hobby Lobby" originates WABC.</p>
<p>Page 5</p>	<p>BORDEN COMPANY</p>	<p>"Ginny Simms Show" originates KNX.</p>
<p>Page 6</p>	<p>BOURJOIS INC.</p>	<p>Change listing of "Romance, Rhythm and Ripley" to "Powder Box Theatre". Sponsoring product: Evening in Paris Face Powder.</p>



# KEY TO BACK COVER (same sequence as pictures)

<p><b>ANNY SIMMS</b> Anny Simms Show Thurs. 7:30 p m EWT</p>	<p><b>RAYMOND IVES</b> The Aldrich Family Fri. 8 p m EWT</p>	<p><b>THE FIRST LINE</b> Thurs. 10 p m EWT</p>	<p><b>SCREEN GUILD PLAYERS</b> Mon. 10 p m EWT</p>	<p><b>FREDERICK L. COLLINS</b> F. B. I. in Peace and War Thurs. 8:30 p m EWT</p>
<p><b>Mr. KEEN,</b> The Lost Persons Thurs. 7:30 p m EWT</p>	<p><b>MAJOR GEORGE FIELDING ELIOT</b> CBS World News Thurs. 6 p m EWT</p>	<p><b>JEAN TENNYSON</b> Great Moments in Music Wed. 10 p m EWT</p>	<p><b>WENDY BARRIE</b> Detect and Collect Wed. 9:30 p m EWT</p>	<p><b>JEAN HERSHOLT</b> Dr. Christian Wed. 8:30 p m EWT</p>
<p><b>BUCK CARSON</b> The Buck Carson Show Wed. 8 p m EWT</p>	<p><b>GERTRUDE WARNER</b> Adventures of Ellery Queen Wed. 7:30 p m EWT</p>	<p><b>CRIME DOCTOR</b> Sun. 8:30 p m EWT</p>	<p><b>MARX LOEB</b> Theatre of Romance Tues. 8:30 p m EWT</p>	<p><b>BIG TOWN</b> Tues. 8 p m EWT</p>
<p><b>BOB PICKENS</b> The Bob Pickens Melody Hour Thurs. 7:30 p m EWT</p>	<p><b>EDWIN C. HILL</b> "The Human Side of the News" Tues. 6:15 p m EWT</p>	<p><b>STUART ERWIN</b> Stuart Erwin Show Mon. 10:30 p m EWT</p>	<p><b>DANNY D'NEIL</b> Mon. thru Fri. 4:45 p m EWT</p>	<p><b>BILL HENRY AND THE NEWS</b> Mon. thru Fri. 8:55 p m EWT</p>
<p><b>BOB HAWK</b> The Bob Hawk Show Thurs. 7:30 p m EWT</p>	<p><b>JACK KIRKWOOD</b> Mon. thru Fri. 7 p m EWT Starts Aug. 20</p>	<p><b>JOSEPH C. HARSCH</b> "The Meaning of the News" Mon. thru Fri. 6:55 p m EWT</p>	<p><b>PAUL WHITE</b> The World Today Mon. thru Fri. 6:45 p m EWT</p>	<p><b>JIMMY CARROLL</b> Jimmy Carroll Sings Mon., Wed., Fri. 6:15 p m EWT</p>
<p><b>OLD BOULTON</b> The Old People Sun. 10:30 p m EWT</p>	<p><b>OLIN DOWNES</b> Sun. 2:55 p m EWT</p>	<p><b>SERVICE TO THE FRONT</b> Tues. 10 p m EWT</p>	<p>This is the key to pictures on the back cover of CBS program stars</p>	
<p><b>JOHN BURNETT</b> John Is My Best Sun. 9:30 p m EWT Starts Sept. 4</p>	<p><b>PAUL LAVALLE</b> The Stradivari Orchestra Sun. 2 p m EWT</p>	<p><b>EDWARD R. MURROW</b> Sun. 1:45 p m EWT</p>		

MONTELY CORRECTIONS - SEE SCHEDULE PROGRAMS (continued)

Page 6	CAMPBELL SOUP COMPANY	"Request Performance" originates KNX.
Page 7	COLGATE-PALMOLIVE-PEET COMPANY	"Theatre of Romance" originates KNX. Sponsoring products: Colgate Tooth Powder and Halo Shampoo; Agency: Spitzer & Mills, Ltd.
Page 9	GENERAL FOODS CORP.	Sponsoring products for "Kate Smith Speaks": Post Raisin Bran, Post Bran Flakes.  Agency for "Baby Snooks Show": Young & Rubicam.  Sponsoring products for "Two on a Clue": LaFrance, Satina and Maxwell House Coffee.
Page 10	HUDSON COAL COMPANY	Cancel series.
Page 12	P. LORILLARD COMPANY	"Frank Sinatra Show" originates WABC.
Page 12	PABST SALES CO.	"Danny Kaye Show" originates KNX.
Page 12	PAN-AMERICAN PETROLEUM CORP.	Cancel series after broadcast of November 11.
Page 14	THE PROCTER & GAMBLE COMPANY	Sponsoring products for "The Jack Kirkwood Show and Mommie and the Men": Ivory Bar and Oxydol.
Page 15	THE QUAKER OATS COMPANY	Sponsoring product: Quaker Oats.
Page 16	WILLIAM WRIGLEY, JR., COMPANY	Cancel "Just Entertainment" series.

BARRON GRAY PACKING CO.  
(1st Week on CBS)  
  
Ona Munson in Hollywood  
Talk

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

Food Products  
Long Advertising

# KEY TO BACK COVER (same sequence as pictures)

**GINNY SIMMS**  
Ginny Simms Show  
Fri. 7:30 p.m. EWT

**RAYMOND IVES**  
The Aldrich Family  
Fri. 8 p.m. EWT

**THE FIRST LINE**  
Thurs. 10 p.m. EWT

**SCREEN GUILD PLAYERS**  
Mon. 10 p.m. EWT

**FREDERICK L. COLLINS**  
F. B. I. in Peace and War  
Thurs. 8:30 p.m. EWT

**MR. KEEN,**  
Mr. Keen of Lost Persons  
Thurs. 7:30 p.m. EWT

**MAJOR  
GEORGE FIELDING ELIOT**  
CBS World News  
Thurs. 6 p.m. EWT

**JEAN TENNYSON**  
Great Moments in Music  
Wed. 10 p.m. EWT

**WENNY BARRIE**  
Detect and Collect  
Wed. 9:30 p.m. EWT

**JEAN HERSHOLT**  
Dr. Christian  
Wed. 8:30 p.m. EWT

**BUCK CARSON**  
Buck Carson Show  
Wed. 8 p.m. EWT

**GERTRUDE WARNER**  
Adventures of Ellery Queen  
Wed. 7:30 p.m. EWT

**CRIME DOCTOR**  
Sun. 8:30 p.m. EWT

**MARX LOEB**  
Theatre of Romance  
Tues. 8:30 p.m. EWT

**BIG TOWN**  
Tues. 8 p.m. EWT

**THE PICKENS**  
The Pickens Melody Hour  
Thurs. 7:30 p.m. EWT

**EDWIN C. HILL**  
"The Human Side  
of the News"  
Tues. 8:15 p.m. EWT

**STUART ERWIN**  
Stuart Erwin Show  
Mon. 10:30 p.m. EWT

**DANNY O'NEIL**  
Mon. thru Fri.  
4:45 p.m. EWT

**BILL HENRY  
AND THE NEWS**  
Mon. thru Fri.  
8:55 p.m. EWT

**BOB HAWK**  
Bob Hawk Takes to the Yanks  
Mon. 7:30 p.m. EWT

**JACK KIRKWOOD**  
Mon. thru Fri. 7 p.m. EWT  
Starts Aug. 20

**JOSEPH C. HARSCH**  
"The Meaning of the News"  
Mon. thru Fri.  
6:55 p.m. EWT

**PAUL WHITE**  
The World Today  
Mon. thru Fri.  
6:45 p.m. EWT

**JIMMY CARROLL**  
Jimmy Carroll Sings  
Mon., Wed., Fri.  
6:15 p.m. EWT

**WILLO BOULTON**  
Willo Boulton for the People  
Sun. 10:30 p.m. EWT

**OLIN DOWNES**  
Sun. 2:55 p.m. EWT

**SERVICE TO THE FRONT**  
Tues. 10 p.m. EWT

This is the key to pictures  
on the back cover of CBS  
program stars

**HIT BURNETT**  
Hit Burnett Is My Best  
Thurs. 9:30 p.m. EWT  
Starts Sept. 4

**PAUL LAVALLE**  
The Stradivari Orchestra  
Sun. 2 p.m. EWT

**EDWARD R. MURROW**  
Sun. 1:45 p.m. EWT

<p><b>CHEMICALS, INC.</b> <i>(1st Week on CBS)</i></p> <p><b>Don't You Believe It</b> <i>Narrative Drama</i></p>	<p>Saturday 9:45-10:00 p.m. ORIGINATES: KNX</p>	<p>Vano <i>Garfield &amp; Guild</i></p>
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<p><b>GUITTARD CHOCOLATE CO.</b> <i>(1st Week on CBS)</i></p> <p><b>That's A Good Idea</b> <i>Drama</i></p>	<p>Saturday 6:30-6:45 p.m. ORIGINATES: KNX</p>	<p>Chocolate Products <i>Garfield &amp; Guild</i></p>
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MODIFY - CANCELS - CHG. TIME - SCHEDULE PROGRAMS

<p>Page 16</p>	<p><b>BEKINS VAN AND STORAGE COMPANY</b></p>	<p>Harry W. Flannery originates KQW.</p>
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<p>Page 17</p>	<p><b>BU-TAY PRODUCTS, LTD.</b></p>	<p>Effective November 13 cancel "Meet the Missus."</p>
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<p>Page 17</p>	<p><b>CAMPANA SALES CORP.</b></p>	<p>Cancel "Don't You Believe It" series.</p>
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<p>Page 18</p>	<p><b>GALLENKAMP STORES CO.</b></p>	<p>Cancel series.</p>
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<p>September Supplement</p>	<p><b>I. GINSBERG &amp; BROS. INC.</b></p>	<p>Effective November 12, cancel series.</p>
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<p>September Supplement</p>	<p><b>R. M. HOLLINGSHEAD CORP.</b></p>	<p>Change day and time for "Meet the Missus" to Thursday, 2:45-3:00 p.m.</p>
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	<p><b>S. A. MOFFATT COMPANY</b></p>	<p>Sponsors "Meet the Missus", 2:30-2:45 p.m. Fridays. Sponsoring product: Polar Brand Frosted Foods. Agency: Honig-Cooper Co.</p>
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<p>Page 19</p>	<p><b>NATIONAL LEAD CO.</b></p>	<p>Cancel series.</p>
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<p>Page 19</p>	<p><b>PLANTERS NUT &amp; CHOCOLATE COMPANY</b></p>	<p>Agency for Nelson Pringle: Raymond R. Morgan Agency.</p>
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# KEY TO BACK COVER (same sequence as pictures)

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<p><b>Mr. KEEN,</b> Mr. Keen of Lost Persons Wed. 7:30 p.m. EWT</p>	<p><b>MAJOR GEORGE FIELOING ELIOT</b> CBS World News Thurs. 6 p.m. EWT</p>	<p><b>JEAN TENNYSON</b> Great Moments in Music Wed. 10 p.m. EWT</p>	<p><b>WENDY BARRIE</b> Detect and Collect Wed. 9:30 p.m. EWT</p>	<p><b>JEAN HERSHOLT</b> Dr. Christian Wed. 8:30 p.m. EWT</p>
<p><b>BOB CARSON</b> Bob Carson Show Wed. 8 p.m. EWT</p>	<p><b>GERTRUDE WARNER</b> Adventures of Ellery Queen Wed. 7:30 p.m. EWT</p>	<p><b>CRIME DOCTOR</b> Sun. 8:30 p.m. EWT</p>	<p><b>MARX LOEB</b> Theatre of Romance Tues. 8:30 p.m. EWT</p>	<p><b>BIG TOWN</b> Tues. 8 p.m. EWT</p>
<p><b>THE PICKENS</b> The Pickens Melody Hour Wed. 7:30 p.m. EWT</p>	<p><b>EDWIN C. HILL</b> "The Human Side of the News" Tues. 6:15 p.m. EWT</p>	<p><b>STUART ERWIN</b> Stuart Erwin Show Mon. 10:30 p.m. EWT</p>	<p><b>DANNY O'NEIL</b> Mon. thru Fri. 4:45 p.m. EWT</p>	<p><b>BILL HENRY AND THE NEWS</b> Mon. thru Fri. 8:55 p.m. EWT</p>
<p><b>BOB HAWK</b> Bob Hawk Takes to the Yanks Wed. 7:30 p.m. EWT</p>	<p><b>JACK KIRKWOOD</b> Mon. thru Fri. 7 p.m. EWT Starts Aug. 20</p>	<p><b>JOSEPH C. HARSCH</b> "The Meaning of the News" Mon. thru Fri. 6:55 p.m. EWT</p>	<p><b>PAUL WHITE</b> The World Today Mon. thru Fri. 6:45 p.m. EWT</p>	<p><b>JIMMY CARROLL</b> Jimmy Carroll Sings Mon., Wed., Fri. 6:15 p.m. EWT</p>
<p><b>LO BOULTON</b> Lo Boulton, the People Wed. 10:30 p.m. EWT</p>	<p><b>OLIN DOWNES</b> Sun. 2:55 p.m. EWT</p>	<p><b>SERVICE TO THE FRONT</b> Tues. 10 p.m. EWT</p>	<p>This is the key to pictures on the back cover of CBS program stars</p>	
<p><b>IT BURNETT</b> It Burnett Is My Best Wed. 9:30 p.m. EWT Starts Sept. 4</p>	<p><b>PAUL LAVALLE</b> The Stradivari Orchestra Sun. 2 p.m. EWT</p>	<p><b>EDWARD R. MURROW</b> Sun. 1:45 p.m. EWT</p>		

MONTHLY CORRECTIONS - LOS ANGELES NETWORK PROGRAMS (CONTINUED)

	<b>S. &amp; W. FINE FOODS, INC.</b>	Sponsors "Knox Manning Reports" Monday-Friday, 5:00-5:15 p.m. Sponsoring products: Foods and coffee. Agency: Brisacher, Van Norden & Staff.
<i>Page 20</i>	<b>SOIL OFF MANUFACTURING CO.</b>	Change agency to Ruthrauff & Ryan.
	<b>WASHINGTON COOP EGG &amp; POULTRY ASSOCIATION</b>	Sponsors "Meet the Missus", Wednesdays, 2:30-2:45 p.m. Sponsoring product: Lynden Foods. Agency: Pacific National Advertising Association.

MONTHLY CORRECTIONS - LOS ANGELES NETWORK PROGRAMS (CONTINUED)

<i>Page 20</i>	<b>YELLOW CAB COMPANY</b>	Change program time to 3:00-3:15 p.m.
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# KEY TO BACK COVER (same sequence as pictures)

**GINNY SIMMS**  
Ginny Simms Show  
Fri. 7:30 p m EWT

**RAYMOND IVES**  
The Aldrich Family  
Fri. 8 p m EWT

**THE FIRST LINE**  
Thurs. 10 p m EWT

**SCREEN GUILD PLAYERS**  
Mon. 10 p m EWT

**FREDERICK L. COLLINS**  
F. B. I. in Peace and War  
Thurs. 8:30 p m EWT

**MR. KEEN,**  
Mr. of Lost Persons  
Thurs. 7:30 p m EWT

**MAJOR  
GEORGE FIELDING ELIOT**  
CBS World News  
Thurs. 6 p m EWT

**JEAN TENNYSON**  
Great Moments in Music  
Wed. 10 p m EWT

**WENDY BARRIE**  
Detect and Collect  
Wed. 9:30 p m EWT

**JEAN HERSHOLT**  
Dr. Christian  
Wed. 8:30 p m EWT

**BUCK CARSON**  
Jack Carson Show  
Wed. 8 p m EWT

**GERTRUDE WARNER**  
Adventures of Ellery Queen  
Wed. 7:30 p m EWT

**CRIME DOCTOR**  
Sun. 8:30 p m EWT

**MARX LOEB**  
Theatre of Romance  
Tues. 8:30 p m EWT

**BIG TOWN**  
Tues. 8 p m EWT

**BOB PICKENS**  
American Melody Hour  
Thurs. 7:30 p m EWT

**EDWIN C. HILL**  
"The Human Side  
of the News"  
Tues. 6:15 p m EWT

**STUART ERWIN**  
Stuart Erwin Show  
Mon. 10:30 p m EWT

**DANNY O'NEIL**  
Mon. thru Fri.  
4:45 p m EWT

**BILL HENRY  
AND THE NEWS**  
Mon. thru Fri.  
8:55 p m EWT

**BOB HAWK**  
Thanks to the Yanks  
Sun. 7:30 p m EWT

**JACK KIRKWOOD**  
Mon. thru Fri. 7 p m EWT  
Starts Aug. 20

**JOSEPH C. HARSCH**  
"The Meaning of the News"  
Mon. thru Fri.  
6:55 p m EWT

**PAUL WHITE**  
The World Today  
Mon. thru Fri.  
6:45 p m EWT

**JIMMY CARROLL**  
Jimmy Carroll Sings  
Mon., Wed., Fri.  
6:15 p m EWT

**WILD BOULTON**  
No, the People  
Sun. 10:30 p m EWT

**OLIN DOWNES**  
Sun. 2:55 p m EWT

**SERVICE TO THE FRONT**  
Tues. 10 p m EWT

**HIT BURNETT**  
This Is My Best  
Thurs. 9:30 p m EWT  
Starts Sept. 4

**PAUL LAVALLE**  
The Stradivari Orchestra  
Tue. 2 p m EWT

**EDWARD R. MURROW**  
Sun. 1:45 p m EWT

This is the key to pictures  
on the back cover of CBS  
program stars

**NEW CBS SPONSORED PROGRAMS**

<p><b>FORD MOTOR CO.</b> (412th Week on CBS) <b>The Ford Show</b> <i>Variety</i></p>	<p>Tuesday 10:00-10:30 p.m. 147 CBS stations ORIGINATES: WABC</p>	<p>Motor Cars <i>J. Walter Thompson Co.</i></p>
<p><b>NASH-KELVINATOR CORP.</b> (105th Week on CBS) <b>The Andrews Sisters Show</b> <i>Variety</i></p>	<p>Wednesday 10:30-11:00 p.m. 147 CBS stations ORIGINATES: WABC</p>	<p>Nash Cars &amp; Refrigerators <i>Geyer, Cornell &amp; Newell, Inc.</i></p>
<p><b>THE PROCTER &amp; GAMBLE CO.</b> (561st Week on CBS) <b>Vic and Sade and The Jack Smith Show</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 72 CBS stations ORIGINATES: WABC &amp; WBBM</p>	<p>Oxydol <i>Dancer-Fitzgerald-Sample</i></p>
<p><b>WM. WRIGLEY JR. CO.</b> (684th Week on CBS) <b>Gene Autry Show</b> <i>Musical</i></p>	<p>Sunday 5:30-5:45 p.m. 148 CBS stations ORIGINATES: KNX</p>	<p>Chewing Gum <i>Ruthrauff &amp; Ryan, Inc.</i></p>

**MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS**

<p>Page 4</p>	<p><b>ADMIRAL CORPORATION</b></p>	<p>Cancel series.</p>
<p>Page 5</p>	<p><b>P. BALLANTINE &amp; SONS</b></p>	<p>Cancel series.</p>
<p>Page 5</p>	<p><b>BENDIX AVIATION CORP.</b></p>	<p>Cancel series.</p>
<p>Page 5</p>	<p><b>BORDEN CO.</b></p>	<p>Change program listing to the "Ginny Simms Show."</p>
<p>Page 7</p>	<p><b>CONTINENTAL CAN CO.</b></p>	<p>Effective Sept. 15, change day and time to Saturday, 10:15-11:00 p.m.</p>



# KEY TO BACK COVER (same sequence as pictures)

<p><b>ANNY SIMMS</b> Anny Simms Show Wed. 7:30 p.m. EWT</p>	<p><b>RAYMOND IVES</b> The Aldrich Family Fri. 8 p.m. EWT</p>	<p><b>THE FIRST LINE</b> Thurs. 10 p.m. EWT</p>	<p><b>SCREEN GUILD PLAYERS</b> Mon. 10 p.m. EWT</p>	<p><b>FREDERICK L. COLLINS</b> F. B. I. in Peace and War Thurs. 8:30 p.m. EWT</p>
<p><b>MR. KEEN,</b> Mr. Keen of Lost Persons Wed. 7:30 p.m. EWT</p>	<p><b>MAJOR GEORGE FIELDING ELIOT</b> CBS World News Thurs. 6 p.m. EWT</p>	<p><b>JEAN TENNYSON</b> Great Moments in Music Wed. 10 p.m. EWT</p>	<p><b>WENDY BARRIE</b> Detect and Collect Wed. 9:30 p.m. EWT</p>	<p><b>JEAN HERSHOLT</b> Dr. Christian Wed. 8:30 p.m. EWT</p>
<p><b>EDDY CARSON</b> Eddy Carson Show Wed. 8 p.m. EWT</p>	<p><b>GERTRUDE WARNER</b> Adventures of Ellery Queen Wed. 7:30 p.m. EWT</p>	<p><b>CRIME DOCTOR</b> Sun. 8:30 p.m. EWT</p>	<p><b>MARX LOEB</b> Theatre of Romance Tues. 8:30 p.m. EWT</p>	<p><b>BIG TOWN</b> Tues. 8 p.m. EWT</p>
<p><b>THE PICKENS</b> The Pickens Melody Hour Wed. 7:30 p.m. EWT</p>	<p><b>EDWIN C. HILL</b> "The Human Side of the News" Tues. 8:15 p.m. EWT</p>	<p><b>STUART ERWIN</b> Stuart Erwin Show Mon. 10:30 p.m. EWT</p>	<p><b>DANNY O'NEIL</b> Mon. thru Fri. 4:45 p.m. EWT</p>	<p><b>BILL HENRY AND THE NEWS</b> Mon. thru Fri. 8:55 p.m. EWT</p>
<p><b>BOB HAWK</b> Bob Hawk Takes to the Yanks Mon. 7:30 p.m. EWT</p>	<p><b>JACK KIRKWOOD</b> Mon. thru Fri. 7 p.m. EWT Starts Aug. 20</p>	<p><b>JOSEPH C. HARSCH</b> "The Meaning of the News" Mon. thru Fri. 6:55 p.m. EWT</p>	<p><b>PAUL WHITE</b> The World Today Mon. thru Fri. 6:45 p.m. EWT</p>	<p><b>JIMMY CARROLL</b> Jimmy Carroll Sings Mon., Wed., Fri. 6:15 p.m. EWT</p>
<p><b>WILLO BOULTON</b> Willo Boulton, the People Mon. 10:30 p.m. EWT</p>	<p><b>OLIN DOWNES</b> Sun. 2:55 p.m. EWT</p>	<p><b>SERVICE TO THE FRONT</b> Tues. 10 p.m. EWT</p>	<p>This is the key to pictures on the back cover of CBS program stars</p>	
<p><b>HIT BURNETT</b> Hit Burnett's Is My Best Wed. 9:30 p.m. EWT Starts Sept. 4</p>	<p><b>PAUL LAVALLE</b> The Stradivari Orchestra Sun. 2 p.m. EWT</p>	<p><b>EDWARD R. MURROW</b> Sun. 1:45 p.m. EWT</p>		

Page 6	CAMPBELL SOUP COMPANY	Change listing of "The Saint" to "The Jack Carson Show." Change listing of "Radio Reader's Digest" to "Request Performance."
Page 12	MANHATTAN SOAP COMPANY, INC.	Change time of rebroadcast to 4:30-4:45 p.m.
Page 12	PABST SALES CO.	Change program listing to the "Danny Kaye Show."
Page 14	THE PROCTER & GAMBLE CO.	Change time of the "Perry Mason" show to Mon. thru Fri. 2:15-2:30 p.m. Sponsoring product: Spic & Span; Agency: Dancer - Fitzgerald - Sample, and Camay; Agency: Pedlar & Ryan, Inc. Change time of "Rosemary" to Mon. thru Fri. 2:30-2:45 p.m. Sponsoring product: Ivory Snow; Agency: Benton & Bowles, Inc.
Page 14	PRUDENTIAL INSURANCE COMPANY OF AMERICA	Change time to Sunday 5:00-5:30 p.m.
Page 16	WM. WRIGLEY JR. COMPANY	Cancel series of the Tuesday show. Change listing of "America in the Air" to "Just Entertainment?"

NEW CBS PACIFIC NETWORK PROGRAMS

<p>CAMPBELL SOUP CO. (555th Week on CBS) Carroll Alcott News</p>	<p>Mon., Tues., Wed., Thurs., Sat. 8:55-9:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products Ward Wheelock Co.</p>
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Page 7	CONTINENTAL CAN CO.	Effective Sept. 15, change day and time to Saturday, 10:15-11:00 p.m.
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# KEY TO BACK COVER (same sequence as pictures)

**GINNY SIMMS**  
Ginny Simms Show  
Fri. 7:30 p m EWT

**RAYMOND IVES**  
The Aldrich Family  
Fri. 8 p m EWT

**THE FIRST LINE**  
Thurs. 10 p m EWT

**SCREEN GUILD PLAYERS**  
Mon. 10 p m EWT

**FREDERICK L. COLLINS**  
F. B. I. in Peace and War  
Thurs. 8:30 p m EWT

**MR. KEEN,**  
Dr. of Lost Persons  
Thurs. 7:30 p m EWT

**MAJOR  
GEORGE FIELDING ELIOT**  
CBS World News  
Thurs. 6 p m EWT

**JEAN TENNYSON**  
Great Moments in Music  
Wed. 10 p m EWT

**WENDY BARRIE**  
Detect and Collect  
Wed. 9:30 p m EWT

**JEAN HERSHOLT**  
Dr. Christian  
Wed. 8:30 p m EWT

**CLACK CARSON**  
Clack Carson Show  
Wed. 8 p m EWT

**GERTRUDE WARNER**  
Adventures of Ellery Queen  
Wed. 7:30 p m EWT

**CRIME DOCTOR**  
Sun. 8:30 p m EWT

**MARX LOEB**  
Theatre of Romance  
Tues. 8:30 p m EWT

**BIG TOWN**  
Tues. 8 p m EWT

**FRANCE PICKENS**  
American Melody Hour  
Thurs. 7:30 p m EWT

**EDWIN C. HILL**  
"The Human Side  
of the News"  
Tuus. 6:15 p m EWT

**STUART ERWIN**  
Stuart Erwin Show  
Mon. 10:30 p m EWT

**DANNY O'NEIL**  
Mon. thru Fri.  
4:45 p m EWT

**BILL HENRY  
AND THE NEWS**  
Mon. thru Fri.  
8:55 p m EWT

**BOB HAWK**  
Links to the Yanks  
Mon. 7:30 p m EWT

**JACK KIRKWOOD**  
Mon. thru Fri. 7 p m EWT  
Starts Aug. 20

**JOSEPH C. HARSCH**  
"The Meaning of the News"  
Mon. thru Fri.  
6:55 p m EWT

**PAUL WHITE**  
The World Today  
Mon. thru Fri.  
6:45 p m EWT

**JIMMY CARROLL**  
Jimmy Carroll Sings  
Mon., Wed., Fri.  
6:15 p m EWT

**WILLO BOULTON**  
We, the People  
Sun. 10:30 p m EWT

**OLIN DOWNES**  
Sun. 2:55 p m EWT

**SERVICE TO THE FRONT**  
Tuus. 10 p m EWT

**WHIT BURNETT**  
This Is My Best  
Thurs. 9:30 p m EWT  
Starts Supt. 4

**PAUL LAVALLE**  
The Stradivari Orchestra  
Sun. 2 p m EWT

**EDWARD R. MURROW**  
Sun. 1:45 p m EWT

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on the back cover of CBS  
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**MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS**

<i>Page 17</i>	<b>BENRUS WATCH CO.</b>	Cancel series.
<i>Page 17</i>	<b>CALIFORNIA FRUIT &amp; APRICOT GROWERS ASSOCIATION</b>	Cancel series.
<i>Page 17</i>	<b>DAY &amp; NIGHT MANUFACTURING COMPANY</b>	Change time to Saturday, 3:55-4:00 p.m. and newscaster to Dave Vaile.
<i>Page 19</i>	<b>MJB COMPANY</b>	Cancel series.
<i>Page 19</i>	<b>PLANTERS NUT AND CHOCOLATE COMPANY</b>	Cancel "The Adventures of Bill Lance."

**MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS**

<i>Page 20</i>	<b>COLDSTREAM PRODUCTS CO.</b>	Change client name to Safeway Stores, Inc.
<i>Page 7</i>	<b>CONTINENTAL CAN CO.</b>	Effective Sept. 15, change day and time to Saturday, 10:15-11:00 p.m.

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 Fri. 7:30 p m EWT

**RAYMOND IVES**  
 The Aldrich Family  
 Fri. 8 p m EWT

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 Thurs. 10 p m EWT

**SCREEN GUILD PLAYERS**  
 Mon. 10 p m EWT

**FREDERICK L. COLLINS**  
 F. B. I. in Peace and War  
 Thurs. 8:30 p m EWT

**Mr. KEEN,**  
 Mr. of Lost Persons  
 Tues. 7:30 p m EWT

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 Great Moments In Music  
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 Dr. Christian  
 Wed. 8:30 p m EWT

**ACK CARSON**  
 Jack Carson Show  
 Wed. 8 p m EWT

**GERTRUOE WARNER**  
 Adventures of Ellery Queen  
 Wed. 7:30 p m EWT

**CRIME DOCTOR**  
 Sun. 8:30 p m EWT

**MARX LOEB**  
 Theatre of Romance  
 Tues. 8:30 p m EWT

**BIG TOWN**  
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 African Melody Hour  
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 We, the People  
 Sun. 10:30 p m EWT

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 Sun. 2:55 p m EWT

**SERVICE TO THE FRONT**  
 Tues. 10 p m EWT

This is the key to pictures  
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**WHIT BURNETT**  
 This Is My Best  
 eps. 9:30 p m EWT  
 Starts Sept. 4

**PAUL LAVALLE**  
 The Stradivari Orchestra  
 Sun. 2 p m EWT

**EDWARD R. MURROW**  
 Sun. 1:45 p m EWT



# KEY TO BACK COVER (same sequence as pictures)

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<p><b>Mr. KEEN,</b> er of Lost Persons urs. 7:30 p m EWT</p>	<p><b>MAJOR GEORGE FIELDING ELIOT</b> CBS World News Thurs. 6 p m EWT</p>	<p><b>JEAN TENNYSDN</b> Great Moments in Music Wed. 10 p m EWT</p>	<p><b>WENDY BARRIE</b> Detect and Collect Wed. 9:30 p m EWT</p>	<p><b>JEAN HERSHOLT</b> Dr. Christian Wed. 8:30 p m EWT</p>
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<p><b>ANE PICKENS</b> rican Melody Hour ues. 7:30 p m EWT</p>	<p><b>EDWIN C. HILL</b> "The Human Side of the News" Tues. 8:15 p m EWT</p>	<p><b>STUART ERWIN</b> Stuart Erwin Show Mon. 10:30 p m EWT</p>	<p><b>DANNY D'NEIL</b> Mon. thru Fri. 4:45 p m EWT</p>	<p><b>BILL HENRY AND THE NEWS</b> Mon. thru Fri. 8:55 p m EWT</p>
<p><b>BOB HAWK</b> anks to the Yanks Mon. 7:30 p m EWT</p>	<p><b>JACK KIRKWOOD</b> Mon. thru Fri. 7 p m EWT Starts Aug. 20</p>	<p><b>JOSEPH C. HARSCH</b> "The Meaning of the News" Mon. thru Fri. 6:55 p m EWT</p>	<p><b>PAUL WHITE</b> The World Today Mon. thru Fri. 6:45 p m EWT</p>	<p><b>JIMMY CARROLL</b> Jimmy Carroll Sings Mon., Wed., Fri. 6:15 p m EWT</p>
<p><b>AJLO BDULTDN</b> We, the People Sun. 10:30 p m EWT</p>	<p><b>DLIN DOWNES</b> Sun. 2:55 p m EWT</p>	<p><b>SERVICE TO THE FRONT</b> Tues. 10 p m EWT</p>	<p>This is the key to pictures on the back cover of CBS program stars</p>	
<p><b>WHIT BURNETT</b> his Is My Best ues. 9:30 p m EWT Starts Sept. 4</p>	<p><b>PAUL LAVALLE</b> The Stradivari Orchestra Sun. 2 p m EWT</p>	<p><b>EDWARD R. MURROW</b> Sun. 1:45 p m EWT</p>		

NATIONAL BROADCASTING COMPANY, INC.

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# CBS PROGRAM BOOK SUPPLEMENT • SEPTEMBER 1, 1945

## NEW CBS SPONSORED PROGRAMS

<p><b>CHEF-BOY-AR-DEE QUALITY FOODS, INC.</b> <i>(1st Week on CBS)</i></p> <p><b>Give and Take</b> <i>Quiz</i></p>	<p>Saturday 10:00-10:30 a.m. <i>Rebroadcast</i> 2:30-3:00 p.m. 148 CBS stations ORIGINATES: WABC</p>	<p>Spaghetti Dinner <i>McJunkin Adv. Co.</i></p>
<p><b>CRESTA BLANCA WINE CO.</b> <i>(125th Week on CBS)</i></p> <p><b>This Is My Best</b> <i>Drama</i></p>	<p>Tuesday 9:30-10:00 p.m. 76 CBS stations ORIGINATES: KNX</p>	<p>Cresta Blanca Wines <i>Batten, Barton, Durstine, &amp; Osborn, Inc.</i></p>
<p><b>TEXTRON, INC.</b> <i>(1st Week on CBS)</i></p> <p><b>The Textron Theater</b> Starring Helen Hayes <i>Drama</i></p>	<p>Saturday 7:00-7:30 p.m. 146 CBS stations ORIGINATES: WABC</p>	<p>Fabrics <i>J. Walter Thompson</i></p>

## MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

<p><i>Page 4</i></p>	<p><b>ANCHOR-HOCKING GLASS CORP.</b></p>	<p>Change program listing to "Hobby Lobby."</p>
<p><i>Page 4</i></p>	<p><b>ARMOUR &amp; COMPANY</b></p>	<p>Cancel series.</p>
<p><i>Page 7</i></p>	<p><b>CHRYSLER CORPORATION</b></p>	<p>Change program listing to "Music of Andre Kostelanetz."</p>
<p><i>Page 7</i></p>	<p><b>COLGATE-PALMOLIVE-PEET COMPANY</b></p>	<p>Change time of "Blondie" to Sunday, 7:30-8:00 p.m.</p>
<p><i>Page 7</i></p>	<p><b>COMPTONE CO.</b></p>	<p>Cancel series.</p>
<p><i>Page 7</i></p>	<p><b>CONTINENTAL CAN CO.</b></p>	<p>Effective Sept. 15, change day and time to Saturday, 10:15-11:00 p.m.</p>



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<p><b>Mr. KEEN,</b> Director of Lost Persons Thurs. 7:30 p.m. EWT</p>	<p><b>MAJOR GEORGE FIELDING ELIOT</b> CBS World News Thurs. 6 p.m. EWT</p>	<p><b>JEAN TENNYSON</b> Great Moments in Music Wed. 10 p.m. EWT</p>	<p><b>WENNY BARRIE</b> Detect and Collect Wed. 9:30 p.m. EWT</p>	<p><b>JEAN HERSHOLT</b> Dr. Christian Wed. 8:30 p.m. EWT</p>
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<p><b>WHIT BURNETT</b> This Is My Best Tues. 9:30 p.m. EWT Starts Sept. 4</p>	<p><b>PAUL LAVALLE</b> The Stradivari Orchestra Sun. 2 p.m. EWT</p>	<p><b>EDWARD R. MURROW</b> Sun. 1:45 p.m. EWT</p>		

**NIGHTLY CORRECTIONS - THE SPONSORED PROGRAMS (continued)**

<i>Page 8</i>	<b>ELECTRIC COMPANIES ADVERTISING PROGRAM</b>	Effective Sept. 16, change program listing to "The Electric Hour" with Nelson Eddy.
<i>Page 8</i>	<b>EVERSHARP, INC.</b>	Effective September 12, change time of "Maisie" to Wednesday, 9:30-10:00 p.m.
<i>Page 9</i>	<b>GENERAL FOODS CORPORATION</b>	<p>Effective September 14, change program listing of "Kate Smith Hour" to "Kate Smith Sings" and change day and time to Friday, 8:30-8:55 p.m. Rebroadcast 12:30-12:55 a.m. Change product listing to Postum.</p> <p>Change product listing on "Kate Smith Speaks" to Calumet &amp; Swansdown and agency to Benton &amp; Bowles, Inc.</p> <p>Effective September 16, change program listing of "ToastiesTime" to "The Baby Snooks Show." Change Product listing to Sanka.</p> <p>Change product listing for "The Aldrich Family" to Grape Nuts and Grape Nuts Flakes.</p> <p>Change day and time of "The Adventures of the Thin Man" to Sunday, 7:00-7:30 p.m. Rebroadcast 12:00-12:30 a.m. Change product listing to Post Toasties.</p>
<i>Page 10</i>	<b>B. F. GOODRICH CO.</b>	Effective Sept. 7, cancel series.
<i>Page 10</i>	<b>INTERNATIONAL SILVER COMPANY</b>	Change program listing to "Adventures of Ozzie and Harriet."
<i>Page 11</i>	<b>LEVER BROTHERS COMPANY</b>	Replace the "George Burns and Gracie Allen" show with the "Joan Davis Show."
<i>Page 11</i>	<b>LEWIS-HOWE COMPANY</b>	Change day and time to Sunday, 8:00-8:30 p.m.

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<p><b>Mr. KEEN,</b> Her of Lost Persons Mors. 7:30 p.m. EWT</p>	<p><b>MAJOR GEORGE FIELDING ELIOT</b> CBS World News Thurs. 6 p.m. EWT</p>	<p><b>JEAN TENNYSON</b> Great Moments in Music Wed. 10 p.m. EWT</p>	<p><b>WENY BARRIE</b> Detect and Collect Wed. 9:30 p.m. EWT</p>	<p><b>JEAN HERSHOLT</b> Dr. Christian Wed. 8:30 p.m. EWT</p>
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MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS (cont.)

Page 12	P. LORILLARD COMPANY	Effective September 12, change program listing to "The Frank Sinatra Show." Change time to 9:00-9:30 p.m. Origination: KNX
Page 12	NOXZEMA CHEMICAL CO.	Change time to 8:30-8:55 p.m. Re-broadcast 11:30-11:55 p.m.
Page 14	THE PROCTER & GAMBLE CO.	Listing of program for the M-F, 7:00-7:15 p.m. time, "The Jack Kirkwood Show and Mommie and the Men." Change listing of "Radio Newspaper" to "Meet Margaret MacDonald." Change day of "F.B.I. in Peace and War" to Thursday.
Page 15	SALES BUILDERS, INC.	Cancel series.
Page 15	SCHENLEY LABORATORIES, INC.	Effective Sept. 11, cancel series.
Page 15	SOUTHERN COTTON OIL CO.	Change program listing to "Try 'n Find Me;" audience participation show.
Page 16	UNITED DRUG CO.	Effective Sept. 14, change program listing to "Durante-Moore Show."
Page 16	WM. WRIGLEY, JR., COMPANY	Change program listing of "Service to the Front" to "Just Entertainment."

NEW CBS PACIFIC NETWORK PROGRAMS

<p>I. GINSBERG &amp; BROS., INC. (1st Week on CBS)</p> <p><b>Meet The Missus</b> Participation quiz</p>	<p>Monday 2:30-2:45 p.m. PWT ORIGINATES: KNX</p>	<p>"Queen Make" Dresses <i>Abbott Kimball Co.</i></p>
<p>R. M. HOLLINGSHEAD CORP. (2nd Week on CBS)</p> <p><b>Meet The Missus</b> Participation quiz</p>	<p>Wednesday 2:30-2:45 p.m. PWT ORIGINATES: KNX</p>	<p>Polishes <i>Aitkin-Kynett Co.</i></p>
<p>UNION OIL COMPANY OF CALIFORNIA (108th Week on CBS)</p> <p><b>Nelson Pringle</b> News analysis</p>	<p>Mon. thru Fri. 7:45-8:00 a.m. PWT ORIGINATES: KNX</p>	<p>Oil <i>Foote, Cone and Belding</i></p>

# KEY TO BACK COVER (same sequence as pictures)

<p><b>GINNY SIMMS</b> Ginny Simms Show Fri. 7:30 p.m. EWT</p>	<p><b>RAYMOND IVES</b> The Aldrich Family Fri. 8 p.m. EWT</p>	<p><b>THE FIRST LINE</b> Thurs. 10 p.m. EWT</p>	<p><b>SCREEN GUILD PLAYERS</b> Mon. 10 p.m. EWT</p>	<p><b>FREDERICK L. COLLINS</b> F. B. I. in Peace and War Thurs. 8:30 p.m. EWT</p>
<p><b>Mr. KEEN,</b> er of Lost Persons Tues. 7:30 p.m. EWT</p>	<p><b>MAJOR GEORGE FIELDING ELIOT</b> CBS World News Thurs. 6 p.m. EWT</p>	<p><b>JEAN TENNYSON</b> Great Moments in Music Wed. 10 p.m. EWT</p>	<p><b>WENDY BARRIE</b> Detect and Collect Wed. 9:30 p.m. EWT</p>	<p><b>JEAN HERSHOLT</b> Dr. Christian Wed. 8:30 p.m. EWT</p>
<p><b>ACK CARSON</b> Jack Carson Show Wed. 8 p.m. EWT</p>	<p><b>GERTRUDE WARNER</b> Adventures of Ellery Queen Wed. 7:30 p.m. EWT</p>	<p><b>CRIME DOCTOR</b> Sun. 8:30 p.m. EWT</p>	<p><b>MARX LOEB</b> Theatre of Romance Tues. 8:30 p.m. EWT</p>	<p><b>BIG TOWN</b> Tues. 8 p.m. EWT</p>
<p><b>LANE PICKENS</b> American Melody Hour Tues. 7:30 p.m. EWT</p>	<p><b>EDWIN C. HILL</b> "The Human Side of the News" Tues. 6:15 p.m. EWT</p>	<p><b>STUART ERWIN</b> Stuart Erwin Show Mon. 10:30 p.m. EWT</p>	<p><b>DANNY O'NEIL</b> Mon. thru Fri. 4:45 p.m. EWT</p>	<p><b>BILL HENRY AND THE NEWS</b> Mon. thru Fri. 8:55 p.m. EWT</p>
<p><b>BOB HAWK</b> Thanks to the Yanks Mon. 7:30 p.m. EWT</p>	<p><b>JACK KIRKWOOD</b> Mon. thru Fri. 7 p.m. EWT Starts Aug. 20</p>	<p><b>JOSEPH C. HARSCH</b> "The Meaning of the News" Mon. thru Fri. 6:55 p.m. EWT</p>	<p><b>PAUL WHITE</b> The World Today Mon. thru Fri. 6:45 p.m. EWT</p>	<p><b>JIMMY CARROLL</b> Jimmy Carroll Sings Mon., Wed., Fri. 6:15 p.m. EWT</p>
<p><b>MILO BOLDON</b> We, the People Sun. 10:30 p.m. EWT</p>	<p><b>OLIN DOWNES</b> Sun. 2:55 p.m. EWT</p>	<p><b>SERVICE TO THE FRONT</b> Tues. 10 p.m. EWT</p>	<p>This is the key to pictures on the back cover of CBS program stars</p>	
<p><b>WHIT BURNETT</b> This Is My Best Tues. 9:30 p.m. EWT Starts Sept. 4</p>	<p><b>PAUL LAVALLE</b> The Stradivari Orchestra Sun. 2 p.m. EWT</p>	<p><b>EDWARD R. MURROW</b> Sun. 1:45 p.m. EWT</p>		

NEW CBS PACIFIC NETWORK PROGRAMS (1950-1951)

VICK CHEMICAL CO.  
(201st Week on CBS)

Dick Cutting  
News

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

PWT  
ORIGINATES: KNX

All Products  
Morse International, Inc.

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

Page 16	BEKINS VAN AND STORAGE CO.	Replace Nelson Pringle with Harry W. Flannery. Originates: KNX.
Page 18	"42" PRODUCTS, INC.	Change day and time to Sunday, 4:30-5:00 p.m.
Page 18	GENERAL MILLS, INC.	Cancel series.
Page 18	HUNT BROS. PACKING CO.	Cancel series.
Page 18	L. B. LABORATORIES, INC.	Cancel series.
Page 19	MANHATTAN SOAP CO.	Replace Bob Andersen with Dick Cutting.
Page 19	THE MENNEN CO.	Cancel series.
Page 19	PLANTERS NUT AND CHOCOLATE COMPANY	Change agency to Honig-Cooper Co.

NEW CBS CALIFORNIA NETWORK PROGRAMS

McMAHAN FURNITURE STORES  
(3rd Week on CBS)

Knox Manning  
News

Mon. thru Fri.  
12:15-12:30 p.m.

PWT  
ORIGINATES: KNX

Furniture  
M-C-M Adv. Agency

MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

Page 20	COLDSTREAM PRODUCTS CO.	Summer hiatus Aug. 27 to Sept. 10. Effective Sept. 16, change day and time to Sunday, 3:30-4:00 p.m.
Page 20	FERRY-MORSE SEED CO.	Change program listing to "Time for Holly Langley."
Page 20	WILSHIRE OIL COMPANY	Effective Sept. 15, cancel series.

# KEY TO BACK COVER (same sequence as pictures)

<p><b>SINNY SIMMS</b> Sinny Simms Show Fri. 7:30 p m EWT</p>	<p><b>RAYMOND IVES</b> The Aldrich Family Fri. 8 p m EWT</p>	<p><b>THE FIRST LINE</b> Thurs. 10 p m EWT</p>	<p><b>SCREEN GUILD PLAYERS</b> Mon. 10 p m EWT</p>	<p><b>FREDERICK L. COLLINS</b> F. B. I. in Peace and War Thurs. 8:30 p m EWT</p>
<p><b>Mr. KEEN,</b> Mr. of Lost Persons Thurs. 7:30 p m EWT</p>	<p><b>MAJOR GEORGE FIELOING ELIOT</b> CBS World News Thurs. 6 p m EWT</p>	<p><b>JEAN TENNYSON</b> Great Moments in Music Wed. 10 p m EWT</p>	<p><b>WENGY BARRIE</b> Detect and Collect Wed. 9:30 p m EWT</p>	<p><b>JEAN HERSHOLT</b> Or. Christian Wed. 8:30 p m EWT</p>
<p><b>ACK CARSON</b> Jack Carson Show Wed. 8 p m EWT</p>	<p><b>GERTRUOE WARNER</b> Adventures of Ellery Queen Wed. 7:30 p m EWT</p>	<p><b>CRIME DOCTOR</b> Sun. 8:30 p m EWT</p>	<p><b>MARX LOEB</b> Theatre of Romance Tues. 8:30 p m EWT</p>	<p><b>BIG TOWN</b> Tues. 8 p m EWT</p>
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<p><b>BOB HAWK</b> Links to the Yanks Mon. 7:30 p m EWT</p>	<p><b>JACK KIRKWOOD</b> Mon. thru Fri. 7 p m EWT Starts Aug. 20</p>	<p><b>JOSEPH C. HARSCH</b> "The Meaning of the News" Mon. thru Fri. 6:55 p m EWT</p>	<p><b>PAUL WHITE</b> The World Today Mon. thru Fri. 6:45 p m EWT</p>	<p><b>JIMMY CARROLL</b> Jimmy Carroll Sings Mon., Wed., Fri. 6:15 p m EWT</p>
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<p><b>WHIT BURNETT</b> This Is My Best Sun. 9:30 p m EWT Starts Sept. 4</p>	<p><b>PAUL LAVALLE</b> The Stradivari Orchestra Sun. 2 p m EWT</p>	<p><b>EDWARD R. MURROW</b> Sun. 1:45 p m EWT</p>		

*CBS Program Book  
Supplements for September and October  
to be tipped in here*

**T H E   C O L U M B I A   B R O A D C A S T I N G   S Y S T E M**

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# KEY TO BACK COVER (same sequence as pictures)

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Sinny Simms Show  
Fri. 7:30 p m EWT

**RAYMOND IVES**  
The Aldrich Family  
Fri. 8 p m EWT

**THE FIRST LINE**  
Thurs. 10 p m EWT

**SCREEN GUILD PLAYERS**  
Mon. 10 p m EWT

**FREDERICK L. COLLINS**  
F. B. I. in Peace and War  
Thurs. 8:30 p m EWT

**Mr. KEEN,**  
Mr. of Lost Persons  
Wed. 7:30 p m EWT

**MAJOR  
GEORGE FIELDING ELIOT**  
CBS World News  
Thurs. 6 p m EWT

**JEAN TENNYSON**  
Great Moments in Music  
Wed. 10 p m EWT

**WENDY BARRIE**  
Detect and Collect  
Wed. 9:30 p m EWT

**JEAN HERSHOLT**  
Dr. Christian  
Wed. 8:30 p m EWT

**ACK CARSON**  
Jack Carson Show  
Wed. 8 p m EWT

**GERTRUDE WARNER**  
Adventures of Ellery Queen  
Wed. 7:30 p m EWT

**CRIME DOCTOR**  
Sun. 8:30 p m EWT

**MARX LOEB**  
Theatre of Romance  
Tues. 8:30 p m EWT

**BIG TOWN**  
Tues. 8 p m EWT

**ANE PICKENS**  
American Melody Hour  
Tues. 7:30 p m EWT

**EDWIN C. HILL**  
"The Human Side  
of the News"  
Tues. 8:15 p m EWT

**STUART ERWIN**  
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Mon. 10:30 p m EWT

**DANNY O'NEIL**  
Mon. thru Fri.  
4:45 p m EWT

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Mon. thru Fri.  
8:55 p m EWT

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Mon. thru Fri.  
6:45 p m EWT

**JIMMY CARROLL**  
Jimmy Carroll Sings  
Mon., Wed., Fri.  
6:15 p m EWT

**AILO BDULTDN**  
We, the People  
Sun. 10:30 p m EWT

**OLIN DOWNES**  
Sun. 2:55 p m EWT

**SERVICE TO THE FRONT**  
Tues. 10 p m EWT

This is the key to pictures  
on the back cover of CBS  
program stars

**WHIT BURNETT**  
This Is My Best  
Tues. 9:30 p m EWT  
Starts Sept. 4

**PAUL LAVALLE**  
The Stradivari Orchestra  
Sun. 2 p m EWT

**EDWARD R. MURROW**  
Sun. 1:45 p m EWT



# CBS PROGRAM BOOK • WINTER, 1945-46



As nearly as the printing press and inks can match it, this is the quality of the new CBS postwar full-color television successfully transmitted in New York October 10, 1945. Compare it with the prewar black-and-white quality on back cover. Both pictures are sections of a 10x7½ inch image.



WINTER, 1945-46

NATIONAL BROADCASTING COMPANY, INC.  
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# THE COLUMBIA PROGRAM BOOK

**CBS SPONSORED PROGRAMS: page 4**

**CBS PACIFIC NETWORKS SPONSORED PROGRAMS: page 16**

**CBS SUSTAINING PROGRAMS: page 21**

Published quarterly for advertising executives by

**THE COLUMBIA BROADCASTING SYSTEM**

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

*December 1, 1945*

# COLUMBIA NETWORK CLIENTS

## ● AUTOMOTIVE

<b>CHRYSLER CORPORATION:</b>	
Institutional . . . . .	Page 7
<b>ELECTRIC AUTO-LITE CO.:</b>	
Spark Plugs, Batteries, etc. . . . .	Page 8
<b>FORD MOTOR CO.:</b>	
Motor Cars . . . . .	Page 9
<b>NASH-KELVINATOR CORP.:</b>	
Nash Cars and Refrigerators . . . . .	Page 12

## ● CIGARETTES & TOBACCO

<b>AMERICAN TOBACCO COMPANY:</b>	
Lucky Strike Cigarettes . . . . .	Page 4
<b>P. LORILLARD COMPANY:</b>	
Old Gold Cigarettes . . . . .	Page 12
<b>PHILIP MORRIS &amp; COMPANY, LTD.:</b>	
Philip Morris Cigarettes . . . . .	Page 13
<b>R. J. REYNOLDS TOBACCO COMPANY:</b>	
Camel Cigarettes, Prince Albert Smoking Tobacco . . . . .	Page 15

## ● CONFECTIONERY

<b>CURTISS CANDY COMPANY:</b>	
Candy . . . . .	Page 8
<b>GUITTARD CHOCOLATE CO.:</b>	
Chocolate Products and Chocolate . . . . .	Page 18
<b>PETER PAUL, INC.:</b>	
Candy, Gum, Walnettos . . . . .	Page 19
<b>WM. WRIGLEY JR., COMPANY:</b>	
Chewing Gum . . . . .	Page 16

## ● DRUGS & TOILET GOODS

<b>ANACIN COMPANY:</b>	
Anacin . . . . .	Page 4
<b>BAYER COMPANY:</b>	
Bayer Aspirin and Dr. Lyons Tooth Powder . . . . .	Page 5
<b>BOURJOIS, INC.:</b>	
Evening in Paris Face Powder . . . . .	Page 5
<b>CAMPANA SALES CORP.:</b>	
Solitaire Cake Make-Up, Campana Cream Balm . . . . .	Page 6
<b>CHESEBROUGH MANUFACTURING COMPANY:</b>	
Vaseline Preparations . . . . .	Page 6
<b>COLGATE-PALMOLIVE-PEET COMPANY:</b>	
<i>(See also Laundry Soaps &amp; Household Supplies)</i> Colgate Tooth Powder and Halo Shampoo . . . . .	Page 7
<b>COLONIAL DAMES, INC.:</b>	
Cosmetics . . . . .	Page 17
<b>EMERSON DRUG COMPANY:</b>	
Bromo-Seltzer . . . . .	Page 8
<b>JOHNSON &amp; JOHNSON:</b>	
Surgical Dressings . . . . .	Page 10
<b>KOLYNOS COMPANY:</b>	
Kolynos Tooth Powder and Toothpaste, Bisodol . . . . .	Page 10
<b>LADY ESTHER, LTD.:</b>	
Face Powder, Face Cream, Rouge, Lipstick and Nail Polish . . . . .	Page 11

<b>LAMBERT PHARMACAL CO.:</b>	
Listerine Tooth Powder . . . . .	Page 11
<b>LEVER BROTHERS COMPANY:</b>	
<i>(See also Foods; Laundry Soaps)</i> Lux Soap and Flakes, Swan Soap . . . . .	Page 11
<b>LEWIS-HOWE COMPANY:</b>	
Tums . . . . .	Page 11
<b>MANHATTAN SOAP COMPANY:</b>	
Sweetheart Soap . . . . .	Pages 12, 18
<b>NONZEMA CHEMICAL CO.:</b>	
All Products . . . . .	Page 12
<b>CHARLES H. PHILLIPS CHEMICAL CO.:</b>	
<i>(See also Household Supplies)</i> Phillips Toothpaste and Milk of Magnesia Tablets . . . . .	Page 13
<b>PRINCE MATCHABELLI, INC.:</b>	
Perfumes and Cosmetics . . . . .	Page 13
<b>THE PROCTER &amp; GAMBLE CO.:</b>	
<i>(See also Laundry Soaps; Foods)</i> Ivory Soap, Bar and Snow, Camay, Lava Soap . . . . .	Page 14
<b>E. R. SQUIBB &amp; SONS:</b>	
Squibb Products . . . . .	Page 15
<b>UNITED DRUG CO.:</b>	
Drugs . . . . .	Page 16
<b>VICK CHEMICAL CO.:</b>	
All Products . . . . .	Page 19
<b>J. B. WILLIAMS COMPANY:</b>	
Shaving Cream . . . . .	Page 16

## ● FOODS & BEVERAGES

<b>BALLARD &amp; BALLARD CO.:</b>	
Ballard's Obelisk Flour . . . . .	Page 5
<b>BARRON GRAY PACKING CO.:</b>	
Here's Health Vegetable Juice . . . . .	Page 16
<b>BORDEN CO.:</b>	
All Products . . . . .	Page 5
<b>BOWEY'S, INC.:</b>	
Dari-Rich Products . . . . .	Page 5
<b>CAMPBELL SOUP COMPANY:</b>	
Campbell's Soups, Baked Beans & Tomato Juice . . . . .	Pages 6, 17
<b>CENTAUR DIVISION, STERLING DRUG CO.:</b>	
Ironized Yeast . . . . .	Page 6
<b>CHEF BOY-AR-DEE QUALITY FOODS, INC.:</b>	
Spaghetti Dinner . . . . .	Page 6
<b>CONTINENTAL BAKING CO.:</b>	
Wonder Bread, Hostess Cake . . . . .	Page 7
<b>CREAM OF WHEAT CORP.:</b>	
Cream of Wheat Cereal . . . . .	Page 7
<b>CRESTA BLANCA WINE CO.:</b>	
Cresta Blanca Wines . . . . .	Page 7
<b>P. DUFF &amp; SONS, INC.:</b>	
Ready-To-Bake Mixes . . . . .	Page 17
<b>GENERAL FOODS CORPORATION:</b>	
<i>(See also Laundry Soaps)</i> Post Raisin Bran, Post Bran Flakes, Grapenuts, Grapenuts Flakes, Sanka, Postum, Post Toasties, Maxwell House Coffee . . . . .	Page 9

<b>GENERAL MILLS, INC.:</b>	
Kitchen Tested Flour, Cheerios . . . . .	Page 10
<b>LEVER BROTHERS COMPANY:</b>	
<i>(See also Toilet Goods; Laundry Soaps)</i>	
Spry . . . . .	Page 11
<b>THOMAS J. LIPTON, INC.:</b>	
Lipton's Tea and Continental Soup Mix . . . . .	Page 12
<b>S. A. MOFFATT CO.:</b>	
Polar Brand Frosted Foods . . . . .	Page 18
<b>PABST SALES COMPANY:</b>	
Blue Ribbon Beer . . . . .	Page 12
<b>PET MILK SALES CORPORATION:</b>	
400-D Pet Milk . . . . .	Page 13
<b>PILLSBURY FLOUR MILLS CO.:</b>	
All Products . . . . .	Page 13
<b>PLANTERS NUT &amp; CHOCOLATE COMPANY:</b>	
Planters Salted Peanuts, Planters Peanut Oil, All Products . . . . .	Page 19
<b>THE PROCTER &amp; GAMBLE CO.:</b>	
<i>(See also Toilet Goods; Laundry Soaps)</i>	
Crisco . . . . .	Page 14
<b>THE QUAKER OATS CO.:</b>	
Quaker Oats . . . . .	Page 15
<b>ROMA WINE CO., INC.:</b>	
Roma Wines . . . . .	Page 15
<b>S. &amp; W. FINE FOODS, INC.:</b>	
Foods and Coffee . . . . .	Page 19
<b>SAFEWAY STORES, INC.:</b>	
Sunnybank Margarine . . . . .	Page 20
<b>SOUTHERN COTTON OIL CO.:</b>	
Wesson Oil, Snowdrift . . . . .	Page 15
<b>WASHINGTON COOP. EGG AND POULTRY ASSN.:</b>	
Lynden Foods . . . . .	Page 20

● **LAUNDRY SOAPS AND  
HOUSEHOLD SUPPLIES**

<b>CHEMICALS, INC.:</b>	
Vano Household Chemical . . . . .	Page 17
<b>COLGATE-PALMOLIVE-PEET CO.:</b>	
<i>(See also Drugs &amp; Toilet Goods)</i>	
Super Suds . . . . .	Page 7
<b>CLEA DAILY PACKING COMPANY:</b>	
Old Dutch Cleanser . . . . .	Page 7
<b>GENERAL FOODS CORPORATION:</b>	
<i>(See also Foods)</i>	
La France, Satina . . . . .	Page 9
<b>R. M. HOLLINGSHEAD:</b>	
Polishes . . . . .	Page 18
<b>KELITE PRODUCTS, INC.:</b>	
"Kenu," Chemical Household Cleaner . . . . .	Page 18
<b>LEVER BROTHERS COMPANY:</b>	
<i>(See also Toilet Goods; Foods)</i>	
Rinso . . . . .	Page 11
<b>NEWELL GUTRADT CO.:</b>	
Soap . . . . .	Page 20
<b>CHARLES H. PHILLIPS CHEMICAL CO.:</b>	
<i>(See also Toilet Goods)</i>	
Energine . . . . .	Page 13
<b>THE PROCTER &amp; GAMBLE CO.:</b>	
<i>(See also Toilet Goods; Foods)</i>	
Oxydol, Duz, Spic & Span, Dreft . . . . .	Page 14
<b>SOIL OFF MANUFACTURING COMPANY:</b>	
Cleaning Fluid . . . . .	Page 19

● **LUBRICANTS**

<b>AMERICAN OIL COMPANY:</b>	
Amoco-Gas, American Gas and Services . . . . .	Page 4
<b>GENERAL PETROLEUM CORP. OF CALIF.:</b>	
All Products . . . . .	Page 18
<b>GULF OIL CORPORATION:</b>	
Motor Oil and Gas . . . . .	Page 10
<b>SIGNAL OIL COMPANY:</b>	
All Products . . . . .	Page 19
<b>THE TEXAS COMPANY:</b>	
Texaco Products . . . . .	Page 16
<b>UNION OIL CO. OF CALIFORNIA:</b>	
Gas and Oil . . . . .	Page 19

● **MISCELLANEOUS**

<b>ANCHOR-HOCKING GLASS CORP.:</b>	
Anchorglass and Fire King Ovenglass Products . . . . .	Page 4
<b>ARMSTRONG CORK COMPANY:</b>	
Armstrong's Floor Coverings . . . . .	Page 4
<b>BEKINS VAN AND STORAGE CO.:</b>	
Moving and Storage . . . . .	Page 17
<b>CELANESE CORPORATION OF AMERICA:</b>	
Celanese Products . . . . .	Page 6
<b>CONTINENTAL CAN CO.:</b>	
Institutional, Packaging, Plastic Products . . . . .	Page 7
<b>DAY &amp; NIGHT MANUFACTURING CO.:</b>	
Water Heaters & Equipment . . . . .	Page 17
<b>EDISON BROTHERS STORES:</b>	
Shoes . . . . .	Page 17
<b>ELECTRIC COMPANIES ADVERTISING PROGRAM:</b>	
Institutional . . . . .	Page 8
<b>ELGIN NATIONAL WATCH CO.:</b>	
Institutional . . . . .	Page 8
<b>EVERSHARP, INC.:</b>	
Eversharp Pens and Pencils, Red Top Leads . . . . .	Page 8
<b>FERRY-MORSE SEED CO.:</b>	
Seeds . . . . .	Page 20
<b>GENERAL ELECTRIC CO.:</b>	
Household Appliance Division . . . . .	Page 9
<b>INTERNATIONAL SILVER COMPANY:</b>	
International Sterling and 1847 Rogers Bros. Silverplate . . . . .	Page 10
<b>JOHNS-MANVILLE CORPORATION:</b>	
Insulating Material . . . . .	Page 10
<b>LYONS VAN &amp; STORAGE CO.:</b>	
Moving and Storage Services . . . . .	Page 18
<b>MCMAHAN FURNITURE STORES:</b>	
House Furnishings . . . . .	Page 20
<b>THE PARKER PEN CO.:</b>	
Quink, Pens, Pencils . . . . .	Page 12
<b>PRUDENTIAL INSURANCE COMPANY OF AMERICA:</b>	
Insurance Services . . . . .	Page 15
<b>RONSON ART METAL WORKS:</b>	
Ronson Lighters . . . . .	Page 15
<b>TEXTRON, INC.:</b>	
Fabrics . . . . .	Page 16
<b>UNITED STATES RUBBER CO.:</b>	
Institutional . . . . .	Page 16
<b>YELLOW CAB CO.:</b>	
Cab Service . . . . .	Page 20

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

**CBS SPONSORED PROGRAMS**

*"Weeks on CBS" as of Dec. 1, 1945*

<p><b>AMERICAN OIL COMPANY</b> (321st Week on CBS)</p> <p><b>CBS World News</b> <i>News</i></p> <p><b>Edward R. Murrow</b> <i>News</i></p>	<p>Thursday 6:00-6:15 p.m. 56 CBS stations ORIGINATES: WABC</p> <p>Sunday 1:45-2:00 p.m. 62 CBS stations ORIGINATES: BBC, LONDON AND WABC</p>	<p>Amoco-Gas, American Gas and Services <i>Joseph Katz Company</i></p>
<p><b>AMERICAN TOBACCO COMPANY</b> (500th Week on CBS)</p> <p><b>Your Hit Parade</b> Mark Warnow's Orchestra, Dick Todd, Joan Edwards, The Hit Paraders <i>Music</i></p>	<p>Saturday 9:00-9:45 p.m. 149 CBS stations <i>Rebroadcast</i> 12:00-12:45 a.m. ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Foote, Cone &amp; Belding</i></p>
<p><b>ANACIN COMPANY</b> (461st Week on CBS)</p> <p><b>Our Gal Sunday</b> <i>Serial drama</i></p> <p><b>Ellery Queen</b> <i>Mystery drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 141 CBS stations ORIGINATES: WABC</p> <p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 54 CBS stations 28 CBC stations ORIGINATES: WABC</p>	<p>Anacin <i>Dancer-Fitzgerald-Sample, Inc.</i></p> <p><i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>ANCHOR-HOCKING GLASS CORP.</b> (100th Week on CBS)</p> <p><b>Hobby Lobby</b> <i>Variety</i></p>	<p>Thursday 9:30-10:00 p.m. 138 CBS stations ORIGINATES: WABC</p>	<p>Anchorglass and Fire King Ovinglass Products <i>William H. Weintraub &amp; Co., Inc.</i></p>
<p><b>ARMSTRONG CORK COMPANY</b> (217th Week on CBS)</p> <p><b>Armstrong's Theater of Today</b> <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 141 CBS stations ORIGINATES: WABC</p>	<p>Armstrong's Floor Coverings <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i></p>



**BALLARD & BALLARD CO.**  
(148th Week on CBS)

**Renfro Valley Folks**  
*Serial drama*

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

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

**BAYER COMPANY**  
(531st Week on CBS)

**American Melody Hour**  
with Jane Pickens, Bob Hannon,  
Evelyn MacGregor, Orchestra  
and chorus  
*Music*

**Second Husband**  
*Serial drama*

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

Bayer Aspirin

Mon. thru Fri.  
11:15-11:30 a.m.  
41 CBS stations  
ORIGINATES: WABC

Bayer Aspirin,  
Dr. Lyons Tooth Powder  
*Dancer-Fitzgerald-  
Sample, Inc.*

**BORDEN CO.**  
(73rd Week on CBS)

\***The Ginny Simms Show**  
*Musical*

\***County Fair**  
*Variety-quiz*

Friday  
7:30-8:00 p.m.  
*Rebroadcast*  
9:00-9:30 p.m.  
143 CBS stations  
ORIGINATES: KNX

All Products  
*Young & Rubicam, Inc.*

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

Hemo, Borden Instant  
Coffee  
*Kenyon & Eckhardt, Inc.*

**BOURJOIS, INC.**  
(333rd Week on CBS)

\***Powder Box Theatre**  
with Ray Bloch's orchestra  
Danny O'Neil and Evelyn Knight  
*Variety*

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

Evening in Paris Face  
Powder  
*Foote, Cone & Belding*

**BOWEY'S, INC.**  
(340th Week on CBS)

**Stars Over Hollywood**  
with guest stars  
*Original drama*

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

Dari-Rich Products  
*Sorensen & Company*

**CBS SPONSORED  
PROGRAMS**

<p><b>+CAMPANA SALES CO.</b> <i>(301st Week on CBS)</i></p> <p><b>First Nighter</b> <i>Drama</i></p>	<p>Saturday 7:30-8:00 p.m. 144 CBS stations ORIGINATES: WBBM</p>	<p>All Products <i>Wallace-Ferry-Hanly Co.</i></p>
<p><b>CAMPBELL SOUP COMPANY</b> <i>(573rd Week on CBS)</i></p> <p><b>The Jack Carson Show</b> <i>Comedy</i></p> <p><b>Request Performance</b> <i>Variety</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 140 CBS stations 29 CBC stations ORIGINATES: KNX</p> <p>Sunday 9:00-9:30 p.m. 140 CBS stations 28 CBC stations ORIGINATES: KNX</p>	<p>Campbell's Soups, Baked Beans, Tomato Juice <i>Ward Wheelock Company</i></p>
<p><b>CELANESE CORPORATION OF AMERICA</b> <i>(204th Week on CBS)</i></p> <p><b>Great Moments in Music</b> with Jean Tennyson and guest stars <i>Music</i></p>	<p>Wednesday 10:00-10:30 p.m. 140 CBS stations ORIGINATES: WABC</p>	<p>Celanese Products <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>CENTAUR DIVISION, STERLING DRUG INC.</b> <i>(327th Week on CBS)</i></p> <p><b>Big Town</b> <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 140 CBS stations 22 CBC stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Pedlar &amp; Ryan, Inc.</i></p>
<p><b>+CHEF BOY-AR-DEE QUALITY FOODS, INC.</b> <i>(15th Week on CBS)</i></p> <p><b>Give and Take</b> <i>Audience participation</i></p>	<p>Saturday 10:00-10:30 a.m. <i>Rebroadcast</i> 2:30-3:00 p.m. 143 CBS stations ORIGINATES: WABC</p>	<p>Chef Boy-Ar-Dee Spaghetti Dinner <i>McJunkin Adv. Co.</i></p>
<p><b>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</b> <i>(369th Week on CBS)</i></p> <p><b>Dr. Christian</b> with Jean Hersholt <i>Drama</i></p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 146 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>

\*Program or client not listed in Autumn Program Book

<p><b>CHRYSLER CORPORATION</b> (508th Week on CBS)</p> <p><b>*Music of Andre Kostelanetz</b> <i>Music</i></p>	<p><b>Thursday</b> 9:00-9:30 p.m. 142 CBS stations ORIGINATES: WARC</p>	<p>Motor Cars, Institutional <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>COLGATE-PALMOLIVE-PEET COMPANY</b> (516th Week on CBS)</p> <p><b>Colgate Theater of Romance</b> <i>Drama</i></p> <p><b>Blondie</b> <i>Comedy</i></p>	<p><b>Tuesday</b> 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 145 CBS stations ORIGINATES: KNX</p> <p><b>Sunday</b> 7:30-8:00 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 139 CBS stations ORIGINATES: KNX</p>	<p>Colgate Tooth Powder, Halo Shampoo <i>Sherman &amp; Marquette, Inc.</i></p> <p>Super Suds <i>Wm. Esty &amp; Co., Inc.</i></p>
<p><b>CONTINENTAL BAKING CO., INC.</b> (569th Week on CBS)</p> <p><b>Bachelor's Children</b> <i>Serial drama</i></p>	<p><b>Mon. thru Fri.</b> 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 46 CBS stations ORIGINATES: WBBM</p>	<p>Wonder Bread, Hostess Cake <i>Ted Bates, Inc.</i></p>
<p><b>CONTINENTAL CAN CO.</b> (48th Week on CBS)</p> <p><b>*Celebrity Club</b> <i>Variety</i></p>	<p><b>Saturday</b> 10:15-10:45 p.m. 146 CBS stations ORIGINATES: WABC</p>	<p>Institutional, Packaging, Plastic Products <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i></p>
<p><b>CREAM OF WHEAT CORP.</b> (278th Week on CBS)</p> <p><b>Let's Pretend</b> <i>Drama</i></p>	<p><b>Saturday</b> 11:05-11:30 a.m. 111 CBS stations ORIGINATES: WABC</p>	<p>Cream of Wheat Cereal <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i></p>
<p><b>*CRESTA BLANCA WINE CO.</b> (138th Week on CBS)</p> <p><b>This Is My Best</b> <i>Drama</i></p>	<p><b>Tuesday</b> 9:30-10:00 p.m. 77 CBS stations ORIGINATES: KNX</p>	<p>Cresta Blanca Wines <i>Batten, Barton, Durstine, &amp; Osborn, Inc.</i></p>
<p><b>CUDAHY PACKING COMPANY</b> (451st Week on CBS)</p> <p><b>Tena &amp; Tim</b> <i>Dramatic serial</i></p>	<p><b>Mon. thru Fri.</b> 2:45-3:00 p.m. 64 CBS stations ORIGINATES: WBBM</p>	<p>Old Dutch Cleanser <i>Grant Advertising, Inc.</i></p>

\*Program or client not listed in Autumn Program Book

**CBS SPONSORED PROGRAMS**

<p><b>CURTISS CANDY COMPANY</b> (270th Week on CBS)</p> <p><b>News</b> with Warren Sweeney</p>	<p>Sat., Sun. 11:00-11:05 a.m. 138 CBS stations ORIGINATES: WABC</p>	<p>Candy <i>C. L. Miller Company</i></p>
<p><b>*ELECTRIC AUTO-LITE CO.</b> (8th Week on CBS)</p> <p><b>*The Dick Haymes Show</b> <i>Variety</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 147 CBS stations 26 CBC stations ORIGINATES: KNX</p>	<p>Spark Plugs, Batteries Ignition Systems, Auto Accessories <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>ELECTRIC COMPANIES ADVERTISING PROGRAM</b> (118th Week on CBS)</p> <p><b>The Electric Hour</b> with Nelson Eddy, Robert Armbruster's Orchestra and Guests <i>Variety</i></p>	<p>Sunday 4:30-5:00 p.m. 141 CBS stations ORIGINATES: KNX</p>	<p>Institutional <i>N. W. Ayer &amp; Son, Inc.</i></p>
<p><b>*ELGIN NATIONAL WATCH COMPANY</b></p> <p>Special Holiday Variety Program</p>	<p>Tuesday, Dec. 25, only. 4:00-6:00 p.m. <i>(Cancel programs usually heard at this time)</i> 140 CBS stations ORIGINATES: KNX</p>	<p>Institutional <i>J. Walter Thompson Co.</i></p>
<p><b>EMERSON DRUG COMPANY</b> (291st Week on CBS)</p> <p><b>Vox Pop</b> with Parks Johnson and Warren Hull <i>Interview quiz</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 140 CBS stations ORIGINATES: ON TOUR</p>	<p>Bromo-Seltzer <i>McCann-Erickson, Inc.</i></p>
<p><b>EVERSHARP, INC.</b> (322nd Week on CBS)</p> <p><b>Take It or Leave It</b> with Phil Baker and Ray Bloch's Orchestra <i>Quiz</i></p> <p>Ann Sothern in <b>"Maisie"</b> <i>Variety</i></p>	<p>Sunday 10:00-10:30 p.m. 147 CBS stations ORIGINATES: WABC</p> <p>Wednesday 9:30-10:00 p.m. 144 CBS stations ORIGINATES: KNX</p>	<p>Eversharp Pens, Pencils and Red Top Leads <i>The Biow Co., Inc.</i></p>

\*Program or client not listed in Autumn Program Book

**\*FORD MOTOR CO.***(420th Week on CBS)***\*The Ford Show**with Jo Stafford, Lawrence  
Brooks, and Robert R. Bennett's  
Orchestra*Musical*

Tuesday

10:00-10:30 p.m.

144 CBS stations

ORIGINATES: WABC

Motor Cars

*J. Walter Thompson Co.***GENERAL ELECTRIC COMPANY***(196th Week on CBS)***G. E. House Party***Variety*

Mon. thru Fri.

4:00-4:25 p.m.

148 CBS stations

ORIGINATES: KNX

Household Appliance  
Division*Young & Rubicam, Inc.***GENERAL FOODS CORPORATION***(553rd Week on CBS)***Kate Smith Sings***Music*

Friday

8:30-8:55 p.m.

*Rebroadcast*

12:30-12:55 a.m.

144 CBS stations

ORIGINATES: WABC

Postum

*Young & Rubicam, Inc.***Kate Smith Speaks**

Ted Collins with the News

*Talks and news*

Mon. thru Fri.

12 noon-12:15 p.m.

140 CBS stations

ORIGINATES: WABC

Post Raisin Bran,  
Post Bran Flakes*Benton & Bowles, Inc.***The Baby Snooks Show***Comedy*

Sunday

6:30-7:00 p.m.

*Rebroadcast*

10:30-11:00 p.m.

142 CBS stations

ORIGINATES: KNX

Sanka

*Young & Rubicam, Inc.***Two On A Clue***Serial drama*

Mon. thru Fri.

2:00-2:15 p.m.

141 CBS stations

ORIGINATES: WABC

LaFrance, Satina,

Post Toasties,

Maxwell House Coffee

*Young & Rubicam, Inc.**Benton & Bowles, Inc.***The Aldrich Family***Comedy*

Friday

8:00-8:30 p.m.

*Rebroadcast*

12:00 mid.-12:30 a.m.

144 CBS stations

ORIGINATES: WABC

Grapenuts,

Grapenuts Flakes

*Young & Rubicam, Inc.***The Adventures of the****Thin Man***Mystery*

Sunday

7:00-7:30 p.m.

*Rebroadcast*

12:00 12:30 a.m.

141 CBS stations

ORIGINATES: WABC

Post Toasties

*Benton & Bowles, Inc.*

**CBS SPONSORED  
PROGRAMS**

<p><b>GENERAL MILLS, INC.</b> (601st Week on CBS)</p> <p><b>Light of the World</b> <i>Serial drama</i></p> <p><b>Valiant Lady</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 60 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:15-11:30 a.m. 59 CBS stations ORIGINATES: WABC</p>	<p>Kitchen Tested Flour <i>Dancer-Fitzgerald-Sample, Inc.</i></p> <p>Cheerios <i>Dancer-Fitzgerald-Sample, Inc.</i></p>
<p><b>GULF OIL CORPORATION</b> (616th Week on CBS)</p> <p><b>We the People</b> with Milo Boulton and Oscar Bradley's Orchestra <i>Real life experiences</i></p>	<p>Sunday 10:30-11:00 p.m. 104 CBS stations ORIGINATES: WABC</p>	<p>Motor Oil and Gas <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>INTERNATIONAL SILVER COMPANY</b> (405th Week on CBS)</p> <p><b>*Adventures of Ozzie and Harriet</b> <i>Comedy</i></p>	<p>Sunday 6:00-6:30 p.m. 142 CBS stations 21 CBC stations ORIGINATES: KNX</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>JOHNS-MANVILLE CORPORATION</b> (226th Week on CBS)</p> <p><b>Bill Henry</b> <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 62 CBS stations ORIGINATES: WABC, WTOP</p>	<p>Insulating Materials <i>J. Walter Thompson Co.</i></p>
<p><b>JOHNSON &amp; JOHNSON</b> (243rd Week on CBS)</p> <p><b>Edwin C. Hill</b> The Human Side of the News <i>News</i></p>	<p>Tuesday 6:15-6:30 p.m. <i>Rebroadcast</i> 12:30-12:45 a.m. 138 CBS stations ORIGINATES: WABC</p>	<p>Surgical Dressings <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>KOLYNOS COMPANY</b> (669th Week on CBS)</p> <p><b>Mr. Keen, Tracer of Lost Persons</b> <i>Mystery drama</i></p> <p><b>The Romance of Helen Trent</b> <i>Serial drama</i></p>	<p>Thursday 7:30-8:00 p.m. 51 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:30-12:45 p.m. 142 CBS stations ORIGINATES: WABC</p>	<p>Kolynos Tooth Powder and Toothpaste</p> <p>Kolynos and Bisodol <i>Dancer-Fitzgerald-Sample, Inc.</i></p>

\*Program or client not listed in Autumn Program Book

<p><b>LADY ESTHER, LTD.</b> (625th Week on CBS)</p> <p><b>Screen Guild Players</b> <i>Drama</i></p>	<p>Monday 10:00-10:30 p.m. 141 CBS stations ORIGINATES: KNX</p>	<p>Face Powder, Face Cream, Rouge, Lipstick, Nail Polish <i>The Biow Co., Inc.</i></p>
<p><b>LAMBERT CO.</b> (208th Week on CBS)</p> <p><b>The Billie Burke Show</b> <i>Household advice</i></p>	<p>Saturday 11:30-12 Noon 147 CBS stations ORIGINATES: KNX</p>	<p>Listerine Tooth Powder <i>Lambert &amp; Feasley, Inc.</i></p>
<p><b>LEVER BROTHERS COMPANY</b> (539th Week on CBS)</p> <p><b>Lux Radio Theater</b> William Keighley, director, with famous stars and Lou Silvers' Orchestra <i>Drama</i></p> <p><b>*The Joan Davis Show</b> <i>Comedy variety</i></p> <p><b>Aunt Jenny's Real Life Stories</b> <i>Dramatic sketches</i></p> <p><b>Big Sister</b> <i>Serial drama</i></p> <p><b>A Woman's Life</b> <i>Serial drama</i></p>	<p>Monday 9:00-10:00 p.m. 149 CBS stations 21 CBC stations ORIGINATES: KNX</p> <p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 142 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 11:45-12 noon 30 CBS stations 21 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:15-12:30 p.m. 111 CBS stations 21 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 3:30-3:45 p.m. 140 CBS stations ORIGINATES: WABC</p>	<p>Lux Soap &amp; Flakes <i>J. Walter Thompson Co.</i></p> <p>Swan Soap <i>Young &amp; Rubicam, Inc.</i></p> <p>Spry <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>Rinso <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>Swan Soap <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>LEWIS-HOWE COMPANY</b> (182nd Week on CBS)</p> <p><b>The Beulah Show</b> <i>Comedy show</i></p>	<p>Sunday 8:00-8:30 p.m. 115 CBS stations ORIGINATES: KNX</p>	<p>Tums <i>Roche, Williams &amp; Cleary, Inc.</i></p>

**CBS SPONSORED  
PROGRAMS**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>THOMAS J. LIPTON, INC.</b> <i>(111th Week on CBS)</i>  <b>Inner Sanctum</b> <i>Mystery drama</i>	Tuesday 9:00-9:30 p.m. 142 CBS stations ORIGINATES: WABC	Lipton Tea and Continental Soup Mix <i>Young &amp; Rubicam, Inc.</i>
<b>P. LORILLARD COMPANY</b> <i>(414th Week on CBS)</i>  <b>Frank Sinatra Show</b> <i>Variety</i>	Wednesday 9:00-9:30 p.m. 139 CBS stations ORIGINATES: KNX	Old Gold Cigarettes <i>Lennen &amp; Mitchell, Inc.</i>
<b>MANHATTAN SOAP CO., INC.</b> <i>(250th Week on CBS)</i>  <b>The Strange Romance of Evelyn Winters</b> <i>Dramatic serial</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 145 CBS stations ORIGINATES: WABC	Sweetheart Soap <i>Duane Jones Co.</i>
<b>*NASH-KELVINATOR CORP.</b> <i>(114th Week on CBS)</i>  <b>*The Andrews Sisters Show</b> with Curt Massey and Vic Schoen's Orchestra <i>Musical</i>	Wednesday 10:30-11:00 p.m. 146 CBS stations ORIGINATES: KNX	Nash Cars & Refrigerators <i>Geyer, Cornell &amp; Newell, Inc.</i>
<b>NOXZEMA CHEMICAL CO.</b> <i>(170th Week on CBS)</i>  <b>Mayor of the Town</b> with Lionel Barrymore <i>Drama</i>	Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 58 CBS stations ORIGINATES: KNX	All Products <i>Ruthrauff &amp; Ryan, Inc.</i>
<b>PABST SALES CO.</b> <i>(140th Week on CBS)</i>  <b>*Danny Kaye Show</b> <i>Comedy variety</i>	Friday 10:30-11:00 p.m. 147 CBS stations ORIGINATES: WABC	Pabst Blue Ribbon Beer <i>Warwick &amp; Legler, Inc.</i>
<b>THE PARKER PEN CO.</b> <i>(179th Week on CBS)</i>  <b>Ned Calmer and the News</b>	Sat., Sun. 8:55-9:00 p.m. 139 CBS stations ORIGINATES: WABC	Pens, Pencils Quink <i>J. Walter Thompson Co.</i>

\*Program or client not listed in Autumn Program Book



**PET MILK SALES CORPORATION**  
(628th Week on CBS)

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

*Music*

**Mary Lee Taylor**  
Home Economist  
*Talks*

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

400-D Pet Milk  
*Gardner Advertising  
Company*

Saturday  
10:30-11:00 a.m.  
*Rebroadcast*  
2:00-2:30 p.m.  
125 CBS stations  
ORIGINATES: KMOX

**CHARLES H. PHILLIPS  
CHEMICAL CO.**  
(420th Week on CBS)

**Amanda**  
*Serial drama*

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

Phillips Toothpaste,  
Energine,  
Phillips Milk of  
Magnesia Tablets  
*Dancer-Fitzgerald-  
Sample, Inc.*

**PHILIP MORRIS & COMPANY,  
LTD., INC.**  
(486th Week on CBS)

**Crime Doctor**  
*Mystery drama*

**It Pays To Be Ignorant**  
*Comedy*

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

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

Philip Morris Cigarettes  
*The Biow Co., Inc.*

**PILLSBURY MILLS, INC.**  
(377th Week on CBS)

**Grand Central Station**  
*Drama*

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

All Products  
*McCann-Erickson, Inc.*

**PRINCE MATCHABELLI, INC.**  
(38th Week on CBS)

**The Stradivari Orchestra**  
*Music*

Sunday  
2:00-2:30 p.m.  
140 CBS stations  
ORIGINATES: WABC

Perfumes and Cosmetics  
*Morse International,  
Inc.*

**CBS SPONSORED  
PROGRAMS**

**THE PROCTER & GAMBLE CO.**  
*(579th Week on CBS)*

**Road of Life**

*Serial drama*

**The Jack Kirkwood Show**

*Variety*

*or*

**Mommie and the Men**

*Comedy variety*

**Vic and Sade**

*Serial drama*

*or*

**The Jack Smith Show**

*Songs*

**Life Can Be Beautiful**

*Serial drama*

**Ma Perkins**

*Serial drama*

**Young Dr. Malone**

*Serial drama*

**Rosemary**

*Serial drama*

**F.B.I. in Peace and War**

*Drama*

**Perry Mason**

*Serial drama*

Mon. thru Fri.

1:45-2:00 p.m.

76 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

7:00-7:15 p.m.

*Rebroadcast*

11:00-11:15 p.m.

78 CBS stations

ORIGINATES: KNX

AND WABC

Mon. thru Fri.

7:15-7:30 p.m.

*Rebroadcast*

11:15-11:30 p.m.

71 CBS stations

ORIGINATES: WABC &

WBBM

Mon. thru Fri.

1:00-1:15 p.m.

67 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

1:15-1:30 p.m.

73 CBS stations

ORIGINATES: WBBM

Mon. thru Fri.

1:30-1:45 p.m.

43 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:30-2:45 p.m.

52 CBS stations

ORIGINATES: WABC

Thursday

8:30-8:55 p.m.

*Rebroadcast*

11:30-11:55 p.m.

84 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:15-2:30 p.m.

79 CBS stations

ORIGINATES: WABC

Duz

*Compton Advertising,  
Inc.*

Ivory Soap

*Compton Advertising,  
Inc.*

Oxydol

*Dancer-Fitzgerald-  
Sample, Inc.*

Ivory Soap

*Compton Advertising,  
Inc.*

Oxydol

*Dancer-Fitzgerald-  
Sample, Inc.*

Crisco

*Compton Advertising,  
Inc.*

Ivory Snow

*Benton & Bowles, Inc.*

Lava Soap

*The Biow Co., Inc.*

Spic & Span, Camay,  
Dreft

*Dancer, Fitzgerald-  
Sample, Inc.  
Pedlar & Ryan, Inc.*

**PRUDENTIAL INSURANCE  
COMPANY OF AMERICA**  
(339th Week on CBS)

**Prudential Family Hour**  
with Patrice Munsel, Jack Smith,  
Earl Wrightson, Al Goodman's  
Orchestra, and chorus  
*Music*

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

Insurance Services  
*Benton & Bowles, Inc.*

**THE QUAKER OATS COMPANY**  
(210th Week on CBS)

**Those Websters**  
*Comedy drama*

Friday  
9:30-10:00 p.m.  
140 CBS stations  
27 CBC stations  
ORIGINATES: WBBM

Quaker Oats  
*Ruthrauff & Ryan, Inc.*

**R. J. REYNOLDS TOBACCO  
COMPANY**  
(656th Week on CBS)

**Thanks to the Yanks**  
with Bob Hawk  
*Quiz*

Monday  
7:30-8:00 p.m.  
*Rebroadcast*  
10:30-11:00 p.m.  
147 CBS stations  
ORIGINATES: WABC

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

**ROMA WINE CO., INC.**  
(143rd Week on CBS)

**Suspense**  
*Mystery drama*

Thursday  
8:00-8:30 p.m.  
*Rebroadcast*  
12 mid.-12:30 a.m.  
81 CBS stations  
ORIGINATES: KNX

Roma Wines  
*The Biow Co., Inc.*

**\*RONSON ART METAL  
WORKS, INC.**  
Special Holiday  
Musical-dramatic program

Tuesday, Dec. 25  
3:30-4:00 p.m.  
(Cancel programs  
usually heard at this  
time)  
147 CBS stations  
ORIGINATES: WABC

Ronson Lighters  
*Cecil & Presbrey, Inc.*

**SOUTHERN COTTON OIL CO.**  
(164th Week on CBS)

**\*Try 'n Find Me**  
*Audience participation*

Mon. thru Fri.  
3:00-3:15 p.m.  
55 CBS stations  
ORIGINATES: WABC

Wesson Oil and Snowdrift  
*Kenyon & Eckhardt,  
Inc.*

**E. R. SQUIBB & SONS**  
(282nd Week on CBS)

**Jimmy Carroll Sings**  
Squibb Chorus and Ted Dale  
and his orchestra  
*Music*

Mon., Wed., Fri.  
6:15-6:30 p.m.  
141 CBS stations  
ORIGINATES: WABC

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

**CBS SPONSORED  
PROGRAMS**

**THE TEXAS COMPANY**  
(417th Week on CBS)

**Texaco Star Theater**  
James Melton and Al Goodman's  
Orchestra and Guests  
*Variety*

Sunday  
9:30-10:00 p.m.  
147 CBS stations  
27 CBC stations  
ORIGINATES: WABC

Texaco Products  
*Buchanan & Co., Inc.*

**\*TEXTRON, INC.**  
(13th Week on CBS)

**\*The Textron Theater**  
Starring Helen Hayes  
*Drama*

Saturday  
7:00-7:30 p.m.  
145 CBS stations  
ORIGINATES: WABC

Fabrics  
*J. Walter Thompson Co.*

**UNITED DRUG CO.**  
(35th Week on CBS)

**\*Durante-Moore Show**  
*Comedy variety*

Friday  
10:00-10:30 p.m.  
147 CBS stations  
ORIGINATES: KNX

Drugs  
*N. W. Ayer & Sons,  
Inc.*

**UNITED STATES RUBBER CO.**  
(184th Week on CBS)

**New York Philharmonic-  
Symphony**  
*Music*

Sunday  
3:00-4:30 p.m.  
142 CBS stations  
ORIGINATES: WABC

Institutional  
*Campbell-Ewald Co.,  
Inc.*

**J. B. WILLIAMS COMPANY**  
(104th Week on CBS)

**William L. Shirer**  
*News*

Sunday  
5:45-6:00 p.m.  
143 CBS stations  
ORIGINATES: WABC  
AND REMOTE

Williams Shaving Cream  
*J. Walter Thompson Co.*

**WM. WRIGLEY, JR., COMPANY**  
(702nd Week on CBS)

**\*Island Venture**  
*Navy dramatic series*

Thursday  
10:00-10:30 p.m.  
142 CBS stations  
ORIGINATES: WBBM

Chewing Gum  
*Arthur Meyerhoff & Co.*

**Gene Antry Show**  
*Musical*

Sunday  
5:30-5:45 p.m.  
143 CBS stations  
ORIGINATES: KNX

Chewing Gum  
*Ruthrauff & Ryan, Inc.*

**COLUMBIA  
PACIFIC  
NETWORK**

**SPONSORED  
PROGRAMS**

(All times are  
Pacific Standard  
time)

**\*BARRON GRAY PACKING CO.**  
(7th Week on CBS)

**\*Ona Munson in Hollywood**  
*Hollywood gossip*

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

Here's Health Vegetable  
Juice  
*Long Advertising  
Service*

\*Program or client not listed in Autumn Program Book

**BEKINS VAN AND STORAGE CO.***(219th Week on CBS)***\*Harry W. Flannery***News analysis*

Mon., Wed., Fri.

5:30-5:45 p.m.

ORIGINATES: KNX

Moving and Storage

*Brooks Advertising  
Agency***\*CAMPBELL SOUP CO.***(573rd Week on CBS)***\*Carroll Alcott***News*Mon., Tues.,  
Wed., Thurs., Sat.

8:55-9:00 p.m.

ORIGINATES: KNX

All Products

*Ward Wheelock Co.***\*CHEMICALS, INC.***(70th Week on CBS)***Don't You Believe It***Narrative drama*

Saturday

9:45-10:00 p.m.

ORIGINATES: KNX

Vano Household Chemical

*Garfield & Guild***COLONIAL DAMES, INC.***(310th Week on CBS)***Song of the Week***Music***Meet The Missus***Participation quiz*

Sunday

8:25-8:30 p.m.

ORIGINATES: KNX

Cosmetics

*Abbott Kimball Co.,  
Inc.*

Tuesday

2:30-2:45 p.m.

ORIGINATES: KNX

**DAY & NIGHT MANUFACTURING  
CO.***(61st Week on CBS)***Dave Vaile***News*

Saturday

3:55-4:00 p.m.

ORIGINATES: KNX

Water Heaters &  
Equipment*Hixson-O'Donnell  
Adv. Inc.***P. DUFF & SONS, INC.***(114th Week on CBS)***Meet The Missus***Participation quiz*

Mon., Wed., Fri.

2:45-3:00 p.m.

ORIGINATES: KNX

Ready-To-Bake Mixes

*W. Earl Bothwell  
Advertising Agency***EDISON BROTHERS STORES***(33rd Week on CBS)***Meet The Missus***Participation quiz*

Thursday

2:30-2:45 p.m.

ORIGINATES: KNX

Shoes

*Adolph Wendland*

**COLUMBIA  
PACIFIC  
NETWORK**  
*Continued*

CLIENT AND PROGRAM	TIME	PRODUCTS AND AGENT
<b>GENERAL PETROLEUM CORP. OF CALIFORNIA</b> (122nd Week on CBS)  <b>Hollywood Preview</b> with Otto Kruger <i>Drama</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: KNX	All Products <i>Smith &amp; Drum, Inc.</i>
<b>+GUITTARD CHOCOLATE CO.</b> (5th Week on CBS)  <b>That's A Good Idea</b> <i>Drama</i>	Saturday 6:30-6:45 p.m. ORIGINATES: KNX	Chocolate and Chocolate Products <i>Garfield &amp; Guild</i>
<b>+R. M. HOLLINGSHEAD CORP.</b> (16th Week on CBS)  <b>Meet The Missus</b> <i>Participation quiz</i>	Thursday 2:45-3:00 p.m. ORIGINATES: KNX	Polishes <i>Aitkin-Kynett Co.</i>
<b>KELITE PRODUCTS, INC.</b> (57th Week on CBS)  <b>+Chet Huntley</b> <i>News analysis</i>	Saturday 7:45-8:00 a.m. ORIGINATES: KQW	"Kenu" Chemical, Household Cleaner <i>Little &amp; Co.</i>
<b>+LYON VAN &amp; STORAGE CO.</b> (2nd Week on CBS)  <b>Meet The Missus</b> <i>Participation quiz</i>	Monday 2:30-2:45 p.m. ORIGINATES: KNX	Moving and Storage Services <i>Batten, Barton, Durstine, &amp; Osborn, Inc.</i>
<b>MANHATTAN SOAP CO.</b> (250th Week on CBS)  <b>+Dick Cutting</b> <i>News</i>	Mon., Wed., Fri. 7:30-7:45 a.m. ORIGINATES: KNX	Sweetheart Soap <i>Duane Jones Co.</i>
<b>+S. A. MOFFATT CO.</b> (9th Week on CBS)  <b>Meet The Missus</b> <i>Participation quiz</i>	Friday 2:30-2:45 p.m. ORIGINATES: KNX	Polar Brand Frosted Foods <i>Honig-Cooper Co.</i>

<p><b>PETER PAUL, INC.</b> (268th Week on CBS)</p> <p><b>Truman Bradley</b> <i>News</i></p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. ORIGINATES: KNX</p>	<p>Mounds, Ten Crown Activated Charcoal Gum, Walnettos <i>Brisacher, Van Norden &amp; Staff</i></p>
<p><b>PLANTERS NUT AND CHOCOLATE COMPANY</b> (266th Week on CBS)</p> <p><b>Nelson Pringle</b> <i>News analysis</i></p>	<p>Tues., Thurs., Sat. 5:30-5:45 p.m. ORIGINATES: KQW</p>	<p>All Products <i>Raymond R. Morgan Agency</i></p>
<p><b>*S. &amp; W. FINE FOODS, INC.</b> (10th Week on CBS)</p> <p><b>Knox Manning Reports</b> <i>News</i></p>	<p>Mon. thru Fri. 5:00-5:15 p.m. ORIGINATES: KNX</p>	<p>Foods and Coffee <i>Brisacher, Van Norden &amp; Staff</i></p>
<p><b>SIGNAL OIL COMPANY</b> (129th Week on CBS)</p> <p><b>The Whistler</b> <i>Mystery drama</i></p>	<p>Monday 9:00-9:30 p.m. ORIGINATES: KNX</p>	<p>All Products <i>Barton A. Stebbins Advertising Agency</i></p>
<p><b>SOIL OFF MANUFACTURING COMPANY</b> (252nd Week on CBS)</p> <p><b>Truman Bradley</b> <i>News</i></p>	<p>Tues., Thurs., Sat. 5:45-5:55 p.m. ORIGINATES: KNX</p>	<p>"Soil Off" for all painted surfaces <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>*UNION OIL COMPANY OF CALIFORNIA</b> (121st Week on CBS)</p> <p><b>Nelson Pringle</b> <i>News analysis</i></p>	<p>Mon. thru Fri. 7:45-8:00 a.m. ORIGINATES: KNX</p>	<p>Gas and Oil <i>Foote, Cone and Belding</i></p>
<p><b>*VICK CHEMICAL CO.</b> (215th Week on CBS)</p> <p><b>Dick Cutting</b> <i>News</i></p>	<p>Tues., Thurs., Sat. 7:30-7:45 a.m. ORIGINATES: KNX</p>	<p>All Products <i>Morse International, Inc.</i></p>

\*Program or client not listed in Autumn Program Book

**COLUMBIA  
PACIFIC  
NETWORK**

*Continued*

**+WASHINGTON COOPERATIVE EGG  
& POULTRY ASSOCIATION**

*(44th Week on CBS)*

**Meet The Missus**

*Participation quiz*

Wednesday  
2:30-2:45 p.m.

ORIGINATES: KNX

Lynden Foods  
*Pacific National  
Advertising Association*

**COLUMBIA  
CALIFORNIA  
NETWORK**

**FERRY-MORSE SEED CO.**

*(35th Week on CBS)*

**+Time for Holly Langley**

Friday  
4:30-4:45 p.m.

ORIGINATES: KQW

Seeds  
*MacManus, John &  
Adams, Inc.*

**+McMAHAN FURNITURE STORES**

*(17th Week on CBS)*

**Knox Manning**

*News*

Mon. thru Fri.  
12:15-12:30 p.m.

ORIGINATES: KNX

Housefurnishings  
*M-C-M Adv. Agency*

**+NEWELL GUTRADT CO.**

**Meet The Missus**

*Participation quiz*

Saturday  
1:30-2:00 p.m.

ORIGINATES: KNX

Soap  
*Garfield & Guild*

**+SAFEWAY STORES, INC.**

*(59th Week on CBS)*

**Money on the Line**

*Quiz*

Sunday  
3:30-4:00 p.m.

ORIGINATES: KNX

Sunnybank Margarine  
*McCann-Erickson, Inc.*

**YELLOW CAB CO.**

*(87th Week on CBS)*

**The Story Teller**

*Narration*

Saturday  
7:45-8:00 p.m.

ORIGINATES: KQW

Cab Service  
*Rhoades & Davis*



# CBS SUSTAINING PROGRAMS

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

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

NEWS BROADCASTS . . . . .	Page 22
CURRENT AFFAIRS . . . . .	Page 23
SERIOUS MUSIC . . . . .	Page 23
LIGHT MUSIC . . . . .	Page 25
DRAMATIC SERIES . . . . .	Page 27
LIGHT ENTERTAINMENT . . . . .	Page 28
EDUCATIONAL PROGRAMS . . . . .	Page 28
RELIGIOUS BROADCASTS . . . . .	Page 29
CBS SHORTWAVE BROADCASTS . . . . .	Page 30
SPECIAL BROADCASTS: FALL, 1945 . . . . .	Page 31
CBS TELEVISION . . . . .	Page 33

**COLUMBIA  
NETWORK  
NEWS  
SUSTAINING**

**News Broadcasts**

8:00-8:15 a.m.

MONDAY THRU SATURDAY

9:00-9:15 a.m.

11:00-11:10 p.m.

SUNDAY THRU SATURDAY

4:25-4:30 p.m.

MONDAY THRU FRIDAY

**News Summaries**

1:00 a.m.

SUNDAY THRU SATURDAY

6:00-6:15 p.m.

MONDAY THRU SATURDAY

EXCEPT THURSDAY

**World Today**

6:45-7:00 p.m.

MONDAY THRU SATURDAY

**News Analyses**

11:10-11:15 p.m.

SUNDAY THRU SATURDAY

**Report from Washington**

11:15-11:30 p.m.

EACH SUNDAY

Columbia's reporters in foreign capitals, in New York and in Washington, cover the vast panorama of economic and political peace developments, so dovetailed with sponsored news programs as to afford frequent reports throughout the day.

Edward R. Murrow and Charles Shaw report from London; Douglas Edwards and Don Pryor from Paris; Howard K. Smith from Berlin; Winston Burdett from the Mediterranean; Farnsworth Fowle from Moscow; William J. Dunn from Tokyo; John Adams from the Philippines; George Moorad from Shanghai; Glen Akins from Chungking; William L. Shirer, Quincy Howe, Major George Fielding Eliot, Eric Sevareid, Larry Lesueur, Robert Trout, Ned Calmer, John Daly, Bill Slocum, Jr., Allan Jackson, Harry Marble, and Harry Clark from New York; Bill Henry, Joseph C. Harsch, Cliff Allen, Bob Evans, Joe McCaffrey, Tris Coffin and Bill Downs from Washington. (Currently on leave: Richard C. Hottelet, Charles Collingwood, and Webley Edwards.)

William L. Shirer

Robert Trout

Major George Fielding Eliot

Quincy Howe

Ned Calmer

Bill Henry

Joseph C. Harsch

(See also sponsored news programs)

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

**Feature Story**

4:45-5:00 p.m.

MONDAY THRU FRIDAY

Members of CBS' world-wide staff of news correspondents bring to the microphone the many human interest stories that lie under the surface of the latest economic and political events and usually miss being told.

**Assignment Home**

3:00-3:30 p.m.

EACH SATURDAY

In collaboration with the U.S. Veterans' Administration, CBS produces this series of programs dramatizing the reactions of demobilized servicemen to civilian life. The final five minutes of the program present a picture of the returned veteran in terms of his own community and its specific conditions.

**Transatlantic Call:  
People to People**

12:30-1:00 p.m.

EACH SUNDAY

On alternate Sundays the British Broadcasting Corporation and the Columbia Broadcasting System shake hands across the ocean. In this half hour program, British and American audiences are presented with a picture of the national characteristics and attitudes of the two countries. The audiences of the two nations learn to know each other and to understand the differences and appreciate the similarities of customs and behavior.

**Problems of the Peace**

1:30-1:45 p.m.

EACH SUNDAY

Lyman Bryson, CBS Director of Postwar Studies and Educational Broadcasts, and Professor of Education at Columbia University, gives this series of weekly talks designed to enlighten the public on questions of national and international postwar reconstruction. The series comprises a factual, comprehensive discussion of the important issues of the day as they arise.

**Eileen Farrell**

6:30-6:45 p.m.

MONDAY, WEDNESDAY  
AND FRIDAY

The gifted CBS soprano sings selections of classical songs and arias. She is accompanied on Mondays by Frederick Bristol at the piano, and on Wednesdays and Fridays by the Columbia Concert Orchestra under the direction of Bernard Herrmann.

**SERIOUS  
MUSIC**

*Continued*

**Evelyn Pasen**

6:30-6:45 p.m.

EACH TUESDAY

Concert songs and operatic arias are interpreted by the 20-year-old mezzo-soprano, Evelyn Pasen, accompanied by the Columbia Concert Orchestra under Bernard Herrmann.

**Invitation to Music**

11:30-12:00 midnight

EACH WEDNESDAY

Distinguished soloists with the Columbia Broadcasting Symphony give new emphasis to the comparatively unfamiliar but nevertheless important works of the great composers. Guest artists will include: Igor Stravinsky, composer-conductor, and Sir Thomas Beecham conducting the first American performance of *Idyll* by Frederick Delius.

**Encore Appearance**

6:30-6:45 p.m.

EACH THURSDAY

Singers who have manifested outstanding talent on Columbia's *New Voices in Song* appear again, before a nighttime audience, accompanied by the Columbia Concert Orchestra under Bernard Herrmann.

**Philadelphia Orchestra**

5:00-6:00 p.m.

EACH SATURDAY

Under its musical director Eugene Ormandy and famous guest conductors, one of America's finest musical organizations presents a weekly program, with top-ranking soloists including the pianists Robert Casadesus and Rudolf Serkin.

**CBS Presents Olin Downes**

2:55-3:00 p.m.

EACH SUNDAY

America's foremost music critic discusses newsworthy musical events, programs and personalities as a preface to the New York Philharmonic-Symphony broadcasts.

**E. Power Biggs, Organist**

9:15-9:45 a.m.

EACH SUNDAY

Playing in the Germanic Museum at Harvard University, he will be joined by members of the Boston Symphony Orchestra to perform works for organ and various instrumental combinations.

### **New Voices in Song**

9:45-10:00 a.m.

EACH SUNDAY

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

**SERIOUS  
MUSIC**

### **Salt Lake Tabernacle Choir and Organ**

12 noon-12:30 p.m.

EACH SUNDAY

J. Spencer Cornwall, assisted by Richard P. Condie, conducts the Tabernacle Choir in this oldest consecutively presented radio series. Organists are Alexander Schreiner and Dr. Frank Asper. The "Spoken Word" is by Richard Evans.

### **Dance Orchestra**

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:

**LIGHT  
MUSIC**

COUNT BASIE	GENE KRUPA
LES BROWN	ELLIOT LAWRENCE
HENRY BUSSE	JOHNNY LONG
FRANKIE CARLE	FRANKIE MASTERS
JIMMY DORSEY	HAL MCINTYRE
TOMMY DORSEY	VAUGHN MONROE
DUKE ELLINGTON	ART MOONEY
SHEP FIELDS	GEORGE OLSEN
CHUCK FOSTER	TONY PASTOR
BENNY GOODMAN	GEORGE PAXTON
GLEN GRAY	LOUIS PRIMA
WOODY HERMAN	ARTIE SHAW
HARRY JAMES	CHARLIE SPIVAK
SAMMY KAYE	TOMMY TUCKER
STAN KENTON	

### **Sing Along Club**

3:30-4:00 p.m.

MONDAY THRU FRIDAY

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

**LIGHT  
MUSIC**  
*Continued*

**Gordon MacRae**

4:30-4:45 p.m.

MONDAY THRU FRIDAY

Still in his twenties, Columbia's romantic baritone has been in radio since he was 14—has also sung with Horace Heidt, appeared in *Junior Miss* and served in the army troop carrier command.

**Coffee Club**

8:30-9:00 a.m.

MONDAY THRU FRIDAY

From Boston comes this program of sparkle and pleasantries to start the day. Songs by Gloria Carroll and Gene Jones and smooth music by Frank Bell and his Java Jivers. Bill Mezger is M.C.

**Danny O'Neil and  
His Guests**

11:30-12:00 p.m.

EACH MONDAY

Romantic tenor Danny O'Neil invites well-known singing guests to share his half-hour of popular hits and ballads. He is also heard on *Powder Box Theatre*, Thursdays at 10:30 p.m.

**Patti Clayton**

6:15-6:30 p.m.

EACH THURSDAY

Almost unknown seven months ago, Patti Clayton made her mark on the Arthur Godfrey program, where she's still singing at 9:15-9:45 a.m. Monday through Friday. Archie Bleyer conducts the orchestra on her Thursday program of popular ballads.

**Viva America!**

11:30-12:00 p.m.

EACH FRIDAY

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

**Bluejacket Choir**

11:05-11:30 a.m.

EACH SUNDAY

The Great Lakes Naval Training Station choir of singing sailors offers selections of hymns, anthems, and ballads, followed by the Navy Negro Octet in selections of noted spirituals.

**Time to Remember**

3:00-3:15 p.m.

MONDAY THRU FRIDAY

Milton Bacon draws from his rich fund of regional legends and true stories collected after many years of travel into every state of the union. Many of the stories are dramatized in this unique program of American folklore.

**Michael Scott Presents**

3:15-3:30 p.m.

MONDAY THRU FRIDAY

Michael Scott relates a condensed version of some of the world's great novels. The narratives are supplemented with dramatizations of particular episodes.

**Cimarron Tavern**

5:30-5:45 p.m.

MONDAY THRU FRIDAY

The color and high adventure that marked the opening of America's southwest are recreated. The thrilling escapades of early settlers, and the pageantry of the past make the story of the Cimarron country as exciting as if it happened today.

**The Sparrow and The Hawk**

5:45-6:00 p.m.

MONDAY THRU FRIDAY

The "Sparrow" is a 16-year-old aviator. His uncle, the "Hawk", is a former Lt. Col. of the AAF. They take on assignments which lead to adventure high in the sky as they work together in the exciting development of civilian aviation.

**It's Maritime**

11:30-12:00 p.m.

EACH TUESDAY

Unsolved mysteries of the sea and what might have happened, told in narrative and drama, with sea chanties by Tom Glazer and music by the Merchant Marine orchestra.

**Crime Photographer**

10:30-11:00 p.m.

EACH MONDAY

The weekly adventure of Casey, an inquisitive newspaper photographer, and a girl reporter tracking down crime in a big city is packed with sophisticated humor and excitement. It's a complete mystery story with all the trimmings.

**LIGHT  
ENTERTAINMENT**

**Arthur Godfrey**

9:15-10:00 a.m.

MONDAY THRU FRIDAY

Fred Allen calls him "the Huckleberry Finn of radio." Godfrey presides as master of ceremonies over his own musical and variety show. His banter and contagious chuckling are accompanied by an orchestra, chorus and two vocalists.

**Behind the Scenes at CBS**

10:45-11:00 p.m.

EACH TUESDAY

This program spotlights the colorful personalities of radio's star performers and recounts the drama, excitement and techniques of CBS broadcasting activities.

**EDUCATIONAL  
PROGRAMS**

**The American School  
of the Air**

5:00-5:30 p.m.

MONDAY THRU FRIDAY

Now in its sixteenth year at a new broadcast time to make it available to a still larger audience, this program is a valuable supplement to school work as well as excellent recreational listening. Presented under the guidance of leading educational organizations, it provides young and old with a knowledge of history, music, science, current and post-war problems and literature.

MONDAY—Story of America

TUESDAY—Gateways to Music

WEDNESDAY—March of Science

THURSDAY—This Living World

FRIDAY—Tales From Far and Near

**The Garden Gate**

9:15-9:30 a.m.

EACH SATURDAY

From WLAC, Nashville, the nationally known horticultural expert, Tom Williams, answers a multitude of queries from listeners all over the country on gardening. "The Old Dirt Dobber" announces the award of the "Green Thumb" to the outstanding gardener-of-the-week.

**Columbia's Country Journal**

9:30-10:00 a.m.

EACH SATURDAY

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



**EDUCATIONAL  
PROGRAMS**

**Of Men and Books**

2:00-2:15 p.m.  
EACH SATURDAY

On this popular series now in its seventh year on CBS, John Mason Brown, associate editor and drama critic of the *Saturday Review of Literature*, discusses the latest books and their authors.

**Adventures in Science**

2:15-2:30 p.m.  
EACH SATURDAY

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

**The People's Platform**

6:15-6:45 p.m.  
EACH SATURDAY

The vital issues of today are analyzed weekly on this program, one of radio's most interesting forums. Four eminent guests and Lyman Bryson, CBS Director of Education, who acts as moderator, gather informally for these sessions.

**Invitation to Learning**

11:30-12 noon  
EACH SUNDAY

Distinguished scholars, authors and critics meet informally on this series to discuss the outstanding classics of world literature. Nearly three hundred books have been analyzed on this program, which is now in its sixth year on the air.

**Church of the Air**

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

In its 15th consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths.

**RELIGIOUS  
BROADCASTS**

**Wings Over Jordan**

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

In February the Wings Over Jordan Chorus returns from an overseas USO trip. Meanwhile the Fisk University Choir and other famous Negro choirs are heard in programs of spirituals and choral music.

**SPECIAL CBS  
SHORTWAVE  
BROADCASTS  
TO LATIN  
AMERICA**

*CBS transmits on  
WCBX, New York  
WCRC, New York  
WCBN, New York*

**SPECIAL CBS  
SHORTWAVE  
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*

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

In: SPANISH  
PORTUGUESE

From 4:00 p.m. till 1:00 a.m. the following morning Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized; musical and dramatic shows, many of which are rebroadcast on standard wave by Columbia's 109 affiliated stations in Latin America, round out the entertainment schedule.

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

In: ENGLISH  
FRENCH  
ITALIAN  
GERMAN  
POLISH  
SERBO-CROATIAN  
DUTCH  
CZECH

News in eight languages—plus more than 2¼ hours of entertainment for American troops abroad is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Shortwave Department. Daily programs are retransmitted by *Radio Luxembourg, Radio Bari, Radio Rome, Radio Naples, Radio Palermo, Radio Florence, The Voice of America in North Africa* (formerly known as *Radio Algiers*) and *The United Nations' Network*.

For more than a year, CBS has been operating at Delano, California the two new 50 kw. transmitters (KCBA and KCBF) and also the giant 200 kw. transmitter, KCBR, all equipped with a system of highly directional antennas. These transmitters provide a West Coast originating base for programs serving our troops and our allies in the Pacific and in carrying out the program of the occupation of Japan and the former Japanese-held territories.

Languages used on the West Coast transmissions include Chinese, Japanese, Korean, Malayan, Dutch and English.

# SPECIAL BROADCASTS: FALL, 1945

Listed here are a representative group of special CBS broadcasts under two general categories:

1. Sustaining broadcasts of distinctive program value.

2. Programs of public significance arranged by the CBS Talks Department.

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

## NOTABLE BROADCASTS:

AUGUST 10 to AUGUST 14. During history's most concentrated climax, CBS, with full cooperation from its clients, gave network priority to news of Japan's surrender. During 112 hours, CBS broadcast 77 times from 10 foreign points. London to Chungking. 514 separate news reports and analyses by 32 CBS correspondents and analysts went on the air.

SEPTEMBER 16. *Stars in the Afternoon*. For 90 minutes starting at 3 p.m. EST. CBS spread before America a brilliant "showcase" of stars and music as a sample of its fall and winter program feast on the network. Under Norman Corwin's direction, some 28 radio stars, a 75-piece orchestra and 4 musical directors took part. Carnegie Hall in New York was filled to capacity to watch the broadcast.

SEPTEMBER 23. From the CBS Vine Street Playhouse in Hollywood the second act of *Stars in the Afternoon* was broadcast at 3 p.m. EST, again inviting the nation to a brilliant radio season by spotlighting the CBS programs originating in Hollywood. William N. Robson directed, with the Screen Guild Orchestra and 34 famous stars of screen and radio.

OCTOBER 26. From 6:30 a.m. to 12:00 midnight October 28. CBS devoted 10½ hours to tributes to the U. S. Navy, highlighted by a full hour program from Hollywood featuring EDWARD G. ROBINSON, JOHN GARFIELD, RONALD REAGAN, PAT O'BRIEN and other stars in a pageant of dramatic moments in the war.

NOVEMBER 4 to 10. National Radio Week marked radio's 25th anniversary. CBS devoted 11½ hours of sustaining programs to commemorating the industry's first quarter-century. Highlights were NORMAN CORWIN's "Seems Radio Is Here to Stay," first broadcast on April 24, 1939, now brought up to date. NOVEMBER 10 at 10:45 p.m. EST Herbert C. Hoover paid tribute to radio's service to the people of the U. S.

## TALKS:

AUGUST 7: ROBERT D. POTTER, Science Editor of the *American Weekly*, discussed "The Future of the Atomic Bomb." Mr. Potter, a physicist, was working at Carnegie Institute when the atom was first smashed: 11:15-11:30 p.m. EST.

AUGUST 11: "Coldest Winter Coming." SENATOR HARLEY M. KILGORE, Democrat of West Virginia, discussed domestic problems in getting fuel to Europe: 10:45-11 p.m. EST.

AUGUST 17: From London, CBS broadcast an interview between ED MURROW and HERBERT MORRISON, Lord President of the Council and former member of the British Inner War Cabinet under Prime Minister Churchill: 5:30-5:45 p.m. EST.

AUGUST 18: From Montreal, DR. EDWARD WARNER, Vice-Chairman of the Civil Aeronautics Board and former Assistant Secretary of the Navy for Aeronautics, talked on "World Civil Aviation": 10:45-11 p.m. EST.

AUGUST 19: MRS. FRANKLIN D. ROOSEVELT spoke on the Day of Prayer, proclaimed by President Truman: 2:55-3 p.m. EST.

AUGUST 21: REPRESENTATIVE ANTON J. JOHNSON, Republican of Illinois, discussed "Agricultural Reconversion": 10:30-10:45 p.m. EST.

AUGUST 25: In his first broadcast after his appointment as Director of the Office of War Mobilization and Reconversion, JOHN W. SNYDER discussed America's No. 1 problem: 10:45-11 p.m. EST.

AUGUST 25: MRS. LAFELL DICKINSON, President, General Federation of Women's Clubs; MRS. GEORGE HOWARD, Chairman of Radio National Society, DAR; MRS. HARPER SIBLEY, President, United Council of Church Women, talked in connection with the 25th anniversary of the 19th Amendment to the Constitution, which gave the vote to women: 3:30-3:45 p.m. EST.

AUGUST 27: GENERAL CHARLES DE GAULLE spoke from the official welcome given him by the City of Chicago: 11:15-11:30 p.m. EST.

SEPTEMBER 1: PHILIP MURRAY, President of the CIO, spoke on "Labor Day-Postwar": 10:45-11 p.m. EST.

SEPTEMBER 8: From Manila and Washington. On his birthday, PRESIDENT SERGIO OSMENA of the Philippine Commonwealth thanked America for his country's liberation. He was introduced by Secretary of the Interior Harold L. Ickes: 3:30-3:45 p.m. EST.

SEPTEMBER 10: MAJOR GENERAL LEWIS B. HERSHEY, Director of the Selective Service System, spoke on "Selective Service and the Veterans' Reemployment Rights": 11:15-11:30 p.m. EST.

SEPTEMBER 15: "Trusteeship of the Pacific Bases" was discussed by CLARK M. EICHELBERGER, Director, American Association for the United Nations, PROFESSOR ARTHUR N. HOLCOMBE of Harvard University and Representative ANDREW J. BIEMILLER, Democrat of Wisconsin: 10:45-11 p.m. EST.

SEPTEMBER 22: THE EARL OF HALIFAX, British Ambassador to Washington, on "Observa-

tions on the State of the British Empire": 10:45-11 p.m. EST.

OCTOBER 2: In his first broadcast since assuming the presidency of NAB, JUSTIN MILLER addressed the nation: 10:30-10:45 p.m. EST.

OCTOBER 5: A report on the first conference of the Council of Foreign Ministers was broadcast exclusively over CBS by Secretary of State JAMES F. BYRNES: 9:30-10 p.m. EST.

OCTOBER 6: JOHN FOSTER DULLES, advisor to Secretary Byrnes, spoke on the London conference of Foreign Ministers: 10:45-11 p.m. EST.

OCTOBER 16: Representative JOHN TABER, Republican of New York, discussed "Bottle-necks in Discharging Servicemen" on a CBS "Congress Speaks": 10:30-10:45 p.m. EST.

OCTOBER 18: MARGARET A. HICKEY, President, National Federation of Business and Professional Women's Clubs, Inc.; ELEANOR HERRICK, personnel director and labor consultant, *New York Herald Tribune*; JANE TODD, Deputy Commissioner, N.Y. State Dept. of Commerce, discussed "Jobs Enough To Go Around": 11:15-11:30 p.m. EST.

OCTOBER 27: "The Disorder of the World," a general survey of the problem of making peace after two world wars, was discussed by WALTER LIPPMANN, editor and author: 10:45-11 p.m. EST.

OCTOBER 31: Another of the broadcasts originating from the *Herald Tribune Forum* presented DR. VANNEVAR BUSH discussing "Science for World Service": 10-10:30 p.m. EST.

NOVEMBER 13: CLEMENT R. ATTLEE, Prime Minister of England, spoke on proposals for the control of atomic energy: 12:30-1:00 p.m. EST.

NOVEMBER 14: JOSEPH E. DAVIES spoke on "America and Russia Allied for Peace": 11:15-11:30 p.m. EST.

NOVEMBER 20: The problem of national housing was discussed by SENATOR ALLEN J. ELLENDER, Democrat of Louisiana, on "Congress Speaks": 10:30-10:45 p.m. EST.

# CBS DEMONSTRATES FULL COLOR TELEVISION IN THE "RADAR" FREQUENCIES

Front Page News:

## Television in Color Reported A Success in Tests Made Here

Special to THE NEW YORK TIMES.

WASHINGTON, Oct. 11—Achievement of a radio "miracle," the transmission of pictures in full color over the towering roofs of New York City, was disclosed today before the Federal Communications Commission when leaders in the broadcast field met to discuss rules and regulations proposed Oct. 3 for commercial television.

The revelation was made by Paul W. Kesten, executive vice president of the Columbia Broadcasting System, who said that only yesterday pictures in color were sent between the Chrysler Building Tower and the office of the Columbia Broadcasting System at Madison Avenue and Fifty-second Street.

Saying that CBS was not yet ready to show the public the "miracle" of these new pictures, Mr. Kesten, nevertheless, felt compelled to "break silence," and tell of the experiment.

Three weeks ago, he said, he saw the pictures in "magnificent color" in a laboratory over a closed circuit.

"Although nominally 525-line pictures, each completed picture contained 1575 imperceptible lines of beautifully detailed color—and the circuit was complete from the scanning device to the actual receiver," he stated. "Later on the same day I saw the same pictures

actually broadcast, still in the laboratory, but with a transmitter at one end of the room and a receiver at the other. They were just as perfect as the closed circuit images.

"Only yesterday, Oct. 10, I saw these television pictures successfully broadcast across the crowded New York skyline and received many blocks away with superb clarity, demonstrating the actual use of the ultra high frequencies and the modulation of a ten megacycle video band—two of the things so many were so sure could not be done."

### Looking Ahead to Great Future

The experts, comprising the group at the hearing, gathered with an eye to the day when television will be a country-wide fact.

### System Devised by Goldmark

The CBS color system was developed by Dr. Peter C. Goldmark, director of engineering research for the network, and centers around use of a mechanically operated disk by means of which the colors are projected.

N. Y. TIMES, October 12, 1945

# CBS PROGRAM BOOK SUPPLEMENT • JANUARY 1, 1946

NATIONAL BROADCASTING COMPANY, INC.  
 GENERAL HEADQUARTERS  
 80 ROCKEFELLER PLAZA, NEW YORK, N. Y.

## NEW CBS SPONSORED PROGRAMS

<p><b>GENERAL MOTORS CORP.</b>  <i>(22nd Week on CBS)</i></p> <p><b>Hollywood Star Time</b>  <i>Drama</i></p>	<p>Sunday                  2:30-3:00 p.m.                  147 CBS stations                  ORIGINATES: KNX</p>	<p>Electric Refrigerators  <i>Foote, Cone &amp; Belding</i></p>
<p><b>HALL BROS. CO.</b>  <i>(Begins January 13th)</i></p> <p><b>Reader's Digest - Radio Edition</b>  <i>Drama</i></p>	<p>Sunday                  2:00-2:30 p.m.                  147 CBS stations                  ORIGINATES: WABC</p>	<p>Hallmark Cards  <i>Foote, Cone &amp; Belding</i></p>

## NEW CBS PACIFIC NETWORK PROGRAMS

<p><b>INDUSTRIAL MANAGEMENT CORP.</b>  <i>(5th Week on CBS)</i></p> <p><b>Voice of the Moment</b>  <i>Drama</i></p>	<p>Saturday                  5:00-5:15 p.m.                  ORIGINATES: KNX</p>	<p>Insect-O-Blitz  <i>Lockwood-Shackelford Co.</i></p>
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## MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

<p><i>Page 8</i></p>	<p><b>CURTISS CANDY COMPANY</b></p>	<p>Change name of newscaster to Andre Baruch.</p>
<p><i>Page 9</i></p>	<p><b>FORD MOTOR COMPANY</b></p>	<p>Change origination point to KNX. Change program listing to "The Bob Crosby Show".</p>
<p><i>Page 9</i></p>	<p><b>GENERAL FOODS CORPORATION</b></p>	<p>Change program listing of "Two on a Clue" to "The Second Mrs. Burton."</p>
<p><i>Page 10</i></p>	<p><b>JOHNSON AND JOHNSON</b></p>	<p>Cancel series.</p>
<p><i>Page 11</i></p>	<p><b>LEVER BROTHERS COMPANY</b></p>	<p>Cancel rebroadcast time on "A Woman's Life."</p>

# CBS PROGRAM BOOK SUPPLEMENT - FEBRUARY 1, 1946

NATIONAL BROADCASTING COMPANY, INC.  
 GENERAL HEADQUARTERS  
 300 WEST 57th STREET  
 NEW YORK, N. Y.

## NEW AND SPONSORED PROGRAMS

<p><b>FERRY-MORSE SEED CO.</b>  <i>(43rd Week on CBS)</i></p> <p><b>Garden Gate with Tom Williams</b>  <i>Garden Talks</i></p>	<p>Saturday                  9:15-9:30 a.m.                  141 CBS stations                  ORIGINATES: WLAC</p>	<p>Seeds  <i>MacManus, John &amp; Adams, Inc.</i></p>
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## NEW AND PACIFIC NETWORK PROGRAMS

<p><b>LOMA LINDA FOOD CO.</b>  <i>(3rd Week on CBS)</i></p> <p><b>Burritt Wheeler</b>  <i>Commentary</i></p>	<p>Mon., Wed., Fri.                  12:30-12:45 p.m.                  ORIGINATES: KNX</p>	<p>Food Products  <i>Elwood J. Robinson Adv. Agency</i></p>
<p><b>WILCO CO.</b>  <i>(3rd Week on CBS)</i></p> <p><b>Burritt Wheeler</b>  <i>Commentary</i></p>	<p>Tues., Thurs.                  12:30-12:45 p.m.                  ORIGINATES: KNX</p>	<p>Clearex, window cleaner                  Bif, insect spray  <i>Elwood J. Robinson Adv. Agency</i></p>

## GENERAL INFORMATION - AND SPONSORED PROGRAMS

<p><i>Page 4</i></p>	<p><b>AMERICAN OIL COMPANY</b></p>	<p>Cancel "CBS World News" Thurs. series.</p>
<p><i>Page 5</i></p>	<p><b>BAYER COMPANY</b></p>	<p>Cancel "Second Husband" series.</p>
<p><i>Page 5</i></p>	<p><b>BORDEN CO.</b></p>	<p>Change rebroadcast time of "The Ginny Simms Show" to 11:30-11:55 p.m.</p> <p>Cancel Hemo as product advertised on "County Fair."</p>
<p><i>Page 9</i></p>	<p><b>GENERAL FOODS CORPORATION</b></p>	<p>Change agency on "Kate Smith Sings" to Foote, Cone &amp; Belding, Inc.</p>

<i>Page 13</i>	<b>PHILIP MORRIS &amp; COMPANY, LTD. INC.</b>	Cancel rebroadcast time on "It Pays To Be Ignorant."
<i>Page 13</i>	<b>PRINCE MATCHABELLI, INC.</b>	Cancel series.
<i>Page 14</i>	<b>THE PROCTER &amp; GAMBLE CO.</b>	Cancel the "Vic & Sade" program.
<i>Page 15</i>	<b>R. J. REYNOLDS TOBACCO CO.</b>	Change program listing to "The Bob Hawk Show."

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

<i>Page 17</i>	<b>CAMPBELL SOUP CO.</b>	Change time to Monday thru Saturday.
<i>Page 17</i>	<b>DAY &amp; NIGHT MANUFACTURING CO.</b>	Cancel series.
<i>Page 17</i>	<b>EDISON BROTHERS STORES</b>	Cancel series.
<i>Page 18</i>	<b>GENERAL PETROLEUM CORP. OF CALIFORNIA</b>	Change time to Saturday, 6:00-6:30 p.m.
<i>Page 18</i>	<b>KELITE PRODUCTS, INC.</b>	Add new program "Meet the Missus" participation quiz on Tuesday, 2:45-3:00 p.m.
<i>Page 18</i>	<b>LYON VAN &amp; STORAGE CO.</b>	Program now Monday & Thursday.
<i>Page 19</i>	<b>PETER PAUL, INC.</b>	Change newscaster to Dick Cutting.
<i>Page 19</i>	<b>PLANTERS NUT AND CHOCOLATE COMPANY</b>	Change newscaster to Harry Flannery.
<i>Page 19</i>	<b>S. &amp; W. FINE FOODS, INC.</b>	Cancel series.
<i>Page 19</i>	<b>SOIL OFF MANUFACTURING COMPANY</b>	Change newscaster to Dick Cutting.

MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

<i>Page 20</i>	<b>FERRY-MORSE SEED CO.</b>	Change name "Holly" to "Rolly."
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<i>Page 10</i>	<b>GULF OIL CORPORATION</b>	Change product listing to Gulf Oil Products.
<i>Page 13</i>	<b>CHARLES H. PHILLIPS CHEMICAL CO.</b>	Cancel series.
<i>Page 13</i>	<b>PHILIP MORRIS &amp; COMPANY, LTD. INC.</b>	Change program listing of "It Pays To Be Ignorant" to "Holiday & Company."
<b>MONTHLY COLLECTIONS - THE PUBLIC NETWORK PROGRAMS</b>		
<i>Page 17</i>	<b>COLONIAL DAMES, INC.</b>	Change time on "Meet The Missus" to 2:45-3:00 p.m.
<i>Page 18</i>	<b>GENERAL PETROLEUM CORP. OF CALIFORNIA</b>	Change newscaster to Knox Manning.

CBS Program Book  
Supplement for January  
to be tipped in here