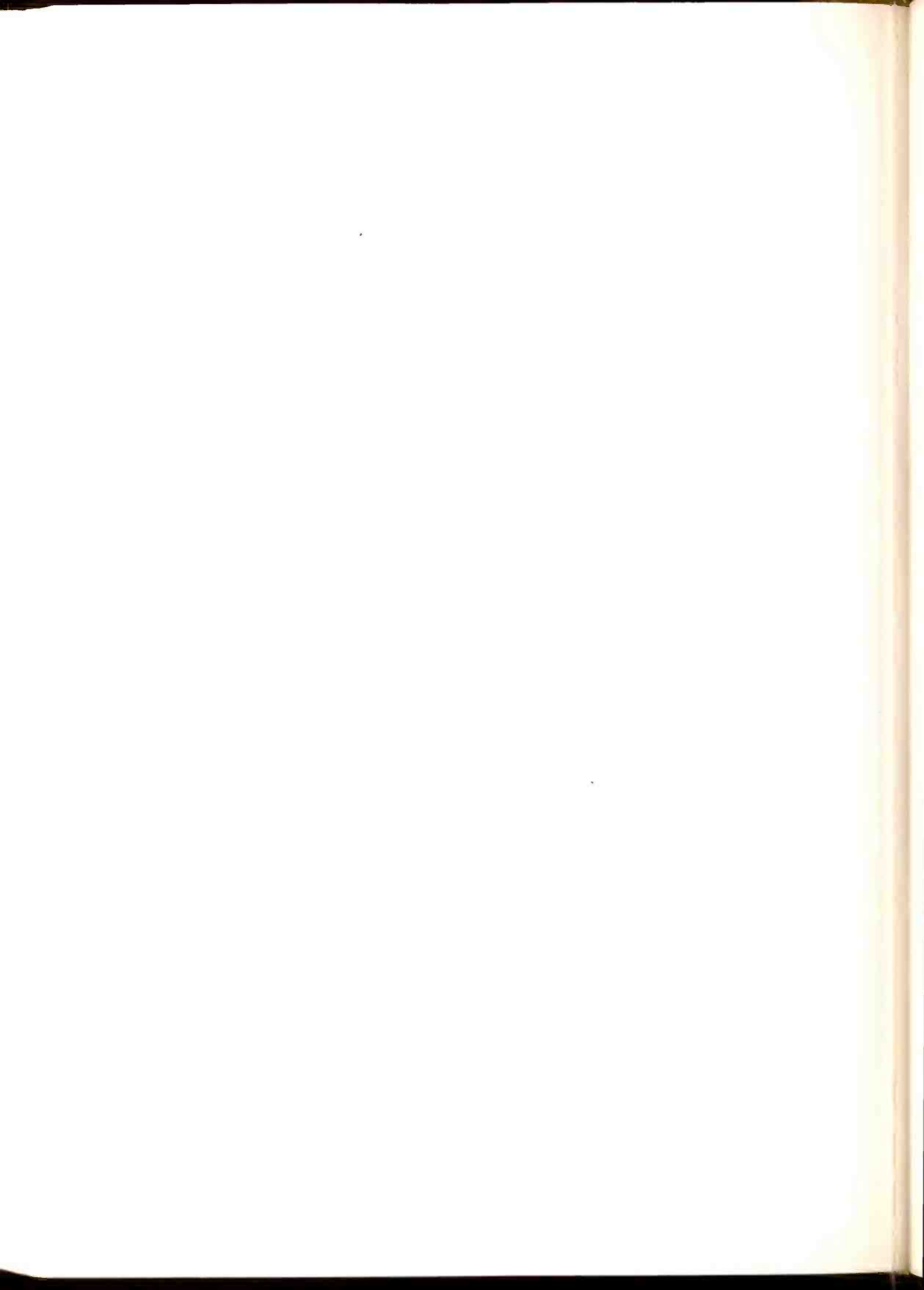


CBS PROGRAM BOOK • OCTOBER, 1941



CBS reporters keep listeners informed on Army War Game maneuvers (See page 31).



OCTOBER, 1944

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 15

WABC SPONSORED PROGRAMS: pp. 15 to 18

CBS SUSTAINING PROGRAMS: pp. 19 to 28

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

- CHRYSLER CORPORATION:**
Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 5
- FORD MOTOR COMPANY:**
Ford cars, trucks, tractors, Mercury,
Lincoln Page 7

● CIGARETTES & TOBACCO

- AMERICAN TOBACCO COMPANY:**
Lucky Strike Cigarettes Page 3
- LIGGETT & MYERS TOBACCO COMPANY:**
Chesterfield Cigarettes,
Velvet Cigarette and Pipe Tobacco Page 10
- PHILIP MORRIS & COMPANY, LTD.:**
Philip Morris Cigarettes Page 11
- R. J. REYNOLDS TOBACCO COMPANY:**
Camel Cigarettes,
Prince Albert Smoking Tobacco . Page 12
- U. S. TOBACCO COMPANY:**
Dill's Best, Model Tobacco Page 13

● CONFECTIONERY

- AMERICAN CHICLE COMPANY:**
Chiclets & Dentyne Page 13
- CURTISS CANDY COMPANY:**
Candy Page 6
- DOUBLEMINT GUM:**
Doublemint Gum Page 6
- PETER PAUL, INC.:**
Mounds Candy, Ten Crown Gum . Page 14
- SPEARMINT GUM:**
Spearmint Gum Page 12

● DRUGS & TOILET GOODS

- AFFILIATED PRODUCTS, INC.:**
Edna Wallace Hopper Cosmetics,
Kolynos Page 3
- ANACIN COMPANY:**
Anacin Page 3
- BATHASWEET CORPORATION:**
Bathasweet Products Page 13
- BAYER COMPANY:**
Bayer Aspirin Page 3
- CAMPANA SALES COMPANY:**
Campana Hand Cream,

Campana Balm, Dreskin, Coolies,
D.D.D., Old South Toiletries . . . Page

CHESEBROUGH MANUFACTURING COMPANY
Vaseline Preparations Page

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Palmolive Soap,
Colgate Tooth Powder Pages 5,

COLONIAL DAMES, INC.:
Cosmetics Page 1

EMERSON DRUG CO.:
Bromo-Seltzer Page

RICHARD HUDNUT:
Marvelous Cosmetics Page 1

IRONIZED YEAST CO., INC.:
Ironized Yeast Page

JOHNSON & JOHNSON:
Band-Aid Page

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

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap,
Lifebuoy Health Soap,
Swan Soap Page

LOS ANGELES SOAP COMPANY:
White King Soap,
Sierra Pine Soap Page 1

LUXOR LTD.:
Luxor Products Page 1

MAGAZINE REPEATING RAZOR CO.:
Schick Injector Razors and Blades Page 1

THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Ivory Soap Page 1

E. R. SQUIBB & SONS:
Squibb Products Page 1

VICK CHEMICAL CO.:
Vicks VapoRub,
Vicks Va-tro-nol Page 1

● FOODS & BEVERAGES

ALBERS BROTHERS MILLING CO.:
Albers Flapjack Flour Page 1

ARMOUR & CO.:
Ireet Page 3

BOWEY'S, INC.:
Dari-Rich Products Page 3

BREAKFAST CLUB COFFEE, INC.:
Coffee Page 15

CALIFORNIA FRUIT GROWERS EXCHANGE:
Sunkist Oranges, Lemons Page 4

CAMPBELL SOUP COMPANY:
Campbell's Soups, Pork and
Beans, and Tomato Juice Page 4
Franco-American Macaroni
and Spaghetti Page 4

COCA-COLA COMPANY:
Coca-Cola Page 5

CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread, Hostess Cake Page 6

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Grape Nuts, Grape Nuts Flakes,
Sanka Coffee, Postum,
Minute Tapioca,
Diamond Crystal Salt,
Maxwell House Coffee,
Post Toasties,
Swansdown, Calumet Page 7
Walter Baker's Chocolate & Cocoa Page 14

GENERAL MILLS, INC.:
Wheaties, Gold Medal Flour,
Bisquick Page 8

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

THOMAS J. LIPTON, INC.:
Lipton's Tea and Tea Bags Page 10

NESTLE'S MILK PRODUCTS, INC.:
Alpine Coffee Page 14

PET MILK SALES CORPORATION:
Pet Irradiated Milk Page 11

PLANTERS NUT & CHOCOLATE COMPANY:
Planters Salted Peanuts,
Planters Peanut Oil Page 15

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
Crisco Page 12

● **LAUNDRY SOAPS & ACCESSORIES**

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Toilet Goods)
Concentrated Super Suds,
Octagon Products, Crystal White . Page 5

GENERAL FOODS CORPORATION:
(See also Foods)
La France, Satina Page 7

LEVER BROTHERS COMPANY:
(See also Drugs; Foods)
Rinso Pages 9, 10

PACIFIC COAST BORAX CO.:
20 Mule Team Borax and
Borax Flakes, Boraxo Page 10

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
Ivory, Oxydol, Chipso, Duz,
Dreft Pages 11, 12

● **LUBRICANTS**

AMERICAN OIL COMPANY:
Amoco-Gas, Orange American Gas Page 3

GENERAL PETROLEUM CORP. OF CALIFORNIA:
Mobilgas, Mobiloil Page 14

GULF OIL CORPORATION:
Motor Oil and Gas Page 8

SEASIDE OIL COMPANY:
Seaside Ethyl Gasoline and
Silverol Motor Oil Page 15

TEXAS COMPANY:
Texaco Products Page 13

UNION OIL COMPANY:
Gas and Oil Page 15

● **MISCELLANEOUS**

ARMSTRONG CORK COMPANY:
Armstrong's Quaker Rugs Page 3

EVERSHARP, INC.:
Eversharp Pens and Pencils Page 6

**INTERNATIONAL CELLUCOTTON
PRODUCTS CO.:**
Kleenex Page 8

INTERNATIONAL SILVER COMPANY:
International Sterling and
1847 Rogers Bros. Silverplate Page 8

JOHNS-MANVILLE CORPORATION:
Insulation Page 9

MACFADDEN PUBLICATIONS, INC.:
Liberty Magazine Page 14

**PRUDENTIAL INSURANCE COMPANY
OF AMERICA:**
Insurance Services Page 12

SOIL OFF MANUFACTURING CO.:
Cleaning Fluid Page 15

All time listed on the following pages is current New York time unless otherwise indicated.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>AFFILIATED PRODUCTS, INC. (452nd Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics, Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY (167th Week on CBS)</p> <p>The Human Side of the News by Edwin C. Hill</p>	<p>Mon., Wed., Fri. 6:00-6:10 p.m. 54 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (283rd Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Louise King, Hit Paraders Chorus</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 109 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (234th Week on CBS)</p> <p>Our Gal, Sunday</p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>ARMOUR & CO. (34th Week on CBS)</p> <p>Treat Time with Buddy Clark</p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. 50 CBS stations ORIGINATES: WBBM</p>	<p>Treet <i>Lord & Thomas</i></p>
<p>ARMSTRONG CORK COMPANY</p> <p>Armstrong Theater of Today <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 105 CBS stations ORIGINATES: WABC</p>	<p>Armstrong's Quaker Ru <i>Batten, Barton, Durs. & Osborn, Inc.</i></p>
<p>BAYER COMPANY (314th Week on CBS)</p> <p>Second Husband with Helen Menken, presented by the Famous Actors' Guild</p>	<p>Tuesday 7:30-8:00 p.m. 76 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>BOWEY'S, INC. (123rd Week on CBS)</p> <p>Stars Over Hollywood Original drama with Knox Manning, MC, and guest stars</p>	<p>Saturday 12:30-1:00 p.m. 47 CBS stations ORIGINATES: KNX</p>	<p>Dari-Rich Products <i>Sorensen & Company</i></p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

CALIFORNIA FRUIT GROWERS
EXCHANGE*126th Week on CBS)***Sunkist Presents Hedda
Hopper's Hollywood**Mon., Wed., Fri.
6:15-6:30 p.m.
39 CBS stations
ORIGINATES: KNXSunkist Oranges
Sunkist Lemons
Lord & Thomas

CAMPANA SALES COMPANY

*181st Week on CBS)***First Nighter**
with Barbara Luddy and
Les Tremayne*Drama*Friday
9:30-9:55 p.m.
53 CBS stations
ORIGINATES: WBBMCampana Hand Cream,
Campana Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY

*356th Week on CBS)***Arkansas Traveler**
starring Bob Burns**Amos 'n' Andy**
*Serial comedy-drama*Tuesday
8:30-8:55 p.m.
Rebroadcast
12:30-12:55 a.m.
64 CBS stations
ORIGINATES: KNXCampbell's Soups
*Ruthrauff & Ryan, Inc.*Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
60 CBS stations
ORIGINATES: KNXCampbell's Soups
Campbell's Pork and Beans
*Ward Wheelock
Company***The Man I Married**
*Dramatic serial*Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:00-3:15 p.m.
56 CBS stations
ORIGINATES: WABCCampbell's Soups
Campbell's Pork and Beans
*Ward Wheelock
Company***Fletcher Wiley**
*Talks*Mon. thru Fri.
2:30-2:45 p.m.
35 CBS stations
ORIGINATES: KNXCampbell's Soups
Campbell's Tomato Juice
Campbell's Pork and Beans
Franco-American Macaroni
and Spaghetti
*Ward Wheelock
Company***Lanny Ross**
*Songs*Mon. thru Fri.
7:15-7:30 p.m.
Rebroadcast
11:15-11:30 p.m.
57 CBS stations
(Mon. and Wed.
56 CBS stations)
ORIGINATES: WABCFranco-American
Macaroni and Spaghetti
Ruthrauff & Ryan, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (152nd Week on CBS)</p> <p>Dr. Christian with Jean Hersholt</p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 64 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION (291st Week on CBS)</p> <p>Major Bowes' Original Amateur Hour</p>	<p>Thursday 9:00-10:00 p.m. 84 CBS stations ORIGINATES: WABC</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY (111th Week on CBS)</p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists</p>	<p>Sunday 4:30-5:00 p.m. 115 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (299th Week on CBS)</p> <p>Guy Lombardo and His Orchestra Popular Music</p> <p>Hobby Lobby with Dave Elman and Harry Salter's Orchestra</p> <p>Woman of Courage <i>Serial drama</i></p> <p>Myrt and Marge <i>Serial drama</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 72 CBS stations 30 CBC stations ORIGINATES: WABC</p> <p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 68 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 61 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 79 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Ted Bates, Inc.</i></p> <p>Palmolive Shave Cream Palmolive Brushless Shave Cream <i>Ted Bates, Inc.</i></p> <p>Octagon Products <i>Ted Bates, Inc.</i> Crystal White <i>Sherman & Marquet Inc.</i></p> <p>Concentrated Super Suet <i>Sherman & Marquet Inc.</i></p>

**COLGATE-PALMOLIVE-PEET
COMPANY***Continued***Stepmother***Serial drama*

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

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

Elmer Davis*News*

Tues. thru Sun.
8:55-9:00 p.m.
90 CBS stations
ORIGINATES: WABC

Palmolive Soap
*Ward Wheelock
Company*

CONTINENTAL BAKING CO., INC.*352nd Week on CBS)***Maudie's Diary**

with Mary Mason

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

Wonder Bread
Hostess Cake
Ted Bates, Inc.

MURTISS CANDY COMPANY*53rd Week on CBS)***News**

with Jackson Wheeler

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

Candy
C. L. Miller Company

DOUBLEMINT GUM*185th Week on CBS)***Melody Ranch**

with Gene Autry

Western dramatic series

Sunday
6:30-6:55 p.m.
70 CBS stations
ORIGINATES: ON TOUR

Doublemint Gum
*J. Walter Thompson
Company*

EMERSON DRUG COMPANY*74th Week on CBS)***Vox Pop**

with Parks and Wally

Quiz

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

Bromo-Seltzer
Ruthrauff & Ryan, Inc.

EVERSHARP, INC.*105th Week on CBS)***Take It or Leave it**

with Bob Hawk, MC; David Ross

Quiz

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

Eversharp Pens and Pencils
The Biow Company

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>FORD MOTOR COMPANY (390th Week on CBS)</p> <p>Sunday Evening Hour Ford Symphony Orchestra and Chorus, guest conductors and soloists <i>With Talks by W. J. Cameron</i></p>	<p>Sunday 9:00-10:00 p.m. 58 CBS stations ORIGINATES: WJR</p>	<p>Ford motor cars, trucks, and tractors Mercury Lincoln <i>McCann-Erickson, Inc.</i></p>
<p>GENERAL FOODS CORPORATION (332nd Week on CBS)</p> <p>We, the People with Eddie Dowling <i>Real-life experiences</i></p> <p>Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, and guest stars <i>Music, comedy, and drama</i></p> <p>William L. Shirer <i>News</i></p> <p>Kate Smith Speaks; News <i>Talks and news</i></p> <p>Joyce Jordan, Girl Interne <i>Serial drama</i></p> <p>Young Dr. Malone <i>Serial drama</i></p> <p>Kate Hopkins <i>Serial drama</i></p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 79 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12 mid.-12:55 a.m. 89 CBS stations ORIGINATES: WABC</p> <p>Sunday 5:45-6:00 p.m. 42 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:00-12:15 p.m. 79 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 72 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 85 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:45-3:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Sanka Coffee <i>Young & Rubicam, Inc.</i></p> <p>Grape Nuts, Grape Nuts Flakes <i>Young & Rubicam, Inc.</i></p> <p>Sanka Coffee <i>Young & Rubicam, Inc.</i></p> <p>Swansdown Cake Flour Calumet <i>Young & Rubicam, Inc.</i></p> <p>Diamond Crystal Salt <i>Benton & Bowles, Inc.</i></p> <p>La France Satina Minute Tapioca Postum <i>Young & Rubicam, Inc.</i></p> <p>Post Toasties <i>Benton & Bowles, Inc.</i></p> <p>Maxwell House Coffee <i>Benton & Bowles, Inc.</i></p>

GENERAL MILLS, INC.*84th Week on CBS)***Stories America Loves***Drama*

Mon. thru Fri.
9:45-10:00 a.m.
Rebroadcast
11:45-12 noon
32 CBS stations
ORIGINATES: WABC

Wheaties

*Knox Reeves**Advertising, Inc.***Hymns of All Churches**

with Joe Emerson

Mon., Tues., Thurs.
10:00-10:15 a.m.
Rebroadcast
11:30-11:45 a.m.
34 CBS stations
ORIGINATES: WBBM

Gold Medal Flour

*Blackett-Sample**Hummert, Inc.***Betty Crocker***Homemaker program*

Wed., Fri.
10:00-10:15 a.m.
Rebroadcast
11:30-11:45 a.m.
34 CBS stations
ORIGINATES: WBBM

Bisquick

*Blackett-Sample**Hummert, Inc.***GULF OIL CORPORATION***399th Week on CBS)***Gulf Screen Guild Theatre**

with Roger Pryor, MC, screen stars,
Oscar Bradley's Orchestra,
John Hiestand

Sunday
7:30-8:00 p.m.
80 CBS stations
ORIGINATES: KNX

Motor Oil and Gas

*Young & Rubicam, Inc.***INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY***110th Week on CBS)***Ginny Simms***Songs*

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

Kleenex

*Lord & Thomas***INTERNATIONAL SILVER COMPANY***186th Week on CBS)***Silver Theatre**

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

Sunday
6:00-6:30 p.m.
56 CBS stations
32 CBC stations
ORIGINATES: KNX

International Sterling and
1847 Rogers Bros.
Silverplate

*Young & Rubicam, Inc.***IRONIZED YEAST CO., INC.***110th Week on CBS)***Are You a Missing Heir?***Drama*

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

Ironized Yeast

Ruthrauff & Ryan, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENC
<p>JOHNS-MANVILLE CORPORATION (9th Week on CBS)</p> <p>Frazier Hunt <i>News</i></p>	<p>Mon. thru Fri. 6:10-6:15 p.m. 22 CBS stations ORIGINATES: WABC</p>	<p>Insulation <i>J. Walter Thompson Company</i></p>
<p>JOHNSON & JOHNSON (26th Week on CBS)</p> <p>Voice of Broadway with Dorothy Kilgallen and guest stars</p>	<p>Saturday 11:30-11:45 a.m. <i>Rebroadcast</i> 1:30-1:45 p.m. 58 CBS stations</p> <p>Tuesday 6:15-6:30 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, Inc.</i></p>
<p>LADY ESTHER, LTD. (408th Week on CBS)</p> <p>Lady Esther Presents Orson Welles <i>Variety</i></p>	<p>Monday 10:00-10:30 p.m. 63 CBS stations ORIGINATES: KNX</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>LEVER BROTHERS COMPANY (322nd Week on CBS)</p> <p>Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i></p> <p>Hollywood Premiere with Louella Parsons and guest stars <i>Drama</i></p> <p>Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra <i>Drama</i></p> <p>Meet Mister Meek <i>Drama</i></p> <p>Bright Horizon with Joe Julian <i>Serial drama</i></p>	<p>Monday 9:00-10:00 p.m. 68 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Friday 10:00-10:30 p.m. 71 CBS stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 9:30-10:00 p.m. 57 CBS stations 31 CBC stations ORIGINATES: KNX</p> <p>Wednesday 7:30-8:00 p.m. 59 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 35 CBS stations ORIGINATES: WABC</p>	<p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p> <p>Lifebuoy Health Soap <i>William Esty & Company, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Lifebuoy Health Soap <i>William Esty & Company, Inc.</i></p> <p>Swan Soap <i>Young & Rubicam, Inc.</i></p>

<p>EVER BROTHERS COMPANY <i>continued</i></p> <p>Aunt Jenny's Real Life Stories <i>Dramatic sketches</i></p> <p>Big Sister <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:45-12:00 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 61 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:15-12:30 p.m. 73 CBS stations 31 CBC stations ORIGINATES: WABC</p>	<p>Spry <i>Ruthrauff & Ryan, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p>
<p>IGGETT & MYERS TOBACCO COMPANY <i>166th Week on CBS)</i></p> <p>Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle, and the Modernaires</p>	<p>Tues., Wed., Thurs. 10:00-10:15 p.m. 99 CBS stations ORIGINATES: WABC</p>	<p>Chesterfield Cigarettes <i>Newell-Emmett Co., Inc.</i></p>
<p>THOMAS J. LIPTON, INC. <i>39th Week on CBS)</i></p> <p>Helen Hayes Theater starring Helen Hayes, with Mark Warnow's Orchestra</p>	<p>Sunday 8:00-8:30 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 77 CBS stations ORIGINATES: WABC</p>	<p>Lipton's Tea and Tea Bags <i>Young & Rubicam, Inc.</i></p>
<p>LUXOR, LTD. <i>34th Week on CBS)</i></p> <p>Wayne King and His Orchestra <i>Music</i></p>	<p>Saturday 7:30-8:00 p.m. 35 CBS stations ORIGINATES: WBBM</p>	<p>Luxor Products <i>Lord & Thomas</i></p>
<p>MAGAZINE REPEATING RAZOR COMPANY <i>18th Week on CBS)</i></p> <p>Duffy's Tavern starring Ed Gardner as "Archie", Shirley Booth, John Kirby's Band, guest stars</p>	<p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12 mid.-12:25 a.m. 59 CBS stations ORIGINATES: WABC</p>	<p>Schick Injector Razors and Blades <i>J. M. Mathes, Inc.</i></p>
<p>PACIFIC COAST BORAX CO. <i>13th Week on CBS)</i></p> <p>Death Valley Days <i>Drama</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 58 CBS stations ORIGINATES: WABC</p>	<p>20 Mule Team Borax, Boraxo 20 Mule Team Borax Flakes <i>McCann-Erickson, Inc.</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>PET MILK SALES CORPORATION (411th Week on CBS)</p> <p>Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus</p> <p>Mary Lee Taylor home economist <i>Household advice</i></p>	<p>Saturday 9:45-10:15 p.m. 55 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 64 CBS stations ORIGINATES: KMOX</p>	<p>Pet Irradiated Milk <i>Gardner Advertising Company</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. (269th Week on CBS)</p> <p>The Philip Morris Playhouse Directed by Charles Martin with guest stars and Ray Block's Orchestra <i>Dramas</i></p> <p>The Crime Doctor <i>Dramatic programs</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. 92 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 68 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. (362nd Week on CBS)</p> <p>The Story of Mary Marlin <i>Serial drama</i></p> <p>The Goldbergs <i>Serial drama</i></p> <p>The O'Neills <i>Serial drama</i></p> <p>Life Can Be Beautiful <i>Serial drama</i></p>	<p>Mon. thru Fri. 5:00-5:15 p.m. 19 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 5:15-5:30 p.m. 18 CBS stations</p> <p>7 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 5:30-5:45 p.m. 34 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 48 CBS stations ORIGINATES: WABC</p>	<p>Ivory Snow <i>Benton & Bowles</i></p> <p>Duz <i>Compton Advertising, Inc.</i></p> <p>Dreft <i>Blackett-Sample-Hummert, Inc.</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p>

THE PROCTER & GAMBLE CO.*Continued***Woman in White***Serial drama*

Mon. thru Fri.
1:15-1:30 p.m.
50 CBS stations
25 CBC stations
ORIGINATES: WBBM

Oxydol

*Blackett-Sample-
Hummert, Inc.*

Right to Happiness*Serial drama*

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

Crisco

*Compton Advertising,
Inc.*

Road of Life*Serial drama*

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

Chipso

Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE
COMPANY OF AMERICA***122nd Week on CBS)***Prudential Family Hour**

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

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

Insurance Services

Benton & Bowles, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY***439th Week on CBS)***Blondie**

with Penny Singleton and
Arthur Lake

Domestic comedy

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

Camel Cigarettes
Prince Albert Smoking
Tobacco

*William Esty &
Company, Inc.*

Al Pearce and His Gang

with Artie Auerbach,
Andy Devine, Lou Bringu's
Orchestra and guests

Variety

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

SPEARMINT GUM*(484th Week on CBS)***Dear Mom**

with John Walsh, Dolph Nelson,
Marvin Mueller and Eloise Kummer

Drama

Sunday
6:55-7:15 p.m.
69 CBS stations
ORIGINATES: WBBM

Spearmint Gum

Arthur Meyerhoff & Co.

Just Entertainment

with Ben Bernie, the Bailey Sisters
and Donald Saxon

Variety

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

**COLUMBIA
PACIFIC
NETWORK**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>E. R. SQUIBB & SONS (65th Week on CBS)</p> <p>Golden Treasury of Song starring Frank Parker <i>Music and poetry</i></p>	<p>Mon., Wed., Fri. 6:30-6:45 p.m. 35 CBS stations ORIGINATES: WABC</p>	<p>Squibb Products <i>Geyer, Cornell & Newell, Inc.</i></p>
<p>TEXAS COMPANY (227th Week on CBS)</p> <p>Texaco Star Theatre starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra and the Texaco Workshop Players <i>Variety</i></p>	<p>Wednesday 9:00-10:00 p.m. <i>Rebroadcast</i> 12:00-1:00 a.m. 86 CBS stations ORIGINATES: WABC</p>	<p>Texaco Products <i>Buchanan & Co.</i></p>
<p>U. S. TOBACCO COMPANY (331st Week on CBS)</p> <p>Gay Nineties Revue starring Beatrice Kay, Joe Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn</p>	<p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 62 CBS stations ORIGINATES: WABC</p>	<p>Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p>
<p>VICK CHEMICAL COMPANY (107th Week on CBS)</p> <p>News For Women with Andre Baruch</p>	<p>Mon., Wed., Fri. 3:00-3:15 p.m. 14 CBS stations ORIGINATES: WABC</p>	<p>Vicks VapoRub Vicks Va-tro-nol <i>Morse International, Inc.</i></p>
<p>ALBERS BROTHERS MILLING CO. (26th Week on CBS)</p> <p>Whodunit <i>Audience participation</i></p>	<p>Thursday 7:30-8:00 p.m. PST ORIGINATES: KNX</p>	<p>Albers Flapjack Flour <i>Lord & Thomas</i></p>
<p>AMERICAN CHICLE COMPANY (30th Week on CBS)</p> <p>By the Way with Bill Henry</p>	<p>Tuesday 7:45-8:00 p.m. PST Thursday 7:15-7:30 p.m. PST ORIGINATES: KNX</p>	<p>Chiclets & Dentyne <i>Badger, Browning & Hersey, Inc.</i></p>
<p>BATHASWEET CORPORATION (104th Week on CBS)</p> <p>Bob Garred Reporting <i>News</i></p>	<p>Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Bathasweet Products <i>H. M. Kiesewetter Advertising Agency</i></p>

<p>COLONIAL DAMES, INC. <i>95th Week on CBS</i></p> <p>"Find the Woman" with Knox Manning</p>	<p>Friday 9:55-10:00 p.m. PST ORIGINATES: KNX</p>	<p>Cosmetics <i>Glasser, Gailey & Co.</i></p>
<p>GENERAL FOODS CORPORATION <i>'332nd Week on CBS)</i></p> <p>The Second Mrs. Burton <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 4:00-4:15 p.m. PST ORIGINATES: KNX</p>	<p>Walter Baker's Chocolate and Cocoa <i>Benton & Bowles, Inc.</i></p>
<p>GENERAL PETROLEUM CORPORATION OF CALIFORNIA <i>(40th Week on CBS)</i></p> <p>I Was There <i>News dramatizations</i></p> <p>Pigskin Preview with Sam Hayes</p>	<p>Sunday 8:30-9:00 p.m. PST ORIGINATES: KNX</p> <p>Wednesday 6:15-6:30 p.m. PST ORIGINATES: KNX</p>	<p>Mobilgas, Mobiloil <i>Smith & Drum, Inc.</i></p>
<p>RICHARD HUDNUT <i>(92nd Week on CBS)</i></p> <p>Hollywood Showcase</p>	<p>Monday 9:30-10:00 p.m. PST ORIGINATES: KNX</p>	<p>Marvelous Cosmetics <i>Benton & Bowles, Inc.</i></p>
<p>LOS ANGELES SOAP COMPANY <i>(105th Week on CBS)</i></p> <p>Knox Manning <i>News</i></p>	<p>Mon. thru Fri. 12:15-12:30 p.m. PST ORIGINATES: KNX</p>	<p>White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i></p>
<p>MACFADDEN PUBLICATIONS, INC. <i>(285th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Liberty Magazine <i>Erwin Wasey & Co.</i></p>
<p>NESTLE'S MILK PRODUCTS, INC. <i>(2nd Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p> <p>William Winter <i>News analyst</i></p>	<p>Tuesday 5:45-5:55 p.m. PST ORIGINATES: KNX</p> <p>Saturday 7:45-8:00 a.m. PST ORIGINATES: KSFO</p>	<p>Alpine Coffee <i>Leon Livingstone Advertising Agency</i></p>
<p>PETER PAUL, INC. <i>(64th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. PST ORIGINATES: KNX</p>	<p>Mounds Candy Ten Crown Gum <i>Brisacher, Davis & Staff</i></p>

**COLUMBIA
PACIFIC
NETWORK**

Continued

**PLANTERS NUT AND
CHOCOLATE COMPANY**
(52nd Week on CBS)

What's On Your Mind?

Friday
6:00-6:30 p.m. PST
ORIGINATES: KNX

Planters Salted Peanuts
Planters Peanut Oil
Raymond R. Morgan (

**SOIL OFF MANUFACTURING
COMPANY**
(35th Week on CBS)

Bob Garred Reporting
News

Thursday
5:45-5:55 p.m. PST
Saturday
7:30-7:45 a.m. PST
ORIGINATES: KNX

Cleaning Fluid for
Walls and Woodwork
*Hillman-Shane
Advertising Agency, l.*

**COLUMBIA
CALIFORNIA
NETWORK**

BEKINS VAN AND STORAGE CO.
(1st Week on CBS)

Bill Henry
News Analyst

Mon. and Wed.
5:30-5:45 p.m. PST
ORIGINATES: KNX

Moving and Storage
*Brooks Advertising
Agency*

BREAKFAST CLUB COFFEE, INC.
(39th Week on CBS)

Voice of Friendship
with Rita Murray

Tues., Thurs.
8:00-8:15 a.m. PST
ORIGINATES: KNX

Breakfast Club Coffee
*Lockwood-Shackelford
Advertising Agency*

SEASIDE OIL COMPANY
(25th Week on CBS)

Seaside Spelling Bee Liner

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

Seaside Ethyl Gasoline and
Silverol Motor Oil
The McCarty Company

UNION OIL COMPANY
(44th Week on CBS)

Nelson Pringle
News Analysis

Mon. thru Fri.
7:45-8:00 a.m. PST
ORIGINATES: KNX

Gas and Oil
Lord & Thomas

**WABC
SPONSORED
PROGRAMS**

AMERICAN CHICLE COMPANY*
(57th Week on WABC)

Announcements

Mon. thru Sat.
8:00-8:01:30 a.m.

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

**AMERICAN CIGARETTE &
CIGAR CO.***
(32nd Week on WABC)

Modern Design Music

Mon. thru Sat.
8:20-8:25 a.m.

Pall Mall Cigarettes
*Ruthrauff & Ryan,
Inc.*

B.C. REMEDY COMPANY

Arthur Godfrey
Participations

Mon. thru Sat.
7:00-7:15 a.m.

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

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

BOOK HOUSE FOR CHILDREN (22nd Week on WABC) Woman's Page of the Air with Adelaide Hawley <i>Participations</i>	Mon. thru Thurs. 8:45-9:00 a.m.	Book House <i>Presba, Fellers & Presba, Inc.</i>
BULOVA WATCH COMPANY (32nd Week on WABC) Time Signals	Sun. thru Sat. 10 Times Daily	Bulova Watches <i>The Biow Company</i>
HESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED* (13th Week on WABC) Announcements	Mon., Tues., Thurs. 6:45-6:46:30 p.m.	Vaseline Preparations <i>McCann-Erickson, Inc.</i>
DREZMA, INC. (18th Week on WABC) Lessons in Loveliness with Nell Vinick	Tues., Thurs., Sat. 8:25-8:30 a.m. Tues., Thurs. 11:00-11:15 a.m.	"Drezma" Cosmetics <i>Blaine-Thompson Co., Inc.</i>
FLORIDA CITRUS COMMISSION* (13th Week on WABC) Arthur Godfrey <i>Participations</i>	Mon. thru Sat. 7:00-7:15 a.m.	Florida Citrus Fruit <i>Arthur Kudner, Inc.</i>
GRIFFIN MANUFACTURING CO., NC.* Arthur Godfrey <i>Participations</i>	Tues., Thurs., Sat. 7:00-7:15 a.m.	Shoe Polish, Whitener, and Dressing <i>Birmingham, Castleman, and Pierce, Inc.</i>
GROVE LABORATORIES, INC. (22nd Week on WABC) Odd Side of the News	Mon., Wed., Fri. 8:25-8:30 a.m.	Bromo-Quinine Cold Tablets <i>J. Walter Thompson Co., Inc.</i>
KRUG BAKING COMPANY (93rd Week on WABC) Woman's Page of the Air with Adelaide Hawley <i>Participations</i>	Mon. thru Fri. 8:45-9:00 a.m.	Bakery Products and Coffee <i>Elmer L. Cline</i>
LEHN AND FINK PRODUCTS CORP.* Arthur Godfrey <i>Participations</i> (Begins October 16)	Mon. thru Sat. 6:35-7:00 a.m.	Hind's Honey and Almond Cream <i>William Esty & Co., Inc.</i>

**WABC
SPONSORED
PROGRAMS**

Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>P. LORILLARD COMPANY* <i>(12th Week on WABC)</i></p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 6:35-7:00 a.m.</p>	<p>Old Gold Cigarettes <i>J. Walter Thompson Co., Inc.</i></p>
<p>BEN MARDEN'S RIVIERA <i>(14th Week on WABC)</i></p> <p>Hughesreel with Rush Hughes</p> <p>Sports News with Warren Sweeney</p>	<p>Tues. and Thurs. 6:30-6:45 p.m.</p> <p>Saturday 5:55-6:00 p.m.</p>	<p>Ben Marden's Riviera <i>J. R. Kupsick Advertising Agency, Inc.</i></p>
<p>MARYLAND PHARMACEUTICAL CO. <i>(26th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Tues., Thurs., Sat. 8:45-9:00 a.m.</p>	<p>Rem and Rel <i>The Joseph Katz Co.</i></p>
<p>McKESSON & ROBBINS, INC.* <i>(22nd Week on WABC)</i></p> <p>Afternoon News</p>	<p>Mon. thru Fri. 3:55-4:00 p.m.</p>	<p>Calox Tooth Powder <i>J. D. Tarcher & Co., Inc.</i></p>
<p>MELVILLE SHOE COMPANY <i>(150th Week on WABC)</i></p> <p>Early Morning News</p>	<p>Mon. thru Sat. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p>JOHN MORRELL AND COMPANY <i>(7th Week on WABC)</i></p> <p>The Missus Goes A-Shopping <i>Quiz</i></p>	<p>Tues., Thurs., Sat. 8:30-8:45 a.m.</p>	<p>E-Z Cut Ham <i>Henri, Hurst and McDonald, Inc.</i></p>
<p>NEW YORK STATE BUREAU OF MILK PUBLICITY <i>(29th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Mon. and Wed. 8:45-9:00 a.m.</p>	<p>Milk and Milk Product <i>J. M. Mathes, Inc.</i></p>
<p>NOXZEMA CHEMICAL CO., INC.* <i>(21st Week on WABC)</i></p> <p>Battle of the Boroughs <i>Quiz</i></p>	<p>Saturday 9:45-10:15 p.m.</p>	<p>Noxzema Products <i>Ruthrauff & Ryan, Inc.</i></p>

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

OLSON RUG COMPANY <i>42nd Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley <i>Participations</i>	Friday 8:45-9:00 a.m.	Olson Rugs <i>Presba, Fellers & Presba, Inc.</i>
O'SULLIVAN RUBBER COMPANY <i>7th Week on WABC)</i> Arthur Godfrey <i>Participations</i>	Mon., Wed., Fri. 7:00-7:15 a.m.	O'Sullivan Rubber Heels <i>Birmingham, Castleman and Pierce, Inc.</i>
PEPSI-COLA COMPANY* <i>62nd Week on WABC)</i> The Missus Goes A-Shopping <i>Quiz</i>	Mon., Wed., Fri. 8:30-8:45 a.m.	Pepsi-Cola <i>Newell-Emmett, Inc.</i>
PETER PAUL COMPANY* <i>82nd Week on WABC)</i> Early Riser's News News with John Reed King	Mon., Tues., Wed., Fri. 6:30-6:35 a.m. Tues., Thurs. 6:00-6:10 p.m.	Mounds Ten Crown Charcoal Gum <i>Platt-Forbes, Inc.</i>
QUAKER OATS COMPANY* <i>(41st Week on WABC)</i> The Aunt Jemima Program	Mon. thru Sat. 8:15-8:20 a.m.	Aunt Jemima Pancake Flour <i>Sherman K. Ellis & Co., Inc.</i>
SELECT THEATRES CORP. <i>(56th Week on WABC)</i> Announcement	Mon. and Wed. 11:58:50 p.m.- 12 mid.	"Hellzapoppin" <i>Blaine-Thompson Co., Inc.</i>
SMITH BROTHERS* <i>(10th Week on WABC)</i> Arthur Godfrey	Mon., Wed., Fri. 7:30-7:45 a.m.	"SB" Cough Drops and Cough Syrup <i>J. D. Tarcher & Co., Inc.</i>
SOCONY-VACUUM OIL CO., INC.* <i>(9th Week on WABC)</i> News with Mark Hawley	Mon. thru Sat. 10:45-11:00 p.m.	Gasoline, Oil and Specialties <i>J. Stirling Getchell, Inc.</i>
WASTE PAPER CONSUMING INDUSTRIES Arthur Godfrey <i>Participations</i>	Mon. thru Sat. 6:35-7:00 a.m.	Paper Conservation <i>Olian Advertising Co.</i>
WILSON AND COMPANY Arthur Godfrey <i>Participations</i>	Mon. thru Sat. 7:00-7:15 a.m.	Ideal Dog Food <i>U. S. Advertising Corp.</i>

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

CBS SUSTAINING PROGRAMS

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

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

1. NEWS BROADCASTS	Page 20
2. DRAMATIC SERIES	Page 21
3. NATIONAL DEFENSE	Page 21
4. LIGHT ENTERTAINMENT	Page 22
5. SERIOUS MUSIC	Page 23
6. EDUCATIONAL PROGRAMS	Page 24
7. CHILDREN'S PROGRAMS	Page 26
8. PERSONALITIES	Page 26
9. RELIGIOUS BROADCASTS	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: SEPTEMBER PROGRAMS	Page 29

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

SCHEDULED PERIODS

MONDAY THRU SUNDAY

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

News Broadcasts: Edward R. Murrow, Bob Trout. Charles Collingwood from London; Howard K. Smith from Berlin; Dennis McEvoy and Larry Lesueur from Moscow; Charles Barbe from Berne; Bernard Valery from Stockholm; Cecil Brown from Singapore; Edward Chorlian from Cairo; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis. Linton Wells. Major G. F. Eliot, William L. Shirer from New York; Albert Warner, Eric Sevareid, John Charles Daly from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 2:30-3.00 p.m. SUNDAY: 9:00-9:15 a.m.. SUNDAY THRU SATURDAY: 10:45-11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m.. 12:55 a.m., MONDAY THRU SATURDAY; 6:00 p.m., SATURDAY; 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Linton Wells, 12:00-12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 8:55-9:00 p.m., MONDAY; 6:30-6:45 p.m., SATURDAY; Albert Warner, 6:00-6:10 p.m., TUESDAY AND THURSDAY; William L. Shirer, 6:15-6:30 p.m.. THURSDAY.

(See also sponsored news programs.)

Headlines and Bylines

7:15-7:30 p.m.

EACH SUNDAY

In this Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

**DRAMATIC
SERIES**

Columbia Workshop
8:00-8:30 p.m. to the West
10:30-11:00 p.m. to the East
EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Starting with the first broadcast in May, Norman Corwin returned as author-director in an ambitious, original series called "26 by Corwin."

Jones and I
10:30-11:00 a.m.
EACH SATURDAY

Here is a light and refreshing new addition to Columbia's Saturday morning dramatic schedule. The story revolves around the doings of a young couple, after the girl proposes marriage. Scott Farnworth doubles as author and male lead for the series. Stuart Buchanan directs.

**NATIONAL
DEFENSE**

Report to the Nation
9:30-10:00 p.m.
EACH TUESDAY

This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. The series is produced by Brewster Morgan.

Spirit of '41
2:00-2:30 p.m.
EACH SUNDAY

Broadcast in the interest of national defense, this new series singles out each week a unit of the Army, Navy or Marines and, in dramatic form, traces its history and development. Brewster Morgan directs the program which is written by Willis Cooper. The narrator is Burgess Meredith.

Calling Pan-America
6:00-6:30 p.m.
EACH SATURDAY

The Columbia Broadcasting System takes another step toward bringing the Americas closer together through radio. Heard throughout the western hemisphere, this new series originates in a different capital each week, "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.

The People's Platform
7:00-7:30 p.m.
EACH SATURDAY

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

LIGHT
ENTERTAIN-
MENT**Jamboree at Meadowbrook**

10:00-5:55 p.m.

EACH SATURDAY

An hour jamboree featuring the orchestras of Benny Goodman and Tommy Dorsey during October. Regulars on the program include Announcer Jackson Wheeler, Eddie Mayehoff and Sally Stevens. Perry Lafferty directs.

Burl Ives Coffee Club

10:00-10:30 a.m.

EACH SATURDAY

Burl Ives plays host to a circle of musical personalities with varied talents. Among the "regulars" are Juan Arvizu, Walter Gross, Genevieve Rowe and the Golden Gate Quartet.

Renfro Valley Folks

1:30-3:45 p.m.

MONDAY THRU FRIDAY

Inhabitants of the Kentucky hills provide the talent for this program of folk songs, which is broadcast from an old-time log cabin settlement in the heart of the Renfro Valley.

This Is The Life

1:30-2:00 p.m.

EACH SUNDAY

John Reed King traverses the centuries in the halls of the American Museum of Natural History. Experts from the museum's Department of Anthropology supply the facts and material, on which the programs are based.

Lay Thompson Festival

11:05-11:30 a.m.

EACH SATURDAY

The festival presents Miss Thompson in a many-sided role—as choral director, soloist, comedienne, and composer. Music is under the direction of Walter Gross, and Perry Lafferty directs the program.

**Golden Gate Quartet,
Four Clubmen, Symphonettes**

VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.

Dance Orchestra

VARIOUS HOURS

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for October:

Blue Barron	Guy Lombardo
Count Basie	Vaughn Monroe
Bob Chester	Russ Morgan
Benny Goodman	Red Nichols
Harry James	Teddy Powell
Andy Kirk	Charles Spivak

Claude Thornhill

**SERIOUS
MUSIC**

PROGRAM AND TIME

DESCRIPTION

New York Philharmonic-Symphony Orchestra

3:00-4:30 p.m.

EACH SUNDAY

(Beginning October 12)

The New York Philharmonic-Symphony Orchestra, broadcasting for the twelfth consecutive year on CBS, is celebrating its centennial season. During October, Leopold Stokowski will be guest conductor. Deems Taylor acts as intermission commentator.

Library of Congress Concerts

11:05 a.m.-12:00 noon

EACH SUNDAY

Beethoven's sixteen quartets as well as his "Grand Fugue" will be included in this series by the world famous Budapest String Quartet. Josef Roismann and Alexander Schneider, violins; Boris Kroyt, viola; and Misha Schneider, 'cello, comprise the quartet. All the concerts originate in the Library of Congress and are given under the auspices of the Gertrude Clarke Whittall Foundation.

From Columbia's Concert Hall

4:00-4:30 p.m.

MONDAY THRU FRIDAY

(Series Begins October 6)

This is an unusual series of programs, embracing great symphonic, operatic, vocal and chamber music works. It includes seldom-performed American works, orchestral and vocal excerpts from great operas, little-known concerti, and music and songs for small ensembles. The participating groups of artists vary

MONDAYS: "Stars in the Orchestra," devoted to concerti and shorter solo works played by individual members of the Columbia Concert Orchestra, under Howard Barlow's direction

TUESDAYS: "Milestones in American Music" comprising historic American compositions performed by orchestral, chamber and vocal groups from the Eastman School of Music in Rochester. (Piano recitals by Egon Petri will comprise the first three programs.)

WEDNESDAYS: "Songs of the Centuries", with songs of the masters sung by vocal soloists. Howard Barlow will conduct.

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

FRIDAYS: "The Lyric Stage", with Howard Barlow directing orchestral excerpts from operas and ballets. Occasional soloists will be heard

SERIOUS
MUSICColumbia's American
Music Festival

7:30-8:00 p.m.

EACH SATURDAY

Howard Barlow and the Columbia Concert Orchestra play new scores by contemporary American composers.

From the Organ Loft

7:15-9:45 a.m.

EACH SUNDAY

Famous organist Julius Mattfeld in Columbia's well known series of organ recitals with a vast repertory of works for the instrument.

CBS ADULT
EDUCATION BOARD

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

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

JOSEPH H. WILLITS

EDUCATIONAL
PROGRAMS

American School of the Air

7:15-9:45 a.m.

(Eastern Time Zone)

2:30-2:55 p.m.

(Central Time Zone)

7:30-10:00 a.m.

(Mountain Time Zone)

1:30-2:00 p.m.

(Pacific Time Zone)

MONDAY THRU FRIDAY

The American School of the Air, now broadcast to the Latin American Republics, is in its thirteenth year on CBS. An estimated 8,000,000 students in the United States alone listen regularly to the series.

MONDAYS—*Americans at Work*

OCTOBER 6: Shipbuilders.

OCTOBER 20: Sailors.

OCTOBER 27: Airmen.

TUESDAYS—*Music of the Americas*

OCTOBER 7: School and Children's Songs.

OCTOBER 14: Geography and Music.

OCTOBER 21: Music of the Mountaineers.

OCTOBER 28: Music of the Plains.

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

OCTOBER 8: Dawn of the New World.

OCTOBER 15: Queen of the Caribbean.

OCTOBER 22: Land of Golden Empires.

OCTOBER 29: Lands of the Spanish Main.

**EDUCATIONAL
PROGRAMS**

Continued

PROGRAM AND TIME	DESCRIPTION
<p>American School of the Air <i>Continued</i></p>	<p>THURSDAYS—<i>Tales from Far and Near</i> OCTOBER 9: Augustus Goes South. OCTOBER 16: Susannah, a Little Girl with the Mounties. OCTOBER 23: The Silver Fawn. OCTOBER 30: The Boat Builder.</p> <p>FRIDAYS—<i>This Living World</i> OCTOBER 10: Democracy Today. OCTOBER 17: Preparing for Defense. OCTOBER 24: Training for Jobs. OCTOBER 31: Food for Democracy.</p>
<p>Invitation to Learning 11:30–12:00 noon EACH SUNDAY (Series Resumes November 6)</p>	<p>This series invites listeners to read or re-read the world's great books discussed by Marjorie Van Doren and special guests.</p>
<p>Children Also Are People 3:45–3:55 p.m. EACH WEDNESDAY</p>	<p>CBS presents a series of broadcasts by child experts and various celebrities to show parents that children are people, too.</p>
<p>Columbia's Country Journal 12:00–12:30 p.m. EACH SUNDAY</p>	<p>Charles Stookey, Columbia's director of agricultural programs, presents a weekly roundup of farm news, and interviews distinguished agricultural authorities and leaders.</p>
<p>Highways to Health 4:15–4:30 p.m. EACH FRIDAY</p>	<p>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.</p>
<p>Trailside Adventures 3:45–3:55 p.m. EACH FRIDAY</p>	<p>This series on wild life conservation features "personal appearances" by the animal stars of the Trailside Museum at Bear Mountain.</p>
<p>Columbia's Lecture Hall 3:45–3:55 p.m. EACH MONDAY</p>	<p>Columbia's listeners hear lectures and discussions on Latin American affairs by various authorities in the field.</p>

EDUCATIONAL
PROGRAMS**America in Transition**

4:45-5:35 p.m.

EACH TUESDAY

This new series features interviews with artists, scientists and technologists.

Adventures in Science

4:45-5:35 p.m.

EACH THURSDAY

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

Of Men and Books

10:00-10:30 p.m.

EACH TUESDAY

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

Let's Pretend

10:00-10:30 p.m.

EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

CHILDREN'S
PROGRAMS**The Old Dirt-Dobber**

10:30-10:00 a.m.

EACH SATURDAY

Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects.

PERSONALITIES

Outdoors with Bob Edge

5:30-6:45 p.m.

EACH TUESDAY

Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.

Juan Arvizu

10:30-10:45 p.m.

MONDAY, TUESDAY, WEDNESDAY,
AND SATURDAY

Juan Arvizu, singing idol of Latin America, is presented by CBS with Alfredo Antonini's Tipica Orchestra and, on Tuesdays, the Trio Flores del Rio.

Mel Allen on Football

11:00-11:15 p.m.

EACH FRIDAY

Columbia's popular sports announcer reports the scores of Friday's games along with a last minute preview of Saturday's best contest.

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME

DESCRIPTION

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air has completed its tenth consecutive year of Sunday morning and afternoon religious broadcasts. In October:

OCTOBER 5: *Morning:* Rev. Dr. Edgar Frankli Romig, West End Collegiate Reformed Church, New York City.

Afternoon: The Rt. Rev. Msgr. Thomas J. McDonnell, National Director, Society of the Propagation of the Faith, New York City.

OCTOBER 12: *Morning:* Episcopalian Service

Afternoon: Mr. Norman E. John, Former First Reader in a Christian Science Church.

OCTOBER 19: *Morning:* Lutheran Service.

Afternoon: Catholic Service.

OCTOBER 26: *Morning:* Congregational Service.

Afternoon: Jewish Service.

Wings Over Jordan

10:30-11:00 a.m.

EACH SUNDAY

This program of religious talks and spiritual is presented by outstanding Negro leaders and educators and a choir of thirty voices.

OCTOBER 5: Andrew J. Allison, Alumni Secretary of Fisk University, Nashville, Tenn.

OCTOBER 12: Dr. Dorothy Ferebee, Cotton Field Clinic of Mississippi, Washington, D. C.

OCTOBER 19: Dean Chester B. Emerson, Trinity Cathedral, Cleveland, Ohio.

OCTOBER 26: To be announced.

News Broadcasts (WCBX)

News in English:

12:00-8:15 a.m., 11:00-11:05 a.m.,

1:30-1:45 p.m., 5:30-5:45 p.m.

News in Italian:

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

News in German:

12:00-1:15 p.m., 4:00-4:15 p.m.

News in Polish:

1:15-1:30 p.m., 5:15-5:30 p.m.

News in French:

12:00-2:15 p.m., 5:00-5:15 p.m.

DAILY INCLUDING SUNDAY

News in Serbo-Croatian:

1:15-4:30 p.m.

DAILY EXCEPT SUNDAY

Each day, from early morning to evening, Columbia's international station, WCBX, directs a comprehensive schedule of news broadcasts to Europe. These are transmitted in six languages—English, French, German, Italian, Polish, and Serbo-Croatian. CBS has set up a large international news staff, separate from the network, to prepare the news. At hand are all the news services and facilities available to the network itself. Some of the WCBX European reporters include Beverly Thurman, editor of the French division; Field Horine, German editor; Mario Capelli, Italian editor; Edward Kulikowski, Polish editor, and Vaso Trivanovitch, Serbo-Croatian editor.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO EUROPE**
*WCBX New York***Hollywood News in English**

12:45-3:00 p.m.

EACH MONDAY

Columbia broadcasts the latest news of Hollywood once a week for the English audience in Europe.

News Broadcasts (WCBX)

News in English:

12:30-6:45 p.m.

News in Spanish:

12:45-7:00 p.m., 10:00-10:05 p.m.

News in Portuguese:

12:15-7:30 p.m.

DAILY INCLUDING SUNDAY

Each evening, Columbia's international station, WCBX, directs its broadcasts to Latin America. News is transmitted in three languages—English, Spanish, and Portuguese. WCBX reporters include Roberto Unanue, Latin American news editor; Alberto Zalamea, Luiz Castaneda, Luis Correa, Luis Jatoba.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO LATIN
AMERICA**
*WCBX New York***Inter-American Program
in Spanish**

12:00-8:15 p.m.

EACH MONDAY, WEDNESDAY, FRIDAY

Three nights a week, Roberto Unanue reports news of the Americas in Spanish and interviews Latin American personalities.

Hollywood News

in Spanish:

12:45-8:00 p.m. EACH MONDAY

in Portuguese:

12:45-8:00 p.m. EACH THURSDAY

Once each week, CBS presents the latest news of Hollywood. Luiz Castaneda is heard in Spanish and Luis Correa reports in Portuguese.

Carmen Castelo's Column

12:00-7:15 p.m.

EACH FRIDAY

Carmen Castelo reports the latest news and gossip along Broadway—of the theater, motion pictures, fashions and personalities.

Cultural News in Spanish

12:00-9:15 p.m.

EACH FRIDAY

A digest of cultural news of special interest to Latin American listeners is broadcast each Friday by José Santos Quijano.

ADDEENDA: SEPTEMBER PROGRAMS

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

PUBLIC AFFAIRS

SEPTEMBER 2: Burgess Meredith, Alice Marble, Radio News Analyst Tex McCrary, and Gene Tunney spoke in behalf of United Youth for Defense, 10:15-10:30 p.m.

SEPTEMBER 3: "Business Unity for National Defense" was the subject of talks by Albert W. Hawkes, President of the U. S. Chamber of Commerce, and Major Benjamin H. Namm, National Chairman of the Retailers' Defense Committee, 10:15-10:30 p.m.

SEPTEMBER 5: Senator Robert A. Taft, Republican from Ohio, spoke on National Unity in relation to the international situation, 7:30-8:00 p.m.

SEPTEMBER 6: John T. Jones, Director of Labor's Non-Partisan League and Legislative Representative for the C.I.O., discussed "The C.I.O. Tax Program", 10:15-10:30 p.m.

SEPTEMBER 9: Carl Sandburg spoke on the National situation in behalf of the Committee to Defend America, 10:15-10:30 p.m.

SEPTEMBER 11: Mrs. Preston Davie, vice-president of the American Women's Voluntary Services talked about "Women and the Defense Program", 4:30-4:45 p.m.

SEPTEMBER 12: The editor of Harper's Bazaar, Carmel Snow, discussed clothes for

the defense wife and the defense worker in her talk on "New Times—New Women—New Clothes", 4:45-5:00 p.m.

SEPTEMBER 13: Secretary of Agriculture Claude Wickard spoke from Los Angeles on "The Job We Have to Do". The address was heard on Columbia Network Stations west of Chicago, 12:30-12:55 a.m.

SEPTEMBER 13: Governors Herbert H. Lehman of New York, Frank M. Dixon of Alabama, Harold E. Stassen of Minnesota, and Culbert L. Olson of California discussed the progress of the defense program in their states, under the sponsorship of the Council of State Governments, 10:15-10:45 p.m.

SEPTEMBER 14: Herbert Agar, editor of the Louisville Courier-Journal, spoke for the Fight for Freedom, 7:15-7:30 p.m.

SEPTEMBER 16: Herbert Hoover, former President of the United States, spoke from Chicago, 10:15-10:45 p.m.

SEPTEMBER 17: Senator Francis MacDermot of the Irish Parliament spoke about "Ireland and the War". 10:15-10:30 p.m.

SEPTEMBER 18: Dr. Basil C. MacLean, President-elect of the American Hospital Association spoke on "Hospitals and National Defense", 3:00-3:15 p.m.

SEPTEMBER 19: Former Congressman Samuel B. Pettengill spoke for the Committee for Constitutional Government on "Congress and Your Purse", 6:30-6:45 p.m.

SEPTEMBER 20: Isolationist Senator Gerald P. Nye, Republican of North Dakota, addressed the Steuben Society on the subject, "Loyalty and Unity". 10:15-10:30 p.m.

SEPTEMBER 21: Clark M. Eichelberger, Director of the Committee to Defend America, discussed "The Current National Emergency", 1:45-2:00 p.m.

SEPTEMBER 23: Premier Mitchell F. Hepburn of the Province of Ontario, Canada spoke from New York. 6:30-6:45 p.m.

SEPTEMBER 24: Senator Harold H. Burton, Republican from Ohio, broadcast a speech from Washington under the auspices of the Masonic Service Association of the U. S., 6:30-6:45 p.m.

SEPTEMBER 24: Pierce Butler, Jr., son of Former Supreme Court Justice Butler, spoke from Minneapolis under the auspices of the Fight for Freedom, 10:15-10:30 p.m.

SEPTEMBER 25: David Cushman Coyle, author of the book "America", talked about the "Battle of the Atlantic" under the auspices of the Committee to Defend America, 6:30-6:45 p.m.

SEPTEMBER 26: Former U. S. Ambassador to Belgium John Cudahy discussed the question, "Are We At War?", in a broadcast from Milwaukee. 7:45-8:00 p.m.

SEPTEMBER 29: Bartley Crum, San Francisco lawyer, spoke for the Fight for Freedom on individual states' responsibilities, 3:30-3:45 p.m.

SEPTEMBER 30: Professor Arthur H. Compton, Dean of Physical Sciences at the University of Chicago, spoke in connection with the University's fiftieth anniversary

celebration on "Education and the New World", 10:15-10:30 p.m.

SEPTEMBER 30: Governor Harold Stassen of Minnesota spoke from Indianapolis in connection with Religious Education Week, in behalf of the International Council of Religious Education, 4:45-5:00 p.m.

SPECIAL EVENTS

SEPTEMBER 1: President Roosevelt broadcast his Labor Day message from the Franklin D. Roosevelt Memorial Library at Hyde Park, 1:45-2:00 p.m.

SEPTEMBER 1: Secretary of Labor Frances Perkins gave her ninth Labor Day address from Boston. 11:15-11:30 p.m.

SEPTEMBER 1: George Meany, Secretary-Treasurer of the American Federation of Labor spoke from a labor meeting at Uniondale, Long Island, 3:30-3:45 p.m.

SEPTEMBER 1: King Haakon of Norway, General de Gaulle of the Free French, and a group of rulers and leaders of the conquered Nations of Europe participated in a broadcast from London marking the Second Anniversary of World War II. 4:00-4:45 p.m.

SEPTEMBER 1-7: Ted Husing broadcast summaries and play-by-play description of the National Singles Tennis Matches from Forest Hills.

SEPTEMBER 5: Mrs. Franklin D. Roosevelt, Fiorello H. La Guardia, administrator of the Office of Civilian Defense, and Paul V. McNutt, Federal Security Administrator, discussed the specific duties of citizens in the civilian defense program, 8:30-8:55 p.m.

SEPTEMBER 6: King Peter II of Yugoslavia and Wendell Willkie participated in a trans-atlantic broadcast on the King's twenty-first birthday. King Peter was heard from London and Mr. Willkie from New York. 2:00-2:30 p.m.

SEPTEMBER 11: President Roosevelt broadcast his "Fireside Chat," reasserting the American concept of freedom of the seas. 10:00-10:30 p.m. A roundup of editorial comments on the speech was carried an hour later, 11:30-12:00 Mid.

SEPTEMBER 12: Maria Maximovitch, Russian-American Soprano, and David Smith, 16 year old pianist, gave a recital from the National Federation of Music Clubs Board Meeting in Cincinnati, 3:30-3:45 p.m.

SEPTEMBER 13: Ted Husing, assisted by Jimmy Dolan, brought Columbia listeners a description of The Beldame Handicap from Aqueduct Race Track, 4:45-5:00 p.m.

SEPTEMBER 13, 15, 18: Columbia carried three broadcasts from the American Legion Convention in Milwaukee. Speakers included National Commander Milo J. Warner, National Convention Corporation President Frank L. Greenya, and Mrs. Louis J. Lenstra, National President of the American Legion Auxiliary.

SEPTEMBER 15: The "battle" between the Second and Third Armies in Louisiana, which began on this date, was covered five days a week with on-the-spot broadcasts by John Charles Daly and Eric Sevareid, Mondays thru Fridays, 4:30-4:45 p.m.

SEPTEMBER 18: A description of the Defense Ball, sponsored by the New York City Federation of Women's Clubs, was broadcast from the Grand Ballroom of the Hotel Astor, 12:05-12:30 a.m.

SEPTEMBER 20: The New England Jubilee Chorus, under the direction of Homer Rhodeheaver, sang from the Eastern States Exposition Colosseum at West Springfield, Mass., 2:00-2:30 p.m.

SEPTEMBER 20: Brigadier General George Osborne, U. S. Army Morale Chief, and Judge William C. Hasty, Negro Civilian Aid to the Secretary of War, spoke at the opening exercises of a Negro week-end camp at Anacostia, near Washington, 4:00-4:30 p.m.

SEPTEMBER 20: Edward R. Murrow and other members of the CBS London news staff shortwaved a word-picture of London during the blackout called, "Around London", 4:30-5:00 p.m.

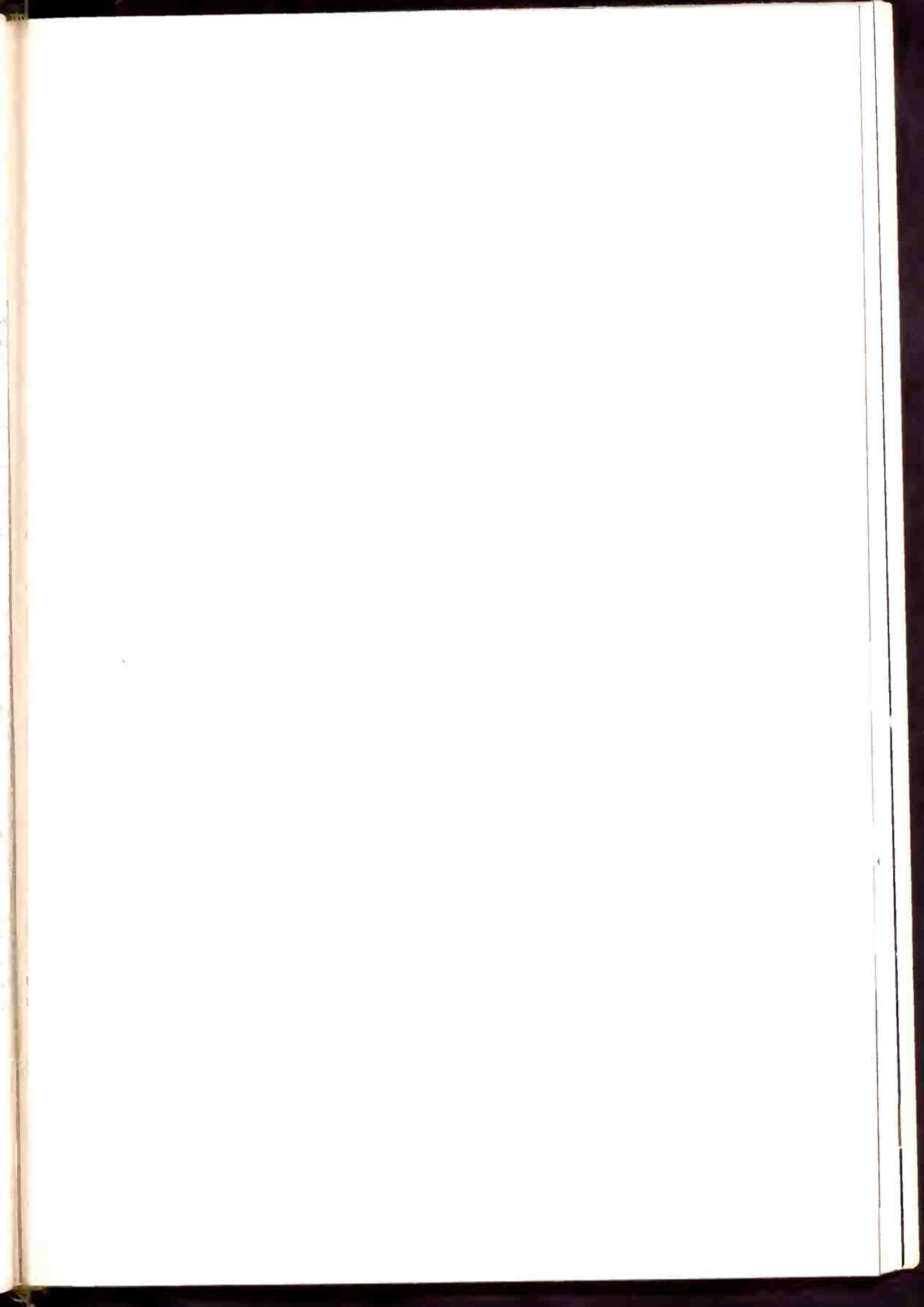
SEPTEMBER 21: Dr. Stephen S. Wise, Rabbi of the Free Synagogue in New York, read a Rosh Hashanah message from President Roosevelt during a High Holiday broadcast made in connection with the United Jewish Appeal for Refugees, Overseas Needs, and Palestine, 2:35-3:00 p.m.

SEPTEMBER 21: The dedication of the Screen Actors Guild Home was broadcast from Hollywood, with speeches by Jean Hersholt, Edward Arnold, Mary Pickford and others, 7:15-7:30 p.m.

SEPTEMBER 23: Ted Husing broadcast a description of the match race between Alsab and Requested from Belmont Park, 3:30-3:45 p.m.

SEPTEMBER 27: A play-by-play account of the Michigan-Michigan State football game by Ted Husing opened the 1941 football season for Columbia listeners, 2:45-5:30 p.m.

SEPTEMBER 28: General George C. Marshall, Chief of Staff of the Army, and Dr. David de Sola Pool, Rabbi of New York City's Spanish and Portuguese Synagogue participated in a Yom Kippur broadcast, 1:30-2:00 p.m.



THE 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

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building
St. Louis • 625 Second Avenue, South, Minneapolis • Wilder Building, Charlotte, North
Carolina • Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel,
San Francisco • 84 Hallam Street, W.1, London • Cable address, Columbia, New York