

# CBS PROGRAM BOOK - SUMMER, 1943

NATIONAL BROADCASTING COMPANY,  
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BOY UNITED STATES WAR BONDS

**THE COVER:** *Old Glory flies as a constant symbol of Columbia's primary objective—at the staff of the WABC transmitter on Columbia Island, in Long Island Sound, New York.*

SUMMER, 1943

# THE COLUMBIA PROGRAM BOOK

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Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

*July 1, 1943*

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"Weeks on CBS"  
as of July 1, 1943

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>AMERICAN TOBACCO COMPANY</b> (374th Week on CBS)  <b>Your Hit Parade</b> Mark Warnow's Orchestra, Frank Sinatra, Joan Edwards, Hit Paraders Chorus	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 118 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Foote, Cone &amp; Belding</i>
<b>ANACIN COMPANY</b> (335th Week on CBS)  <b>Our Gal, Sunday</b>  <b>Easy Aces</b> <i>Serial Comedy-Drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 117 CBS stations ORIGINATES: WABC  Wed., Thurs., Fri. 7:30-7:45 p.m. 47 CBS stations ORIGINATES: WABC	Anacin <i>Blackett-Sample-Hummert</i>
<b>ARMSTRONG CORK COMPANY</b> (91st Week on CBS)  <b>Armstrong's Theatre of Today</b> <i>Drama</i>	Saturday 12 noon-12:30 p.m. 119 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rug <i>Batten, Barton, Durston &amp; Osborn, Inc.</i>
<b>P. BALLANTINE &amp; SONS</b> (17th Week on CBS)  <b>Three Ring Time</b> with Guy Lombardo's Orchestra and Ogden Nash	Monday 10:30-11:00 p.m. 45 CBS stations ORIGINATES: WABC	Ballantine Beer & Ale <i>J. Walter Thompson Co</i>
<b>BALLARD &amp; BALLARD CO.</b> (22nd Week on CBS)  <b>Renfro Valley Folks</b> <i>Hillbilly variety</i>	Tues. thru Fri. 8:15-8:30 a.m. 18 CBS stations ORIGINATES: WHPA	Ballard's Obelisk Flour <i>Henri, Hurst &amp; McDonald, Inc.</i>
<b>BAYER COMPANY</b> (405th Week on CBS)  <b>American Melody Hour</b> with Vivian della Chiesa, Conrad Thibault, Remo Bolognini, orchestra and chorus  <b>Second Husband</b> <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 117 CBS stations ORIGINATES: WABC  Thurs., Fri. 11:15-11:30 a.m. 49 CBS stations ORIGINATES: WABC	Bayer Aspirin <i>Blackett-Sample-Hummert</i>
<b>BISODOL COMPANY</b> (543rd Week on CBS)  <b>The Romance of Helen Trent</b> <i>Serial drama</i>	Wed., Thurs., Fri. 12:30-12:45 p.m. 117 CBS stations ORIGINATES: WBBM	Bisodol <i>Blackett-Sample-Hummert</i>

## CLIENT AND PROGRAM

## TIME

## PRODUCT AND AGENCY

**BOWEY'S, INC.***214th Week on CBS***Stars Over Hollywood**

Original drama with Art Gilmore, MC. and guest stars

Saturday

12:30-1:00 p.m.

16 CBS stations

ORIGINATES: KNX

Dart-Rich Products

*Sorensen & Company***CALIFORNIA FRUIT GROWERS EXCHANGE***217th Week on CBS***Today at the Duncans***Serial drama*

Mon., Wed., Fri.

6:15-6:30 p.m.

41 CBS stations

ORIGINATES: KNX

Sunkist Oranges

Sunkist Lemons

*Foote, Cone & Belding***CAMPBELL SOUP COMPANY***147th Week on CBS***\*The Jack Carson Show***Comedy, variety***Radio Reader's Digest**

with Conrad Nagel, Lyn Murray's orchestra, and guest stars

Wednesday

9:30-10:00 p.m.

118 CBS stations

ORIGINATES: KNX

Sunday

9:00-9:30 p.m.

117 CBS stations

ORIGINATES: WABC

Campbell's Soups

Campbell's Tomato Juice

*Foote, Cone & Belding**Ward Wheelock**Company***CELANESE CORPORATION OF AMERICA***78th Week on CBS***Great Moments in Music**

with Jean Tennyson and guest stars

*Musical program*

Wednesday

10:00-10:30 p.m.

118 CBS stations

ORIGINATES: WABC

Celanese Products

*Young & Rubicam, Inc.***CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED***243rd Week on CBS***Dr. Christian**

with Jean Hersholt

Wednesday

8:30-8:55 p.m.

*Rebroadcast*

11:30-11:55 p.m.

124 CBS stations

ORIGINATES: KNX

Vaseline Preparations

*McCann-Erickson, Inc.***CHEVROLET DEALERS***199th Week on CBS***John B. Kennedy***News Commentator*

Tues. and Thurs.

6:30-6:45 p.m.

*Rebroadcast*

10:45-11:00 p.m.

120 CBS stations

ORIGINATES: WABC

Institutional

*Campbell-Ewald Co.***CHRYSLER CORPORATION***182nd Week on CBS***Major Bowes' Amateurs**

Thursday

9:00-9:30 p.m.

124 CBS stations

ORIGINATES: WABC

Institutional

*Ruthrauff & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>COCA-COLA COMPANY</b> <i>(202nd Week on CBS)</i>  <b>Pause That Refreshes</b> <b>On the Air</b> with Andre Kostelanetz and his 45-piece orchestra, Ted Cott, and guest soloists  <i>Music</i>	Sunday 4:30-5:00 p.m. 120 CBS stations ORIGINATES: WABC	Coca-Cola <i>D'Arcy Advertising  Company, Inc.</i>
<b>COLGATE-PALMOLIVE-PEET  COMPANY</b> <i>(390th Week on CBS)</i>  * <b>Judy Canova Show</b>  <b>Hobby Lobby</b> with Dave Elman and Harry Salter's Orchestra	<b>Thursday</b> 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00 mid. 12:25 a.m. 116 CBS stations ORIGINATES: KNX  <b>Saturday</b> 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 116 CBS stations ORIGINATES: WABC	Colgate Tooth Powder <i>Sherman &amp; Marquette,  Inc.</i>  Palmolive Shave Cream <i>Ted Bates, Inc.</i>
<b>CONTINENTAL BAKING CO., INC.</b> <i>(443rd Week on CBS)</i>  <b>Bachelor's Children</b> <i>Serial drama</i>	<b>Mon. thru Fri.</b> 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 45 CBS stations ORIGINATES: WBBM	Wonder Bread <i>Ted Bates, Inc.</i>
<b>CONTINENTAL RADIO &amp;  TELEVISION CORP.</b> <i>(39th Week on CBS)</i>  <b>World News Today</b> <i>News</i>	<b>Sunday</b> 2:30-2:55 p.m. 42 CBS stations ORIGINATES: WABC	Admiral Radio Institutional <i>Cruttenden &amp; Eger</i>
<b>CORN PRODUCTS REFINING CO.</b> <i>(352nd Week on CBS)</i>  <b>Stage Door Canteen</b> <i>Variety</i>	<b>Thursday</b> 9:30-10:00 p.m. 53 CBS stations ORIGINATES: WABC	All Products <i>C. L. Miller Company</i>
* <b>CUDAHY PACKING COMPANY</b> <i>(331st Week on CBS)</i>  * <b>Something to Talk About</b> <i>Talks</i>	<b>Mon. thru Fri.</b> 4:30-4:45 p.m. 14 CBS stations ORIGINATES: WBBM	Delrich Margarine <i>Grant Advertising, Inc.</i>
<b>CURTISS CANDY COMPANY</b> <i>(144th Week on CBS)</i>  <b>News</b> with Warren Sweeney	<b>Sat., Sun.</b> 11:00-11:05 a.m. 114 CBS stations ORIGINATES: WABC	Candy <i>C. L. Miller Company</i>

\*Program or client not listed in Spring Program Book.



**EMERSON DRUG COMPANY***(165th Week on CBS)***Vox Pop**with Parks Johnson and  
Warren Hull*Interviews*

Monday

8:00-8:30 p.m.

118 CBS stations

ORIGINATES: ON TOUR

Bromo-Seltzer

*Ruthrauff & Ryan, Inc.***EVERSHARP, INC.***(196th Week on CBS)***Take It or Leave It**

with Phil Baker

*Quiz*

Sunday

10:00-10:30 p.m.

118 CBS stations

ORIGINATES: WABC

Eversharp Pens and Pencils

*The Biow Company***GENERAL ELECTRIC***(70th Week on CBS)***\*The World Today***News*

Mon. thru Sat.

6:45-6:55 p.m.

112 CBS stations

ORIGINATES: WABC

Institutional

*Maxon, Inc.***GENERAL FOODS CORPORATION***(427th Week on CBS)***Kate Smith Hour**with Kate Smith, Ted Collins,  
Jack Miller and his orchestra  
and guest stars*Music, comedy and drama*

Summer Hiatus, June 25-Oct. 1

Friday

8:00-8:30 p.m.

*Rebroadcast**12:00 mid. 12:30 a.m.*

116 CBS stations

ORIGINATES: WABC

Jell-O

Jell-O Puddings

*Young & Rubicam, Inc.***The Adventures of the  
Thin Man***Mystery*

Friday

8:30-8:55 p.m.

*Rebroadcast**12:30-12:55 a.m.*

117 CBS stations

ORIGINATES: WABC

Sanka, Post Toasties

*Benton & Bowles, Inc.***William L. Shirer***News*

Sunday

10:30-10:45 p.m.

116 CBS stations

ORIGINATES: BBC, LONDON

Grape Nuts, Grape Nuts  
Flakes*Young & Rubicam, Inc.***Kate Smith Speaks**

Ted Collins with the News

*Talks and news*

Mon. thru Fri.

12 noon-12:15 p.m.

109 CBS stations

ORIGINATES: WABC

Swansdown Cake Flour  
Calumet*Young & Rubicam, Inc.***Joyce Jordan, M.D.***Serial drama*

Mon. thru Fri.

2:15-2:30 p.m.

115 CBS stations

ORIGINATES: WABC

La France, Satina

Post's Raisin Bran

*Young & Rubicam, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>GENERAL FOODS CORPORATION</b> <i>Continued</i> <b>Young Dr. Malone</b> <i>Serial drama</i>  <b>We Love and Learn</b> <i>Serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. 115 CBS stations ORIGINATES: WABC  Mon. thru Fri. 2:30-2:45 p.m. 115 CBS stations ORIGINATES: WABC	Post Toasties Post Bran Flakes <i>Benton &amp; Bowles, Inc.</i>  Grape Nuts Flakes Wheatmeal <i>Young &amp; Rubicam, Inc.</i>
<b>GENERAL MILLS, INC.</b> <i>(175th Week on CBS)</i>  <b>Kitty Foyle</b> <i>Serial drama</i>  <b>Valiant Lady</b> <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 43 CBS stations ORIGINATES: WABC  Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:15-11:30 a.m. 42 CBS stations ORIGINATES: WABC	Wheaties <i>Knox Reeves Advertising, Inc.</i>  Bisquick <i>Knox Reeves Advertising, Inc.</i>
<b>B. F. GOODRICH CO.</b> <i>(16th Week on CBS)</i>  <b>Meaning of the News</b> with Joseph C. Harsch <i>News</i>	Mon. thru Fri. 6:55-7:00 p.m. <i>Rebroadcast</i> Mon., Wed., Thurs. 11:55-12 mid. Tues., 12:25-12:30 a.m. Fri., 12:55-1:00 a.m. 122 CBS stations ORIGINATES: WTOP	Institutional <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i>
<b>GULF OIL CORPORATION</b> <i>(490th Week on CBS)</i>  <b>We, the People, at War</b> with Milo Boulton and Oscar Bradley's orchestra <i>Real life experiences</i>	Sunday 7:30-8:00 p.m. 83 CBS stations ORIGINATES: WABC	Motor Oil and Gas <i>Young &amp; Rubicam, Inc.</i>
<b>*HOLLAND FURNACE COMPANY</b> <i>(13th Week on CBS)</i>  <b>*Smilin' Ed McConnell</b> <i>Talks</i>	Mon., Wed., Fri. 9:45-10:00 a.m. 35 CBS stations ORIGINATES: WBBM	Air-Conditioning and Heating Equipment <i>Roche, Williams &amp; Cunnyngham, Inc.</i>
<b>INTERNATIONAL SILVER COMPANY</b> <i>(277th Week on CBS)</i>  <b>Silver Theater</b> <i>Drama</i>	Sunday 6:00-6:30 p.m. 59 CBS stations ORIGINATES: WABC	International Sterling and 1847 Rogers Bros. Silverplate <i>Young &amp; Rubicam, Inc.</i>

<p><b>IRONIZED YEAST CO., INC.</b> (201st Week on CBS)</p> <p><b>Lights Out</b> <i>Mystery-drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 116 CBS stations ORIGINATES: KNX</p>	<p>Ironized Yeast <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>JOHNS-MANVILLE CORPORATION</b> (100th Week on CBS)</p> <p><b>Cecil Brown</b> <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 59 CBS stations ORIGINATES: WABC</p>	<p>Insulation <i>J. Walter Thompson Company</i></p>
<p><b>JOHNSON &amp; JOHNSON</b> (117th Week on CBS)</p> <p><b>Edwin C. Hill</b> The Human Side of the News</p>	<p>Tuesday 6:15-6:30 p.m. <i>Rebroadcast</i> 12:30 12:45 a.m. 66 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>KOLYNOS COMPANY</b> (543rd Week on CBS)</p> <p><b>The Romance of Helen Trent</b> <i>Serial drama</i></p> <p><b>Mr. Keen, Tracer of Lost Persons</b> <i>Mystery-drama</i></p>	<p>Mon. and Tuesday 12:30-12:45 p.m. 117 CBS stations ORIGINATES: WBBM</p> <p>Wed., Thurs., Fri. 7:15-8:00 p.m. 48 CBS stations ORIGINATES: WABC</p>	<p>Kolynos <i>Blackett-Sample-Hummert</i></p> <p>Kolynos Toothpaste</p>
<p><b>LADY ESTHER, LTD.</b> (499th Week on CBS)</p> <p><b>Screen Guild Players</b> <i>Drama</i></p>	<p>Monday 10:00-10:30 p.m. 118 CBS stations ORIGINATES: KNX</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar &amp; Ryan, Inc.</i></p>
<p><b>LEVER BROTHERS COMPANY</b> (413th Week on CBS)</p> <p><b>Lux Radio Theater</b> Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i> Summer Hiatus, July 12-Sept. 13</p> <p><b>Burns and Allen</b> <i>Comedy</i> Summer Hiatus, June 29-Aug. 31</p> <p><b>Mayor of the Town</b> with Lionel Barrymore <i>Drama</i></p>	<p>Monday 9:00-10:00 p.m. 118 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Tuesday 9:00-9:30 p.m. 117 CBS stations ORIGINATES: KNX</p> <p>Wednesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 120 CBS stations ORIGINATES: KNX</p>	<p>Lux Toilet Soap, Lux Flakes <i>J. Walter Thompson Company</i></p> <p>Swan Soap <i>Young &amp; Rubicam, Inc.</i></p> <p>Rinso <i>Ruthrauff &amp; Ryan, Inc.</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>LEVER BROTHERS COMPANY</b> <i>Continued</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>Bright Horizon</b> with Richard Kollmar <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:45-12 noon 51 CBS stations 30 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:15-12:30 p.m. 70 CBS stations 30 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. 46 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>(56th Week on CBS)</i></p> <p><b>Crumit and Sanderson</b> <i>Quiz</i></p>	<p>Saturday 8:00-8:30 p.m. 53 CBS stations ORIGINATES: WABC</p>	<p>Tums <i>Roche, Williams &amp; Cunyningham, Inc.</i></p>
<p><b>LIGGETT &amp; MYERS TOBACCO COMPANY</b> <i>(557th Week on CBS)</i></p> <p><b>Harry James</b> and his Music Makers <i>Popular music</i></p>	<p>Tues., Wed., Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 119 CBS stations ORIGINATES: KNX</p>	<p>Chesterfield Cigarettes <i>Newell-Emmett Co.</i></p>
<p><b>LOCKHEED AIRCRAFT CORP</b> <i>(34th Week on CBS)</i></p> <p><b>Ceiling Unlimited</b> <i>Aviation dramas</i></p>	<p>Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 57 CBS stations ORIGINATES: KNX</p>	<p>Institutional <i>Foote, Cone &amp; Belding</i></p>
<p><b>P. LORILLARD COMPANY</b> <i>(288th Week on CBS)</i></p> <p><b>Sammy Kaye</b> and his orchestra <i>Popular music</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 117 CBS stations ORIGINATES: WABC</p>	<p>Old Gold Cigarettes <i>J. Walter Thompson Co.</i></p>
<p><b>*OWENS-ILLINOIS GLASS CO.</b> <i>(8th Week on CBS)</i></p> <p><b>*Your Home Front Reporter</b> with Fletcher Wiley, Frank Parker, Eleanor Steber and David Broekman's orchestra</p>	<p>Mon. thru Fri. 4:00-4:25 p.m. 118 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>D'Arcy Advertising Company</i></p>

\*Program or client not listed in Spring Program Book.

<p><b>PABST SALES CO.</b> (14th Week on CBS)</p> <p><b>Blue Ribbon Town</b> with Groucho Marx, Virginia O'Brien, Donald Dickson and Robert Armbruster's Orchestra <i>Comedy variety</i></p>	<p>Saturday 10:15-10:45 p.m. 107 CBS stations ORIGINATES: KNX</p>	<p>Pabst Blue Ribbon Beer <i>Warwick &amp; Legler, Inc.</i></p>
<p><b>PACIFIC COAST BORAX CO.</b> (104th Week on CBS)</p> <p><b>Death Valley Days</b> <i>Drama</i></p>	<p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 60 CBS stations ORIGINATES: WABC</p>	<p>20 Mule Team Borax, Boraxo 20 Mule Team Borax Soap Chips <i>McCann-Erickson, Inc.</i></p>
<p><b>THE PARKER PEN CO.</b> (53rd Week on CBS)</p> <p>*<b>Ned Calmer and the News</b></p>	<p>Sat., Sun. 8:55-9:00 p.m. 115 CBS stations ORIGINATES: WABC</p>	<p>Quink <i>J. Walter Thompson Co.</i></p>
<p><b>PET MILK SALES CORPORATION</b> (502nd Week on CBS)</p> <p><b>Saturday Night Serenade</b> Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus</p> <p><b>Mary Lee Taylor</b> Home economist <i>Household advice</i></p>	<p>Saturday 9:45-10:15 p.m. 63 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. 69 CBS stations ORIGINATES: KMOX</p>	<p>Irradiated Pet Milk <i>Gardner Advertising Company</i></p>
<p><b>PHILCO CORPORATION</b> (372nd Week on CBS)</p> <p><b>Our Secret Weapon</b> Rex Stout debunks Axis propaganda</p>	<p>Friday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 123 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Sayre M. Ramsdell Associates, Inc.</i></p>
<p><b>CHARLES H. PHILLIPS CHEMICAL CO.</b> (294th Week on CBS)</p> <p><b>Amanda of Honeymoon Hill</b> <i>Serial drama</i></p>	<p>Wed., Thurs., Fri. 10:30-10:45 a.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Phillips Toothpaste &amp; Toothpowder <i>Blackett-Sample-Hummert</i></p>
<p><b>PHILIP MORRIS &amp; COMPANY, LTD.</b> (360th Week on CBS)</p> <p><b>Crime Doctor</b> <i>Mystery drama</i></p>	<p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 115 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company</i></p>



CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>PHILIP MORRIS &amp; COMPANY, LTD.</b> <i>Continued</i></p> <p><b>Philip Morris Playhouse</b> Directed by Charles Martin, with guest stars and Ray Bloch's Orchestra <i>Drama</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. 116 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company</i></p>
<p><b>PRINCE MATCHABELLI PERFUMERY</b> <i>(4th Week on CBS)</i></p> <p><b>Stradivari Orchestra</b> <i>Music (June 20 only)</i></p>	<p>Sunday 2:00-2:30 p.m. 117 CBS stations ORIGINATES: WABC</p>	<p>Prince Matchabelli Perfume <i>Morse International, Inc.</i></p>
<p><b>THE PROCTER &amp; GAMBLE CO.</b> <i>(453rd Week on CBS)</i></p> <p><b>The Goldbergs</b> <i>Serial drama</i></p> <p><b>I Love A Mystery</b> <i>Serial drama</i></p> <p><b>Life Can Be Beautiful</b> <i>Serial drama</i></p> <p><b>Ma Perkins</b> <i>Serial drama</i></p> <p><b>Vic and Sade</b> <i>Serial drama</i></p> <p><b>Pepper Young's Family</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:45-2:00 p.m. 56 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 65 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 57 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:15-1:30 p.m. 59 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 1:30-1:45 p.m. 40 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 2:45-3:00 p.m. ORIGINATES: WBBM</p>	<p>Duz <i>Compton Advertising, Inc.</i></p> <p>Ivory Soap Oxydol <i>Compton Advertising, Inc.</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p> <p>Oxydol <i>Blackett-Sample- Hummert</i></p> <p>Ivory Flakes, Crisco <i>Compton Advertising, Inc.</i></p> <p>Camay, Ivory Flakes <i>Pedlar &amp; Ryan, Inc.</i></p>
<p><b>PRUDENTIAL INSURANCE COMPANY OF AMERICA</b> <i>(213th Week on CBS)</i></p> <p><b>Prudential Family Hour</b> with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, and chorus</p>	<p>Sunday 5:00-5:45 p.m. 84 CBS stations ORIGINATES: WABC</p>	<p>Insurance Services <i>Benton &amp; Bowles, Inc.</i></p>

<p><b>THE QUAKER OATS COMPANY</b> (84th Week on CBS)</p> <p><b>That Brewster Boy</b> <i>Comedy drama</i></p> <p>†<b>The Muffet Show</b> <i>Music</i></p>	<p>Friday 9:30-10:00 p.m. 117 CBS stations ORIGINATES: WBBM</p> <p>Sunday 2:55-3:00 p.m. 38 CBS stations ORIGINATES: WBBM</p>	<p>Quaker Food Products <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>Muffets <i>Sherman K. Ellis Co., Inc.</i></p>
<p><b>R. J. REYNOLDS TOBACCO COMPANY</b> (530th Week on CBS)</p> <p><b>Blondie</b> The domestic adventures of the Bumsteads <i>Comedy</i></p> <p><b>Camel Comedy Caravan</b> Summer Hiatus, July 2-Oct. 8</p> <p><b>Thanks to the Yanks</b> with Bob Hawk <i>Quiz</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 118 CBS stations ORIGINATES: KNX</p> <p>Friday 10:00-10:30 p.m. 117 CBS stations ORIGINATES: KNX</p> <p>Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 118 CBS stations ORIGINATES: WABC</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty &amp; Company, Inc.</i></p>
<p><b>ROMA WINE CO., INC.</b> (17th Week on CBS)</p> <p>†<b>Roma Show</b> with Charles Ruggles, Mary Astor and Mischa Auer <i>Comedy variety</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 89 CBS stations ORIGINATES: KNX</p>	<p>Roma Wines <i>McCann-Erickson, Inc.</i></p>
<p><b>SCHENLEY IMPORT CORP.</b> (13th Week on CBS)</p> <p><b>Schenley's Cresta Blanca Carnival</b> Morton Gould's Orchestra, and Guest Stars <i>Variety</i></p>	<p>Wednesday 10:30-11:00 p.m. 68 CBS stations ORIGINATES: WABC</p>	<p>Cresta Blanca Wine <i>William H. Weintraub &amp; Company, Inc.</i></p>
<p><b>SCHUTTER CANDY COMPANY</b> (25th Week on CBS)</p> <p><b>Col. Stoopnagle's Stooparoos</b></p>	<p>Sunday 1:45-2:00 p.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Candies <i>Roche Williams &amp; Cunnyngham, Inc.</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>SERVEL, INC.</b> <i>(26th Week on CBS)</i>  <b>Fashions in Rations</b> with Billie Burke <i>Household Advice</i>	Saturday 11:30 a.m.—12 Noon 74 CBS stations ORIGINATES: KNX AND WTOP	Institutional <i>Batten, Barton,  Durstine &amp; Osborn, Inc.</i>
<b>SOUTHERN COTTON OIL CO.</b> <i>(38th Week on CBS)</i>  <b>The Singing Sweethearts</b> Frank Crumit and Julia Sanderson <i>Songs</i>	Mon. thru Fri. 3:00—3:15 p.m. 41 CBS stations ORIGINATES: WABC	Wesson Oil and Snowdrift <i>Kenyon &amp; Eckhardt,  Inc.</i>
<b>E. R. SQUIBB &amp; SONS</b> <i>(156th Week on CBS)</i>  * <b>Calling America</b> with Bob Trout, Walter Cassell and Victor Bay's Orchestra	Sunday 8:00—8:30 p.m. <i>Rebroadcast</i> 11:30—12:00 mid. 120 CBS stations ORIGINATES: WABC	Squibb Products <i>Geyer, Cornell &amp;  Newell, Inc.</i>
<b>TEXAS COMPANY</b> <i>(318th Week on CBS)</i>  <b>Texaco Star Theatre</b> James Melton, Joan Roberts, and Al Goodman's Orchestra	Sunday 9:30—10:00 p.m. 116 CBS stations ORIGINATES: WABC	Texaco Products <i>Buchanan &amp; Co.</i>
* <b>UNITED STATES RUBBER CO.</b> <i>(58th Week on CBS)</i>  * <b>New York Philharmonic-</b> <b>Symphony</b> <i>Music</i>	Sunday 3:00—4:30 p.m. 116 CBS stations ORIGINATES: WABC	Institutional <i>Campbell-Ewald Co.,  Inc., Eastern Division</i>
<b>U. S. TOBACCO COMPANY</b> <i>(422nd Week on CBS)</i>  <b>Gay Nineties Revue</b> starring Lillian Leonard, Joe E. Howard, MC, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30—8:55 p.m. <i>Rebroadcast</i> 11:30—11:55 p.m. 66 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i>
<b>R. L. WATKINS CO.</b> <i>(48th Week on CBS)</i>  <b>Second Husband</b> <i>Serial drama</i>  <b>Amanda of Honeymoon Hill</b> <i>Serial drama</i>	Mon., Tues., Wed. 11:15—11:30 a.m. 40 CBS stations ORIGINATES: WABC  Mon., Tues. 10:30—10:45 a.m. 40 CBS stations ORIGINATES: WABC	Dr. Lyons Toothpowder <i>Blackett-Sample-  Hummert</i>  Mulsified Coconut Oil Shampoo <i>Blackett-Sample-  Hummert</i>

\*Program or client not listed in Spring Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>THE WELCH GRAPE JUICE CO.</b> <i>(56th Week on CBS)</i>  <b>Dear John</b> with Irene Rich <i>Drama</i>	Sunday 5:45-6:00 p.m. 66 CBS stations ORIGINATES: KXX	Welch Products <i>H. W. Kastor &amp; Sons  Advertising Co., Inc.</i>
<b>W.M. WRIGLEY, JR., COMPANY</b> <i>(576th Week on CBS)</i>  <b>Sergeant Gene Autry</b> <i>Air Corps dramatic series</i>  <b>The First Line</b> <i>Drama</i>  <b>Keep the Home Fires Burning</b> <i>Musical series</i>	Sunday 6:30-7:00 p.m. 116 CBS stations ORIGINATES: ARMY AIR FIELDS  Thursday 10:00-10:30 p.m. 116 CBS stations ORIGINATES: WBBM  Mon. thru Fri. 5:15-6:00 p.m. 116 CBS stations ORIGINATES: WBBM	Doublemint Gum <i>J. Walter Thompson  Company</i>  Spearmint Gum <i>Arthur Meyerhoff &amp; Co.</i>
<b>*BEN HUR PRODUCTS, INC.</b> <i>(9th Week on CBS)</i>  <b>*Hollywood Showcase</b> <i>Variety</i>	Friday 6:00-6:30 p.m. PWT ORIGINATES: KXX	Ben Hur Coffee <i>Barton A. Stebbins</i>
<b>CALIFORNIA PRUNE &amp; APRICOT  GROWERS ASSOCIATION</b> <i>(68th Week on CBS)</i>  <b>Dick Joy and the News</b> <i>News analyst</i>	Saturday 8:55-9:00 p.m. PWT ORIGINATES: KXX	California Prunes and Apricots <i>Long Advertising  Service</i>
<b>CHEMICALS, INC.</b> <i>(23rd Week on CBS)</i>  <b>Deane Dickason</b>	Sunday 9:15-9:30 p.m. PWT ORIGINATES: KQW	Vano Household Chemical <i>Garfield &amp; Guild</i>
<b>COLONIAL DAMES, INC.</b> <i>(186th Week on CBS)</i>  <b>Dick Joy</b> <i>News</i>	Sunday 8:25-8:30 p.m. PWT ORIGINATES: KXX	Cosmetics <i>Glasser, Gailey &amp; Co.</i>
<b>*DWIGHT-EDWARDS COMPANY</b> <i>(112th Week on CBS)</i>  <b>*Chet Huntley</b> <i>News analyst</i>	Mon. thru Fri. 3:55-4:00 p.m. PWT ORIGINATES: KXX	Dwight-Edwards Coffee <i>McCann Erickson, Inc.</i>

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*Continued*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>GENERAL MILLS, INC.</b> <i>(475th Week on CBS)</i></p> <p><b>Sam Hayes</b> <i>News</i></p> <p><b>Nelson Pringle</b> <i>News analyst</i></p>	<p>Mon. thru Fri. 4:15-4:30 p.m. PWT ORIGINATES: KQW</p> <p>Mon. thru Fri. 7:45-8:00 a.m. PWT ORIGINATES: KNX</p>	<p>Drifted Snow Flour <i>Knox Reeves Advertising, Inc.</i></p> <p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p>
<p><b>*LAMONT, CORLISS &amp; COMPANY</b></p> <p><b>*Eleanore King</b> <i>Beauty talks</i> Starts July 4</p>	<p>Sunday 9:00-9:15 p.m. PWT ORIGINATES: KNX</p>	<p>Pond's Cold Cream <i>J. Walter Thompson Co.</i></p>
<p><b>LOS ANGELES SOAP COMPANY</b> <i>(195th Week on CBS)</i></p> <p><b>Bob Andersen</b> <i>News</i></p>	<p>Mon. thru Fri. 12:15-12:30 p.m. PWT ORIGINATES: KNX</p>	<p>White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i></p>
<p><b>MANHATTAN SOAP CO.</b> <i>(124th Week on CBS)</i></p> <p><b>Dick Joy</b> <i>News</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Sweetheart Soap <i>Franklin Bruck Advertising Corp.</i></p>
<p><b>McKESSON &amp; ROBBINS, INC.</b> <i>(152nd Week on CBS)</i></p> <p><b>William Winter</b> <i>News analyst</i></p>	<p>Tues., Thurs., Sat. 12:30-12:45 p.m. PWT ORIGINATES: KQW</p>	<p>Bexel <i>J. D. Tarcher &amp; Co.</i></p>
<p><b>THE MENNEN COMPANY</b> <i>(164th Week on CBS)</i></p> <p><b>Dick Joy</b> <i>News</i></p>	<p>Tues., Thurs., Sat. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Talcum Powder, Lather Shave Cream, Brushless Shave <i>Russell M. Seeds Co., Inc.</i></p>
<p><b>PETER PAUL INC.</b> <i>(142nd Week on CBS)</i></p> <p><b>Truman Bradley</b> <i>News</i></p> <p><b>Bob Andersen</b> <i>News</i></p>	<p>Mon., Fri. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p> <p>Wednesday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Candy Bars <i>Brisacher, Davis &amp; Staff</i></p>

\*Program or client not listed in Spring Program Book.



<b>PLANTERS NUT AND CHOCOLATE COMPANY</b> <i>(140th Week on CBS)</i>  <b>William Winter</b> <i>News analyst</i>  <b>Harry W. Flannery</b> <i>News analyst</i>	<b>Mon., Wed., Fri.</b> <b>12:30-12:45 p.m.</b> PWT <b>Sunday</b> <b>5:30-5:45 p.m. PWT</b> ORIGINATES: KQW  <b>Tues., Thurs., Sat.</b> <b>5:30-5:45 p.m. PWT</b> ORIGINATES: KNX	<b>Planters Peanut Oil, Salted Peanuts</b>  <i>Raymond R. Morgan Co.</i>
<b>PLOUGH, INC.</b> <i>(39th Week on CBS)</i>  <b>Don't You Believe It</b> <i>with Ken Niles</i>	<b>Saturday</b> <b>9:45-10:00 p.m. PWT</b> ORIGINATES: KNX	<b>St. Joseph's Aspirin Penetro Products</b>  <i>Lake-Spiro-Shurman, Inc.</i>
<b>* SIGNAL OIL COMPANY</b> <i>(3rd Week on CBS)</i>  <b>*Signal's Question of the Week</b>	<b>Sunday</b> <b>4:30-5:00 p.m. PWT</b> ORIGINATES: KNX	<b>All Products</b>  <i>Barton A. Stebbins</i>
<b>SOIL OFF MANUFACTURING COMPANY</b> <i>(126th Week on CBS)</i>  <b>Truman Bradley</b> <i>News</i>	<b>Tues., Thurs., Sat.</b> <b>5:45-5:55 p.m. PWT</b> ORIGINATES: KNX	<b>"Soil Off" for all painted surfaces</b>  <i>Buchanan &amp; Co.</i>
<b>* SPRECKELS SUGAR COMPANY</b> <i>(2nd Week on CBS)</i>  <b>*I Was There</b> <i>Real life experiences</i>	<b>Monday</b> <b>9:00-9:30 p.m. PWT</b> ORIGINATES: KNX	<b>Honeydew Brand Sugar</b>  <i>J. Walter Thompson Co.</i>
<b>BEKINS VAN AND STORAGE CO.</b> <i>(93rd Week on CBS)</i>  <b>Harry W. Flannery</b> <i>News analyst</i>	<b>Mon., Wed., Fri.</b> <b>5:30-5:45 p.m. PWT</b> ORIGINATES: KNX	<b>Moving and Storage</b>  <i>Brooks Advertising Agency</i>
<b>* KAY JEWELRY COMPANY</b> <i>(9th Week on CBS)</i>  <b>*Bob Andersen</b> <i>News</i>	<b>Sunday</b> <b>5:45-5:55 p.m. PWT</b> ORIGINATES: KNX	<b>Jewelry</b>  <i>Garfield &amp; Guild</i>
<b>THE PROCTER &amp; GAMBLE CO.</b> <i>(453rd Week on CBS)</i>  <b>Truman Bradley</b> <i>News</i>	<b>Mon., Wed., Fri.</b> <b>2:30-2:45 p.m. PWT</b> ORIGINATES: KNX	<b>Dash</b>  <i>Pedlar &amp; Ryan, Inc.</i>

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# 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:

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WAR PROGRAMS . . . . .	Page 19
SERIOUS MUSIC . . . . .	Page 21
LIGHT MUSIC . . . . .	Page 22
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**News Broadcasts**

8:00-8:15 a.m.

11:00-11:10 p.m.

MONDAY THRU SATURDAY

9:00-9:15 a.m.

SUNDAY THRU SATURDAY

**News Summaries**

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

MONDAY THRU FRIDAY

12:55 a.m.

MONDAY THRU SATURDAY

1:30 p.m.

EACH SUNDAY

**News Analyses****Calling Pan-America**

1:30-5:00 p.m.

EACH SATURDAY

**"Chips" Davis, Commando**

7:00-7:30 p.m.

EACH SUNDAY

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

Edward R. Murrow, Larry Lesueur and Charles Collingwood report from London; John Daly from Algiers; William Moorad and William J. Dunn from Australia; Webley Edwards from Honolulu; James Stewart from Chungking; Bill Downs from Russia; Howard K. Smith from Berne; Bernard Valery from Stockholm; Winston Burdett and Farnsworth Fowle from Cairo; Herbert Clark from Buenos Aires; John Adams from Rio de Janeiro; James Fleming from Ankara; Quincy Howe, Cecil Brown, Major George Fielding Eliot, William L. Shirer, Ned Calmer and Doug Edwards from New York; Eric Sevareid, Leigh White, Albert Leitch, John Purcell, Robert Lewis and William Costello from Washington.

11:10-11:15 p.m., MONDAY, Eric Sevareid; TUESDAY AND THURSDAY, Quincy Howe; WEDNESDAY AND FRIDAY, Cecil Brown; SATURDAY, Maj. George Fielding Eliot; SUNDAY, Everett Holles.

6:55 p.m. SATURDAY, Bob Trout.

1:30 p.m. SUNDAY, Edward R. Murrow.

(See also sponsored news programs.)

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

Weekly dramatizations of adventures of the Commandos, based on fact; a thrilling program of desperate and realistic heroism.

**WAR PROGRAMS**

**WAR  
PROGRAMS**

*Continued*

PROGRAM AND TIME	DESCRIPTION
<p><b>E.O.B. Detroit</b> 3:30-4:00 p.m. EACH SATURDAY</p>	<p>From Detroit, arsenal of America, CBS brings reports of leading industrialists on progress in the production of war materials. Music is supplied by the WJR orchestra and chorus.</p>
<p><b>God's Country</b> 11:00-11:15 a.m. EACH MONDAY</p>	<p>In this program, selected by the BBC for rebroadcast in England, Milton Bacon, a great story teller, brings to life the legends and lost heroes of obscure American towns. The favorite folk songs of each region are sung by the Cross-Roads Troubadours quartet.</p>
<p><b>Green Valley, U.S.A.</b> 3:45-4:00 p.m. MONDAY THRU FRIDAY</p>	<p>This is a five-a-week series of simple human dramas that portray the life of an average American family during wartime; a fortifying picture of America.</p>
<p><b>The Man Behind the Gun</b> 7:00-7:30 p.m. Rebroadcast 9:00-9:30 p.m. EACH SATURDAY</p>	<p>In March 1943 this program received the George Foster Peabody Radio Award for "outstanding entertainment in drama." Each week's dramatization gives a vivid account of the experiences of men in America's fighting forces.</p>
<p><b>Red Cross Reporter</b> 9:15-9:30 a.m. EACH SATURDAY</p>	<p>Lindsay MacHarrie, chief of the radio section of the American Red Cross in London, interviews American Service men in the British Isles. Families of these men are notified in time to hear the broadcasts.</p>
<p><b>Report from London</b> 4:00-4:15 p.m. EACH SATURDAY</p>	<p>CBS correspondents in London report the human interest stories of a people only 20 minutes by air from the enemy.</p>
<p><b>Report to the Nation</b> 9:00-9:30 p.m. EACH TUESDAY</p>	<p>This program presents a review and summary of the most vital news of the week and dramatizes it for the American civilian and the American in the armed forces.</p>
<p><b>Spirit of '43</b> 2:30-3:00 p.m. EACH SATURDAY</p>	<p>This series features pick-ups from training and war production centers. The development of a branch of the armed service or a war industry is given through interviews. Music is usually provided by a military band.</p>

WAR  
PROGRAMS**Trans-Atlantic Call,  
People to People**12:30-1:00 p.m.  
EACH SUNDAY

BBC in London and CBS in New York alternate in an exchange series designed to help the English and the Americans better to understand each other.

**Youth on Parade**10:00-10:30 a.m.  
EACH SATURDAY

Outstanding wartime achievements of the boys and girls of the nation. The program also presents dramatic sketches of the childhood of famous Americans.

**Invitation to Music**11:30-12 midnight  
EACH TUESDAY

A weekly half-hour presenting great music at a time not generally available for serious works. The broadcasts of July 6 and July 13 feature Eileen Farrell, one of America's truly great sopranos, in songs and operatic arias. On July 20 Alexander Kipnis, famed baritone of the Metropolitan Opera, performs scenes from Moussorgsky's *Boris Godounoff*. Eminent soloists make later appearances. Each soloist is accompanied by the Columbia Concert Orchestra, Howard Barlow conducting.

SERIOUS  
MUSIC**Egon Petri**11:05-11:30 a.m.  
EACH SUNDAY

This distinguished Dutch pianist, a favorite of Columbia listeners, is presented in a series of Sunday recitals, the broadcasts originating at Cornell University, Ithaca, New York.

**E. Power Biggs, Organist**9:15-9:45 a.m.  
EACH SUNDAY

Playing on the baroque organ in the Germanic Museum at Cambridge, 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, the organ programs will be expanded to include works written for various combinations of instruments with the organ. These concerts will feature not only organ concertos by the classic masters, such as Handel, Mozart, Bach and Purcell, but also compositions specially written for the series by contemporary American composers, among them Hanson, Harris, Piston and Sowerby. Assisting artists will be the Fiedler Sinfonietta and the Stradivarius Quartet.



**SERIOUS  
MUSIC**

*Continued*

**Eileen Farrell and the  
Columbia Concert Orchestra**

11:30-12 midnight  
EACH THURSDAY

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

**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 728th network broadcast on June 27. 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.

**St. Louis Municipal  
Opera Company**

2:00-2:30 p.m.  
EACH SUNDAY

This municipal opera, which this year celebrates its 25th anniversary, presents excerpts from the world's best-loved operettas in a series of Sunday programs.

**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.

**Joan Brooks**

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

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

**The Three Sisters**

6:15-6:30 p.m.  
EACH THURSDAY

These real sisters, Beatrice, Geraldine and Margie Ross, specialize in modern interpretations of rhythm-songs and ballads. Their harmony is augmented by an instrumental group under the direction of Paul Baron.

**Sing Along**

9:45-10:00 a.m.  
MONDAY THRU FRIDAY

This program provides a golden opportunity for all bathroom baritones and kitchen contraltos. It invites the listener to join as a soloist in the old-favorite harmonies of the Landt Trio.

**LIGHT  
MUSIC**

**Olga Coelho and  
El Charro Gil Trio**  
11:15-11:30 p.m.  
EACH SUNDAY

This brilliant concert soprano specializes in Brazilian folk songs, familiar and unfamiliar; voodoo chants; songs of the Argentine and of Chile. The Trio furnishes instrumental and vocal accompaniment.

**Jeri Sullavan**  
6:30-6:45 p.m.  
MONDAY, WEDNESDAY, FRIDAY

Accompanied by Paul Baron's Orchestra, the magnetic Miss Sullavan is heard three times a week in a program of popular songs and music.

**Johnny Gart Trio**  
3:30-3:45 p.m.  
MONDAY THRU FRIDAY

This unusual musical program presents popular songs of the past, with Johnny Gart, organist, Verlye Mills, harpist, and Buddy Sheppard, violinist.

**Golden Gate Quartet**  
SUNDAY THRU FRIDAY

An exceptionally fine male quartet of Negro singers, who have been harmonizing together since their grammar school days in Norfolk, Virginia.

**DRAMATIC  
SERIES**

**Corliss Archer**  
8:00-8:30 p.m.  
EACH FRIDAY

Here is a delightful serial comedy about Corliss Archer, 15-year-old typical high school girl. She is complemented by understanding parents and a host of recognizable young people. The program provides entertainment for the whole family.

**Flashgun Casey -  
Press Photographer**  
11:30-12:00 p.m.  
EACH WEDNESDAY  
(Starts July 7)

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

**Let's Pretend**  
11:05-11:30 a.m.  
EACH SATURDAY

This series of dramatizations of children's stories has given new life to the beloved fairy tales of all literatures. The program has consistently earned the highest awards and honors during its long career under writer-producer-director Nila Mack. Delighting its younger listeners, it has also won the unqualified endorsement of parents and educators.

**DRAMATIC  
SERIES***Continued***Suspense**

10:00-10:30 p.m.

EACH TUESDAY

CBS continues its spine-tingling thrill series with stories of excitement which have a full measure of suspense. Outstanding guest stars fill the cast each week.

**Mother and Dad**

5:15-5:30 p.m.

MONDAY THRU FRIDAY

Each visit with Mother and Dad brings a blend of poems, hymns, humorous gossip, kindly advice and song fests around the wheezy parlor organ. It is homespun entertainment with wide appeal.

**Joe and Ethel Turp**

3:15-3:30 p.m.

MONDAY THRU FRIDAY

Damon Runyon's familiar and fantastic American couple, Joe and Ethel Turp, now bring their domestic blunderings and bickerings to a wide audience each weekday afternoon. The series retains the full zest of Runyon's popular characterizations.

**This Life is Mine**

9:30-9:45 a.m.

MONDAY THRU FRIDAY

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

**LIGHT****ENTERTAIN-  
MENT****Are You a Genius?**

5:30-5:45 p.m.

MONDAY THRU FRIDAY

This is a novel quiz program aimed directly at the radio listener who takes the place of the more familiar studio contestant. Ernest Chappell acts as master of ceremonies and Fred Feibel at the organ provides musical interludes between questions.

**Broadway Bandbox**

11:30-12:00 mid. FRIDAY

TIME CHANGES JULY 19 TO

9:30-10:00 p.m. MONDAY

Frank Sinatra, most popular baritone of the day, is starred on this weekly melody-packed program. Raymond Scott, master of jive, and his orchestra complete the entertainment.

**Madeleine Carroll Reads**

5:00-5:15 p.m.

MONDAY THRU FRIDAY

Every afternoon Madeleine Carroll gives brilliant voice to a new chapter of one of the great novels. Miss Carroll dramatically vitalizes the printed page and reaches out to a wide audience who enjoy taking their literature aurally.

LIGHT  
ENTERTAIN-  
MENT**Quote—Ted Husing**

10:45-11:00 p.m.

EACH TUESDAY

Columbia's top sports reporter, Ted Husing, presents a weekly roundup of sports news and quotes from the columns of nationally known sports writers. The program gives an authoritative commentary on sports from table tennis to water polo.

**Romance**

9:00-9:30 p.m.

EACH MONDAY

This new weekly series dramatizes love stories with adult sincerity and simplicity. Original romantic dramas as well as familiar love stories are brought to the microphone, with Kaye Brinker as the narrator.

**95 Minutes from Broadway**

12:05-12:30 a.m.

EACH MONDAY

Columbia's swiftly paced variety program originates each week at station WCAU, Philadelphia. Powers Gouraud, the Jericho Quintet and Johnny Warrington's Orchestra appear on this distinctly original show.

**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. LICE
STRINGFELLOW HARR	SPENCER MILLER, JR.
WILLIAM BENTON	RUTH BRYAN ROHDE
HARRY WOODBURN CHASE	THOMAS V. SMITH
ROBERT L. GANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
JOSEPH H. WILLIAMS	

EDUCATIONAL  
PROGRAMS**The American  
School of the Air**

9:15-9:45 a.m.

Rebroadcast

3:30-4:00 p.m.

MONDAY THRU FRIDAY

Resumes October 11

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

MONDAY—Tools of Science  
TUESDAY—Gateway to Music  
WEDNESDAY—New Horizons—World Geography  
THURSDAY—Tales from Far and Near  
FRIDAY—This Living World

**EDUCATIONAL  
PROGRAMS**
*Continued*

<b>Invitation to Learning</b> 11:30-12 noon EACH SUNDAY	In a series which Time Magazine has called "the pearl of all educational programs," the world's great books are informally discussed by leading scholars.
<b>The People's Platform</b> 6:15-6:45 p.m. EACH SATURDAY	Now completing its fifth year on the air, this program stands as one of radio's most interesting innovations in the field of public forums. Lyman Bryson entertains four guests and draws them into an informal discussion of current and post-war problems.
<b>Of Men and Books</b> 3:00-3:30 p.m. EACH SATURDAY	Continuing the series in its sixth year on CBS, Professor John T. Frederick of Northwestern University discusses recently published books and interviews their authors.
<b>Adventures in Science</b> 1:30-1:45 p.m. EACH SATURDAY	Watson Davis, director of Science Service, Inc., reports on what's new in science and interviews prominent scientists.
<b>Columbia's Country Journal</b> 1:00-1:30 p.m. EACH SATURDAY	Charles ("Chuck") Worcester conducts this weekly "radio farm magazine" and portrays the activities, problems, home life and opinions of America's farmers. A feature is a weekly news report from Washington and from farm regions throughout the country.
<b>The Garden Gate</b> 9:30-10:00 a.m. EACH SATURDAY	Tom Williams, "the old dirt dobber," horticultural expert of WLAC, Nashville, answers queries on wartime gardening. From Washington "Chuck" Worcester and distinguished guests report on victory gardening progress.
<b>Highways to Health</b> 1:45-2:00 p.m. EACH SATURDAY	A series of instructive medical talks, arranged by the New York Academy of Medicine, with each subject treated by a specialist.



**Church of the Air**

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

In its twelfth consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's major 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****Wings Over Jordan**

10:30-11:00 a.m.

EACH SUNDAY

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

**The Chapel Singers**

9:15-9:30 a.m.

EACH MONDAY, WEDNESDAY

AND FRIDAY

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

**News and News Features  
Beamed Overseas**

In: ENGLISH

FRENCH

ITALIAN

GERMAN

POLISH

SERBO-CROATIAN

DUTCH

CZECH

ARABIC

TURKISH

PERSIAN

GREEK

News in 12 languages, plus more than three hours of entertainment for American troops abroad, is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Short Wave Department. This schedule begins in New York at 6:00 a.m.; suspends in the late afternoon when the Latin-American schedule begins. The European transmissions are resumed after midnight. The whole CBS short wave schedule is continuous, around the clock, except for brief maintenance periods for each transmitter.

**SPECIAL CBS  
SHORT WAVE  
BROADCASTS  
TO EUROPE  
AND THE  
EAST***CBS Transmitters**WCBX New York**WCRC New York**WCDA New York***News and Entertainment to  
The Network of the Americas**

In: SPANISH

PORTUGUESE

From late afternoon till midnight Columbia programs are beamed to all Latin America. News and news commentaries are featured on these CBS Latin-American broadcasts; elaborate musical and dramatic programs round out the entertainment schedule.

**SPECIAL CBS  
SHORT WAVE  
BROADCASTS  
TO LATIN  
AMERICA***CBS Transmitters**WCBX New York**WCRC New York**WCDA New York*

# SPECIAL BROADCASTS: SPRING

These special broadcasts, arranged by Columbia's "Talks" Department, are scheduled on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of exclusive CBS programs, not included in the previous issue of *THE COLUMBIA PROGRAM BOOK*.

## PUBLIC AFFAIRS

APRIL 1: Dr. Alexander Loudon, Ambassador for Her Majesty, Queen Wilhelmina of the Netherlands, discussed the war effort of the Dutch people throughout the world, 10:30-10:45 p.m.

APRIL 6: Representative James W. Wadsworth, of New York, and Senator Edwin C. Johnson, of Colorado, spoke from Washington, D. C., on "Labor Conscription," 10:30-10:45 p.m.

APRIL 7: Under the auspices of the National Council of Women of the United States, Mrs. Harold V. Milligan spoke on "What Women Demand of a Post-War World," 5:15-5:30 p.m.

APRIL 13: Representative Frank Carlson, of Kansas, Representative John P. Newsome, of Alabama, and Representative Edward Hebert, of Louisiana, speaking from Washington, discussed a compromise pay-as-you-go tax plan, 10:30-10:45 p.m.

APRIL 15: Grant Taggart, President, National Association of Life Underwriters, spoke from Seattle, Washington in connection with the 2nd War Loan Drive, 10:30-10:45 p.m.

APRIL 15: Dr. Herbert V. Evatt, Attorney General and Minister for External Affairs in the Australian Government, speaking from Washington, D. C., discussed "The Pacific Situation," 6:15-6:30 p.m.

APRIL 21: Wendell L. Willkie spoke from Freedom House in New York City, and the Right Honorable Herbert Morrison, British Minister of Home Security and member of the British Inner War Cabinet, from London, England, in connection with the exhibit at Freedom House on the "London Blitz," 4:15-4:30 p.m.

APRIL 21: William Robbins, Assistant to Secretary of the Treasury Henry Morgenthau, Jr., and Director of the Sale of Government Securities, spoke from Washington, D. C., in connection with the 2nd War Loan Drive. His subject: "The Job Isn't Finished Yet," 6:15-6:30 p.m.

APRIL 27: Paul V. McNutt, Chairman, War Manpower Commission, reported on the progress of manpower utilization in connection with the 31st Annual Meeting and War Council of the Chamber of Commerce of the United States of America, 4:15-4:30 p.m.

APRIL 28: James Lawrence Fly, Chairman, Federal Communications Commission, discussed radio's support of the war effort, in

connection with the Radio War Conference of the National Association of Broadcasters, 3:15-3:30 p.m.

MAY 3: Speaking from Washington, D.C., Jan Ciechanowski, Polish Ambassador to Washington, Representative John McCormack of Massachusetts, Representative Joseph Martin of Massachusetts, and Representative B. J. Monkiewicz of Connecticut, commemorated the anniversary of Polish Constitution Day, 3:15-3:30 p.m.

MAY 3: Senator Tom Connally, of Texas, and Senator John A. Danaher, of Connecticut, debated "The Question of Anti-Strike Legislation," 10:30-10:45 p.m.

MAY 6: Secretary of the Treasury Henry Morgenthau, Jr. spoke from Washington, D. C., in praise of the public's cooperation during the 2nd War Loan Drive, 10:30-10:45 p.m.

MAY 12: Mrs. Franklin D. Roosevelt spoke from Carnegie Hall, New York City, in connection with the convention of the Textile Workers Union of America on "Labor's Role in the War Effort." 3:15-3:30 p.m.

MAY 13: Under the auspices of World Peaceways, Inc., Representative Will Rogers, Jr., of California, discussed "Is Congress Side-Tracking A Lasting Peace?", 10:30-10:45 p.m.

MAY 16: Vice-President Henry A. Wallace spoke from Central Park in connection with New York City's third annual observance of "I Am An American Day," 4:15-4:30 p.m.

MAY 20: Vernon Bartlett, Member of British Parliament, spoke on current developments and the post-war world from New York City, 10:30-10:45 p.m.

MAY 22: Dr. Eduard Benes, President of Czechoslovakia, in his first American broadcast, addressed the Chicago Council for Foreign Relations on "The Future of the Small Nations of Europe," 3:00-3:30 p.m.

MAY 25: Representative John W. Flanagan, Jr., of Virginia, and Representative J. W. Fulbright, of Arkansas, broadcasting from Washington, D. C., discussed "The Labor Situation And Legislation," 10:30-10:45 p.m.

MAY 29: Paul H. Appleby, Assistant Secretary of Agriculture and Chief Technical Advisor to the United Nations Conference on Food and Agriculture, reported on the Conference from Hot Springs, Virginia, 10:45-11:00 p.m.

JUNE 8: Herbert C. Hoover, former President of the United States, spoke before a dinner meeting at the American Farm Bureau Federation's convention in New York City, discussing the current food situation, 9:30-10:00 p.m.

JUNE 8: Dr. James E. Paullin, President-Elect of the American Medical Association, spoke from Chicago on "American Medicine Goes to War." 4:45-5:00 p.m.

JUNE 10: Dr. Fred H. Albee, Colonel, M.R.C., U. S. A., International President, International College of Surgeons, discussed "Advances in Surgery in This Present Global War," 3:30-3:45 p.m.

JUNE 10: John L. Sullivan, Assistant Secretary, Department of the Treasury, discussed the new pay-as-you-go tax law from Washington, D. C., 10:30-10:45 p.m.

JUNE 12: William Green addressed a meeting of the American Labor Conference on International Affairs on "American Labor in World Affairs," 2:05-2:30 p.m.

JUNE 22: Dr. Charles L. Fox, Jr., Department of Bacteriology, College of Physicians and Surgeons, Columbia University, discussed "New Developments in Treatment of War Wounds and Burns" in connection with the Wartime Conference of the Special Libraries Association, 4:45-5:00 p.m.

# CBS PROGRAM BOOK SUPPLEMENT • AUGUST

NATIONAL BROADCASTING COMPANY, INC.

GENERAL LIBRARY

NEW CBS SPONSORED PROGRAMS 20 ROCKEFELLER PLAZA, NEW YORK, N. Y.

<p><b>ELECTRIC COMPANIES ADVERTISING PROGRAM</b> <b>Report to the Nation</b> <i>Started July 27</i></p>	<p>Tuesday 9:30-10:00 p.m. 124 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>N. W. Ayer &amp; Son, Inc.</i></p>
<p><b>GILLETTE SAFETY RAZOR CO.</b> <i>(109th Week on CBS)</i> <b>All-Star Baseball Game</b> <i>July 13 only</i></p>	<p>Tuesday 8:55-11:15 p.m. 128 CBS stations 21 CBC stations ORIGINATES: SHIBE PARK, PHILADELPHIA, PA.</p>	<p>Blades and Shaving Cream, and Institutional <i>Maxon, Inc.</i></p>
<p><b>SCHUTTER CANDY COMPANY</b> <i>(29th Week on CBS)</i> <b>The Coronet Little Show</b> <i>Started July 11</i></p>	<p>Sunday 1:45-2:00 p.m. 41 CBS stations ORIGINATES: WBBM</p>	<p>Candies <i>Schwimmer &amp; Scott</i></p>

## NEW CBS PACIFIC NETWORK PROGRAMS

<p><b>KELITE PRODUCTS, INC.</b> <i>(4th Week on CBS)</i> <b>Agent V</b> with Frank Graham <i>Started July 4</i></p>	<p>Sunday 7:45-8:00 p.m. PWT ORIGINATES: KNX</p>	<p>Kenu Cleansing Powder <i>Little &amp; Company</i></p>
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## MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

<p>Page 5</p>	<p><b>CALIFORNIA FRUIT GROWERS EXCHANGE</b></p>	<p>Cancel program after July 30.</p>
<p>Page 5</p>	<p><b>CAMPBELL SOUP COMPANY</b></p>	<p>Change number of stations for "The Jack Carson Show" to 116.  Change orchestra listing for "Radio Reader's Digest" to Don Bryan's orchestra.</p>



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**CBS PROGRAM BOOK SUPPLEMENT • SEPTEMBER**

**NEW CBS SPONSORED PROGRAMS**

<p><b>AMERICAN OIL COMPANY</b> (202nd Week on CBS) <b>CBS World News</b> <i>Started August 19</i> <b>Edward R. Murrow</b> <i>Started August 22</i></p>	<p>Thursday 6:00-6:15 p.m. 55 CBS stations ORIGINATES: WABC  Sunday 1:30-1:45 p.m. 55 CBS stations ORIGINATES: BBC, LONDON</p>	<p>Amoco-Gas, American Gas and Services <i>Joseph Katz Company</i></p>
<p><b>CAMPANA SALES CO.</b> (174th Week on CBS) <b>Campana Serenade</b> <i>Starts September 4</i></p>	<p>Saturday 1:00-1:25 p.m. 117 CBS stations ORIGINATES: KNX</p>	<p>Campana Balm, Dreskin, Coolies, DDD, Solitaire Make-Up <i>Wallace-Ferry-Hanly Co.</i></p>
<p><b>ELGIN NATIONAL WATCH CO.</b> (33rd Week on CBS) <b>The Man Behind the Gun</b> <i>Starts September 4</i></p>	<p>Saturday 7:00-7:30 p.m. 60 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>J. Walter Thompson Co.</i></p>

**NEW CBS PACIFIC NETWORK PROGRAMS**

<p><b>UNION OIL COMPANY</b> (100th Week on CBS) <b>Point Sublime</b> <i>Started August 1</i></p>	<p>Sunday 9:30-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Foote, Cone &amp; Belding</i></p>
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**NOTICE OF CANCELS - CBS SPONSORED PROGRAMS**

<p>Page 4</p>	<p><b>BALLARD &amp; BALLARD CO.</b></p>	<p>Change time, effective September 1, to: Wed. and Thurs., 8:15-8:30 a.m., Fri., 8:15-8:45 a.m., Sun., 9:00-9:30 a.m.</p>
<p>Page 5</p>	<p><b>CHEVROLET DEALERS</b></p>	<p>Cancel program after August 12.</p>



MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS (continued)

<i>Page 7</i>	<b>GENERAL FOODS CORPORATION</b>	Change origination of "William L. Shirer," news, to WABC.  Change product listing for "Kate Smith Speaks" to Grape Nuts and Grape Nuts Flakes. Total number of stations now 117.
<i>Page 8</i>	<b>HOLLAND FURNACE COMPANY</b>	Cancel program after July 30.
<i>Page 8</i>	<b>INTERNATIONAL SILVER COMPANY</b>	Change origination to KNX.
<i>Page 9</i>	<b>JOHNS-MANVILLE CORPORATION</b>	Bob Trout replaced Cecil Brown July 12 thru July 30.
<i>Page 10</i>	<b>LOCKHEED AIRCRAFT CORP.</b>	Change program listing to "James Hilton, Author." Time changes to Sunday, 2:00-2:30 p.m., effective Aug. 8.
<i>Page 10</i>	<b>OWENS-ILLINOIS GLASS CO.</b>	Change origination to KNX.
<i>Page 13</i>	<b>R. J. REYNOLDS TOBACCO COMPANY</b>	Change time of "Thanks to the Yanks" to Friday, 10:00-10:30 p.m., effective July 9.
<i>Page 13</i>	<b>SCHUTTER CANDY COMPANY</b>	Cancel "Colonel Stoopnagle's Stooparoos" after July 4.
<i>Page 14</i>	<b>TEXAS COMPANY</b>	Change program listing to "Texaco Summer Theater."
<i>Page 15</i>	<b>WM. WRIGLEY, JR., COMPANY</b>	Change program listing of "Keep the Home Fires Burning" to "American Women."

MONTHLY CORRECTIONS - KQZ SPONSORED PROGRAMS (continued)

<i>Page 6</i>	<b>COLGATE-PALMOLIVE-PEET COMPANY</b>	"Inner Sanctum" replaces "Hobby Lobby," effective September 4.
<i>Page 8</i>	<b>B. F. GOODRICH CO.</b>	Bob Trout replaced Joseph C. Harsch August 16 thru August 27.
<i>Page 9</i>	<b>KOLYNOS COMPANY</b>	Change product listing for "The Romance of Helen Trent" to Benefax and Bi-So-Dol.
<i>Page 10</i>	<b>LOCKHEED AIRCRAFT CORP.</b>	Change program listing to "America - Ceiling Unlimited."
<i>Page 11</i>	<b>CHARLES H. PHILLIPS CHEMICAL CO.</b>	Change days of broadcast to Mon. thru Fri.
<i>Page 14</i>	<b>SERVEL, INC.</b>	Change origination to WABC and WTOP.
<i>Page 14</i>	<b>R. L. WATKINS CO.</b>	Cancel "Amanda of Honeymoon Hill."
<i>Page 15</i>	<b>WM. WRIGLEY, JR., COMPANY</b>	Change "Sergeant Gene Autry" program listing to "America in the Air," originating at WBBM.

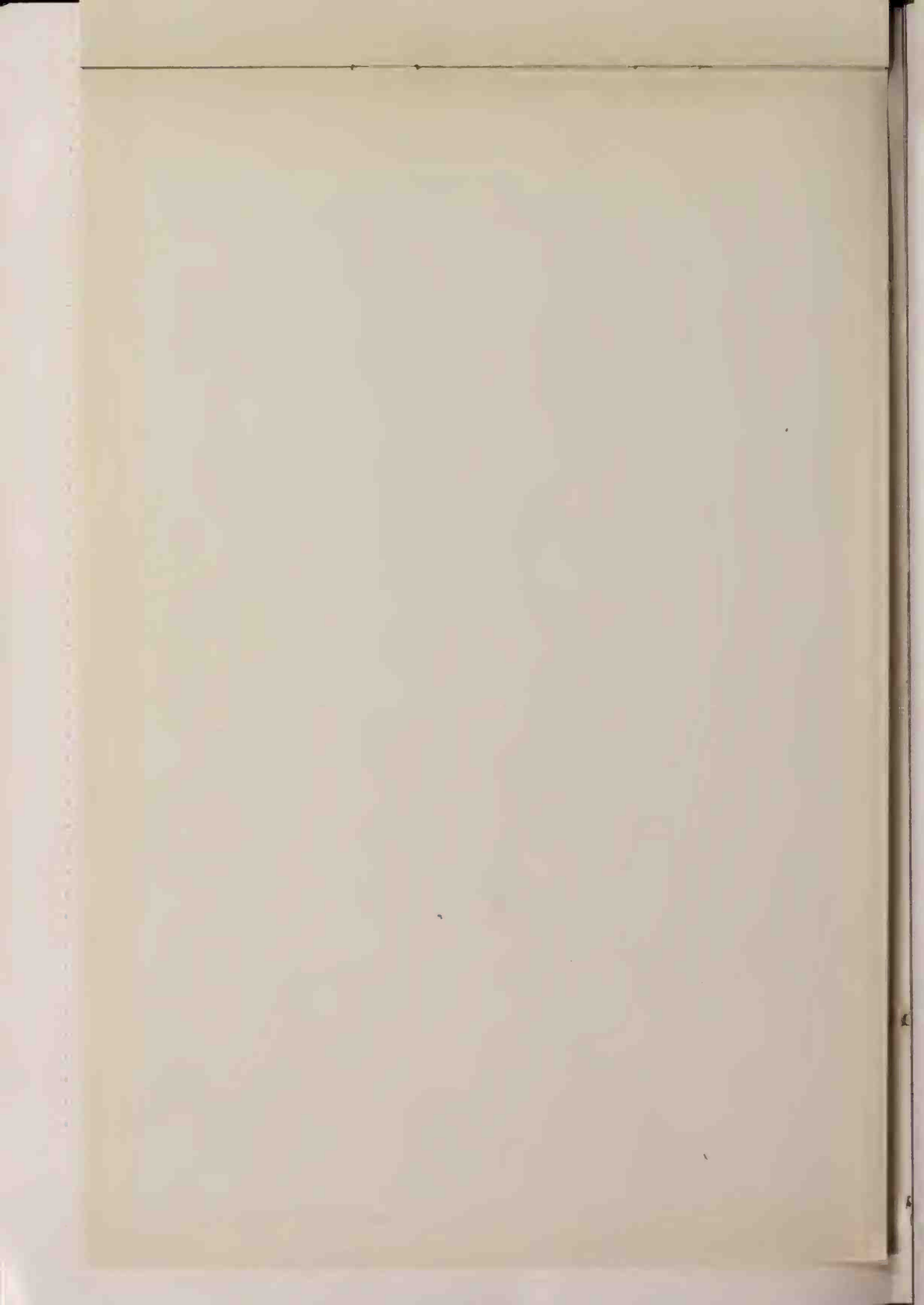
MONTHLY CORRECTIONS - KQZ PACIFIC NETWORK PROGRAMS

<i>Page 16</i>	<b>MANHATTAN SOAP CO.</b>	Change program listing to "News."
<i>Page 16</i>	<b>THE MENNEN COMPANY</b>	Change program listing to "News."

MINUTE CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

<p><i>Page 15</i></p>	<p><b>BEN HUR PRODUCTS, INC.</b></p>	<p>Program should be listed under Columbia California Network.</p>
<p><i>Page 15</i></p>	<p><b>CHEMICALS, INC.</b></p>	<p>Change time to Monday, 8:15-8:30 p.m. PWT, effective August 9.</p>
<p><i>Page 17</i></p>	<p><b>SPRECKELS SUGAR COMPANY</b></p>	<p>Changesponsor to WESTERN SUGAR REFINERY and product to Sea Island Sugar.</p>
<p><i>Page 17</i></p>	<p><b>THE PROCTER &amp; GAMBLE CO.</b></p>	<p>Cancel program after June 30.</p>

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





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