

CBS PROGRAM BOOK • AUTUMN, 1944



HOW MANY of these brilliant CBS
television programs can you spot?
Give these numbers! The an-
swers are all printed in order on
the inside covers, front and back

KEY TO FRONT COVER (same sequence as cover)

<p>KATE SMITH Kate Smith Hour Starts Sept. 17 Sun. 7 p m EWT</p>	<p>FANNY BRICE Maxwell House Coffee Time Starts Sept. 17 Sun. 6:30 p m EWT</p>	<p>CECIL B. de MILLE Lux Radio Theater Starts Sept. 4 Mon. 9 p m EWT</p>	<p>DICKIE JONES The Aldrich Family Starts Sept. 1 Fri. 8 p m EWT</p>	<p>BURNS AND ALL Starts Aug. 15 Tues. 9 p m EWT</p>
<p>DURANTE — MDORE Moore and Durante Show Fri. 10 p m EWT</p>	<p>ARTUR RODZINSKI N.Y. Phil. Symphony Orch. Sun. 3 p m EWT</p>	<p>PENNY SINGLETON Blondie Starts Aug. 13 Sun. 8 p m EWT</p>	<p>CLAUDIA MORGAN Adventures of the Thin Man Starts Sept. 15 Fri. 8:30 p m EWT</p>	<p>FRANK SINATRA The Frank Sinatra Show Starts Aug. 9 Wed. 9 p m EWT</p>
<p>JOAN EDWARDS Your Hit Parade Sat. 9 p m EWT</p>	<p>JAMES MELTON Texaco Star Theater Sun. 9:30 p m EWT</p>	<p>PHIL BAKER Take It Or Leave It Sun. 10 p m EWT</p>	<p>CONRAD NAGEL Radio Reader's Digest Sun. 9 p m EWT</p>	<p>EVERETT SLOANE Crime Doctor Sun. 8:30 p m EWT</p>
<p>JACK SMITH Prudential Family Hour Sun. 5 p m EWT</p>	<p>ELEANOR STEBER Pause That Refreshes On The Air Sun. 4:30 p m EWT</p>	<p>MILO BOULTON We, The People Sun. 10:30 p m EWT</p>	<p>OZZIE NELSON — HARRIETT HILLIARD Adventures of Ozzie and Harriett Starts Oct. 8 Sun. 6 p m EWT</p>	<p>BOB HAWK Thanks To The Yank Mon. 7:30 p m EWT</p>
<p>JOHNSON AND HULL Vox Pop Mon. 9 p m EWT</p>	<p>ARNOLD MOSS Theatre of Romance Tues. 8:30 p m EWT</p>	<p>PAUL WHITE The World Today Mon. thru Sat. 6:45 p m EWT</p>	<p>NELSON EDDY Starts Sept. 20 Wed. 10:30 p m EWT</p>	<p>TOM HOWARD It Pays To Be Ignorant Fri. 9 p m EWT</p>
<p>BERT LYTELL Stage Door Canteen Fri. 10:30 p m EWT</p>	<p>Suspense Thurs. 8 p m EWT</p>	<p>JAY NOVELLO and BARTON YARBOROUGH I Love A Mystery Mon. thru Fri. 7 p m EWT</p>	<p>Screen Guild Players Mon. 10 p m EWT</p>	<p>KENNY BAKER Blue Ribbon Town Sat. 8 p m EWT</p>
<p>JOHN NESBITT Passing Parade Tues., Wed., Thurs. 7:15 p m EWT</p>	<p>LIDNEL BARRYMORE Mayor Of The Town Sat. 7 p m EWT</p>	<p>JEAN HERSHDLT Dr. Christian Wed. 8:30 p m EWT</p>	<p>This page is the key to the miniatures on the front cover — CBS evening and Sunday p m programs.</p>	

THE COLUMBIA PROGRAM BOOK

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THE COLUMBIA BROADCASTING SYSTEM

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

August 1, 1944

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"Weeks on CBS"
as of August 1, 1944

ADMIRAL CORPORATION (95th Week on CBS) World News Today <i>News</i>	Sunday 2:30-2:55 p.m. 43 CBS stations ORIGINATES: WABC	Admiral Radio Institutional <i>Cruttenden & Eger</i>
ALLEGHENY-LUDLUM STEEL CORPORATION (43rd Week on CBS) Mother and Dad <i>Music</i>	Saturday 5:30-6:00 p.m. 40 CBS stations ORIGINATES: WABC	Institutional <i>Walker & Downing</i>
AMERICAN OIL COMPANY (251st Week on CBS) CBS World News <i>News</i> Edward R. Murrow <i>News</i>	Thursday 6:00-6:15 p.m. 55 CBS stations ORIGINATES: WABC Sunday 1:45-2:00 p.m. 61 CBS stations ORIGINATES: BBC, LONDON	Amoco-Gas, American Gas and Services <i>Joseph Katz Company</i>
AMERICAN TOBACCO COMPANY (430th Week on CBS) Your Hit Parade Mark Warnow's Orchestra, Frank Sinatra, Joan Edwards. The Hit Paraders <i>Music</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 139 CBS stations ORIGINATES: KNX AND WABC	Lucky Strike Cigarettes <i>Foote, Cone & Belding</i>
ANACIN COMPANY (391st Week on CBS) Our Gal, Sunday <i>Serial drama</i> Easy Aces <i>Serial comedy-drama</i> Friday on Broadway <i>Music</i>	Mon. thru Fri. 12:45-1:00 p.m. 131 CBS stations ORIGINATES: WABC Wednesday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC Friday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin <i>Dancer-Fitzgerald- Sample</i> Anacin, Kolynos Toothpaste Anacin, Bi-so-dol Mints
ANCHOR-HOCKING GLASS CORP. (30th Week on CBS) Corliss Archer <i>Dramatic series</i>	Thursday 9:30-10:00 p.m. 121 CBS stations ORIGINATES: KNX	Institutional <i>William H. Weintraub & Co., Inc.</i>

<p>ARMOUR & COMPANY (60th Week on CBS)</p> <p>*Dateline <i>Drama</i></p>	<p>Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 140 CBS stations ORIGINATES: WARC</p>	<p>Meat Products <i>Foote, Cone & Belding</i></p>
<p>ARMSTRONG CORK COMPANY (147th Week on CBS)</p> <p>Armstrong's Theater of Today <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 134 CBS stations ORIGINATES: WABC</p>	<p>Armstrong's Quaker Rugs <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>P. BALLANTINE & SONS (73rd Week on CBS)</p> <p>The Johnny Morgan Show <i>Variety</i></p>	<p>Monday 10:30-11:00 p.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Ballantine Beer & Ale <i>J. Walter Thompson Co.</i></p>
<p>BALLARD & BALLARD CO. (78th Week on CBS)</p> <p>Renfro Valley Folks <i>Serial drama</i></p>	<p>Wed., Thurs., Fri., Sat. 8:15-8:30 a.m. Sunday 9:15-9:45 a.m. 27 CBS stations ORIGINATES: WHAS</p>	<p>Ballard's Obelisk Flour <i>Henri, Hurst & McDonald, Inc.</i></p>
<p>BAYER COMPANY (461st Week on CBS)</p> <p>American Melody Hour with Eileen Farrell, Bob Hannon, Evelyn MacGregor, orchestra and chorus <i>Music</i></p>	<p>Tuesday 7:30-8:00 p.m. 121 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Dancer-Fitzgerald-Sample</i></p>
<p>BOURJOIS, INC. (263rd Week on CBS)</p> <p>Here's to Romance Larry Douglas, Jim Ameche and the Ray Bloch Orchestra <i>Variety</i></p>	<p>Thursday 10:30-11:00 p.m. 122 CBS stations ORIGINATES: WABC</p>	<p>Evening in Paris Face Powder <i>Foote, Cone & Belding</i></p>
<p>BOWEY'S, INC. (270th Week on CBS)</p> <p>Stars Over Hollywood Original drama with Art Gilmore and guest stars</p>	<p>Saturday 12:30-1:00 p.m. 49 CBS stations ORIGINATES: KNX</p>	<p>Dari-Rich Products <i>Sorensen & Company</i></p>

CAMPBELL SOUP COMPANY
(503rd Week on CBS)

The Jack Carson Show
with Freddie Martin's orchestra
Variety

Radio Reader's Digest
with Conrad Nagel, Don Bryan's
orchestra, and guest stars
Drama

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

Campbell's Soups
Foote, Cone & Belding

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

*Ward Wheelock
Company*

**CELANESE CORPORATION
OF AMERICA**
(134th Week on CBS)

Great Moments in Music
with Jean Tennyson and guest stars
Music

Wednesday
10:00-10:30 p.m.
137 CBS stations
ORIGINATES: WABC

Celanese Products
Young & Rubicam, Inc.

**CENTAUR DIVISION,
STERLING DRUG, INC.**
(257th Week on CBS)

Big Town
Drama

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

Ironized Yeast
*Pedlar, Ryan & Lusk,
Inc.*

**CHESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED**
(299th Week on CBS)

Dr. Christian
with Jean Hersholt
Drama

Wednesday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
132 CBS stations
ORIGINATES: KNX

Vaseline Preparations
McCann-Erickson, Inc.

CHRYSLER CORPORATION
(438th Week on CBS)

Major Bowes' Amateurs
Variety

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

Institutional
Ruthrauff & Ryan, Inc.

COCA-COLA COMPANY
(258th Week on CBS)

**Pause That Refreshes
On the Air**
with Percy Faith's Orchestra
and Eleanor Steber
Music

Sunday
4:30-5:00 p.m.
137 CBS stations
ORIGINATES: WABC

Coca-Cola
*D'Arcy Advertising
Company, Inc.*

COLGATE-PALMOLIVE-PEET

COMPANY

(46th Week on CBS)

***Colgate Theatre of Romance**

Drama

Inner Sanctum

Mystery drama

Tuesday

8:30-8:55 p.m.

Rebroadcast

12 mid.-12:25 a.m.

123 CBS stations

ORIGINATES: KNX

Colgate Tooth Powder

*Sherman & Marquette,
Inc.*

Saturday

8:30-8:55 p.m.

Rebroadcast

11:30-11:55 p.m.

123 CBS stations

ORIGINATES: WABC

Palmolive Shave Cream

Ted Bates, Inc.

CONTINENTAL BAKING CO., INC.

(49th Week on CBS)

Bachelor's Children

Serial drama

Mon. thru Fri.

10:45-11:00 a.m.

Rebroadcast

3:45-4:00 p.m.

47 CBS stations

ORIGINATES: WBBM

**Wonder Bread, Hostess
Cake**

Ted Bates, Inc.

CORN PRODUCTS REFINING CO.

(40th Week on CBS)

Stage Door Canteen

Variety

Friday

10:30-11:00 p.m.

56 CBS stations

ORIGINATES: WABC

All Products

C. L. Miller Company

CREAM OF WHEAT CORP.

(20th Week on CBS)

Let's Pretend

Drama

Saturday

11:05-11:30 a.m.

122 CBS stations

ORIGINATES: WABC

Cream of Wheat Cereal

*Batten, Barton
Durstine & Osborn, Inc.*

CUDAHY PACKING COMPANY

(38th Week on CBS)

Dramatic serial

Starts August 7

Mon. thru Fri.

3:15-3:30 p.m.

29 CBS stations

ORIGINATES: WBBM

Old Dutch Cleanser

Grant Advertising, Inc.

CURTISS CANDY COMPANY

(20th Week on CBS)

News

with Warren Sweeney

Sat., Sun.

11:00-11:05 a.m.

137 CBS stations

ORIGINATES: WABC

Candy

C. L. Miller Company

ELECTRIC COMPANIES

ADVERTISING PROGRAM

(53rd Week on CBS)

Summer Hiatus July 26-Sept. 13

Wednesday

10:30-11:00 p.m.

133 CBS stations

ORIGINATES: WABC

Institutional

N. W. Ayer & Son, Inc.

EMERSON DRUG COMPANY
(221st Week on CBS)

Vox Pop
with Parks Johnson and
Warren Hull
Interview quiz

Monday
8:00-8:30 p.m.
Rebroadcast
12:30-1:00 a.m.
126 CBS stations
ORIGINATES: ON TOUR

Bromo-Seltzer
Ruthrauff & Ryan, Inc.

ENGLANDER COMPANY
(20th Week on CBS)

We Who Dream
Drama

Friday
7:15-7:30 p.m.
43 CBS stations
ORIGINATES: WABC

Springs and Mattresses
The Biow Company

EVERSHARP, INC.
(252nd Week on CBS)

Take It or Leave It
with Phil Baker and
Jacques Renard's Orchestra
Quiz

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

Eversharp Pens and Pencils
The Biow Company

GENERAL ELECTRIC
(126th Week on CBS)

The World Today
News

Mon. thru Sat.
6:45-6:55 p.m.
122 CBS stations
ORIGINATES: WABC
AND REMOTE

Institutional
Maxon, Inc.

GENERAL FOODS CORPORATION
(483rd Week on CBS)

Kate Smith Hour
with Kate Smith, Ted Collins,
Jack Miller's Orchestra
and guest stars
Variety
Summer Hiatus June 16-Sept. 8

Friday
8:00-8:55 p.m.
Rebroadcast
12 mid.-12:55 a.m.
123 CBS stations
ORIGINATES: WABC

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

Kate Smith Speaks
Ted Collins with the News
Talks and news

Mon. thru Fri.
12 noon-12:15 p.m.
116 CBS stations
ORIGINATES: WABC

Sanka, Sure-Jell
Young & Rubicam, Inc.

Joyce Jordan, M.D.
Serial drama

Mon. thru Fri.
2:15-2:30 p.m.
122 CBS stations
ORIGINATES: WABC

La France, Satina, Postum
Post's Raisin Bran
Young & Rubicam, Inc.

Young Dr. Malone
Serial drama

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

Post's 40% Bran Flakes
Benton & Bowles, Inc.

Portia Faces Life*Serial drama*

Mon. thru Fri.

2:00-2:15 p.m.

122 CBS stations

ORIGINATES: WABC

Grape Nuts Flakes.

Wheatmeal

*Young & Rubicam, Inc.****Maxwell House Iced
Coffee Time**

with Charles Ruggles and

Cass Daley

Variety

Friday

8:00-8:30 p.m.

Rebroadcast

12:00 mid.-12:30 a.m.

123 CBS stations

ORIGINATES: WABC

Maxwell House Coffee

*Benton & Bowles, Inc.***GENERAL MILLS, INC.***(531st Week on CBS)****Light of the World***Serial drama*

Mon. thru Fri.

10:15-10:30 a.m.

Rebroadcast

11:30-11:45 a.m.

45 CBS stations

ORIGINATES: WABC

General Mills Kitchen

Tested Flour

*Dancer-Fitzgerald-**Sample***Valiant Lady***Serial drama*

Mon. thru Fri.

10:00-10:15 a.m.

Rebroadcast

11:15-11:30 a.m.

45 CBS stations

ORIGINATES: WABC

Cheerioats

*Dancer-Fitzgerald-**Sample***B. F. GOODRICH CO.***(72nd Week on CBS)***Meaning of the News**

with Joseph C. Harsch

News

Mon. thru Fri.

6:55-7:00 p.m.

128 CBS stations

ORIGINATES: WTOP

AND WABC

Institutional

*Batten, Barton, Durstine
& Osborn, Inc.***GULF OIL CORPORATION***(546th Week on CBS)***We, the People, at War**

with Milo Boulton and Oscar

Bradley's orchestra

Real life experiences

Sunday

10:30-11:00 p.m.

96 CBS stations

ORIGINATES: WABC

Motor Oil and Gas

*Young & Rubicam, Inc.***THE HUDSON COAL COMPANY***(45th Week on CBS)***CBS News of the World***News*

Sunday

9:00-9:15 a.m.

21 CBS stations

ORIGINATES: WABC

Delaware and Hudson

Coal

*The Clements Company,
Inc.***INTERNATIONAL SILVER COMPANY***(335th Week on CBS)***Silver Theater***Drama*

Sunday

6:00-6:30 p.m.

63 CBS stations

ORIGINATES: KNX

International Sterling and

1847 Rogers Bros.

Silverplate

Young & Rubicam, Inc.

<p>JOHNS-MANVILLE CORPORATION (156th Week on CBS)</p> <p>Bill Henry <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 62 CBS stations ORIGINATES: WABC AND WTOF</p>	<p>Insulation <i>J. Walter Thompson Co</i></p>
<p>JOHNSON & JOHNSON (173rd Week on CBS)</p> <p>Edwin C. Hill The Human Side of the News</p>	<p>Tuesday 6:15-6:30 p.m. <i>Rebroadcast</i> 12:30-12:45 a.m. 139 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, Inc.</i></p>
<p>KOLYNOS COMPANY (599th Week on CBS)</p> <p>Mr. Keen, Tracer of Lost Persons <i>Mystery drama</i></p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Thursday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:30-12:45 p.m. 132 CBS stations ORIGINATES: WABC</p>	<p>Kolynos Toothpaste and Anacin <i>Dancer-Fitzgerald-Sample</i></p> <p>Kolynos Tooth Paste and Tooth Powder, Bisodol Powder</p>
<p>LADY ESTHER, LTD. (555th Week on CBS)</p> <p>Screen Guild Players <i>Drama</i></p>	<p>Monday 10:00-10:30 p.m. 123 CBS stations ORIGINATES: KNX</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>The Biow Company</i></p>
<p>LEVER BROTHERS COMPANY (469th Week on CBS)</p> <p>Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen and Lou Silvers' Orchestra <i>Drama</i> <i>Summer Hiatus July 10-Aug. 28</i></p> <p>Burns and Allen with Felix Mills' Orchestra <i>Comedy-Variety</i> <i>Summer Hiatus June 20-August 8</i></p> <p>The Frank Sinatra Show <i>Variety</i> <i>Summer Hiatus June 21-August 9</i></p>	<p>Monday 9:00-10:00 p.m. 136 CBS stations 26 CBC stations ORIGINATES: KNX</p> <p>Tuesday 9:00-9:30 p.m. 130 CBS stations ORIGINATES: KNX</p> <p>Wednesday 9:00-9:30 p.m. 132 CBS stations ORIGINATES: KNX</p>	<p>Lux Toilet Soap <i>J. Walter Thompson Co</i></p> <p>Swan Soap <i>Young & Rubicam, Inc.</i></p> <p>Vimms <i>J. Walter Thompson Co.</i></p>

<p>Aunt Jenny's Real Life Stories <i>Dramatic sketches</i></p>	<p>Mon. thru Fri. 11:45-12 noon 78 CBS stations 31 CBC stations ORIGINATES: WABC</p>	<p>Spry <i>Ruthrauff & Ryan, Inc.</i></p>
<p>Big Sister <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:15-12:30 p.m. 139 CBS stations 31 CBC stations ORIGINATES: WABC</p>	<p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p>
<p>Bright Horizon with Richard Kollmar <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 3:30-3:45 p.m. 138 CBS stations ORIGINATES: WABC</p>	<p>Swan Soap <i>Young & Rubicam, Inc.</i></p>
<p>LEWIS-HOWE COMPANY <i>(112th Week on CBS)</i></p> <p>Correction, Please with J. C. Flippen and Jack Shilkret's Orchestra <i>Quiz</i></p>	<p>Saturday 10:15-10:45 p.m. 53 CBS stations ORIGINATES: WABC</p>	<p>Tums <i>Roche, Williams & Cleary, Inc.</i></p>
<p>LIGGETT & MYERS TOBACCO COMPANY <i>(613th Week on CBS)</i></p> <p>John Nesbitt <i>Passing Parade</i> <i>Teller of True Tales</i></p>	<p>Tues., Wed., Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 126 CBS stations ORIGINATES: KNX</p>	<p>Chesterfield Cigarettes <i>Newell-Emmett Co.</i></p>
<p>*LOCKHEED AIRCRAFT CORP. <i>(81st Week on CBS)</i></p> <p>*A Man Named "X" <i>Drama</i></p>	<p>Monday 9:30-10:00 p.m. 72 CBS stations ORIGINATES: KNX</p>	<p>Institutional <i>Foote Cone & Belding</i></p>
<p>P. LORILLARD COMPANY <i>(344th Week on CBS)</i></p> <p>Allan Jones with Woody Herman's Orchestra <i>Variety</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid. 12:30 a.m. 122 CBS stations ORIGINATES: WABC</p>	<p>Old Gold Cigarettes <i>J. Walter Thompson Co.</i></p>
<p>MINNEAPOLIS-HONEYWELL REGULATOR CO. <i>(60th Week on CBS)</i></p> <p>Blue Jacket Choir with Danny O'Neil <i>Music</i></p>	<p>Sunday 11:05-11:30 a.m. 122 CBS stations ORIGINATES: GREAT LAKES NAVAL TRAINING STATION</p>	<p>Institutional <i>Addison Lewis & Associates</i></p>

<p>NOXZEMA CHEMICAL CO. (100th Week on CBS)</p>	<p>Monday 9:00-9:30 p.m. 57 CBS stations ORIGINATES: KNX</p>	<p>All Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>Mayor of the Town with Lionel Barrymore <i>Drama</i></p>		
<p>PABST SALES CO. (70th Week on CBS)</p>	<p>Saturday 8:00-8:30 p.m. 129 CBS stations ORIGINATES: KNX</p>	<p>Pabst Blue Ribbon Beer <i>Warwick & Legler, Inc.</i></p>
<p>Blue Ribbon Town with Kenny Baker and Robert Armbruster's Orchestra <i>Comedy variety</i></p>		
<p>PACIFIC COAST BORAX CO. (160th Week on CBS)</p>	<p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>20 Mule Team Borax, Boraxo, 20 Mule Team Borax Soap Chips <i>McCann-Erickson, Inc.</i></p>
<p>Death Valley Days <i>Drama</i></p>		
<p>THE PARKER PEN CO. (109th Week on CBS)</p>	<p>Sat., Sun. 8:55-9:00 p.m. 132 CBS stations ORIGINATES: WABC</p>	<p>Quink <i>J. Walter Thompson Co.</i></p>
<p>Ned Calmer and the News</p>		
<p>PET MILK SALES CORPORATION (558th Week on CBS)</p>	<p>Saturday 9:45-10:15 p.m. 68 CBS stations ORIGINATES: WABC</p>	<p>Irradiated Pet Milk <i>Gardner Advertising Company</i></p>
<p>Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus <i>Music</i></p>		
<p>Mary Lee Taylor Home Economist</p>	<p>Saturday 10:30-11:00 a.m. <i>Rebroadcast</i> 2:00-2:30 p.m. 83 CBS stations ORIGINATES: KMOX</p>	
<p>CHARLES H. PHILLIPS CHEMICAL CO. (350th Week on CBS)</p>	<p>Mon. thru Fri. 11:00-11:15 a.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Phillips Toothpaste & Powder <i>Dancer-Fitzgerald- Sample</i></p>
<p>Amanda of Honeymoon Hill <i>Serial drama</i></p>		

PHILIP MORRIS & COMPANY, LTD.
(416th Week on CBS)

Crime Doctor
Mystery drama

It Pays To Be Ignorant
Comedy

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

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

Philip Morris Cigarettes
The Biow Company

PILLSBURY FLOUR MILLS CO.
(307th Week on CBS)

Grand Central Station
Drama

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

All Products
McCann-Erickson, Inc.

THE PROCTER & GAMBLE CO.
(509th Week on CBS)

The Goldbergs
Serial drama

I Love A Mystery
Serial drama

Life Can Be Beautiful
Serial drama

Ma Perkins
Serial drama

Bernadine Flynn
News

Perry Mason
Serial drama

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

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

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

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

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

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

Duz
Compton Advertising, Inc.

Ivory Soap
Oxydol
Compton Advertising, Inc.

Ivory Soap
Compton Advertising, Inc.

Oxydol
Dancer-Fitzgerald-Sample

Crisco
Compton Advertising, Inc.

Camay
Pedlar, Ryan & Lusk, Inc.

<p>PRUDENTIAL INSURANCE COMPANY OF AMERICA (269th Week on CBS)</p>	<p>Sunday 5:00-5:45 p.m. 87 CBS stations ORIGINATES: WABC</p>	<p>Insurance Services <i>Benton & Bowles, Inc.</i></p>
<p>Prudential Family Hour with Eileen Farrell, Jack Smith, Jose Ferrer, Reed Kennedy, Al Goodman's Orchestra, and chorus <i>Music</i></p>		
<p>THE QUAKER OATS COMPANY (140th Week on CBS)</p>	<p>Friday 9:30-10:00 p.m. 123 CBS stations 22 CBC stations ORIGINATES: WBBM</p>	<p>Quaker Food Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>That Brewster Boy <i>Comedy drama</i></p>		
<p>R. J. REYNOLDS TOBACCO COMPANY (586th Week on CBS)</p>	<p>Friday 10:00-10:30 p.m. 132 CBS stations ORIGINATES: KNX</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i></p>
<p>Moore and Durante Show with Georgia Gibbs and Roy Bargy's Orchestra <i>Variety</i></p>		
<p>Thanks to the Yanks with Bob Hawk <i>Quiz</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 132 CBS stations ORIGINATES: WABC</p>	
<p>ROMA WINE CO., INC. (73rd Week on CBS)</p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast Monday</i> 12 mid.-12:30 a.m. 80 CBS stations ORIGINATES: KNX</p>	<p>Roma Wines <i>The Biow Company</i></p>
<p>Suspense <i>Mystery drama</i></p>		
<p>SCHENLEY IMPORT CORP. (68th Week on CBS)</p>	<p>Tuesday 9:30-10:00 p.m. 123 CBS stations ORIGINATES: WABC</p>	<p>Penicillin <i>The Biow Company</i></p>
<p>*The Doctor Fights with Raymond Massey <i>Drama</i></p>		
<p>SERVEL, INC. (82nd Week on CBS)</p>	<p>Saturday 11:30 a.m.-12 noon 135 CBS stations ORIGINATES: WABC AND KNX</p>	<p>Institutional <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>Fashions in Rations with Billie Burke <i>Household advice</i></p>		

*Program or client not listed in Spring Program Book

<p>SOUTHERN COTTON OIL CO. (194th Week on CBS)</p> <p>Irene Beasley <i>Songs</i></p>	<p>Mon. thru Fri. 3:15-3:30 p.m. 46 CBS stations ORIGINATES: WABC</p>	<p>Wesson Oil and Snowdrift <i>Kenyon & Eckhardt, Inc.</i></p>
<p>E. R. SQUIBB & SONS (212th Week on CBS)</p> <p>To Your Good Health Lyn Murray's Orchestra and Chorus <i>Music</i></p>	<p>Mon., Wed., Fri. 6:15-6:30 p.m. 129 CBS stations ORIGINATES: WABC</p>	<p>Squibb Products <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>STANDARD BRANDS, INC. (194th Week on CBS)</p> <p>Mary Marlin <i>Serial drama</i></p> <p>*This Changing World <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 131 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 128 CBS stations ORIGINATES: WABC</p>	<p>Tenderleaf Tea <i>J. Walter Thompson Co.</i></p> <p>Vitamin Products, Coffee-Desserts <i>Ted Bates, Inc.</i></p>
<p>THE TEXAS COMPANY (347th Week on CBS)</p> <p>Texaco Star Theater James Melton and Al Goodman's Orchestra <i>Variety</i></p>	<p>Sunday 9:30-10:00 p.m. 122 CBS stations 25 CBC stations ORIGINATES: KNX</p>	<p>Texaco Products <i>Buchanan & Co.</i></p>
<p>UNITED STATES RUBBER CO. (114th Week on CBS)</p> <p>New York Philharmonic Symphony <i>Music</i></p>	<p>Sunday 3:00-4:30 p.m. 121 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Campbell-Ewald Co., Inc., Eastern Division</i></p>
<p>U. S. TOBACCO COMPANY (478th Week on CBS)</p> <p>Gay Nineties Revue starring Lillian Leonard, Joe E. Howard, Floradora Girls, Elm City Four, Jenny Lynn <i>Music</i></p>	<p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 68 CBS stations ORIGINATES: WABC</p>	<p>Dill's Best, Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p>
<p>*VICK CHEMICAL COMPANY (157th Week on CBS)</p> <p>*Dangerously Yours <i>Drama</i></p>	<p>Sunday 2:00-2:30 p.m. 122 CBS stations ORIGINATES: WABC</p>	<p>All Products <i>Morse International, Inc.</i></p>

**COLUMBIA
PACIFIC
NETWORK**

<p>R. L. WATKINS CO. (104th Week on CBS)</p> <p>Second Husband <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:15-11:30 a.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Dr. Lyons Toothpowder <i>Dancer-Fitzgerald-Sample</i></p>
<p>J. B. WILLIAMS COMPANY (34th Week on CBS)</p> <p>William L. Shirer <i>News</i></p>	<p>Sunday 5:45-6:00 p.m. 135 CBS stations ORIGINATES: WABC</p>	<p>Williams Shaving Cream <i>J. Walter Thompson Co.</i></p>
<p>WM. WRIGLEY, JR., COMPANY (632nd Week on CBS)</p> <p>America in the Air <i>Air Corps dramatic series</i></p>	<p>Sunday 6:30-7:00 p.m. 135 CBS stations ORIGINATES: WBBM</p>	<p>Doublemint Gum <i>J. Walter Thompson Co.</i></p>
<p>The First Line <i>Drama</i></p>	<p>Thursday 10:00-10:30 p.m. 134 CBS stations ORIGINATES: WBBM</p>	<p>Spearmint Gum <i>Arthur Meyerhoff & Co.</i></p>
<p>*Service to the Front <i>Drama</i></p>	<p>Friday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:30-12:55 a.m. 134 CBS stations ORIGINATES: WBBM</p>	<p>Chewing Gum <i>Arthur Meyerhoff & Co.</i></p>
<p>CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION (124th Week on CBS)</p> <p>Dave Vaile and the News</p>	<p>Saturday 8:55-9:00 p.m. PWT ORIGINATES: KNX</p>	<p>Sunsweet Prunes and Apricots <i>Long Advertising Service</i></p>
<p>COLONIAL DAMES, INC. (242nd Week on CBS)</p> <p>Song of the Week <i>Music</i></p>	<p>Sunday 8:25-8:30 p.m. PWT ORIGINATES: KNX</p>	<p>Cosmetics <i>Glasser, Gailey & Co.</i></p>
<p>P. DUFF & SONS, INC. (44th Week on CBS)</p> <p>*Fletcher Wiley <i>Talks</i></p>	<p>Mon., Wed., Fri. 5:00-5:15 p.m. PWT ORIGINATES: KNX</p>	<p>Ready-To-Bake Mixes <i>W. Earl Bothwell Advertising Agency</i></p>
<p>+“42” PRODUCTS, INC. (9th Week on CBS)</p> <p>*This Is My Story <i>Drama</i></p>	<p>Saturday 6:00-6:30 p.m. PWT ORIGINATES: KNX</p>	<p>Hair Oil <i>Hillman-Shane- Breyer, Inc.</i></p>

*Program or client not listed in Spring Program Book

GENERAL MILLS, INC.
(531st Week on CBS)

Nelson Pringle
News

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

Wheaties
*Knox Reeves
Advertising, Inc.*

HOFFMAN RADIO CORP.
(20th Week on CBS)

♦ **Dr. Wallace Sterling**
News

Monday
8:55-9:00 p.m.
PWT
ORIGINATES: KNX

Institutional
*Hixson-O'Donnell
Advertising, Inc.*

♦ **HUNT BROTHERS PACKING
COMPANY**
(24th Week on CBS)

♦ **Fletcher Wiley**
Talks

William Winter
News analyst

♦ **Hollywood Barn Dance**
Variety

Tues., Thurs.
5:00-5:15 p.m.
PWT
ORIGINATES: KNX

Tomato Sauce
Garfield & Guild

Sunday
5:30-5:45 p.m.
PWT
ORIGINATES: KQW

Sunday
8:30-9:00 p.m.
PWT
ORIGINATES: KNX

♦ **ANDREW JERGENS COMPANY**
(2nd Week on CBS)

♦ **Hollywood Mystery Time**
Drama

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

Jergens Lotion
Lennen & Mitchell Inc.

LOS ANGELES SOAP COMPANY
(251st Week on CBS)

Bob Andersen
News

Mon. thru Fri.
4:15-4:30 p.m.
PWT
ORIGINATES: KNX

White King Soap
Sierra Pine Soap
Scotch Cleanser
Raymond R. Morgan Co.

MANHATTAN SOAP CO.
(180th Week on CBS)

♦ **Bill Haworth**
News

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

Sweetheart Soap
*Franklin Bruck
Advertising Corp.*

**COLUMBIA
PACIFIC
NETWORK**

Continued

<p>MILES CALIFORNIA COMPANY (28th Week on CBS)</p> <p>Lady of the Press <i>Mystery drama</i></p>	<p>Mon. thru Fri. 4:00-4:15 p.m. PWT ORIGINATES: KNX</p>	<p>Alka Seltzer and One-A-Day Vitamins <i>Wade Advertising Agency</i></p>
<p>PACIFIC GREYHOUND LINES, INC. (15th Week on CBS)</p> <p>*Stories of the West with Howard Culver <i>Dramatic series</i></p>	<p>Friday 9:55-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>Institutional <i>Beaumont & Hohman, Inc.</i></p>
<p>PACKARD BELL COMPANY (17th Week on CBS)</p> <p>The Press Club <i>Drama</i></p>	<p>Friday 8:15-8:30 p.m. PWT ORIGINATES: KNX</p>	<p>Institutional <i>Barton A. Stebbins</i></p>
<p>PETER PAUL, INC. (198th Week on CBS)</p> <p>Truman Bradley <i>News</i></p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Mounds, Ten Crown Activated Charcoal Gum, Walnettos <i>Brisacher & Van Norden, Inc.</i></p>
<p>PLANTERS NUT AND CHOCOLATE COMPANY (196th Week on CBS)</p> <p>Harry W. Flannery <i>News</i></p>	<p>Tues., Thurs., Sat. 5:30-5:45 p.m. PWT ORIGINATES: KNX</p>	<p>Planters Peanut Oil, Salted Peanuts <i>Erwin Wasey & Company</i></p>
<p>The Adventures of Bill Lance <i>Mystery drama</i></p>	<p>Wednesday 9:30-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Erwin Wasey & Compan</i></p>
<p>PLOUGH, INC. (95th Week on CBS)</p> <p>Don't You Believe It with Tobe Reed <i>Drama</i></p>	<p>Saturday 9:45-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>St. Joseph's Aspirin, Penetro Products <i>Lake-Spiro-Shurman, Inc.</i></p>
<p>SIGNAL OIL COMPANY (59th Week on CBS)</p> <p>The Whistler <i>Mystery drama</i></p>	<p>Sunday 7:30-8:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Barton A. Stebbins</i></p>

*Program or client not listed in Spring Program Book

**SOIL OFF MANUFACTURING
COMPANY**

(182nd Week on CBS)

Truman Bradley

News

Tues., Thurs., Sat.

5:45-5:55 p.m.

PWT

ORIGINATES: KNX

"Soil Off" for all
painted surfaces

*Western Advertising
Agency*

VICK CHEMICAL COMPANY

(157th Week on CBS)

Short Short Stories

with Frank Martin

Dramatic narrative

Dr. Wallace Sterling

News

Tuesday

9:25-9:30 p.m.

PWT

ORIGINATES: KNX

All Products

Morse International, Inc.

Wed., Thurs.

8:55-9:00 p.m.

PWT

ORIGINATES: KNX

All Products

Morse International, Inc.

***WASHINGTON COOPERATIVE
EGG & POULTRY ASSN.**

(19th Week on CBS)

Dr. Wallace Sterling

News

Saturday

7:45-8:00 a.m.

PWT

ORIGINATES: KNX

All Products

*Pacific National
Advertising Agency*

WESTERN SUGAR REFINERY

(58th Week on CBS)

I Was There

Real life experiences

Sunday

9:00-9:30 p.m.

PWT

ORIGINATES: KNX

Sea Island Sugar

J. Walter Thompson Co.

BEKINS VAN AND STORAGE CO.

(149th Week on CBS)

Harry W. Flannery

News

Mon., Wed., Fri.

5:30-5:45 p.m.

PWT

ORIGINATES: KNX

Moving and Storage

*Brooks Advertising
Agency*

KAY JEWELRY COMPANY

(65th Week on CBS)

Bob Andersen

News

Sunday

5:45-5:55 p.m.

PWT

ORIGINATES: KNX

Jewelry

Garfield & Guild

YELLOW CAB CO.

(17th Week on CBS)

The Story Teller

Narration

Saturday

7:45-8:00 p.m.

PWT

ORIGINATES: KNX

Cab Service

Rhoades & Davis

CBS SUSTAINING PROGRAMS

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

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

NEWS BROADCASTS	Page 21
WAR PROGRAMS	Page 21
SERIOUS MUSIC	Page 23
LIGHT MUSIC	Page 24
DRAMATIC SERIES	Page 26
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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

4:25-4:30 p.m.

EACH SATURDAY

News Summaries

3:30 p.m.

SUNDAY THRU SATURDAY

1:00 a.m.

MONDAY THRU SATURDAY

6:00 p.m.

EACH SATURDAY

News Analyses

11:10-11:15 p.m.

SUNDAY THRU SATURDAY

6:55 p.m.

EACH SATURDAY

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

Edward R. Murrow, Larry Lesueur, Bill Downs, Charles Collingwood, Charles Shaw, Richard Hottelet and Bill Shadell report from London and France; Eric Sevareid, Winston Burdett, George Moorad and Farnsworth Fowle from the Mediterranean; Glenn Stadler from Madrid; William J. Dunn from Australia; Webley Edwards from Honolulu; Glen Akins from Chungking; James Fleming from Russia; Howard K. Smith from Berne; Hugh Jenks from Buenos Aires; John Adams from Rio de Janeiro; Quincy Howe, Bob Trout, Major George Fielding Eliot, William L. Shirer, John Daly, Everett Holles, Ned Calmer and Doug Edwards from New York; Bill Henry, Don Pryor, Albert Leitch, Robert Lewis, William Costello and Joseph C. Harsch from Washington.

William L. Shirer

Bob Trout

Major George Fielding Eliot

Quincy Howe

Everett Holles

(See also sponsored news programs)

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

12:30-1:00 p.m.

EACH SUNDAY

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

**WAR
PROGRAMS**

**WAR
PROGRAMS**

Continued

Calling Pan-America

2:30-3:00 p.m.

EACH SATURDAY

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

Viva America!

11:30-12 midnight

EACH THURSDAY

This sparkling new Latin-American musical review spotlights the music and culture of our Good Neighbor republics. It represents a further step in Columbia's effort to promote inter-American unity.

Victory F.O.B.

3:00-3:30 p.m.

EACH SATURDAY

From Detroit, arsenal of America, CBS brings this musical variety show high-lighting the achievements of free enterprise in America. Each program includes a report on our progress in the production of war materials. Music is supplied by Samuel Benavie's orchestra and the Don Large Chorus.

Youth On Parade

10:00-10:30 a.m.

EACH SATURDAY

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

We Deliver the Goods

12:05-12:30 a.m.

EACH SUNDAY

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

Visiting Hour

3:30-4:00 p.m.

EACH SATURDAY

Guest stars from Hollywood and the world of sports chat informally with soldiers at Army general hospitals throughout the country. The program brings to the American public a fuller understanding of the wounded soldier — his battle experiences, his care and medical treatment, his hopes for the future.

**WAR
PROGRAMS**

Report to the Nation

7:00-7:30 p.m.

EACH SUNDAY

A weekly report to the people of America featuring action stories and eye-witness events by aces and heroes from all branches of the service. Celebrities from the entertainment world and other fields aid in the entertainment and import of the program.

Boot Camp Parade

4:00-4:25 p.m.

EACH SATURDAY

A new program of popular music played by the "boot" orchestra at Sampson Naval Training Station. Musicians include many talented instrumentalists and vocalists who played in topflight bands before donning their Navy blues.

The Philadelphia Orchestra

*Suspended for Summer—
Will resume in the Fall*

One of the world's greatest symphonic groups, the Philadelphia Orchestra, will resume its brilliant series during the 1944-1945 season. The time will be specified at a later date. Eugene Ormandy will conduct most of these concerts, and eminent soloists will make regular appearances on the broadcasts.

**SERIOUS
MUSIC**

Invitation to Music

11:30-12:00 midnight

EACH WEDNESDAY

This weekly half-hour presents distinguished soloists with the Columbia Symphony Orchestra in programs featuring comparatively unfamiliar but nevertheless important works of the great composers. Of special interest will be the first appearance in a radio series of the sensational coloratura soprano, Miliza Korjus. Other artists appearing include Martial Singher, French baritone; and Mona Paulee, both of the Metropolitan Opera Company; Vera Brodsky, pianist; and the Collegiate Choral under Robert Shaw's direction. Vladimir Golschmann will make a guest appearance. Bernard Herrmann conducts the series.

E. Power Biggs, Organist

9:15-9:45 a.m.

EACH SUNDAY

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

**SERIOUS
MUSIC**
Continued

**Maria Kurenko and the
Columbia Concert
Orchestra**
11:15-11:30 p.m.
EACH SUNDAY

Maria Kurenko, Russian soprano, is heard in a notable series of weekly concerts. She is accompanied by the Columbia Concert Orchestra.

**Salt Lake Tabernacle
Choir and Organ**
12 noon-12:30 p.m.
EACH SUNDAY

This is the oldest consecutively presented public-service series in radio, having celebrated its 785th network broadcast on July 30, 1944. The Tabernacle Choir is conducted by J. Spencer Cornwall and Richard P. Condie, assistant. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens.

New Voices in Song
9:45-10:00 a.m.
EACH SUNDAY

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

**LIGHT
MUSIC**

Dance Orchestras
VARIOUS HOURS

Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week, CBS audiences can hear:

- | | |
|-----------------|------------------|
| HARRY JAMES | CHARLIE SPIVAK |
| GUY LOMBARDO | TOMMY DORSEY |
| JIMMY DORSEY | DUKE ELLINGTON |
| SHEP FIELDS | HAL MCINTYRE |
| FRANKIE MASTERS | GLEN GRAY |
| VAUGHN MONROE | SAMMY KAYE |
| ABE LYMAN | JAN CARBER |
| COUNT BASIE | TONY PASTOR |
| SONNY DUNHAM | ENRIC MADRIGUERA |
| JERRY WALD | FRANKIE CARL |
| JIMMY HILLIARD | GEORGE AULD |
| RAY PEARL | BOYD RAYBURN |

**Raymond Scott
and His Orchestra**
4:30-5:00 p.m.
MONDAY THRU FRIDAY

In this program Raymond Scott gives new treatment to standard jazz classics and contemporary popular music. Dorothy Collins does the singing.

Sing Along Club
9:15-9:45 a.m.
MONDAY THRU FRIDAY

The Landt Trio entertains and leads its audiences in group singing. Carol Ames adds the feminine touch. Each day a different musical contest concludes the program.

Jeri Sullivan

6:30-6:45 p.m.

MONDAY THRU FRIDAY

The magnetic and lovely Miss Sullivan, with her ever-refreshing delivery of a tune is heard in a program of popular songs. Paul Baron conducts the orchestra.

Swing and Sing

5:30-5:45 p.m.

MONDAY, WEDNESDAY, FRIDAY

The Three Sisters keep this program in the groove with their solid sending of hep tunes and jive talk. They are accompanied by selected musicians from Raymond Scott's Orchestra.

Music by Warrington

12:05-12:30 a.m.

EACH MONDAY

Composer-conductor John Warrington leads his exceptional orchestra in classical treatments of contemporary popular songs. Bon Bon and Dawn Frederick handle the vocals. This distinctly individual program originates at Station WCAU, Philadelphia.

Petrillo, Janette and McCormick

12:05-12:30 a.m.

EACH WEDNESDAY

Franklin McCormick, host, and Janette, feminine vocalist, join Cesar Petrillo's Orchestra to give CBS audiences a midnight program of mellow musical entertainment. This trio broadcasts each week from Station WBBM, Chicago.

Mildred Bailey and Company

9:30-10:00 p.m.

EACH WEDNESDAY

A gay, rollicking musical show starring Mildred Bailey, "The Ol' Rockin' Chair Lady", as mistress of ceremonies. On alternate weeks Miss Bailey introduces famous guest stars and talented but "unknown" performers. The orchestra is conducted by Paul Baron.

Columbia Presents Corwin

10:00-10:30 p.m.

EACH TUESDAY

Norman Corwin—whom *Life* calls "radio's top dramatic genius"—is producer, director, and for the most part, author of these half-hour broadcasts. The series consists of many diverse and new types of programs: (1) documentary dramas—telling the stories of three cities, three great American writers, and two great rivers; (2) radio cantatas; (3) radio musical comedies; (4) musical satires; (5) dramatic monologues; (6) original plays written by Corwin expressly for such famous actors as Orson Welles, Paul Robeson, Walter Huston, Charles Laughton, and Franchot Tone. The Norman Corwin hour is a true chain of important "first nights" in the theater of radio.

**DRAMATIC
SERIES**

Mrs. Miniver

7:30-8:00 p.m.

EACH SATURDAY

Gracious, lovely Mrs. Miniver and her husband keep open house at Starlings not far from London for various interesting characters, many of them Americans, thrown into arresting dramatic situations by the war.

Casey—

Press Photographer

5:00-5:30 p.m.

EACH SATURDAY

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

This Life Is Mine

9:45-10:00 a.m.

MONDAY THRU FRIDAY

Eden Channing, a small town school-teacher, marries a young aviator and lives in New York City while he's overseas. The story is marked by bright dialogue, and warm human insight.

The High Places

3:45-4:00 p.m.

MONDAY THRU FRIDAY

This is a story of people who commute between Connecticut and New York, pointing out the contrasts between their lives in a small town and a big city.

Wilderness Road

5:45-6:00 p.m.

MONDAY THRU FRIDAY

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

**LIGHT
ENTERTAIN-
MENT**

The Colonel

10:30-11:00 p.m.

EACH WEDNESDAY

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

Fun with Dunn

5:00-5:30 p.m.

MONDAY THRU FRIDAY

Eddie Dunn steers the festivities for a half-hour of music and laughs. He is supported by Jeff Alexander's Orchestra, by vocalists Vera Holley and Brad Reynolds. Informal interviews with members of the audience and a daily knockout quiz are regular features.

**LIGHT
ENTERTAIN-
MENT**

The Eddie Garr Revue

7:30-8:00 p.m.

EACH SUNDAY

Eddie Garr, comedian, impersonator and dramatic actor heads a gay revue, featuring Joan Brooks and Brad Reynolds, the Bobby Tucker Chorus and Ruby Newman's Orchestra. Each week, there is also a guest star from one of CBS's outstanding shows.

The Jack Pepper Show

9:00-9:30 p.m.

EACH TUESDAY

Witty Jack Pepper is joined by Columbia's "Pin-up-Voice" Jeri Sullavan, the harmony of the Murphy Sisters, Muriel, Dot and Marjorie, and Mitchel Ayers' orchestra in a new program, well-flavored with light comedy and delectable tunes.

Ted Husing

6:15-6:30 p.m.

EACH THURSDAY

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

Horse Racing

4:30-4:45 p.m.

EACH SATURDAY

Ted Husing describes the season's outstanding stake races at the Belmont Park, Aqueduct, Empire and Saratoga meetings.

**CBS ADULT
EDUCATION BOARD**

CBS Educational Programs are presented by Columbia's Department of Education with the counsel of the CBS Adult Education Board, whose members are:

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

**EDUCATIONAL
PROGRAMS**

**The American
School of the Air**

9:15-9:45 a.m.

Rebroadcast

3:30-4:00 p.m.

MONDAY THRU FRIDAY

Suspended for Summer -

Will resume broadcasts

October 9, 1944

Now in its fifteenth year on CBS, this program is broadcast in the United States and Canada. During the coming season, the Science and Geography programs will be rebroadcast to millions of the armed forces over the 400 AFRS (Armed Forces Radio Service) broadcasting stations.

MONDAY-Science

TUESDAY-Music

WEDNESDAY-Geography and History

THURSDAY-Literature

FRIDAY-Current Events

**EDUCATIONAL
PROGRAMS**

Continued

Invitation to Learning

11:30-12 noon

EACH SUNDAY

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

The People's Platform

6:15-6:45 p.m.

EACH SATURDAY

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

Of Men and Books

2:00-2:15 p.m.

EACH SATURDAY

Continuing the series in its sixth year on CBS, Orville Prescott, author and critic for the New York Times, discusses recently published books and interviews their authors.

Columbia's Country Journal

1:30-2:00 p.m.

EACH SATURDAY

Charles ("Chuck") Worcester conducts this weekly "radio farm magazine" and portrays the activities, problems, home life and opinions of America's farmers. Weekly news reports from Washington, and from farm regions throughout the country, regular reports from London, monthly dramatizations of farm problems, and the folk ballads of Burl Ives are regular features.

The Garden Gate

9:15-9:45 a.m.

EACH SATURDAY

Tom Williams, "the old dirt dobber," horticultural expert of WLAC, Nashville, answers queries on ornamental and victory gardening.

Adventures in Science

2:15-2:30 p.m.

EACH SATURDAY

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

**RELIGIOUS
BROADCASTS**

Church of the Air

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

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

Wings Over Jordan

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

Rev. Glynn T. Settle conducts this program which features the renowned thirty-voice Wings Over Jordan Choir and Negro spirituals.

The Chapel Singers

10:00-10:15 a.m.
EACH MONDAY, WEDNESDAY
AND FRIDAY

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

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

In: SPANISH
PORTUGUESE

From late afternoon till 2:00 a.m. Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized on these CBS broadcasts; elaborate musical and dramatic programs round out the entertainment schedule. Many of these programs are rebroadcast locally on standard wave by Columbia's 111 affiliated stations in Latin America.

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

CBS transmits on
W CBX, New York
W CRC, New York
W CBN, New York

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

In: ENGLISH
FRENCH
ITALIAN
GERMAN
POLISH
SERBO-CROATIAN
DUTCH
CZECH

News in eight languages, plus more than four hours of entertainment for American troops abroad, is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Short Wave Department. This schedule is continuous, around the clock, for 24 hours a day. Five shows daily are now being retransmitted by Radio Algiers, and one show by Radio Naples, Italy. On December 31, 1943, CBS began operating two new 50,000-watt transmitters to Europe, WOOC and WOOW, making five transmitters beaming programs East. On May 1, 1944, CBS put into service still another 50,000-watt transmitter, WCBN, to both Europe and Latin America.

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

CBS transmits on
W CBX, New York
W CRC, New York
W CDA, New York
W OOC, New York
W OOW, New York
W CBN, New York

SPECIAL BROADCASTS: SPRING-SUMMER

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 18: PHILIP MURRAY, President of the C.I.O., spoke from Washington, D. C., on "Labor's Wage Case": 10:30-10:45 p.m.

APRIL 24: Chairman of the Civil Service Commission, ARTHUR W. FLEMMING, spoke on the subject of "Loyalty Investigations" from New York: 5:30-5:45 p.m.

APRIL 28: From New York, GEORGE SOLOVEYCHIK, member of the Royal Institute of International Affairs, member of the Institute of Journalists, and associate member of the Foreign Press Association, discussed the "War Effort Of The European Allies": 5:30-5:45 p.m.

APRIL 30: WALTER WHITE, President of the National Association for the Advancement of Colored People, spoke from New York on "The Negro At The Fighting Front": 1:45-2:00 p.m.

MAY 2: "The Food Industry's Contribution To Price Stabilization" was discussed by PAUL S. WILLIS, President of the Grocery Manufacturers of America, Inc., in reply to Philip Murray's address of April 18: 10:30-10:45 p.m.

MAY 9: JOHN A. STEPHENS, Vice President of Industrial Relations of the United States Steel Corporation of Delaware, and Chairman of the Steel Case Research Committee, spoke from Pittsburgh on "The Facts Of The Steel Wage Case": 10:30-10:45 p.m.

MAY 9: From Washington, D. C., Representative EVERETT M. DIRKSEN of Illinois and Representative WRIGHT PATMAN of Texas debated pros and cons of "The Montgomery Ward Case": 10:45-11:00 p.m. and 11:15-11:30 p.m.

MAY 13: "A New Zealander Looks At The Post War World" was the subject of an address by WALTER NASH, New Zealand Minister to the United States: 10:45-11:00 p.m.

MAY 14: From Philadelphia, HENRY I. HARRIMAN, U.S. Employers' Delegate to the I.L.O. Conference and Vice-Chairman of New England Power Association of Boston, and PERCY JAMES CLAREY, Workers' Delegate to the I.L.O. Conference from Australia, President of the Australian Council of Trade Unions and member of the Legislative Council of Victoria, summarized the accomplishments and future aims of the I.L.O. conference: 1:45-2:00 p.m.

MAY 23: At the annual dinner of *The Churchman* in New York, BERNARD M. BARUCH, recipient of the Churchman Award for 1944, and THOMAS J. WATSON, President of the International Business Machines Corp., outlined the picture of "America In The Post War World": 10:30-10:45 p.m.

MAY 23: JAMES LAWRENCE FLY, Chairman of the Federal Communications Commission, was the first speaker on the two-day program broadcast by CBS in connection with the Congressional Celebration of the hundredth anniversary of the sending of the first telegraph message.

MR. FLY discussed the history of electrical communication from Washington: 10:45-11:00 p.m.; On the following day, Rep. ALFRED L. BULWINKLE (N. C.) and Sen. BURTON K. WHEELER (Mont.) spoke in connection with the celebration: 11:15-11:30 a.m.

MAY 28: In connection with the United Negro College Fund Campaign, JANE COWL, WILLIAM J. TRENT, JR., Executive Secretary of the United Negro College Fund, and WILLIAM JAY SCHIEFFELIN, noted chemist and philanthropist, discussed "The Role Of The United Negro Colleges In American Life": 1:45-2:00 p.m.

MAY 30: The future of "Small Business In The Post War World" was analyzed by Senator JAMES E. MURRAY of Montana, speaking from Washington, D. C.: 10:30-10:45 p.m.

JUNE 2: MAYNARD C. KRUEGER, National Chairman of the Socialist Party, U. S. A., gave the keynote speech of the Socialist Party's National Convention from Reading, Pa.: 5:30-5:45 p.m.

JUNE 3: In a speech entitled "The Washington-London Mirage Of Peace," ELY CULBERTSON, author of "Total Peace" and President of The World Federation, Inc., discussed the World Federation post-war plan of which he is author and which is sponsored by The World Federation, Inc.: 10:45-11:00 p.m.

JUNE 4: In a special broadcast from London, the history, objectives, and Anglo-American significance of the YMCA were discussed by THE ARCHBISHOP OF CANTERBURY, JOHN G. WINANT, United States Ambassador to the Court of St. James', DR. V. K. WELLINGTON KOO, Chinese Ambassador to the Court of St. James', and REV. PROFESSOR ROY D. WHITEHORN, MBE, MA, ex-moderator of the Free Church Federal Council: 2:00-2:30 p.m.

JUNE 4: In reply to the address by ARTHUR S. FLEMING, broadcast on April 24, EARL BROWDER, General Secretary of the Communist Party of U.S.A., discussed "Communists In The

Public Service" from New York: 1:45-2:00 p.m.

JUNE 11: DR. JAMES E. PAULLIN, President of the American Medical Association, spoke on "War And Medical Achievement" in connection with the meeting of the American Medical Association in Chicago: 1:45-2:00 p.m.

JUNE 13: Replying to ELY CULBERTSON'S broadcast of June 3, DR. JAMES T. SHOTWELL, Director of Economics and History of the Carnegie Endowment for International Peace, entitled his address, "Not A Holy Alliance": 10:30-10:45 p.m.

JUNE 17: "The Press In An Election Year" was discussed by JOHN P. LEWIS, Managing Editor of PM, from New York: 10:45-11:00 p.m.

JUNE 24: Preceding the Republican National Convention at Chicago, Governor JOHN W. BRICKER of Ohio made a pre-nomination address to his campaign workers: 10:45-11:00 p.m.

JUNE 27: In support of the Fifth War Loan Drive, MRS. FRANKLIN D. ROOSEVELT, MRS. HENRY MORGENTHAU, JR., and MRS. WINSTON CHURCHILL spoke from New York and London: 5:00-5:15 p.m.

JUNE 28: ALF M. LANDON, 1936 Republican Presidential nominee, spoke from Chicago in connection with the Republican National Convention: 4:45-5:00 p.m.

JULY 2: In reply to Dr. James E. Paullin's speech of June 11, "The Future Of Medical Care" was discussed by DR. ERNST P. BOAS, Chairman of the Executive Committee of the Physicians Forum: 1:45-2:00 p.m.

JULY 7: In a special program commemorating the eighth anniversary of China at war, DR. H. H. KUNG, Chinese Vice-premier and Minister of Finance discussed "Chinese Resistance": 4:45-5:00 p.m.

JULY 9: "Can America Save The Post War World?" was the subject of discussion from Chicago by Senator SAMUEL D. JACKSON of Indiana: 1:30-1:45 p.m.

CBS PROGRAM BOOK SUPPLEMENT • OCT. 1, 1944

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

NEW SOUTHWESTERN NETWORK PROGRAMS

CAMPANA SALES COMPANY

(240th Week on CBS)

Don't You Believe It

with Tobe Reed

Drama

Saturday

9:45-10:00 p.m.

PWT

ORIGINATES: KNX

Toilet articles

Wallace-Ferry-Hanly

Company

IDENTIFY CORRECTIONS - CBS SPONSORED PROGRAMS

Page 4	ALLEGHENY-LUDLUM STEEL CORPORATION	Cancel Series.
Page 4	AMERICAN TOBACCO COMPANY	Complete program originates from WABC.
Page 4	ANACIN COMPANY	Change product on "Easy Aces" to Anacin. Change product on "Friday on Broadway" to Anacin.
Page 5	ARMOUR & COMPANY	Change program listing to "Armour Presents Hedda Hopper's Hollywood". Change origination to KNX.
Sept. Supplement Page 1	COLGATE-PALMOLIVE-PEET COMPANY	"Blondie" will be rebroadcast Sunday 11:30 p.m.-12 mid.
Page 7	ELECTRIC COMPANIES ADVERTISING PROGRAM	"The Electric Hour" will originate at KNX.

KEY TO BACK COVER (same sequence as cover)

LLAN JONES
Wed. 8 p m EWT

JANE AND GOODMAN ACE
Easy Aces
Wed. 7:30 p m EWT

JESSICA DRAGONETTE
Saturday Night Serenade
Sat. 9:45 p m EWT

JANET WALDO
Corliss Archer
Thurs. 9:30 p m EWT

MAJDR BOWES
Major Bowes' Amateurs
Thurs. 9 p m EWT

ERRY DOUGLAS
e's To Romance
irs. 10:30 p m EWT

First Line
Thurs. 10 p m EWT

RAYMOND MASSEY
This Is My Best
Starts Sept. 5
Tues. 9:30 p m EWT

BENNETT KILPACK
Mr. Keen
Tracer Of Lost Persons
Thurs. 7:30 p m EWT

EILEEN FARRELL
American Melody Hour
Tues. 7:30 p m EWT

Big Town
ebs. 8 p m EWT

DICK YDRK
That Brewster Boy
Fri. 9:30 p m EWT

KAY PENTON
Friday on Broadway
Fri. 7:30 p m EWT

RAYMOND JOHNSON
Inner Sanctum
Sat. 8:30 p m EWT

Service To The Front
Fri. 8:30 p m EWT

AN TENNYSDN
Moments In Music
Wed. 10 p m EWT

JACK CARSON
The Jack Carson Show
Wed. 9:30 p m EWT

America In The Air
Sat. 7:30 p m EWT

EDWARD R. MURROW
Sun. 1:45 p m EWT

NED CALMER
Ned Calmer and the News
Sat., Sun. 6:55 p m EWT

LIAM L. SHIRER
Sun. 5:45 p m EWT

BILL HENRY
Mon. thru Fri.
8:55 p m EWT

VICTOR JDRY
Dangerously Yours
Sun. 2 p m EWT

JOHNNY MORGAN
The Johnny Morgan Show
Mon. 10:30 p m EWT

Dateline
Mon. 7:15 p m EWT

DWIN C. HILL
man Side of the News
ues. 8:15 p m EWT

JOSEPH C. HARSCH
Meaning of the News
Mon. thru Fri. 1:45 p m EWT

CLAIRE NIESEN
We Who Dream
Fri. 7:15 p m EWT

LYN MURRAY
To Your Good Health
Mon., Wed., Fri.
6:15 p m EWT

JAY C. FLIPPEN
Correction Please
Sat. 10:15 p m EWT

**MAJDR
GE FIELDING ELIDT**
CBS World News
Thurs. 6 p m EWT

JACK MACBRYDE
Death Valley Days
Thurs. 8:30 p m EWT

CHARLIE RUGGLES
Maxwell House
Iced Coffee Time
Off Aug. 25
Fri. 8 p m EWT

JACK PEPPER
The Jack Pepper Show
Tues. 9 p m EWT

NORMAN CORWIN
Columbia Presents Corwin
Tues. 10 p m EWT

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Correction Please
Sat. 10:15 p.m. EWT

**MAJOR
THE FIELDING ELIOT**
CBS World News
Thurs. 6 p.m. EWT

JACK MACBRYOE
Death Valley Days
Thurs. 8:30 p.m. EWT

CHARLIE RUGGLES
Maxwell House
Iced Coffee Time
Off Aug. 25
Fri. 8 p.m. EWT

JACK PEPPER
The Jack Pepper Show
Tues. 9 p.m. EWT

NORMAN CORWIN
Columbia Presents Corwin
Tues. 10 p.m. EWT

<p><i>Sept. Supplement Page 2</i></p>	<p>DWIGHT EDWARDS CO.</p>	<p>Change listing to "Rhythm Inn"—Variety.</p>
<p><i>Sept. Supplement Page 2</i></p>	<p>HERMAN BASCH & COMPANY</p>	<p>Change time to Thursday 3:15–3:30 p.m. PWT. Change product listing to Hammer Brand furs.</p>
<p><i>Page 17</i></p>	<p>ANDREW JERGENS COMPANY</p>	<p>Change time to 6:00–6:30 p.m. PWT. Effective October 20. Change listing to "Tonight In Hollywood" with Erskine Johnson; Change time to 6:00–6:15 p.m. PWT.</p>
<p><i>Page 17</i></p>	<p>LOS ANGELES SOAP COMPANY</p>	<p>Change time to 1:15–1:30 p.m. PWT.</p>
<p><i>Page 17</i></p>	<p>MANHATTAN SOAP CO.</p>	<p>Change agency to Duane Jones Company.</p>
<p><i>Page 18</i></p>	<p>PACIFIC GREYHOUND LINES, INC.</p>	<p>Effective October 13—cancel series.</p>
<p><i>Page 18</i></p>	<p>PLANTERS NUT AND CHOCOLATE COMPANY</p>	<p>Change time to Sunday, 9:00–9:30 p.m. PWT.</p>
<p><i>Page 18</i></p>	<p>PLOUGH, INC.</p>	<p>Cancel series.</p>
<p><i>Page 18</i></p>	<p>SIGNAL OIL COMPANY</p>	<p>Change time to Monday, 9:00–9:30 p.m. PWT.</p>
<p><i>Page 19</i></p>	<p>WESTERN SUGAR REFINERY</p>	<p>Change time to Sunday, 3:30–4:00 p.m. PWT.</p>

KEY TO BACK COVER (same sequence as cover)

LAN JONES
ed. 8 p m EWT

JANE AND GOODMAN ACE
Easy Aces
Wed. 7:30 p m EWT

JESSICA DRAGONETTE
Saturday Night Serenade
Sat. 9:45 p m EWT

JANET WALOO
Corliss Archer
Thurs. 9:30 p m EWT

MAJOR BOWES
Major Bowes' Amateurs
Thurs. 9 p m EWT

RY DOUGLAS
's To Romance
s. 10:30 p m EWT

First Line
Thurs. 10 p m EWT

RAYMONO MASSEY
This Is My Best
Starts Sept. 5
Tues. 9:30 p m EWT

BENNETT KILPACK
Mr. Keen
Tracer Of Lost Persons
Thurs. 7:30 p m EWT

EILEEN FARRELL
American Melody Hour
Tues. 7:30 p m EWT

Big Town
igs. 8 p m EWT

DICK YORK
That Brewster Boy
Fri. 9:30 p m EWT

KAY PENTON
Friday on Broadway
Fri. 7:30 p m EWT

RAYMONO JOHNSON
Inner Sanctum
Sat. 8:30 p m EWT

Service To The Front
Fri. 8:30 p m EWT

AN TENNYSON
Moments In Music
Wed. 10 p m EWT

JACK CARSON
The Jack Carson Show
Wed. 9:30 p m EWT

America In The Air
Sat. 7:30 p m EWT

EDWARD R. MURROW
Sun. 1:45 p m EWT

NED CALMER
Ned Calmer and the News
Sat., Sun. 8:55 p m EWT

LIAM L. SHIRER
un. 5:45 p m EWT

BILL HENRY
Mon. thru Fri.
8:55 p m EWT

VICTOR JORY
Dangerously Yours
Sun. 2 p m EWT

JOHNNY MORGAN
The Johnny Morgan Show
Mon. 10:30 p m EWT

Oatline
Mon. 7:15 p m EWT

WIN C. HILL
an Side of the News
es. 6:15 p m EWT

JOSEPH C. HARSCH
Meaning of the News
Mon. thru Fri. 1:45 p m EWT

CLAIRE NIESEN
We Who Dream
Fri. 7:15 p m EWT

LYN MURRAY
To Your Good Health
Mon., Wed., Fri.
6:15 p m EWT

JAY C. FLIPPEN
Correction Please
Sat. 10:15 p m EWT

MAJOR
E FIELDING ELIOT
eS World News
Thurs. 6 p m EWT

JACK MACBRYOE
Death Valley Oays
Thurs. 8:30 p m EWT

CHARLIE RUGGLES
Maxwell House
Iced Coffee Time
Off Aug. 25
Fri. 8 p m EWT

JACK PEPPER
The Jack Pepper Show
Tues. 9 p m EWT

NORMAN CORWIN
Columbia Presents Corwin
Tues. 10 p m EWT

Starts Sept. 15

KEY TO BACK COVER (same sequence as cover)

LLAN JONES
Wed. 8 p.m. EWT

JANE AND GOODMAN ACE
Easy Aces
Wed. 7:30 p.m. EWT

JESSICA DRAGONETTE
Saturday Night Serenade
Sat. 9:45 p.m. EWT

JANET WALOO
Corliss Archer
Thurs. 9:30 p.m. EWT

MAJOR BOWES
Major Bowes' Amateurs
Thurs. 9 p.m. EWT

FRY DOUGLAS
Ladies To Romance
Wed. 10:30 p.m. EWT

First Line
Thurs. 10 p.m. EWT

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This Is My Best
Starts Sept. 5
Tues. 9:30 p.m. EWT

BENNETT KILPACK
Mr. Keen
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Thurs. 7:30 p.m. EWT

EILEEN FARRELL
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Tues. 7:30 p.m. EWT

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DICK YORK
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Fri. 9:30 p.m. EWT

KAY PENTON
Friday on Broadway
Fri. 7:30 p.m. EWT

RAYMOND JOHNSON
Inner Sanctum
Sat. 8:30 p.m. EWT

Service To The Front
Fri. 8:30 p.m. EWT

FRAN TENNYSON
Moments In Music
Wed. 10 p.m. EWT

JACK CARSON
The Jack Carson Show
Wed. 9:30 p.m. EWT

America In The Air
Sat. 7:30 p.m. EWT

EDWARD R. MURROW
Sun. 1:45 p.m. EWT

NED CALMER
Ned Calmer and the News
Sat., Sun. 8:55 p.m. EWT

LIAM L. SHIRER
Sun. 5:45 p.m. EWT

BILL HENRY
Mon. thru Fri.
8:55 p.m. EWT

VICTOR JORY
Dangerously Yours
Sun. 2 p.m. EWT

JOHNNY MORGAN
The Johnny Morgan Show
Mon. 10:30 p.m. EWT

Oateline
Mon. 7:15 p.m. EWT

DWIN C. HILL
Main Side of the News
Wed. 8:15 p.m. EWT

JOSEPH C. HARSCH
Meaning of the News
Mon. thru Fri. 1:45 p.m. EWT

CLAIRE NIESEN
We Who Dream
Fri. 7:15 p.m. EWT

LYN MURRAY
To Your Good Health
Mon., Wed., Fri.
6:15 p.m. EWT

JAY C. FLIPPEN
Correction Please
Sat. 10:15 p.m. EWT

**MAJOR
GEORGE FIELDING ELIOT**
CBS World News
Thurs. 6 p.m. EWT

JACK MACBRYOE
Death Valley Days
Thurs. 8:30 p.m. EWT

CHARLIE RUGGLES
Maxwell House
Iced Coffee Time
Off Aug. 25
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JACK PEPPER
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Tues. 9 p.m. EWT

NORMAN CORWIN
Columbia Presents Corwin
Tues. 10 p.m. EWT

NATIONAL BROADCASTING COMPANY, INC.

GENERAL LIBRARY

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

CBS PROGRAM BOOK SUPPLEMENT • SEPTEMBER I

NEW AND CONTINUING PROGRAMS

<p>COLGATE-PALMOLIVE-PEET CO. (450th Week on CBS)</p> <p>Blondie <i>Comedy-drama</i></p>	<p>Sunday 8:00-8:30 p.m. 140 CBS stations ORIGINATES: KNX</p>	<p>Super Suds <i>William Esty & Company, Inc.</i></p>
<p>GENERAL FOODS CORPORATION (487th Week on CBS)</p> <p>The Adventures of the Thin Man <i>Mystery drama</i> Starts Sept. 15</p> <p>The Aldrich Family <i>Comedy-drama</i></p> <p>Toasties Time with Fanny Brice <i>Variety</i> Starts Sept. 17</p>	<p>Friday 8:30-8:55 p.m. <i>Rebroadcast:</i> 12:30-12:55 a.m. 136 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:30 p.m. <i>Rebroadcast:</i> 12:00 mid.-12:30 a.m. 122 CBS stations ORIGINATES: WABC</p> <p>Sunday 6:30-7:00 p.m. <i>Rebroadcast:</i> 10:30-11:00 p.m. 143 CBS stations ORIGINATES: KNX</p>	<p>Post's Raisin Bran, Maxwell House Coffee <i>Benton & Bowles Inc.</i></p> <p>Postum <i>Young & Rubicam, Inc.</i></p> <p>Post Toasties <i>Benton & Bowles, Inc.</i></p>
<p>MARYLAND PHARMACEUTICAL COMPANY</p> <p>Bob Trout News Starts Sept. 23</p>	<p>Saturday 6:55-7:00 p.m. 20 CBS stations ORIGINATES: WABC</p>	<p>Rem <i>Joseph Katz Company</i></p>
<p>SCHENLEY IMPORT CORP. (72nd Week on CBS)</p> <p>This Is My Best Starts Sept. 15</p>	<p>Tuesday 9:30-10:00 p.m. 74 CBS stations ORIGINATES: WABC</p>	<p>Cresta Blanca Wines <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>

KEY TO BACK COVER (same sequence as cover)

<p>BLAN JONES Wed. 8 p.m. EWT</p>	<p>JANE AND GOODMAN ACE Easy Aces Wed. 7:30 p.m. EWT</p>	<p>JESSICA DRAGONETTE Saturday Night Serenade Sat. 9:45 p.m. EWT</p>	<p>JANET WALOO Corliss Archer Thurs. 9:30 p.m. EWT</p>	<p>MAJOR BOWES Major Bowes' Amateurs Thurs. 9 p.m. EWT</p>
<p>BARRY DOUGLAS He's To Romance Thurs. 10:30 p.m. EWT</p>	<p>First Line Thurs. 10 p.m. EWT</p>	<p>RAYMOND MASSEY This Is My Best Starts Sept. 5 Tues. 9:30 p.m. EWT</p>	<p>BENNETT KILPACK Mr. Keen Tracer Of Lost Persons Thurs. 7:30 p.m. EWT</p>	<p>EILEEN FARRELL American Melody Hour Tues. 7:30 p.m. EWT</p>
<p>Big Town Thurs. 8 p.m. EWT</p>	<p>DICK YORK That Brewster Boy Fri. 9:30 p.m. EWT</p>	<p>KAY PENTON Friday on Broadway Fri. 7:30 p.m. EWT</p>	<p>RAYMOND JOHNSON Inner Sanctum Sat. 8:30 p.m. EWT</p>	<p>Service To The Front Fri. 8:30 p.m. EWT</p>
<p>FRAN TENNYSON Moments In Music Wed. 10 p.m. EWT</p>	<p>JACK CARSON The Jack Carson Show Wed. 9:30 p.m. EWT</p>	<p>America In The Air Sat. 7:30 p.m. EWT</p>	<p>EDWARD R. MURROW Sun. 1:45 p.m. EWT</p>	<p>NED CALMER Ned Calmer and the News Sat., Sun. 8:55 p.m. EWT</p>
<p>LIAM L. SHIRER Sun. 5:45 p.m. EWT</p>	<p>BILL HENRY Mon. thru Fri. 8:55 p.m. EWT</p>	<p>VICTOR JORY Dangerously Yours Sun. 2 p.m. EWT</p>	<p>JOHNNY MORGAN The Johnny Morgan Show Mon. 10:30 p.m. EWT</p>	<p>Oateline Mon. 7:15 p.m. EWT</p>
<p>DWIN C. HILL Man Side of the News Wed. 8:15 p.m. EWT</p>	<p>JOSEPH C. HARSCH Meaning of the News Mon. thru Fri. 1:45 p.m. EWT</p>	<p>CLAIRE NIESEN We Who Dream Fri. 7:15 p.m. EWT</p>	<p>LYN MURRAY To Your Good Health Mon., Wed., Fri. 6:15 p.m. EWT</p>	<p>JAY C. FLIPPEN Correction Please Sat. 10:15 p.m. EWT</p>
<p>MAJOR GEORGE FIELDING ELIOT CBS World News Thurs. 6 p.m. EWT</p>	<p>JACK MACBRYOE Death Valley Days Thurs. 8:30 p.m. EWT</p>	<p>CHARLIE RUGGLES Maxwell House Iced Coffee Time Off Aug. 25 Fri. 8 p.m. EWT</p>	<p>JACK PEPPER The Jack Pepper Show Tues. 9 p.m. EWT</p>	<p>NORMAN CORWIN Columbia Presents Corwin Tues. 10 p.m. EWT</p>

August 15

ALLIED INVASION OF SOUTHERN FRANCE

When the War Department notified CBS at 1 a.m. to stand by for an important announcement and to monitor Rome and Algiers, Everett Holles, CBS assistant director of news broadcasts, and a staff of reporters and analysts, all veterans of the D-Day coverage broadcast news reports every half-hour. The official communique announcing the landings near Cannes was issued at 6:10 a.m. During the day CBS brought in its overseas correspondents: Winston Burdett from Allied Headquarters in Italy; Eric Sevareid representing the combined networks who landed with the first waves of Americans; George Moorad who flew over the beaches in a bomber. Intermittently reports came in from the CBS Washington news staff standing by in the press room of the Pentagon.

Note:

On August 8 CBS news headquarters in New York advised CBS affiliated stations to be ready to take important news broadcasts through a revised "beep" signal alert, brief intervals of tone superimposed on the current program. The *super-beep* (5 seconds) indicates news of great moment; *two beeps*, important or exclusive news, usually an overseas pickup; *three beeps* for news bulletin originating in the United States; *five beeps* indicating a news analysis or feature broadcast.

400 CBS PACIFIC NETWORK PROGRAMS

DWIGHT EDWARDS CO.

Untitled Music

Starts Sept. 17

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

Coffee
McCann-Erickson, Inc.

GROVE LABORATORIES, INC.

**Bill Haworth
and the News**

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

Cold Tablets and
B-Complex Vitamins
*Russell M. Seeds
Company*

**HERMAN BASCH & COMPANY
(3rd Week on CBS)**

Ona Munson In Hollywood
Hollywood news

Thursday
3:15-3:30 p.m.
PWT
ORIGINATES: KNX

Hammered Brand Furs
Kelly, Nason, Inc.

NEW CBS CALIFORNIA NETWORK PROGRAMS

WILSHIRE OIL COMPANY

That's a Good Idea
Drama

Saturday
6:30-6:45 p.m.
PWT
ORIGINATES: KNX

Motor Oil
Dan B. Miner Agency

NORTHERN CALIFORNIA - KOS SAN FRANCISCO PROGRAMS

Page 4

**ALLEGHENY-LUDLUM STEEL
CORPORATION**

Effective Sept. 23—Cancel series.

Page 6

CAMPBELL SOUP COMPANY

Change time of "The Jack Carson Show" to Wednesday 9:30-10:00 p.m.

Page 7

CUDAHY PACKING COMPANY

List program as "Tena and Tim".

Page 7

**ELECTRIC COMPANIES
ADVERTISING PROGRAM**

Effective Sept. 20. Resume series. List program as "The Electric Hour" with Nelson Eddy.

Page 8

GENERAL ELECTRIC

Change in products and agency: Mon., Tues., Thurs., Fri.—Electronics, Maxon, Inc.; Wed.—Electrical appliances, Young & Rubicam, Inc.; Sat.—Institutional, Batten, Barton, Durstine & Osborn, Inc.

KEY TO BACK COVER (same sequence as cover)

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<p>FRY DOUGLAS e's To Romance Fri. 10:30 p.m. EWT</p>	<p>First Line Thurs. 10 p.m. EWT</p>	<p>RAYMOND MASSEY This Is My Best Starts Supt. 5 Tues. 9:30 p.m. EWT</p>	<p>BENNETT KILPACK Mr. Keen Tracer Of Lost Persons Thurs. 7:30 p.m. EWT</p>	<p>EILEEN FARRELL American Melody Hour Tues. 7:30 p.m. EWT</p>
<p>Big Town Tues. 8 p.m. EWT</p>	<p>DICK YDRK That Brewster Boy Fri. 9:30 p.m. EWT</p>	<p>KAY PENTON Friday on Broadway Fri. 7:30 p.m. EWT</p>	<p>RAYMOND JOHNSON Inner Sanctum Sat. 8:30 p.m. EWT</p>	<p>Service To The Front Fri. 8:30 p.m. EWT</p>
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<p>LIAM L. SHIRER Sun. 5:45 p.m. EWT</p>	<p>BILL HENRY Mon. thru Fri. 8:55 p.m. EWT</p>	<p>VICTOR JORY Dangerously Yours Sun. 2 p.m. EWT</p>	<p>JOHNNY MORGAN The Johnny Morgan Show Mon. 10:30 p.m. EWT</p>	<p>Oatline Mon. 7:15 p.m. EWT</p>
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MONTHLY CORRECTIONS - KEY TO AIRSOUND PATTERNS (Continued)

<i>Page 8</i>	GENERAL FOODS CORPORATION	Effective Sept. 17—Change time on “Kate Smith Hour” to Sunday 7:00-8:00 p.m., Rebroadcast: 11:30 p.m.-12:30 a.m. Change number of stations to 143.
<i>Page 9</i>		Cancel “Maxwell House Iced Coffee Time” series.
<i>Page 10</i>	LEVER BROTHERS COMPANY	Effective Sept. 20—Change origination of “The Frank Sinatra Show” to WABC.
<i>Page 11</i>	LOCKHEED AIRCRAFT CORP.	Cancel series.
<i>Page 12</i>	NOXZEMA CHEMICAL CO.	Change time to Saturday 7:00-7:30 p.m. Rebroadcast: 10:15-10:45 p.m.
<i>Page 12</i>	PABST SALES CO.	Change listing to “The Kenny Baker Program”.
<i>Page 12</i>	PACIFIC COAST BORAX CO.	Change listing to “Death Valley Sheriff”.
<i>Page 14</i>	ROMA WINE CO., INC.	Effective Sept. 14—Shift rebroadcast time to Thursday 12:00-12:30 a.m.
<i>Page 14</i>	SCHENLEY IMPORT CORP.	Cancel “The Doctor Fights” program.
<i>Page 15</i>	THE TEXAS COMPANY	Change origination to WABC.
<i>Page 16</i>	WM. WRIGLEY, JR., COMPANY	Effective Sept. 16—Change time of “America In the Air” to Saturday 7:30-8:00 p.m., Rebroadcast 11:00-11:30 p.m. Effective Sept. 12—Change time of “Service to the Front” to Tuesday 10:00-10:30 p.m. Cancel repeat broadcasts.

KEY TO BACK COVER (same sequence as cover)

<p>LLAN JONES Wed. 8 p.m. EWT</p>	<p>JANE AND GOODMAN ACE Easy Aces Wed. 7:30 p.m. EWT</p>	<p>JESSICA DRAGONETTE Saturday Night Serenade Sat. 9:45 p.m. EWT</p>	<p>JANET WALOO Corliss Archer Thurs. 9:30 p.m. EWT</p>	<p>MAJOR BOWES Major Bowes' Amateurs Thurs. 9 p.m. EWT</p>
<p>FRY DOUGLAS e's To Romance Wed. 10:30 p.m. EWT</p>	<p>First Line Thurs. 10 p.m. EWT</p>	<p>RAYMOND MASSEY This Is My Best Starts Sept. 5 Tues. 9:30 p.m. EWT</p>	<p>BENNETT KILPACK Mr. Keen Tracer Of Lost Persons Thurs. 7:30 p.m. EWT</p>	<p>EILEEN FARRELL American Melody Hour Tues. 7:30 p.m. EWT</p>
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MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

<i>Page 17</i>	HUNT BROTHERS PACKING CO.	Cancel "William Winter" and "Hollywood Barn Dance".
<i>Page 17</i>	LOS ANGELES SOAP COMPANY	Change time to Mon. thru Fri. 1:15-1:30 p.m.
<i>Page 18</i>	PLANTERS NUT AND CHOCOLATE COMPANY	Change time to Sunday 9:30-10:00 p.m. PWT.
<i>Page 18</i>	SIGNAL OIL COMPANY	Effective Sept. 20—Change time to Wednesday 9:30-10:00 p.m. PWT.
<i>Page 19</i>	WESTERN SUGAR REFINERY	Effective Sept. 17—Change time to Sunday 3:30-4:00 p.m. PWT.

MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

<i>Page 19</i>	BEKINS VAN AND STORAGE CO.	Effective Sept. 22—Cancel series.
<i>Page 19</i>	KAY JEWELRY COMPANY	Effective Sept. 10—Cancel series.

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Wed. 8 p.m. EWT

JANE AND GOODMAN ACE
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JEAN TENNYSON
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The Jack Carson Show
Wed. 9:30 p.m. EWT

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EDWARD R. MURROW
Sun. 1:45 p.m. EWT

NED CALMER
Ned Calmer and the News
Sat., Sun. 8:55 p.m. EWT

WILLIAM L. SHIRER
Sun. 5:45 p.m. EWT

BILL HENRY
Mon. thru Fri.
8:55 p.m. EWT

VICTOR JORDY
Dangerously Yours
Sun. 2 p.m. EWT

JOHNNY MORGAN
The Johnny Morgan Show
Mon. 10:30 p.m. EWT

Dateline
Mon. 7:15 p.m. EWT

EDWIN C. HILL
Human Side of the News
Tues. 6:15 p.m. EWT

JOSEPH C. HARSCH
Meaning of the News
Mon. thru Fri. 1:45 p.m. EWT

CLAIRE NIESEN
We Who Dream
Fri. 7:15 p.m. EWT

LYN MURRAY
To Your Good Health
Mon., Wed., Fri.
6:15 p.m. EWT

JAY C. FLIPPEN
Correction Please
Sat. 10:15 p.m. EWT

MAJOR RICHARD FIELDING ELIOT
CBS World News
Thurs. 6 p.m. EWT

JACK MACBRYDE
Death Valley Days
Thurs. 8:30 p.m. EWT

CHARLIE RUGGLES
Maxwell House
Iced Coffee Time
Off Aug. 25
Fri. 8 p.m. EWT

JACK PEPPER
The Jack Pepper Show
Tues. 9 p.m. EWT

ANDREW CORWIN
Columbia Presents Corwin
Tues. 10 p.m. EWT

THE COLUMBIA BROADCASTING SYSTEM

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San Francisco 5 • 49 Hallam Street, W. 1, London, Eng. • Cable address, Columbia, New York

KEY TO BACK COVER (same sequence as cover)

LLAN JONES
Wed. 8 p.m. EWT

JANE AND GOODMAN ACE
Easy Aces
Wed. 7:30 p.m. EWT

JESSICA DRAGONETTE
Saturday Night Serenade
Sat. 9:45 p.m. EWT

JANET WALOO
Corliss Archer
Thurs. 9:30 p.m. EWT

MAJOR BOWES
Major Bowes' Amateurs
Thurs. 9 p.m. EWT

ERRY DOUGLAS
6's To Romance
Tues. 10:30 p.m. EWT

First Line
Thurs. 10 p.m. EWT

RAYMOND MASSEY
This Is My Best
Starts Sept. 5
Tues. 9:30 p.m. EWT

BENNETT KILPACK
Mr. Keen
Tracer Of Lost Persons
Thurs. 7:30 p.m. EWT

EILEEN FARRELL
American Melody Hour
Tues. 7:30 p.m. EWT

Big Town
Tues. 8 p.m. EWT

DICK YORK
That Brewster Boy
Fri. 9:30 p.m. EWT

KAY PENTON
Friday on Broadway
Fri. 7:30 p.m. EWT

RAYMOND JOHNSON
Inner Sanctum
Sat. 8:30 p.m. EWT

Service To The Front
Fri. 8:30 p.m. EWT

IAN TENNYSON
Moments In Music
Wed. 10 p.m. EWT

JACK CARSON
The Jack Carson Show
Wed. 9:30 p.m. EWT

America In The Air
Sat. 7:30 p.m. EWT

EDWARD R. MURROW
Sun. 1:45 p.m. EWT

NED CALMER
Ned Calmer and the News
Sat., Sun. 8:55 p.m. EWT

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