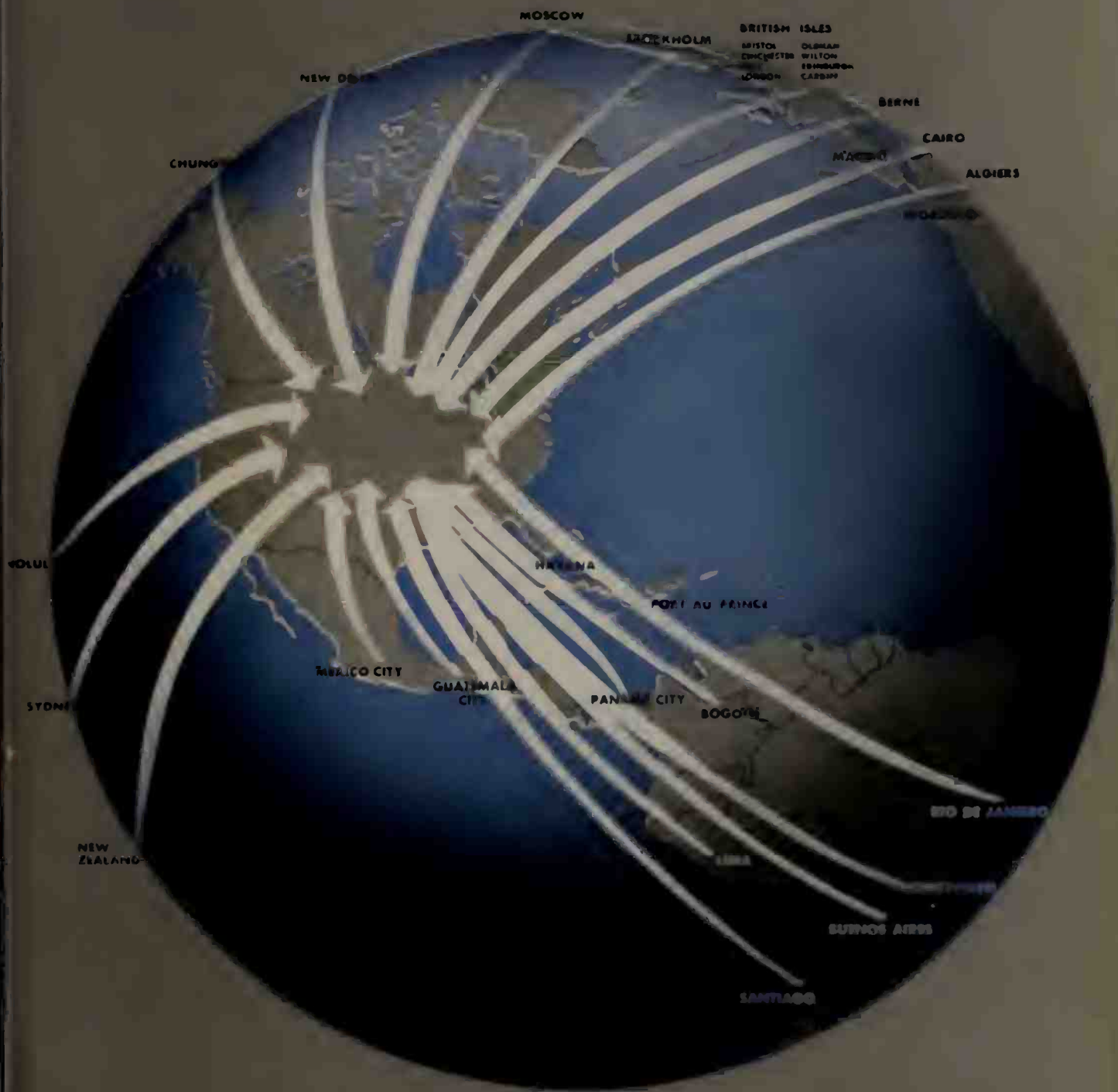


CBS PROGRAM BOOK • SPRING, 1944

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To CBS: from all around the earth, 1943 brought hundreds of eyewitness accounts by Columbia's correspondents, reporting world news events. Many of the points where these broadcasts originated are shown upon this globe; others, for reasons of military security, cannot be so precisely identified. In all, CBS listeners heard reports in 1943 from 24 countries outside the United States.

SPRING, 1944

THE COLUMBIA PROGRAM BOOK

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May 1, 1944

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"Weeks on CBS"
as of May 1, 1944

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ADMIRAL CORPORATION (82nd 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 (30th Week on CBS) Mother and Dad <i>Music</i>	Saturday 5:30-6:00 p.m. 39 CBS stations ORIGINATES: WABC	Institutional <i>Walker & Downing</i>
AMERICAN OIL COMPANY (238th 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 1:30-1:45 p.m. 61 CBS stations ORIGINATES: BBC, LONDON	Amoco-Gas, American Gas and Services <i>Joseph Katz Company</i>
AMERICAN TOBACCO COMPANY (417th 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. 124 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Foote, Cone & Belding</i>
ANACIN COMPANY (378th Week on CBS) Our Gal, Sunday <i>Serial drama</i> Easy Aces <i>Serial Comedy-Drama</i> Friday on Broadway <i>Music</i> The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 130 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 Mon., Tues. 12:30-12:45 p.m. 131 CBS stations ORIGINATES: WBBM	Anacin <i>Dancer-Fitzgerald-Sample</i> Anacin, Kolynos Toothpaste Anacin, Bi-so-dol Mints Benefax
ANCHOR-HOCKING GLASS CORP. (17th Week on CBS) Corliss Archer <i>Dramatic series</i>	Saturday 5:00-5:30 p.m. 123 CBS stations ORIGINATES: KNX	Institutional <i>William H. Weintraub & Co., Inc.</i>

<p>ARMSTRONG CORK COMPANY (134th Week on CBS)</p> <p>Armstrong's Theater of Today <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 132 CBS stations ORIGINATES: WABC</p>	<p>Armstrong's Quaker Rugs <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>P. BALLANTINE & SONS (60th Week on CBS)</p> <p>Broadway Showtime with Johnny Morgan <i>Musical comedy</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. (65th Week on CBS)</p> <p>Renfro Valley Folks <i>Hillbilly variety</i></p>	<p>Wed., Thurs. 8:15-8:30 a.m. Friday 8:15-8:45 a.m. Sunday 9:15-9:45 a.m. 29 CBS stations ORIGINATES: WHAS</p>	<p>Ballard's Obelisk Flour <i>Henri, Hurst & McDonald, Inc.</i></p>
<p>BAYER COMPANY (118th Week on CBS)</p> <p>American Melody Hour with Eileen Farrell, Bob Hannon, Evelyn MacGregor, Remo Bolognini, orchestra and chorus</p> <p>Second Husband <i>Serial drama</i></p>	<p>Tuesday 7:30-8:00 p.m. 120 CBS stations ORIGINATES: WABC</p> <p>Thurs., Fri. 11:15-11:30 a.m. 13 CBS stations ORIGINATES: WARC</p>	<p>Bayer Aspirin <i>Dancer-Fitzgerald-Sample</i></p>
<p>BISODOL COMPANY (586th Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Wed., Thurs., Fri. 12:30-12:45 p.m. 131 CBS stations ORIGINATES: WBBM</p>	<p>Bi-so-dol <i>Dancer-Fitzgerald-Sample</i></p>
<p>BOURJOIS, INC. (250th Week on CBS)</p> <p>Here's to Romance Harry Cool, Jim Ameche, and the Ray Bloch Orchestra <i>Variety</i></p>	<p>Thursday 10:30-11:00 p.m. 120 CBS stations ORIGINATES: WABC</p>	<p>Evening in Paris Face Powder <i>Foote, Cone & Belding</i></p>
<p>BOWEY'S, INC. (257th 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>

<p>CAMPBELL SOUP COMPANY (490th Week on CBS)</p> <p>The Jack Carson Show with Freddie Martin's orchestra <i>Comedy, variety</i></p> <p>Radio Reader's Digest with Conrad Nagel, Don Bryan's orchestra, and guest stars <i>Drama</i></p>	<p>Wednesday 9:30-10:00 p.m. 120 CBS stations ORIGINATES: KNX</p> <p>Sunday 9:00-9:30 p.m. 121 CBS stations ORIGINATES: WABC</p>	<p>Campbell's Soups <i>Foote, Cone & Belding</i></p> <p><i>Ward Wheelock Company</i></p>
<p>CELANESE CORPORATION OF AMERICA (121st Week on CBS)</p> <p>Great Moments in Music with Jean Tennyson and guest stars <i>Music</i></p>	<p>Wednesday 10:00-10:30 p.m. 135 CBS stations ORIGINATES: WABC</p>	<p>Celanese Products <i>Young & Rubicam, Inc.</i></p>
<p>CENTAUR DIVISION, STERLING DRUG, INC. (244th Week on CBS)</p> <p>Big Town <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 122 CBS stations 26 CBC stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Pedler, Ryan & Lusk, Inc.</i></p>
<p>*CHEMICALS, INC. (62nd Week on CBS) <i>News</i></p>	<p>Saturday 1:25-1:30 p.m. 8 CBS stations ORIGINATES: WEEI</p>	<p>Vano Household Cleaner <i>Garfield & Guild</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (286th Week on CBS)</p> <p>Dr. Christian with Jean Hersholt <i>Drama</i></p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 131 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION (125th Week on CBS)</p> <p>Major Bowes' Amateurs <i>Variety</i></p>	<p>Thursday 9:00-9:30 p.m. 128 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY (245th Week on CBS)</p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, David Ross, and guest soloists <i>Music</i></p>	<p>Sunday 4:30-5:00 p.m. 135 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>

* Program or client not listed in Winter Program Book

**COLGATE-PALMOLIVE-PEET
COMPANY**

133rd Week on CBS)

Judy Canova Show

Variety

Inner Sanctum

Mystery Drama

Tuesday
8:30-8:55 p.m.
Rebroadcast
12 mid.-12:25 a.m.
124 CBS stations
ORIGINATES: KNX

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

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

Palmolive Shave Cream
Ted Bates, Inc.

CONTINENTAL BAKING CO., INC.

186th Week on CBS)

Bachelor's Children

Serial drama

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
3:45-4:00 p.m.
46 CBS stations
ORIGINATES: WBBM

Wonder Bread, Hostess
Cake
Ted Bates, Inc.

CORN PRODUCTS REFINING CO.

195th Week on CBS)

Stage Door Canteen

Variety

Friday
10:30-11:00 p.m.
53 CBS stations
ORIGINATES: WABC

All Products
C. L. Miller Company

CREAM OF WHEAT CORP.

195th Week on CBS)

Let's Pretend

Drama

Saturday
11:05-11:30 a.m.
121 CBS stations
ORIGINATES: WABC

Cream of Wheat Cereal
*Batten, Barton
Durstine & Osborn, Inc.*

JUDAHY PACKING COMPANY

174th Week on CBS)

Something to Talk About

Talks

Mon. thru Fri.
4:30-4:45 p.m.
14 CBS stations
ORIGINATES: WBBM

Delrich Margarine
Grant Advertising, Inc.

MURTISS CANDY COMPANY

187th Week on CBS)

News

with Warren Sweeney

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

Candy
C. L. Miller Company

**ELECTRIC COMPANIES
ADVERTISING PROGRAM**

140th Week on CBS)

Report to the Nation

Dramatized news

Wednesday
10:30-11:00 p.m.
132 CBS stations
ORIGINATES: WABC

Institutional
N. W. Ayer & Son, Inc.

<p>EMERSON DRUG COMPANY (208th Week on CBS)</p> <p>Vox Pop with Parks Johnson and Warren Hull <i>Interview quiz</i></p>	<p>Monday 8:00-8:30 p.m. 124 CBS stations ORIGINATES: ON TOUR</p>	<p>Bromo-Seltzer <i>Ruthrauff & Ryan, Inc.</i></p>
<p>ENGLANDER COMPANY (7th Week on CBS)</p> <p>We Who Dream <i>Drama</i></p>	<p>Friday 7:15-7:30 p.m. 49 CBS stations ORIGINATES: WABC</p>	<p>Springs and Mattresses <i>The Biow Company</i></p>
<p>EVERSHARP, INC. (239th Week on CBS)</p> <p>Take It or Leave It with Phil Baker and Jacques Renard's Orchestra <i>Quiz</i></p>	<p>Sunday 10:00-10:30 p.m. 122 CBS stations ORIGINATES: KNX</p>	<p>Eversharp Pens and Pencil <i>The Biow Company</i></p>
<p>GENERAL ELECTRIC (113th Week on CBS)</p> <p>The World Today <i>News</i></p>	<p>Mon. thru Sat. 6:45-6:55 p.m. 121 CBS stations ORIGINATES: WABC AND REMOTE</p>	<p>Institutional <i>Maxon, Inc.</i></p>
<p>GENERAL FOODS CORPORATION (470th Week on CBS)</p> <p>Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller's Orchestra and guest stars <i>Variety</i></p> <p>The Adventures of the Thin Man <i>Mystery Drama</i></p> <p>Kate Smith Speaks Ted Collins with the News <i>Talks and News</i></p> <p>Joyce Jordan, M.D. <i>Serial drama</i></p>	<p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12 mid.-12:55 a.m. 122 CBS stations ORIGINATES: WABC</p> <p>Sunday 10:30-11:00 p.m. 120 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12noon-12:15p.m. 115 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:15-2:30 p.m. 121 CBS stations ORIGINATES: WABC</p>	<p>Jell-O Jell-O Puddings, Sanka <i>Young & Rubicam, Inc.</i></p> <p>Post Toasties <i>Benton & Bowles, Inc.</i></p> <p>Calumet, Swansdown <i>Young & Rubicam, Inc.</i></p> <p>La France, Satina, Postum Post's Raisin Bran <i>Young & Rubicam, Inc.</i></p>

<p>The Dinah Shore Program with Wally Brown, the Joseph Lilley Singers, and Guest Stars <i>Variety</i></p> <p>Young Dr. Malone <i>Serial drama</i></p> <p>*Portia Faces Life <i>Serial drama</i></p>	<p>Thursday 9:30-10:00 p.m. 128 CBS stations ORIGINATES: KXX</p> <p>Mon. thru Fri. 2:30-2:45 p.m. 121 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:00-2:15 p.m. 121 CBS stations ORIGINATES: WABC</p>	<p>Birds Eye Frosted Foods <i>Young & Rubicam, Inc.</i></p> <p>Post's 40% Bran Flakes <i>Benton & Bowles, Inc.</i></p> <p>Grape Nuts Flakes, Wheatmeal <i>Young & Rubicam, Inc.</i></p>
<p>GENERAL MILLS, INC. <i>(518th Week on CBS)</i></p> <p>Kitty Foyle <i>Serial drama</i></p> <p>Valiant Lady <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 43 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:15-11:30 a.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p> <p>Bisquick <i>Knox Reeves Advertising, Inc.</i></p>
<p>B. F. GOODRICH CO. <i>(59th Week on CBS)</i></p> <p>Meaning of the News with Joseph C. Harsch <i>News</i></p>	<p>Mon. thru Fri. 6:55-7:00 p.m. 127 CBS stations ORIGINATES: WTOP AND WABC</p>	<p>Institutional <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>GOODYEAR TIRE & RUBBER CO. <i>(12th Week on CBS)</i></p> <p>The Star and The Story with Walter Pidgeon and guest artists <i>Drama</i></p>	<p>Sunday 8:00-8:30 p.m. 131 CBS stations ORIGINATES: KXX</p>	<p>Institutional <i>Young & Rubicam, Inc.</i></p>
<p>GULF OIL CORPORATION <i>(533rd Week on CBS)</i></p> <p>We, the People, at War with Milo Boulton and Oscar Bradley's orchestra <i>Real life experiences</i></p>	<p>Sunday 7:30-8:00 p.m. 96 CBS stations ORIGINATES: WABC</p>	<p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p>

<p>THE HUDSON COAL COMPANY (32nd Week on CBS)</p> <p>CBS News of the World <i>News</i></p>	<p>Sunday 9:00-9:15 a.m. 21 CBS stations ORIGINATES: WABC</p>	<p>Delaware and Hudson Coal <i>The Clements Company Inc.</i></p>
<p>INTERNATIONAL SILVER COMPANY (320th Week on CBS)</p> <p>Silver Theater <i>Drama</i></p>	<p>Sunday 6:00-6:30 p.m. 63 CBS stations ORIGINATES: KNX</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>
<p>JOHNS-MANVILLE CORPORATION (143rd Week on CBS)</p> <p>Bill Henry <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 61 CBS stations ORIGINATES: WABC AND WTOP</p>	<p>Insulation <i>J. Walter Thompson Co.</i></p>
<p>JOHNSON & JOHNSON (160th 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. 133 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, Inc.</i></p>
<p>KOLYNOS COMPANY (586th Week on CBS)</p> <p>Mr. Keen. Tracer of Lost Persons <i>Mystery-drama</i></p>	<p>Thursday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Kolynos Toothpaste and Anacin <i>Dancer-Fitzgerald- Sample</i></p>
<p>LADY ESTHER, LTD. (542nd Week on CBS)</p> <p>Screen Guild Players <i>Drama</i></p>	<p>Monday 10:00-10:30 p.m. 122 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 (456th 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></p> <p>Burns and Allen with Felix Mills' Orchestra <i>Comedy-Variety</i></p> <p>The Frank Sinatra Show <i>Variety</i></p>	<p>Monday 9:00-10:00 p.m. 135 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. 131 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>Big Sister <i>Serial drama</i></p> <p>Bright Horizon with Richard Kollmar <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:45-12 noon 52 CBS stations 31 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:15-12:30 p.m. 135 CBS stations 31 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 3:30-3:45 p.m. 134 CBS stations ORIGINATES: WABC</p>	<p>Spry <i>Ruthrauff & Ryan, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Swan Soap <i>Young & Rubicam, Inc.</i></p>
<p>LEWIS-HOWE COMPANY <i>(99th Week on CBS)</i></p> <p>Correction, Please with J. C. Flippen and Nat 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 & Cunnyngham, Inc.</i></p>
<p>LIGGETT & MYERS TOBACCO COMPANY <i>(600th 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. 122 CBS stations ORIGINATES: KNX</p>	<p>Chesterfield Cigarettes <i>Newell-Emmett Co.</i></p>
<p>P. LORILLARD COMPANY <i>(331st Week on CBS)</i></p> <p>+ Allan Jones with Frankie Carle's Orchestra <i>Variety</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid. 12:30 a.m. 121 CBS stations ORIGINATES: WABC</p>	<p>Old Gold Cigarettes <i>J. Walter Thompson Co.</i></p>
<p>THE MENNEN COMPANY <i>(241st Week on CBS)</i></p> <p>Ed Sullivan Entertains <i>Interviews</i></p>	<p>Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 121 CBS stations ORIGINATES: WABC</p>	<p>Shave Products <i>Russel M. Seeds Company, Inc.</i></p>
<p>MINNEAPOLIS-HONEYWELL REGULATOR CO. <i>(47th 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>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
C. F. MUELLER COMPANY <i>(145th Week on CBS)</i> Isabel Manning Hewson <i>Narrator</i>	Mon., Wed., Fri. 9:45-10:00 a.m. 30 CBS stations ORIGINATES: WABC	Macaroni Products <i>Duane Jones Co.</i>
*NOXZEMA CHEMICAL CO. <i>(87th Week on CBS)</i> Mayor of the Town with Lionel Barrymore <i>Drama</i>	Saturday 7:00-7:30 p.m. <i>Rebroadcast</i> 10:15-10:45 p.m. 55 CBS stations ORIGINATES: KNX	All Products <i>Ruthrauff & Ryan, Inc.</i>
OWENS-ILLINOIS GLASS CO. <i>(51st Week on CBS)</i> Broadway Matinee with Alfred Drake, Allen Roth's Orchestra and Guests. <i>Variety</i>	Mon. thru Fri. 4:00-4:25 p.m. 123 CBS stations ORIGINATES: WABC	Duraglas <i>J. Walter Thompson Co.</i>
PABST SALES CO. <i>(57th Week on CBS)</i> Blue Ribbon Town with Groucho Marx, Fay McKenzie, Donald Dickson and Robert Arinbruster's Orchestra <i>Comedy variety</i>	Saturday 8:00-8:30 p.m. 113 CBS stations ORIGINATES: KNX	Pabst Blue Ribbon Beer <i>Warwick & Legler, Inc.</i>
PACIFIC COAST BORAX CO. <i>(147th Week on CBS)</i> Death Valley Days <i>Drama</i>	Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 62 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo, 20 Mule Team Borax Soap Chips <i>McCann-Erickson, Inc.</i>
THE PARKER PEN CO. <i>(96th Week on CBS)</i> Ned Calmer and the News	Sat., Sun. 8:55-9:00 p.m. 131 CBS stations ORIGINATES: WABC	Quink <i>J. Walter Thompson Co.</i>
PET MILK SALES CORPORATION <i>(545th Week on CBS)</i> Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus <i>Music</i> Mary Lee Taylor Home Economist	Saturday 9:45-10:15 p.m. 67 CBS stations ORIGINATES: WABC Saturday 10:30-11:00 a.m. <i>Rebroadcast</i> 2:00-2:30 p.m. 83 CBS stations ORIGINATES: KMOX	Irradiated Pet Milk <i>Gardner Advertising Company</i>

*Program or client not listed in Winter Program Book

**CHARLES H. PHILLIPS
CHEMICAL CO.**

(337th Week on CBS)

Amanda of Honeymoon Hill

Serial drama

Mon. thru Fri.
11:00-11:15 a.m.

43 CBS stations
ORIGINATES: WABC

Phillips Toothpaste &
Phillips Tablets

*Dancer-Fitzgerald-
Sample*

PHILIP MORRIS & COMPANY, LTD.

(403rd 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.
119 CBS stations
ORIGINATES: WABC

Philip Morris Cigarettes

The Biow Company

Friday
9:00-9:30 p.m.

Rebroadcast
11:30 p.m.-12 mid.
120 CBS stations
ORIGINATES: WABC

* **PILLSBURY FLOUR MILLS CO.**

(294th 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.

(496th 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.

63 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.

62 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.

44 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, Ivory Flakes

*Pedlar, Ryan & Lusk,
Inc.*

<p>PRUDENTIAL INSURANCE COMPANY OF AMERICA (256th Week on CBS)</p> <p>Prudential Family Hour with Gladys Swarthout, Jack Smith, Jose Ferrer, Reed Kennedy, Al Goodman's Orchestra, and chorus <i>Music</i></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>THE QUAKER OATS COMPANY (127th Week on CBS)</p> <p>That Brewster Boy <i>Comedy drama</i></p>	<p>Friday 9:30-10:00 p.m. 122 CBS stations ORIGINATES: WBBM</p>	<p>Quaker Food Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>R. J. REYNOLDS TOBACCO COMPANY (573rd Week on CBS)</p> <p>Blondie <i>Comedy</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> 10:30-11:00 p.m. 131 CBS stations ORIGINATES: KNX</p> <p>Friday 10:00-10:30 p.m. 131 CBS stations ORIGINATES: KNX</p> <p>Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 133 CBS stations ORIGINATES: WABC</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i></p>
<p>ROMA WINE CO., INC. (60th Week on CBS)</p> <p>Suspense <i>Mystery - Drama</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast Monday</i> 12 mid.-12:30 a.m. 78 CBS stations ORIGINATES: KNX</p>	<p>Roma Wines <i>The Biow Company</i></p>
<p>SCHENLEY IMPORT CORP. (55th Week on CBS)</p> <p>Schenley's Cresta Blanca Carnival Morton Gould's Orchestra, Alec Templeton and Guest Stars <i>Variety</i></p>	<p>Tuesday 9:30-10:00 p.m. 73 CBS stations ORIGINATES: WABC</p>	<p>Cresta Blanca Wine <i>William H. Weintraub & Company, Inc.</i></p>
<p>SERVEL, INC. (69th Week on CBS)</p> <p>Fashions in Rations with Billie Burke <i>Household advice</i></p>	<p>Saturday 11:30 a.m.-12 noon 134 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>

<p>SOUTHERN COTTON OIL CO. (81st Week on CBS)</p> <p>Irene Beasley <i>Songs</i></p>	<p>Mon. thru Fri. 3:15-3:30 p.m. 15 CBS stations ORIGINATES: WABC</p>	<p>Wesson Oil and Snowdrift <i>Kenyon & Eckhardt, Inc.</i></p>
<p>E. R. SQUIBB & SONS (199th 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. 127 CBS stations ORIGINATES: WABC</p>	<p>Squibb Products <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>STANDARD BRANDS, INC. (181st Week on CBS)</p> <p>Mary Marlin <i>Serial drama</i></p> <p>The Open Door <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 126 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 5:00 5:15 p.m. 126 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 (361st Week on CBS)</p> <p>Texaco Star Theater Fred Allen and Al Goodman's Orchestra <i>Comedy Variety</i></p>	<p>Sunday 9:30-10:00 p.m. 123 CBS stations 25 CBC stations ORIGINATES: WABC</p>	<p>Texaco Products <i>Buchanan & Co.</i></p>
<p>UNITED STATES RUBBER CO. (101st 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 (165th 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>R. L. WATKINS CO. (91st Week on CBS)</p> <p>Second Husband <i>Serial drama</i></p>	<p>Mon., Tues., Wed. 11:15-11:30 a.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Dr. Lyons Toothpowder <i>Dancer-Fitzgerald-Sample</i></p>

**COLUMBIA
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PROGRAM	TIME	PRODUCT AND AGENCY
THE WELCH GRAPE JUICE CO. <i>(99th Week on CBS)</i> The Woman From Nowhere with Irene Rich <i>Drama</i>	Sunday 5:45-6:00 p.m. 67 CBS stations ORIGINATES: KNX	Welch Products <i>H. W. Kastor & Sons Advertising Co., Inc.</i>
J. B. WILLIAMS COMPANY <i>(21st Week on CBS)</i> William L. Shirer <i>News</i>	Sunday 7:00-7:15 p.m. 60 CBS stations ORIGINATES: WABC	Williams Shaving Cream <i>J. Walter Thompson Co.</i>
WM. WRIGLEY, JR., COMPANY <i>(619th Week on CBS)</i> America in the Air <i>Air Corps dramatic series</i> The First Line <i>Drama</i> American Women <i>Drama</i>	Sunday 6:30-7:00 p.m. 124 CBS stations ORIGINATES: WBBM Thursday 10:00-10:30 p.m. 123 CBS stations ORIGINATES: WBBM Mon. thru Fri. 5:45-6:00 p.m. 123 CBS stations ORIGINATES: WBBM	Doublemint Gum <i>J. Walter Thompson Co.</i> Spearmint Gum <i>Arthur Meyerhoff & Co.</i>
CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION <i>(111th Week on CBS)</i> Dave Vaile and the News	Saturday 8:55-9:00 p.m. PWT ORIGINATES: KNX	California Prunes and Apricots <i>Long Advertising Service</i>
COLONIAL DAMES, INC. <i>(229th Week on CBS)</i> * Song of the Week <i>Music</i>	Sunday 8:25-8:30 p.m. PWT ORIGINATES: KNX	Cosmetics <i>Glasser, Gailey & Co.</i>
CONSOLIDATED ROYAL CHEMICAL CO., INC. <i>(22nd Week on CBS)</i> Ten O'Clock Wire with Chet Huntley <i>News</i>	Saturday 10:00-10:15 p.m. PWT ORIGINATES: KNX	Kranks Shave Cream <i>Arthur Meyerhoff & Co.</i>
P. DUFF & SONS, INC. <i>(31st Week on CBS)</i> Galen Drake <i>Talks</i>	Mon., Wed., Fri. 5:00-5:15 p.m. PWT ORIGINATES: KNX	Ready-To-Bake Mixes <i>W. Earl Bothwell Advertising Agency</i>

*Program or client not listed in Winter Program Book

GENERAL MILLS, INC.
(518th Week on CBS)

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

Wheaties
*Knox Reeves
Advertising, Inc.*

Nelson Pringle
News

HOFFMAN RADIO CORP.
(7th Week on CBS)

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

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

***Chet Huntley**
News

JANTZEN KNITTING MILLS
(4th Week on CBS)

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

Santiseptic After Shave
Lotion
*Botsford, Constantine
& Gardner*

***Chet Huntley**
News

LAMONT, CORLISS & COMPANY
(43rd Week on CBS)

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

Pond's Cold Cream
J. Walter Thompson Co.

Eleanore King
Beauty talks

LOS ANGELES SOAP COMPANY
(238th Week on CBS)

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

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

Bob Andersen
News

MANHATTAN SOAP CO.
(167th Week on CBS)

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

Sweetheart Soap
*Franklin Bruck
Advertising Corp.*

Bob Greene
News

THE MENNEN COMPANY
(241st Week on CBS)

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

Talcum Powder, Lather
Shave Cream, Brushless
Shave
Russel M. Seeds Co., Inc.

Bob Greene
News

MILES CALIFORNIA COMPANY
(15th Week on CBS)

Mon. thru Fri.
1:00-4:15 p.m.
PWT
ORIGINATES: KNX

Alka Seltzer and
One-A-Day Vitamins
*Wade Advertising
Agency*

Lady of the Press
Mystery drama

***PACIFIC GREYHOUND LINES, INC.**
(2nd Week on CBS)

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

Institutional
*Baumont & Hohman,
Inc.*

***Short Short Stories**
with Howard Culver
Dramatic Series

* Program or client not listed in Winter Program Book

**COLUMBIA
PACIFIC
NETWORK**

Continued

<p>*PACKARD BELL COMPANY <i>(4th Week on CBS)</i></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. <i>(185th Week on CBS)</i></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 <i>(183rd Week on CBS)</i></p> <p>Harry W. Flannery <i>News</i></p> <p>*The Adventures of Bill Lance <i>Mystery Drama</i></p>	<p>Tues., Thurs., Sat. 5:30-5:45 p.m. PWT ORIGINATES: KNX</p> <p>Sunday 9:30-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>Planters Peanut Oil, Salted Peanuts <i>Erwin Wasey & Company</i></p> <p>All Products <i>Erwin Wasey & Compan</i></p>
<p>PLOUGH, INC. <i>(82nd Week on CBS)</i></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 <i>(46th Week on CBS)</i></p> <p>The Whistler <i>Mystery drama</i></p>	<p>Sunday 4:30-5:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Barton A. Stebbins</i></p>
<p>SOCONY VACUUM OIL CO. <i>(14th Week on CBS)</i></p> <p>The Orson Welles Show <i>Comedy variety</i></p>	<p>Wednesday 9:30-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>Mobilgas and Mobiloil <i>Compton Advertising Inc.</i></p>
<p>SOIL OFF MANUFACTURING COMPANY <i>(169th Week on CBS)</i></p> <p>Truman Bradley <i>News</i></p>	<p>Tues., Thurs., Sat. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>"Soil Off" for all painted surfaces <i>Buchanan & Co.</i></p>

*Program or client not listed in Winter Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
STULTZ SICKLES COMPANY <i>(5th Week on CBS)</i> *Chet Huntley <i>News</i>	Thursday 8:55-9:00 p.m. PWT ORIGINATES: KNX	Welder Supplies <i>Hixon-O'Donnell Advertising Inc.</i>
VICK CHEMICAL COMPANY <i>(14th Week on CBS)</i> Dramatic Story with Frank Martin <i>Dramatic Narrative</i>	Tuesday 9:25-9:30 p.m. PWT ORIGINATES: KNX	All Products <i>Morse International, Inc</i>
WESTERN SUGAR REFINERY <i>(45th Week on CBS)</i> I Was There <i>Real life experiences</i>	Sunday 9:00-9:30 p.m. PWT ORIGINATES: KNX	Sea Island Sugar <i>J. Walter Thompson Co.</i>
BEKINS VAN AND STORAGE CO. <i>(136th Week on CBS)</i> Harry W. Flannery <i>News</i>	Mon., Wed., Fri. 5:30-5:45 p.m. PWT ORIGINATES: KNX	Moving and Storage <i>Brooks Advertising Agency</i>
BEN HUR PRODUCTS, INC. <i>(52nd Week on CBS)</i> Hollywood Showcase with Hedda Hopper <i>Variety</i>	Friday 6:00-6:30 p.m. PWT ORIGINATES: KNX	Ben Hur Coffee <i>Barton A. Stebbins</i>
KAY JEWELRY COMPANY <i>(52nd Week on CBS)</i> Bob Andersen <i>News</i>	Sunday 5:45-5:55 p.m. PWT ORIGINATES: KNX	Jewelry <i>Garfield & Guild</i>
YELLOW CAB CO. <i>(4th Week on CBS)</i> The Story Teller <i>Drama</i>	Saturday 7:45-8:00 p.m. PWT ORIGINATES: KQW	Cab Service <i>Rhoades & Davis</i>

**COLUMBIA
PACIFIC
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**COLUMBIA
CALIFORNIA
NETWORK**

* Program or client not listed in Winter Program Book

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
LIGHT ENTERTAINMENT	Page 27
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RELIGIOUS BROADCASTS	Page 29
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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

4:00-4:15 p.m.

EACH SATURDAY

News Summaries

3:15 p.m. and 6:00 p.m.

MONDAY THRU FRIDAY

1:00 a.m.

MONDAY THRU SATURDAY

1:25-1:30 p.m.

4:30-4:35 p.m.

EACH SATURDAY

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

12:30-1:00 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, Bill Downs, Charles Collingwood, Charles Shaw and Richard Hottelet report from London; Eric Sevareid, Winston Burdett 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; George Moorad from Cairo; Hugh Jencks 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.

11:10-11:15 p.m. NIGHTLY

William L. Shirer

Bob Trout

Major George Fielding Eliot

Quincy Howe

Everett Holles

6:55 p.m. SATURDAY, Bob Trout

(See also sponsored news programs)

Every Sunday the British Broadcasting Corporation and the Columbia Broadcasting System shake hands firmly over the ocean. In this half-hour program, originating in Britain and the United States, the radio audiences are offered an eye-witness glimpse of a locality where the plain people are brought to the microphone. 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. The program is heard throughout the Hemisphere.

Viva America!

11:30-12 midnight

EACH THURSDAY

Like *Calling Pan-America*, 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. Through the growing North-American interest in Latin-American affairs, an interest fostered largely by radio, New York has already gathered to itself many of the finest Latin-American artists. *Viva America!* is broadcast from New York and heard throughout the Hemisphere.

Victory F.O.B.

3:00-3:30 p.m.

EACH SATURDAY

From Detroit, arsenal of America, CBS brings this musical variety show highlighting the achievements of free enterprise in America. Each week a leader reports 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.

**WAR
PROGRAMS**
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.

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, director and conductor of the orchestra, will conduct most of these concerts, and eminent soloists will make regular appearances on the broadcasts. These programs originate from the Academy of Music in Philadelphia.

**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. Artists appearing include E. Robert Schmitz, pianist; Herbert Jausen, baritone; Jenny Tourel, mezzo soprano; Elizabeth Rethberg and Eileen Farrell, sopranos; Erich Korngold, composer-conductor. Bernard Herrmann conducts the series.

E. Power Biggs, Organist

9:15-9:45 a.m.

EACH SUNDAY

Playing on the baroque organ in the Germanic Museum at Harvard University — now headquarters for a U.S. Army Chaplains' School — this noted musician broadcasts the world's finest organ music. In a special series of concerts to be given in joint sponsorship with Mrs. Elizabeth Sprague Coolidge, these programs are expanded to include works written for various combinations of instruments with the organ. They feature not only concertos by the classic masters, such as Handel, Mozart, Bach and Purcell, but also compositions by contemporary American composers. Assisting artists will be the Fiedler Sinfonietta and the Stradivarius Quartet.

SERIOUS

MUSIC

*Continued***Eileen Farrell and the
Columbia Concert
Orchestra**

11:15-11:30 p.m.

EACH SUNDAY

This richly talented young soprano, whom Columbia is proud to have discovered, is presented in concert songs, operatic arias and light-opera favorites. 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 772nd network broadcast on April 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 to 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	DIKE ELLINGTON
SHEP FIELDS	HAL MCINTYRE
FRANKIE MASTERS	GLEN GRAY
VAUGHN MONROE	SAMMY KAYE
ABE LYMAN	JAN GARBER
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**

4:45-5:00 p.m.

MONDAY THRU FRIDAY

In this program Raymond Scott has an opportunity to display his rare musical talent. He gives new treatment to standard jazz classics and contemporary popular music. *Variety* says of Raymond Scott's orchestra, "Composed of outstanding musicians, its work was electrifying." Dorothy Collins does the singing.

**Jack Smith, 3 Sisters
and Orchestra**

5:30-5:45 p.m.

MONDAY, WEDNESDAY, FRIDAY

Jack Smith and the Three Sisters, Margie, Bea and Jerry, all of whom have built an enthusiastic personal following among Columbia's network listeners, fill this new radio series with musical solos and harmonies. Jack Smith is the star as well as the emcee of the program.

Sing Along Club

9:15-9:45 a.m.

MONDAY THRU FRIDAY

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

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 Archie Bleyer's Orchestra.

**Columbia Presents
Perry Como**

7:15-7:30 p.m.

EACH SUNDAY

Perry Como's rich baritone voice is heard in a group of old and new song favorites. With him are the Bobby Tucker Voices, The Three Sisters, swing vocalists, and Paul Baron's Orchestra.

Jeri Sullavan

6:30-6:45 p.m.

MONDAY THRU FRIDAY

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

**Burl Ives and
The Four Clubmen**

5:30-5:45 p.m.

EACH TUESDAY AND THURSDAY

Burl Ives, Columbia's guitarist and singer, combines with the Four Clubmen in a new series of programs featuring songs from the rich field of American folk music, including various types of ballads and colorful sea chanties.

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. Marion Mason and Jack Hunter handle the vocals. This distinctly individual program originates at Station WCAU, Philadelphia.

The Clevelandaires

12:05-12:30 a.m.

EACH THURSDAY

This is a fast-paced variety program of novelities and popular songs played by Walberg Brown and his orchestra from Station WGAR in Cleveland. Reginald Merridew, male vocalist, and Wayne Mack, master of ceremonies, are also featured.

**LIGHT
MUSIC**
Continued

**McCormick, Janette, and
Petrillo**

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.

**DRAMATIC
SERIES**

**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 represents a new departure for radio: first, there are utterly no restrictions upon the types of material to be used; second, the half-hour is held exclusively for Corwin creations. 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.

Mrs. Miniver

11:30-12 midnight
EACH FRIDAY

This series picks up the story of the Minivers where the picture left off. It brings them to America, where Mr. Miniver has a job as a consultant for post-war housing. Each episode, complete in itself, follows the lives of this beloved couple in our own land.

Romance

11:30-12 midnight
EACH TUESDAY

This 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 Frank Gallop as the narrator.

**Casey—
Press Photographer**

11:30-12 midnight
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 wordly, the situations authentic and vivid.

**DRAMATIC
SERIES**

Now and Forever

3:30-3:45 p.m.

MONDAY THRU FRIDAY

Here is a serial which deals with the emotional development of a mature woman who meets many serious problems in her daily life. It is a real and honest love story.

This Life is Mine

3:45-4:00 p.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.

The Colonel

4:35-5:00 p.m.

EACH SATURDAY

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.

**LIGHT
ENTERTAIN-
MENT**

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.

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

1:15-1:30 p.m.

EACH SATURDAY

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

**EDUCATIONAL
PROGRAMS**

**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**

Continued

	PROGRAM TITLE	DESCRIPTION
	<p>The American School of the Air 9:15-9:45 a.m. Rebroadcast 3:30-4:00 p.m. MONDAY THRU FRIDAY <i>Suspended for Summer — Will resume broadcasts October 9, 1944</i></p>	<p>Now in its fifteenth 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 — Science TUESDAY — Music WEDNESDAY — Geography and History THURSDAY — Literature FRIDAY — Current Events</p>
	<p>Invitation to Learning 11:30-12 noon EACH SUNDAY</p>	<p>In this weekly series the world's great books of yesterday and today are informally discussed by leading scholars, critics, and writers.</p>
	<p>The People's Platform 6:15-6:45 p.m. EACH SATURDAY</p>	<p>Now in its sixth 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.</p>
	<p>Of Men and Books 2:00-2:30 p.m. EACH SATURDAY</p>	<p>Continuing the series in its sixth year on CBS, Professor John T. Frederick of Northwestern University discusses recently published books and interviews their authors.</p>
	<p>Columbia's Country Journal 1:30-2:00 p.m. EACH SATURDAY</p>	<p>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.</p>
	<p>The Garden Gate 9:15-9:45 a.m. EACH SATURDAY</p>	<p>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.</p>

**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, religious talks, 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 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*

**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 and news 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 101 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*

SPECIAL BROADCASTS: WINTER - 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

JANUARY 26: ELY CULBERTSON, author of the Culbertson Peace Plan, discussed "Is Overpopulation A Threat To Permanent Peace?" at the annual dinner of the Planned Parenthood Federation of America: 6:30-6:45 p.m.

JANUARY 31: MRS. HENRY MORGENTHAU, JR. expressed her appreciation to American women for their participation in the Fourth War Loan Drive: 3:45-4:00 p.m.

FEBRUARY 1: Senator JOSEPH H. BALL of Minnesota spoke from Washington D.C., on "A Man Who Can Do The Job": 10:30-10:45 p.m.

FEBRUARY 5: "Subsidies and the High Cost of Living" was discussed by Representative JAMES A. WRIGHT of Pennsylvania: 10:45-11:00 p.m.

FEBRUARY 6: From New York, NORMAN THOMAS, Head of the Socialist Party in the United States, analyzed "What Is Right And What Is Wrong About The President's Policy For Peace": 1:45-2:00 p.m.

FEBRUARY 8: Senator HARLEY M. KILGORE of West Virginia spoke from Washington, D.C., on "The Need For A Federal Ballot For Soldiers": 10:30-10:45 p.m.

FEBRUARY 11: At a Lincoln Day Dinner, WENDELL L. WILLKIE, 1940 Republican Presidential Nominee, spoke from Tacoma, Washington: 11:30-12:00 Midnight.

FEBRUARY 13: The "Aircraft Labor Situation" was described by JOSEPH KEENAN, Vice-Chairman of the War Production Board, speaking from Washington, D.C.: 1:45-2:00 p.m.

FEBRUARY 15: From Washington, D.C., Representative GERALD W. LANDIS of Indiana contended that "Postwar Planning Begins at Home": 10:30-10:45 p.m.

FEBRUARY 18: Texas Representative, EUGENE WORLEY, spoke on "The Soldier Vote - pro Federal Ballot" from Washington, D.C.: 11:15-11:30 p.m.

FEBRUARY 19: "Tangled Taxes", an analysis of the tax situation, was made by Representative HAROLD KNUTSON of Minnesota, from Washington, D.C.: 10:45-11:00 p.m.

FEBRUARY 22: From Washington, D.C., Senator ROBERT R. REYNOLDS of North Carolina discussed "Emergency Relief For the United Nations": 10:30-10:45 p.m.

FEBRUARY 26: Under the auspices of the Socialist Labor Party, ERIC HAAS, Editor of the party's official organ, "Weekly People," spoke from New York on the topic, "National Service Means Industrial Slavery": 10:45-11:00 p.m.

FEBRUARY 27: In connection with International Day of the International Federation of Business and Professional Women's Clubs, MARGARET A. HICKEY, Chairman of the Women's Policy Committee of the War Manpower Commission, and First Vice President of

the National Federation of Business and Professional Women's Clubs, discussed "The Role of Women in Post-War Rehabilitation": 1:45-2:00 p.m.

FEBRUARY 29: "The Army Medical Corps and the Red Cross Work Hand In Hand" was the topic discussed by Major General NORMAN T. KIRK, Surgeon General of the U.S. Army, in connection with the opening of the 1944 Red Cross War Fund Drive: 10:30-10:45 p.m.

MARCH 4: Brigadier General FRANK T. HINES, Administrator of Veteran's Affairs and newly-appointed Director of the Office of Retraining and Reemployment for Demobilization, spoke from Washington, D. C., on "Postwar Adjustment Policies": 10:45-11:00 p.m.

MARCH 11: Governor BOIRKE B. HICKEN-LOOPER discussed "Agriculture - 1944" from Des Moines, Iowa: 10:45-11:00 p.m.

MARCH 12: Under the auspices of the National Society for Crippled Children, Inc., PAUL V. MCNIITT, Federal Security Administrator and War Manpower Commissioner, summarized from Washington, D. C., "The Work Of Public And Private Agencies For Health And Welfare In A Democracy At War": 1:45-2:00 p.m.

MARCH 14: "Is the Republican Party the Party of Inflation?" was the point of issue discussed by Representative WRIGHT PATMAN of Texas from Washington, D. C.: 10:30-10:45 p.m.

MARCH 21: In reply to Representative WRIGHT PATMAN'S inquiry of March 14, Republican Representative JESSE P. WOLCOTT of Michigan maintained that, "The Republican Party Is Not The Party Of Inflation": 10:30-10:45 p.m.

MARCH 25: From Washington, D. C., Representative CHARLES A. HALLECK of Indiana defined "Grade Labelling": 10:45-11:00 p.m.

MARCH 28: "The American Legion G.I. Bill of Rights" was discussed by Senator BENNETT CHAMP CLARK from St. Louis, Missouri: 10:30-10:45 p.m.

APRIL 1: Representative and House Majority Leader JOHN W. McCORMACK discussed "Infla-

tion" from Boston, Massachusetts: 10:45-11:00 p.m.

APRIL 2: Former Greek Minister of Information, ANDRE MICHALOPOULOS, set forth the problems and influence of the "Greek Underground" from New York: 1:45-2:00 p.m.

APRIL 4: Major General LEWIS B. HERSHEY, Director of the Selective Service System, analyzed the entire manpower situation, with emphasis on Selective Service: 10:30-10:45 p.m.

APRIL 8: RAJARAM RANJI BHOLE, youngest member of the Bombay Legislative Assembly discussed "India's Present And Future Part In The War Against Japan" from New York: 10:45-11:00 p.m.

APRIL 9: Member of the International Committee of Y.M.C.A., HARVEY FIRESTONE, JR., described the plans of the "Y.M.C.A. In The Postwar World" from Miami, Florida: 1:45-2:00 p.m.

APRIL 9: Secretary of State CORDELL HULL, speaking from Washington, D. C., revealed the current status of United States foreign policy in a broadcast entitled "American Foreign Policy and How It Operates": 6:30-7:15 p.m.

APRIL 11: "Necessary Revisions Of The O.P.A." were specified by Representatives BROOKS HAYS of Arkansas, and LAVERNE R. DILWEG of Wisconsin: 10:30-10:45 p.m.

APRIL 14: Governor THOMAS E. DEWEY of New York reported on the recently adjourned session of the New York Legislature: 11:05-11:30 p.m.

APRIL 16: Dr. FRANK E. ADAIR, Vice President of the American Society for the Control of Cancer, and Chairman of the Cancer Committee of the American College of Surgeons, spoke in connection with Cancer Control Month: 1:45-2:00 p.m.

APRIL 17: MABEL THORP BOARDMAN, Secretary of the American Red Cross, spoke on "D.A.R. Goes To War" from Washington, D. C.: 4:45-5:00 p.m.

CBS PROGRAM BOOK SUPPLEMENT • JUNE 1

NEW CBS SPONSORED PROGRAMS

<p>ARMOUR & COMPANY</p> <p>Dateline <i>Dramatic</i> <i>Starts June 12</i></p>	<p>Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 135 CBS stations ORIGINATES: WABC</p>	<p>Meat Products <i>Foote, Cone & Belding</i></p>
<p>GENERAL MILLS <i>(523rd Week on CBS)</i></p> <p>Light of the World <i>Serial Drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 43 CBS stations ORIGINATES: WABC</p>	<p>General Mills Kitchen Tested Flour <i>Dancer-Fitzgerald-Sample</i></p>
<p>SCHENLEY IMPORT CORP. <i>(60th Week on CBS)</i></p> <p>The Doctor Fights with Raymond Massey <i>Drama</i> <i>Starts June 6</i></p>	<p>Tuesday 9:30-10:00 p.m. 121 CBS stations ORIGINATES: KNX</p>	<p>Penicillin <i>The Biow Company</i></p>

NEW CBS PACIFIC NETWORK PROGRAMS

<p>"42" PRODUCTS, INC.</p> <p>This Is My Story <i>Dramatic</i></p>	<p>Saturday 6:00-6:30 p.m. PWT ORIGINATES: KNX</p>	<p>Hair Oil <i>Hillman-Shane-Breyer, Inc.</i></p>
<p>HUNT BROTHERS PACKING COMPANY <i>(15th Week on CBS)</i></p> <p>Galen Drake <i>Talks</i></p> <p>William Winter <i>News Analyst</i></p>	<p>Tues., Thurs. 5:00-5:15 p.m. PWT ORIGINATES: KNX</p> <p>Sunday 5:30-5:45 p.m. PWT ORIGINATES: KQW</p>	<p>Tomato Sauce <i>Garfield & Guild</i></p>

CBS PROGRAM BOOK SUPPLEMENT • JULY 1

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NEW CBS SPONSORED PROGRAMS

<p>COLGATE-PALMOLIVE-PEET CO. <i>(442nd Week on CBS)</i> Colgate Theatre of Romance <i>Drama</i></p>	<p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 121 CBS stations ORIGINATES: KNX</p>	<p>Tooth Powder <i>Sherman & Marquette, Inc.</i></p>
<p>CUDAHY PACKING COMPANY <i>(377th Week on CBS)</i> <i>Dramatic serial</i> <i>Starts July 17</i></p>	<p>Mon. thru Fri. 3:15-3:30 p.m. 29 CBS stations ORIGINATES: WBBM</p>	<p>Old Dutch Cleanser <i>Grant Advertising, Inc.</i></p>
<p>GILLETTE SAFETY RAZOR CO. All Star Baseball Game <i>July 11, 1944 only</i></p>	<p>Tuesday 8:55 p.m. 121 CBS stations ORIGINATES: PITTSBURGH</p>	<p>Shaving Cream Safety Razor Blades <i>Maxon, Inc.</i></p>
<p>VICK CHEMICAL COMPANY <i>(154th Week on CBS)</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>

NEW CBS PACIFIC NETWORK PROGRAMS

<p>VICK CHEMICAL COMPANY <i>(154th Week on CBS)</i> Dr. Wallace Sterling <i>News</i> <i>Starts July 12</i></p>	<p>Wed., Thurs. 8:55-9:00 p.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Morse International, Inc.</i></p>
<p>WASHINGTON COOPERATIVE EGG & POULTRY ASSN. <i>(13th Week on CBS)</i> Dr. Wallace Sterling <i>News Analysis</i></p>	<p>Saturday 7:45-8:00 a.m. PWT ORIGINATES: KNX</p>	<p>All Products <i>Pacific National Advertising Agency</i></p>

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

<i>Page 4</i>	AMERICAN TOBACCO COMPANY	Change program origination to WABC and KNX.
<i>Page 4</i>	ANACIN COMPANY	Effective June 5 - Change origination of "The Romance of Helen Trent" to WABC.
<i>Page 4</i>	ANCHOR-HOCKING GLASS CORP.	Effective June 11 - Change time to Sunday 7:00-7:30 p.m. Last Saturday broadcast is June 3.
<i>Page 5</i>	P. BALLANTINE & SONS	Change listing to "Showtime".
<i>Page 6</i>	CHEMICALS, INC.	Cancel series.
<i>Page 6</i>	COCA-COLA COMPANY	Change listing to "Pause That Refreshes On the Air" with Percy Faith's Orchestra and Eleanor Steber.
<i>Page 7</i>	CUDAHY PACKING COMPANY	Effective June 16 - Cancel series.
<i>Page 8</i>	EVERSHARP, INC.	Effective June 11 - Change origination to WABC.
<i>Page 8</i>	GENERAL FOODS CORPORATION	Effective June 5 - Change product on "Kate Smith Speaks" to Sanka and Sure-Jell.
<i>Page 9</i>	GENERAL MILLS, INC.	Effective June 5 - Cancel "Kitty Foyle" series. Effective June 5 - Change product on "Valiant Lady" to Cheerie Oats, and agency to Dancer-Fitzgerald-Sample.
<i>Page 10</i>	LEVER BROTHERS COMPANY	Change origination of "The Frank Sinatra Show" to KNX.
<i>Page 11</i>	THE MENNEN COMPANY	Effective June 5 - Cancel series.
<i>Page 12</i>	C. F. MUELLER COMPANY	Cancel series.
<i>Page 14</i>	PRUDENTIAL INSURANCE COMPANY OF AMERICA	Eileen Farrell replaces Gladys Swarthout for summer series.

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

Page 4	AMERICAN OIL COMPANY	Change time of "Edward R. Murrow" to Sunday 1:45-2:00 p.m.
Page 4	ANACIN COMPANY	Change product on "The Romance of Helen Trent" to Benefax and Kolynos Toothpaste.
Page 4	ANCHOR-HOCKING GLASS CORP.	Effective July 6—Change time to Thursday 9:30-10:00 p.m.
Page 8	GENERAL FOODS CORPORATION	Cancel "The Adventures of the Thin Man" series.
Page 9		Cancel "The Dinah Shore Program".
June Supplement (See last page)		Change listing to "Maxwell House Iced Coffee Time". Program will originate at KNX.
Page 9	GULF OIL CORPORATION	Change time to Sunday 10:30-11:00 p.m.
Page 12	OWENS-ILLINOIS GLASS CO.	Ronald Graham replaces Alfred Drake.
Page 12	PABST SALES CO.	Kenny Baker replaces Groucho Marx.
Page 13	THE PROCTER & GAMBLE CO.	Change product on "Perry Mason" program to Camay.
Page 14	R. J. REYNOLDS TOBACCO COMPANY	"Thanks to the Yanks" replaces "Blondie" Monday 7:30-8:00 p.m.
Page 14	SERVEL, INC.	Change origination to KNX and WABC.
June Supplement (See first page)	SCHIENLEY IMPORT CORP.	Change origination to WABC.
Page 15	STANDARD BRANDS, INC.	Change listing of "The Open Door" to "This Changing World".
Page 15	THE TEXAS COMPANY	Change listing to "Texaco Star Theatre" with James Melton. Change origination to KNX.
June Supplement (See last page)	WM. WRIGLEY, JR., COMPANY	List program as "Service to the Front"; product, chewing gum; origination, WBBM, and agency, Arthur Meyerhoff & Co.

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

<i>Page 14</i>	SCHENLEY IMPORT CORP.	Effective June 6—Cancel program.
<i>Page 16</i>	THE WELCH GRAPE JUICE CO.	Cancel series.
<i>Page 16</i>	J. B. WILLIAMS COMPANY	Effective June 4—Change time to Sunday 5:45–6:00 p.m., and number of stations to 135.
<i>Page 16</i>	WM. WRIGLEY, JR., COMPANY	Cancel “American Women” series after broadcast of June 16.

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

<i>Page 16</i>	CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION	List product as Sunsweet Prunes and Apricots.
<i>Page 16</i>	CONSOLIDATED ROYAL CHEMICAL CO., INC.	Cancel series.
<i>Page 17</i>	GENERAL MILLS, INC.	Change origination to KQW.
<i>Page 17</i>	HOFFMAN RADIO CORP.	Dr. Wallace Sterling replaces Chet Huntley.
<i>Page 17</i>	JANTZEN KNITTING MILLS	Dr. Wallace Sterling replaces Chet Huntley.
<i>Page 17</i>	MANHATTAN SOAP CO.	Change listing to “Bill Haworth and the News.”
<i>Page 17</i>	THE MENNEN COMPANY	Change listing to “Bill Haworth and the News.”
<i>Page 18</i>	SOIL OFF MANUFACTURING COMPANY	Change agency to Western Advertising Agency.
<i>Page 19</i>	STULTZ SICKLES COMPANY	Dr. Wallace Sterling replaces Chet Huntley.
<i>Page 19</i>	VICK CHEMICAL COMPANY	Change listing to “Short Short Stories.”

MONTHLY CORRECTIONS - CBS PACIFIC REGION PROGRAMS

Page 17	JANTZEN KNITTING MILLS	Cancel series.
Page 17	LAMONT, CORLISS & COMPANY	Cancel series.
Page 17	PACIFIC GREYHOUND LINES, INC.	Change program listing to "Stories of the West".
Page 18	SIGNAL OIL COMPANY	Change time to Sunday 7:30-8:00 p.m. PWT.
Page 19	STULTZ SICKLES COMPANY	Cancel series.

MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

Page 19	KAY JEWELRY COMPANY	Cancel series.
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SCHEDULED REPLACEMENTS

Page 7	<p>ELECTRIC COMPANIES ADVERTISING PROGRAM Report to the Nation <i>Summer hiatus:</i> <i>July 26-September 13</i></p>	Replaced by a sustaining program to be announced later.
Page 10	<p>LEVER BROTHERS COMPANY Lux Radio Theater <i>Summer hiatus:</i> <i>July 10-August 28</i></p> <p>The Frank Sinatra Show <i>Summer hiatus:</i> <i>June 21-August 9</i></p>	<p>Replaced by:</p> <p>NOXZEMA CHEMICAL CO. Mayor of the Town <i>Monday 9:00-9:30 p.m.</i></p> <p>LOCKHEED AIRCRAFT CORP. <i>Monday 9:30-10:00 p.m.</i></p> <p>CAMPBELL SOUP COMPANY The Jack Carson Show <i>Wednesday 9:00-9:30 p.m.</i></p>

SUMMER REPLACEMENTS

<p><i>Page 8</i></p>	<p>GENERAL FOODS CORPORATION</p> <p>Kate Smith Hour <i>Summer hiatus:</i> <i>June 16–September 15</i></p>	<p>Replaced by:</p> <p>(1) Effective June 16—Maxwell House Program with Cass Daley and Charlie Ruggles. Friday, 8:00–8:30 p.m. Rebroadcast 12:00 mid.–12:30 a.m.</p> <p>(2) Effective June 23—Wm. Wrigley, Jr., Company program. Friday, 8:30–8:55 p.m. Rebroadcast 12:30–12:55 a.m.</p>
<p><i>Page 10</i></p>	<p>LEVER BROTHERS</p> <p>Burns and Allen <i>Summer hiatus:</i> <i>June 20–August 15</i></p> <p>The Frank Sinatra Show <i>Summer hiatus:</i> <i>June 21–August 16</i></p>	<p>Replaced by a sustaining program to be announced later.</p> <p>Replaced by a sustaining program to be announced later.</p>

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

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

THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

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