

CBS PROGRAM BOOK • SPRING, 1943

NATIONAL BROADCASTING COMPANY, INC.
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CBS brings War News from every Allied front as live and vivid as the North African Broadcasts of Charles Collingwood, Winston Burdett, and Edward R. Murrow.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: page 4

CBS PACIFIC NETWORKS SPONSORED PROGRAMS: page 15

CBS SUSTAINING PROGRAMS: page 18

Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

April 1, 1943

COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

- CHEVROLET DEALERS:**
Institutional Page 5
- CHRYSLER CORPORATION:**
Plymouth, Dodge, DeSoto,
Chrysler Motor Cars Page 6

● CIGARETTES & TOBACCO

- AMERICAN TOBACCO COMPANY:**
Lucky Strike Cigarettes Page 4
- GENERAL CIGAR COMPANY:**
Van Dyck Cigars Page 16
- LIGGETT & MYERS TOBACCO COMPANY:**
Chesterfield Cigarettes Page 10
- P. LORILLARD COMPANY:**
Old Gold Cigarettes Page 11
- PHILIP MORRIS & COMPANY, LTD.:**
Philip Morris Cigarettes Page 12
- R. J. REYNOLDS TOBACCO COMPANY:**
Camel Cigarettes,
Prince Albert Smoking Tobacco Page 13
- U. S. TOBACCO COMPANY:**
Dill's Best Model Tobacco Page 14

● CONFECTIONERY

- CURTISS CANDY COMPANY:**
Candy Page 7
- PETER PAUL INC.:**
Candy Page 17
- SCHUTTER CANDY COMPANY:**
Candy Page 14
- WM. WRIGLEY JR., COMPANY:**
Doublemint, Spearmint Page 15

● DRUGS & TOILET GOODS

- ANACIN COMPANY:**
Anacin Page 4
- BAYER COMPANY:**
Bayer Aspirin Page 4
- BISODOL COMPANY:**
Bisodol Page 5
- CHESEBROUGH MANUFACTURING COMPANY:**
Vaseline Preparations Page 5
- COLGATE-PALMOLIVE-PEET COMPANY:**
Tooth Powder, Shave Cream Page 6
- COLONIAL DAMES, INC.:**
Cosmetics Page 15
- EMERSON DRUG CO.:**
Bromo-Seltzer Page 7
- IRONIZED YEAST CO., INC.:**
Ironized Yeast Page 9
- JOHNSON & JOHNSON:**
Band-Aid Page 9
- KOLYNOS COMPANY:**
Kolynos, Kolynos Toothpaste Page 9

- LADY ESTHER, LTD.:**
Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish Page 9
- LEVER BROTHERS COMPANY:**
(See also Foods; Laundry Soaps)
Lux Toilet Soap,
Swan Soap Page 10
- LEWIS-HOWE CO.:**
Tums Page 10
- LOS ANGELES SOAP COMPANY:**
White King Soap,
Sierra Pine Soap Page 16
- MANHATTAN SOAP COMPANY:**
Sweetheart Soap Page 16
- MC KESSON & ROBBINS, INC.:**
Bexel Page 16
- THE MENNEN CO.:**
Talcum Powder, Shave Cream,
Brushless Shave Page 16
- MENTHOLATUM COMPANY:**
Mentholatum Salve Page 16
- CHARLES H. PHILLIPS CHEMICAL CO.:**
Phillips Toothpaste, Powder Page 12
- PLOUGH, INC.:**
St. Joseph Aspirin, Penetro Page 17
- THE PROCTER & GAMBLE COMPANY:**
(See also Laundry Soaps; Foods)
Ivory Soap Page 12
Camay Page 13
- E. R. SQUIBB & SONS:**
Squibb Products Page 14
- R. L. WATKINS CO.:**
Dr. Lyons Toothpowder,
Mulsified Coconut Oil Shampoo Page 15

● FOODS & BEVERAGES

- P. BALLANTINE & SONS:**
Ballantine's Beer and Ale Page 4
- BALLARD & BALLARD:**
Ballard's Obelisk Flour Page 4
- BOWEY'S, INC.:**
Dari-Rich Products Page 5
- CALIFORNIA FRUIT GROWERS EXCHANGE:**
Sunkist Oranges, Lemons Page 5
- CALIFORNIA PRUNE AND APRICOT
GROWERS ASSOCIATION:**
California Prunes and Apricots Page 15
- CAMPBELL SOUP COMPANY:**
Campbell's Soups, Tomato Juice Page 5
- COCA-COLA COMPANY:**
Coca-Cola Page 6
- CONTINENTAL BAKING COMPANY, INC.:**
Wonder Bread Page 6
- CORN PRODUCTS REFINING CO.:**
Mazola Page 6

J. A. FOLGER CO.:

Folger's Coffee Page 15

GENERAL FOODS CORPORATION:

(See also Laundry Soaps)

Jell-O, Jell-O Puddings,
Grape Nuts, Grape Nuts Flakes.
Sanka Coffee, Post Toasties.
Wheatmeal Page 7

Swansdown, Calumet, Post's Raisin
Bran, Post's Bran Flakes . . . Page 8

GENERAL MILLS, INC.:

Wheaties, Bisquick Page 8
Drifted Snow Flour, Wheaties . . Page 16

GREAT ATLANTIC & PACIFIC TEA COMPANY:

Store Services Page 8

LEVER BROTHERS COMPANY:

(See also Toilet Goods; Laundry Soaps)

Spry Page 10

PABST SALES COMPANY:

Blue Ribbon Beer Page 11

PET MILK SALES CORPORATION:

Irradiated Pet Milk Page 11

PLANTERS NUT & CHOCOLATE COMPANY:

Planters Salted Peanuts,
Planters Peanut Oil Page 17

THE PROCTER & GAMBLE COMPANY:

(See also Toilet Goods; Laundry Soaps)

Crisco Page 12

THE QUAKER OATS CO.:

Quaker Food Products.
Aunt Jemima Pancake Flour . . . Page 13

ROMA WINE CO., INC.:

Roma Wines Page 13

SCHIENLEY IMPORT CORP.:

Cresta Blanca Wine Page 14

SOUTHERN COTTON OIL COMPANY:

Wesson Oil, Snowdrift Page 14

THE WELCH GRAPE JUICE CO.:

Welch Products Page 15

● **LAUNDRY SOAPS & ACCESSORIES**

B. T. BABBITT INC.:

Bab-O Page 4

GENERAL FOODS CORPORATION:

(See also Foods)

La France, Satina Page 8

LEVER BROTHERS COMPANY:

(See also Toilet Goods; Foods)

Rinso, Lux Flakes Page 10

PACIFIC COAST BORAX CO.:

20 Mule Team Borax and
Borax Soap Chips, Boraxo Page 11

THE PROCTER & GAMBLE COMPANY:

(See also Toilet Goods; Foods)

Oxydol, Duz and Ivory Flakes . . Page 12

Chipso Page 13

Dash Page 17

● **LUBRICANTS**

GULF OIL CORPORATION:

Motor Oil and Gas Page 9

TEXAS COMPANY:

Texaco Products Page 14

● **MISCELLANEOUS**

ARMSTRONG CORK COMPANY:

Armstrong's Quaker Rugs Page 4

BEKINS VAN AND STORAGE CO.:

Moving and Storage Page 17

CELANESE CORPORATION OF AMERICA:

Celanese Products Page 5

CHEMICALS, INC.:

Vano Household Chemical Page 15

CONTINENTAL RADIO & TELEVISION CORP.:

Admiral Radios Page 6

ELGIN NATIONAL WATCH CO.:

Institutional Page 7

EVERSHARP, INC.:

Eversharp Pens and Pencils . . . Page 7

GENERAL ELECTRIC CO.:

Institutional Page 7

B. F. GOODRICH CO.:

Institutional Page 8

GRAYSON'S SHOPS, INC.:

Women's Apparel Page 16

INTERNATIONAL SILVER COMPANY:

International Sterling and
1847 Rogers Bros. Silverplate . . Page 9

JOHNS-MANVILLE CORPORATION:

Insulation Page 9

LIBERTY MAGAZINE:

Liberty Magazine Page 10

LOCKHEED AIRCRAFT CORP.:

Institutional Page 11

THE PARKER PEN COMPANY:

Quink Page 11

PHILCO CORPORATION:

Institutional Page 12

PRINCE MATCHABELLI PERFUMERY:

Prince Matchabelli Perfume . . . Page 12

PRUDENTIAL INSURANCE COMPANY

OF AMERICA:

Insurance Services Page 13

SERVEL, INC.:

Institutional Page 14

SOIL OFF MANUFACTURING CO.:

Cleaning Fluid Page 17

"Weeks on CBS"
as of April 1, 1943

| | | |
|---|--|--|
| <p>AMERICAN TOBACCO COMPANY (361st Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Frank Sinatra, Joan Edwards, Hit Paraders Chorus</p> | <p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 116 CBS stations ORIGINATES: WABC</p> | <p>Lucky Strike Cigarettes <i>Foote, Cone & Belding</i></p> |
| <p>ANACIN COMPANY (322nd Week on CBS)</p> <p>Our Gal, Sunday</p> <p>Easy Aces <i>Serial Comedy-Drama</i></p> | <p>Mon. thru Fri. 12:45-1:00 p.m. 58 CBS stations ORIGINATES: WABC</p> <p>Wed., Thurs., Fri. 7:30-7:45 p.m. 47 CBS stations ORIGINATES: WABC</p> | <p>Anacin <i>Blackett-Sample-Hummert</i></p> |
| <p>ARMSTRONG CORK COMPANY (78th Week on CBS)</p> <p>Armstrong's Theatre of Today <i>Drama</i></p> | <p>Saturday 12 noon-12:30 p.m. 117 CBS stations ORIGINATES: WABC</p> | <p>Armstrong's Quaker Rugs <i>Batten, Barton, Durstin & Osborn, Inc.</i></p> |
| <p>B. T. BABBITT, INC. (87th Week on CBS)</p> <p>David Harum <i>Serial drama</i></p> | <p>Mon. thru Fri. 3:00-3:15 p.m. 13 CBS stations ORIGINATES: WABC</p> | <p>Bab-O <i>Duane Jones Co.</i></p> |
| <p>*P. BALLANTINE & SONS (4th Week on CBS)</p> <p>*Three Ring Time with Guy Lombardo's Orchestra and Ogden Nash</p> | <p>Monday 10:30-11:00 p.m. 45 CBS stations ORIGINATES: WABC</p> | <p>Ballantine Beer & Ale <i>J. Walter Thompson Co</i></p> |
| <p>*BALLARD & BALLARD CO. (9th Week on CBS)</p> <p>*Renfro Valley Folks Hillbilly Variety</p> | <p>Tues. thru Fri. 8:15-8:30 a.m. 18 CBS stations ORIGINATES: WHAS</p> | <p>Ballard's Obelisk Flour <i>Henri, Hurst & McDonald, Inc.</i></p> |
| <p>BAYER COMPANY (392nd Week on CBS)</p> <p>American Melody Hour with Vivian della Chiesa, Conrad Thibault, Remo Bolognini, orchestra and chorus</p> <p>Second Husband <i>Serial drama</i></p> | <p>Tuesday 7:30-8:00 p.m. 77 CBS stations ORIGINATES: WABC</p> <p>Thurs., Fri. 11:15-11:30 a.m. 40 CBS stations ORIGINATES: WABC</p> | <p>Bayer Aspirin <i>Blackett-Sample-Hummert</i></p> |

*Program or client not listed in Winter Program Book.

BISODOL COMPANY
(530th Week on CBS)

The Romance of Helen Trent
Serial drama

Wed., Thurs., Fri.
12:30-12:45 p.m.
52 CBS stations
ORIGINATES: WBBM

Bisodol
*Blackett-Sample-
Hummert*

BOWEY'S, INC.
(201st Week on CBS)

Stars Over Hollywood
Original drama with Knox
Manning, MC, and guest stars

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

Dari-Rich Products
Sorensen & Company

**CALIFORNIA FRUIT GROWERS
EXCHANGE**
(204th Week on CBS)

Today at the Duncans
Serial drama

Friday
6:15-6:30 p.m.
41 CBS stations
ORIGINATES: KNX

Sunkist Oranges
Sunkist Lemons
Foote, Cone & Belding

CAMPBELL SOUP COMPANY
(434th Week on CBS)

***The Milton Berle Show**
Comedy

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

Wednesday
9:30-10:00 p.m.
115 CBS stations
ORIGINATES: WABC

Campbell's Soups
Campbell's Tomato Juice
*Ward Wheelock
Company*

**CELANESE CORPORATION
OF AMERICA**
(65th Week on CBS)

Great Moments in Music
with Jean Tennyson and guest stars
Musical program

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

Celanese Products
Young & Rubicam, Inc.

**CHESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED**
(230th Week on CBS)

Dr. Christian
with Jean Hersholt

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

Vaseline Preparations
McCann-Erickson, Inc.

CHEVROLET DEALERS
(86th Week on CBS)

***John B. Kennedy**
News Commentator

Tues. and Thurs.
6:30-6:45 p.m.
Rebroadcast
Mon. and Thurs.
12 mid. 12:15 a.m.
116 CBS stations
ORIGINATES: WABC

Institutional
Campbell-Ewald Co.

| | | |
|---|--|--|
| <p>CHRYSLER CORPORATION (369th Week on CBS)</p> <p>Major Bowes' Amateurs</p> | <p>Thursday 9:00-9:30 p.m. 63 CBS stations ORIGINATES: WABC</p> | <p>Institutional <i>Ruthrauff & Ryan, Inc.</i></p> |
| <p>COCA-COLA COMPANY (189th Week on CBS)</p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Ted Cott, and guest soloists <i>Music</i></p> | <p>Sunday 4:30-5:00 p.m. 118 CBS stations ORIGINATES: WABC</p> | <p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p> |
| <p>COLGATE-PALMOLIVE-PEET COMPANY (377th Week on CBS)</p> <p>Al Jolson with Monty Woolley, Carol Bruce, Fred Uttal and Ray Bloch's Orchestra</p> <p>Hobby Lobby with Dave Elman and Harry Salter's Orchestra</p> | <p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00 mid.-12:25 a.m. 76 CBS stations ORIGINATES: KNX</p> <p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 72 CBS stations ORIGINATES: WABC</p> | <p>Colgate Tooth Powder <i>Sherman & Marquette, Inc.</i></p> <p>Palmolive Shave Cream <i>Ted Bates, Inc.</i></p> |
| <p>CONTINENTAL BAKING CO., INC. (430th Week on CBS)</p> <p>Bachelor's Children <i>Serial drama</i></p> | <p>Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 45 CBS stations ORIGINATES: WBBM</p> | <p>Wonder Bread <i>Ted Bates, Inc.</i></p> |
| <p>CONTINENTAL RADIO & TELEVISION CORP. (26th Week on CBS)</p> <p>World News Today <i>News</i></p> | <p>Sunday 2:30-2:55 p.m. 42 CBS stations ORIGINATES: WABC</p> | <p>Admiral Radio Institutional <i>Cruttenden & Eger</i></p> |
| <p>CORN PRODUCTS REFINING CO. (339th Week on CBS)</p> <p>Stage Door Canteen <i>Variety</i></p> | <p>Thursday 9:30-10:00 p.m. 53 CBS stations ORIGINATES: WABC</p> | <p>Mazola <i>C. L. Miller Company</i></p> |

CURTISS CANDY COMPANY*(131st Week on CBS)***News**

with Warren Sweeney

Sat., Sun.

11:00-11:05 a.m.

113 CBS stations

ORIGINATES: WABC

Candy

*C. L. Miller Company***ELGIN NATIONAL WATCH CO.***(24th Week on CBS)***The Man Behind the Gun***Drama*

Sunday

10:30-11:00 p.m.

53 CBS stations

ORIGINATES: WABC

Institutional

*J. Walter Thompson Co.***EMERSON DRUG COMPANY***(152nd Week on CBS)***Vox Pop**with Parks Johnson and
Warren Hull*Interviews*

Monday

8:00-8:30 p.m.

74 CBS stations

ORIGINATES: ON TOUR

Bromo-Seltzer

*Ruthrauff & Ryan, Inc.***EVERSHARP, INC.***(183rd Week on CBS)***Take It or Leave It**

with Phil Baker

Quiz

Sunday

10:00-10:30 p.m.

117 CBS stations

ORIGINATES: KNX

Eversharp Pens and Pencils

*The Biow Company***GENERAL ELECTRIC***(57th Week on CBS)***Frazier Hunt***News and comments*

Tues., Thurs., Sat.

6:00-6:15 p.m.

Rebroadcast

10:45-11:00 p.m.

60 CBS stations

ORIGINATES: WABC

Institutional

*Maxon, Inc.***GENERAL FOODS CORPORATION***(144th Week on CBS)***Kate Smith Hour**with Kate Smith, Ted Collins,
Jack Miller and his orchestra
and guest stars*Music, comedy and drama*

Friday

8:00-8:30 p.m.

Rebroadcast

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

116 CBS stations

ORIGINATES: WABC

Jell-O

Jell-O Puddings

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

Friday

8:30-8:55 p.m.

Rebroadcast

12:30-12:55 a.m.

114 CBS stations

ORIGINATES: WABC

Sanka, Post Toasties

*Benton & Bowles, Inc.***Those We Love***Drama*

Sunday

2:00-2:30 p.m.

116 CBS stations

ORIGINATES: KNX

Grape Nuts, Grapenuts

Flakes, Wheatmeal

Young & Rubicam, Inc.

GENERAL FOODS CORPORATION*Continued***William L. Shirer***News***Kate Smith Speaks**

Ted Collins with the News

*Talks and news***Joyce Jordan, M.D.***Serial drama***Young Dr. Malone***Serial drama***We Love and Learn***Serial drama*

Sunday

5:45-6:00 p.m.

81 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

12 noon-12:15 p.m.

73 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:15-2:30 p.m.

78 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:00-2:15 p.m.

88 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:30-2:45 p.m.

91 CBS stations

ORIGINATES: WABC

Sanka Coffee

Young & Rubicam, Inc.

Swansdown Cake Flour

Calumet

Young & Rubicam, Inc.

La France, Satina

Post's Raisin Bran

Young & Rubicam, Inc.

Post Toasties

Post Bran Flakes

Benton & Bowles, Inc.

Grape Nuts Flakes

Wheatmeal

*Young & Rubicam, Inc.***GENERAL MILLS, INC.***(462nd Week on CBS)***Kitty Foyle***Serial drama***Valiant Lady***Serial drama*

Mon. thru Fri.

10:15-10:30 a.m.

Rebroadcast

11:30-11:45 a.m.

42 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

10:00-10:15 a.m.

Rebroadcast

11:15-11:30 a.m.

41 CBS stations

ORIGINATES: WABC

Wheaties

*Knox Reeves**Advertising, Inc.*

Bisquick

*Knox Reeves**Advertising, Inc.****B. F. GOODRICH CO.***(3rd Week on CBS)****Meaning of the News**

with Joseph C. Harsch

News

Mon. thru Fri.

6:55-7:00 p.m.

Rebroadcast

Mon., Wed., Thurs.

11:55-12 mid.

Tues., 12:25-12:30 a.m.

Fri., 12:55-1:00 a.m.

115 CBS stations

ORIGINATES: WTOP

Institutional

*Batten, Barton,**Durstine & Osborn, Inc.****GREAT ATLANTIC &
PACIFIC TEA COMPANY***(119th Week on CBS)****Food News Round-up**

with Gunnar Back and

Ruth Hadley

Food News

Wed. and Fri.

11:00-11:15 a.m.

32 CBS stations

ORIGINATES: WTOP

A&P Store Services

Paris & Peart

GULF OIL CORPORATION
(477th Week on CBS)

We, the People, at War
with Milo Boulton and Oscar
Bradley's orchestra
Real life experiences

Sunday
7:30-8:00 p.m.
81 CBS stations
ORIGINATES: WABC

Motor Oil and Gas
Young & Rubicam, Inc.

INTERNATIONAL SILVER COMPANY
(264th Week on CBS)

Edward R. Murrow
Broadcasting from London
News

Sunday
6:00-6:15 p.m.
59 CBS stations
ORIGINATES: LONDON
AND WABC

International Sterling and
1847 Rogers Bros.
Silverplate
Young & Rubicam, Inc.

IRONIZED YEAST CO., INC.
(188th Week on CBS)

Lights Out
Mystery-drama

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

Ironized Yeast
Ruthrauff & Ryan, Inc.

JOHNS-MANVILLE CORPORATION
(87th Week on CBS)

Cecil Brown
News

Mon. thru Fri.
8:55-9:00 p.m.
58 CBS stations
ORIGINATES: WABC

Insulation
*J. Walter Thompson
Company*

JOHNSON & JOHNSON
(104th Week on CBS)

Edwin C. Hill
The Human Side of the News

Tuesday
6:15-6:30 p.m.
Rebroadcast
12:30-12:45 a.m.
66 CBS stations
ORIGINATES: WABC

Band-Aid
Young & Rubicam, Inc.

KOLYNOS COMPANY
(530th Week on CBS)

The Romance of Helen Trent
Serial drama

**Mr. Keen, Tracer of Lost
Persons**
Mystery-drama

Mon. and Tuesday
12:30-12:45 p.m.
52 CBS stations
ORIGINATES: WBBM

Wed., Thurs., Fri.
7:45-8:00 p.m.
48 CBS stations
ORIGINATES: WABC

Kolynos
*Blackett-Sample-
Hummert*

Kolynos Toothpaste

LADY ESTHER, LTD.
(486th Week on CBS)

Screen Guild Players
Drama

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

Face Powder, Face Cream,
Rouge, Lipstick and
Nail Polish
Pedlar & Ryan, Inc.

LEVER BROTHERS COMPANY

(400th Week on CBS)

Lux Radio Theater

Cecil B. DeMille, director,
with stars of stage and screen

Drama

Burns and Allen

Comedy

Mayor of the Town

with Lionel Barrymore

Drama

Aunt Jenny's Real Life Stories

Dramatic sketches

Big Sister

Serial drama

Bright Horizon

with Richard Kollmar

Serial drama

Monday

9:00-10:00 p.m.

117 CBS stations

30 CBC stations

ORIGINATES: KNX

Tuesday

9:00-9:30 p.m.

116 CBS stations

ORIGINATES: KNX

Wednesday

9:00-9:30 p.m.

119 CBS stations

ORIGINATES: KNX

Mon. thru Fri.

11:45-12 noon

50 CBS stations

30 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

12:15-12:30 p.m.

70 CBS stations

30 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

11:30-11:45 a.m.

46 CBS stations

ORIGINATES: WABC

Lux Toilet Soap, Lux Flake

J. Walter Thompson

Company

Swan Soap

Young & Rubicam, Inc.

Rinso

Ruthrauff & Ryan, Inc.

Spry

Ruthrauff & Ryan, Inc.

Rinso

Ruthrauff & Ryan, Inc.

Swan Soap

Young & Rubicam, Inc.

LEWIS-HOWE COMPANY

(43rd Week on CBS)

Crunit and Sanderson

Quiz

Saturday

8:00-8:30 p.m.

52 CBS stations

ORIGINATES: WABC

Tums

Roche, Williams

& Cunyngham, Inc.

***LIBERTY MAGAZINE**

(74th Week on CBS)

***The Ghost Shift**

Drama

Friday

6:10-6:15 p.m.

40 CBS stations

ORIGINATES: WABC

Liberty Magazine

Warwick & Legler, Inc.

LIGGETT & MYERS TOBACCO COMPANY

(544th Week on CBS)

Harry James

and his Music Makers

Popular music

Tues., Wed., Thurs.

7:15-7:30 p.m.

Rebroadcast

11:15-11:30 p.m.

117 CBS stations

ORIGINATES: KNX

Chesterfield Cigarettes

Newell-Emmett Co.

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| LOCKHEED AIRCRAFT CORP. <i>(21st Week on CBS)</i> Ceiling Unlimited <i>Aviation dramas</i> | Monday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 56 CBS stations ORIGINATES: KNX | Institutional <i>Foote, Cone & Belding</i> |
| P. LORILLARD COMPANY <i>(275th Week on CBS)</i> Sammy Kaye and his orchestra <i>Popular music</i> | Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 115 CBS stations ORIGINATES: WABC | Old Gold Cigarettes <i>J. Walter Thompson Co.</i> |
| *PABST SALES CO. <i>(1st Week on CBS)</i> *Blue Ribbon Town with Groucho Marx, Virginia O'Brien, Donald Dickson and Robert Armbruster's Orchestra <i>Comedy variety</i> | Saturday 10:15-10:45 p.m. 107 CBS stations ORIGINATES: KNX | Pabst Blue Ribbon Beer <i>Warwick & Legler, Inc.</i> |
| PACIFIC COAST BORAX CO. <i>(91st 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. 59 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>(40th Week on CBS)</i> Eric Sevareid <i>News</i> | Sat., Sun. 8:55-9:00 p.m. 114 CBS stations ORIGINATES: WABC | Quink <i>J. Walter Thompson Co.</i> |
| PET MILK SALES CORPORATION <i>(489th Week on CBS)</i> Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus | Saturday 9:45-10:15 p.m. 63 CBS stations ORIGINATES: WABC | Irradiated Pet Milk <i>Gardner Advertising Company</i> |
| Mary Lee Taylor home economist <i>Household advice</i> | Tues. and Thurs. 11:00-11:15 a.m. 69 CBS stations ORIGINATES: KMOX | |

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| <p>PHILCO CORPORATION (359th Week on CBS)</p> <p>Our Secret Weapon Rex Stout debunks Axis propaganda</p> | <p>Friday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 118 CBS stations ORIGINATES: WABC</p> | <p>Institutional <i>Sayre M. Ramsdell Associates, Inc.</i></p> |
| <p>CHARLES H. PHILLIPS CHEMICAL CO. (281st Week on CBS)</p> <p>Amanda of Honeymoon Hill <i>Serial drama</i></p> | <p>Wed., Thurs., Fri. 10:30-10:45 a.m. 40 CBS stations ORIGINATES: WABC</p> | <p>Phillips Toothpaste & Toothpowder <i>Blackett-Sample- Hummert</i></p> |
| <p>PHILIP MORRIS & COMPANY, LTD. (347th Week on CBS)</p> <p>Crime Doctor <i>Mystery-drama</i></p> <p>Philip Morris Playhouse Directed by Charles Martin, with guest stars and Ray Bloch's Orchestra <i>Drama</i></p> | <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 113 CBS stations ORIGINATES: WABC</p> <p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. 114 CBS stations ORIGINATES: WABC</p> | <p>Philip Morris Cigarettes <i>The Biow Company</i></p> |
| <p>*PRINCE MATCHABELLI PERFUMERY (1st Week on CBS) <i>Music</i> (April 18 only)</p> | <p>Sunday 1:30-1:45 p.m. 116 CBS stations ORIGINATES: WABC</p> | <p>Prince Matchabelli Perfume <i>Morse International I</i></p> |
| <p>THE PROCTER & GAMBLE CO. (440th Week on CBS)</p> <p>The Goldbergs <i>Serial drama</i></p> <p>*I Love A Mystery <i>Serial drama</i></p> <p>Life Can Be Beautiful <i>Serial drama</i></p> <p>Ma Perkins <i>Serial drama</i></p> <p>Vic and Sade <i>Serial drama</i></p> | <p>Mon. thru Fri. 1:45-2:00 p.m. 60 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 66 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 60 CBS stations 25 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:15-1:30 p.m. 60 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 1:30-1:45 p.m. 46 CBS stations ORIGINATES: WBBM</p> | <p>Duz <i>Compton Advertising, Inc.</i></p> <p>Ivory Soap Oxydol <i>Compton Advertising, Inc.</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p> <p>Oxydol <i>Blackett-Sample- Hummert</i></p> <p>Ivory Flakes, Crisco <i>Compton Advertising, Inc.</i></p> |

*Program or client not listed in Winter Program Book.

THE PROCTER & GAMBLE CO.*(Continued)***Pepper Young's Family***Serial drama*

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

Camay, Chipso
Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE
COMPANY OF AMERICA***(200th Week on CBS)***Prudential Family Hour**

with Gladys Swarthout and
Deems Taylor, Al Goodman's
Orchestra, and chorus

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

Insurance Services
Benton & Bowles, Inc.

THE QUAKER OATS COMPANY*(71st Week on CBS)***That Brewster Boy***Comedy drama***Aunt Jemima***Variety*

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

Quaker Food Products
Ruthrauff & Ryan, Inc.

Sunday
2:55-3:00 p.m.
33 CBS stations
ORIGINATES: WBBM

Aunt Jemima
Pancake Flour
*Sherman K. Ellis Co.,
Inc.*

**R. J. REYNOLDS TOBACCO
COMPANY***(517th Week on CBS)***Blondie**

The domestic adventures of the
Bumsteads

*Comedy***Camel Comedy Caravan**

with Herb Shriner, Jack Carson,
Connie Haines, Ken Niles and
Freddy Rich's Orchestra

Thanks to the Yanks

with Bob Hawk

Quiz

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

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

Friday
10:00-10:45 p.m.
117 CBS stations
ORIGINATES: KNX

Saturday
7:30-8:00 p.m.
Rebroadcast
11:00-11:30 p.m.
114 CBS stations
ORIGINATES: WABC

ROMA WINE CO., INC.*(4th Week on CBS)****Grapevine Rancho**

with Ransom Sherman and
Leo Carillo

Comedy variety

Thursday
8:00-8:30 p.m.
Rebroadcast
12:30-1:00 a.m.
86 CBS stations
ORIGINATES: KNX

Roma Wines
McCann-Erickson, Inc.

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| <p>*SCHENLEY IMPORT CORP.</p> <p>*Cresta Blanca Carnival <i>Variety</i> Starts April 14</p> | <p>Wednesday 10:30–11:00 p.m. 61 CBS stations ORIGINATES: WABC</p> | <p>Cresta Blanca Wine <i>William H. Weintraub & Company, Inc.</i></p> |
| <p>SCHUTTER CANDY COMPANY <i>(12th Week on CBS)</i></p> <p>Col. Stoopnagle's Stooparoos</p> | <p>Sunday 1:45–2:00 p.m. 38 CBS stations ORIGINATES: WABC</p> | <p>Candies <i>Roche, Williams & Cunyningham, Inc.</i></p> |
| <p>*SERVEL, INC.</p> <p>*Fashions for Rations with Billie Burke <i>Household Advice</i> Starts April 3</p> | <p>Saturday 11:30 a.m.–12 Noon 68 CBS stations ORIGINATES: WABC</p> | <p>Institutional <i>Batten, Barton, Durstine & Osborn, Inc.</i></p> |
| <p>*SOUTHERN COTTON OIL CO. <i>(25th Week on CBS)</i></p> <p>*The Singing Sweethearts Frank Crumit and Julia Sanderson <i>Songs</i></p> | <p>Mon. thru Fri. 3:00–3:15 p.m. 41 CBS stations ORIGINATES: WABC</p> | <p>Wesson Oil and Snowdrift <i>Kenyon & Eckhardt, Inc.</i></p> |
| <p>E. R. SQUIBB & SONS <i>(143rd Week on CBS)</i></p> <p>Keep Working, Keep Singing, America with Walter Cassel and David Ross <i>Songs</i></p> | <p>Mon., Wed., Fri. 6:30–6:45 p.m. 61 CBS stations ORIGINATES: WABC</p> | <p>Squibb Products <i>Geyer, Cornell & Newell, Inc.</i></p> |
| <p>TEXAS COMPANY <i>(305th Week on CBS)</i></p> <p>Texaco Star Theatre starring Fred Allen, Jimmy Walling- ton, Al Goodman's Orchestra, Portland Hoffa, and guest vocalists <i>Comedy</i></p> | <p>Sunday 9:30–10:00 p.m. 117 CBS stations 13 CBC stations ORIGINATES: WABC</p> | <p>Texaco Products <i>Buchanan & Co.</i></p> |
| <p>U. S. TOBACCO COMPANY <i>(409th Week on CBS)</i></p> <p>Gay Nineties Revue starring Beatrice Kay, Joe E. Howard, MC, Florodora Girls, Elm City Four, Jenny Lynn</p> | <p>Monday 8:30–8:55 p.m. <i>Rebroadcast</i> 11:30–11:55 p.m. 63 CBS stations ORIGINATES: WABC</p> | <p>Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p> |

R. L. WATKINS CO.
(35th Week on CBS)

Second Husband
Serial drama

Amanda of Honeymoon Hill
Serial drama

Mon., Tues., Wed.
11:15-11:30 a.m.
40 CBS stations
ORIGINATES: WABC

Mon., Tues.
10:30-10:45 a.m.
40 CBS stations
ORIGINATES: WABC

Dr. Lyons Toothpowder
*Blackett-Sample-
Hummert*

Mulsified Coconut Oil
Shampoo
*Blackett-Sample-
Hummert*

THE WELCH GRAPE JUICE CO.
(43rd Week on CBS)

Dear John
with Irene Rich
Drama

Sunday
6:15-6:30 p.m.
66 CBS stations
ORIGINATES: KNX

Welch Products
*H. W. Kastor & Sons
Advertising Co., Inc.*

WM. WRIGLEY, JR., COMPANY
(563rd Week on CBS)

Sergeant Gene Autry
Air Corps dramatic series

The First Line
Drama

Keep the Home Fires Burning
Musical series

Sunday
6:30-7:00 p.m.
116 CBS stations
ORIGINATES:
LUKE FIELD, ARIZ.

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

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

Doublemint Gum
*J. Walter Thompson
Company*

Spearmint Gum
Arthur Meyerhoff & Co.

**CALIFORNIA PRUNE & APRICOT
GROWERS ASSOCIATION**
(55th Week on CBS)

Dick Joy and the News
News analyst

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

California Prunes and
Apricots
*Long Advertising
Service*

***CHEMICALS, INC.**
(10th Week on CBS)

***Deane Dickason**

Sunday
9:15-9:30 p.m. PWT
ORIGINATES: KQW

Vano Household Chemical
*Sidney Garfinkel
Advertising Agency*

COLONIAL DAMES, INC.
(173rd Week on CBS)

***Dick Joy**
News

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

Cosmetics
Glasser, Gailey & Co.

J. A. FOLGER & COMPANY
(58th Week on CBS)

***Harry W. Flannery**
News analyst

Saturday
5:30-5:45 p.m. PWT
ORIGINATES: KNX

Folger's Coffee
Raymond R. Morgan Co.

*Program or client not listed in Winter Program Book.

**COLUMBIA
PACIFIC
NETWORK**

**COLUMBIA
PACIFIC
NETWORK**

Continued

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| <p>GENERAL CIGAR CO. <i>(364th Week on CBS)</i></p> <p>William Winter <i>News analyst</i></p> | <p>Sunday 9:00-9:15 p.m. PWT Wednesday 9:30-9:45 p.m. PWT ORIGINATES: KQW</p> | <p>Van Dyck Cigars <i>Federal Advertising Agency, Inc.</i></p> |
| <p>GENERAL MILLS, INC. <i>(462nd Week on CBS)</i></p> <p>Sam Hayes <i>News</i></p> <p>*Nelson Pringle <i>News analyst</i></p> | <p>Mon. thru Fri. 4:15-4:30 p.m. PWT ORIGINATES: KNX</p> <p>Mon. thru Fri. 7:45-8:00 a.m. PWT ORIGINATES: KNX</p> | <p>Drifted Snow Flour <i>Knox Reeves Advertising Inc.</i></p> <p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p> |
| <p>*GRAYSON'S SHOPS, INC. <i>(3rd Week on CBS)</i></p> <p>+Stop or Go with Ken Murray</p> | <p>Sunday 8:30-9:00 p.m. PWT ORIGINATES: KNX</p> | <p>Women's Apparel <i>Milton Weinberg Advertising Co.</i></p> |
| <p>LOS ANGELES SOAP COMPANY <i>(182nd Week on CBS)</i></p> <p>Bob Andersen <i>News</i></p> | <p>Mon. thru Fri. 12:15-12:30 p.m. PWT ORIGINATES: KNX</p> | <p>White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i></p> |
| <p>MANHATTAN SOAP CO. <i>(111th Week on CBS)</i></p> <p>Dick Joy <i>News</i></p> | <p>Mon., Wed., Fri. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p> | <p>Sweetheart Soap <i>Franklin Bruck Advertising Corp.</i></p> |
| <p>McKESSON & ROBBINS, INC. <i>(139th Week on CBS)</i></p> <p>*William Winter <i>News analyst</i></p> | <p>Tues., Thurs., Sat. 12:30-12:45 p.m. PWT ORIGINATES: KQW</p> | <p>Bexel <i>J. D. Tarcher & Co.</i></p> |
| <p>THE MENNEN COMPANY <i>(151st Week on CBS)</i></p> <p>Dick Joy <i>News</i></p> | <p>Tues., Thurs., Sat. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p> | <p>Talcum Powder, Lather Shave Cream, Brushless Shave <i>Russell M. Seeds Co., Inc.</i></p> |
| <p>MENTHOLATUM COMPANY <i>(25th Week on CBS)</i></p> <p>Phil Stearns <i>News</i></p> | <p>Sunday 5:45-5:55 p.m. PWT ORIGINATES: KQW</p> | <p>Mentholatum Salve <i>J. Walter Thompson Co.</i></p> |

*Program or client not listed in *Winter Program Book*.

PETER PAUL INC.
(129th Week on CBS)

Truman Bradley
News

Bob Andersen
News

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

Wednesday
5:45-5:55 p.m. PWT
ORIGINATES: KNX

Candy Bars
Brisacher, Davis & Staff

**PLANTERS NUT AND CHOCOLATE
COMPANY**
(127th Week on CBS)

William Winter
News analyst

Harry W. Flannery
News analyst

Mon., Wed., Fri.
12:30-12:45 p.m.
PWT
Sunday
5:30-5:45 p.m. PWT
ORIGINATES: KQW
Tues. and Thurs.
5:30-5:45 p.m. PWT
ORIGINATES: KNX

Planters Peanut Oil,
Salted Peanuts
Raymond R. Morgan Co.

PLOUGH, INC.
(26th Week on CBS)

Don't You Believe It
with Ken Niles

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

St. Joseph's Aspirin
Penetro Products
*Lake-Spiro-Shurman
Inc.*

**SOIL OFF MANUFACTURING
COMPANY**
(113th Week on CBS)

Truman Bradley
News

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

"Soil Off" for all
painted surfaces
Buchanan & Co.

BEKINS VAN AND STORAGE CO.
(80th Week on CBS)

Harry W. Flannery
News analyst

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

Moving and Storage
*Brooks Advertising
Agency*

THE PROCTER & GAMBLE CO.
(140th Week on CBS)

***Truman Bradley**
News

Mon., Wed., Fri.
2:30-2:45 p.m. PWT
ORIGINATES: KNX

Dash
Pedlar & Ryan, Inc.

**COLUMBIA
CALIFORNIA
NETWORK**

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:

| | |
|--------------------------------------|---------|
| 1. NEWS BROADCASTS | Page 19 |
| 2. WAR PROGRAMS | Page 19 |
| 3. EDUCATIONAL PROGRAMS | Page 21 |
| 4. SERIOUS MUSIC | Page 23 |
| 5. DRAMATIC SERIES | Page 24 |
| 6. RELIGIOUS BROADCASTS | Page 25 |
| 7. LIGHT ENTERTAINMENT | Page 26 |
| CBS SHORT WAVE BROADCASTS | Page 27 |
| SPECIAL BROADCASTS: WINTER | Page 28 |

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

SCHEDULED PERIODS
MONDAY THRU SUNDAY

Columbia's air reporters—in foreign capitals. in New York and in Washington—cover the second world war in a regular news pattern, so dove-tailed with sponsored news programs as to afford frequent reports throughout the day.

News Broadcasts: Edward R. Murrow, Bob Trout, John Daly and Paul Manning from *London*; Charles Collingwood and Winston Burdett from *Algiers*; William Moorad from *Australia*; Webley Edwards from *Honolulu*; James Stewart from *Chungking*; Bill Downes from *Russia*; Howard K. Smith from *Berne*; Bernard Valery from *Stockholm*; Farnsworth Fowle from *Cairo*; Peter Muir from *New Delhi*; Herbert Clark from *Buenos Aires*; Quincy Howe, Cecil Brown, Major George Fielding Eliot, William L. Shirer, Larry Leseur, Ned Calmer and Doug Edwards from *New York*; Eric Sevareid, Leigh White, Albert Leitch, John Purcell, Robert Lewis and William Costello from *Washington*; 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-6:55 p.m., MONDAY THRU FRIDAY; 11:00-11:10 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., SUNDAY THRU SATURDAY.

News Summaries: 4:00 p.m. and 6:00 p.m., MONDAY THRU FRIDAY; 12:55 a.m., MONDAY THRU SATURDAY; 1:30 p.m., SUNDAY.

News Analyses: 11:10-11:15 p.m., MONDAY AND WEDNESDAY, William Shirer; TUESDAY AND THURSDAY, Quincy Howe; FRIDAY, Cecil Brown; SATURDAY, Maj. George Fielding Eliot. (See also sponsored news programs.)

Calling Pan-America

4:30-5:00 p.m.
EACH SATURDAY

CBS draws the Americas more closely together with a weekly program brought to Columbia listeners by short-wave. This series, which is heard throughout the Western Hemisphere, "calls" a different nation to the microphone each Saturday, and presents a vivid radio picture of its daily life, culture and music.

**NEWS
BROADCASTS**

**WAR
PROGRAMS**

**WAR
PROGRAMS**

Continued

"Chips" Davis, Commando

7:00-7:30 p.m.

EACH SUNDAY

The soon-to-become-legendary exploits of the Commandos are presented in this weekly series of fictionalized dramas, based on fact. Robert Louis Shayon is the producer.

F.O.B. Detroit

3:30-4:00 p.m.

EACH SATURDAY

From Detroit, arsenal of America. CBS brings the reports of leading industrialists on progress in the production of war materials. Music is supplied by the WJR orchestra and chorus.

God's Country

11:00-11:15 a.m.

EACH MONDAY

In this program of Americana, selected by the BBC for rebroadcast in England, Milton Bacon visits obscure, out-of-the-way towns throughout the country and relates fascinating, little-known stories of the region. The famous folk-songs of the region are sung by the Cross-Roads Troubadours Quartet.

Green Valley, U.S.A.

4:15-4:30 p.m.

MONDAY THRU FRIDAY

This five-times-a-week series mirrors the life of the average American family during war-time. It is produced by Hyman Brown.

Red Cross Reporter

9:15-9:30 a.m.

EACH SATURDAY

Lindsay MacHarrie, chief of the radio section of the American Red Cross in London, interviews American service men in the British Isles. Through arrangements by the Red Cross, the families of men who appear on the program are notified in time to hear the broadcasts.

Report from London

4:15-4:30 p.m.

EACH SATURDAY

Bob Trout, CBS London correspondent, reports the human interest stories of a people only 20 minutes by air from the enemy.

Report from Washington

4:00-4:15 p.m.

EACH SATURDAY

William Costello of Columbia's news bureau in Washington presents an informal weekly summary of diplomatic, political and legislative currents and trends.

**WAR
PROGRAMS**
Continued
Report to the Nation

7:00-7:30 p.m.

EACH SATURDAY

This series presents a review and summary of the most vital news of the week and relates it to the American civilian and to the American in the armed forces. Paul White, CBS news editor, produces the program.

Soldiers With Wings

5:30-6:00 p.m.

EACH SATURDAY

New period starts April 24

This variety program is presented by the Air Cadets and Officers of the West Coast Air Force Training Center, in Santa Ana, California. Hollywood stars regularly appear as guests.

Spirit of '43

2:30-3:00 p.m.

EACH SATURDAY

This series features pick-ups from training and war production centers. The historical background and development of a branch of the armed service or a war industry is given through interviews. Music is usually provided by a military band.

Trans-Atlantic Call,
People to People

12 noon-12:30 p.m.

EACH SUNDAY

BBC in London and CBS in New York alternate in an exchange series designed to help the English and the Americans better to understand each other. Lawrence Gilliam of the BBC supervises the London broadcasts and Norman Corwin, the Columbia programs.

Youth on Parade

10:00-10:30 a.m.

EACH SATURDAY

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

**CBS ADULT
EDUCATION BOARD**

Invitation to Learning and *The People's Platform* are presentations of the Department of Education, arranged with the counsel of Columbia's 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. GANNON, S.J. | WILLIAM ALLEN WHITE |
| ALVIN S. JOHNSON | RAY LYMAN WILBUR |

JOSEPH H. WILLITS

**EDUCATIONAL
PROGRAMS**

**EDUCATIONAL
PROGRAMS**

Continued

**School of the Air
of the Americas**

9:15-9:45 a.m.
(Eastern Time Zone)

Rebroadcast

3:30-4:00 p.m.
(Pacific Time Zone)

MONDAY THRU FRIDAY

Concludes April 21

Now in its fourteenth year on CBS, the program is broadcast in Canada and the United States. 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 at Work*

TUESDAY—*Music on a Holiday*

WEDNESDAY—*New Horizons*

THURSDAY—*Tales from Far and Near*

FRIDAY—*This Living World*

Invitation to Learning

11:30-12 noon

EACH SUNDAY

The world's great books are informally discussed by one of five chairmen—John Anderson, Irwin Edman, Lewis Gannett, Harry D. Gideonse and Louis Untermeyer—and special guests in a series which Time Magazine has called "the pearl of all educational programs."

The People's Platform

6:15-6:45 p.m.

EACH SATURDAY

After more than four years on the air, this still remains one of radio's most interesting innovations in the field of public forums. Lyman Bryson entertains four guests at dinner and draws them into a completely-scriptless discussion of current problems, and an informal exchange of ideas.

Of Men and Books

3:00-3:30 p.m.

EACH SATURDAY

Continuing the series in its sixth year on CBS, Professor John T. Frederick of Northwestern University discusses recently-published books and interviews their authors.

Adventures in Science

1:30-1:45 p.m.

EACH SATURDAY

Watson Davis reports on "what's new in Science" and interviews prominent scientists in these broadcasts planned in conjunction with Science Service, Inc.

Columbia's Country Journal

1:00-1:30 p.m.

EACH SATURDAY

Charles ("Chuck") Worcester conducts this weekly "radio newspaper" and delineator of the activities, problems, home life and opinions of American farm families. Farm legislation and new scientific farm methods are explained from Washington.

EDUCATIONAL
PROGRAMS*Continued***The Garden Gate**

9:30-10:00 a.m.

EACH SATURDAY

Tom Williams, "the old dirt dobber." horticultural expert of WLAC, Nashville, answers queries on trees, plants, birds and insects, and advises on wartime gardening. Representatives of the National Victory Garden Committee report on war gardens.

Highways to Health

1:45-2:00 p.m.

EACH SATURDAY

A series of instructive medical talks, with each subject treated by a specialist in that field. arranged by the New York Academy of Medicine.

**New York Philharmonic
Symphony Society**

3:00-4:30 p.m.

EACH SUNDAY

**Columbia Broadcasting
Symphony**

(Starts May 2)

The week following the final Philharmonic concert of the season. April 18, there will be a special program featuring the Toronto Symphony Orchestra, with Sir Ernest Mac-Millan conducting the Mendelssohn Choir in a performance of Verdi's *Requiem*. Subsequent Sundays will be devoted to concerts by the Columbia Broadcasting Symphony, Howard Barlow and Bernard Herrman conducting.

SERIOUS
MUSIC**Invitation to Music**

11:30-12 Mid.

EACH TUESDAY

(Starts April 6)

A new series of great music at an hour not generally available for serious works. On these programs the following artists and groups will appear: Joseph Szigeti performing compositions by Bartok, Prokofieff, Berlioz, Beethoven and Tartini, accompanied by the Columbia Concert Orchestra. Howard Barlow conducting; the Harvard Glee Club and the Radcliffe Choral Society in a joint concert; the Schola Cantorum, Hugh Ross conducting; and Jesus Maria Sanroma, pianist.

Egon Petri

11:05-11:30 a.m.

EACH SUNDAY

This noted pianist will be presented in a series of broadcasts originating at Ithaca, N.Y. On April 18th, Mr. Petri will relinquish the period to the Duke University Glee Club; and the two following programs will feature Vera Brodsky, a favorite of Columbia listeners.

SERIOUS

MUSIC

Continued

**Eileen Farrell and the
Columbia Concert Orchestra**

10:45-11:00 p.m.

EACH SATURDAY

This richly talented young soprano whom Columbia is proud to have discovered only last season, is presented in a series of concert songs, operatic arias and light opera favorites.

E. Power Biggs, Organist

9:15-9:45 a.m.

EACH SUNDAY

Playing on the baroque organ in the Germanic Museum at Cambridge, this noted musician broadcasts the world's finest organ music.

**Columbia's Weekday
Schedule of Fine Music**

3:30-4:00 p.m.

MONDAY THRU FRIDAY

Monday: Eileen Farrell, soprano, accompanied by the Columbia Concert Orchestra under the direction of Howard Barlow.

Tuesday: William Primrose, violist.

Starts May 4: Joseph Schuster, cellist, and Nadia Reisenberg, pianist.

Wednesday: Columbia Concert Orchestra, with Bernard Herrmann conducting.

Starts May 5: The League of Composers broadcasts with Howard Barlow conducting the Columbia Concert Orchestra.

Starts May 26: Excerpts from seldom-heard operas by the Columbia Concert Orchestra under the direction of Bernard Herrmann.

Thursday: Orchestral and chamber music by various instrumental units of the Eastman School of Music, Howard Hanson, Director.

Starts June 3: Keyboard Concerts—performances by talented young pianists.

Friday: A series of concert recitals by Joseph Szigeti, violinist and Andor Foldes, pianist.

**DRAMATIC
SERIES**

Corliss Archer

10:30-11:00 p.m.

EACH WEDNESDAY

8:00-8:30 p.m.

EACH SUNDAY

(Starts April 11)

William N. Robson produces this delightful serial comedy. Corliss Archer, the long-awaited feminine counterpart of Andy Hardy, is a typical, middle-teen high-school girl. Together with the other characters in the story, she provides entertainment for the whole family.

**DRAMATIC
SERIES**

Let's Pretend

11:05-11:30 a.m.
EACH SATURDAY

Like Tennyson's brook — and just as refreshing — this series of dramatizations of children's stories still goes on. It is still directed by Nila Mack...it still continues to delight the younger listeners... and it still wins the unqualified endorsement of parents and educators.

Suspense

9:30-10:00 p.m.
EACH TUESDAY

CBS continues its spine-tingling thrill series with stories of excitement which have a full measure of the quality which gives the series its title. Production by William Spier.

Joe and Ethel Turp

4:30-4:45 p.m.
MONDAY THRU FRIDAY
3:15-3:30 p.m.
(Starts April 12)

Originally scheduled as a three-times-a-week program, Damon Runyon's familiar and fantastic American couple now delight audiences every weekday afternoon with their domestic blunderings and bickerings.

Mother and Dad

5:15-5:30 p.m.
MONDAY THRU FRIDAY

A homey, living-room visit with Mother and Dad whose boy is in the service. To help rout their loneliness, they sing the songs we all know, and invite listeners to join the singing.

This Life is Mine

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

A new program which tells the story of a small-town schoolteacher in wartime America. The series, produced and directed by Charles G. Renier and supervised by Robert J. Landry, dramatizes the conflict between two philosophies—the sacrificing and the selfish.

Church of the Air

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

In its twelfth consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday to major religious faiths in America for complete freedom of expression so long as no message attacks the religious faith of others.

**RELIGIOUS
BROADCASTS**

**RELIGIOUS
BROADCASTS**

Continued

Wings Over Jordan

10:30-11:00 a.m.

EACH SUNDAY

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

**Salt Lake Tabernacle
Choir and Organ**

12:30-1:00 p.m.

EACH SUNDAY

This is the oldest, consecutively-presented public service series in radio, having celebrated its 700th network broadcast on December 13th. 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.

**LIGHT
ENTERTAIN-
MENT**

Jazz Laboratory

10:00-10:30 p.m.

EACH TUESDAY

What the Columbia Workshop has been to radio drama—that's what Jazz Laboratory is to music: a program enthusiastically experimental in its treatment of the work of contemporary composers. The series features the music and arrangements of Raymond Scott and his orchestra; Irving Kilodin, music editor of the New York Sun; and guest stars.

Are You a Genius?

5:30-5:45 p.m.

MONDAY THRU FRIDAY

A novel quiz program aimed directly at the radio listener who takes the place of the more familiar studio contestant. Ernest Chappell is master of ceremonies on this program which features musical interludes between questions, provided by Fred Feibel at the organ.

Gordon MacRae

11:15-11:30 p.m.

MONDAY THRU FRIDAY

This golden baritone is Columbia's new discovery of 1943. He is heard every weekday evening in a quarter hour of ballads and popular romantic songs, against the instrumental background of the Columbia Dance Band, Walter Cross conducting.

Madeleine Carroll Reads

5:00-5:15 p.m.

MONDAY THRU FRIDAY

Every afternoon, Madeleine Carroll gives brilliant voice to a new chapter of one of the great novels. The first novel read in this series was James Hilton's *Lost Horizon*; currently, Miss Carroll is reading the best-seller, *Jamaica Inn*, by Daphne Du Maurier.

Mountain Music
 4:45-5:00 p.m.
 MONDAY THRU FRIDAY

Folk music from the hills. Mondays and Wednesdays the program originates in St. Louis; on Tuesdays and Thursdays the program features the "Renfro Valley Folks" from Louisville; Fridays the program comes from Denver.

Dance Orchestras
Various Hours
 MONDAY THRU SUNDAY

Every night—and often during the day—CBS picks up the music of the ranking dance orchestras from all over the country.

News and News Features
 In: ENGLISH
 FRENCH
 ITALIAN
 GERMAN
 POLISH
 SERBO-CROATIAN
 SLOVENE
 DUTCH
 CZECH
 ARABIC
 TURKISH

News in eleven languages—a comprehensive schedule of some 35 fifteen-minute periods, plus more than two hours of entertainment for American troops abroad—are prepared daily by the CBS Shortwave Department and are directed to listeners in Europe, Africa, the Near East and Asia over 9 powerful shortwave stations. The seven-day-a-week, "around the clock" schedule begins early in the day in New York and ends in the late afternoon, which is late afternoon and evening in the areas where the broadcasts are received.

News and Entertainment to The Network of the Americas
 In: SPANISH
 PORTUGUESE

From late afternoon to early the next morning, Columbia programs are beamed to all Latin America via seven separate transmitters. News and news commentaries feature Columbia's Latin American broadcasting, and elaborate musical and dramatic programs round out the entertainment schedule.

LIGHT ENTERTAINMENT

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE AND THE EAST

CBS Transmitters
WCBX New York
WCRC New York
WCDA New York

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA

CBS Transmitters
WCBX New York
WCRC New York
WCDA New York

SPECIAL BROADCASTS: WINTER

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

JAN. 1: Michael Straight, author and lecturer, speaking under the auspices of the Free World Association, discussed "The Hope of the United Nations," 4:30-4:45 p.m.

JAN. 6: Dr. George N. Shuster, President of Hunter College, spoke on "Loyal Americans of German Descent," 11:15-11:30 p.m.

JAN. 12: His Excellency, Dr. H. J. Van Mock, Netherlands Cabinet Minister, spoke on the anniversary of the Japanese invasion of the Indies, 10:30-10:45 p.m.

JAN. 13: Round-table discussion in connection with the Congress on Industrial Health in Chicago. Dr. Clarence Selby, Medical Consultant, General Motors; Dr. Orlen Johnson, AMA; Mr. Sterling Morton, President, Morton Salt Co.; and Dr. Robert Flynn, U. S. Public Health Service, spoke on this program, 3:00-3:15 p.m.

JAN. 13: W. P. Witherow, President, National Association of Manufacturers, spoke before the Associated Equipment Distributors Convention held in Chicago on "Industry and World Reconstruction," 11:15-11:30 p.m.

JAN. 14: Basil O'Connor, President, National Foundation for Infantile Paralysis,

spoke on the opening of the annual fundraising drive in the fight against Infantile Paralysis, 10:30-10:45 p.m.

JAN. 16: Joseph C. Grew, former Ambassador to Tokyo, spoke at the annual luncheon of the Women's National Republican Club on "The Spirit of 1943," 2:30-3:00 p.m.

JAN. 19: Philip Murray, President of the C.I.O., broadcasting from Pittsburgh, discussed the general legislative program of the C.I.O., 10:30-10:45 p.m.

JAN. 21: Eric A. Johnstone, President, U. S. Chamber of Commerce, speaking from Washington, discussed "The Frontiers of the Future," 10:30-10:45 p.m.

JAN. 24: Miguel Prado, President of Peru, spoke from Lima on the first anniversary of the breaking of relations by Peru with the Axis, 1:30-1:45 p.m.

FEB. 2: Senator Elbert D. Thomas of Utah addressed the Citizens' Conference on International Economic Union in Washington on "World Economic Organization and the Peace," 10:30-10:45 p.m.

FEB. 4: Stringfellow Barr, President of St. John's College, discussed the incidence of war on the colleges, 6:30-6:45 p.m.

FEB. 4: Will Rogers, new Representative from California, spoke from Washington on the subject, "Should Congress Explore the Peace Terms?" 10:30-10:45 p.m.

FEB. 9: James F. Byrnes, Director, Office of Economic Stabilization, speaking from Washington, discussed "Next Steps Against Inflation," 10:00-10:30 p.m.

FEB. 11: Wendell L. Willkie, addressing the Lincoln Day celebration of the Women's Republican Club of Indianapolis, spoke on "Lincoln's Birthday," 10:30-10:45 p.m.

FEB. 15: Speaking from his office in the Treasury Department Building. Secretary of the Treasury Henry Morgenthau discussed the preparation of the 1942 Income Tax Returns, 6:15-6:30 p.m.

FEB. 16: Prentiss M. Brown, Director, Office of Price Administration, spoke from Washington on "Our Major Domestic Problem," 11:15-11:30 p.m.

FEB. 17: Mrs. William Kletzer, President, National Congress of Parents and Teachers, and Katharine F. Lenroot, Chief, U. S. Children's Bureau, speaking in connection with Founder's Day celebration of National Congress of Parents and Teachers in Washington, discussed the problems of children in the war. 3:15-3:30 p.m.

FEB. 18: Senator Charles O. Andrews of Florida spoke from Washington on "Why We are Fighting," 10:30-10:45 p.m.

FEB. 20: The Honorable Herbert C. Hoover, Dr. Rufus M. Jones of the American Friends Service Committee and Dr. Joseph R. Sizoo, Minister of the Collegiate Church of St. Nicholas, spoke on "Food for Europe's Children," 3:00-3:30 p.m.

FEB. 24: Dr. Everett R. Clinchy, President, National Conference of Christians and Jews, spoke in connection with the celebration of Brotherhood Week, 6:15-6:30 p.m.

MAR. 2: Madame Chiang Kai-shek, wife of

the Chinese Generalissimo, spoke at a meeting arranged by the Citizens' Committee to Welcome Madame Chiang, 10:00-10:30 p.m.

MAR. 4: Martin Dies, Representative from Texas, spoke from Washington on "The Work of the Dies Committee," 10:30-10:45 p.m.

MAR. 9: Mrs. Franklin D. Roosevelt, Honorary President of the Girl Scouts, spoke in connection with the thirty-first anniversary of the Girl Scouts, Inc., on "The Role of Volunteer Leadership and Youth in War-time," 10:30-10:45 p.m.

MAR. 11: Dr. Reinhold Niebuhr of the Union for Democratic Action broadcast "A Reply to Martin Dies," 10:30-10:45 p.m.

MAR. 15: Dr. Morris Fishbein, Editor, Journal of the American Medical Association, addressed the National Conference on the Need for Medical Planning for War and Post-War Medical Service, 3:15-3:30 p.m.

MAR. 15: Walter G. Andrews, Representative of New York, spoke from Washington on "Our War Effort," 6:15-6:30 p.m.

MAR. 16: Congressman Frank Carlson of Kansas spoke from Washington on "Pay-as-you-go" taxation being considered by Congress, 10:30-10:45 p.m.

MAR. 18: Speaking respectively from San Francisco and New York, Governors Warren of California and Edison of New Jersey addressed the Council of State Governors on "Post-War Reconstruction and Development in the States," 10:30-10:45 p.m.

MAR. 23: Clark M. Eichelberger, Director, Commission to Study the Organization of Peace, spoke on "The Search for Security," 10:30-10:45 p.m.

MAR. 25: Paul V. McNutt, Chairman, War Manpower Commission, speaking under the auspices of the American Association of School Administrators, discussed "Manpower and the Schools," 10:30-10:45 p.m.

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CBS PROGRAM BOOK SUPPLEMENT • MAY

NEW AND SIGNIFICANT PROGRAMS

| | | |
|--|---|---|
| <p>CUDAHY PACKING COMPANY (325th Week on CBS) Something to Talk About <i>Starts May 24</i></p> | <p>Mon. thru Fri. 4:30-4:45 p.m. 14 CBS Stations ORIGINATES: WBBM</p> | <p>Delrich Margarine <i>Grant Advertising, Inc.</i></p> |
| <p>GILLETTE SAFETY RAZOR CO. (108th Week on CBS) Kentucky Derby <i>May 1 only</i></p> | <p>Saturday 6:15-6:45 p.m. 122 CBS Stations ORIGINATES: LOUISVILLE</p> | <p>Safety Razors, Blades, and Shaving Cream <i>Maxon, Inc.</i></p> |
| <p>HOLLAND FURNACE COMPANY (4th Week on CBS) To be announced <i>Starts May 3</i></p> | <p>Mon., Wed., Fri. 9:45-10:00 a.m. 25 CBS Stations ORIGINATES: WBBM</p> | <p>Air-Conditioning and Heating Equipment <i>Roche, Williams & Cunningham, Inc.</i></p> |
| <p>LIGGETT & MYERS TOBACCO COMPANY (548th Week on CBS) This Is the Army <i>Starts May 25</i></p> | <p>Tuesday 9:30-10:30 p.m. 117 CBS Stations ORIGINATES: KNX</p> | <p>Chesterfield Cigarettes <i>Newell-Emmett Co.</i></p> |
| <p>OWENS-ILLINOIS GLASS CO. Your Home Front Reporter <i>Starts May 10</i></p> | <p>Mon. thru Fri. 4:00-4:25 p.m. 116 CBS stations ORIGINATES: WABC</p> | <p>Institutional <i>D'Arcy Advertising Company</i></p> |
| <p>PRINCE MATCHABELLI PERFUMERY, INC. (2nd Week on CBS) Stradavarii Orchestra <i>May 2 only</i></p> | <p>Sunday 4:15-4:30 p.m. 117 CBS Stations ORIGINATES: WABC</p> | <p>Prince Matchabelli Perfumes <i>Morse International, Inc.</i></p> |
| <p>SHEFFORD CHEESE CO., INC. Navy "E" Award <i>April 22 only</i></p> | <p>Thursday 4:00-4:30 p.m. 56 CBS Stations ORIGINATES: GREEN BAY, WISCONSIN</p> | <p>Institutional <i>Leo Burnett Co., Inc.</i></p> |

CBS PROGRAM BOOK SUPPLEMENT • JUNE

NEW CBS SPONSORED PROGRAMS

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| <p>GENERAL ELECTRIC (66th Week on CBS) The World Today <i>Started May 31</i></p> | <p>Mon. thru Sat. 6:45-6:55 p.m. 117 CBS stations ORIGINATES: WABC</p> | <p>Institutional <i>Maxon, Inc.</i></p> |
| <p>PRINCE MATCHABELLI PERFUMERY, INC. (3rd Week on CBS) Stradivari Orchestra <i>May 16 only</i></p> | <p>Sunday 4:00-4:15 p.m. 117 CBS stations ORIGINATES: WABC</p> | <p>Prince Matchabelli Perfumes <i>Morse International, Inc.</i></p> |
| <p>E. R. SQUIBB & SONS (151st Week on CBS) To be announced <i>Starts June 13</i></p> | <p>Sunday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 Mid. 117 CBS stations ORIGINATES: WABC</p> | <p>All Products <i>Geyer, Cornell & Newell, Inc.</i></p> |
| <p>UNITED STATES RUBBER CO. (54th Week on CBS) New York Philharmonic- Symphony <i>Started May 23</i></p> | <p>Sunday 3:00-4:30 p.m. 118 CBS stations ORIGINATES: WABC</p> | <p>Institutional <i>Campbell-Ewald Co., Inc., Eastern Division</i></p> |
| <h2>NEW CBS PACIFIC NETWORK PROGRAMS</h2> | | |
| <p>BEN HUR PRODUCTS, INC. Hollywood Showcase <i>Started April 30</i></p> | <p>Friday 6:00-6:30 p.m. PWT ORIGINATES: KNX</p> | <p>Ben Hur Coffee <i>Barton A. Stebbins</i></p> |
| <p>SIGNAL OIL COMPANY Signal's Question of the Week <i>Starts June 13</i></p> | <p>Sunday 4:30-5:00 p.m. PWT ORIGINATES: KNX</p> | <p>All Products <i>Barton A. Stebbins</i></p> |

NEW CBS PACIFIC NETWORK PROGRAMS

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|---|---|--|
| <p>DWIGHT-EDWARDS COMPANY World Today, and Chet Huntley <i>Commentary</i> <i>Starts April 12</i></p> | <p>Mon., Wed., Fri. 3:45-4:00 p.m. PWT ORIGINATES: WABC & KNX</p> | <p>Dwight-Edwards Coffee <i>McCann Erickson, Inc.</i></p> |
| <p>KAY JEWELRY COMPANY Bob Andersen <i>News</i> <i>Starts May 2</i></p> | <p>Sunday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p> | <p>Jewelry <i>Sidney Garfinkel</i> <i>Advertising Agency</i></p> |

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

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| <p><i>Page 5</i></p> | <p>CALIFORNIA FRUIT GROWERS EXCHANGE</p> | <p>Add broadcasts on Monday and Wednesday, effective May 3.</p> |
| <p><i>Page 10</i></p> | <p>LEVER BROTHERS COMPANY</p> | <p>Add repeat broadcast 12:30-1:00 a.m. to "Mayor of the Town" program.</p> |
| <p><i>Page 10</i></p> | <p>LIGGETT & MYERS TOBACCO COMPANY</p> | <p>Change origination to WABC.</p> |
| <p><i>Page 14</i></p> | <p>SCHENLEY IMPORT CORP.</p> | <p>Change program listing to "Schenley's Cresta Blanca Carnival," Morton Gould's Orchestra, and guest stars.</p> |
| <p><i>Page 14</i></p> | <p>SERVEL, INC.</p> | <p>Change program listing to "Fashions in Rations." Change origination to KNX and WTOP.</p> |

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

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|-----------------------|-----------------------------------|---|
| <p><i>Page 16</i></p> | <p>GENERAL CIGAR CO.</p> | <p>Cancel Wednesday broadcast, 9:30-9:45 p.m. PWT, after May 5. Change time to Tuesday, 9:45-10:00 p.m., starting May 11.</p> |
| <p><i>Page 16</i></p> | <p>MENTHOLATUM COMPANY</p> | <p>Cancel program after April 4.</p> |

MONTHLY CONTRIBUTIONS - THE SPONSORED PROGRAMS

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|--------------------------------|--|---|
| <i>Page 4</i> | B. T. BABBITT, INC. | Cancel program after May 14. |
| <i>Page 5</i> | BOWEY'S, INC. | Art Gilmore replaces Knox Manning as MC. |
| <i>Page 5</i> | CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED | Change origination to WABC. |
| <i>Page 6</i> | CHRYSLER CORPORATION | Increase number of stations to 119. |
| <i>Page 7</i> | ELGIN NATIONAL WATCH CO. | Cancel program after May 30. |
| <i>Page 7</i> | GENERAL ELECTRIC | Cancel "Frazier Hunt" after May 29. |
| <i>Page 7</i> <i>Page 8</i> | GENERAL FOODS CORPORATION | Cancel "Those We Love" after May 30. Change origination of "William L. Shirer," news, to BBC studios, London, England. |
| <i>Page 8</i> | GREAT ATLANTIC & PACIFIC TEA COMPANY | Cancel program after May 14. |
| <i>Page 10</i> | LIBERTY MAGAZINE | Cancel program after May 21. |
| <i>Page 13</i> | THE QUAKER OATS COMPANY | Change "Aunt Jemima" to "The Muffet Show." |
| <i>May Supplement</i> | HOLLAND FURNACE COMPANY | Program listing "Smilin' Ed McConnell." |
| <i>May Supplement</i> | LIGGETT & MYERS TOBACCO COMPANY | Cancel "This Is the Army." |

*CBS Program Book
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to be tipped in here*

29

MONTHLY CORRECTIONS CBS PACIFIC NETWORK PROGRAMS

| | | |
|----------------|---|---|
| <i>Page 15</i> | J. A. FOLGER & COMPANY | Cancel program after May 29. |
| <i>Page 16</i> | GENERAL CIGAR CO. | Change time of Wednesday broadcast to Tuesday, 9:45-10:00 p.m. PWT. Change Tuesday program listing to: "Pacific Theater of War." |
| <i>Page 16</i> | GENERAL MILLS, INC. | Change origination of "Sam Hayes" to KQW. |
| <i>Page 17</i> | PLANTERS NUT AND CHOCOLATE COMPANY | Add Saturday broadcast to "Harry W. Flannery," 5:30-5:45 p.m. PWT, starting June 5. |

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