

CBS Sustainers On Lighter Side

Summer Shows Announced to Fill Four Sponsored Periods

SUMMER SUSTAINERS lined up by CBS to replace four of its regular commercial programs taking summer hiatus periods are slanted toward the entertainment side, with comedy and music as the main features. Replacing *Burns & Allen* in the Tuesday 9-9:30 p.m. spot, July 6 to Aug. 31 will be *The Colonel*, a comedy program starring Col. Stoopnagle, who will be replaced in turn on his own Sunday quarter-hour for Schutter Candy Co.

Two programs, *Romance* and *Broadway Bandbox*, will serve as substitutes July 19 to Sept. 13 for the hour period Monday evenings currently filled by the *Lux Radio Theatre*. *Romance* dramatizes romantic happenings of the past, and the second show, a musical, stars Frank Sinatra and Raymond Scott's orchestra. *American Comedy Theatre*, starring Elliott Nugent, replaces *Camel Comedy Caravan*, July 9 to Oct. 8, during which time the last quarter-hour of the show will be discontinued and will not be picked up in the fall by R. J. Reynolds Tobacco Co., sponsor of the series. Program will be heard 10-10:30 p.m. Fridays instead of through 10:45 p.m.

The *Kate Smith Hour*, Fridays 8-8:30 p.m., will be replaced by a dramatic comedy program entitled *Cortiss Archer*, July 2 to Oct. 1.

Mrs. Julia Kiene Wins Josephine Snapp Award

PRESENTATION of the 1942 Josephine Snapp Award will be made today (June 28) at the AFA convention in New York to Mrs. Julia Kiene, manager of the Westinghouse Home Economics Institute, Mansfield, Ohio. The award is made annually by the Women's Advertising Club of Chicago to the woman making the most outstanding contribution to advertising during the preceding year.

KENO Joins Blue

KENO, Las Vegas, Nev., on June 14 became a BLUE affiliate bringing the network's total to 158 outlets. Incorporated as Nevada Broadcasting Co., the station operates on 1400 kc., 250 watts.

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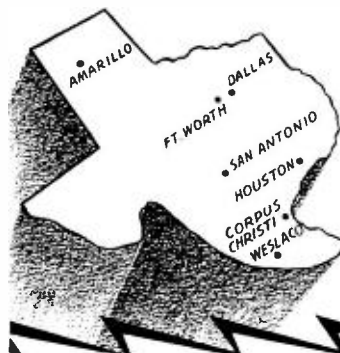


LONE STAR CHAIN
with **LIVE TALENT**
gives you **BIG TEXAS!**

NO need to tell you how difficult it is to obtain recordings. You know this already. But we wonder if you know the real solution to reaching **BIG TEXAS** without recordings. It's easy if you'll take this friendly tip:

Let us help you build a live talent show . . . designed to appeal to Texans . . . and then watch it click in a big way over the **LONE STAR CHAIN**. The ever increasing number of network advertisers using Lone Star Chain with splendid results is proof enough to make you a believer without hesitation.

For Rates and further information, write Ken L. Sibson, Tower Petroleum Building, Dallas, Texas.



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