

CBS PROGRAM BOOK • JUNE, 1939



THE RADIO SET ON THE COVER: The new type portable radio shown on this month's cover makes Summer Radio listening easier and more popular than ever. Requiring no plug-in or antenna, more than 600,000 of these sets have been sold in the Eastern United States alone, *in the past six months!*

JUNE, 1939

NATIONAL BROADCASTING COMPANY, INC.
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THE COLUMBIA PROGRAM BOOK

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Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

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CBS SPONSORED PROGRAMS

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AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Company
AMERICAN CIGARETTE & CIGAR COMPANY	Pall Mall Cigarettes
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobacco
ANACIN COMPANY	Anacin

PROGRAM	TIME	AGENCY	ON CBS*
Romance of Helen Trent <i>Drama</i> (also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30-12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	286 Weeks
Music by Malneck Matty Malneck's Orchestra <i>Musical</i>	Thursday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 52 CBS stations ORIGINATES: KXX	Young & Rubicam, Inc.	Starts June 1st
Human Side of the News, Edwin C. Hill <i>News</i>	Mon. thru. Fri. 6:05-6:15 p.m. <i>Rebroadcast</i> 11:05-11:15 p.m. 42 CBS stations ORIGINATES: WABC	The Joseph Katz Company	43 Weeks
Star Hit Parade Frank Warnow's Orchestra, Guy Ross, Raymond Scott's Sextet, Kay Lorraine and the The Smiths <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m. 97 CBS stations ORIGINATES: WABC	Lord & Thomas	161 Weeks
Bernie and All the Lads Lew Lehr <i>Music and comedy</i>	Sundays, thru June 25th only 5:30-6:00 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 51 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
Gal, Sunday <i>Drama</i> (also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45-1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	122 Weeks

*figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
BAYER COMPANY	Bayer Aspirin
BOWEY'S, INC.	Dari-Rich Products
A. S. BOYLE COMPANY	Hill's Nose Drops
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler

PROGRAM	TIME	AGENCY	ON CBS*
Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Dramatic</i>	Tuesday 7:30-8:00 p.m. 30 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	403 Weeks
News and Rhythm with Todd Hunter, reporter; Dave Kalish, novachordist and Carl Bengtson's Orchestra <i>Talk and music</i>	Sunday 11:00-11:30 a.m. <i>Rebroadcast</i> 2:30-3:00 p.m. 33 CBS stations ORIGINATES: WBRM	Sorensen & Company	Starts June 4th
The Romance of Helen Trent <i>Drama</i> (also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	211 Weeks
First Nighter with Barbara Luddy and John Tremayne <i>Drama at the "Little Theater off Times Square"</i>	Friday 8:00-8:30 p.m. 51 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	70 Weeks
Campbell Playhouse "Victoria Regina," with Helen Hayes and Orson Welles <i>Dramatic</i>	Fri., June 2 only 9:00-10:00 p.m. 58 CBS stations 26 CBC stations ORIGINATES: WABC	Ward Wheelock Company	234 Weeks
Tom 'n' Andy <i>Comedy</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 52 CBS stations ORIGINATES: KNX		
Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 78 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	169 Weeks

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave Concentrated Super Suds Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY COMPANY	Old Dutch Cleanser

PROGRAM	TIME	AGENCY	ON CBS*
Gate Ask-It Basket McWilliams, MC <i>Questions and answers</i> (This series ends on June 28, moving at new time on August 17)	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 59 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	110 Weeks
ing Busters <i>Police-file dramatizations</i> (This series ends on June 28, moving at new time on August 17)	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 46 CBS stations ORIGINATES: WABC		168 Weeks
rt and Marge <i>Drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 71 CBS stations ORIGINATES: WABC		169 Weeks
lltop House <i>arring Bess Johnson</i> <i>Drama</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 74 CBS stations ORIGINATES: WABC		172 Weeks
pmother <i>Drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 25 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	110 Weeks
etty Kitty Kelly <i>Drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 43 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	219 Weeks
achelor's Children <i>Drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunnyngham, Inc.	231 Weeks

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
ETHYL GASOLINE CORP.	"Ethyl" Gasoline
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Jell-O Ice Cream Post Toasties Calumet Baking Powder Swans Down Cake Flour La France Satina

PROGRAM	TIME	AGENCY	ON CBS*
Line-Up Time featuring Walter O'Keefe, Andre Kostelanetz's Orchestra, Lily Thompson's Rhythm Singers and guest stars <i>Musical variety</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 61 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	20 Weeks
Ford Summer Hour with James Melton, Francis White, and the Voorhees' Orchestra, chorus and "Rouge Reporter" <i>Musical</i> (starts June 11th; the Ford Symphony starts its current season on June 4th)	Sunday 9:00-10:00 p.m. 75 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	270 Weeks
Life, the People with Gabriel Heatter, Harry von Zell and special guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	223 Weeks
Bob E. Brown with Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Perry Sosnik's Orchestra <i>Comedy and music</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 69 CBS stations ORIGINATES: KNX	Benton & Bowles, Inc.	223 Weeks
Steve Smith Hour with Abbott and Costello, comedians; "The Aldrich Family," comedy troupe, Ted Straeter Choir, Jack Miller's Orchestra and guest stars <i>Variety show</i> (this series ends on June 29, returning at new time on October 6)	Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 12 mid.-1:00 a.m. 77 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
Mary Margaret McBride <i>Radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. <i>Rebroadcast</i> 5:30-5:45 p.m. 40 CBS stations ORIGINATES: WABC		

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
GENERAL FOODS CORPORATION <i>Continued</i>	Postum
GRIFFIN MANUFACTURING COMPANY, INC.	Griffin Shoe Polishes, Waxes, Whites and Dyes
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service

PROGRAM	TIME	AGENCY	WEEKS
Sam and Abner <i>Comedy sketches</i> (This series ends on June 30, returning at same time on August 28)	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 50 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	223 Weeks
Time to Shine, with Hal Kemp's Orchestra and Guests <i>Variety</i>	Tuesday 10:00-10:30 p.m. 12 CBS stations ORIGINATES: WABC	Birmingham, Castleman & Pierce, Inc.	30 Weeks
Half Musical Playhouse with Erno Rapee, Jane Froman and Jan Peerce <i>Musical</i> (Starts June 17th; the "Hollywood World" series ends on June 4th)	Sunday 7:30-8:00 p.m. Beg. June 11: WABC 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	277 Weeks
Honolulu Bound starring Phil Baker, "Bottle", Andrews Sisters, and Harry Belafonte's Orchestra <i>Comedy, musical</i>	Saturday 9:00-9:30 p.m. <i>Rebroadcast</i> 10:45-11:15 p.m. 61 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	20 Weeks
What Happened in Hollywood with Martha Mears, John Conte and the Dunstedter's Orchestra	Mon., Wed., Fri. 11:00-11:15 a.m. 25 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	93 Weeks
What Can Be Done with Edgar A. Guest, poet-philosopher, presenting dramatized lives of famous guests <i>Poetry and drama</i>	Wednesday, thru June 28th only 10:00-10:30 p.m. 28 CBS stations ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	74 Weeks

The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
KELLOGG COMPANY	Kellogg's Corn Flakes
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap
	Rinso

PROGRAM	TIME	AGENCY	ON AIR
er Honor, Nancy James starring Barbara Weeks and d Wever <i>Drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 40 CBS stations ORIGINATES: WABC	Lord & Thomas	100 Weeks
owie Wing <i>Aviation Adventure</i>	Mon. thru Fri. 6:15-6:30 p.m. 22 CBS stations ORIGINATES: WABC	J. Walter Thompson Company	58 Weeks
ur Gal, Sunday <i>Drama</i> (see also ANACIN COMPANY)	Thurs. and Fri. 12:45-1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	389 Weeks
uy Lombardo and His rchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 47 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	286 Weeks
rand Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. 51 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	100 Weeks
he Lux Radio Theatre with stars of stage and screen <i>Drama; Cecil B. DeMille, director</i>	Monday 9:00-10:00 p.m. 58 CBS stations 26 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	184 Weeks
ig Town starring Edward G. Robinson with Claire Trevor <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 a.m. 59 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	149 Weeks

The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
LEVER BROTHERS COMPANY <i>Continued</i>	Lifebuoy
	Rinso
	Spry
	Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes

PROGRAM	TIME	AGENCY	DAYS - CBS
Clark Powell with Martha Raye, Parkyakarkus, and Gluskin's Orchestra. Guest Stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 59 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	149 Weeks
Big Sister with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 67 CBS stations 26 CBC stations ORIGINATES: WABC		142 Weeks
Count Jenny's Real Life Stories <i>Dramatic</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 60 CBS stations 26 CBC stations ORIGINATES: WABC		124 Weeks
The Life and Love of Dr. Susan <i>Dramatic</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 5:15-5:30 p.m. 63 CBS stations ORIGINATES: WABC	J. Walter Thompson, Co.	16 Weeks
Paul Whiteman and His Orchestra, with Joan Edwards, and The Modernaires <i>Musical Variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 92 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	333 Weeks
Turns and Allen with Frank Parker, Ray Noble's Orchestra and Paul Douglas <i>Comedy and music</i>	Friday, thru June 23 only 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 92 CBS stations ORIGINATES: WABC		

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
NEHI CORPORATION	Royal Crown Cola
NOXZEMA CHEMICAL COMPANY	Noxzema
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

PROGRAM	TIME	AGENCY	WEEKS*
Believe It or Not Ripley <i>Music and variety</i>	Friday 10:30-11:00 p.m. 75 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	10 Weeks
Professor Quiz with Bob Trout <i>Questions and answers</i>	Saturday, thru June 24 only 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 40 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	56 Weeks
The Barclay's Daughters <i>Drama</i>	Mon. thru Fri. 2:00-2:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	82 Weeks
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, baritone; and Gustav Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:30-10:00 p.m. 53 CBS stations ORIGINATES: WABC	Gardner Advertising Company	291 Weeks
Henry Lee Taylor Time economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 60 CBS stations ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra, Drama- tized Short Stories. Floyd Sherman, Director. Roger Kinney, Genevieve Rowe, "Beverly", Glenn Cross, Ray Bloch's Singing 14 <i>Variety and dramatic interludes</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 54 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	142 Weeks

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CBS SPONSORED PROGRAMS

ZIGGY	FRUITY
THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol Ivory Chipso Cristo Drene Chipso
PRUDENTIAL INSURANCE COMPANY OF AMERICA	Insurance Services
THE PURE OIL COMPANY	Petroleum Products

PROGRAM	TIME	AGENCY	ON CBS
Nickerbocker Playhouse, with Elliott Lewis and Guest Stars <i>Dramatic and musical</i>	Sunday 10:00-10:30 p.m. 57 CBS stations ORIGINATES: WBBM	H. W. Kastor & Sons	235 Weeks
The Goldbergs <i>Drama</i>	Mon. thru Fri. 1:00-1:15 p.m. 27 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Life Can Be Beautiful <i>Drama</i>	1:15-1:30 p.m. 32 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life <i>Drama</i>	1:30-1:45 p.m. 27 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
This Day Is Ours <i>Drama</i>	1:45-2:00 p.m. 35 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Minnie Fidler <i>Hollywood news reporter</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 56 CBS stations ORIGINATES: KNX	H. W. Kastor & Sons	
Manhattan Mother <i>Drama</i>	Mon. thru Fri. 9:30-9:45 a.m. 11 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
When a Girl Marries <i>Drama</i>	Mon. thru Fri. 2:45-3:00 p.m. 19 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	1 Week
Waltenborn Edits the News <i>News Analysis</i>	Sun. and Tues. 10:30-10:45 p.m. 35 CBS stations ORIGINATES: WABC June 13 and 18: WBBM	Leo Burnett Company, Inc.	5 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco
SEALTEST, INC.	Sealtest System of Laboratory Control of Milk and Ice Cream
THE TEXAS COMPANY	"Texaco" Products
UNITED STATES RUBBER COMPANY	Tires and Rubber Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum

PROGRAM	TIME	AGENCY	ON AIR
ddie Cantor's Camel Caravan with Bert Gordon, Sid Fields, ert Parks and Edgar Fairchild's rchestra <i>Comedy and music</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 86 CBS stations ORIGINATES: WABC	William Esty & Company, Inc.	309 Weeks
enny Goodman's Orchestra with Johnny Mercer, singer <i>Music and guests</i>	Tuesday 9:30-10:00 p.m. 87 CBS stations ORIGINATES: ON TOUR		
our Family and Mine <i>Drama</i>	Mon. thru Fri. 2:30-2:45 p.m. 36 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	5 Weeks
exaco Star Theater en Murray, MC; Frances Langford, ed Sparks, Kenny Baker, Texaco tar Chorus, Jimmy Wallington, avid Broekman's Orchestra <i>Musical, variety, dramatic</i>	Wednesday 9:00-10:00 p.m. 88 CBS stations ORIGINATES: KNX	Buchanan & Company, Inc.	112 Weeks
aymond Paige, 9 Men and a Girl <i>Musical</i>	Friday 9:00-9:30 p.m. 82 CBS stations ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	43 Weeks
odel Minstrels with Tom Howard and George helton, the Eton Boys and ay Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	209 Weeks
ateway to Hollywood <i>Motion-picture talent quest</i>	Sunday 6:30-7:00 p.m. 62 CBS stations ORIGINATES: KNX	Frances Hooper Advertising Agency	266 Weeks
scattergood Baines <i>Drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 5:00-5:15 p.m. 66 CBS stations ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

**COLUMBIA
PACIFIC
NETWORK**

CLIENT	PROGRAM
BROWN & WILLIAMSON TOBACCO CORPORATION	Wings Cigarettes
CALIFORNIA FRUIT GROWERS EXCHANGE	Fruit Pectin
DUART MANUFACTURING COMPANY	"Creme of Milk" Face Cream Lotion, Lipstick, Cosmetics
KNOX GELATINE COMPANY, INC.	Knox Sparkling Gelatine
S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Foods

**COLUMBIA
CALIFORNIA
NETWORK**

EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
RIO GRANDE OIL, INC.	Petroleum Products
SOFENZ SALES CORPORATION	Sofenz Face Cream
WILMINGTON TRANSPORTATION COMPANY	Santa Catalina Island Summer Resort

**COLUMBIA
NEW ENGLAND
NETWORK**

OLD TRUSTY DOG FOOD COMPANY	Old Trusty Dog Food
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PROGRAM	TIME	AGENCY	ON AIR
News, Views and Sport Reviews by Hughes <i>Sports news</i>	Sun., Mon., Wed. and Friday 8:30-8:45 p.m. PST ORIGINATES: KSFO	Russell M. Seeds Co., Inc.	35 Weeks
Letcher Wiley <i>News and features</i>	Wednesday 2:00-2:15 p.m. PST ORIGINATES: KNX	Lord & Thomas	3 Weeks
Spelling Bee with Tom Breneman	Sunday 7:00-7:30 p.m. PST ORIGINATES: KSFO	Erwin, Wasey & Co.	20 Weeks
Letcher Wiley <i>News and features</i>	Friday 2:00-2:15 p.m. PST ORIGINATES: KNX	Kenyon & Eckhardt, Inc.	44 Weeks
Want a Divorce <i>Dramatic</i>	Friday 8:00-8:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	33 Weeks
Euclid Ballot Box with Sam Hayes	Monday 9:30-9:45 p.m. PST ORIGINATES: KNX	Sidney Garfunkel Advertising Agency	80 Weeks
Calling All Cars <i>Police file dramatizations</i>	Monday 9:00-9:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	287 Weeks
Beauty Secrets <i>Talks</i>	Tuesday 11:30-11:45 a.m. PST ORIGINATES: KNX	Richard E. Comers Agency	2 Weeks
Catalina Fun Quiz with Gary Breckner <i>Man-on-street interviews</i>	Mon. thru Fri. 2:15-2:30 p.m. PST ORIGINATES: KNX	Neisser-Meyerhoff, Inc.	2 Weeks
Just Dogs <i>Dramatic</i>	Sunday 5:15-5:30 p.m. ORIGINATES: WEEI	H. B. Humphrey Company	8 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

SPONSORED PROGRAMS

CLIENT	PROGRAM
<p>GENERAL MILLS, INC. PROCTER & GAMBLE COMPANY SOCONY-VACUUM OIL COMPANY</p>	<p>Wheaties Ivory Mobiloil and Mobilgas</p>
<p>BERKEY AND GAY SHOWROOMS, INC.</p>	<p>Furniture</p>
<p>BOSCO COMPANY</p>	<p>Bosco (Milk Amplifier)</p>
<p>BROWN & WILLIAMSON TOBACCO CORPORATION</p>	<p>Tobacco Products</p>
<p>BULOVA WATCH COMPANY</p>	<p>Bulova Watches</p>
<p>FRIGIDAIRE CORPORATION</p>	<p>Electric Refrigerators</p>
<p>GORDON BAKING COMPANY</p>	<p>Silvercup Bread</p>
<p>LIGGETT DRUG COMPANY, INC.</p>	<p>Fountain Service</p>
<p>MANHATTAN SOAP</p>	<p>Sweetheart Toilet Soap</p>
<p>MELVILLE SHOE COMPANY</p>	<p>Thom McAn Shoes</p>
<p>PACKERS TAR SOAP, INC.</p>	<p>Packers Tar Soap Packers Scalptone</p>

PROGRAM	TIME	AGENCY	ON WABC
11 home games of New York Yankees and New York Giants <i>Play-by-play description by Arch McDonald</i>	Approx. 3:10-5:15 p.m.	Knox-Reeves, Inc. Compton Advertising, Inc. J. Stirling Getchell	6 Weeks
Additions in the News	Tues., Thurs., Sat. 8:00-8:05 a.m.	Wallace-Lindeman, Inc.	1 Week
Have You Forgotten?	Mon., Wed., Friday 8:05-8:10 a.m.		
News Program	Mon. thru Sat. 6:00-6:05 p.m.	Kenyon & Eckhardt, Inc.	17 Weeks
Report Review	Mon., Wed., Fri. 6:30-6:45 p.m.	Russell M. Seeds Company	8 Weeks
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	508 Weeks
Trigidaire Melody Time	Mon., Wed., Fri. 8:45-9:00 a.m.	Lord & Thomas	11 Weeks
According to Hoyt <i>Baseball previews with Waite Hoyt</i>	Mon. thru Fri. 3:00-3:10 p.m.	N. W. Ayer & Son, Inc.	6 Weeks
The Morning Almanac, featuring Phil Cook	Mon., Wed., Fri. 7:30-7:45 a.m.	Neff-Rogow, Inc.	20 Weeks
Additions in the News	Mon., Wed., Fri. 8:00-8:05 a.m.	Franklin Bruck Advertising Corp.	6 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	26 Weeks
Packers Sports Review	Tues., Thurs., Sat. 6:30-6:45 p.m.	Stack-Goble Agency	14 Weeks

The figures indicate the total number of weeks in which the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for JUNE are planned within a triple frame of *Interest, Timeliness, and Balance*. This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

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

1. PUBLIC AFFAIRS *Page 28*
2. SPECIAL EVENTS *Page 31*
3. EDUCATIONAL PROGRAMS *Page 33*
4. SERIOUS MUSIC *Page 36*
5. DRAMATIC SERIES *Page 38*
6. RELIGIOUS BROADCASTS *Page 39*
7. CHILDREN'S PROGRAMS *Page 40*
8. PERSONALITIES *Page 41*
9. LIGHT MUSIC *Page 41*
- ADDENDA: MAY PROGRAMS *Page 43*

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p>Charles R. Hook 10:15-11:00 p.m. THURSDAY, JUNE 1</p>	<p>Charles R. Hook, Chairman and former president of the National Association of Manufacturers and president of the American Rolling Mill Company, talks on business conditions today.</p>
<p>American Writers Congress 3:30-1:00 p.m. SATURDAY, JUNE 3</p>	<p>"Writing for Radio" is the subject discussed at the Third American Writers Congress, held at the New School for Social Research. Participants are Max Wylie, CBS continuity editor, Bernard Herrmann, CBS conductor, Lewis H. Titterton and Arch Oboler of NBC, Jerome Danzig of WOR-Mutual, Philip Cohen of the U. S. Department of Interior education project, Evan Roberts, director of the Federal Theater Radio division, and John Brown, actor and board member of the AFRA.</p>
<p>Representative Dies 10:15-11:15 p.m. SATURDAY, JUNE 3</p>	<p>Representative Martin Dies (D) of Texas, chairman of the House Committee on Investigation of Un-American Activities, reviews it's latest findings in a speech from Houston, Texas.</p>
<p>Representative Hawks 10:15-11:00 p.m. SUNDAY, JUNE 4</p>	<p>Representative Charles Hawks, Jr. (R) of Wisconsin, speaks to the radio audience about "The Collapse of the New Deal."</p>
<p>Brazilian Exchange Programs JUNE 5 AND 19, 7:30-8:00 p.m. JUNE 11 AND 25, 11:00-11:30 p.m.</p>	<p>A series of exchange programs between Brazil and the United States is carried by Columbia, so that citizens of these two friendly countries can become better acquainted.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Their Majesties Various hours JUNE 7 THRU 15</p>	<p>The visit of King George VI and Queen Elizabeth of England to the United States is covered in detail by Columbia, with Bob Trout in the role of official CBS chronicler for the epochal visit. The schedule:</p> <p>JUNE 7: Entrance into U. S. at Niagara Falls.</p> <p>JUNE 8: Arrival at Washington, D. C.: Summary by Bob Trout (10:45-11:00 p.m.).</p> <p>JUNE 9: Visit to the Capital; Visit to Tomb of the Unknown Soldier; Summary by Bob Trout (7:45-8:00 p.m.).</p> <p>JUNE 10: Arrival at New York; Visit to Pervon Hall, World's Fair; Speech from square before U. S. Federal Building, World's Fair.</p> <p>JUNE 11: Visit to Hyde Park.</p> <p>JUNE 12: Departure from Quebec.</p> <p>JUNE 15: King George's farewell address at State luncheon. Halifax, Nova Scotia.</p>
<p>Representative Celler 10:45-11:00 p.m. SUNDAY, JUNE 11</p>	<p>Representative Emanuel Celler (D) of New York gives his views on "New Alien and Sedition Laws."</p>
<p>Representative Fish 10:45-11:00 p.m. THURSDAY, JUNE 15</p>	<p>Representative Hamilton Fish (R) of New York takes to the air again to ask: "Would War Mean an American Dictatorship?"</p>
<p>Representative Case 10:45-11:00 p.m. SUNDAY, JUNE 18</p>	<p>"Social Security" is the topic taken up by Representative F. H. Case (R) of South Dakota.</p>

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p>"Bull Session" 1:30-2:00 p.m. EACH SATURDAY</p>	<p>Students from a group of mid-western universities hold informal and impromptu discussions on important topics in this new series emanating from Chicago. The schedule for June:</p> <p>JUNE 3: Northwestern U.—"America's Responsibility to Political Refugees." JUNE 10: De Paul U.—"Youth and Nationalism." JUNE 17: Iowa State U.—"Science—Friend or Foe of Democracy?" JUNE 24: Chicago University.</p>
<p>"This Week In Washington" SATURDAY, 6:15-6:30 p.m.</p>	<p>Albert Warner, new CBS correspondent in Washington, reviews the important developments in the political scene there.</p>
<p>The World Today 5:00-5:30 p.m. EACH SUNDAY</p>	<p>The chief news centers of the world are hooked up by the Columbia Network each Sunday and CBS representatives—Edward Murrow in London, William L. Shirer in Central Europe, Thomas Grandin in Paris and Albert Warner in Washington—report the latest news developments in "The World Today."</p>
<p>Capital Opinions 10:45-11:00 p.m. EACH SUNDAY</p>	<p>Members of Congress and government officials participate in these discussions of problems of national interest. The programs originate at WJSV, Columbia's station in Washington.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>American Youth Congress 10:45—11:00 p.m. TUESDAY, JUNE 27</p>	<p>Senator Arthur Capper (R) of Kansas and Representative H. Jerry Voorhis (D) of California, speak before the American Youth Congress, being held in Washington.</p>
<p>"Women in the World of Tomorrow" 12:15—12:30 p.m. EACH SATURDAY</p>	<p>This new series, presented under the auspices of CBS and the Women's National Radio Committee, features outstanding women in all fields, in programs based on the World's Fair "World of Tomorrow" theme. The schedule for June includes Miss Ada Louise Comstock, president of Radcliffe College, and Mrs. Harry H. Woodring, wife of the Secretary of War.</p>
<p>International Polo 5:30—5:45 p.m. FRIDAY, JUNE 2 4:30—5:30 p.m. SUNDAY, JUNE 4, 11 AND 18</p>	<p>International polo returns to Meadowbrook Field, where the audience in the robin's-egg blue stands and Columbia's nation wide audience are both thrilled by the pace of the series between the 10-goal "dream" team of the United States and Great Britain's challenger Ted Husing describes all the shots, beginning with a preview of the matches on June 2.</p>
<p>Belmont Park 6:30—6:45 p.m. FRIDAY, JUNE 2 1:15—1:45 p.m. SATURDAY, JUNE 3 AND WEDNESDAY, JUNE 7</p>	<p>Bryan Field is still posted for Columbia's beautiful Belmont Park, where he covers the historic Belmont Stakes, which Johnstown hopes to add to his list of victories, on June 3, and the Coaching Club American Oaks, equally venerated, but for fillies, on June 7.</p>

SPECIAL EVENTS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>Paley Amateur Radio Award 3:00—3:15 p.m. TUESDAY, JUNE 6</p>	<p>Wilson E. Burgess, 29-year old department store clerk, of Westerly, Rhode Island, who won the William S. Paley Amateur Radio Award for his work during last September's hurricane, is presented with the trophy by Mr. Paley at the Hotel Pierre, as "the year's most outstanding amateur."</p>
<p>Aqueduct Race Track 1:00—4:30 p.m. THURSDAY, JUNE 8 AND SATURDAY, JUNE 10, 17 AND 24</p>	<p>Metropolitan racing moves over to Aqueduct where several important races are contested. Bryan Field describes:</p> <p>JUNE 8: The Queens County Handicap. JUNE 10: The Shevlin Stakes JUNE 17: The Dwyer Stakes JUNE 24: The Brooklyn Handicap.</p>
<p>U. S. Open Golf Championship Various hours JUNE 7, 8, 9 AND 10</p>	<p>All the leading golfers who qualified the nation over, as well as some from across the seas are at the Philadelphia Country Club, in an attempt to prevent Ralph Guldahl from winning his third open championship in a row. Ted Husing, Columbia's open or closed champion sports reporter, follows the flight of the little white pill from the first tee to the last cup, of the 18th (or even the 19th) hole.</p>
<p>Baseball Centennial Celebration 3:00—4:00 p.m. MONDAY, JUNE 12</p>	<p>The old time greats and the modern greats get together at Doubleday Field, Cooperstown, N. Y., to celebrate the centennial of the national pastime. Speeches and baseball games featuring the old and new stars are a part of this nostalgic yet happy celebration.</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</p>	<p>The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representatives of the nation's leading educators and publicists, are:</p> <table border="0"> <tr> <td>LYMAN BRYSON, chairman</td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. GANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
LYMAN BRYSON, chairman	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
WILLIAM BENTON	THOMAS V. SMITH														
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT														
ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE														
ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p>Americans at Work 7:00-7:30 p.m. EACH SATURDAY</p>	<p>Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The June schedule:</p> <p>JUNE 3: Publicity Worker. JUNE 10: Cab Driver. JUNE 17: Social Worker. JUNE 24: Test Pilot.</p>														
<p>The People's Platform 7:00-7:30 p.m. EACH SUNDAY</p>	<p>"The People's Platform" moves to the Coast where "What's the American Way?" will be the subject for four broadcasts, under the direction of Lyman Bryson. Two movie stars appear on the first program, discussing "Movies and Democracy" with two other dinner guests. The broadcast on June 18 is from San Francisco; the others originate in Los Angeles.</p>														

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>Democracy in Action 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This is a new series of 26 programs designed to show the people of the United States how their government operates. The series is presented by CBS in cooperation with the U. S. Office of Education.</p>
<p>Adventures in Science 5:45-6:00 p.m. EACH MONDAY</p>	<p>Watson Davis interviews prominent scientists on these programs presented in cooperation with Science Service, Inc.</p> <p>JUNE 5: Dr. Carl D. Anderson of the California Institute of Technology, discusses cosmic rays and his discovery, the positron, fundamental atom particle.</p> <p>JUNE 12: Dr. G. W. Kenrick, physicist at the University of Puerto Rico, clarifies problems of radio waves and transmission.</p> <p>JUNE 19: Professor Samuel W. Fernberger, psychologist of the University of Pennsylvania, gives four practical rules to aid effective thinking, in his speech on thinking correctly.</p>
<p>Of Men and Books 5:15-5:30 p.m. EACH WEDNESDAY</p>	<p>Representative T. V. Smith (D) of Illinois takes over this series with a new and clever idea for book reviewing, during which he reviews the book as critic and Professor of Philosophy, and then attacks or praises it as a Congressman. Dealing mostly with history and biography, Smith begins the new series with Charles A. and Mary Beard's "America in Mid-Passage."</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>What Price America? 5:30-6:00 p.m. EACH SATURDAY</p>	<p>The story of the natural resources of America—their original abundance, gradual depletion and present efforts at conservation—is told through dramatizations presented by CBS in cooperation with the U. S. Dept. of Interior.</p>
<p>Highways to Health 5:30-5:45 p.m. EACH TUESDAY</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. J. Galdston, executive secretary of the Medical Information Bureau, is in charge.</p> <p>JUNE 6: Dr. Ernst P. Boas, associate physician Mt. Sinai Hospital: "A Community Program for the Care of Patients."</p> <p>JUNE 13: Dr. Louis F. Bishop, Jr., associate visiting physician, Bellevue Hospital: "Hobbies for Invalid Children."</p> <p>JUNE 20: Dr. Robert K. Lambert, associate attending ophthalmologist, Mt. Sinai: "Are My Glasses Good Glasses?"</p> <p>JUNE 27: Dr. Charles Hendee Smith, professor of pediatrics, N. Y. U. Medical School: "Tuberculin Test and Its Significance."</p>
<p>Men Behind the Stars 5:45-6:00 p.m. EACH FRIDAY</p>	<p>The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Prof. William H. Barton Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Columbia Broadcasting Symphony 3:00-4:00 p.m. EACH SUNDAY</p>	<p>Howard Barlow, brilliant director of the Columbia Broadcasting Symphony, this month continues his fourth season of Sunday afternoon concerts on CBS.</p> <p>JUNE 4: <i>Amadeo de Filippi</i>: Concerto Grosso; <i>Debussy</i>: Danse Sacree et Danse Profane; <i>Mozart</i>: Symphony No. 41 ("Jupiter").</p> <p>JUNE 11: <i>Handel</i>: Oboe Concerto, MITCHELL MILLER, soloist; <i>Franck</i>: Les Eolides; <i>Mendelssohn</i>: "Reformation" Symphony.</p> <p>JUNE 18: <i>Ravel</i>: "Mother Goose" Suite; <i>Goldmarck</i>: "Rustic Wedding" Symphony.</p> <p>JUNE 25: <i>Handel</i>: Concerto Grosso No. 2; <i>Mozart</i>: Eine Kleine Nachtmusik; <i>Ives</i>: Largo for Strings; <i>Tchaikowsky</i>: Serenade for Strings.</p>
<p>The Hour of Musical Fun 6:00-6:30 p.m. EACH SUNDAY STARTING JUNE 4</p>	<p>This new program, whose keynote is informality, tests the musical erudition of four listeners each week. Ted Scott acts as MC, Frank Macaluso as judge, David Ross as intermediary, and Alexander Semmler as pianist.</p>
<p>From the Organ Loft 9:00-9:25 a.m. EACH SUNDAY</p>	<p>Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music.</p>
<p>Columbia Chamber Orchestra FRIDAY, 3:30-4:00 p.m.</p>	<p>Howard Barlow, Columbia's noted conductor, leads the Columbia Chamber Orchestra in this series of Friday afternoon concerts.</p>
<p>United States Army and Marine Bands THURSDAY, FRIDAY, 3-3:30 p.m.</p>	<p>Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army and Marine Bands.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Ohio State University Concerts MONDAY, 3:00-4:00 p.m.</p>	<p>Symphony, choral, chamber and band music performed by musical units of Ohio State University, is heard each Monday on CBS. On June 5th, the University Symphonic Choir, Lewis H. Diercks, director; the University String Quartet, George E. Hardesty, director, and the University Chorus and Orchestra will perform.</p>
<p>Mid-Western Music Camp Series MONDAY, 3:00-4:00 p.m. BEGINNING JUNE 26</p>	<p>The annual mid-Western Music Camp Series at University of Kansas, Lawrence, Kansas will be heard on Mondays, beginning June 26th. Orchestra and band concerts will be featured.</p>
<p>Exploring Music 5:00-5:15 p.m. EACH MONDAY</p>	<p>Bernard Herrmann, brilliant young CBS conductor, directs the Columbia String Orchestra this month in shorter symphonic works.</p>
<p>Choral Programs <i>Various hours</i> JUNE 3 AND 17</p>	<p>JUNE 3: University of Florida Glee Club, John W. De Bruyn, director (3-3:15 p.m.). JUNE 17: YMCA of Macon, Ga. broadcasting from the World's Fair (11-11:15 a.m.).</p>
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY</p>	<p>Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Rowe soprano; Ruth Carhart, contralto; William Perry, tenor and Hubert Hendrie, baritone.</p>
<p>Musical Album 5:00-5:30 p.m. EACH TUESDAY</p>	<p>Bernard Herrmann conducts the Columbia String Orchestra each Tuesday afternoon in programs featuring the shorter classical works.</p>

**DRAMATIC
SERIES**

PROGRAM AND TIME	DESCRIPTION
<p>Norman Corwin's "Words Without Music" 4:00-4:30 p.m. EACH SUNDAY</p>	<p><i>Words Without Music</i> was introduced in a Columbia Workshop performance. Directed by Norman Corwin, these unusual programs experiment with the drama of words and aim to vitalize poetry for a larger audience. On June 25th Mr. Corwin repeats his original verse drama. "Seems Radio Is Here to Stay."</p>
<p>The Columbia Workshop 10:30-11:00 p.m. EACH MONDAY</p>	<p><i>The Columbia Workshop</i>, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art.</p> <p>JUNE 5: "High Boy," by Eustace Wyatt: directed by Earle McGill.</p> <p>JUNE 12: "Handful of Dust," by Evelyn Waugh; adapted by James and Elizabeth Hart; directed by Brewster Morgan.</p> <p>JUNE 19: "Listen To a Story"—two short stories adapted and directed by Norman Corwin.</p> <p>JUNE 26: "The Taming of the Shrew," by William Shakespeare; directed by George Zachary.</p>
<p>Ray Collins in "County Seat" 7:30-8:00 p.m. EACH SATURDAY</p>	<p>Ray Collins, one of radio's foremost actors, stars in this new dramatic series as "Doc" Hackett, small town druggist. The story of "County Seat" is written by Milton Geiger.</p>

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p>Church of the Air 10:00-10:30 a.m. 1:00-1:30 p.m. EACH SUNDAY</p>	<p>The <i>Church of the Air</i> is presenting its 8 consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.</p> <p>JUNE 4: Morning—Rev. A. T. Dorf, Ph.D., O.S.A., Pastor, Savior's Danish Lutheran Church, Brooklyn.</p> <p>Afternoon—Rev. Cornelius P. Muysker, Pastor, Fourth Reformed Church in America, Philadelphia (Dutch Reformed).</p> <p>JUNE 11: Morning—Rev. Frederic J. Fleming, D.D., LL.D., S.T.D., Rector, Trinity Church, New York (Episcopalian).</p> <p>Afternoon—Rev. Aloysius F. Coogan, National Society for the Propagation of the Faith (Catholic).</p> <p>JUNE 18: Morning—Rev. Truman B. Douglas, Pastor, Pilgrim Congregational Church, St. Louis.</p> <p>Afternoon—Rabbi Max K. Klein, Adath Jeshurun Congregation, Philadelphia.</p> <p>JUNE 25: Morning—Rev. Kyle Haselden, Westburton Avenue Baptist Church, Yonkers.</p> <p>Afternoon—Very Rev. Joseph M. Marlin, C.P.P.S., Provincial, Society of the Precious Blood (Catholic), Carthage, Ohio.</p>

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME	DESCRIPTION
<p>Wings Over Jordan 10:30-11:00 a.m. EACH SUNDAY</p>	<p>This program of spirituals and religious talks is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators.</p> <p>JUNE 4: Dr. Theo R. Speigner, President Martin Luther Institute, Tuscaloosa, Ala.</p> <p>JUNE 11: Mrs. Lucy M. Hughes, President Woman's Home and Foreign Missionary Society of A. M. E. Church, Cameron, Texas.</p> <p>JUNE 18: Rev. Carlisle F. Stewart, Pastor St. Peter A. M. E. Church, Minneapolis, Minn.</p> <p>JUNE 25: Mary McLeod Bethune, President Bethune Cookman School, Daytona Beach, Fla.</p>

**CHILDREN'S
PROGRAMS**

<p>"March of Games" 5:45-6:00 p.m. TUESDAY AND THURSDAY</p>	<p>Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded.</p>
<p>"Let's Pretend" 12:30-1:00 p.m. EACH SATURDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors. These dramas have been a Columbia children's feature for nine years. The program has already been awarded four prizes this year.</p>

CBS SUSTAINING PROGRAMS

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>Richard Maxwell 9:00-9:15 a.m. MONDAY THRU SATURDAY</p>	<p>Richard Maxwell presents six programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose accompanies the songs of the CBS tenor.</p>
<p>Outdoors with Bob Edge 5:30-5:45 p.m. EACH THURSDAY</p>	<p>Bob Edge, popular young sportsman, is heard in this series of informal talks dedicated to hunting and fishing enthusiasts.</p>
<p>Major Bowes' Capitol Family 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Dalt Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Hermanylophonist, and Waldo Mayo's Orchestra.</p>
<p>Ray Block's Varieties 4:15-4:45 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these varied programs, assisted by guest vocalists and rhythm groups.</p>
<p>Al Bernard's Merry Minstrels TUESDAY, 4:15-4:45 p.m.</p>	<p>A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headliner in this field of entertainment, is starred.</p>
<p>National Hillbilly Champions 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Hillbilly music, performed by the nation's leading mountaineer group, Pappy Cheshire's National Hillbilly Champions, is heard each Saturday morning from station KMOX.</p>
<p>"It Goes Like This —" 2:30-3:00 p.m. EACH SUNDAY</p>	<p>Ruth Carhart, Barry Wood, the Four Clubmen and an orchestra all join in reminding you how the song hits of the day go.</p>

LIGHT MUSIC

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Buddy Clark's "Musical Weekly" 7:30-8:00 p.m. EACH FRIDAY</p>	<p>Buddy Clark, Columbia's baritone star, acts as MC and editor of his weekly, with able assistance from Nan Wynn, Joe Sodja, guitarist, and Leith Stevens' music.</p>
<p>CBS Vocalists Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <p style="text-align: center;"> Clyde Barrie Doris Rhodes Ruth Carhart Genevieve Rowe Audrey Marsh Jack Shannon Barry Wood </p>
<p>Deep River Boys, Eton Boys, Four Clubmen Various hours</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>
<p>Dance Orchestras Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for June:</p> <p style="text-align: center;"> Van Alexander Henry King Charles Baum Kay Kyser Cab Calloway Enoch Light Del Courtney Matty Malneck Jack Fulton Jack Marshard Jan Garber Carlos Molina George Hamilton George Olsen Sammy Kaye Phil Spitalny Ted Weems </p>

ADDENDA: MAY PROGRAMS

Columbia's Special Feature broadcasts are arranged 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 *May* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

THE EUROPEAN SITUATION

Tuesday, May 2

GENEVA-NEW YORK WORLD'S FAIR: The formal opening of the League of Nations Pavilion was marked with speeches by Secretary of Agriculture Henry Wallace and Commissioner General Adrian Pelt from the World's Fair and by Secretary General Joseph Avenol from Geneva, 4:15 - 4:45 p.m.

Friday, May 5

WARSAW: Foreign Minister Josef Beck delivered Poland's answer to German demands, with Ludwig Krzyzanowski of the Polish consulate acting as translator in New York, 6:15-7 a.m. His talk was preceded by news bulletins, 6-6:15 a.m.

ROME-BERLIN-GENEVA-LONDON-PARIS-NEW YORK: A CBS roundup of six world news centers that evening included Cecil Brown, INS correspondent, from Rome; George E. Kidd of the UP, from Berlin; William L. Shirer, CBS reporter, from Geneva; a two-way conversation between Edward R. Murrow in London and Thomas Grandin and Pierre de Lannx in Paris, and Mr. Kaltenborn in New York, 7:30-8 p.m.

Sunday, May 7

WARSAW-GENEVA-PARIS-LONDON-WASHINGTON: A CBS roundup of five capitals presented "The World Today" as seen by Frank Smothers, *Chicago Daily News* reporter, in Warsaw; William L. Shirer in Geneva; Thomas Grandin, in Paris; Edward R. Murrow, in London and Albert Warner in Washington, 5-5:30 p.m.

Sunday, May 21

LONDON-GENEVA-WASHINGTON-NEW YORK: News of the world came from Edward Murrow in London. William L. Shirer in Geneva. Albert Warner in Washington and Bob Trout in New York, 5-5:30 p.m.

Sunday, May 28

LONDON-GENEVA-WASHINGTON-NEW YORK: The same quartet of reporters broadcast later developments from the same four capitals a week later, 5-5:30 p.m.

THE ROYAL VISIT

MAY 13: CBS relayed a broadcast from H.M.C.S. *Saguenay*, bearing the King and Queen of England to Canadian shores, 9-9:15 a.m.

MAY 11: Douglas Reed, former correspondent of the *London Times* and Albert Warner, CBS reporter spoke from the British and American capitals respectively on the impending royal visit, 5-5:15 p.m.

MAY 17: The arrival of their Majesties at Quebec was heard over CBS from 11:15-11:30 a.m. The King's speech at the State Luncheon at Chateau Frontenac was heard, 2:15-2:30 p.m. Bob Trout gave a resume of the royal pair's activities on their first day, 5:30-5:45 p.m.

MAY 18: The arrival of their Majesties at the Montreal Stadium was broadcast, 3:30-4 p.m.

MAY 20: The laying of the corner-stone of the new Supreme Court building at Ottawa by Queen Elizabeth was heard, 11:30-11:45 a.m.

MAY 21: The dedication and unveiling of the National War Memorial at Ottawa was performed by King George, 2:45-3:30 p.m.

MAY 22: The running of the King's Plate was described from Woodbine Park, Toronto, 3:15-3:45 p.m.

MAY 24: The Empire Day message was delivered by King George at Winnipeg, 2:15-3:15 p.m.

MAY 30: The fourth speech of King George to be heard over CBS since his arrival was made at Victoria, British Columbia, 6:30-6:45 p.m.

PUBLIC AFFAIRS

MAY 9: Lin Yu-Tang, author of "The Importance of Living" and "My Country and Its People," addressed the World Congress of Writers at the World's Fair, 4-4:15 p.m. Philip Murray, vice-president of the C.I.O., gave his reasons "Why the Wagner Act Should Not Be Amended," 10:45-11 p.m.

MAY 13: Andre Kostelanetz, CBS conductor, spoke before a Congressional Committee hearing in behalf of a commemorative stamp for Stephen Foster, 9:45-10 a.m.

John W. Studebaker, U. S. Commissioner of Education and Theodore T. Hayes, U. S. Commissioner at the New York World's Fair, joined in a salute to Columbia's new "Democracy in Action" series, 4-4:15 p.m.

Representative Dewey Short (R) of Missouri spoke about "WPA Foibles," 10:45-11 p.m.

MAY 14: The New York World's Fair and the Swiss National Exhibition in Zurich exchanged greetings, with Leland Harrison, U. S. Minister to Switzerland, William L. Shirer, CBS Central European representative and Dr. Emil Kloeti, Mayor of Zurich, speaking from Switzerland, and Dr. Victor Nef, Swiss Commissioner General to the World's Fair, being heard from here, 1:30-2 p.m.

MAY 15: Attorney General Frank Murphy chose "Civil Liberties" as his topic before the Conference of Mayors, held at the Waldorf-Astoria, 2:45-3 p.m.

MAY 16: The question of "Neutrality" was discussed by Senator Henrik Shipstead (F-L) of Minnesota, 10:45-11 p.m.

MAY 21: "Solution of the Agricultural Problem" was debated by Senator Edwin C. Johnson (D) of Colorado and Representative William Lemke (Non-Partisan) of North Dakota, 1:30-2 p.m.

Secretary of State Cordell Hull opened National Foreign Trade week with a broadcast from Washington, 8:45-9 p.m.

William Green, president of the A F of L spoke about "Labor's Present-Day Problems" in a reply to Philip Murray's speech of May 9, 10:45-11 p.m.

MAY 22: "The Retailer and the National Life" was the topic of Secretary of Commerce Harry L. Hopkins before the National Retail Federation Conference, 2:45-3:15 p.m.

MAY 23: Representative Bruce Barton (R) of New York spoke of "Jobs and the National Debt," 6:45-7 p.m.

MAY 25: An anniversary testimonial to Monsignor John J. Ryan was broadcast from Washington, 7:15-7:30 p.m.

MAY 27: Representative J. William Ditter (R) of Pennsylvania, took Columbia's audience into "The Land of Make-Believe," 10:45-11 p.m.

Admiral William D. Leahy, who succeeds Blanton Winship as Governor of Puerto Rico, in July, spoke from Washington, 10:45-11 p.m.

MAY 29: Secretary of the Treasury Henry Morgenthau, Jr. addressed the graduating class of the U. S. Coast Guard Academy at New London, Conn., along with Assistant Secretary Stephen B. Gibbons, Captain E. D. Jones, academy superintendent, and Rear Admiral R. R. Waesche, the commandant. 3-3:30 p.m.

MAY 30: Representative Oscar Youngdahl (R) of Minnesota gave his suggestions for "Keeping America Out of War," 10:45-11 p.m.

SPECIAL EVENTS

MAY 6: Columbia carried a broadcast direct from the main deck of the U.S.S. "New York," at pier in the Hudson River off 72nd Street, 12:15-12:30 p.m.

MAY 13: Jan Garber and his orchestra helped to dedicate Columbia's new "Radio Center", on Capitol Hill, in Albany, location of affiliated station WOKO, 11:30-12 midnight.

MAY 14: Mrs. Elias Compton of Wooster, Ohio, choice of the Golden Rule Foundation for American Mothers of 1939, was introduced to the radio audience by Mrs. Carrie Chapman Catt. Charles V. Vickrey, Foundation president, was master of ceremonies, and Mrs. William Dick Sporborg, committee chairman, spoke, 4-4:30 p.m.

MAY 16: The "Flying Hutchinsons" reported to the nation via Columbia from Rio de Janeiro, Brazil, on their flight over the Western Hemisphere, 5:15-5:30 p.m.

MAY 20: The "Big 10" track and field championships were described again for Columbia's listeners by Ted Husing, aided by Jimmy Dolan. 3-4 and 4:45-5 p.m.

MAY 22: Orson Welles read the prize winning poem for the New York World's Fair from the Federal Building, being introduced by Mrs. Hugh Bullock, American Academy of Poets president. Sir Louis Beale, British Commissioner General to the Fair, read a special message from John Masfield, 4:15-4:30 p.m.

Dr. Herbert G. Eberhardt, president of the International Union of Gospel Missions spoke in connection with their 26th annual convention, 5:30-5:45 p.m.

MAY 25: H. C. Christensen, Ray A. Whidden and Dr. Robert L. Swain participated in a broadcast on First Aid Week from Chicago, 10:45-11 p.m.

MAY 31: The first preview of the International Polo Matches was conducted by Ted Husing. 5:30-5:45 p.m.

The story of the St. Louis Municipal Opera was dramatized at the annual dinner of the opera's guarantors, with Nancy McCord as soloist, 12-12:30 a.m.

THE SUBMARINE DISASTER

The sinking of the U. S. Submarine *Squalus* off the coast of Portsmouth, N. H., on May 23, was reported by Columbia at 2:46 p.m. Following the news flash the Public Affairs department of Columbia rushed men to the scene to report the disaster and the progress of rescue efforts to the nation. John Fitzgerald of the Public Affairs department, Bob Trout, CBS special events reporter, and John Knel and Ken Ovington, of station WEEL, Boston, established headquarters in the press offices at Portsmouth, where all special broadcast arrangements were made. Columbia had a boat, the *Swan*, equipped with radio apparatus, and descriptions of the descent of the divers, and the great rescue bell, which successfully brought the 33 survivors to the surface and safety, were broadcast at the spot. Beside the Columbia staff, Navy officials were heard from the Portsmouth Navy Yard, and interviews with Navy Department officials came from Columbia's Washington station WJSV.

The complete coverage follows:

TUESDAY, MAY 23:

2:46:40-2:47:20 p.m. News bulletin.

3:01:57-3:05:13 p.m. News bulletin.

4:15-4:19:47 p.m. News roundup on submarine disaster.

4:23:42-4:29 p.m. News bulletin.

4:29:10-4:29:17 p.m. News bulletin.

4:56:30-4:56:40 p.m. News bulletin.

5:30-5:45 p.m. Albert Warner, CBS Washington correspondent, interviewed officials of the Navy Department, over station WJSV, Washington.

6:30-6:38 p.m. First Program from Portsmouth, N. H. Description of the activity around the Portsmouth Navy Yard.

12:49:36-12:51:53 a.m. News bulletin.

WEDNESDAY, MAY 24:

9:00-9:15 a.m. Program from Portsmouth, N. H.

10:59:30-11:01:53 a.m. Program from Portsmouth, N. H.

11:59:49-12:02:08 p.m. Program from Portsmouth, N. H.

1:44:50-1:47:25 p.m. Program from Portsmouth, N. H.

4:00-4:15 p.m. Program from Portsmouth, N. H.

7:30-7:31:15 p.m. News bulletin.

8:30-8:34:56 p.m. Program from Portsmouth, N. H.

11:15-11:30 p.m. Program from Portsmouth, N. H.

12:40 a.m. News bulletin.

12:58 a.m. News summary.





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