

# One Cast!



CBS - KNX  
Present  
"FORECAST" FOR 1940  
THE NEW TREND  
IN RADIO  
MONDAY 5 to 6 P.M.  
"The Battle of Music"  
from New York  
"The American Theatre"  
from Hollywood



...  
...  
...  
...  
...

500 23542 0397

*The Broadway-Hollywood Department Store is one of many which have "tied-in" a Fashion Forecast with the current CBS program series, "Forecast." For four exciting hours of radio-listening in August (and more in September), tune in Columbia's "Forecast" series. See Page 20.*

AUGUST, 1940

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

# THE COLUMBIA PROGRAM BOOK

**CBS SPONSORED PROGRAMS:** pp. 3 to 14

**WABC SPONSORED PROGRAMS:** pp. 15 to 16

**CBS SUSTAINING PROGRAMS:** pp. 17 to 28

Published monthly for advertising executives by

**THE COLUMBIA BROADCASTING SYSTEM**

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

# COLUMBIA NETWORK CLIENTS

## ● AUTOMOTIVE

**CHRYSLER CORPORATION:**  
Plymouth, Dodge, DeSoto.  
Chrysler motor cars . . . . . Page 5

**FORD MOTOR COMPANY:**  
Ford, Lincoln, Lincoln Zephyr.  
Mercury . . . . . Page 7

## ● CIGARETTES & TOBACCO

**AMERICAN TOBACCO COMPANY:**  
Lucky Strike Cigarettes, . . . Page 3

**ANTON-FISHER TOBACCO COMPANY:**  
Twenty Grand Cigarettes . . . Page 12

**BROWN & WILLIAMSON TOBACCO CORP.:**  
Raleigh Cigarettes . . . . . Page 4

**LIGGETT & MYERS TOBACCO COMPANY:**  
Chesterfield Cigarettes . . . . Page 9

**PENN TOBACCO COMPANY:**  
Kentucky Club Pipe Tobacco . . Page 10

**PHILIP MORRIS & COMPANY, LTD.:**  
Philip Morris Cigarettes . . . . Page 10

**R. J. REYNOLDS TOBACCO COMPANY:**  
Camel Cigarettes.  
Prince Albert Tobacco . . . . . Page 11

**STEPHANO BROTHERS:**  
Marvels Cigarettes . . . . . Page 14

**U. S. TOBACCO COMPANY:**  
Dill's Best, Model Tobacco . . . Page 12

## ● CONFECTIONERY

**DOUBLEMINT GUM:**  
Doublemint Gum . . . . . Page 6

**SPEARMINT GUM:**  
Spearmint Gum . . . . . Page 12

## ● DRUGS & TOILET GOODS

**AFFILIATED PRODUCTS, INC.:**  
Edna Wallace Hopper Cosmetics.  
Louis Philippe . . . . . Page 3

**ANACIN COMPANY:**  
Anacin . . . . . Page 3

**BATHASWEET CORPORATION:**  
Bathasweet Products . . . . . Page 13

**BAYER COMPANY:**  
Bayer Aspirin . . . . . Page 3

**CHESEBROUGH MANUFACTURING COMPANY:**  
Vaseline Preparations . . . . . Page 5

**COLGATE-PALMOLIVE-PEET COMPANY:**  
*(See also Laundry Soaps)*  
Colgate Dental Cream,  
Palmolive Shave Cream,  
Palmolive Brushless Shave,  
Palmolive Soap,  
Colgate Tooth Powder . . . . . Pages 5, 6

**COLONIAL DAMES, INC.:**  
Cosmetics . . . . . Page 13

**GILLETTE SAFETY RAZOR COMPANY:**  
Gillette Shaving Cream,  
Safety Razors and Blades . . . Page 8

**LADY ESTHER LTD.:**  
Face Powder, Face Cream,  
Rouge, Lipstick and Nail Polish . Page 9

**THE LAMBERT COMPANY:**  
Listerine Products,  
Prophylactic Brushes . . . . . Page 9

**LEVER BROTHERS COMPANY:**  
*(See also Foods; Laundry Soaps)*  
Lux Toilet Soap, Lifebuoy . . . Page 9

**LOS ANGELES SOAP COMPANY:**  
White King Soap,  
Sierra Pine Toilet Soap . . . . . Page 13

**MENNEN COMPANY:**  
Mennen Shave Products . . . . . Page 13

**THE PROCTER & GAMBLE COMPANY:**  
*(See also Laundry Soaps; Foods)*  
Teel, Drene, Ivory . . . . . Pages 10, 11

● **FOODS & BEVERAGES**

**BOWEY'S, INC.:**  
 Dari-Rich Products . . . . . Page 3

**CALIFORNIA FRUIT GROWERS EXCHANGE:**  
 Sunkist Oranges, Lemons . . . . . Page 4

**CAMPBELL SOUP COMPANY:**  
 Campbell's Soups,  
 Beans, and Tomato Juice,  
 Franco-American Spaghetti . . . . . Page 4

**CONTINENTAL BAKING COMPANY, INC.:**  
 Wonder Bread, Hostess Cake . . . . . Page 6

**CORN PRODUCTS SALES CO.:**  
*(See also Laundry Soaps)*  
 Kre-Mel Dessert, Mazola Salad &  
 Cooking Oil, Karo Table Syrup,  
 Argo Corn Starch for Puddings . . . . . Page 6

**GENERAL FOODS CORPORATION:**  
*(See also Laundry Soaps)*  
 Grape Nuts, Grape Nut Flakes,  
 Post Toasties, Sanka,  
 Minute Tapioca, Postum,  
 Post's 40% Bran Flakes,  
 Calumet, Swansdown . . . . . Pages 7, 8

**GENERAL MILLS, INC.:**  
 Wheaties . . . . . Pages 8, 13  
 Gold Medal Flour . . . . . Page 12

**GREAT ATLANTIC & PACIFIC TEA CO.:**  
 A&P Stores . . . . . Page 12

**IRONIZED YEAST, INC.**  
 Ironized Yeast . . . . . Page 8

**LANGENDORF UNITED BAKERIES:**  
 Bread . . . . . Page 13

**LEVER BROTHERS COMPANY:**  
*(See also Drugs; Laundry Soaps)*  
 Spry . . . . . Page 9

**PETER PAUL, INC.**  
 Mounds . . . . . Page 14

**PET MILK SALES CORPORATION:**  
 Pet Evaporated Milk . . . . . Page 10

**THE PROCTER & GAMBLE COMPANY:**  
*(See also Toilet Goods; Laundry Soaps)*  
 Crisco . . . . . Page 11

● **LAUNDRY SOAPS & ACCESSORIES**

**COLGATE-PALMOLIVE-PEET COMPANY:**  
*(See also Toilet Goods)*  
 Concentrated Super Suds,  
 Octagon Products . . . . . Page 5

**CORN PRODUCTS SALES CO.:**  
*(See also Foods)*  
 Linit . . . . . Page 6

**THE CUDAHY PACKING COMPANY:**  
 Old Dutch Cleanser . . . . . Page 6

**GENERAL FOODS CORPORATION:**  
*(See also Foods)*  
 La France, Satina . . . . . Page 7

**LEVER BROTHERS COMPANY:**  
*(See also Drugs; Foods)*  
 Rinso . . . . . Page 9

**THE PROCTER & GAMBLE COMPANY:**  
*(See also Toilet Goods; Foods)*  
 Ivory, Oxydol, Chipso . . . . . Page 11

● **LUBRICANTS**

**AMERICAN OIL COMPANY:**  
 Amoco-Gas, Orange American Gas . . . . . Page 3

**GULF OIL CORPORATION:**  
 Motor Oil and Gas . . . . . Page 8

**TEXAS COMPANY:**  
 Texaco Products . . . . . Page 12

● **MISCELLANEOUS**

**COMMERCIAL CREDIT COMPANY:**  
 Automobile Finance Service . . . . . Page 6

**EVERSHARP, INC.:**  
 Eversharp Pens and Pencils . . . . . Page 7

**INTERNATIONAL SILVER COMPANY:**  
 International Sterling and  
 1847 Rogers Bros. Silverplate . . . . . Page 8

**NATIONAL LEAD COMPANY:**  
 Dutch Boy Paints . . . . . Page 14

**PRUDENTIAL INSURANCE COMPANY  
 OF AMERICA:**  
 Insurance Services . . . . . Page 11

**WILMINGTON TRANSPORTATION CO.:**  
 Santa Catalina Island . . . . . Page 14

**YORTY FOR SENATOR COMMITTEE:**  
 Senatorial Campaign . . . . . Page 14

All time listed on the following pages is current New York time unless otherwise indicated.

<p><b>AFFILIATED PRODUCTS, INC</b> <i>(391st Week on CBS)</i></p> <p><b>The Romance of Helen Trent</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 38 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics Louis Philippe <i>Blackett-Sample-Hummert, Inc.</i></p>
<p><b>AMERICAN OIL COMPANY</b> <i>(106th Week on CBS)</i></p> <p><b>The Human Side of the News</b> by Edwin C. Hill <i>News</i></p>	<p>Mon. thru Fri. 6:05-6:15 p.m. <i>Rebroadcast</i> 11:05-11:15 p.m. 46 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p><b>AMERICAN TOBACCO COMPANY</b> <i>(222nd Week on CBS)</i></p> <p><b>Your Hit Parade</b> Mark Warnow's Orchestra, Barry Wood, Bea Wain, Orrin Tucker's Orchestra, Bonnie Baker, Hit Paraders Chorus <i>Popular music and vocalists</i></p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid. 12:45 a.m. 101 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord &amp; Thomas</i></p>
<p><b>ANACIN COMPANY</b> <i>(173rd Week on CBS)</i></p> <p><b>Our Gal, Sunday</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 39 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p><b>BAYER COMPANY</b> <i>(253rd Week on CBS)</i></p> <p><b>Second Husband</b> with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i></p>	<p>Tuesday 7:30-8:00 p.m. 73 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p><b>BOWEY'S, INC.</b> <i>(62nd Week on CBS)</i></p> <p><b>News and Rhythm</b> with Dale Evans, vocalist, and Dave Bacal, instrumentalist <i>Talk and music</i></p>	<p>Sunday 11:05-11:15 a.m. <i>Rebroadcast</i> 2:35-2:45 p.m. 32 CBS stations ORIGINATES: WBBM</p>	<p>Dari-Rich Products <i>Sorensen &amp; Company</i></p>

**BROWN & WILLIAMSON TOBACCO CORPORATION***(97th Week on CBS)***Paul Sullivan Reviews  
the News**

Mon. thru Fri.  
6:30-6:45 p.m.  
*Rebroadcasts*  
7:15-7:30 p.m.  
1:00-1:15 a.m.  
57 CBS stations  
ORIGINATES: WHAS

## Raleigh Cigarettes

*Batten, Barton, Durstine  
& Osborn, Inc.*

**CALIFORNIA FRUIT GROWERS EXCHANGE***(65th Week on CBS)***Sunkist Presents Hedda  
Hopper's Hollywood**

Mon., Wed., Fri.  
6:15-6:30 p.m.  
29 CBS stations  
ORIGINATES: KXN

## Sunkist Oranges

## Sunkist Lemons

*Lord & Thomas*

**CAMPBELL SOUP COMPANY***(295th Week on CBS)***Campbell's Short Short Story***Short story dramatizations*

Mon., Wed., Fri.  
11:00-11:15 a.m.  
*Rebroadcast*  
1:45-2:00 p.m.  
53 CBS stations  
ORIGINATES: WABC

## Campbell's Tomato Juice

*Ward Wheelock  
Company*

**Amos 'n' Andy***Serial comedy-drama*

Mon. thru Fri.  
7:00-7:15 p.m.  
*Rebroadcast*  
11:00-11:15 p.m.  
59 CBS stations  
ORIGINATES: KXN

## Campbell's Soups

*Ward Wheelock  
Company*

**Martha Webster**

with Bess Flynn

*Dramatic serial*

Mon. thru Fri.  
11:15-11:30 a.m.  
*Rebroadcast*  
3:15-3:30 p.m.  
57 CBS stations  
ORIGINATES: WABC

**Fletcher Wiley***Talks*

Mon. thru Fri.  
2:30-2:45 p.m.  
35 CBS stations  
ORIGINATES: KXN

**Lanny Ross***Songs*

Wed., Thurs., Fri.  
7:15-7:30 p.m.  
*Rebroadcast*  
11:15-11:30 p.m.  
56 CBS stations  
ORIGINATES: WABC

Franco-American  
Spaghetti

*Ruthrauff & Ryan, Inc.*

**CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED***(91st Week on CBS)*

**Dr. Christian**  
with Jean Hersholt  
*Drama*

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

Vaseline Preparations  
*McCann-Erickson, Inc.*

**CHRYSLER CORPORATION***(230th Week on CBS)*

**Major Bowes'**  
**Original Amateur Hour**  
*Amateurs, with Major Bowes  
as Master of Ceremonies*

Thursday  
9:00-10:00 p.m.  
83 CBS stations  
ORIGINATES: WABC

Plymouth  
Dodge  
DeSoto  
Chrysler  
*Ruthrauff & Ryan, Inc.*

**COLGATE-PALMOLIVE-PEET COMPANY***(238th Week on CBS)*

**Colgate Ask-It-Basket**  
with Jim McWilliams  
*Variety-quiz program*

**Strange As It Seems**  
*Dramatizations of unusual facts*

**Woman of Courage**  
*Serial drama*

**Myrt and Marge**  
*Serial drama*

**Hilltop House**  
starring Bess Johnson  
*Serial drama*

Thursday  
8:00-8:30 p.m.  
*Rebroadcast*  
11:30-12 mid.  
62 CBS stations  
ORIGINATES: WABC

Thursday  
8:30-8:55 p.m.  
*Rebroadcast*  
12:00-12:25 a.m.  
54 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
9:00-9:15 a.m.  
*Rebroadcast*  
10:45-11:00 a.m.  
10 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
10:15-10:30 a.m.  
*Rebroadcast*  
4:15-4:30 p.m.  
78 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
10:30-10:45 a.m.  
*Rebroadcast*  
4:30-4:45 p.m.  
78 CBS stations  
ORIGINATES: WABC

Colgate Dental Cream  
*Benton & Bowles, Inc.*

Palmolive Shave Cream  
Palmolive Brushless Shave  
*Benton & Bowles, Inc.*

Octagon Products  
*Benton & Bowles, Inc.*

Concentrated Super Suds  
Super Suds  
*Benton & Bowles, Inc.*

Palmolive Soap  
*Benton & Bowles, Inc.*



<b>COLGATE-PALMOLIVE-PEET COMPANY</b> <i>continued</i>  <b>Stepmother</b> <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 38 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder <i>Sherman &amp; Marquette, Inc.</i>
<b>COMMERCIAL CREDIT COMPANY</b> <i>19th Week on CBS)</i>  <b>Bob Trout</b> <i>News</i>	Mon., Wed., Fri. 6:00-6:05 p.m. <i>Rebroadcast</i> <i>Mon. and Wed.</i> 11:55-12 mid. <i>Saturday</i> 10:30-10:35 p.m. 64 CBS stations ORIGINATES: WABC	Automobile Finance Service <i>O'Dea, Sheldon &amp; Canaday, Inc.</i>
<b>CONTINENTAL BAKING CO., INC.</b> <i>291st Week on CBS)</i>  <b>Pretty Kitty Kelly</b> <i>Serial drama</i>  <b>Sky Blazers</b> <i>with Col. Roscoe Turner, MC</i> <i>Dramatizations</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 46 CBS stations ORIGINATES: WABC  Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 17 CBS stations ORIGINATES: WABC	Wonder Bread Hostess Cake <i>Benton &amp; Bowles, Inc.</i>  Wonder Bread <i>Benton &amp; Bowles, Inc.</i>
<b>CORN PRODUCTS SALES COMPANY</b> <i>290th Week on CBS)</i>  <b>Society Girl</b> <i>starring Charlotte Manson</i> <i>Dramatic serial</i>	Mon. thru Fri. 3:00-3:15 p.m. 18 CBS stations ORIGINATES: WABC	Kre-Mel Dessert Linit Mazola Salad & Cooking Oil Karo Table Syrup Argo Corn Starch for Puddings <i>C. L. Miller Company</i>
<b>THE CUDAHY PACKING COMPANY</b> <i>292nd Week on CBS)</i>  <b>Bachelor's Children</b> <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser <i>Roche, Williams &amp; Gunnyngham, Inc.</i>
<b>DOUBLEMINT GUM</b> <i>424th Week on CBS)</i>  <b>Melody Ranch</b> <i>with Gene Autry</i> <i>Western dramatic series</i>	Sunday 6:30-7:00 p.m. 67 CBS stations ORIGINATES: KXN	Doublemint Gum <i>J. Walter Thompson Company</i>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p><b>EVERSHARP, INC.</b> <i>(44th Week on CBS)</i></p> <p><b>Take It or Leave It</b> with Bob Hawk, MC, Ray Bloch's Orchestra, David Ross <i>Quiz</i></p>	<p>Sunday 10:00-10:30 p.m. 3 CBS stations ORIGINATES: WABC</p>	<p>Eversharp Pens and Pen <i>The Biow Company</i></p>
<p><b>FORD MOTOR COMPANY</b> <i>(329th Week on CBS)</i></p> <p><b>Ford Summer Hour</b> with Jessica Dragonette, James Newill, baritone, Linton Wells as "Rouge Reporter," Budd Hulick, MC, Leith Stevens and His Orchestra <i>Music and variety</i></p>	<p>Sunday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WJR</p>	<p>Ford Lincoln Lincoln Zephyr Mercury <i>N. W. Ayer &amp; Son, Inc.</i></p>
<p><b>GENERAL FOODS CORPORATION</b> <i>(271st Week on CBS)</i></p> <p><b>We, the People</b> with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i></p> <p><b>Elmer Davis</b> <i>News</i></p> <p><b>Kate Smith Speaks; News</b> <i>Talks and news</i></p> <p><b>My Son and I</b> with Betty Garde and Kingsley Colton <i>Serial drama</i></p> <p><b>Joyce Jordan, Girl Interne</b> <i>Serial drama</i></p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 80 CBS stations ORIGINATES: WABC</p> <p>Mon., Wed., Thurs. 8:55-9:00 p.m. 87 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:00-12:15 p.m. 67 CBS stations ORIGINATES: LAKE PLACID</p> <p>Mon. thru Fri. 2:45-3:00 p.m. 68 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:30-6:45 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Grape Nuts Flakes <i>Young &amp; Rubicam, Inc.</i></p> <p>Post Toasties <i>Benton &amp; Bowles, Inc.</i></p> <p>Grape Nuts <i>Young &amp; Rubicam, Inc.</i></p> <p>Calumet Baking Powder Swansdown Cake Flour <i>Young &amp; Rubicam, Inc.</i></p> <p>La France Satina Minute Tapioca <i>Young &amp; Rubicam, Inc.</i></p>

<p><b>GENERAL FOODS CORPORATION</b>  <i>Continued</i></p> <p><b>Young Dr. Malone</b>  <i>Serial drama</i></p>	<p>Mon. thru Fri.                  2:00-2:15 p.m.  <i>Rebroadcast</i>                  6:00-6:15 p.m.                  69 CBS stations                  ORIGINATES: WABC</p>	<p>Post's 40% Bran Flakes  <i>Benton &amp; Bowles, Inc.</i></p>
<p><b>GENERAL MILLS, INC.</b>  <i>503rd Week on CBS)</i></p> <p><b>By Kathleen Norris</b>  <i>Dramatization of her novels</i></p>	<p>Mon. thru Fri.                  5:00-5:15 p.m.                  24 CBS stations                  ORIGINATES: WABC</p>	<p>Wheaties  <i>Knox Reeves Advertising, Inc.</i></p>
<p><b>GILLETTE SAFETY RAZOR COMPANY</b>  <i>63rd Week on CBS)</i></p> <p><b>Elmer Davis</b>  <i>News</i></p>	<p>Tues., Fri.                  8:55-9:00 p.m.                  49 CBS stations                  ORIGINATES: WABC</p>	<p>Gillette Shaving Cream.                  Safety Razors and Blades  <i>Maxon, Inc.</i></p>
<p><b>GULF OIL CORPORATION</b>  <i>138th Week on CBS)</i></p> <p><b>Adventures of Ellery Queen</b>  <i>Detective dramatizations</i></p>	<p>Sunday                  7:30-8:00 p.m.                  70 CBS stations                  ORIGINATES: WABC</p>	<p>Motor Oil and Gas  <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>INTERNATIONAL SILVER COMPANY</b>  <i>125th Week on CBS)</i></p> <p><b>Fun in Print</b>                  Supervised by the Literary Guild,                  with Sigmund Spaeth, MC.  <i>Literary quiz</i></p>	<p>Sunday                  6:00-6:30 p.m.                  26 CBS stations                  ORIGINATES: WABC</p>	<p>International Sterling and                  1847 Rogers Bros.                  Silverplate  <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>IRONIZED YEAST CO., INC.</b>  <i>15th Week on CBS)</i></p> <p><b>Court of Missing Heirs</b>  <i>Drama</i></p>	<p>Tuesday                  8:00-8:30 p.m.                  73 CBS stations                  ORIGINATES: WABC</p>	<p>Ironized Yeast  <i>Ruthrauff &amp; Ryan, Inc.</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p><b>LADY ESTHER, LTD.</b> <i>(347th Week on CBS)</i></p> <p><b>Guy Lombardo and His Orchestra</b> <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar &amp; Ryan, Inc.</i></p>
<p><b>THE LAMBERT COMPANY</b> <i>(161st Week on CBS)</i></p> <p><b>Grand Central Station</b> <i>Dramatic programs</i></p>	<p>Friday 9:30-10:00 p.m. 56 CBS stations ORIGINATES: WABC</p>	<p>Listerine Products Prophylactic Brushes <i>Lambert &amp; Feasley, Inc.</i></p>
<p><b>LEVER BROTHERS COMPANY</b> <i>(261st Week on CBS)</i></p> <p><b>Uncle Jim's Question Bee</b> <i>Quiz</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 67 CBS stations 31 CBC stations ORIGINATES: KNX</p>	<p>Rinso <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>Meet Mr. Meek</b> <i>Drama</i></p>	<p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Lifebuoy <i>William Esty &amp; Company, Inc.</i></p>
<p><b>Big Sister</b> with Alice Frbst, Martin Gabel <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 72 CBS stations 26 CBC stations ORIGINATES: WABC</p>	<p>Rinso <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>Aunt Jenny's Real Life Stories</b> <i>Dramatic sketches</i></p>	<p>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 65 CBS stations ORIGINATES: WABC</p>	<p>Spry <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>LIGGETT &amp; MYERS TOBACCO COMPANY</b> <i>(394th Week on CBS)</i></p> <p><b>Glenn Miller and His Orchestra</b> with Marion Hutton, Ray Eberle <i>Popular music</i></p>	<p>Tues., Wed., Thurs. 10:00-10:15 p.m. 95 CBS stations ORIGINATES: ON TOUR</p>	<p>Chesterfield Cigarettes <i>Newell-Emmett Co., Inc.</i></p>

**AMERICAN TOBACCO COMPANY**

*14th Week on CBS)*

**Vox Pop**

Parks and Wally

*Interviews*

Thursday

7:30-8:00 p.m.

50 CBS stations

ORIGINATES: WABC

Kentucky Club Pipe

Tobacco

*Ruthrauff & Ryan, Inc.*

**PET MILK SALES CORPORATION**

*350th Week on CBS)*

**Saturday Night Serenade**

Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus

*Musical*

**Mary Lee Taylor**

home economist

*Household advice*

Saturday

9:45-10:15 p.m.

54 CBS stations

ORIGINATES: WABC

Pet Evaporated Milk

*Gardner Advertising*

*Company*

Tues. and Thurs.

11:00-11:15 a.m.

*Rebroadcast*

*1:45-2:00 p.m.*

65 CBS stations

ORIGINATES: KMOX

**PHILIP MORRIS & COMPANY, LTD.**

*208th Week on CBS)*

**Johnny Presents**

Johnny Green's Orchestra

Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Ray Bloch's Swing 14

*Musical variety and dramatic interlude*

**The Crime Doctor**

*Dramatic programs*

Friday

9:00-9:30 p.m.

*Rebroadcast*

*11:30-12:00 p.m.*

78 CBS stations

ORIGINATES: WABC

Philip Morris Cigarettes

*The Biow Company, Inc.*

Sunday

8:30-8:55 p.m.

*Rebroadcast*

*11:00-11:25 p.m.*

62 CBS stations

ORIGINATES: WABC

**THE PROCTER & GAMBLE CO.**

*301st Week on CBS)*

**Professor Quiz**

with Bob Trout

*Questions and answers*

Tuesday

9:30-10:00 p.m.

*Rebroadcast*

*12:30-1:00 a.m.*

48 CBS stations

ORIGINATES: WABC

Teel

Drene

*H. W. Kastor & Sons*

**THE PROCTER & GAMBLE CO.***Continued***The Goldbergs***Serial drama***Life Can Be Beautiful***Serial drama***Right to Happiness***Serial drama***Road of Life***Serial drama*

Mon. thru Fri.

1:00-1:15 p.m.

24 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

1:15-1:30 p.m.

33 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

1:30-1:45 p.m.

36 CBS stations

31 CBC stations

ORIGINATES: WBBM

Mon. thru Fri.

1:45-2:00 p.m.

25 CBS stations

ORIGINATES: WBBM

Oxydol

*Blackett-Sample-  
Hummert, Inc.*

Ivory Soap

*Compton Advertising  
Inc.*

Crisco

*Compton Advertising  
Inc.*

Chipso

*Pedlar & Ryan, Inc.***PRUDENTIAL INSURANCE COMPANY  
OF AMERICA***(62nd Week on CBS)***When a Girl Marries***Serial drama*

Mon. thru Fri.

12:15-12:30 p.m.

51 CBS stations

ORIGINATES: WABC

Insurance Services

*Benton & Bowles, Inc.***R. J. REYNOLDS TOBACCO  
COMPANY***(378th Week on CBS)***Blondie**with Penny Singleton and  
Arthur Lake*Domestic comedy***The Al Pearce Show**with Blanche Stewart, Artie  
Auerbach, Arthur Q. Bryan,  
Marie Greene and Her Merry Men,  
and Carl Hoff and His Orchestra*Variety*

Monday

7:30-8:00 p.m.

*Rebroadcast*

10:30-11:00 p.m.

59 CBS stations

ORIGINATES: KNX

Friday

7:30-8:00 p.m.

*Rebroadcast*

10:30-11:00 p.m.

81 CBS stations

ORIGINATES: WABC

Camel Cigarettes

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

**CLIENT AND PROGRAM**

**TIME**

**PRODUCT AND AGENCY**

<p><b>SPEARMINT GUM</b> (424th Week on CBS)</p> <p><b>Scattergood Baines</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 5:45-6:00 p.m. 71 CBS stations ORIGINATES: WBBM</p>	<p>Spearmint Gum <i>Neisser Meyerhoff, Inc.</i></p>
--	---	---

<p><b>TEXAS COMPANY</b> (166th Week on CBS)</p> <p><b>Texaco Star Theatre</b> with James Wallington, MC, Frances Langford, Kenny Baker, and David Broekman's Orchestra <i>Variety</i></p>	<p>Wednesday 9:00-9:30 p.m. 87 CBS stations ORIGINATES: KNX</p>	<p>Texaco products <i>Buchanan &amp; Co.</i></p>
---	---	--

<p><b>U. S. TOBACCO COMPANY</b> (270th Week on CBS)</p> <p><b>Pipe Smoking Time</b> with Tom Howard and George Shelton, Ray Bloch's Orchestra <i>Comedy and music</i></p>	<p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 55 CBS stations ORIGINATES: WABC</p>	<p>Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p>
---	---	---

<p><b>GREAT ATLANTIC &amp; PACIFIC TEA CO.</b> (107th Week on CBS)</p> <p><b>Musico</b> <i>Musical series</i></p>	<p>Wednesday 9:30-10:00 p.m. ORIGINATES: WEEL</p>	<p>A&amp;P Stores <i>Paris &amp; Peart</i></p>
---	---	--

<p><b>GENERAL MILLS, INC.</b> (503rd Week on CBS)</p> <p><b>Beyond These Valleys</b> <i>Dramatic serial</i></p>	<p>Mon. Thru. Fri. 3:15-3:30 p.m. CST ORIGINATES: WABC</p>	<p>Gold Medal Flour <i>Blackett-Sample-Hummert, Inc.</i></p>
---	--	--

<p><b>AXTON-FISHER TOBACCO CO.</b> (16th Week on CBS)</p> <p><b>Bob Garred Reporting</b> <i>News</i></p>	<p>Mon., Wed., Fri. 9:45-9:55 p.m. PST ORIGINATES: KNX</p>	<p>Twenty Grand Cigarettes <i>Weiss &amp; Geller, Inc.</i></p>
--	--	--

**COLUMBIA  
NEW ENGLAND  
NETWORK**

**COLUMBIA  
MIDWESTERN  
NETWORK**

**COLUMBIA  
PACIFIC  
NETWORK**

**COLUMBIA  
PACIFIC  
NETWORK**  
*Continued*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>BATHASWEET CORPORATION</b> <i>(13rd Week on CBS)</i>  <b>Bob Garred Reporting</b> <i>News</i>	Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products <i>H. M. Kiesewetter Advertising Agency</i>
<b>COLONIAL DAMES, INC.</b> <i>(34th Week on CBS)</i>  <b>Beauty Explorer</b> <i>Beauty commentary</i>	Friday 8:55-9:00 p.m. PST ORIGINATES: KNX	Cosmetics <i>Glasser Advertising Agency</i>
<b>GENERAL MILLS, INC.</b> (Sperry Flour Co.) <i>(503rd Week on CBS)</i>  <b>Beyond These Valleys</b> <i>Dramatic serial</i>	Mon. thru Fri. 1:15-1:30 p.m. PST ORIGINATES: WABC	Wheathearts <i>Westco Advertising Agency, Inc.</i>
<b>LANGENDORF UNITED BAKERIES</b>  <b>News by Hughes</b> <i>News</i>	Mon. thru Fri. 1:30-1:45 p.m. PST ORIGINATES: KSFO	Bread <i>Leon Livingston Advertising Agency</i>
<b>LOS ANGELES SOAP COMPANY</b> <i>(14th Week on CBS)</i>  <b>Knox Manning</b> <i>News</i>	Mon. thru Fri. 11:15-12:00 noon PST ORIGINATES: KNX	White King Soap Sierra Pine Soap <i>Raymond R. Morgan</i>
<b>MENNEN COMPANY</b>  <b>Bob Garred Reporting</b> <i>News</i>	Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX	Mennen Shave Cream <i>H. M. Kiesewetter Advertising Agency</i>



**COLUMBIA  
PACIFIC  
NETWORK**

**NATIONAL LEAD COMPANY**  
(25th Week on CBS)

**Answer Auction**  
Quiz

Thursday  
8:30-9:00 p.m. PST  
ORIGINATES: KNX

Dutch Boy Paints  
*Erwin, Wasey &  
Company*

**STEPHANO BROTHERS**  
(54th Week on CBS)

**Sports Huddle**  
with Tom Breneman and  
Braven Dyer  
*Sports news*

Tues., Thurs., Sat.  
6:45-6:55 p.m. PST  
ORIGINATES: KNX

Marvels Cigarettes  
*The Aitkin-Kynett Co.*

**PETER PAUL, INC.**  
(3rd Week on CBS)

**Bob Garred Reporting**  
*News*

Mon., Wed., Fri.  
4:15-4:55 p.m. PST  
ORIGINATES: KNX

Mounds Candy  
Ten Crown Gum  
*Brisacher, Davis  
& Staff*

**COLUMBIA  
CALIFORNIA  
NETWORK**

**WILMINGTON TRANSPORTATION CO.**  
(34th Week on CBS)

**Santa Catalina Fun Quiz**  
with Gary Breckner  
*Ad-lib quiz*

Mon. thru Fri.  
11:15-11:30 a.m.  
PST  
ORIGINATES: KNX

Santa Catalina Island  
*Neisser-Meyerhoff, Inc.*

**YORTY FOR SENATOR COMMITTEE**

**Talks**  
*Political talks*

Tuesday  
7:15-8:00 p.m. PST  
ORIGINATES: KNX

Senatorial Campaign  
*Ray Davidson*

**WABC  
SPONSORED  
PROGRAMS**

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENTS
<p><b>BOND STORES, INC.</b> <i>(34th Week on WABC)</i></p> <p><b>The Morning Almanac</b> with Phil Cook</p>	<p>Mon. thru Sat. 7:30-7:45 a.m.</p>	<p>Men's Clothing <i>Neff-Rogow, Inc.</i></p>
<p><b>BULOVA WATCH COMPANY</b> <i>(570th Week on WABC)</i></p> <p><b>Time Signals</b></p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p><b>FEDERAL LIFE &amp; CASUALTY CO.</b> <i>(5th Week on WABC)</i></p> <p><b>The Rising Son</b> with Larry Elliott <i>Announcements</i></p>	<p>Mon., Wed., Fri. 6:35-7:00 a.m.</p>	<p>Accident Policy <i>Green-Brodie, Inc.</i></p>
<p><b>GENERAL BAKING COMPANY</b> <i>(3rd Week on WABC)</i></p> <p><b>Ted Steele</b> <i>Songs</i></p>	<p>Mon. thru Sat. 8:15-8:20 a.m.</p>	<p>Bond Bread <i>Batten, Barton, Durst &amp; Osborn, Inc.</i></p>
<p><b>GORDON BAKING COMPANY</b> <i>(40th Week on WABC)</i></p> <p><b>Hollywood Dreams</b></p>	<p>Tues., Thurs. 11:00-11:15 a.m.</p>	<p>Roman Meal Bread <i>Barton A. Stebbins</i></p>
<p><b>KRUG BAKING COMPANY</b> <i>(31st Week on WABC)</i></p> <p><b>Woman's Page of the Air</b> with Adelaide Hawley</p>	<p>Friday 8:45-9:00 a.m.</p>	<p>Bakery Products and Coffee <i>Elmer L. Cline</i></p>
<p><b>MELVILLE SHOE COMPANY</b> <i>(88th Week on WABC)</i></p> <p><b>Early Morning News</b></p>	<p>Mon. thru Sat. 7:15-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>

**WABC  
SPONSORED  
PROGRAMS**  
*Continued*

**NEW YORK INSTITUTE OF  
DIETETICS**

(starting August 6)

**Old-Fashioned Favorites**

Tues. and Thurs.  
8:20-8:25 a.m.

Course of Instruction  
*Sternfield-Godley, Inc.*

**RAPINWAX PAPER COMPANY**  
(17th Week on WABC)

**Woman's Page of the Air**  
with Adelaide Hawley

Thursday  
8:45-9:00 a.m.

Rapinwax Paper  
*W. I. Tracy, Inc.*

**R. J. REYNOLDS TOBACCO COMPANY**  
(16th Week on WABC)\*

**Home Games of New York  
Giants and Yankees**

*Play-by-play descriptions by Mel Allen*

Mon. thru Sat.  
approximately  
3:15-5:30 p.m.

Camel Cigarettes  
*William Esty &  
Company, Inc.*

**WESTINGHOUSE ELECTRIC &  
MANUFACTURING CO.**

(8th Week on WABC)

**Woman's Page of the Air**  
with Adelaide Hawley

Wednesday  
8:45-9:00 a.m.

Tenderay Process  
and Products  
*Fuller & Smith & Ross,  
Inc.*

# 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 in the course of the month to alter some details in the following 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 eleven classifications:

1. NEWS BROADCASTS . . . . .	Page 18
2. PUBLIC AFFAIRS . . . . .	Page 19
3. SPECIAL EVENTS . . . . .	Page 19
4. VARIETY . . . . .	Page 20
5. DRAMATIC SERIES . . . . .	Page 22
6. PERSONALITIES . . . . .	Page 22
7. SERIOUS MUSIC . . . . .	Page 23
8. RELIGIOUS BROADCASTS . . . . .	Page 24
9. EDUCATIONAL PROGRAMS . . . . .	Page 25
10. CHILDREN'S PROGRAMS . . . . .	Page 27
11. LIGHT MUSIC . . . . .	Page 27
CBS SHORT WAVE BROADCASTS . . . . .	Page 28
ADDENDA: JULY PROGRAMS . . . . .	Page 29

**NEWS  
BROADCASTS**
**News Summaries, Analyses  
and Broadcasts from Europe**
**SCHEDULED PERIODS**
**MONDAY THRU SUNDAY**

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

*News Broadcasts:* Edward R. Murrow, Eric Sevareid, Erland Echlin from London; Edwin Hartrich from Paris; William L. Shirer, Joseph C. Harsch, Winston Burdette from Berlin; Cecil Brown from Rome; Larry Lesueur from R.A.F. headquarters in Great Britain; Frank Stevens from Budapest; Spencer Williams from Bucharest; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot from New York; Albert Warner from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:15-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY; 10:30-10:15 p.m., MONDAY THRU SATURDAY.

*News Summaries:* 6:30, 9:15 a.m., 3:30, 12:30 p.m., 1:55 a.m., MONDAY THRU FRIDAY; 6:00 p.m., TUESDAY AND THURSDAY; 6:30, 9:15, 11:00 a.m., 3:30, 6:00 p.m., 12:30, 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:30, 1:55 a.m., SUNDAY.

*News Analyses:* Elmer Davis, 8:55-9:00 p.m., SATURDAY, SUNDAY; Albert Warner, 6:05-6:15 p.m., SATURDAY.

**Headlines and Bylines**
**11:00-11:15 p.m.**
**EACH SUNDAY**

In this new Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

PUBLIC  
AFFAIRS**Wendell L. Willkie**

SATURDAY, AUGUST 17

CBS' coast-to-coast Network carries the Republican nominee's formal acceptance speech from his birth-place, Elwood, Indiana. The address is the firing-gun in Mr. Willkie's campaign to defeat President Roosevelt.

**U. S. Army Recruiting Program**

1:30-2:00 p.m.

EACH SATURDAY

CBS has turned this half-hour over to the U. S. Army authorities to assist them in their recruiting drive. Major Ray Perkins, veteran radio artist, is MC, and the program features human interest stories of recruits, mess sergeants, technicians, infantrymen, artillerymen, and fliers. The Military Academy band plays from West Point.

**Army Maneuvers**

VARIOUS HOURS

AUGUST 6 THRU AUGUST 27

CBS broadcasts a series of programs from the largest maneuvers in U. S. Army history at Ogdensburg, N. Y. Bill Slocum handles production of the broadcasts.

**"This Is Radio"**

8:00-9:00 p.m.

SATURDAY, AUGUST 3

Representatives of government, religion, education, and labor join in a gigantic tribute to radio broadcasting on August 3, as "Broadcasting Day" is celebrated at both the New York World's Fair and the Golden Gate International Exposition. NBC, Mutual, and CBS combine networks for the broadcast, which originates at the New York Fair, the San Francisco Exposition, and studios in Hollywood, Chicago, and other cities. The program features some of the biggest figures in the entertainment world, as well as leaders in every phase of public life.

**Oswald Garrison Villard**

10:15-10:30 p.m.

THURSDAY, AUGUST 1

Former editor of "The Nation," now Secretary of the Committee on Militarism and Education, speaks under the auspices of the Fellowship of Reconciliation.

SPECIAL  
EVENTS**Annual Soap Box Derby**

5:30-6:00 p.m.

SUNDAY, AUGUST 11

Ted Husing, assisted by Jimmy Dolan, describes the annual soap box derby in Akron, Ohio. His on-the-spot account is broadcast to the CBS coast-to-coast Network through the facilities of WADC, Akron.

SPECIAL  
EVENTS*Continued***Saratoga Races**

5:30-5:45 p.m.

SATURDAY, AUGUST 3, 10, &amp; 17

Ted Husing, assisted by Jimmy Dolan, presents a track-side description of leading races at the Saratoga meeting.

**National Doubles**

5:30-5:45 p.m.

WEDNESDAY THRU SATURDAY  
AUGUST 21 THRU AUGUST 24

Ted Husing presents fifteen-minute summaries of the National Lawn Tennis Doubles Tournament from Brookline, Mass. On Sunday, he gives a play-by-play description of the finals.

## VARIETY

**"Forecast"**

9:00-10:00 p.m.

EACH MONDAY

BEGINNING JULY 15

"Forecast" is a series of new programs based on unusual, exciting radio ideas and featuring famous screen and stage personalities. Each production is potentially a radio series and represents the combination of at least one star personality and an idea designed to display that star in a peak performance.

AUGUST 5: "Of Stars and States," a full-hour broadcast from Hollywood, sample program of a series that would salute a state with each broadcast, featuring John Boles, Nan Grey, Virginia Vale, Don Barry, Arthur Q. Bryan, the Texas Rangers, Governor W. Lee O'Daniel of Texas, and Lud Gluskin's Orchestra. Directed by Charles Vanda.

AUGUST 12: From New York: "Life of the Party." From Hollywood: "Leave It to Jeeves," with Edward Everett Horton and Alan Mowbray.

AUGUST 19: From New York: "Back Where I Come From," with Clifton Fadiman, Len Doyle, and many others. Directed by Nicholas Ray. "Double Feature": From New York: "Ever After," by Keith Fowler, directed by Earle McGill; and from Hollywood: Charles Laughton and Elsa Lanchester in "To Tim at 20," written and directed by Norman Corwin.

AUGUST 26: From New York: Paul Robeson in "All God's Chillun," with Eddie Green, Eva Jessye Choir, and Mark Warnow's Orchestra, directed by Philip Cohan. From Hollywood: Margaret Sullayan in "Bethel Merriday," by Sinclair Lewis, adapted by Helen Deutsch, directed by Norman Corwin.

**VARIETY***Continued*

PROGRAM AND TIME	DESCRIPTION
<p><b>"So You Think You Know Music"</b> 8:00-8:30 p.m. EACH MONDAY</p>	<p>Ted Cott continues to conduct this amusing musical inquisition on Sunday afternoons. Leonard Lieblich judges the four contestants, two of whom are professional musicians and two drawn from the studio audience. They compete for concert tickets, books, and phonograph records.</p>
<p><b>Choose Up Sides</b> 8:30-8:55 p.m. EACH FRIDAY</p>	<p>Two teams of guest sports experts compete in a quiz about all kinds of games, players, and records. Caswell Adams, the New York Herald Tribune's boxing expert, and Arthur Mann captain the opposing teams, while Ted Husin poses the questions.</p>
<p><b>Columbia Gay Nineties Revue</b> 7:30-8:00 p.m. EACH SATURDAY</p>	<p>Columbia entertainers get into bowlers and bustles and revert to the songs and comedy, and melodrama of the nineties. Songwriter Joe Howard, 73 year old master of ceremonies, introduces Genevieve Rowe, Beatrice Kay, Billy Greene, the Four Clubmen, Frank Lovejoy, and the Floradora girls. Ray Bloch is the conductor, Al Rinker the producer.</p>
<p><b>Flow Gently Sweet Rhythm</b> 5:30-6:00 p.m. EACH SUNDAY EXCEPT AUGUST 11</p>	<p>Maxine Sullivan, famous for her swing version of "Loch Lomond" and other ballads, joins John Kirby's six-piece band in this new series of jazz chamber music. The Golden Gate Quartet sings Negro spirituals, and Canada Lee serves as MC.</p>
<p><b>"Singing Bee"</b> 10:30-11:00 a.m. EACH SATURDAY</p>	<p>Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto and one of radio's most unusual soloists. Contestants are selected from the studio audience and get cash awards for being able to identify a song and then singing, humming, or whistling it.</p>
<p><b>Let's Be Lazy</b> 9:30-10:00 a.m. EACH SATURDAY</p>	<p>Tom Moore, 225-pounder and radio's laziest announcer, persuades his listeners to take life easy in this unusual Saturday morning series. Dale Evans sings when Moore gets tired.</p>



**Columbia Workshop**

8:00-8:30 p.m.

EACH SUNDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. Columbia's leading staff directors are assigned to the plays, which are submitted by new young writers as well as by established script-writers. Douglas Coulter supervises production of the plays and selection of the scripts.

**DRAMATIC  
SERIES****Major Bowes' Family**

11:30-12:30 p.m.

EACH SUNDAY

Major Bowes' Family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

**PERSONALITIES****Outdoors with Bob Edge**

6:15-6:30 p.m.

EACH THURSDAY

Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.

**Al Bernard's Minstrels**

3:15-3:30 p.m.

EACH WEDNESDAY AND FRIDAY

Al Bernard joins the Four Clubmen and Lou Lubin in presenting an old-time minstrel show on Wednesday and Friday afternoons. The show includes comic dialogue and old-time musical favorites.

**"Man About Hollywood"**

8:00-8:30 p.m.

EACH FRIDAY

George McCall returns to CBS with his popular program of Hollywood news and interviews, and dramatizations of important events in the film capital. Lud Gluskin and his orchestra provide musical interludes.

**A Friend in Deed**

3:15-4:00 p.m.

MONDAY THRU FRIDAY

Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon. Each broadcast features a dramatization.

**Songs of Cheer and Comfort**

9:30-10:00 a.m.

EACH SUNDAY

Richard Maxwell is heard each Sunday morning in a half-hour of hymns and inspirational music.

**SERIOUS  
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p><b>Columbia Broadcasting Symphony Orchestra</b> 3:00-4:30 p.m. EACH SUNDAY</p>	<p>Howard Barlow conducts the Columbia Broadcasting Symphony in this series of concerts, including many outstanding modern works. William Fineshriber is permanent intermission commentator.</p> <p>AUGUST 4: Zoltan Kurthy's Overture. Shumann's "Spring" Symphony Number 1, Griffes' "The White Peacock", Tchaikowsky's "Romeo and Juliet" Overture, and world premiere of Milhaud's "Cortege Funebre," DARIUS MILHAUD, guest conductor.</p>
<p><b>Columbia Concert Orchestra</b> 5:15-5:45 p.m., 7:00-7:15 p.m. MONDAY, WEDNESDAY AND FRIDAY 9:30-10:00 p.m. EACH WEDNESDAY BEGINNING AUGUST 21</p>	<p>The Columbia Concert Orchestra is regularly heard over the coast-to-coast CBS Network in three periods a week of classical selections. Conductors for the broadcast are Howard Barlow and Bernard Herrmann. With the close of the Lewisohn Stadium concert season, Mr. Herrmann conducts the CBS Orchestra in a regular Wednesday evening program.</p>
<p><b>Vera Brodsky</b> 2:00-2:30 p.m. EACH SATURDAY</p>	<p>Vera Brodsky, internationally famous concert and radio pianist, devotes her new cycle of broadcasts to piano compositions of Brahms.</p>
<p><b>Dorian String Quartet</b> 11:30 a.m.-12:00 noon EACH SATURDAY</p>	<p>The Dorian String Quartet—Alexander Cores and Harry Friedman, violins, David Mankovitz, viola, and Bernard Greenhouse, cello—are heard in a summer series of concerts of contemporary music.</p>
<p><b>Yella Pessl</b> VARIOUS HOURS</p>	<p>Yella Pessl, one of the musicians who saved the harpsichord from retirement as a museum piece, plays that instrument in five broadcasts a week over CBS.</p>
<p><b>Lewisohn Stadium Concert</b> 9:30-10:00 p.m. WEDNESDAY, AUGUST 7 &amp; 11</p>	<p>CBS, which for ten seasons has exclusively broadcast the New York Philharmonic-Symphony Orchestra's Carnegie Hall programs, broadcasts the Orchestra's concerts from New York's famous Lewisohn Stadium.</p>

RELIGIOUS  
BROADCASTS**Church of the Air**

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In August:

**AUGUST 4:** *Morning:* Rev. James K. Quay, secretary, International Committee Y.M.C.A., on furlough from Cairo (Congregational).

*Afternoon:* Rev. Thomas McMahon, professor of history, St. Joseph's Seminary, Dunwoodie, Yonkers, N. Y. (Catholic).

**AUGUST 11:** *Morning:* Rt. Rev. William Theodotus Capers, D.D., Bishop of West Texas (Episcopal).

*Afternoon:* Rev. Emory Ross, general secretary, American Mission to Lepers, New York City (Disciples of Christ).

**AUGUST 18:** *Morning:* Dr. Elmer Ellsworth Helms, First Methodist Church, Los Angeles.

*Afternoon:* Rev. Benedict Joseph Dudley, O.F.M., Church of St. Francis of Assisi, New York City (Catholic).

**AUGUST 25:** *Morning:* Rev. Roby S. Day, D.D., St. Paul's Methodist Church, Far Rockaway, N. Y.

*Afternoon:* The Most Reverend John Joseph Glennon, S.T.D., Archbishop of St. Louis (Catholic).

**Wings Over Jordan**

10:30-11:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.

**AUGUST 4:** To Be Announced.

**AUGUST 11:** To Be Announced.

**AUGUST 18:** Dr. J. E. Walker, president, National Negro Business League, Memphis, Tennessee.

**Vespers at the  
Temple of Religion**

5:00-5:30 p.m.

EACH SUNDAY

Each Sunday a choral program of religious music is broadcast over the coast-to-coast Columbia Network from the Temple of Religion at the World's Fair.

**EDUCATIONAL  
PROGRAMS**

**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. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROIDE
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

**Invitation to Learning**  
4:30-5:00 p.m.  
EACH SUNDAY

This new series invites listeners to read or re-read the world's great books. On each program, four outstanding Americans discuss famous books—emphasizing their living quality. Stringfellow Barr, president of St. John's College of Annapolis, is permanent chairman of the program.

**The People's Platform**  
7:00-7:30 p.m.  
EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas.

**The Human Adventure**  
8:30-9:00 p.m.  
EACH SATURDAY

This series dramatizes outstanding cultural and scientific achievements of the world's leading universities, presents the fruits of scholarly research in a clear, vivid style.

**Columbia's Lecture Hall**  
4:00-4:15 p.m.  
EACH MONDAY AND WEDNESDAY

Outstanding personalities on America's lecture stage are heard in this new program. Monday broadcasts feature lecturers in current events, economics and science. On Wednesdays, the guests are from the entertainment world.

**Columbia's Country Journal**  
12:00-12:30 p.m.  
EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news and interviews distinguished agricultural authorities and leaders. During August his broadcasts originate on tour from farming centers all over the country.

**EDUCATIONAL  
PROGRAMS**

*Continued*

<p><b>Highways to Health</b> 1:15-1:30 p.m. WACH SATURDAY</p>	<p>Dr. Iago Caldwell of the New York Academy of Medicine arranges these instructive talks for laymen. July's schedule includes addresses by Dr. David Bloom, attending dermatologist, Suydenham Hospital, and Dr. Cary Eggleston, associate professor of clinical medicine, Cornell University Medical School.</p>
<p><b>Adventures in Science</b> 1:00-1:15 p.m. WACH THURSDAY</p>	<p>Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.</p> <p>AUGUST 1: Dr. Edward E. Wildman, consultant in charge of tree ring study, American Philosophical Society's Committee on Education and Participation in Science.</p> <p>AUGUST 8: Frederic G. Melchior, Editor of Publisher's Weekly; Harvey D. Gibson, Chairman of Board of New York World's Fair; J. F. Cuneo, President of Cuneo Press.</p> <p>AUGUST 15: Mr. Charles M. Upham, engineer-director of American Road Builders' Association.</p> <p>AUGUST 22: Mr. Jack Price, photographic editor of "Editor and Publisher."</p> <p>AUGUST 29: Dr. Cassius Way, president of the American Veterinary Medical Association.</p>
<p><b>Of Men and Books</b> 1:15-1:30 p.m. WACH TUESDAY</p>	<p>Professor John T. Frederick of the Medill School of Journalism, Northwestern University, and Dr. Bergen Evans, Northwestern Department of English, discuss modern books and the world's greatest classics.</p>
<p><b>Exploring Space</b> 1:00-1:15 p.m. WACH FRIDAY</p>	<p>Maude Bennet, director of the Adler Planetarium in Chicago, conducts this new series which tells the story of the constellations.</p>
<p><b>The Old Dirt-Dobber</b> 1:05-1:30 a.m. WACH SATURDAY</p>	<p>Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds, and insects on this unusual new Saturday morning feature.</p>

**CHILDREN'S  
PROGRAMS**

**Let's Pretend**  
12:30-1:00 p.m.  
EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has already in 1941 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

**"March of Games"**  
1:30-2:00 p.m.  
EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvis Prager. Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

**LIGHT MUSIC**

**CBS Vocalists**  
VARIOUS HOURS  
MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

Buddy Clark	Michael Loring
Jack Leonard	Genevieve Rowe

**Golden Gate Quartet**  
**Four Clubmen**  
VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.

**Dance Orchestra**  
VARIOUS HOURS  
MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for August:

Nat Brandwynne	Sonny James
Larry Clinton	Dick Jurgens
Xavier Cugat	Al Kavelin
Bobby Day	Hal Kemp
Baron Elliott	Henry King
Jan Garber	Ozzie Nelson
Horace Henderson	Leighton Noble
Ray Herbeck	Dusty Rhodes
	Dick Stabile

**CBS SHORT WAVE  
BROADCAST SCHEDULE  
TO EUROPE AND  
SOUTH AMERICA**

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

**News Broadcasts**  
(In English)  
10:15-10:25, 11:30-11:40 a.m.  
1:30-1:45, 5:50-6:00 p.m.  
MONDAY THRU FRIDAY  
(In French, German, Italian,  
Polish)  
2:00 noon-1 p.m., 5-5:50 p.m.  
MONDAY THRU SUNDAY  
5:00-6:00 p.m., SAT. & SUN.)

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

**SPECIAL CBS  
BROADCASTS  
TO EUROPE**

**Hollywood News**  
MONDAY, 2:30-2:45 p.m.  
THURSDAY, 7:45-8:00 p.m.  
THURSDAY, 8:15-8:30 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

**News in Spanish**  
6:00-10:05 p.m.  
MONDAY THRU SUNDAY  
9:15-7:00 p.m.  
SUNDAY THRU FRIDAY  
7:00-7:15 p.m., SAT. (WCBX)  
2:30-12:15 p.m., 2:30-2:45 p.m.  
3:45-6:00 p.m.  
MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

**SPECIAL CBS  
BROADCASTS  
TO SOUTH  
AMERICA**

**News in Portuguese**  
7:15-7:30 p.m.  
MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

**Carmen Castelo's American  
Travelogues in Spanish**  
MONDAY, 8:30-8:45 p.m.

Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.

**Cultural News in Spanish**  
8:15-8:30 p.m.  
EACH WEDNESDAY

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

**Carmen Castelo's Broadway  
Column in Spanish**  
WEDNESDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

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 July programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

### DEMOCRATIC CONVENTION

The Democratic Party Convention which nominated Franklin D. Roosevelt for a third term as President of the United States was thoroughly covered by CBS. Climax of a long series of Columbia broadcasts from Philadelphia came on Wednesday and Thursday evenings, July 17 and 18, when CBS brought its audience the direct, on-the-convention-floor proceedings of the balloting for presidential and vice-presidential candidates. Following the nomination of Henry A. Wallace, Secretary of Agriculture, for the vice-presidency, CBS broadcast an address by President Roosevelt from the White House to the Convention. Mrs. Roosevelt, Postmaster General James A. Farley, Speaker William D. Bankhead, Senator James F. Byrnes, Senator Alben Barkley, Senator Carter Glass, and many other outstanding Democrats were among the public figures heard in CBS broadcasts from the convention city.

### OTHER PUBLIC AFFAIRS

JULY 2: CBS broadcast an address by Lewis Compton, Assistant Secretary of the Navy, from Washington, 10:15-10:30 p.m.

JULY 5: Another in CBS' series of talks on national defense brought Louis Johnson, then acting secretary of war, to the microphone for a nationwide address, 10-10:30 p.m.

JULY 7: U. S. Solicitor General Francis Biddle discussed plans for finger-printing and obtaining full information on America's three and a half million aliens in an address from Philadelphia, 10:30-10:45 p.m.

JULY 8: King Haakon, ruler of Norway until Adolf Hitler conquered the country, was heard in an address from his present home, London, 4-4:10 p.m.

JULY 9: Herbert Morrison, minister of supplies in Winston Churchill's British cabinet, broadcast from London, 5:30-5:37 p.m.

JULY 9: General George C. Marshall, Chief of Staff of the U. S. Army, and Admiral Harold R. Stark, Chief of Naval Operations, joined in a special broadcast from Washington, 11:45-12 midnight.

JULY 11: Commissioner Arthur S. Fleming was heard in a special broadcast from the nation's capital, 5:30-5:45 p.m.



**JULY 11:** Louis Johnson, then acting secretary of war, described the process of "Rounding Out the Army Program, 10:15-10:45 p.m.

**JULY 11:** CBS broadcast a special news report on the Mexican elections from Mexico City, 10:48-10:53 p.m.

**JULY 12:** Representative Sam Rayburn of Texas, in Chicago for the Democratic Convention, discussed the caucus, 10-10:30 p.m.

**JULY 13:** Senator D. Worth Clark, Democrat, of Idaho, presented his views on America's foreign policy in an address from Chicago, 10:15-10:30 p.m.

**JULY 13:** Philip F. LaFollette, Progressive Party leader of Wisconsin, discussed "The Defense of America." 6:30-6:45 p.m.

**JULY 14:** Senator Burton K. Wheeler of Montana, head of the so-called Democratic isolationist bloc, explained "Why the Democratic Party Should Have a Peace Plank," 7:15-7:30 p.m.

**JULY 19:** CBS broadcast Chancellor Adolf Hitler's address to the German people prior to a renewed attack on the British Isles, 1-2:41 p.m.

**JULY 21:** Edward R. Murrow, Vincent Sheean, Arthur Menken, Erland Echlin, Eric Sevareid, and Larry Lesueur, broadcasting from different parts of the British Isles, described Britain's preparations for immediate German attack, 11-11:30 p.m.

**JULY 22-31:** CBS carried an extensive series of broadcasts from the Inter-American Conference in Havana, called by Secretary of State Cordell Hull of the United States to consider problems arising from the European war which affect the western hemi-

sphere. Starting on Monday with Secretary Hull's keynote speech (5-5:40 p.m.), CBS covered with news broadcasts on Monday and Tuesday (10:30-10:45 p.m.), Wednesday and Thursday (10:15-10:45 p.m.), Friday (10:30-10:45 p.m.) and Saturday (10:15-10:45 p.m.). The broadcasts included summaries by Albert Warner, Alberto Zalamea, and Howard Pierce Davis of the CBS staff, as well as addresses from the floor. Dr. Leo S. Rowe was heard in a broadcast from Havana on July 29, 8-8:15 p.m.

**JULY 22:** Mrs. Franklin D. Roosevelt spoke over CBS from the New York World's Fair in connection with the WPA day ceremonies, 3:15-3:30 p.m.

**JULY 22:** Viscount Halifax discussed the situation facing England in a broadcast from London, 4:15-4:30 p.m.

**JULY 26:** Norman H. Davis, chairman of the American Red Cross, spoke from Washington, 10-10:15 p.m.

**JULY 28:** Representative Vito Marcantonio, American Labor Party Congressman from New York, attacked "The Registration of Aliens," 10:30-10:45 p.m.

**JULY 30:** CBS carried a special broadcast from the National Foreign Trade Convention in San Francisco, 10:15-10:30 p.m.

### **SPECIAL EVENTS**

**JULY 4:** An American Legion broadcast from New York City and Chicago was a CBS Independence Day feature, 3:35-4 p.m.

**JULY 7:** Two half-hour productions by the Columbia Dramatic Guild, a charming fantasy and a horror drama, were broadcast over CBS Network late Sunday evening (actually Monday), 12:45-1:45 a.m.

**JULY 9:** Mel Allen and France Laux, two CBS star baseball reporters, described the All-Star game in St. Louis, 3:15-5:30 p.m.

**JULY 20 and 27:** On successive Saturdays CBS broadcast trackside accounts of two Arlington Park races in Chicago, the Arlington Classic and the Arlington Futurity, 6:05-6:20 p.m.

**JULY 26:** The nation's leading barber shop quartets, competing at the Band Shell, City Plaza, New York World's Fair, vocal-

ized over Columbia's coast-to-coast Network, 11:15-11:30 p.m.

**JULY 28:** Jack Knell, Columbia's marine reporter, presented the complete story of the "press run" of the S.S. America, largest and fastest luxury liner ever built in the United States, 2:35-2:45 p.m.

**JULY 29:** Ted Husing, at trackside, described the American Legion Handicap from the Saratoga Race Track in Saratoga, N. Y., 4:45-5 p.m.



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

*Sales and administrative offices:* 485 Madison Avenue, New York • 182 Tremont Street, Boston  
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building,  
Detroit • Mart Building, St. Louis • 625 Second Avenue, South Minneapolis • Wilder  
Building, Charlotte, North Carolina • 817 Earle Building, Washington • Columbia  
Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. 1, London