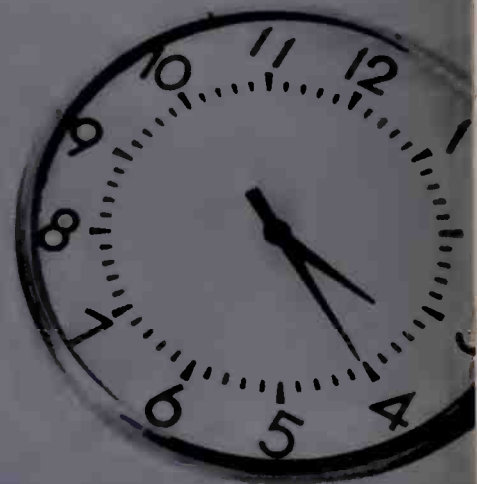


CBS PROGRAM BOOK • OCTOBER, 1940

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OCTOBER, 1940

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 13

WABC SPONSORED PROGRAMS: pp. 14 to 16

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

<p>AFFILIATED PRODUCTS, INC. (400th Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 42 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY (115th Week on CBS)</p> <p>The Human Side of the News by Edwin C. Hill <i>News</i></p>	<p>Mon. thru Fri. 6:05-6:15 p.m. 45 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (231st Week on CBS)</p> <p>Your Hit Parade 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. 102 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (182nd Week on CBS)</p> <p>Our Gal, Sunday <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>BAYER COMPANY (262nd Week on CBS)</p> <p>Second Husband 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>THE BEST FOODS, INC. (56th Week on CBS)</p> <p>We the Abbotts <i>Serial drama</i> (Beginning October 7)</p>	<p>Mon. thru Fri. 4:15-4:30 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 56 CBS stations ORIGINATES: WABC</p>	<p>Nucoa, Margarine. Hellman's Mayonnaise <i>Benton & Bowles, Inc.</i></p>
<p>BOWEY'S, INC. (71st Week on CBS)</p> <p>News and Rhythm with Dale Evans, vocalist, and Dave Bacal, instrumentalist <i>Talk and music</i></p>	<p>Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:35-3:00 p.m. 29 CBS stations ORIGINATES: WBBM</p>	<p>Dari-Rich Products <i>Sorensen & Company</i></p>

BROWN & WILLIAMSON TOBACCO CORPORATION

106th Week on CBS)

**Paul Sullivan Reviews
the News**

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

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

CALIFORNIA FRUIT GROWERS EXCHANGE

74th Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**

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

Sunkist Oranges
Sunkist Lemons
Lord & Thomas

CAMPANA SALES COMPANY

129th Week on CBS)

First Nighter
with Barbara Luddy and
Les Tremayne
Drama

Tuesday
8:30-8:55 p.m.
53 CBS stations
ORIGINATES: WBBM

Campana Hand Cream,
Italian Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries
*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY

304th 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.
60 CBS stations
ORIGINATES: KNX

Campbell's Soups
*Ward Wheelock
Company*

Martha Webster
with Bess Flynn
Dramatic serial

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:00-3:15 p.m.
57 CBS stations
ORIGINATES: WABC

Fletcher Wiley
Talks

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

Lanny Ross
Songs

Mon. thru Fri.
7:15-7:30 p.m.
Rebroadcast
11:15-11:30 p.m.
57 CBS stations
ORIGINATES: WABC

Franco-American
Macaroni and Spaghetti
Ruthrauff & Ryan, Inc.

<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(100th Week on CBS)</i></p> <p>Dr. Christian with Jean Hersholt <i>Drama</i></p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 64 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION <i>(239th Week on CBS)</i></p> <p>Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i></p>	<p>Thursday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WABC</p>	<p>Plymouth Dodge DeSoto Chrysler <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY <i>(247th Week on CBS)</i></p> <p>Colgate Ask-It-Basket with Ed East <i>Variety-quiz program</i></p> <p>Strange As It Seems <i>Dramatizations of unusual facts</i></p> <p>Woman of Courage <i>Serial drama</i></p> <p>Myrt and Marge <i>Serial drama</i></p> <p>Hilltop House starring Bess Johnson <i>Serial drama</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 64 CBS stations ORIGINATES: WARC</p> <p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 57 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:45-11:00 a.m. 40 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 81 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:30-1:45 p.m. 78 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Benton & Bowles, Inc.</i></p> <p>Palmolive Shave Cream Palmolive Brushless Shave Cream <i>Benton & Bowles, Inc.</i></p> <p>Octagon Products <i>Benton & Bowles, Inc.</i></p> <p>Concentrated Super Suds Super Suds <i>Benton & Bowles, Inc.</i></p> <p>Palmolive Soap <i>Benton & Bowles, Inc.</i></p>

**COLGATE-PALMOLIVE-PEET
COMPANY**

Continued

Wayne King's Orchestra
with Buddy Clark
Music

Stepmother
Serial drama

Saturday
8:30-8:55 p.m.
66 CBS stations
29 CBC stations
ORIGINATES: WBBM

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:45-5:00 p.m.
38 CBS stations
ORIGINATES: WBBM

**Cashmere Bouquet Products
Halo**
*Sherman & Marquette,
Inc.*

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

COMMERCIAL CREDIT COMPANY
(28th Week on CBS)

Bob Trout
News

Mon., Wed., Fri.
6:00-6:05 p.m.
Rebroadcasts
11:00-11:05 p.m.
11:55-12 mid.
Saturday
10:30-10:35 p.m.
64 CBS stations
ORIGINATES: WABC

**Automobile Finance
Service**
*O'Dea, Sheldon &
Canaday, Inc.*

CONTINENTAL BAKING CO., INC.
(300th Week on CBS)

Marriage Club
with Haven MacQuarrie
Quiz

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

Wonder Bread
Benton & Bowles, Inc.

THE CUDAHY PACKING COMPANY
(301st Week on CBS)

Bachelor's Children
Serial drama

Mon. thru Fri.
9:45-10:00 a.m.
18 CBS stations
ORIGINATES: WBBM

Old Dutch Cleanser
*Blackett-Sample-
Hummert, Inc.*

DOUBLEMINT GUM
(133rd Week on CBS)

Melody Ranch
with Gene Autry
Western dramatic series

Sunday
6:30-7:00 p.m.
68 CBS stations
ORIGINATES: KNX

Doublemint Gum
*J. Walter Thompson
Company*

<p>EVERSHARP, INC. (53rd Week on CBS)</p> <p>Take It or Leave It with Bob Hawk, MC, Ray Bloch's Orchestra, David Ross Quiz</p>	<p>Sunday 10:00-10:30 p.m. 56 CBS stations ORIGINATES: ON TOUR</p>	<p>Eversharp Pens and Pencils <i>The Biow Company</i></p>
<p>FLORIDA CITRUS COMMISSION (32nd Week on CBS)</p> <p>Mary Margaret McBride <i>Talks</i> (Beginning October 7)</p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 39 CBS stations (Tues. and Thurs.) 21 CBS stations ORIGINATES: WABC</p>	<p>Florida Citrus Fruit <i>Arthur Kudner, Inc.</i></p>
<p>FORD MOTOR COMPANY (338th Week on CBS)</p> <p>Sunday Evening Hour Ford Symphony Orchestra and Chorus, guest conductors, and soloists <i>With Talks by W. J. Cameron</i></p>	<p>Sunday 9:00-10:00 p.m. 56 CBS stations ORIGINATES: WJR</p>	<p>Ford Lincoln Lincoln Zephyr Mercury <i>N. W. Ayer & Son, Inc.</i></p>
<p>GENERAL FOODS CORPORATION (280th Week on CBS)</p> <p>We, the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i></p> <p>Kate Smith Hour with Kate Smith, Ted Collins, Willie Howard, Jack Miller and his orchestra, Ted Straeter and his chorus, Andre Baruch <i>Music, comedy, and drama</i></p> <p>Kate Smith Speaks; News <i>Talks and news</i></p> <p>My Son and I with Betty Garde and Kingsley Colton <i>Serial drama</i></p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 81 CBS stations ORIGINATES: WABC</p>	<p>Sanka <i>Young & Rubicam, Inc.</i></p>
<p>Kate Smith Hour with Kate Smith, Ted Collins, Willie Howard, Jack Miller and his orchestra, Ted Straeter and his chorus, Andre Baruch <i>Music, comedy, and drama</i></p>	<p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 84 CBS stations ORIGINATES: WABC</p>	<p>Grape Nuts <i>Young & Rubicam, Inc.</i></p>
<p>Kate Smith Speaks; News <i>Talks and news</i></p>	<p>Mon. thru Fri. 12:00-12:15 p.m. 68 CBS stations ORIGINATES: WABC</p>	<p>Swansdown Cake Flour <i>Young & Rubicam, Inc.</i> Diamond Crystal Salt <i>Benton & Bowles, Inc.</i></p>
<p>My Son and I with Betty Garde and Kingsley Colton <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:45-3:00 p.m. 79 CBS stations ORIGINATES: WABC</p>	<p>Calumet Baking Powder Swansdown Cake Flour <i>Young & Rubicam, Inc.</i></p>

GENERAL FOODS CORPORATION*(Continued)***Joyce Jordan, Girl Interne***Serial drama***Young Dr. Malone***Serial drama***Kate Hopkins***Serial drama**(Beginning October 7)***Portia Faces Life***Serial drama**(Beginning October 7)*

Mon. thru Fri.

2:15-2:30 p.m.

Rebroadcast

6:30-6:45 p.m.

52 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:00-2:15 p.m.

Rebroadcast

6:00-6:15 p.m.

71 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

4:45-5:00 p.m.

Rebroadcast

3:30-3:45 p.m.

43 CBS stations

ORIGINATES: WARC

Mon. thru Fri.

4:00-4:15 p.m.

83 CBS stations

ORIGINATES: WABC

La France

Satina

Minute Tapioca

Young & Rubicam, Inc.

Post's 40% Bran Flakes

Benton & Bowles, Inc.

Maxwell House Coffee

Benton & Bowles, Inc.

Post Toasties

*Benton & Bowles, Inc.***GENERAL MILLS, INC.***512th Week on CBS)***By Kathleen Norris***Dramatization of her novels*

Mon. thru Fri.

10:00-10:15 a.m.

Rebroadcast

11:45 a.m. 12:00 noon

24 CBS stations

ORIGINATES: WARC

Wheaties

*Knox Reeves**Advertising, Inc.***GILLETTE SAFETY RAZOR COMPANY***(72nd Week on CBS)***Elmer Davis***News*

Tues., Fri.

8:55-9:00 p.m.

19 CBS stations

ORIGINATES: WABC

Gillette Shaving Cream,
Safety Razors and Blades*Maxon, Inc.***GULF OIL CORPORATION***(317th Week on CBS)***Gulf Screen Guild Theatre**

with Roger Pryor, M.C.

screen stars as guests,

and Oscar Bradley's Orchestra,

John Heistand, announcer

Variety and drama

Sunday

7:30-8:00 p.m.

75 CBS stations

ORIGINATES: WABC

Motor Oil and Gas

*Young & Rubicam, Inc.***INTERNATIONAL SILVER COMPANY***(134th Week on CBS)***Silver Theatre**

Conrad Nagel, Narrator-director,

and guest stage and screen stars

Drama

Sunday

6:00-6:30 p.m.

55 CBS stations

ORIGINATES: KNX

International Sterling and
1847 Rogers Bros.

Silverplate

Young & Rubicam, Inc.

<p>IRONIZED YEAST CO., INC. (54th Week on CBS)</p> <p>Court of Missing Heirs <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 74 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>
<p>LADY ESTHER, LTD. (356th Week on CBS)</p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: ON TOUR</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>THE LAMBERT COMPANY (171st Week on CBS)</p> <p>Grand Central Station <i>Dramatic programs</i> (This series ends October 18)</p>	<p>Friday 9:30-10:00 p.m. 56 CBS stations ORIGINATES: WABC</p>	<p>Listerine Products Prophylactic Brushes <i>Lambert & Feasley, Inc.</i></p>
<p>LEVER BROTHERS COMPANY (270th Week on CBS)</p> <p>Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i></p> <p>Uncle Jim's Question Bee <i>Quiz</i> (This series ends October 2)</p> <p>Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra <i>Drama</i> (Beginning October 9)</p> <p>Meet Mister Meek <i>Drama</i></p> <p>Big Sister with Alice Frost, Martin Gabel <i>Serial drama</i></p>	<p>Monday 9:00-10:00 p.m. 65 CBS stations 29 CBC stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 9:30-10:00 p.m. 73 CBS stations 30 CBC stations ORIGINATES: WABC</p> <p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 63 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 73 CBS stations 31 CBC stations ORIGINATES: WABC</p>	<p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Lifebuoy <i>William Esty & Company, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p>

LEVER BROTHERS COMPANY

Continued

Aunt Jenny's Real Life Stories

Dramatic sketches

Mon. thru Fri.
11:45-12 noon
Rebroadcast
2:15-2:30 p.m.
66 CBS stations
ORIGINATES: WABC

Spry

Ruthrauff & Ryan, Inc.

LIBBEY-OWENS-FORD GLASS COMPANY

2nd Week on CBS)

Design for Happiness

with 65-piece Chicago Woman's
Symphony Orchestra, directed by
Isler Solomon, and guest soloists
Symphonic music

Sunday
5:00-5:30 p.m.
74 CBS stations
ORIGINATES: WBBM

Flat glass products

United States Advertising Corporation

EMMETT & MYERS TOBACCO COMPANY

104th Week on CBS)

Glenn Miller and His Orchestra

with Marion Hutton, Ray Eberle
Popular music

Professor Quiz

with Bob Trout
Questions and answers

Tues., Wed., Thurs.
10:00-10:15 p.m.
96 CBS stations
ORIGINATES: ON TOUR

Chesterfield Cigarettes

Newell-Emmett Co., Inc.

Velvet Pipe and Cigarette
Tobacco

Newell-Emmett Co., Inc.

THOMAS J. LIPTON, INC.

2nd Week on CBS)

Helen Hayes Theater

starring Helen Hayes, with Mark
Warnow's Orchestra, and Harry
von Zell
Drama

Sunday
8:00-8:30 p.m.
Rebroadcast
10:30-11:00 p.m.
65 CBS stations
ORIGINATES: WABC

Lipton's Tea and
Tea Bags

Young & Rubicam, Inc.

MENNEN COMPANY

77th Week on CBS)

**Colonel Stoopnagle's
Quixic-Doodles**

Comedy and quiz

Sunday
5:30-6:00 p.m.
45 CBS stations
ORIGINATES: WABC

Mennen Shave Products

*H. M. Kiesewetter
Advertising Agency, Inc.*

VEHII CORPORATION

18th Week on CBS)

Believe It or Not

with Robert Ripley
Dramatization of unusual facts

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

Royal Crown Cola

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

	TIME	PRODUCT AND AGENT
<p>PENN TOBACCO COMPANY (53rd Week on CBS)</p> <p>Vox Pop Parks and Wally <i>Interviews</i></p>	<p>Thursday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Kentucky Club Pipe Tobacco <i>Ruthrauff & Ryan, Inc.</i></p>
<p>PET MILK SALES CORPORATION (359th Week on CBS)</p> <p>Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus <i>Musical</i></p> <p>Mary Lee Taylor home economist <i>Household advice</i></p>	<p>Saturday 9:45-10:15 p.m. 55 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 66 CBS stations ORIGINATES: KMOX</p>	<p>Pet Evaporated Milk <i>Gardner Advertising Company</i></p> <p>Pet Evaporated Milk <i>Gardner Advertising Company</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. (217th Week on CBS)</p> <p>Johnny Presents Johnny Green's Orchestra Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Ray Bloch's Swing 14 <i>Musical variety and dramatic interlude</i></p> <p>The Crime Doctor <i>Dramatic programs</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 78 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 69 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. (310th Week on CBS)</p> <p>Those We Love with Nan Grey, Donald Woods, Richard Cromwell <i>Drama</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 72 CBS stations ORIGINATES: KXN</p>	<p>Teel Drene <i>H. W. Kastor & Sons</i></p>

THE PROCTER & GAMBLE CO.

continued

The Goldbergs

Serial drama

The O'Neills

Serial drama

(Beginning October 21)

Life Can Be Beautiful

Serial drama

Woman in White

Serial drama

Right to Happiness

Serial drama

Road of Life

Serial drama

Mon. thru Fri.
5:00-5:15 p.m.
Rebroadcast
11:30-11:45 a.m.
24 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
5:15-5:30 p.m.
17 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
1:00-1:15 p.m.
34 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
1:15-1:30 p.m.
32 CBS stations
ORIGINATES: WBBM

Mon. thru Fri.
1:30-1:45 p.m.
36 CBS stations
17 CBC stations
ORIGINATES: WBBM

Mon. thru Fri.
1:45-2:00 p.m.
24 CBS stations
ORIGINATES: WBBM

Oxydol

Blackett-Sample-Hummert, Inc.

Ivory Soap

Compton Advertising, Inc.

Camay

Pedlar & Ryan, Inc.

Crisco

Compton Advertising, Inc.

Chipso

Pedlar & Ryan, Inc.

PRUDENTIAL INSURANCE COMPANY OF AMERICA

71st 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

(387th Week on CBS)

Blondie

with Penny Singleton and Arthur Lake

Domestic comedy

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

**Camel Cigarettes
Prince Albert Smoking
Tobacco**

William Esty & Company, Inc.

Al Pearce and His Gang
with Blanche Stewart, Artie Auerbach, Arthur Q. Bryan, The Merry Macs, and Carl Hoff and His Orchestra

Variety

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

SPEARMINT GUM
(433rd Week on CBS)

Scattergood Baines
Serial drama

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

Spearmint Gum
Neisser Meyerhoff, Inc.

TEXAS COMPANY
(175th Week on CBS)

Texaco Star Theatre
starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra. "Mighty Allen Art Players"
Variety

Wednesday
9:00-10:00 p.m.
Rebroadcast
12:00-1:00 a.m.
85 CBS stations
ORIGINATES: WABC

Texaco products
Buchanan & Co.

U. S. TOBACCO COMPANY
(279th Week on CBS)

Pipe Smoking Time
with Tom Howard and George Shelton, Ray Bloch's Orchestra
Comedy and music

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

Dill's Best
Model Smoking Tobacco
Arthur Kudner, Inc.

**COLUMBIA
NEW ENGLAND
NETWORK**

**F. B. WASHBURN CANDY
CORPORATION**
(4th Week on CBS)

Crackpot College
Quiz

Saturday
5:30-6:00 p.m.
ORIGINATES: WEEI

Waleco Candy Bars
*Bennett, Walther &
Menadier, Inc.*

**COLUMBIA
PACIFIC
NETWORK**

ALBERS BROS. MILLING COMPANY
(16th Week on CBS)

Adventures of Dr. Hunt
Mystery Dramas

Sunday
4:30-4:45 p.m. PST
ORIGINATES: KXX

Friskies Dog Food
Erwin, Wasey & Co.

BATHASWEET CORPORATION
(52nd Week on CBS)

Bob Garred Reporting
News

Tues., Thurs.
7:30-7:45 a.m. PST
ORIGINATES: KXX

Bathasweet Products
*H. M. Kiesewetter
Advertising Agency*

COLONIAL DAMES, INC.
(13rd Week on CBS)

"Find the Woman"
with Knox Manning

Friday
9:55-10:00 p.m. PST
ORIGINATES: KXX

Cosmetics
*Glasser Advertising
Agency*

GENERAL PETROLEUM CORP.

(2nd Week on CBS)

Pigskin Preview
with Sam Hayes

Wednesday
6:15-6:30 p.m. PST
ORIGINATES: KNX

Mobilgas, Mobiloil
Smith & Drum, Inc.

**COLUMBIA
PACIFIC
NETWORK**

Continued

P. LORILLARD COMPANY

(227th Week on CBS)

Texas Rangers
with Martha Mears

Wed., Fri.
6:00-6:15 p.m. PST
ORIGINATES: KNX

Old Gold Cigarettes
Lennen & Mitchell, Inc.

LOS ANGELES SOAP COMPANY

(53rd Week on CBS)

Knox Manning
News

Mon. thru Fri.
12:45-1:00 p.m.
PST
ORIGINATES: KNX

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

PETER PAUL, INC.

(12th Week on CBS)

Bob Garred Reporting
News

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

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

**PLANTERS NUT AND
CHOCOLATE COMPANY**

What's On Your Mind?
(Beginning October 3)

Thursday
7:15-7:45 p.m. PST
ORIGINATES: KNX

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

AMERICAN CHICLE COMPANY

(5th Week on WABC)

Announcements

Mon. thru Sat.
8:00-8:01:30 a.m.

Chiclets
*Badger, Brouning &
Hersey, Inc.*

**WABC
SPONSORED
PROGRAMS**

BARBASOL COMPANY

(1st Week on WABC)

Sport News
with Mel Allen

Tues., Thurs., Sat.
6:00-6:05 p.m.

Barbasol Shaving Cream
Erwin, Wasey & Co., Inc.

BULOVA WATCH COMPANY

(579th Week on WABC)

Time Signals

Sun. thru Sat.
10 Times Daily

Bulova Watches
The Biow Company

**WABC
SPONSORED
PROGRAMS**

Continued

CLIENT AND TITLE	TIME	PROPERTY AND AGENT
FORD MOTOR COMPANY <i>(3rd Week on WABC)*</i> Rising Sun with Larry Elliott <i>Announcements</i> (One week only)	Mon. thru Sat. 6:35-7:00 a.m.	Ford and Mercury Cars <i>McCann-Erickson, Inc.</i>
GENERAL BAKING COMPANY <i>(12th Week on WABC)</i> Ted Steele <i>Songs</i>	Mon. thru Sat. 8:15-8:20 a.m.	Bond Bread <i>Batten, Barton, Durst</i> <i>& Osborn, Inc.</i>
GORDON BAKING COMPANY <i>(49th Week on WABC)</i> Hollywood Dreams John Nesbitt's Passing Parade	Tues., Thurs. 11:00-11:15 a.m. Mon. thru Sat. 7:40-7:45 a.m.	Roman Meal Bread <i>Barton A. Stebbins</i> Silvercup Bread <i>Barton A. Stebbins</i>
GROVE LABORATORIES, INC. Odd Side of the News (Beginning October 8)	Tues., Thurs., Sat. 8:25-8:30 a.m.	Grove's Bromo Quinine <i>J. Walter Thompson</i> <i>Company</i>
KRUG BAKING COMPANY <i>(40th Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley	Friday 8:45-9:00 a.m.	Bakery Products and Coffee <i>Elmer L. Cline</i>
LUDEX'S, INC. News of the War with Elmer Davis, Major George Fielding Eliot, and Albert Warner (Beginning October 14)	Mon., Wed. 10:45-11:00 p.m.	Luden's Menthol Cough Drops <i>J. M. Mathes, Inc.</i>

*In addition to number of weeks in which the client has used CBS Network facilities.

**WABC
SPONSORED
PROGRAMS**

MANUFACTURERS' TRUST COMPANY
(3rd Week on WABC)

Tues., Thurs.
10:45-11:00 p.m.

Banking Services
McCann-Erickson, Inc.

News of the War
with Elmer Davis, Major George
Fielding Eliot, and Albert Warner

MELVILLE SHOE COMPANY
(97th Week on WABC)

Mon. thru Sat.
7:45-8:00 a.m.

Thom McAn Shoes
Neff-Rogow, Inc.

Early Morning News

**NEW YORK STATE BUREAU OF
MILK PUBLICITY**
(3rd Week on WABC)

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

Milk Publicity
J. M. Mathes, Inc.

Woman's Page of the Air
with Adelaide Hawley

RAPINWAX PAPER COMPANY
(26th Week on WABC)

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

Rapinwax Paper
W. I. Tracy, Inc.

Woman's Page of the Air
with Adelaide Hawley
(This series ends October 3)

THE VIKING PRESS, INC.
(1st Week on WABC)

Mon. thru Sat.
6:35-7:00 a.m.

"The Draft and You"
Green-Brodie, Inc.

Rising Sun
with Larry Elliott
Announcements
(One week only)

WHITE LABORATORIES, INC.
(3rd Week on WABC)

Mon., Wed., Fri.
8:20-8:25 a.m.

"Chooz"
*William Esty &
Company, Inc.*

Jack Berch
Variety

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. SERIOUS MUSIC	Page 20
5. VARIETY	Page 22
6. DRAMATIC SERIES	Page 22
7. RELIGIOUS BROADCASTS	Page 23
8. EDUCATIONAL PROGRAMS	Page 24
9. PERSONALITIES	Page 26
10. CHILDREN'S PROGRAMS	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: SEPTEMBER PROGRAMS	Page 29

**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 from London; Edwin Hartrich from Paris; William L. Shirer, Joseph C. Harsch from Berlin; Cecil Brown from Rome; Larry Leseur 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; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY, 10:45-11:00 p.m., MONDAY THRU SATURDAY.

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

Selective Service Program

10:15-10:20 p.m.

EACH TUESDAY AND THURSDAY

CBS cooperates with the Federal government in its task of registering more than sixteen million men for the draft with two broadcasts each week designed to explain problems of conscription. The series will continue until the mass-registration for the draft on October 16.

**Mobilization for
Human Needs**

10:30-11:00 p.m.

SUNDAY, OCTOBER 13

2:00-2:30 p.m.

SUNDAY, OCTOBER 20

The Mobilization for Human Needs drive this year is launched by two special broadcasts on successive Sundays. On the first, President Roosevelt once again inaugurates the drive, while on the second Wendell L. Willkie will speak in support of the community welfare service fund campaign. On each program, the Screen Actors Guild will present a variety show to be broadcast with the addresses. President Roosevelt has launched the mobilization each year since he first entered the White House.

Dr. Arnulfo Arias

10:20-10:30 p.m.

WEDNESDAY, OCTOBER 2

Dr. Arnulfo Arias, President-elect of Panama, repeats a portion of his inaugural address in English for a special CBS broadcast from Panama City.

Chester Davis

10:15-10:30 p.m.

WEDNESDAY, OCTOBER 9

Chester Davis, the man in charge of the National Defense Advisory Commission's agricultural activities, is heard in an address from WJSV, Columbia's station in Washington.

Leon Henderson

10:15-10:30 p.m.

WEDNESDAY, OCTOBER 30

Leon Henderson, whose work with the National Defense Advisory Commission deals with price stabilization and raw materials planning, speaks in the third of a new CBS series on national defense.

**SPECIAL
EVENTS**

Football Games

EACH SATURDAY

Each week Ted Husing picks a nationally important college football game and covers it, play by play, for CBS. His schedule takes shape as the 1940 gridiron campaign proceeds, and his itinerary takes him and his assistant, Jimmy Dolan, to all parts of the country for outstanding college games.

New York Philharmonic-Symphony Orchestra

3:00-4:30 p.m.

EACH SUNDAY

BEGINNING OCTOBER 13

The New York Philharmonic-Symphony Orchestra starts its eleventh consecutive year of broadcasting as an exclusive CBS feature on October 13. John Barbirolli, brilliant young English conductor, remains permanent director of the orchestra, and Deems Taylor, CBS music consultant and noted composer, is again intermission commentator.

OCTOBER 13: *Beethoven*: "Egmont" Overture; *Elgar*: The Enigma Variations; *Sibelius*: Symphony No. 2.

OCTOBER 20: *Weber*: "Euryanthe" Overture; *Bizet*: Symphony in C-Major; *Beethoven*: Symphony No. 7.

OCTOBER 27: *Edgar Stillman Kelley*: Symphonic Poem, "The Pit and the Pendulum"; *Bach*: Concerto for two pianos and orchestra, No. 2, Vitya Vronsky and Victor Babin, soloists; *Tschaikowsky*: Symphony No. 5.

Columbia Broadcasting Symphony Orchestra

3:00-4:30 p.m.

SUNDAY, OCTOBER 6

The Columbia Broadcasting Symphony Orchestra, under the direction of Howard Barlow, concludes its summer Sunday afternoon series on October 6. The program: *Gluck*: Overture to "Iphigenia in Aulis"; *Mendelssohn*: Reformation Symphony; *J. Strauss*: Champagner Polka; *Ravel*: Fairy Garden from "Mother Goose Suite"; *Deems Taylor*: Excerpts from "Through the Looking Glass" and Peter Ibbetsen (Finale).

Youth Orchestras

10:30-11:00 a.m.

EACH SUNDAY

National Youth Administration orchestras in principal American cities present this new Sunday morning program of symphonic music. Scheduled for October 6 is the 110-piece symphony orchestra of the National Youth Administration's Radio Workshop in New York, directed by Edwin McArthur. The Chicago, Cleveland and Philadelphia NYA orchestras follow on successive Sundays.

**SERIOUS
MUSIC**

Continued

**Columbia Concert
Orchestra**

5:15-5:45 p.m.
EACH WEDNESDAY
10:20-10:45 p.m.
TUESDAY, OCTOBER 22
5:15-5:45 p.m.
7:30-8:00 p.m.
EACH THURSDAY
6:15-6:45 p.m.
EACH SATURDAY

The Columbia Concert Orchestra broadcasts several programs a week of classical and modern selections. The Orchestra is directed in its Wednesday and Saturday broadcasts by Howard Barlow, and in the Tuesday and Thursday periods by Victor Bay. The Tuesday program is the first of a series of late evening concerts to be presented on every other Tuesday evening.

Columbia Concert Hall

11:05 a.m.-12:00 noon
SATURDAY, OCTOBER 12 AND 19

Columbia Concert Hall features two special Brahms programs on October 12 and October 19. Featured on the first are Bernard Greenhouse, 'cellist, and Vera Brodsky, pianist, and on the second, Frederick Lechner, baritone. Miss Brodsky, and the Dorian String Quartet.

Vera Brodsky

2:00-2:45 p.m.
SATURDAY, OCTOBER 5

Vera Brodsky, internationally famous concert and radio pianist, concludes her cycle of broadcasts of the piano compositions of Brahms with the Sonata in F minor.

Dorian String Quartet

11:30 a.m.-12:00 noon
SATURDAY, OCTOBER 5

The Dorian String Quartet—Alexander Cores and Harry Friedman, violins, David Mankovitz, viola, and Bernard Greenhouse, cello—conclude their series of concerts of contemporary music. Vittario Rieti will be interviewed on the program.

Yella Pessl

VARIOUS HOURS

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.

Low Gently Sweet Rhythm

2:35-3:00 p.m.

EACH SUNDAY

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.

"Singing Bee"

10:00-10:30 a.m.

EACH SATURDAY

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.

Choose Up Sides

10:20-10:45 p.m.

EACH THURSDAY

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 Husing poses the questions.

Back Where I Come From

10:30-10:45 p.m.

EACH MONDAY,
WEDNESDAY AND FRIDAY

Woody Guthrie, Burl Ives, and the Golden Gate Quartet are featured in this program of lesser-known American folk music, directed by Nicholas Ray. The series was first heard as one of the experimental "Forecast" programs.

"Honest Abe"

9:30-10:00 a.m.

EACH SATURDAY

This Saturday morning series dramatizes episodes in the early life of Abraham Lincoln. Written by E. P. Conkle, the series stars Ray Middleton, prominent young American baritone. Sidney Harmon produces and directs the series; he is assisted by Betzy Tuthill.

Columbia Workshop

10:30-11:00 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**

**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 October:

OCTOBER 6: *Morning:* Rev. Ze Barney T. Phillips, D.D., rector, Epiphany Episcopal Church; chaplain, U. S. Senate, Washington, D. C.

Afternoon: David O. McKay, president, Church of Jesus Christ of Latter-day Saints, Salt Lake City.

OCTOBER 13: *Morning:* Rev. Russell Henry Stafford, D.D., Old South Church, Boston (Congregational).

Afternoon: Rt. Rev. Monsignor Thomas J. McDonnell, national director, Society for Propagation of the Faith.

OCTOBER 20: *Morning:* Rev. M. E. Dodd, pastor, First Baptist Church, Shreveport, La.

Afternoon: Rabbi Solomon Goldman, Anshe Emet Synagogue, Chicago.

OCTOBER 27: *Morning:* Rev. Paul Austin Wolfe, D.D., pastor, Brick Presbyterian Church, New York City.

Afternoon: Rt. Rev. Monsignor Fulton J. Sheen, D.D., Ph.D., Professor of Philosophy, Catholic University of America, Washington.

Wings Over Jordan

9:30-10:00 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.

OCTOBER 6: Rev. J. L. Tolbert, Tupelo, Miss.

OCTOBER 13: Rev. O. S. Bullock, pastor, First Baptist Church, Raleigh, N. C.

OCTOBER 20: Mr. Jesse O. Thomas, Southern Field Director, National Urban League, New York City.

OCTOBER 27: Dr. Edward Warner Brice, president, Clinton College, Rock Hill, S. C.

**EDUCATIONAL
PROGRAMS**

American School of the Air

8:15-9:45 a.m.

(Eastern Time Zone)

2:30-2:55 p.m.

(Central Time Zone)

8:30-10:00 a.m.

(Mountain Time Zone)

12:00-2:30 p.m.

(Pacific Time Zone)

MONDAY THRU FRIDAY

STARTING OCTOBER 7

The American School of the Air, broadcast for the first time to the Latin American Republics, enters its twelfth year on October 7. An estimated 8,000,000 students in the United States alone listen regularly to the series.

MONDAYS—*Americans at Work*

OCTOBER 7: Wool.

OCTOBER 14: Lumber.

OCTOBER 21: Furs.

OCTOBER 28: Quinine.

TUESDAYS—*Wellsprings of Music*

OCTOBER 8: Games and Play Parties.

OCTOBER 15: Music for Fun.

OCTOBER 22: Square Dances.

OCTOBER 29: Symphonic Dances.

WEDNESDAYS—*New Horizons*

OCTOBER 9: America Starts.

OCTOBER 16: Ships on the Spanish Main.

OCTOBER 23: Blessings from the Deep.

OCTOBER 30: Passage to Cathay.

THURSDAYS—*Tales from Far and Near*

OCTOBER 10: All Over Town.

OCTOBER 17: Biography of a Grizzly.

OCTOBER 24: The Scarlet Fringe.

OCTOBER 31: The Smuggler's Sloop.

FRIDAYS—*This Living World*

OCTOBER 11: Pan-Americanism.

OCTOBER 18: Hemisphere Defense.

OCTOBER 25: Taxes and Services.

Adventures in Science

3:45-3:55 p.m.

EACH THURSDAY

Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.

Of Men and Books

1:00-1:15 p.m.

EACH SATURDAY

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.

Exploring Space

3:45-3:55 p.m.

EACH FRIDAY

This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.

**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 ROHDE
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ROBERT I. CANNON, 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, outstanding scholars discuss famous books — emphasizing their living quality. Huntington Cairns, Allen Tate, and Mark Van Doren are the regular participants, and guests will occasionally discuss the books with them.

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.

Columbia’s Lecture Hall

4:00–4:15 p.m.
3:45–3:55 AFTER OCTOBER 17
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 roundup of farm news and interviews distinguished agricultural authorities and leaders.

**EDUCATIONAL
PROGRAMS**

Highways to Health

1:15-1:30 p.m.

EACH SATURDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.

Robert M. Hutchins

6:15-6:30 p.m.

TUESDAY, OCTOBER 8

President Hutchins of Chicago University speaks from Chicago in connection with the 50th anniversary of the University.

Dr. Frank Spencer

3:15-3:30 p.m.

WEDNESDAY, OCTOBER 9

Dr. Frank Spencer of Boulder, Colorado, speaks from the Cleveland meeting of the American Academy of Ophthalmology and Otolaryngology.

A Friend in Deed

3:30-3:45 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, as well as Mr. Maxwell's inspirational songs.

Major Bowes' Family

11:30-12:30 p.m.

EACH SUNDAY

Major Bowes' family—the Dalton Brothers (Kelly, Jack, and Pete); Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

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.

The Old Dirt-Dobber

10:30-11 a.m.

EACH SATURDAY

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, which is broadcast to CBS coast-to-coast network from Nashville.

PERSONALITIES

**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 1940 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 Purvin 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	Jack Leonard
David Elwyn	Michael Loring
	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 October:

Gene Beecher	Joey Kearns
Bobby Day	Kay Kyser
Eddie Duchin	Guy Lombardo
Shep Fields	Jimmy Lunceford
Chuck Foster	Will McCune
Ray Herbeck	Paul Pendarvis
Everett Hoagland	Ramon Ramos
Al Kavelin	Claude Thornhill
Sammy Kaye	Sammy Watkins

**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)

12:00 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, 2:45-3:00 p.m.

THURSDAY, 7:45-8:00 p.m.

MONDAY, 7:30-7:45 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

10:00-10:05 p.m.

MONDAY THRU SUNDAY

6:45-7:00 p.m.

SUNDAY THRU FRIDAY

7:00-7:15 p.m., SAT. (WCBX)

12:30-12:45 p.m., 2:30-2:45 p.m.

5:45-6:00 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**

WEDNESDAY, 8-8:15 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

FRIDAY, 9:00-9:15 p.m.

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**

FRIDAY, 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.

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

PUBLIC AFFAIRS

SEPTEMBER 4: Norman Thomas, Socialist Party candidate for the Presidency, discussed "How We Can Defeat Hitlerism" in a special CBS broadcast from Buffalo, 10:15-10:30 p.m.

SEPTEMBER 11: Senator Robert M. LaFollette, Jr., Progressive of Wisconsin, opposed extension of aid to Great Britain beyond the limitations of the "cash-and-carry" neutrality law in a specially scheduled CBS address. His talk, which originated in the studios of WBBM, Chicago, was made under the auspices of the America First Committee, 10:15-10:30 p.m.

SEPTEMBER 11: Winston Churchill, prime minister of Great Britain, was heard over CBS in an address from bomb-torn London, 1-1:15 p.m.

SEPTEMBER 12: Dr. Arthur H. Merritt and Dr. C. Willard Camalier, president and former president respectively of the American Dental Association, discussed the dentist's role in national defense from the Association's convention in Cleveland, 5:30-5:45 p.m.

SEPTEMBER 13: A coast-to-coast salute to General John J. Pershing, commander of the American Expeditionary Force in the World War, on the occasion of his 80th anniversary was broadcast over CBS. Raymond Kelly, then National Commander of the American Legion, paid tribute to General Pershing from Chicago, and the General replied from Washington, 5:30-5:45 p.m.

SEPTEMBER 14: Senator Charles O. Andrews, Democrat of Florida, was heard in a broadcast over Columbia's coast-to-coast Network from Washington, 10:15-10:30 p.m.

SEPTEMBER 16: Wendell L. Willkie's speech at Coffeyville, Kansas, called by the Republican candidate the "main opening" of his campaign, was heard throughout the nation over CBS. Mr. Willkie was introduced to the Coffeyville and radio audiences by Walter Johnson, one-time baseball star who is now a Republican candidate for Congress in Maryland, 6-6:30 p.m.

SEPTEMBER 16: General George C. Marshall, chief of staff of the U. S. Army, addressed 200,000 members of the National Guard over the nationwide Network of CBS. The Guardsmen, some of whom were mustered for one year of active training, were

assembled in armories in all parts of the country for induction into the Federal military services, 11:15-11:30 p.m.

SEPTEMBER 17: Dr. Thomas Mann, Nobel prize winner and refugee from Nazi Germany, explained why alien registration is important in the United States in an address over CBS. Dr. Mann, interviewed by William A. Carmichael, Federal supervisor of immigration and naturalization for Southern California, told the Network audience that the checkup of foreign-born residents in the United States serves as a safeguard against fifth column activities, 10:15-10:30 p.m.

SEPTEMBER 18: H. W. Prentis, Jr., president of the National Association of Manufacturers, and Major Benjamin H. Namm, executive committee director of the National Retail Dry Goods Association, met before a CBS microphone to discuss "Business Unity for National Defense," 10:15-10:30 p.m.

SEPTEMBER 19: Edward R. Stettinius, Jr., head of the National Defense Advisory Commission's Industrial Materials Division, spoke on the first of three progress reports from the Commission to the country. Talking from the studios of WJSV, CBS station in Washington, Mr. Stettinius outlined the commission's aims and accomplishments, 10:15-10:30 p.m.

SEPTEMBER 20: President Franklin D. Roosevelt spoke over CBS in connection with the bicentennial celebration of the University of Pennsylvania, at which the President received an honorary degree, 4-4:30 p.m.

SEPTEMBER 21: Maury Maverick, Mayor of San Antonio, Texas, presented the reasons why he has abandoned his former stand for isolationism in America. The address, en-

titled "An Isolationist's Change of Heart," originated in the studios of WABC, 10:35-10:45 p.m.

SEPTEMBER 21 THRU SEPTEMBER 26: CBS covered the 22nd convention of the American Legion in Boston with a diversified series of programs covering all phases of the veterans' activities. On September 21, Columbia listeners were taken "Behind the Scenes," as then National Commander Raymond J. Kelly and Glenwood J. Sherrard, Boston Convention Corporation president, discussed arrangements for the Convention with a CBS announcer (5:30-5:45 p.m.).

On the following day, Katherine F. Lenroot, chief of the Children's Bureau, U. S. Labor Department, and Ed Morgenstern, Legion child welfare committee chairman, spoke on the veterans' \$4,000,000 child aid campaign (2:15-2:30 p.m.). The first of two programs on September 23 brought Mrs. Corwith of the Legion Auxiliary to the microphone, while the second featured the winners of the Legion drum and bugle corps tournament (11:15-11:30 p.m.). On September 26, a "Hail and Farewell" broadcast included addresses by retiring Commander Kelly and by newly-elected Commander Milo Warner, 5:30-5:45 p.m.

SEPTEMBER 24: CBS broadcast addresses by John C. Paige and William W. Warne from the National Reclamation Association Convention in Great Falls, Montana, 6:15-6:30 p.m.

SEPTEMBER 28: President Franklin D. Roosevelt was heard in an address at the cornerstone laying ceremonies for the Washington National Airport's Terminal Building. The President, discussing the general question of preparedness, promised the United States that it would be impregnable in the air, 3:30-3:45 p.m.

SPECIAL EVENTS

SEPTEMBER 10 THRU SEPTEMBER 14: Ted Husing brought CBS listeners vivid descriptions and summaries of the play in the National Amateur Golf Tourney, held this year at the Winged Foot Golf Club in Mamaroneck. Husing's reports started with summaries of qualify play (September 10, 5:30-5:45 p.m.) and of the first four rounds of match play (September 11, 5:30-5:45 p.m., and September 12, 5:15-5:30 p.m.). On September 13, he summarized the semi-final round of match play (5:00-5:15 p.m.) and on the morning of September 14, he summarized the morning round of finals (11:30-11:45 a.m.). Husing's series was climaxed by a play-by-play description of the afternoon round of finals, 2-4 p.m.

SEPTEMBER 15: Richard Llewellyn, author of the best selling novel, "How Green Was My Valley," spoke from London in a special Welsh Day broadcast over CBS. Llewellyn was granted leave from military duties for the broadcast, 2:45-3 p.m.

SEPTEMBER 15: Another CBS sports exclusive brought Columbia's audience an eye-

witness account of the 1940 national open polo championship finals from International Field, Meadow Brook Club, Westbury, Long Island. Ted Husing, assisted by Jimmy Dolan, presented the running account of the contest, 3:15-5:30 p.m.

SEPTEMBER 21: Ted Husing's full and exciting September sports schedule brought him to Aqueduct, where he described the running of the Beldame Handicap at the track's closing for the season, 4:30-4:45 p.m.

SEPTEMBER 23: Ted Husing and Jimmy Dolan covered the 48th running of the Lawrence Realization, highlight of the opening day of the Belmont track's fall meeting, 4:30-4:45 p.m.

SEPTEMBER 28: Columbia presented the first in its series of descriptions of major football games—Ted Husing's colorful play-by-play of the clash between Minnesota and Washington, 3:45-6 p.m.

SEPTEMBER 30: Carmel Snow, editor of Harper's Bazaar, discussed whether America can replace Paris as the world's style center in a review of new Fall fashions over CBS, 3:35-3:45 p.m.



THE COLUMBIA BROADCASTING SYSTEM

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INVITATION TO LEARNING — CBS' weekly half hour of discussion and talk about the world's greatest books (See Page 25)

