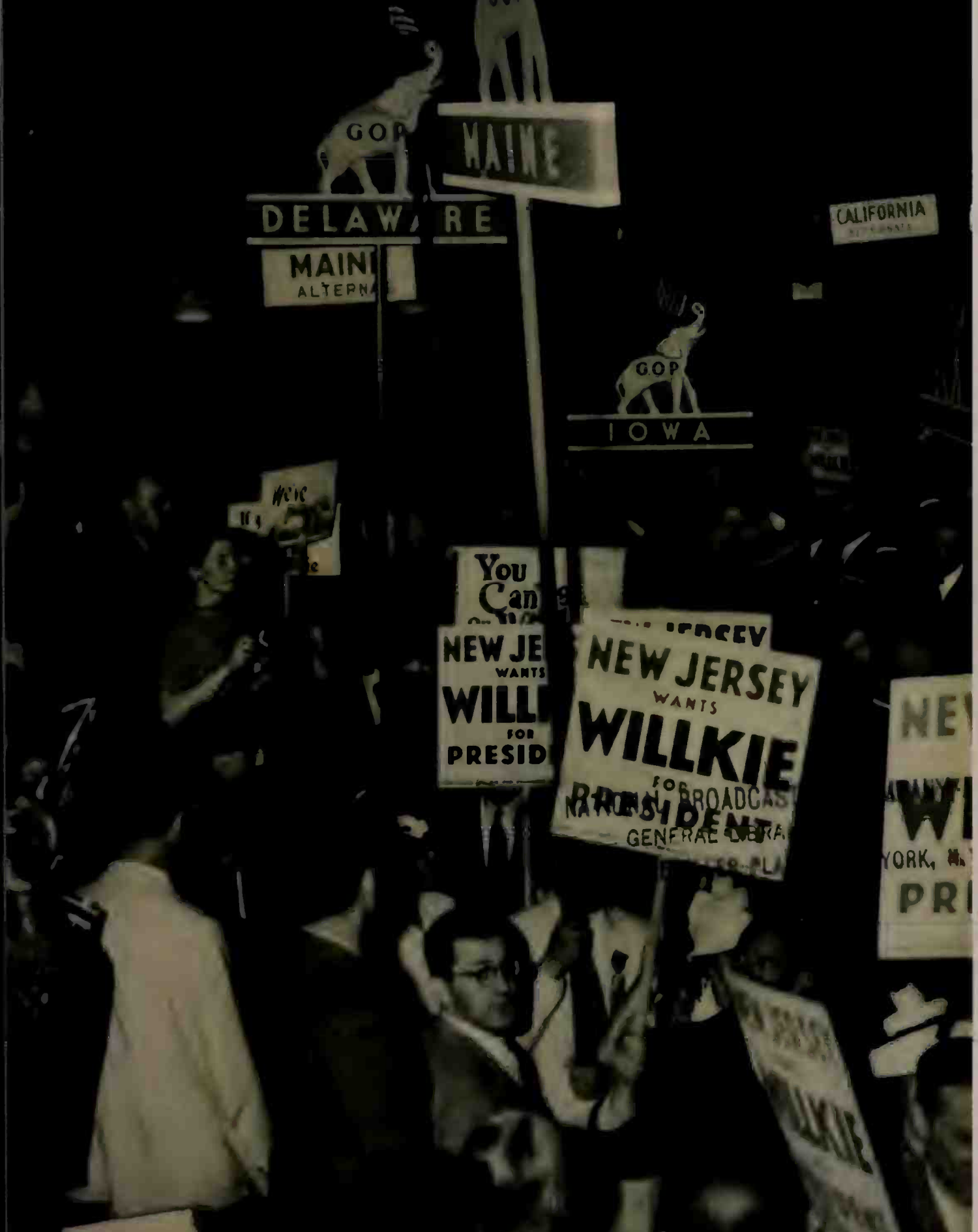


CBS PROGRAM BOOK · JULY 1940

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JULY, 1940

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THE COLUMBIA PROGRAM BOOK

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THE COLUMBIA BROADCASTING SYSTEM

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

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<p>AFFILIATED PRODUCTS, INC. (387th 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. 38 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics Louis Philippe <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY (102nd 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. <i>Rebroadcast</i> 11:05-11:15 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 (218th 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>Ben Bernie and All the Lads with Lew Lehr <i>Musical "mock trial"</i> (This series ends July 3)</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 104 CBS stations ORIGINATES: WABC</p> <p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 55 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p> <p>Half & Half Smoking Tobacco <i>Young & Rubicam, Inc.</i></p>
<p>ANACIN COMPANY (169th Week on CBS)</p> <p>Our Gal, Sunday <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>BAYER COMPANY (249th 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. 55 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>BOWEY'S, INC. (58th Week on CBS)</p> <p>News and Rhythm with Dale Evans, vocalist, and Dave Bacal, instrumentalist <i>Talk and music</i></p>	<p>Sunday 11:05-11:15 a.m. <i>Rebroadcast</i> 2:35-2:45 p.m. 32 CBS stations ORIGINATES: WRBM</p>	<p>Dari-Rich Products <i>Sorensen & Company</i></p>

BROWN & WILLIAMSON TOBACCO CORPORATION
(93rd 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
(61st Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**

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

Sunkist Oranges
Sunkist Lemons
Lord & Thomas

CAMPBELL SOUP COMPANY
(291st 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: KNX

Campbell's Soups
*Ward Wheelock
Company*

Life Begins
with Bess Flynn
Dramatic serial

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:30-3:45 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.
56 CBS stations
ORIGINATES: WABC

Franco-American
Spaghetti
Ruthrauff & Ryan, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (87th Week on CBS)</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. 61 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION (226th Week on CBS)</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. 82 CBS stations ORIGINATES: WABC</p>	<p>Plymouth Dodge DeSoto Chrysler <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (234th Week on CBS)</p> <p>Colgate Ask-It-Basket with Jim McWilliams <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> 11:30-12:00 mid. 62 CBS stations ORIGINATES: WABC</p> <p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 9:00-9:15 a.m. <i>Rebroadcast</i> 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. 78 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 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 <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***Stepmother***Serial drama*

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
4:45-5:00 p.m.
38 CBS stations
ORIGINATES: WBBM

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

COMMERCIAL CREDIT COMPANY
*(15th Week on CBS)***Bob Trout***News*

Mon., Wed., Fri.
6:00-6:05 p.m.
Rebroadcast
Mon. and Wed.
11:55-12:00 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.
*(287th Week on CBS)***Pretty Kitty Kelly***Serial drama***Sky Blazers**

with Col. Roscoe Turner, MC

Dramatizations

Mon. thru Fri.
10:00-10:15 a.m.
Rebroadcast
4:00-4:15 p.m.
46 CBS stations
ORIGINATES: WABC

Wonder Bread
Hostess Cake
Benton & Bowles, Inc.

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

Wonder Bread
Benton & Bowles, Inc.

CORN PRODUCTS SALES COMPANY
*(286th Week on CBS)***Society Girl**

starring Charlotte Manson

Dramatic serial

Mon. thru Fri.
3:00-3:15 p.m.
48 CBS stations
ORIGINATES: WABC

Kre-Mel Dessert
Linit
Mazola Salad & Cooking
Oil
Karo Table Syrup
Argo Corn Starch for
Puddings
C. E. Miller Company

THE CUDAHY PACKING COMPANY
*(288th 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
*Röche, Williams &
Cunningham, Inc.*

DOUBLEMINT GUM
*(120th Week on CBS)***Melody Ranch**

with Gene Autry

Western dramatic series

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

Doublemint Gum
*J. Walter Thompson
Company*

CLIENT OR AGENCY	TIME	PRODUCT AND AGENCY
<p>EVERSHARP, INC. <i>(40th Week on CBS)</i></p> <p>Take It or Leave It with Bob Hawk, MC, Ray Bloch's Orchestra, David Ross <i>Quiz</i></p>	<p>Sunday 10:00-10:30 p.m. 2 CBS stations ORIGINATES: WABC</p>	<p>Eversharp Pens and Pencils <i>The Biow Company</i></p>
<p>FORD MOTOR COMPANY <i>(325th Week on CBS)</i></p> <p>Ford Summer Hour 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 & Son, Inc.</i></p>
<p>GENERAL FOODS CORPORATION <i>(267th Week on CBS)</i></p> <p>We, the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i></p> <p>Elmer Davis <i>News</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>Joyce Jordan, Girl Interne <i>Serial drama</i></p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 79 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 & Rubicam, Inc.</i></p> <p>Post Toasties <i>Benton & Bowles, Inc.</i></p> <p>Grape Nuts <i>Young & Rubicam, Inc.</i></p> <p>Calumet Baking Powder Swansdown Cake Flour <i>Young & Rubicam, Inc.</i></p> <p>La France Satina Minute Tapioca <i>Young & Rubicam, Inc.</i></p>

GENERAL FOODS CORPORATION

Continued

Young Dr. Malone

Serial drama

Mon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
6:00-6:15 p.m.
69 CBS stations
ORIGINATES: WABC

Post's 40% Bran Flakes
Benton & Bowles, Inc.

GENERAL MILLS, INC.

(499th Week on CBS)

By Kathleen Norris

Dramatization of her novels

Mon. thru Fri.
5:00-5:15 p.m.
24 CBS stations
ORIGINATES: WABC

Wheaties
Knox Reeves Advertising, Inc.

GILLETTE SAFETY RAZOR COMPANY

(59th Week on CBS)

Elmer Davis

News

Tues., Fri.
8:55-9:00 p.m.
88 CBS stations
ORIGINATES: WABC

Gillette Shaving Cream,
Safety Razors and Blades
Maxon, Inc.

GULF OIL CORPORATION

(334th Week on CBS)

Adventures of Ellery Queen

Detective dramatizations

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

Motor Oil and Gas
Young & Rubicam, Inc.

INTERNATIONAL SILVER COMPANY

(121st Week on CBS)

Fun in Print

Supervised by the Literary Guild,
with Sigmund Spaeth, MC

Literary quiz

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

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

IRONIZED YEAST CO., INC.

(11st Week on CBS)

Court of Missing Heirs

Drama

Tuesday
8:00-8:30 p.m.
66 CBS stations
ORIGINATES: WARC

Ironized Yeast
Ruthrauff & Ryan, Inc.

LADY ESTHER, LTD.

(343rd Week on CBS)

Guy Lombardo and His Orchestra

Popular music

Monday
10:00-10:30 p.m.
64 CBS stations
ORIGINATES: WABC

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

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>THE LAMBERT COMPANY (157th Week on CBS)</p> <p>Grand Central Station <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 & Feasley, Inc.</i></p>
<p>LEVER BROTHERS COMPANY (257th Week on CBS)</p> <p>Uncle Jim's Question Bee <i>Quiz</i></p> <p>The Adventures of Mr. Meek <i>Drama</i> (Beginning July 10)</p> <p>Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i> (This series ends July 8)</p> <p>Big Sister with Alice Frost, Martin Gabel <i>Serial drama</i></p> <p>Aunt Jenny's Real Life Stories <i>Dramatic sketches</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>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations ORIGINATES: WABC</p> <p>Monday 9:00-10:00 p.m. 63 CBS Stations 29 CBC stations ORIGINATES: KNX</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>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 65 CBS stations ORIGINATES: WABC</p>	<p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Lifebuoy <i>William Esty & Company, Inc.</i></p> <p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Spry <i>Ruthrauff & Ryan, Inc.</i></p>
<p>LIGGETT & MYERS TOBACCO COMPANY (390th Week on CBS)</p> <p>Glenn Miller and His Orchestra 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>

PENN TOBACCO COMPANY
(40th 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.

PEPSI-COLA COMPANY
(31st Week on CBS)

Tom Shirley—News

Tues., Thurs., Sat.
6:00-6:05 p.m.
Rebroadcasts
10:55-11:00 p.m.
11:00-11:05 p.m.
110 CBS stations
ORIGINATES: WABC

Pepsi-Cola
Newell-Emmett Co., Inc.

PET MILK SALES CORPORATION
(346th 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

Pet Evaporated Milk
*Gardner Advertising
Company*

PHILIP MORRIS & COMPANY, LTD.
(204th 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

Philip Morris Musical Game
with Johnny Green's Orchestra.
Ray Bloch's Swing 14, "Beverly,"
Audrey Marsh, Glenn Cross,
Floyd Sherman
Musical variety and quiz

Friday
9:00-9:30 p.m.
Rebroadcast
11:30-12:00 p.m.
79 CBS stations
ORIGINATES: WABC

Philip Morris Cigarettes
The Bion Company, Inc.

Sunday
8:30-8:55 p.m.
Rebroadcast
11:00-11:25 p.m.
62 CBS stations
ORIGINATES: WABC

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>THE PROCTER & GAMBLE CO. <i>(297th Week on CBS)</i></p> <p>Professor Quiz with Bob Trout <i>Questions and answers</i></p> <p>Truth and Consequences <i>Quiz</i></p> <p>The Goldbergs <i>Serial drama</i></p> <p>Life Can Be Beautiful <i>Serial drama</i></p> <p>Right to Happiness <i>Serial drama</i></p> <p>Road of Life <i>Serial drama</i></p>	<p>Tuesday 9:30-10:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 48 CBS stations ORIGINATES: WABC</p> <p>Saturday 9:45-10:15 p.m. 4 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 24 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:15-1:30 p.m. 32 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:30-1:45 p.m. 36 CBS stations 31 CBC stations ORIGINATES: WBBM</p> <p>Mon. thru Fri 1:45-2:00 p.m. 25 CBS stations ORIGINATES: WBBM</p>	<p>Teel Drene <i>H. W. Kastor & Sons</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p> <p>Oxydol <i>Blackett-Sample-Hummert, Inc.</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p> <p>Crisco <i>Compton Advertising, Inc.</i></p> <p>Chipso <i>Pedlar & Ryan, Inc.</i></p>
<p>PRUDENTIAL INSURANCE COMPANY OF AMERICA <i>(58th Week on CBS)</i></p> <p>When a Girl Marries <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:15-12:30 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Insurance Services <i>Benton & Bowles, Inc.</i></p>
<p>R. J. REYNOLDS TOBACCO COMPANY <i>(374th Week on CBS)</i></p> <p>Blondie with Penny Singleton and Arthur Lake <i>Domestic comedy</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 99 CBS stations ORIGINATES: KNX</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i></p>

R. J. REYNOLDS TOBACCO COMPANY

Continued

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

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

Camel Cigarettes
Prince Albert Smoking Tobacco

William Esty & Company, Inc.

SPEARMINT GUM
(420th Week on CBS)

Scattergood Baines

Serial drama

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

Spearmint Gum

Neisser Meyerhoff, Inc.

TEXAS COMPANY
(162nd Week on CBS)

Texaco Star Theatre

with James Wallington, MC, Frances Langford, Kenny Baker, and David Broekman's Orchestra

Variety

Wednesday
9:00-9:30 p.m.
87 CBS stations
ORIGINATES: KNX

Texaco products

Buchanan & Co.

U. S. TOBACCO COMPANY
(266th 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.

GREAT ATLANTIC & PACIFIC TEA CO.
(103rd Week on CBS)

Musico

Musical series

Wednesday
10:15-10:45 p.m.
ORIGINATES: WEEI

A&P Stores

Paris & Peart

**COLUMBIA
NEW ENGLAND
NETWORK**

**COLUMBIA
MIDWESTERN
NETWORK**

GENERAL MILLS, INC.
(199th Week on CBS)

Caroline's Golden Store
Dramatic serial

Mon. thru Fri.
3:15-3:30 p.m. CST
ORIGINATES: WBBM

Gold Medal Flour
*Blackett-Sample-
Hummert, Inc.*

**COLUMBIA
PACIFIC
NETWORK**

AXTON-FISHER TOBACCO CO.
(42nd Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
9:45-9:55 p.m. PST
ORIGINATES: KNX

Twenty Grand Cigarettes
Weiss & Geller, Inc.

BATHASWEET CORPORATION
(39th Week on CBS)

Bob Garred Reporting
News

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

Bathasweet Products
*H. M. Kiesewetter
Advertising Agency*

COLONIAL DAMES, INC.
(30th Week on CBS)

Beauty Explorer
Beauty commentary

Friday
8:55-9:00 p.m. PST
ORIGINATES: KNX

Cosmetics
*Glasser Advertising
Agency*

GENERAL MILLS, INC.
(Sperry Flour Co.)
(199th Week on CBS)

My Children
Dramatic serial

Mon. thru Fri.
1:15-1:30 p.m. PST
ORIGINATES: WBBM

Wheathearts
*Westco Advertising
Agency, Inc.*

KNOX GELATINE COMPANY
(63rd Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
7:30-7:45 a.m. PST
ORIGINATES: KNX

Knox Sparkling
Gelatine
Kenyon & Eckhardt

LOS ANGELES SOAP COMPANY
(10th Week on CBS)

Knox Manning
News

Mon. thru Fri.
11:45-12:00 noon
PST
ORIGINATES: KNX

White King Soap
Sierra Pine Soap
Raymond R. Morgan Co

NATIONAL LEAD COMPANY
(21st Week on CBS)

Answer Auction
Quiz

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

Dutch Boy Paints
Erwin, Wasey &
Company

**COLUMBIA
PACIFIC
NETWORK**

STEPHANO BROTHERS
(50th 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.
(Starts July 15th)

Bob Garred Reporting
News

Mon., Wed., Fri.
4:45-4:55 p.m.
ORIGINATES: KNX

Mounds Candy
Brisacher, Davis & Staff

**COLUMBIA
CALIFORNIA
NETWORK**

WILMINGTON TRANSPORTATION CO.
(30th Week on CBS)

Santa Catalina Fun Quiz
with Gary Breckner
Ad-lib quiz

Mon. thru Fri.
1:30-1:45 p.m.
ORIGINATES: KNX

Santa Catalina Island
Neisser-Meyerhoff, Inc.

**AMERICAN CIGARETTE & CIGAR
COMPANY**
(Subsidiary American Tobacco Company)
(27th Week on WABC)*

The Rising Son
One-minute announcements

Odd Side of the News

News

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

Mon. thru Sat.
8:25-8:30 a.m.

Sat., Sun.
11:00-11:05 a.m.
Sunday
8:00-8:05 a.m.
2:30-2:35 p.m.

Mon. thru Sat.
11:30-11:35 p.m.

Pall Mall Famous Cigarettes
Young & Rubicam, Inc.

**WABC
SPONSORED
PROGRAMS**

**WABC
SPONSORED
PROGRAMS**
Continued

<p>AMERICAN TOBACCO COMPANY <i>(27th Week on WABC)*</i></p> <p>Your Hit Parade (Time and Tunes) <i>Two-and-one-half minute transcriptions</i></p>	<p>Mon. thru Sat. AT 7:00 a.m., 1:00 a.m., 2:00 a.m.</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>BULOVA WATCH COMPANY <i>(566th Week on WABC)</i></p> <p>Time Signals</p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p>GORDON BAKING COMPANY <i>(36th Week on WABC)</i></p> <p>Hollywood Dreams</p>	<p>Tues., Thurs. 11:00-11:15 a.m.</p>	<p>Roman Meal Bread <i>Barton A. Stebbins</i></p>
<p>KRUG BAKING COMPANY <i>(27th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley</p>	<p>Mon., Wed., Fri. 8:45-9:00 a.m.</p>	<p>Bakery Products and Co <i>Elmer L. Cline</i></p>
<p>MELVILLE SHOE COMPANY <i>(84th Week on WABC)</i></p> <p>Early Morning News</p>	<p>Mon. thru Sat. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p>THE NEWSPAPER PM, INC. <i>(4th Week on WABC)</i></p> <p>Stanley High—News</p> <p>Time Signals</p>	<p>Mon. thru Sat. After Baseball Broadcasts</p> <p>Sun. thru Sat. Twice Daily</p>	<p>PM <i>Compton Advertising Inc.</i></p>
<p>OLNEY & CARPENTER <i>(10th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley</p>	<p>Tuesday 8:45-9:00 a.m.</p>	<p>O & C Canned Food Products <i>Fuller & Smith & Ross Inc.</i></p>

**WABC
SPONSORED
PROGRAMS**
Continued

RAPINWAX PAPER COMPANY
(13th 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

R. J. REYNOLDS TOBACCO COMPANY
*(12th Week on WABC)**

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

Camel Cigarettes
*William Esty &
Company, Inc.*

**Home Games of New York
Giants and Yankees**
Play-by-play descriptions by Mel Allen

SELECT THEATRES CORPORATION
(16th Week on WABC)

Mon. Wed., Fri.
8:15-8:20 a.m.

New "Hellzapoppin"
*The Blaine Thompson
Company, Inc.*

Musical Comedy Favorites
Popular music

**WESTINGHOUSE ELECTRIC &
MANUFACTURING CO.**
(4th Week on WABC)

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

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

Woman's Page of the Air
with Adelaide Hawley

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 20
4. VARIETY	Page 20
5. DRAMATIC SERIES	Page 22
6. CHILDREN'S PROGRAMS	Page 22
7. SERIOUS MUSIC	Page 23
8. RELIGIOUS BROADCASTS	Page 24
9. EDUCATIONAL PROGRAMS	Page 25
10. PERSONALITIES	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: JUNE 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, Erland Echlin from London; William L. Shirer, Edwin Hartrich, Winston Burdette from Berlin; Cecil Brown from Rome; Larry Leseur from R.A.F. headquarters in Great Britain; Frank Stevens, 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., TUESDAY, THURSDAY AND SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY, 10:30-10:45 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:15 a.m., 3:30 p.m., 12:30, 1:55 a.m., MONDAY THRU FRIDAY; 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.

**NEWS
BROADCASTS**

**PUBLIC
AFFAIRS**

Continued

Democratic Convention

VARIOUS HOURS

STARTING SATURDAY, JULY 13

A battery of Columbia radio correspondents presents complete coverage of the Democratic Presidential nominating convention in Chicago. The series of broadcasts features the keynote address and other addresses, interviews, frequent analyses of the balloting, and actual on-the-floor descriptions of the caucus. A preliminary broadcast by Democratic spokesmen is scheduled for Saturday, July 13, and the broadcasting schedule for the convention itself will take shape from day to day as the news breaks.

Raymond J. Kelly

5:30-5:45 p.m.

MONDAY, JULY 1

Raymond J. Kelly, national commander of the American Legion, discusses "Education for the Coming Defense" in connection with the National Education Association convention in Milwaukee.

Dr. Francis Townsend

10:15-10:30 p.m.

WEDNESDAY, JULY 3

Dr. Francis E. Townsend, originator of the Townsend Plan, is interviewed by Harry Flannery in St. Louis, the scene of the group's convention.

"Schools and War"

10:15-10:45 p.m.

THURSDAY, JULY 4

"Schools and War" is discussed in a special CBS Independence Day broadcast from the convention of the National Education Association in Milwaukee. Speakers in the symposium include: John W. Studebaker, U. S. Commissioner of Education, Chairman; Dr. Carroll R. Reed, Superintendent of Schools, Minneapolis; Fred M. Hunter, University of Oregon; Bertram E. Packard, Commissioner of Education, Augusta, Georgia; L. H. Dennis, executive secretary, American Vocational Association; and Caroline S. Woodruff, past president of N. E. A.

**SPECIAL
EVENTS**

Empire City Races

4:30-4:45 p.m.

THURSDAY, JULY 4

SATURDAY, JULY 6, 13, 20, 27

Ted Husing is at the trackside, covering the five principal stake races at Empire City in July. He is assisted by Jimmy Dolan. Their schedule:

JULY 4: The Demoiselle Stakes.

JULY 6: The Butler Handicap.

JULY 13: Empire City Handicap.

JULY 20: Fleetwing Handicap.

JULY 27: Yonkers Handicap.

VARIETY

"Forecast"

9:00-10:00 p.m.

EACH MONDAY

BEGINNING JULY 15

In eight weeks of broadcasting, starting July 15, "Forecast" will present a series of new programs based on unusual, exciting radio ideas and featuring many famous screen and stage personalities. Each production represents the combination of at least one star personality and an idea designed to display that star in a peak performance. On six nights, half of the program originates from New York and the other half from Hollywood, while the remaining two broadcasts are full-hour shows, one from each coast.

JULY 15: From New York: Raymond Paige, Albert Spalding, Frankie Hyers, a symphony orchestra of 55 musicians and a 15-piece jazz orchestra in a "Battle of Music". From Hollywood: Fredric March and Florence Eldridge in an adaptation of Booth Tarkington's "The Gentleman from Indiana."

Among those who will take part in subsequent broadcasts are:

Actors: Herbert Marshall, Loretta Young, Margaret Sullavan, Charles Laughton, Elsa Lanchester, Gertrude Lawrence, Donald Cook, Burgess Meredith, Frank Craven, Walter Hampden, Martha Scott, Ruth Gordon.

Comedians: Edward Everett Horton, Danny Kaye, Ed Gardner, Eddie Greene, Robert Coote, Jed Prouty, Arthur Q. Bryan, Colonel Lemuel Q. Stoopnagle.

Singers: Paul Robeson, John Boles, Mary Martin, Joan Edwards, Gertrude Neisen, Woody Guthrie, the Golden Gate Quartet, the Eva Jessye Choir.

VARIETY*Continued*

<p>We All Sang 10:45-11:00 p.m. MONDAY THRU SATURDAY</p>	<p>Columbia's outstanding soloists and vocal groups present this unusual new series of America's favorite songs six evenings a week. Featured on the program at different times in June will be Genevieve Rowe, Soprano, The Four Clubmen, the Golden Gate Quartet, whose Negro spirituals are particularly popular, and Michael Loring.</p>
<p>"So You Think You Know Music" 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>Columbia Gay Nineties Revue 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>"Man About Hollywood" 8:00-8:30 p.m. EACH FRIDAY</p>	<p>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.</p>
<p>Let's Be Lazy 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>
<p>"Singing Bee" 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>

Choose Up Sides

8:30-9:00 p.m.

EACH FRIDAY

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 John Lardner captain the opposing teams, while Arthur Mann poses the questions.

VARIETY

Flow Gently Sweet Rhythm

5:30-6:00 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.

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

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.

CHILDREN'S PROGRAMS

"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."

**SERIOUS
MUSIC**

**Columbia Broadcasting
Symphony Orchestra**

3:00-4:30 p.m.

EACH SUNDAY

Howard Barlow conducts the Columbia Symphony Orchestra in this series of classical selections, including many outstanding modern works. William Fineshriber is permanent intermission commentator.

JULY 7: All *Johann Strauss, Jr.*: "Ballg'schichten" Walzer, "Champagner" Polka, "Telegrafische Depeschen" Walzer, "Schnellpost" Polka. "Motoren" Walzer.

**Columbia Concert
Orchestra**

5:15-5:45 p.m.

MONDAY, WEDNESDAY AND FRIDAY

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, on Wednesday afternoon, and Bernard Herrmann on Mondays and Fridays.

Vera Brodsky

2:00-2:30 p.m.

EACH SATURDAY

Vera Brodsky, internationally famous concert and radio pianist, devotes her new cycle of broadcasts to piano compositions of Brahms.

Dorian String Quartet

11:30 a.m.-12:00 noon

EACH SATURDAY

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.

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. Sunday at 11:15 a.m., Monday and Tuesday at 5:15 p.m., Thursday at 3:35 p.m., and Saturday at 6:30 p.m.

Lewisohn Stadium Concert

9:30-10:00 p.m.

WEDNESDAY

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.

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 July:

JULY 7: Morning: Rev. Hillyer H. Straton, First Baptist Church, Detroit.

Afternoon: Prof. Henry Gebhardt, Cathedral College, New York City (Catholic).

JULY 14: Morning: Rev. Richard Roberts, Toronto, Canada (visiting preacher, Collegiate Church of St. Nicholas, New York City).

Afternoon: Rev. Aloysius F. Coogan, National Propagation of the Faith Society, New York City (Catholic).

JULY 21: Morning: Rev. J. W. Schillinger, president, Ohio District, American Lutheran Church, Columbus, Ohio.

Afternoon: Elder Charles A. Callis, member of the Council of the Twelve, Salt Lake City.

JULY 28: Morning: Rev. E. J. Kulp, D.D., Grand Avenue Methodist Episcopal Church, Kansas City, Missouri.

Afternoon: Mrs. Elsie Garton, former Second Reader, Christian Science Church, Upper Darby, Pennsylvania.

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.

JULY 7: Hattie McDaniel, Academy Award Winner, 1939, Hollywood, California.

JULY 14: Bishop E. Ward Nichols, A. M. E. Church, New York City.

JULY 21: Rev. J. D. Howell, St. Stephen A. M. E. Church of Detroit, Michigan.

JULY 28: Miss C. E. Whitmore, President of the Women's Federated Clubs, Shreveport, La.

**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 |
| WILLIAM BENTON | THOMAS V. SMITH |
| HARRY WOODBURN CHASE | GEORGE EDGAR VINCENT |
| 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, 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.

**Brazilian Exchange
Broadcasts**
2:00–2:30 p.m.
EACH SUNDAY

This series of programs is especially prepared by Brazil for broadcast in the United States by CBS. In return, CBS is shortwaving a series of four special broadcasts to Brazil.

EDUCATIONAL
PROGRAMS*Continued***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.

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. July's schedule includes addresses by Dr. Olga Knopf, Dr. Tracy Putnam, and Dr. Edward L. Kellogg.

Adventures in Science

1:00-4:15 p.m.

EACH THURSDAY

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

JULY 4: Dr. J. R. Blayney, Director, Walter G. Zaler Dental Clinic, University of Chicago.

JULY 11: Professor Ernst A. Hauser, Department of Chemical Engineering, Massachusetts Institute of Technology.

JULY 18: Mr. P. C. Sandretto, Superintendent of Communications Research Laboratory, United Air Lines, Chicago, Ill.

Of Men and Books

4:15-4:30 p.m.

EACH TUESDAY

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

1:00-1:15 p.m.

EACH FRIDAY

Maude Bennot, director of the Adler Planetarium in Chicago, conducts this new series which tells the story of the constellations.

The Old Dirt-Dobber

11:05-11:30 a.m.

EACH SATURDAY

Tom Williams, horticultural expert of Nashville, "the old dirt-dobber," answers queries about trees, plants, birds, and insects on this unusual new Saturday morning feature.

PERSONALITIES

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.

Richard Maxwell
9:30-9:45 a.m.
MONDAY THRU FRIDAY

Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy.

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
3:45-4:00 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.

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
Nan Wynn

**Golden Gate Jubilee Singers,
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 July:
Eddie Bush Ray Herbeck
Bob Chester Ina Ray Hutton
Del Courtney Harry James
Xavier Cugat Al Kavelin
Bobby Dav Henry King
Dick Gasparre Jimmie Lunceford
Benny Goodman Ray Noble
Joe Venuti

**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, 2:30-2:45 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.

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

News in Spanish
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).

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**
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.

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

REPUBLICAN CONVENTION

The Republican Convention which nominated Wendell L. Willkie for the presidency of the United States was thoroughly covered by CBS. Climax of a long series of Columbia broadcasts from Philadelphia came on Thursday evening, June 27, when CBS brought its audience the direct, on-the-floor proceedings of the third, fourth, fifth, and sixth ballots. CBS that night was on the air from Philadelphia continuously from 8:40 p.m. to 2:00 a.m. Among the men who described the Convention for CBS were Elmer Davis, Bob Trout, Albert Warner, Paul Sullivan, Bill Henry, and James Fleming. Among the prominent Republicans heard from their headquarters or the Convention were Wendell L. Willkie, Senator Robert A. Taft, Governor Harold Stassen, Representative Joseph W. Martin, Jr., former Governor Alfred M. Landon, former President Herbert C. Hoover, and many others. Following is a list of the broadcasts from Philadelphia during the week of the Convention:

JUNE 24: 8:10-8:15, 9:20-9:25 a.m., 12 noon, 3:35-3:40, 8:55-9:00, 10:00-11:00 p.m. (keynote speech by Governor Stassen).

JUNE 25: 8:10-8:15, 9:20-9:25 a.m., 12

noon, 12:30-1:00 (address by Representative Martin), 3:35-3:40, 9:30-10:30 (address by former President Herbert C. Hoover), 10:45-11:00 p.m., 1:50-2:00 a.m.

JUNE 26: 9:22-9:30 a.m., 12 noon, 3:35-3:45, 5:00-5:05, 6:00-6:05, 8:55-9:00, 9:55-10:00, 10:15-10:30, 10:45-11:00 p.m.

JUNE 27: 9:22-9:30 a.m., 12 noon, 1:00, 2:00, 3:00, 3:35-3:45, 4:00, 5:00, 6:55-7:00 p.m., 8:40 p.m.-2:00 a.m. (including interview of Wendell L. Willkie, statement by Senator Robert A. Taft, and other special broadcasts).

ARMISTICE

With the formation of the new French cabinet and France's request for armistice. Columbia expanded its heavy news schedule with additional reports from Europe as well as addresses by prominent public figures. A few of these special programs follow:

JUNE 17: 8:15-8:21, 9:00, 10:00-10:10, 11:00-11:10 a.m., 12:00-12:10, 1:00, 4:30-4:37, 9:15-9:40 p.m., straight news broadcasts. Addresses by Winston Churchill, from London, and Crown Princess Juliana of the Netherlands, from Quebec, 4:00-4:30 p.m.

JUNE 18: Conversation with London, 2:00-2:15 p.m., Winston Churchill, 4:00-4:20 p.m.

JUNE 19: Alfred Duff Cooper, 4-4:20 p.m.

OTHER PUBLIC AFFAIRS

JUNE 1: James D. Mooney, vice-president, General Motors, spoke on the world situation from Cleveland, 2:30-3 p.m.

JUNE 2: Premier Paul Reynaud of France was heard by CBS listeners in a "Red Cross" appeal from Paris, 4:30-4:40 p.m.

JUNE 2: Anthony Eden, British Foreign Secretary, spoke from London, 4-4:05 p.m.

JUNE 5: Governor Harold E. Stassen led a round-table discussion of three governors. The state leaders discussed the defense program, 5:30-5:45 p.m.

JUNE 6: Hanford McNider, former commander of the American Legion and a candidate for the Republican nomination, discussed "National Defense," 10:15-10:30 p.m.

JUNE 9: "Our Fifth Column" was the topic of a CBS address by Representative J. Parnell Thomas, Republican of New Jersey, 10:45-11 p.m.

JUNE 13: Senator Josh Lee, Democrat of Oklahoma, spoke over CBS' coast-to-coast Network from Washington, 10:15-10:30 p.m.

JUNE 15: Another in Columbia's series of speeches by the nation's legislators brought Representative Bruce Barton, Republican of New York, to the CBS microphone, 6:15-6:30 p.m.

JUNE 16: Senator Pat Harrison, Democrat of Mississippi, chairman of the Senate

Finance Committee, discussed "Providing Money for National Defense," 8-8:15 p.m.

JUNE 17: CBS carried a special broadcast by Douglas P. Miller, former U. S. commercial attache in Berlin, from the Citizens Conference of Government Management, held this year in Denver, 5:30-5:45 p.m.

JUNE 18: Representative Lewis D. Thill, Republican of Wisconsin, spoke on "Keeping America Out of Foreign Wars," 10:15-10:30 p.m.

JUNE 20: David Lilienthal, vice-chairman of the Board of the Tennessee Valley Authority, discussed "TVA and National Defense," 10:45-10:55 p.m.

JUNE 22: General Hugh S. Johnson spoke over Columbia's coast-to-coast Network from the studios of WJSV, CBS station in the nation's capital, 5:45-6 p.m.

JUNE 26: For the second time in June, Anthony Eden, British Foreign Secretary, was heard in a broadcast from London, 4:20-4:35 p.m.

JUNE 29: CBS carried an on-the-spot broadcast at the presentation of the National Headliners Club awards in Atlantic City, 6:30-6:45 p.m.

JUNE 1, 7, 10, 15, 22 and 29: Ted Husing brought CBS listeners rapid-fire trackside descriptions of outstanding races at Belmont Park and at the Aqueduct Race Track. He described American Oaks Race (4:45-5 p.m.), previewed the Belmont (4:45-5 p.m.); and the following races at Aqueduct, Queens County Handicap, Shevlin Stakes, The Dwyer, and the Brooklyn Handicap, 4:30-4:45 p.m.

JUNE 1: Gene Autry, Leo Carrillo and a 1,000 voice chorus broadcast over CBS from

Los Angeles' Southern California Musical Festival, largest outdoor spectacle ever staged in the West, 12:45-1 a.m.

JUNE 15: Dr. George W. Truett, Texas clergyman and a former president of the Baptist World Alliance, spoke on "A Living Saviour for This Crucial Age" from the Southern Baptist Convention in Baltimore, 1:45-2 p.m.

JUNE 18: Ted Husing summarized the Poughkeepsie Regatta, which was won by the crew of University of Washington, over CBS, 6:15-6:30 p.m.

JUNE 19 and 21: Bob Chester's music was featured in two broadcasts from the Rhododendron Ball and Royal Coronation in Ashe-

ville, N. C. On June 19, the broadcast described the coronation, 11:30-12:00 midnight. And on June 21, it originated at the "Land of the Sky Ball," 12:35-1 a.m.

JUNE 22: Highlights and results of the National Collegiate Athletic Association track meet in Minneapolis were described for CBS listeners by Bill Henry and Edward Gallagher, 6:15-6:30 p.m.

JUNE 22: CBS broadcast a special program from the New York World's Fair in connection with the Boy Scouts of America celebration, 11:30 a.m.-12 noon.

JUNE 22: A special, star-studded Red Cross program was broadcast to CBS listeners from Hollywood, 1:00-2:55 a.m. (actually June 23).



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