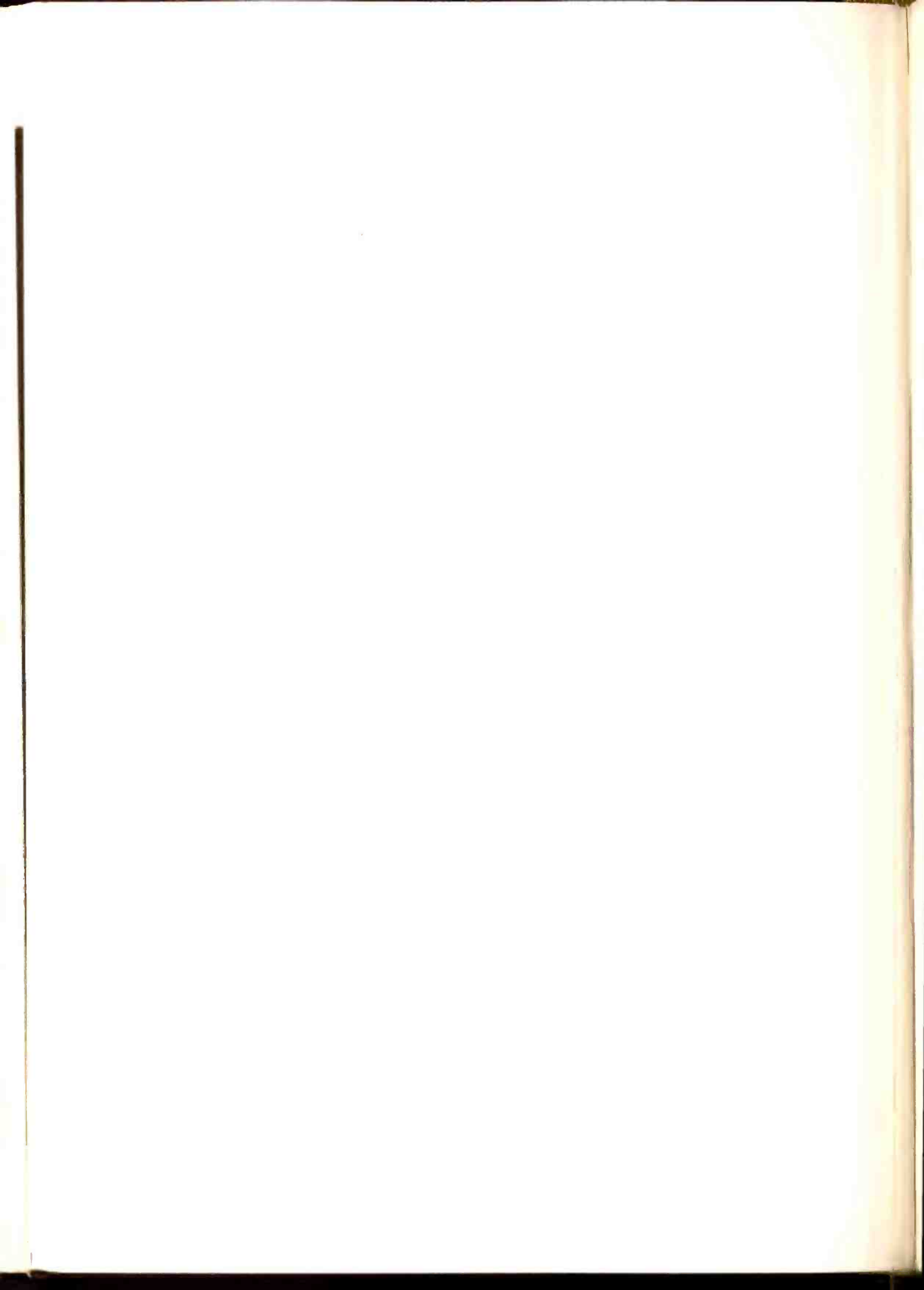


CBS PROGRAM BOOK • MAY, 1941

Kate Smith, America's beloved
songstress, celebrates the
beginning of her 11th year of
CBS broadcasting





MAY, 1941

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 16

WABC SPONSORED PROGRAMS: pp. 16 to 18

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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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● AUTOMOTIVE

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>AFFILIATED PRODUCTS, INC. <i>(430th Week on CBS)</i></p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 43 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics, Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY <i>(145th Week on CBS)</i></p> <p>The Human Side of the News by Edwin C. Hill</p>	<p>Mon. thru Fri. 6:00-6:10 p.m. <i>Rebroadcast</i> 11:00-11:10 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY <i>(261st Week on CBS)</i></p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Hit Paraders Chorus</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>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY <i>(212th Week on CBS)</i></p> <p>Our Gal, Sunday</p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>ARMOUR AND COMPANY <i>(12th Week on CBS)</i></p> <p>Treat-Time with Buddy Clark</p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. 51 CBS stations ORIGINATES: WBBM</p>	<p>Treet <i>Lord & Thomas</i></p>
<p>ARMOUR SOAP WORKS <i>(11th Week on CBS)</i></p> <p>Wayne King and His Orchestra <i>Music</i></p>	<p>Saturday 7:30-8:00 p.m. 35 CBS stations ORIGINATES: ON TOUR</p>	<p>Luxor Toiletries <i>Lord & Thomas</i></p>
<p>ART METAL WORKS, INC. <i>(3rd Week on CBS)</i></p> <p>Paul Sullivan Reviews the News</p>	<p>Friday 6:30-6:45 p.m. <i>Rebroadcast</i> 12 mid.-12:15 a.m. 1:00-1:15 a.m. 23 CBS stations ORIGINATES: WHAS</p>	<p>Ronson Lighters <i>Cecil & Presbrey, Inc.</i></p>

AYER COMPANY
(12th Week on CBS)

Second Husband

with Helen Menken, presented
by the Famous Actors' Guild

Tuesday
7:30-8:00 p.m.
74 CBS stations
ORIGINATES: WABC

Bayer Aspirin
*Blackett-Sample-
Hummert, Inc.*

DWEY'S, INC.
(1st Week on CBS)

News and Rhythm

with Dale Evans, vocalist, Todd
Hunter, news commentator, Tommy
Bartlett, Dari-Rich Orchestra

Sunday
11:05-11:30 a.m.
Rebroadcast
1:35-2:00 p.m.
34 CBS stations
ORIGINATES: WBBM

Dari-Rich Products
Sorensen & Company

**BROWN & WILLIAMSON TOBACCO
CORPORATION**
(36th Week on CBS)

**Paul Sullivan Reviews
the News**

Mon. thru Thurs.
6:30-6:45 p.m.
Rebroadcast
12 mid.-12:15 a.m.
1:00-1:15 a.m.
37 CBS stations
ORIGINATES: WHAS

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

**CALIFORNIA FRUIT GROWERS
EXCHANGE**
(14th Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**

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

Sunkist Oranges
Sunkist Lemons
Lord & Thomas

CAMPANA SALES COMPANY
(59th Week on CBS)

First Nighter

with Barbara Luddy and
Les Tremayne
Drama

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

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

CAMPBELL SOUP COMPANY
(34th Week on CBS)

Campbell Playhouse

with guest stars

Friday
9:30-10:00 p.m.
65 CBS stations
ORIGINATES: WABC

Campbell's Soups
*Ward Wheelock
Company*

<p>CAMPBELL SOUP COMPANY <i>Continued</i></p> <p>Amos 'n' Andy <i>Serial comedy-drama</i></p> <p>Martha Webster <i>Dramatic serial</i></p> <p>Fletcher Wiley <i>Talks</i></p> <p>Lanny Ross <i>Songs</i></p>	<p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 61 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 3:00-3:15 p.m. 58 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:30-2:45 p.m. 37 CBS stations ORIGINATES: KNX</p> <p>Mon. thru. Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations (Mon. and Wed. 57 CBS stations) ORIGINATES: WABC</p>	<p>Campbell's Soups <i>Ward Wheelock Company</i></p> <p>Franco-American Macaroni and Spaghetti <i>Ruthrauff & Ryan, In</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(130th Week on CBS)</i></p> <p>Dr. Christian with Jean Hersholt</p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 65 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, In</i></p>
<p>CHRYSLER CORPORATION <i>(269th Week on CBS)</i></p> <p>Major Bowes' Original Amateur Hour</p>	<p>Thursday 9:00-10:00 p.m. 85 CBS stations ORIGINATES: WABC</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, In</i></p>
<p>COCA-COLA COMPANY <i>(89th Week on CBS)</i></p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists</p>	<p>Sunday 4:30-5:15 p.m. 105 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>

**COLGATE-PALMOLIVE-PEET
COMPANY***(77th Week on CBS)***Colgate Spotlight**with Ed East, Charles Hathaway
and his orchestra and guests*Variety***City Desk***Drama***Woman of Courage***Serial drama***Myrt and Marge***Serial drama***The Story of Bess Johnson***Serial drama***Stepmother***Serial drama*Thursday
8:00-8:30 p.m.
Rebroadcast
11:30-12 mid.
69 CBS stations
ORIGINATES: WABCThursday
8:30-8:55 p.m.
Rebroadcast
12:00-12:25 a.m.
69 CBS stations
ORIGINATES: WABCMon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
3:45-4:00 p.m.
64 CBS stations
ORIGINATES: WABCMon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
4:15-4:30 p.m.
83 CBS stations
ORIGINATES: WABCMon. thru Fri.
4:30-4:45 p.m.
82 CBS stations
ORIGINATES: WABCMon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:45-5:00 p.m.
49 CBS stations
ORIGINATES: WBBMColgate Dental Cream
*Ted Bates, Inc.*Palmolive Shave Cream
Palmolive Brushless Shave
*Ted Bates, Inc.*Octagon Products
Ted Bates, Inc.
Crystal White
*Sherman & Marquette,
Inc.*New Concentrated Super
Suds
Super Suds
*Sherman & Marquette,
Inc.*Palmolive Soap
*Ward Wheelock
Company*Colgate Tooth Powder
*Sherman & Marquette,
Inc.***COMMERCIAL CREDIT COMPANY***8th Week on CBS)***Bob Trout***News*Mon., Wed., Fri.
6:10-6:15 p.m.
Rebroadcast
11:10-11:15 p.m.
Mon., Wed., Fri.
11:55-12 mid.
Mon., Wed., Sat.
68 CBS stations
ORIGINATES: WABCAutomobile Finance
Service
*O'Dea, Sheldon &
Canaday, Inc.***CONTINENTAL BAKING CO., INC.***30th Week on CBS)***Your Marriage Club**

with Haven MacQuarrie

*Quiz*Saturday
8:00-8:30 p.m.
Rebroadcast
11:00-11:30 p.m.
47 CBS stations
ORIGINATES: ON TOURWonder Bread
Ted Bates, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>CURTISS CANDY COMPANY (32nd Week on CBS)</p> <p>News with Jackson Wheeler</p>	<p>Sat., Sun. 11:00-11:05 a.m. 38 CBS stations ORIGINATES: WABC</p>	<p>Candy C. L. Miller Company</p>
<p>DOUBLEMINT GUM (463rd Week on CBS)</p> <p>Melody Ranch with Gene Autry <i>Western dramatic series</i></p>	<p>Sunday 6:30-6:55 p.m. 69 CBS stations ORIGINATES: KNX</p>	<p>Doublemint Gum J. Walter Thompson Company</p>
<p>EVERSHARP, INC. (83rd Week on CBS)</p> <p>Take It or Leave It with Bob Hawk, MC, David Ross <i>Quiz</i></p>	<p>Sunday 10:00-10:30 p.m. 59 CBS stations ORIGINATES: ON TOUR</p>	<p>Eversharp Pens and Peris The Biow Company</p>
<p>FLORIDA CITRUS COMMISSION (62nd Week on CBS)</p> <p>Mary Margaret McBride <i>Talks</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 25 CBS stations (Tues. and Thurs. 20 CBS stations) ORIGINATES: WABC</p>	<p>Florida Citrus Fruit Arthur Kudner, Inc.</p>
<p>FORD MOTOR COMPANY (368th 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. 57 CBS stations ORIGINATES: WJR</p>	<p>Ford motor cars, trucks, and tractors Mercury Lincoln McCann-Erickson, Inc.</p>
<p>GENERAL FOODS CORPORATION (310th Week on CBS)</p> <p>We, the People with Gabriel Heatter and guests <i>Real-life experiences</i></p> <p>Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus and guest stars <i>Music, comedy, and drama</i></p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 80 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12 mid.-12:55 a.m. 91 CBS stations ORIGINATES: WABC</p>	<p>Sanka Young & Rubicam, Inc.</p> <p>Grape Nuts Young & Rubicam, Inc.</p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

GENERAL FOODS CORPORATION

continued

Kate Smith Speaks; News

Talks and news

Joyce Jordan, Girl Interne

Serial drama

Young Dr. Malone

Serial drama

Kate Hopkins

Serial drama

Mon. thru Fri.
12:00-12:15 p.m.
82 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
6:30-6:45 p.m.
79 CBS stations
ORIGINATES: WABC

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

Mon. thru Fri.
2:45-3:00 p.m.
Rebroadcast
3:30-3:45 p.m.
44 CBS stations
ORIGINATES: WABC

Swansdown Cake Flour
Young & Rubicam, Inc.
Diamond Crystal Salt
Benton & Bowles, Inc.

La France
Satina
Minute Tapioca
Young & Rubicam, Inc.

Post Toasties
Benton & Bowles, Inc.

Maxwell House Coffee
Benton & Bowles, Inc.

GENERAL MILLS, INC.

362nd Week on CBS)

By Kathleen Norris

Dramatization of her novels

Hymns of All Churches

with Joe Emerson

Betty Crocker

Homemaker program

Mon. thru Fri.
10:00-10:15 a.m.
31 CBS stations
ORIGINATES: WABC

Mon., Tues., Thurs.
9:45-10:00 a.m.
Rebroadcast
5:15-5:30 p.m.
35 CBS stations
ORIGINATES: WBBM

Wed., Fri.
9:45-10:00 a.m.
Rebroadcast
5:15-5:30 p.m.
35 CBS stations
ORIGINATES: WBBM

Wheaties
Knox Reeves Advertising, Inc.

Gold Medal Flour
Blackett-Sample-Hummert, Inc.

GILLETTE SAFETY RAZOR COMPANY

302nd Week on CBS)

Elmer Davis

News

Kentucky Derby

Track-side account by
Clem McCarthy and Ted Husing

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

Sat., May 3
6:30-7:00 p.m.
96 CBS stations
ORIGINATES: CHURCHILL
DOWNS

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

Gillette Blue Blades
Tech Razors
Maxon, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>GULF OIL CORPORATION (377th Week on CBS)</p> <p>World News Tonight <i>News</i></p>	<p>Sunday 7:30-8:00 p.m. 79 CBS stations ORIGINATES: WABC</p>	<p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p>
<p>INTERNATIONAL SILVER COMPANY (164th Week on CBS)</p> <p>Silver Theater Summer Show with Ed Sullivan, Will Bradley and his orchestra, Terry Allen, Ray McKinley and others</p>	<p>Sunday 6:00-6:30 p.m. 28 CBS stations ORIGINATES: WABC</p>	<p>International Sterling at 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>
<p>IRONIZED YEAST CO., INC. (84th 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 mid. 75 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>
<p>JOHNSON & JOHNSON (4th Week on CBS)</p> <p>Voice of Broadway with Dorothy Kilgallen</p>	<p>Saturday 11:30-11:45 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 59 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, Inc.</i></p>
<p>LADY ESTHER, LTD. (386th 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: WABC</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>LEVER BROTHERS COMPANY (300th Week on CBS)</p> <p>Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i></p> <p>Hollywood Premiere with Louella Parsons and guest stars <i>Drama</i></p> <p>Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra <i>Drama</i></p>	<p>Monday 9:00-10:00 p.m. 66 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Friday 10:00-10:30 p.m. 71 CBS stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 9:30-10:00 p.m. 75 CBS stations 30 CBC stations ORIGINATES: KNX</p>	<p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p> <p>Lifebuoy Health Soap <i>William Esty & Company, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p>

EVER BROTHERS COMPANY

*Continued***Meet Mister Meek***Drama***Big Sister**

with Alice Frost

*Serial drama***Aunt Jenny's Real Life Stories***Dramatic sketches*

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

Mon. thru Fri.
11:30-11:45 a.m.
Rebroadcast
2:00-2:15 p.m.
74 CBS stations
31 CBC stations
ORIGINATES: WABC

Mon. thru Fri.
11:45-12:00 noon
Rebroadcast
2:15-2:30 p.m.
62 CBS stations
ORIGINATES: WABC

Lifebuoy

*William Esty &
Company, Inc.*

Rinso

Ruthrauff & Ryan, Inc.

Spry

Ruthrauff & Ryan, Inc.

WIGGETT & MYERS TOBACCO
COMPANY*34th Week on CBS)***Glenn Miller and His Orchestra**with Paula Kelly, Ray Eberle,
and the Modernaires**Professor Quiz**

with Bob Trout

Questions and answers

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

Tuesday
10:15-10:45 p.m.
70 CBS stations
ORIGINATES: WABC

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

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

Lipton's Tea and
Tea Bags

Young & Rubicam, Inc.

MAGAZINE REPEATING RAZOR
COMPANY*4th Week on CBS)***Duffy's Tavern**starring Ed Gardner as "Archie",
Shirley Booth, John Kirby's Band,
guest stars

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

Schick Injector
Razors and Blades

J. M. Mathes, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>PROVINCE OF ONTARIO (2nd Week on CBS)</p> <p>Ned Sparks Show starring Ned Sparks, with Luigi Romanelli and his orchestra, Sair Lee and Dave Davies <i>Variety</i></p>	<p>Sunday 5:30-6:00 p.m. 52 CBS stations ORIGINATES: TORONTO</p>	<p>Travel Service <i>Walsh Advertising Company, Ltd.</i></p>
<p>PENN TOBACCO COMPANY (83rd Week on CBS)</p> <p>Vox Pop Parks and Wally <i>Quiz</i></p>	<p>Thursday 7:30-8:00 p.m. 49 CBS stations ORIGINATES: ON TOUR</p>	<p>Kentucky Club Pipe Tobacco <i>Kiesewetter Advertising Agency</i></p>
<p>PET MILK SALES CORPORATION (389th Week on CBS)</p> <p>Saturday Night Serenade Bill Perry, tenor; Bob Trout, Gustave Haenschen's Orchestra and Chorus and guest stars</p> <p>Mary Lee Taylor home economist <i>Household advice</i></p>	<p>Saturday 9:45-10:15 p.m. 56 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 67 CBS stations ORIGINATES: KMOX</p>	<p>Pet Irradiated Milk <i>Gardner Advertising Company</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. (247th Week on CBS)</p> <p>Great Moments from Great Plays Directed by Charles Martin with guest stars and Ray Block's Orchestra <i>Dramas of O'Neill, Shaw, Ibsen, and others</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. 84 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarette <i>The Biow Company, Inc.</i></p>

THE PROCTER & GAMBLE CO.*10th Week on CBS)***Those We Love**with Nan Grey, Donald Woods,
Richard Cromwell*Drama***The Story of Mary Marlin***Serial drama***The Goldbergs***Serial drama***The O'Neills***Serial drama***Life Can Be Beautiful***Serial drama***Woman in White***Serial drama***Right to Happiness***Serial drama***Road of Life***Serial drama***FEDERAL FIDELITY AND GUARANTEE INSURANCE COMPANY
OF AMERICA***1st Week on CBS)***When a Girl Marries***Serial drama*

Monday

8:00-8:30 p.m.

Rebroadcast

12:00-12:30 a.m.

71 CBS stations

ORIGINATES: KNX

Mon. thru Fri.

5:00-5:15 p.m.

17 CBS stations

ORIGINATES: WBBM

Mon. thru Fri.

5:15-5:30 p.m.

16 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

5:30-5:45 p.m.

35 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

1:00-1:15 p.m.

43 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

1:15-1:30 p.m.

51 CBS stations

25 CBC stations

ORIGINATES: WBBM

Mon. thru Fri.

1:30-1:45 p.m.

50 CBS stations

17 CBC stations

ORIGINATES: WBBM

Mon. thru Fri.

1:45-2:00 p.m.

25 CBS stations

ORIGINATES: WBBM

Teel

Drene

H. W. Kastor & Sons

Ivory Soap

*Compton Advertising,
Inc.*

Duz

*Blackett-Sample-
Hummert, Inc.*

Ivory Soap

*Compton Advertising,
Inc.*

Ivory Flakes

*Compton Advertising,
Inc.*

Oxydol

*Blackett-Sample-
Hummert, Inc.*

Crisco

*Compton Advertising,
Inc.*

Chipso

Pedlar & Ryan, Inc.

Insurance Services

Benton & Bowles, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>R. J. REYNOLDS TOBACCO COMPANY (417th Week on CBS)</p> <p>Blondie with Penny Singleton and Arthur Lake <i>Domestic comedy</i></p> <p>Al Pearce and His Gang with Blanche Stewart, Artie Auerbach, Wendell Niles, Lou Bring's Orchestra and guests <i>Variety</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 60 CBS stations ORIGINATES: KNX</p> <p>Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 79 CBS stations ORIGINATES: KNX</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i></p>
<p>SPEARMINT GUM (462nd Week on CBS)</p> <p>Scattergood Baines <i>Serial drama</i></p> <p>Dear Mom with John Walsh, Dolph Nelson, Marvin Mueller and Eloise Kummer <i>Drama</i></p>	<p>Mon. thru Fri. 5:45-6:00 p.m. 77 CBS stations ORIGINATES: WBBM</p> <p>Sunday 6:55-7:15 p.m. 69 CBS stations ORIGINATES: WBBM</p>	<p>Spearmint Gum <i>Arthur Meyerhoff & Co.</i></p>
<p>E. R. SQUIBB & SONS (43rd Week on CBS)</p> <p>Frank Parker in Golden Treasury of Song <i>Musical</i></p>	<p>Mon. thru Fri. 3:15-3:30 p.m. 37 CBS stations ORIGINATES: WABC</p>	<p>Squibb Products <i>Geyer, Cornell & Newell, Inc.</i></p>
<p>TEXAS COMPANY (205th Week on CBS)</p> <p>Texaco Star Theatre starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra, "Mighty Allen Art Players," Wynn Murray <i>Variety</i></p>	<p>Wednesday 9:00-10:00 p.m. <i>Rebroadcast</i> 12:00-1:00 a.m. 88 CBS stations ORIGINATES: WABC</p>	<p>Texaco Products <i>Buchanan & Co.</i></p>
<p>U. S. TOBACCO COMPANY (309th Week on CBS)</p> <p>Gay Nineties Revue starring Beatrice Kay, Joe Howard, Mc, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn</p>	<p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p>

<p>AMERICAN CHICLE COMPANY <i>14th Week on CBS)</i></p> <p>By the Way with Bill Henry</p>	<p>Tues., Thurs. 9:30-9:45 p.m. PST ORIGINATES: KNX</p>	<p>Chielets & Dentyne <i>Badger, Browning & Hersey, Inc.</i></p>
<p>BATHASWEET CORPORATION <i>32nd Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Bathasweet Products <i>H. M. Kiesewetter Advertising Agency</i></p>
<p>COLONIAL DAMES, INC. <i>3rd Week on CBS)</i></p> <p>"Find the Woman" with Knox Manning</p>	<p>Friday 8:55-9:00 p.m. PST ORIGINATES: KNX</p>	<p>Cosmetics <i>Glasser, Gailey & Co.</i></p>
<p>GENERAL FOODS CORPORATION <i>310th Week on CBS)</i></p> <p>The Second Mrs. Burton <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. PST ORIGINATES: KNX</p>	<p>Postum <i>Young & Rubicam, Inc.</i></p>
<p>GENERAL PETROLEUM COMPANY OF CALIFORNIA <i>18th Week on CBS)</i></p> <p>I Was There</p>	<p>Sunday 9:00-9:30 p.m. PST ORIGINATES: KNX</p>	<p>Mobilgas, Mobiloil <i>Smith & Drum, Inc.</i></p>
<p>RICHARD HUDNUT <i>70th Week on CBS)</i></p> <p>Hollywood Showcase</p>	<p>Tuesday 9:30-10:00 p.m. PST ORIGINATES: KNX</p>	<p>Marvelous Cosmetics <i>Benton & Bowles, Inc.</i></p>
<p>R. LORILLARD COMPANY <i>257th Week on CBS)</i></p> <p>Don't Be Personal with Art Baker</p>	<p>Sunday 8:30-9:00 p.m. PST ORIGINATES: KNX</p>	<p>Sensation Cigarettes <i>Lennen & Mitchell, Inc.</i></p>
<p>LOS ANGELES SOAP COMPANY <i>83rd Week on CBS)</i></p> <p>Knox Manning <i>News</i></p>	<p>Mon. thru Fri. 7:30-7:45 a.m. PST <i>Rebroadcast</i> 4:00-4:15 p.m. PST ORIGINATES: KNX</p>	<p>White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i></p>

**COLUMBIA
PACIFIC
NETWORK**

Continued

THE MENNEN COMPANY
(107th Week on CBS)

Bob Garred Reporting
News

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

Mennen Shaving Cream
H. M. Kieseletter
Advertising Agency

NATIONAL LEAD COMPANY
(43rd Week on CBS)

Answer Auction
Quiz

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

National Lead Products
Erwin Wasey & Co.

**PLANTERS NUT AND
CHOCOLATE COMPANY**
(30th Week on CBS)

What's On Your Mind?

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

Planters Salted Peanuts
Planters Peanut Oil
Raymond R. Morgan

**SOIL OFF MANUFACTURING
COMPANY**
(13th Week on CBS)

Bob Garred Reporting
News

Thursday
4:45-4:55 p.m. PST
Saturday
7:30-7:45 a.m. PST
ORIGINATES: KNX

Cleaning Fluid for
Walls and Woodwork
Hillman-Shane
Advertising Agency, Inc.

**WILMINGTON TRANSPORTATION
COMPANY**

Catalina Fun Quiz
(Starts May 12)

Mon. thru Fri.
12:00-12:15 p.m.
PST
ORIGINATES: KNX

Santa Catalina Island,
Summer Resort
Arthur Meyerhoff & Co.

**COLUMBIA
CALIFORNIA
NETWORK**

BREAKFAST CLUB COFFEE, INC.
(17th Week on CBS)

Voice of Friendship
with Rita Murray

Tues., Thurs.
7:45-8:00 a.m. PST
ORIGINATES: KNX

Breakfast Club Coffee
Lockwood-Shackelford
Advertising Agency

KNOX GELATINE COMPANY
(22nd Week on CBS)

Background for Headlines
with Bob Garred

Tues., Thurs.
6:50-7:00 p.m. PST
Saturday
6:45-7:00 p.m. PST
ORIGINATES: KNX

Knox Sparkling Gelatine
Kenyon & Eckhardt, Inc.

PETER PAUL, INC.
(42nd Week on CBS)

Bob Garred Reporting
News

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

Mounds Candy
Ten Crown Gum
Brisacher, Davis
& Staff

COLUMBIA
CALIFORNIA
NETWORK

Continued

WABC
SPONSORED
PROGRAMS

SEASIDE OIL COMPANY (4th Week on CBS) Seaside Spelling Bee Liner	Sunday 4:30-4:55 p.m. PST ORIGINATES: KNX	Seaside Ethyl Gasoline and Silverol Motor Oil <i>The McCarty Company</i>
AMERICAN CHICLE COMPANY* (5th Week on WABC) Announcements	Mon. thru Sat. 8:00-8:01:30 a.m.	Chiclets and Dentyne <i>Badger, Browning & Hersey, Inc.</i>
BARBASOL COMPANY (1st Week on WABC) Sports News with Mel Allen	Tues., Thurs. 6:10-6:15 p.m. Saturday 5:55-6:00 p.m.	Barbasol Shaving Cream <i>Erwin, Wasey & Co., Inc.</i>
BATHASWEET CORPORATION* (5th Week on WABC) Ted Steele and his Novachord	Tuesday 6:15-6:30 p.m.	"Bathasweet" Toilet Goods <i>H. M. Kiesewetter Advertising Agency, Inc.</i>
BOND STORES, INC. (5th Week on WABC) Arthur Godfrey	Mon. thru Sat. 7:30-7:45 a.m.	Bond's Men's Clothing <i>Neff-Rogow, Inc.</i>
THE BORDEN COMPANY* (PIONEER DIVISION) (2nd Week on WABC) Announcements	Wed., Fri., Sat. 6:45-6:46:30 p.m.	Reid's Ice Cream <i>Pedlar & Ryan, Inc.</i>
BULOVA WATCH COMPANY (10th Week on WABC) Time Signals	Sun. thru Sat. 10 Times Daily	Bulova Watches <i>The Biow Company</i>
DREZMA, INC. (6th Week on WABC) Lessons in Loveliness with Nell Vinick	Tues., Thurs., Sat. 8:25-8:30 a.m. Tues. and Thurs. 11:00-11:15 a.m.	"Drezma" Cosmetics <i>Lynn Baker Company</i>

**WABC
SPONSORED
PROGRAMS**

Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
KRUG BAKING COMPANY <i>(71st 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>
LEHN & FINK PRODUCTS CORP.* <i>(2nd Week on WABC)</i> Arthur Godfrey <i>Participations</i>	Mon., Wed., Fri. 6:35-7:00 a.m.	Hind's Honey & Almond Cream <i>William Esty & Company, Inc.</i>
P. LORILLARD COMPANY* <i>(8th Week on WABC)</i> Record of the Day	Mon., Wed., Fri. 8:20-8:25 a.m.	Old Gold Cigarettes <i>J. Walter Thompson</i>
MARLIN FIREARMS COMPANY <i>(23rd Week on WABC)</i> Arthur Godfrey <i>Participations</i>	Mon. thru Sat. 7:00-7:15 a.m.	Marlin Razor Blades <i>Craven & Hedrick, Inc.</i>
McKESSON & ROBBINS, INC. Evening News (Starts May 5)	Mon., Wed., Fri. 10:45-11:00 p.m.	Calox Tooth Powder <i>J. D. Tarcher & Co., Inc.</i>
MELVILLE SHOE COMPANY <i>(128th Week on WABC)</i> Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Thom McAn Shoes <i>Neff-Rogow, Inc.</i>
MILES LABORATORIES, INC. <i>(21st Week on WABC)</i> Afternoon News	Saturday 5:50-5:55 p.m.	Alka-Seltzer and One-a-Day Vitamins <i>Wade Advertising Agency</i>
MY BOOK HOUSE <i>(1st Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley <i>Participations</i>	Mon., Wed., Fri. 8:45-9:00 a.m.	Book House <i>Presba, Fellers & Presba, Inc.</i>

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

OXZEMA CHEMICAL CO., INC.* <i>1th Week on WABC)</i> Battle of the Boroughs Quiz	Saturday 9:45-10:15 p.m.	Noxzema Products <i>Ruthrauff & Ryan, Inc.</i>
THE NEWSPAPER PM, INC. <i>10th Week on WABC)</i> Arthur Godfrey Participations Woman's Page of the Air with Adelaide Hawley Participations	Mon. thru Sat. 6:35-7:00 a.m. Tues., Thurs., Sat. 8:45-9:00 a.m.	PM <i>Harry A. Berk, Inc.</i>
EPSI-COLA COMPANY* <i>10th Week on WABC)</i> The Missus Goes A-Shopping Quiz	Mon., Wed., Fri. 8:30-8:45 a.m.	Pepsi-Cola <i>Newell-Emmett, Inc.</i>
ETER PAUL COMPANY* <i>50th Week on WABC)</i> Early Riser's News	Mon., Wed., Fri. 6:30-6:35 a.m.	Mounds <i>Platt-Forbes, Inc.</i>
RIVAL PACKING COMPANY <i>14th Week on WABC)</i> Music of Today	Mon., Wed., Fri. 8:15-8:20 a.m.	Rival Dog Food <i>Charles Silver & Company</i>
SELECT THEATRES CORP. <i>34th Week on WABC)</i> Midnight News	Mon., Tues., Wed. 12:00-12:05 a.m.	Hellzapoppin <i>Blaine-Thompson Co., Inc.</i>
THE SHALER COMPANY Arthur Godfrey Participations (Starts May 23)	Mon. thru Sat. 6:35-7:00 a.m.	Rislone (motor tune up) <i>Kirkgasser-Drew Advertising Agency</i>
WEST DISINFECTING COMPANY <i>3rd Week on WABC)</i> It Takes a Woman with Frances Scott	Mon., Wed., Fri. 8:25-8:30 a.m.	CN <i>Moser & Cotins, Inc.</i>

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 20
2. PUBLIC AFFAIRS	Page 21
3. SPECIAL EVENTS	Page 21
4. DRAMATIC SERIES	Page 21
5. SERIOUS MUSIC	Page 22
6. EDUCATIONAL PROGRAMS	Page 23
7. RELIGIOUS BROADCASTS	Page 25
8. VARIETY PROGRAMS	Page 25
9. PERSONALITIES	Page 26
10. CHILDREN'S PROGRAMS	Page 27
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CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: APRIL PROGRAMS	Page 29

ews 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, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery, Joseph C. Harsch. Charles Barbe from Rome; Cecil Brown and Leigh White from Belgrade; Betty Wason and Philip Brown from Athens; Winston Burdett from Ankara; Farnsworth Fowle from Sofia; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout. Linton Wells. Major G. F. Eliot, William L. Shirer, Spencer Williams from New York; Albert Warner, Eric Sevareid, John Charles Daly 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., 2:35-3:00 p.m., SUNDAY. 7:30-8:00, 11:00-11:15 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 5:50-5:55 p.m., SATURDAY: 8:00, 11:00 a.m., 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Linton Wells, 12:00-12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 8:55-9:00 p.m., SUNDAY, 6:30-6:45 p.m., SATURDAY; Paul Sullivan, 6:30-6:45 p.m., FRIDAY. (See also sponsored news programs.)

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

In this 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

**NEWS
BROADCASTS**

Continued

**News from
All the Americas**
5:00-5:15 p.m.
EACH SATURDAY

CBS takes another step toward inter-American unity and friendship in this new series of news roundups from all the important Latin American capitals.

**PUBLIC
AFFAIRS**

Report to the Nation
6:00-6:30 p.m.
EACH SATURDAY

This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. The series, which originates in Washington, is produced by Brewster Morgan.

SPECIAL EVENTS

Kentucky Derby Preview
6:15-6:30 p.m., MAY 1
11:15-11:30 p.m., MAY 2
5:30-5:50 p.m., MAY 3

From Louisville, Kentucky, Ted Husing, a CBS sports reporter, brings turf and sport notables to his Columbia network microphone to preview the 67th annual running of the Kentucky Derby.

**DRAMATIC
SERIES**

Columbia Workshop
10:30-11:00 p.m.
(8:00-8:30 p.m. to West)
EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Starting with the first broadcast in May, Norman Corwin returns as author-director in an ambitious series to be called "20 by Corwin."

MAY 4: Norman Corwin's "Radio Primer."
MAY 18: First broadcast of excerpts from "The People, Yes," music by Earl Robinson words by Norman Corwin and Carl Sandburg

Free Company Presents
2:00-2:30 p.m.
SUNDAY, MAY 4

The Free Company, a group of American playwrights and actors formed to combat hostile propaganda, presents a radio play on CBS each Sunday afternoon.

MAY 4: "Above Suspicion" by Sherwood Anderson.

Life of Riley

10:00-10:30 a.m.

CH SATURDAY

Famous stage and screen actor Lionel Stander, supported by a talented cast, stars in a new comedy-drama of a promoter temporarily down in his luck. The series is directed by Marx Loeb, and written by Leonardo Bercovici and Bob Sloan.

"Honest Abe"

10:05-11:30 a.m.

CH SATURDAY

This Saturday morning series, written by E. P. Conkle, starring Henry Hull, dramatizes episodes in the early life of Abraham Lincoln. Sidney Harmon directs.

Columbia Broadcasting

Symphony

10:00-4:30 p.m.

MONDAY, MAY 11, 18, 25

Brilliant conductor Howard Barlow brings back the Columbia Broadcasting Symphony for its sixth series of annual summer concerts. For May the program includes:

MAY 11: *Mozart*: Overture to "Lucio Silla"; *Hamilton Harty*: John Field Suite; *Ibert*: Escales; *Saint Saëns*: Symphony No. 3 in C minor, JULIUS MATTFELD, organ soloist.

**SERIOUS
MUSIC**

Genevieve Rowe

10:45-5:00 p.m.

ON EACH WEDNESDAY

10:00-5:15 p.m.

ON EACH THURSDAY

Each Wednesday and Thursday Genevieve Rowe, CBS soprano, is accompanied by Charles Paul at the piano in a program of songs and operatic selections.

**Cincinnati Conservatory
of Music**

10:30-11:00 a.m.

ON EACH SUNDAY

The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra.

Southern Serenade

10:15-9:45 a.m.

ON EACH WEDNESDAY

A half hour of song and rhythm from the South, with the mellow voices of the Four Clubmen, Louise Wilcher at the organ.

Columbia Concert Orchestra

10:30-8:00 p.m.

ON EACH SATURDAY

10:45-5:15 p.m.

ON TUESDAY, THURSDAY AND FRIDAY

The concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed by Howard Barlow and Victor Bay.

**SERIOUS
MUSIC**
Continued

**Eighth Annual Radio
Music Festival**

3:30-3:55 p.m.
SATURDAY, MAY 10

Under the leadership of Professor Edgar H. Gordon, and from the University of Wisconsin's Stock Pavilion, comes the thrilling Festival of the thousands of school children throughout Wisconsin whom Professor Gordon taught by radio.

League of Composers

3:00-3:55 p.m.
SATURDAY, MAY 3
3:00-3:30 p.m.
SATURDAY, MAY 10, 17, 24

This series includes a number of works commissioned especially by the League of Composers, and comes to Columbia's listeners in turn from New York, Rochester, Philadelphia and Los Angeles.

**International Society
for Contemporary Music**

7:30-8:00 p.m.
SATURDAY, MAY 17, 24

The International Society for Contemporary Music, which counts among its members many of the most distinguished living musicians, brings to Columbia's audience the first of four programs of contemporary music.

**Westchester Negro
Choral Union**

4:45-5:00 p.m.
MONDAY, MAY 12

A program of Negro spirituals is brilliantly presented by a chorus of forty voices under the direction of famous conductor-arranger Juanita Hall.

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

"Invitation to Learning" and "The People 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	HENRY R. LUCE
STRINGFELLOW BARR	SPENCER MILLER, JR.
WILLIAM BENTON	RUTH BRYAN ROHDE
HARRY WOODBURN CHASE	THOMAS V. SMITH
ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR

JOSEPH H. WILLITS

Invitation to Learning

9:30-10:00 p.m.
EACH TUESDAY

This series invites listeners to read or re-read the world's great books discussed by Huntington Cairns, Allen Tate, and Mark Van Doren.

EDUCATIONAL
PROGRAMS**The People's Platform**

10:00-7:30 p.m.

ONCE A WEEK SATURDAY

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

Children Also Are People

10:45-3:55 p.m.

ONCE A WEEK WEDNESDAY

CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.

Columbia's Country Journal

12:00-12:30 p.m.

ONCE A WEEK 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

12:30-12:45 p.m.

ONCE A WEEK SATURDAY

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

Exploring Space

10:45-3:55 p.m.

ONCE A WEEK FRIDAY

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

Columbia's Lecture Hall

10:45-3:55 p.m.

ONCE A WEEK MONDAY

Lectures on a variety of subjects by eminent speakers, many of whom are chosen from the lists of the Columbia Lecture Bureau.

America in Transition

10:45-3:55 p.m.

ONCE A WEEK TUESDAY

This new series features interviews of artists, scientists and technologists by John Allen Wolf on their work.

Adventures in Science

10:45-3:55 p.m.

ONCE A WEEK THURSDAY

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

Books of Men and Books

10:30-3:00 p.m.

ONCE A WEEK SATURDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.

Books for Defense

12:45-1:00 p.m.

SATURDAY, MAY 3 AND 10

A new series, in cooperation with the Office of Production Management, to aid the Government's drive for defense industry workers.

**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 May:

MAY 4: *Morning:* The Reverend Harold L. Yochum, President of the Michigan District of the American Lutheran Church, Detroit.

Afternoon: The Reverend Francis X. Fitzgibbons, Diocesan Secretary of the Confraternity of Christian Doctrine, Diocese of Brooklyn.

MAY 11: *Morning:* Dr. Ferdinand Q. Blanchard, Euclid Avenue Congregational Church, Cleveland, Ohio.

Afternoon: Dr. Philip S. Barto, Former First Reader of a Christian Science Church, Cleveland, Ohio.

MAY 18: *Morning:* The Reverend Arthur I. Kinsolving, Calvary Church, Pittsburgh.

Afternoon: The Right Reverend Monsignor Edward R. Kirk, Rector, St. Basil's Church, Los Angeles, California.

MAY 25: *Morning:* Rabbi Samuel Abramson, Temple Ohabei Shalom, Brookline, Mass.

Afternoon: Newly Elected Moderator of the General Assembly of the Presbyterian Church U. S. A.

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

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

MAY 4: Mr. J. E. Smith, President, National Negro Insurance Association, Louisville, Ky.

MAY 11: Congresswoman Frances P. Bolton, 22nd District of Ohio (special Mother's Day address).

MAY 18: To be announced.

MAY 25: To be announced.

VARIETY

Gold If You Find It

10:30-11:00 a.m.

EACH SATURDAY

From coast to coast Columbia's listeners take part in a unique treasure hunt. James Fleming is master of ceremonies on this unusual program, originated by Ray Harvey.

PROGRAM AND TIME

GEORGIA GIBBS

DESCRIPTION

VARIETY

Meet the Music

2:35-3:00 p.m.

EACH SUNDAY

Fredda Gibson and Jack Leonard, two of radio's outstanding song stylists, are featured vocalists with Lyn Murray and his orchestra and mixed chorus on this new musical series. Each week the program pays tribute to some modern song writer.

Matinee at Meadowbrook

4:00-5:00 p.m.

EACH SATURDAY

Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this new series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.

Girl About Town

9:30-10:45 p.m.

EACH TUESDAY AND SATURDAY

11:15-7:30 p.m.

EACH SUNDAY

Joan Edwards, singing star and pianist, is the "Girl About Town" in this new musical series. She is accompanied by Cy Walters and Johnny Garde, duo-pianists.

Juan Arvizu

9:30-10:45 p.m.

MONDAY, WEDNESDAY, FRIDAY

Juan Arvizu, singing idol of Latin America, is presented by CBS with a Tipica Orchestra under the direction of Ernesto Arcos.

Friend in Deed

2:30-3:45 p.m.

MONDAY THRU FRIDAY

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

Major Bowes' Family

11:30 a.m.-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.

Outdoors with Bob Edge

5:15-6:30 p.m.

EACH THURSDAY

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

Quiz Politics

7:30-2:00 p.m.

EACH SATURDAY

The series features a quiz panel drawn from members of the National Legislature matching wits on any and all subjects—except that "politics" is barred.

PERSONALITIES

PERSONALITIES*Continued***The Old Dirt-Dobber**

9:30-10:00 a.m.

EACH SATURDAY

Tom Williams, horticultural expert of WLAJ in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds, and insects.

CHILDREN'S PROGRAMS**Let's Pretend**

1:00-1:30 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 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 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:

Juan Avizu	Burl Ives
Bob Hannen	Genevieve Rowe
Joan Edwards	

**Golden Gate Quartet,
Four Clubmen, Symphonettes**

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 for Columbia listeners each evening. These top ranking bands are scheduled for May:

Gus Arnheim	Vaughan Monroe
Rudy Bundy	José Morand
Sammy Kaye	Alvino Rey
Joey Kearns	Tommy Reynolds
Guy Lombardo	Raymond Scott

Jerry Wald

**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)
7:15-10:30, 11:30-11:45 a.m.
10:30-1:45, 5:45-6:00,
6:30-6:45 p.m.
MONDAY THRU FRIDAY
(in Italian, German, French, Polish)
12:00 noon-1 p.m., 4:30-5:30 p.m.
MONDAY THRU SATURDAY
12:00 noon-1 p.m., 5-6 p.m.
SUNDAY

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.
TUESDAY, 7:45-8:00 p.m.
WEDNESDAY, 7:45-8:00 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
10:45-7:00 p.m.
MONDAY THRU FRIDAY
10:00-7:15 p.m., SAT. (WCBX)
12:30-12:45 p.m., 2:30-2:45 p.m.
10:45-6:00 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 of Latin America
in Spanish
10:00-8:15 p.m.
MONDAY, WEDNESDAY, FRIDAY

Mr. Roberto Unane tells the Latin American republics the news about their own Latin American neighbors.

News in Portuguese
10:15-7:30 p.m.
MONDAY THRU FRIDAY

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

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.

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

PUBLIC AFFAIRS

APRIL 1: Mme. Genevieve Tabouis, noted French writer on current affairs, and Edward Weintal, formerly in charge of press relations for the Polish Embassy in Washington, joined in a discussion of "America and Democracy," giving their impressions of democracy in this country and its significance to the rest of the world. The program, coming from Columbia's station in Washington, was arranged under the auspices of the Department of Justice, 9:30-9:45 p.m.

APRIL 2: Three of America's leading executives in the automobile industry—Charles F. Kettering of General Motors, William J. Cameron of the Ford Motor Company, and Fred M. Zeder of the Chrysler Corporation—discussed "Mental Attitudes for National Defense" on a coast-to-coast hookup of the Columbia network. The talks, broadcast from the Book-Cadillac Hotel in Detroit, were delivered in connection with a joint conference of four national honor societies—Phi Beta Kappa, liberal arts; Omega Alpha, medicine; Tau Beta Phi, engineering; Sigma Xi, science, 10:15-10:30 p.m.

APRIL 3: Representative Joseph W. Martin, Jr., Republican of Massachusetts, minority leader of the House of Representatives and chairman of the Republican National Com-

mittee, delivered an address, "The Country Needs a Strong Opposition Party" over the Columbia network, 10:45-11:00 p.m.

APRIL 4: Speaking under the auspices of the American Labor Committee to Aid British Labor, organized to provide direct relief for workers in England, Matthew Woll, vice president of the American Federation of Labor, expressed the view that organized labor in the United States is determined to help Britain's workers, 5:30-5:45 p.m.

APRIL 5: Former Senator Rush D. Holt speaking from Columbia's studios in Washington, argued against convoying by the United States, 10:15-10:30 p.m.

APRIL 8: Rear Admiral Emory S. Laney, U. S. Navy, retired, chairman of the United States Maritime Commission, submitted report on the nation's shipping and shipbuilding activities to the Columbia network audience, 10:15-10:30 p.m.

APRIL 14: Senator Bennett Champ Clark, Democrat of Missouri, in a speech in New York's Carnegie Hall added his voice against convoying, 10:30-10:45 p.m.

APRIL 16: Senator Charles W. Tobey, Republican of New Hampshire, who introduced a measure to prohibit convoying

the United States of ships bound for warring countries, talked on that subject over the Columbia network, 10:15-10:30 p.m.

APRIL 19: Secretary of Agriculture Claude Wickard spoke from Charleston, on the subject of "Food for Defense," 10:15-10:30 p.m.

APRIL 19: Bishop Henry W. Hobson, speaking from Columbia's studio in Boston, discussed the newly organized committee, "Fight for Freedom," 11:00-11:15 p.m.

APRIL 22: The American Bar Association's plans to give free legal advice to members of the nation's armed forces and their families on problems arising from induction into the military service were outlined by Edmund Ruffin Beckwith in a broadcast over the Columbia network, 10:30-10:45 p.m.

APRIL 26: Representative Joseph W. Maru, Jr., of Massachusetts, chairman of the Republican National Committee, was heard over the Columbia network in an address at the Connecticut State Convention of Young Republicans, 10:15-10:45 p.m.

APRIL 29: Manchester Boddy, president and publisher of the *Los Angeles News*, discussed the role of the press in American defense in a broadcast originating at CBS studios in New York, 10:15-10:30 p.m.

SPECIAL EVENTS

APRIL 1: Dr. Thomas Parran, Surgeon General of the United States, read a letter from President Roosevelt inaugurating National Cancer Control Month in a broadcast over the CBS network, 11:00-11:15 p.m.

APRIL 2: Columbia's ace reporter Ted Husing, assisted by Jimmy Dolan, gave the CBS audience a blow-by-blow description of the finals of the National Amateur Athletic Union boxing championships. Broad-

casting from a ringside position, Husing brought the winners to the microphone for brief interviews, 11:05-12:00 midnight.

APRIL 8: A special concert given by the St. Louis Symphony Orchestra, for American Chemical Society members convening in St. Louis, was broadcast over the CBS network, 11:00-11:30 p.m.

APRIL 9: CBS covered the ceremonies marking the commissioning of the new 35,000-ton battleship, *North Carolina*, with short-wave and network broadcasts from the New York Navy Yard in Brooklyn, 11:30-11:45 a.m., 3:30-3:45 p.m.

APRIL 12: The launching of the *Rio de Janeiro*, new Moore-McCormack passenger liner, at Chester, Pa., was covered in two broadcasts—one to Latin America and the other within the United States—over the facilities of the Columbia Broadcasting System. The actual ceremonies, including christening of the ship by Senhora Alzira Vargas do Amaral Peixoto, daughter of Brazil's President Getulio Vargas, was reported in Portuguese by Luis Lopez Correa, of CBS's foreign language staff, in a short-wave broadcast over Columbia's international station WCAB, and beamed toward Latin America, 1:45-2:00, 2:00-2:15 p.m.

APRIL 12: Ted Husing took his CBS microphone to the Jamaica track for the opening of the 1941 metropolitan racing season. Assisted by Jimmy Dolan, he gave the CBS audience a running description of the Paumonok Handicap, feature race of the first day's program, 4:15-4:30 p.m.

APRIL 19: Major activity at the California Institute of Technology—much of it concerned with problems of national defense—was described in seven pickups from the famous West Coast institution during a Columbia network broadcast, 2:00-2:30 p.m.

APRIL 19: Thirty-fourth annual running of the Excelsior Handicap at Jamaica was described for CBS listeners by Ted Husing, assisted by Jimmy Dolan. 4:30-4:45 p.m.

APRIL 20: The first description of what would be done in America if real enemy aircraft approached was brought Columbia's listeners in an extraordinary broadcast in which Secretary of War Henry L. Stimson spoke and CBS announcers John Charles Dayly and Bob Trout described the first demonstration of the new civilian aircraft warning program. The exclusive CBS broadcast originated at Mitchel Field, Long Island, 5:15-5:30 p.m.

APRIL 22: Senator Harry F. Byrd of Virginia told the CBS audience of his state's Garden Club Tour, this year held for the benefit of Bundles for Britain. Senator Byrd described the itinerary and highlighted features of the tour, 10:15-10:30 p.m.

APRIL 24: CBS covered the Chrysler dealers' presentation of a giant medium armor plate tank to the U. S. Army. The tank, first produced in Chrysler's arsenal in Detroit, was presented to the government as a gift of the Chrysler distributors. K. T. Keller, president of the Chrysler Corporation, and Major General C. M. Wesson were among the army and automotive officials who spoke during the broadcast, which originated inside the huge arsenal, 11:00-11:15 a.m.

APRIL 25: Lord Halifax, British Ambassador to the United States, was heard by Columbia's coast-to-coast audience speaking at a meeting of the Atlanta Bar Association, 10:30-11:00 p.m.

APRIL 26: For the tenth year, Ted Husing brought the CBS audience a trackside account of the Penn Relays at Franklin Field, Philadelphia. Assisted by Jimmy Dolan, Husing described feature races from the infield where he got the best possible view

of the runners, 4:30-5:00, 5:40-5:50 p.m.

APRIL 27: Keynote speaker at a meeting under auspices of United China Relief, Inc., former Ambassador William C. Bullitt delivered an address on "The Battle for Democracy in Asia," broadcast over the CBS network from Constitution Hall in Washington, 10:30-11:00 p.m.

EASTER SUNDAY ROUNDUP

APRIL 13: The Columbia Broadcasting System presented an Easter Sunday schedule from all parts of the world extending through the day and evening:

5:00 a.m. Moravian Sunrise Services at Winston-Salem, N. C.

6:00 a.m. Pope Pius XII, speaking from Vatican City.

6:30 a.m. Sunrise Services from Cory Hill, Brookline, Mass., presented through cooperation of eleven Protestant services.

7:00 a.m. Sunrise Services from Forest Park, St. Louis.

7:30 a.m. Sunrise Services from Arlington National Cemetery, Washington, D. C.

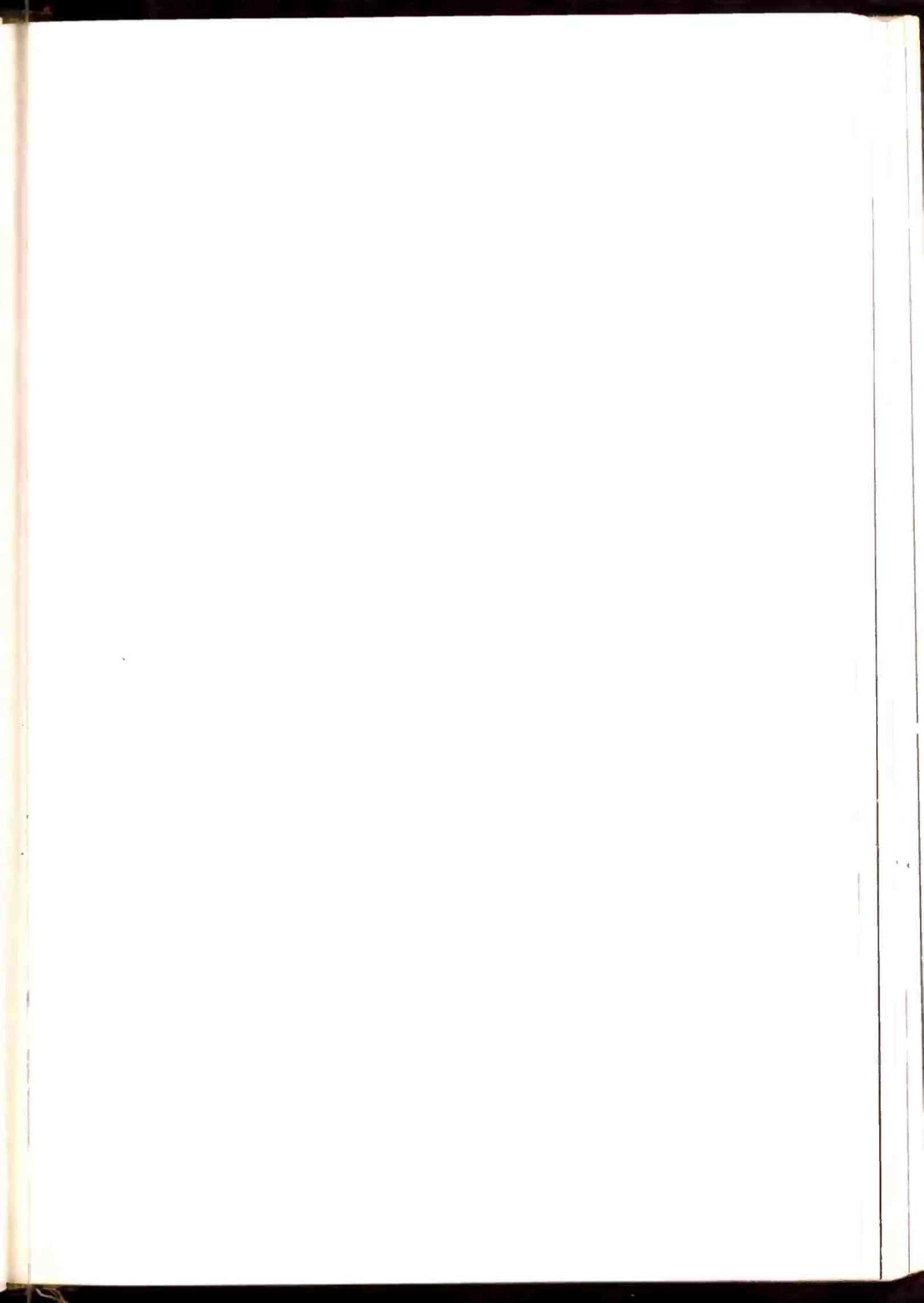
8:30 a.m. Glendale Easter Sunrise Services with Los Angeles Symphony Orchestra directed by Albert Coates, with Susanna Foster soloist.

12:30 p.m. Salt Lake City Tabernacle Choir and Organ.

1:00 p.m. Special Catholic Easter Service

1:45 p.m. Easter Parade (from Madison Hotel, N. Y.).

5:30 p.m. From Edinburgh, Cardiff, Plymouth, Manchester, and London Columbia's foreign correspondents brought the United States a unique description of Easter Sunday observance in embattled England.



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

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