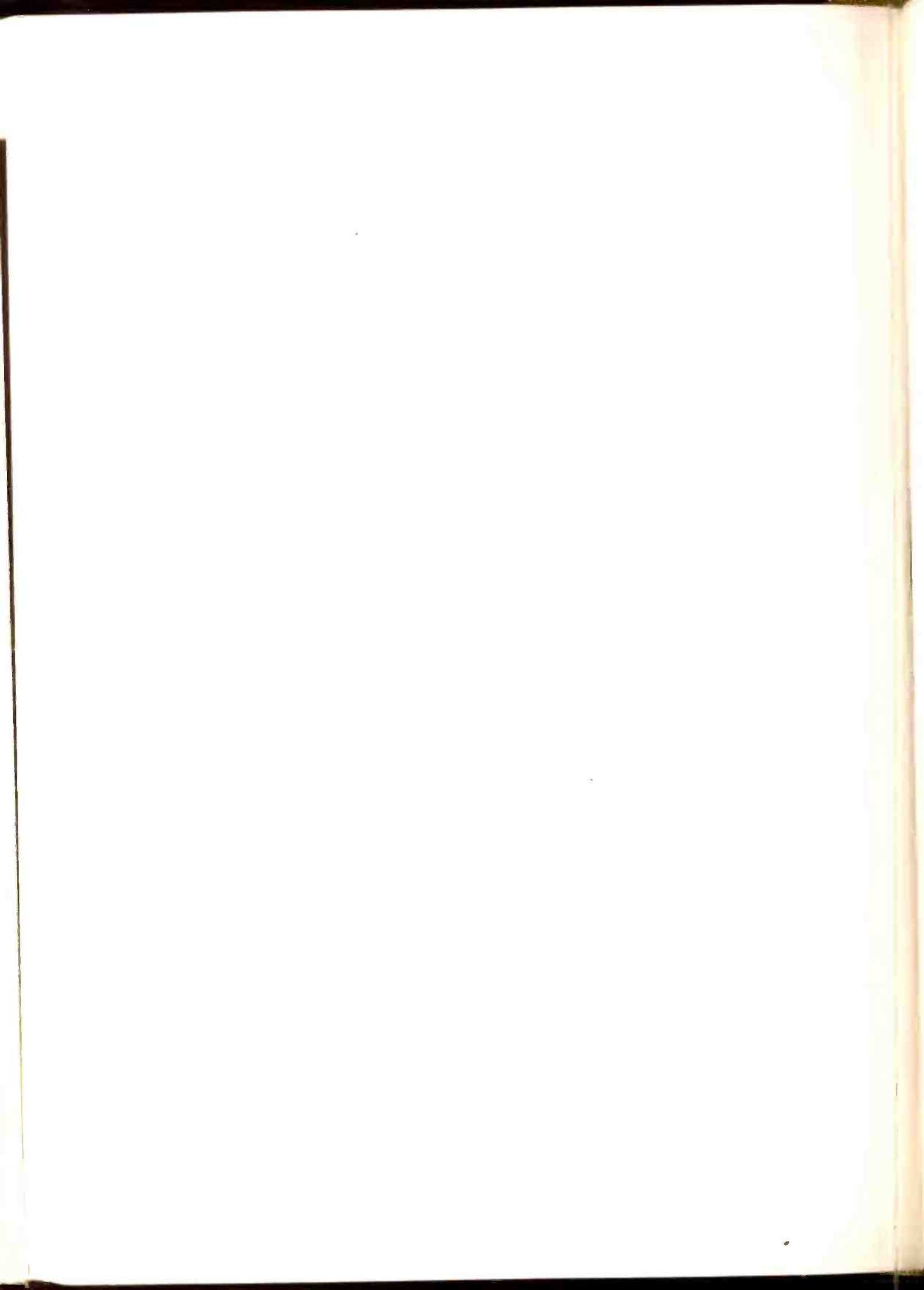


CBS PROGRAM BOOK • JUNE, 1941



Program Number 4 of "26 BY CORWIN"—new Sunday night series which brings Norman Corwin back to the Columbia Workshop. (See page 21.)



THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 15

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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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 Chrysler motor cars Page 5
- FORD MOTOR COMPANY:**
 Ford cars, trucks, tractors, Mercury,
 Lincoln Page 7

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

AFFILIATED PRODUCTS, INC.

(434th Week on CBS)

The Romance of Helen Trent

Serial drama

Mon. thru Fri.

12:30-12:45 p.m.

43 CBS stations

ORIGINATES: WBBM

Edna Wallace Hopper

Cosmetics, Kolynos

Blackett-Sample-

Hummert, Inc.

AMERICAN OIL COMPANY

(149th Week on CBS)

The Human Side of the News

by Edwin C. Hill

Mon. thru Fri.

6:00-6:10 p.m.

Rebroadcast

11:00-11:10 p.m.

50 CBS stations

ORIGINATES: WABC

Amoco-Gas

Orange American Gas

The Joseph Katz

Company

AMERICAN TOBACCO COMPANY

(265th Week on CBS)

Your Hit Parade

Mark Warnow's Orchestra,

Barry Wood, Bea Wain,

Hit Paraders Chorus

Saturday

9:00-9:45 p.m.

Rebroadcast

12 mid.-12:45 a.m.

105 CBS stations

ORIGINATES: WABC

Lucky Strike Cigarettes

Lord & Thomas

ANACIN COMPANY

(216th Week on CBS)

Our Gal, Sunday

Mon. thru Fri.

12:45-1:00 p.m.

51 CBS stations

ORIGINATES: WABC

Anacin

Blackett-Sample-

Hummert, Inc.

ARMOUR & CO.

(16th Week on CBS)

Treat Time

with Buddy Clark

Mon., Wed., Fri.

11:00-11:15 a.m.

51 CBS stations

ORIGINATES: WBBM

Treet

Lord & Thomas

Wayne King and His Orchestra

Music

Saturday

7:30-8:00 p.m.

35 CBS stations

ORIGINATES: ON TOUR

Luxor Products

Lord & Thomas

ART METAL WORKS, INC.

(7th Week on CBS)

Paul Sullivan Reviews

the News

Friday

6:30-6:45 p.m.

Rebroadcast

12 mid.-12:15 a.m.

1:00-1:15 a.m.

23 CBS stations

ORIGINATES: WHAS

Ronson Lighters

Cecil & Presbrey, Inc.

AYER COMPANY
(96th 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.*

OWEY'S, INC.
(95th Week on CBS)

Stars Over Hollywood

Original drama with Knox
Manning, MC, and guest stars

Saturday
12:30-1:00 p.m.
Rebroadcast
1:30-2:00 p.m.
45 CBS stations
ORIGINATES: KNX

Dari-Rich Products
Sorensen & Company

BROWN & WILLIAMSON TOBACCO
CORPORATION
(40th 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.
33 CBS stations
ORIGINATES: WHAS

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

CALIFORNIA FRUIT GROWERS
EXCHANGE
(98th 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
(63rd 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
(38th Week on CBS)

Campbell Playhouse

with guest stars

Amos 'n' Andy
Serial comedy-drama

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

Campbell's Soups
*Ward Wheelock
Company*

Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
61 CBS stations
ORIGINATES: KNX

CAMPBELL SOUP COMPANY

Continued

Martha Webster

Dramatic serial

Mon. thru Fri.

11:15-11:30 a.m.

Rebroadcast

3:00-3:15 p.m.

58 CBS stations

ORIGINATES: WABC

Campbell's Soups

Ward Wheelock

Company

Fletcher Wiley

Talks

Mon. thru Fri.

2:30-2:45 p.m.

37 CBS stations

ORIGINATES: KNX

Lanny Ross

Songs

Mon. thru. Fri.

7:15-7:30 p.m.

Rebroadcast

11:15-11:30 p.m.

58 CBS stations

(Mon. and Wed.

57 CBS stations)

ORIGINATES: WABC

Franco-American

Macaroni and Spaghetti

Ruthrauff & Ryan, Inc.

**CHESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED**

(134th Week on CBS)

Dr. Christian

with Jean Hersholt

Wednesday

8:30-8:55 p.m.

Rebroadcast

11:30-11:55 p.m.

65 CBS stations

ORIGINATES: KNX

Vaseline Preparations

McCann-Erickson, Inc.

CHRYSLER CORPORATION

(273rd Week on CBS)

Major Bowes'

Original Amateur Hour

Thursday

9:00-10:00 p.m.

85 CBS stations

ORIGINATES: WABC

Plymouth, Dodge,

DeSoto, Chrysler

Ruthrauff & Ryan, Inc.

COCA-COLA COMPANY

(93rd Week on CBS)

Pause That Refreshes

On the Air

with Andre Kostelanetz and his
45-piece orchestra, Albert Spalding,
and guest soloists

Sunday

4:30-5:15 p.m.

107 CBS stations

ORIGINATES: WABC

Coca-Cola

D'Arcy Advertising

Company, Inc.

**COLGATE-PALMOLIVE-PEET
COMPANY**

(281st Week on CBS)

Colgate Spotlight

with Ed East, Charles Hathaway
and his orchestra and guests

Variety

Thursday

8:00-8:30 p.m.

Rebroadcast

11:30-12 mid.

69 CBS stations

ORIGINATES: WABC

Colgate Dental Cream

Ted Bates, Inc.

**COLGATE-PALMOLIVE-PEET
COMPANY**

Continued

City Desk

Drama

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

Palmolive Shave Cream
Palmolive Brushless Shave
Ted Bates, Inc.

Woman of Courage

Serial drama

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
3:45-4:00 p.m.
64 CBS stations
ORIGINATES: WABC

Octagon Products

Ted Bates, Inc.

Crystal White

*Sherman & Marquette,
Inc.*

Myrt and Marge

Serial drama

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

New Concentrated Super
Suds

Super Suds

*Sherman & Marquette,
Inc.*

The Story of Bess Johnson

Serial drama

Mon. thru Fri.
4:30-4:45 p.m.
82 CBS stations
ORIGINATES: WABC

Palmolive Soap

*Ward Wheelock
Company*

Stepmother

Serial drama

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

Colgate Tooth Powder

*Sherman & Marquette,
Inc.*

Elmer Davis

News

Tues. thru Sun.
8:55-9:00 p.m.
90 CBS stations
ORIGINATES: WABC

Palmolive Soap

*Ward Wheelock
Company*

COMMERCIAL CREDIT COMPANY

2nd 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: WABC

Automobile Finance
Service

*O'Dea, Sheldon &
Canaday, Inc.*

CONTINENTAL BAKING CO., INC.

(34th 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 TOUR

Wonder Bread

Ted Bates, Inc.

CURTISS CANDY COMPANY <i>(36th Week on CBS)</i>	Sat., Sun. 11:00–11:05 a.m. 38 CBS stations ORIGINATES: WABC	Candy <i>C. L. Miller Company</i>
News with Jackson Wheeler		
DOUBLEMINT GUM <i>(467th Week on CBS)</i>	Sunday 6:30–6:55 p.m. 69 CBS stations ORIGINATES: KNX	Doublemint Gum <i>J. Walter Thompson Company</i>
Melody Ranch with Gene Autry <i>Western dramatic series</i>		
EVERSHARP, INC. <i>(87th Week on CBS)</i>	Sunday 10:00–10:30 p.m. 59 CBS stations ORIGINATES: WABC	Eversharp Pens and Pen s <i>The Biow Company</i>
Take It or Leave It with Bob Hawk, mc, David Ross <i>Quiz</i>		
FLORIDA CITRUS COMMISSION <i>(66th Week on CBS)</i>	Mon. thru Fri. 3:00–3:15 p.m. 25 CBS stations (Tues. and Thurs. 20 CBS stations) ORIGINATES: WABC	Florida Citrus Fruit <i>Arthur Kudner, Inc.</i>
Mary Margaret McBride <i>Talks</i>		
FORD MOTOR COMPANY <i>(372nd Week on CBS)</i>	Sunday 9:00–10:00 p.m. 57 CBS stations ORIGINATES: WJR	Ford motor cars, trucks, and tractors Mercury Lincoln <i>McCann-Erickson, I.</i>
Ford Summer Hour Ford Symphony Orchestra and Chorus, guest conductors and soloists <i>With Talks by W. J. Cameron</i>		
GENERAL FOODS CORPORATION <i>(314th Week on CBS)</i>	Tuesday 9:00–9:30 p.m. <i>Rebroadcast</i> 12 mid.–12:30 a.m. 80 CBS stations ORIGINATES: WABC	Sanka <i>Young & Rubicam, I.</i>
We, the People <i>Real-life experiences</i>		
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>	Friday 8:00–8:55 p.m. <i>Rebroadcast</i> 12 mid.–12:55 a.m. 88 CBS stations ORIGINATES: WABC	Grape Nuts <i>Young & Rubicam, I.</i>

GENERAL FOODS CORPORATION*Continued***Kate Smith Speaks; News***Talks and news*

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

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

Joyce Jordan, Girl Interne*Serial drama*

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

La France
Satina
Minute Tapioca
Young & Rubicam, Inc.

Young Dr. Malone*Serial drama*

Mon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
7:15-7:30 p.m.
85 CBS stations
ORIGINATES: WABC

Post Toasties
Benton & Bowles, Inc.

Kate Hopkins*Serial drama*

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

Maxwell House Coffee
Benton & Bowles, Inc.

GENERAL MILLS, INC.*366th Week on CBS)***By Kathleen Norris***Dramatization of her novels*

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

Wheaties
Knox Reeves
Advertising, Inc.

Hymns of All Churches

with Joe Emerson

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

Gold Medal Flour
Blackett-Sample-
Hummert, Inc.

Betty Crocker*Homemaker program*

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

GULF OIL CORPORATION*381st Week on CBS)***World News Tonight***News*

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

Motor Oil and Gas
Young & Rubicam, Inc.

INTERNATIONAL SILVER COMPANY
(168th Week on CBS)

Silver Theater Summer Show
with Ed Sullivan, Will Bradley
and his orchestra, Terry Allen,
Ray McKinley and others

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

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

IRONIZED YEAST CO., INC.
(92nd Week on CBS)

Court of Missing Heirs
Drama

Tuesday
8:00-8:30 p.m.
Rebroadcast
11:30-12 mid.
75 CBS stations
ORIGINATES: WABC

Ironized Yeast
Ruthrauff & Ryan, Inc.

JOHNSON & JOHNSON
(8th Week on CBS)

Voice of Broadway
with Dorothy Kilgallen

Saturday
11:30-11:45 a.m.
Rebroadcast
2:30-2:45 p.m.
59 CBS stations
ORIGINATES: WABC

Band-Aid
Young & Rubicam, Inc.

LADY ESTHER, LTD.
(390th 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.

LEVER BROTHERS COMPANY
(304th Week on CBS)

Lux Radio Theater
Cecil B. DeMille, director,
with stars of stage and screen
Drama

Hollywood Premiere
with Louella Parsons and guest stars
Drama

Big Town
with Edward G. Robinson, Ona
Munson, Leith Stevens' Orchestra
Drama

Monday
9:00-10:00 p.m.
66 CBS stations
30 CBC stations
ORIGINATES: KNX

Friday
10:00-10:30 p.m.
71 CBS stations
ORIGINATES: KNX

Wednesday
8:00-8:30 p.m.
Rebroadcast
9:30-10:00 p.m.
75 CBS stations
30 CBC stations
ORIGINATES: KNX

Lux Toilet Soap
*J. Walter Thompson
Company*

Lifebuoy Health Soap
*William Esty &
Company, Inc.*

Rinso
Ruthrauff & Ryan, Inc.

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.

IGGETT & MYERS TOBACCO COMPANY

(38th 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.

(16th 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

(13th 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.

PROVINCE OF ONTARIO

(6th Week on CBS)

The Ontario Show

with Luigi Romanelli and his
orchestra, Sair Lee and Dave Davies

Variety

Sunday

5:30-6:00 p.m.

52 CBS stations

ORIGINATES: TORONTO

Travel Service

*Walsh Advertising
Company, Ltd.*

PENN TOBACCO COMPANY

(87th Week on CBS)

Vox Pop

Parks and Wally

Quiz

Thursday

7:30-8:00 p.m.

49 CBS stations

ORIGINATES: ON TOUR

Kentucky Club Pipe
Tobacco

*Kiesewetter Advertising
Agency*

PET MILK SALES CORPORATION

(393rd Week on CBS)

Saturday Night Serenade

Bill Perry, tenor; Bob Trout,
Gustave Haenschen's Orchestra
and Chorus and guest stars

Mary Lee Taylor

home economist

Household advice

Saturday

9:45-10:15 p.m.

56 CBS stations

ORIGINATES: WABC

Pet Irradiated Milk

*Gardner Advertising
Company*

Tues. and Thurs.

11:00-11:15 a.m.

Rebroadcast

1:45-2:00 p.m.

67 CBS stations

ORIGINATES: KMOX

PHILIP MORRIS & COMPANY, LTD.

(251st Week on CBS)

**Great Moments from
Great Plays**

Directed by Charles Martin with
guest stars and Ray Block's
Orchestra

Dramas of O'Neill, Shaw, Ibsen, and others

The Crime Doctor

Dramatic programs

Friday

9:00-9:30 p.m.

Rebroadcast

11:30-12:00 p.m.

84 CBS stations

ORIGINATES: WABC

Philip Morris Cigarette

The Biow Company, Inc.

Sunday

8:30-8:55 p.m.

Rebroadcast

11:00-11:25 p.m.

64 CBS stations

ORIGINATES: WABC

THE PROCTER & GAMBLE CO.
(14th 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

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
*Compton Advertising,
Inc.*

Ivory Soap
*Compton Advertising,
Inc.*

Ivory Flakes
*Compton Advertising,
Inc.*

Oxydol
*Blackett-Sample-
Hummert, Inc.*

Crisco
*Compton Advertising,
Inc.*

Chipso
Pedlar & Ryan, Inc.

**RUDENTIAL INSURANCE COMPANY
OF AMERICA**
(15th Week on CBS)

When a Girl Marries
Serial drama

Mon. thru Fri.
12:15-12:30 p.m.
51 CBS stations
ORIGINATES: WABC

Insurance Services
Benton & Bowles, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY**

(421st Week on CBS)

Blondie

with Penny Singleton and
Arthur Lake

Domestic comedy

Penthouse Party

starring Ilka Chase, Yvette and
Paul Baron's Orchestra

Variety

Monday

7:30-8:00 p.m.

Rebroadcast

10:30-11:00 p.m.

77 CBS stations

ORIGINATES: KNX

Camel Cigarettes
Prince Albert Smoking
Tobacco

*William Esty &
Company, Inc.*

Friday

10:30-11:00 p.m.

98 CBS stations

ORIGINATES: WABC

SPEARMINT GUM

(466th Week on CBS)

Scattergood Baines

Serial drama

Dear Mom

with John Walsh, Dolph Nelson,
Marvin Mueller and Eloise Kummer

Drama

Mon. thru Fri.

5:45-6:00 p.m.

77 CBS stations

ORIGINATES: WBBM

Sunday

6:55-7:15 p.m.

69 CBS stations

ORIGINATES: WBBM

Spearmint Gum

Arthur Meyerhoff &

E. R. SQUIBB & SONS

(47th Week on CBS)

**Frank Parker in
Golden Treasury of Song**

Musical

Mon. thru Fri.

3:15-3:30 p.m.

37 CBS stations

ORIGINATES: WABC

Squibb Products

*Geyer, Cornell &
Newell, Inc.*

TEXAS COMPANY

(209th Week on CBS)

Texaco Star Theatre

starring Fred Allen, with Kenny
Baker, Portland Hoffa, Al Goodman's
Orchestra, "Mighty Allen Art
Players," Wynn Murray

Variety

Wednesday

9:00-10:00 p.m.

Rebroadcast

12:00-1:00 a.m.

88 CBS stations

ORIGINATES: WABC

Texaco Products

Buchanan & Co.

U. S. TOBACCO COMPANY

(313th Week on CBS)

Gay Nineties Revue

starring Beatrice Kay,
Joe Howard, MC, Billy M. Greene,
Florodora Girls, Elm City Four,
Jenny Lynn

Monday

8:30-8:55 p.m.

Rebroadcast

11:30-11:55 p.m.

63 CBS stations

ORIGINATES: WABC

Dill's Best

Model Smoking Tobacc
Arthur Kudner, Inc.

<p>AMERICAN CHICLE COMPANY <i>2th Week on CBS)</i></p> <p>By the Way with Bill Henry</p>	<p>Tues., Fri. 9:30-9:45 p.m. PST ORIGINATES: KNX</p>	<p>Chicolets & Dentyne <i>Badger, Browning & Hersey, Inc.</i></p>
<p>BATHASWEET CORPORATION <i>6th 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. Kieseewetter Advertising Agency</i></p>
<p>COLONIAL DAMES, INC. <i>7th 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>ALLENKAMP STORES COMPANY <i>2nd Week on CBS)</i></p> <p>Here's the Clue with Frank Graham <i>Commentary</i></p>	<p>Thursday 6:45-6:50 p.m. PST ORIGINATES: KNX</p>	<p>Shoes <i>Long Advertising Service</i></p>
<p>GENERAL FOODS CORPORATION <i>314th 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 CORPORATION OF CALIFORNIA <i>22nd 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>74th 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>LORILLARD COMPANY <i>261st 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>87th 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> 2:00-2:15 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
(111th Week on CBS)

Bob Garred Reporting
News

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

Mennen Shaving Cream
H. M. Kiesewetter
Advertising Agency

NATIONAL LEAD COMPANY
(47th Week on CBS)

Answer Auction
Quiz

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

National Lead Products
Erwin Wasey & Co.

PETER PAUL, INC.
(46th 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

**PLANTERS NUT AND
CHOCOLATE COMPANY**
(34th 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 C

**SOIL OFF MANUFACTURING
COMPANY**
(17th 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, In

**WILMINGTON TRANSPORTATION
COMPANY**
(3rd Week on CBS)

Catalina Fun Quiz

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

Santa Catalina Island,
Summer Resort
Arthur Meyerhoff & C

**COLUMBIA
CALIFORNIA
NETWORK**

BREAKFAST CLUB COFFEE, INC.
(21st Week on CBS)

Voice of Friendship
with Rita Murray

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

Breakfast Club Coffee
Lockwood-Shackleford
Advertising Agency

KNOX GELATINE COMPANY
(26th Week on CBS)

Behind the Headlines
with Bob Garred

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

Knox Sparkling Gelatine
Kenyon & Eckhardt, In

SEASIDE OIL COMPANY
(7th Week on CBS)

Seaside Spelling Bee Liner

Sunday
4:30-4:55 p.m. PST
ORIGINATES: KNX

Seaside Ethyl Gasoline and
Silverol Motor Oil
The McCarty Compan

**WABC
SPONSORED
PROGRAMS**

<p>AMERICAN CHICLE COMPANY* (39th Week on WABC) Announcements</p>	<p>Mon. thru Sat. 8:00-8:01:30 a.m.</p>	<p>Chiclets and Dentyne <i>Badger, Browning & Hersey, Inc.</i></p>
<p>AMERICAN CIGARETTE & CIGAR CO. (14th Week on WABC) Modern Design Music</p>	<p>Mon. thru Sat. 8:20-8:25 a.m.</p>	<p>Pall Mall Cigarettes <i>Ruthrauff & Ryan, Inc.</i></p>
<p>AMERICAN SCHOOLS, INC. Arthur Godfrey <i>Participations</i> (Starts June 3)</p>	<p>Tues., Thurs., Sat. 7:00-7:15 a.m.</p>	<p>High School Course <i>Huber Hoge and Sons</i></p>
<p>BARBASOL COMPANY (35th Week on WABC) Sports News with Mel Allen</p>	<p>Tues., Thurs. 6:10-6:15 p.m. Saturday 5:55-6:00 p.m.</p>	<p>Barbasol Shaving Cream <i>Erwin, Wasey & Co., Inc.</i></p>
<p>BOND STORES, INC. (49th Week on WABC) Arthur Godfrey</p>	<p>Mon. thru Sat. 7:30-7:45 a.m.</p>	<p>Bond's Men's Clothing <i>Neff-Rogow, Inc.</i></p>
<p>BOOK HOUSE FOR CHILDREN (4th Week on WABC) Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Mon., Wed., Fri. 8:45-9:00 a.m.</p>	<p>Book House <i>Presba, Fellers & Presba, Inc.</i></p>
<p>THE BORDEN COMPANY* (PIONEER DIVISION) (6th Week on WABC) Announcements</p>	<p>Wed., Fri., Sat. 6:45-6:46:30 p.m.</p>	<p>Reid's Ice Cream <i>Pedlar & Ryan, Inc.</i></p>
<p>BULOVA WATCH COMPANY (614th Week on WABC) Time Signals</p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p>DREZMA, INC. (30th Week on WABC) Lessons in Loveliness with Nell Vinick</p>	<p>Tues., Thurs., Sat. 8:25-8:30 a.m. Tues. and Thurs. 11:00-11:15 a.m.</p>	<p>"Drezma" Cosmetics <i>Blaine-Thompson Co., Inc.</i></p>

**WABC
SPONSORED
PROGRAMS**

Continued

<p>KRUG BAKING COMPANY (75th Week on WABC)</p>	<p>Mon. thru Fri. 8:45-9:00 a.m.</p>	<p>Bakery Products and Coffee <i>Elmer L. Cline</i></p>
<p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>		
<p>LEHN & FINK PRODUCTS CORP.* (6th Week on WABC)</p>	<p>Mon., Wed., Fri. 6:35-7:00 a.m.</p>	<p>Hind's Honey & Almond Cream <i>William Esty & Company, Inc.</i></p>
<p>Arthur Godfrey <i>Participations</i></p>		
<p>MARLIN FIREARMS COMPANY (27th Week on WABC)</p>	<p>Mon. thru Sat. 7:00-7:15 a.m.</p>	<p>Marlin Razor Blades <i>Craven & Hedrick, Inc.</i></p>
<p>Arthur Godfrey <i>Participations</i></p>		
<p>McKESSON & ROBBINS, INC. (4th Week on WABC)</p>	<p>Mon., Wed., Fri. 10:45-11:00 p.m.</p>	<p>Calox Tooth Powder <i>J. D. Tarcher & Co., Inc.</i></p>
<p>Evening News</p>		
<p>MELVILLE SHOE COMPANY (132nd Week on WABC)</p>	<p>Mon. thru Sat. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p>Early Morning News</p>		
<p>MILES LABORATORIES, INC. (25th Week on WABC)</p>	<p>Sunday 2:30-2:35 p.m.</p>	<p>Alka-Seltzer and One-a-Day Vitamins <i>Wade Advertising Agency</i></p>
<p>Afternoon News</p>		
<p>NOXZEMA CHEMICAL CO., INC.* (8th Week on WABC)</p>	<p>Saturday 9:45-10:15 p.m.</p>	<p>Noxzema Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>Battle of the Boroughs <i>Quiz</i></p>		
<p>THE NEWSPAPER PM, INC. (14th Week on WABC)</p>	<p>Mon. thru Sat. 6:35-7:00 a.m.</p>	<p>PM <i>Harry A. Berk, Inc.</i></p>
<p>Arthur Godfrey <i>Participations</i></p>		

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

<p>THE NEWSPAPER PM, INC. <i>Continued</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Tues., Thurs., Sat. 8:45-9:00 a.m.</p>	<p>PM <i>Harry A. Berk, Inc.</i></p>
<p>PEPSI-COLA COMPANY* <i>(44th Week on WABC)</i></p> <p>The Missus Goes A-Shopping <i>Quiz</i></p>	<p>Mon., Wed., Fri. 8:30-8:45 a.m.</p>	<p>Pepsi-Cola <i>Newell-Emmett, Inc.</i></p>
<p>PETER PAUL COMPANY* <i>(64th Week on WABC)</i></p> <p>Early Riser's News</p>	<p>Mon., Wed., Fri. 6:30-6:35 a.m.</p>	<p>Mounds <i>Platt-Forbes, Inc.</i></p>
<p>RIVAL PACKING COMPANY <i>(8th Week on WABC)</i></p> <p>Music of Today</p>	<p>Mon., Wed., Fri. 8:15-8:20 a.m.</p>	<p>Rival Dog Food <i>Charles Silver & Company</i></p>
<p>SELECT THEATRES CORP. <i>(38th Week on WABC)</i></p> <p>Midnight News</p>	<p>Mon., Tues., Wed. 12:00-12:05 a.m.</p>	<p>Hellzapoppin <i>Blaine-Thompson Co., Inc.</i></p>
<p>WARD BAKING COMPANY <i>(4th Week on WABC)</i></p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:15 a.m.</p>	<p>Ward's Tip Top Bread <i>Sherman K. Ellis & Co., Inc.</i></p>
<p>WEST DISINFECTING COMPANY <i>(7th Week on WABC)</i></p> <p>It Takes a Woman with Frances Scott</p>	<p>Mon., Wed., Fri. 8:25-8:30 a.m.</p>	<p>CN <i>Moser & Cotins, Inc.</i></p>
<p>R. C. WILLIAMS & CO., INC.</p> <p>Arthur Godfrey (Starts June 2)</p>	<p>Mon., Wed., Fri. 7:15-7:30 a.m.</p>	<p>Royal Scarlet Coffee <i>Alley & Richards, Inc.</i></p>

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

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
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: MAY 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, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery, Joseph C. Harsch, Charles Barbe from Rome; Cecil Brown from Cairo, Leigh White from Belgrade; Betty Wason and Philip Brown from Athens; Winston Burdett and Farnsworth Fowle from Ankara; 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

**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.

Proudly We Hail

2:00-2:30 p.m.

SUNDAY, JUNE 8, 15, 22

The stories of our progress in defense production are dramatically told week by week by a cast of entertainment celebrities and government experts. Brewster Morgan directs, Roy Howard conducts.

SPECIAL EVENTS

**William S. Paley Amateur
Radio Award**

2:30-2:45 p.m.

MONDAY, JUNE 2

From the Hotel Waldorf-Astoria in New York the CBS audience will hear Kansas school teacher Marshall H. Ensor receive the coveted William S. Paley Amateur Radio Award for 1940 from Mr. Paley, president of the Columbia Broadcasting System.

**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 returned as author-director in an ambitious series called "26 by Corwin." The program for June includes:

JUNE 1: "Appointment."

JUNE 8: "An Afternoon with Nick," music by Alexander Semmler.

JUNE 15: "Old Salt."

JUNE 22: "A Philadelphian in Paris."

JUNE 29: "Portrait of a Ham."

The Life of Riley

10:00-10:30 a.m.

EACH 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 Leonardo Bercovici, and written by Mr. Bercovici and Bob Sloan.

"Honest Abe"

11:05-11:30 a.m.

EACH 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**

3:00-4:30 p.m.

EACH SUNDAY

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

JUNE 1: Sir Thomas Beecham, guest conductor; *Mozart*: Haffner Symphony; *Delius*: The Walk to the Paradise Garden; *Handel-Beecham*: The Faithful Shepherd; *Bizet*: Suite from "The Fair Maid of Perth."

JUNE 8: Composition awarded the Prix de Rome; *Liadoff*: The Enchanted Lake; *Frank Bridge*: The Sea; *Beethoven*: Symphony No. 6.

**SERIOUS
MUSIC**

Columbia Concert Orchestra

7:30-8:00 p.m.

EACH SATURDAY

4:45-5:15 p.m.

TUESDAY, THURSDAY AND FRIDAY

The Columbia Concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed in turn by CBS conductors Howard Barlow, Victor Bay and Bernard Herrmann.

**Rotary International
Convention**

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

SUNDAY, JUNE 15

From Denver's Red Rocks Park Columbia's U. S. and Latin American listeners hear celebration of one of the largest conventions ever held in the West, with Soprano Helen Jepson, and Henry Sachs directing the Denver Symphony Orchestra and 100-voice choir.

SERIOUS

MUSIC

Continued

Lewisohn Stadium Concerts

9:30-10:00 p.m.

EACH TUESDAY

(Starts June 24)

From Lewisohn Stadium Columbia again offers its audiences this famous series of summer concerts. June 24th brings conductor Alexander Smallens to the CBS microphone

Southern Serenade

9:30-10:00 a.m.

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.

Vera Brodsky

3:30-3:55 p.m.

EACH SATURDAY

Famed concert pianist Vera Brodsky comes back to the Columbia microphone with a wide repertoire of piano music both modern and ancient.

Dorian String Quartet

3:00-3:30 p.m.

EACH SATURDAY

The Dorian String Quartet returns with a series of contemporary chamber works of America and Europe, bringing before the microphone Alexander Cores and Harry Friedman, violins, David Mankovitz, viola and Bernard Greenhouse, cello.

From the Organ Loft

9:15-9:45 a.m.

EACH SUNDAY

Famous organist Julius Mattfeld brings back Columbia's well known series of organ recitals with a vast new repertoire of organ music for the radio.

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 | 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.

TUESDAY, JUNE 10 AND 17

2:00-2:30 p.m.

EACH SUNDAY

STARTING JUNE 29

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

11:00-7:30 p.m.

ONCE EACH SATURDAY

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

Children Also Are People

10:45-3:55 p.m.

ONCE EACH 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 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

10:15-4:30 p.m.

ONCE EACH FRIDAY

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

Exploring Space

10:45-3:55 p.m.

ONCE EACH 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 EACH 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 EACH TUESDAY

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

Adventures in Science

10:45-3:55 p.m.

ONCE EACH THURSDAY

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

Talks of Men and Books

11:30-3:00 p.m.

ONCE EACH 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.

**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 eight consecutive year of Sunday morning and afternoon religious broadcasts. In June:

JUNE 1: *Morning*: Rev. Dr. Ernest Fremon Tittle, First Methodist Church, Evanston, Ill

Afternoon: Rev. Dr. Cornelius B. Muste, The First Reformed Church, Brooklyn, N. Y.

JUNE 8: *Morning*: Dr. Luther Wesley Smith Executive Secretary, The American Baptist Publication Society, Philadelphia, Pa.

Afternoon: Rev. Patrick J. O'Leary, Ph.D. Dean, Don Bosco College, Newton, N. J.

JUNE 15: *Morning*: Rev. Joseph Sittler, President, Ohio Synod United Lutheran Church in America, Columbus, Ohio.

Afternoon: Roman Catholic Service.

JUNE 22: *Morning*: Rev. Dr. Philip S. Bird Church of the Covenant, Cleveland, Ohio.

Afternoon: Disciples of Christ Service.

JUNE 29: *Morning*: Rev. Dr. Carl August Voss, Smithfield Congregational Church, Pittsburgh, Pennsylvania.

Afternoon: Roman Catholic Service.

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.

JUNE 1: Mr. H. R. Barksdale, President, Florida Normal and Industrial School.

JUNE 8: Rev. W. T. Liggins, Denver, Colorado.

JUNE 15: Mrs. Charlotte A. Bass, Editor, *California Eagle*, Los Angeles.

JUNE 22: To be announced.

JUNE 29: 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.

Meet the Music

2:35-3:00 p.m.

ON 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

1:00-5:55 p.m.

ON 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.

Calling Pan-America

1:00-4:30 p.m.

ON SATURDAY

The Columbia Broadcasting System takes another step toward bringing the Americas closer together through radio. Heard throughout the western hemisphere, this new series originates in a different capital each week, "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.

Juan Arvizu

9:30-10:45 p.m.

ON 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

1:30-3:45 p.m.

ON MONDAY THRU FRIDAY

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

Outdoors with Bob Edge

5:15-6:30 p.m.

ON EACH THURSDAY

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

What's New At The Zoo?

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

ON SUNDAY

The vivid and humorous stories of the different animal personalities at the Bronx Zoo are brought to the CBS audience in this unique new Sunday series by John Reed King, the Zoo curators and public.

No Politics

1:00-2:30 p.m.

ON 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 WLA in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insect

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's National Radio Committee Award.

"March of Games"

1:30-2:00 p.m.

EACH SUNDAY

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

LIGHT MUSIC

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

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

Juan Arvizu	Burl Ives
Bob Hannen	Genevieve Rowe

Delta Rhythm Boys, 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 to Columbia listeners each evening. These top ranking bands are scheduled for June:

Bobby Burne	Bob Millar
Bobby Day	Vaughan Monroe
Tiny Hill	Ray Noble
Sammy Kaye	Alvino Rey
Joey Kearns	Raymond Scott
	Dick Shelton

**BS SHORT WAVE
ROADCAST SCHEDULE
O EUROPE AND
OUTH 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.

ews Broadcasts

(n English)
):15-10:30, 11:30-11:45 a.m.
30-1:45, 5:45-6:00,
30-6:45 p.m.
ONDAY THRU FRIDAY
n Italian, German, French, Polish)
2:00 noon-1 p.m., 4:30-5:30 p.m.
(n Serbo-Croat)
:30-5:45 p.m.
ONDAY THRU SATURDAY
2:00 noon-1 p.m., 5-6 p.m.
NDAY

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

ONDAY, 2:45-3:00 p.m.
HURSDAY, 7:45-8:00 p.m.
ONDAY, 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.

ews in Spanish

:00-10:05 p.m.
ONDAY THRU SUNDAY
:45-7:00 p.m.
NDAY THRU FRIDAY
:00-7:15 p.m., SAT. (WCBX)
2:30-12:45 p.m., 2:30-2:45 p.m.
:45-6:00 p.m.
ONDAY THRU FRIDAY (WCAB)

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

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

ews of Latin America

Spanish
:00-8:15 p.m.
ONDAY, WEDNESDAY, FRIDAY

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

ews in Portuguese

:15-7:30 p.m.
ONDAY THRU FRIDAY

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

armen Castelo's Broadway

olumn in Spanish
RIDAY, 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.

MAY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of May programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

PUBLIC AFFAIRS

MAY 2: Speaking under auspices of United Service Organizations, General George C. Marshall, Chief of Staff, U. S. Army, Admiral Harold R. Stark, Chief of U. S. Naval Operations, and District Attorney Thomas E. Dewey, National Chairman of United Service Organizations, were heard by CBS listeners, 11:30-11:45 p.m.

MAY 3: Gale F. Johnston, Treasury Department field director of the Defense Savings staff, outlined his work in an address over the Columbia network. Speaking from the studios of WABC, Johnston discussed the defense bond sale which opened May 1, the establishments of units to conduct the sale, the organization of volunteer committees throughout the nation, 10:15-10:30 p.m.

MAY 4: Dr. James Bryant Conant, President of Harvard University, recently returned from an official mission to England, spoke over the Columbia network on "The Present War Situation," 2:45-3:00 p.m.

MAY 15: Speaking from the CBS studios of WJSV, Representative Hamilton Fish of New York delivered an address on "No Convoys, No War," 11:15-11:30 p.m.

MAY 17: The United Service Organizations' program to provide adequate recrea-

tional facilities for men in uniform throughout the country was discussed by Charles I. Taft, Assistant Coordinator of Health, Welfare and Related Defense Activities of the Federal Security Agency in an address over the Columbia network, 10:15-10:30 p.m.

MAY 18: Former Presidential candidate Alf M. Landon discussed the war crisis over Columbia's Topeka station, 5:15-5:30 p.m.

MAY 20: Representative Karl D. Mundt, Republican member of the House Foreign Affairs Committee from South Dakota, spoke over WJSV on "America's Rendezvous with Destiny," 10:15-10:30 p.m.

MAY 21: Oswald Ryan, member of the Civil Aeronautics Board, discussed the pressing problem of Axis penetration in South American aviation in a Columbia network broadcast, 10:15-10:30 p.m.

MAY 27: President Roosevelt's world famed Fireside Chat, delivered from the Diplomatic Reception Room in the White House, went out to all the world over the Columbia Broadcasting System's long and short wave facilities. In addition to the CBS network in the United States, the President's Chat was short-waved toward Europe over Columbia's station WCAB, and to Latin America over WCBX, 10:30-11:00 p.m.

MAY 28: Representative Louis Ludlow, Democrat from Indiana, presented "The Peace Side" in the war situation over CBS station WJSV, 10:15-10:30 p.m.

MAY 31: Norman Thomas, National Chairman of the Socialist Party, speaking from Washington, urged the American government and people to "Keep America Out of War," 10:15-10:30 p.m.

SPECIAL EVENTS

MAY 1: In celebration of Child Health Day, the Columbia audience heard Miss Catherine F. Lenroot speaking from Washington and Mrs. Ada Mucklestone speaking from Chicago, 3:30-3:45 p.m.

MAY 1: CBS reporter Bob Edge interviewed Governor Sumner Sewall, and officials and residents of Meddybemps, Maine, in a network broadcast originating in CBS Portland station WGAN, and heralding the buying by every Meddybemps resident on May 1 of at least one Federal Defense Bond, 4:45-5:00 p.m.

MAY 6: A transoceanic conversation between three prominent women, noted in their respective countries for service in international affairs, was carried over the CBS network. Dr. Mary E. Wooley, speaking from Cincinnati, Dr. Edith Summerskill, M.P., and Lady Iris Capell, speaking from London, discussed "University Women and War," 4:00-4:15 p.m.

MAY 6: Governor Herbert H. Lehman and Mayor Fiorello H. LaGuardia paid tribute to world famous newspaperwoman Dorothy Thompson in a coast-to-coast Columbia broadcast originating at the Hotel Astor. Addresses by the Governor and the Mayor came from a dinner-table in the Grand Ballroom at the Hotel, where a group of prominent citizens assembled to honor Miss Thompson, 9:30-10:00 p.m.

MAY 7: The Columbia network broadcast the address by Mrs. Franklin D. Roosevelt at ceremonies in Chicago in connection with the dedication of the Negro Art Center in that city. Mrs. Roosevelt was presented by Dr. Alaine Locke, professor of philosophy at Howard University, 4:45-5:00 p.m.

MAY 7: An address by Wendell Willkie, and introductory remarks by Mayor LaGuardia, at the Freedom Rally in New York's Madison Square Garden of the Committee to Defend America by Aiding the Allies, were heard by the nation through the facilities of the Columbia Broadcasting System, 10:15-10:45 p.m.

MAY 10: Charles A. Lindbergh's address at a meeting of the America First Committee in Minneapolis was broadcast over the Columbia network, 10:15-10:45 p.m.

MAY 11: Clark M. Eichelberger, director of the Committee to Defend America by Aiding the Allies, gave the new policies formulated by the Committee in an address over the Columbia network, 7:15-7:30 p.m.

MAY 12: From Belmont Park, CBS sports reporter Ted Husing, assisted by Jimmy Dolan, brought the Columbia audience the exciting track-side account of the Toboggan Handicap, 4:45-5:00 p.m.

MAY 13: Madame Yolande Mero-Irion, chairman and founder of the Women's National Radio Committee, addressed the CBS audience during the proceedings which marked the organization's seventh annual nationwide radio poll, 2:30-2:40 p.m.

MAY 13: Mrs. Franklin D. Roosevelt, speaking under the joint auspices of the College Division of the Committee to Defend America by Aiding the Allies and Student Defenders of Democracy, discussed the problem of "Today's Challenge to the Youth of America," 10:15-10:30 p.m.

MAY 17: Speaking in support of President Roosevelt's foreign policy, Senator Joseph

H. Ball replied to Charles A. Lindbergh in an address over Columbia's Minneapolis station. Senator Ball was the principal speaker at a Norwegian Independence Day Celebration sponsored by Scandinavian groups in Minneapolis, 10:30-11:00 p.m.

MAY 18: Nation-wide observance of "I Am An American Day," was marked on the Columbia network with a broadcast under auspices of the National Education Association. The CBS broadcast presented addresses by Vice President Henry A. Wallace, Speaker Sam Rayburn of the House of Representatives and Associate Justice Justin Miller, of the United States Circuit Court of Appeals. All three speakers discussed "The Government and the Citizen," 4:00-4:30 p.m.

MAY 21: Again Columbia's ace sports reporter Ted Husing, assisted by Jimmy Dolan, brought the races to the nation with his vivid description of the Acorn Handicap, 4:45-5:00 p.m.

MAY 22: Marking National First Aid Week, Dr. Robert L. Swain, editor of "Drug Topics," pointed out the necessity of keeping an adequate supply of first aid material and medication in the home, 4:45-5:00 p.m.

MAY 22: Opening of the dramatic "Britain At War" exhibit in New York's Museum of Modern Art was heralded with an ocean-spanning program over the Columbia Broadcasting System's facilities. Heard on the program were Harold Nicolson, Parliamentary Secretary to British Minister of Information Alfred Duff Cooper, Sir Kenneth Clark, director of the National Gallery in London, John Hay Whitney, president of the Museum of Modern Art, British Ambassador to the United States, Lord Halifax, 6:15-6:30 p.m.

MAY 23: The Columbia network broadcast the address of Senator Burton K. Wheeler of Montana, principal speaker at the Madison Square Garden meeting of the American First Committee, 10:30-11:00 p.m.

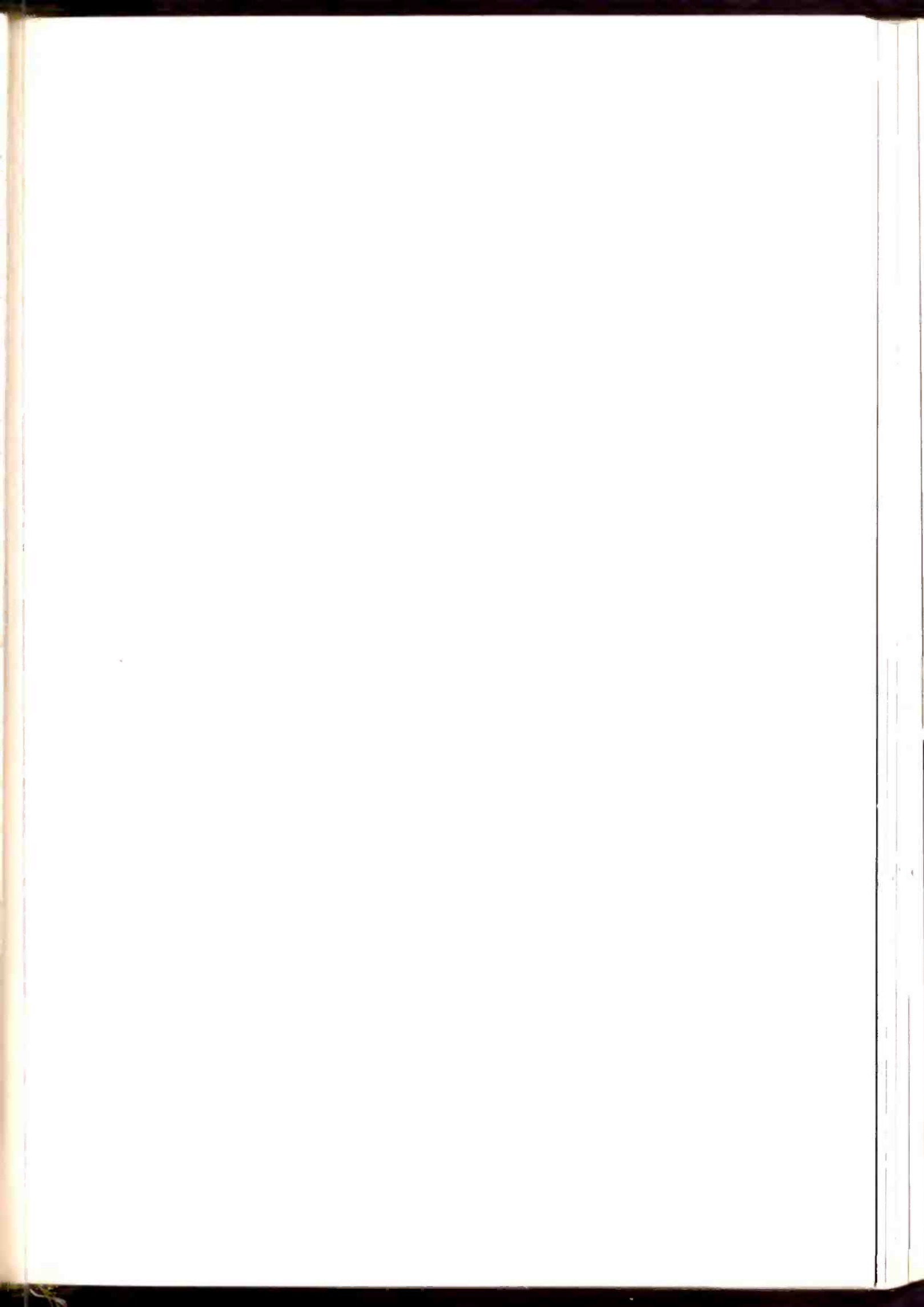
MAY 24: "Everyone went to the races" a Ted Husing, ace CBS sports reporter, assisted by Jimmy Dolan, described the Metropolitan Handicap from Columbia's trackside booth at Belmont Park, 4:45-5:00 p.m.

MAY 25: A special broadcast of the Authors' League in connection with a symposium at the University of California was broadcast from the CBS studios of KNX in Hollywood. Among the writers participating in the program, entitled "What Writers in America Can Do For Freedom," were James Hilton, Marc Connelly, Preston Sturges, 2:00-2:30 p.m.

MAY 30: Ted Husing, assisted by Jimmy Dolan, gave Columbia's coast-to-coast listeners a trackside description of the Suburban Handicap, Decoration Day feature at Belmont Park, 4:45-5:00 p.m.

MAY 31: CBS sports reporter Ted Husing assisted by Jimmy Dolan, brought Columbia network listeners highlights and summaries of the I.C.A.A.A. track and field championships' final day when he broadcast from Randall's Island Stadium, scene of the meet, 3:00-3:30, 4:30-5:00 p.m.

MAY 31: A two-way trans-Atlantic discussion between New York's Mayor LaGuardia newly appointed national director of civilian defense, and Herbert Morrison, British Minister for Home Security, was broadcast to the nation over the CBS network. The transoceanic conversation took up problems of civilian defense and morale, 6:30-6:45 p.m.



THE COLUMBIA BROADCASTING SYSTEM

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