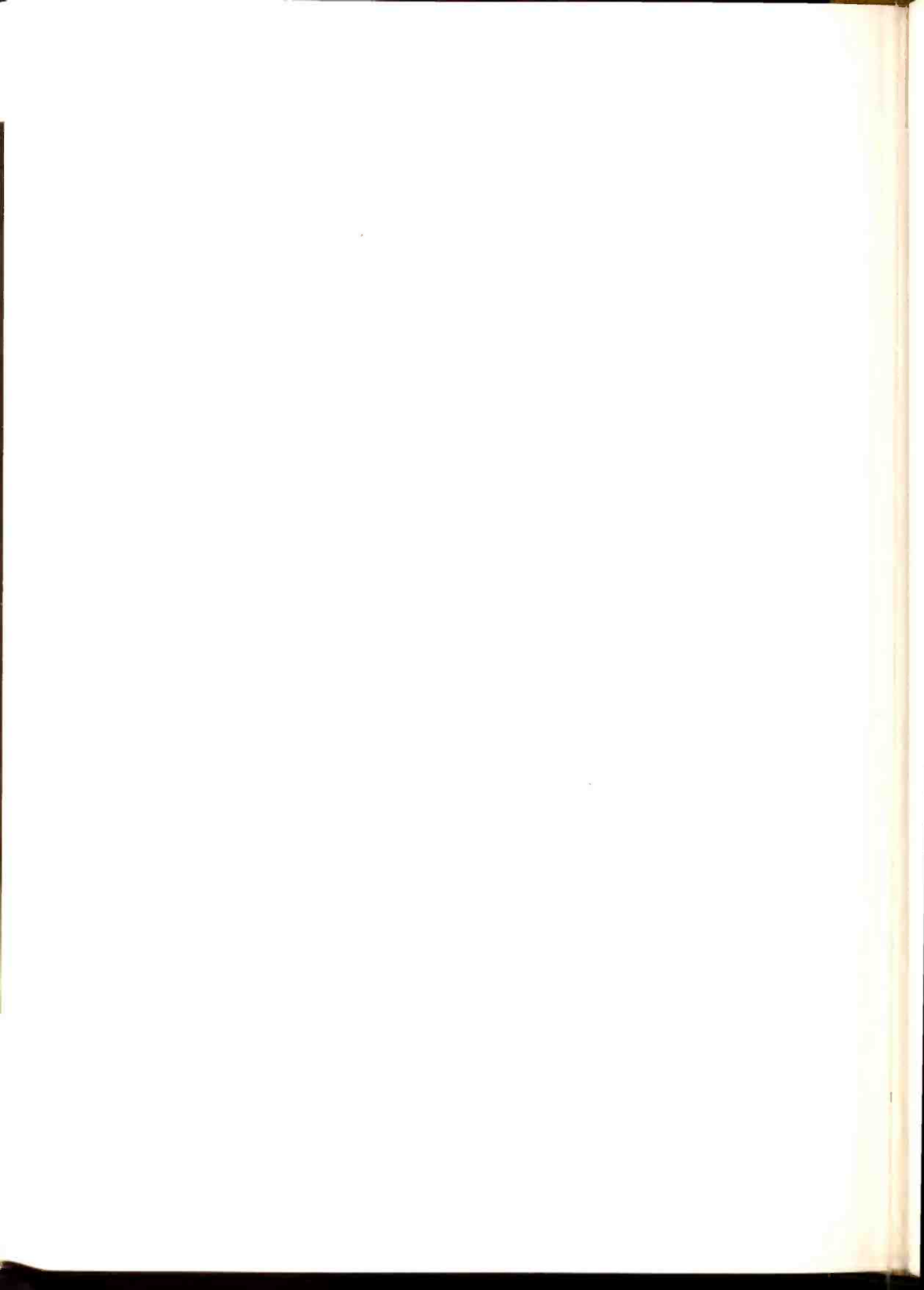


CBS PROGRAM BOOK • JULY, 1941

CBS announcer John Charles Daly and (narrator) Burgess Meredith report on the "Spirit of '41" from Fort Benning, Georgia (see page 21).





JULY, 1941

THE COLUMBIA PROGRAM BOOK

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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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<p>AFFILIATED PRODUCTS, INC. <i>(439th 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>(154th 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. (Beginning July 28: Mon., Wed., Fri.) <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>(270th Week on CBS)</i></p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Louise King, Hit Paraders Chorus</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 106 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY <i>(221st 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 & CO. <i>(21st Week on CBS)</i></p> <p>Treat Time with Buddy Clark</p> <p>Wayne King and His Orchestra <i>Music</i></p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. 51 CBS stations ORIGINATES: WBBM</p> <p>Saturday 7:30-8:00 p.m. 35 CBS stations ORIGINATES: WBBM</p>	<p>Treet <i>Lord & Thomas</i></p> <p>Luxor Products <i>Lord & Thomas</i></p>
<p>BAYER COMPANY <i>(301st Week on CBS)</i></p> <p>Second Husband with Helen Menken, presented by the Famous Actors' Guild</p>	<p>Tuesday 7:30-8:00 p.m. 75 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

BOWEY'S, INC.
(110th 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
(145th 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
(113th 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
(168th Week on CBS)

First Nighter
with Barbara Luddy and
Les Tremayne
Drama

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

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

CAMPBELL SOUP COMPANY
(343rd Week on CBS)

Amos 'n' Andy
Serial comedy-drama

Martha Webster
Dramatic serial

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

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

Campbell's Soups
*Ward Wheelock
Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>CAMPBELL SOUP COMPANY <i>Continued</i></p> <p>You're The Expert with Fred Uttal, MC, and guests <i>Forum</i></p> <p>Lanny Ross <i>Songs</i></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, Inc</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(139th 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, Inc</i></p>
<p>CHRYSLER CORPORATION <i>(278th Week on CBS)</i></p> <p>Major Bowes-Morton Gould Hour</p>	<p>Thursday 9:00-10:00 p.m. 85 CBS stations ORIGINATES: WABC</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, Inc</i></p>
<p>COCA-COLA COMPANY <i>(98th 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 8:00-8:30 p.m. 105 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY <i>(286th Week on CBS)</i></p> <p>Colgate Spotlight with Ed East, Charles Hathaway and his orchestra and guests <i>Variety</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 69 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Ted Bates, Inc.</i></p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

**COLGATE-PALMOLIVE-PEET
COMPANY***Continued***City Desk***Drama***Woman of Courage***Serial drama***Myrt and Marge***Serial drama***Stepmother***Serial drama***Elmer Davis***News*

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

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
4:30-4:45 p.m.
64 CBS stations
ORIGINATES: WABC

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

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

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

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.*

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

Palmolive Soap
*Ward Wheelock
Company*

COMMERCIAL CREDIT COMPANY
(67th Week on CBS)**Bob Trout***News*

Mon., Wed., Fri.
6:10-6:15 p.m.
Rebroadcast
11:10-11:15 p.m.
Mon., Wed., Sat.
11:55-12 mid.
64 CBS stations
ORIGINATES: WABC

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

CONTINENTAL BAKING CO., INC.
(339th Week on CBS)

Your Marriage Club
with Haven MacQuarrie
Quiz

Thursday
7:30-8:00 p.m.
Rebroadcast
11:30-12 mid.
48 CBS stations
ORIGINATES: ON TOUR

Wonder Bread,
Hostess Cake
Ted Bates, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>CURTISS CANDY COMPANY <i>(40th Week on CBS)</i></p> <p>News with Jackson Wheeler</p>	<p>Sat., Sun. 11:00-11:05 a.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Candy <i>C. L. Miller Company</i></p>
<p>DOUBLEMINT GUM <i>(472nd Week on CBS)</i></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 <i>J. Walter Thompson Company</i></p>
<p>EVERSHARP, INC. <i>(92nd Week on CBS)</i></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. 60 CBS stations ORIGINATES: WABC</p>	<p>Eversharp Pens and Pencils <i>The Biow Company</i></p>
<p>FLORIDA CITRUS COMMISSION <i>(71st Week on CBS)</i></p> <p>Mary Margaret McBride <i>Talks</i> (Ends July 4)</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 <i>Arthur Kudner, Inc.</i></p>
<p>FORD MOTOR COMPANY <i>(377th Week on CBS)</i></p> <p>Ford Summer Hour Ford Symphony and Rhythm Orchestras and Chorus, guest conductors and soloists <i>With Talks by Linton Wells</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 <i>McCann-Erickson, Inc.</i></p>
<p>GENERAL FOODS CORPORATION <i>(319th Week on CBS)</i></p> <p>We, the People with Burgess Meredith <i>Real-life experiences</i></p> <p>Claudia and David with Patricia Ryan and Richard Kollmar</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 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 88 CBS stations ORIGINATES: WABC</p>	<p>Sanka <i>Young & Rubicam, Inc.</i></p> <p>Grape Nuts <i>Young & Rubicam, Inc.</i></p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

GENERAL FOODS CORPORATION

*Continued***Kate Smith Speaks; News***Talks and news*

Mon. thru Fri.
12:00-12:15 p.m.
80 CBS stations
ORIGINATES: KATE
SMITH'S CAMP,
LAKE PLACID

Swansdown Cake Flour

Calumet

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.
73 CBS stations
ORIGINATES: WABC

La France

Satina

Minute Tapioca

Postum

*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.

*(371st 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

*(386th 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.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENC
<p>INTERNATIONAL SILVER COMPANY (173rd 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. 26 CBS stations ORIGINATES: WABC</p>	<p>International Sterling ar 1847 Rogers Bros. Silverplate <i>Young & Rubicam, in</i></p>
<p>IRONIZED YEAST CO., INC. (97th 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, In</i></p>
<p>JOHNSON & JOHNSON (13th Week on CBS)</p> <p>Voice of Broadway with Dorothy Kilgallen and guest stars</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, In</i></p>
<p>LADY ESTHER, LTD. (395th 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 Crea Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>LEVER BROTHERS COMPANY (309th Week on CBS)</p> <p>Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i> (Series ends July 7, returning same time, September 8)</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 9:30-10:00 p.m. 71 CBS stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. 53 CBS stations 30 CBC stations ORIGINATES: WABC</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, In</i></p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

LEVER 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.
60 CBS stations
ORIGINATES: WABC

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

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

Lifebuoy Soap
*William Esty &
Company, Inc.*

Rinso
Ruthrauff & Ryan, Inc.

Spry
Ruthrauff & Ryan, Inc.

LIGGETT & MYERS TOBACCO COMPANY*(453rd 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.
98 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.

PROVINCE OF ONTARIO*(11th 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.
53 CBS stations
ORIGINATES: TORONTO

Travel Service
*Walsh Advertising
Company, Ltd.*

PACIFIC COAST BORAX CO.*(Begins July 3)***Death Valley Days***Drama*

Thursday
8:00-8:30 p.m.
Rebroadcast
12:30-1:00 a.m.
57 CBS stations
ORIGINATES: WABC

20 Mule Team Borax,
Boraxo
20 Mule Team Borax
Flakes
McCann-Erickson, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>PET MILK SALES CORPORATION <i>(398th Week on CBS)</i></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. 54 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 65 CBS stations ORIGINATES: KMOX</p>	<p>Pet Irradiated Milk <i>Gardner Advertising Company</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. <i>(256th Week on CBS)</i></p> <p>Great Moments from Great Plays Directed by Charles Martin with guest stars and Ray Block's Orchestra <i>Dramas</i></p> <p>The Crime Doctor <i>Dramatic programs</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. 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 Cigarettes <i>The Biow Company, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. <i>(349th Week on WABC)</i></p> <p>The Story of Mary Marlin <i>Serial drama</i></p> <p>The Goldbergs <i>Serial drama</i></p> <p>The O'Neills <i>Serial drama</i></p>	<p>Mon. thru Fri. 5:00-5:15 p.m. 17 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 5:15-5:30 p.m. 16 CBS stations</p> <p>7 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 5:30-5:45 p.m. 35 CBS stations ORIGINATES: WABC</p>	<p>Ivory Soap <i>Benton & Bowles</i></p> <p>Duz <i>Compton Advertising, Inc.</i></p> <p>Dreft <i>Blackett-Sample- Hummert, Inc.</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

THE PROCTER & GAMBLE CO.

*Continued***Life Can Be Beautiful***Serial drama***Woman in White***Serial drama***Right to Happiness***Serial drama***Road of Life***Serial drama*

Mon. thru Fri.
1:00-1:15 p.m.
50 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.
48 CBS stations
17 CBC stations
ORIGINATES: WBBM

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

Ivory Flakes

*Compton Advertising,
Inc.*

Oxydol

*Blackett-Sample-
Hummert, Inc.*

Crisco

*Compton Advertising,
Inc.*

Chipso

Pedlar & Ryan, Inc.

PRUDENTIAL INSURANCE COMPANY
OF AMERICA*(110th 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*(426th 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

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

Camel Cigarettes
Prince Albert Smoking
Tobacco

*William Esty &
Company, Inc.*

SPEARMINT GUM

*(471st Week on CBS)***Dear Mom**

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

Drama

Sunday
6:55-7:15 p.m.
69 CBS stations
ORIGINATES: WBBM

Spearmint Gum

Arthur Meyerhoff & Co.

E. R. SQUIBB & SONS*(52nd Week on CBS)***Frank Parker in
Golden Treasury of Song***Musical*

Mon. thru Fri.
3:15-3:30 p.m.
37 CBS stations
(43 on Wednesday)
ORIGINATES: WABC

Squibb Products
*Geyer, Cornell &
Newell, Inc.*

TEXAS COMPANY*(214th Week on CBS)***Treasury-Hour—
Millions for Defense**

The Texas Company donates its summer period, and America's greatest radio, stage and screen stars their talents, in behalf of the sale of U.S. Defense Bonds. Earle McGill directs the new series, of which Howard Dietz is Coordinator-Chairman; music is furnished by Al Goodman's "Star Theatre" orchestra and chorus led by Ray Block; and Larry Elliott announces.

Wednesday
9:00-10:00 p.m.
88 CBS stations
ORIGINATES:
WABC & KNX

U. S. Defense
Stamps and Bonds
Buchanan & Co.

U. S. TOBACCO COMPANY*(318th 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 Tobacco
Arthur Kudner, Inc.

**COLUMBIA
PACIFIC
NETWORK****AMERICAN CHICLE COMPANY***(17th Week on CBS)*

By the Way
with Bill Henry

Tues., Fri.
9:30-9:45 p.m. PST
ORIGINATES: KNX

Chiclets & Dentyne
*Badger, Browning
& Hersey, Inc.*

BATHASWEET CORPORATION*(91st Week on CBS)*

Bob Garred Reporting
News

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

Bathasweet Products
*H. M. Kiesewetter
Advertising Agency*

COLONIAL DAMES, INC.*(82nd Week on CBS)*

"Find A Woman"
with Knox Manning

Sunday
7:25-7:30 p.m. PST
ORIGINATES: KNX

Cosmetics
Glasser, Gailey & Co.

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

COLUMBIA
PACIFIC
NETWORK

GALLENKAMP STORES COMPANY

*(7th Week on CBS)***Here's the Clue**
with Frank Graham
*Commentary*Thursday
6:45-6:50 p.m. PST
Beginning July 11
Friday
8:45-9:00 p.m. PST
ORIGINATES: KNXShoes
*Long Advertising
Service*

GENERAL FOODS CORPORATION

*(319th Week on CBS)***The Second Mrs. Burton**
*Dramatic serial*Mon. thru Fri.
3:00-3:15 p.m. PST
ORIGINATES: KNXWalter Baker's
Chocolate and Cocoa
*Benton & Bowles, Inc.*GENERAL PETROLEUM
CORPORATION OF CALIFORNIA*(27th Week on CBS)***I Was There**Sunday
9:00-9:30 p.m. PST
ORIGINATES: KNXMobilgas, Mobiloil
Smith & Drum, Inc.

RICHARD HUDNUT

*(79th Week on CBS)***Hollywood Showcase**Tuesday
8:30-9:00 p.m. PST
ORIGINATES: KNXMarvelous Cosmetics
Benton & Bowles, Inc.

P. LORILLARD COMPANY

*(266th Week on CBS)***Don't Be Personal**
with Art Baker
*Quiz*Sunday
8:30-9:00 p.m. PST
ORIGINATES: KNXBeechnut Cigarettes
Lennen & Mitchell, Inc.

LOS ANGELES SOAP COMPANY

*(92nd Week on CBS)***Knox Manning**
*News*Mon. thru Fri.
2:00-2:15 p.m. PST
ORIGINATES: KNXWhite King Soap
Sierra Pine Soap
Raymond R. Morgan Co.

THE MENNEN COMPANY

*(116th Week on CBS)***Bob Garred Reporting**
*News*Mon., Wed., Fri.
7:30-7:45 a.m. PST
ORIGINATES: KNXMennen Shaving Cream
*H. M. Kiesewetter
Advertising Agency*

NATIONAL LEAD COMPANY

*(52nd Week on CBS)***Answer Auction**
*Quiz*Sunday
7:30-8:00 p.m. PST
ORIGINATES: KNXNational Lead Products
Erwin Wasey & Co.

**COLUMBIA
PACIFIC
NETWORK**

Continued

PETER PAUL, INC.
(51st 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**
(39th Week on CBS)

What's On Your Mind?

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

Planters Salted Peanuts
Planters Peanut Oil
Raymond R. Morgan (

**SOIL OFF MANUFACTURING
COMPANY**
(22nd 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, l*

THE TAYTON COMPANY

Jimmie Fidler
Motion Picture Commentaries
(Begins July 11)

Friday
8:30-8:45 p.m. PST
ORIGINATES: KNX

Tayton Cosmetics
*Batten, Barton, Durst
& Osborn, Inc.*

**WILMINGTON TRANSPORTATION
COMPANY**
(8th Week on CBS)

Catalina Fun Quiz

Mon. thru Fri.
1:45-2:00 p.m. PST
ORIGINATES: KNX

Santa Catalina Island,
Summer Resort
Arthur Meyerhoff & C

**COLUMBIA
CALIFORNIA
NETWORK**

BREAKFAST CLUB COFFEE, INC.
(26th Week on CBS)

Voice of Friendship
with Rita Murray

Mon., Wed.
9:45-10:00 a.m. PST
ORIGINATES: KNX

Breakfast Club Coffee
*Lockwood-Shacklefor
Advertising Agency*

KNOX GELATINE COMPANY
(31st 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, l.

SEASIDE OIL COMPANY
(12th Week on CBS)

Seaside Spelling Bee Liuer

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

Seaside Ethyl Gasoline and
Silverol Motor Oil
The McCarty Compan

UNION OIL COMPANY
(31st Week on CBS)

Nelson Pringle
News Analysis
(Begins July 7)

Mon. thru Fri.
7:45-8:00 a.m. PST
ORIGINATES: KNX

Gas and Oil
Lord & Thomas

CLIENT AND PROGRAM

TIME

PRODUCER AND OBJECT

WABC
SPONSORED
PROGRAMS

AMERICAN CHICLE COMPANY*

(44th Week on WABC)

Announcements

Mon. thru Sat.
8:00-8:01:30 a.m.Chiclets and Dentyne
*Badger, Browning &
Hersey, Inc.*AMERICAN CIGARETTE &
CIGAR COMPANY*

(19th Week on WABC)

Modern Design Music

Mon. thru Sat.
8:20-8:25 a.m.Pall Mall Cigarettes
*Ruthrauff & Ryan,
Inc.*

BEN MARDEN'S RIVIERA

(1st Week on WABC)

Music of Today

Mon., Wed., Fri.
8:15-8:20 a.m.Ben Marden's Riviera
*J. R. Kupsick Advertis-
ing Agency, Inc.*

H. C. BOHACK COMPANY, INC.

(Begins July 8)

Mary Margaret McBride

Tues., Thurs.
3:00-3:15 p.m.Bohack Stores and
Bohack Products
*E. M. Freystadt
Associates, Inc.*

BOOK HOUSE FOR CHILDREN

(9th Week on WABC)

Woman's Page of the Air

with Adelaide Hawley

*Participations*Mon., Wed., Fri.
8:45-9:00 a.m.Book House
*Presba, Fellers &
Presba, Inc.*

THE BORDEN COMPANY*

(PIONEER DIVISION)

(11th Week on WABC)

Announcements

Wed., Fri., Sat.
6:45-6:46:30 p.m.Reid's Ice Cream
Pedlar & Ryan, Inc.

BULOVA WATCH COMPANY

(619th Week on WABC)

Time Signals

Sun. thru Sat.
10 Times DailyBulova Watches
*The Biow Company*CHESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED*

(Begins July 7)

Announcements

Mon., Tues., Thurs.
6:45-6:46:30 p.m.Vaseline Preparations
McCann-Erickson, Inc.

DREZMA, INC.

(35th Week on WABC)

Lessons in Loveliness

with Nell Vinick

Tues., Thurs., Sat.
8:25-8:30 a.m."Drezma" Cosmetics
*Blaine-Thompson Co.,
Inc.*

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

**WABC
SPONSORED
PROGRAMS**

Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
FLORIDA CITRUS COMMISSION* (Begins July 7) Arthur Godfrey <i>Participations</i>	Mon. thru Sat. 7:00-7:15 a.m.	Florida Citrus Fruit <i>Arthur Kudner, Inc.</i>
KEM LABORATORIES (3rd Week on WABC) Woman's Page of the Air with Adelaide Hawley <i>Participations</i>	Thursday 8:45-9:00 a.m.	Kem Liquid Plant Food <i>Neff-Rogow, Inc.</i>
KRUG BAKING COMPANY (80th Week on WABC) Woman's Page of the Air with Adelaide Hawley <i>Participations</i>	Mon. thru Fri. 8:45-9:00 a.m.	Bakery Products and Coffee <i>Elmer L. Cline</i>
LEHN & FINK PRODUCTS CORP.* (11th Week on WABC) Arthur Godfrey <i>Participations</i> (Series ends July 2)	Mon., Wed., Fri. 6:35-7:00 a.m.	Hind's Honey & Almond Cream <i>William Esty & Company, Inc.</i>
MARLIN FIREARMS COMPANY (32nd Week on WABC) 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.* (9th Week WABC) Evening News	Mon., Tues., Wed. 10:45-11:00 p.m.	Calox Tooth Powder <i>J. D. Tarcher & Co., Inc.</i>
MELVILLE SHOE COMPANY (137th Week on WABC) Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Thom McAn Shoes <i>Neff-Rogow, Inc.</i>
NOXZEMA CHEMICAL CO., INC.* (13th Week on WABC) Battle of the Boroughs <i>Quiz</i>	Saturday 9:45-10:15 p.m.	Noxzema Products <i>Ruthrauff & Ryan, Inc.</i>

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

**WABC
SPONSORED
PROGRAMS**
Continued

PEPSI-COLA COMPANY* <i>49th 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>
PETER PAUL COMPANY* <i>69th Week on WABC)</i> Early Riser's News	Mon., Wed., Fri. 6:30-6:35 a.m.	Mounds <i>Platt-Forbes, Inc.</i>
SELECT THEATRES CORP. <i>43rd Week on WABC)</i> Announcement	Mon., Tues., Wed. 11:58:50 p.m.- 12 mid.	"Hellzapoppin" <i>Blaine-Thompson Co., Inc.</i>
THE SHALER COMPANY <i>3rd Week on WABC)</i> Arthur Godfrey Participations (Starts July 18)	Mon. thru Sat. 6:35-7:00 a.m.	Rislone Motor Tune-up <i>Kirkgasser-Drew Advertising Agency</i>
WARD BAKING COMPANY <i>9th Week on WABC)</i> Arthur Godfrey Participations	Mon. thru Sat. 7:00-7:15 a.m.	Ward's Tip Top Bread <i>Sherman K. Ellis & Co., Inc.</i>
WARNER BROTHERS PICTURES, INC.* <i>(2nd Week on WABC)</i> Arthur Godfrey Participations (Ends July 5)	Mon. thru Sat. 7:00-7:15 a.m.	"Sergeant York" <i>J. Walter Thompson Co.</i>
WEST DISINFECTING COMPANY <i>12th 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>
R. C. WILLIAMS & CO., INC. <i>4th Week on WABC)</i> Arthur Godfrey	Mon., Wed., Fri. 7:30-7:45 a.m.	Royal Scarlet Coffee <i>Alley & Richards Co.</i>

**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 ten classifications:

1. NEWS BROADCASTS	Page 20
2. NATIONAL DEFENSE	Page 21
3. VARIETY PROGRAMS	Page 21
4. DRAMATIC SERIES	Page 22
5. SERIOUS MUSIC	Page 23
6. EDUCATIONAL PROGRAMS	Page 24
7. CHILDREN'S PROGRAMS	Page 25
8. RELIGIOUS BROADCASTS	Page 26
9. PERSONALITIES	Page 26
10. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: JUNE PROGRAMS	Page 29

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

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

News Broadcasts: Edward R. Murrow, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery and Howard K. Smith from Berlin; Charles Barbe from Rome; Cecil Brown with the British Forces in Syria; Edward Chorlian from Cairo; 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., SUNDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., SUNDAY THRU SATURDAY; 10:45-11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 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, 3:55-9:00 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 Bylines11:00-11:15 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.

**NATIONAL
DEFENSE**

PROGRAM AND TIME

DESCRIPTION

Report to the Nation

8:00-8:30 p.m.

EACH MONDAY

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 is produced by Brewster Morgan.

Proudly We Hail

8:30-8:55 p.m.

EACH FRIDAY

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 Bargy conducts.

Spirit of '41

4:30-5:00 p.m.

EACH SUNDAY

Broadcast in the interest of national defense this new series singles out each week a unit of the Army, Navy or Marines and, in dramatic form, traces its history and development. Brewster Morgan directs the program which is written by Willis Cooper. The narrator is Burgess Meredith.

Calling Pan-America

4:00-4:30 p.m.

EACH SATURDAY

The Columbia Broadcasting System takes another step toward bringing the Americas close 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.

The People's Platform

7:00-7:30 p.m.

EACH SATURDAY

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

You Decide

1:30-2:00 p.m.

EACH SUNDAY

BEGINNING JULY 13

Crucial democratic issues in the early lives of celebrities are dramatized, and a panel of youngsters discusses the decision that should have been made. The celebrity then appears in person and tells why he decided as he did.

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 which was originated by Ray Harvey.

"Forecast"

9:00-10:00 p.m.

EACH MONDAY

BEGINNING JULY 14

For the second summer, CBS presents "Forecast." annual eight-week series of new programs based on unusual, exciting radio ideas. Following the brilliant pattern set in 1940, each broadcast represents a sample of an entire radio series. The brightest names of stage and screen are starred in the programs, which originate from New York and Hollywood.

JULY 14: "The Thousands and One Nights," starring Marlene Dietrich, with a distinguished supporting cast, and a large orchestra under the direction of Wilbur Hatch.

JULY 21: From New York: "51 East 51," an ingenious musical show "with comedy and vice versa," starring Kay Thompson and featuring several famous musical personalities. From Hollywood: Mischa Auer in a new comedy.

JULY 28: "Song Without End," a dramatic, imaginative treatment of the lives of great composers, with guest stars playing the composers and famous virtuosi performing their music.

Southern Cruise

7:30-8:00 p.m.

EACH FRIDAY

BEGINNING JULY 11

Frances Langford and Dick Powell are the singing leads in this unusual story placed aboard a mythical American liner making calls in the various ports of the Pan American nations. The new series is broadcast in the United States and short waved to Latin America.

Matinee at Meadowbrook

4:00-5:55 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.

Columbia Workshop

10:30-11:00 p.m.

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, original series called "26 by Corwin."

**DRAMATIC
SERIES**

Continued

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>"Young Ideas" 5:00-5:30 p.m. EACH SUNDAY</p>	<p>The youthful employes of Columbia's Hollywood station KNX direct, cast and perform in this new series, a direct outgrowth of the KNX Junior Workshop.</p>
<p>The Life of Riley 11:05-11:30 a.m. EACH SATURDAY</p>	<p>Famous stage and screen actor Lionel Stander, supported by a talented cast, stars in a new comedy-drama. The series is directed by Leonardo Bercovici, and written by Mr. Bercovici and Bob Sloan.</p>
<p>Columbia Broadcasting Symphony 3:00-4:00 p.m. EACH SUNDAY</p>	<p>Brilliant conductor Howard Barlow brings back the Columbia Broadcasting Symphony for its sixth series of annual summer concerts. For July the program includes:</p> <p>JULY 6: <i>Rossini</i>: Overture to "William Tell"; <i>Tschaikowsky</i>: Waltz from Serenade in E Minor; <i>Dvorak</i>: New World Symphony.</p> <p>JULY 13: <i>Mozart</i>: Overture to "Marriage of Figaro"; <i>Schubert</i>: Entr'acte and Ballet Music from "Rosamunde"; <i>Richard Strauss</i>: Ein Heldenleben.</p> <p>JULY 20: <i>Bizet</i>: "Patrie" dramatic overture. Entr'actes and Bohemian Dance from "Carmen"; <i>Mendelssohn</i>: Italian Symphony.</p> <p>JULY 27: <i>Mozart</i>: Symphony in G Minor <i>Meredith Willson</i>: San Juan Bautista from Symphony No. 2, "Missions of Southern California." <i>Liszt</i>: Les Preludes.</p>
<p>Columbia Concert Orchestra 4:30-5:00 p.m. MONDAY, THURSDAY, FRIDAY 9:30-10:00 p.m. EACH FRIDAY 7:30-8:00 p.m. EACH SATURDAY</p>	<p>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.</p>
<p>Lewisohn Stadium Concerts 9:30-10:00 p.m. (8:30-10:30 p.m. WCBX only) EACH TUESDAY</p>	<p>From Lewisohn Stadium Columbia brings the famous concerts to its audiences in Latin America as well as the United States. For the Latin American listeners the programs are announced in Spanish and Portuguese alternately each week.</p>

SERIOUS
MUSIC

Columbia Concert Hall

12:00-3:55 p.m.

SATURDAY, JULY 19

The Columbia Concert Hall, presenting the Dorian String Quartet, with Vera Brodsky at the piano, offer *Villa-Lobos'* String Quartet No. 3 and *Dvorak's* Quintet for Piano and String, Opus 81, in A Major.

Vera Brodsky

12:30-3:55 p.m.

EACH SATURDAY

Famed concert pianist Vera Brodsky comes back to Columbia with a wide repertoire of piano music both modern and ancient.
JULY 5: All-Spanish program.
JULY 12: All-*Brahms* program: Capriccios and Intermezzi.

Dorian String Quartet

12:00-3:30 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.
JULY 12: *Gounod*: Third Quartet.

From the Organ Loft

12:15-9:45 a.m.

EACH SUNDAY

Famous organist Julius Mattfeld brings back Columbia's well known series of organ recitals with a vast new repertory.

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:

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EDUCATIONAL
PROGRAMS

Invitation to Learning

12:00-2:30 p.m.

EACH SUNDAY

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**

Continued

PROGRAM AND TIME	DESCRIPTION
Children Also Are People 3:45-3:55 p.m. EACH WEDNESDAY	CBS presents a new series of broadcasts by child experts and various celebrities to show parents that children are people, too.
Columbia's Country Journal 12:00-12:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a weekly roundup of farm news, and interviews distinguished agricultural authorities and leaders.
Highways to Health 4:15-4:30 p.m. EACH FRIDAY	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.
Exploring Space 3:45-3:55 p.m. EACH FRIDAY	This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.
Columbia's Lecture Hall 3:45-3:55 p.m. EACH MONDAY	Columbia's listeners hear lectures and discussions on Latin American affairs by various authorities in the field.
America in Transition 3:45-3:55 p.m. EACH TUESDAY	This new series features interviews on the work of artists, scientists and technologists by John Allen Wolf.
Adventures in Science 3:45-3:55 p.m. EACH THURSDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.
Of Men and Books 2:30-3:00 p.m. EACH SATURDAY	Professor John T. Frederick of the Medical School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.
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.

**CHILDREN'S
PROGRAMS**

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 July:

JULY 6: Morning: Lt. Col. Frederick Percy Houghton, Chaplain, 28th Division, U. S. A., Indiantown Gap, Pennsylvania.

Afternoon: Mr. Harold B. Lee, Quorum of the Twelve Apostles, Church of Jesus Christ of Latter-Day Saints, Salt Lake City, Utah.

JULY 13: Morning: Dr. William R. Pankey, Second Baptist Church, St. Louis, Missouri.

Afternoon: Roman Catholic Service.

JULY 20: Morning: Dr. N. C. Carlsen, President, United Danish Evangelical Lutheran Church in America, Blair, Nebraska.

Afternoon: Dr. Frank F. Bunker, Christian Science Committee on Publication for the District of Columbia, Washington, D. C.

JULY 27: Morning: Methodist Service.

Afternoon: Rev. Bryan J. McEntegart, President, National Conference of Catholic Charities, Catholic Charities Diocese of N. Y.

Wings Over Jordan

10:30-11:00 a.m.

EACH SUNDAY

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

JULY 6: Willa B. Brown, Oaklawn, Ill. Coordinator Civil Pilot Training, Coffey Flying Service, Harlem Airport.

JULY 13: To be announced.

JULY 20: Dr. J. I. Drake, President, State Agricultural and Mechanical Institute, Normal, Alabama.

JULY 27: Mary L. Williams, President, American Teachers Association, Charleston, W. Va.

The Old Dirt-Dobber

8:30-10:00 a.m.

EACH SATURDAY

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

Outdoors with Bob Edge

6:15-6:30 p.m.

EACH THURSDAY

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

PERSONALITIES

PERSONALITIES

Continued

Juan Arvizu
10:30-10:45 p.m.
MONDAY, TUESDAY, WEDNESDAY

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

What's New At The Zoo?
11:30 a.m.-12:00 noon
EACH 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.

LIGHT MUSIC

SPEBSQSA
8:30-8:55 p.m.
EACH THURSDAY

Bright new CBS summer feature is "The Society for the Preservation and Encouragement of Barber Shop Quartette Singing in America," boasting such members as ex-Postmaster General James A. Farley, the Mayor of New York, and the Governors of New Mexico, Texas, Wyoming, Arkansas.

**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.

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 interpretation. Among the current vocalists are:
Juan Arvizu Bob Hannon
 Burl Ives

Dance Orchestra
VARIOUS HOURS
MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for July:
Charles Barnett Dick Jergens
Les Brown Johnny Long
Sonny Dunham Michael Loring
Benny Goodman Vaughan Monroe
Carl Hoff Alvino Rey
 Charles Spivak

**BS SHORT WAVE
ROADCAST 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 broadcasts designed exclusively for European and South American listeners.

News Broadcasts
(in English)
11:30-11:45 a.m., 1:30-1:45.
4:45-6:00, 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.
(in Serbo-Croat)
1:30-5:45 p.m.
MONDAY THRU SATURDAY
12 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.
THURSDAY, 7:45-8:00 p.m.
MONDAY, 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
11:45-7:00 p.m.
MONDAY THRU FRIDAY
12:00-7:15 p.m., SAT. (WCBX)
12:30-12:45 p.m., 2:30-2:45 p.m.
1:45-6:00 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, (WCBX). Monday through Friday by Adriano A. Rubio (WCAB).

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

News of Latin America
(in Spanish)
12:00-8:15 p.m.
MONDAY, WEDNESDAY, FRIDAY

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

News in Portuguese
11:15-7:30 p.m., DAILY

Luis Correa and Luis Jatoba, native Brazilian journalists, report the news each day.

**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.

Cultural News in Spanish
12:00-9:15 p.m.
EACH FRIDAY

José Santos Quijano is heard each Friday in a quarter-hour digest of cultural news of special interest to South American listeners.

ADDENDA:

JUNE PROGRAMS

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

PUBLIC AFFAIRS

JUNE 3: John G. Winant, United States Ambassador to the Court of St. James's, and Ernest Bevin, British Minister of Labor, described the part that is played by the social welfare agencies when a nation is at war. 9:30-9:45 p.m.

JUNE 5: Secretary of the Treasury Henry Morgenthau, Jr., delivered an address over the CBS network on "One Month of Defense Bonds Sales," 10:45-11:00 p.m.

JUNE 8: Lord Woolton, British Minister of Food, told the American audience of the difficulties confronting England in its efforts to keep its military forces and civilian populace supplied with food. 5:15-5:30 p.m.

JUNE 8: Robert E. Sherwood, famed playwright, discussed the problem of maintaining civilian morale in the national emergency recently proclaimed by President Roosevelt, 7:15-7:30 p.m.

JUNE 8: Concluding a ten-day speaking tour through the northeastern section of the country, Senator Claude Pepper of Florida, member of the Senate's Foreign Relations Committee, delivered an address to Columbia's network listeners under the auspices of the Committee to Defend America by Aiding the Allies. 11:15-11:30 p.m.

JUNE 9: Women's role in the United States vast national defense set-up was analyzed by Mrs. Henry Morgenthau, Jr., wife of the Secretary of the Treasury, 4:15-4:30 p.m.

JUNE 10: William S. Knudsen, director of the Office of Production Management, and Assistant Secretary of War Robert Patterson and high ranking military officials joined in a report to CBS listeners on conditions of the nation's arsenals, 10:30-11:00 p.m.

JUNE 11: Mme. Eve Curie, celebrated author who lost her French citizenship through a recent decree of the Pétain government, spoke in behalf of United States Defense Savings Bonds, 4:45-5:00 p.m.

JUNE 21: Senator Gerald P. Nye, Republican of North Dakota, spoke on "America and the War," 8:30-8:55 p.m.

JUNE 21: Neutral Ireland's role in the War was explained by General Frank Aiken, Minister for Defense for Eire, in a talk over the CBS network, 10:15-10:30 p.m.

JUNE 22: The merits of United States Defense Bonds in larger denominations for heavy investors was discussed by two experts, Theodore Goldsmith, Washington financial reporter, and Lindsay Bradford, president of the City Bank Farmers Trust Co., New York, 7:15-7:30 p.m.

JUNE 22: Nationally-known newspaper columnist Dorothy Thompson delivered an address on freedom and democracy, speaking under auspices of the Ring of Freedom Corporation. 2:35-3:00 p.m.

JUNE 24: Daniel Tobin, president of the International Brotherhood of Teamsters, Chauffeurs' and Warehousemen's Union (CIO) analyzed labor's support of the defense program, 10:15-10:30 p.m.

JUNE 28: Colonel William J. Donovan, in a talk on "Our Spiritual Defense," discussed the methods used by Hitler to bring disunity in countries abroad, 8:30-8:45 p.m.

JUNE 28: Columbia's network listeners heard six national figures in a roundtable discussion of Defense Savings Bonds: Vice-President Henry A. Wallace; Representative Sam Rayburn, Democrat of Texas, and Speaker of the House; Senator Arthur Capper, Republican of Kansas and member of the Senate Finance Committee; Representative John W. McCormack, Democrat of Massachusetts, and the House Majority Leader; Senator Scott Lucas, Democrat of Illinois, and Representative Fred L. Crawford, Republican of Michigan. 10:15-10:45 p.m.

JUNE 28: Senator Claude Pepper, Democrat of Florida, spoke in answer to isolationist views and replied to the stand recently taken by Senator Gerald P. Nye, Republican of North Dakota, in an earlier talk over Columbia. 6:00-6:30 p.m.

SPECIAL EVENTS

JUNE 4: Admiral Harold R. Stark, Chief of Naval Operations, Major General H. H. Arnold, Chief of the Army Air Corps, and Robert A. Lovett, Assistant Secretary of War, spoke to Columbia's network listeners in connection with the annual convention of the National Aeronautic Association, 11:30-11:45 p.m.

JUNE 6: Harry Nash, golf editor of the *Newark Evening News*, and Jimmy Dolan, of CBS's sports staff, summarized for Columbia's audience the first two days of the 45th annual national open golf championship in Fort Worth, Texas, 7:45-8:00 p.m.

JUNE 7: Summaries and highlights of the final plays of the open golf championship in Fort Worth were given over Columbia by Harry Nash and CBS sports reporter Jimmy Dolan, 4:30-4:45 p.m., 7:45-8:00 p.m.

JUNE 7: Veteran sports columnist Bill Corum and CBS ace sports reporter Ted Husing gave preview and eye-witness accounts of the Belmont Stakes. 4:45-5:00 p.m.

JUNE 11: A dramatic program with prominent American writers and actors participating, scheduled under auspices of the United China Relief Fund to stimulate their campaign in this country, was heard by Columbia's listeners, 10:15-10:30 p.m.

JUNE 14: Columbia's listeners heard ten American children talk to their fathers, stationed in London on naval duty, by means of a two-way trans-Atlantic broadcast carried over the CBS network as a Navy Fathers' Day program, 2:35-3:00 p.m.

JUNE 14: Assisted by Jimmy Dolan, Ted Husing gave Columbia's listeners an exciting, eye-witness description of the Astoria, run for a purse of \$5,000 over a course of five and a half furlongs, 4:30-4:45 p.m.

JUNE 14: Prime Minister Mitchell F. Hepburn of Ontario, and Harry F. Kelly, Secretary of State of Michigan, spoke on the St. Lawrence seaway, project strongly urged by President Roosevelt, 4:45-5:00 p.m.

JUNE 17: Representative Bernard J. Gehrman, Progressive of Wisconsin, was heard over the Columbia network in a talk on the St. Lawrence project, 10:15-10:30 p.m.

JUNE 21: The Dwyer, open to three-year-olds and run over a mile and a quarter course, was described for Columbia's listeners by Ted Husing, assisted by Jimmy Dolan, 4:30-4:45 p.m.

JUNE 22: Speaking from London, Janet Murrow, director of "Bundles for Britain" in the British capital and wife of CBS's chief of staff in Europe, described how clothing gathered in America is given to bombed-out civilians in England, 5:15-5:30 p.m.

JUNE 25: William J. Gottlieb, president of the Automobile Club of New York, Inc., told the CBS audience "How Motorists Can Avoid 'Gasless Sundays,'" 4:15-4:30 p.m.

JUNE 25: Physical fitness as a keystone in the building of national defense was the subject of an informal roundtable discussion over the Columbia network in connection with the 45th convention of the American Osteopathic Association, 4:45-5:00 p.m.

JUNE 26: Pope Pius XII spoke over the Columbia network in an address to the Ninth National Eucharistic Congress in St. Paul and Minneapolis, 2:00-2:15 p.m.

JUNE 28: Columbia's audience heard William L. Shirer, CBS news analyst, receive the National Headliners Club Award, 6:30-6:45 p.m.

JUNE 28: From Pascagoula, Mississippi, the CBS network audience heard Rear Admiral Emory S. Land, U.S.N., Retired, speak at the launching of the S.S. African Comet, 1:20-1:30 p.m.

JUNE 28: CBS sports reporter Ted Husing, assisted by Jimmy Dolan, brought Columbia's coast-to-coast listeners a vivid description of the Brooklyn Handicap, 4:30-4:45 p.m.

JUNE 29: The senior national A.A.U. track and field championships at Franklir Field, Philadelphia, were covered for Columbia's coast-to-coast listeners by CBS sports reporter Ted Husing, assisted by Jimmy Dolan, 3:00-4:00 p.m.

JUNE 29: As part of the U.S.O. drive for funds to be used for recreational facilities for the American armed forces, film stars in Hollywood participated in a special program over CBS, 11:30 p.m.-12:30 a.m.

JUNE 30: Distinguished Latin American educators, guests of the Columbia Broadcasting System at a reception and luncheon, participated in a network broadcast in which they presented their views on the United States' policies, 4:15-4:30 p.m.

THE COLUMBIA BROADCASTING SYSTEM

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