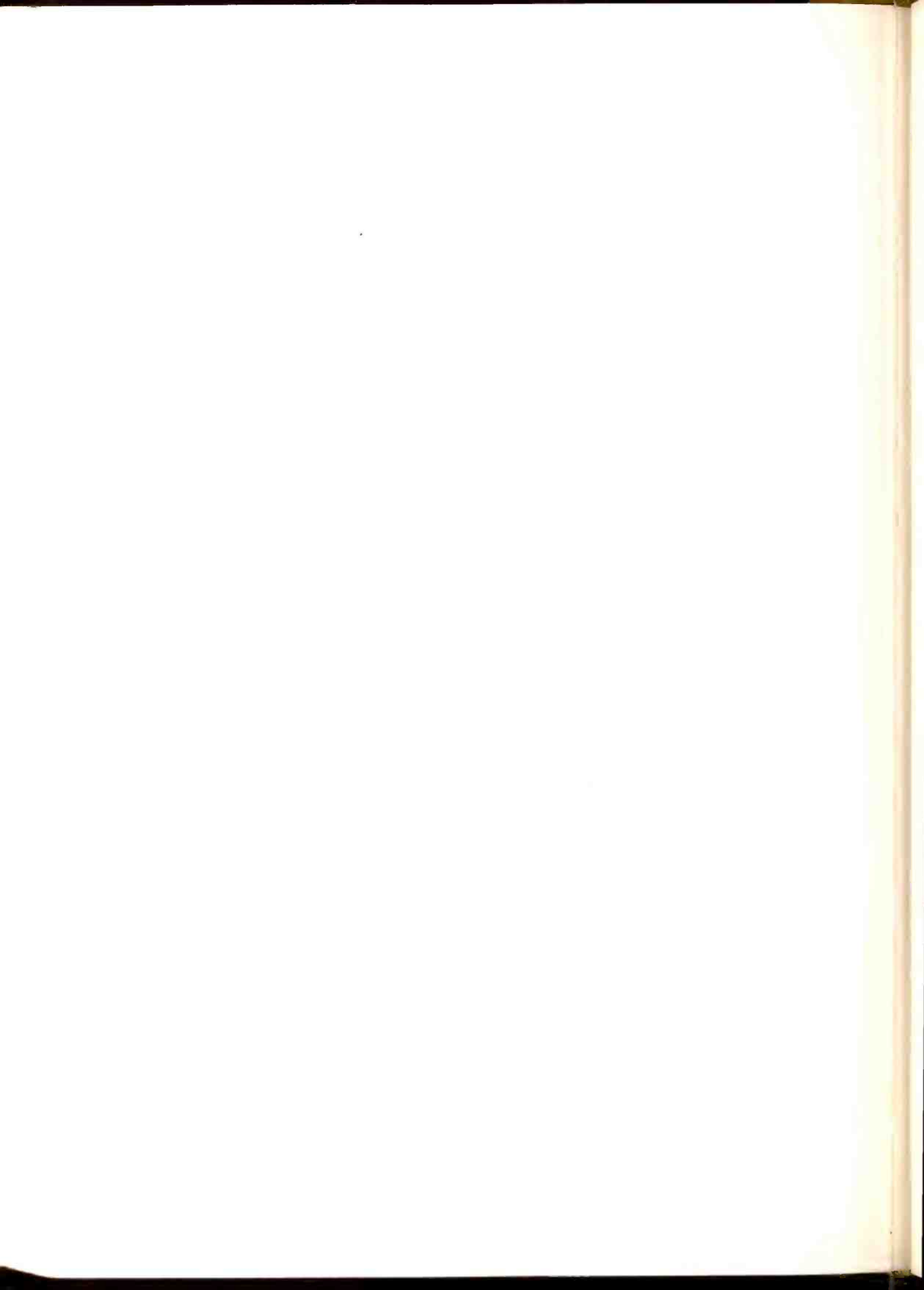


CBS PROGRAM BOOK • SEPTEMBER, 1941

JUAN ARVIZU and the Trio Flores del Rio, Latin-American favorites heard exclusively over CBS (see page 26).





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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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>AFFILIATED PRODUCTS, INC. (448th Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics, Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY (163rd Week on CBS)</p> <p>The Human Side of the News by Edwin C. Hill</p>	<p>Mon., Wed., Fri. 6:00-6:10 p.m. <i>Rebroadcast</i> 11:00-11:10 p.m. 53 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (279th Week on CBS)</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. 108 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (230th Week on CBS)</p> <p>Our Gal, Sunday</p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>ARMOUR & CO. (30th Week on CBS)</p> <p>Treat Time with Buddy Clark</p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. 50 CBS stations ORIGINATES: WBBM</p>	<p>Treet <i>Lord & Thomas</i></p>
<p>BAYER COMPANY (310th Week on CBS)</p> <p>Second Husband with Helen Menken, presented by the Famous Actors' Guild</p>	<p>Tuesday 7:30-8:00 p.m. 76 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>BOWEY'S, INC. (119th Week on CBS)</p> <p>Stars Over Hollywood Original drama with Knox Manning, MC, and guest stars</p>	<p>Saturday 12:30-1:00 p.m. <i>Rebroadcast</i> 1:30-2:00 p.m. 45 CBS stations ORIGINATES: KNX</p>	<p>Dari-Rich Products <i>Sorensen & Company</i></p>

BROWN & WILLIAMSON TOBACCO CORPORATION

54th Week on CBS)

Paul Sullivan Reviews the News

(Series ends after Sept. 18)

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

Raleigh Cigarettes

Batten, Barton, Durstine & Osborn, Inc.

CALIFORNIA FRUIT GROWERS EXCHANGE

22nd Week on CBS)

Sunkist Presents Hedda Hopper's Hollywood

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

Sunkist Oranges
Sunkist Lemons

Lord & Thomas

CAMPANA SALES COMPANY

77th Week on CBS)

First Nighter
with Barbara Luddy and Les Tremayne

Drama

Tuesday
8:30-8:55 p.m.
51 CBS stations
ORIGINATES: WBBM
(Beginning Sept. 19,
Friday, 9:30-9:55 p.m.)

Campana Hand Cream,
Italian Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries

Aubrey, Moore & Wallace, Inc.

CAMPBELL SOUP COMPANY

52nd Week on CBS)

Arkansas Traveler

starring Bob Burns

(Series begins Sept. 16)

Tuesday
8:30-8:55 p.m.
Rebroadcast
12:30-12:55 a.m.
60 CBS stations
ORIGINATES: KNX

Campbell's Soups

Ruthrauff & Ryan, Inc.

Amos 'n' Andy

Serial comedy-drama

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

Campbell's Soups

Campbell's Pork and Beans

Ward Wheelock Company

The Man I Married

Dramatic serial

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

Campbell's Soups

Campbell's Pork and Beans

Ward Wheelock Company

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>CAMPBELL SOUP COMPANY <i>Continued</i></p> <p>Fletcher Wiley <i>Talks</i></p> <p>Lanny Ross <i>Songs</i></p>	<p>Mon. thru Fri. 2:30-2:45 p.m. 35 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 57 CBS stations (Mon. and Wed. 56 CBS stations) ORIGINATES: WABC</p>	<p>Campbell's Soups Campbell's Tomato Juice Campbell's Pork and Beans Franco-American Macaroni and Spaghetti <i>Ward Wheelock Company</i></p> <p>Franco-American Macaroni and Spaghetti <i>Ruthrauff & Ryan, Inc.</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(148th 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. 64 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION <i>(287th Week on CBS)</i></p> <p>Major Bowes' Original Amateur Hour</p>	<p>Thursday 9:00-10:00 p.m. 84 CBS stations ORIGINATES: WABC</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY <i>(107th 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. 114 CBS stations ORIGINATES: WABC <i>(Beginning Sept. 28, 4:30-5:00 p.m.)</i></p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY <i>(295th Week on CBS)</i></p> <p>Guy Lombardo and His Orchestra Popular Music</p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 70 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Ted Bates, Inc.</i></p>

**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
3:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
68 CBS stations
ORIGINATES: WABC

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

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

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

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

Palmolive Shave Cream
Palmolive Brushless Shave
Ted Bates, Inc.

Octagon Products
Ted Bates, Inc.
Crystal White
*Sherman & Marquette,
Inc.*

Concentrated Super Suds
*Sherman & Marquette,
Inc.*

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

Palmolive Soap
*Ward Wheelock
Company*

COMMERCIAL CREDIT COMPANY
(5th 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.
60 CBS stations
ORIGINATES: WABC

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

CONTINENTAL BAKING CO., INC.
(18th Week on CBS)

Maudie's Diary

with Mary Mason

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

Wonder Bread
Hostess Cake
Ted Bates, Inc.

<p>CURTISS CANDY COMPANY (49th Week on CBS)</p> <p>News with Jackson Wheeler</p>	<p>Sat., Sun. 11:00-11:05 a.m. 39 CBS stations ORIGINATES: WABC</p>	<p>Candy <i>C. L. Miller Company</i></p>
<p>DOUBLEMINT GUM (481st Week on CBS)</p> <p>Melody Ranch with Gene Autry <i>Western dramatic series</i></p>	<p>Sunday 6:30-6:55 p.m. 70 CBS stations ORIGINATES: KNX</p>	<p>Doublemint Gum <i>J. Walter Thompson Company</i></p>
<p>EMERSON DRUG COMPANY (70th Week on CBS)</p> <p>Vox Pop with Parks and Wally <i>Quiz</i></p>	<p>Monday 8:00-8:30 p.m. 53 CBS stations <i>Rebroadcast</i> (Begins Sept. 29, with addition of 13 CBS Stations) 12 mid.-12:30 a.m. ORIGINATES: ON TOUR</p>	<p>Bromo-Seltzer <i>Ruthrauff & Ryan, Inc.</i></p>
<p>EVERSHARP, INC. (101st Week on CBS)</p> <p>Take It or Leave it with Bob Hawk, MC; David Ross <i>Quiz</i></p>	<p>Sunday 10:00-10:30 p.m. 60 CBS stations ORIGINATES: WABC</p>	<p>Eversharp Pens and Pencils <i>The Biow Company</i></p>
<p>FORD MOTOR COMPANY (386th Week on CBS)</p> <p>Ford Summer Hour Ford Symphony and Rhythm Orchestras and Chorus, guest conductors and soloists <i>With Talks by Linton Wells</i> (To be replaced by Sunday Evening Hour, Sept. 28)</p>	<p>Sunday 9:00-10:00 p.m. 56 CBS stations ORIGINATES: WJR</p>	<p>Ford motor cars, trucks and tractors Mercury Lincoln <i>McCann-Erickson, Inc.</i></p>
<p>GENERAL FOODS CORPORATION (328th Week on CBS)</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. 79 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 87 CBS stations ORIGINATES: WABC</p>	<p>Grape Nuts <i>Young & Rubicam, Inc.</i></p> <p>Grape Nuts <i>Young & Rubicam, Inc.</i></p>

GENERAL FOODS CORPORATION

Continued

Kate Smith Speaks; News

Talks and news

Mon. thru Fri.
12:00-12:15 p.m.
79 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.
72 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.
50 CBS stations
ORIGINATES: WABC

Maxwell House Coffee
Benton & Bowles, Inc.

GENERAL MILLS, INC.

380th Week on CBS)

By Kathleen Norris

Dramatization of her novels

Mon. thru Fri.
10:00-10:15 a.m.
32 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
5:00-5:15 p.m.
34 CBS stations
ORIGINATES: WBBM

Gold Medal Flour
Blackett-Sample-
Hummert, Inc.

Betty Crocker

Homemaker program

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

Bisquick
Blackett-Sample-
Hummert, Inc.

ULF OIL CORPORATION

395th Week on CBS)

World News Tonight

News

(To be replaced by Screen Guild
Theater, Sept. 28)

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 AGENT
<p>INTERNATIONAL SILVER COMPANY (182nd 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. (106th Week on CBS)</p> <p>Are You a Missing Heir? <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 74 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, In</i></p>
<p>JOHNSON & JOHNSON (22nd 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. 58 CBS stations</p> <p>Tuesday 6:15-6:30 p.m. 68 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, In</i></p>
<p>LADY ESTHER, LTD. (404th Week on CBS)</p> <p>Lady Esther Serenade with Freddy Martin and His Orchestra <i>Popular music</i> (To be replaced by Orson Welles, Sept. 15)</p>	<p>Monday 10:00-10:30 p.m. 63 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 (318th Week on CBS)</p> <p>Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i> (Series resumes Sept. 8)</p> <p>Hollywood Premiere with Louella Parsons and guest stars <i>Drama</i></p> <p>Grand Central Station <i>Drama</i></p>	<p>Monday 9:00-10:00 p.m. 65 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Friday 9:30-10:00 p.m. 70 CBS stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.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, I.</i></p>

EVER BROTHERS COMPANY*Continued***Bright Horizon**

with Joe Julian

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

with Alice Frost

Serial drama

Mon. thru Fri.

11:30-11:45 a.m.

Rebroadcast

2:00-2:15 p.m.

34 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

11:45-12:00 noon

Rebroadcast

2:15-2:30 p.m.

61 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

12:15-12:30 p.m.

73 CBS stations

31 CBC stations

ORIGINATES: WABC

Swan Soap

Young & Rubicam, Inc.

Spry

Ruthrauff & Ryan, Inc.

Rinso

*Ruthrauff & Ryan, Inc.***IGGETT & MYERS TOBACCO COMPANY***(62nd 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

Thursday

10:15-10:45 p.m.

69 CBS stations

ORIGINATES: WABC

Chesterfield Cigarettes

Newell-Emmett Co., Inc.

Velvet Pipe and Cigarette Tobacco

*Newell-Emmett Co., Inc.***UXOR, LTD.***(10th Week on CBS)***Wayne King and His Orchestra***Music*

Saturday

7:30-8:00 p.m.

35 CBS stations

ORIGINATES: WBBM

Luxor Products

*Lord & Thomas***MAGAZINE REPEATING RAZOR COMPANY****Duffy's Tavern**

starring Ed Gardner as "Archie",

Shirley Booth, John Kirby's Band,

guest stars

(Series resumes Sept. 18)

Thursday

8:30-8:55 p.m.

Rebroadcast

12 mid.-12:25 a.m.

55 CBS stations

ORIGINATES: WABC

Schick Injector

Razors and Blades

*J. M. Mathes, Inc.***PACIFIC COAST BORAX CO.***(10th Week on CBS)***Death Valley Days***Drama*

Thursday

8:00-8:30 p.m.

Rebroadcast

12:30-1:00 a.m.

58 CBS stations

ORIGINATES: WABC

20 Mule Team Borax,
Boraxo20 Mule Team Borax
Flakes*McCann-Erickson, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>PET MILK SALES CORPORATION (407th Week on CBS)</p> <p>Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Bob Trout, Gustave Haenschen's Orchestra and Chorus</p> <p>Mary Lee Taylor home economist <i>Household advice</i></p>	<p>Saturday 9:45-10:15 p.m. 55 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 62 CBS stations ORIGINATES: KMOX</p>	<p>Pet Irradiated Milk <i>Gardner Advertising Company</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. (265th Week on CBS)</p> <p>The Philip Morris Playhouse 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. 83 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 62 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. (358th Week on CBS)</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>Life Can Be Beautiful <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 7 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 5:30-5:45 p.m. 34 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 48 CBS stations ORIGINATES: WABC</p>	<p>Ivory Snow <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> <p>Ivory Soap <i>Compton Advertising Inc.</i></p>

THE PROCTER & GAMBLE CO.

Continued

Woman in White

Serial drama

Mon. thru Fri.
1:15-1:30 p.m.
50 CBS stations
25 CBC stations
ORIGINATES: WBBM

Oxydol

*Blackett-Sample-
Hummert, Inc.*

Right to Happiness

Serial drama

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

Crisco

*Compton Advertising,
Inc.*

Road of Life

Serial drama

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

Chipso

Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE
COMPANY OF AMERICA**

(18th Week on CBS)

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

Insurance Services

Benton & Bowles, Inc.

Prudential Family Hour

with Gladys Swarthout and
Deems Taylor, Al Goodman's
Orchestra, Ross Graham, and
a chorus of mixed voices

**. J. REYNOLDS TOBACCO
COMPANY**

(35th Week on CBS)

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.*

Blondie

with Penny Singleton and
Arthur Lake

Domestic comedy

Penthouse Party

starring Ilka Chase, Yvette and
Paul Baron's Orchestra

Variety

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

Camel Cigarettes

*William Esty &
Company, Inc.*

PEARMINT GUM

(80th Week on CBS)

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

Spearmint Gum

Arthur Meyerhoff & Co.

Dear Mom

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

Drama

Ben Bernie

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

**COLUMBIA
PACIFIC
NETWORK**

<p>E. R. SQUIBB & SONS (61st Week on CBS)</p> <p>Golden Treasury of Song with Frank Parker and David Ross <i>Music and poetry</i></p>	<p>Mon. thru Fri. 3:15-3:30 p.m. 35 CBS stations (41 on Wednesday) ORIGINATES: WABC (Beginning Sept. 29 Mon., Wed., Fri. 6:30-6:45 p.m.)</p>	<p>Squibb Products <i>Geyer, Cornell & Newell, Inc.</i></p>
<p>TEXAS COMPANY (223rd Week on CBS)</p> <p>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 orchestra, Ray Block's chorus, and Barry Wood; Larry Elliott announces.</p>	<p>Wednesday 9:00-10:00 p.m. 85 CBS stations ORIGINATES: WABC & KNX</p>	<p>U. S. Defense Stamps and Bonds <i>Buchanan & Co.</i></p>
<p>U. S. TOBACCO COMPANY (327th Week on CBS)</p> <p>Gay Nineties Revue starring Beatrice Kay, Joe Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn</p>	<p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 62 CBS stations ORIGINATES: WABC</p>	<p>Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p>
<p>VICK CHEMICAL COMPANY (103rd Week on CBS)</p> <p>News For Women with Andre Baruch</p>	<p>Mon., Wed., Fri. 3:00-3:15 p.m. 14 CBS stations ORIGINATES: WABC</p>	<p>Vicks VapoRub Vicks Va-tro-nol <i>Morse International, Inc.</i></p>
<p>AMERICAN CHICLE COMPANY (26th Week on CBS)</p> <p>By the Way with Bill Henry</p>	<p>Tues., Fri. 9:30-9:45 p.m. PST ORIGINATES: KNX</p>	<p>Chiclets & Dentyne <i>Badger, Browning & Hersey, Inc.</i></p>
<p>BATHASWEET CORPORATION (100th Week on CBS)</p> <p>Bob Garred Reporting <i>News</i></p>	<p>Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Bathasweet Products <i>H. M. Kiesewetter Advertising Agency</i></p>

COLONIAL DAMES, INC.
(91st Week on CBS)

"Find the Woman"
with Knox Manning

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

Cosmetics
Glasser, Gailey & Co.

GENERAL FOODS CORPORATION
(328th Week on CBS)

The Second Mrs. Burton
Dramatic serial

Mon. thru Fri.
3:00-3:15 p.m. PST
ORIGINATES: KNX

Walter Baker's
Chocolate and Cocoa
Benton & Bowles, Inc.

**GENERAL PETROLEUM
CORPORATION OF CALIFORNIA**
(36th Week on CBS)

I Was There

Sunday
9:00-9:30 p.m. PST
ORIGINATES: KNX

Mobilgas, Mobiloil
Smith & Drum, Inc.

RICHARD HUDNUT
(88th Week on CBS)

Hollywood Showcase

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

Marvelous Cosmetics
Benton & Bowles, Inc.

P. LORILLARD COMPANY
(275th Week on CBS)

Don't Be Personal
with Art Baker
Quiz

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

Beechnut Cigarettes
Lennen & Mitchell, Inc.

LOS ANGELES SOAP COMPANY
(101st Week on CBS)

Knox Manning
News

Mon. thru Fri.
7:30-7:45 a.m.
Rebroadcast
2:00-2:15 p.m.
ORIGINATES: KNX

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

MACFADDEN PUBLICATIONS, INC.
(281st Week on CBS)

Bob Garred Reporting
News

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

Liberty Magazine
Erwin Wasey & Co.

PETER PAUL, INC.
(60th Week on CBS)

Bob Garred Reporting
News

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

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

**COLUMBIA
PACIFIC
NETWORK**

Continued

**PLANTERS NUT AND
CHOCOLATE COMPANY**
(48th 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**
(31st 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, I*

**COLUMBIA
CALIFORNIA
NETWORK**

BREAKFAST CLUB COFFEE, INC.
(35th 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*

SEASIDE OIL COMPANY
(21st 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

UNION OIL COMPANY
(40th Week on CBS)

Nelson Pringle
News Analysis

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

Gas and Oil
Lord & Thomas

**WABC
SPONSORED
PROGRAMS**

AMERICAN CHICLE COMPANY*
(53rd Week on WABC)

Announcements

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

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

**AMERICAN CIGARETTE &
CIGAR CO.***
(28th Week on WABC)

Modern Design Music

Mon. thru Sat.
8:20-8:25 a.m.

Pall Mall Cigarettes
*Ruthrauff & Ryan,
Inc.*

**WABC
SPONSORED
PROGRAMS**

BEN MARDEN'S RIVIERA
(10th Week on WABC)

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

Ben Marden's Riviera
J. R. Kupsick Advertising Agency, Inc.

Music of Today

Sports News
with Warren Sweeney

Tues., Thurs.
6:10-6:15 p.m.
Saturday
5:55-6:00 p.m.

BOOK HOUSE FOR CHILDREN
(8th Week on WABC)

Tues. and Thurs.
8:45-9:00 a.m.
Sept. 22-26,
Mon., Wed., Fri.
Beginning Sept. 29,
Mon. thru Thurs.

Book House
Presba, Fellers & Presba, Inc.

Woman's Page of the Air
with Adelaide Hawley
Participations

**THE BORDEN COMPANY*
PIONEER DIVISION)**
(10th Week on WABC)

Wed., Fri., Sat.
6:45-6:46:30 p.m.

Reid's Ice Cream
Pedlar & Ryan, Inc.

Announcements
(Series ends after Sept. 6)

BULOVA WATCH COMPANY
(28th Week on WABC)

Sun. thru Sat.
10 Times Daily

Bulova Watches
The Biow Company

Time Signals

**HESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED***
(1th Week on WABC)

Mon., Tues., Thurs.
6:45-6:46:30 p.m.

Vaseline Preparations
McCann-Erickson, Inc.

Announcements

DREZMA, INC.
(4th Week on WABC)

Tues., Thurs., Sat.
8:25-8:30 a.m.
Tues., Thurs.
11:00-11:15 a.m.
(Begins Sept. 9)

"Drezma" Cosmetics
Blaine-Thompson Co., Inc.

Lessons in Loveliness
with Nell Vinick

FLORIDA CITRUS COMMISSION*
(1th Week on WABC)

Mon. thru Sat.
7:00-7:15 a.m.

Florida Citrus Fruit
Arthur Kudner, Inc.

Arthur Godfrey
Participations

**WABC
SPONSORED
PROGRAMS**

Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>KRUG BAKING COMPANY <i>(89th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Mon. thru Fri. 8:45-9:00 a.m.</p>	<p>Bakery Products and Coffee <i>Elmer L. Cline</i></p>
<p>McKESSON & ROBBINS, INC.* <i>(18th Week on WABC)</i></p> <p>Afternoon News</p>	<p>Mon. thru Fri. 3:55-4:00 p.m.</p>	<p>Calox Tooth Powder <i>J. D. Tarcher & Co.,</i></p>
<p>MELVILLE SHOE COMPANY <i>(146th Week on WABC)</i></p> <p>Early Morning News</p>	<p>Mon. thru Sat. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p>JOHN MORRELL AND COMPANY <i>(3rd Week on WABC)</i></p> <p>The Missus Goes A-Shopping <i>Quiz</i></p>	<p>Tues., Thurs., Sat. 8:30-8:45 a.m.</p>	<p>E-Z Cut Ham <i>Henri, Hurst and McDonald, Inc.</i></p>
<p>NEW YORK STATE BUREAU OF MILK PUBLICITY</p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i> (Starts Sept. 29)</p>	<p>Mon. and Wed. 8:45-9:00 a.m.</p>	<p>Milk and Milk Product <i>J. M. Mathes, Inc.</i></p>
<p>NOXZEMA CHEMICAL CO., INC.*</p> <p>Battle of the Boroughs <i>Quiz</i> (Series resumes Sept. 13)</p>	<p>Saturday 9:45-10:15 p.m.</p>	<p>Noxzema Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>O'SULLIVAN RUBBER COMPANY <i>(3rd Week on WABC)</i></p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon., Wed., Fri. 7:00-7:15 a.m.</p>	<p>O'Sullivan Rubber He <i>Birmingham, Castle m and Pierce</i></p>
<p>PEPSI-COLA COMPANY* <i>(58th 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>

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

**WABC
SPONSORED
PROGRAMS**

<p>PETER PAUL COMPANY* (78th Week on WABC)</p> <p>Early Riser's News</p> <p>News with John Reed King</p>	<p>Mon., Tues., Wed., Fri. 6:30-6:35 a.m.</p> <p>Tues., Thurs. 6:00-6:10 p.m. Saturday 6:00-6:05 p.m.</p>	<p>Mounds Ten Crown Charcoal Gum <i>Platt-Forbes, Inc.</i></p>
<p>QUAKER OATS COMPANY*</p> <p>Transcriptions (Starts Sept. 29)</p>	<p>Mon. thru Sat. 8:15-8:20 a.m.</p>	<p>Aunt Jemima Pancake Flour <i>Sherman K. Ellis & Co., Inc.</i></p>
<p>S. A. SCHONBRUUN AND CO., INC.</p> <p>Sports News with Warren Sweeney (Starts Sept. 22)</p>	<p>Mon., Wed., Fri. 6:10-6:15 p.m.</p>	<p>Savarin Coffee <i>M. H. Hackett, Inc.</i></p>
<p>SELECT THEATRES CORP. (52nd Week on WABC)</p> <p>Announcement</p>	<p>Mon., Tues., Wed. 11:58:50 p.m.- 12 mid.</p>	<p>"Hellzapoppin" <i>Blaine-Thompson Co., Inc.</i></p>
<p>SMITH BROTHERS*</p> <p>Arthur Godfrey (Starts Sept. 30)</p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m.</p>	<p>"SB" Cough Drops and Cough Syrup <i>J. D. Tarcher & Co., Inc.</i></p>
<p>SOCONY-VACUUM OIL CO., INC.* (5th Week on WABC)</p> <p>News with Mark Hawley</p>	<p>Mon. thru Sat. 10:45-11:00 p.m.</p>	<p>Gasoline, Oil and Specialties <i>J. Stirling Getchell, Inc.</i></p>
<p>WEST DISINFECTING COMPANY (21st Week on WABC)</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>

*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 classifications:

1. NEWS BROADCASTS	Page 20
2. DRAMATIC SERIES	Page 21
3. NATIONAL DEFENSE	Page 21
4. LIGHT ENTERTAINMENT	Page 22
5. SERIOUS MUSIC	Page 23
6. EDUCATIONAL PROGRAMS	Page 25
7. CHILDREN'S PROGRAMS	Page 26
8. PERSONALITIES	Page 26
9. RELIGIOUS BROADCASTS	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: AUGUST 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; Erskine Caldwell and Winston Burdett from Moscow; Charles Barbe from Berne; Bernard Valery from Stockholm; Cecil Brown from Singapore; Edward Chorlian from Cairo; 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., 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; 6:00 p.m., SATURDAY; 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., MONDAY; 6:30-6:45 p.m., SATURDAY; Albert Warner, 6:00-6:10 p.m., TUESDAY AND THURSDAY.

Sports News: 6:10 p.m., TUESDAY, THURSDAY; 5:55 p.m., SATURDAY.

(See also sponsored news programs.)

**NEWS
BROADCASTS**

**NEWS
BROADCASTS**

Continued

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.

**DRAMATIC
SERIES**

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."

SEPTEMBER 7: "Anatomy of Sound".

Jones and I

10:00-10:30 a.m.

EACH SATURDAY

(Beginning Sept. 13)

Here is a light and refreshing new addition to Columbia's Saturday morning dramatic schedule. The story revolves around the doings of a young couple, after the girl proposes marriage. Scott Farnworth doubles as author and male lead for the series, while Stuart Buchanan directs.

The Life of Riley

11:05-11:30 a.m.

EACH SATURDAY

Famous stage and screen actor Lionel Stander, supported by a talented cast, stars in a comedy drama. The series is directed by Leonardo Bercovici, and written by Mr. Bercovici and Bob Sloan.

**NATIONAL
DEFENSE**

Report to the Nation

9:30-10:00 p.m.

EACH TUESDAY

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.

**NATIONAL
DEFENSE**

Spirit of '41
3:30-5:00 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
12:00-4:30 p.m.
EACH 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.

The People's Platform
12:00-7:30 p.m.
EACH SATURDAY

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

American Cruise
12:30-8:55 p.m.
EACH THURSDAY
(Series ends after Sept. 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 series is broadcast in the United States and short waved to Latin America.

**LIGHT
ENTERTAIN-
MENT**

Latinee at Meadowbrook
12:00-5:55 p.m.
EACH SATURDAY

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

Burl Ives Coffee Club
10:30-11:00 a.m.
EACH SATURDAY

Burl Ives plays host to a circle of musical personalities with varied talents. Among the "regulars" are Juan Arvizu, Walter Gross, Genevieve Rowe and the Golden Gate Quartet.

Renfro Valley Folks
12:30-3:45 p.m.
MONDAY THRU FRIDAY

Inhabitants of the Kentucky hills provide the talent for this program of folk songs, which is broadcast from an old-time log cabin settlement in the heart of the Renfro Valley.

**LIGHT
ENTERTAIN-
MENT**
Continued

What's New At The Zoo?

12 noon-12:30 p.m.

EACH SUNDAY

John Reed King interviews, in their native habitat, the men and women who collect and care for the animal inmates of the Bronx Zoo.

Kay Thompson Festival

7:30-8:00 p.m.

EACH WEDNESDAY

The festival presents Miss Thompson in many-sided role—as choral director, soloist, comedienne, and composer. Music is under the direction of Walter Gross, and Perry Lafferty directs.

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

VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.

Dance Orchestra

VARIOUS HOURS

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for September:

- | | |
|--------------|----------------|
| Count Basie | Andy Kirk |
| Les Brown | Vaughn Monroe |
| Bob Crosby | Red Nichols |
| Sonny Dunham | Teddy Powell |
| Shep Fields | Charles Spivak |
| Carl Hoff | Tommy Tucker |

**SERIOUS
MUSIC**

**Columbia Broadcasting
Symphony**

3:00-4:00 p.m.

EACH SUNDAY

Brilliant conductor Howard Barlow brings back the Columbia Broadcasting Symphony for its sixth series of annual summer concert.

For September the program includes:

SEPTEMBER 14: *De Falla*, Nights in the Garden of Spain (Vera Brodsky, pianist). *Chadwick*, Symphonic Sketches.

SEPTEMBER 21: Sir Thomas Beecham, guest conductor. *Delius*, Sea Drift. *Brahms*, Alt Rhapsody. (Choral Accompaniment by the Schola Cantorum.)

SEPTEMBER 28: *Rimsky-Korsakoff*, Sadko Fantasy. *Brahms*, Symphony No. 3.

Columbia Concert Orchestra

7:30-10:00 p.m.

EACH FRIDAY

7:30-8:00 p.m.

EACH SATURDAY

The Columbia Concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed by CBS conductor Howard Barlow.

**Library of Congress
Concerts**

1:05 a.m.-12:00 noon

EACH SUNDAY

Beethoven's sixteen quartets as well as his "Grand Fugue" will be included in this series by the world famous Budapest String Quartet. Josef Roismann and Alexander Schneider, violins; Boris Kroyt, viola; and Mischa Schneider, 'cello, comprise the quartet. All the concerts originate in the Library of Congress and are given under the auspices of the Gertrude Clarke Whittall Foundation.

Riguel Sandoval

7:30-3:55 p.m.

EACH SATURDAY

(Starts Sept. 20)

This talented Guatemalan pianist presents a weekly program featuring Latin American piano music.

Dorian String Quartet

3:00-3:30 p.m.

EACH SATURDAY

The Dorian String Quartet is playing a series of standard and contemporary chamber music works, bringing before the microphone Alexander Cores and Harry Friedman, violins, David Mankovitz, viola and Bernard Greenhouse, 'cello.

On September 13, Vera Brodsky will join the Quartet in a special recital, playing *Brahms'* Piano Quartet in G minor. Also included in this program (3:00-3:55 p.m.) will be the "Quartet Dedicated to Belaieff", by Rimsky-Korsakoff, Liadoff, Borodin, and Glazounoff.

From the Organ Loft

7:15-9:45 a.m.

EACH SUNDAY

Famous organist Julius Mattfeld in Columbia's well known series of organ recitals with a vast repertory of works for the instrument.

**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
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ALVIN S. JOHNSON	RAY LYMAN WILBUR
JOSEPH H. WILLITS	

<p>Invitation to Learning 2:00–2:30 p.m. EACH SUNDAY</p>	<p>This series invites listeners to read or re-read the world’s great books discussed by Huntington Cairns, Mark Van Doren, and special guests.</p>
<p>Children Also Are People 3:45–3:55 p.m. EACH WEDNESDAY</p>	<p>CBS presents a series of broadcasts by child experts and various celebrities to show parents that children are people, too.</p>
<p>Columbia’s Country Journal 12:00–12:30 p.m. EACH SATURDAY</p>	<p>Charles Stookey, Columbia’s director of agricultural programs, presents a weekly roundup of farm news, and interviews distinguished agricultural authorities and leaders.</p>
<p>Highways to Health 4:15–4:30 p.m. EACH FRIDAY</p>	<p>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.</p>
<p>Trailside Adventures 3:45–3:55 p.m. EACH FRIDAY</p>	<p>This series on wild life conservation features “personal appearances” by the animal stars of the Trailside Museum at Bear Mountain, New York.</p>
<p>Columbia’s Lecture Hall 3:45–3:55 p.m. EACH MONDAY</p>	<p>Columbia’s listeners hear lectures and discussions on Latin American affairs by various authorities in the field.</p>
<p>America in Transition 3:45–3:55 p.m. EACH TUESDAY</p>	<p>This new series features interviews with artists, scientists and technologists.</p>

Adventures in Science

10:45-3:55 p.m.

EACH THURSDAY

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

EDUCATIONAL PROGRAMS**Five Men and Books**

10:30-3:00 p.m.

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.

Let's Pretend

10:00-1:30 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**The Old Dirt-Dobber**

10:30-10:00 a.m.

EACH SATURDAY

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

PERSONALITIES**Outdoors with Bob Edge**

10:15-6:30 p.m.

EACH THURSDAY

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

Juan Arvizu

10:30-10:45 p.m.

MONDAY, TUESDAY, WEDNESDAY

Juan Arvizu, singing idol of Latin America, is presented by CBS with Alfredo Antonini's Tipica Orchestra and, on Tuesdays, the Trio Flores.

Richard Maxwell

10:00-4:15 p.m.

MONDAY THRU FRIDAY

Richard Maxwell presents his daily program of cheer and comfort, which consists of hymns, inspirational songs and homely philosophy.

Husing on Sports

10:45-6:00 p.m.

EACH SUNDAY

Ted Husing reviews the sports happenings of the past week, and makes his predictions on the outcome of events to come.

**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 has completed its tenth consecutive year of Sunday morning and afternoon religious broadcasts. In September:

SEPTEMBER 7: *Morning*: Reverend Gordon R. Lahrson, Pastor of the Henry Street United Church, New York City.

Afternoon: Reverend Joseph A. Daly, Church of Saint Athanasius, New York City.

SEPTEMBER 14: *Morning*: Presbyterian Service

Afternoon: Disciples of Christ Service.

SEPTEMBER 21: *Morning*: Lutheran Service.

Afternoon: Major Francis J. Boyle, Catholic Chaplain of the 212th Coast Artillery Regiment, Camp Stewart, Georgia.

SEPTEMBER 28: *Morning*: Methodist Service

Afternoon: Jewish 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 voices.

SEPTEMBER 7: Rev. M. F. Washington, Chairman of the Committee on Finance of the National Baptist Convention, Inc., and Pastor of the Liberty Hill Baptist Church, Cleveland, Ohio.

SEPTEMBER 14: Rabbi Barnett R. Brickner of the Euclid Avenue Temple, Cleveland, Ohio.

SEPTEMBER 21: Mark A. McCloskey, Director of Recreation, Federal Security Agency, Washington, D. C.

SEPTEMBER 28: To be announced.

News Broadcasts (WCBX)

English:
10:00-9:15 a.m., 1:30-1:45 p.m.,
3:30-5:45 p.m., 6:30-6:45 p.m.
MONDAY THRU SATURDAY
11:15-2:35 p.m., 5:30-5:45 p.m.,
6:30-6:45 p.m.

MONDAY
Italian:
12:00-12:15 p.m., 3:00-3:15 p.m.

German:
12:00-1:15 p.m., 4:00-4:15 p.m.

Polish:
11:15-1:30 p.m., 5:15-5:30 p.m.

French:
12:00-2:15 p.m., 5:00-5:15 p.m.

MONDAY THRU SATURDAY

Serbo-Croat:
11:15-4:30 p.m.
MONDAY THRU SATURDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian, Polish and Serbo-Croat. 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
SHORT WAVE
BROADCASTS
TO EUROPE**

WCBX New York

Hollywood News

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

TUESDAY, 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

12:00-10:05 p.m., 6:45-7:00 p.m.
MONDAY THRU SATURDAY (WCBX)

11:30-12:45 p.m., 2:30-2:45 p.m.,
4:45-6:00 p.m.

MONDAY THRU FRIDAY (WCAB)

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

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO SOUTH
AMERICA**

WCBX New York

WCAB Philadelphia

**News of Latin America
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**

MONDAY, 7:00-7:15 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.

ONCE A WEEK FRIDAY

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

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

PUBLIC AFFAIRS

AUGUST 1: Senator Gerald P. Nye, Republican of North Dakota, spoke on the issues of the war as they affect the United States. The speech originated at an America First Committee meeting in the St. Louis Opera House, 10:30-10:45 p.m.

AUGUST 2: Paul C. Smith, general manager of the "San Francisco Chronicle," urged more active American participation in the war against Hitler, in a speech from Washington under the auspices of the Fight for Freedom, 10:15-10:30 p.m.

AUGUST 3: R. J. Thomas, president of the United Automobile Workers (CIO), discussed "Auto Production and Defense" in a speech from the U. A. W. convention city of Buffalo. 2:45-3:00 p.m.

AUGUST 4: Admiral Russell R. Waesche, commandant of the U. S. Coast Guard Service, reviewed a century-and-a-half of that organization's record. 3:30-3:45 p.m.

AUGUST 5: Dean William Fletcher Russell of Columbia University, who is directing a Citizen's Education Program under the sponsorship of the Immigration and Naturalization Bureau of the U. S. Justice Department, spoke on "Americanizing Our Allies," 4:15-4:30 p.m.

AUGUST 5: Senator C. Wayland Brook Republican from Illinois, discussed "America's Destiny," 10:15-10:30 p.m.

AUGUST 6: "Can You Follow the War Crowd?" was a talk against American involvement in the war, made by Representative Carl T. Curtis, Republican of Nebraska, 10:15-10:30 p.m.

AUGUST 8: Representative Frank B. Keefe, Republican of Wisconsin, discussed the international situation in a speech titled "United America," 10:30-10:45 p.m.

AUGUST 9: Rev. Dr. Maurice S. Sheehy, head of the Department of Religious Education at Catholic University in Washington, spoke on "Tolerance and National Defense," 10:15-10:30 p.m.

AUGUST 10: Representative Robert A. Grant, Republican of Indiana, spoke against sending American boys outside the Western Hemisphere, 7:15-7:30 p.m.

AUGUST 12: Robert F. Wagner, Jr., New York State Assemblyman, and Miss Madeline Christians, from the cast of the play "Watch On The Rhine," addressed all Americans of German birth or descent under the auspices of the Loyal Americans of German Descent, an organization of which Mr. Wagner is president, 6:15-6:30 p.m.

AUGUST 12: Representative John M. Vorys, Republican of Ohio, discussed the possibilities of a just and lasting peace, under the auspices of the Citizens Peace Petition Committee of the Keep America Out of War Congress. 10:15-10:30 p.m.

AUGUST 13: Joaquin M. Elizalde, Resident Commissioner of the Philippines, spoke on "The Future of Philippine and American Relations." 10:15-10:30 p.m.

AUGUST 17: From the Indiana State American Legion convention at South Bend, Federal Security Administrator Paul V. McNutt gave an address on "Americans' Security First." 12 noon-12:30 p.m.

AUGUST 17: "Our Duty in the Present World Situation," was considered by isolationist Representative Knute Hill, Democrat of Washington, 5:30-5:45 p.m.

AUGUST 17: Alfred Duff Cooper, former British Minister of Information outlined the British and American positions in the war in an address from New York, 7:15-7:30 p.m.

AUGUST 19: Lieutenant F. M. Kreml, traffic law authority; Mr. Frank J. Wilson, Chief of U. S. Secret Service; Mr. L. B. Reed, Chief of Police in Kansas City; and Col. Homer Garrison, Jr., Director of the Texas Department of Public Safety discussed "Law Enforcement and National Defense" from the convention of the International Association of Chiefs of Police in Buffalo. 4:30-4:45 p.m.

AUGUST 20: Dr. Esther Caukin Brunauer, Chairman of the International Relations Department of the American Association of University Women, spoke under the sponsorship of the Committee to Defend America, 4:45-5:00 p.m.

AUGUST 20: Appearing at a rally of the America First Committee in New York, Dr. Henry Noble MacCracken, president of

Vassar College, spoke on "The American Way," 10:15-10:30 p.m.

AUGUST 22: "Japan's Dilemma" was discussed by Dr. C. J. L. Bates, former president of the University of Western Japan, 10:30-10:45 p.m.

AUGUST 23: Edward J. Flynn, national chairman of the Democratic National Committee addressed the annual convention of Young Democratic Clubs of America, 1:30-1:45 p.m.

AUGUST 23: Senator Tom Connally, Texas Democrat, spoke on "Imperative National Defense" under the auspices of the Committee to Defend America, 10:15-10:30 p.m.

AUGUST 24: Mrs. Ida B. Wise Smith, president of the W. C. T. U., spoke on "Our Common Defense," 5:30-5:45 p.m.

AUGUST 24: Mr. Thomas E. Dewey, New York District Attorney, spoke from the Williamstown Institute of Human Relations on "The World We Want to Live In," 7:15-7:30 p.m.

AUGUST 25: Joseph C. Menendez, national commander of the Veterans of Foreign Wars, made an address on "Unity for Victory" at the Philadelphia encampment of that organization, 11:15-11:30 p.m.

AUGUST 26: "What About It?" was the title of a discussion of the small business man's dilemma during the defense drive, which was voiced by Dewitt H. Emery, president of the National Small Business Men's Association. 10:15-10:30 p.m.

AUGUST 29: Representative Robert F. Jones, Republican of Ohio, spoke against aid to Russia in a talk entitled, "Aid to Russia Under the Lend-Lease Act," 10:30-10:45 p.m.

AUGUST 30: Dr. Robert Gordon Sproul, president of the University of California,

discussed America's role in the war crisis, from San Francisco under the auspices of the Fight For Freedom, 10:15-10:30 p.m.

SPECIAL EVENTS

AUGUST 2: The completion of the first Rolls Royce airplane engine at the Packard plant in Detroit was marked by a special broadcast with pick-ups from Windsor (Canada), Washington and London. Lord Halifax spoke from Washington and Edward R. Murrow from London, 6:05-6:30 p.m.

AUGUST 10: Queen Elizabeth of England expressed her thanks to the United States war relief organizations for their aid to Britain in a special broadcast direct from London, 4:00-4:05 p.m.

AUGUST 12: Albert Warner and John Adams, CBS correspondent in Rio de Janeiro, participated in a two-way broadcast conversation, 6:00-6:10 p.m.

AUGUST 15: Two high Mexican officials, Dr. Luis Sanchez Ponton, Minister of Education, and Dr. Ezquiél Padilla, Secretary of State, spoke from Mexico City in connection with the first Latin-American conference of the "School of the Air of the Americas," 10:30-10:45 p.m.

AUGUST 18: Mrs. Eleanor Roosevelt spoke on a program broadcast from the Western Hemisphere Encampment of Girl Guides and

Girl Scouts near Springfield, Mass., 4:45-5:00 p.m.

AUGUST 17-24: Ted Husing broadcast a preview, five summaries, and three play-by-play descriptions of the National Doubles Tennis Championship Tournament at Longwood Cricket Club, Brookline, Mass.

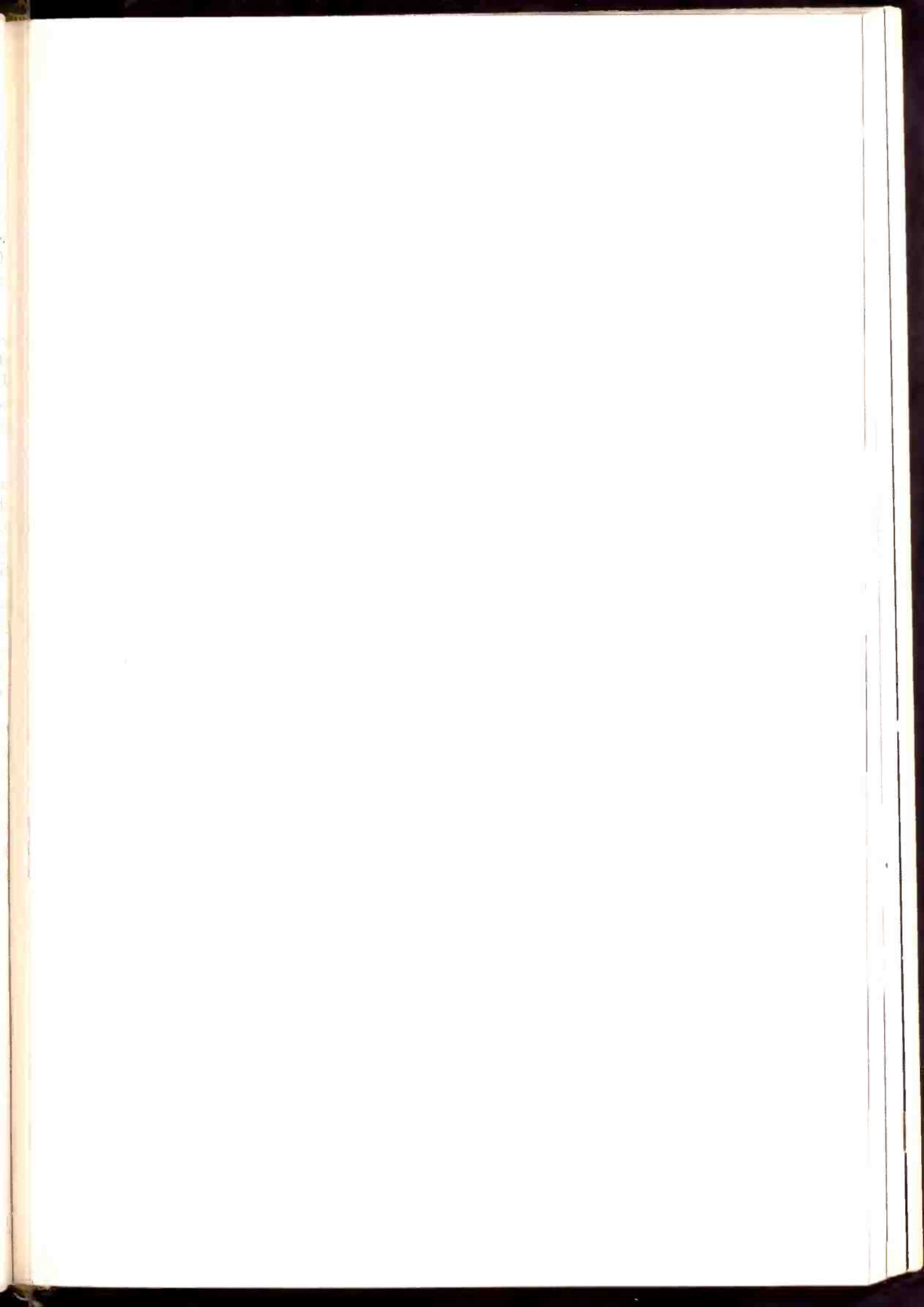
AUGUST 19: Emanuel Quezon, President of the Philippines, and Vice-President Henry A. Wallace spoke from Manila and Washington, respectively, in connection with the inauguration of KZRM, CBS affiliate in Manila, 9:15-9:45 a.m.

AUGUST 19: Rear Admiral Richard E. Byrd and Carl Sandburg spoke directly from a National Emergency Rally, sponsored by the Council For Democracy in Madison Square Garden, 10:15-10:45 p.m.

AUGUST 23: A descriptive broadcast from the Ford Airport at Dearborn, Michigan was carried in connection with a special award for safe driving, presented by the Ford Good Drivers League, 1:45-2:00 p.m.

AUGUST 24: Winston Churchill reported to the British Empire and to America on his recent meeting with President Roosevelt and on the progress of the war, 4:00-4:30 p.m.

AUGUST 25-30: Ted Husing covered the National Amateur Golf Championship Matches at Omaha, Nebraska with summaries and play-by-play descriptions.



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

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