



Archibald MacLeish's "The Fall of the City" is heard again in the Columbia Workshop Festival (see page 26)

CBS PROGRAM BOOK • JULY, 1939

JUL 11 1939
NATIONAL BROADCASTING COMPANY,
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THE COLUMBIA PROGRAM BOOK

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THE COLUMBIA BROADCASTING SYSTEM

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

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CBS SPONSORED PROGRAMS

AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosm
AMERICAN CIGARETTE & CIGAR COMPANY	Pall Mall Cigarettes
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

<p>Romance of Helen Trent <i>serial drama</i> (also A. S. BOYLE CO.)</p>	<p>Mon., Tues., Wed. 12:30-12:45 p.m. 30 CBS stations ORIGINATES: WBRM</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>290 Weeks</p>
<p>Music by Malneck with Matty Malneck's Orchestra <i>Musical</i></p>	<p>Thursday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 52 CBS stations ORIGINATES: KNX</p>	<p>Young & Rubicam, Inc.</p>	<p>4 Weeks</p>
<p>The Human Side of the News, Edwin C. Hill <i>News</i></p>	<p>Mon. thru. Fri. 6:05-6:15 p.m. <i>Rebroadcast</i> 11:05-11:15 p.m. 42 CBS stations ORIGINATES: WABC</p>	<p>The Joseph Katz Company</p>	<p>47 Weeks</p>
<p>Our Hit Parade Mark Warnow's Orchestra, Guy Ross, Raymond Scott's Sextet, Kay Lorraine and the Big Smiths <i>Popular music and vocalists</i></p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid. 12:45 a.m. 97 CBS stations ORIGINATES: WABC</p>	<p>Lord & Thomas</p>	<p>165 Weeks</p>
<p>Mr. Gal, Sunday <i>Serial drama</i> (also KOLYNOS COMPANY)</p>	<p>Mon., Tues., Wed. 12:45-1:00 p.m. 31 CBS stations ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>126 Weeks</p>
<p>Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i></p>	<p>Tuesday 7:30-8:00 p.m. 30 CBS stations ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>407 Weeks</p>

The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

BOWEY'S, INC.	Dari-Rich Products
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Concentrated Super Suds Palmolive Soap

★

<p>News and Rhythm with Todd Hunter, reporter; Dave Kal, novachordist and Carl Mengarten's Orchestra <i>Talk and music</i></p>	<p>Sunday 11:00-11:30 a.m. <i>Rebroadcast</i> 2:30-3:00 p.m. 33 CBS stations ORIGINATES: WBBM</p>	<p>Sorensen & Company</p>	<p>1 Weeks</p>
<p>First Nighter with Barbara Luddy and Tremayne <i>Drama at the "Little Theater off Times Square"</i></p>	<p>Friday 9:30-10:00 p.m. 51 CBS stations ORIGINATES: WBBM</p>	<p>Aubrey, Moore & Wallace, Inc.</p>	<p>74 Weeks</p>
<p>100 'n' Andy <i>Serial comedy-drama</i></p>	<p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 52 CBS stations ORIGINATES: KNX</p>	<p>Ward Wheelock Company</p>	<p>238 Weeks</p>
<p>Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i></p>	<p>Thursday 9:00-10:00 p.m. 78 CBS stations ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>173 Weeks</p>
<p>Art and Marge <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 71 CBS stations ORIGINATES: WABC</p>	<p>Benton & Bowles, Inc.</p>	<p>173 Weeks</p>
<p>Billtop House starring Bess Johnson <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 74 CBS stations ORIGINATES: WABC</p>		<p>176 Weeks</p>

The figures indicate the total number of weeks
 in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

COLGATE-PALMOLIVE-PEET COMPANY

Continued

Colgate Tooth Powder

CONTINENTAL BAKING CO., INC.

Wonder Bread
Hostess Cake

THE CUDAHY PACKING COMPANY

Old Dutch Cleanser

ETHYL GASOLINE CORP.

"Ethyl" Gasoline

FORD MOTOR COMPANY

Ford
Lincoln
Lincoln Zephyr
Mercury

GENERAL FOODS CORPORATION

Jell-O Ice Cream

pmother <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 25 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	114 Weeks
etty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 43 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	223 Weeks
achelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunyng- ham, Inc.	235 Weeks
ne-Up Time Featuring Walter O'Keefe, Andre Kostelanetz's Orchestra, Lily Thompson's Rhythm Singers and guest stars <i>Comedy and musical variety</i> (This series ends on July 3, beginning August 21)	Monday July 3 only 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 61 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	24 Weeks
rd Summer Hour with James Melton, Francia White, and Van Voorhees' Orchestra, chorus and "Rouge Reporter" and guest <i>Musical variety</i>	Sunday 9:00-10:00 p.m. 77 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	274 Weeks
the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	227 Weeks

* The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

GENERAL FOODS CORPORATION

Continued

Post Toasties

La France
Satina

**GRIFFIN MANUFACTURING
COMPANY, INC.**

Griffin Shoe Polishes

GULF OIL CORPORATION

Motor Oil and Gas

HAWAIIAN PINEAPPLE COMPANY

"Dole" Pineapple
"Dole" Pineapple Juice

GEORGE A. HORMEL & COMPANY

Hormel Soups
and other Food Products

<p>Joe E. Brown with Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Harry Sosnik's Orchestra <i>Comedy and musical variety</i></p> <p>Boyce Jordan, Girl Interne <i>Serial drama</i></p>	<p>Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 69 CBS stations ORIGINATES: KNX</p> <p>Mon., Wed., Fri. 12:00-12:15 p.m. 40 CBS stations ORIGINATES: WABC</p>	<p>Benton & Bowles, Inc.</p> <p>Young & Rubicam, Inc.</p>	<p>227 Weeks</p>
<p>Time to Shine, with Hal Kemp's Orchestra and Guests <i>Musical variety</i></p>	<p>Tuesday 10:00-10:30 p.m. 42 CBS stations ORIGINATES: WABC</p>	<p>Birmingham, Castleman & Pierce, Inc.</p>	<p>34 Weeks</p>
<p>Wolf Musical Playhouse with Erno Rapee, Jane Froman and Jan Peerce <i>Musical</i></p>	<p>Sunday 7:30-8:00 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	<p>281 Weeks</p>
<p>Honolulu Bound starring Phil Baker, "Bottle", the Andrews Sisters, and Syn Murray's Orchestra <i>Comedy and musical variety</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid. 12:30 a.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	<p>21 Weeks</p>
<p>Happened in Hollywood with Martha Mears, John Conte and Reddie Dunstedter's Orchestra <i>Musical variety</i></p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. 25 CBS stations ORIGINATES: KNX</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>97 Weeks</p>

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in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso

<p>er Honor, Nancy James -starring Barbara Weeks and d Wever <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:15-12:30 p.m. 40 CBS stations ORIGINATES: WABC</p>	<p>Lord & Thomas</p>	<p>104 Weeks</p>
<p>ur Gal, Sunday <i>Serial drama</i> (see also ANACIN COMPANY)</p>	<p>Thurs. and Fri. 12:45-1:00 p.m. 31 CBS stations ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>393 Weeks</p>
<p>uy Lombardo and His rchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. <i>Beginning July 17,</i> <i>9:30-10:00 p.m.</i> 17 CBS stations ORIGINATES: WABC</p>	<p>Pedlar & Ryan, Inc.</p>	<p>290 Weeks</p>
<p>and Central Station <i>Dramatic sketches</i></p>	<p>Friday 10:00-10:30 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Lambert & Feasley, Inc.</p>	<p>104 Weeks</p>
<p>ie Lux Radio Theatre th stars of stage and screen <i>Drama; Cecil B. DeMille, director</i> his series ends on July 10, (beginning September 11)</p>	<p>Monday 9:00-10:00 p.m. 58 CBS stations 26 CBC stations ORIGINATES: KNX</p>	<p>J. Walter Thompson Company</p>	<p>188 Weeks</p>
<p>g Town rring Edward G. Robinson th Claire Trevor <i>Drama</i> his series ends on July 4, (beginning September 19)</p>	<p>Tuesday, July 4 8:00-8:30 p.m. <i>Rebroadcast</i> <i>11:30-12 a.m.</i> 59 CBS stations 26 CBC stations ORIGINATES: KNX</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>153 Weeks</p>

The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

LEVER BROTHERS COMPANY
Continued

Lifebuoy

Rinso

Spry

Lux Flakes
Lux Toilet Soap

LIGGETT & MYERS TOBACCO COMPANY

Chesterfield Cigarettes

NEHI CORPORATION

Royal Crown Cola

<p>Dick Powell with Martha Raye, Parkyakarkus, and Gluskin's Orchestra. Guest Stars <i>Musical variety and comedy</i> (This series ends on July 18, turning September 19)</p>	<p>Tuesday, July 11 and 18 only 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30 p.m. 12:30 a.m. 59 CBS stations 26 CBC stations ORIGINATES: KNX</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>153 Weeks</p>
<p>Big Sister with Ruth Chatterton, Alice Frost and Martin Gabel <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 67 CBS stations 26 CBC stations ORIGINATES: WABC</p>		<p>116 Weeks</p>
<p>Count Jenny's Real Life Stories <i>Dramatic sketches</i></p>	<p>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 60 CBS stations 26 CBC stations ORIGINATES: WABC</p>		<p>128 Weeks</p>
<p>The Life and Love of Dr. Susan <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 5:15-5:30 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>J. Walter Thompson Co.</p>	<p>20 Weeks</p>
<p>Paul Whiteman and His Orchestra, with Joan Edwards, Clark Dennis, and The Modernaires <i>Musical Variety</i></p>	<p>Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 92 CBS stations ORIGINATES: ON TOUR</p>	<p>Newell-Emmett Co., Inc.</p>	<p>337 Weeks</p>
<p>Believe It or Not Ripley <i>Musical variety</i></p>	<p>Friday 10:30-11:00 p.m. 75 CBS stations ORIGINATES: WABC</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>11 Weeks</p>

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in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

NOXZEMA CHEMICAL COMPANY

Noxzema

PERSONAL FINANCE COMPANY

Personal Loan Service

PET MILK SALES CORPORATION

Pet Evaporated Milk

PHILIP MORRIS & COMPANY, LTD.

Philip Morris Cigarettes

THE PROCTER & GAMBLE COMPANY

Teel
Drene

Oxydol

<p>Professor Quiz with Bob Trout <i>Questions and answers</i></p>	<p>Saturday 8:30-9:00 p.m. 6 CBS stations ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>60 Weeks</p>
<p>Doc Barclay's Daughters <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:00-2:15 p.m. 28 CBS stations ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>86 Weeks</p>
<p>Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor, and Gustav Haenschen's Orchestra and Chorus <i>Musical</i></p> <p>Mary Lee Taylor Home economist <i>Household advice</i></p>	<p>Saturday 9:45-10:15 p.m. 53 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 60 CBS stations ORIGINATES: KMOX</p>	<p>Gardner Advertising Company</p>	<p>295 Weeks</p>
<p>Johnny Presents Johnny Green's Orchestra, Dramatized Short Stories, Floyd Sherman, Roger Kinney, Genevieve Rowe, "Beverly", Glenn Cross, Ray Bloch's Swing 14 <i>Musical variety and dramatic interludes</i></p>	<p>Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 54 CBS stations ORIGINATES: WABC</p>	<p>The Biow Company, Inc.</p>	<p>146 Weeks</p>
<p>Knickerbocker Playhouse, with Elliott Lewis and Guest Stars <i>Drama</i></p> <p>The Goldbergs <i>Serial drama</i></p>	<p>Sunday 10:00-10:30 p.m. 57 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 27 CBS stations ORIGINATES: WABC</p>	<p>H. W. Kastor & Sons</p> <p>Blackett-Sample-Hummert, Inc.</p>	<p>239 Weeks</p>

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CBS SPONSORED PROGRAMS

THE PROCTER & GAMBLE COMPANY

Continued

Ivory

Chipso

Crisco

Drene

Chipso

PRUDENTIAL INSURANCE COMPANY OF AMERICA

Insurance Services

THE PURE OIL COMPANY

Petroleum Products

R. J. REYNOLDS TOBACCO COMPANY

Camel Cigarettes
Prince Albert Smoking Toba

Life Can Be Beautiful*Serial drama*

Mon. thru Fri.
1:15-1:30 p.m.
32 CBS stations
ORIGINATES: WABC

Compton Advertising, Inc.

Load of Life*Serial drama*

1:30-1:45 p.m.
27 CBS stations
ORIGINATES: WBBM

Pedlar & Ryan, Inc.

This Day Is Ours*Serial drama*

1:45-2:00 p.m.
35 CBS stations
ORIGINATES: WABC

Compton Advertising, Inc.

Immie Fidler*Hollywood news reporter*

This series ends on July 25,
(returning September 12)

Tuesday
7:15-7:30 p.m.
Rebroadcast
11:15-11:30 p.m.
56 CBS stations
ORIGINATES: KNX

H. W. Kastor & Sons

Manhattan Mother*Serial Drama*

Mon. thru Fri.
9:30-9:45 a.m.
11 CBS stations
ORIGINATES: WBRM

Pedlar & Ryan, Inc.

When a Girl Marries*Serial drama*

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

Benton & Bowles, Inc.

5 Weeks

Kaltenborn Edits the News*News Analysis*

Sun. and Tues.
10:30-10:45 p.m.
35 CBS stations
ORIGINATES: WABC

Leo Burnett Company, Inc.

9 Weeks

"Blondie"

with Penny Singleton and
Arthur Lake

Domestic comedy

(Starts July 3)

Monday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
86 CBS stations
ORIGINATES: KNX

William Esty & Company, Inc.

313 Weeks

Bob Crosby's Orchestra

with Johnny Mercer, singer,
and The Bobcats

Musical variety

Tuesday
9:30-10:00 p.m.
87 CBS stations
ORIGINATES: ON TOUR

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which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

SEALTEST, INC.	Sealtest System of Laboratory Control of Milk and Ice Cream
UNITED STATES RUBBER COMPANY	Tires and Rubber Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
JOHN H. WOODBURY, INC.	Woodbury's Powder, Soap and Cream
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum
WYETH CHEMICAL COMPANY	Hill's Nose Drops

<p>Our Family and Mine <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:30-2:45 p.m. 36 CBS stations ORIGINATES: WABC</p>	<p>McKee & Albright, Inc.</p>	<p>9 Weeks</p>
<p>Raymond Paige, Men and a Girl with Guest Vocalists <i>Musical</i></p>	<p>Friday 9:00-9:30 p.m. 82 CBS stations ORIGINATES: WABC</p>	<p>Campbell-Ewald Company of New York, Inc.</p>	<p>47 Weeks</p>
<p>Model Minstrels with Tom Howard and George Belton, the Eton Boys and Symphony Orchestra <i>Comedy and music</i></p>	<p>Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 53 CBS stations ORIGINATES: WABC</p>	<p>Arthur Kudner, Inc.</p>	<p>213 Weeks</p>
<p>"The Parker Family", starring Leon Janney <i>Domestic comedy</i> (starts July 7)</p>	<p>Friday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15 11:30 p.m. 34 CBS stations ORIGINATES: WARC</p>	<p>Lennen & Mitchell, Inc.</p>	<p>124 Weeks</p>
<p>Gateway to Hollywood <i>Motion-picture talent quest</i></p>	<p>Sunday 6:30-7:00 p.m. 62 CBS stations ORIGINATES: KNX</p>	<p>Frances Hooper Advertising Agency</p>	<p>270 Weeks</p>
<p>Aftergood Baines <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 5:00-5:15 p.m. 66 CBS stations ORIGINATES: WBBM</p>	<p>Neisser-Meyerhoff, Inc.</p>	<p></p>
<p>The Romance of Helen Trent <i>Serial drama</i> (see also AFFILIATED PRODUCTS, INC.)</p>	<p>Thurs. and Fri. 12:30-12:45 p.m. 30 CBS stations ORIGINATES: WERM</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>215 Weeks</p>

* The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

**COLUMBIA
PACIFIC
NETWORK**

**BROWN & WILLIAMSON TOBACCO
CORPORATION**

Wings Cigarettes

CALIFORNIA FRUIT GROWERS EXCHANGE

Fruit Pectin

DUART MANUFACTURING COMPANY

"Creme of Milk" Face Cream
Lotion, Lipstick, Cosmetics

S AND W FINE FOODS, INC.

S & W Coffee
S & W Canned Foods

SOFENZ SALES CORPORATION

Sofenz Face Cream

**COLUMBIA
CALIFORNIA
NETWORK**

**EUCLID CANDY COMPANY
OF CALIFORNIA, INC.**

Candy Bars

RIO GRANDE OIL, INC.

Petroleum Products

**WILMINGTON TRANSPORTATION
COMPANY**

Santa Catalina Island
Summer Resort

ews, Views and Sport views by Hughes <i>Sports news</i>	Sun., Mon., Wed. and Friday 8:30-8:45 p.m. PST ORIGINATES: KSFO	Russell M. Seeds Co., Inc.	39 Weeks
etcher Wiley <i>News and features</i> (series ends July 19)	Wednesday 2:00-2:15 p.m. PST ORIGINATES: KNX	Lord & Thomas	7 Weeks
elling Bee with Tom Breneman (his series ends July 9)	Sunday 7:00-7:30 p.m. PST ORIGINATES: KSFO	Erwin, Wasey & Co.	21 Weeks
Want a Divorce <i>Dramatic sketches</i>	Friday 8:00-8:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	37 Weeks
auty Secrets <i>Talks</i>	Tuesday 11:30-11:45 a.m. PST ORIGINATES: KNX	Richard F. Connor	6 Weeks
olid Ballot Box with Sam Hayes (to let people vote)	Monday 7:15-7:30 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	34 Weeks
elling All Cars <i>Police file dramatizations</i>	Monday 9:00-9:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	291 Weeks
atalina Fun Quiz with Gary Breckner <i>Man-on-street interviews</i>	Mon. thru Fri. 2:15-2:30 p.m. PST ORIGINATES: KNX	Neisser-Meyerhoff, Inc.	6 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

WABC**SPONSORED PROGRAMS**

GENERAL MILLS, INC. PROCTER & GAMBLE COMPANY SOCONY-VACUUM OIL COMPANY	Wheaties Ivory Mobiloil and Mobilgas
BOSCO COMPANY	Bosco (Milk Amplifier)
BROWN & WILLIAMSON TOBACCO CORPORATION	Tobacco Products
BULOVA WATCH COMPANY	Bulova Watches
GORDON BAKING COMPANY	Silvercup Bread
LIGGETT DRUG COMPANY, INC.	Fountain Service
MANHATTAN SOAP	Sweetheart Toilet Soap
MELVILLE SHOE COMPANY	Thom McAn Shoes
PACKERS TAR SOAP, INC.	Packers Tar Soap Packers Scalptone
POSTO-PHOTO	Photographic Developing and Enlarging Service

11 home games of New York Yankees and New York Giants <i>Play-by-play description by Arch McDonald</i>	Mon. thru Fri. Approx. 3:10-5:15 p.m. Sat. Approx. 2:25-4:30 p.m.	Knox-Reeves, Inc. Compton Advertising, Inc. J. Stirling Getchell	10 Weeks
News Program	Mon. thru Sat. 6:00-6:05 p.m.	Kenyon & Eckhardt, Inc.	21 Weeks
Report Review	Mon., Wed., Fri. 6:15-6:30 p.m.	Russell M. Seeds Company	12 Weeks
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	512 Weeks
Recording to Hoyt <i>Baseball previews with Waite Hoyt</i>	Mon. thru Fri. 3:00-3:10 p.m. Saturday 2:15-2:25 p.m.	N. W. Ayer & Son, Inc.	10 Weeks
The Morning Almanac, featuring Phil Cook	Mon., Wed., Fri. 7:30-7:45 a.m.	Neff-Rogow, Inc.	24 Weeks
Additions in the News	Mon., Wed., Fri. 8:00-8:05 a.m.	Franklin Bruck Advertising Corp.	10 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	30 Weeks
Packers Sports Review	Tues., Thurs., Sat. 6:15-6:30 p.m.	Stack-Goble Agency	18 Weeks
The Morning Almanac, featuring Phil Cook	Mon., Wed., Fri. 7:15-7:30 a.m.	Redfield-Johnstone, Inc.	1 Week

Week figures indicate the total number of weeks which the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for JULY are planned within a triple frame of *Interest, Timeliness, and Balance*. This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these nine classifications:

1. DRAMATIC SERIES *Page 26*
2. SPECIAL EVENTS *Page 27*
3. PUBLIC AFFAIRS *Page 29*
4. EDUCATIONAL PROGRAMS *Page 31*
5. SERIOUS MUSIC *Page 34*
6. RELIGIOUS BROADCASTS *Page 36*
7. CHILDREN'S PROGRAMS *Page 38*
8. PERSONALITIES *Page 38*
9. LIGHT MUSIC *Page 39*
- ADDENDA: JUNE PROGRAMS *Page 41*

**DRAMATIC
SERIES**

**Columbia Workshop
Festival**

10:00-10:30 p.m.

EACH THURSDAY, BEG. JULY 6

10:00-11:00 p.m.

THURSDAY, JULY 20

The Columbia Workshop celebrates its third anniversary on the air, with a 13-week Festival, during which eight of the most famous Workshop productions will be revived, and four new radio plays and one new adaptation will be produced. Included among the new plays is William Saroyan's "Radio Play," while Archibald MacLeish's famed "The Fall of the City," first produced on the Workshop will be among the revivals. The Festival also brings back Irving Reis, former Workshop producer, since "gone Hollywood," who will direct and produce three of the plays from that city. An unusual feature of the Festival is that the public will be admitted for the first time to the plays, both in New York and Hollywood. The schedule for July:

JULY 6: "The Half-Pint Flask," by DuBose Heyward; adapted and directed by Irving Reis.

JULY 13: "Never Come Monday," by Eric Knight; adapted by Stephen Fox; directed by William N. Robson.

JULY 20: "John Brown's Body," by Stephen Vincent Benet; adapted and directed by Norman Corwin. (A full-hour broadcast.)

JULY 27: "A Trip to Czardis," by Edwin Granberry; adapted by James and Elizabeth Hart and directed by Brewster Morgan.

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

Continued

The Adventures of Ellery Queen

8:00-9:00 p.m.

EACH SUNDAY

A new series in which the adventures of Ellery Queen and his assistant, Nikki, are dramatized before a jury of four prominent "armchair detectives," who give their opinion on who is guilty before the true solution is enacted. George Zachary directs and produces the program.

Buffalo Summer Theatre

3:30-4:00 p.m.

EACH FRIDAY

The Buffalo Summer Theatre returns to the air with another program of summer stock plays acted by Buffalo's leading players.

Ray Collins in "County Seat"

7:30-8:00 p.m.

EACH SATURDAY

Ray Collins, one of radio's foremost actors, stars in this dramatic series as "Doc" Hackett, a small town druggist. The story of "County Seat" is written by Milton Geiger.

SPECIAL EVENTS

Horse Racing

4:00-4:30 p.m.

SATURDAY, JULY 1, 8, 15, 22, & 29

TUESDAY, JULY 4

MONDAY, JULY 31

Bryan Field begins a heavy month of racing calling for Columbia, with the close of Aqueduct, and the opening of Empire City. On July 1, Field describes the Gazelle Stakes, last started on Long Island until September. Moving to Empire City, Field's schedule for July is:

- JULY 4: Demoiselle Stakes.
- JULY 8: Fleetwing Stakes.
- JULY 15: Empire City Handicap.
- JULY 22: Butler Handicap.
- JULY 29: Yonkers Handicap.
- JULY 31: Opening day at Saratoga.

SPECIAL EVENTS

South Dakota Jubilee Celebration

11:00-11:30 p.m.
SUNDAY, JULY 2

The South Dakota Jubilee Celebration is held at Mt. Rushmore, in the Black Hills, where Gutzon Borglum has completed the carving of the faces of Washington, Jefferson, Lincoln and Theodore Roosevelt out of the solid granite on the mountain's side. Beside Borglum, who is the host, others heard are Governor Harlan J. Bushfield of South Dakota, and William S. Hart, old-time Western film star.

Stars and Stripes Handicap

6:15-6:30 p.m.
TUESDAY, JULY 4

The Stars and Stripes Handicap, feature holiday attraction at the Arlington Park Race Track, near Chicago, is brought to Columbia's fans by announcers Frank Ashley and Ken Ellington of WBBM.

All Star Baseball Game

1:15-3:30 p.m.
TUESDAY, JULY 11

The 7th annual All-Star baseball game, held this year at the Yankee Stadium, in New York, is given the coverage its importance deserves by Columbia. Three announcers, all experienced enthusiasts of the game, report it. The play-by-play is given by Arch McDonald, who this year is calling all the home games of the Yankees and Giants, and France Laux, who does the calling daily at KMOX, for St. Louis fans. The color is handled by Mel Allen, who takes care of the same assignment during the season. This year the teams are being picked by Gabby Hartnett of the Chicago Cubs, and Connie Mack, of the Philadelphia Athletics, to whom Joe McCarthy of the Yankees, waived the honor.

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

Canada Day at the World's Fair

2:30-3:15 p.m.

SATURDAY, JULY 1

Canada Day is celebrated at the New York World's Fair, with speeches from the steps of the Canadian building by Prime Minister William L. MacKenzie King of Canada, Mayor Fiorello H. LaGuardia of New York, Governor Whalen, Fair president, and Edward J. Flynn, U. S. Commissioner-General to the Fair.

Mrs. F. D. Roosevelt

5:00-5:30 p.m.

SUNDAY, JULY 2

Mrs. Franklin D. Roosevelt presents the Spingarn Medal to Marian Anderson, renowned Negro singer, as the American Negro who has the outstanding record of achievement for the year. The presentation is made at the 36th annual conference of the National Association for the Advancement of Colored People, held at Richmond, Virginia.

Francis B. Sayre

10:45-11:00 p.m.

SUNDAY, JULY 2

Francis B. Sayre, Assistant Secretary of State, discusses America's commercial policy and trade agreements program, from Washington.

Col. Louis A. Johnson

10:45-11:00 p.m.

TUESDAY, JULY 4

"Democracy and National Defense" is the topic of Col. Johnson, Assistant Secretary of War, speaking before the Institute of Public Affairs, at the University of Virginia.

Herbert Hoover

10:30-11:00 p.m.

THURSDAY, JULY 6

Former President Herbert Clark Hoover speaks before the international convention of Christian Endeavor Societies, being held at the Cleveland Public Hall.

**PUBLIC
AFFAIRS**

<p>Representative Celler 10:45-11:00 p.m. TUESDAY, JULY 11</p>	<p>Representative Emanuel Celler (D) of New York delivers his postponed speech on "The New Alien and Sedition Laws."</p>
<p>Professor Moore 3:30-3:45 p.m. THURSDAY, JULY 13</p>	<p>Professor Herbert Moore of Mount Holyoke College speaks of "Vocation Problems and How to Meet Them," from the convention of the National Federation of Business and Professional Women's Clubs in Kansas City.</p>
<p>John R. Steelman 10:45-11:00 p.m. SUNDAY, JULY 16</p>	<p>John R. Steelman, director of conciliation of the Department of Labor, takes up the subject of "Conciliation."</p>
<p>"Bull Session" 2:00-2:30 p.m. EACH SATURDAY, BEG. JULY 1</p>	<p>Students from a group of mid-western universities hold informal and impromptu discussions on important topics, from Chicago.</p>
<p>"This Week In Washington" SATURDAY, 6:30-6:45 p.m.</p>	<p>Albert Warner, new CBS correspondent in Washington, reviews the important developments in the political scene there.</p>
<p>The World Today 5:00-5:30 p.m. EACH SUNDAY</p>	<p>Columbia's audience hears CBS representatives—Edward Murrow in London, William L. Shirer in Central Europe, Thomas Grandin in Paris and Albert Warner in Washington—report the latest news developments in "The World Today."</p>
<p>"Women in the World of Tomorrow" 12:15-12:30 p.m. EACH SATURDAY</p>	<p>This new series, presented under the auspices of CBS and the Women's National Radio Committee, features outstanding women.</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

CBS ADULT EDUCATION BOARD

The programs on this page are presentation of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. CANNON, S. J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Americans at Work

7:00-7:30 p.m.

EACH SATURDAY

Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The July schedule:

JULY 1: Librarian.

JULY 8: Model.

JULY 15: Lumber Worker.

JULY 22: Tugboat Captain.

JULY 29: Musical Instrument Maker.

The People's Platform

7:30-8:00 p.m.

EACH WEDNESDAY

Following the program of July 5 from San Francisco, which has Senator Elbert D. Thomas (D) of Utah and Representative Noah Mason (R) of Illinois, discussing "Can It Happen Here?" "The People's Platform" returns to the East. On July 12 "A Third Term for President" will be taken up, followed on July 19 by the question: "Do We Need a Federal Arts Program?" Lyman Bryson continues as director of the series.

**EDUCATIONAL
PROGRAMS**

Democracy in Action

2:00-2:30 p.m.

EACH SUNDAY

This is a new series of 26 programs designed to show the people of the United States how their government operates. The series is presented by CBS in cooperation with the U. S. Office of Education.

Adventures in Science

5:45-6:00 p.m.

EACH MONDAY

Watson Davis interviews prominent scientists on these programs presented in cooperation with Science Service, Inc.

JULY 3: Dr. Reuben T. Shaw, president of the National Education Association and head of the science department of the Northeast High School, Philadelphia, discusses science's place in schools and daily life in an address entitled "More Exact Knowledge." from the NEA meeting in San Francisco.

JULY 10: Dr. Vern O. Knudsen, professor of Physics and dean of Graduate Study, University of California, discusses "The Conquest of Noise."

**National Education
Association Convention**

3:00-3:30 p.m.

6:45-7:00 p.m.

TUESDAY, JULY 4

"Crisis in Czechoslovakia," written by A. Murray Dyer for Columbia's "American School of the Air" program, is re-enacted before 8,000 educators at the NEA convention in San Francisco. In a later broadcast that day, five prominent people speculate on the discussion, "If I Went Back to School."

Of Men and Books

5:15-5:30 p.m.

EACH WEDNESDAY

Representative T. V. Smith (D) of Illinois continues to review current books, first as critic and philosophy professor, then as statesman, in this unusual series.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

What Price America?

2:00-2:30 p.m.

SATURDAY, JULY 1

1:30-2:00 p.m.

EACH SATURDAY THEREAFTER

The story of the natural resources of America—their original abundance, gradual depletion and present efforts at conservation—is told through dramatizations presented by CBS in cooperation with the U. S. Dept. of Interior.

Highways to Health

5:30-5:45 p.m.

EACH TUESDAY

The New York Academy of Medicine arranges these medical talks for the layman. Dr. Isaac Galdston, executive secretary of the Medical Information Bureau, is in charge.

JULY 4: Dr. Herman Sharlit, dermatologist, Post Graduate Medical School and Hospital, "Your Cosmetics and the New Federal Cosmetic Law."

JULY 11: Dr. Edward L. Kellogg, professor of surgery and attending surgeon, Polyclinic, "Gastro-Duodenal Ulcer."

JULY 18: Dr. Wendell L. Hughes, senior assistant surgeon, New York Eye and Ear Infirmary, "The Eyes Have It."

JULY 25: Dr. G. W. Graves, professor of diseases of children, N. Y. U. Medical School, "The Child's Health and His Adult Associates."

Men Behind the Stars

5:45-6:00 p.m.

EACH FRIDAY

The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Prof. William H. Barto, Jr., of the Hayden Planetarium, and Hal Christian Adamson of the American Museum.

**SERIOUS
MUSIC**

**Philharmonic Symphony
Stadium Concerts**

9:00-10:30 p.m.

EACH WEDNESDAY, BEG. JULY 5

The famed summer concerts of the New York Philharmonic Symphony Orchestra, in Lewisohn Stadium, are again carried by Columbia. Aaron Copland, composer and author, acts as commentator for the series. Three new conductors are heard in July; Efrem Kurtz on July 5, Frieder Weissmann on July 12 and 19, and Erich Leinsdorf on July 26.

**Columbia Broadcasting
Symphony**

3:00-4:00 p.m.

EACH SUNDAY

Howard Barlow, brilliant director of the Columbia Broadcasting Symphony, this month continues his fourth season of Sunday afternoon concerts on CBS.

JULY 2: *Moussorgsky*: Khovanstchina; (a) Prelude; (b) Persian Dance; *Tschaikowsky*: Symphony No. 5 in E Minor.

JULY 9: Gershwin Memorial Concert by Paul Whiteman and his orchestra, augmented by members of the Columbia Symphony Orchestra, with Jane Froman, Roy Bargy, Rosa Linda and Frank Signorelli as soloists, and Deems Taylor as commentator.

JULY 16: All Johann Strauss program.

Glyndebourne Festival

3:00-3:30 p.m.

FRIDAY, JULY 7

The annual Glyndebourne Opera Festival, held on the estate of Capt. John Christie, sixty miles from London, this year features Verdi's opera, "Macbeth." Portions of Act II are carried by Columbia, with Margherita Grandi as Lady Macbeth, and Farnesico Valentino as Macbeth, assisted by the Festival orchestra, directed by Fritz Busch.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

<p>The Hour of Musical Fun 4:00-4:30 p.m. EACH SUNDAY STARTING JULY 2</p>	<p>This new program, whose keynote is informality, tests the musical erudition of four listeners each week. Ted Scott acts as MC. Frank Macaluso as judge, David Ross as intern diary, and Alexander Semmler as pianist.</p>
<p>From the Organ Loft 9:00-9:25 a.m. EACH SUNDAY</p>	<p>Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music.</p>
<p>Mid-Western Music Camp Series MONDAY, 3:00-4:00 p.m.</p>	<p>Orchestra and band concerts are featured at the annual mid-Western Music Camp Series at University of Kansas, Lawrence, Kansas.</p>
<p>Exploring Music 5:00-5:15 p.m. EACH MONDAY</p>	<p>Bernard Herrmann, brilliant young CBS conductor, directs the Columbia String Orchestra this month in shorter symphonic works.</p>
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY</p>	<p>Outstanding concert singers are presented in selections from the treasury of songs in English. Genevieve Rowe, soprano; William Perrett, tenor and Hubert Hendrie, baritone.</p>
<p>Musical Album 5:00-5:30 p.m. EACH TUESDAY</p>	<p>Bernard Herrmann conducts the Columbia String Orchestra each Tuesday afternoon in programs featuring the shorter classical works.</p>
<p>United States Army and Marine Bands THURSDAY, FRIDAY, 3-3:30 p.m.</p>	<p>Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army and Marine Bands.</p>
<p>Columbia Chamber Orchestra FRIDAY, 3:30-4:00 p.m.</p>	<p>Howard Barlow, Columbia's noted conductor, leads the Columbia Chamber Orchestra in the series of Friday afternoon concerts.</p>

**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 8th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.

JULY 2: *Morning*—Rev. William Pearson Merrill, pastor-emeritus, Brick Presbyterian Church, New York.

Afternoon—Dr. Ernest C. Wilson, Christ Church (Unity), Los Angeles.

JULY 9: *Morning*—Rev. Harold R. Browne, First Christian Church of Philadelphia (Disciples of Christ).

Afternoon—Rev. Joseph I. Malloy, C. S. P., Paulist Fathers, New York.

JULY 16: *Morning*—Rev. John Clark Williams, First Methodist Protestant Church, Columbus, Ohio.

Afternoon—Rabbi Nathan A. Perilman, Congregation Emanu-El, New York.

JULY 23: *Morning*—Rev. Harold Adye Prichard, Rector, St. Mark's Church (Episcopal), New York.

Afternoon—Elder Bryant S. Hinckley, former president, Northern States Mission, in Chicago (Mormon).

JULY 30: *Morning*—Rev. Daniel E. Weigle, Philadelphia Association of Congregational Churches.

Afternoon—Rev. John J. Scally, diocesan director, Society for the Propagation of the Faith, New York.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

Continued

Wings Over Jordan

10:30-11:00 a.m.

EACH SUNDAY

This program of spirituals and religious music is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators.

JULY 2: Bishop Edward Thomas Senby, 1st, Protestant Episcopal Church, Cleveland.

JULY 9: George W. Conrad of Cincinnati, president of the National Catholic Interracial Federation.

JULY 16: W. A. Fountain Jr., president of Morris Brown University, Atlanta, Ga.

JULY 23: D. F. Martinez, D.D., presiding Bishop of the Tuscaloosa District, A. M. E. 7th Street Churches, Tuscaloosa, Ala.

JULY 30: Dr. J. W. Heywood, president of Morristown College, Morristown, Tenn.

World's Fair Vesper Services

5:30-6:00 p.m.

SUNDAY, JULY 2, 9 AND 16

Three vesper service programs are carried over the Columbia network from the New York World's Fair Temple of Religion. On July 2, the Concord Baptist Choir of Brooklyn, a Negro group of 130 voices is heard, followed July 9, by the Blessed Martin Choral Society of New York, and the Trinity Lutheran Church Choir of White Plains on July 16.

Baptist World Alliance

2:30-3:00 p.m.

SATURDAY, JULY 22

The Sixth World Congress of the Baptist World Alliance, held at Atlanta, Ga., features spirituals by a choir of 2,000 Negro voices, and an address by a special guest.

**CHILDREN'S
PROGRAMS**

"March of Games"

5:45-6:00 p.m.

TUESDAY AND THURSDAY

1:30-1:45 p.m.

WEDNESDAY, JULY 12

Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. On Wednesday, July 12, Arthur Ross, the school-boy master-of-ceremonies and Sybil Trent, 11-year-old "Miss Drum Major" of the program, quiz four models at the Fall fashion show of children's clothes, held at the Hotel New Yorker.

"Let's Pretend"

12:30-1:00 p.m.

EACH SATURDAY

The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors. These dramas have been a Columbia children's feature for nine years. The program has already been awarded four prizes this year.

PERSONALITIES

"The Alibi Club"

7:00-7:30 p.m.

SUNDAY, BEGINNING JULY 9

Columbia begins a new series, in which a group of men and women, confronted with dramatized situations, are asked what they would do in similar cases. The man and woman winning compete for the grand prize. Earle McGill directs and Leith Stevens' orchestra provides the musical background.

CBS SUSTAINING PROGRAMS

PERSONALITIES

(Continued)

**Man About Hollywood—
George McCall**

9:00-9:30 p.m.

MONDAY, BEGINNING JULY 17

Interviews with Hollywood's stars each week is the feature of this new series of news and stories about the film capital, starring George McCall, Hollywood reporter.

Richard Maxwell

9:00-9:15 a.m.

MONDAY THRU SATURDAY

Richard Maxwell presents six programs of hymns, inspirational songs and homely philosophy each week.

Outdoors with Bob Edge

7:45-8:00 p.m.

EACH FRIDAY

Bob Edge, popular young sportsman, is heard in this series of informal talks dedicated to hunting and fishing enthusiasts.

**Major Bowes'
Capitol Family**

11:30 a.m.-12:30 p.m.

EACH SUNDAY

Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Hermon, xylophonist, and Waldo Mayo's Orchestra.

LIGHT MUSIC

Ray Block's Varieties

4:15-4:45 p.m.

EACH THURSDAY

Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.

**Al Bernard's
Merry Minstrels**

TUESDAY, 4:15-4:45 p.m.

A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headline in this field of entertainment, is starred.

**National Hillbilly
Champions**

9:30-10:00 a.m.

EACH SATURDAY

Hillbilly music, performed by the nation's leading mountaineer group. Pappy Cheshire's National Hillbilly Champions, is heard every Saturday morning from station KMOX.

LIGHT MUSIC

<p>"Summer Colony" with Buddy Clark 8:00-8:30 p.m. EACH FRIDAY</p>	<p>Buddy Clark, popular young Columbia baritone, brings a guest artist from the night clubs each week in this new summer series. He is assisted by Walter Gross, pianist, and Leith Stevens and his orchestra.</p>																		
<p>CBS Vocalists Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table data-bbox="921 831 1428 1041"> <tbody> <tr> <td>Judith Arlen</td> <td>Audrey Marsh</td> </tr> <tr> <td>Clyde Barrie</td> <td>Doris Rhodes</td> </tr> <tr> <td>Ruth Carhart</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Michael Loring</td> <td>Jack Shannon</td> </tr> <tr> <td></td> <td>Barry Wood</td> </tr> </tbody> </table>	Judith Arlen	Audrey Marsh	Clyde Barrie	Doris Rhodes	Ruth Carhart	Genevieve Rowe	Michael Loring	Jack Shannon		Barry Wood								
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Clyde Barrie	Doris Rhodes																		
Ruth Carhart	Genevieve Rowe																		
Michael Loring	Jack Shannon																		
	Barry Wood																		
<p>Deep River Boys, Eton Boys, Four Clubmen Various hours</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>																		
<p>Dance Orchestras Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for July:</p> <table data-bbox="911 1506 1417 1893"> <tbody> <tr> <td>Count Basie</td> <td>George Hamilton</td> </tr> <tr> <td>Charles Baum</td> <td>Harry James</td> </tr> <tr> <td>Ben Bernie</td> <td>Henry King</td> </tr> <tr> <td>Cab Calloway</td> <td>Enoch Light</td> </tr> <tr> <td>Del Courtney</td> <td>Carlos Molina</td> </tr> <tr> <td>Eddy Duchin</td> <td>Harry Owens</td> </tr> <tr> <td>Shep Fields</td> <td>Ted Weems</td> </tr> <tr> <td>Jan Garber</td> <td>Barry Wood</td> </tr> <tr> <td></td> <td>Sterling Young</td> </tr> </tbody> </table>	Count Basie	George Hamilton	Charles Baum	Harry James	Ben Bernie	Henry King	Cab Calloway	Enoch Light	Del Courtney	Carlos Molina	Eddy Duchin	Harry Owens	Shep Fields	Ted Weems	Jan Garber	Barry Wood		Sterling Young
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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 and 17: The National Organization for Decent Literature opened a campaign, with speeches from South Bend, Indiana, by The Most Rev. John F. Noll, Bishop of Fort Wayne, on June 3, and The Rev. John Cavanagh of the University of Notre Dame on June 17, 5:15-5:30 p.m.

JUNE 4: Former Governor John G. Winant of New Hampshire, was interviewed in Geneva, Switzerland, by William L. Shirer, CBS European correspondent, 1:30-1:45 p.m.

JUNE 6: Carmel Snow, editor of "Harper's Bazaar," previewed Fall and Winter fur fashions at the 20th annual Fur Fashion Show, at the Waldorf-Astoria, 10:45-11 p.m.

JUNE 9: The aims of the National Catholic Social Action Congress were discussed by Monsignor John A. Ryan of Catholic University, 4:45-5 p.m.

JUNE 10: A special program of WKRC's "Safety Patrol" broadcast brought speeches by City Manager C. O. Sherrill of Cincinnati, Claude V. Courter, Superintendent of Public Schools, Judge Otis R. Hess, of the Cincinnati Traffic Court, and William G. Wiley, publisher of the Cincinnati *Enquirer*

and president of the Chamber of Commerce with Al Bland, chief of the "Safety Patrol" conducting the program. 2:45-3 p.m.

Senator Robert R. Reynolds (D) of North Carolina, discussed "Foreign Affairs," 10:45-11 p.m.

JUNE 12: President Roosevelt addressed the graduating class of West Point, 11:45 a.m.-12 noon.

JUNE 14: Major Benjamin H. Namm and Lew Hahn, general manager of the National Retail Dry Goods Association spoke at a dinner to Harold R. Young, for 20 years Washington representative of the organization, 10:45-11 p.m.

JUNE 18: The Far Eastern situation was discussed by Christopher Chancellor, general manager in the Far East for Reuter's, British news agency, on leave in London. 1:45-2 p.m.

"The Dies Committee" was the topic of Representative J. Parnell Thomas (R) of New Jersey, Committee member, 10:45-11 p.m.

JUNE 19: "International Understanding" was the theme of speeches by The Rev. Ralph A. Ward, Bishop of Central China, and T. A. Warren, of the National Education

Executive Committee of Great Britain, at the Rotary International Convention, Cleveland, 5:30-5:45 p.m.

JUNE 20: President Robert M. Hutchins of the University of Chicago, spoke on "Intellectual Freedom," 10:45-11 p.m.

JUNE 22: The President's new "lending-spending" plan was discussed in detail by Albert Warner, Columbia's Washington representative, 3:30-3:45 p.m.

JUNE 22: Messmore Kendall, president general of the Sons of the American Revolution, spoke in behalf of "Young Citizen's Day," held June 25, 6:45-7 p.m.

The ninth annual speech tournament of the National Forensic League, with radio announcing included for the first time, was held in Los Angeles, with Thomas Freebairn-Smith of the KNX announcing staff, as chief judge for the radio event, 10:45-11 p.m.

JUNE 23: The homecoming speech of King George VI, from historic Guildhall, London, as well as the speech of greeting by Sir Frank Bowater, Lord Mayor, was heard by Columbia's audience, with description by Howard Marshall of BBC, 9:10-9:45 a.m.

JUNE 24: "The 76th Congress So Far and Why" was explained by Representative Albert E. Austin (R) of Connecticut, 10:45-11 p.m.

JUNE 25: Maurice Samuels, author, took up "The Refugee Problem in Relation to Palestine," in connection with the 42nd annual convention of the Zionist Organization in America, 2:45-3 p.m.

Ralph Morgan, Claudette Colbert, James Cagney, Frank Capra, Charles Braekett,

Jean Arthur, Melvyn Douglas and Pat O'Brien participated in a discussion condemning the government's abandonment of the Federal Arts Project. The meeting was presided over by Marc Connelly, 4:30-4:45 p.m.

Miles W. Vaughn, former UP Far Eastern manager and Robert Aura Smith of the New York *Times*, analyzed the present Far Eastern crisis, with Albert Warner giving official Washington's reaction during the regular CBS series "The World Today," 5-5:30 p.m.

Sir William Crawford, president of Incorporated Practitioners in Advertising in Great Britain, introduced by Col. William H. Rankin, gave his opinion of American contemporaries, 10:45-11 p.m.

JUNE 26: The annual award dinner of the National Federation of Press Women at the Waldorf-Astoria brought Presidents William S. Paley of CBS and Lenox Lohr of NBC, Alfred J. McCosker of Mutual, and Grover Whalen, president of the New York World's Fair to the microphone, with an introduction by Mrs. Joseph E. Goodbar, Federation founder and president, and John S. Young, World's Fair Radio Director as emcee, 10:30-11 p.m.

JUNE 27: Carmel Snow returned to describe the Fall hat show by Lily Daehe at the Coty Building, World's Fair, 4-4:15 p.m.

"Youth in Industry" was the subject of Representative Mary Norton (D) of New Jersey, 10:45-11 p.m.

JUNE 28: The "United States Employment Service" was praised by Secretary of Labor Frances Perkins, before it left the Labor Department July 1 to join the new Federal Security Agency, 10:45-11 p.m.

JUNE 29: Chairman John D. M. Hamilton of the Republican National Committee, introduced by Percy A. Miller, Jr., chairman of the Republican Committee of Essex County, N. J., spoke of the party's present state. 6:15-7 p.m.

SPECIAL EVENTS

JUNE 2: Charles Gardner described the disaster involving the British submarine "Thetis," from Liverpool. 6:45-7 p.m.

JUNE 8: "The Flying Hutchinsons," winging their way homeward, reported to the Columbia audience from Lima, Peru, 5:15-5:30 p.m.

JUNE 10: The 50th anniversary of the invention of Thomas A. Edison's kitescope was celebrated in Hollywood at the Ambassador Hotel by Bob Hope, Dorothy Lamour, Tito Guizar, Linda Ware and Anson Week's orchestra, conducted by Victor Young. Jack Benny and Cecil B. DeMille were the emcees of this program, produced by Irving Reis, formerly of CBS and Bob Hussey, 1-1:30 a.m.

JUNE 14: Mrs. James Morris, national president of the American Legion Auxiliary, and the St. Cecilia Choir of 50 voices, participated in the special Flag Dag program from Boston, 4:15-4:45 p.m.

JUNE 15: The huge benefit staged at Madison Square Garden for the benefit of Christian German Refugees was carried over the Columbia network, and included Mary Martin, Burns and Allen, Fairchild and Carroll, Ethel Waters, and Mario Chamlee, with Eddie Cantor and Deems Taylor as emcees. 12:30-1 a.m.

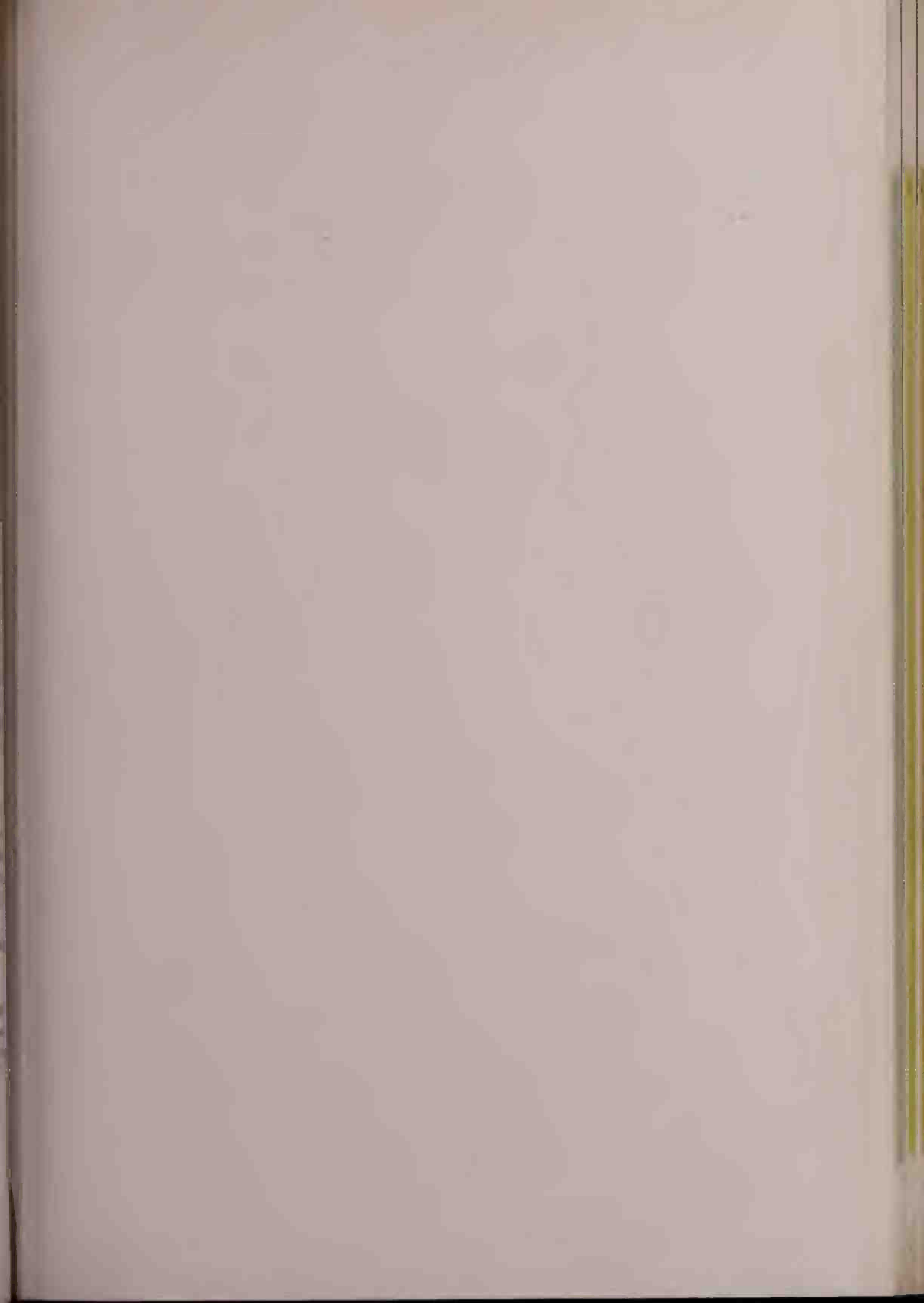
JUNE 17: Ted Husing described the annual Invitation Track Meet at Princeton, in which Great Britain's Sidney Wooderson lost the mile race to Chuck Fenske, among others. 5:30-6:30 p.m.

John Reed King flashed the results of the annual Ponghkeepsie Regatta to the Columbia audience direct from the finish line. 6:30-6:45 p.m.

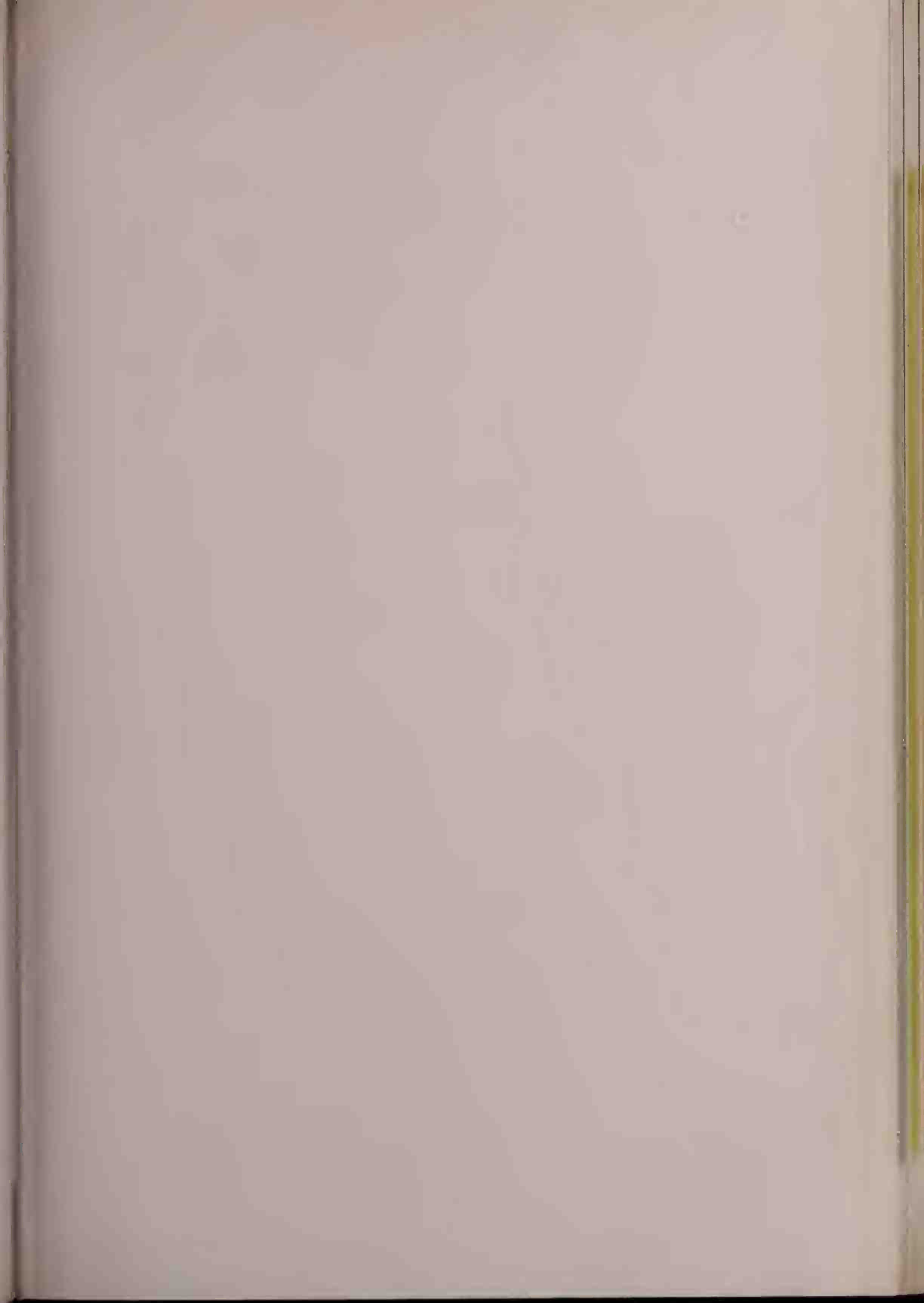
JUNE 17, 18 and 19: Bob Trout, Columbia's special events reporter, and Clyde Houldson, Columbia's short wave engineer, were aboard the Atlantic Clipper on its flight across the Atlantic. Trout kept in close touch with the United States in a series of broadcasts, beginning on June 17, after the Clipper's departure (6:45-7 p.m.), followed with another report, (11:30-11:15 p.m.). He also heckled "Professor Quiz," (8:30-9 p.m.). The next day Trout had a conversation with William L. Shirer, on his way to the United States aboard the new *Mauretania* (10:30-10:45 a.m.), and then described the arrival on the Continent from Lisbon, Portugal (5-5:15 p.m.). On June 19, Trout was heard from Marseilles. (6:45-7 p.m.), while on June 20 he spoke from Paris, on the "Time to Shine" program. (10-10:30 p.m.).

JUNE 18, 21 and 24: William L. Shirer, aboard the new *Mauretania*, bounding toward the United States, compared trips with Trout (10:30-10:15 a.m.); interviewed passengers and crew members (June 18, 5:15-5:30 p.m. and June 21, 5:45-6 p.m.), and was interviewed himself by George Putnam upon arrival here, 9:15-9:30 p.m.

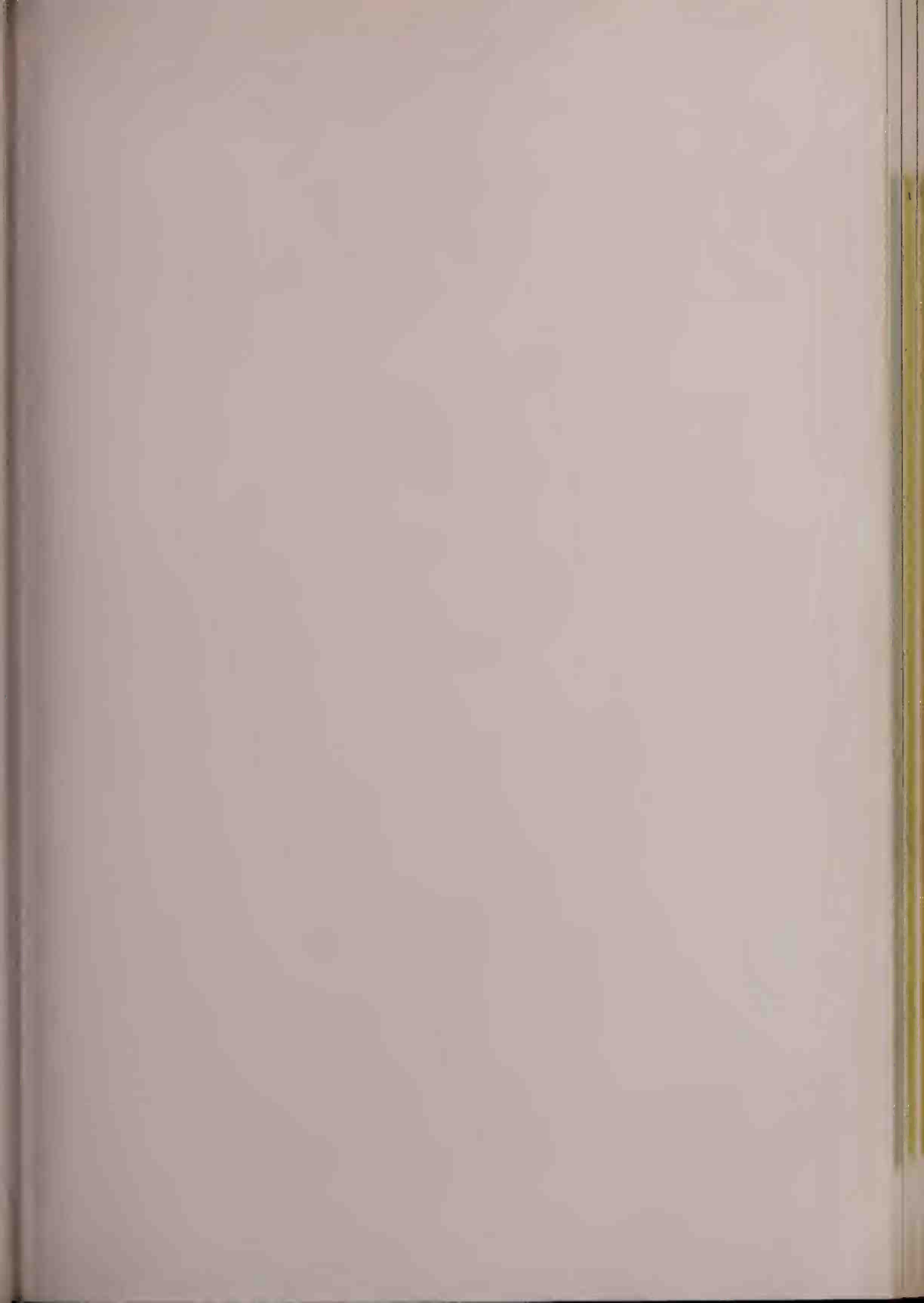
JUNE 27: Bob Trout, returning to the United States aboard the *Nieuw Amsterdam*, interviewed the Captain during the "Time to Shine" program. 10-10:30 p.m.











THE COLUMBIA BROADCASTING SYSTEM

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