

MADELEINE BASTILLE



from the Bettman Archives

This drawing was made in 1882. It predicted that music, news, drama and philosophy would be available with street-car transportation by 1952. As predictions go, this wasn't very far off. 6,250,000 automobiles in the United States, now carry music, news, drama and philosophy with them as they ride — by radio!



AUGUST, 1939

THE COLUMBIA PROGRAM BOOK

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THE COLUMBIA BROADCASTING SYSTEM

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AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cost
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

PROGRAM	TIME	AGENCY	ON AIR*
Romance of Helen Trent <i>serial drama</i>	Mon., Tues., Wed. 12:30-12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	295 Weeks
Music by Malneck Matty Malneck's Orchestra <i>musical</i> (series ends August 24)	Thursday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 52 CBS stations ORIGINATES: KXN	Young & Rubicam, Inc.	9 Weeks
Human Side of the News, Edwin C. Hill <i>news</i>	Mon. thru Fri. 6:05-6:15 p.m. <i>Rebroadcast</i> 11:05-11:15 p.m. 12 CBS stations ORIGINATES: WABC	The Joseph Katz Company	52 Weeks
Topper Hit Parade Benny Warlow's Orchestra, Ray Ross, Raymond Scott's Trio, Kay Lorraine and the Kay Macs <i>popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid-12:45 a.m. 97 CBS stations ORIGINATES: WABC	Lord & Thomas	170 Weeks
Gal, Sunday <i>serial drama</i> (Also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45-1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	131 Weeks
Widow and Husband Helen Menken, presented by the Famous Actors' Guild <i>serial drama</i>	Tuesday 7:30-8:00 p.m. 30 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	112 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
BOWEY'S, INC.	Dari-Rich Products
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Franco-American Spaghetti
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave

PROGRAM	TIME	AGENCY	ON CBS*
Swing and Rhythm Todd Hunter, reporter; Dave L. Novachordist and Carl Engarten's Orchestra <i>Rock and music</i>	Sunday 11:00-11:30 a.m. <i>Rebroadcast</i> 2:30-3:00 p.m. 33 CBS stations ORIGINATES: WBBM	Sorensen & Company	9 Weeks
Nighter Barbara Luddy and Remayne <i>Opera at the "Little Theater Times Square"</i>	Friday 9:30-10:00 p.m. 48 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	79 Weeks
Let the Dixons" Barbara Weeks and Fred Widmark <i>Mestic Serial</i>	Mon. thru Fri. 9:15-9:30 a.m. 14 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	243 Weeks
Bob 'n' Andy <i>Comedy-drama</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 52 CBS stations ORIGINATES: KNX	Ward Wheelock Company	243 Weeks
Major Bowes' Journal Amateur Hour <i>Amateurs, with Major Bowes Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 78 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	178 Weeks
Late Ask-It Basket McWilliams, MC <i>Questions and answers (beginning August 17)</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 60 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	181 Weeks
Strange As It Seems <i>Amplifications of unusual facts (beginning August 17)</i>	Thursday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 52 CBS stations ORIGINATES: WABC		

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

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Concentrated Super Suds Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
ETHYL GASOLINE CORP.	"Ethyl" Gasoline

PROGRAM	TIME	AGENCY	ON CBS*
Art and Marge <i>serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 71 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	181 Weeks
Atop House <i>serial drama</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 74 CBS stations ORIGINATES: WABC		
Brother <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.	
Betty 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.	228 Weeks
Chelors Children <i>serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	210 Weeks
Close-Up Time featuring Walter O'Keefe, Irene Kostelanetz's Orchestra, Thompson's Rhythm Singers <i>guest stars</i> <i>comedy and musical variety</i> (beginning August 21)	Monday 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.	25 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Jell-O Ice Cream Post Toasties La France Satina
GRIFFIN MANUFACTURING COMPANY, INC.	Griffin Shoe Polishes
GULF OIL CORPORATION	Motor Oil and Gas

PROGRAM	TIME	AGENCY	ON AIR
rd Summer Hour h James Melton, Francia White, n Voorhees" Orchestra, chorus and "Rouge Reporter" and guests <i>Musical variety</i>	Sunday 9:00-10:00 p.m. 75 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	279 Weeks
, the People h Gabriel Heatter, Harry von Zell l 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.	232 Weeks
e E. Brown h Frank Gill and Bill Demling, medians, Paula Winslow, Margaret McCrae, vocalist and rry Sosnik's Orchestra <i>Comedy and musical variety</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 69 CBS stations ORIGINATES: KNX	Benton & Bowles, Inc.	
yce Jordan, Girl Interne <i>Serlal drama</i>	Mon., Wed., Fri. 12:00-12:15 p.m. 40 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
me to Shine, h Hal Kemp's Orchestra l Guests <i>Musical variety</i>	Tuesday 10:00-10:30 p.m. 42 CBS stations ORIGINATES: WABC	Birmingham, Castleman & Pierce, Inc.	39 Weeks
lf Musical Playhouse h Erno Rapee, Jane Froman l Jan Peerce <i>Musical</i>	Sunday 7:30-8:00 p.m. 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	286 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes

PROGRAM	TIME	AGENCY	ON CBS*
Honolulu Bound starring Phil Baker, "Bottle", Andrews Sisters, and Murray's Orchestra <i>Comedy and musical variety</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 61 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	29 Weeks
Happened in Hollywood with Martha Mears, John Conte and Edie Dunstedter's Orchestra <i>Musical variety</i>	Mon., Wed., Fri. 11:00-11:15 a.m. 25 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	102 Weeks
Her Honor, Nancy James starring Barbara Weeks, and Ed Wever <i>Serjal drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 40 CBS stations ORIGINATES: WABC	Lord & Thomas	109 Weeks
Mr. Gal, Sunday <i>Serial drama</i> (also ANACIN COMPANY)	Thurs. and Fri. 12:45-1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	398 Weeks
Ray Lombardo and His Orchestra <i>Popular music</i>	Monday 9:30-10:00 p.m. 47 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	295 Weeks
Band Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. 51 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	109 Weeks

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which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
LEVER BROTHERS COMPANY	Rinso Spry Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
NEHI CORPORATION	Royal Crown Cola
PARAMOUNT PICTURES, INC.	Paramount Pictures

PROGRAM	TIME	AGENCY	ON CBS*
My Sister Sam with Alice Frost and Martin Gabel <i>Serial drama</i>	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	Ruthrauff & Ryan, Inc.	151 Weeks
My Little Jenny's Real Life Stories <i>Dramatic sketches</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 61 CBS stations 26 CBC stations ORIGINATES: WABC		
The Life and Love of Dr. Susan <i>Serial drama</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 5:15-5:30 p.m. 63 CBS stations ORIGINATES: WABC	J. Walter Thompson Co.	
Paul Whiteman and His Orchestra , with Joan Edwards, Mark Dennis, and The Modernaires <i>Musical variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 92 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	342 Weeks
Believe It or Not Ripley <i>Musical variety</i>	Friday 10:30-11:00 p.m. 75 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	19 Weeks
World's Premiere of "Our Leading Citizen," Arranged by Bob Burns	Mon., August 7 only 10:00-10:30 p.m. 43 CBS stations ORIGINATES: VAN BUREN, ARKANSAS	Buchanan & Co.	91 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
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

PROGRAM	TIME	AGENCY	ON CBS*
Barclay's Daughters <i>serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	91 Weeks
Barclay Night Serenade by Eastman, soprano; Bill Perry, and Gustav Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:45-10:15 p.m. 52 CBS stations ORIGINATES: WABC	Gardner Advertising Company	300 Weeks
By Lee Taylor <i>the economist</i> <i>household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 60 CBS stations ORIGINATES: KMOX		
Comedy Presents by Green's Orchestra, Drama- tic "Perfect Crime," Floyd Sher- man, Roger Kinney, Genevieve Rowe, "The Verly's," Glenn Cross, Ray Bloch's "The Big 14" <i>Musical variety and dramatic interludes</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 55 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	151 Weeks
Checkerbocker Playhouse, by Elliott Lewis and Guest Stars <i>Drama</i>	Wed., August 2 and 9 only 9:00-9:30 p.m. 57 CBS stations ORIGINATES: WBBM	H. W. Kastor & Sons	244 Weeks
The Goldbergs <i>serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	

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

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
THE PROCTER & GAMBLE COMPANY <i>Continued</i>	Ivory Chipso Crisco Chipso
PRUDENTIAL INSURANCE COMPANY OF AMERICA	Insurance Services
THE PURE OIL COMPANY	Petroleum Products
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco

PROGRAM	TIME	AGENCY	WKS. ON AIR*
He Can Be Beautiful <i>Serial drama</i>	Mon. thru Fri. 1:15-1:30 p.m. 35 CBS stations ORIGINATES: WAAC	Compton Advertising, Inc.	244 Weeks
Mad of Life <i>Serial drama</i>	1:30-1:45 p.m. 23 CBS stations ORIGINATES: WIBM	Pedlar & Ryan, Inc.	
My Day Is Ours <i>Serial drama</i>	1:45-2:00 p.m. 37 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Manhattan Mother <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. 12 CBS stations ORIGINATES: WIBM	Pedlar & Ryan, Inc.	
When a Girl Marries <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 49 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	10 Weeks
Wittenborn From Europe <i>News Analysis</i>	Sun. and Tues. 10:30-10:45 p.m. 35 CBS stations ORIGINATES: LONDON	Leo Burnett Company, Inc.	14 Weeks
"Lonnie" with Penny Singleton and Laurie Lake <i>Domestic comedy</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 86 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	318 Weeks
Bob Crosby's Orchestra with Johnny Mercer, singer and The Bobcats <i>Musical variety</i>	Tuesday 9:30-10:00 p.m. 87 CBS stations ORIGINATES: ON TOUR		

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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

PROGRAM	TIME	AGENCY	ON CBS
My Family and Mine <i>Serial drama</i>	Mon. thru Fri. 2:30-2:45 p.m. 35 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	14 Weeks
Edmond Paige, Men and a Girl Guest Vocalists <i>Musical</i> (series ends August 18)	Friday 9:00-9:30 p.m. 82 CBS stations ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	52 Weeks
Edel Minstrels Tom Howard and George Linton, the Eton Boys and Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	218 Weeks
"The Parker Family" Starring Leon Janney <i>Domestic comedy</i>	Friday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 34 CBS stations ORIGINATES: WABC	Lennen & Mitchell, Inc.	129 Weeks
"Gateway to Hollywood Summer Theater" - "Career" Starring Alice Eden and John Archer <i>Serial Drama</i>	Sunday 6:30-7:00 p.m. 62 CBS stations ORIGINATES: WBBM	Frances Hooper Advertising Agency	275 Weeks
Aftergood Baines <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 5:00-5:15 p.m. 66 CBS stations ORIGINATES: WBBM	Neisser Meyerhoff, Inc.	
The Romance of Helen Trent <i>Serial drama</i> © 1950 AFFILIATED PRODUCTS, INC.	Thurs. and Fri. 12:30-12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	220 Weeks

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

CBS SPONSORED PROGRAMS

**COLUMBIA
PACIFIC
NETWORK**

CLIENT	PROGRAM
BROWN & WILLIAMSON TOBACCO CORPORATION	Wings Cigarettes
S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Foods
SOFENZ SALES CORPORATION	Sofenz Face Cream
STEPHANO BROTHERS	"Marvels" Cigarettes

**COLUMBIA
CALIFORNIA
NETWORK**

EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
RIO GRANDE OIL, INC.	Petroleum Products
WILSHIRE OIL COMPANY, INC.	Polly Gas

**COLUMBIA
DIXIE
NETWORK**

COLGATE-PALMOLIVE-PEET CO.	Octagon Products
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PROGRAM	TIME	AGENCY	ON CBS*
8, Views and Sport <i>Views by Hughes</i> <i>sports news</i>	Sun., Mon., Wed. and Friday 8:30-8:45 p.m. PST ORIGINATES: KSFO	Russell M. Seeds Co., Inc.	44 Weeks
ant a Divorce <i>Dramatic sketches</i>	Friday 8:00-8:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	42 Weeks
lywood Highlights <i>Sam Hayes</i> <i>cinema gossip</i>	Tuesday 11:30-11:45 a.m. PST ORIGINATES: KNX	Richard F. Connor	11 Weeks
ports Pop-Offs" <i>Tom Breneman</i> <i>sports news</i>	Tues., Thurs., Sun. 9:30-9:45 p.m. PST ORIGINATES: KSFO	The Aitkin-Kynett Co.	1 Week
olid Ballot Box <i>Sam Hayes</i> <i>the people vote</i>	Monday 7:15-7:30 p.m. PST ORIGINATES: KNX	Sidney Garfunkel Advertising Agency	89 Weeks
ling All Cars <i>Police file dramatizations</i>	Monday 9:00-9:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	296 Weeks
all Over, Neighbor" <i>Art Shank</i> <i>Questions and Answers</i>	Thursday, Aug. 3 & 10 Tuesday, beginning August 15 8:00-8:30 p.m. PST ORIGINATES: KNX	Dan B. Miner Co.	4 Weeks
oman of Courage" <i>serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. ORIGINATES: WABC	Benton & Bowles, Inc.	3 Weeks

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

WABC SPONSORED PROGRAMS

CLIENT	PROGRAM
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
MELVILLE SHOE COMPANY	Thom McAn Shoes
PACKERS TAR SOAP, INC.	Packers Tar Soap Packers Scalptone
SUFFOLK COUNTY	Publicity for the County

PROGRAM	TIME	AGENCY	HOW MANY
home games of New York Dolphins 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	15 Weeks
WBS Program	Mon. thru Sat. 6:00-6:05 p.m.	Kenyon & Eckhardt, Inc.	26 Weeks
Sport Review	Mon., Wed., Fri. 6:15-6:30 p.m.	Russell M. Seeds Company	17 Weeks
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	517 Weeks
Reporting 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.	15 Weeks
Evening Morning Almanac, featuring Phil Cook	Mon., Wed., Fri. 7:30-7:45 a.m.	Neff-Rogow, Inc.	29 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	35 Weeks
Weekend Sports Review	Tues., Thurs., Sat. 6:15-6:30 p.m.	Stack-Goble Agency	23 Weeks
"The Romance of Folk County"	Friday 8:15-8:30 p.m.	No Agency	2 Weeks

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

CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for AUGUST 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 ten classifications:

1. DRAMATIC SERIES. *Page 26*
2. PUBLIC AFFAIRS *Page 27*
3. SPECIAL EVENTS *Page 29*
4. EDUCATIONAL PROGRAMS *Page 31*
5. SERIOUS MUSIC *Page 35*
6. RELIGIOUS BROADCASTS *Page 39*
7. CHILDREN'S PROGRAMS *Page 40*
8. VARIETY *Page 41*
9. PERSONALITIES *Page 42*
10. LIGHT MUSIC *Page 44*
- ADDENDA: JULY PROGRAMS *Page 45*

**DRAMATIC
SERIES**

PROGRAM AND TIME	DESCRIPTION
<p>Norman Corwin's "So This Is Radio" 10:00-10.30 p.m. EACH MONDAY</p>	<p>Columbia presents an exciting new series of programs devoted to the growth of radio from an unknown science to an integral part of the life of each and every American. Written by Norman Corwin, "So This Is Radio" sprang from a verse-brochure he had composed for the Columbia Workshop, which met with instant success. This new series, calculated to take the audience deep behind the scenes in radio's development, dramatizes in narrative prose the thrills and excitement which have occurred in the two short decades of radio's existence and which continue through each day of radio's career as "America's <i>First Activity</i>."</p>
<p>Columbia Workshop Festival 10:00-10:30 p.m. EACH THURSDAY</p>	<p>The Columbia Workshop continues its third anniversary Festival with three revivals of past successes and a new and original radio comedy by Dorothy Parker. The public is being admitted to these productions for the first time, whether broadcast from New York or Hollywood. The August schedule:</p> <p>AUGUST 3: "The Ghost of Benjamin Sweet," by Pauline Gibson; directed by Earle McGill.</p> <p>AUGUST 10: "A Drink of Water," adapted by Max Wylie from the short story by Wilbur Daniel Steele; directed by Martin Gosch.</p> <p>AUGUST 17: "Meridian 7-1212," written and directed by Irving Reis; from Hollywood.</p> <p>AUGUST 24: "Apartment to Let," an original comedy by Dorothy Parker.</p>

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

Continued

PROGRAM AND TIME	DESCRIPTION
<p>The Adventures of Ellery Queen 8:00-9:00 p.m. EACH SUNDAY</p>	<p>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 opinions on who is guilty before the true solution is enacted. George Zachary is director and producer.</p>
<p>Buffalo Summer Theatre 3:30-4:00 p.m. EACH FRIDAY</p>	<p>The Buffalo Summer Theatre returns to the air with another program of summer stock acted by Buffalo's leading players.</p>
<p>Ray Collins in "County Seat" 7:30-8:00 p.m. EACH SATURDAY</p>	<p>Ray Collins, one of radio's foremost actor stars in this dramatic series as "Doc" Hackett, a small town druggist. The story of "County Seat" is written by Milton Geiger.</p>
<h2>PUBLIC AFFAIRS</h2>	<p>Mrs. Carmel Snow 10:30-10:45 p.m. WEDNESDAY, AUGUST 9</p> <p>In this special broadcast from Paris Mrs. Snow, editor of "Harper's Bazaar", tells the women of America what they'll be wearing this winter.</p>
<p>Stanley Baldwin 10:30-11:00 p.m. WEDNESDAY, AUGUST 16</p>	<p>The Right Honorable The Earl Baldwin of Bewdley, former Prime Minister of Great Britain, speaks on "Democracy at Work" before the Congress on Education for Democracy, held at the Waldorf-Astoria.</p>
<p>Clark M. Eichelberger 10:30-10:45 p.m. WEDNESDAY, AUGUST 23</p>	<p>Mr. Eichelberger, director of the League of Nations Association, speaks on international affairs from Geneva, Switzerland.</p>
<p>American Viewpoints 10:30-10:45 p.m. WEDNESDAY AND THURSDAY</p>	<p>The opinions of famed Americans on all political and economic topics of the day are carried in this series of talks.</p>

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<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 in all fields. The schedule for August:</p> <p>AUGUST 5: "American Home of Tomorrow." AUGUST 12: "Women and the Art World of Tomorrow." Miss Bianca Todd is guest speaker. AUGUST 19: "Women and International Relations Tomorrow." AUGUST 26: "Working Democracy in the World of Tomorrow."</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>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>"Bull Session" 2:00-2:30 p.m. EACH SATURDAY</p>	<p>Students from a group of mid-western universities hold informal and impromptu discussions on important topics, from Chicago.</p> <p>AUGUST 5: De Paul University: "What Do You Mean: Americans?" AUGUST 12: Chicago University: "The Family." AUGUST 19: Northwestern University: "What Part of College Educates?" AUGUST 26: De Paul University: "Youth Looks at Business Ethics."</p>

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>30th Anniversary Army Air Corps 3:30-4:00 p.m. WEDNESDAY, AUGUST 2</p>	<p>The thirtieth anniversary of the formation of the U. S. Army Air Corps is celebrated at Wright Field, Dayton, Ohio. Columbia covers the event, with speeches by corps leaders, a description of the maneuvers, and a two-way conversation between the field station and the audience of the gigantic "flying fortresses."</p>
<p>Saratoga Races 4:30-5:00 p.m. SATURDAY, AUGUST 5, 12, 19 & 26 MONDAY, AUGUST 14 WEDNESDAY, AUGUST 23</p>	<p>Bryan Field spends a month in beautiful Saratoga Springs, where he covers the many important stakes and handicaps for Columbus sports audience. The schedule for August includes:</p> <p>AUGUST 5: Saratoga Handicap and review of the United States Hotel Stakes.</p> <p>AUGUST 12: The Champlain Handicap and review of the Saratoga Special.</p> <p>AUGUST 14: The Alabama Stakes.</p> <p>AUGUST 19: The Travers and review of the Spinaway.</p> <p>AUGUST 23: The Whitney Stakes.</p> <p>AUGUST 26: The Merchants and Citizens Handicap and review of the Grand Union Hotel Stakes.</p>
<p>All American Soap Box Derby 6:00-6:30 p.m. SUNDAY, AUGUST 13</p>	<p>Ted Husing, coverer of more sophisticated events, rolls up his pants and joins the race during the annual All American Soap Box Derby, held at Akron Airport, Ohio. Husing describes the race and the presentation of the trophy to the winner.</p>

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>National Doubles Tennis Championship 6:15-6:30 p.m. AUGUST 14 THRU 18 2:00-4:30 p.m. 5:00-5:30 p.m. SATURDAY, AUGUST 19</p>	<p>Ted Husing and Jimmy Dolan go up to the Longwood Cricket Club, Brookline, Massachusetts, to report a daily summary of the men's and women's doubles championship, with a play-by-play description of the finals. Alice Marble and Sarah Palfrey Fabyan are defending their title, while Gene Mako, without Don Budge, tries to keep his half-crown.</p>
<p>War Games VARIOUS HOURS AUGUST 14 THRU 25</p>	<p>War in the United States is covered in complete detail by Columbia's special events staff, headed by Bob Trout, which goes first to Virginia then up to New York State for the mass war games. The sham battle, with the largest peace-time concentration of regular Army and National Guard troops, begins at Manassas, Va., then moves to Saranac, N. Y., headquarters for the "Blues," and Plattsburg, where the "Blacks" are quartered. Major General James A. Woodruff commands the "Blues," who are outnumbered 3 to 1 by the attacking "Blacks," led by Major General Morris B. Payne and Major General William N. Haskell.</p>
<p>Davis Cup Interzone Finals 6:15-6:30 p.m. MONDAY, AUGUST 24 TUESDAY, AUGUST 25 2:00-4:30 p.m. 5:00-5:30 p.m. SATURDAY, AUGUST 26</p>	<p>The interzone finals of the Davis Cup tennis are held at Merion Cricket Club, Merion, Pennsylvania, where, it is expected, Yugoslavia and Australia will fight it out for the privilege of meeting the United States in the finals next month. Ted Husing, assisted by Jimmy Dolan, is on hand for Columbia, with summaries and play-by-play description of the matches.</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>The Human Adventure 8:00-9:00 p.m. EACH TUESDAY</p>	<p>In this new CBS series the substance of current but hitherto obscure scholarly research at American universities is brought to the radio audience in vivid, dramatic form. The program was conceived by William Benton, Vice-president of the University of Chicago, and the material which is presented each week was ferreted out, assembled, and correlated by a staff of the university's faculty members. "The Human Adventure" covers such a wide range of topics as how to prevent war; the story of eleven black rats, so important to human progress that a scientist shipped them to this country for safe keeping from the threat of war; and a description of the recent lesson in grade crossing accidents through application of science to a practical problem of human safety. Brewster Morgan directs.</p>
<p>Men Behind the Stars 5:45-6:00 p.m. EACH FRIDAY</p>	<p>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 Harold Christian Adamson of the American Museum of Natural History.</p> <p>The schedule for August:</p> <p>AUGUST 7: "The Swan"</p> <p>AUGUST 11: "The Dolphin"</p> <p>AUGUST 18: "The Eagle"</p> <p>AUGUST 25: "The Water Bearer"</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</p>	<p>The programs on this page 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:</p> <table border="0"> <tr> <td>LYMAN BRYSON, chairman</td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. GANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALAIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE	ALAIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
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<p>Americans at Work 7:00-7:30 p.m. EACH SATURDAY</p>	<p>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 August schedule:</p> <p>AUGUST 5: Newsreel Cameraman AUGUST 12: Baseball Player AUGUST 19: Shoemaker AUGUST 26: Illuminating Engineer</p>														
<p>The People's Platform 7:30-8:00 p.m. EACH WEDNESDAY</p>	<p>Columbia presents a novel series in which four typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which solutions to current problems are sought through an exchange of ideas.</p> <p>AUGUST 2: "Should We Have a State Theatre?" Lillian Hellman is a guest. AUGUST 9: "What Does Youth Owe America?"</p>														

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>What Price America? 1:30-2:00 p.m. EACH SATURDAY</p>	<p>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.</p> <p>The August schedule:</p> <p>AUGUST 5: Silver.</p> <p>AUGUST 12: Coal.</p> <p>AUGUST 19: Fish.</p> <p>AUGUST 26: National Inventory of Conservation Accomplishments.</p>
<p>Highways to Health 5:30-5:45 p.m. TUESDAY, AUGUST 1 11:00-11:15 a.m. EACH SATURDAY BEGINNING AUGUST 12</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. Lyman Galdston, executive secretary of the Medical Information Bureau, is in charge.</p> <p>AUGUST 1: Dr. Katherine Dodge, physician in charge of children's cardiac clinic of Bellevue Hospital: "The Effect of Heart Disease on Children."</p> <p>AUGUST 12: Dr. R. H. Rulison, dermatologist, New York Eye and Ear Infirmary: "Danger from Over-Exposure to Sunshine."</p> <p>AUGUST 19: Dr. Richard Townley Paton, ophthalmologist, Manhattan Eye and Throat Hospital: "The Care of Children's Eyes."</p> <p>AUGUST 26: Dr. Carl H. Smith, assistant professor of clinical pediatrics, Cornell University Medical College: "The Child That Won't Eat."</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>Democracy in Action 2:00-2:30 p.m. EACH SUNDAY</p>	<p>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.</p>
<p>Adventures in Science 5:45-6:00 p.m. EACH MONDAY</p>	<p>Watson Davis interviews prominent scientists on these programs presented in cooperation with Science Service, Inc.</p> <p>AUGUST 7: Mr. Homer N. Calver, secretary, board of directors of the American Museum of Health, describes interesting exhibits in the Medicine and Public Health Building at the World's Fair.</p> <p>AUGUST 14: Dr. Henry B. Allen, director and secretary of the historic Franklin Institute in Philadelphia, conducts a radio tour of the Institute.</p> <p>AUGUST 21: Dr. Philip Fox describes exhibits in Chicago's Museum of Science and Industry, of which he is director.</p>
<p>Of Men and Books 5:15-5:30 p.m. EACH WEDNESDAY</p>	<p>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.</p> <p>AUGUST 2: "Melville in the South Seas," by Charles Roberts Anderson.</p> <p>AUGUST 9: "Federal Administrators," by A. W. MacMahon; "Fighting Years," by O. G. Villard.</p> <p>AUGUST 16: "The New Democracy and the New Despotism," by Charles Merriam.</p> <p>AUGUST 23: "Collected Poems," Robert Frost.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Columbia Broadcasting Symphony 3:00-4:00 p.m. EACH SUNDAY</p>	<p>Howard Barlow, brilliant director of Columbia Broadcasting Symphony, this week continues his fourth season of Sunday afternoon concerts on CBS. On Sunday, August 2, he directs a program consisting of Sir Edward Elgar's Overture to "Froissart"; Mozart's "Haffner Symphony" and "Tapiola," by J. Sibelius, great Finnish composer. The orchestra pursues its policy of mingling contemporary novelties with masterworks of all periods.</p>
<p>Philharmonic Symphony Stadium Concerts 9:30-10:30 p.m. EACH WEDNESDAY, THRU AUGUST 16</p>	<p>The famed summer concerts of the New York Philharmonic Symphony Orchestra, in Leohn Stadium, are again carried by Columbia. On August 2, Fritz Reiner directs the orchestra in an all-Beethoven program, with Ezra Rabin, noted pianist, as guest soloist, and on August 9 Reiner conducts Beethoven's Fifth Symphony.</p>
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY</p>	<p>Columbia presents outstanding concert singing in selections of great music of the world's composers. The program for August is devoted to an international cycle, with works of Grieg and Sibelius on August 1 and songs by Antonin Dvorak the following week. Artists include Genevieve Rowe, soprano; Ruth Carhart, contralto; William Hain, tenor, and Huldre Hendrie, baritone.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Serenade for Strings 8:30-9:00 p.m. THURSDAY, AUGUST 3 AND 10</p>	<p>In association with the Canadian Broadcasting Corporation Columbia presents "Serenade for Strings," an international exchange program, originating in Montreal. A large string symphony orchestra, under the direction of Jean Deslauriers is a permanent feature, with prominent guest soloists. This month Germaine Bruyere appears on the program August 3, with Mary Friedman as guest artist the week following.</p>
<p>Dorian String Quartet 11:00-11:30 a.m. EACH SATURDAY</p>	<p>The Dorian String Quartet, consisting of Alexander Cores and Harry Friedman, violins, David Mankovitz, viola, and Bernard Greenhouse, cello, are featured in a new Columbia Saturday morning series. The Quartet, with Mr. Cores doing the research, are convinced that little-known American chamber music has much in it of great value, and their selections of this program range from middle nineteenth century works to that of modern American composers.</p>
<p>Columbia's Concert Hall 11:30-12:00 noon EACH SATURDAY</p>	<p>Rounding out a full hour of fine music each Saturday, Columbia's Concert Hall presents a group of vocal and instrumental artists in association with the Columbia Concerts Corporation. Guests who appear on this program in August include Muriel Kerr, pianist, on August 5, followed weekly by Enya Gonzalez, soprano, Edwina Enstis, mezzo-soprano, and Arnold Behnick, violinist.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Grant Park Concerts 10:30-11:00 p.m. EACH MONDAY 10:00-10:30 p.m. WEDNESDAY, AUGUST 23 AND 30</p>	<p>The famous Grant Park outdoor concert broadcast from Chicago over Columbia's network for the fifth consecutive season. The concerts, under the auspices of the Chicago Park Board and Chicago Federation of Musicians, are presented each Monday, and beginning August 23 each Wednesday. The Monday schedule:</p> <p>AUGUST 7 AND 14: Chicago Symphony Orchestra.</p> <p>AUGUST 21: Cavallo's Symphonic Band.</p> <p>AUGUST 28: A. F. Thaviu and his band.</p> <p>On Wednesday, August 23, Walter Steinbock and his orchestra appear, and the next week brings the Woman's Symphony Orchestra, directed by Rudolph Ganz.</p>
<p>Walberg Brown Strings 1:30-2:00 p.m. EACH SUNDAY</p>	<p>A string ensemble, under the direction of Walberg Brown, musical director of Columbia's Cleveland station, WGAR, plays classical favorites in this Sunday series.</p>
<p>"Goin' South" 2:30-3:00 p.m. EACH SUNDAY</p>	<p>Clyde Barrie, Negro baritone, the Deep River Boys quartet, and Charles Paul, organist, present a program of Negro songs and spirituals.</p>
<p>Pop Concert 5:00-5:30 p.m. EACH MONDAY</p>	<p>Howard Barlow directs the Columbia Symphony Orchestra this month in a new series devoted to shorter symphonic works.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Exploring Music 5:00-5:30 p.m. EACH TUESDAY</p>	<p>Bernard Herrmann conducts the Columbia String Orchestra each Tuesday afternoon in programs featuring the lesser-known shorter classical works.</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. He promises to have played every known organ composition of a shorter nature before he concludes this present series.</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>World's Fair Choral Program 5:30-6:00 p.m. EACH SUNDAY 5:45-6:00 p.m. SUNDAY, AUGUST 6</p>	<p>Each week the finest choral groups in the world visit the Temple of Religion at the New York World's Fair, and present selections of their outstanding songs. Columbia, in cooperation with the Fair brings to the nation these weekly programs.</p>
<p>Clyde Barrie— Leon Goldman Ensemble 3:30-4:00 p.m. EACH THURSDAY</p>	<p>Clyde Barrie, gifted young Negro baritone, is accompanied by the Leon Goldman ensemble in this new series of songs of concert and opera, fitted for his rich voice.</p>

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p>Church of the Air 10:00-10:30 a.m. 1:00-1:30 p.m. EACH SUNDAY</p>	<p>The <i>Church of the Air</i> is presenting its consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.</p> <p>AUGUST 6: <i>Morning</i>—Rev. Lester W. Bump, Ph.D., executive secretary, Pittsburgh Baptist Association, Pittsburgh.</p> <p><i>Afternoon</i>—Rabbi Aaron L. Weinstein, Temple Israel of Jamaica, New York.</p> <p>AUGUST 13: <i>Morning</i>—Rev. E. Shurley Johnson, Central Methodist Church, Detroit, Michigan.</p> <p><i>Afternoon</i>—Rev. Peter B. Duffee, O.F.M., Franciscan Monastery, New York.</p> <p>AUGUST 20: <i>Morning</i>—Rev. Hafry B. Taylor, associate minister, Brick Presbyterian Church, New York.</p> <p><i>Afternoon</i>—Mr. Alexis Darusmont, former First Reader, Christian Science Church, Cincinnati, Ohio.</p> <p>AUGUST 27: <i>Morning</i>—Rev. Armin George Weng, Ph.D., president, Illinois Synod of United Lutheran Church, Chicago, Illinois.</p> <p><i>Afternoon</i>—Rev. William F. Sheedy, Order of St. Augustine, Philadelphia, Pennsylvania.</p>
<p>National Conference of Catholic Charities 5:30-5:45 p.m. SUNDAY, AUGUST 6</p>	<p>The National Conference of Catholic Charities held at Denver, Colorado, features an address by the Most Reverend John Joseph Mitty, D.D., Archbishop of San Francisco.</p>

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME	DESCRIPTION
<p>Wings Over Jordan 10:30-11:00 a.m. EACH SUNDAY</p>	<p>This program of spirituals and religious talks is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators.</p> <p>AUGUST 6: Dr. E. D. Bluford, president, Agricultural and Technical College of North Carolina, Greensboro, N. C.</p> <p>AUGUST 13: Dr. F. G. Clark, president, Southern University, Scotlandville, La.</p> <p>AUGUST 20: Rev. Damon P. Young, pastor, Mount Zion Methodist Episcopal Church, Cincinnati, Ohio.</p> <p>AUGUST 27: Dr. E. C. Smith, pastor, Metropolitan Baptist Church, Washington, D. C.</p>

**CHILDREN'S
PROGRAMS**

<p>"March of Games" 5:45-6:00 p.m. TUESDAY AND THURSDAY</p>	<p>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. Arthur Ross is schoolboy master-of-ceremonies and Sybil Trent, 11-year-old "Miss Drum Major" of the program.</p>
<p>"Let's Pretend" 12:30-1:00 p.m. EACH SATURDAY</p>	<p>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.</p>

CBS SUSTAINING PROGRAMS

VARIETY

PROGRAM AND TIME	DESCRIPTION
<p>"Let's Go to the Fair" 10:00-10:30 p.m. EACH SUNDAY</p>	<p>Light music, tap-dancing, descriptions of unusual concessions, and dialogues from the New York World's Fair are brought to Columbia listeners on this novel variety program, emceed by John S. Young, radio director of the fair. Each broadcast will feature a "remote" from one of the more exciting corners of the exposition. The orchestra is Joseph Littau and the Tritons.</p>
<p>"Court of Reflections" 10:15-10:45 p.m. EACH SATURDAY</p>	<p>Famous legends of the old West in musical-dramatic form are broadcast on the Columbia network from the Golden Gate International Exposition on Treasure Island, San Francisco.</p>
<p>Columbia's Gay Nineties Revue 6:00-6:30 p.m. EACH SUNDAY</p>	<p>Garbed in costumes of the gay nineties, leading Columbia entertainers present a variety show of music and comedy, typical of the song and story of four decades ago. The program features Joe Howard, veteran song writer and emcee, soprano Genevieve Rowe, comedienne Beatrice Kay, and Latimer and Costello, the Weber-and-Fieldsian comedy team. Ray Blaine is the director and Al Rinker the producer of the show.</p>
<p>"Under Western Skies" 8:00-8:30 p.m. EACH FRIDAY</p>	<p>Johnny Mack Brown of the movies heads the cast of this new variety musical, which features a musical and dramatic program with Les Gayle, singer, and the versatile Texas Ration vocal and instrumental group.</p>

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>"Columbia's Country Journal" 5:00-5:30 p.m. EACH SUNDAY</p>	<p>Charley Stookey, former Illinois farmer and veteran farm broadcaster, interviews farmers and their wives about crops, farm legislation, home life, and modern scientific farming. Columbia sets up its microphones in the heart of the wheat country, in the dairy farming states, in the tobacco and cotton area, and in the corn and hog farm districts.</p>
<p>"Uncle Jonathan" 6:30-6:45 p.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>"Uncle Jonathan," editor and publisher of the Bottsville Bugle, world's only cellophane newspaper (so you can see through it), is brought to CBS listeners specially from BBNF, key station of the mythical Alfalfa Network.</p>
<p>"Armchair Adventures" 10:45-11:00 p.m. SUNDAY, TUESDAY, WEDNESDAY, THURSDAY, AND SATURDAY</p>	<p>Frank Graham plays all the parts in these dramatizations of unusual stories, running the gamut of humor, pathos, and tragedy. The programs originate in KNX, Hollywood.</p>
<p>"So . . . You Think You Know Music"—Ted Cott 4:00-4:30 p.m. EACH SUNDAY</p>	<p>Four studio volunteers participate in a musical quiz, conducted by emcee Ted Cott and judged by Francis Macaluso. The quiz is conducted at CBS Radio Theatre 1, just off Times Square.</p>
<p>Michael Loring 7:15-7:30 p.m. MON. & WED. FRIDAY, 7:30-7:45 p.m.</p>	<p>Michael Loring, featured film player and musical comedy singer, is heard three times a week in a program of current song hits, Negro chants, and Irish ballads.</p>
<p>"That's What I Said—" Ted Husing 7:15-7:30 p.m. EACH TUESDAY</p>	<p>Ted Husing begins a new series of fresh up-to-the-minute sports news in a weekly fanning bee with Jimmy Dolan and a guest. Bill Corum, "Journal-American" sports columnist, is the first guest.</p>

CBS SUSTAINING PROGRAMS

PERSONALITIES

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Judith Arlen's Penthouse Blues 6:45-7:00 p.m. MONDAY THRU FRIDAY</p>	<p>Judith Arlen, rising young Columbia vocalist, sings a program of popular songs in an unusually "blue" manner, from her penthouse studio, high over Madison Avenue.</p>
<p>"The Alibi Club" 7:00-7:30 p.m. EACH SUNDAY</p>	<p>Emcee Don Ross and femmentee Gwen Leary ask guests their alibies to novel situations. The man and woman winning vie for grand prize. Earle McGill directs and the program features Ray Block's orchestra.</p>
<p>Man About Hollywood— George McCall 9:00-9:30 p.m. EACH MONDAY</p>	<p>Interviews with Hollywood's stars each week are the feature of this new series of news stories about the film capital, starring George McCall, Hollywood reporter.</p>
<p>Richard Maxwell 9:00-9:15 a.m. MONDAY THRU SATURDAY</p>	<p>Richard Maxwell presents six programs of hymns, inspirational songs and homely philosophy each week.</p>
<p>Professor Quiz 8:30-9:00 p.m. EACH SATURDAY</p>	<p>Professor Quiz continues to officiate at a famous and popular question-and-answer program.</p>
<p>Outdoors with Bob Edge 7:45-8:00 p.m. EACH FRIDAY</p>	<p>Bob Edge, popular young sportsman, is host in this series of informal talks dedicated to hunting and fishing enthusiasts.</p>
<p>Major Bowes' Capitol Family 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Daugherty Brothers (Kelly, Jack and Pete); Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist, and W. J. Mayo's Orchestra.</p>

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION														
<p>Orrin Tucker's Teatimers 8:00-8:30 p.m. EACH SATURDAY</p>	<p>A new musical personality is featured in a Columbia series from Hollywood station K.N.N. Orrin Tucker, youthful maestro and his orchestra and vocalists join in a gay half-hour's frolic.</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 border="0" data-bbox="901 906 1411 1083"> <tr> <td>Clyde Barrie</td> <td>Doris Rhodes</td> </tr> <tr> <td>Ruth Carhart</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Buddy Clark</td> <td>Jack Shannon</td> </tr> <tr> <td>Audrey Marsh</td> <td>Barry Wood</td> </tr> </table>	Clyde Barrie	Doris Rhodes	Ruth Carhart	Genevieve Rowe	Buddy Clark	Jack Shannon	Audrey Marsh	Barry Wood						
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<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 August:</p> <table border="0" data-bbox="901 1625 1411 1935"> <tr> <td>Count Basie</td> <td>Jack Jenney</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>Shep Fields</td> <td>Harry Owens</td> </tr> <tr> <td>Jan Garber</td> <td>Ted Weems</td> </tr> <tr> <td>Harry James</td> <td>Sterling Young</td> </tr> </table>	Count Basie	Jack Jenney	Ben Bernie	Henry King	Cab Calloway	Enoch Light	Del Courtney	Carlos Molina	Shep Fields	Harry Owens	Jan Garber	Ted Weems	Harry James	Sterling Young
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ADDENDA: JULY 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 July programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

JULY 1: Paul Muni recited a dramatic monologue, "An American Father to His Son," written specially by Merrill Dennison, Columbia writer, for the program, sponsored by the Council Against Intolerance in America, 8-8:15 p.m.

JULY 9: Representative John M. Vorys (R) of Ohio discussed "Neutrality" and the President's new bill in a Columbia broadcast from Washington, 10:45-11 p.m.

JULY 11: Stephen T. Early, White House press secretary, spoke of "Radio and Its Relationship to Government" over the Columbia network from Atlantic City, 11:45 a.m.-12:15 p.m.

JULY 12: Will Hays broadcast from Los Angeles on "The Mirror of America," 10:30-10:45 p.m.

JULY 13: Senator Joseph F. Guffey (D) of Pennsylvania presented "A Political Preview of 1940" over the Columbia network from Washington, 10:45-11 p.m.

JULY 15: Edward R. Murrow, CBS European director, interviewed members of Great Britain's new conscript army from Alder-

shot, famous British army training camp. He also discussed life at Aldershot barracks with several British officers, 10:30-10:45 a.m.

JULY 19: Representative Samuel Dickstein (D) of New York discussed the present state of immigration in an address from Washington, 10:30-10:45 p.m.

JULY 21: Governor Arthur H. James (R) of Pennsylvania replied to Senator Guffey's "Preview of 1940" from the Executive Mansion in Harrisburg, 6:30-6:45 p.m.

JULY 26: Representative J. William Dittmer (R) of Pennsylvania, member of the House Appropriations Committee, spoke on the President's "Lending-Spending Program" from Washington, 10:30-10:45 p.m.

JULY 27: Charles Fahy, general counsel for the National Labor Relations Board, was heard from Washington, 10:30-10:45 p.m.

SPECIAL EVENTS

JULY 12: The famous flying Hutchinson family recounted experiences in their recent Western Hemisphere flight in a Columbia broadcast from Washington. Lieutenant

Colonel and Mrs. Hutchinson and their two daughters described their visits to twenty-two chief executives in Canada, the West Indies, Central America, and South America, 5:45-6 p.m.

JULY 12, 13, 14, and 15: CBS listeners heard exclusive broadcasts by Ted Husing of the Professional Golfers Association championship matches at the Pomonok Country Club in Flushing, Long Island. On the first three days Husing summarized the play directly from the clubhouse, 6:30-6:45 p.m. On the final day, four broadcasts were made from CBS mobile unit, of the match in which Henry Picard defeated Byron Nelson, open champion, followed by a complete summary, 6:05-6:15 p.m.

JULY 14: The celebration of Bastille Day in Paris was described by Columbia's Paris representative Thomas L. Grandin and by Ralph Heinzen, United Press correspondent, 6:45-7 p.m.

JULY 16: Doris Rhodes, Michael Loring, and the Four Clubmen were heard on the Columbia network in a salute to KRLD, CBS station in Dallas, 11-11:30 p.m.

JULY 22: The Arlington Classic at Chicago, one of America's greatest races, which saw Johnstown upset by Challedon, was described exclusively over the Columbia network, 6:05-6:30 p.m.

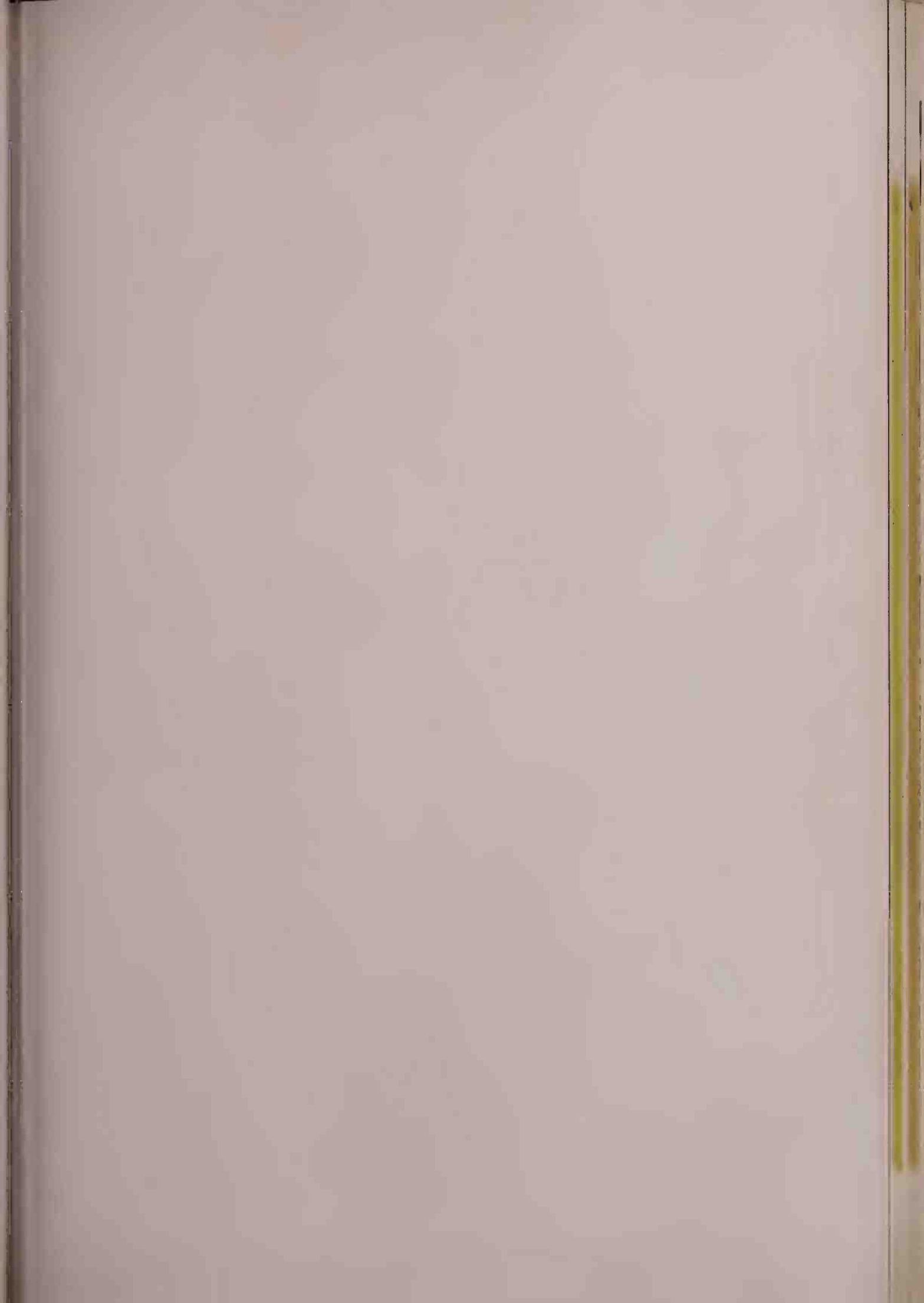
JULY 27: The East-West mouse derby was described by CBS announcer Charles Stark in a "remote" from the playground of the Lenox Hill Neighborhood Association. After his account of the race of ten mice to get out of a large circle, Stark interviewed Frank Buck and Merle Gulick, vice-chairman of the Greater New York Fund, which arranged the event. (N. Y. State network only), 11-11:15 a.m.

JULY 30: An address by Paul V. McNutt, director of the new Federal Security Agency, was the highlight of a full hour's Columbia broadcast of the opening ceremonies of the Seventh International Poultry Congress in Cleveland. McNutt's speech, titled "Brotherhood and Peace," followed addresses by Mayor Harold H. Burton of Cleveland and Glenn H. Campbell, president of the Congress, 4:30-5:30 p.m.

SERIOUS MUSIC

JULY 30: The Chrysler Choir of seven hundred male voices sang in a Columbia network broadcast from the Court of Peace at the New York World's Fair. The program included religious music by Palestrina, Bach, Haydn, and Handel, as well as a number of European and American folk-tunes, 5:30-6 p.m.





T H E 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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