

COLUMBIA PROGRAM BOOK - MAY 1940



66th KENTUCKY DERBY AT CHURCHILL DOWNS

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Sponsored by the Gillette Safety Razor Co. (See Page 8)



MAY, 1940

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THE COLUMBIA PROGRAM BOOK

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

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<p>AFFILIATED PRODUCTS, INC. <i>(378th Week on CBS)</i></p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics Louis Philippe <i>Blackett-Sample Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY <i>(93rd Week on CBS)</i></p> <p>The Human Side of the News by 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. 46 CBS stations ORIGINATES: WABC</p>	<p>Anioco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY <i>(209th Week on CBS)</i></p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Orrin Tucker's Orchestra, Bonnie Baker, Hit Paraders Chorus <i>Popular music and vocalists</i></p> <p>Ben Bernie and All the Lads with Lew Lehr <i>Musical "mock trial"</i></p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 102 CBS stations ORIGINATES: WABC</p> <p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 54 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p> <p>Half & Half Smoking Tobacco <i>Young & Rubicam, Inc.</i></p>
<p>ANACIN COMPANY <i>(162nd Week on CBS)</i></p> <p>Our Gal, Sunday <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 37 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample Hummert, Inc.</i></p>
<p>BAYER COMPANY <i>(240th Week on CBS)</i></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. 51 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample Hummert, Inc.</i></p>
<p>BOWEY'S, INC. <i>(19th Week on CBS)</i></p> <p>News and Rhythm with Todd Hunter, reporter; Dave Bacal, instrumentalist, and Carl Hohengarten's Orchestra <i>Talk and music</i></p>	<p>Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:30-2:55 p.m. 32 CBS stations ORIGINATES: WBBM</p>	<p>Dari-Rich Products <i>Sorensen & Company</i></p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

BROWN & WILLIAMSON TOBACCO CORPORATION
84th Week on CBS)
Paul Sullivan Reviews the News

Mon. thru Fri.
 6:30-6:45 p.m.
Rebroadcasts
 7:15-7:30 p.m.
 1:00-1:15 a.m.
 56 CBS stations
 ORIGINATES: WIIAS

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

CALIFORNIA FRUIT GROWERS EXCHANGE
52nd Week on CBS)
Sunkist Presents Hedda Hopper's Hollywood

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

Sunkist Oranges
 Sunkist Lemons
Lord & Thomas

CAMPANA SALES COMPANY
119th Week on CBS)
First Nighter
 with Barbara Luddy and Les Tremayne
Original drama at the "Little Theatre off Times Square"

Friday
 9:30-10:00 p.m.
 54 CBS stations
 ORIGINATES: WBBM

Campana Hand Cream
 Italian Balm
 Dreskin
 Coolies
 D.D.D.
Aubrey, Moore & Wallace, Inc.

CAMPBELL SOUP COMPANY
282nd Week on CBS)
Campbell's Short Short Story
Short story dramatizations

Mon., Wed., Fri.
 11:00-11:15 a.m.
Rebroadcast
 1:15-2:00 p.m.
 47 CBS stations
 ORIGINATES: WABC

Campbell's Tomato Juice
Ward Wheelock Company

Amos 'n' Andy
Serial comedy-drama

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

Campbell's Soups
Ward Wheelock Company

Life Begins
 with Bess Flynn
Dramatic serial

Mon. thru Fri.
 11:15-11:30 a.m.
Rebroadcast
 3:30-3:45 p.m.
 57 CBS stations
 ORIGINATES: WABC

Fletcher Wiley
Talks

Mon. thru Fri.
 2:30-2:45 p.m.
 36 CBS stations
 ORIGINATES: KNX

Lanny Ross
Songs

Mon. thru Fri.
 7:15-7:30 p.m.
Rebroadcast
 11:15-11:30 p.m.
 54 CBS stations
 ORIGINATES: WABC

Franco-American Spaghetti
Ruthrauff & Ryan, Inc.

<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (78th Week on CBS)</p> <p>Dr. Christian with Jean Hersholt <i>Drama</i></p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 61 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION (217th Week on CBS)</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. 82 CBS stations ORIGINATES: WABC</p>	<p>Plymouth Dodge DeSoto Chrysler <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (225th Week on CBS)</p> <p>Colgate Ask-It Basket with Jim McWilliams <i>Variety quiz program</i></p> <p>Strange As It Seems <i>Dramatizations of unusual facts</i></p> <p>Gang Busters <i>Police-file dramatizations</i></p> <p>Wayne King's Orchestra with Buddy Clark, baritone <i>Popular music</i></p> <p>Woman of Courage <i>Serial drama</i></p> <p>Myrt and Marge <i>Serial drama</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 62 CBS stations ORIGINATES: WABC</p> <p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC</p> <p>Saturday 8:00-8:30 p.m. 55 CBS stations ORIGINATES: WABC</p> <p>Saturday 8:30-8:55 p.m. 66 CBS stations 29 CBC stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 9:00-9:15 a.m. <i>Rebroadcast</i> 10:35-11:00 a.m. 40 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 77 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Benton & Bowles, Inc.</i></p> <p>Palmolive Shave Cream Palmolive Brushless Shave <i>Benton & Bowles, Inc.</i></p> <p>Cue Liquid Dentifrice <i>Benton & Bowles, Inc.</i></p> <p>Cashmere Bouquet Products Halo <i>Benton & Bowles-Chicago, Inc.</i> <i>Lord & Thomas, Toron</i></p> <p>Octagon Products <i>Benton & Bowles, Inc.</i></p> <p>Concentrated Super Suds Super Suds <i>Benton & Bowles, Inc.</i></p>

**COLGATE-PALMOLIVE-PEET
COMPANY** *Continued*
Hilltop House

 starring Bess Johnson
Serial drama

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

 Palmolive Soap
Benton & Bowles, Inc.
Stepmother
Serial drama

 Mon. thru Fri.
 10:45-11:00 a.m.
Rebroadcast
 4:45-5:00 p.m.
 38 CBS stations
 ORIGINATES: WBBM

 Colgate Tooth Powder
*Benton & Bowles-
Chicago, Inc.*
COMMERCIAL CREDIT COMPANY
(6th Week on CBS)
Bob Trout
News

 Mon., Wed., Fri.
 6:00-6:05 p.m.
Rebroadcast
 Mon. and Wed.
 11:55-12:00 mid.
 Saturday
 10:30-10:35 p.m.
 64 CBS stations
 ORIGINATES: WABC

 Automobile Finance
 Service
*O'Dea, Sheldon &
Canady, Inc.*
CONTINENTAL BAKING CO., INC.
(278th Week on CBS)
Pretty Kitty Kelly
Serial drama

 Mon. thru Fri.
 10:00-10:15 a.m.
Rebroadcast
 4:00-4:15 p.m.
 45 CBS stations
 ORIGINATES: WABC

 Wonder Bread
 Hostess Cake
Benton & Bowles, Inc.
Sky Blazers

 with Col. Roscoe Turner, MC
Dramatizations

 Saturday
 7:30-8:00 p.m.
Rebroadcast
 11:00-11:30 p.m.
 47 CBS stations
 ORIGINATES: WABC

 Wonder Bread
Benton & Bowles, Inc.
CORN PRODUCTS SALES COMPANY
(277th Week on CBS)
Society Girl

 starring Charlotte Manson
Dramatic serial

 Mon. thru Fri.
 3:00-3:15 p.m.
 48 CBS stations
 ORIGINATES: WABC

 Kre-Mel Dessert
 Linit
 Mazola Salad & Cooking
 Oil
 Karo Table Syrup
 Argo Corn Starch for
 Puddings
Hellwig-Miller Company
THE CUDAHY PACKING COMPANY
(279th Week on CBS)
Bachelor's Children
Serial drama

 Mon. thru Fri.
 9:45-10:00 a.m.
 18 CBS stations
 ORIGINATES: WBBM

 Old Dutch Cleanser
*Roche, Williams &
Cunnyngham, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>DOUBLEMINT GUM (411th Week on CBS)</p> <p>Melody Ranch with Gene Autry <i>Western dramatic series</i></p>	<p>Sunday 6:30-7:00 p.m. 66 CBS stations ORIGINATES: KNX</p>	<p>Doublemint Gum <i>J. Walter Thompson Company</i></p>
<p>ETHYL GASOLINE CORPORATION (63rd Week on CBS)</p> <p>Tune-Up Time starring Tony Martin, Andre Kostelanetz's Orchestra, and chorus <i>Musical variety</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 66 CBS stations ORIGINATES: KNX</p>	<p>Ethyl Gasoline <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>EVERSHARP, INC. (31st Week on CBS)</p> <p>Take It or Leave It with Bob Hawk, MC, Ray Bloch's Orchestra, David Ross <i>Quiz</i></p>	<p>Sunday 10:00-10:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 27 CBS stations ORIGINATES: WABC</p>	<p>Eversharp Pens and Pencils <i>The Biow Company</i></p>
<p>FORD MOTOR COMPANY (316th Week on CBS)</p> <p>Ford Summer Hour with Jessica Dragonette, Linton Wells as "Rouge Reporter," and Leith Stevens and His Orchestra <i>Music and variety</i> (Ford Symphony continues to broadcast at this time until May 19)</p>	<p>Sunday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WJR</p>	<p>Ford Lincoln Lincoln Zephyr Mercury <i>N. W. Ayer & Son, Inc.</i></p>
<p>GENERAL FOODS CORPORATION (258th Week on CBS)</p> <p>Kate Smith Hour with Kate Smith, Abbott and Costello, Ted Collins, Ted Straeter Singers, Jack Miller's Orchestra <i>Music, comedy, and drama</i></p> <p>We, the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i></p>	<p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 77 CBS stations ORIGINATES: WABC</p> <p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00 12:30 a.m. 78 CBS stations ORIGINATES: WABC</p>	<p>Grape Nuts <i>Young & Rubicam, Inc.</i></p> <p>Sanka <i>Young & Rubicam, Inc.</i></p>

GENERAL FOODS CORPORATION

Continued

Kate Smith Speaks; News

Talks and news

My Son and I

with Betty Garde and
Kingsley Colton

Serial drama

Joyce Jordan, Girl Interne

Serial drama

Young Dr. Malone

Serial drama

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

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

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

Mon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
6:00-6:15 p.m.
69 CBS stations
ORIGINATES: WABC

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

Calumet Baking Powder
Swansdown Cake Flour
Young & Rubicam, Inc.

La France
Satina
Minute Tapioca
Young & Rubicam, Inc.

Post's 40% Bran Flakes
Benton & Bowles, Inc.

GENERAL MILLS, INC.

(190th Week on CBS)

By Kathleen Norris

Dramatization of her novels

Mon. thru Fri.
5:00-5:15 p.m.
30 CBS stations
ORIGINATES: WABC

Wheaties
Knox Reeves
Advertising, Inc.

GILLETTE SAFETY RAZOR COMPANY
(53rd Week on CBS)

Kentucky Derby

*Eye-witness account by Bryan Field
and Ted Husing*

Sat., May 4
6:30-7:00 p.m.
86 CBS stations
ORIGINATES: CHURCHILL
DOWNS

Safety Razors and Blades
Maxon, Inc.

GULF OIL CORPORATION
(125th Week on CBS)

Adventures of Ellery Queen

Detective dramatizations

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

Motor Oil and Gas
Young & Rubicam, Inc.

HOLLAND FURNACE COMPANY
(May 18th only)

Holland Tulip Festival

in Holland, Michigan
Annual on-the-scene broadcast

Sat., May 18
2:00-2:30 p.m.
Rebroadcast
9:00-9:30 p.m.
76 CBS stations
ORIGINATES: HOLLAND,
MICHIGAN

Holland Heating and Air-
Conditioning Equipment
Ruthrauff & Ryan, Inc.
-Chicago

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>GEORGE A. HORMEL & COMPANY. MAKERS OF SPAM (139th Week on CBS)</p> <p>It Happened in Hollywood with Linda Ware, John Conte, guest stars, and Eddie Dunstedter's Orchestra <i>Musical variety</i></p>	<p>Mon. thru Fri. 3:15-3:30 p.m. 38 CBS stations ORIGINATES: KNX</p>	<p>Spam <i>Batten. Barton. Durstine & Osborn, Inc.</i></p>
<p>INTERNATIONAL SILVER COMPANY (112th Week on CBS)</p> <p>Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars <i>Drama</i> (This series ends May 5)</p> <p>Fun in Print Supervised by the Literary Guild, with Sigmund Spaeth, MC <i>Literary quiz</i> (Beginning May 12)</p>	<p>Sunday 6:00-6:30 p.m. 53 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Sunday 6:00-6:30 p.m. 26 CBS stations ORIGINATES: WABC</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>
<p>LADY ESTHER, LTD. (334th Week on CBS)</p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>THE LAMBERT COMPANY (148th Week on CBS)</p> <p>Grand Central Station <i>Dramatic programs</i></p>	<p>Friday 10:00-10:30 p.m. 52 CBS stations ORIGINATES: WABC</p>	<p>Listerine Products Prophylactic Brushes <i>Lambert & Feasley, Inc.</i></p>
<p>LEHN & FINK PRODUCTS CORPORATION (229th Week on CBS)</p> <p>Burns and Allen with Ray Noble and his orchestra Frank Parker, tenor, and Truman Bradley, announcer <i>Music and comedy</i></p>	<p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 52 CBS stations ORIGINATES: KNX</p>	<p>Hind's Honey and Almond Cream <i>William Esty & Company, Inc.</i></p>

LEVER BROTHERS COMPANY*(248th Week on CBS)***Big Town**starring Edward G. Robinson
with Ona Munson*Dramatic*

Tuesday

8:00-8:30 p.m.

Rebroadcast

11:30-12:00 p.m.

67 CBS stations

31 CBC stations

ORIGINATES: KNX

Rinso

*Ruthrauff & Ryan, Inc.***Lux Radio Theatre**Cecil B. DeMille, director,
with stars of stage and screen*Drama*

Monday

9:00-10:00 p.m.

63 CBS stations

29 CBC stations

ORIGINATES: KNX

Lux Toilet Soap

*J. Walter Thompson
Company***Big Sister**with Alice Frost, Martin Gabel,
and Zasu Pitts*Serial drama*

Mon. thru Fri.

11:30-11:45 a.m.

Rebroadcast

2:00 2:15 p.m.

72 CBS stations

26 CBC stations

ORIGINATES: WABC

Rinso

*Ruthrauff & Ryan, Inc.***Aunt Jenny's Real Life Stories***Dramatic sketches*

Mon. thru Fri.

11:45-12 noon

Rebroadcast

2:15-2:30 p.m.

65 CBS stations

ORIGINATES: WABC

Spry

*Ruthrauff & Ryan, Inc.***LIGGETT & MYERS TOBACCO
COMPANY***(381st Week on CBS)***Glenn Miller and His Orchestra**

with Mari6n Hutton, Ray Eberle

Popular music

Tues., Wed., Thurs.

10:00-10:15 p.m.

94 CBS stations

ORIGINATES: ON TOUR

Chesterfield Cigarettes

*Newell-Emmett Co., Inc.***NEHI CORPORATION***(39th Week on CBS)***Believe It Or Not**

with Robert Ripley

Drama and music

Friday

10:30-11:00 p.m.

89 CBS stations

ORIGINATES: WABC

Royal Crown Cola

*Batten, Barton,
Durstine & Osborn, Inc.***PENN TOBACCO COMPANY***(31st Week on CBS)***Vox Pop**

Parks and Wally

Interviews

Thursday

7:30-8:00 p.m.

49 CBS stations

ORIGINATES: WABC

Kentucky Club Pipe
Tobacco*Ruthrauff & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>PEPSI-COLA COMPANY (22nd Week on CBS)</p> <p>News</p>	<p>Tues., Thurs., Sat. 6:00-6:05 p.m. <i>Rebroadcasts</i> 10:55-11:00 p.m. 11:00-11:05 p.m. 112 CBS stations ORIGINATES: WABC</p>	<p>Pepsi-Cola <i>Newell-Emmett Co., Inc.</i></p>
<p>PET MILK SALES CORPORATION (337th Week on CBS)</p> <p>Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host. and Gustave 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. 52 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 65 CBS stations ORIGINATES: KMOX</p>	<p>Pet Evaporated Milk <i>Gardner Advertising Company</i></p> <p>Pet Evaporated Milk <i>Gardner Advertising Company</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. (195th Week on CBS)</p> <p>Johnny Presents Johnny Green's Orchestra, Dramatized "Perfect Crime." Floyd Sherman, Roger Kinney, Audrey Marsh. "Beverly." Glenn Cross. Ray Bloch's Swing 14 <i>Musical variety and dramatic interlude</i></p> <p>Swingo with Johnny Green's Orchestra, Ray Bloch's Swing 14, "Beverly." Audrey Marsh. Glenn Cross, Floyd Sherman <i>Musical variety and quiz</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 78 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 35 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Bior Company, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. (288th Week on CBS)</p> <p>Professor Quiz with Bob Trout <i>Questions and answers</i></p> <p>Truth and Consequences <i>Quiz</i></p>	<p>Tuesday 9:30-10:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 51 CBS stations ORIGINATES: WABC</p> <p>Saturday 9:45-10:15 p.m. 4 CBS stations ORIGINATES: WABC</p>	<p>Teel Drene <i>H. W. Kastor & Sons</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p>

<p>THE PROCTER & GAMBLE CO. <i>Continued</i></p> <p>The Goldbergs <i>Serial drama</i></p> <p>Life Can Be Beautiful <i>Serial drama</i></p> <p>Right to Happiness <i>Serial drama</i></p> <p>Road of Life <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:00-1:15 p.m. 24 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:15-1:30 p.m. 32 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:30-1:45 p.m. 36 CBS stations 18 CBC stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 1:45-2:00 p.m. 26 CBS stations ORIGINATES: WBBM</p>	<p>Oxydol <i>Blackett-Sample-Hummert, Inc.</i></p> <p>Ivory <i>Compton Advertising, Inc.</i></p> <p>Crisco <i>Compton Advertising, Inc.</i></p> <p>Chipso <i>Pedlar & Ryan, Inc.</i></p>
<p>PRUDENTIAL INSURANCE COMPANY OF AMERICA <i>(19th Week on CBS)</i></p> <p>When a Girl Marries <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:15-12:30 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Insurance Services <i>Benton & Bowles, Inc.</i></p>
<p>R. J. REYNOLDS TOBACCO COMPANY <i>(36.5th Week on CBS)</i></p> <p>Blondie with Penny Singleton and Arthur Lake <i>Domestic comedy</i></p> <p>Al Pearce and His Gang with Blanche Stewart, Artie Auerbach, Arthur Q. Bryan, Marie and Her Merry Men, and Carl Hoff and His Orchestra <i>Variety</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 98 CBS stations ORIGINATES: KNX</p> <p>Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 9:00-9:30 p.m. 99 CBS stations ORIGINATES: WABC</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i></p>
<p>SINCLAIR REFINING COMPANY <i>(25th Week on CBS)</i></p> <p>The World Today <i>European news</i></p>	<p>Mon., Wed., Fri. 6:45-7:00 p.m. 67 CBS stations ORIGINATES: WABC, WJSV AND ETROPE</p>	<p>Sinclair Oil and Gas <i>Federal Advertising Agency, Inc.</i></p>
<p>SPEARMINT GUM <i>(11th Week on CBS)</i></p> <p>Scattergood Baines <i>Serial drama</i></p>	<p>Mon. thru Fri. 5:45-6:00 p.m. 75 CBS stations ORIGINATES: WBBM</p>	<p>Spearmint Gum <i>Neisser Meyerhoff, Inc.</i></p>

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
	STERLING PRODUCTS, INC. <i>(32nd Week on CBS)</i> Court of Missing Heirs <i>Drama</i>	Tuesday 8:30-8:55 p.m. 65 CBS stations ORIGINATES: WABC	Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i>
	TEXAS COMPANY <i>(153rd Week on CBS)</i> Texaco Star Theatre with Ken Murray, mc, Frances Langford, Kenny Baker, Irene Noble Ryan, James Wallington, and David Broekman's Orchestra; Drama with Broadway and Hollywood Stars; Burns Mantle, commentator <i>Variety and drama</i>	Wednesday 9:00-10:00 p.m. 88 CBS stations ORIGINATES: KNX AND WABC	Texaco products <i>Buchanan & Co.</i>
	U. S. TOBACCO COMPANY <i>(257th Week on CBS)</i> Pipe Smoking Time with Tom Howard and George Shelton, Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 55 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i>
COLUMBIA NEW ENGLAND NETWORK	GREAT ATLANTIC & PACIFIC TEA CO. <i>(94th Week on CBS)</i> Musico <i>Musical series</i>	Wednesday 10:15-10:45 p.m. ORIGINATES: WEEI	A&P Stores <i>Paris & Peart</i>
COLUMBIA MIDWESTERN NETWORK	CHAMBERLAIN LABORATORIES, INC. <i>(48th Week on CBS)</i> Anson Weeks' Orchestra <i>Popular music</i>	Sunday 2:30-2:55 p.m. ORIGINATES: WBBM	Chamberlain Lotion <i>L. W. Ramsey Company</i>
	GENERAL MILLS, INC. <i>(190th Week on CBS)</i> Caroline's Golden Store <i>Dramatic serial</i>	Mon. thru Fri. 4:15-4:30 p.m. CST ORIGINATES: WBBM	Gold Medal Flour <i>Blackett-Sample-Hummert, Inc.</i>
COLUMBIA PACIFIC NETWORK	AXTON-FISHER TOBACCO CO. <i>(33rd Week on CBS)</i> Bob Garred Reporting <i>News</i>	Mon., Wed., Thurs., Fri. 5:45-5:55 p.m. PST ORIGINATES: KNX	Twenty Grand Cigarettes <i>McDougall & Weiss Advertising Agency</i>

BATHASWEET CORPORATION
(30th Week on CBS)

Bob Garred Reporting
News

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

Bathasweet Products
H. M. Kieswetter
Advertising Agency

COLONIAL DAMES, INC.
(21st Week on CBS)

Beauty Explorer
Beauty commentary

Friday
8:55-9:00 p.m. PST
ORIGINATES: KNX

Cosmetics
Glasser Advertising
Agency

GENERAL MILLS, INC.
(Sperry Flour Co.)
(120th Week on CBS)

My Children
Dramatic serial

Mon. thru Fri.
1:15-1:30 p.m. PST
ORIGINATES: KSFO

Wheathearts
Westco Advertising
Agency, Inc.

KNOX GELATINE COMPANY
(54th Week on CBS)

Bob Garred Reporting
News

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

Knox Sparkling
Gelatin
Kenyon & Eckhardt

LOS ANGELES SOAP COMPANY
(31st Week on CBS)

Dealer in Dreams
with Phil Stewart
Poetry and philosophy

Spelling Beeliner
with Tom Breneman
Old-fashioned spelling bee

Mon. thru Fri.
11:15-12:00 noon
PST
ORIGINATES: KNX

White King Soap
Raymond R. Morgan Co.

Sunday
1:00-1:30 p.m. PST
ORIGINATES: KNX

Sierra Pine Toilet Soap
Raymond R. Morgan Co.

NATIONAL LEAD COMPANY
(12th Week on CBS)

Answer Auction
Quiz

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

Dutch Boy Paints
Erwin, Wasey &
Company

STEPHANO BROTHERS
(1st Week on CBS)

Sports Huddle
with Tom Breneman and
Braven Dyer
Sports news

Tues., Thurs., Sat.
6:15-6:55 p.m. PST
ORIGINATES: KNX

Marvels Cigarettes
The Aitkin-Kynett Co.

**COLUMBIA
CALIFORNIA
NETWORK**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CHOCOLATE PRODUCTS COMPANY <i>(12th Week on CBS)</i> Stillicious Kids Quizaroo with Art Linkletter <i>Quiz</i>	Saturday 9:00-9:30 a.m. PST ORIGINATES: KNX AND KSFO	Syrups <i>The McCord Company Inc.</i>

MENNEN COMPANY <i>(73rd Week on CBS)</i> Bob Garred Reporting <i>News</i>	Tues., Thurs. 10:00-10:15 p.m. PST ORIGINATES: KNX	Mennen Shave Products <i>H. M. Kiesewetter Advertising Company</i>
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**WABC
SPONSORED
PROGRAMS**

AMERICAN CIGARETTE & CIGAR COMPANY (Subsidiary of American Tobacco Company of New York City) The Rising Son <i>One-minute announcements</i> Odd Side of the News News	Mon. thru Sat. 6:35-7:00 a.m. Mon. thru Sat. 8:25-8:30 a.m. Sat., Sun. 11:00-11:05 a.m. Sunday 2:55-3:00 p.m.	Pall Mall Cigarettes <i>Young & Rubicam, Inc.</i>
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AMERICAN TOBACCO COMPANY <i>(18th Week on WABC) *</i> Your Hit Parade (Time and Tunes) <i>Two-and-one-half minute transcriptions</i>	Mon. thru Sat. AT 7:00 a.m., 1:00 a.m., 2:00 a.m.	Lucky Strike Cigarettes <i>Lord & Thomas</i>
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BOND STORES, INC. <i>(27th Week on WABC)</i> The Morning Almanac featuring Phil Cook	Mon. thru Sat. 7:30-7:45 a.m.	Men's Clothing <i>Neff-Rogow, Inc.</i>
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BULOVA WATCH COMPANY <i>(557th Week on WABC)</i> Time Signals	Mon. thru Sat. 10 Times Daily	Bulova Watches <i>The Biow Company</i>
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KRUG BAKING COMPANY <i>(18th Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley	Mon., Wed., Fri. 9:30-9:45 a.m.	Bakery Products and Coff <i>Elmer L. Cline</i>
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WABC
SPONSORED
PROGRAMS

MELVILLE SHOE COMPANY

(75th Week on WABC)

Early Morning News

Mon. thru Sat.

7:45-8:00 a.m.

Thom McAn Shoes

Neff-Rogow, Inc.

OLNEY & CARPENTER

(1st Week on WABC)

Woman's Page of the Air
with Adelaide Hawley

Tuesday

9:30-9:45 a.m.

Canned Food Products

Fuller & Smith & Ross,
Inc.

PEPSI-COLA COMPANY

(22nd Week on WABC) *

Have You Forgotten?

Popular music

Mon. thru Sat.

8:20-8:25 a.m.

Pepsi-Cola

Newell-Emmett
Company, Inc.

QUAKER OATS COMPANY

(32nd Week on WABC)

The Morning Almanac
featuring Phil Cook

Tues. thru Sat.

8:30-8:45 a.m.

Aunt Jemima's

Pancake Flour

Sherman K. Ellis, Inc.

RAPINWAX COMPANY

(4th Week on WABC)

Woman's Page of the Air
with Adelaide Hawley

Thursday

9:30-9:45 a.m.

Rapinwax Paper

W. J. Tracy, Inc.

R. J. REYNOLDS TOBACCO COMPANY

(3rd Week on WABC) *

Home Games of New York
Giants and Yankees

Play-by-play descriptions by Mel Allen

Mon. thru Sat.

approximately

3:15-5:30 p.m.

Camel Cigarettes

William Esty &
Company, Inc.

SELECT THEATRES CORPORATION

(7th Week on WABC)

Old Fashioned Favorites

Popular music

Mon., Wed., Fri.

8:15-8:20 a.m.

New "Hellzapoppin"

The Blaine Thompson
Company, Inc.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

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

1. NEWS BROADCASTS	Page 18
2. PUBLIC AFFAIRS	Page 18
3. SPECIAL EVENTS	Page 19
4. VARIETY	Page 20
5. DRAMATIC SERIES	Page 20
6. SERIOUS MUSIC	Page 21
7. EDUCATIONAL PROGRAMS	Page 22
8. RELIGIOUS BROADCASTS	Page 24
9. CHILDREN'S PROGRAMS	Page 25
10. PERSONALITIES	Page 25
11. LIGHT MUSIC	Page 25
CBS SHORT WAVE BROADCASTS	Page 26
ADDENDA: APRIL PROGRAMS	Page 27

**News Summaries, Analyses
and Broadcasts from Europe**

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff reporters cover the European war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. The schedule:

News Broadcasts: Edward R. Murrow, Erland Echlin from London; William L. Shirer, Russell Hill from Berlin; Cecil Brown from Rome; Eric Sevareid, Thomas Grandin, Edwin Hartrich from Paris; Larry Leseur from R.A.F. headquarters somewhere in France; Mary Marvin Breckinridge from Amsterdam; Betty Wason from Stockholm; Frank Stevens from Bucharest; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. E. Eliot from New York; Albert Warner from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., TUESDAY, THURSDAY AND SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY.

News Summaries: 6:30 a.m., 3:30 p.m., 1:55 a.m., MONDAY THRU FRIDAY; 6:30, 11:00 a.m., 3:30, 6:00, 11:00 p.m., 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:55 p.m., 1:55 a.m., SUNDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., DAILY; Albert Warner, 6:05-6:15 p.m., SATURDAY.

Press Association News: 11:00-11:15 p.m., MONDAY THRU SATURDAY.

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

In this new Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner considers the Washington scene, and Bob Trout analyzes the week's news generally.

**Mrs. Robert A. Taft,
Representative O'Day**

10:15-10:30 p.m.

WEDNESDAY, MAY 1

Mrs. Taft, wife of the Republican presidential aspirant, and Representative Caroline O'Day, Democrat, of New York discuss "The Place of the League in Political Life" in connection with the National League of Women Voters' biennial convention in New York City.

**PUBLIC
AFFAIRS**

**PUBLIC
AFFAIRS**

Continued

Representative Wadsworth

10:45-11:00 p.m.

WEDNESDAY, MAY 1

Representative James W. Wadsworth, Republican of New York, discusses Frank Gannett as a possible presidential candidate for the G.O.P.

**Secretary of War Woodring,
Admiral Stark**

10:15-10:45 p.m.

THURSDAY, MAY 2

Harry H. Woodring, Admiral Harold R. Stark, and Breckenridge Long, Assistant Secretary of State, discuss "Foreign Policy and National Defense."

Representative Martin

1:30-2:00 p.m.

SATURDAY, MAY 11

Representative Joseph W. Martin, Jr., minority leader of the House, assails what he calls "Vagaries of the New Deal" from Little Rock.

Representative Ludlow

10:15-10:30 p.m.

WEDNESDAY, MAY 15

Representative Louis Ludlow, Democrat, of Indiana, predicts "How Will the National Conventions Treat the War Issue?"

Senator Taft

10:15-10:45 p.m.

THURSDAY, MAY 16

Senator Robert Taft, Republican presidential aspirant from Ohio, speaks in connection with the Ohio State Medical Society meeting at Cincinnati.

Senator Bridges

10:15-10:30 p.m.

WEDNESDAY, MAY 22

Senator Styles Bridges of New Hampshire, another Republican frequently mentioned as a presidential candidate, discusses the outlook for 1940.

**SPECIAL
EVENTS**

Kentucky Derby Previews

5:30-5:45 p.m.

THURSDAY & FRIDAY, MAY 2 & 3

5:15-5:30 p.m.

SATURDAY, MAY 4

Ted Husing previews the 66th running of the Kentucky Derby with on-the-scene interviews of visiting newspapermen and celebrities and with a careful analysis of the competing horses. The final preview is broadcast just an hour before the race starts.

**Westminster College
Conventions**

10:15-10:30 p.m.

SATURDAY, MAY 4

Students at Westminster College in Fulton, Missouri, stage three mock nominating conventions for the three major parties. They are interviewed at studios of KMOX in St. Louis.

Salute of the Americas

2:00-2:30 p.m.

EACH SUNDAY

This World's Fair series features addresses by government heads of twelve Latin-American countries. Peru, Ecuador, Colombia, and Panama are scheduled for May.

VARIETY

"The Pursuit of Happiness"

APPROXIMATELY 4:30 p.m.

SUNDAY, MAY 5

(Immediately following
Philharmonic Broadcast)

The final program of this series stars Franchot Tone in a drama about a Missouri editor, Lovejoy, who was killed defending freedom of the press. Burgess Meredith is master of ceremonies; Norman Corwin directs; and Eric Barnouw writes the script. Music for the program is furnished by Mark Warnow's Orchestra and Lyn Murray's Chorus.

**"So You Think
You Know Music"**

2:30-2:55 p.m.

EACH SUNDAY

Ted Cott's amusing musicquiz returns by popular request. Leonard Liebbling judges the four contestants, two professional musicians, two from the studio audience, competing for concert tickets, books, phonograph records.

**Columbia Gay Nineties
Revue**

10:30-11:00 p.m.

EACH SATURDAY

CBS stars get into bowlers and bustles and revert to the songs and comedy of the nineties. Veteran songwriter Joe Howard introduces Genevieve Rowe, Beatrice Kay, Billy Greene, the Four Clubmen, Frank Lovejoy, and the Floradora girls. Ray Bloch is the conductor. Al Rinker the producer.

Choose Up Sides

5:00-5:30 p.m.

EACH SUNDAY

Two teams of guest sports experts compete in a quiz about games and players. Caswell Adams and Arthur Mann captain the opposing teams, while Henry McLemore poses questions.

Flow Gently Sweet Rhythm

5:30-6:00 p.m.

EACH SUNDAY

Maxine Sullivan and John Kirby's six-piece band join in a new series of jazz chamber music. The Golden Gate Quartet sings Negro spirituals, and Canada Lee serves as MC.

Columbia Workshop

10:30-11:00 p.m.

EACH SUNDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. Douglas Coultter supervises production of the plays and selection of scripts. Two plays, a musical comedy, and a unique half-hour monologue are tentatively scheduled for May, as the program moves into a choice Sunday evening period.

DRAMATIC
SERIES

**SERIOUS
MUSIC**

**New York Philharmonic-
Symphony Orchestra**

AT 3:00 p.m.
SUNDAY, MAY 5

The New York Philharmonic-Symphony Orchestra concludes its tenth season of broadcasting on May 5. John Barbirolli conducts and Rudolf Serkin is heard as guest soloist in a piano concerto by Mozart. The program also includes Smetana's Overture to "The Bartered Bride" and three selections from the operas of Wagner. Deems Taylor is intermission commentator.

Young People's Concert

11:05-12:15 p.m.
SATURDAY, MAY 4

Rudolph Ganz conducts the Philharmonic-Symphony Orchestra in the last of a series of CBS concerts for young people.

Exploring Music

5:00-5:30 p.m.
EACH MONDAY

Bernard Herrmann starts a new series of concerts featuring little-known short classical selections—discovered by Mr. Herrmann's own research.

**Columbia Broadcasting
Symphony Orchestra**

3:00-4:30 p.m.
EACH SUNDAY
BEGINNING MAY 12

Howard Barlow conducts the Columbia Symphony Orchestra in this Sunday afternoon series of classical favorites and modern works. The first broadcast features selections by Deems Taylor, Bernard Herrmann, Edwin MacDowell, and William Schuman.

Columbia Concert Orchestra

10:30-11:00 p.m.
EACH MONDAY AND WEDNESDAY

Bernard Herrmann conducts the Columbia Concert Orchestra on Mondays, Howard Barlow on Wednesdays, in this popular series of classical selections.

Choral Groups

1:00-1:15 p.m.
EACH SATURDAY

This Saturday afternoon period is regularly devoted by CBS to choral music. Among the groups broadcasting in May are Temple University Men's Glee Club and the Plainfield Boys' Glee Club.

Cincinnati Conservatory

11:05 a.m.-12:00 noon
EACH SATURDAY
BEGINNING MAY 11

The Cincinnati Conservatory of Music concludes its sixth season of broadcasts over CBS. Alexander von Kreisler is regular conductor of the Conservatory's symphony orchestra.

Vera Brodsky

3:35-4:00 p.m.
EACH SATURDAY

Vera Brodsky, internationally famous concert and radio pianist, strives for the exceptional in material in this series of piano recitals.

EDUCATIONAL
PROGRAMSCBS ADULT
EDUCATION BOARD

"Americans at Work" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	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

10:15-10:15 p.m.

TUESDAY, MAY 7

CBS presents authentic accounts of many of the jobs which make up America's intricate industrial life. The final program on May 7 presents "Concert Hall Artists."

The People's Platform

7:00-7:30 p.m.

EACH SATURDAY

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

MAY 4: Public Housing—Should It Continue? Guests include Nathan Straus, FHA Administrator, and Representative Jesse P. Wolcott, Republican, of Michigan.

The Human Adventure

5:30-6:00 p.m.

EACH SATURDAY

This series dramatizes outstanding cultural and scientific achievements of the world's leading universities, presents the fruits of scholarly research in a clear, vivid style.

Invitation to Learning

4:30-5:00 p.m.

EACH SUNDAY

BEGINNING MAY 12

This new series invites listeners to read or re-read the world's great books. On each program, four outstanding Americans discuss famous books—emphasizing their living quality.

Columbia's Lecture Hall

1:00-1:15 p.m.

EACH MONDAY AND WEDNESDAY

BEGINNING MAY 6

Outstanding personalities on America's lecture stage are heard in this new program. Monday broadcasts feature lecturers in current events, economics and science. On Wednesdays, the guests are from the entertainment world.

**EDUCATIONAL
PROGRAMS**

Continued

<p>Highways to Health 10:15-10:30 a.m., SAT., MAY 4 4:15-4:30 p.m., THURS., MAY 9 1:15-1:30 p.m., SAT., MAY 18</p>	<p>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen. May's schedule includes discussion of falling hair and dieting.</p>
<p>Adventures in Science 4:00-4:15 p.m. EACH THURSDAY</p>	<p>Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.</p>
<p>Men Behind the Stars 1:00-4:15 p.m. EACH FRIDAY</p>	<p>Legends of the constellations are dramatized in this series, prepared by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum of Natural History.</p>
<p>Of Men and Books 4:15-4:30 p.m. EACH TUESDAY</p>	<p>Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.</p>
<p>Democracy in Action 1:30-2:00 p.m. EACH SUNDAY</p>	<p>This unusual program, presented by CBS in cooperation with the United States Office of Education, describes American housing in "Roof Over America," its current series.</p>
<p>Columbia's Country Journal 12:00-12:30 p.m. EACH SATURDAY</p>	<p>Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news and interviews distinguished agricultural authorities and leaders.</p>
<p>Which Way to Lasting Peace? 6:30-6:45 p.m. SATURDAY, MAY 11</p>	<p>The last program of this series brings the problem of war and peace into public discussion, under the supervision of Dr. James T. Shotwell.</p>
<p>Bull Session 4:00-4:30 p.m. EACH SATURDAY</p>	<p>Students hold extemporaneous, informal discussions of problems raised in Which Way to Lasting Peace?</p>
<p>Dorothy Canfield Fisher 1:00-1:15 p.m. THURSDAY, MAY 25</p>	<p>Dorothy Canfield Fisher speaks from the Grand Ballroom of the Hotel Astor in an address about the American Association for Adult Education.</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 eighth consecutive year of Sunday morning and afternoon religious broadcasts. In May:

MAY 5: *Morning:* Rev. Joseph F. King, Plymouth Congregational Church, Lawrence, Kansas.

Afternoon: Rev. Patrick J. O'Connor, assistant professor of Sacred Eloquence, Preachers Institute, Catholic University of America, Washington.

MAY 12: *Morning:* Dr. W. D. Powell, First Baptist Church, Nashville, Tennessee.

Afternoon: Rabbi Mortimer J. Cohen, Temple Beth Shalom, Philadelphia.

MAY 19: *Morning:* Dr. John O. Gross, president, Simpson College, Indianola, Iowa (Methodist).

Afternoon: Rev. Cletus A. Miller, dean, Institutum Divi Thomae, Cincinnati (Catholic).

MAY 26: *Morning:* Address by the newly-elected Moderator of the General Assembly of the Presbyterian Church, U. S. A., from Rochester.

Afternoon: Rev. Jacob J. Sessler, First Reformed Church, College Point, N. Y.

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

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

MAY 5: Dr. L. P. Crenzot, president, National Insurance Association, New Orleans.

MAY 12: Mrs. Fannie B. Peck, president, National Housewives League, Detroit.

MAY 19: Dr. H. L. Kickason, president, Bluefield State Teachers College, Bluefield, West Virginia.

MAY 26: John A. DeVaux, chaplain, 25th Infantry, Ft. Huachuca, Arizona.

**CHILDREN'S
PROGRAMS**

"March of Games"

10:30-11:00 a.m.
EACH SUNDAY

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

"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.

PERSONALITIES

Major Bowes' Family

11:30-12:30 p.m.
EACH SUNDAY

Major Bowes' Family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Richard Maxwell

9:15-9:30 a.m.
MONDAY THRU SATURDAY

Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy.

Outdoors With Bob Edge

5:30-5:45 p.m.
EACH THURSDAY

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

LIGHT MUSIC

CBS Vocalists

VARIOUS HOURS
MONDAY THRU SATURDAY

The CBS schedule of vocal programs for April includes broadcasts featuring Jack Leonard, Genevieve Rowe, Nan Wynn, Michael Loring.

**Golden Gate Quartet,
Four Clubmen**

VARIOUS HOURS

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

Dance Orchestra

VARIOUS HOURS
MONDAY THRU SUNDAY

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

- | | |
|----------------|-----------------|
| Mitchell Ayres | Ira Ray Hutton |
| Will Bradley | Harry James |
| Dave Dennis | Kay Kyser |
| Al Donahue | Clyde Lucas |
| Eddie Duchin | Frankie Masters |
| George Duffy | Leighton Noble |
| Ted Fiorito | Ray Noble |
| Glen Gray | Orrin Tucker |

**CBS SHORT WAVE
BROADCAST SCHEDULE
TO EUROPE AND
SOUTH AMERICA**

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

News Broadcasts

10:15-10:25 a.m.
11:30-11:40 a.m.
1:30-1:45 p.m., 5:00-5:50 p.m.
5:50-6:00 p.m.
MONDAY THRU FRIDAY
11:00-12 noon
SATURDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

**SPECIAL CBS
BROADCASTS
TO EUROPE**

Hollywood News

MONDAY, 2:30-2:45 p.m.
TUESDAY, 8:15-8:30 p.m.
THURSDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Spanish, and Portuguese respectively.

News in Spanish

6:45-7:00 p.m.
MONDAY THRU SUNDAY (WCBX)
12:30-12:45 p.m., 2:30-2:45 p.m.
5:45-6:00 p.m.
MONDAY THRU FRIDAY (WCAB)

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

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

News in Portuguese

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

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

**Carmen Castelo's American
Travelogues in Spanish**

MONDAY, 8:30-8:45 p.m.

Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.

Cultural News in Spanish

8:15-8:30 p.m.
EACH WEDNESDAY

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

**Carmen Castelo's Broadway
Column in Spanish**

FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

APPENDIX:

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

As Germany struck rapidly through Denmark into Norway, and war in Europe flared up with new intensity, the Columbia Broadcasting System heightened its foreign news coverage. In addition to its present schedule of two round-ups of European news each day, CBS added several broadcasts from overseas daily when the Norwegian crisis was at fever pitch. The land battles in Norway, and the sea battles off its coast, were covered by CBS' regular staff correspondents and by Miss Betty Wason, who was added to the staff as Stockholm radio correspondent with Germany's latest thrust. After the battles raging in Norway subsided to the slower, steadier grind of war, Columbia returned to its regular war-time news schedule — prepared, on a twenty-four hour basis, to enlarge its coverage wherever important, unexpected events broke out again.

Among the special news broadcasts were the following:

APRIL 9: 10:15-10:35 p.m.

APRIL 10: 3:35-3:45 p.m., 10:30-10:45 p.m.

APRIL 11: 10:15-10:45 p.m., 12:03-12:15 p.m.

APRIL 13: 3:35-3:45 p.m.

OTHER PUBLIC AFFAIRS

APRIL 2: William Green, president of the American Federation of Labor, spoke on the topic, "The Census Gets the Facts", in a special CBS broadcast from Washington, 9:30-9:45 p.m.

APRIL 3: Premier Paul Reynaud of France spoke on the progress of the Allies' campaign against Germany in a special overseas broadcast, 4-4:15 p.m.

APRIL 4: Representative Frederick C. Smith, Republican of Ohio, discussed "Private Enterprise—the Real Issue" in a special Columbia Network broadcast. 6:15-6:30 p.m.

APRIL 6: General Hugh S. Johnson presented a "Jeffersonian Analysis" of the New Deal as the principal speech at the annual Jefferson dinner under the auspices of the National Democratic Club in New York City. 10:15-10:30 p.m.

APRIL 7: H. W. Prentis, president of the National Association of Manufacturers, was interviewed by Edwin C. Hill on the N.A.M.'s "mobilization for better understanding of private enterprise." 10:30-10:45 p.m.

APRIL 10: An address entitled "A Court of Appeal for Postal Employees" was delivered over the Columbia Network by Senator James Mead, Democrat of New York. Senator Mead's talk originated in the studios of WJSV, Columbia station for the nation's capital, 10:15-10:30 p.m.

APRIL 13: Representative Frank B. Keefe, Republican of Wisconsin, voiced a plea over the Columbia Network for further Congressional deliberation before final action on the Wheeler-Lea Transportation Bill, 10:15-10:30 p.m.

APRIL 14: Paul V. McNutt, Federal Security Administrator who will seek the Democratic nomination for the presidency if President Roosevelt does not run for a third term, described his plan of action for defeating the problem of unemployment over CBS, 10:30-10:45 p.m.

APRIL 14: Senator Clyde M. Reed, Republican of Kansas, delivered an address from the studios of WJSV, Washington, in Columbia's timely "American Viewpoints" series, 10:45-11 p.m.

APRIL 16: Senator Tom Stewart, Democrat of Tennessee, discussed "Freight Rates" in an address over the coast-to-coast Columbia Network. He spoke from Washington, 10:45-11 p.m.

APRIL 18: Representative Francis E. Walter, Democrat of Pennsylvania and co-sponsor of the Logan-Walter Bill, discussed the implications of the bill in a CBS talk originating in the studios of WJSV, 10:45-11 p.m.

APRIL 19: Lord Lothian, British Ambassador to the United States who has been heard in addresses on the European war several times over the Columbia Network, broad-

cast from KMOX in St. Louis, 11:15-11:30 p.m.

APRIL 20: Postmaster General James A. Farley, who is mentioned prominently as a possible Democratic candidate for the presidency, addressed students of forensics from twenty colleges, assembled in the Nassau Tavern at Princeton University. Mr. Farley emphasized important aspects of the presidential campaign, which are particularly interesting to University students, 1:30-2 p.m.

APRIL 21: Postmaster General Farley, chairman of the Democratic National Committee, spoke again over the Columbia Network in response to the tribute of Massachusetts Democrats at a testimonial dinner in Boston, 10:30-11 p.m.

APRIL 25: Senator David I. Walsh, Democrat of Massachusetts, was heard over the Columbia Network in an address on American maritime problems, entitled "The Needs of Our Navy," 10:45-11 p.m.

APRIL 27: Senator Robert R. Reynolds, Democrat of North Carolina, and Representative Jennings Randolph, Democrat of West Virginia, spoke over CBS from the studios of WJSV, Washington, 10:15-10:30 p.m.

APRIL 28: A series of CBS interviews of presidential candidates, as they are nominated, was continued as Albert Warner, Columbia Washington correspondent, quizzed John W. Aiken, candidate of the Socialist Labor Party. Aiken had just been named the party's standard-bearer for the 1940 election at a nominating convention in New York City, 10:30-10:45 p.m.

APRIL 30: I. M. Ornburn, head of the Union Label League of the American Fed-

eration of Labor, delivered a special address over the nationwide Columbia Network. His topic was "Union Label Action," and the program originated in the studios of WJAS, Pittsburgh, 3:35-3:45 p.m.

SPECIAL EVENTS

APRIL 2: Two choral programs were broadcast over the Columbia Network in connection with the Music Educators National Conference in Los Angeles. The latter—originating in the Shrine Auditorium, Los Angeles—was devoted to the Sacramento Junior College Music Festival and featured the massed Festival A Cappella Choir of 750 voices and the Festival Symphony Orchestra of 125 pieces. The earlier broadcast presented the College Choir of 60 voices under the direction of Miss Ivine Shields, 6:15-6:30 p.m. and 12:30-1 a.m.

APRIL 6: Professor John T. Frederick of the Medill School of Journalism, Northwestern University, who conducts the CBS serial, "Of Men and Books," interviewed Neil MacNeil, assistant managing editor of The New York Times, in a special broadcast. MacNeil, author of a recent volume on newspaper work, spoke from New York. Professor Frederick from Chicago, 1:15-1:30 p.m.

APRIL 13: Queen Elizabeth of England was heard in a direct broadcast from London in connection with the Young Women's Christian Association's 85th anniversary celebration. Queen Elizabeth who is international honorary president of the Y.W.C.A., spoke after brief introductory remarks by Miss F. I. Campbell, vice-president of the British organization, 3:45-4 p.m.

APRIL 13: Members of the Byrd expedition sent greetings to relatives and friends in the

United States from their west base in Little America via a direct broadcast by CBS. The broadcasts were under the supervision of Dr. Paul Siple, director of the west base, and included "recitals" by several "virtuosos of the icefields," 11:15-11:30 p.m.

APRIL 14: Vatican choristers were heard over CBS in a special trans-Atlantic broadcast of ancient liturgical music, including selections from motets by Palestrina and Marenzio, 2:30-2:55 p.m.

APRIL 15, 20 AND 27: Bryan Field described the Pomonok Handicap (4:30-4:45 p.m.), the Experimental Handicap (4:45-5 p.m.), and the Wood Memorial Handicap (4:30-4:45 p.m.) in special broadcasts from the Jamaica race track.

APRIL 15: Mel Allen, Arch McDonald, France Laux, and Pat Flanagan—CBS baseball reporters covering home games in New York, Washington, St. Louis, and Chicago respectively—previewed the 1940 pennant campaigns in a special broadcast, 11:15-11:30 p.m.

APRIL 17: Representative J. William Ditter, Republican of Pennsylvania, spoke from Washington on the eve of Paul Revere's historic midnight ride for liberty. His address was entitled, "One If By Land and Two If By Sea." 10:15-10:30 p.m.

APRIL 23: Winston Churchill, First Lord of the British Admiralty, reported on the progress of the war in a special broadcast from London on St. George's Day, traditional British holiday, 8-8:25 a.m.

APRIL 24: Clergymen who have dedicated themselves to caring for the destitute joined in a Columbia broadcast from Chicago, preceding the 27th annual convention of the

International Union of Gospel Missions,
2-2:15 p.m.

APRIL 26 AND 27: Ted Husing, broadcasting from Des Moines, presented exclusive eye-witness accounts of major events in the Drake Relays on Friday (3:15-3:30 p.m.) and Saturday (3-3:30 p.m., 5-5:30 p.m.), while Allen Scott summarized the Penn Relays on Friday (5:15-5:30 p.m.) and described the running of several races on Saturday (2:30-3 p.m., 6-6:15 p.m.).

APRIL 27: Columbia featured a broadcast from the Interdepartmental Auditorium in Washington in connection with the National Negro Congress, 10:15-10:30 a.m.

APRIL 27: CBS broadcast a program of choral music from the Washington Post's national folk festival in Washington. 3:35-4 p.m.

APRIL 28: Bishop Ralph A. Ward and Bishop Arthur J. Moore of the Methodist Church spoke over CBS in connection with the first general conference of the Church in Atlantic City, 2:30-2:55 p.m.

APRIL 30: Ted Husing broadcast the first of a series of four previews of the 66th Running of the Kentucky Derby at Churchill Downs. Husing, who will describe the race for CBS listeners, reviewed the chances of the leading contenders in America's biggest turf classic. 5:30-5:45 p.m.





THE COLUMBIA BROADCASTING SYSTEM

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