

CBS PROGRAM BOOK · JUNE 1940



"LET'S PRETEND," Champion of Children's Programs. See Page 21



JUNE, 1940

NATIONAL BROADCASTING COMPANY, INC.
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THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 14

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Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

COLUMBIA NETWORK CLIENTS

AUTOMOTIVE

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All time listed on the following pages is current New York time unless otherwise indicated.

<p>AFFILIATED PRODUCTS, INC. (382nd Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 38 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics Louis Philippe <i>Blackett-Sample- Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY (97th Week on CBS)</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. 45 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (213th Week on CBS)</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>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 104 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>Ben Bernie and All the Lads with Lew Lehr <i>Musical "mock trial"</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 55 CBS stations ORIGINATES: WABC</p>	<p>Half & Half Smoking Tobacco <i>Young & Rubicam, Inc.</i></p>
<p>ANACIN COMPANY (164th Week on CBS)</p> <p>Our Gal, Sunday <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 39 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample- Hummert, Inc.</i></p>
<p>BAYER COMPANY (244th Week on CBS)</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. 55 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample- Hummert, Inc.</i></p>
<p>BOWEY'S, INC. (53rd Week on CBS)</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 11:05-11:15 a.m. <i>Rebroadcast</i> 2:35-2:45 p.m. 32 CBS stations ORIGINATES: WBBM</p>	<p>Dari-Rich Products <i>Sorensen & Company</i></p>

BROWN & WILLIAMSON TOBACCO CORPORATION

(88th 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.
57 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes

*Batten, Barton, Durstine
& Osborn, Inc.*

CALIFORNIA FRUIT GROWERS EXCHANGE

(56th 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

CAMPBELL SOUP COMPANY

(286th Week on CBS)

Campbell's Short Short Story

Short story dramatizations

Mon., Wed., Fri.
11:00-11:15 a.m.
Rebroadcast
1:45 2:00 p.m.
53 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: KNX

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.
35 CBS stations
ORIGINATES: KNX

Lanny Ross

Songs

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

**Franco-American
Spaghetti**

Ruthrauff & Ryan, Inc.

**CHESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED**
(82nd Week on CBS)

Dr. Christian
with Jean Hersholt
Drama

Wednesday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
61 CBS stations
ORIGINATES: KNX

Vaseline Preparations
McCann-Erickson, Inc.

CHRYSLER CORPORATION
(221st Week on CBS)

Major Bowes'
Original Amateur Hour
*Amateurs, with Major Bowes
as Master of Ceremonies*

Thursday
9:00-10:00 p.m.
82 CBS stations
ORIGINATES: WABC

Plymouth
Dodge
DeSoto
Chrysler
Ruthrauff & Ryan, Inc.

**COLGATE-PALMOLIVE-PEET
COMPANY**
(229th Week on CBS)

Colgate Ask-It- Basket
with Jim McWilliams
Variety quiz program

Strange As It Seems
Dramatizations of unusual facts

Gang Busters
Police-file dramatizations
(This series ends June 15)

Wayne King's Orchestra
with Buddy Clark, baritone
Popular music
(This series ends June 15)

Woman of Courage
Serial drama

Myrt and Marge
Serial drama

Thursday
8:00-8:30 p.m.
Rebroadcast
11:30-12:00 mid.
62 CBS stations
ORIGINATES: WABC

Thursday
8:30-8:55 p.m.
Rebroadcast
12:00-12:25 a.m.
54 CBS stations
ORIGINATES: WABC

Saturday
8:00-8:30 p.m.
55 CBS stations
ORIGINATES: WABC

Saturday
8:30-8:55 p.m.
66 CBS stations
29 CBC stations
ORIGINATES: WBBM

Mon. thru Fri.
9:00-9:15 a.m.
Rebroadcast
10:45-11:00 a.m.
40 CBS stations
ORIGINATES: WABC

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

Colgate Dental Cream
Benton & Bowles, Inc.

Palmolive Shave Cream
Palmolive Brushless Shave
Benton & Bowles, Inc.

Cue Liquid Dentifrice
Benton & Bowles, Inc.

Cashmere Bouquet
Products
Halo
*Benton & Bowles-
Chicago, Inc.
Lord & Thomas, Toronto*

Octagon Products
Benton & Bowles, Inc.

Concentrated Super Suds
Super Suds
Benton & Bowles, Inc.

**COLGATE-PALMOLIVE-PEET
COMPANY** *Continued*

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

Palmolive Soap
Benton & Bowles, Inc.

Hilltop House

starring Bess Johnson
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.*

Stepmother

Serial drama

COMMERCIAL CREDIT COMPANY
(10th Week on CBS)

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.
61 CBS stations
ORIGINATES: WABC

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

Bob Trout

News

CONTINENTAL BAKING CO., INC.
(282nd Week on CBS)

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

Wonder Bread
Hostess Cake
Benton & Bowles, Inc.

Pretty Kitty Kelly

Serial drama

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

Wonder Bread
Benton & Bowles, Inc.

Sky Blazers

with Col. Roscoe Turner, MC
Dramatizations

CORN PRODUCTS SALES COMPANY
(281st Week on CBS)

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

Society Girl

starring Charlotte Manson
Dramatic serial

THE CUDAHY PACKING COMPANY
(283rd Week on CBS)

Mon. thru Fri.
9:15-10:00 a.m.
18 CBS stations
ORIGINATES: WBBM

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

Bachelor's Children

Serial drama

<p>DOUBLEMINT GUM (415th Week on CBS)</p> <p>Melody Ranch with Gene Autry <i>Western dramatic series</i></p>	<p>Sunday 6:30-7:00 p.m. 67 CBS stations ORIGINATES: KNX</p>	<p>Doublemint Gum <i>J. Walter Thompson Company</i></p>
<p>ETHYL GASOLINE CORPORATION (67th 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: WABC</p>	<p>Ethyl Gasoline <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>EVERSHARP, INC. (35th 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 (320th Week on CBS)</p> <p>Ford Summer Hour with Jessica Dragonette, James Newill, baritone, Linton Wells as "Rouge Reporter." Budd Hulick, Mc. Leith Stevens and His Orchestra <i>Music and variety</i></p>	<p>Sunday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WJR</p>	<p>Ford Lincoln Lincoln Zephyr Mercury <i>N. W. Ayer & Son, Inc.</i></p>
<p>GENERAL FOODS CORPORATION (262nd 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. 80 CBS stations ORIGINATES: WABC</p> <p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 79 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*

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

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

My Son and I

with Betty Garde and

Kingsley Colton

Serial drama

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

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

Joyce Jordan, Girl Interne*Serial drama*

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

La France
Satina
Minute Tapioca
Young & Rubicam, Inc.

Young Dr. Malone*Serial drama*

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

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

GENERAL MILLS, INC.*(194th Week on CBS)***By Kathleen Norris***Dramatization of her novels*

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

Wheaties
Knox Reeves
Advertising, Inc.

GILLETTE SAFETY RAZOR COMPANY*(54th Week on CBS)***Elmer Davis***News*

Fri., Sun.
8:55-9:00 p.m.
88 CBS stations
ORIGINATES: WABC

Gillette Shaving Cream.
Safety Razors and Blades
Maxon, Inc.

GULF OIL CORPORATION*(329th Week on CBS)***Adventures of Ellery Queen***Detective dramatizations*

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

Motor Oil and Gas
Young & Rubicam, Inc.

<p>GEORGE A. HORMEL & COMPANY, MAKERS OF SPAM <i>(143rd Week on CBS)</i></p> <p>It Happened in Hollywood with John Conte, guest stars, and Eddie Dunstetter'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 <i>(116th Week on CBS)</i></p> <p>Fun in Print Supervised by the Literary Guild, with Sigmund Spaeth, MC <i>Literary quiz</i></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. <i>(338th Week on CBS)</i></p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>THE LAMBERT COMPANY <i>(152nd Week on CBS)</i></p> <p>Grand Central Station <i>Dramatic programs</i></p>	<p>Friday 9:30-10:00 p.m. 56 CBS stations ORIGINATES: WABC</p>	<p>Listerine Products Prophylactic Brushes <i>Lambert & Feasley, Inc.</i></p>
<p>LEHN & FINK PRODUCTS CORPORATION <i>(233rd Week on CBS)</i></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>
<p>LEVER BROTHERS COMPANY <i>(252nd Week on CBS)</i></p> <p>Big Town starring Edward G. Robinson with Ona Munson <i>Dramatic</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 67 CBS stations 31 CBC stations ORIGINATES: KNX</p>	<p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p>

LEVER BROTHERS COMPANY

Continued

Lux Radio Theatre

Cecil B. DeMille, director,
with stars of stage and screen

Drama

Big Sister

with Alice Frost, Martin Gabel

Serial drama

Aunt Jenny's Real Life Stories

Dramatic sketches

Monday

9:00-10:00 p.m.

63 CBS Stations

29 CBC stations

ORIGINATES: KNX

Mon. thru Fri.

11:30-11:45 a.m.

Rebroadcast

2:00-2:15 p.m.

72 CBS stations

26 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

11:15-12 noon

Rebroadcast

2:15-2:30 p.m.

65 CBS stations

ORIGINATES: WABC

Lux Toilet Soap

*J. Walter Thompson
Company*

Rinso

Ruthrauff & Ryan, Inc.

Spry

Ruthrauff & Ryan, Inc.

**LIGGETT & MYERS TOBACCO
COMPANY**

(385th Week on CBS)

Glenn Miller and His Orchestra

with Marion Hutton, Ray Eberle

Popular music

Tues., Wed., Thurs.

10:00-10:15 p.m.

95 CBS stations

ORIGINATES: ON TOUR

Chesterfield Cigarettes

Newell-Emmett Co., Inc.

PENN TOBACCO COMPANY

(35th Week on CBS)

Vox Pop

Parks and Wally

Interviews

Thursday

7:30-8:00 p.m.

50 CBS stations

ORIGINATES: WABC

Kentucky Club Pipe
Tobacco

Ruthrauff & Ryan, Inc.

PEPSI-COLA COMPANY

(26th Week on CBS)

News

Tues., Thurs., Sat.

6:00-6:05 p.m.

Rebroadcasts

10:55-11:00 p.m.

11:00-11:05 p.m.

110 CBS stations

ORIGINATES: WABC

Pepsi-Cola

Newell-Emmett Co., Inc.

PET MILK SALES CORPORATION
(341st Week on CBS)

Saturday Night Srenade

Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus

Musical

Mary Lee Taylor

home economist
Household advice

Saturday
9:45-10:15 p.m.
54 CBS stations
ORIGINATES: WABC

Pet Evaporated Milk
Gardner Advertising Company

Tues. and Thurs.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
65 CBS stations
ORIGINATES: KMOX

Pet Evaporated Milk
Gardner Advertising Company

PHILIP MORRIS & COMPANY, LTD.
(199th Week on CBS)

Johnny Presents

Johnny Green's Orchestra, Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Ray Bloch's Swing 14

Musical variety and dramatic interlude

Philip Morris Musical Game

with Johnny Green's Orchestra. Ray Bloch's Swing 14, "Beverly." Audrey Marsh, Glenn Cross, Floyd Sherman

Musical variety and quiz

Friday
9:00-9:30 p.m.
Rebroadcast
11:30-12:00 p.m.
79 CBS stations
ORIGINATES: WABC

Philip Morris Cigarettes
The Biow Company, Inc

Sunday
8:30-8:55 p.m.
Rebroadcast
11:00-11:25 p.m.
36 CBS stations
ORIGINATES: WABC

THE PROCTER & GAMBLE CO.
(292nd Week on CBS)

Professor Quiz

with Bob Trout
Questions and answers

Truth and Consequences

Quiz

The Goldbergs

Serial drama

Tuesday
9:30-10:00 p.m.
Rebroadcast
12:30-1:00 a.m.
48 CBS stations
ORIGINATES: WABC

Teel
Drene
H. W. Kastor & Sons

Saturday
9:15-10:15 p.m.
4 CBS stations
ORIGINATES: WABC

Ivory Soap
Compton Advertising, Inc.

Mon. thru Fri.
1:00-1:15 p.m.
21 CBS stations
ORIGINATES: WABC

Oxydol
Blackett-Sample-Hummert, Inc.

THE PROCTER & GAMBLE CO.

Continued

Life Can Be Beautiful

Serial drama

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

Ivory
*Compton Advertising,
Inc.*

Right to Happiness

Serial drama

Mon. thru Fri.
1:30-1:45 p.m.
36 CBS stations
ORIGINATES: WBBM

Crisco
*Compton Advertising,
Inc.*

Road of Life

Serial drama

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

Chipso
Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE COMPANY
OF AMERICA**

(53rd Week on CBS)

When a Girl Marries

Serial drama

Mon. thru Fri.
12:15-12:30 p.m.
51 CBS stations
ORIGINATES: WABC

Insurance Services
Benton & Bowles, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY**

(369th Week on CBS)

Blondie

with Penny Singleton and
Arthur Lake

Domestic comedy

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

Camel Cigarettes
Prince Albert Smoking
Tobacco
*William Esty &
Company, Inc.*

Al Pearce and His Gang

with Blanche Stewart, Artie
Auerbach, Arthur Q. Bryan,
Marie Greene and Her Merry Men,
and Carl Hoff and His Orchestra

Variety

Friday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
101 CBS stations
ORIGINATES: WABC

SINCLAIR REFINING COMPANY

(29th Week on CBS)

The World Today

European news

Mon., Wed., Fri.
6:45-7:00 p.m.
77 CBS stations
ORIGINATES: WABC,
WJSV AND EUROPE

Sinclair Oil and Gas
*Federal Advertising
Agency, Inc.*

SPEARMINT GUM

(415th Week on CBS)

Scattergood Baines

Serial drama

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

Spearmint Gum
Neisser Meyerhoff, Inc.

STERLING PRODUCTS, INC.

(36th Week on CBS)

Court of Missing Heirs

Drama

Tuesday
8:30-8:55 p.m.
66 CBS stations
ORIGINATES: WABC

Ironized Yeast
Ruthrauff & Ryan, Inc.

**COLUMBIA
NEW ENGLAND
NETWORK**

TEXAS COMPANY
(157th Week on CBS)

Texaco Star Theatre
with Ken Murray, MC, Frances
Langford, Kenny Baker, Irene
Noblette Ryan, James Wallington,
and David Broekman's Orchestra;
Drama with Broadway and
Hollywood Stars; Burns Mantle.
commentator
Variety and drama

Wednesday
9:00-10:00 p.m.
87 CBS stations
ORIGINATES: KXX
AND WABC

Texaco products
Buchanan & Co.

U. S. TOBACCO COMPANY
(261st Week on CBS)

Pipe Smoking Time
with Tom Howard and George
Shelton, Ray Bloch's Orchestra
Comedy and music

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

Dill's Best
Model Smoking Tobacco
Arthur Kudner, Inc.

GREAT ATLANTIC & PACIFIC TEA CO.
(98th Week on CBS)

Musico
Musical series

Wednesday
10:15-10:45 p.m.
ORIGINATES: WEEI

A&P Stores
Paris & Peart

**COLUMBIA
MIDWESTERN
NETWORK**

CHAMBERLAIN LABORATORIES, INC.
(52nd Week on CBS)

Anson Weeks' Orchestra
Popular music

Sunday
2:30-2:55 p.m.
ORIGINATES: WBBM

Chamberlain Lotion
L. W. Ramsey Company

GENERAL MILLS, INC.
(494th Week on CBS)

Caroline's Golden Store
Dramatic serial

Mon. thru Fri.
4:15-4:30 p.m. CST
ORIGINATES: WBBM

Gold Medal Flour
*Blackett-Sample-
Hummert, Inc.*

**COLUMBIA
PACIFIC
NETWORK**

AXTON-FISHER TOBACCO CO.
(37th Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
9:15-9:55 p.m.
Tues., Thurs.
ORIGINATES: KXX

Twenty Grand Cigarettes
Weiss & Geller, Inc.

BATHASWEET CORPORATION
(34th Week on CBS)

Bob Garred Reporting
News

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

Bathasweet Products
*H. M. Kiesewetter
Advertising Agency*

COLONIAL DAMES, INC.
(25th Week on CBS)

Beauty Explorer
Beauty commentary

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

Cosmetics
*Glasser Advertising
Agency*

**COLUMBIA
PACIFIC
NETWORK**

GENERAL MILLS, INC.
(Sperry Flour Co.)
(194th Week on CBS)

My Children
Dramatic serial

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

Wheathearts
*Westco Advertising
Agency, Inc.*

KNOX GELATINE COMPANY
(58th Week on CBS)

Bob Garred Reporting
News

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

Knox Sparkling
Gelatine
Kenyon & Eckhardt

LOS ANGELES SOAP COMPANY
(35th Week on CBS)

Dealer in Dreams
with Phil Stewart
Poetry and philosophy

Spelling Beeliner
with Tom Breneman
Old-fashioned spelling bee

Mon. thru Fri.
11:45-12:00 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
(16th Week on CBS)

Answer Auction
Quiz

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

Dutch Boy Paints
*Erwin, Wasey &
Company*

STEPHANO BROTHERS
(45th Week on CBS)

Sports Huddle
with Tom Breneman and
Braven Dyer
Sports news

Tues., Thurs., Sat.
6:45-6:55 p.m. PST
ORIGINATES: KNX

Marvels Cigarettes
The Aitkin-Kynett Co.

WILMINGTON TRANSPORTATION CO.
(25th Week on CBS)

Santa Catalina Fun Quiz
with Gary Breckner
Ad-lib quiz

Mon. thru Fri.
1:30-1:45 p.m.
ORIGINATES: KNX

Santa Catalina Island
Neisser-Meyerhoff, Inc.

**COLUMBIA
CALIFORNIA
NETWORK**

**WABC
SPONSORED
PROGRAMS**

**AMERICAN CIGARETTE & CIGAR
COMPANY**

(Subsidiary American Tobacco Company)
(22nd Week on WABC)*

The Rising Son
100-word announcements

Mon. thru Sat.
6:35-7:00 a.m.

Odd Side of the News

Mon. thru Sat.
8:25-8:30 a.m.

News

Sat., Sun.
11:00-11:05 a.m.
Sunday
2:30-2:35 p.m.

Pall Mall Famous Cigarette
Young & Rubicam, Inc.

AMERICAN TOBACCO COMPANY
(22nd Week on WABC)*

Your Hit Parade
(Time and Tunes)
Two-and-one-half minute transcriptions

Mon. thru Sat.
AT 7:00 a.m.,
1:00 a.m.. 2:00 a.m.

Lucky Strike Cigarettes
Lord & Thomas

BOND STORES, INC.
(31st Week on WABC)

The Morning Almanac
featuring Phil Cook

Mon. thru Sat.
7:30-7:45 a.m.

Men's Clothing
Neff-Rogow, Inc.

BULOVA WATCH COMPANY
(561st Week on WABC)

Time Signals

Mon. thru Sat.
10 Times Daily

Bulova Watches
The Biow Company

GORDON BAKING COMPANY
(31st Week on WABC)

Hollywood Dreams

Tues., Thurs.
11:00-11:15 a.m.

Roman Meal Bread
Barton A. Stebbins

KRUG BAKING COMPANY
(22nd Week on WABC)

Woman's Page of the Air
with Adelaide Hawley

Mon., Wed., Fri.
9:30-9:45 a.m.

Bakery Products and Coff
Elmer L. Cline

MELVILLE SHOE COMPANY
(79th Week on WABC)

Early Morning News

Mon. thru Sat.
7:45-8:00 a.m.

Thom McAn Shoes
Neff-Rogow, Inc.

**WABC
SPONSORED
PROGRAMS**

OLNEY & CARPENTER
(5th Week on WABC)

Woman's Page of the Air
with Adelaide Hawley

Tuesday
9:30-9:45 a.m.

O & C Canned Food
Products
*Fuller & Smith & Ross,
Inc.*

PEPSI-COLA COMPANY
(26th Week on WABC)*

Have You Forgotten?
Popular music
(This series ends June 1)

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

Pepsi-Cola
*Newell-Emmett
Company, Inc.*

QUAKER OATS COMPANY
(36th 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
(8th Week on WABC)

Woman's Page of the Air
with Adelaide Hawley

Thursday
9:30-9:45 a.m.

Rapinwax Paper
W. I. Tracy, Inc.

R. J. REYNOLDS TOBACCO COMPANY
(7th 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
(11th Week on WABC)

Musical Comedy Favorites
Popular music

Herman Shumlin
News

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

New "Hellzapoppin"
*The Blaine Thompson
Company, Inc.*

Saturday
6:30-6:45 p.m.

"The Male Animal"
*The Blaine-Thompson
Co., Inc.*

**WESTINGHOUSE ELECTRIC &
MANUFACTURING CO.**

Woman's Page of the Air
with Adelaide Hawley

Saturday
9:30-9:45 a.m.

Tenderay Process
and Products
*Fuller & Smith & Ross,
Inc.*

DWIGHT DEERE WIMAN

Musical Comedy Favorites
Popular music

Tues., Thurs., Sat.
8:15-8:20 a.m.

"Higher and Higher"
*The Blaine-Thompson
Co., 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 20
4. CHILDREN'S PROGRAMS	Page 21
5. VARIETY	Page 22
6. DRAMATIC SERIES	Page 22
7. SERIOUS MUSIC	Page 23
8. RELIGIOUS BROADCASTS	Page 24
9. EDUCATIONAL PROGRAMS	Page 25
10. PERSONALITIES	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: MAY PROGRAMS	Page 29

**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. (For a list of the *unscheduled*, special news broadcasts in May, see Page 29.)

News Broadcasts: Edward R. Murrow, Erland Echlin from London; William L. Shirer, Russell Hill, Winston Burdette 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; Frank Stevens from Bucharest; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. F. 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, 10:30-10:45 p.m., SUNDAY THRU THURSDAY; 10:15-10:30 p.m., FRIDAY.

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 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., MONDAY THRU THURSDAY, SATURDAY; Albert Warner, 6:05-6:15 p.m., 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 describes the Washington scene, and Bob Trout analyzes the week's news generally.

Henry R. Luce

6:30-6:45 p.m.
SATURDAY, JUNE 1

Henry R. Luce, prominent publisher, discusses American defense and describes what he saw on a recent trip to France.

Senator Taft

10:15-10:30 p.m.
SATURDAY, JUNE 1

Senator Robert A. Taft of Ohio makes another in his series of frequent CBS addresses. He is a strong candidate for the Republican nomination for the presidency.

**PUBLIC
AFFAIRS**

**PUBLIC
AFFAIRS**

Continued

Republican Convention

6:30-7:00 p.m.

SATURDAY, JUNE 22

10:30-11:00 p.m.

SUNDAY, JUNE 23

VARIOUS HOURS

STARTING MONDAY, JUNE 24

A battery of Columbia air reporters presents full and thorough coverage of the Republican Presidential nominating convention in Philadelphia. The series of broadcasts features the keynote and other addresses, interviews, analyses, and actual on-the-floor descriptions of the caucus. Two preliminary broadcasts by Republican spokesmen are scheduled for Saturday and Sunday, and the broadcasting schedule for the convention itself will take shape as the convention progresses.

Communist Candidate

8:00-8:15 p.m.

SUNDAY, JUNE 2

The Communist candidate for the presidency, probably Earl Browder, the party's standard-bearer in 1936, is interviewed by Al Warner.

Young Citizens Day

8:15-8:30 p.m.

SUNDAY, JUNE 2

James M. Mead, junior senator from New York, speaks in connection with the Young Citizens' Day celebration.

Henry A. Wallace

10:15-10:30 p.m.

TUESDAY, JUNE 4

"Peace through Preparedness" is Secretary Wallace's topic in a special CBS address from the nation's capital.

Governor James

10:15-10:30 p.m.

WEDNESDAY, JUNE 5

Pennsylvania's Republican governor speaks to the nationwide CBS audience via WHP, Columbia station in Harrisburg.

Paul V. McNutt

10:00-10:30 p.m.

FRIDAY, JUNE 7

Mr. McNutt, Federal Security Administrator who strongly urges a third term for President Roosevelt, speaks from Washington.

Representative Martin

10:15-10:30 p.m.

SATURDAY, JUNE 8

Joseph Martin, Jr., minority leader of the House, discusses the present session of Congress in an address from Washington.

President Roosevelt

4:30-4:45 p.m.

SUNDAY, JUNE 9

President Roosevelt speaks in connection with the 75th anniversary celebration of Vassar College at Poughkeepsie.

**PUBLIC
AFFAIRS**

Continued

Governor Saltonstall

10:30-10:45 p.m.

SUNDAY, JUNE 9

Governor Leverett Saltonstall, Republican, of Massachusetts speaks to the coast-to-coast CBS audience from Boston.

Frank Gannett

10:15-10:30 p.m.

TUESDAY, JUNE 11

Publisher and active candidate for the Republican presidential nomination, Mr. Gannett is heard in one of a series of campaign speeches.

Jesse Jones

10:15-10:30 p.m.

THURSDAY, JUNE 13

Jesse Jones, Federal Loan Administrator, discusses the work of his governmental agency in a talk from Washington.

Louis Johnson

10:30-11:00 p.m.

FRIDAY, JUNE 14

Assistant Secretary of War Johnson points out "Lessons from Abroad" in an address to the Harvard Business School Alumni.

Governor Stark

10:15-10:30 p.m.

SATURDAY, JUNE 15

Continuing Columbia's heavy schedule of public affairs addresses in June, Governor Lloyd Stark of Missouri speaks from St. Louis.

Governor Baldwin

10:30-10:45 p.m.

SUNDAY, JUNE 16

The governor of Connecticut talks from Hartford in another of Columbia's "American Viewpoints" broadcasts.

Roger Babson

10:15-10:30 p.m.

WEDNESDAY, JUNE 19

Al Warner continues to interview presidential candidates—this time Roger Babson, standard-bearer of the Prohibitionist Party.

Representative Celler

10:15-10:30 p.m.

THURSDAY, JUNE 20

Another in CBS series of "American Viewpoints" talks features Emanuel Celler, Democratic Representative of New York, to the microphone.

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. On June 2, Dr. Calderon Guardia, President of Costa Rica, speaks.

**SPECIAL
EVENTS**

**SPECIAL
EVENTS**

Continued

National Open Golf

6:15-6:30 p.m.

THURSDAY, JUNE 6

5:30-5:45 p.m.

FRIDAY, JUNE 7

VARIOUS HOURS

SATURDAY, JUNE 8

Play-by-play accounts of the National Open Golf finals, and summaries of the early matches, will be brought to CBS listeners from the Canterbury Golf Club in Cleveland by Ted Husing and Jimmy Dolan. Saturday broadcasts will be heard at 1:00-1:15 p.m., 2:30-2:45 p.m., 3:45-4:00 p.m., and 5:15-5:30 p.m.

The Belmont

4:45-5:00 p.m.

SATURDAY, JUNE 8

Bryan Field describes the 72nd running of The Belmont, classic race for three year olds at Belmont Park.

Launching of the Washington

11:05-11:30 a.m.

SATURDAY, JUNE 1

Launching of the 35,000-ton American battleship at the Philadelphia Navy Yard is described for CBS listeners by Bob Trout. Addresses by Rear Admiral Adolphus Watson and Senator David I. Walsh, chairman of Senate Naval Affairs Committee, are among those which will be broadcast.

**Launching of the
North Carolina**

3:45-4:00 p.m.

THURSDAY, JUNE 13

Launching of the North Carolina, 35,000-ton sister ship of the Washington, at the Brooklyn Navy Yard is described in a special CBS broadcast. Secretary of Navy Charles Edison, Governor Clyde R. Hoey of North Carolina, and Rear Admiral Clark M. Woodward are the speakers.

**CHILDREN'S
PROGRAMS**

Let's Pretend

12:30-1:00 p.m.

EACH SATURDAY

This series, which dramatized the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has already in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

"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 Purvis Prager, Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

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

2:35-3:00 p.m.

EACH SUNDAY

Ted Cott continues to conduct this amusing musical inquisition on Sunday afternoons. Leonard Liebbling judges the four contestants, two of whom are professional musicians and two drawn from the studio audience. They compete for concert tickets, books, and phonograph records.

Songs America Loves

10:45-11:00 p.m.

MONDAY THRU SATURDAY

Columbia's outstanding soloists and choral groups present this unusual new series of America's favorite songs six evenings a week. Featured on the program at different times in June will be Genevieve Rowe, soprano, Lyn Murray's Quartet, the Golden Gate Quartet, whose Negro spirituals are particularly popular, and Michael Loring.

Choose Up Sides

5:00-5:30 p.m.

EACH SUNDAY

Two teams of guest sports experts compete in a quiz about all kinds of games, players, and records. Caswell Adams, the New York Herald Tribune's boxing expert, and John Lardner captain the opposing teams, while Arthur Mann poses the questions.

Flow Gently Sweet Rhythm

5:30-6:00 p.m.

EACH SUNDAY

Maxine Sullivan, famous for her swing version of "Loch Lomond" and other ballads, joins with John Kirby's six-piece band in this 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.

SUNDAY, JUNE 2

8:00-8:30 p.m.

EACH SUNDAY

BEGINNING JUNE 9

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. Columbia's leading staff directors are assigned to the plays, which are submitted by new young writers as well as by established scriptwriters. Douglas Coulter supervises production of the plays and selection of the scripts.

**DRAMATIC
SERIES**

**SERIOUS
MUSIC**

**Columbia Broadcasting
Symphony Orchestra**

3:00-4:30 p.m.

EACH SUNDAY

Howard Barlow conducts the Columbia Symphony Orchestra in this series of classical selections, including many serious modern works. Aaron Copland is intermission commentator on the first two June broadcasts.

JUNE 2: *Saunders*: Little Symphony; *Schoenberg*: Verklarte Nacht; *Gray*: Syllogism; Variations on a Theme by Haydn.

JUNE 9: *Chadwick*: Jubilee Overture; *Copland*: Suite from "Our Town"; *Bruckner*: Symphony No. 9.

JUNE 16: *Wagner*: Overture and Bacchanale from "Tannhauser"; *Tschaikowsky*: Serenade for Strings; *Berezowsky*: Symphony No. 3.

Columbia Concert Orchestra

10:30-11:00 p.m.

EACH MONDAY AND WEDNESDAY

5:15-5:45 p.m.

EACH WEDNESDAY AND FRIDAY

The Columbia Concert Orchestra is heard in four periods a week of classical selections. Bernard Herrmann conducts Monday evenings, and Wednesday and Friday afternoons, while Howard Barlow conducts the Wednesday evening performances.

Cincinnati Conservatory

11:05 a.m.-12:00 noon

SATURDAY, JUNE 8

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.

Dorian String Quartet

11:05-11:30 a.m.

EACH SATURDAY

BEGINNING JUNE 15

The Dorian String Quartet—Alexander Cores and Harry Friedman, violins. David Mankovitz, viola, and Bernard Greenhouse, cello—starts a summer series of concerts on June 15.

Exploring Music

5:00-5:15 p.m.

MONDAY, JUNE 3

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

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 June:

JUNE 2: Morning: Rev. Edwin Moll, D.D., General Secretary, Board of Foreign Missions, United Lutheran Church, Madison, Wisconsin.

Afternoon: Rt. Rev. Monsignor John P. Treacy, Diocesan Director, Society for Propagation of the Faith, Cleveland.

JUNE 9: Morning: Rev. Ervine Inglis, First Congregational Church, Webster Groves, Mo.

Afternoon: Rev. John K. McKenna, pastor, St. John's Church, Manayunk, and Archdiocesan Director of Holy Name Society, Philadelphia.

JUNE 16: Morning: Rev. Angus Dun, D.D., Dean-elect, Episcopal Theological School, Cambridge, Mass.

Afternoon: Rev. L. W. McCreary, Park Avenue Christian Church, East Orange, N. J.

JUNE 23: Morning: Rev. John S. Brinkman, D.D., First Baptist Church, Hamilton, O.

Afternoon: Rev. Thomas B. Cannon, S.J., Director, Jesuit Seminary Fund, New York City.

JUNE 30: Morning: Rev. Christian Reiser, D.D., Broadway Temple, New York City.

Afternoon: Dr. Joseph Fort Newton, Church of St. Luke and the Epiphany, Philadelphia.

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.

JUNE 2: Rev. L. M. Terrill, First Bryan Baptist Church (oldest Negro church in America), Savannah, Georgia.

JUNE 9: Mrs. Mamie G. Hoffman, associate secretary, Christian Education, Sunday School Publishing Board, Nashville.

JUNE 16: Mr. Ernest T. Attwell, director, Bureau of Colored Work, National Recreation Association, New York City.

JUNE 23: Dr. H. L. McCrorey, president, Johnson C. Smith University, Charlotte, N. C.

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

“Invitation to Learning” and “The People’s Platform” are presentations of the Department of Education, arranged with the counsel of Columbia’s Adult Education Board. Members of the Board, representative of the nation’s leading educators and publicists, are:

LYMAN BRYSON, chairman	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
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Invitation to Learning

4:30-5:00 p.m.

EACH SUNDAY

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. The schedule for June:

JUNE 2: Plutarch’s Lives.

JUNE 9: Oedipus Rex by Sophocles.

JUNE 16: Thucydides’ History.

JUNE 23: The Odyssey of Homer.

JUNE 30: Plato’s Republic.

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 and informal exchange of ideas. June’s schedule includes discussion of European war and American defense.

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.

Columbia’s Lecture Hall

4:00-4:15 p.m.

EACH MONDAY AND WEDNESDAY

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

Highways to Health

1:15-1:30 p.m.

EACH SATURDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen. June's schedule includes discussion of heart disease and excess poundage.

Adventures in Science

1:00-1:15 p.m.

EACH THURSDAY

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

Men Behind the Stars

1:00-1:15 p.m.

EACH FRIDAY

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.

Of Men and Books

1:15-1:30 p.m.

EACH TUESDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.

Democracy in Action

1:30-2:00 p.m.

EACH SUNDAY

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.

Columbia's Country Journal

12:00-12:30 p.m.

EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news and interviews distinguished agricultural authorities and leaders.

Bull Session

1:00-1:30 p.m.

EACH SATURDAY

Students from leading universities continue this series of extemporaneous, informal discussions of current problems.

American Medical Association

10:15-10:30 p.m.

WEDNESDAY, JUNE 12

Dr. Rock Sleyster, president of the American Medical Association, is heard in a special address over the Columbia Network, under the auspices of the Association.

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.

Al Bernard's Minstrels

3:45-4:00 p.m.

EACH WEDNESDAY AND FRIDAY

Al Bernard joins with the Four Clubmen and Lou Lubin in presenting an old-time minstrel show on Wednesday and Friday afternoons. The show includes comic dialogue and old-time musical favorites.

LIGHT MUSIC

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

Jack Leonard	Genevieve Rowe
Michael Loring	Nan Wynn

**Golden Gate Jubilee Singers,
Four Clubmen**

VARIOUS HOURS

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

Dance Orchestra

VARIOUS HOURS

MONDAY THRU SUNDAY

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

Van Alexander	Ray Herbeck
Eddie Bush	Ina Ray Hutton
Bob Chester	Andy Kirk
Larry Clinton	Kay Kyser
Del Courtney	Jimmie Lunceford
Xavier Cugat	Red Nichols
Ted Fiorito	Ray Noble
Dick Gasparre	Louis Prima

**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
(In English)
10:15-10:25, 11:30-11:40 a.m.
1:30-1:45, 5:50-6:00 p.m.
MONDAY THRU FRIDAY
(In French, German, Italian,
Polish)
12:00 noon-1 p.m., 5-5:50 p.m.
MONDAY THRU SUNDAY
(5:00-6:00 p.m., SAT. & SUN.)

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.
THURSDAY, 7:15-8:00 p.m.
THURSDAY, 8:15-8:30 p.m.

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

News in Spanish
6:15-7:00 p.m.
SUNDAY THRU FRIDAY
7:00-7:15 p.m., SAT. (WCBX)
12:30-12:45 p.m., 2:30-2:45 p.m.
5:15-6:00 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.

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

As the German war-machine thrust through the Low Countries and deep into France, Columbia's schedule of war news broadcasts was expanded and intensified. Meeting the keen desire of the American public for immediate news as total war flared up, CBS added a new 10:30-10:45 p.m. daily period of news direct from the nerve-centers of Europe — making three separate sets of broadcasts from Europe each day. During the heaviest fighting, CBS added bulletins, special reports and analyses to its regular schedule news. Following are some of the special news broadcasts during May:

- MAY 9: 3:05-3:15 a.m.
- MAY 10: 12:05-12:15 p.m., 1:30-1:35 p.m., 11:15-11:30 p.m.
- MAY 11: 8:15-8:30 a.m., 1:15-1:30 p.m.
- MAY 12: 11:03-11:30 p.m.
- MAY 14: 10:15-10:30 p.m.
- MAY 16: 10:15-11:15 p.m.
- MAY 17: 9:30-9:45 a.m., 11:01-11:06 p.m.
- MAY 18: 9:35-9:40 a.m., 2:30-3:00 p.m.
- MAY 19: 4:00-4:30 p.m.
- MAY 20: 10:32-10:37 p.m.

- MAY 21: 10:45-11:00 p.m.
- MAY 22: 10:45-11:00 p.m.
- MAY 24: 11:15-11:30 p.m.
- MAY 25: 10:15-10:45 p.m.
- MAY 27: 3:30-3:50 a.m., 12:00-12:10 p.m.

In addition to news broadcasts, Columbia listeners heard the makers of history speak many times in May. The following persons broadcast either from the capitals of Europe or from America, about the war or about the United States' plans for defense:

MAY 15: Queen Wilhelmina of the Netherlands spoke from London, following her flight to Great Britain as the German army quickly conquered the Low Countries, 4-4:20 p.m.

MAY 16: President Franklin D. Roosevelt's special message to Congress urging passage of a large appropriation for the American army, navy, and air force, was broadcast over CBS, 2-2:30 p.m.

MAY 19: Colonel Charles A. Lindbergh assailed what he termed war "hysteria" in a special exclusive broadcast over CBS, 10:30-10:45 p.m.

MAY 22: Senator James F. Byrnes, Democrat of South Carolina, delivered an answer to Colonel Lindbergh's CBS address, 10:30-10:45 p.m.

MAY 24: King George VI spoke to the entire British Empire in a world-wide broadcast on Empire Day, 4-4:20 p.m.

MAY 26: Representative Hamilton Fish, Republican of New York, presented "A Republican Peace Program," 8-8:15 p.m.

MAY 26: President Roosevelt described his administration's activities in behalf of American defense and discussed the new defense appropriations in a fireside chat, 10:30-11 p.m.

MAY 28: Lord Alfred Duff Cooper, British Minister of Information, was heard in a special broadcast as news came to England of King Leopold's surrender to Germany, 4-4:20 p.m.

MAY 28: Ralph McAllister Ingersoll, editor and publisher of PM, discussed "Radio and the Press and War," 10:15-10:30 p.m.

MAY 29: James Bryant Conant, president of Harvard University, spoke from Boston on "What We Should Do to Help the Allies" over CBS, 10:15-10:30 p.m.

MAY 30: Representative Oscar Youngdahl, Republican of Minnesota, discussed "America's Defenses," 10:15-10:30 p.m.

MAY 31: Adolph A. Berle, Jr., assistant secretary of state, was heard in an address from Carnegie Hall, 5:30-5:15 p.m.

OTHER PUBLIC AFFAIRS

MAY 7: Representative Harold D. Cooley, Democrat of North Carolina, spoke from WJSV, 10:15-11 p.m.

MAY 8: Representative Thomas A. Jenkins, Republican of Ohio, discussed "The New Relief Situation," 10:15-10:30 p.m.

MAY 9: Representative August Andersen, Republican of Minnesota, spoke on the topic, "Foreign Gold Purchased by the United States," 10:30-10:45 p.m.

MAY 10: President Roosevelt formally opened The Eighth American Scientific Congress in Washington with an address in which he discussed the constructive and destructive uses of scientific method, 10:30-11 p.m.

MAY 11: From Town Hall in New York, CBS broadcast a round table discussion on "The Shorter Work Week," 10:15-10:30 a.m.

MAY 11: Representative Wright Patman, Democrat of Texas, discussed "The Chain Store Bill," 10:15-10:30 p.m.

MAY 11: Wendell Willkie, candidate for the 1940 Republican nomination, spoke exclusively over CBS from a Republican dinner in St. Paul, 11:30-12 midnight.

MAY 11: Paul V. McNutt, Federal Security Administrator, spoke from the Philharmonic Auditorium in Los Angeles, 12:45-1 a.m.

MAY 14: Representative William Lemke, Republican of North Dakota, charged that "Congress Fails the Farmer Again" in a special CBS address, 10:30-10:45 p.m.

MAY 18: Senator Joseph C. O'Mahoney, Democrat of Wyoming, chairman of Temporary National Economic Committee investigating monopolies, was heard by the Columbia audience in an address from Washington, 10:15-10:30 p.m.

MAY 18: Lee Pressman, general counsel of the C.I.O. discussed the Wagner Act, 10:15-10:30 p.m.

MAY 20: CBS broadcast Assistant Secretary of the Treasury Herbert E. Gaston's address at the U.S. Coast Guard Academy commencement exercises, 3:45-4 p.m.

MAY 21: Wendell L. Willkie, spoke for the second time in May over CBS—this time an informal address from the Hoosier box supper in New York City. 10:15-10:45 p.m.

MAY 22: Senator H. Styles Bridges, Republican of New Hampshire, forecast "The Political Outlook for 1940," in a CBS broadcast. 10:15-10:30 p.m.

MAY 28: Undersecretary of State Sumner Welles and Archibald MacLeish, Librarian of Congress, spoke at ceremonies of the Library of Congress, 4:45-5 p.m.

SPECIAL EVENTS

MAY 7: CBS broadcast a program from the Parent Teachers Association Convention in Omaha, 3:45-4 p.m.

MAY 8: Latest scientific research in electrical thought-waves as a means of diagnosing brain ailments and advances in healing by drugs were described during a special half-hour broadcast. 10:30-11 p.m.

MAY 11: Kate Smith sang "The Star Spangled Banner" and "God Bless America" at the rededication of the World's Fair Court of Peace, 3:30-4 p.m.

MAY 12: James L. Fly, chairman of the F. C. C., paid tribute to the Susquehanna Emergency Network, a group of amateur radio operators who serve the Susquehanna Valley and eastern seaboard during floods and snowstorms, in a program describing the S. E. N.'s work, 9-9:30 a.m.

MAY 13, 18, 22, 24, 25 & 30: CBS covered, in order, the Toboggan Handicap, The

Withers, The Acorn, Peter Pan Handicap, The Juvenile, and Suburban Handicap at Belmont Park, with Ted Husing or Bryan Field describing the races as they were run, 4:45-5 p.m.

MAY 19: The Knights of Columbus broadcast "A Prayer for Peace" from Kansas City in answer to the plea of Pope Pius XII for wide distribution of his encyclical letter exhorting unity in opposing world evils, 8-8:30 p.m.

MAY 23: CBS broadcast a special program from Chicago on the fiftieth anniversary of Hull-House, 10:15-10:30 p.m.

MAY 23: Lewis H. Brown, War Relief Fund Chairman of the American Red Cross, appealed for funds in a CBS address, 10:45-11 p.m.

MAY 25: John McCormick, CBS staff reporter, broadcast from the first of TWA's new Boeing Stratoliners on its inaugural flight, 2:45-3 p.m.

MAY 25: CBS broadcast the speech of Rev. Dr. Edwin M. Poteat from the Northern Baptist Convention at Atlantic City, 2:15-2:30 p.m.

MAY 25: Morton Downey and boxer Tom Sharkey were featured on CBS salute to Golden Gate Exposition on opening night, 11:30-12 midnight.

MAY 26: Radio's brightest stars—Jack Benny, Eddie Cantor, Bob Hope, and many others—joined Red Cross officials and Mrs. Franklin D. Roosevelt in an appeal for warm support of the Red Cross drive for funds, 2-3 p.m.

MAY 30: After a preview of the race on May 28, CBS broadcast an on-the-spot account of the thrilling final half-hour of the 500-mile Indianapolis auto race, 4-4:30 p.m.



THE COLUMBIA BROADCASTING SYSTEM

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