

WUMS
STATION
XNZX



T U L
P R O

CBS SPONSORED PROGRAMS: pp. 3 to 22

CBS SUSTAINING PROGRAMS: pp. 23 to 46

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

J U N E

INDIAN COLUMBIA NETWORK CLIENTS

• • • • •

CHRYSLER CORPORATION:
DeSoto, Dodge, Plymouth,
Chrysler motor cars Page 5

FORD MOTOR COMPANY:
Ford, Lincoln, and Lincoln
Zephyr motor cars Page 9

NASH-KELVINATOR CORPORATION:
Nash motor cars Page 15

U. S. TIRE DEALERS MUTUAL CORPORATION:
U. S. Royal Master Tires Page 21

• • • • •

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes, Roi-Tan
Cigars Page 3

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfields, Granger Tobacco Page 15

P. LORILLARD COMPANY:
Old Gold Cigarettes Page 15

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 17

R. J. REYNOLDS TOBACCO COMPANY:
Camels, Prince Albert Tobacco Page 19

U. S. TOBACCO COMPANY:
Dill's Best, Model Smoking
Tobacco Page 21

• • • • •

EUCLID CANDY COMPANY:
Confectionery Page 9

JOE LOWE CORPORATION:
Popsicle Page 15

WM. WRIGLEY JR. COMPANY:
Wrigley's Gum Page 21

• • • • •

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics Page 3

ANACIN COMPANY:
Anacin Page 3

BAYER COMPANY:
Bayer Aspirin Page 3

COLGATE-PALMOLIVE-PEET COMPANY:
Colgate Tooth Powder, Palmolive
Shave Cream, Palmolive Soap,
Palmolive Brushless Shave Pages 5 and 7

KOLYNOS COMPANY:
Kolynos Toothpaste Page 11

LADY ESTHER COMPANY:
Cosmetics Page 13

THE LAMBERT COMPANY:
Listerine Products, Prophylactic
Brushes Page 13

LEVER BROTHERS COMPANY:
Lux Toilet Soap, Lifebuoy Page 13

MCKESSON & ROBBINS, INC.:
Calox Toothpowder, Solidified
Albolene Page 15

THE PROCTER & GAMBLE COMPANY:
Ivory Soap Page 17

SALES AFFILIATES, INC.:
Loxol Oil Tint Shampoo Page 19

FOODS & DRINKS

BREWERS' RADIO SHOW ASSOCIATION:
Beer Page 5

CAMPBELL SOUP COMPANY:
Campbell's Soups, Campbell's Beans,
Campbell's Tomato Juice . . . Page 5

THE COCA-COLA COMPANY:
Coca-Cola Page 5

CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread, Hostess Cake . . Page 7

G. B. DAVIS COMPANY:
Locomalt Page 7

MURKEE FAMOUS FOODS, INC.:
Food Products Page 9

GENERAL BAKING COMPANY:
Bond Bread Page 9

GENERAL FOODS CORPORATION:
Calumet Baking Powder, Huskies,
Post Toasties, Minute Tapioca,
Postum, Swans Down Cake Flour .
Pages 9 and 11

LEVER BROTHERS COMPANY:
Spry Page 13

PET MILK SALES CORPORATION:
Irradiated Pet Milk Page 17

WILLAMOOK COUNTY CREAMERY
ASSOCIATION:
Willamook Cheese Page 19

LAUNDRY SOAP. ACCESSORIES

A. S. BOYLE COMPANY:
Old English No-Rubbing
Floor Wax Page 3

COLGATE-PALMOLIVE-PEET COMPANY:
Concentrated Super Suds . . . Page 5

THE CUDAHY PACKING COMPANY:
Old Dutch Cleanser Page 7

GENERAL FOODS CORPORATION:
La France, Satina . . . Pages 9 and 11

GRIFFIN MANUFACTURING COMPANY:
Griffin Shoe Polishes Page 11

LEVER BROTHERS COMPANY:
Rinso Page 13

THE PROCTER & GAMBLE COMPANY:
Chipso. Crisco. Ivory. Oxydol . . Page 17

• OILS & GAS

GULF OIL CORPORATION:
Motor Oil and Gas Page 11

RIO GRANDE OIL, INC.:
Petroleum Products Page 19

SKELLY OIL COMPANY:
Petroleum Products Page 19

• INSTITUTIONAL ADVERTISING

E. I. DU PONT DE NEMOURS & COMPANY:
Institutional Advertising . . . Page 7

HOUSEHOLD FINANCE CORPORATION:
Personal Loan Service Page 11

PENNSYLVANIA PUBLICITY COMMISSION:
State Publicity Campaign . . . Page 17

WILMINGTON TRANSPORTATION COMPANY:
Santa Catalina Island Summer
Resort Page 21

All items listed on the following pages are current through the year 1950.

CBS SPONSORED PROGRAMS

AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosn
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Roi-Tan Cigars
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin
A. S. BOYLE COMPANY	Old English No-Rubbing Floor Wax

†Columbia Pacific Network Only

PROGRAM	TIME	STATION	WEEKS
THE ROMANCE OF HELEN TRENT <i>serial drama</i> (See S. BOYLE CO. also, below)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM, CHICAGO	Blackett-Sample-Hummert, Inc.	234 Weeks
THE GREAT HIT PARADE, with Van Steeden's Orchestra; Guest Star; Buddy Clark, Fredda Wilson and the Songsmiths <i>popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC, NEW YORK	Lord and Thomas	109 Weeks
MAN TO MAN SPORTS, with Mark Kelly and Tom Hanlon <i>sports News</i>	†Tuesday 9:00-9:15 p.m. PST ORIGINATES: KNX, HOLLYWOOD	Lawrence C. Gumbinner Agency	47 Weeks
THE GAL, SUNDAY <i>serial drama</i> (See POLYNOS COMPANY also, page 11)	Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	356 Weeks
THE SECOND HUSBAND with Helen Menken, presented by the Famous Actors' Guild <i>dramatic</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	351 Weeks
THE ROMANCE OF HELEN TRENT <i>serial drama</i> (See AFFILIATED PRODUCTS, INC. also, above)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	159 Weeks

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

CBS SPONSORED PROGRAMS

BREWERS' RADIO SHOW ASSOCIATION	Beer
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHRYSLER CORPORATION	Chrysler DeSoto Dodge Plymouth
THE COCA-COLA COMPANY	Coca-Cola
COLGATE-PALMOLIVE-PEET COMPANY	Palmolive Shave Cream Palmolive Brushless Shave Concentrated Super Suds

<p>MODAY NIGHT SHOW with Ted Husing, Connie Boswell, the stars and Richard Himber's Orchestra <i>Comedy, Sports, Music</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12-12:30 a.m. ORIGINATES: WABC</p>	<p>United States Advertising Corp.</p>	<p>13 Weeks</p>
<p>HOLYWOOD HOTEL, with Frances Langford, Frank Parker, Anne Jami- son, Ken Niles, Raymond Paige's Orchestra, Ken Murray & "Oswald" <i>Dramatic musical revue</i></p>	<p>Friday 9:00-10:00 p.m. ORIGINATES: KNX</p>	<p>Ward Wheelock Company</p>	<p>187 Weeks</p>
<p>MAJOR BOWES' AMATEUR HOUR <i>Amateurs, with Major Bowes</i> <i>Master of Ceremonies</i></p>	<p>Thursday 9:00-10:00 p.m. ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>117 Weeks</p>
<p>THE SONGSHOP, with Nadine Conner, soprano; Mel Kennedy, Alice Cornett, The Christie's Choir. Del Sharbutt, Gustave Haenschen's Orchestra <i>Musical</i></p>	<p>Friday, June 3 and 10 10:00-10:45 p.m. ORIGINATES: WABC</p>	<p>D'Arcy Advertising Co., Inc.</p>	<p>65 Weeks</p>
<p>SAG BUSTERS <i>Police file dramatizations</i></p>	<p>Wednesday 10:00-10:30 p.m. <i>Rebroadcast</i> 1:00-1:30 a.m. ORIGINATES: WABC</p>	<p>Benton & Bowles, Inc.</p>	<p>125 Weeks</p>
<p>MYRT AND MARGE <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC</p>		<p>118 Weeks</p>

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

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
R. B. DAVIS COMPANY	Cocomalt
E. I. du PONT de NEMOURS & CO., INC.	Institutional Advertising

<p>HILTOP HOUSE, featuring Bess Johnson <i>dramatic serial</i></p>	<p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. ORIGINATES: WABC</p>	<p>Benton & Bowles, Inc.</p>	<p>120 Weeks</p>
<p>ST MOTHER <i>dramatic serial</i></p>	<p>Mon. thru Fri. 10:45-11:00 a.m. ORIGINATES: WBBM</p>	<p>Benton & Bowles-Chicago, Inc.</p>	<p>61 Weeks</p>
<p>RTY KITTY KELLY <i>serial drama</i></p>	<p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC</p>	<p>Benton & Bowles, Inc.</p>	<p>169 Weeks</p>
<p>SAIELOR'S CHILDREN <i>serial drama</i></p>	<p>Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM</p>	<p>Roche, Williams & Cunnyng- ham, Inc.</p>	<p>179 Weeks</p>
<p>OPENNER, with Ben Pollack's Orchestra, Gene Austin and "Peegee" Gayle <i>comedy and music</i></p>	<p>Sunday 6:00-6:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: KNX</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>208 Weeks</p>
<p>LA LCADE OF AMERICA, with Don Voorhees' Orchestra <i>dramatizations and music</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>151 Weeks</p>

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

CBS SPONSORED PROGRAMS

DURKEE FAMOUS FOODS, INC.	Food Products
EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Confectionery
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr
GENERAL BAKING COMPANY	Bond Bread
GENERAL FOODS CORPORATION	Swans Down Cake Flour Calumet Baking Powder

†Columbia Pacific Network Only

<p>SECRET AMBITION, Te Maxwell, MC with Nell Chase and His Orchestra Musical</p>	<p>†Friday 8:00–8:30 p.m. PST ORIGINATES: KSFO, SAN FRANCISCO</p>	<p>Botsford, Constantine & Gardner</p>	<p>104 Weeks</p>
<p>KNX MANNING Commentator</p>	<p>†Tuesday 5:45–6:00 p.m. PST ORIGINATES: KNX</p>	<p>Sidney Garfinkel Advertising Agency</p>	<p>28 Weeks</p>
<p>SUNDAY EVENING HOUR, Pol Symphony Orchestra and Chrus, John Barbirolli, guest con- ductor; Kathryn Meisle, contralto Symphonic music, and talk by W. J. Cameron</p>	<p>Sunday, June 5 9:00–10:00 p.m. ORIGINATES: WJR, DETROIT</p>	<p>N. W. Ayer & Son, Inc.</p>	<p>226 Weeks</p>
<p>WHICH THE FUN GO BY, Presenting Al Pearce and His Gaz; Guest; Arlene Harris; “Tizzie Liz”; Carl Hoff’s Orchestra Comedy and variety</p>	<p>Tuesday 9:00–9:30 p.m. Rebroadcast 12 mid.–12:30 a.m. ORIGINATES: WBBM, June 7 only WJAS, June 14 only</p>		
<p>GI LOMBARDO an His Orchestra Popular music</p>	<p>Sunday 5:30–6:00 p.m. ORIGINATES: WABC</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>386 Weeks</p>
<p>MAE SMITH HOUR, with Jack Miller’s Orchestra, Drnas and Guest Stars Variety show</p>	<p>Thursday 8:00–9:00 p.m. Rebroadcast 11:30–12:30 a.m. ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	<p>171 Weeks</p>

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

CBS SPONSORED PROGRAMS

GENERAL FOODS CORPORATION <i>Continued</i>	La France Satina Postum Minute Tapioca Huskies Post Toasties
GRIFFIN MANUFACTURING COMPANY	Griffin Shoe Polishes
GULF OIL CORPORATION	Motor Oil and Gas
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service
KOLYNOS COMPANY	Kolynos Toothpaste

<p>MAY MARGARET McBRIDE <i>radio columnist</i></p>	<p>Mon., Wed., Fri. 12:00-12:15 p.m. ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	<p>171 Weeks</p>
<p>DUKE AND ABNER <i>serial drama</i></p>	<p>Mon., Wed., Fri. 6:45-7:00 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX</p>		
<p>MAY MARGARET McBRIDE <i>radio columnist</i></p>	<p>Tues. and Thurs. 12:00-12:15 p.m. ORIGINATES: WABC</p>		
<p>BOBCE CARTER <i>news commentator</i></p>	<p>Mon. thru Fri. 6:30-6:45 p.m. <i>Rebroadcasts</i> 7:15-7:30 and 8:45-9:00 p.m. ORIGINATES: WCAU, PHILADELPHIA</p>	<p>Benton & Bowles, Inc.</p>	
<p>LET'S GO TO SHINE, with Hal Kemp and his Orchestra, and Starr and Bob Allen <i>musical</i></p>	<p>Tuesday 10:00-10:30 p.m. ORIGINATES: June 7 and 14 only WRVA, Richmond</p>	<p>Birmingham, Castleman & Pierce, Inc.</p>	<p>7 Weeks</p>
<p>PHIL BAKER and company, with Oscar Bradley's Orchestra <i>variety show</i></p>	<p>Sunday 7:30-8:00 p.m. ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	<p>225 Weeks</p>
<p>LET'S CAN BE DONE, with Edgar A. Guest, Frankie Mayers' Orchestra and Dramatic Dance <i>variety and drama</i></p>	<p>Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>22 Weeks</p>
<p>DUCK GAL, SUNDAY <i>serial drama</i> See NACIN COMPANY also, page 3)</p>	<p>Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>208 Weeks</p>

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

CBS SPONSORED PROGRAMS

LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso Lifebuoy Rinso Spry

<p>WYNE KING and his Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. ORIGINATES: WBBM</p>	<p>Lord and Thomas</p>	<p>143 Weeks</p>
<p>AND CENTRAL STATION <i>Serial drama</i></p>	<p>Sunday 10:00-10:30 p.m. ORIGINATES: WABC</p>	<p>Lambert & Feasley, Inc.</p>	<p>48 Weeks</p>
<p>THE LUX RADIO THEATRE, with stars of stage and screen <i>Dramatic; Cecil B. De Mille, director</i></p>	<p>Monday 9:00-10:00 p.m. ORIGINATES: KNX</p>	<p>J. Walter Thompson Company</p>	<p>140 Weeks</p>
<p>Edward G. Robinson BIG TOWN, with Claire Trevor <i>Dramatic</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. ORIGINATES: KNX</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>32 Weeks</p>
<p>THE JOLSON SHOW with Martha Raye, P. G. Wetherill, Victor Young's Orchestra and guest stars <i>Comedy and music</i></p>	<p>Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX</p>		<p>106 Weeks</p>
<p>THE B. B. SISTER, with Alice Frost and Martin Gabel <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC</p>		<p>90 Weeks</p>
<p>FRANK JENNY'S REAL LIFE STORIES <i>Dramatic</i></p>	<p>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC</p>		<p>72 Weeks</p>

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

CBS SPONSORED PROGRAMS

LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
P. LORILLARD COMPANY	Old Gold Cigarettes
JOE LOWE CORPORATION	Popsicle
McKESSON & ROBBINS, INC.	Calox Toothpowder Solidified Albolene
NASH-KELVINATOR CORPORATION	Nash Motor Cars

<p>CHESTERFIELD PRESENTS Alire Kostelanetz's Concert Orchestra; Grace Moore and guest; Doris Taylor, commentator; Paul Douglas, announcer <i>Orchestral and vocal music</i></p> <p>PAL WHITEMAN'S PROGRAM, with Joan Edwards; The Melnaires; Guests <i>Musical Variety</i></p>	<p>Wednesday 9:00-9:30 p.m. ORIGINATES: WABC</p> <p>Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: June 3rd, University of North Carolina; 10th, WCAO, Balti- more; 17th, Ashe- ville, N. C.; 24th, WABC.</p>	<p>Newell-Emmett Co., Inc.</p>	<p>280 Weeks</p> <p>59 Weeks</p>
<p>HOLLYWOOD SCREENSCOOPS, George McCall, commentator <i>Motion-picture news</i></p>	<p>Tues. and Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX</p>	<p>Lennen & Mitchell, Inc.</p>	<p>126 Weeks</p>
<p>POPEYE, THE SAILORMAN <i>Comedy serial drama</i></p>	<p>Mon., Wed., Fri. 6:15-6:30 p.m. ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>5 Weeks</p>
<p>JOCE JORDAN, GIRL INTERNE <i>Serial drama</i></p>	<p>Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC</p>	<p>Brown & Tarcher, Inc.</p>	<p>31 Weeks</p>
<p>PROFESSOR QUIZ, with Bob Trout <i>Questions and answers</i></p>	<p>Saturday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC</p>	<p>Geyer, Cornell & Newell, Inc.</p>	<p>65 Weeks</p>

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

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
PENNSYLVANIA PUBLICITY COMMISSION	State Publicity Campaign
PET MILK SALES CORPORATION	Irradiated Pet Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
THE PROCTER & GAMBLE COMPANY	Oxydol Crisco Chipso Ivory

<p>THE SCENIC SHOW, with Governor Earle, guest stars and Robert Golden's Orchestra <i>Music and talks</i></p>	<p>Thursday, June 9 and 16 10:00-10:15 p.m. ORIGINATES: WCAU</p>	<p>Walker & Downing</p>	<p>3 Weeks</p>
<p>MARY LEE TAYLOR, home economist <i>Household advice</i></p>	<p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX, ST. LOUIS</p>	<p>Gardner Advertising Company</p>	<p>239 Weeks</p>
<p>SATURDAY NIGHT SERENADE, Mary Eastman, soprano; Bill Perry, baritone, and Gustave Haenschen's Orchestra and Mixed Chorus <i>Musical</i></p>	<p>Saturday 9:30-10:00 p.m. ORIGINATES: WABC</p>		
<p>JINNY PRESENTS Mrs Morgan's Orchestra, Jack Lanstone's Dramatizations, Frances Fair, Genevieve Rowe, "Beverly", Conn Cross and Ray Block's Swing Fifteen <i>Variety and dramatic interludes</i></p>	<p>Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC</p>	<p>The Biow Company, Inc.</p>	<p>90 Weeks</p>
<p>THE GOLDBERGS <i>Serial drama</i></p>	<p>Mon thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>133 Weeks</p>
<p>WALKER & SADE <i>Serial drama</i></p>	<p>1:15-1:30 p.m. ORIGINATES: WBBM</p>	<p>Compton Advertising, Inc.</p>	
<p>TRAGEDY OF LIFE <i>Serial drama</i></p>	<p>1:30-1:45 p.m. ORIGINATES: WABC</p>	<p>Pedlar & Ryan, Inc.</p>	
<p>THE SPIEL SINGER <i>Hymns</i></p>	<p>1:45-2:00 p.m. ORIGINATES: WABC</p>	<p>Compton Advertising, Inc.</p>	

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

CBS SPONSORED PROGRAMS

R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco
RIO GRANDE OIL, INC.	Petroleum Products
SALES AFFILIATES, INC.	Loxol Oil Tint Shampoo
SKELLY OIL COMPANY	Petroleum Products
TILLAMOOK COUNTY CREAMERY ASSN.	Tillamook Cheese

††Columbia California Network On

<p>CANTOR'S CAMEL CARAVAN Edie Cantor with Edgar Fairchild's Orchestra; Fairchild and Carroll, piano team; Bert Gordon, Walter King, Hattie Noel, Guests <i>Comedy and music</i></p> <p>BENNY GOODMAN and his Orchestra <i>Music and guests</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: KNX</p> <p>Tuesday 9:30-10:00 p.m. ORIGINATES: WGAR, June 7 WEEL, June 14, 21</p>	<p>William Esty & Company, Inc.</p>	<p>257 Weeks</p>
<p>CALLING ALL CARS <i>Police file dramatizations</i></p>	<p>††Thursday 8:30-9:00 p.m. PST ORIGINATES: KNX</p>	<p>Hixson-O'Donnell, Inc.</p>	<p>247 Weeks</p>
<p>FRY AND BRACCIOTTI, Pianists; and Bob Carol, tuba <i>Musical</i></p>	<p>††Wed. and Fri. 11:15-11:30 a.m. PST ORIGINATES: KNX</p>	<p>Milton Weinberg Advertising Co.</p>	<p>20 Weeks</p>
<p>SILLY COURT OF MISSING HEIRS <i>Dramatic</i></p>	<p>Sunday 10:30-11:00 p.m. ORIGINATES: WBBM</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>33 Weeks</p>
<p>DRY MAID with Jack Moyles and Nell Parker <i>Home Economics</i></p>	<p>††Thursday, June 2 2:30-2:45 p.m. PST ORIGINATES: KSFO</p>	<p>Botsford, Constantine & Gardner</p>	<p>13 Weeks</p>

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

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
UNITED STATES TIRE DEALERS MUTUAL CORPORATION	U. S. Royal Master Tires
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WILMINGTON TRANSPORTATION COMPANY	Santa Catalina Island Summer Resort
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

†Columbia Pacific Network Only

<p>BY BERNIE AND ALL THE LADS, with Lew Lehr, comedian; Buddy Crk, vocalist and Agnes Moorehead <i>Music and comedy</i></p>	<p>Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC</p>	<p>Campbell-Ewald Company of New York, Inc.</p>	<p>20 Weeks</p>
<p>PK AND PAT IN PIPE SMOKING TIE, with Edward Roecker, bari- tone and Benny Kreuger's Orchestra <i>'Blackface' comedy and music</i></p>	<p>Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC</p>	<p>Arthur Kudner, Inc.</p>	<p>157 Weeks</p>
<p>CALINA ISLANDER, by Breckner <i>Man-in-street interviews</i></p>	<p>†Mon. thru Fri. 2:15-2:30 p.m. ORIGINATES: KNX</p>	<p>Neisser-Meyerhoff, Inc.</p>	<p>2 Weeks</p>
<p>IT ENTERTAINMENT, by Fulton, tenor; the Andrews Sisters and Carl Hohengarten's Orchestra <i>Variety</i></p>	<p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. ORIGINATES: WBBM</p>	<p>Neisser-Meyerhoff, Inc.</p>	<p>314 Weeks</p>
<p>SATTERGOOD BAINES <i>Serial drama</i></p>	<p>†Mon. thru Fri. 8:00-8:15 p.m. PST ORIGINATES: KSFO</p>		

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

CBS SUSTAINING PROGRAMS

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

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

1. SPECIAL EVENTS *Page 24*
2. PUBLIC AFFAIRS *Page 26*
3. EDUCATIONAL PROGRAMS *Page 30*
4. SERIOUS MUSIC *Page 33*
5. DRAMATIC SERIES *Page 37*
6. CHILDREN'S PROGRAMS *Page 38*
7. RELIGIOUS BROADCASTS *Page 39*
8. PERSONALITIES *Page 40*
9. LIGHT MUSIC *Page 41*

- ADDENDA: MAY PROGRAMS *Page 43*

SPECIAL EVENTS

BELMONT PARK

4:00-4:30 p.m.

THURSDAY, JUNE 2

4:15-4:45 p.m.

SATURDAY, JUNE 4

Bryan Field concludes the Spring racing meet at Belmont Park for CBS listeners, describing The Oaks for three-year-old fillies, and the \$50,000 Belmont Stakes, at a mile and a half for three-year-olds.

WALKER CUP SUMMARY

11:00-11:15 a.m.

2:00-2:15 p.m.

FRIDAY, JUNE 3

Henry Longhurst of the *London Evening Standard* and Edward Murrow, CBS European representative, in two broadcasts, direct from St. Andrews Golf Links at St. Andrews, Scotland, summarize the results of the Walker Cup contest between the United States and British amateurs.

GLASGOW EXHIBITION

12:15-12:30 p.m.

MONDAY, JUNE 6

Edward Murrow conducts interviews with visitors to the \$50,000,000 Glasgow Exhibition in this international broadcast from Scotland.

AQUEDUCT RACES

4:00-4:30 p.m.

MONDAY, JUNE 6

SATURDAY, JUNE 11, 18, 25

Shifting over to Aqueduct Race Track, Bryan Field continues his exclusive CBS broadcasts of metropolitan races, including the Queens County Handicap, Shevlin Stakes, Dwyer Stakes and Brooklyn Handicap.

NATIONAL OPEN GOLF CHAMPIONSHIP

Various Hours

JUNE 8 THRU JUNE 11

Another CBS exclusive sports broadcast brings the U.S. Open Golf Championship to its microphones, in a preview and series of play-by-play descriptions by Ted Husing and Jimmy Dolan direct from the links of the Cherry Hills Country Club, Denver.

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

<p>WIGHTMAN CUP MATCHES <i>Various Hours</i> FRIDAY, JUNE 10 SATURDAY, JUNE 11</p>	<p>William T. Tilden, II, former world's tennis champion, summarizes the first day of play this annual series between the women tennis stars of the United States and Great Britain. On the second day Tilden gives a stroke-by-stroke description of the contests, followed later in the day with a complete summary.</p>
<p>20TH CENTURY LIMITED 5:45-6:00 p.m. WEDNESDAY, JUNE 15</p>	<p>The departure of the new 20th Century Limited on its maiden trip to Chicago is pictured by CBS direct from Track 26, Grand Central Station, with Bob Trout at the microphone.</p>
<p>PRINCETON INVITATION TRACK MEET 5:30-6:00 p.m. 6:15-6:30 p.m. SATURDAY, JUNE 18</p>	<p>Ted Husing and Jimmy Dolan report to Columbia's audience how Glenn Cunningham made out in the Invitation Mile, how Bill Bonthro's comeback fared in the two-mile, and other highlights of this exciting meet.</p>
<p>N. C. A. A. GAMES Approx. 6:30 p.m. SATURDAY, JUNE 18</p>	<p>CBS covers the National Collegiate Athletic Association track and field games in Minneapolis.</p>
<p>WIMBLEDON TOURNAMENT 1:15-1:30 p.m. SATURDAY, JUNE 25</p>	<p>The first week's play in the Wimbledon Tennis Championships is summarized from England. The semi-finals and finals of the men's and women's matches are to be broadcast July 1.</p>
<p>"BIG TEN"-PACIFIC COAST TRACK MEET Approx. 4:30 p.m. SATURDAY, JUNE 25</p>	<p>The track and field meet between the pick of the athletes from the "Big Ten"-Western Conference and from the Pacific Coast is reported by omnipresent Ted Husing and Jimmy Dolan.</p>

SPECIAL EVENTS

POUGHKEEPSIE REGATTA

3:45-4:00, 4:45-5:15,
5:45-6:15 p.m.

MONDAY, JUNE 27

Seated on a moving train abreast of the shells, Ted Husing describes the freshman, junior varsity and varsity crew races in the annual Poughkeepsie Regatta, in which the pick of the Eastern and Western crews compete. Another CBS microphone broadcasts direct from the judge's launch.

PUBLIC AFFAIRS

**GRADUATION
CEREMONIES**

2:30-3:00 p.m.

WEDNESDAY, JUNE 1

12 noon-12:30 p.m.

2:30-3:00 p.m.

THURSDAY, JUNE 2

JUNE 1: Speakers at the Columbia University Commencement luncheon, besides Nicholas Murray Butler, include President R. G. Sproul of the University of California, President Charles Seymour of Yale and Senator Joseph C. O'Mahoney of Wyoming.

JUNE 2: President Roosevelt addresses the graduating class of the U. S. Naval Academy, Annapolis. At 2:30 CBS broadcasts the graduation ceremonies of the U. S. Coast Guard Academy, New London.

LABOR NEWS REVIEW

10:45-11:00 p.m.

SATURDAY, JUNE 4

Columbia's Washington station WJSV celebrates the 200th broadcast of its "Labor News Review" series with talks by William Green and Albert N. Dennis.

**ECONOMIC COOPERATION
IN THE AMERICAS**

2:30-3:00 p.m.

SUNDAY, JUNE 5

The final program in this series of five Pan-American good-will broadcasts presents the Minister from Paraguay, the Foreign Ministers of Peru and Uruguay and the charge d'affaires of the Venezuela Legation in Washington.

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

RED CROSS ANNIVERSARY 2:30-3:00 p.m. MONDAY, JUNE 6	On the twenty-first anniversary of the founding of the Red Cross, Norman H. Davis and Mrs. H. P. Davison are heard in talks, and the emergency and educational activities of the organization are dramatized.
LEAGUE OF NATIONS 10:45-11:00 p.m. TUESDAY, JUNE 7	Clark M. Eichelberger, director of the League of Nations Association, proposes the "Revision of the League of Nations Covenant."
DR. ORESTES CALDWELL 3:45-4:00 p.m. WEDNESDAY, JUNE 8	Dr. Caldwell, editor of <i>Radio Today</i> , speaks from the National Radio Show on the late "Radio Set Developments and Improvements."
AMATEUR RADIO AWARD 2:15-2:30 p.m. THURSDAY, JUNE 9	The presentation of the William S. Paley Amateur Radio Award for 1937 to its second recipient, Robert T. Anderson, for his work in the flood emergency last year, is made by Mr. Paley at the Waldorf-Astoria.
FLAG DAY 5:15-5:30 p.m. TUESDAY, JUNE 14	Mrs. Malcolm Douglas, national president of the American Legion Auxiliary, is heard in a special Flag Day address.
THURMAN W. ARNOLD 2:30-3:00 p.m. WEDNESDAY, JUNE 15	Mr. Arnold, assistant to the Attorney General, addresses the Advertising Federation of America, convening in Detroit, on "What is Monopoly?"

PUBLIC AFFAIRS

AMERICAN VIEWPOINTS

EACH THURSDAY
7:45-8:00 p.m.

EACH FRIDAY
10:45-11:00 p.m.

Individual viewpoints on social, political and economic questions are expressed by prominent Americans in many fields of endeavor, on these weekly periods of discussion.

JUNE 2: Mary Dewson of the Social Security Board explains "A New Way of Meeting an Old Responsibility."

JUNE 3: Fred G. Clark, national commander of the Crusaders, asks "Who Wants a Bigger Income?"

JUNE 9: Frank Bane, executive director of the Social Security Board, discusses "Social Security, Everybody's Business."

JUNE 16: "Returning the Unemployed to Private Industry" is proposed by W. A. Zwicke, chairman of the Smaller Businessmen of New York District.

JUNE 17: Sterling Fisher, CBS director of Education and Radio Talks, tells the American Library Association in Kansas City "What's New in Radio Education."

JUNE 23: DeWitt Emery, president of the National Small Businessmen's Association, discusses the work of his organization.

JUNE 24: Dr. Hu Shih speaks in behalf of the Chinese Relief Fund of the American Red Cross.

JUNE 30: From the national conference of Social Work in Seattle come talks by Senator Schwellenbach and Helen Hall.

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

<p>EUROPE CALLING! 1:30-1:45 p.m. EACH SUNDAY</p>	<p>Expert observers of international affairs appear on this regular Sunday period of talk from foreign capitals. Columbia's Europe staff is on the scene to give eye-witness counts of new developments, and to present prominent national spokesmen in interpretations of the events. On June 5 William Shirer speaks from Prague, and on June 6 Geoffrey Crowther of the London <i>Economist</i> is guest speaker.</p>
<p>WORLD ECONOMIC COOPERATION 4:45-5:00 p.m. EACH FRIDAY</p>	<p>In cooperation with the National Peace Conference, Columbia presents prominent spokesmen for world economic cooperation.</p> <p>JUNE 3: Gunnar Myrdal, professor of political economy at the University of Stockholm and member of the Swedish Parliament, speaks from New York on "Scandinavian Countries and European Economic Problems."</p>
<p>CAPITAL OPINIONS 10:45-11:00 p.m. EACH SATURDAY</p>	<p>Members of Congress and Government officials participate in these discussions of problems of national interest. The programs originate from WJSV, Columbia's station in Washington.</p>
<p>CURRENT QUESTIONS BEFORE CONGRESS <i>The House</i>—4:45-5:00 p.m. EACH TUESDAY <i>The Senate</i>—4:45-5:00 p.m. EACH THURSDAY</p>	<p>Leading members of the Senate and of the House of Representatives discuss, in separate weekly broadcasts, legislation remaining at the closing days of the current session. Speakers on this series are selected for special knowledge of the issues involved.</p>

PUBLIC AFFAIRS

**HEADLINES AND
BYLINES**

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

H. V. Kaltenborn, Bob Trout and Edwin Canham, a trio of expert reporters of public affairs, combine their talents on this weekly series of news and the makers of news the world over.

**EDUCATIONAL
PROGRAMS**

NEW HORIZONS

5:45-6:00 p.m.
EACH MONDAY

The American Museum of Natural History presents famous explorers and scientists.

JUNE 6: Dr. Harold E. Anthony, "Bison."

JUNE 13: Dr. Roy W. Miner, "Pearl and Coral Reefs."

JUNE 20: Dr. Roy Chapman Andrews, "Sacred City of the Living Buddha."

JUNE 27: William H. Carr, "Beavers."

HIGHWAYS TO HEALTH

4:00-4:15 p.m.
EACH TUESDAY

The New York Academy of Medicine arranges these medical talks for the layman.

JUNE 7: Dr. Albert S. Hyman, Beth David Hospital, "Protect Your Heart This Summer."

JUNE 14: Dr. Harry C. W. S. DeBrun of Poly-clinic, "Minor Accidents in Summer-time."

JUNE 21: Dr. H. Griffin Bullwinkel.

JUNE 28: Dr. Allen DeForest Smith.

EXPLORING SPACE

5:45-6:00 p.m.
EACH WEDNESDAY

The planets and satellites are the subjects of these dramatized broadcasts, presented by Prof. William H. Barton, executive curator of the Hayden Planetarium, and Hans Christian Adamson, of the American Museum.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

COLUMBIA ADULT EDUCATION

Columbia's Adult Education Board presents this series of four programs, depicting, in vivid and dramatic form, the significant events in American history, the work-a-day life of America, modern scientific developments, and contemporary literature.

Members of the Board, representative of the nation's leading educators and publicists, are

LYMAN BRYSON, <i>chairman</i>	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCE
ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITNEY
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

"LIVING HISTORY"

7:30-7:45 p.m.

EACH WEDNESDAY

Radio, seeking the significant events that have made our world of today, goes into the past and recreates it in the living form of "new broadcasts." Professor Harry J. Carman of Columbia University acts as guest historian.

"AMERICANS AT WORK"

10:30-11:00 p.m.

EACH THURSDAY

Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories and workshops throughout the land.

JUNE 2: Department store buyer.

JUNE 9: Steel worker.

JUNE 16: Baker.

JUNE 23: Railway Express.

JUNE 30: Aviation.

**EDUCATIONAL
PROGRAMS**

**"ADVENTURES IN
SCIENCE"**

7:30-7:45 p.m.

EACH FRIDAY

"OF MEN AND BOOKS"

4:00-4:15 p.m.

FRIDAY, JUNE 3

THURSDAY, JUNE 9, 16, 23

ADULT EDUCATION *(continued)*

This program enables the American public to listen in on the greatest scientists of our time as they narrate the stories of important developments in their fields. Their narrations are augmented by dramatizations. Dr. Lawrence Kelso Frank of the Macy Foundation acts as sociological commentator.

JUNE 3: Science Surprise.

JUNE 10: "Synthetic Fibres," W. E. Emley of the National Bureau of Standards.

JUNE 17: "Within the Atom," Karl K. Darrow, Bell Laboratories.

JUNE 24: "Farmer Takes a Robot." S. H. McCrory of the Dept. of Agriculture.

Contemporary books and their authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University. During June he reviews the following:

JUNE 3: "My America." Louis Adamic.

JUNE 9: "Brazos," Rose McL. Taylor; "Wind Over Wisconsin." by August Derleth; "Mural for a Later Day," by Kathleen Pawle and others.

JUNE 16: "Master Kung," Carl Crow.

JUNE 23: "We Too Are the People," Louise Armstrong; "The Right to Work," Nels Anderson.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

EVERYBODY'S MUSIC

3:00-4:00 p.m.

EACH SUNDAY

In the fifth regular Summer season of *Everybody's Music*, Howard Barlow conducts Columbia Broadcasting Symphony. Henry Neely acts as host to the radio audience, with informal program comments.

JUNE 5: *Mozart*: Symphony No. 39 in E flat; *Kodaly*: "Hary Janos" Suite.

JUNE 12: *Von Weber*: "Abu Hassan"; *Schubert*: Symphony No. 7 in C major.

JUNE 19: *Grétry*: *Rosière Republicain*; *Franck*: "Les Eolides"; *Saint-Saens*: Symphony No. 3.

JUNE 26: *Grieg*: "Lyric Suite"; *Brahms*: Symphony No. 3.

PHILHARMONIC- SYMPHONY ORCHESTRA STADIUM CONCERTS

8:30-10:00 p.m.

EACH SUNDAY,

BEGINNING JUNE 26

For the fourth consecutive season, CBS assumes the summer concerts by the New York Philharmonic-Symphony Orchestra at Lincoln Financial Field Stadium. Alexander Smallens conducts the opening programs, details of which will be announced later. Other conductors to be heard in the series are Jose Iturbi, Willem van Hoogstraten, Massimo Freccia and Mackerras. Distinguished soloists and groups are to be presented throughout the season.

EXPLORING MUSIC

5:00-5:30 p.m.

SATURDAY, JUNE 4 AND 18

Bernard Herrmann, brilliant young CBS conductor, directs the Columbia Concert Orchestra in two programs of seldom-heard music.

JUNE 4: *Bennett*: "A Charleston Rhapsody"
 JUNE 18: *Abt Vogler*: Overture to "Hermann and Una"; *Gluck*: Ballet Suite, arranged by Gevaert; *Poulenc*: Deux Marches et Intermède.

**SERIOUS
MUSIC**

**SOCIETY FOR
CONTEMPORARY MUSIC**

3:15-4:00 p.m.
FRIDAY, JUNE 17

From London on June 17 CBS broadcasts the first orchestral concert of the International Society for Contemporary Music. Premieres of these works are to be performed: *Kapralova*: Military Symphonietta; *Koffler*: Symphony No. 3; *Lennox Berkeley*: "Domini Est Terra," with BBC Chorus.

**"DON GIOVANNI"—
GLYNDEBOURNE**

2:00-3:30 p.m.
WEDNESDAY, JUNE 22

The world-famous Glyndebourne Mozart Opera Festival at Suffolk Downs, near London, will be heard by CBS listeners on June 22 when Columbia broadcasts the First Act of Mozart's "Don Giovanni."

**COLUMBIA CHAMBER
ORCHESTRA**

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

On June 6 the last of the twelve famous Concerti Grossi for strings by Georg Friedrich Handel is played by the Columbia Chamber Orchestra, under Bernard Herrmann's direction. Subsequent programs include works by Telemann, Purcell and Johnson.

**"A LITTLE
NIGHT MUSIC"**

10:30-11:00 p.m.
MONDAY, JUNE 6 THRU 27

The Columbia Concert Orchestra presents a series of evening serenades under the direction of Bernard Herrmann.

JUNE 6: *Haydn*: "Schoolmaster" Symphony.
JUNE 13: *All van Dieren* program. The radio premieres of the Rhapsody for string quartet and baritone, based on DeQuincy's "Lavanna and Our Lady of Sorrows"; the Ballade for string orchestra and reader, from Villon's "Prayer to Our Lady"; and the Sonette VII from Spenser's "Amoretti" for tenor and 11 instruments.

JUNE 20: *Haydn*: "The Hen" Symphony.
JUNE 27: An 18th century opera.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>STORY OF THE SONG 3:30-4:00 p.m. EACH TUESDAY</p>	<p>The world's greatest songs are interpreted by outstanding singers of the concert stage in the Columbia musical feature.</p> <p>JUNE 7: <i>Lieder by Hugo Wolf</i>, from his "Italian and Spanish Song Books"; Margaret Daum, soloist. <i>French and Italian Songs</i>, Eugene Lowenthal, soloist.</p> <p>JUNE 14 AND 21: <i>Lieder by Beethoven</i>, from his "Scottish and Irish Songs for Trio and Voice." Fritz Lechner and Mildred Rose, soloists; William Tarrasch, pianist.</p> <p>JUNE 28: Léon Rothier, soloist.</p>
<p>KEYBOARD CONCERTS 4:00-4:30 p.m. EACH WEDNESDAY</p>	<p>This series presents outstanding concert artists of the keyboard instruments.</p> <p>JUNE 1: Alice Ehlers, harpsichordist.</p> <p>JUNE 8: Jacques Jolas, pianist.</p> <p>JUNE 15: Alexander Kelberine and Jeanne Behrend, duo-pianists.</p> <p>JUNE 29: Adele Marcus, pianist.</p>
<p>ESSAYS IN MUSIC 10:00-10:30 p.m. EACH THURSDAY</p>	<p>This unusual series, under the direction of Victor Bay, presents on each program widely varying compositions devoted to a single subject. George Zachary produces the program.</p> <p>JUNE 2: <i>Swans</i>. Mary Eastman, soprano and the Columbia Male Quartet.</p> <p>JUNE 9: <i>Pavanes and Polkas</i>.</p> <p>JUNE 16: <i>Enchanted Waters and Magic Fire</i>. Eugene Lowenthal, bass baritone.</p> <p>JUNE 23: <i>Weddings</i>.</p> <p>JUNE 30: <i>Summer</i>. Margaret Daum, soprano.</p>

**SERIOUS
MUSIC**

CHORAL MUSIC

Various Hours

JUNE 4, 9, 11 AND 20

JUNE 4: Temple University Men's Glee Club, Philadelphia (12:15-12:30 p.m.).

JUNE 9: Webster Groves High School A Cappella Choir, St. Louis (2:45-3 p.m.).

JUNE 11: Ruby Smith Stahl Choir, Washington, D. C. (4:30-4:45 p.m.).

JUNE 20: Baptist Student Union Choir, Washington, D. C. (4:30-4:45 p.m.).

HOLLACE SHAW

7:45-8:00 p.m.

EACH FRIDAY

Hollace Shaw, soprano, who last Summer created the principal role in Louis Gruenberg's opera, "Green Mansions," is featured weekly on this series of concert programs.

**KREINER STRING
QUARTET**

12 noon-12:45 p.m.

SATURDAY, JUNE 11

The Kreiner String Quartet—Sylvan Shulman and Joseph Gingold, violins; Edward Kreiner, viola and Alan Shulman, cello—present on June 11 a program of Haydn and Schumann Quartets.

FROM THE ORGAN LOFT

9:00-9:30 a.m.

EACH SUNDAY

Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music.

**SALT LAKE CITY
TABERNACLE CHOIR**

12:30-1:00 p.m.

EACH SUNDAY

This world famous choir sings weekly from one of America's greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper, Tabernacle organist, accompanies the choir.

WALBERG BROWN STRINGS

2:00-2:30 p.m.

EACH SUNDAY

Walberg Brown, musical director of WGAR, Columbia's station in Cleveland, leads the string quartet in this series of concert music.

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

THE COLUMBIA WORKSHOP

7:30-8:00 p.m.

EACH SATURDAY

The Columbia Workshop, now in its second year, presents unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the medium. William N. Robson is the director.

JUNE 4: "Tranga Man—Fine Gah," an African drama written and directed by John Carlisle, CBS production manager.

JUNE 11: "Surrealism in Sound," including a drama, "From Ooh to Aa," by Charles Trumbull, music by Hindemith and Satie; poetry by Lewis Carroll and Ernest Walsh, and criticism by Salvador Dali.

JUNE 18: "Reunion," by Guy Della Cioppa, Penn '37 and John Hines, Princeton '37.

JUNE 25: "Courtroom Obbligato," an original musical play by Hilda Lawrence with a score by Tom Bennett.

"BUFFALO SUMMER THEATRE"

3:00-3:30 p.m.

EACH FRIDAY

The "Buffalo Players," one of the oldest dramatic groups in the country, take to the air with original dramas especially written for the Buffalo Summer Theatre.

"THE GHOST OF BENJAMIN SWEET"

8:00-8:30 p.m.

EACH FRIDAY

This amiable spectre, first heard on the *Columbia Workshop*, is the hero of adventures conceived by Pauline Gibson and Frederick Gerdorf and portrayed by Karl Swenson.

"JOAN AND KERMIT"

7:00-7:30 p.m.

EACH SUNDAY

This serial drama is written by Milton E. Geiger and produced by Bobby Brown, CBS program director in Chicago. Fran Carlone and Olan Soule are featured.

**CHILDREN'S
PROGRAMS**

"MARCH OF GAMES"

5:30-5:45 p.m.

EACH MONDAY AND WEDNESDAY

Children who like asking questions and children who prefer answering them are given opportunity on this new bi-weekly CBS program. Questions submitted by youthful listeners will be posed to four equally youthful contestants, and prizes will be given. Fourteen-year-old Arthur Ross, youngest inaster of ceremonies on the air, is assisted by Sybil Trent, 11-year-old "Miss Drum Major."

"LET'S PRETEND"

5:30-6:00 p.m.

EACH TUESDAY AND THURSDAY

The world's great fairy tales are dramatized by Nila Mack and presented on a new schedule of twice weekly. The casts include child actors from juvenile stock companies.

JUNE 2: Puss in Boots.

JUNE 7: Bronze Mountains.

JUNE 9: Crystal Coffin.

JUNE 14 AND 16: Chinese Nightingale.

JUNE 21: Donkey Skin.

JUNE 23: Prince Darling.

JUNE 28: Juniper Tree.

JUNE 30: Goldilocks.

"MUSIC FOR FUN"

5:30-6:00 p.m.

EACH FRIDAY

Music especially planned for children is presented on this new series under the direction of Howard Barlow. A young visitor appears on each program to express his or her reactions to the music, with William Spier acting as interlocutor. The average length of selections is three minutes, to fit the brief attention-span of children from five to twelve years old.

CBS SUSTAINING PROGRAMS

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

JUNE 5: Morning—Rev. Frederick C. G. dean of Seabury-Western Divinity School (Episcopalian), Evanston, Ill.

Afternoon—Dr. Frederick D. Kershner, president, International Convention of the Disciples of Christ, Indianapolis.

JUNE 12: Morning—Dr. John W. Stock, chairman, General Convention, Swedish Birthday Commemorative Committee, Philadelphia.

Afternoon—Rev. Theophane Maguire, C. editor, *The Sign*, Union City, N. J.

JUNE 19: Morning—Rev. Ross H. Stover, D. Messiah Lutheran Church, Philadelphia.

Afternoon—Rabbi Samuel Thurman, Un Hebrew Temple, St. Louis.

JUNE 26: Morning—Rev. Ira G. McCorm Trinity Methodist Episcopal Church, Chic

Afternoon—Rev. John P. McCaffrey, Chapl Ossining.

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>MAJOR BOWES' CAPITOL FAMILY 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist, and Waldo Mayo's Orchestra.</p>
<p>DAVID ROSS IN "POET'S GOLD" 1:45-2:00 p.m. EACH SUNDAY</p>	<p>This series of verse readings by David Ross, prize announcer, has been a Columbia Network feature for five years. Ross gives his readings against a background of string music.</p>
<p>PHIL COOK'S ALMANAC 6:30-7:00 p.m. EACH SUNDAY</p>	<p>Starring Phil Cook and his six characterizations—Office Boy Pete, Porter Sleepy Simpson, Pop Time, Sandy MacTavish, and Abner and Eloise—the Sunday evening "Almanac" features the music of Ray Block's orchestra.</p>
<p>KATE SMITH SPEAKS 3:30-3:45 p.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>Kate Smith is an air columnist on this program of events and personalities. Ted Collins, her manager, is the announcer. Miss Smith assumes her role in addition to that of mistress of ceremonies of the "Kate Smith Hour."</p>
<p>RICHARD MAXWELL 11:15-11:30 a.m. MONDAY, TUESDAY AND FRIDAY 9:15-9:30 a.m. EACH SATURDAY</p>	<p>Richard Maxwell presents four programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor, who composes most of the verses which he reads.</p>
<p>MAX EASTMAN — "THE WORD GAME" 9:30-10:00 p.m. EACH WEDNESDAY</p>	<p>Max Eastman, noted author and critic, is master of ceremonies on this unusual new series. Besides mere spelling, this "Word Game" covers definitions, correct usage, synonyms, antonyms and other variants.</p>

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>SATURDAY NIGHT SWING CLUB 8:00-8:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens as band director and M Allen as swing commentator, the Swing C guests this month include the Andrews Sist Casper Reardon, Woody Herman, Fredda C son, Ella Fitzgerald and Chick Webb.</p>
<p>MAXINE SULLIVAN - "RECITALS IN SWING" 6:45-7:00 p.m. TUESDAY, JUNE 7 AND 14</p>	<p>This famous young artist, perhaps the grea popular singer of today, is heard twice s month from Hollywood in her own progru of distinguished arrangements.</p>
<p>RAY BLOCK'S VARIETIES 3:00-3:30 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these var programs, assisted by guest vocalists b rhythm groups.</p>
<p>AL BERNARD'S MERRY MINSTRELS FRIDAYS, 3:45-4:00 p.m.</p>	<p>A streamlined, modern version of the old-t minstrel show. Al Bernard, long a headline in this field of entertainment, is starred.</p>
<p>DEEP RIVER BOYS, ETON BOYS, FOUR CLUBMEN, THE SYMPHONETTES</p>	<p>These harmony groups are featured on e Columbia Network throughout the week. E has a distinctive vocal style, and all conti to be network favorites.</p>
<p>"DEAR COLUMBIA" 9:00-9:25 a.m. EACH MONDAY</p>	<p>Audience mail requests for songs and se tions old and new are performed by y Block's orchestra and Audrey Marsh.</p>
<p>ALL HANDS ON DECK 3:00-3:30 p.m. EACH WEDNESDAY</p>	<p>Lorraine Grimm and Harry Cool are featu d with Ben Feld's Orchestra in this nautical sla from Columbia's St. Louis station, KMU.</p>

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:

Ruth Carhart	Audrey Marsh
Del Casino	Doris Rhodes
Edith Dick	Sonny Schuyler
Lois Elliman	Jack Shannon
Ramiro Gomez	Barry Wood
Ray Heatherton	Nan Wynn

SUMMER SESSION

8:30-9:00 p.m.
EACH SUNDAY

Barry Wood, singing emcee, presents Nan Wynn, the Symphonettes, the Four Clubmen and Lyn Murray's Orchestra in vocal and instrumental specialties. Salutes to collegiate publications and "Musical Acrostics" are features of the show.

DANCE ORCHESTRAS

Various hours
MONDAY THRU SUNDAY

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

Count Basie	Will McCune
Gene Beecher	Ozzie Nelson
Bunny Berigan	Leighton Noble
Frank Dailey	Red Norvo
Duke Ellington	Roger Pryor
Dick Gasparre	Buddy Rogers
Benny Goodman	Joe Sanders
Henry King	Artie Shaw
Kay Kyser	Ran Wilde

VIDEO: 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

PUBLIC AFFAIRS

● MAY 2: Mrs. Franklin D. Roosevelt spoke on Child Health Day, 3:45-4 p.m.

Mrs. Charles L. Hulswitt, described the organizing of the recent "Women's Rebellion" against the government spending program, 7:15-7:30 p.m.

● MAY 3: Representative Arthur D. Healey (D) of Massachusetts spoke on "The Wages and Hours Bill," in the CBS series *Current Questions Before the House*, 4:45-5 p.m.

"Festus, I Plunge" proclaimed William Allen White at the 50th anniversary of the founding of Riis House, 10:45-11 p.m.

● MAY 5: Former President Herbert Hoover warned of "The Dangerous Roads of Democracy" before Oklahoma Grassrooters, 10-10:30 p.m.

● MAY 6: John H. Fahey, chairman of the Federal Home Loan Bank Board, spoke to the conference of the National Association of Mutual Savings Banks, 11-11:30 a.m.

Dr. Francis Deak of Columbia University discussed Hungary, Mirko Pasqual de Dominis, newspaper correspondent, spoke on Yugoslavia and Consul Dr. Joseph Hanc of the Czechoslovakian Legation discussed

his country, at the Danubian Congress of the Graduate School of Fordham University 8-8:30 p.m.

● MAY 7: The National Conference on Federal Aid to Education heard speeches by Dr. Jerome Davis, president of the American Federation of Teachers; President F. P. Graham of the University of North Carolina and A. P. Whitney, president of the Brotherhood of Railroad Trainmen, 2-2:30 p.m.

"The Education of Teachers in a Democracy" was the topic of Dr. Karl W. Bigelow of Teachers College, before the 21st annual meeting of the American Council on Education, 3:15-3:30 p.m.

● MAY 8: Raymond Leslie Buell, president of the Foreign Policy Association, spoke from London on "Economics and Democracies" in the CBS series, *Europe Calling* 1:30-1:45 p.m.

A special Mother's Day program brought Mary Pickford, Anna Case and Mary E. Hughes, vice-president of the Golden Rule Foundation, to CBS microphones, in New York, while Dr. Paul De Kruif and Dr. Joseph B. De Lee were heard from Chicago 2:30-3 p.m.

Harry Hopkins, WPA Administrator, discussed "Politics and the WPA." 8:30-9 p.m.

MAY 9: Daniel C. Roper, Secretary of Commerce and Joseph C. Behan, chairman of the National Committee for Life Insurance Education spoke in connection with National Life Insurance Week, 11:15-11:30 a.m.

MAY 10: Senator Wallace H. White, Jr. (R) of Maine, chairman of the American Delegation to the International Telecommunications Conference, held in Cairo, discussed the results of the conference, 10:45-11 p.m.

MAY 11: Representative Karl Stefan (R) of Nebraska and Raymond Combs, president of the Rural Mail Carriers Association, spoke in connection with the American Road Builders Association, 4:45-5 p.m.

MAY 12: I. M. Ornburn discussed the First National American Federation of Labor Union Label and Industrial Exhibition, 4:45-5 p.m.

MAY 13: Representatives Jerry Voorhis (D) of California and Otha Wearin (D) of Iowa were heard on the CBS *World Economic Cooperation* series, 4:45-5 p.m.

MAY 14: Representative Samuel Dickstein (D) of New York warned that "Un-Americanism Marches On," speaking in the CBS series *Capital Opinions*, 10:45-11 p.m.

MAY 17: Representative Paul Kvale (F-L) of Minnesota discussed "Anti-War Legislation," 4:45-5 p.m.

W. Munthe de Morgenstjerne, Norwegian Minister at Washington and the Norwegian Ice Club in Boston took part in a special broadcast celebrating Norwegian Independence Day, 5:15-5:30 p.m.

James W. Gerard spoke on "Democracy and the World Today" at a dinner of the

United Council for Civilian Relief in China, 10:45-11 p.m.

MAY 18: Sanford Bates, chairman, and Irving Rudolph, executive director, spoke at the 32nd Annual Convention of Boys' Clubs of America, 4:30-4:45 p.m.

The work of the National Labor Relations Board was reviewed by its chairman, J. Warren Madden, 7:45-8 p.m.

Senator Alva B. Adams (D) of Colorado was heard in the regular CBS series, *Current Questions Before the Senate*, 4:45-5 p.m.

MAY 20: Speaking from Paris, Premier Edouard Daladier of France discussed his country's economic crisis and the European situation, 4-4:15 p.m.

"A Challenge to Marketing Men" was the topic of Clarence Francis, president of the General Foods Sales Company before the American Marketing Association, 10:45-11 p.m.

MAY 21: Dr. T. V. Smith, Democratic nominee for Congressman-at-large from Illinois, "Debates With Himself on Politics," 6:15-6:30 p.m.

Representative Maury Maverick (D) of Texas picked up "Odds and Ends of Legislation," 10:45-11 p.m.

MAY 22: "Will France and Italy Make Up?" was the subject of Vernon Bartlett's talk from London, in the CBS *Europe Calling* series, 1:30-1:45 p.m.

Senator James F. Byrnes (D) of South Carolina analyzed "The President's Lending and Spending Program," 8-8:30 p.m.

MAY 23: Dr. Robert R. Brooks, professor of economics at Williams College, spoke of "Labor on New Fronts" under the auspices

of Public Affairs Committee, Inc., 4:30-4:45 p.m.

MAY 23: Daniel C. Roper, Secretary of Commerce, discussed "Giving and Taking in Trade Development," opening National Foreign Trade Week, 10:30-11 p.m.

MAY 24: Representative Daniel A. Reed (R) of New York asked "Which—War and Trade Agreements or Peace, Plenty of Protection?" 10:45-11 p.m.

MAY 26: The American delegates to the Eucharistic Congress in Budapest were interviewed there by William Shirer, 11:15-11:30 a.m.

Frank G. Arnold, president of the Nebraska Federation of County Taxpayers Leagues, which audits expenditures in its state, spoke on "Taxes and the Home Town," 2:15-3 p.m.

George E. Bigge of the Social Security Board talked of "Federal-State Partnership in Unemployment Insurance," 7:45-8 p.m.

MAY 27: President Roosevelt delivered the commencement address at Arthurdale High School, a West Virginia resettlement project, 3-3:30 p.m.

MAY 28: Representative Emanuel Celler (D) of New York asserted "Tom Mooney Should Be Pardoned Immediately," 10:45-11 p.m.

MAY 29: Senator Robert F. Wagner (D) of New York was the guest speaker at the 43rd Annual Memorial Services of Jewish War Veterans, 11-11:30 a.m.

MAY 31: Four successful business and professional women were interviewed by members of the Girls' Service League, on the 30th anniversary of that group, 3-3:30 p.m.

SPORTS & EVENTS

● MAY 1: WGAR, Columbia's outlet in Cleveland, saluted the network on the occasion of its power increase to 5,000 watts, daytime and 1,000 watts, evening. General Manager John F. Patt spoke and Walberg Brown conducted, 2-2:30 p.m.

● MAY 3: From Juneau, Alaska, through the facilities of station KINY, came a special broadcast marking the inauguration of air mail service from Juneau to Fairbanks, 5:15-5:30 p.m.

● MAY 5: The completion of the new antenna of KOIN, Columbia's Portland outlet, was celebrated in a special musical program, 5-5:30 p.m.

● MAY 6: Navajo Gift Songs, Negro Lining Hymns and Work Songs, Canal Songs, Cowboy Ballads, and Spanish and Mexican Songs were presented by native Americans from the National Folk Festival in Washington, D. C., 4-4:30 p.m.

● MAY 10: Ted Husing interviewed the U. S. Walker Cup Team before they sailed for Scotland, 5-5:30 p.m.

A program observing the 300th anniversary of the first Scandinavian settlement in America was heard from Seattle, 6:15-6:30 p.m.

● MAY 11: A dramatization of the Rural Electrification Administration was presented with a large cast of WPA actors, 2:30-3 p.m.

The opening of the Cotton Textile Show, part of the Memphis Cotton Carnival, was broadcast from the Municipal Auditorium 4:30-4:45 p.m.

● MAY 13: Guests on this Friday the 13th program were Nila Mack, Richard Maxwell

Phil Cook, Sybil Trent, Art Ross, Jack Slo-
m and CBS hostess Betty Creighton,
.30-3 p.m.

Dr. Orestes Caldwell, editor of *Radio To-
ty*, discussed methods of improving radio
reception, in a talk, "Tune Up Your Radio,"
4:15 p.m.

MAY 14: Sponsored by the Holland Fur-
ace Company over 71 stations of the
olumbia Network, this broadcast of the
nth annual Tulip Festival at Holland,
Michigan, featured Richard Arlen as master
of ceremonies, 2-2:30 p.m.

Columbia and Cambridge University stu-
dents were heard in a two-way trans-Atlan-
tic debate on "British versus American Eng-
lish," 3-3:30 p.m.

Ted Husing covered the Yale-Harvard
back meet in Harvard's Soldier Field, 3:30-
p.m.

MAY 15: Reenactment of the first U. S. air
mail flight was made in this special broad-
cast on the 20th anniversary of the event.
Bob Trout interviewed celebrated aviators
and Postmaster General Farley spoke, 4-
:30 p.m.

MAY 16 AND 17: Following a broadcast
from Mitchell Field, L. I. on the opening
day of the Army Air Corps war game ma-
neuvers, Columbia covered the "bombard-
ment" of Farmingdale on May 16, 10:30-11
p.m. The concluding broadcast the next day
presented Generals Andrews, Emmons,
Hrogstad and Martin reviewing the fleet of
100 bombers, 3:15-3:30 p.m.

MAY 18: Providence, R. I. celebrated its
100-day safety record of no fatalities from

traffic accidents, with talks by Mayor Dunne
and police officials, 4-4:15 p.m.

MAY 19: Ceremonies attending the dedica-
tion of the Benjamin Franklin Memorial
were presented from the steps of the Frank-
lin Institute, Philadelphia, 2:30-2:45 p.m.

MAY 20: Andre Kostelanetz, noted Colum-
bia conductor and air traveller, presented
an air mail plaque to Postmaster General
Farley as part of the National Air Mail Week
celebrations, 2:30-2:45 p.m.

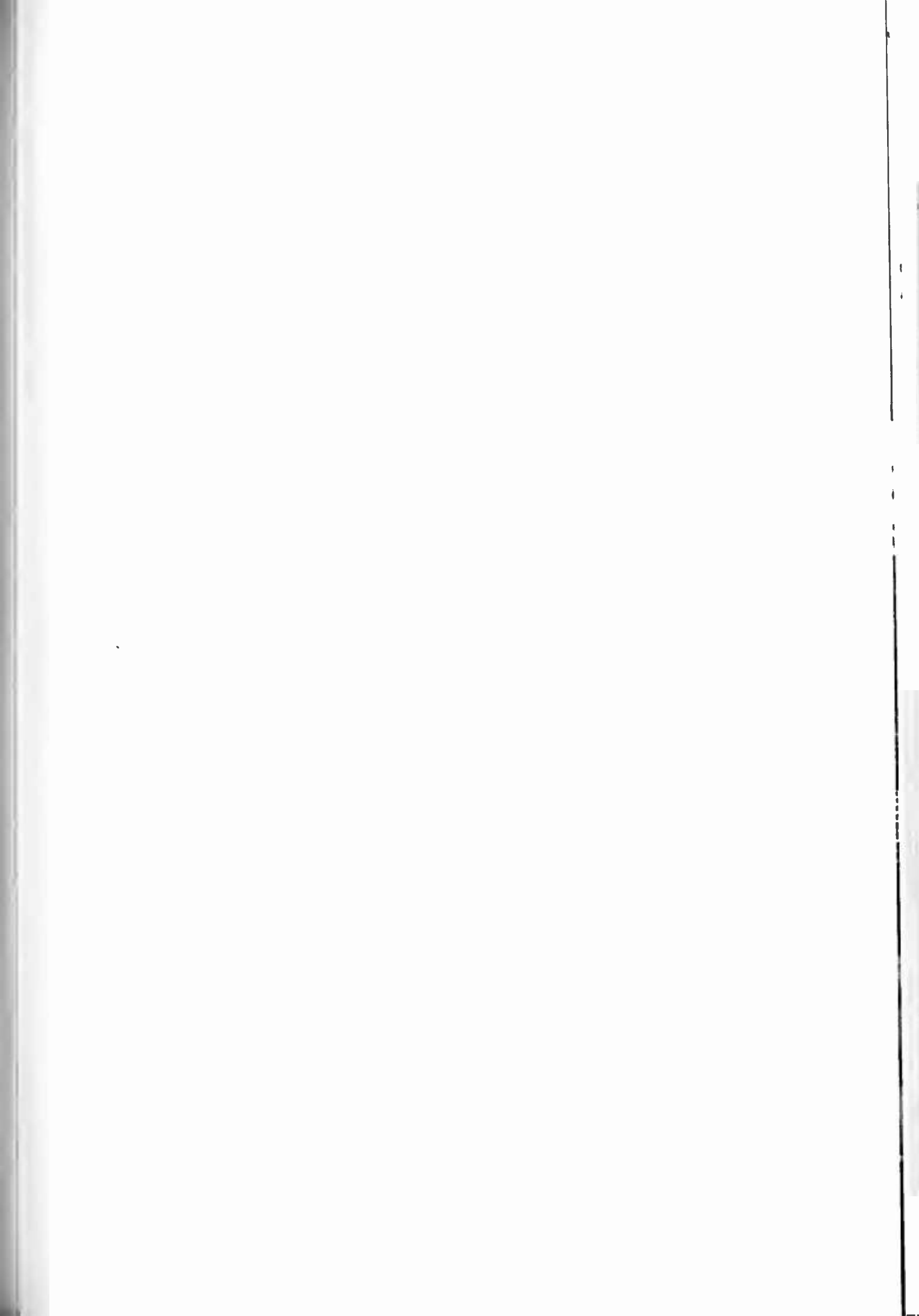
MAY 21, 28 AND 30: Four programs cov-
ering the Indianapolis Speedway 500-mile
Auto Race were broadcast last month. On
May 21, Len Riley and Gilbert Forbes inter-
viewed racers and described a time trial,
4:45-5 p.m. On May 28, a trip around the
two-and-one-half mile speedway was made
by the WBBM Mobile Air Theatre, 6:05-
6:15 p.m. The start of the Memorial Day
race was broadcast, 2-2:15 p.m., and the
final laps, 4-4:45 p.m.

MAY 26: The McNinch Air Mail Awards
for the best broadcasts during National Air
Mail Week by stations in three power classes
were made to WBBM and KOIN, Colum-
bia's Chicago and Portland, Ore. stations
and to WORL, independent. Commissioner
Frank McNinch and Postmaster General
Farley spoke, 6:45-7 p.m.

MAY 28: The annual awards of the
Women's Press Club of New York City were
announced by Mrs. Minna Hall Carothers,
speaking from Hotel Pennsylvania, 3:30-4
p.m.

MAY 31: The fourteenth annual National
Spelling Bee, sponsored by 16 newspapers,
presented 22 grammar school students in
the championship match, 2-2:30 p.m.





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

Administrative Offices: 485 Madison Avenue, New York • 1622 Chestnut Street, Philadelphia
410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • 817 Earle Building,
Washington • Columbia Square, Hollywood • 601 Russ Building, San Francisco