



... exclusively on CBS (from Church Downs and the Derby' above) to leading Belmont Park events (see page 31)

CBS PROGRAM BOOK • MAY, 1939



MAY, 1939

**NATIONAL BROADCASTING COMPANY, I
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THE COLUMBIA PROGRAM BOOK

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Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

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AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobacco Roi-Tan Cigars
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

<p>...e Romance of Helen Trent <i>Serial drama</i> (also A. S. BOYLE CO.)</p>	<p>Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WRBM</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>282 Weeks</p>
<p>...e Human Side of the News, Edwin C. Hill (starts May 1st)</p>	<p>Mon. thru Fri. 6:05-6:15 p.m. ORIGINATES: WARC <i>Rebroadcast</i> 11:05-11:15 p.m.</p>	<p>The Joseph Katz Company</p>	<p>39 Weeks</p>
<p>...ur Hit Parade Mark Warnow's Orchestra. Benny Ross, Raymond Scott's Quintet, Kay Lorraine and the King-Smiths <i>Popular music and vocalists</i></p>	<p>Saturday 10:00-10:45 p.m. ORIGINATES: WARC</p>	<p>Lord & Thomas</p>	<p>157 Weeks</p>
<p>...n Bernie and All the Lads Hugh Lew Lehr <i>Music and comedy</i></p>	<p>Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12 mid. 12:30 a.m. ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	
<p>...ophie Tucker and Her Show <i>Variety</i></p>	<p>Mon., Wed., Fri. thru May 5th only 6:45-7:00 p.m. <i>Rebroadcast</i> 12:30 12:45 a.m. ORIGINATES: WARC</p>	<p>Lord & Thomas</p>	
<p>...r Gal, Sunday <i>Serial drama</i> (also KOLYNOS COMPANY)</p>	<p>Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WARC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>118 Weeks</p>
<p>...ond Husband Helen Menken, presented by the Famous Actors' Guild <i>Dramatic</i></p>	<p>Tuesday 7:30-8:00 p.m. ORIGINATES: WARC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>399 Weeks</p>

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

CBS SPONSORED PROGRAMS

A. S. BOYLE COMPANY	Hill's Nose Drops
BROWN & WILLIAMSON TOBACCO CORPORATION	Wings Cigarettes
CALAVO GROWERS OF CALIFORNIA	Calavos
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	WEEKS*
Romance of Helen Trent <i>serial drama</i> (also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	207 Weeks
8, Views and Sport News by Hughes	†Sun., Mon., Wed. and Friday 8:30-8:45 p.m. PST ORIGINATES: KNX	Russell M. Seeds Co., Inc.	31 Weeks
Teacher Wiley <i>news and features</i>	†Thursday 12:45-1:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	17 Weeks
at Nighter by Barbara Luddy and Tremayne <i>Drama at the "Little Theater of Times Square"</i>	Friday 8:00-8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	66 Weeks
mpbell Playhouse by Welles, director; guest stars <i>Dramatizations</i>	Friday 9:00-10:00 p.m. ORIGINATES: WABC	Ward Wheelock Company	230 Weeks
hos 'n' Andy <i>comedy</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. ORIGINATES: KNX		
Major Bowes' Original Amateur Hour <i>Amateurs. with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	165 Weeks

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which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

COLGATE-PALMOLIVE-PEET COMPANY

Colgate Dental Cream

Palmolive Shave Cream
Palmolive Brushless Shave

Concentrated Super Suds

Palmolive Soap

Colgate Tooth Powder

CONTINENTAL BAKING CO., INC.

Wonder Bread
Hostess Cake

THE CUDAHY COMPANY

Old Dutch Cleanser

PROGRAM	TIME	AGENCY	ON CBS
Colgate Ask-It Basket Bill McWilliams, MC <i>Questions and answers</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	106 Weeks
Crime Busters <i>Police-file dramatizations</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC		164 Weeks
Myrt and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC		165 Weeks
Midtop House starring Bess Johnson <i>Dramatic serial</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. ORIGINATES: WABC		168 Weeks
Stepmother <i>Dramatic serial</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	106 Weeks
Betty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	215 Weeks
Chancellor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	227 Weeks

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CBS SPONSORED PROGRAMS

<p>DUART MANUFACTURING COMPANY</p>	<p>"Creme of Milk" Face Cream Lotion, Lipstick, Cosmetics</p>
<p>E. I. DU PONT DE NEMOURS & COMPANY</p>	<p>Institutional Advertising</p>
<p>ETHYL GASOLINE CORP.</p>	<p>"Ethyl" Gasoline</p>
<p>EUCLID CANDY COMPANY OF CALIFORNIA, INC.</p>	<p>Candy Bars</p>
<p>FORD MOTOR COMPANY</p>	<p>Ford Lincoln Lincoln Zephyr Mercury</p>
<p>GENERAL FOODS CORPORATION</p>	<p>Sanka Coffee Jell-O Ice Cream <i>(Beginning May 23rd)</i></p>

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS*
Problem Clinic	†Sunday 1:30-2:00 p.m. PST ORIGINATES: KSFO	Erwin, Wasey & Co.	16 Weeks
Parade of America Thomas Chalmers, narrator; Paul Ruysdael, commentator; The Voorhees' Orchestra and dramatic cast	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	164 Weeks
One-Up Time Featuring Walter O'Keefe, Andre Kostelanetz's Orchestra, The Thompson's Rhythm Singers and guest stars <i>Musical variety</i>	Thursday 10:00-10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	16 Weeks
Radio Ballot Box with Knox Manning	†Monday 9:30-9:45 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	76 Weeks
Sunday Evening Hour The New York Symphony Orchestra and Chorus, Fritz Reiner*, con- ductor. <i>Guest Soloists:</i> MAY 7: Jascha Heifetz MAY 14: Greenfield Village Chorus MAY 21: Kirsten Flagstad MAY 28: Alec Templeton <i>With talks by W. J. Cameron</i> Beginning May 21, John Barbirolli is conductor	Sunday 9:00-10:00 p.m. ORIGINATES: WJR	N. W. Ayer & Son, Inc.	266 Weeks
Life, the People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	219 Weeks

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CBS SPONSORED PROGRAMS

GENERAL FOODS CORPORATION

Continued

Post Toasties

Calumet Baking Powder
Swans Down Cake Flour

La France
Satina

Diamond Crystal Salt

Postum

GRIFFIN MANUFACTURING COMPANY, INC.

Griffin Shoe Polishes, Waxes
Whites and Dyes

GULF OIL CORPORATION

Motor Oil and Gas

<p>Steve E. Brown with Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Harry Sosnik's Orchestra <i>Comedy and music</i></p>	<p>Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: KNX</p>	<p>Benton & Bowles, Inc.</p>	<p>219 Weeks</p>
<p>Steve Smith Hour with Abbott and Costello, comedians; "The Aldrich Family," comedy sketches, Ted Straeter Choir, Jack Miller's Orchestra and guest stars <i>Variety show</i></p>	<p>Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 12 mid.-1:00 a.m. ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	
<p>Mary Margaret McBride <i>Radio columnist</i></p>	<p>Mon., Wed., Fri. 12:00-12:15 p.m. <i>Rebroadcast</i> 5:30-5:45 p.m. ORIGINATES: WABC</p>		
<p>Steve Smith—Noonday Chats <i>News and features</i></p>	<p>Tues., Thurs., Sat. 12:00-12:15 p.m. ORIGINATES: WABC</p>	<p>Benton & Bowles, Inc.</p>	
<p>Tim and Abner <i>Comedy sketches</i></p>	<p>Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX</p>	<p>Young & Rubicam, Inc.</p>	
<p>Time to Shine, with Hal Kemp's Orchestra and Guests <i>Variety</i> (starts May 2nd)</p>	<p>Tuesday 10:00-10:30 p.m. ORIGINATES: WABC</p>	<p>Birmingham, Castleman & Pierce, Inc.</p>	<p>26 Weeks</p>
<p>Hollywood Guild with screen stars as guests, and Earl Bradley's Orchestra <i>Variety and drama</i></p>	<p>Sunday 7:30-8:00 p.m. ORIGINATES: KNX</p>	<p>Young & Rubicam, Inc.</p>	<p>273 Weeks</p>

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
HOLLAND FURNACE COMPANY	Holland Heating and Air- Conditioning Equipment
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros. Wm. Rogers & Son
KELLOGG COMPANY	Kellogg's Corn Flakes

PROGRAM	TIME	AGENCY	WEEKS
Honolulu Bound starring Phil Baker, "Bottle", the Andrews Sisters, and Harry Belafonte's Orchestra <i>Comedy, musical</i>	Saturday 9:00-9:30 p.m. <i>Rebroadcast</i> 10:45-11:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	16 Weeks
Body and Romance with Eddie Dunstedter and Mary & Harvey"	Mon., Wed., Fri. 11:00-11:15 a.m. ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	89 Weeks
The Holland Tulip Festival, Holland, Michigan <i>Annual on-the-scene broadcast</i>	Saturday, May 13th 2:00-2:30 p.m. ORIGINATES: WBBM	Ruthrauff & Ryan, Inc.—Chicago	May 13th Only
It Can Be Done with Edgar A. Guest, poet-philosopher, presenting dramatized lives of famous guests <i>Poetry and drama</i>	Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	70 Weeks
Dr. Honor, Nancy James starring Barbara Weeks and John Wever <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. ORIGINATES: WABC	Lord & Thomas	96 Weeks
Ever Theater with Conrad Nagel, narrator-director, and other guest stars of stage and screen <i>Dramatic</i>	Sunday 6:00-6:30 p.m. ORIGINATES: KNX MAY 21 AND 28: WABC	Young & Rubicam, Inc.	79 Weeks
Howie Wing <i>Aviation Adventure</i>	Mon. thru Fri. 6:15-6:30 p.m. <i>Rebroadcast</i> 8:15-8:30 p.m. Fri., 8:30-8:45 p.m. ORIGINATES: WABC	J. Walter Thompson Company	54 Weeks

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CBS SPONSORED PROGRAMS

KNOX GELATINE COMPANY, INC.	Knox Sparkling Gelatine
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso Lifebuoy Rinso Spry

†Columbia Pacific Network Only

etcher Wiley	†Friday 2:00-2:15 p.m. PST ORIGINATES: KNX	Kenyon & Eckhardt, Inc.	40 Weeks
ir Gal, Sunday <i>Serial drama</i> (see also ANACIN COMPANY)	Thurs. and Fri 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	385 Weeks
ay Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WABC	Pedlar & Ryan, Inc.	282 Weeks
and Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	96 Weeks
he Lux Radio Theatre with stars of stage and screen <i>Drama; Cecil B. DeMille, director</i>	Monday 9:00-10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	180 Weeks
ig Town starring Edward G. Robinson with Claire Trevor <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 a.m. ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	145 Weeks
ick Powell with Martha Raye, Parkyakarkus, and Gluskin's Orchestra. Guest Stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: KNX		145 Weeks
ig Sister with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC		138 Weeks
unt Jenny's Real Life Stories <i>Dramatic</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC		120 Weeks

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CBS SPONSORED PROGRAMS

LEVER BROTHERS COMPANY <i>Continued</i>	Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
P. LORILLARD COMPANY	Old Gold Cigarettes
McKESSON & ROBBINS, INC.	Calox Toothpaste Solidified Albolene
NEHI CORPORATION	Royal Crown Cola
NOXZEMA CHEMICAL COMPANY	Noxzema
OLD TRUSTY DOG FOOD COMPANY	Old Trusty Dog Food

††Columbia New England Network O

The Life and Love of Dr. Susan <i>Dramatic</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 5:15-5:30 p.m. ORIGINATES: WABC	J. Walter Thompson Co.	12 Weeks
Paul Whiteman and his Orchestra, with Joan Edwards, and The Modernaires <i>Musical Variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	329 Weeks
Burns and Allen with Frank Parker, Ray Noble's Orchestra and Paul Douglas <i>Comedy and music</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC		
Melody and Madness with Robert Benchley and Artie Shaw's Orchestra <i>Variety</i>	Sunday, May 7th and 14th only 10:00-10:30 p.m. ORIGINATES: KNX	Lennen & Mitchell, Inc.	234 Weeks
Lucy Jordan, Girl Interne <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	79 Weeks
Believe It or Not Ripley <i>Music and variety</i>	Friday 10:30-11:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	6 Weeks
Professor Quiz with Bob Trout <i>Questions and answers</i>	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	52 Weeks
Must Dogs <i>Dramatic</i>	††Sunday 5:15-5:30 p.m. ORIGINATES: WEEI	H. B. Humphrey Company	4 Weeks

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CBS SPONSORED PROGRAMS

PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol Ivory Chipso Crisco

PROGRAM	TIME	AGENCY	WEEKS
McBarclay's Daughters <i>Serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	78 Weeks
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, baritone and Gustav Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:30-10:00 p.m. ORIGINATES: WABC	Gardner Advertising Company	287 Weeks
Dr. Lee Taylor Home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra, Drama- tized Short Stories, Floyd Sherman, Roger Kinney, Genevieve Rowe, "Sincerely", Glenn Cross, Ray Bloch's Singing 14 <i>Variety and dramatic interludes</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC	The Biow Company, Inc.	138 Weeks
Wickerbocker Playhouse, with Elliott Lewis and Guest Stars <i>Dramatic</i> (Starts May 21st)	Sunday 10:00-10:30 p.m. ORIGINATES: WBBM	H. W. Kastor & Sons	231 Weeks
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Life Can Be Beautiful <i>Serial drama</i>	1:15-1:30 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life <i>Serial drama</i>	1:30-1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
This Day Is Ours <i>Serial drama</i>	1:45-2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	

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CBS SPONSORED PROGRAMS

<p>THE PROCTER & GAMBLE COMPANY <i>Continued</i></p>	<p>Drene</p> <p>Chipso</p>
<p>THE PURE OIL COMPANY</p>	<p>Petroleum Products</p>
<p>R. J. REYNOLDS TOBACCO COMPANY</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco</p>
<p>RIO GRANDE OIL, INC.</p>	<p>Petroleum Products</p>
<p>S AND W FINE FOODS, INC.</p>	<p>S & W Coffee S & W Canned Goods</p>
<p>SEALTEST, INC.</p>	<p>Sealtest System of Laboratory Control of Milk and Ice Cream</p>

†Columbia Pacific Network Only

Sammy Fidler <i>Hollywood news reporter</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX	H. W. Kastor & Sons	231 Weeks
Manhattan Mother <i>Serial drama</i>	Mon. thru Fri. 9:15-9:30 a.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
Waltenborn Edits the News <i>News, Analysis</i>	Sun. and Tues. 10:30-10:45 p.m. ORIGINATES: WABC	Leo Burnett Company, Inc.	1 Week
Paulie Cantor's Camel Caravan with Bert Gordon, Sid Fields, Art Parks and Edgar Fairchild's Orchestra <i>Comedy and music</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC	William Esty & Company, Inc.	305 Weeks
Johnny Goodman's Orchestra with Johnny Mercer, singer <i>Music and guests</i>	Tuesday 9:30-10:00 p.m. ORIGINATES: WABC		
Calling All Cars <i>Police file dramatizations</i>	†Monday 9:00-9:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	283 Weeks
Want A Divorce <i>Dramatic</i>	†Friday 9:00-9:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	29 Weeks
Our Family and Mine <i>Drama</i>	Mon. thru Fri. 2:30-2:45 p.m. ORIGINATES: WABC	McKee & Albright, Inc.	Starts May 1st

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

CBS SPONSORED PROGRAMS

<p>THE TEXAS COMPANY</p>	<p>"Texaco" Products</p>
<p>TWENTIETH CENTURY FOX FILM CORPORATION</p>	<p>Twentieth Century Fox Film "Rose of Washington Square"</p>
<p>UNITED STATES RUBBER COMPANY</p>	<p>Tires and Rubber Products</p>
<p>U. S. TOBACCO COMPANY</p>	<p>Dill's Best Model Smoking Tobacco</p>
<p>WILMINGTON TRANSPORTATION COMPANY</p>	<p>Santa Catalina Island Summer Resort</p>
<p>WM. WRIGLEY JR. COMPANY</p>	<p>Wrigley's Doublemint Gum Wrigley's Spearmint Gum</p>

†Columbia Pacific Network Only.
††Columbia California Network Only.

PROGRAM	TIME	AGENCY	DURATION
Texaco Star Theater Hosted by Murray, MC; Frances Langford, and Sparks, Kenny Baker, Texaco or Chorus, Jimmy Wallington, and Brockman's Orchestra <i>Musical, variety, dramatic</i>	Wednesday 9:00-10:00 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	108 Weeks
Kentucky Derby Hosted by Bryan Field. and Husing and Mel Allen <i>65th running of the turf classic</i>	Saturday, May 6th 6:15-6:45 p.m. ORIGINATES: WIIAS	Kayton-Spiro Company, Inc.	May 6th Only
Raymond Paige, Men and a Girl <i>Musical</i>	Wednesday 10:00-10:30 p.m. ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	39 Weeks
Model Minstrels Hosted by Tom Howard and George Melton, the Eton Boys and by Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> <i>11:30-12 mid.</i> ORIGINATES: WABC	Arthur Kudner, Inc.	205 Weeks
Catalina Islander, Hosted by Gary Breckner <i>Man-on-street interviews</i>	†Mon. thru Fri. 2:15-2:30 p.m. PST	Neisser-Meyerhoff, Inc.	Starts May 22nd
Gateway to Hollywood <i>Motion-picture talent quest</i>	Sunday 6:30-7:00 p.m. ORIGINATES: KNX	Frances Hooper Advertising Agency	262 Weeks
Cattergood Baines <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> <i>5:00-5:15 p.m.</i> ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

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

WABU SPONSORED PROGRAMS

GENERAL MILLS, INC. PROCTER & GAMBLE COMPANY SOCONY-VACUUM OIL COMPANY	Wheaties Ivory Mobiloil and Mobilgas
BOSCO COMPANY	Bosco (Milk Amplifier)
BROWN & WILLIAMSON TOBACCO CORPORATION	Tobacco Products
BULOVA WATCH COMPANY	Bulova Watches
DUNN & McCARTHY, INC.	Enna-Jettick Shoes
FRIGIDAIRE CORPORATION	Electric Refrigerators
GORDON BAKING COMPANY	Silvercup Bread
HORN & HARDART COMPANY	Automat Restaurants
LIGGETT DRUG COMPANY, INC.	Fountain Service
MELVILLE SHOE COMPANY	Thom McAn Shoes
PACKERS TAR SOAP, INC.	Packers Tar Soap Packers Scalptone
PETER PAUL, INC.	Mounds Candy Bars

home games of New York Yankees and New York Giants <i>Play-by-play description by Arch McDonald</i>	Approx. 3:10-5:15 p.m.	Knox-Reeves, Inc. Compton Advertising, Inc. J. Stirling Getchell	2 Weeks
News Program	Mon. thru Sat. 6:00-6:05 p.m.	Kenyon & Eckhardt, Inc.	13 Weeks
Sport Review	Mon., Wed., Fri. 6:30-6:45 p.m.	Russell M. Seeds Company	4 Weeks
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	504 Weeks
're Steppin' Along <i>with Parker, MC; Jimmy Shields. Host: Ed Smalle's "Enna-Jettick Men" and D'Artega's Orchestra</i>	Saturday 9:30-10:00 p.m.	Marschalk & Pratt, Inc.	11 Weeks
Maginaire Melody Time	Mon., Wed., Fri. 8:45-9:00 a.m.	Lord & Thomas	7 Weeks
Recording to Hoyt <i>Baseball previews with Waite Hoyt</i>	Mon. thru Fri. 3:00-3:10 p.m.	N. W. Ayer & Son, Inc.	2 Weeks
Children's Hour	Sunday 10:30-11:30 a.m.	The Clements Company	421 Weeks
The Morning Almanac, <i>hosting Phil Cook</i>	Mon., Wed., Fri. 7:30-7:45 a.m.	Neff-Rogow, Inc.	16 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	22 Weeks
Hackers Sports Review	Tues., Thurs., Sat. 6:30-6:45 p.m.	Stack-Goble Agency	10 Weeks
The Odd Side of the News	Tues., Thurs., Sat. 8:00-8:05 a.m.	Platt-Forbes, Inc.	24 Weeks

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

CBS SUSTAINING PROGRAMS

The programs "By COLUMBIA" for May 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. PUBLIC AFFAIRS *Page 28*
2. SPECIAL EVENTS *Page 31*
3. EDUCATIONAL PROGRAMS *Page 32*
4. DRAMATIC SERIES *Page 36*
5. SERIOUS MUSIC *Page 37*
6. CHILDREN'S PROGRAMS *Page 40*
7. RELIGIOUS BROADCASTS *Page 41*
8. PERSONALITIES *Page 43*
9. LIGHT MUSIC *Page 43*
- ADDENDA: APRIL PROGRAMS *Page 45*

**PUBLIC
AFFAIRS**

SCHEDULE AND DATE	DESCRIPTION
<p>Merle Thorpe 10:45-11:00 p.m. TUESDAY, MAY 2</p>	<p>Merle Thorpe, editor of <i>Nation's Business</i>, speaks during the 27th annual meeting of the Chamber of Commerce, held in Washington.</p>
<p>Mrs. Roosevelt 10:45-11:00 p.m. THURSDAY, MAY 4 AND 13</p>	<p>Mrs. Franklin D. Roosevelt is heard twice during May, first discussing "Pioneer Youth and the Union," on the 15th anniversary of the Pioneer Youth of America, and two weeks later speaking under the auspices of the Alliance for the Guidance of Rural Youth and the Welfare Council of New York City.</p>
<p>Josef Beck 6:00-8:00 a.m. FRIDAY, MAY 5</p>	<p>CBS broadcasts Poland's answer to the German demands, voiced by Foreign Minister Josef Beck to the Polish Sejm (Parliament).</p>
<p>The King and Queen of England Various hours MAY 6 THRU 30</p>	<p>The historic visit of King George VI and Queen Elizabeth of England to Canada and the United States is covered in its entirety by Columbia, beginning with their Majesties' departure from Portsmouth, England, and continuing with an on-the-scene report of their progress through Canada by Bob Trout, Columbia's public affairs reporter. The schedule: MAY 13 AND 14: St. Lawrence River. MAY 15: Quebec. MAY 18: Ottawa. MAY 22: Woodbine Park, Toronto. MAY 24: Winnipeg. MAY 30: Victoria, B. C.</p>
<p>Dr. C. S. Marsh 5:00-5:15 p.m. SATURDAY, MAY 6</p>	<p>Dr. C. S. Marsh, vice-president of the American Council on Education, discusses the Council's program, from the 22nd annual meeting, held at the Mayflower Hotel, Washington, D. C.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAMS	DESCRIPTION
<p>President Roosevelt MAY 10, 10:45-11 p.m. MAY 22, 10:30-11 p.m.</p>	<p>The President takes to the air twice, first a special message dedicating the new Museum of Modern Art building in New York, and then in an address before the American Retail Federation, in the banquet hall of the Mayflower Hotel, Washington, where he is introduced by Louis Kirstein, chairman.</p>
<p>Senator Bridges 5:30-5:45 p.m. THURSDAY, MAY 11</p>	<p>Senator Henry Styles Bridges (R) of New Hampshire suggests "Co-operating for Recovery" in connection with the conference of the National Association of Mutual Savings Banks.</p>
<p>Postmaster General Farley 10:45-11:00 p.m. THURSDAY, MAY 11</p>	<p>Postmaster General James A. Farley gives his views on "Women's Part in Politics" to the Democratic Women's Conference held in Columbus, Ohio.</p>
<p>Moral Rearmament Conference 5:15-5:30 p.m. SUNDAY, MAY 14</p>	<p>Henry W. (Bunny) Austin, noted British Davis Cup tennis star, is among those speaking at the Moral Rearmament Conference, held at Madison Square Garden.</p>
<p>Howard Hunter 10:45-11:00 p.m. SUNDAY, MAY 14</p>	<p>Howard Hunter, Deputy WPA Administrator, speaks from Washington of the current situation in the Works Progress Administration.</p>
<p>Senator Barkley 10:45-11:00 p.m. TUESDAY, MAY 23</p>	<p>Senator Alben Barkley (D) of Kentucky addresses the Women's division of the Democratic National Committee, Winston-Salem, N. C.</p>

**PUBLIC
AFFAIRS**

Institute Leadership

6:30-7:00 p.m.

THURSDAY, MAY 25

CBS presents speakers from the prominent women throughout the United States who gather at the Hotel Commodore, New York, for the Congress of the Committee on International Affairs of the Institute Leadership.

Foundations of Democracy

6:30-7:00 p.m.

EACH TUESDAY

Senator Robert A. Taft (R) of Ohio and Representative T. V. Smith (D) of Illinois discuss economic and social questions each week, to demonstrate "the democratic method of mutual criticism and controversy." The May schedule:
MAY 2: "The American Farmer—Citizen or Peasant?"
MAY 9: "Path to Recovery—Thrift or Spending?"
MAY 16: "Forward America—Which Way and What Speed?"

The World Today

5:00-5:30 p.m.

EACH SUNDAY

The chief news centers of the world are hooked up by the Columbia Network each Sunday and CBS representatives—Edward Murrow in London, William L. Shirer in Central Europe, Thomas Grandin in Paris and Albert Warner in Washington—report the latest news developments in "The World Today."

"Today" with Bob Trout

MONDAY, WEDNESDAY, THURSDAY,

FRIDAY, 6:30-6:45 p.m.

Bob Trout, Columbia's ace reporter, tells the story of what's going on in the world "Today." in four news broadcasts each week.

Capital Opinions

10:45-11:00 p.m.

EACH SUNDAY

Members of Congress and government officials participate in these discussions of problems of national interest. The programs originate at WJSV, Columbia's station in Washington.

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

DATE AND TIME	DESCRIPTION
<p>Kentucky Derby Previews Various hours MAY 2, 4, 5 AND 6</p>	<p>From the CBS booth at Churchill Downs, Bryan Field describes the trial runnings of the 65th annual running of America's top classic, the Kentucky Derby (see page 2). The preview broadcast schedule:</p> <p>MAY 2: 5:45-6:00 p.m. MAY 4: 2:45-3:00 p.m. MAY 5: 5:30-5:45 p.m. MAY 6: 5:15-5:30 p.m.</p>
<p>Belmont Park 4:15-4:45 p.m. MAY 11, 18, 20, 27 AND 30</p>	<p>Columbia's exclusive coverage of New York Racing Association events includes this month the following races at Belmont Park, reported by CBS turf expert Bryan Field:</p> <p>MAY 11: The Toboggan Handicap. MAY 18: The Acorn. MAY 20: Metropolitan Handicap. MAY 27: The Withers. MAY 30: The Suburban.</p>
<p>Memphis Cotton Carnival 12:30-1:00 a.m. THURSDAY, MAY 11</p>	<p>The King and Queen of Cotton and their court face CBS microphones at the traditional Memphis Cotton Carnival ball in Ellis Municipal Auditorium. Tommy Dorsey's orchestra provides the music.</p>
<p>Indianapolis Speedway MAY 20 AND 27, 4:00-4:15 p.m. MAY 30, 12 NOON AND 4 p.m.</p>	<p>Two preview broadcasts from the Indianapolis Speedway on May 20 and 27 prepare for Columbia's coverage of the 500-mile classic which starts at noon on May 30 and ends approximately at 1:23 p.m.</p>

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

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

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

Americans at Work

7:00-7:30 p.m.
EACH SATURDAY

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

MAY 6: Road Builder.
MAY 13: Radio Set Builder.
MAY 20: Secretary.
MAY 27: Special Events Radio Man.

The People's Platform

7:00-7:30 p.m.
EACH SUNDAY

Columbia presents a novel series in which four typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which solutions to current problems are sought through an exchange of ideas.

MAY 7: "Will the 30-Hour Week Solve Unemployment?" *Speakers:* Assemblyman Robert H. Wagner, Jr.; Miss Lucy Goldsmith, business woman; Harry Van Arsdale, Jr., Electric Workers Local Union No. 3; and George H. Huston, National Association of Manufacturers.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

Democracy in Action

2:00-2:30 p.m.

EACH SUNDAY

BEGINNING MAY 14

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

MAY 14: Transportation and Communication — "O'er Land and Sea".

MAY 21: Internal Protection — "Serving Americans".

MAY 28: Foreign Relations — "World Affairs".

Adventures in Science

5:45-6:00 p.m.

EACH MONDAY

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

MAY 1: Dr. Peter Goldmark, CBS director of television engineering, reports on new television developments and demonstrates a synthetic reverberating device.

MAY 8: Dr. William C. Sandy, president-elect of the American Psychiatric Association, discusses mental health.

MAY 15: Dr. Rock Sleyster, president of the American Medical Association, talks from an annual convention in St. Louis.

MAY 22: Dr. Vincenzo Petrucci, archaeologist, reports on the Works Progress Administration: "America Unearths its Past."

MAY 29: Dr. A. Allen Bates, Westinghouse Electric and Manufacturing Company, discusses metallurgy.

**EDUCATIONAL
PROGRAMS**

Highways to Health

5:30-5:45 p.m.

EACH TUESDAY EXCEPT MAY 2

4:45-5:00 p.m.

MONDAY, MAY 15

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

MAY 2: Dr. Samuel Weiss, clinical professor of gastroenterology, Polyclinic Medical School: "Chronic Indigestion" (4:00-4:15 p.m.).

MAY 9: Dr. Arthur J. Bedell, attending ophthalmologist, St. Peter's Child's Hospital, Albany: "The Use of Drops in Eye Examinations."

MAY 15: Dr. John Caffey, associate professor of diseases of children, College of Physicians and Surgeons, Columbia University: "Sudden Death and the Thymus."

MAY 16: Dr. Iago Galdston: "Radio in the Service of Health."

MAY 23: Dr. Smiley Blanton, assistant professor of psychiatry, Cornell Medical School: "Adolescence Management from Mental and Psychic Standpoint."

MAY 30: Dr. Hugh Chaplin, clinical professor, Department of Pediatrics, New York University College of Medicine: "The Care of the Premature Infant."

Men Behind the Stars

5:45-6:00 p.m.

EACH FRIDAY

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

MAY 5: Draco, the Dragon.

MAY 12: Hercules.

MAY 19: Scorpio.

MAY 26: Cipeus.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

Of Men and Books

5:15-5:30 p.m.

EACH WEDNESDAY

Current books and authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University.

MAY 3: "My Memoir", by Edith Bolling Wilson; "Autobiography With Letters by William Lyon Phelps; "Unforgotten Years", by Loy Pearsall Smith; "The Old Century and Several More Years", by Siegfried Sassoon.

MAY 10: "The Pursuit of Happiness", Herbert Agar.

MAY 17: "Huntsman, What Quarry", by Edith St. Vincent Millay; "Translations from Poetry of Rainer Maria Rilke", by M. Herter; "Minstrels of the Mine Patch", George Korson.

MAY 24: "Empires of Central Asia", by William M. McGovern; "The Dragon Wakes", Edgar Ansel Mowrer; "The Menacing Sun", by Mona Gardner.

MAY 31: "The Grapes of Wrath", by John Steinbeck; "Christ in Concrete" by Pietro di Donato.

What Price America?

5:30-6:00 p.m.

EACH SATURDAY

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

MAY 6: We Reclaim Dry Earth.

MAY 13: We Welcome Conservation.

MAY 20: We Discover the Grandeur of Nature.

MAY 27: We Conquer Floods.

**DRAMATIC
SERIES**

PROGRAM AND TIME	DESCRIPTION
<p>Norman Corwin's "Words Without Music" 2:30-3:00 p.m. EACH SUNDAY</p>	<p><i>Words Without Music</i> was introduced in a Columbia Workshop performance. Directed by Norman Corwin, these unusual programs experiment with the drama of words and aim to vitalize poetry for a larger audience.</p>
<p>The Columbia Workshop 10:30-11:00 p.m. EACH MONDAY</p>	<p><i>The Columbia Workshop</i>, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques.</p> <p>MAY 8: "Wild Man", by David Redstone; directed by Brewster Morgan.</p> <p>MAY 15: "Law Beaters", adapted by Stanley Young from the story by Richard Connell; directed by Norman Corwin.</p> <p>MAY 22: "The Emperor of the United States", by Roberto Rendueles; directed by Earle McGill.</p> <p>MAY 29: "Private Throgg", by Parker Fenelly; directed by William N. Robson.</p>
<p>Men Against Death 2:00-2:30 p.m. EACH SATURDAY</p>	<p>The heroes of Paul de Kruif's well-known books are brought to life in dramas presented in association with the Federal Theater's Radio Division. Brewster Morgan directs, Leo Fontaine and Harold Hartogenesis adapt, Charles Paul is organist.</p>
<p>Ray Collins in "County Seat" 7:30-8:00 p.m. EACH SATURDAY</p>	<p>Ray Collins, one of radio's foremost actors, stars in this new dramatic series as "Doc" Hackett, small town druggist. The story of "County Seat" is written by Milton Geiger.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Columbia Broadcasting Symphony

3:00-4:00 p.m.

EACH SUNDAY

BEGINNING MAY 14

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

MAY 14: *Gluck*: Overture to "Iphigenia Aulis"; *Rameau-Mottl*: Ballet Suite; *Griffes*: "The White Peacock"; *MacDowell*: Second Suite ("Indian").

MAY 21: *Beethoven*: Overture to "Leonore (No. 1)"; *Haydn*: Symphony No. 98; *Donaudinsky*: Sinfonietta; *Vaughan Williams*: Overture "The Wasps."

MAY 28: Premiere performance of Concerto for Two Pianos by Arthur Farwell (National Federation of Music Clubs' prize composition).

Bach's B-Minor Mass

3:00-5:00 p.m.

SUNDAY, MAY 7

A special performance of Bach's B-minor Mass from Convocation Hall, University of Toronto is presented over CBS as a tribute from the Canadian Broadcasting Corporation. Herbert Austin Fricker conducts the Mendelssohn Choir of 250 voices and a symphonic orchestra of 65 players.

From the Organ Loft

9:00-9:25 a.m.

EACH SUNDAY

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

Cincinnati Conservatory of Music

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

EACH SATURDAY

The Cincinnati Conservatory of Music presents its fourth season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the symphony.

**SERIOUS
MUSIC**

PROGRAM TITLE	DESCRIPTION
<p>Ohio State University Concerts 3:00-4:00 p.m. EACH MONDAY BEGINNING MAY 8</p>	<p>Symphony, choral, chamber and band music, performed by musical units of Ohio State University, is presented in four programs on CBS this month. The schedule follows: MAY 8: Ohio State University Band, directed by Eugene J. Weigel, features music by Wagner and Tchaikowsky. MAY 15: The University Chorus and the University Brass Choir feature music by Paul Hindemith and Howard Hanson. MAY 22: The University Symphony Orchestra plays Chausson's Symphony in B flat major and pieces by Moussorgsky. MAY 29: The University Men's Glee Club, Women's Glee Club and Junior Men's Glee Club participate in a program of choral music.</p>
<p>Exploring Music 5:00-5:15 p.m. EACH MONDAY</p>	<p>Bernard Herrmann, brilliant young CBS conductor, directs the Columbia String Orchestra this month in works by Johann Christian Bach, Handel and Boyce.</p>
<p>Columbia Concert Orchestra 2:45-3:30 p.m. EACH TUESDAY</p>	<p>Howard Barlow directs these forty-five minute concerts by the Columbia Concert Orchestra, and features on May 9th the Mozart Symphony No. 34 in C major.</p>
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY</p>	<p>Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Rowe, soprano; Ruth Carhart, contralto; William Perry, tenor and Hubert Hendrie, baritone.</p>
<p>Musical Album 5:00-5:30 p.m. EACH TUESDAY</p>	<p>Bernard Herrmann conducts the Columbia String Orchestra each Tuesday afternoon in programs featuring the shorter classical works.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

National Federation of Music Clubs

Various hours

MAY 16, 17, 18 AND 22

From the biennial convention of the National Federation of Music Clubs at Baltimore. CBS presents four programs:

MAY 16: B. & O. Women's Music Club (4:14-4:30 p.m.).

MAY 17: Musical Arts Chorus of Y.W.C. Easton, Pa., and Mixed Chorus of 90, under Dr. Erb (3-3:15 p.m.); Philip Frank, violist (3:15-3:30 p.m.).

MAY 18: Tuesday Musical Club Choral of Pittsburgh (2:45-3 p.m.).

MAY 22: Symphonic Singers of Stout Institute (4-4:15 p.m.).

Choral Programs

Various hours

MAY 5, 6, 10 AND 13

MAY 5: "Miami Triad" of Miami University (4:45-5 p.m.).

MAY 6: The Bradley A Capella Choir, Peoria (3:15-3:30 p.m.).

MAY 10: The Academy Singers of Erie, Pa. (5:30-5:45 p.m.).

MAY 13: University of Wisconsin Sixth Annual Radio Music Festival (3-3:45 p.m.).

Columbia Chamber Orchestra

FRIDAY, 3:30-4:00 p.m.

Howard Barlow, Columbia's noted conductor, leads the Columbia Chamber Orchestra in a series of Friday afternoon concerts.

United States Army and Marine Bands

THURSDAY, FRIDAY, 3-3:30 p.m.

Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army and Marine Bands.

**CHILDREN'S
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>"So You Want to Be--" 5:45-6:00 p.m. EACH WEDNESDAY</p>	<p>Successful persons in all walks of life are the subjects of interviews by youngsters who want to follow in their footsteps. The program is presented with the cooperation of <i>Young America</i> magazine.</p> <p>MAY 3: "So You Want to Be an Army Officer?" MAY 10: "So You Want to Be a Commercial Artist?"—Tony Sarg, Guest. MAY 17: "So You Want to Be an Advertising Executive?" MAY 24: "So You Want to Be an Author?" MAY 31: "So You Want to Be a Dentist?"</p>
<p>"March of Games" 5:45-6:00 p.m. TUESDAY AND THURSDAY</p>	<p>Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross, schoolboy master of ceremonies, Sybil Trent, 11-year-old "Miss Drum Major" and Vivian Bloch, 17-year-old soprano, are featured.</p>
<p>"Let's Pretend" 12:30-1:00 p.m. EACH SATURDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors. These dramas have been a Columbia children's feature for eight years.</p>

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 6th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.

MAY 7: *Morning*—Rev. Dr. George A. Buttrick, Madison Ave., Presbyterian Church, New York.

Afternoon—Rabbi Morris S. Lazaron, Baltimore Hebrew Congregation, Baltimore.

MAY 14: *Morning*—Ezra W. Palmer, clerk of the Christian Science Mother Church, Boston.

Afternoon—Rev. Wilfred Parsons, S.J., dean of the graduate school, Georgetown University, Washington, D.C.

MAY 21: *Morning*—Rev. Dr. E. E. Ryden, editor of "The Lutheran Companion," Rock Island, Illinois.

Afternoon—Rev. Roger T. Nooe, president of Disciples of Christ Convention, Nashville.

MAY 28: *Morning*—New Moderator of the General Assembly of the Presbyterian Church in the United States.

Afternoon—Very Rev. Francis A. Reardon, Ph.D., St. William Church, Cincinnati.

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME	DESCRIPTION
<p>Wings Over Jordan 10:30-11:00 a.m. EACH SUNDAY</p>	<p>This program of spirituals and religious talks is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators.</p> <p>MAY 7: Rev. David Buyabuye Mmodana, pastor of First Baptist Church, McDonald, Pa.: "Africa Looks at Africa."</p> <p>MAY 14: Mrs. Hazel Mountain Walker, principal of Rutherford B. Hayes School, Cleveland: "To Mothers."</p> <p>MAY 21: Rev. E. C. McLeod, pastor of the Warren Memorial M. C. Church, Atlanta: "A Negro Church."</p> <p>MAY 28: Dr. Allen Jackson, president of the Hartford branch of the National Association for the Advancement of Colored People, Hartford, Conn.</p>
<p>Vatican Program 1:30-2:00 p.m. SUNDAY, MAY 7</p>	<p>The Sistine Choir, directed by Don Lorenzo Perosi, presents a special concert of sacred music over the Columbia Network from Vatican City. Included in their selections are a Gregorian Chant, Palestrina's "Laudate Dominus," Nanini's "Hacc Dies Quem Fecit Dominus" and compositions by the conductor, Don Perosi. During the program Father Lawrence McKinley, an American priest in Rome, discusses the "History of the Choir."</p>

CBS SUSTAINING PROGRAMS

PERSONALITIES

<p>Richard Maxwell 9:00-9:15 a.m. MONDAY THRU SATURDAY</p>	<p>Richard Maxwell presents six programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose complements the songs of the CBS tenor.</p>
<p>Outdoors with Bob Edge 7:15-7:30 p.m. EACH THURSDAY</p>	<p>Bob Edge, popular young sportsman, is host in this series of informal talks dedicated to hunting and fishing enthusiasts.</p>
<p>Major Bowes' Capitol Family 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Darrin Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herrington, xylophonist, and Waldo Mayo's Orchestra.</p>
<p>Ray Block's Varieties 1:15-4:45 p.m. THURSDAY, MAY 4 AND 25</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p>Al Bernard's Merry Minstrels TUESDAY, 4:15-4:45 p.m.</p>	<p>A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headline in this field of entertainment, is starred.</p>
<p>National Hillbilly Champions 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Hillbilly music, performed by the nation's leading mountaineer group, Pappy Chesler's National Hillbilly Champions, is heard every Saturday morning from station KMOX.</p>
<p>Nan Wynn MONDAY, 5:30-5:45 p.m. THURSDAY, 6:45-7:00 p.m.</p>	<p>Nan Wynn, Columbia's sweet-swing singer, is heard twice weekly in her own programs of stylized songs.</p>

LIGHT MUSIC

LIGHT MUSIC

<p>Buddy Clark's "Musical Weekly" 7:30-8:00 p.m. EACH FRIDAY</p>	<p>Buddy Clark, Columbia's baritone star, acts as MC and editor of his weekly, with able assistance from Nan Wynn, Joe Sodja, guitarist, and Leith Stevens' music.</p>																
<p>CBS Vocalists Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td>Clyde Barrie</td> <td>Doris Rhodes</td> </tr> <tr> <td>Ruth Carhart</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Audrey Marsh</td> <td>Jack Shammou</td> </tr> <tr> <td colspan="2" style="text-align: center;">Barry Wood</td> </tr> </table>	Clyde Barrie	Doris Rhodes	Ruth Carhart	Genevieve Rowe	Audrey Marsh	Jack Shammou	Barry Wood									
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<p>Deep River Boys, Eton Boys, Four Clubmen Various hours</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>																
<p>Dance Orchestras Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for May:</p> <table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td>Charles Baum</td> <td>Kay Kyser</td> </tr> <tr> <td>Archie Bleyer</td> <td>Enoch Light</td> </tr> <tr> <td>Cab Calloway</td> <td>Matty Malneck</td> </tr> <tr> <td>Jan Garber</td> <td>Jack Marshard</td> </tr> <tr> <td>Bobby Hackett</td> <td>Ozzie Nelson</td> </tr> <tr> <td>Paul Kain</td> <td>George Olsen</td> </tr> <tr> <td>Sammy Kaye</td> <td>Jack Teagarden</td> </tr> <tr> <td>Henry King</td> <td>Ted Weems</td> </tr> </table>	Charles Baum	Kay Kyser	Archie Bleyer	Enoch Light	Cab Calloway	Matty Malneck	Jan Garber	Jack Marshard	Bobby Hackett	Ozzie Nelson	Paul Kain	George Olsen	Sammy Kaye	Jack Teagarden	Henry King	Ted Weems
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ADDENDA: APRIL PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *April* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

THE EUROPEAN SITUATION

Saturday, April 1

WILHELMSHAVEN, GERMANY: Columbia's broadcast of Adolf Hitler's speech from Wilhelmshaven, at the launching of the German battleship *Von Tirpitz* was cut off after the first few sentences, 11:44-11:45:10 a.m. H. V. Kaltenborn, CBS European expert, followed with analysis of Hitler's remarks and their cancellation, 11:46 a.m.-12 noon.

Tuesday, April 4

WASHINGTON: Senator Gerald P. Nye (R) of North Dakota urged America to avoid "The Road to War," 10:45-11 p.m.

Thursday, April 6

WARSAW: William L. Shirer, CBS Central European representative, reported the latest developments in Poland. 6:30-6:45 p.m.

Friday, April 7

LONDON-NEW YORK: "The Invasion of Albania" was the subject of a transatlantic discussion between Edward R. Murrow, chief of the CBS European staff in London, and H. V. Kaltenborn in New York. 6:45-7 p.m.

Sunday, April 9

PARIS-LONDON-NEW YORK: A CBS roundup of European capitals on Easter Sunday brought French and British reactions to the Albanian invasion from Mr. Shirer and Mr. Murrow, and analysis by Mr. Kaltenborn in New York, 5-5:30 p.m.

Thursday, April 13

LONDON: Mr. Murrow reported twice from London on the same day, at 11-11:15 a.m. and later on Bob Trout's program "Today," 6:35-6:40 p.m.

Sunday, April 16

GENEVA-PARIS-LONDON-NEW YORK: A second CBS European roundup in April brought an interview between Sir Frederic Whyte and Mr. Murrow in the British capital; a report from Thomas Grandin, CBS representative in Paris; news from Geneva by Mr. Shirer and analysis by Mr. Kaltenborn in New York. 5-5:30 p.m.

Thursday, April 20

BERLIN: Adolf Hitler's 50th birthday celebration was described from the German capital by Mr. Shirer, 11-11:15 a.m.

Sunday, April 23

LONDON-PARIS-NEW YORK: A third CBS roundup included an interview with Lord Strabolgi by Mr. Murrow in London, a report from Mr. Shirer who had flown there from Berlin and news from Paris by Mr. Grandin, 5-5:30 p.m.

Tuesday, April 25

WASHINGTON-NEW YORK: Frederick J. Libby, executive secretary of the National Council for Prevention of War, was heard from Washington and Mrs. Estelle M. Sternberger, executive director of World Peaceways, Inc. was heard from New York "Calling America for Peace," 10:45-11 p.m.

Wednesday, April 26

LONDON: The latest developments in the British capital were reported by Edward R. Murrow during Bob Trout's program "Today," 6:30-6:40 p.m.

Friday, April 28

BERLIN: Adolf Hitler's address before the Reichstag, in answer to President Roosevelt's peace message, was broadcast from Berlin, 6:05-8:25 a.m. This was followed by an English resume by Edouard Dietze in Berlin and H. V. Kaltenborn's analysis, 8:25-8:45 a.m.

LONDON: Introduced by Mr. Murrow, the Right Honorable Winston Churchill, M.P. reported what the British thought of Hitler's speech, 6-6:15 p.m.

BERLIN-PARIS-LONDON-WASHINGTON-SPRINGFIELD, MASS.: That evening Columbia looked up four countries for reports by Mr. Shirer in Berlin, Mr. Grandin in Paris, Mr.

Murrow in London, Albert Warner, Columbia's representative in Washington and Mr. Kaltenborn in Springfield, Mass., 7:30-8 p.m.

Sunday, April 30

WARSAW-LONDON-WASHINGTON: A fifth European roundup reported the latest developments from Poland by Mr. Shirer, from London by Mr. Murrow and from Washington by Mr. Warner, 5-5:15 p.m.

PUBLIC AFFAIRS

APRIL 6: Governor Lloyd C. Stark (D) of Missouri, introduced by Governor Robert L. Cochran (D) of Nebraska, spoke of "Trade Barriers, A Challenge to Our United States," 10:45-11 p.m.

APRIL 14: The Reverend Robert I. Gannon, S. J., president of Fordham University, discussed "Fordham's Inter-American Congress: Aims and Objectives," 6:45-7 p.m.

APRIL 17: President Roosevelt spoke from the East Portico of the White House to members of the National Parole Conference, 6-6:30 p.m.

APRIL 20: "Transportation Prosperity" was the subject of Louis Taber, master of the National Grange, 10:45-11 p.m.

APRIL 22: Representative Karl E. Mundt (R) of South Dakota plead for "A Fair Chance for a Free People," 1:45-2 p.m.

APRIL 26: President Roosevelt addressed the White House Conference on Children in a Democracy, 10-10:15 a.m.

APRIL 28: Dr. John W. Studebaker, United States Commissioner of Education, discussed

"Public Forums—The High Tradition," 11–11:15 p.m.

APRIL 30: The New York World's Fair was officially opened with speeches by President Roosevelt, Governor Herbert H. Lehman, Mayor Fiorello H. LaGuardia and Sir Louis Beale. Commissioner General to the Fair for Great Britain, with Grover Whalen introducing the speakers, 2–3 p.m.

SPECIAL EVENTS

APRIL 14, 15, 22 AND 29: The Metropolitan racing season got under way at Jamaica race track, with Bryan Field at the mike for Columbia. The Paumonok Handicap was previewed informally April 14, (6:05–6:15 p.m.) followed the next day by a description of the race, (4–4:30 p.m.). The following Saturday the Stuyvesant Handicap was described, and on April 29 Johnstown's victory in the Wood Memorial was heard by Columbia's audience, 4–4:30 p.m.

APRIL 16: Two trumpets found in Tutankhamen's tomb were blown all the way from Cairo, Egypt, with Alfred Lucas, of the Museum of Antiquities of Egypt, describing

these antique forerunners of swing, 11–11:15 a.m.

APRIL 18: Governors E. D. Rivers (D) of Georgia, Burnet R. Maybank (D) of South Carolina and Fred P. Cone (D) of Florida spoke at Southern Paper Festival, Savannah, with Mayor Thomas Gamble as host, 10:45–11 p.m.

APRIL 27: The United States fleet was reviewed off Cape Henry by Secretary of the Navy Claude A. Swanson, while CBS special events announcers Bob Trout and John Charles Daly reported the scene from the flagship *Pennsylvania* and the *Boise* respectively, 3–3:30 p.m.

APRIL 28 AND 29: The Penn Relays were described by Ted Husing from Franklin Field on April 28 (4:15–4:45 p.m. and 5–5:15 p.m.), and the next day (3:30–4 p.m. and 5–5:30 p.m.). Gene Shumate reviewed the Drake Relays, held in Des Moines on the same day, 6:15–6:30 p.m.

APRIL 29: Representing Columbia's *American School of the Air*, Colonel Hutchinson and his "Flying Family" reached Havana with their Scroll of Peace, 2:45–3 p.m.



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