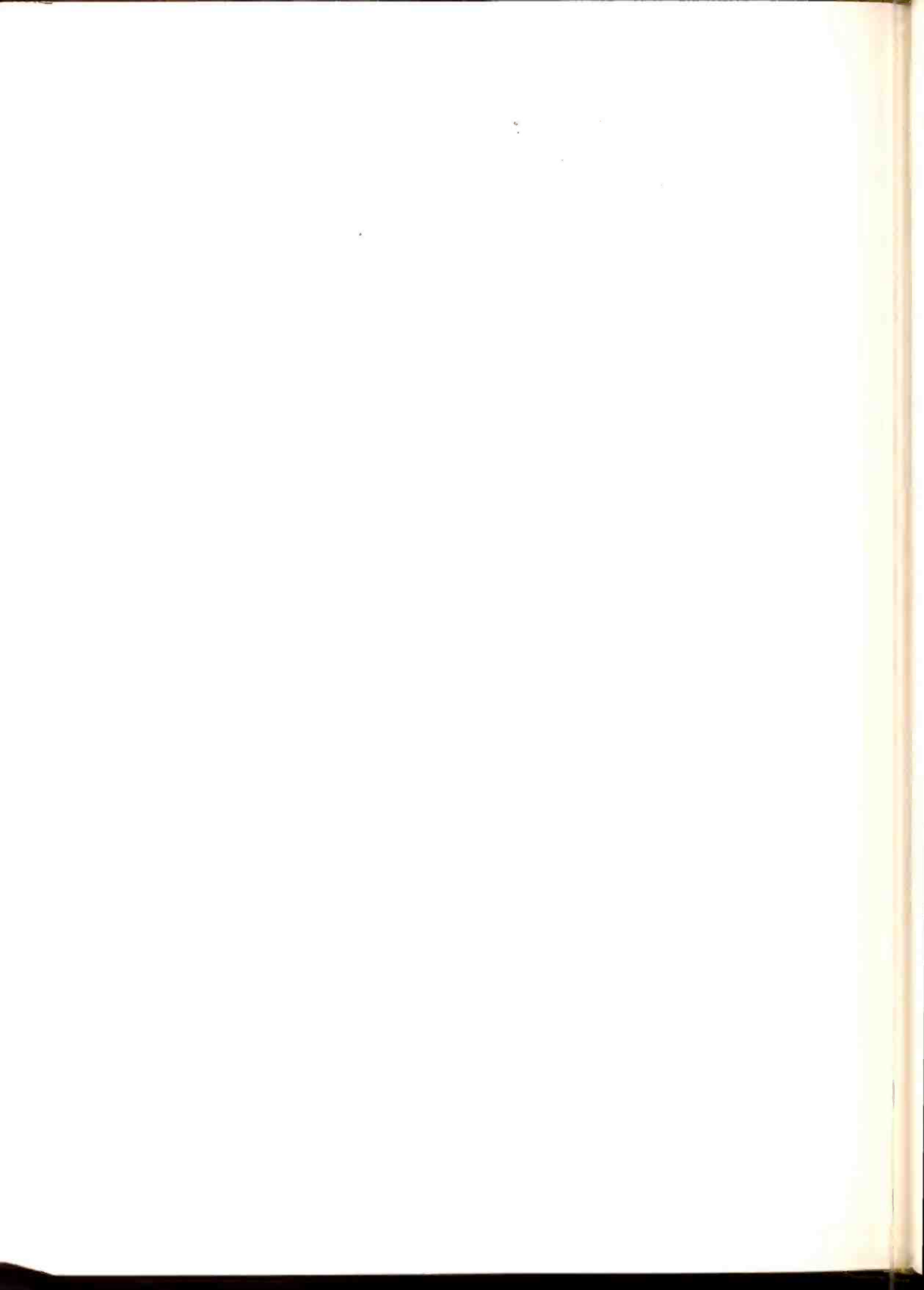


# CBS PROGRAM BOOK • AUGUST, 1941



For the sixth year, Howard Barlow conducts the  
Columbia Broadcasting Symphony in its series  
of annual summer concerts. (see page 24)



**NATIONAL BROADCASTING COMPANY, INC.**  
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# **THE COLUMBIA PROGRAM BOOK**

**CBS SPONSORED PROGRAMS: pp. 3 to 16**

**WABC SPONSORED PROGRAMS: pp. 16 to 18**

**CBS SUSTAINING PROGRAMS: pp. 19 to 28**

Published monthly for advertising executives by

**THE COLUMBIA BROADCASTING SYSTEM**

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

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<p><b>AFFILIATED PRODUCTS, INC.</b> (443rd Week on CBS)</p> <p><b>The Romance of Helen Trent</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics, Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p><b>AMERICAN OIL COMPANY</b> (158th Week on CBS)</p> <p><b>The Human Side of the News</b> by Edwin C. Hill</p>	<p>Mon., Wed., Fri. 6:00-6:10 p.m. <i>Rebroadcast</i> 11:00-11:10 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p><b>AMERICAN TOBACCO COMPANY</b> (274th Week on CBS)</p> <p><b>Your Hit Parade</b> Mark Warnow's Orchestra, Barry Wood, Louise King, Hit Paraders Chorus</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 107 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord &amp; Thomas</i></p>
<p><b>ANACIN COMPANY</b> (225th Week on CBS)</p> <p><b>Our Gal, Sunday</b></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p><b>ARMOUR &amp; CO.</b> (25th Week on CBS)</p> <p><b>Treat Time</b> with Buddy Clark</p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. 50 CBS stations ORIGINATES: WBBM</p>	<p>Treet <i>Lord &amp; Thomas</i></p>
<p><b>BAYER COMPANY</b> (305th Week on CBS)</p> <p><b>Second Husband</b> with Helen Menken, presented by the Famous Actors' Guild</p>	<p>Tuesday 7:30-8:00 p.m. 75 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>

**BOWEY'S, INC.**

*114th Week on CBS)*

**Stars Over Hollywood**

Original drama with Knox  
Manning, MC, and guest stars

Saturday

12:30-1:00 p.m.

*Rebroadcast*

1:30-2:00 p.m.

45 CBS stations

ORIGINATES: KXX

Dari-Rich Products

*Sorensen & Company*

**BROWN & WILLIAMSON TOBACCO  
CORPORATION**

*149th Week on CBS)*

**Paul Sullivan Reviews  
the News**

Mon. thru Thurs.

6:30-6:45 p.m.

*Rebroadcast*

12 mid. 12:15 a.m.

1:00-1:15 a.m.

32 CBS stations

ORIGINATES: WHAS

Raleigh Cigarettes

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

**CALIFORNIA FRUIT GROWERS  
EXCHANGE**

*17th Week on CBS)*

**Sunkist Presents Hedda  
Hopper's Hollywood**

Mon., Wed., Fri.

6:15-6:30 p.m.

40 CBS stations

ORIGINATES: KXX

Sunkist Oranges

Sunkist Lemons

*Lord & Thomas*

**CAMPANA SALES COMPANY**

*72nd Week on CBS)*

**First Nighter**

with Barbara Luddy and  
Les Tremayne

*Drama*

Tuesday

8:30-8:55 p.m.

51 CBS stations

ORIGINATES: WBBM

Campana Hand Cream.

Italian Balm. Dreskin.

Coolies. D.D.D.. Old South

Toiletries

*Aubrey, Moore &  
Wallace, Inc.*

**CAMPBELL SOUP COMPANY**

*17th Week on CBS)*

**Amos 'n' Andy**

*Serial comedy-drama*

Mon. thru Fri.

7:00-7:15 p.m.

*Rebroadcast*

11:00-11:15 p.m.

60 CBS stations

ORIGINATES: KXX

Campbell's Soups

*Ward Wheelock  
Company*

**The Man I Married**

*Dramatic serial*

Mon. thru Fri.

11:15-11:30 a.m.

*Rebroadcast*

3:00-3:15 p.m.

56 CBS stations

ORIGINATES: WABC

Campbell's Soups.

Tomato Juice,  
Beans

*Ward Wheelock  
Company*

<p><b>CAMPBELL SOUP COMPANY</b> <i>Continued</i></p> <p><b>Fletcher Wiley</b> <i>Talks</i></p> <p><b>Lanny Ross</b> <i>Songs</i></p>	<p>Mon. thru Fri. 2:30-2:45 p.m. 35 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 57 CBS stations (Mon. and Wed.) 56 CBS stations ORIGINATES: WABC</p>	<p>Campbell's Tomato Juice <i>Ward Wheelock</i> <i>Company</i></p> <p>Franco-American Macaroni and Spaghetti <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</b> <i>(143rd Week on CBS)</i></p> <p><b>Dr. Christian</b> with Jean Hersholt</p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 64 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p><b>CHRYSLER CORPORATION</b> <i>(282nd Week on CBS)</i></p> <p><b>Major Bowes-Morton Gould</b> <b>Hour</b></p>	<p>Thursday 9:00-10:00 p.m. 84 CBS stations ORIGINATES: WABC</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>COCA-COLA COMPANY</b> <i>(102nd Week on CBS)</i></p> <p><b>Pause That Refreshes</b> <b>On the Air</b> with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists</p>	<p>Sunday 8:00-8:30 p.m. 114 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising</i> <i>Company, Inc.</i></p>
<p><b>COLGATE-PALMOLIVE-PEET COMPANY</b> <i>(290th Week on CBS)</i></p> <p><b>Guy Lombardo and</b> <b>His Orchestra</b> Popular Music</p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 70 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Ted Bates, Inc.</i></p>



**COLGATE-PALMOLIVE-PEET  
COMPANY**

*Continued*

**City Desk**

*Drama*

Saturday  
8:30-8:55 p.m.  
*Rebroadcast*  
11:30-11:55 p.m.  
68 CBS stations  
ORIGINATES: WABC

Palmolive Shave Cream  
Palmolive Brushless Shave  
*Ted Bates, Inc.*

**Woman of Courage**

*Serial drama*

Mon. thru Fri.  
10:45-11:00 a.m.  
*Rebroadcast*  
3:45-4:00 p.m.  
61 CBS stations  
ORIGINATES: WABC

Octagon Products  
*Ted Bates, Inc.*  
Crystal White  
*Sherman & Marquette,  
Inc.*

**Myrt and Marge**

*Serial drama*

Mon. thru Fri.  
10:15-10:30 a.m.  
*Rebroadcast*  
1:15-4:30 p.m.  
78 CBS stations  
ORIGINATES: WABC

Concentrated Super Suds  
*Sherman & Marquette,  
Inc.*

**Stepmother**

*Serial drama*

Mon. thru Fri.  
10:30-10:45 a.m.  
*Rebroadcast*  
4:45-5:00 p.m.  
48 CBS stations  
ORIGINATES: WBBM

Colgate Tooth Powder  
*Sherman & Marquette,  
Inc.*

**Elmer Davis**

*News*

Tues. thru Sun.  
8:55-9:00 p.m.  
90 CBS stations  
ORIGINATES: WABC

Palmolive Soap  
*Ward Wheelock  
Company*

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**COMMERCIAL CREDIT COMPANY**

*71st Week on CBS)*

**Bob Trout**

*News*

Mon., Wed., Fri.  
6:10-6:15 p.m.  
*Rebroadcast*  
11:10-11:15 p.m.  
*Mon., Wed., Sat.*  
11:55-12 mid.  
62 CBS stations  
ORIGINATES: WABC

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

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**CONTINENTAL BAKING CO., INC.**

*343rd Week on CBS)*

**Maudie's Diary**

with Mary Mason

(Begins August 14, replacing  
Your Marriage Club)

Thursday  
7:30-8:00 p.m.  
*Rebroadcast*  
11:30-12:00 mid.  
46 CBS stations  
ORIGINATES: ON TOUR

Wonder Bread  
Hostess Cake  
*Ted Bates, Inc.*

<p><b>CURTISS CANDY COMPANY</b> (44th Week on CBS)</p> <p><b>News</b> with Jackson Wheeler</p>	<p>Sat., Sun. 11:00–11:05 a.m. 39 CBS stations ORIGINATES: WABC</p>	<p>Candy <i>C. L. Miller Company</i></p>
<p><b>DOUBLEMINT GUM</b> (476th Week on CBS)</p> <p><b>Melody Ranch</b> with Gene Autry <i>Western dramatic series</i></p>	<p>Sunday 6:30–6:55 p.m. 71 CBS stations ORIGINATES: KNX</p>	<p>Doublemint Gum <i>J. Walter Thompson Company</i></p>
<p><b>EMERSON DRUG COMPANY</b> (66th Week on CBS)</p> <p><b>Vox Pop</b> with Parks and Wally <i>Quiz</i></p>	<p>Monday 8:00–8:30 p.m. 54 CBS stations <i>Rebroadcast</i> (Begins Sept. 29, with addition of 13 CBS Stations) 12 mid.–12:30 a.m. ORIGINATES: ON TOUR</p>	<p>Bromo-Seltzer <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>EVERSHARP, INC.</b> (96th Week on CBS)</p> <p><b>Take It or Leave it</b> with Bob Hawk, MC; David Ross <i>Quiz</i></p>	<p>Sunday 10:00–10:30 p.m. 60 CBS stations ORIGINATES: WABC</p>	<p>Eversharp Pens and Pencils <i>The Biow Company</i></p>
<p><b>FORD MOTOR COMPANY</b> (381st Week on CBS)</p> <p><b>Ford Summer Hour</b> Ford Symphony and Rhythm Orchestras and Chorus, guest conductors and soloists <i>With Talks by Linton Wells</i></p>	<p>Sunday 9:00–10:00 p.m. 56 CBS stations ORIGINATES: WJR</p>	<p>Ford motor cars, trucks, and tractors Mercury Lincoln <i>McCann-Erickson, Inc.</i></p>
<p><b>GENERAL FOODS CORPORATION</b> (323rd Week on CBS)</p> <p><b>We, the People</b> with Burgess Meredith <i>Real-life experiences</i></p> <p><b>Claudia and David</b> with Patricia Ryan and Richard Kollmar</p>	<p>Tuesday 9:00–9:30 p.m. <i>Rebroadcast</i> 12 mid.–12:30 a.m. 79 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00–8:30 p.m. <i>Rebroadcast</i> 12 mid.–12:30 a.m. 87 CBS stations ORIGINATES: WABC</p>	<p>Grape Nuts <i>Young &amp; Rubicam, Inc.</i></p> <p>Grape Nuts <i>Young &amp; Rubicam, Inc.</i></p>

**GENERAL FOODS CORPORATION**

*continued*

**Kate Smith Speaks; News**

*Talks and news*

Mon. thru Fri.  
12:00-12:15 p.m.  
79 CBS stations  
ORIGINATES: KATE  
SMITH'S CAMP,  
LAKE PLACID

**Swansdown Cake Flour**

Calumet

*Young & Rubicam, Inc.*

**Diamond Crystal Salt**

*Benton & Bowles, Inc.*

**Joyce Jordan, Girl Interne**

*Serial drama*

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

**La France**

Satina

Minute Tapioca

Postum

*Young & Rubicam, Inc.*

**Young Dr. Malone**

*Serial drama*

Mon. thru Fri.  
2:00-2:15 p.m.  
*Rebroadcast*  
7:15-7:30 p.m.  
85 CBS stations  
ORIGINATES: WABC

**Post Toasties**

*Benton & Bowles, Inc.*

**Kate Hopkins**

*Serial drama*

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

**Maxwell House Coffee**

*Benton & Bowles, Inc.*

**GENERAL MILLS, INC.**

*75th Week on CBS)*

**By Kathleen Norris**

*Dramatization of her novels*

Mon. thru Fri.  
10:00-10:15 a.m.  
32 CBS stations  
ORIGINATES: WABC

**Wheaties**

*Knox Reeves*

*Advertising, Inc.*

**Hymns of All Churches**

*with Joe Emerson*

Mon., Tues., Thurs.  
9:45-10:00 a.m.  
*Rebroadcast*  
5:00-5:15 p.m.  
34 CBS stations  
ORIGINATES: WBBM

**Gold Medal Flour**

*Blackett-Sample-*

*Hummert, Inc.*

**Betty Crocker**

*Homemaker program*

Wed., Fri.  
9:45-10:00 a.m.  
*Rebroadcast*  
5:00-5:15 p.m.  
34 CBS stations  
ORIGINATES: WBBM

**Bisquick**

*Blackett-Sample-*

*Hummert, Inc.*

**ULF OIL CORPORATION**

*90th Week on CBS)*

**World News Tonight**

*News*

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

**Motor Oil and Gas**

*Young & Rubicam, Inc.*

**INTERNATIONAL SILVER COMPANY**  
(177th Week on CBS)

**Silver Theater Summer Show**  
with Ed Sullivan, Will Bradley  
and his orchestra, Terry Allen,  
Ray McKinley and others

Sunday  
6:00-6:30 p.m.  
26 CBS stations  
ORIGINATES: WABC

International Sterling an  
1847 Rogers Bros.  
Silverplate  
*Young & Rubicam, In*

**IRONIZED YEAST CO., INC.**  
(101st Week on CBS)

**Are You a Missing Heir?**  
*Drama*

Tuesday  
8:00-8:30 p.m.  
*Rebroadcast*  
11:30-12 mid.  
74 CBS stations  
ORIGINATES: WABC

Ironized Yeast  
*Ruthrauff & Ryan, In*

**JOHNSON & JOHNSON**  
(17th Week on CBS)

**Voice of Broadway**  
with Dorothy Kilgallen  
and guest stars

Saturday  
11:30-11:45 a.m.  
*Rebroadcast*  
2:30-2:45 p.m.  
58 CBS stations  
Tuesday  
6:15-6:30 p.m.  
(Begins Aug. 19)  
65 CBS stations  
ORIGINATES: WABC

Band-Aid  
*Young & Rubicam, In*

**LADY ESTHER, LTD.**  
(399th Week on CBS)

**Lady Esther Serenade**  
with Freddy Martin and His  
Orchestra  
*Popular music*

Monday  
10:00-10:30 p.m.  
63 CBS stations  
ORIGINATES: WABC

Face Powder, Face Crea  
Rouge, Lipstick and  
Nail Polish  
*Pedlar & Ryan, Inc.*

**LEVER BROTHERS COMPANY**  
(313th Week on CBS)

**Hollywood Premiere**  
with Louella Parsons and guest stars  
*Drama*

**Grand Central Station**  
*Drama*

Friday  
9:30-10:00 p.m.  
70 CBS stations  
ORIGINATES: KNX

Lifbuoy Health Soap  
*William Esty &  
Company, Inc.*

Wednesday  
8:00-8:30 p.m.  
*Rebroadcast*  
12 mid.-12:30 a.m.  
53 CBS stations  
30 CBC stations  
ORIGINATES: WABC

Rinso  
*Ruthrauff & Ryan, In*

**EVER BROTHERS COMPANY***Continued***Meet Mister Meek***Drama**(Series ends after Aug. 20, returns at same time, Oct. 8)***Big Sister**

with Alice Frost

*Serial drama***Aunt Jenny's Real Life Stories***Dramatic sketches*

Wednesday

7:30-8:00 p.m.

60 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

11:30-11:45 a.m.

*Rebroadcast*

2:00-2:15 p.m.

73 CBS stations

31 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

11:45-12:00 noon

*Rebroadcast*

2:15-2:30 p.m.

61 CBS stations

ORIGINATES: WABC

Lifebuoy Health Soap

*William Esty &**Company, Inc.*

Rinso

*Ruthrauff & Ryan, Inc.*

Spry

*Ruthrauff & Ryan, Inc.***WIGGETT & MYERS TOBACCO COMPANY***(57th Week on CBS)***Glenn Miller and His Orchestra**with Paula Kelly, Ray Eberle,  
and the Modernaires**Professor Quiz**

with Bob Trout

*Questions and answers*

Tues., Wed., Thurs.

10:00-10:15 p.m.

98 CBS stations

ORIGINATES: WABC

Thursday

10:15-10:45 p.m.

69 CBS stations

ORIGINATES: WABC

Chesterfield Cigarettes

*Newell-Emmett Co., Inc.*Velvet Pipe and Cigarette  
Tobacco*Newell-Emmett Co., Inc.***LUXOR, LTD.***(5th Week on CBS)***Wayne King and His Orchestra***Music*

Saturday

7:30-8:00 p.m.

35 CBS stations

ORIGINATES: WBBM

Luxor Products

*Lord & Thomas***PACIFIC COAST BORAX CO.***(5th Week on CBS)***Death Valley Days***Drama*

Thursday

8:00-8:30 p.m.

*Rebroadcast*

12:30-1:00 a.m.

58 CBS stations

ORIGINATES: WABC

20 Mule Team Borax,  
Boraxo20 Mule Team Borax  
Flakes*McCann-Erickson, Inc.*

**PET MILK SALES CORPORATION**  
(402nd Week on CBS)

**Saturday Night Serenade**

Bill Perry, tenor; Jessica  
Dragonette, soprano; Bob Trout,  
Gustave Haenschen's Orchestra  
and Chorus

**Mary Lee Taylor**

home economist  
*Household advice*

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

Pet Irradiated Milk  
*Gardner Advertising  
Company*

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

**PHILIP MORRIS & COMPANY, LTD.**  
(260th Week on CBS)

**Great Moments from  
Great Plays**

Directed by Charles Martin with  
guest stars and Ray Block's  
Orchestra  
*Dramas*

**The Crime Doctor**

*Dramatic programs*

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

Philip Morris Cigarettes  
*The Biow Company, I*

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

**THE PROCTER & GAMBLE CO.**  
(353rd Week on CBS)

**The Story of Mary Marlin**

*Serial drama*

**The Goldbergs**

*Serial drama*

**The O'Neills**

*Serial drama*

Mon. thru Fri.  
5:00-5:15 p.m.  
17 CBS stations  
ORIGINATES: WBBM

Mon. thru Fri.  
5:15-5:30 p.m.  
16 CBS stations

7 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
5:30-5:45 p.m.  
34 CBS stations  
ORIGINATES: WABC

Ivory Snow  
*Benton & Bowles*

Duz  
*Compton Advertising,  
Inc.*

Dreft  
*Blackett-Sample-  
Hummert, Inc.*

Ivory Soap  
*Compton Advertising  
Inc.*

**THE PROCTER & GAMBLE CO.**

*Continued*

**Life Can Be Beautiful**

*Serial drama*

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

**Woman in White**

*Serial drama*

Mon. thru Fri.  
1:15-1:30 p.m.  
50 CBS stations  
25 CBC stations  
ORIGINATES: WBBM

**Right to Happiness**

*Serial drama*

Mon. thru Fri.  
1:30-1:45 p.m.  
46 CBS stations  
17 CBC stations  
ORIGINATES: WBBM

**Road of Life**

*Serial drama*

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

**Ivory Flakes**

*Compton Advertising,  
Inc.*

**Oxydol**

*Blackett-Sample-  
Hummert, Inc.*

**Crisco**

*Compton Advertising,  
Inc.*

**Chipso**

*Pedlar & Ryan, Inc.*

**FIDUCIARY INSURANCE COMPANY  
OF AMERICA**

*(14th Week on CBS)*

**When a Girl Marries**

*Serial drama*

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

**Insurance Services**

*Benton & Bowles, Inc.*

**R. J. REYNOLDS TOBACCO  
COMPANY**

*(30th Week on CBS)*

**Blondie**

with Penny Singleton and  
Arthur Lake

*Domestic comedy*

Monday  
7:30-8:00 p.m.  
*Rebroadcast*  
10:30-11:00 p.m.  
77 CBS stations  
ORIGINATES: KNX

**Camel Cigarettes  
Prince Albert Smoking  
Tobacco**

*William Esty &  
Company, Inc.*

**Penthouse Party**

starring Ilka Chase, Yvette and  
Paul Baron's Orchestra

*Variety*

Friday  
10:00-10:30 p.m.  
95 CBS stations  
ORIGINATES: WABC

**PEARMINT GUM**

*(75th Week on CBS)*

**Dear Mom**

with John Walsh, Dolph Nelson,  
Marvin Mueller and Eloise Kummer

*Drama*

Sunday  
6:55-7:15 p.m.  
68 CBS stations  
ORIGINATES: WBBM

**Spearmint Gum**

*Arthur Meyerhoff & Co.*

**E. R. SQUIBB & SONS**  
(56th Week on CBS)

**Golden Treasury of Song**  
with Frank Parker and  
David Ross  
*Music and poetry*

Mon. thru Fri.  
3:15-3:30 p.m.  
35 CBS stations  
(41 on Wednesday)  
ORIGINATES: WABC

Squibb Products  
*Geyer, Cornell &  
Newell, Inc.*

**TEXAS COMPANY**  
(218th Week on CBS)

**Treasury-Hour —  
Millions for Defense**

The Texas Company donates its summer period, and America's greatest radio, stage and screen stars their talents, in behalf of the sale of U. S. Defense Bonds. Earle McGill directs the new series, of which Howard Dietz is Coordinator-Chairman; music is furnished by Al Goodman's orchestra, Ray Block's chorus, and Barry Wood; Larry Elliott announces.

Wednesday  
9:00-10:00 p.m.  
85 CBS stations  
ORIGINATES:  
WABC & KNX

U. S. Defense  
Stamps and Bonds  
*Buchanan & Co.*

**U. S. TOBACCO COMPANY**  
(322nd Week on CBS)

**Gay Nineties Revue**  
starring Beatrice Kay,  
Joe Howard, MC, Billy M. Greene,  
Florodora Girls, Elm City Four,  
Jenny Lynn

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

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

**VICK CHEMICAL COMPANY**  
(97th Week on CBS)

**News For Women**  
with Andre Baruch

Mon., Wed., Fri.  
3:00-3:15 p.m.  
14 CBS stations  
ORIGINATES: WABC

Vicks VapoRub  
Vicks Va-tro-nol  
*Morse International,  
Inc.*

**COLUMBIA  
PACIFIC  
NETWORK**

**AMERICAN CHICLE COMPANY**  
(21st Week on CBS)

**By the Way**  
with Bill Henry

Tues., Fri.  
9:30-9:45 p.m. PST  
ORIGINATES: KNX

Chiclets & Dentyne  
*Badger, Browning  
& Hersey, Inc.*

**BATHASWEET CORPORATION**  
(95th Week on CBS)

**Bob Garred Reporting**  
*News*

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

Bathasweet Products  
*H. M. Kiesewetter  
Advertising Agency*



**COLONIAL DAMES, INC.**  
*(86th Week on CBS)*

**"Find the Woman"**  
with Knox Manning

Sunday  
7:25-7:30 p.m. PST  
ORIGINATES: KNX

Cosmetics  
*Glasser, Gailey & Co.*

**GALLENKAMP STORES COMPANY**  
*(11th Week on CBS)*

**Here's the Clue**  
with Frank Graham  
*Commentary*

Friday  
8:45-9:00 p.m. EST  
ORIGINATES: KNX

Shoes  
*Long Advertising  
Service*

**GENERAL FOODS CORPORATION**  
*(323rd Week on CBS)*

**The Second Mrs. Burton**  
*Dramatic serial*

Mon. thru Fri.  
3:00-3:15 p.m. PST  
ORIGINATES: KNX

Walter Baker's  
Chocolate and Cocoa  
*Benton & Bowles, Inc.*

**GENERAL PETROLEUM  
CORPORATION OF CALIFORNIA**  
*(31st Week on CBS)*

**I Was There**

Sunday  
9:00-9:30 p.m. PST  
ORIGINATES: KNX

Mobilgas, Mobiloil  
*Smith & Drum, Inc.*

**RICHARD HUDNUT**  
*(83rd Week on CBS)*

**Hollywood Showcase**

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

Marvelous Cosmetics  
*Benton & Bowles, Inc.*

**P. LORILLARD COMPANY**  
*(270th Week on CBS)*

**Don't Be Personal**  
with Art Baker  
*Quiz*

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

Beechnut Cigarettes  
*Lennen & Mitchell, Inc.*

**LOS ANGELES SOAP COMPANY**  
*(96th Week on CBS)*

**Knox Manning**  
*News*

Mon. thru Fri.  
7:30-7:45 a.m.  
*Rebroadcast  
2:00-2:15 p.m.*  
ORIGINATES: KNX

White King Soap  
Sierra Pine Soap  
*Raymond R. Morgan Co.*

**COLUMBIA  
PACIFIC  
NETWORK**

*Continued*

**THE MENNEN COMPANY**  
*(120th Week on CBS)*

**Bob Garred Reporting**  
*News*

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

Mennen Shaving Cream  
*H. M. Kiesewetter  
Advertising Agency*

**NATIONAL LEAD COMPANY**  
*(56th Week on CBS)*

**Answer Auction**  
*Quiz*

Sunday  
7:30-8:00 p.m. PST  
ORIGINATES: KNX

National Lead Products  
*Erwin Wasey & Co.*

**PETER PAUL, INC.**  
*(55th Week on CBS)*

**Bob Garred Reporting**  
*News*

Mon., Wed., Fri.  
4:45-4:55 p.m. PST  
ORIGINATES: KNX

Mounds Candy  
Ten Crown Gum  
*Brisacher, Davis  
& Staff*

**PLANTERS NUT AND  
CHOCOLATE COMPANY**  
*(43rd Week on CBS)*

**What's On Your Mind?**

Monday  
8:00-8:30 p.m. PST  
ORIGINATES: KNX

Planters Salted Peanuts  
Planters Peanut Oil  
*Raymond R. Morgan*

**SOIL OFF MANUFACTURING  
COMPANY**  
*(26th Week on CBS)*

**Bob Garred Reporting**  
*News*

Thursday  
4:45-4:55 p.m. PST  
Saturday  
7:30-7:45 a.m. PST  
ORIGINATES: KNX

Cleaning Fluid for  
Walls and Woodwork  
*Hillman-Shane  
Advertising Agency, I.*

**THE TAYTON COMPANY**  
*(3rd Week on CBS)*

**Jimmie Fidler**  
*Motion Picture Commentaries*

Friday  
8:30-8:45 p.m. PST  
ORIGINATES: KNX

Tayton Cosmetics  
*Batten, Barton, Durst  
& Osborn, Inc.*

**COLUMBIA  
CALIFORNIA  
NETWORK**

**BREAKFAST CLUB COFFEE, INC.**  
*(30th Week on CBS)*

**Voice of Friendship**  
with Rita Murray

Mon., Wed.  
9:45-10:00 a.m. PST  
ORIGINATES: KNX

Breakfast Club Coffee  
*Lockwood-Shacklefor  
Advertising Agency*

<p><b>KNOX GELATINE COMPANY</b> (35th Week on CBS)</p> <p><b>Behind the Headlines with Bob Garred</b></p>	<p>Tues., Thurs. 6:50-7:00 p.m. PST ORIGINATES: KNX</p>	<p>Knox Sparkling Gelatine <i>Kenyon &amp; Eckhardt, Inc.</i></p>
<p><b>SEASIDE OIL COMPANY</b> (16th Week on CBS)</p> <p><b>Seaside Spelling Bee Liner</b></p>	<p>Sunday 4:30-4:55 p.m. PST ORIGINATES: KNX</p>	<p>Seaside Ethyl Gasoline and Silverol Motor Oil <i>The McCarty Company</i></p>
<p><b>UNION OIL COMPANY</b> (35th Week on CBS)</p> <p><b>Nelson Pringle</b> <i>News Analysis</i></p>	<p>Mon. thru Fri. 7:45-8:00 a.m. PST ORIGINATES: KNX</p>	<p>Gas and Oil <i>Lord &amp; Thomas</i></p>
<p><b>AMERICAN CHICLE COMPANY*</b> (48th Week on WABC)</p> <p><b>Announcements</b></p>	<p>Mon. thru Sat. 8:00-8:01:30 a.m.</p>	<p>Chiclets and Dentyne <i>Badger, Browning &amp; Hersey, Inc.</i></p>
<p><b>AMERICAN CIGARETTE &amp; CIGAR CO.*</b> (23rd Week on WABC)</p> <p><b>Modern Design Music</b></p>	<p>Mon. thru Sat. 8:20-8:25 a.m.</p>	<p>Pall Mall Cigarettes <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>BEN MARDEN'S RIVIERA</b> (5th Week on WABC)</p> <p><b>Music of Today</b></p>	<p>Mon., Wed., Fri. 8:15-8:20 a.m.</p>	<p>Ben Marden's Riviera <i>J. R. Kupsick Advertis- ing Agency, Inc.</i></p>
<p><b>H. C. BOHACK COMPANY, INC.</b> (4th Week on WABC)</p> <p><b>Mary Margaret McBride</b></p>	<p>Tues., Thurs. 3:00-3:15 p.m.</p>	<p>Bohack Stores and Bohack Products <i>E. M. Freystadt Associates, Inc.</i></p>
<p><b>BOOK HOUSE FOR CHILDREN</b> (13th Week on WABC)</p> <p><b>Woman's Page of the Air</b> with Adelaide Hawley <i>Participations</i></p>	<p>Tues. and Thurs. 8:45-9:00 a.m.</p>	<p>Book House <i>Presba, Fellers &amp; Presba, Inc.</i></p>
<p><b>THE BORDEN COMPANY*</b> (PIONEER DIVISION) (15th Week on WABC)</p> <p><b>Announcements</b></p>	<p>Wed., Fri., Sat. 6:45-6:46:30 p.m.</p>	<p>Reid's Ice Cream <i>Pedlar &amp; Ryan, Inc.</i></p>

**WABC  
SPONSORED  
PROGRAMS**

**WABC  
SPONSORED  
PROGRAMS**

*Continued*

<p><b>BULOVA WATCH COMPANY</b> <i>(623rd Week on WABC)</i></p> <p><b>Time Signals</b></p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p><b>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED*</b> <i>(4th Week on WABC)</i></p> <p><b>Announcements</b></p>	<p>Mon., Tues., Thurs. 6:45-6:46:30 p.m.</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p><b>DREZMA, INC.</b> <i>(39th Week on WABC)</i></p> <p><b>Lessons in Loveliness</b> with Nell Vinick</p>	<p>Tues., Thurs., Sat. 8:25-8:30 a.m.</p>	<p>"Drezma" Cosmetics <i>Blaine-Thompson Co. Inc.</i></p>
<p><b>FLORIDA CITRUS COMMISSION*</b> <i>(4th Week on WABC)</i></p> <p><b>Arthur Godfrey</b> <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:15 a.m.</p>	<p>Florida Citrus Fruit <i>Arthur Kudner, Inc.</i></p>
<p><b>KRUG BAKING COMPANY</b> <i>(84th Week on WABC)</i></p> <p><b>Woman's Page of the Air</b> with Adelaide Hawley <i>Participations</i></p>	<p>Mon. thru Fri. 8:45-9:00 a.m.</p>	<p>Bakery Products and Coffee <i>Elmer L. Cline</i></p>
<p><b>McKESSON &amp; ROBBINS, INC.*</b> <i>(13th Week on WABC)</i></p> <p><b>Afternoon News</b></p>	<p>Mon. thru Fri. 3:55-4:00 p.m.</p>	<p>Calox Tooth Powder <i>J. D. Tarcher &amp; Co., Inc.</i></p>
<p><b>MELVILLE SHOE COMPANY</b> <i>(141st Week on WABC)</i></p> <p><b>Early Morning News</b></p>	<p>Mon. thru Sat. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p><b>JOHN MORRELL AND COMPANY</b></p> <p><b>The Missus Goes A-Shopping</b> <i>Quiz</i> (Starts August 12)</p>	<p>Tues., Thurs., Sat. 8:30-8:45 a.m.</p>	<p>E-Z Cut Ham <i>Henri, Hurst and McDonald, Inc.</i></p>

\*In addition to number of weeks in which the client has used CBS Network facilities.

**WABC  
SPONSORED  
PROGRAMS**

<p><b>NOXZEMA CHEMICAL CO., INC.*</b> (17th Week on WABC)</p> <p><b>Battle of the Boroughs</b> Quiz (Series ends after Aug. 2, resumes Sept. 13)</p>	<p>Saturday 9:45-10:15 p.m.</p>	<p>Noxzema Products <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>PEPSI-COLA COMPANY*</b> (53rd Week on WABC)</p> <p><b>The Missus Goes A-Shopping</b> Quiz</p>	<p>Mon., Wed., Fri. 8:30-8:45 a.m.</p>	<p>Pepsi-Cola <i>Newell-Emmett, Inc.</i></p>
<p><b>PETER PAUL COMPANY*</b> (73rd Week on WABC)</p> <p><b>Early Riser's News</b></p>	<p>Mon., Wed., Fri. 6:30-6:35 a.m.</p>	<p>Mounds <i>Platt-Forbes, Inc.</i></p>
<p><b>SELECT THEATRES CORP.</b> (47th Week on WABC)</p> <p><b>Announcement</b></p>	<p>Mon. and Wed. 11:58:50 p.m.- 12 mid.</p>	<p>"Hellzapoppin" <i>Blaine-Thompson Co., Inc.</i></p>
<p><b>SOCONY-VACUUM OIL CO., INC.*</b></p> <p><b>News</b> with Mark Hawley (Starts August 4)</p>	<p>Mon. thru Sat. 10:45-11:00 p.m.</p>	<p>Gasoline, Oil and Specialties <i>J. Stirling Getchell, Inc.</i></p>
<p><b>WARD BAKING COMPANY</b> (13th Week on WABC)</p> <p><b>Arthur Godfrey</b> <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:15 a.m.</p>	<p>Ward's Tip Top Bread <i>Sherman K. Ellis &amp; Co., Inc.</i></p>
<p><b>WEST DISINFECTING COMPANY</b> (16th Week on WABC)</p> <p><b>It Takes a Woman</b> with Frances Scott</p>	<p>Mon., Wed., Fri. 8:25-8:30 a.m.</p>	<p>CN <i>Moser &amp; Cotins, Inc.</i></p>
<p><b>R. C. WILLIAMS &amp; CO., INC.</b> (8th Week on WABC)</p> <p><b>Arthur Godfrey</b></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m.</p>	<p>Royal Scarlet Coffee <i>Alley &amp; Richards Co.</i></p>

\*In addition to number of weeks in which the client has used CBS Network facilities.

# CBS SUSTAINING PROGRAMS

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

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

1. NEWS BROADCASTS . . . . .	Page 20
2. FORECAST. . . . .	Page 21
3. DRAMATIC SERIES . . . . .	Page 21
4. NATIONAL DEFENSE . . . . .	Page 22
5. LIGHT ENTERTAINMENT . . . . .	Page 23
6. SERIOUS MUSIC . . . . .	Page 24
7. EDUCATIONAL PROGRAMS . . . . .	Page 25
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CBS SHORT WAVE BROADCASTS . . . . .	Page 28
ADDENDA: JULY PROGRAMS . . . . .	Page 29

## News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

*News Broadcasts:* Edward R. Murrow, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery and Howard K. Smith from Berlin; Erskine Caldwell and Winston Burdett from Moscow; Charles Barbe from Berne; Bernard Valery from Stockholm; Cecil Brown and Edward Chorlian from Cairo; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams from New York; Albert Warner, Eric Sevareid, John Charles Daly from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., SUNDAY THRU SATURDAY; 10:45-11:00 p.m., MONDAY THRU SATURDAY.

*News Summaries:* 6:30, 9:00 a.m., 3:55 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 2:30 p.m., 12:55 a.m., SUNDAY.

*News Analyses:* Linton Wells, 12:00-12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 8:55-9:00 p.m., MONDAY; 6:30-6:45 p.m., SATURDAY; Paul Sullivan, 6:30-6:45 p.m., FRIDAY. (See also sponsored news programs.)

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### Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

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

## NEWS BROADCASTS

## FORECAST

### "Forecast"

9:00-10:00 p.m.

EACH MONDAY

For the second summer, CBS presents "Forecast," annual eight-week series of new programs based on unusual, exciting radio ideas. Following the brilliant pattern set in 1940, each broadcast represents a sample of an entire radio series. The brightest names of stage and screen are starred in the programs.

AUGUST 4: "Song Without End," a dramatic, imaginative treatment of the lives of great composers, with guest stars playing the composers and famous virtuosi performing their music.

AUGUST 11: From New York—"Class of '41", a variety show written and acted by the radio profession's "younger generation". From Hollywood—"Two Gobs and a Gal", a rowdy comedy starring Brian Donlevy, Frank McHugh and Lucille Ball.

AUGUST 18: "Jubilee", a cavalcade of Negro talent tracing the huge contribution that Negroes have made to American entertainment.

## DRAMATIC SERIES

### Columbia Workshop

10:30-11:00 p.m.

EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Starting with the first broadcast in May, Norman Corwin returned as author-director in an ambitious, original series called "26 by Corwin." His last three broadcasts in August comprise a biblical trilogy.

AUGUST 3: "Descent of the Gods".

AUGUST 10: "Sampson", verse drama with a special score by Alexander Semmler.

AUGUST 17: "Esther", an operetta with music by Lyn Murray.

AUGUST 24: "Job", starring Charles Laughton with a score by Deems Taylor. (From Hollywood.)

### "Young Ideas"

5:00-5:30 p.m.

EACH SUNDAY

The youthful employees of Columbia's Hollywood station KNX direct, cast and perform in this series, a direct outgrowth of the KNX Junior Workshop.



**The Life of Riley**

1:05-11:30 a.m.

EACH SATURDAY

Famous stage and screen actor Lionel Stander, supported by a talented cast, stars in a comedy-drama. The series is directed by Leonardo Bercovici, and written by Mr. Bercovici and Bob Sloan.

**DRAMATIC  
SERIES**

*Continued*

**Report to the Nation**

9:30-10:00 p.m.

EACH TUESDAY

This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. The series is produced by Brewster Morgan.

**NATIONAL  
DEFENSE**

**Proudly We Hail**

8:30-8:55 p.m.

EACH FRIDAY

The stories of our progress in defense production are dramatically told week by week by a cast of entertainment celebrities and government experts. Brewster Morgan directs, Roy Bargo conducts.

**Spirit of '41**

4:30-5:00 p.m.

EACH SUNDAY

Broadcast in the interest of national defense, this new series singles out each week a unit of the Army, Navy or Marines and, in dramatic form, traces its history and development. Brewster Morgan directs the program which is written by Willis Cooper. The narrator is Burgess Meredith.

**Calling Pan-America**

3:00-4:30 p.m.

EACH SATURDAY

The Columbia Broadcasting System takes another step toward bringing the Americas closer together through radio. Heard throughout the western hemisphere, this new series originates in a different capital each week, "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.

**The People's Platform**

6:00-7:30 p.m.

EACH SATURDAY

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

**You Decide**

1:30-2:00 p.m.

EACH SUNDAY

Crucial democratic issues in the early lives of celebrities are dramatized, and a panel of youngsters discusses the decision that should have been made. The celebrity then appears in person and tells why he decided as he did.

**LIGHT  
ENTERTAIN-  
MENT**

<p><b>Gold If You Find It</b> 10:30-11:00 a.m. EACH SATURDAY</p>	<p>From coast to coast Columbia's listeners take part in a unique treasure hunt. James Fleming is master of ceremonies on this unusual program which was originated by Ray Harvey.</p>
<p><b>American Cruise</b> 7:30-8:00 p.m. EACH FRIDAY</p>	<p>Frances Langford and Dick Powell are the singing leads in this unusual story placed aboard a mythical American liner making calls in the various ports of the Pan American nations. The series is broadcast in the United States and short waved to Latin America.</p>
<p><b>Matinee at Meadowbrook</b> 5:00-6:00 p.m. EACH SATURDAY</p>	<p>Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program which Perry Lafferty produces.</p>
<p><b>Burl Ives Coffee Club</b> 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Burl Ives plays host to a circle of musical personalities with varied talents. Among the "regulars" are Juan Arvizu, Walter Gross Genevieve Rowe and the Golden Gate Quartet</p>
<p><b>Renfro Valley Folks</b> 3:30-3:45 p.m. MONDAY THRU FRIDAY</p>	<p>Inhabitants of the Kentucky hills provide the talent for this program of folk songs, which is broadcast from an old-time log cabin settlement in the heart of the Renfro Valley.</p>
<p><b>What's New At The Zoo?</b> 11:30 a.m.-12:00 noon EACH SUNDAY</p>	<p>John Reed King interviews, in their native habitat, the men and women who collect and care for the animal inmates of the Bronx Zoo</p>
<p><b>SPEBSQSA</b> 8:30-8:55 p.m. EACH THURSDAY</p>	<p>Bright CBS summer feature is "The Society for the Preservation and Encouragement of Barber Shop Quartette Singing in America," boasting such members as ex-Postmaster General James A. Farley, the Mayor of New York and the Governors of New Mexico, Texas Wyoming, Arkansas.</p>
<p><b>Golden Gate Quartet, Four Clubmen, Symphonettes</b> VARIOUS HOURS</p>	<p>These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.</p>

**Dance Orchestra**

VARIOUS HOURS

MONDAY THRU SUNDAY

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

- Les Brown
- Bob Crosby
- Sonny Dunham
- Shep Fields
- Hal Grayson
- Carl Hoff
- Harry James
- Michael Loring
- Teddy Powell
- Charles Spivak
- Tommy Tucker

**LIGHT ENTERTAINMENT**

*Continued*

**Columbia Broadcasting Symphony**

12:00-4:00 p.m.

EVERY SUNDAY

Brilliant conductor Howard Barlow brings back the Columbia Broadcasting Symphony for its sixth series of annual summer concerts.

AUGUST 3: Program includes *John Field*, Concerto No. 1 in E Flat (Betty Humby, pianist).

AUGUST 10: Program includes *Meredith Willson*, San Juan Bautista from Symphony No. 2, "Missions of Southern California".

**SERIOUS MUSIC**

**Columbia Concert Orchestra**

12:30-5:00 p.m.

MONDAY, TUESDAY, FRIDAY

12:30-10:00 p.m.

EVERY FRIDAY

12:30-8:00 p.m.

EVERY SATURDAY

The Columbia Concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed in turn by CBS conductors Howard Barlow and Bernard Herrmann.

**Vera Brodsky**

12:30-3:55 p.m.

EVERY SATURDAY

Famed concert pianist Vera Brodsky broadcasts piano music both modern and ancient.

AUGUST 2: All Chopin program.

**Dorian String Quartet**

12:00-3:30 p.m.

EVERY SATURDAY

The Dorian String Quartet is playing a series of contemporary chamber works of America and Europe, bringing before the microphone Alexander Cores and Harry Friedman, violins, David Mankovitz, viola and Bernard Greenhouse, cello.

**From the Organ Loft**

12:15-9:45 a.m.

EVERY SUNDAY

Famous organist Julius Mattfeld in Columbia's well known series of organ recitals with a vast repertory of works for the instrument.

**EDUCATIONAL  
PROGRAMS**

**CBS ADULT  
EDUCATION BOARD**

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

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

<p><b>Invitation to Learning</b> 2:00–2:30 p.m. EACH SUNDAY</p>	<p>This series invites listeners to read or re-read the world’s great books discussed by Huntington Cairns, Mark Van Doren, and special guests</p>
<p><b>Children Also Are People</b> 3:45–3:55 p.m. EACH WEDNESDAY</p>	<p>CBS presents a series of broadcasts by child experts and various celebrities to show parents that children are people, too.</p>
<p><b>Columbia’s Country Journal</b> 12:00–12:30 p.m. EACH SATURDAY</p>	<p>Charles Stookey, Columbia’s director of agricultural programs, presents a weekly roundup of farm news, and interviews distinguished agricultural authorities and leaders.</p>
<p><b>Highways to Health</b> 4:15–4:30 p.m. EACH FRIDAY</p>	<p>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.</p>
<p><b>Exploring Space</b> 3:45–3:55 p.m. EACH FRIDAY</p>	<p>This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.</p>
<p><b>Columbia Lecture Hall</b> 3:45–3:55 p.m. EACH MONDAY</p>	<p>Columbia’s listeners hear lectures and discussions on Latin American affairs by various authorities in the field.</p>
<p><b>America in Transition</b> 3:45–3:55 p.m. EACH TUESDAY</p>	<p>This new series features interviews with artists, scientists and technologists.</p>

**EDUCATIONAL  
PROGRAMS**

*Continued*

**Adventures in Science**

2:45-3:55 p.m.

EACH THURSDAY

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

**Of Men and Books**

2:30-3:00 p.m.

EACH SATURDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.

**Let's Pretend**

12:00-1:30 p.m.

EACH SATURDAY

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

**CHILDREN'S  
PROGRAMS**

**The Old Dirt-Dobber**

9:30-10:00 a.m.

EACH SATURDAY

Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects.

**PERSONALITIES**

**Outdoors with Bob Edge**

5:15-6:30 p.m.

EACH THURSDAY

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

**Juan Arvizu**

10:30-10:45 p.m.

MONDAY, TUESDAY, WEDNESDAY

Juan Arvizu, singing idol of Latin America, is presented by CBS with Alfredo Antonini's Tipica Orchestra and, on Tuesdays, the Trio Flores.

**Richard Maxwell**

4:00-4:15 p.m.

MONDAY THRU FRIDAY

Richard Maxwell presents his daily program of cheer and comfort, which consists of hymns, inspirational songs and homely philosophy.

**Husing on Sports**

5:45-6:00 p.m.

EACH SUNDAY

Ted Husing reviews the sports happenings of the past week, and makes his predictions on the outcome of events to come.

**RELIGIOUS  
BROADCASTS**

**Church of the Air**

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In August:

**AUGUST 3:** *Morning:* Rev. Frederick Norwood D.D., St. Andrew's Wesley-United Church Vancouver, Canada.

*Afternoon:* Rev. Joseph Cleveland, Community Church, Kansas City, Missouri.

**AUGUST 10:** *Morning:* The Very Rev. Austin Pardue, D.D., Dean, St. Paul's Cathedral Buffalo, New York.

*Afternoon:* Rev. Aloysius F. Coogan, Director National Propagation of the Faith Society New York, N. Y.

**AUGUST 17:** *Morning:* Dr. J. P. Hendershot Jefferson Ave. Baptist Church, Detroit, Mich

*Afternoon:* Rev. Paul R. Dickie, Bethany Memorial Church, New York, N. Y.

**AUGUST 24:** *Morning:* Methodist Service.

*Afternoon:* The Most Rev. John Joseph Glennon, S.T.D., Archbishop of St. Louis, Missouri

**AUGUST 31:** *Morning:* Congregational service

*Afternoon:* Religious Society of Friends program, Philadelphia, Pa.

**Wings Over Jordan**

10:30-11:00 a.m.

EACH SUNDAY

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

**AUGUST 3:** Dean I. A. Derbigny, Tuskegee Institute, Tuskegee, Alabama.

**AUGUST 10:** Mr. Clarence W. Griggs, Executive Secretary, George Washington Carver Welfare League, Schenectady, N. Y.

**AUGUST 17:** Willa B. Brown, Seassey Flying Field, Harlem Airport, Oakland, Illinois.

**AUGUST 24:** Program in connection with the National Baptist Convention of America.

**AUGUST 31:** Dr. Dorothy Bowling Ferebee Director, Cotton Field Clinic, State of Mississippi, Washington, D. C.

5:45-6:00 p.m.

MONDAY THRU FRIDAY

This new Wings Over Jordan weekday series consists of Negro spirituals by the choir with linking commentary by Rev. Glenn T. Settle Worth Kramer directs the program.

**BS SHORT WAVE  
ROADCAST SCHEDULE  
O EUROPE AND  
OUTH AMERICA**

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

**ews Broadcasts**

(In English)

1:30-11:45 a.m., 1:30-1:45,

:45-6:00, 6:30-6:45 p.m.

MONDAY THRU FRIDAY

(Italian, German, French, Polish)

2:00 noon-1 p.m., 4:30-5:30 p.m.

(In Serbo-Croat)

:30-5:45 p.m.

MONDAY THRU SATURDAY

2 noon-1 u.m., 5-6 p.m., SUNDAY

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

**SPECIAL CBS  
BROADCASTS  
TO EUROPE**

**Hollywood News**

MONDAY, 2:45-3:00 p.m.

TUESDAY, 7:45-8:00 p.m.

WEDNESDAY, 7:45-8:00 p.m.

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

**ews in Spanish**

10:00-10:05 p.m.

MONDAY THRU SUNDAY

:45-7:00 p.m.

MONDAY THRU FRIDAY

:00-7:15 p.m., SAT. (WCBX)

2:30-12:45 p.m., 2:30-2:45 p.m.

:45-6:00 p.m.

MONDAY THRU FRIDAY (WCAB)

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

**SPECIAL CBS  
BROADCASTS  
TO SOUTH  
AMERICA**

**ews of Latin America**

(In Spanish)

:00-8:15 p.m.

MONDAY, WEDNESDAY, FRIDAY

Mr. Roberto Unanue tells the Latin American republics the news about their own Latin American neighbors.

**ews in Portuguese**

:15-7:30 p.m., DAILY

Luis Correa and Luis Jatoba, native Brazilian journalists, report the news each day.

**Carmen Castelo's Broadway**

**Column in Spanish**

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

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

**Cultural News in Spanish**

:00-9:15 p.m.

EACH FRIDAY

José Santos Quijano is heard each Friday in a quarter-hour digest of cultural news of special interest to South American listeners.

## JULY PROGRAMS

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

### PUBLIC AFFAIRS

**JULY 1:** Robert R. Appleby, vice-president of the British War Relief Society; Mrs. Kermit Roosevelt, national chairman of Young America Wants to Help; and Helen Menken, Executive Committee Member of the American Theatre Wing of the British War Relief Society discussed the work being done by American volunteers to help British civilians, 11:30-12:00 p.m.

**JULY 2:** Robert V. Fleming, chairman of the Riggs National Bank and former president of the American Banker's Association, spoke from Washington on the Defense Savings campaign of the U. S. Treasury Department, 10:15-10:30 p.m.

**JULY 4:** Australia's Minister to the United States, the Right Honorable Richard G. Casey, spoke from Washington on "Australia's Place in the World". 5:45-6:00 p.m.

**JULY 4:** Senator Josiah W. Bailey, Democrat of North Carolina, spoke from a patriotic rally at Asheville on "Our Republic, It Must Be Preserved", 9:30-10:00 p.m.

**JULY 4:** Douglas Fairbanks, on his return to Washington, gave a "Report on the Presidential Pan-American Mission" under the auspices of the Committee to Defend America by Aiding the Allies, 10:30-11:00 p.m.

**JULY 5:** Howard Hunter, Works Progress Administrator, spoke from Chicago on "WPA Workers and National Defense", 10:15-10:30 p.m.

**JULY 6:** His Excellency, The Most Reverend Joseph P. Hurley, D.D., Bishop of the Diocese of Saint Augustine, Florida, spoke on "Papal Pronouncements and American Foreign Policy", 2:35-3:00 p.m.

**JULY 8:** Mathew Woll, executive vice-president of the A. F. of L. and chairman of the American Labor Committee to Aid British Labor, spoke on the CBS network, 10:15-10:30 p.m.

**JULY 9:** Representative Foster Stearns of New Hampshire spoke under the auspices of the Committee to Defend America by Aiding the Allies, 10:15-10:30 p.m.

**JULY 12:** Shirley Temple, Lionel Barrymore, Connie Boswell, Don Wilson and Felix Mills' Orchestra pooled their talents in the interest of the United China Relief. 6:15-6:30 p.m.

**JULY 12:** Representative Gerald W. Landis, Republican of Indiana, discussed the place of labor and the farmer in his talk on "America and the War", 10:15-10:30 p.m.



JULY 14: Senator James Davis of Pennsylvania, who was introduced by New York Supreme Court Justice James T. Halliman, discussed the Elks National Defense Program, 11:30-11:45 p.m.

JULY 15: Mrs. Quincy Wright, foreign policy chairman of the League of Women Voters spoke on the need for an all-out national production effort, 6:15-6:30 p.m.

JULY 15: "The Struggle for Inter-American Trade Ways" was the topic considered in a talk by Cornelius V. Whitney, founder and board chairman of Pan-American Airways and President of The American Arbitration Association, 10:15-10:30 p.m.

JULY 16: "My Reply to Secretary Knox" is the title of a speech delivered by Senator Charles W. Tobey, Republican of New Hampshire, under the auspices of the America First Committee. (The Secretary of the Navy had requested greater use of our Navy in the Atlantic) 10:15-10:30 p.m.

JULY 19: Senator Hendrik Shipstead of Minnesota spoke from Minneapolis under the auspices of the America First Committee, 10:15-10:30 p.m.

JULY 20: Alf M. Landon discussed "Changes in the Draft Act" in a speech from Topeka, Kansas, 2:35-3:00 p.m.

JULY 21: Dr. Luther Harr, Director of the Consumer Council Division of the Bituminous Coal Commission, spoke from Washington on "Coal and Defense", 4:15-4:30 p.m.

JULY 22: William Green, president of the A. F. of L.; James B. Carey, national secretary of the C.I.O.; Walter Fuller, president of the National Association of Manufacturers; John A. Phillips, chairman of the Railway Executives Association and Albert Hawkes, president of the U. S. Chamber of Commerce joined with Secretary of Treasury Morgenthau in a round-table discussion of

the Defense Saving Program, 10:15-10:15 p.m.

JULY 22: Senators Truman of Missouri, Mead of New York and Bridges of New Hampshire discussed the flood of mail received in connection with the Congressional investigation of defense contracts. The program, entitled "The Congressional Mailbag" was under the auspices of the Committee of Americans, Inc., 11:30-12:00 p.m.

JULY 23: Representative Frederick C. Smith, Republican of Ohio, spoke against aid to Russia, 10:15-10:30 p.m.

JULY 24: Wendell Willkie discussed America's position in the world crisis during a broadcast from San Francisco's Civic Auditorium, which was sponsored by the Fight For Freedom Committee, 1:15-1:55 a.m.

JULY 26: Representative Walter C. Ploeser, Republican from Missouri, opposed the Administration's Saint Lawrence Seaway project in a talk from St. Louis, 10:15-10:30 p.m.

JULY 27: Admiral William H. Standley (U.S.N. Retired), former Chief of Naval Operations and now a member of the OPM's Production Planning Board, opened "Victory in the Atlantic Week" with a talk under the auspices of the Committee to Defend America by Aiding the Allies, 5:30-5:45 p.m.

JULY 27: Archbishop Francis J. L. Beekman, S.T.D., of Dubuque, Iowa took issue with some of the points made by Bishop Hurley of St. Augustine, Florida in the latter's radio address of July 6. This reply was under the sponsorship of the America First Committee, 10:30-11:00 p.m.

JULY 29: Norman Thomas, leader of the Socialist Party, talked on the subject, "Is the Draft Extension Necessary to National Defense?". 10:15-10:30 p.m.

## **SPECIAL EVENTS**

**JULY 4:** Edward R. Murrow and Larry Lesueur, CBS correspondents in London, broadcast to America from the much-bombed cliffs of Dover, 4:30-4:45 p.m.

**JULY 4 and 5:** Ted Husing described the running of the Demoiselle Stakes and the Butler Handicap from Empire City, 4:45-5:00 p.m. and 4:30-4:45 p.m.

**JULY 4:** President Roosevelt broadcast a Fourth of July message to the nation from his office in the Franklin D. Roosevelt Memorial Library at Hyde Park, 5:00-5:15 p.m.

**JULY 8:** CBS broadcast the 1941 All-Star Baseball Game from Briggs Stadium in Detroit, 2:15-4:45 p.m.

**JULY 10:** "A Report on Britain by Vincent Sheean" was brought to America listeners in a special CBS overseas broadcast from London, 4:45-5:00 p.m.

**JULY 12:** Ted Husing covered the Empire City Handicap with a trackside description, 4:30-4:45 p.m.

**JULY 17:** Albert Warner and Eric Sevareid broadcast a description of the Second Selective Service Lottery from Washington, 8:00-8:15 p.m. and 8:45-8:55 p.m.

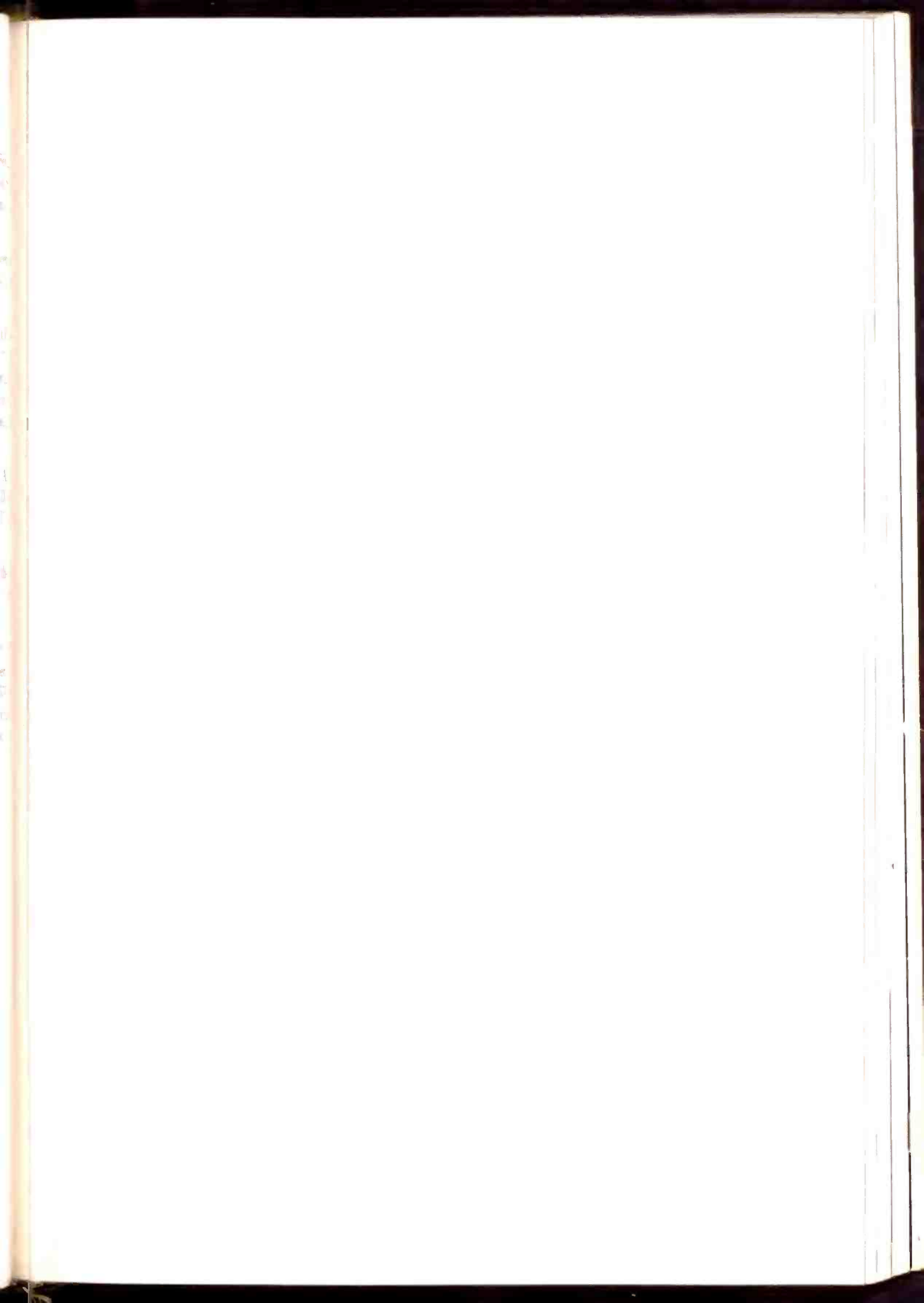
**JULY 19:** The running of the Fleetwood Handicap was broadcast from Empire City by Ted Husing, 4:30-4:45 p.m.

**JULY 21:** A recording of President Roosevelt's message to Congress on the "Extension of Service of Selectees" was broadcast by CBS, 3:30-3:50 p.m. Albert Warner had previously summarized the message, 1:15-1:25 p.m.

**JULY 22:** Lord Halifax, British Ambassador to the U. S., spoke from the Douglas Aircraft plant at Santa Monica, California 4:00-4:15 p.m.

**JULY 26:** Ted Husing described the running of the Yonkers Handicap from Empire City, 4:30-4:45 p.m.

**JULY 27:** Army Chief of Staff, General George C. Marshall, along with other Army notables, dedicated the first of 550 new Army cantonment chapels in a broadcast from Arlington, Va., 2:35-3:00 p.m.



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