

# CBS PROGRAM BOOK • OCTOBER, 1939

School of the Air entering its eleventh year, is heard in more than 150,000 classrooms in the United States. See Page 39.





OCTOBER, 1939

NATIONAL BROADCASTING COMPANY, INC.  
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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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# CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cos Louis Philippe
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes  Half & Half Smoking Tobacco
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin



PROGRAM	TIME	AGENCY	ON CBS
<b>Romance of Helen Trent</b> <i>serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 34 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	303 Weeks
<b>Human Side of the News,</b> Edwin C. Hill <i>news</i>	Mon. thru Fri. 6:05-6:15 p.m. 42 CBS stations ORIGINATES: WABC	The Joseph Katz Company	60 Weeks
<b>Star Hit Parade</b> Frank Warnow's Orchestra, Dorothy Ross, Bea Wain and the Four Maes <i>popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 61 CBS stations ORIGINATES: WABC	Lord & Thomas	178 Weeks
<b>Bernie and All the Lads</b> Low Lehr, Buddy Clark, Redd Foxx, and Manny Prager <i>music and comedy</i> (beginning October 8)	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 52 CBS stations ORIGINATES: WABC	Young and Rubicam, Inc.	
<b>Gal, Sunday</b> <i>serial drama</i> (also KOLYNOS COMPANY)	Wed., Thurs., Fri. 12:45-1:00 p.m. 34 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	139 Weeks
<b>Second Husband</b> Helen Menken, presented by the Famous Actors' Guild <i>serial drama</i>	Tuesday 7:30-8:00 p.m. 19 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	420 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<b>BOWEY'S, INC.</b>	Dari-Rich Products
<b>BROWN &amp; WILLIAMSON TOBACCO CORPORATION</b>	Raleigh Cigarettes
<b>CAMPANA SALES COMPANY</b>	Italian Balm Dreskin Coolies D.D.D.
<b>CAMPBELL SOUP COMPANY</b>	Campbell's Soups Campbell's Beans Campbell's Tomato Juice



PROGRAM	TIME	AGENCY	ON CBS*
<b>Music and Rhythm</b> Todd Hunter, reporter; Dave Malinovich, pianist and Carl Fieger's Orchestra <i>talk and music</i>	Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:30-3:00 p.m. 33 CBS stations ORIGINATES: WBBM	Sorensen & Company	17 Weeks
<b>Ed Sullivan Reviews</b> <i>News</i>	Sun. thru Fri. 11:00-11:15 p.m. <i>Rebroadcasts</i> 11:30-11:45 p.m. 1:00-1:15 a.m. 35 CBS stations ORIGINATES: LOUISVILLE	Batten, Barton, Durstine & Osborn, Inc.	25 Weeks
<b>Ed Nighter</b> Barbara Luddy and Tremayne <i>Drama at the "Little Theater            of Times Square"</i>	Friday 9:30-10:00 p.m. 50 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	87 Weeks
<b>Abbott Playhouse</b> John Welles, director, and other stars <i>Drama</i>	Sunday 8:00-8:55 p.m. <i>Rebroadcast</i> 10:00-11:00 p.m. 67 CBS stations 11 CBC stations ORIGINATES: WABC	Ward Wheelock Company	251 Weeks
<b>How 'n' Andy</b> <i>Serial comedy-drama</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 58 CBS stations ORIGINATES: KNX		
<b>Lucy Curtis</b> <i>Dramatic serial</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 57 CBS stations ORIGINATES: WABC		

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
<b>CAMPBELL SOUP COMPANY</b> <i>Continued</i>	Franco-American Spaghetti
<b>CHRYSLER CORPORATION</b>	Plymouth Dodge DeSoto Chrysler
<b>COLGATE-PALMOLIVE-PEET COMPANY</b>	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave  Cue Liquid Dentifrice

PROGRAM	TIME	AGENCY	ON CBS
<p><b>"Meet the Dixons"</b>            Barbara Weeks and            Ward Widmark  <i>Domestic Serial</i>            (series ends October 6)</p> <p><b>Johnny Ross</b>  <i>Songs</i>            (ending October 9)</p>	<p>Mon. thru Fri.            9:15-9:30 a.m.            16 CBS stations            ORIGINATES: WABC</p> <p>Mon., Wed., Fri.            11:05-11:15 a.m.  <i>Rebroadcast</i>            1:50-2:00 p.m.            51 CBS stations            ORIGINATES: WABC</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>251 Weeks</p>
<p><b>Major Bowes'</b>  <b>Original Amateur Hour</b>  <i>Amateurs, with Major Bowes</i>  <i>as Master of Ceremonies</i></p>	<p>Thursday            9:00-10:00 p.m.            76 CBS stations            ORIGINATES: WABC</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>186 Weeks</p>
<p><b>Wagon Wheel Ask-It Basket</b>            McWilliams, MC  <i>Questions and answers</i></p>	<p>Thursday            8:00-8:30 p.m.  <i>Rebroadcast</i>            11:30-12:00 p.m.            60 CBS stations            ORIGINATES: WABC</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>189 Weeks</p>
<p><b>Strange As It Seems</b>  <i>Dramatizations of unusual facts</i></p>	<p>Thursday            8:30-8:55 p.m.  <i>Rebroadcast</i>            12:00-12:25 a.m.            52 CBS stations            ORIGINATES: WABC</p>		
<p><b>Crime Busters</b>  <i>Police-file dramatizations</i>            (beginning October 21)</p>	<p>Saturday            8:00-8:30 p.m.  <i>Rebroadcast</i>            11:30-12:00 p.m.            61 CBS stations            ORIGINATES: WABC</p>		

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# CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
<b>COLGATE-PALMOLIVE-PEET COMPANY</b> <i>Continued</i>	Cashmere Bouquet Product Halo  Concentrated Super Suds  Palmolive Soap  Colgate Tooth Powder
<b>COLUMBIA RECORDING CORPORATION</b>	Columbia Records
<b>CONTINENTAL BAKING CO., INC.</b>	Wonder Bread Hostess Cake
<b>CORN PRODUCTS SALES CO.</b>	Kre-Mel Dessert Linit

PROGRAM	TIME	AGENCY	ON CBS*
<b>The King's Orchestra</b> <i>Popular music</i> (beginning October 21)	Saturday 8:30-9:00 p.m. 61 CBS stations 29 CBC stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	189 Weeks
<b>Art and Marge</b> <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 71 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	
<b>Top House</b> (featuring Bess Johnson) <i>Serial drama</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 74 CBS stations ORIGINATES: WABC		
<b>Brother</b> <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 25 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	
<b>King Man With A Band</b> (featuring orchestra, John H. Hammond, Announcer, and Dan Seymour, MC) <i>Music and comments</i>	Friday 10:30-11:00 p.m. 30 CBS stations ORIGINATES: WABC	Ward Wheelock Company	1 Week
<b>Life of Kitty Kelly</b> <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 43 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	236 Weeks
<b>Beauty Girl</b> <i>Dramatic serial</i> (beginning October 9)	Mon. thru Fri. 3:15-3:30 p.m. 13 CBS stations ORIGINATES: WABC	Hellwig-Miller Company	248 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
ETHYL GASOLINE CORP.	"Ethyl" Gasoline
FELS & COMPANY	Fels-Naphtha Soap
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Grape Nuts  Sanka

PROGRAM	TIME	AGENCY	ON CBS
<b>Belcher's Children</b> <i>serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunnyngham, Inc.	248 Weeks
<b>Break-Up Time</b> featuring Tony Martin, the Kostelanetz's Orchestra, Thompson's Rhythim Singers and Laughlin, and guest stars <i>musical variety</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	33 Weeks
<b>Clubby Lobby</b> featuring Dave Elman, Harry Salter's Orchestra and guest <i>interviews and music</i> (beginning October 8)	Sunday 5:00-5:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 56 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	120 Weeks
<b>Sunday Evening Hour</b> featuring the Symphony Orchestra and soloists, with Fritz Reiner, guest conductor, and soloists <i>with Talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. 79 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	287 Weeks
<b>The Smith Hour</b> featuring the Group Theater, Abbott and Costello, "Snow Village Sketches," Collins, Jack Miller and Orchestra, and guests <i>music, comedy, and drama</i> (beginning October 6)	Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-1:00 a.m. 73 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	210 Weeks
<b>The People</b> featuring 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. 73 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	

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# CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
<p><b>GENERAL FOODS CORPORATION</b> <i>Continued</i></p>	<p>Diamond Crystal Salt Calumet Baking Powder Swans Down Cake Flour</p> <p>Calumet Baking Powder Swans Down Cake Flour</p> <p>La France Satina Minute Tapioca</p> <p>Postum</p>
<p><b>GENERAL MILLS, INC.</b></p>	<p>Wheaties</p> <p>Corn Kix</p>
<p><b>GRIFFIN MANUFACTURING COMPANY, INC.</b></p>	<p>Griffin Shoe Polishes</p>

PROGRAM	TIME	AGENCY	ON CBS
<b>Steve Smith Speaks</b> <i>Talks and interviews</i> (beginning October 9)	Mon. thru Fri. 12:00-12:15 p.m. 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	240 Weeks
<b>Howdy Doory</b> <b>with Betty Garde and Kingsley</b> <b>Whitton</b> <i>Serial drama</i> (beginning October 9)	Mon. thru Fri. 2:45-3:00 p.m. 63 CBS stations ORIGINATES: WABC		
<b>Love, Jordan, Girl Interue</b> <i>Serial drama</i>	Mon., Wed., Fri. 12:00-12:15 p.m. Beginning October 9 Mon. thru Fri. 3:00-3:15 p.m. 50 CBS stations ORIGINATES: WABC		
<b>Tom and Abner</b> <i>Comedy sketches</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 54 CBS stations ORIGINATES: KNN		
<b>Kathleen Norris</b> <i>Dramatization of "Woman in Love"</i> (beginning October 9)	Mon. thru Fri. 5:00-5:15 p.m. 29 CBS stations ORIGINATES: WABC	Knox Reeves Advertising, Inc.	460 Weeks
<b>Maude</b> <b>with Lily and Betty</b> <i>Serial drama</i> (beginning October 9)	Mon. thru Fri. 5:15-5:30 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 14 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
<b>One to Shine,</b> <b>with Hal Kemp's Orchestra</b> <b>and Guests</b> <i>Musical variety</i>	Tuesday 10:00-10:30 p.m. 42 CBS stations ORIGINATES: WABC	Bermingham, Castleman & Pierce, Inc.	47 Weeks

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# CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple Juice "Gems"
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
INTERNATIONAL SILVER COMPANY	Sterling Silver
KOLYNOS COMPANY	Kolynos Toothpaste

PROGRAM	TIME	AGENCY	ON CBS
<b>Green Guild Theatre</b> with Roger Pryor, MC, guest stars as guests, and Oscar Bradley's Orchestra <i>Variety and drama</i>	Sunday 7:30-8:00 p.m. 63 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	294 Weeks
<b>Honolulu Bound</b> with Phil Baker, "Bottle", Andrews Sisters, and Murray's Orchestra <i>Comedy and musical variety</i> (series ends October 1)	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 61 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	37 Weeks
<b>Pearce and His Gang</b> with Billy House, Don Reid, and Carl Hoff's orchestra <i>Musical and comedy</i> (beginning October 11)	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 61 CBS stations ORIGINATES: KNX	N. W. Aver & Son, Inc.	
<b>What Happened in Hollywood</b> with Martha Mears, John Conte and Eric Dunstedter's Orchestra <i>Musical variety</i>	Mon., Wed., Fri. 5:30-5:15 p.m. Beginning October 10 Mon. thru Fri. 30 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	110 Weeks
<b>Winter Theatre</b> with Brad Nagel, Narrator-director, guest stage and screen stars <i>Drama</i> (beginning October 8)	Sunday 6:00-6:30 p.m. 18 CBS stations 29 CBC stations ORIGINATES: KNX	Young & Rubicam, Inc.	81 Weeks
<b>Winter Gal, Sunday</b> <i>Serial drama</i> (produced by ANACON COMPANY)	Mon. and Tues. 12:45-1:00 p.m. 34 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	406 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEHN & FINK PRODUCTS CORP.	Hind's Honey and Almond C
LEVER BROTHERS COMPANY	Rinso  Lifebuoy  Lux Toilet Soap

PROGRAM	TIME	AGENCY	ON AIR*
<b>Lombardo and His Orchestra</b> <i>Popular music</i>	Monday 10:00-10:30 p.m. 47 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	303 Weeks
<b>Grand Central Station</b> <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. 51 CBS stations ORIGINATES: WABC	Lanbert & Feasley, Inc.	117 Weeks
<b>Travis and Allen</b> Ray Noble and his orchestra Mark Parker, tenor, and John Bradley, announcer <i>Music and comedy</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 51 CBS stations ORIGINATES: KNY	William Esty & Co.	202 Weeks
<b>Edgar Wallace Mystery Hour</b> Craig Edward G. Robinson <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 67 CBS stations 26 CBC stations ORIGINATES: KNY	Ruthrauff & Ryan, Inc.	159 Weeks
<b>Friday Night Party</b> Hosted by Walter O'Keefe, Mary Martin with Bobby Dolan's Orchestra Guest stars <i>Music and comedy</i>	Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 61 CBS stations 26 CBC stations ORIGINATES: WABC		
<b>Radio Theatre</b> Cecil B. DeMille, director, stars of stage and screen <i>Drama</i>	Monday 9:00-10:00 p.m. 61 CBS stations 26 CBC stations ORIGINATES: KNY	J. Walter Thompson Company	

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

# CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
<b>LEVER BROTHERS COMPANY</b> <i>Continued</i>	Rinso  Spry  Lux Flakes Lux Toilet Soap
<b>LIGGETT &amp; MYERS TOBACCO COMPANY</b>	Chesterfield Cigarettes
<b>PENN TOBACCO COMPANY</b>	"Kentucky Club" Pipe Tobacco
<b>PERSONAL FINANCE COMPANY</b>	Personal Loan Service



PROGRAM	TIME	AGENCY	ON CBS*
<b>My Sister</b> 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. 67 CBS stations 26 CBC stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	159 Weeks
<b>at Jenny's Real Life Stories</b> <i>dramatic sketches</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 61 CBS stations ORIGINATES: WABC		
<b>Life and Love of Dr. Susan</b> <i>serial drama</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 5:15-5:30 p.m. 63 CBS stations 26 CBC stations ORIGINATES: WABC	J. Walter Thompson Company	
<b>Al Whiteman and His Orchestra</b> , with Joan Edwards, Mark Dennis, and The Modernaires <i>Musical variety</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-12 mid. 91 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	350 Weeks
<b>Pop—</b> <b>Les and Wally</b> <i>varieties</i> (beginning October 5)	Thursday 7:30-8:00 p.m. 53 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
<b>Barclay's Daughters</b> <i>serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	99 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
<b>PET MILK SALES CORPORATION</b>	Pet Evaporated Milk
<b>PHILIP MORRIS &amp; COMPANY, LTD.</b>	Philip Morris Cigarettes
<b>THE PROCTER &amp; GAMBLE COMPANY</b>	Teel Drene  Oxydol  Ivory  Chipso

PROGRAM	TIME	AGENCY	ON CBS
<p><b>Saturday Night Serenade</b>            Mary Eastman, soprano; Bill Perry, baritone; and Gustav Haenschen's Orchestra and Chorus  <i>Musical</i></p> <p><b>Mary Lee Taylor</b>            Home economist; Bob Trout, News  <i>Household advice</i></p>	<p>Saturday            9:45-10:15 p.m.            52 CBS stations            ORIGINATES: WABC</p> <p>Tues. and Thurs.            11:00-11:15 a.m.  <i>Rebroadcast</i>            1:45-2:00 p.m.            60 CBS stations            ORIGINATES: KMOX</p>	<p>Gardner Advertising Company</p>	<p>308 Weeks</p>
<p><b>Funny Presents</b>            Jimmy Green's Orchestra, Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Genevieve Rowe, "The Merry Men," Glenn Cross, Ray Bloch's Sing 14  <i>Musical variety and dramatic interludes</i></p>	<p>Friday            9:00-9:30 p.m.  <i>Rebroadcast</i>            11:30-12:00 p.m.            76 CBS stations            ORIGINATES: WABC</p>	<p>The Biow Company, Inc.</p>	<p>159 Weeks</p>
<p><b>Professor Quiz</b>            Host Bob Trout  <i>Questions and Answers</i></p>	<p>Friday            7:30-8:00 p.m.  <i>Rebroadcast</i>            9:00-9:30 p.m.            52 CBS stations            ORIGINATES: WABC</p>	<p>H. W. Kastor &amp; Sons</p>	<p>252 Weeks</p>
<p><b>The Goldbergs</b>  <i>Serial drama</i></p>	<p>Mon. thru Fri.            1:00-1:15 p.m.            28 CBS stations            ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	
<p><b>They Can Be Beautiful</b>  <i>Serial drama</i></p>	<p>Mon. thru Fri.            1:15-1:30 p.m.            35 CBS stations            ORIGINATES: WABC</p>	<p>Compton Advertising, Inc.</p>	
<p><b>Dead of Life</b>  <i>Serial drama</i></p>	<p>1:30-1:45 p.m.            23 CBS stations            ORIGINATES: WBBM</p>	<p>Pedlar &amp; Ryan, Inc.</p>	

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<b>THE PROCTER &amp; GAMBLE COMPANY</b> <i>Continued</i>	Crisco  Chipso  Drene
<b>PRUDENTIAL INSURANCE COMPANY OF AMERICA</b>	Insurance Services
<b>THE PURE OIL COMPANY</b>	Petroleum Products
<b>PURITY BAKERIES SERVICE CORP.</b>	Taystee Bread
<b>R. J. REYNOLDS TOBACCO COMPANY</b>	Camel Cigarettes Prince Albert Smoking Tobacco

PROGRAM	TIME	AGENCY	ON CBS
<b>His Day Is Ours</b> <i>Serial drama</i>	1:45-2:00 p.m. 37 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	252 Weeks
<b>Manhattan Mother</b> <i>Serial drama</i>	Mon. thru Fri. 9:00-9:15 a.m. 12 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
<b>Mumie Fidler</b> <i>Hollywood news reporter</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations ORIGINATES: KNX	H. W. Kastor & Sons	
<b>When a Girl Marries</b> <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 19 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	18 Weeks
<b>Wentborn Edits The News</b> <i>News Analysts</i>	Mon., Wed., Fri. 6:30-6:45 p.m. 39 CBS stations ORIGINATES: WABC	Leo Burnett Company, Inc.	22 Weeks
<b>Widlin' Ed McConnell</b> <i>(Beginning October 16)</i>	Mon. thru Fri. 4:45-5:00 p.m. 16 CBS stations ORIGINATES: WBBM	Campbell-Mithun, Inc.	26 Weeks
<b>"Wondie"</b> <b>Wendy Penny Singleton and          W. Lee Burpee</b> <i>Domestic comedy</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 87 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	326 Weeks
<b>Bob Crosby's Orchestra          &amp; Johnny Mercer, singer          The Bobcats</b> <i>Musical variety</i>	Tuesday 9:30-10:00 p.m. 88 CBS stations ORIGINATES: ON TOUR		

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
SEALTEST, INC.	Sealtest System of Laboratory Control of Milk and Ice Cream
TEXAS COMPANY	"Texaco" Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum  Wrigley's Spearmint Gum

PROGRAM	TIME	AGENCY	ON CBS*
<b>Mr. Family and Mine</b> <i>serial drama</i>	Mon. thru Fri. 2:30-2:45 p.m. 35 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	22 Weeks
<b>Radio Star Theatre</b> Hosted by Ken Murray, MC, features Langford, Kenny Baker, Les Wallington, and David Ackman's Orchestra; Hostess with Broadway and Hollywood Stars, Burns Mantle, and a comic critic	Wednesday 9:00-10:00 p.m. 91 CBS stations ORIGINATES: KNX AND WABC	Buchanan & Co.	120 Weeks
<b>The Ed Sullivan Show</b> Hosted by Tom Howard and George Stone, the Eton Boys and Leopold Bloch's Orchestra <i>comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	226 Weeks
<b>Goodyear Playhouse</b> <i>series of talent quest</i> <i>serial drama</i>	Sunday 6:30-7:00 p.m. 62 CBS stations ORIGINATES: WBBM	Frances Hooper Advertising Agency	283 Weeks
<b>Mr. and Mrs. Baines</b> <i>serial drama</i>	Mon. thru Fri. 5:15-6:00 p.m. 72 CBS stations ORIGINATES: WBBM	Neisser Meyerhoff, Inc.	

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



# CBS SPONSORED PROGRAMS

**COLUMBIA  
PACIFIC  
NETWORK**

	<b>CLIENT</b>	<b>PROD</b>
	<b>AXTON-FISHER TOBACCO CO.</b>	Twenty Grand Cigarettes
	<b>BATHASWEET CORPORATION</b>	Bathasweet Products
	<b>MENNEN COMPANY</b>	Mennen Shave Products
	<b>GENERAL MILLS, INC.</b> (Sperry Flour Co.)	Wheaties
	<b>S AND W FINE FOODS, INC.</b>	S & W Coffee S & W Canned Foods
	<b>STEPHANO BROTHERS</b>	"Marvels" Cigarettes
	<b>TIDEWATER ASSOCIATED OIL CO.</b>	"Flying A" Gasoline
	<b>UNION OIL COMPANY</b>	Union 76 Gasoline Triton Motor Oil
<b>COLUMBIA CALIFORNIA NETWORK</b>	<b>EUCLID CANDY COMPANY OF CALIFORNIA, INC.</b>	Candy Bars

PROGRAM	TIME	AGENCY	WEEKS*
<b>Bob Garred's Newsstand</b> <i>News</i>	Mon. thru Fri. 5:45-6:00 p.m. PST ORIGINATES: KSFO	McCann-Erickson, Inc.	1 Week
<b> Sunrise Edition, Streamline Headlines,"</b> Featuring Bob Garred <i>News reports</i> (Beginning October 16)	Tues., Thurs. 7:30-7:45 a.m. PST Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KSFO	H. M. Kieseletter Advertising Agency	Starts Oct. 17 43 Weeks
<b>Children</b> <i>Dramatic serial</i> (Beginning October 9)	Mon. thru Fri. 8:45-9:00 a.m. PST ORIGINATES: KSFO	Westco Advertising Agency	160 Weeks
<b>Want a Divorce</b> <i>Dramatic sketches</i> (Series ends October 11)	Friday 7:00-7:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	50 Weeks
<b>Sports Huddle"</b> Featuring Tom Breneman and Ben Dyer <i>Sports news</i>	Tues., Thurs., Sat. 7:30-7:45 p.m. PST ORIGINATES: KSFO	The Aitkin-Kynett Co.	9 Weeks
<b>Pacific Coast Conference</b> <i>Football Games</i> <i>Live-witness accounts</i>	Saturday 2:15-5:00 p.m. ORIGINATES: VARIOUS STATIONS	Lord & Thomas	1 Week
<b>Union Oil Program"</b> <i>Opera and light opera in tabloid form</i>	Thursday 9:30-10:00 p.m. ORIGINATES: KNX	Lord & Thomas	Starts October 5
<b>Solid Ballot Box</b> Featuring Sam Hayes <i>The people vote</i>	Monday 9:30-9:45 p.m. PST Beginning October 5 Thursday 8:15-8:30 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	97 Weeks

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

# CBS SPONSORED PROGRAMS

	CLIENT	PROGRAM
<b>COLUMBIA CALIFORNIA NETWORK</b>	<b>RIO GRANDE OIL, INC.</b>	<b>Petroleum Products</b>
<b>COLUMBIA DIXIE NETWORK</b>	<b>COLGATE-PALMOLIVE-PEET CO.</b>	<b>Octagon Products</b>
<b>COLUMBIA MIDWESTERN NETWORK</b>	<b>GENERAL MILLS, INC.</b>	<b>Gold Medal Flour</b>
<b>COLUMBIA NEW ENGLAND NETWORK</b>	<b>ATLANTIC REFINING CO.</b>	<b>Atlantic White Flash Gasolin Atlantic Motor Oil</b>
<b>WABC</b>	<b>J. W. BEARDSLEY SONS</b>	<b>Foods and Canned Foods</b>
	<b>BOND STORES, INC.</b>	<b>Men's Clothing</b>
	<b>LIGGETT DRUG COMPANY, INC.</b>	<b>Fountain Service</b>
	<b>QUAKER OATS COMPANY</b>	<b>Aunt Jemina's Pancake Flour</b>
	<b>BOSCO COMPANY</b>	<b>Bosco (Milk Amplifier)</b>
	<b>BROWN &amp; WILLIAMSON TOBACCO CORP.</b>	<b>Raleigh Cigarettes</b>
	<b>BULOVA WATCH COMPANY</b>	<b>Bulova Watches</b>

PROGRAM	TIME	AGENCY	ON CBS*
<b>Buying All Cars</b> <i>Police file, dramatizations</i>	Tuesday 7:00-7:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell Advertising, Inc.	304 Weeks
<b>Man of Courage</b> <sup>®</sup> <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. ORIGINATES: WABC	Benton & Bowles, Inc.	11 Weeks
<b>Poline's Golden Store</b> <i>Comic serial</i> (beginning October 9)	Mon. thru Fri. 4:15-4:30 p.m. CST ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	460 Weeks
<b>City Cross University</b> <i>Football Games</i> <i>Play-by-play descriptions</i>	Saturday 2:00-4:30 p.m. ORIGINATES: WORC	N. W. Ayer & Son, Inc.	111 Weeks
<b>Morning Almanac</b> <i>Featuring Phil Cook</i>	Tues., Thurs., Sat. 7:30-7:45 a.m. Mon. thru Sat. 7:15-7:30 a.m. Mon., Wed., Fri. 7:30-7:45 a.m. Tues. thru Sat. 8:30-8:45 a.m.	Neff-Rogow, Inc.     Sherman K. Ellis, Inc.	1 Week 3 Weeks 37 Weeks 12 Weeks
<b>News Program</b>	Mon. thru Sat. 6:00-6:05 p.m.	Kenyon & Eckhardt, Inc.	34 Weeks
<b>Allen's Sports Review</b> <i>Football previews and results</i>	Thurs. and Sat. 6:15-6:30 p.m.	Batten, Barton, Durstine & Osborn, Inc.	25 Weeks
<b>Time Signals</b>	Mon. thru Sun. 10 Times daily	The Biow Company	525 Weeks

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

# WABC SPONSORED PROGRAMS

CLIENT	PROD
CHRYSLER CORPORATION (DODGE DIVISION)	Dodge Automobiles
GENERAL MILLS, INC.	Wheaties
CHARLES B. KNOX GELATINE CO., INC.	Knox Gelatine
THOMAS LEEMING & CO.	Baume Bengue Pacquin's Hand Cream
MARYLAND PHARMACEUTICAL CO.	Rem Rel
MELVILLE SHOE COMPANY	Thom McAn Shoes
RUDOLPH WURLITZER COMPANY	Musical Instruments

PROGRAM	TIME	AGENCY	ON WAIVER*
Trout <i>news</i>	Saturday 9:15-10:00 p.m.	Ruthrauff & Ryan, Inc.	186 Weeks
York Giants' Football Games <i>day-by-play accounts</i>	Sunday Oct. 1 & 8 only 2:35-5:00 p.m.	Knox Reeves Advertising, Inc.	160 Weeks
Allen's Football Previews <i>reviews of college games</i>	Saturday 2:15-2:30 p.m.	Kenyon & Eckhardt, Inc.	19 Weeks
Hard Maxwell <i>lyrics and talks</i>	Mon., Wed., Fri. 3:15-4:00 p.m.	William Esty & Co., Inc.	52 Weeks
Old Side of the News Charles Stark	Mon. thru Sat. 8:15-8:20 a.m.	The Joseph Katz Co.	Starts Oct. 2
ly Morning News	Mon. thru Sat. 7:15-8:00 a.m.	Neff-Rogow, Inc.	13 Weeks
One in the Spotlight"	Mon. thru Sat. 8:20-8:25 a.m.	Schwimmer and Scott	3 Weeks

*The figures indicate the total number of weeks which the client has used WABC 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 eleven classifications:

1. NEWS BROADCASTS . . . . . Page 34
2. SERIOUS MUSIC . . . . . Page 35
3. EDUCATIONAL PROGRAMS . . . . . Page 38
4. RELIGIOUS BROADCASTS . . . . . Page 42
5. CHILDREN'S PROGRAMS . . . . . Page 43
6. SPECIAL EVENTS . . . . . Page 44
7. PUBLIC AFFAIRS . . . . . Page 45
8. PERSONALITIES . . . . . Page 45
9. DRAMATIC SERIES . . . . . Page 46
10. VARIETY . . . . . Page 47
11. LIGHT MUSIC . . . . . Page 48
- ADDENDA: SEPTEMBER PROGRAMS . . . . . Page 49



**NEWS  
BROADCASTS**

**PROGRAM AND TIME**

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

VARIOUS HOURS

MONDAY THRU SUNDAY

**DESCRIPTION**

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:

*European broadcasts:* Edward R. Murrow from London; William L. Shirer from Berlin; Eric Sevareid, Thomas Grandin from Paris; Elmer Davis, Bob Trout from New York; Albert Warner from Washington: 8:00-8:15 a.m., 6:45-7:00 p.m., MONDAY THRU FRIDAY; 8:00-8:15 a.m., 6:30-7:00 p.m., SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY.

*News summaries:* Latest Associated Press, United Press, and International News Service dispatches: 11:00 a.m., 3:30, 6:00 p.m., 1:55 a.m., MONDAY THRU FRIDAY; 11:00 a.m., approximately 3:30 p.m., 6:00, 11:00 p.m., 1:55 a.m., SATURDAY; 11:00 a.m., 1:30, 4:55 p.m., 1:55 a.m., SUNDAY.

*News analyses:* H. V. Kaltenborn, 6:30-6:45 p.m., TUESDAY AND THURSDAY; Elmer Davis and the News, 8:55-9:00 p.m., MONDAY THRU SUNDAY.

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

### PROGRAM AND TIME

New York Philharmonic-  
Symphony Orchestra

3:00-4:55 p.m.

EACH SUNDAY

BEGINNING OCTOBER 15

### DESCRIPTION

The New York Philharmonic-Symphony Orchestra enters its tenth consecutive year of broadcasting as an exclusive Columbia work feature. John Barbirolli, brilliant English conductor, returns for his fourth season as permanent director of the orchestra. Deems Taylor, Columbia's music consultant and an eminent critic, remains the program's commentator. From Carnegie Hall this month:

OCTOBER 15: *Berlioz*: Overture to "Benvenuto Cellini"; *Mozart*: Symphony in C major, No. 34; *Weinberger*: Variations and Fugue "Under the Spreading Chestnut Tree"; *Franck*: Symphony in D minor.

OCTOBER 22: All *Wagner*: Overture to "Lohengrin"; Good Friday Music from "Parsifal"; Excerpts from "Die Meistersinger": Prelude to Act III, "Dance of the Apprentices," "Entrance of the Masters," and "Homage to Sachs"; "Siegfried's Rhine Journey," Funeral March, Immolation Scene from "Gotterdammerung." HELEN TRAUBEL, soprano.

OCTOBER 29: *Gilbert*: A Comedy Overture; Negro Themes; *Mozart*: Concerto for Two Pianos in F major, JOSEF AND ROSINA LHEVIN pianists; *Verdi*: Two Preludes from "La Traviata"; *Debussy*: "La Mer."

**SERIOUS  
MUSIC**

<b>PROGRAM AND TIME</b>	<b>DESCRIPTION</b>
<p><b>Cincinnati Conservatory of Music</b> 11:05-12 noon EACH SATURDAY</p>	<p>The Cincinnati Conservatory of Music opens its sixth season of Saturday concerts over the Columbia network. A symphony orchestra and string orchestra, both composed of students and faculty members, perform under various conductors. Alexander von Kreisler conducts the opening broadcast and Howard Colf is violin soloist.</p>
<p><b>Curtis Institute of Music</b> 1:00-4:30 p.m. EACH MONDAY BEGINNING OCTOBER 16</p>	<p>The Curtis Institute of Music presents a series of thirty Monday concerts in its eleventh consecutive season on CBS. Faculty members and students perform in a symphony orchestra and in several chamber music groups. Fritz Reiner conducts frequently during the series.</p>
<p><b>Goin' South</b> 2:30-3:00 p.m. EACH SUNDAY</p>	<p>Clyde Barrie, Negro baritone, the Deep River Boys quartet, and Charles Paul, organist, present a program of songs and spirituals.</p>
<p><b>Columbia Broadcasting Symphony</b> 3:00-4:00 p.m. SUNDAY, OCTOBER 1 3:00-4:30 p.m. SUNDAY, OCTOBER 8</p>	<p>Howard Barlow, director of the Columbia Broadcasting Symphony, concludes his fourth season of Sunday concerts on CBS. On October 8 the orchestra joins with Ted Cott's "So You Think You Know Music" program in the final broadcast for both features.</p>
<p><b>Exploring Music</b> 5:00-5:30 p.m. TUESDAY, OCTOBER 3</p>	<p>Bernard Herrmann conducts the Columbia String Orchestra each Tuesday in programs featuring lesser-known short classical works.</p>

# CBS SUSTAINING PROGRAMS

**SERIOUS  
MUSIC**  
*Continued*

PROGRAM AND TIME	DESCRIPTION
<p><b>Story of the Song</b> 4:00-4:30 p.m. EACH TUESDAY</p>	<p>Each week Columbia presents outstanding concert singers in selections of great classical music. Artists include Genevieve Ross, soprano; Ruth Carhart, contralto; William Hain, tenor; and Hubert Hendrie, baritone. The schedule for October:</p> <p>OCTOBER 3: Songs of Erich Wolff, the late accompanist.</p> <p>OCTOBER 10: "Four Serious Songs" by Brahms. Frederick Lechner, guest soloist.</p> <p>OCTOBER 17: Four Poems for voice, viola and piano by Charles M. Loeffler. Suzanne Stevenson, guest soloist.</p>
<p><b>Salt Lake City Tabernacle Choir</b> 12:30-1:00 p.m. EACH SUNDAY</p>	<p>This world famous choir sings selections of religious music weekly from one of America's greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper, Tabernacle organist, accompanies the choir.</p>
<p><b>Greenfield Village Chapel</b> 8:45-9:00 a.m. EACH WEDNESDAY</p>	<p>This new Columbia series features the singing of the Greenfield Village Chapel children's choir. The broadcast originates in Greenfield Village and is brought to the network in a remote from WJR, Columbia's station in Detroit.</p>
<p><b>Walberg Brown Strings</b> 1:35-2:00 p.m. EACH SUNDAY</p>	<p>A string ensemble, under the direction of Walberg Brown, musical director of Columbia's Cleveland station, WGAR, plays classical selections in this Sunday series.</p>

**EDUCATIONAL  
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p><b>CBS ADULT EDUCATION BOARD</b></p>	<p>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:</p> <table border="0"> <tr> <td>LYMAN BRYSON, chairman</td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. GANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
LYMAN BRYSON, chairman	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
WILLIAM BENTON	THOMAS V. SMITH														
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT														
ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE														
ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p><b>Americans at Work</b> 10:30-11:00 p.m. EACH THURSDAY</p>	<p>Columbia presents authentic and colorful accounts of many of the jobs which make up the intricate web of American industrial life. Workers and craftsmen address the CBS audience directly from laboratories, tunnels, ranches, workshops, filling stations, and city rooms all over the country. The October schedule:</p> <p>OCTOBER 5: Red Cross Worker</p> <p>OCTOBER 12: Artist</p> <p>OCTOBER 19: Life Insurance Agent</p> <p>OCTOBER 26: Forest Ranger</p>														
<p><b>The People's Platform</b> 7:00-7:30 p.m. EACH SATURDAY</p>	<p>Lyman Bryson, Chairman of Columbia's Adult Education Board, entertains four American citizens at dinner and discusses current social problems with them. His guests on October 7 will be four United States Senators, who will discuss the problem of American neutrality.</p>														

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

*Continued*

### PROGRAM AND TIME

#### **American School of the Air**

9:15-9:45 a.m.

*Rebroadcast*

3:30-4:00 p.m.

MONDAY THRU FRIDAY

STARTING OCTOBER 9

### DESCRIPTION

On October 9 the AMERICAN SCHOOL OF AIR starts its eleventh consecutive season on the Columbia network. Officially adopted as part of the educational program of four state schools, the broadcasts are heard in 150,000 classrooms all over the country. The schedule for the school-day of the month:

#### MONDAYS—*Frontiers of Democracy*

OCTOBER 9: The World of Tomorrow.

OCTOBER 16: Men Against the Weather.

OCTOBER 23: Tomorrow's Farming.

OCTOBER 30: Test Tube Agriculture.

#### TUESDAYS—*Folk Music of America*

OCTOBER 10: Preview of Songs.

OCTOBER 17: Cowboy Songs (On the trail)

OCTOBER 24: Cowboy Songs (Around the campfire).

OCTOBER 31: Sea Shanties.

#### WEDNESDAYS—*New Horizons*

OCTOBER 11: Birth of a New World

OCTOBER 18: New Lands and New Horizons

OCTOBER 25: Gold Rush from Spain.

#### THURSDAYS—*Tales from Far and Near*

OCTOBER 19: Meader—"Who Rides in the Dark?"

OCTOBER 26: Stong—"High Water."

#### FRIDAYS—*This Living World*

OCTOBER 13: The Third Term.

OCTOBER 20: What Our Taxes Buy.

OCTOBER 27: Spending for Recovery.



**EDUCATIONAL  
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p><b>Highways to Health</b> 4:30-4:45 p.m. EACH WEDNESDAY</p>	<p>The New York Academy of Medicine arranges these instructive medical talks for laymen. Dr. Iago Galdston is in charge.</p> <p>OCTOBER 4: Dr. Lewis A. Conner, consulting physician, New York Hospital: "Harmless Disorders of the Heart."</p> <p>OCTOBER 11: Dr. Frank C. Combes, assistant dermatologist, Willard Parker Hospital: "False Claims as to the Effects of Patent Salves on Skin."</p> <p>OCTOBER 18: Dr. Ellice M. Alger, professor of ophthalmology, Post Graduate Medical School and Hospital: "Let There Be Sight—The Prevention of Blindness."</p> <p>OCTOBER 25: Dr. Murray H. Bass, associate pediatrician, Mt. Sinai Hospital: "Nose Drops and Colds."</p>
<p><b>Men Behind the Stars</b> 1:30-1:45 p.m. EACH FRIDAY</p>	<p>The discoveries of astronomers throughout the ages are dramatized in this series, presented by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum. October's programs include the stories of Taurus, Sagitta, Ara, and Aries.</p>
<p><b>"Bull Session"</b> 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Students at a group of mid-western universities hold extemporaneous, informal discussions of important social and political problems.</p>
<p><b>Of Men and Books</b> 1:30-1:45 p.m. EACH TUESDAY</p>	<p>Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.</p>



# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

*Continued*

PROGRAM AND TIME	DESCRIPTION
<p><b>Adventures in Science</b> 4:30-4:45 p.m. EACH MONDAY</p>	<p>Watson Davis interviews prominent scientists on these programs, planned in conjunction with Science Service, Incorporated.</p> <p>OCTOBER 2: Dr. Orrin C. Dunlap, chief biologist, Abbott Laboratories.</p> <p>OCTOBER 9: Mr. H. S. Fairbank, informal chief, U. S. Public Roads Administration.</p> <p>OCTOBER 16: Dr. Abel Wolman, chief engineer, Maryland State Health Department; professor of sanitary engineering, Johns Hopkins University.</p>
<p><b>What Price America?</b> 1:00-1:30 p.m. EACH SATURDAY</p>	<p>This series of thirteen documentary programs prepared by CBS and the Department of Interior, dramatizes America's effort to conserve her natural resources. Programs in October describe the Boulder Dam and the dam Grand Coulee.</p>
<p><b>Democracy in Action</b> 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This series, presented by CBS in cooperation with the United States Office of Education, describes the working of American government.</p>
<p><b>Dr. Frank Brawley</b> 6:15-6:30 p.m. TUESDAY, OCTOBER 10</p>	<p>Dr. Frank Brawley speaks on the topic, "Keeping the Eye and Ear Doctor Up-to-Date." The broadcast originates in the studios of WGN in Chicago.</p>
<p><b>What's Art to You?</b> 6:30-6:45 p.m. EACH SATURDAY BEGINNING OCTOBER 14</p>	<p>Columbia joins with the Museum of Modern Art in presenting this unusual program of talks and interviews about contemporary artists. Holger Cahill, four years head of the Federal Art Project of the Works Progress Administration and an authority on American folk art, will serve as master of ceremonies.</p>

**RELIGIOUS  
BROADCASTS**

**PROGRAM AND TIME**

**Church of the Air**

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

**DESCRIPTION**

The *Church of the Air* is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. Services are conducted by representatives of the major faiths. The October schedule:

OCTOBER 1: *Morning*—Rev. Dr. Vaughan Dabney, Andover Newton Theological School, Newton Centre, Massachusetts (Congregational).

*Afternoon*—Rev. Richard M. McKeon, S.J., dean, St. Joseph's College, Philadelphia.

OCTOBER 8: *Morning*—Dr. Arlo A. Brown, president, Drew University, Madison, New Jersey (Methodist).

*Afternoon*—Dr. John A. Widtsoe, member of Council of Twelve, Church of Jesus Christ of Latter Day Saints, Salt Lake City, Utah (Mormon).

OCTOBER 15: *Morning*—Rev. Richmond Arnold Fewlass, Washington Heights Baptist Church, New York City.

*Afternoon*—Rt. Rev. Monsignor Thomas J. McDonnell, national director, Society for the Propagation of the Faith, New York City.

OCTOBER 22: *Morning*—Rev. Dr. Albert J. McCartney, The Covenant-First Presbyterian Church, Washington, D.C.

*Afternoon*—Mr. John A. Meeker, C.S., former First Reader, Second Church of Christ, Scientist, New York City.

OCTOBER 29: *Morning*—Prof. Alfred Rehwinkel, Concordia Seminary, St. Louis, Missouri (Lutheran).

*Afternoon*—Rabbi Morris Goldstein, Congregation Sherith Israel, San Francisco, California.

# CBS SUSTAINING PROGRAMS

## RELIGIOUS BROADCASTS

*Continued*

## CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p><b>Wings Over Jordan</b>            9:30-10:00 a.m.            EACH SUNDAY</p>	<p>This program of religious talks and spiritual music is presented by outstanding Negro leaders, educators and a choir of thirty-five voices.</p> <p>OCTOBER 1: Dr. E. C. Smith, pastor, Metropolitan Baptist Church, Washington, D.C.</p> <p>OCTOBER 8: Dr. W. A. Jennings, pastor, W. A. M. E. Church, Tulsa, Oklahoma.</p> <p>OCTOBER 15: Dr. William N. DeBerry, pastor, First Congregational Church, Springfield, Mass.</p> <p>OCTOBER 22: Dr. R. Nathaniel Dett, director of music, Bennett College, Greensboro, N.C.</p> <p>OCTOBER 29: Dr. John W. Mitchell, National Federation of Colored Farmers, Greensboro, N.C.</p>
<p><b>"March of Games"</b>            5:30-5:45 p.m.            TUESDAY AND THURSDAY            OCTOBER 3 AND 5            10:30-11:00 a.m.            EACH SUNDAY            BEGINNING OCTOBER 8</p>	<p>Children who like to ask questions and children who prefer to answer them are both given an opportunity in this CBS series. Puzzlers submitted by young listeners are posed to equally young contestants, and prizes awarded.</p> <p>Arthur Ross is schoolboy master-of-ceremonies and Sybil Trent "Miss Drum Major" of the program.</p>
<p><b>"Let's Pretend"</b>            12:30-1:00 p.m.            EACH SATURDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Markham and presented by a cast of child actors.</p>
<p><b>"So You Want To Be—"</b>            4:30-4:45 p.m.            EACH THURSDAY            BEGINNING OCTOBER 12</p>	<p>Successful persons in many professions are interviewed by youngsters who want to follow in their footsteps. The program is presented in cooperation with <i>Young America</i> magazine.</p>

**SPECIAL EVENTS**

<b>PROGRAM AND TIME</b>	<b>DESCRIPTION</b>
<p><b>President Roosevelt— Mobilization for Human Needs</b> 10:30-11:00 p.m. MONDAY, OCTOBER 9</p>	<p>President Roosevelt launches the 1939 Community Mobilization for Human Needs with an address broadcast over Columbia's entire nation-wide network. The President, speaking from Washington, is introduced to the radio audience by Charles P. Taft, chairman of the Mobilization campaign, who talks from Indianapolis. The President's address is introduced and concluded with music by the United States Army Band, while the Indianapolis Symphonic Choir under the direction of Elmer Andrew Steffen presents a group of selections on the Indianapolis portion of the program.</p>
<p><b>Football—Ted Husing</b> 2:30-5:30 p.m. EACH SATURDAY</p>	<p>Columbia's schedule of football broadcasts is flexibly adapted to developments in the 1939 gridiron campaign. Each week Ted Husing presents a lucid, play-by-play account of one of the most important contests of the day. A broadcast of the Princeton-Cornell tussle at Princeton is slated for October 14.</p>
<p><b>70th Jerome Handicap</b> 4:15-4:45 p.m. THURSDAY, OCTOBER 5</p>	<p>Bryan Field concludes his eye-witness accounts of the season's major stake races with a description of the 70th Jerome Handicap from the Belmont Park Race Track in Belmont Park, Long Island.</p>
<p><b>Henry Noble MacCracken</b> 10:45-11:00 p.m. SATURDAY, OCTOBER 21</p>	<p>Dr. Henry Noble MacCracken, president of Vassar College, speaks in connection with the celebration of the college's seventy-fifth anniversary.</p>

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p><b>"Columbia's Country Journal"</b> 12:00-12:30 p.m. EACH SATURDAY</p>	<p>Charles Stookey, Columbia's farm representative, presents a weekly roundup of agricultural news and conducts interviews in which distinguished farm leaders participate. The program originates at Stookey's home-station, KMOX, in St. Louis.</p>
<p><b>Burton K. Wheeler</b> 5:30-6:00 p.m. SUNDAY, OCTOBER 1</p>	<p>Senator Burton K. Wheeler (D) of Montana heard in a homecoming address as he returns to his birthplace, Hudson, Massachusetts.</p>
<p><b>Alfred E. Smith</b> 7:00-7:15 p.m. SUNDAY, OCTOBER 1</p>	<p>Alfred E. Smith discusses revision of the recent Neutrality Act, as it is advocated by President Roosevelt.</p>
<p><b>Paul V. McNutt</b> 6:45-7:00 p.m. MONDAY, OCTOBER 2</p>	<p>Paul V. McNutt, new Federal Security Administrator, addresses the Interstate Conference of Unemployment Agencies in Indianapolis.</p>

## PERSONALITIES

<p><b>Major Bowes' Capitol Family</b> 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Capitol Family presents a featured musical program each Sunday morning. The family includes the three Dalton Brothers: Nicholas Cosentino, tenor; Charles Mayo, accordionist; Sam Herman, xylophonist; Waldo Mayo's orchestra.</p>
<p><b>"Uncle Jonathan"</b> 6:15-6:30 p.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>Uncle Jonathan, editor and publisher of the Bottsville Bugle, the world's only cello newspaper (so you can see through it) is brought to Columbia listeners specially by WBBF, mythical key station of the mythical Alfalfa Network.</p>



**PERSONALITIES**

PROGRAM AND TIME	DESCRIPTION
<p><b>"So... You Think You Know Music"—Ted Cott</b>            4:00-4:30 p.m.            SUNDAY, OCTOBER 1            3:00-4:30 p.m.            SUNDAY, OCTOBER 8</p>	<p>Four studio volunteers participate in a musical quiz, supervised by Ted Cott and judged silently by arbiter Francis Macaluso. On October 8, the series concludes in a joint program with the Columbia Broadcasting Symphony, conducted by Howard Barlow.</p>
<p><b>Richard Maxwell</b>            9:00-9:15 a.m.            EACH SATURDAY            3:15-4:00 p.m.            EACH TUESDAY AND THURSDAY</p>	<p>Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy each week. In addition to the morning broadcast, he has added two afternoon periods which retain the same program-form.</p>
<p><b>Outdoors with Bob Edge</b>            9:15-9:30 a.m.            EACH SUNDAY</p>	<p>Bob Edge, Columbia's hunting and fishing expert, recounts interesting anecdotes and furnishes useful information to sporting enthusiasts in this informal weekly program. Edge includes discussions of wild animal life in his talks.</p>
<p><b>Columbia Workshop</b>            10:00-10:30 p.m.            EACH THURSDAY            BEGINNING OCTOBER 12</p>	<p>Its anniversary festival completed, the Columbia Workshop enters its fourth year of presenting unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of radio art. The Workshop will continue to present original radio plays as well as dramatizations of well-known books.</p>
<p><b>Ellery Queen</b>            10:00-11:00 p.m.            EACH SUNDAY            8:00-8:55 p.m.            EACH SUNDAY            BROADCAST TO WEST</p>	<p>The adventures of Ellery Queen and his assistant Nikki, are dramatized before a jury of four guest "armchair detectives" who try to decide the identity of the culprit before the true solution is enacted. George Zachary is director and producer.</p>

**DRAMATIC SERIES**

# CBS SUSTAINING PROGRAMS

## VARIETY

PROGRAM AND TIME	DESCRIPTION
<p><b>Columbia's Gay Nineties Revue</b> 7:30-8:00 p.m. EACH SATURDAY</p>	<p>Columbia entertainers get into bowlers-bustles and revert to the songs and comedies of the nineties in this swift, picturesque variety show. Joe Howard, master of ceremonies and veteran song-writer, introduces soprano Genevieve Rowe, comedienne Beatrice Kay, and a sturdy slapstick comedy team, Latimer Costello. Ray Bloch is the director and Rinker the producer.</p>
<p><b>Concert in Rhythm</b> 10:15-10:45 p.m. EACH SATURDAY</p>	<p>Columbia's "Concert in Rhythm" orchestra presents the better contemporary "rhythmic" music in concert style and setting. The program, conceived and directed by Raymond Scott, features selections by Judith Arlen, popular CBS soloist, in its October schedule. Cashman produces these weekly concerts.</p>
<p><b>Al Bernard's Minstrels</b> 4:00-4:30 p.m. EACH FRIDAY</p>	<p>Al Bernard joins with the Four Cluhmen and Larry Elliot in presenting an old-time minstrel show each Friday afternoon. The show includes comic dialogue and old-time musical favorites.</p>
<p><b>"Let's Join the Band"— Orrin Tucker</b> 8:30-8:55 p.m. SATURDAY, OCTOBER 7 AND 14</p>	<p>A new musical personality is featured in this Columbia series from Hollywood station KTLA. Orrin Tucker, popular young maestro, and his orchestra, with Bonnie Bailey, join in a half-hour's frolic.</p>



**LIGHT MUSIC**

PROGRAM AND TIME	DESCRIPTION																
<p><b>LeBrun Sisters</b>            3:35-3:45 p.m.            MONDAY AND WEDNESDAY            6:05-6:15 p.m.            EACH SATURDAY</p>	<p>The LeBrun sisters, an increasingly popular singing trio, present a program of their own arrangements of current favorites. The broadcasts originate in Buffalo.</p>																
<p><b>CBS Vocalists</b>            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"> <tr> <td>Judith Arlen</td> <td>Audrey Marsh</td> </tr> <tr> <td>Buddy Clark</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Michael Loring</td> <td>Barry Wood</td> </tr> </table>	Judith Arlen	Audrey Marsh	Buddy Clark	Genevieve Rowe	Michael Loring	Barry Wood										
Judith Arlen	Audrey Marsh																
Buddy Clark	Genevieve Rowe																
Michael Loring	Barry Wood																
<p><b>Deep River Boys,            Four Clubmen</b>            VARIOUS HOURS</p>	<p>These harmony groups are featured on the Columbia Network through the week. Each has a distinctive vocal style and continues to be a network favorite.</p>																
<p><b>Dance Orchestras</b>            VARIOUS HOURS            MONDAY THRU SUNDAY</p>	<p>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 October:</p> <table border="0"> <tr> <td>Van Alexander</td> <td>Shep Fields</td> </tr> <tr> <td>Count Basie</td> <td>Hal Kemp</td> </tr> <tr> <td>Ben Bernie</td> <td>Wayne King</td> </tr> <tr> <td>Cab Calloway</td> <td>Enoch Light</td> </tr> <tr> <td>Bob Chester</td> <td>Jerry Livingston</td> </tr> <tr> <td>Bernie Cummins</td> <td>Leighton Noble</td> </tr> <tr> <td>Eddie Duchin</td> <td>Teddy Powell</td> </tr> <tr> <td></td> <td>Louis Prima</td> </tr> </table>	Van Alexander	Shep Fields	Count Basie	Hal Kemp	Ben Bernie	Wayne King	Cab Calloway	Enoch Light	Bob Chester	Jerry Livingston	Bernie Cummins	Leighton Noble	Eddie Duchin	Teddy Powell		Louis Prima
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## ADDENDA: EUROPE AT WAR, SEPTEMBER, 1939

The swift, momentous events of the first week in September were reported completely and immediately for the CBS audience—at all hours of the day and night and from all the significant world capitals—by Columbia's staff of radio reporters in Europe and America. The rapid deepening of the crisis, Germany's lightning thrust into Poland, the crucial sessions of Parliament and the Chamber of Deputies, and finally word that the European war had begun were brought directly and dispassionately to America (thence by short wave to every corner of the world) in what has been heralded as the greatest news coverage in history. During those keenly trying days—and in the equally grave days which have followed—CBS presented history, hour-by-hour and minute-by-minute, not only through dispatches and analyses but through broadcasts by the men who are actually making events. On September 3, perhaps the most eventful day in modern history, CBS broadcast Prime Minister Chamberlain's austere declaration that England was at war, King George's message to the Empire, Premier Daladier's address rallying France to the conflict, and President Roosevelt's assurance that there would be no "blackout of peace" in the United States—all in addition to a singularly full news program of European broadcasts, summaries, and analyses. In the three weeks following announcement of the Russo-German pact (late August and early September), CBS brought its listeners the unparalleled total of 726 special broadcasts from 11 world centers. Now CBS covers the war and all other world news according to a schedule of 64 news programs weekly (see page 34) and is ready to throw the entire network open for reports of major unexpected events as they happen, when they happen.

## OTHER PUBLIC AFFAIRS

SEPTEMBER 8: Secretary of Agriculture Henry A. Wallace discussed "Profiteering" in a special broadcast from Washington, 9-9:15 p.m.

SEPTEMBER 13: General Patrick J. Hurley addressed the twenty-first annual convention of the Southern Commercial Congress in a special session at the New York World's Fair, 4:30-4:45 p.m.

SEPTEMBER 16: President Franklin D. Roosevelt was heard over Columbia's nationwide network in a speech from the White House on National Democratic Women's Day. Mrs. Roosevelt and Mrs. Thomas McAllister, chairman of the Women's Division of the Democratic National Committee, delivered addresses which were broadcast on the same program, 10:30-11:00 p.m.

SEPTEMBER 19: Chancellor Adolf Hitler's "victory" speech in Danzig was carried in its entirety over the CBS network and was instantaneously short-waved to Europe and to South America on Columbia's two international stations. An address by Albert Forster, Danzig National Socialist leader, preceded Hitler's defiant speech, and a trenchant summary by Columbia's commentator, H. V. Kaltenborn, concluded the broadcast, 12-1:35 p.m.

SEPTEMBER 20: Walter W. Van Kirk, director of the National Peace Conference, outlined a program for peace in a broadcast over the Columbia network, 10:45-11 p.m.

SEPTEMBER 21: President Roosevelt's appeal to the special session of Congress for revision of the present Neutrality Act was broadcast over the entire CBS network. The President, speaking before the members of both houses of Congress, urged repeal of the mandatory arms embargo, 2:45-4 p.m.

SEPTEMBER 21: A group of Southern agriculturalists and Eastern manufacturers joined in a round-table discussion at Alabama Polytechnic Institute and considered their common economic problems. Harwood Hull, agricultural director of Columbia's station in Birmingham, WAPI, led the discussion, 4:30-4:45 p.m.

SEPTEMBER 22: Secretary of State Cordell Hull spoke in Pan-American Day ceremonies at the Federal Building esplanade at the New York World's Fair. Before his address, Hull was presented with a medal for his work in promoting inter-American understanding and friendship, 3:30-4 p.m.

SEPTEMBER 25: Representative Joseph W. Martin (R) of Massachusetts, minority leader of the House of Representatives, and Senator Rush D. Holt (D) of West Virginia were heard in addresses from New York World's Fair Court of Peace on Independent Small Business Man's Day, 3:45-4 p.m.

SEPTEMBER 26: Representative Hamilton Fish, Jr. (R) of New York presented his views on "The European War and American Neutrality" over the Columbia network, 10:45-11 p.m.

SEPTEMBER 27: Mrs. Ida B. Wise Smith, president of the National Women's Christian

Temperance Union, was heard in an address from the Union's annual convention in Rochester, 4:45-5 p.m.

SEPTEMBER 27: Dr. Charles Callan Tansill, professor of American political and diplomatic history at Fordham University, discussed "Problems of American Neutrality" in a special CBS broadcast, 10:45-11 p.m.

SEPTEMBER 30: Senator Sherman Minton (D) of Indiana, Democratic whip of the Senate, and Senator Gerald P. Nye (R) of North Dakota explained their positions on the proposed arms embargo repeal in a round-table discussion from Washington. Others participating in the discussion were Representatives James E. Van Zandt (R) of Pennsylvania, former national commander of the Veterans of Foreign Wars; Raymond Clapper, Robert Allen, Paul Mallon, Ray Tucker, and Jay Franklin, five of the country's foremost Washington columnists, 8-8:30 p.m.

SEPTEMBER 30: Senator Edward R. Burke (D) of Nebraska, who is supporting the President in the drive for Neutrality Act revision, presented his position on the neutrality question over the Columbia network, 10:30-10:45 p.m.

SEPTEMBER 30: Senator H. Styles Bridges (R) of New Hampshire explained what he means by "The Real Neutrality" in one of a series of talks by prominent political and business leaders which CBS is scheduling to present contrasting opinions on neutrality legislation, 10:45-11 p.m.

## SPECIAL EVENTS

SEPTEMBER 17 AND 24: The open polo championship matches at Wesbury, Long Island, were graphically described for the Columbia audience by Ted Husing, assisted by Jimmy Dolan. After presenting an eye-witness account of the semi-finals on September 17 (4:30-5 p.m.), Husing covered the final between Greentree and Bostwick Field, 4:30-5 p.m.

SEPTEMBER 21, 23 AND 28: Three stake races at Belmont Park were brought to the Columbia sports audience, as they were run, by Bryan Field, CBS turf expert. The races were the Mont d'or Handicap, the Manhattan Handicap, and the Sixty-Ninth Ladies Handicap, 4:15-4:45 p.m.

SEPTEMBER 24: Governor John W. Bricker of Ohio and Governor Albert B. Chandler of Kentucky were heard in a special tribute to Columbia's new 50,000 watt Cincinnati affiliated, WCKY. Part of the program, originated in New York, featured the singing of Beatrice Kay, soprano Genevieve Rowe, the Four Clubmen quartet, and baritone Barry Wood, 6-6:30 p.m.

SEPTEMBER 27: Mrs. William H. Corwith, chairman of the national radio committee of the American Legion Auxiliary, presented its fourth annual award to CBS for its educational program, "Americans All—Immigrants All." Mrs. Corwith cited the program as the one "which best inculcates the characteristics of the American way of life and government," 11:03-11:15 a.m.



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

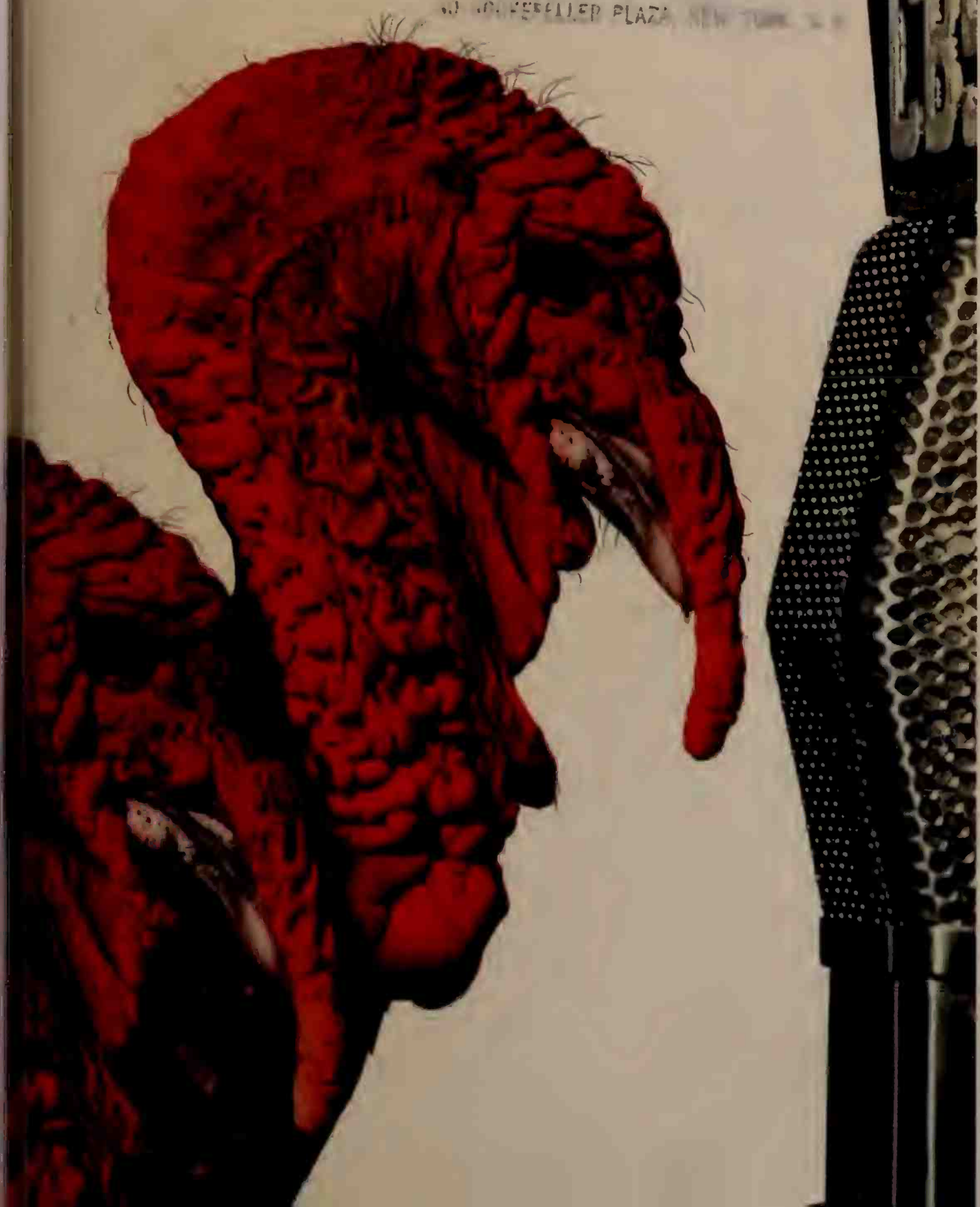
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# CBS PROGRAM BOOK • NOVEMBER, 1939

"Pursuit of Happiness" is cheerfully dedicated to America's way of life (including two Thanksgivings!) See Page 35.

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NOVEMBER, 1939

# THE COLUMBIA PROGRAM BOOK

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**WABC SPONSORED PROGRAMS:** pp. 29 to 32

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**GENERAL FOODS CORPORATION:**  
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Diamond Crystal Salt, Calumet  
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**GENERAL MILLS, INC.:**  
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"Dole" Pineapple Juice, Gems . . . Page 15

**GEO. A. HORMEL & COMPANY:**  
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**PET MILK SALES CORPORATION:**  
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**THE PROCTER & GAMBLE COMPANY:**  
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**LEVER BROTHERS COMPANY:**  
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Rinso, Lux Flakes . . . . . Page 17

**THE PROCTER & GAMBLE COMPANY:**  
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**ETHYL GASOLINE CORPORATION:**  
"Ethyl" Gasoline . . . . . Page 11

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**THE PURE OIL COMPANY:**  
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All time listed on the following pages is current New York time unless otherwise indicated.

# CBS SPONSORED PROGRAMS

<b>AFFILIATED PRODUCTS, INC.</b>	Edna Wallace Hopper Cos. Louis Philippe
<b>AMERICAN OIL COMPANY</b>	Amoco-Gas Orange American Gas
<b>AMERICAN TOBACCO COMPANY</b>	Lucky Strike Cigarettes  Half & Half Smoking Tobacco
<b>ANACIN COMPANY</b>	Anacin
<b>BAYER COMPANY</b>	Bayer Aspirin

<p><b>Romance of Helen Trent</b> <i>serial drama</i></p>	<p>Mon., Wed., Fri. 12:30-12:45 p.m. 33 CBS stations ORIGINATES: WBBM</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>308 Weeks</p>
<p><b>Human Side of the News,</b> Edwin C. Hill <i>news</i></p>	<p>Mon. thru Fri. 6:05-6:15 p.m. 42 CBS stations ORIGINATES: WABC</p>	<p>The Joseph Katz Company</p>	<p>65 Weeks</p>
<p><b>Great Hit Parade</b> Jack Warnow's Orchestra, Johnny Wood, and Bea Wain <i>popular music and vocalists</i></p> <p><b>Bernie and All the Lads</b> Lew Lehr, Buddy Clark, Red Small, Manny Prager, The Bailey Sisters <i>music and comedy</i></p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 68 CBS stations ORIGINATES: WABC</p> <p>Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 53 CBS stations ORIGINATES: WABC</p>	<p>Lord &amp; Thomas</p> <p>Young and Rubicam, Inc.</p>	<p>183 Weeks</p>
<p><b>Gal, Sunday</b> <i>serial drama</i> (SO KOLYNOS COMPANY)</p>	<p>Wed., Thurs., Fri. 12:45-1:00 p.m. 33 CBS stations ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>144 Weeks</p>
<p><b>And Husband</b> Helen Menken, presented The Famous Actors' Guild <i>serial drama</i></p>	<p>Tuesday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>425 Weeks</p>

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



# CBS SPONSORED PROGRAMS

<b>BOWEY'S, INC.</b>	<b>Dari-Rich Products</b>
<b>BROWN &amp; WILLIAMSON TOBACCO CORPORATION</b>	<b>Raleigh Cigarettes</b>
<b>CALIFORNIA FRUIT GROWERS EXCHANGE</b>	<b>Sunkist Oranges Sunkist Lemons</b>
<b>CAMPANA SALES COMPANY</b>	<b>Italian Balm Dreskin Coolies D.D.D.</b>
<b>CAMPBELL SOUP COMPANY</b>	<b>Campbell's Soups Campbell's Beans Campbell's Tomato Juice</b>

<p><b>...s and Rhythm</b>  <i>... Todd Hunter, reporter; Dave  ... instrumentalist, and Carl  ... engarten's Orchestra  ... alk and music</i></p>	<p>Sunday  11:05-11:30 a.m.  <i>Rebroadcast</i>  2:30-2:55 p.m.  33 CBS stations  ORIGINATES: WBBM</p>	<p>Sorensen &amp; Company</p>	<p>22 Weeks</p>
<p><b>...d Sullivan Reviews</b>  <b>News</b>  <i>ews</i></p>	<p>Sun. thru Fri.  11:00-11:15 p.m.  <i>Rebroadcasts</i>  11:30-11:45 p.m.  1:00-1:15 a.m.  38 CBS stations  ORIGINATES: LOUISVILLE</p>	<p>Batten, Barton, Durstine &amp;  Osborn. Inc.</p>	<p>30 Weeks</p>
<p><b>...nkist Presents Hedda</b>  <b>...pper's Hollywood</b>  <i>... film news and interviews  ... (beginning November 6)</i></p>	<p>Mon., Wed., Fri.  6:15-6:30 p.m.  28 CBS stations  ORIGINATES: KNX</p>	<p>Lord &amp; Thomas</p>	<p>26 Weeks</p>
<p><b>...st Nighter</b>  <i>... Barbara Luddy and  ... Tremayne  ... drama at the "Little Theater  ... of Times Square"</i></p>	<p>Friday  9:30-10:00 p.m.  52 CBS stations  ORIGINATES: WBBM</p>	<p>Aubrey, Moore &amp; Wallace. Inc.</p>	<p>92 Weeks</p>
<p><b>...nphell Playhouse</b>  <i>... on Welles, director, and  ... st stars  ... drama</i></p>	<p>Sunday  8:00-8:55 p.m.  <i>Rebroadcast</i>  10:00-11:00 p.m.  70 CBS stations  14 CBC stations  ORIGINATES: KNX</p>	<p>Ward Wheelock Company</p>	<p>256 Weeks</p>
<p><b>...os 'n' Andy</b>  <i>... erial comedy-drama</i></p>	<p>Mon. thru Fri.  7:00-7:15 p.m.  <i>Rebroadcast</i>  11:00-11:15 p.m.  58 CBS stations  ORIGINATES: KNX</p>		

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

# CBS SPONSORED PROGRAMS

**CAMPBELL SOUP COMPANY**

*Continued*

Campbell's Soups

Franco-American Spaghetti

**CHESEBROUGH MANUFACTURING  
COMPANY, CONSOLIDATED**

Vaseline Preparations

**CHRYSLER CORPORATION**

Plymouth

Dodge

DeSoto

Chrysler

**COLGATE-PALMOLIVE-PEET COMPANY**

Colgate Dental Cream

Palmolive Shave Cream

Palmolive Brushless Shave

Cue Liquid Dentifrice

<p><b>nda Curtis</b> <i>dramatic serial</i></p>	<p>Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 58 CBS stations ORIGINATES: WABC</p>	<p>Ward Wheelock Company</p>	<p>256 Weeks</p>
<p><b>ny Ross</b> <i>ings</i></p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>256 Weeks</p>
<p><b>Christian</b> Jean Hersholt <i>ama</i></p>	<p>Wednesday 10:00-10:30 p.m. 61 CBS stations ORIGINATES: KNX</p>	<p>McCann-Erickson, Inc.</p>	<p>51 Weeks</p>
<p><b>or Bowes'</b> <b>ginal Amateur Hour</b> <i>ateurs, with Major Bowes</i> <i>Master of Ceremonies</i></p>	<p>Thursday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WABC</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>191 Weeks</p>
<p><b>gate Ask-It Basket</b> Jim McWilliams <i>ariety quiz program</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 62 CBS stations ORIGINATES: WABC</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>194 Weeks</p>
<p><b>nge As It Seems</b> <i>dramatizations of unusual facts</i></p>	<p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC</p>		
<p><b>g Busters</b> <i>olice-file dramatizations</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 63 CBS stations ORIGINATES: WABC</p>		

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

# CBS SPONSORED PROGRAMS

<b>COLGATE-PALMOLIVE-PEET COMPANY</b> <i>Continued</i>	Cashmere Bouquet Products Halo  Concentrated Super Suds  Palmolive Soap  Colgate Tooth Powder
<b>COLUMBIA RECORDING CORPORATION</b>	Columbia Records
<b>CONTINENTAL BAKING CO., INC.</b>	Wonder Bread Hostess Cake
<b>CORN PRODUCTS SALES COMPANY</b>	Kre-Mel Dessert Linit

PROGRAM	TIME	SPONSOR	WEEKS*
<b>Lyne King's Orchestra</b> with Buddy Clark, baritone <i>Popular music</i>	Saturday 8:30-8:55 p.m. 65 CBS stations 29 CBC stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc. Lord & Thomas, Toronto	194 Weeks
<b>Art and Marge</b> <i>serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 77 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	
<b>Altop House</b> starring Bess Johnson <i>serial drama</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 1:30-4:45 p.m. 77 CBS stations ORIGINATES: WABC		
<b>Stepmother</b> <i>serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 1:45-5:00 p.m. 26 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	
<b>Long Man With A Band</b> Best orchestra, John H. Hammond, announcer, and Dan Seymour, MC <i>Music and comments</i>	Friday 10:30-11:00 p.m. 31 CBS stations ORIGINATES: WABC	Ward Wheelock Company	6 Weeks
<b>Miss Kitty Kelly</b> <i>serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 45 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	241 Weeks
<b>Society Girl</b> <i>Dramatic serial</i>	Mon. thru Fri. 3:15-3:30 p.m. 16 CBS stations ORIGINATES: WABC	Hellwig-Miller Company	253 Weeks

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



# CBS SPONSORED PROGRAMS

<b>THE CUDAHY PACKING COMPANY</b>	Old Dutch Cleanser
<b>ETHYL GASOLINE CORPORATION</b>	"Ethyl" Gasoline
<b>FELS &amp; COMPANY</b>	Fels Naphtha Soap
<b>FORD MOTOR COMPANY</b>	Ford Lincoln Lincoln Zephyr Mercury
<b>GENERAL FOODS CORPORATION</b>	Grape Nuts  Sanka

<b>Wheeler's Children</b> <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	253 Weeks
<b>Make-Up Time</b> featuring Tony Martin, Andre Kostelanetz's Orchestra, Thompson's Rhythm Singers David Laughlin, tenor <i>Musical variety</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 66 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	38 Weeks
<b>obby Lobby</b> with Dave Elman, Harry Salter's Orchestra and guests <i>Interviews and music</i>	Sunday 5:00-5:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 57 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	125 Weeks
<b>Sunday Evening Hour</b> with Symphony Orchestra and chorus, with Fritz Reiner, guest conductor, and soloists <i>With Talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	292 Weeks
<b>the Smith Hour</b> with the Group Theater, Abbott and Costello, "Snow Village Sketches." Collins, Jack Miller and Orchestra, and guests <i>Music, comedy, and drama</i>	Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-1:00 a.m. 78 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	245 Weeks
<b>the People</b> with Gabriel Heatter, Harry von Zell Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 75 CBS stations ORIGINATES: WABC		

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

# CBS SPONSORED PROGRAMS

## **GENERAL FOODS CORPORATION**

*Continued*

Diamond Crystal Salt  
Calumet Baking Powder  
Swans Down Cake Flour

Calumet Baking Powder  
Swans Down Cake Flour

La France  
Satina  
Minute Tapioca

Postum

## **GENERAL MILLS, INC.**

Wheaties

Corn Kix

## **GULF OIL CORPORATION**

Motor Oil and Gas

<p><b>Steve Smith Speaks</b> <i>Talks and interviews</i></p>	<p>Mon. thru Fri. 12:00-12:15 p.m. 66 CBS stations ORIGINATES: WABC</p>	<p>Young &amp; Rubicam, Inc. Benton &amp; Bowles, Inc.</p>	<p>245 Weeks</p>
<p><b>Son and I</b> <i>With Betty Garde and Kingsley Linton</i> <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:45-3:00 p.m. 67 CBS stations ORIGINATES: WABC</p>	<p>Young &amp; Rubicam, Inc.</p>	
<p><b>Grace Jordan, Girl Intern</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 53 CBS stations ORIGINATES: WABC</p>		
<p><b>Sam and Abner</b> <i>Comedy sketches</i></p>	<p>Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 54 CBS stations ORIGINATES: KNX</p>		
<p><b>Kathleen Norris</b> <i>Dramatization of novels</i></p>	<p>Mon. thru Fri. 5:00-5:15 p.m. 31 CBS stations ORIGINATES: WABC</p>	<p>Knox Reeves Advertising, Inc.</p>	<p>465 Weeks</p>
<p><b>Sammy and Betty</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 5:15-5:30 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 14 CBS stations ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	
<p><b>Green Guild Theatre</b> <i>With Roger Pryor, MC. Ten stars as guests, Oscar Bradley's Orchestra</i> <i>Variety and drama</i></p>	<p>Sunday 7:30-8:00 p.m. 64 CBS stations ORIGINATES: KNX</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>299 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<b>HAWAIIAN PINEAPPLE COMPANY</b>	<b>"Dole" Pineapple Juice "Gems"</b>
<b>GEORGE A. HORMEL &amp; COMPANY</b>	<b>Hormel Soups and other Food Products</b>
<b>INTERNATIONAL SILVER COMPANY</b>	<b>Sterling Silver</b>
<b>KOLYNOS COMPANY</b>	<b>Kolynos Toothpaste</b>
<b>LADY ESTHER COMPANY</b>	<b>Cosmetics</b>
<b>THE LAMBERT COMPANY</b>	<b>Listerine Products Prophylactic Brushes</b>
<b>LEHN &amp; FINK PRODUCTS CORPORATION</b>	<b>Hind's Honey and Almond C</b>

<b>Pearce and His Gang</b> Billy House, Arlene Harris, ie and Her Merry Men, Don Reid, r, and Carl Hoff's orchestra <i>Music and comedy</i>	<b>Wednesday</b> 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 64 CBS stations ORIGINATES: KNX	N. W. Ayer & Son, Inc.	42 Weeks
<b>Happened in Hollywood</b> Martha Mears, John Conte and ie Dunstedter's Orchestra <i>Musical variety</i>	<b>Mon. thru Fri.</b> 5:30-5:45 p.m. 30 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	115 Weeks
<b>er Theatre</b> rad Nagel, Narrator-director, guest stage and screen stars <i>Drama</i>	<b>Sunday</b> 6:00-6:30 p.m. 53 CBS stations 29 CBC stations ORIGINATES: KNX	Young & Rubicam, Inc.	36 Weeks
<b>Gal, Sunday</b> <i>erial drama</i> (ALSO ANACIN COMPANY)	<b>Mon. and Tues.</b> 12:45-1:00 p.m. 33 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	411 Weeks
<b>Lombardo and His            hestra</b> <i>popular music</i>	<b>Monday</b> 10:00-10:30 p.m. 50 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	308 Weeks
<b>nd Central Station</b> <i>ramatic sketches</i>	<b>Friday</b> 10:00-10:30 p.m. 52 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	122 Weeks
<b>ns and Allen</b> Ray Noble and his orchestra k Parker, tenor, and an Bradley, announcer <i>usic and comedy</i>	<b>Wednesday</b> 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 52 CBS stations ORIGINATES: KNX	William Esty & Co.	207 Weeks

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



# CBS SPONSORED PROGRAMS

**LEVER BROTHERS COMPANY**

**Rinso**

**Lifebuoy**

**Lux Toilet Soap**

**Rinso**

**Spry**

**Lux Flakes  
Lux Toilet Soap**

<p><b>... Town</b>          ...ing Edward G. Robinson          ...h Ona Munson  <i>Dramatic</i></p>	<p>Tuesday          8:00-8:30 p.m.  <i>Rebroadcast</i>          11:30-12:00 p.m.          69 CBS stations          26 CBC stations          ORIGINATES: KXX</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>164 Weeks</p>
<p><b>... Tuesday Night Party</b>          ...ing Walter O'Keefe, Mary          ...rtin with Bobby Dolan's Orchestra          ... guest stars  <i>Music and comedy</i></p>	<p>Tuesday          8:30-8:55 p.m.  <i>Rebroadcast</i>          12:00-12:30 a.m.          63 CBS stations          26 CBC stations          ORIGINATES: WABC</p>		
<p><b>... Radio Theatre</b>          ...il B. DeMille, director,          ...n stars of stage and screen  <i>Drama</i></p>	<p>Monday          9:00-10:00 p.m.          63 CBS stations          26 CBC stations          ORIGINATES: KXX</p>	<p>J. Walter Thompson Company</p>	
<p><b>... Sister</b>          ...h Alice Frost and Martin Gabel  <i>Serial drama</i></p>	<p>Mon. thru Fri.          11:30-11:45 a.m.  <i>Rebroadcast</i>          2:00-2:15 p.m.          72 CBS stations          26 CBC stations          ORIGINATES: WABC</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	
<p><b>... Jenny's Real Life Stories</b>  <i>Dramatic sketches</i></p>	<p>Mon. thru Fri.          11:45-12 noon  <i>Rebroadcast</i>          2:15-2:30 p.m.          67 CBS stations          ORIGINATES: WABC</p>		
<p><b>... Life and Love of Dr. Susan</b>  <i>Serial drama</i></p>	<p>Mon. thru Fri.          2:15-2:30 p.m.  <i>Rebroadcast</i>          5:15-5:30 p.m.          65 CBS stations          26 CBC stations          ORIGINATES: WABC</p>	<p>J. Walter Thompson Company</p>	

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

# CBS SPONSORED PROGRAMS

<b>LIGGETT &amp; MYERS TOBACCO COMPANY</b>	Chesterfield Cigarettes
<b>NOXZEMA CHEMICAL COMPANY</b>	Noxzema Greaseless Cream
<b>PENN TOBACCO COMPANY</b>	"Kentucky Club" Pipe Tobacco
<b>PERSONAL FINANCE COMPANY</b>	Personal Loan Service
<b>PET MILK SALES CORPORATION</b>	Pet Evaporated Milk
<b>PHILIP MORRIS &amp; COMPANY, LTD.</b>	Philip Morris Cigarettes

PROGRAM	TIME	STATION	ON AIR*
<b>Paul Whiteman and His Orchestra</b> , with Joan Edwards. <b>and The Modernaires</b> <i>Musical variety</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-12 mid. 97 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	355 Weeks
<b>Bob Trout</b> <i>News</i>	Tues., Thurs., Sat. 3:30-3:35 p.m. 38 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	51 Weeks
<b>Max Pop</b> <b>arks and Wally</b> <i>Interviews</i>	Thursday 7:30-8:00 p.m. 53 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	4 Weeks
<b>Mc Barclay's Daughters</b> <i>Serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. 29 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	104 Weeks
<b>Saturday Night Serenade</b> <b>ry Eastman</b> , soprano; <b>Bill Perry</b> , <b>or.</b> and <b>Gustav Haenschen's</b> <b>chestra and Chorus</b> <i>Musical</i>	Saturday 9:45-10:15 p.m. 54 CBS stations ORIGINATES: WABC	Gardner Advertising Company	313 Weeks
<b>ry Lee Taylor</b> <b>ne economist: Bob Trout</b> , <i>News</i> <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 63 CBS stations ORIGINATES: KMOX		
<b>unny Presents</b> <b>unny Green's Orchestra</b> , Drama- <b>gl "Perfect Crime," Floyd Sher-</b> <b>la, Roger Kinney, Genevieve Rowe,</b> <b>verly," Glenn Cross, Ray Bloch's</b> <b>ng 14</b> <i>Musical variety and dramatic interludes</i>	Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 79 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	164 Weeks

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

# CBS SPONSORED PROGRAMS

**THE PROCTER & GAMBLE COMPANY**

Teel  
Drene

Oxydol

Ivory

Chipso  
Oxydol

Crisco

Chipso

Drene

**PRUDENTIAL INSURANCE COMPANY  
OF AMERICA**

Insurance Services

PROGRAM	TIME	AGENCY	WEEKS
<b>Professor Quiz</b> with Bob Trout <i>Questions and Answers</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 9:00-9:30 p.m. 54 CBS stations ORIGINATES: WABC	H. W. Kastor & Sons	257 Weeks
<b>The Goldbergs</b> <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. 29 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
<b>Life Can Be Beautiful</b> <i>Serial drama</i>	Mon. thru Fri. 1:15-1:30 p.m. 36 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
<b>Mad of Life</b> <i>Serial drama</i>	Mon. thru Fri. 1:30-1:45 p.m. <i>Beginning Nov. 13</i> 1:45-2:00 p.m. 39 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
<b>My Day Is Ours</b> <i>Serial drama</i>	Mon. thru Fri. 1:45-2:00 p.m. <i>Beginning Nov. 13</i> 1:30-1:45 p.m. 47 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
<b>Manhattan Mother</b> <i>Serial drama</i>	Mon. thru Fri. 9:00-9:15 a.m. 12 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
<b>Sammy Fidler</b> <i>Hollywood news reporter</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 62 CBS stations ORIGINATES: KXN	H. W. Kastor & Sons	
<b>When a Girl Marries</b> <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 50 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	23 Weeks

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



# CBS SPONSORED PROGRAMS

<b>THE PURE OIL COMPANY</b>	Petroleum Products
<b>PURITY BAKERIES SERVICE CORP.</b>	Taystee Bread
<b>R. J. REYNOLDS TOBACCO COMPANY</b>	Camel Cigarettes Prince Albert Smoking Tobacco
<b>SEALTEST, INC.</b>	Sealtest System of Laboratory Control of Milk and Ice Cream
<b>TEXAS COMPANY</b>	"Texaco" Products

PROGRAM	TIME	AGENCY	WEEKS
<b>altenborn Edits The News</b> <i>News Analysis</i>	Mon., Wed., Fri. 6:30-6:45 p.m. 39 CBS stations ORIGINATES: WABC	Leo Burnett Company, Inc.	27 Weeks
<b>Lincoln Ed McConnell</b>	Mon. thru Fri. 4:45-5:00 p.m. 17 CBS stations ORIGINATES: WBBM	Campbell-Mithun, Inc.	31 Weeks
<b>"Blondie"</b> with Penny Singleton and Arthur Lake <i>Domestic comedy</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 87 CBS stations ORIGINATES: KXX	William Esty & Company, Inc.	331 Weeks
<b>Bob Crosby's Orchestra</b> with Johnny Mercer, singer and The Bobcats <i>Musical variety</i>	Tuesday 9:30-10:00 p.m. 93 CBS stations ORIGINATES: ON TOUR		
<b>Our Family and Mine</b> <i>Serial drama</i>	Mon. thru Fri. 2:30-2:45 p.m. 36 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	27 Weeks
<b>Radio Star Theatre</b> with Ken Murray, MC, Frances Langford, Kenny Baker, Frances Wallington, and David Buckman's Orchestra; hosted by Broadway and Hollywood Stars. Burns Mantle. Critic <i>Variety and drama</i>	Wednesday 9:00-10:00 p.m. 91 CBS stations ORIGINATES: KXX AND WABC	Buchanan & Co.	125 Weeks

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

# CBS SPONSORED PROGRAMS

**COLUMBIA  
PACIFIC  
NETWORK**

<b>U. S. TOBACCO COMPANY</b>	Dill's Best Model Smoking Tobacco
<b>WM. WRIGLEY JR. COMPANY</b>	Wrigley's Doublemint Gum  Wrigley's Spearmint Gum
<b>WYETH CHEMICAL COMPANY</b>	Hill's Nose Drops
<b>AXTON-FISHER TOBACCO CO.</b>	Twenty Grand Cigarettes
<b>BATHASWEET CORPORATION</b>	Bathasweet Products
<b>MENNEN COMPANY</b>	Mennen Shave Products
<b>GENERAL MILLS, INC. (Sperry Flour Co.)</b>	Wheat Hearts

<b>Hotel Minstrels</b> with Tom Howard and George Shelton, the Eton Boys and Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 54 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	231 Weeks
<b>Gateway to Hollywood</b> Talents of talent quest <i>Serial drama</i>	Sunday 6:30-7:00 p.m. 66 CBS stations ORIGINATES: WBBM	Frances Hooper Advertising Agency	288 Weeks
<b>Wattergood Baines</b> <i>Serial drama</i>	Mon. thru Fri. 5:45-6:00 p.m. 73 CBS stations ORIGINATES: WBBM	Neisser Meyerhoff, Inc.	
<b>The Romance of Helen Trent</b> <i>Serial drama</i> (see also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. 33 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	233 Weeks
<b>"Bob Garred Reporting"</b> <i>News</i>	Mon. thru Fri. 5:45-5:55 p.m. PST	McCann-Erickson, Inc.	6 Weeks
	Tues., Thurs. 7:30-7:45 a.m. PST	H. M. Kiesewetter Advertising Agency	3 Weeks
	Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KSFO		18 Weeks
<b>My Children</b> <i>Dramatic serial</i>	Mon. thru Fri. 8:45-9:00 a.m. PST ORIGINATES: KSFO	Westco Advertising Agency	465 Weeks

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

# CBS SPONSORED PROGRAMS

**COLUMBIA  
PACIFIC  
NETWORK**

STEPHANO BROTHERS	"Marvels" Cigarettes
TIDEWATER ASSOCIATED OIL COMPANY	"Flying A" Gasoline
UNION OIL COMPANY	Union 75 Gasoline Triton Motor Oil

**COLUMBIA  
CALIFORNIA  
NETWORK**

EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
POLITICAL BROADCASTS	California Chiropractic Association  No on Proposition Number F Committee  Yes on Proposition Number by Committee
RIO GRANDE OIL, INC.	Petroleum Products

PROGRAM	DATES	AGENCY	WEEKS
<b>"Sports Huddle"</b> with Tom Breneman and Steven Dyer <i>Sports news</i>	Tues., Thurs., Sat. 7:30-7:45 p.m. PST ORIGINATES: KNX	The Aitkin-Kynett Co.	14 Weeks
<b>Pacific Coast Conference Football Games</b> <i>Eye-witness accounts</i>	Saturday 2:15-5:00 p.m. PST ORIGINATES: VARIOUS STATIONS	Lord & Thomas	146 Weeks
<b>"Union Oil Program"</b> <i>Opera and light opera in tabloid form</i>	Thursday 9:30-10:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	4 Weeks
<b>Tom Hayes Points the Periscope</b>	Thursday 8:15-8:30 p.m. PST ORIGINATES: KNX	Sidney Garfunkel Advertising Agency	102 Weeks
<b>Political Speech</b>	Monday November 6 9:45-10:00 p.m. PST ORIGINATES: KNX	R. H. Alber Company	
<b>Political Speech</b>	Saturday November 1 8:00-8:15 p.m. PST	Howard G. Hanvey	
<b>Political Speeches</b>	Saturday November 4 8:15-8:30 p.m. PST Sunday November 5 9:45-10:00 p.m. PST ORIGINATES: KNX	Ray Davidson	
<b>Solving All Cars</b> <i>Police file dramatizations</i>	Tuesday 7:00-7:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell Advertising, Inc.	309 Weeks

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

# CBS SPONSORED PROGRAMS

**COLUMBIA  
DIXIE  
NETWORK**

**COLGATE-PALMOLIVE-PEET CO.**

Octagon Products

**COLUMBIA  
MIDWESTERN  
NETWORK**

**CHAMBERLAIN LABORATORIES, INC.**

Chamberlain Lotion

**GENERAL MILLS, INC.**

Gold Medal Flour

**COLUMBIA  
NEW ENGLAND  
NETWORK**

**ATLANTIC REFINING CO.**

Atlantic White Flash Gasolin  
Atlantic Motor Oil

**WABC**

**J. W. BEARDSLEY SONS**

Foods and Canned Foods

**BOND STORES, INC.**

Men's Clothing

**LIGGETT DRUG COMPANY, INC.**

Fountain Service

**QUAKER OATS COMPANY**

Aunt Jemina's Pancake Flour

**BROWN & WILLIAMSON TOBACCO CORP.**

Raleigh Cigarettes

**BULOVA WATCH COMPANY**

Bulova Watches

**CHRYSLER CORPORATION  
(DODGE DIVISION)**

Dodge Automobiles



PROGRAM	TIME	CLIENT	WEEKS
<b>"Woman of Courage"</b> <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. ORIGINATES: WABC	Benton & Bowles, Inc.	16 Weeks
<b>News Show: Title Not Set</b> <i>(beginning November 19)</i>	Sunday 2:30-2:55 p.m. ORIGINATES: WBBM	L. W. Ramsey Company	21 Weeks
<b>Marjorie's Golden Store</b> <i>Dramatic serial</i>	Mon. thru Fri. 4:15-4:30 p.m. CST ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	465 Weeks
<b>Monday Cross University</b> <i>Football Games</i> <i>Play-by play descriptions</i>	Saturday 2:00-4:30 p.m. ORIGINATES: WORC	N. W. Ayer & Son, Inc.	116 Weeks
<b>The Morning Almanac</b> <i>Featuring Phil Cook</i>	Tues., Thurs., Sat. 7:30-7:45 a.m. Mon. thru Sat. 7:15-7:30 a.m. Mon., Wed., Fri. 7:30-7:45 a.m. Tues. thru Sat. 8:30-8:45 a.m.	Neff-Rogow, Inc.    Sherman K. Ellis, Inc.	6 Weeks 8 Weeks 42 Weeks 17 Weeks
<b>Jack Allen's Sports Review</b> <i>Football previews and results</i>	Thurs. and Sat. 6:15-6:30 p.m.	Batten, Barton, Durstine & Osborn, Inc.	30 Weeks
<b>Time Signals</b>	Mon. thru Sun. 10 Times daily	The Biow Company	530 Weeks
<b>Bob Trout</b> <i>News</i>	Saturday 9:45-10:00 p.m.	Ruthrauff & Ryan, Inc.	191 Weeks

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

# WABC SPONSORED PROGRAMS

<b>CHARLES B. KNOX GELATINE CO., INC.</b>	Knox Gelatine
<b>KONDON MANUFACTURING COMPANY</b>	Kondon's Nasal Jelly
<b>THOMAS LEEMING &amp; CO.</b>	Baume Bengue Pacquin's Hand Cream
<b>LIGGETT DRUG COMPANY</b>	Rexall One-Cent Sale
<b>MARYLAND PHARMACEUTICAL CO.</b>	Rem Rel
<b>MELVILLE SHOE COMPANY</b>	Thom McAn Shoes
<b>REGAL SHOE COMPANY, INC.</b>	Regal Shoes
<b>RUDOLPH WURLITZER COMPANY</b>	Musical Instruments

<b>Del Allen's Football Previews</b> <i>Previews of college games</i>	Saturday 2:15-2:30 p.m.	Kenyon & Eckhardt, Inc.	54 Weeks
<b>Weather Reports</b> (beginning November 15)	Mon., Wed., Fri. 6:59-7:00 a.m.	Addison Lewis & Associates	Starts Nov. 15
<b>Richard Maxwell</b> <i>Hymns and talks</i>	Mon., Wed., Fri. 3:45-4:00 p.m.	William Esty & Co., Inc.	57 Weeks
<b>Rubinoff and His Violin</b> with Graham MacNamee, Buddy Mark and Arthur Boran <i>Transcription</i>	Thurs., Fri., Sat. Nov. 2, 3 and 4 8:45-9:00 a.m.	Spot Broadcasting, Inc.	41 Weeks
<b>The Odd Side of the News</b> with Charles Stark	Mon. thru Sat. 8:15-8:20 a.m.	The Joseph Katz Co.	4 Weeks
<b>Early Morning News</b>	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	48 Weeks
<b>Mer Davis</b> <i>News</i>	Mon., Wed., Fri. 6:30-6:45 p.m.	Cecil & Presbrey, Inc.	14 Weeks
<b>"Tune in the Spotlight"</b>	Mon. thru Sat. 8:20-8:25 a.m.	Schwimmer and Scott	8 Weeks

The figures indicate the total number of weeks in which the client has used WABC 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 eleven classifications:

1. NEWS BROADCASTS . . . . . *Page 34*
2. VARIETY . . . . . *Page 35*
3. SERIOUS MUSIC . . . . . *Page 36*
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5. DRAMATIC SERIES . . . . . *Page 44*
6. PUBLIC AFFAIRS . . . . . *Page 45*
7. SPECIAL EVENTS . . . . . *Page 46*
8. RELIGIOUS BROADCASTS . . . . . *Page 47*
9. CHILDREN'S PROGRAMS . . . . . *Page 48*
10. PERSONALITIES . . . . . *Page 49*
11. LIGHT MUSIC . . . . . *Page 50*
- CBS SHORT WAVE BROADCASTS . . . . . *Page 51*
- ADDENDA: OCTOBER PROGRAMS . . . . . *Page 53*

**NEWS  
BROADCASTS**

**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:

*European broadcasts:* Edward R. Murrow from London; William L. Shirer from Berlin; Eric Sevareid, Thomas Grandin from Paris; Bill Henry at the front; Elmer Davis, Bob Trout from New York; Albert Warner from Washington: 8:00-8:15 a.m., 6:45-7:00 p.m., MONDAY THRU FRIDAY: 8:00-8:15 a.m., 6:45-7:00 p.m., SATURDAY: 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY.

*News summaries:* Latest press dispatches: 3:30, 6:00 p.m., 1:55 a.m., MONDAY, WEDNESDAY AND FRIDAY: 11:00 a.m., 6:00 p.m., 1:55 a.m., TUESDAY AND THURSDAY: 11:00 a.m., 6:00, 11:00 p.m., 1:55 a.m., SATURDAY: 11:00 a.m., 1:30, 2:55 p.m., 1:55 a.m., SUNDAY.

*News analyses:* H. V. Kaltenborn, 6:30-6:45 p.m., TUESDAY AND THURSDAY; Elmer Davis and the News, 8:55-9:00 p.m., MONDAY THRU SUNDAY; Albert Warner from Washington, 6:05-6:15 p.m., EACH SATURDAY.

# CBS SUSTAINING PROGRAMS

## VARIETY

### **"The Pursuit of Happiness"**

Approximately 4:30 p.m.

EACH SUNDAY

(Immediately following  
Philharmonic Broadcast)

"The Pursuit of Happiness" is a special series of programs dedicated to the brighter side of the American scene. Each week the show will feature a roster of distinguished guests, who will be introduced by Burgess Meredith, one of America's most brilliant and versatile young actors. Mark Warnow's orchestra furnishes music for the program, which includes what is new and newsworthy in our entertainment world. Norman Corwin directs the program and George Faulkner furnishes the script. Paul Robeson, America's most famous Negro baritone, leads a large Lynn Murray chorus in the folk-oratorio by Earl Robinson on the November 5 program.

### **Columbia's Gay Nineties Revue**

7:30-8:00 p.m.

EACH SATURDAY

Columbia entertainers get into bowlers and bustles and revert to the songs and comedy of the nineties in this swift, picturesque variety show. Joe Howard, master of ceremonies and veteran song-writer, introduces soprano Genevieve Rowe, comedienne Beatrice Kay, and the sturdy slapstick comedy team, Latimer and Costello. Ray Bloch is the conductor and Rinker the producer.

### **Concert in Rhythm**

10:15-10:45 p.m.

EACH SATURDAY

Columbia's "Concert in Rhythm" orchestra presents original and arranged precise music in concert style and setting. The program, conceived and directed by Raymond Scott, features selections by Judith Arlen, popular CBS soloist, in its November schedule. Ed Cashman produces these weekly concert

**SERIOUS  
MUSIC**

**New York Philharmonic-  
Symphony Orchestra**

AT 3:00 p.m.

EACH SUNDAY

AT 3:30 p.m.

SUNDAY, NOVEMBER 26

The New York Philharmonic-Symphony Orchestra is in its tenth consecutive year of broadcasting as an exclusive Columbia network feature. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra, and Deems Taylor, CBS music consultant, remains the program commentator. From Carnegie Hall this month:

NOVEMBER 5: *Elgar*: Introduction and Allegro for Strings, Opus 47; *Castelnuovo-Tedesco*: Concerto for Piano and Orchestra No. 2, MARIO CASTELNUOVO-TEDESCO, pianist, and Overture, "Twelfth Night"; *Tschaikowsky*: Overture-Fantasy. "Romeo and Juliet."

NOVEMBER 12: *Handel-Harty*: Suite, "The Royal Fireworks"; *Debussy*: Rhapsody for Saxophone and Orchestra; *Ibert*: Concertino for Saxophone and Orchestra, SIGURD RASCHER, soloist; *Schumann*: Symphony No. 2 in C major, Opus 61.

NOVEMBER 19: *Foote*: Suite in E major for Strings, Opus 63 (Praeludium, Pizzicato and Adagietto, Fugue); *Paganini*: Concerto for Violin and Orchestra in D major, ZINO FRANCES CATTI, violinist; *Brahms*: Symphony No. 2 in D major, Opus 73.

NOVEMBER 26: (*From Chicago*). *Berlioz*: Overture, "The Roman Carnival," Opus 9; *Elgar*: Introduction and Allegro for Strings, Opus 47; *Weinberger*: Variations and Fugue. "Under the Spreading Chestnut Tree".



# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

*Continued*

### Curtis Institute of Music

1:00-4:30 p.m.

TUESDAY, NOV. 6, 13 AND 27

10:30-11:00 p.m.

MONDAY, NOVEMBER 20

The Curtis Institute of Music presents a series of thirty Monday concerts in its eleventh consecutive season on CBS. Faculty members and students perform in a symphony orchestra and in several chamber music groups. Fritz Reiner conducts frequently during the series. Some of the selections scheduled for the first three November broadcasts follow:

NOVEMBER 6: *Brahms: Sonata No. 1 in minor, opus 38* (first and second movements) NATHAN STUTCH, cellist, and RALPH BERKOWITZ, pianist; Songs by Hugo Wolf and Schubert. HILDA MORSE, soprano, and EDGE BOSSART, accompanist.

NOVEMBER 13: *Bach: Two Preludes and Fugue from The Well-Tempered Clavichord*, ROBERT CORNMAN, pianist; *Brahms: Trio in C minor, opus 101*, VIDA REYNOLDS, violinist, NATHAN STUTCH, cellist, JOHN SIMMS, pianist.

### Cleveland Institute of Music

4:00-4:30 p.m.

EACH TUESDAY

BEGINNING NOVEMBER 14

The Cleveland Institute of Music opens its Tuesday afternoon series with various orchestra and solo performances. Beryl Rubenstein, pianist, is featured in the first broadcast, and joins Arthur Loesser in playing compositions for two pianos November 28. Nevada van der Veer, soprano, will perform on November 27.

### New York Philharmonic Young People's Concert

11:05 a.m.-12:15 p.m.

SATURDAY, NOVEMBER 18

Ernst Schelling conducts the Philharmonic Symphony Orchestra in the first of a series of young people's concerts especially prepared for young people.

**SERIOUS  
MUSIC**

PROGRAM SCHEDULE	DESCRIPTION
<p><b>Cincinnati Conservatory of Music</b> 1:00-4:30 p.m. MONDAY, NOVEMBER 20 11:15 a.m.-12 noon SATURDAY, NOVEMBER 25</p>	<p>The Cincinnati Conservatory of Music continues its sixth season of broadcasts over the Columbia network. A symphony orchestra and string orchestra, both composed of students and faculty members at the conservatory, perform on the programs. Alexander von Kreisler is the regular conductor and each broadcast generally features a student soloist. The orchestra is heard twice in November, once at its regular Saturday morning time and once in place of the Curtis Institute Orchestra on Monday afternoon.</p>
<p><b>Salt Lake City Tabernacle Choir</b> 12:30-1:00 p.m. EACH SUNDAY</p>	<p>This world famous choir sings selections of religious music weekly from one of America's greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper, Tabernacle organist, accompanies the choir.</p>
<p><b>Greenfield Village Chapel</b> 8:45-9:00 a.m. EACH WEDNESDAY</p>	<p>This new Columbia series features the singing of the Greenfield Village Chapel children's choir. The broadcast originates in Greenfield Village and is brought to the network in a remote from WJR, Columbia's station in Detroit.</p>
<p><b>Stringtime with Walberg Brown</b> 1:35-2:00 p.m. EACH SUNDAY</p>	<p>A string ensemble, under the direction of Walberg Brown, musical director of Columbia's Cleveland station, WGAR, plays classical selections in this Sunday series.</p>

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

*Continued*

<p><b>Columbia Concert Hall</b> 10:30-11:00 p.m. MONDAY, NOVEMBER 6 AND 27 10:30-11:00 p.m. WEDNESDAY, NOVEMBER 1 AND 15</p>	<p>Columbia Concert Hall features the Columbia Concert Orchestra, under the direction of Howard Barlow, with guest soloists each broadcast. In November the soloists include Suzanne Sten, mezzo-soprano, Daniel E. Court, pianist, and Natalie Bodanya, soprano.</p>
<p><b>Ohio State University Symphonic Choir</b> 11:05 a.m.-12 noon SATURDAY, NOVEMBER 18</p>	<p>The Ohio State University Symphonic Choir is heard in an all-English program. The choir, which sings under the direction of Louis H. Diercks, includes selections by Gibbons, Puccini, Elgar, Vaughan Williams, and Peter Warlock in its broadcast.</p>
<p><b>New England Conservatory of Music</b> 11:05 a.m.-12 noon SATURDAY, NOVEMBER 4</p>	<p>The New England Conservatory of Music Orchestra, with Wallace Goodrich conducting, performs Robert Schumann's Overture, Opus 52, as well as selections by Chausson, Saint-Saëns, and Converse in this special broadcast over the Columbia network.</p>
<p><b>Indianapolis Symphony Orchestra</b> 10:30-11:00 p.m. EACH WEDNESDAY BEGINNING NOVEMBER 22</p>	<p>The Indianapolis Symphony Orchestra operates a series of Wednesday evening broadcasts over the Columbia network on November 22. Fabien Sevitsky conducts the concerts, which originate in the Murat Theatre in Indianapolis.</p>
<p><b>"So . . . You Think You Know Music"—Ted Cott</b> 2:00-2:30 p.m. EACH SUNDAY</p>	<p>Four volunteers participate in a musical quiz conducted by emcee Ted Cott and judged by Leonard Liebling. The program is heard at a new time, but retains its inquisitorial, audience-participation form.</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 RRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

**Americans at Work**

10:30-11:00 p.m.

EACH THURSDAY

Columbia presents authentic and colorful accounts of many of the jobs which make up the intricate web of American industrial life. The November schedule:

NOVEMBER 2: Automobile Dealer  
NOVEMBER 9: Interior Decorator  
NOVEMBER 16: Aviation Stewardess  
NOVEMBER 23: Football Coach  
NOVEMBER 30: Cranberry Grower

**The People's Platform**

7:00-7:30 p.m.

EACH SATURDAY

Lyman Bryson, Chairman of Columbia's Adult Education Board, entertains four Americans at dinner and discusses current problems with them extemporaneously. The schedule for November:

NOVEMBER 4: The Farmer and the War.  
NOVEMBER 11: How Can We Educate for Peace?  
NOVEMBER 18: Science and the War.

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

*Continued*

### American School of the Air

9:15-9:45 a.m.

*Rebroadcast*

3:35-4:00 p.m.

MONDAY THRU FRIDAY

The American School of the Air, now in its eleventh year on CBS, is heard regularly in 150,000 classrooms all over the country. November schedule:

#### MONDAYS—*Frontiers of Democracy*

NOVEMBER 6: Health and Air Control.

NOVEMBER 13: The Fight to Go Backward.

NOVEMBER 20: The Machine That Picks Cotton.

NOVEMBER 27: Tomorrow's Power.

#### TUESDAYS—*Folk Music of America*

NOVEMBER 14: Songs of the Gold Rush Period.

NOVEMBER 21: Forecastle Ballads.

NOVEMBER 28: Lumberjack Songs.

#### WEDNESDAYS—*New Horizons*

NOVEMBER 1: Spaniards Cross America.

NOVEMBER 8: Seven Cities of Cibola.

NOVEMBER 15: Men Against the Rivers.

NOVEMBER 22: Land of the Cod.

NOVEMBER 29: Canada Joins the Map.

#### THURSDAYS—*Tales from Far and Near*

NOVEMBER 2: Pyle—"The Merry Adventure of Robin Hood."

NOVEMBER 9: Berry—"One-String Fiddle."

NOVEMBER 16: Seredy—"The White Stag."

NOVEMBER 30: James—"Look-See with Uncle Bill."

#### FRIDAYS—*This Living World*

NOVEMBER 3: Public Relief.

NOVEMBER 10: Protecting the Nation's Health.

NOVEMBER 17: Social Security.

**EDUCATIONAL  
PROGRAMS**

**What's Art to Me?**

6:30-6:45 p.m.

EACH SATURDAY

Columbia joins with the Museum of Modern Art in presenting this unusual program of drama, talks and interviews about contemporary art. Holger Cahill, an authority on American art, serves as master of ceremonies and interviews prominent guests.

**Adventures in Science**

4:30-4:45 p.m.

EACH MONDAY

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

NOVEMBER 6: Dean Joseph Barker, School of Engineering, Columbia University.

NOVEMBER 13: Dr. W. Lee Lewis, director, department of scientific research, Institute of Meat Packers, Chicago, formerly professor and head of department of chemistry, Northwestern University.

NOVEMBER 20: Mr. E. O. Whittier, research chemist, Bureau of Dairy Industry, United States Department of Agriculture.

NOVEMBER 27: Dr. Fritz Zwicky, California Institute of Technology.

**What Price America?**

1:00-1:30 p.m.

EACH SATURDAY

This series of thirteen documentary programs, prepared by CBS and the Department of the Interior, dramatizes America's effort to conserve her natural resources.

**Democracy in Action**

2:00-2:30 p.m.

EACH SUNDAY

This series, presented by CBS in cooperation with the United States Office of Education, and recently lauded by Secretary of State Cordell Hull for its thoughtful attention to vital national problems, describes the working of American government.



# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

*Continued*

<p><b>Highways to Health</b> 4:30-4:45 p.m. EACH WEDNESDAY</p>	<p>The New York Academy of Medicine arranges these instructive talks for laymen. Dr. I. Galdston is in charge. The November schedule:</p> <p>NOVEMBER 1: Dr. Raymond P. Sullivan, attending surgeon, St. Vincent's Hospital: "Consider Cancer."</p> <p>NOVEMBER 8: Dr. John C. A. Gerster, chairman, New York City Cancer Committee: "What Do You Think of Cancer Education?"</p> <p>NOVEMBER 15: Dr. Roy Upham, chief, department of gastroenterology, Flower Fifth Avenue Hospital: "Desirable and Damaging Diets."</p> <p>NOVEMBER 22: Dr. Francis W. Shine, senior surgeon, New York Eye and Ear Infirmary: "Ophthalmologist, Oculist, Optometrist and Optician."</p>
<p><b>Men Behind the Stars</b> 4:30-4:45 p.m. EACH FRIDAY</p>	<p>The discoveries of astronomers throughout the ages are dramatized in this series, presented by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adams, director of the American Museum of Natural History. November's programs include stories of the Peacock, the Triangle, the Centaur, and the Serpent.</p>
<p><b>"Bull Session"</b> 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Students at a group of mid-western universities hold extemporaneous, informal discussions on important social and political problems.</p>
<p><b>Of Men and Books</b> 4:30-4:45 p.m. EACH TUESDAY</p>	<p>Professor John T. Frederick of the Mead School of Journalism, Northwestern University, continues to review current books.</p>



**DRAMATIC  
SERIES**

**Columbia Workshop**

10:00-10:30 p.m.

THURSDAY, NOV. 2, 16, 23 AND 30

Its anniversary festival completed, the Columbia Workshop is in its fourth year of presenting unusual radio dramas, employing the latest broadcasting techniques in experiments to widen the scope of radio art. The Workshop continues to present original radio plays and radio operas as well as dramatizations of well-known books. The schedule for November:

NOVEMBER 2: "Blennerhassett," a radio opera composed by Vittorio Giannini, libretto by Philip Roll, under musical direction of Howard Barlow, and produced by George Zachary.

NOVEMBER 16: "A Letter from Above," an original radio play by Florence and Ben Vine, directed by Earle McGill.

NOVEMBER 23: "A Circular Tour," an original radio play by Eustace Wyatt, directed by Earle McGill.

NOVEMBER 30: "The Wonderful Day," an original radio play by Frank Gould.

**Ellery Queen**

10:00-11:00 p.m.

EACH SUNDAY

8:00-8:55 p.m.

BROADCAST TO WEST

The adventures of Ellery Queen and his copper-haired assistant Nikki are dramatized before a jury of four guest "armchair detectives," drawn from the studio audience, who try to decide the identity of the culprit before the true solution is enacted. George Zachary is director and producer. "The Adventure of the Picture Puzzle" is scheduled for November 5.

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

### **Carnegie Endowment Armistice Day Program**

12:15-1:00 p.m.

SATURDAY, NOVEMBER 11

Broadcasts from New York, Washington, de Janeiro, Panama City, and Havana feature this singular program on the occasion of twenty-first anniversary of the Armistice. Nicholas Murray Butler, director of Carnegie Endowment for International Peace speaks from New York and is followed by Oswaldo Aranha, Foreign Minister of Brazil from Rio de Janeiro; Hu Shih, Chinese Ambassador, and Gabriel Turbay, Colombian Ambassador, from Washington; Juan Demostenes Orosemena, President of Panama, from Panama City; and Judge Antonio Sanchez Bustamante y Siven, member of the Permanent Court of International Justice at the Hague from Havana.

### **Dr. Harry F. Ward**

7:30-8:00 p.m.

SATURDAY, NOVEMBER 4

Dr. Harry F. Ward, chairman of the American League for Peace and Democracy, replies to Representative Martin Dies' charges that the League is Communist-controlled in a special address over the Columbia network.

### **Louis Johnson**

10:00-10:30 p.m.

THURSDAY, NOVEMBER 9

Louis Johnson, assistant secretary of war, addresses the New York Southern Society in "Peace in the Western Hemisphere." This special Columbia broadcast originates at the Waldorf-Astoria Hotel in New York.

### **Edgar L. Bill**

1:45-2:00 p.m.

SUNDAY, NOVEMBER 5

Edgar L. Bill of the National Association of Broadcasters, chairman of the committee which promulgated the NAB Code, defends the code in a speech entitled: "The Code Means Fair Play to All."

## SPECIAL EVENTS

### **American Red Cross Roll Call**

10:30-11:30 p.m.

SATURDAY, NOVEMBER 11

President Franklin D. Roosevelt joins a number of outstanding radio stars in the annual Roll Call of the American Red Cross. The President's address from Washington launches the program, after he is presented by Norman H. Davis, chairman of the American Red Cross. His remarks are followed by a top-flight entertainment program from New York, Hollywood, and Detroit, featuring Paul Whiteman, Fred Allen, Clifton Fadiman, Ben Bernie, Edgar Bergen and Charlie McCarthy, Connie Boswell, and John Charles Thomas.

### **Football—Ted Husing**

1:45-5:00 p.m.

EACH SATURDAY

Columbia's schedule of football broadcasts is flexibly adapted to developments in the 1939 gridiron campaign. Each week Ted Husing presents a lucid, play-by-play account of one of the most important contests of the day. A broadcast of the nationally interesting Army-Notre Dame tussle is slated for November 4 (starting at 1:15 p.m.). On the following Saturday, Husing, assisted by Jimmy Dolan, describes Army's crucial contest with Harvard at the Cantabs' stadium in Cambridge, Mass.

### **Girl Scout Week Celebration**

4:00-4:30 p.m.

FRIDAY, NOVEMBER 3

The history of girl scouting in music and in narrative is presented by the Columbia Broadcasting System in cooperation with national Girl Scout headquarters. Paul Whiteman, dean of American orchestra leaders, conducts the orchestra in the program's musical portion which features CBS tenor Lanny Ross. Edith Meiser, popular radio script-writer, presides and Mrs. Theodore Roosevelt, Jr., is the principal speaker.

# 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 eighth consecutive year of Sunday morning and afternoon religious broadcasts. Services are conducted by representatives of the major faiths and the speakers include clergymen from every section of the United States. The schedule for November:

NOVEMBER 5: *Morning*—Rt. Rev. Henry George Tucker, Bishop of Virginia and Presiding Bishop of the Episcopal Church in the United States, Richmond, Virginia.

*Afternoon*—Rev. Dr. Maurice S. Sheehy, Ph.D., head of the department of religious education in the Catholic University of America, Washington, D. C.

NOVEMBER 12: *Morning*—Rev. David McKelvey Jr., D.D., Asylum Hill Congregational Church, Hartford, Connecticut.

*Afternoon*—Rev. Joseph R. Sizoo, Collegiate Church of St. Nicholas, New York City (Dutch Reformed).

NOVEMBER 19: *Morning*—Dean Earl B. Mott, Boston University School of Theology, Boston, Massachusetts (Methodist).

*Afternoon*—Catholic Program.

NOVEMBER 26: *Morning*—Rev. R. J. Bateman, First Baptist Church, Memphis, Tennessee.

*Afternoon*—Disciples of Christ program.

**RELIGIOUS  
BROADCASTS**

**Wings Over Jordan**

9:30-10:00 a.m.

EACH SUNDAY

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

NOVEMBER 5: Rev. T. J. King, pastor, Ebenezer Baptist Church, Pittsburgh, Pa.

NOVEMBER 12: Campbell C. Johnson, executive secretary, Twelfth St. Y.M.C.A., Washington, D. C.

NOVEMBER 19: Rev. Grant Reynolds, president, Cleveland branch of the National Association for the Advancement of Colored People, Cleveland, Ohio.

NOVEMBER 26: Dr. L. K. Downing, dean, School of Architecture and Engineering, Howard University, Washington, D. C.

**CHILDREN'S  
PROGRAMS**

**"March of Games"**

10:30-11:00 a.m.

EACH SUNDAY

Children who like asking questions and children who prefer answering them both receive opportunity in this CBS series. Puzzlers submitted by young listeners are posed to four equally youthful contestants. Arthur Ross is schoolboy master of ceremonies and Sybil Trent "Miss Drum Major" of the program.

**"Let's Pretend"**

12:30-1:00 p.m.

EACH SATURDAY

The world's greatest fairy tales and original fantasies are dramatized for radio by Nila Mack and presented by a cast of child actors.

**"So You Want To Be—"**

4:30-4:45 p.m.

EACH THURSDAY

Successful persons in various professions are interviewed by a group of youngsters eager to follow in their footsteps. The program is presented by CBS in cooperation with *Young America* magazine.

# CBS SUSTAINING PROGRAMS

## PERSONALITIES

PROGRAM AND TIME	PERSONALITY
<p><b>"Uncle Jonathan"</b> 3:35-3:45 p.m. MONDAY THRU FRIDAY</p>	<p>Uncle Jonathan, editor and publisher of the Bottsville Bugle, the world's only cellophane newspaper (so you can see through it), is brought to Columbia listeners specially from BBNF, mythical key station of the equal mythical Alfalfa Network.</p>
<p><b>Major Bowes' Capitol Family</b> 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Capitol Family presents a spirited musical program each Sunday morning. The family includes the three Dalton Brothers: Nicholas Cosentino, tenor; Charles Magan, accordionist; Sam Herman, xylophonist; and Waldo Mayo's orchestra.</p>
<p><b>Richard Maxwell</b> 9:00-9:15 a.m. EACH SATURDAY 3:45-4:00 p.m. MONDAY THRU FRIDAY</p>	<p>Richard Maxwell continues to present his program of hymns, inspirational songs and home philosophy each week. In addition to his regular Monday-thru-Friday afternoon program, he is heard on Saturday morning in a broadcast which retains the same program form.</p>
<p><b>Outdoors with Bob Edge</b> 9:15-9:30 a.m. EACH SUNDAY</p>	<p>Bob Edge, Columbia's hunting and fishing expert, recounts interesting anecdotes and furnishes useful information to sporting enthusiasts in this informal weekly program.</p>
<p><b>Al Bernard's Minstrels</b> 4:00-4:30 p.m. EACH FRIDAY</p>	<p>Al Bernard joins with the Four Clubmen and Larry Elliot in presenting an old-time minstrel show each Friday afternoon. The show includes comic dialogue and old-time musical favorites.</p>



**LIGHT MUSIC**

**Syncopation Piece**

10:00-10:30 p.m.

EACH TUESDAY

Ben Feld and his orchestra join male and female vocalists and harmony groups in presenting this half-hour of light music from the studios of KMOX in St. Louis. Harry Cool is one of the featured soloists.

**CBS Vocalists**

VARIOUS HOURS

MONDAY THRU SATURDAY

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

Judith Arlen

Michael Loring

Hubert Hendrie

Genevieve Rowe

**Deep River Boys,**

**Four Clubmen**

VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each has a distinctive vocal style and continues to be a network favorite.

**Dance Orchestras**

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 November:

Louis Armstrong

Sammy Kaye

Mitchell Ayres

Wayne King

Bob Chester

Enoch Light

Bernie Cummins

Ozzie Nelson

Eddie Duchin

Leighton Noble

Duke Ellington

Bobby Peters

Benny Goodman

Louis Prima

Everett Hoagland

Tommy Reynolds

Al Kavelin

Tommy Tucker

Paul Whiteman



# CBS SUSTAINING PROGRAMS (SHORT WAVE)

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

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

### SPECIAL CBS BROADCASTS TO EUROPE

#### News Broadcasts

1:30-1:45 p.m.

5:00-5:50 p.m.

5:50-6:00 p.m.

MONDAY THRU FRIDAY

11:00 a.m.-12 noon

SATURDAY

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

#### Hollywood News

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

TUESDAY, 8:15-8:30 p.m.

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

In collaboration with Will Hays' office, Columbia presents news of Hollywood once a week in English, Spanish, and Portuguese respectively. Information for the program is furnished by all Motion Picture Production Companies, and includes advance reports of forthcoming releases and general news of the film industry.

### SPECIAL CBS BROADCASTS TO SOUTH AMERICA

#### News in Spanish

6:45-7:00 p.m.

MONDAY THRU SUNDAY

This program of world-wide news events is broadcast in Spanish. Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, and Saturday and Sunday by Americo Lugo-Romero.

#### News in Portuguese

7:15-7:30 p.m.

MONDAY THRU FRIDAY

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

**TYPICAL CBS  
PROGRAMS TO  
EUROPE AND  
SOUTH AMERICA**

<p><b>Carmen Castelo's Broadway Column in Spanish</b> FRIDAY, 7:30-7:45 p.m.</p>	<p>The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.</p>
<p><b>Women's Program in Spanish</b> 9:30-9:45 p.m. EACH TUESDAY AND THURSDAY</p>	<p>Presented under the auspices of the Human Relations Committee of the National Council of Women of the United States, this series features news of special interest to the women of Latin and South America.</p>
<p><b>Cultural News in Spanish</b> 8:15-8:30 p.m. EACH WEDNESDAY</p>	<p>Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.</p>
<p><b>New York Philharmonic-Symphony Orchestra</b> SUNDAY, AT 3:00 p.m.</p>	<p>The regular Sunday afternoon concerts by the New York Philharmonic-Symphony from Carnegie Hall are broadcast in full to South America and to Europe.</p>
<p><b>Other Program Highlights</b> VARIOUS HOURS MONDAY THRU SUNDAY</p>	<p><i>To Europe:</i> SUNDAYS: Democracy in Action; MONDAYS: American School of the Air, Adventures in Science, Americans at Work (recorded rebroadcast); WEDNESDAYS: Bob Crosby's Orchestra (recorded rebroadcast). <i>To South America:</i> DAILY: Elmer Davis and European News Broadcasts; MONDAY THRU FRIDAY: H. V. Kaltenborn; SUNDAYS: Sunday Evening Hour; MONDAYS: Columbia Concert Hall; WEDNESDAYS: Columbia Concert Hall, Burns and Allen, Star Theatre; THURSDAYS: KateSmith Hour; SATURDAYS: Your Hit Parade.</p>

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

### PUBLIC AFFAIRS: NEUTRALITY

A significant part of Columbia's public affairs schedule in October was devoted to addresses presenting both sides of the controversial neutrality issue, now before Congress. The series has been especially cogent, because many of the speakers are members of Congress, actually and directly engaged in shaping American policy. The broadcasts have been evenly divided between addresses in support of the present neutrality act and addresses urging the revisions proposed by President Roosevelt.

OCTOBER 3: Senator Rush Holt (D) of West Virginia, 10:45-11 p.m.

OCTOBER 4: Reverend Maurice S. Sheehy, Catholic University of America. 10-10:15 p.m.

OCTOBER 4: Senator Charles W. Tobey (R) of New Hampshire, 10:15-10:30 p.m.

OCTOBER 5: Senator Prentiss Brown (D) of Michigan, 7:15-7:30 p.m.

OCTOBER 5: Henry L. Stimson, Secretary of State during the Hoover administration, 10-10:30 p.m.

OCTOBER 7: Senator Robert F. Wagner (D) of New York, 10:30-10:45 p.m.

OCTOBER 7: Reverend Edward Lodge Curran, national director, Anti-War Crusade of the International Catholic Truth Society, 10:45-11 p.m.

OCTOBER 12: Senator Scott Lucas (D) of Illinois. 7:15-7:30 p.m.

OCTOBER 14: Senator Ernest Lundeen (Farmer-Laborite) of Minnesota, 10:30-10:45 p.m.

OCTOBER 14: Norman Thomas, Socialist candidate for the Presidency in 1936, 10:45-11 p.m.

OCTOBER 15: William Allen White, editor of the Emporia Gazette, 1:40-2 p.m.

OCTOBER 17: Senator Alexander Wiley (R) of Wisconsin. 10:30-10:45 p.m.

OCTOBER 17: Senator Josh Lee (D) of Oklahoma, 10:45-11 p.m.

OCTOBER 24: Monsignor John A. Ryan, dean of faculty of sacred sciences, Catholic University of America. 10:45-11 p.m.

OCTOBER 26: Senator Robert R. Reynolds (D) of North Carolina. 6:15-6:30 p.m.

### OTHER PUBLIC AFFAIRS

OCTOBER 3: Summer Welles, Under Secretary of State, was heard over CBS in a special broadcast from Panama City, 6:15-6:30 p.m.

OCTOBER 7: Matthew Woll, executive vice-president of the American Federation of Labor, speaking from that organization's convention in Cincinnati, described labor's role in defending democracy, 5:15-5:30 p.m.

OCTOBER 8: Dr. Edward D. Lucas, vice-president of Forman Christian College in Punjab, now in the United States on furlough, analyzed India's critical position in the present war, 1:40-2 p.m.

OCTOBER 10: Premier Edouard Daladier of France was heard in an address to the French people on the progress of the European war, 2-2:20 p.m.

OCTOBER 10: Secretary of Labor Frances Perkins delivered her annual report to President Roosevelt in unique form over the Columbia network, as she read sections of it in answer to the questions of six Washington newspaper correspondents. The interview was conducted exactly as the regular press conferences in the capital, 10:30-11 p.m.

OCTOBER 11: Senator Rush D. Holt (D) of West Virginia and Representative Francis H. Case (R) of South Dakota were heard in the featured addresses at the Citizens' National Keep-America-Out-Of-War Mass Meeting at Carnegie Hall, 10:30-11 p.m.

OCTOBER 12: Representative Wilburn Cartwright (D) of Oklahoma, member of the House Committee on Roads, discussed "The Development of Public Roads" in a special address over the Columbia network, 4:45-5 p.m.

OCTOBER 26: President Franklin D. Roosevelt delivered the concluding address of the New York Herald Tribune's ninth annual Forum on Current Problems. The President's talk was on the general theme of the conclave, "The Challenge to Civilization," 11-11:15 p.m.

OCTOBER 27: Charles Edison, Assistant Secretary of the Navy, was heard in a Navy Day address from Washington, 6:15-6:30 p.m.

OCTOBER 28: Representative Martin Dies (D) of Texas summarized testimony recently uncovered by his House committee investigating un-American activities, particularly with regard to Nazi and Communist elements in the United States, 10:30-11 p.m.

### SPECIAL EVENTS

OCTOBER 2: A special memorial program in honor of the late George Cardinal Mundelein was heard over the Columbia network from Chicago, 3-3:15 p.m.

OCTOBER 4: Mrs. Mary Beard, author-historian and national director of the Red Cross Nursing Service, spoke over CBS on Red Cross Nurse's Day from the rostrum at the World's Fair Temple of Religion. 2:45-3 p.m.

OCTOBER 7: The University of Alabama Glee Club broadcast a choral preface to the Alabama-Fordham football game, 10:45-11 p.m.

OCTOBER 7, 21 AND 28: Ted Husing presented graphic, play-by-play descriptions of three major football contests, all scheduled from week to week in the light of latest developments in the 1939 gridiron campaign. On October 7, Husing moved his microphone to Evanston, Illinois, to describe the Northwestern-Oklahoma tussle (2:45-5:30 p.m.); on October 21, he was in Knoxville, describing the Tennessee-Alabama encounter (2:45-5:30 p.m.); and on October 28, he concluded his schedule for the month with an eye-witness account of the crucial Ohio State-Cornell battle in Columbus (1:45-4:30 p.m.).

OCTOBER 11: General Hugh S. Johnson, noted columnist, delivered an address com-



memorating the fiftieth anniversary of the Y.M.C.A. World Service. His topic was "Youth in a Warring World," 4:45-5 p.m.

OCTOBER 12: In his first public address since recent appointment as Librarian of Congress, Archibald MacLeish spoke over CBS on "Culture in the Americas," 3:45-4 p.m.

OCTOBER 13: Gipsy Smith, world-famous English evangelist, spoke under auspices of the Greater New York Federation of Churches, 4:45-5 p.m.

OCTOBER 14: CBS reporter Mel Allen described new trends in motordom in a preview of the 1940 automobile show, which opened in Grand Central Palace in New York on the following day, 10:45-11 a.m.

OCTOBER 15: The 161-year-old history of Hawaii was traced in music over the Columbia network in a broadcast of the Sixth World Concert from Honolulu. Columbia's two international stations, WCBX in New York and WCAB in Philadelphia, short-waved the program to Europe and South America, 11-11:30 a.m.

OCTOBER 22: Neville Miller, president of the National Association of Broadcasters, discussed the Association's new ruling forbidding sale of radio time for controversial broadcasts. His address was entitled "The

Code Preserves Free Speech," 1:35-2 p.m.

OCTOBER 26: James Lawrence Fly, chairman of the Federal Communications Commission, discussed "The Progress of Communications," in his first radio address since his appointment on September 1, 10-10:30 p.m.

OCTOBER 27: Six hundred singers from high schools in Indiana participated in a recital of the Indiana State Choral Association from Indianapolis, 4-4:30 p.m.

OCTOBER 28: The eclipse of the moon, visible throughout America, was described for the Columbia audience at its maximum of 99.2 per cent totality by Wagner Schlesinger, director of Fels Planetarium, and Dr. Roy T. Marshall, associate director. The broadcast was made from the observatory of the Franklin Institute in Philadelphia, 1:30-1:40 a.m.

OCTOBER 29: David Lawrence, noted columnist, delivered a speech entitled, "Freedom for the Thoughts We Hate," in answer to Neville Miller's address of a week earlier, explaining the National Association of Broadcasters code, 1:35-2 p.m.

OCTOBER 31: Representative Forest A. Harness (R) of Indiana discussed reciprocal trade policies in a special address over the Columbia network. His talk was entitled, "Reciprocal Trade Follies," 10:45-11 p.m.



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

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