

CBS PROGRAM BOOK · SEPTEMBER 1940

In the air and on the ground, a battery of CBS correspondents cover the August war games in northern New York.





SEPTEMBER, 1940

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THE COLUMBIA PROGRAM BOOK

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ESTIMATED PROGRAM	TIME	PRODUCT AND AGENT
<p>AFFILIATED PRODUCTS, INC. (395th Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 38 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics Louis Philippe <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY (110th Week on CBS)</p> <p>The Human Side of the News by Edwin C. Hill <i>News</i></p>	<p>Mon. thru Fri. 6:05-6:15 p.m. <i>Rebroadcast</i> 11:05-11:15 p.m. 46 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (226th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Orrin Tucker's Orchestra. Bonnie Baker, Hit Paraders Chorus <i>Popular music and vocalists</i></p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 104 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (177th Week on CBS)</p> <p>Our Gal, Sunday <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 39 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>BAYER COMPANY (257th Week on CBS)</p> <p>Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i></p>	<p>Tuesday 7:30-8:00 p.m. 73 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>BOWEY'S, INC. (66th Week on CBS)</p> <p>News and Rhythm with Dale Evans, vocalist, and Dave Bacal, instrumentalist <i>Talk and music</i></p>	<p>Sunday 11:05-11:15 a.m. <i>Rebroadcast</i> 2:35-2:45 p.m. 32 CBS stations ORIGINATES: WBBM</p>	<p>Dari-Rich Products <i>Sorensen & Company</i></p>

BROWN & WILLIAMSON TOBACCO CORPORATION*(101st Week on CBS)***Paul Sullivan Reviews
the News**

Mon. thru Fri.
6:30-6:45 p.m.
Rebroadcasts
7:15-7:30 p.m.
1:00-1:15 a.m.
57 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes

*Batten, Barton, Durstine
& Osborn, Inc.***CALIFORNIA FRUIT GROWERS EXCHANGE***(69th Week on CBS)***Sunkist Presents Hedda
Hopper's Hollywood**

Mon., Wed., Fri.
6:15-6:30 p.m.
29 CBS stations
ORIGINATES: KNX

Sunkist Oranges

Sunkist Lemons

*Lord & Thomas***CAMPANA SALES COMPANY***(124th Week on CBS)***First Nighter**
with Barbara Luddy and
Les Tremayne*Drama*

Tuesday
8:30-8:55 p.m.
53 CBS stations
ORIGINATES: WBBM

Campana Hand Cream,
Italian Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries

*Aubrey, Moore &
Wallace, Inc.***CAMPBELL SOUP COMPANY***(299th Week on CBS)***Campbell's Short Short Story***Short story dramatizations*

Mon., Wed., Fri.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
53 CBS stations
ORIGINATES: WABC

Campbell's Tomato Juice

*Ward Wheelock
Company***Amos 'n' Andy***Serial comedy-drama*

Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
59 CBS stations
ORIGINATES: KNX

Campbell's Soups

*Ward Wheelock
Company***Martha Webster**

with Bess Flynn

Dramatic serial

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:15-3:30 p.m.
57 CBS stations
ORIGINATES: WABC

Fletcher Wiley*Talks*

Mon. thru Fri.
2:30-2:45 p.m.
35 CBS stations
ORIGINATES: KNX

Lanny Ross*Songs*

Wed., Thurs., Fri.
7:15-7:30 p.m.
Rebroadcast
11:15-11:30 p.m.
56 CBS stations
ORIGINATES: WABC

Franco-American

Spaghetti

Ruthrauff & Ryan, Inc.

CLIENT AND PROGRAM	TIME	PRODUCTS AND AGENT
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(95th Week on CBS)</i></p> <p>Dr. Christian with Jean Hersholt <i>Drama</i></p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 61 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION <i>(234th Week on CBS)</i></p> <p>Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i></p>	<p>Thursday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WABC</p>	<p>Plymouth Dodge DeSoto Chrysler <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY <i>(242nd Week on CBS)</i></p> <p>Colgate Ask-It-Basket with Jim McWilliams <i>Variety-quiz program</i></p> <p>Strange As It Seems <i>Dramatizations of unusual facts</i></p> <p>Woman of Courage <i>Serial drama</i></p> <p>Myrt and Marge <i>Serial drama</i></p> <p>Hilltop House starring Bess Johnson <i>Serial drama</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 62 CBS stations ORIGINATES: WABC</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>Mon. thru Fri. 9:00-9:15 a.m. <i>Rebroadcast</i> 10:45-11:00 a.m. 40 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 78 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 78 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Benton & Bowles, Inc.</i></p> <p>Palmolive Shave Cream Palmolive Brushless Shave <i>Benton & Bowles, Inc.</i></p> <p>Octagon Products <i>Benton & Bowles, Inc.</i></p> <p>Concentrated Super Suds Super Suds <i>Benton & Bowles, Inc.</i></p> <p>Palmolive Soap <i>Benton & Bowles, Inc.</i></p>

COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i> Stepmother <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 38 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder <i>Sherman & Marquette, Inc.</i>
COMMERCIAL CREDIT COMPANY <i>(23rd Week on CBS)</i> Bob Trout <i>News</i>	Mon., Wed., Fri. 6:00-6:05 p.m. <i>Rebroadcast</i> <i>Mon. and Wed.</i> 11:55-12 mid. <i>Saturday</i> 10:30-10:35 p.m. 64 CBS stations ORIGINATES: WABC	Automobile Finance Service <i>O'Dea, Sheldon & Canaday, Inc.</i>
CONTINENTAL BAKING CO., INC. <i>(295th Week on CBS)</i> Pretty Kitty Kelly <i>Serial drama</i> Marriage Club with Haven MacQuarrie <i>Quiz</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 16 CBS stations ORIGINATES: WABC Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 17 CBS stations ORIGINATES: WABC	Wonder Bread Hostess Cake <i>Benton & Bowles, Inc.</i> Wonder Bread <i>Benton & Bowles, Inc.</i>
CORN PRODUCTS SALES COMPANY <i>(294th Week on CBS)</i> Society Girl starring Charlotte Manson <i>Dramatic serial</i>	Mon. thru Fri. 3:00-3:15 p.m. 16 CBS stations ORIGINATES: WABC	Kre-Mel Dessert Linit Mazola Salad & Cooking Oil Karo Table Syrup Argo Corn Starch for Puddings <i>C. L. Miller Company</i>
THE CUDAHY PACKING COMPANY <i>(296th Week on CBS)</i> Bachelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser <i>Roche, Williams & Cunnyngham, Inc.</i>
DOUBLEMINT GUM <i>(28th Week on CBS)</i> Melody Ranch with Gene Autry <i>Western dramatic series</i>	Sunday 6:30-7:00 p.m. 67 CBS stations ORIGINATES: KNX	Doublemint Gum <i>J. Walter Thompson Company</i>

<p>EVERSHARP, INC. (48th Week on CBS)</p> <p>Take It or Leave It with Bob Hawk, MC, Ray Bloch's Orchestra, David Ross</p> <p><i>Quiz</i></p>	<p>Sunday 10:00-10:30 p.m. 3 CBS stations (Starting Sept. 30 53 CBS stations) ORIGINATES: WABC</p>	<p>Eversharp Pens and Pe <i>The Biow Company</i></p>
<p>FLORIDA CITRUS COMMISSION (27th Week on CBS)</p> <p>Mary Margaret McBride <i>Talks</i> (Beginning September 30)</p>	<p>Mon. thru Fri. 3:15-3:30 p.m. 36 CBS stations (Tues. and Thurs. 21 CBS stations) ORIGINATES: WABC</p>	<p>Florida Citrus Fruit <i>Arthur Kudner, Inc.</i></p>
<p>FORD MOTOR COMPANY (333rd Week on CBS)</p> <p>Ford Summer Hour with Jessica Dragonette, James Newill, baritone, Linton Wells as "Rouge Reporter," Budd Hulick, MC, Leith Stevens and His Orchestra</p> <p><i>Music and variety</i></p>	<p>Sunday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WJR</p>	<p>Ford Lincoln Lincoln Zephyr Mercury <i>N. W. Ayer & Son, Inc.</i></p>
<p>GENERAL FOODS CORPORATION (275th Week on CBS)</p> <p>We, the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i></p> <p>Kate Smith Hour with Kate Smith, Ted Collins, Willie Howard. Jack Miller and his orchestra, Ted Straeter and his chorus, Andre Baruch <i>Music, comedy, and drama</i> (Beginning September 20)</p> <p>Elmer Davis <i>News</i></p> <p>Kate Smith Speaks; News <i>Talks and news</i></p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 80 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 75 CBS stations ORIGINATES: WABC</p> <p>Mon., Wed., Thurs. 8:55-9:00 p.m. 87 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:00-12:15 p.m. 67 CBS stations ORIGINATES: LAKE PLACID</p>	<p>Sanka <i>Young & Rubicam, Inc.</i></p> <p>Grape Nuts <i>Young & Rubicam, Inc.</i></p> <p>Post Toasties <i>Benton & Bowles, Inc.</i></p> <p>Grape Nuts <i>Young & Rubicam, Inc.</i></p>

GENERAL FOODS CORPORATION*(Continued)***My Son and I**with Betty Garde and
Kingsley Colton*Serial drama***Joyce Jordan, Girl Interne***Serial drama***Young Dr. Malone***Serial drama*Mon. thru Fri.
2:45-3:00 p.m.
68 CBS stations
ORIGINATES: WABCMon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
6:30-6:45 p.m.
51 CBS stations
ORIGINATES: WABCMon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
6:00-6:15 p.m.
69 CBS stations
ORIGINATES: WABCCalumet Baking Powder
Swansdown Cake Flour
*Young & Rubicam, Inc.*La France
Satina
Minute Tapioca
*Young & Rubicam, Inc.*Post's 40% Bran Flakes
*Benton & Bowles, Inc.***GENERAL MILLS, INC.***(507th Week on CBS)***By Kathleen Norris***Dramatization of her novels*Mon. thru Fri.
5:00-5:15 p.m.
24 CBS stations
ORIGINATES: WABCWheaties
Knox Reeves
*Advertising, Inc.***GILLETTE SAFETY RAZOR COMPANY***(67th Week on CBS)***Elmer Davis***News*Tues., Fri.
8:55-9:00 p.m.
49 CBS stations
ORIGINATES: WABCGillette Shaving Cream.
Safety Razors and Blades
*Maxon, Inc.***GULF OIL CORPORATION***(342nd Week on CBS)***Adventures of Ellery Queen***Detective dramatizations*Sunday
7:30-8:00 p.m.
70 CBS stations
ORIGINATES: WABCMotor Oil and Gas
*Young & Rubicam, Inc.***INTERNATIONAL SILVER COMPANY***(129th Week on CBS)***Fun in Print**Supervised by the Literary Guild,
with Signund Spaeth, MC*Literary quiz*Sunday
6:00-6:30 p.m.
26 CBS stations
ORIGINATES: WABCInternational Sterling and
1847 Rogers Bros.
Silverplate
*Young & Rubicam, Inc.***IRONIZED YEAST CO., INC.***(49th Week on CBS)***Court of Missing Heirs***Drama*Tuesday
8:00-8:30 p.m.
73 CBS stations
ORIGINATES: WABCIronized Yeast
Ruthrauff & Ryan, Inc.

LADY ESTHER, LTD.

(351st Week on CBS)

Guy Lombardo and His Orchestra

Popular music

Monday

10:00-10:30 p.m.

64 CBS stations

ORIGINATES: ON TOUR

Face Powder, Face Cream
Rouge, Lipstick and
Nail Polish

Pedlar & Ryan, Inc.

THE LAMBERT COMPANY

(165th Week on CBS)

Grand Central Station

Dramatic programs

Friday

9:30-10:00 p.m.

56 CBS stations

ORIGINATES: WABC

Listerine Products
Prophylactic Brushes.

Lambert & Feasley, Inc.

LEVER BROTHERS COMPANY

(265th Week on CBS)

Lux Radio Theatre

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

Drama

Uncle Jim's Question Bee

Quiz

Monday

9:00-10:00 p.m.

65 CBS stations

29 CBC stations

ORIGINATES: KNX

Lux Toilet Soap

*J. Walter Thompson
Company*

Wednesday

8:00-8:30 p.m.

Rebroadcast

12:30-1:00 a.m.

67 CBS stations

31 CBC stations

ORIGINATES: WABC

Rinso

Ruthrauff & Ryan, Inc.

Meet Mister Meek

Drama

Wednesday

7:30-8:00 p.m.

Rebroadcast

12:00-12:30 a.m.

63 CBS stations

ORIGINATES: WABC

Lifebuoy

*William Esty &
Company, Inc.*

Big Sister

with Alice Frost, Martin Gabel

Serial drama

Mon. thru Fri.

11:30-11:45 a.m.

Rebroadcast

2:00-2:15 p.m.

72 CBS stations

26 CBC stations

ORIGINATES: WABC

Rinso

Ruthrauff & Ryan, Inc.

Aunt Jenny's Real Life Stories

Dramatic sketches

Mon. thru Fri.

11:45-12 noon

Rebroadcast

2:15-2:30 p.m.

65 CBS stations

ORIGINATES: WABC

Spry

Ruthrauff & Ryan, Inc.

LIBBY-OWENS-FORD GLASS COMPANY

(Starting September 29)

Design for Happiness

with 65-piece Chicago Woman's Symphony Orchestra, directed by Izler Solomon

Symphonic music

(Beginning September 29)

Sunday
5:00-5:30 p.m.
72 CBS stations
ORIGINATES: WBBM

Flat glass products
United States Advertising Corporation

LIGGETT & MYERS TOBACCO COMPANY

(399th Week on CBS)

Glenn Miller and His Orchestra

with Marion Hutton, Ray Eberle

Popular music

Tues., Wed., Thurs.
10:00-10:15 p.m.
95 CBS stations
ORIGINATES: ON TOUR

Chesterfield Cigarettes
Newell-Emmett Co., Inc.

MENNEN COMPANY

(72nd Week on CBS)

Colonel Stoopnagle's Quixie-Doodle Contest

Comedy and quiz

(Beginning September 29)

Sunday
5:30-6:00 p.m.
52 CBS stations
ORIGINATES: WABC

Mennen Shave Products
H. M. Kiesewetter Advertising Agency, Inc.

NEHL CORPORATION

(13rd Week on CBS)

Believe It or Not

with Robert Ripley

Dramatization of unusual facts

(Beginning September 13)

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

Royal Crown Cola
Batten, Barton, Durstine & Osborn, Inc.

PENN TOBACCO COMPANY

(18th Week on CBS)

Vox Pop

Parks and Wally

Interviews

Thursday
7:30-8:00 p.m.
50 CBS stations
ORIGINATES: WABC

Kentucky Club Pipe Tobacco
Ruthrauff & Ryan, Inc.

PET MILK SALES CORPORATION

(354th Week on CBS)

Saturday Night Serenade

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

Musical

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

Pet Evaporated Milk
Gardner Advertising Company

PET MILK SALES CORPORATION

Continued

Mary Lee Taylor
home economist
Household advice

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

Pet Evaporated Milk
*Gardner Advertising
Company*

PHILIP MORRIS & COMPANY, LTD.
(212th Week on CBS)

Johnny Presents
Johnny Green's Orchestra
Dramatized "Perfect Crime," Floyd
Sherman, Roger Kinney, Audrey
Marsh, "Beverly," Glenn Cross, Ray
Bloch's Swing 14
Musical variety and dramatic interlude

The Crime Doctor
Dramatic programs

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

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

Philip Morris Cigarettes
The Biow Company, Inc.

THE PROCTER & GAMBLE CO.
(305th Week on CBS)

Professor Quiz
with Bob Trout
Questions and answers
(This series ends September 10)

Those We Love
Drama
(Beginning September 16)

The Goldbergs
Serial drama

Life Can Be Beautiful
Serial drama

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

Monday
8:00-8:30 p.m.
Rebroadcast
12:00-12:30 a.m.
70 CBS stations
ORIGINATES: WABC

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

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

Teel
Drene
H. W. Kastor & Sons

Oxydol
*Blackett-Sample-
Hummert, Inc.*

Ivory Soap
*Compton Advertising,
Inc.*

THE PROCTER & GAMBLE CO.*Continued***Right to Happiness***Serial drama*

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

Crisco

*Compton Advertising,
Inc.*

Road of Life*Serial drama*

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

Chipso

Pedlar & Ryan, Inc.

PRUDENTIAL INSURANCE COMPANY OF AMERICA*(66th Week on CBS)***When a Girl Marries***Serial drama*

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

Insurance Services

Benton & Bowles, Inc.

R. J. REYNOLDS TOBACCO COMPANY*(382nd Week on CBS)***Blondie**

with Penny Singleton and
Arthur Lake

Domestic comedy

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

Camel Cigarettes
Prince Albert Smoking
Tobacco

*William Esty &
Company, Inc.*

The Al Pearce Show

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

Variety

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

SPEARMINT GUM*(128th Week on CBS)***Scattergood Baines***Serial drama*

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

Spearmint Gum

Neisser Meyerhoff, Inc.

TEXAS COMPANY*(170th Week on CBS)***Texaco Star Theatre**

with James Wallington, MC, Frances
Langford, Kenny Baker, and
David Broekman's Orchestra

Variety

Wednesday
9:00-9:30 p.m.
87 CBS stations
ORIGINATES: KNX

Texaco products

Buchanan & Co.

**COLUMBIA
NEW ENGLAND
NETWORK**

U. S. TOBACCO COMPANY
(274th Week on CBS)

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

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

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

H. P. HOOD & SONS, INC.
(5th Week on CBS)

Yankee Swapper
with Robb Sagendorph
New England swapping

Mon., Fri.
8:00-8:15 p.m.
ORIGINATES: WEEI

Hood's Milk and Ice Cream
*Harold Cabot &
Company, Inc.*

**F. B. WASHBURN CANDY
CORPORATION**
(Starting September 7)

Crackpot College
Quiz

Saturday
5:30-6:00 p.m.
ORIGINATES: WEEI

Waleco Candy Bars
*Bennett, Walther &
Menadier, Inc.*

**COLUMBIA
MIDWESTERN
NETWORK**

GENERAL MILLS, INC.
(507th Week on CBS)

Beyond These Valleys
Dramatic serial

Mon. thru Fri.
3:15-3:30 p.m. CST
ORIGINATES: WABC

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

**COLUMBIA
PACIFIC
NETWORK**

AXTON-FISHER TOBACCO CO.
(50th Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
9:45-9:55 p.m. PST
ORIGINATES: KNX

Twenty Grand Cigarettes
Weiss & Geller, Inc.

BATHASWEET CORPORATION
(47th Week on CBS)

Bob Garred Reporting
News

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

Bathasweet Products
*H. M. Kiesewetter
Advertising Agency*

COLONIAL DAMES, INC.
(38th Week on CBS)

Beauty Explorer
Beauty commentary

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

Cosmetics
*Glasser Advertising
Agency*

**COLUMBIA
PACIFIC
NETWORK**

Continued

GENERAL MILLS, INC.
Sperry Flour Co.)
507th Week on CBS)

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

Wheathearts
*Westco Advertising
Agency, Inc.*

Beyond These Valleys
Dramatic serial

LANGENDORF UNITED BAKERIES
5th Week on CBS)

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

Bread
*Leon Livingston
Advertising Agency*

News by Hughes
News

LOS ANGELES SOAP COMPANY
(48th Week on CBS)

Mon. thru Fri.
11:45-12:00 noon
PST
ORIGINATES: KNX

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

Knox Manning
News

NATIONAL LEAD COMPANY
(29th Week on CBS)

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

Dutch Boy Paints
*Erwin, Wasey &
Company*

Answer Auction
Quiz

PETER PAUL, INC.
(7th Week on CBS)

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

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

Bob Garred Reporting
News

STEPHANO BROTHERS
(58th Week on CBS)

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

Marvels Cigarettes
The Aitkin-Kynett Co.

Sports Huddle
with Tom Breneman and
Braven Dyer
Sports news

YORTY FOR SENATOR COMMITTEE
(5th Week on CBS)

Tuesday
7:45-8:00 p.m. PST
ORIGINATES: KNX

Senatorial Campaign
Ray Davidson

Talks
Political talks

**COLUMBIA
CALIFORNIA
NETWORK**

**WABC
SPONSORED
PROGRAMS**

<p>AMERICAN CHICLE COMPANY <i>(27th Week on WABC)</i></p> <p>Announcements (Beginning September 30)</p>	<p>Mon. thru Sat. 8:00-8:01:30 a.m.</p>	<p>Chiclets <i>Badger, Brouning & Hersey, Inc.</i></p>
<p>BULOVA WATCH COMPANY <i>(574th Week on WABC)</i></p> <p>Time Signals</p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p>GENERAL BAKING COMPANY <i>(7th Week on WABC)</i></p> <p>Ted Steele <i>Songs</i></p>	<p>Mon. thru Sat. 8:15-8:20 a.m.</p>	<p>Bond Bread <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>GORDON BAKING COMPANY <i>(44th Week on WABC)</i></p> <p>Hollywood Dreams</p>	<p>Tues., Thurs. 11:00-11:15 a.m.</p>	<p>Roman Meal Bread <i>Barton A. Stebbins</i></p>
<p>KRUG BAKING COMPANY <i>(35th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley</p>	<p>Friday 8:45-9:00 a.m.</p>	<p>Bakery Products and Coffee <i>Elmer L. Cline</i></p>
<p>MELVILLE SHOE COMPANY <i>(92nd Week on WABC)</i></p> <p>Early Morning News</p>	<p>Mon. thru Sat. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p>MANUFACTURERS' TRUST COMPANY</p> <p>News of the War with Elmer Davis, Major George Fielding Eliot, and Albert Warner (Beginning September 17)</p>	<p>Tues., Thurs. 10:45-11:00 p.m.</p>	<p>Banking Services <i>McCann-Erickson, Inc.</i></p>

**WABC
SPONSORED
PROGRAMS**

**NEW YORK STATE BUREAU OF
MILK PUBLICITY**

Tuesday
8:45-9:00 a.m.

Milk Publicity
J. M. Mathes, Inc.

Woman's Page of the Air
with Adelaide Hawley
(Beginning September 24)

RAPINWAX PAPER COMPANY
21st Week on WABC)

Thursday
8:45-9:00 a.m.

Rapinwax Paper
W. I. Tracy, Inc.

Woman's Page of the Air
with Adelaide Hawley

R. J. REYNOLDS TOBACCO COMPANY
*20th Week on WABC)**

Mon. thru Sat.
approximately
3:15-5:30 p.m.

Camel Cigarettes
*William Esty &
Company, Inc.*

**Home Games of New York
Giants and Yankees**
Play-by-play descriptions by Mel Allen

WHITE LABORATORIES, INC.

Mon., Wed., Fri.
8:20-8:25 a.m.

"Chooz"
*William Esty &
Company, Inc.*

Jack Berch
Variety
(Beginning September 16)

CBS SUSTAINING PROGRAMS

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

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

1. NEWS BROADCASTS	Page 18
2. PUBLIC AFFAIRS	Page 19
3. SPECIAL EVENTS	Page 19
4. DRAMATIC SERIES	Page 20
5. VARIETY	Page 21
6. PERSONALITIES	Page 22
7. SERIOUS MUSIC	Page 23
8. RELIGIOUS BROADCASTS	Page 24
9. EDUCATIONAL PROGRAMS	Page 25
10. CHILDREN'S PROGRAMS	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: AUGUST PROGRAMS	Page 29

**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:

News Broadcasts: Edward R. Murrow, Eric Sevareid from London; Edwin Hartrich from Paris; William L. Shirer, Joseph C. Harsch from Berlin; Cecil Brown from Rome; Larry Leseur from R.A.F. headquarters in Great Britain; Frank Stevens from Budapest; Spencer Williams from Bucharest; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot from New York; Albert Warner from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY, 10:45-11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:15 a.m., 3:30, 12:30 p.m., 1:55 a.m., MONDAY THRU FRIDAY; 6:00 p.m., TUESDAY AND THURSDAY; 6:30, 9:15, 11:00 a.m., 3:30, 6:00 p.m., 12:30, 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:30, 1:55 a.m., SUNDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., SATURDAY, SUNDAY; Albert Warner, 6:05-6:15 p.m., SATURDAY.

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

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

**PUBLIC
AFFAIRS**

A. F. Whitney
5:30-5:45 p.m.
MONDAY, SEPTEMBER 2

The President of the Brotherhood of Railroad Trainmen speaks at the Third Constitutional Convention of the United Office and Professional Workers of America.

Senator James J. Davis
7:15-7:30 p.m.
MONDAY, SEPTEMBER 2

Secretary of Labor under Presidents Harding, Coolidge and Hoover, Mr. Davis, Republican Senator of Pennsylvania, is heard in a Labor Day address from Philadelphia.

Secretary Frances Perkins
8:00-8:15 p.m.
MONDAY, SEPTEMBER 2

Secretary of Labor Perkins reviews the past year in labor's history and surveys prospects for 1941. This address from Boston is her eighth annual Labor Day talk since she was appointed to President Roosevelt's cabinet.

**First Anniversary
of Second World War**
10:30-11:00 p.m.
TUESDAY, SEPTEMBER 3

CBS correspondents in Berlin, London, Washington, and New York join in a program exploring the circumstance of war on the first anniversary of Neville Chamberlain's declaration that Great Britain was at war with Germany. William L. Shirer and Edward R. Murrow give American audiences their on-the-scene impressions of Berlin and London "today and one year ago." Albert Warner, Major George Fielding Eliot, Elmer Davis, and Bob Trout discuss different aspects of the first year of war from Washington and New York - in retrospect, appraisal, and forecast.

H. W. Prentis, Jr.
10:15-10:30 p.m.
THURSDAY, SEPTEMBER 5

Mr. Prentis, president of the National Association of Manufacturers, is interviewed by Edwin C. Hill in the last of a series of interviews on industry's part in the national defense program.

**SPECIAL
EVENTS**

Aqueduct Handicap
4:30- 4:45 p.m.
MONDAY, SEPTEMBER 2

Ted Husing is at trackside to describe the Aqueduct Handicap, feature race of the New York track's opening Fall card. The handicap is for three-year-olds and upwards, for a purse of \$7,500.

**SPECIAL
EVENTS***Continued***National Tennis
Championship Matches**

VARIOUS HOURS

SUNDAY, SEPTEMBER 1, THRU

SATURDAY, SEPTEMBER 7

CBS sets up its microphones at Forest Hills to cover the 1940 annual national men's and women's tennis championships. Joe Bolton provides the summary of the third-round matches on September 1, 5:15-5:30 p.m. Ted Husing presents summaries of the fifth and sixth day's play. Tuesday at 6:15-6:30 p.m. and Wednesday at 5:30-5:45 p.m., as well as stroke-by-stroke descriptions of the quarter finals, semi-finals, and finals. These broadcasts are scheduled as follows:

SEPTEMBER 5: Quarter finals, 4:15-5:45 p.m.

SEPTEMBER 6: Semi-finals, 3:15-5:30 p.m.

SEPTEMBER 7: Finals, 2:00-5:00 p.m.

(Most of these broadcasts will not be carried on WABC, but will be piped by CBS to WNYC for the New York area.)

"Honest Abe"

10:00-10:30 a.m.

EACH SATURDAY

This Saturday morning series dramatizes human interest episodes in the early life of Abraham Lincoln. Written by E. P. Conkle, author of the four-star dramatic hit, "Prologue to Glory," the series stars Ray Middleton, prominent young American baritone. Programs in the series trace Lincoln's rise as a young lawyer and legislator until his election as President. Sidney Harmon produces and directs the series; he is assisted by Betzy Tuthill.

**DRAMATIC
SERIES****Columbia Workshop**

8:00-8:30 p.m.

EACH SUNDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. Columbia's leading staff directors are assigned to the plays, which are submitted by new young writers as well as by established script-writers. Douglas Coulter supervises production of the plays and selection of the scripts.

VARIETY

Continued

"So You Think You Know Music"

8:00-8:30 p.m.

MONDAY, SEPTEMBER 9

9:30-10:00 p.m.

TUESDAY, SEPTEMBER 17 AND 24

Ted Cott concludes the current series of this amusing musical inquisition. Leonard Lieb-ling judges the four contestants, two of whom are professional musicians and two drawn from the studio audience. They compete for concert tickets, books, and phonograph records.

Choose Up Sides

8:30-8:55 p.m.

FRIDAY, SEPTEMBER 6 AND 13

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

Columbia 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, and melodrama of the nineties. Songwriter Joe Howard, 73 year old master of ceremonies, introduces Genevieve Rowe, Beatrice Kay, Billy Greene, the Four Clubmen, Frank Lovejoy, and the Floradora girls. Ray Bloch is the conductor, Al Rinker the producer.

Flow Gently Sweet Rhythm

5:30-6:00 p.m.

SUNDAY, SEPTEMBER 1, 8, 15, 22

Maxine Sullivan, famous for her swing version of "Loch Lomond" and other ballads, joins John Kirby's six-piece band in this new series of jazz chamber music. The Golden Gate Quartet sings Negro spirituals, and Canada Lee serves as MC.

"Singing Bee"

10:30-11:00 a.m.

EACH SATURDAY

Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto and one of radio's most unusual soloists. Contestants are selected from the studio audience and get cash awards for being able to identify a song and then singing, humming, or whistling it.

Let's Be Lazy

9:30-10:00 a.m.

EACH SATURDAY

Tom Moore, 225-pounder and radio's laziest announcer, persuades his listeners to take life easy in this unusual Saturday morning series. Dale Evans sings when Moore gets tired.

VARIETY*Continued***Forecast**

9:00-10:00 p.m.

MONDAY, SEPTEMBER 2

Columbia's unusual "Forecast" series ends on September 2 with a full-hour production entitled "Birth of a Nation." The September 2 program, sample installment of a series which would run for 52 weeks, is "The Story of Peter Zenger," by Marjorie Bartlett and Brewster Morgan. The cast includes Mary Astor, Frank Craven, Gene Lockhart, Burgess Meredith, and Thomas Mitchell. David Broekman directs the music and Mr. Morgan directs the program.

Major Bowes' Family

11:30-12:30 p.m.

EACH SUNDAY

Major Bowes' Family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Outdoors with Bob Edge

6:15-6:30 p.m.

EACH THURSDAY

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

Al Bernard's Minstrels

3:15-3:30 p.m.

EACH WEDNESDAY AND FRIDAY

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

"Man About Hollywood"

8:00-8:30 p.m.

FRIDAY, SEPTEMBER 6 AND 13

George McCall returns to CBS with his popular program of Hollywood news and interviews, and dramatizations of important events in the film capital. Lud Gluskin and his orchestra provide musical interludes.

A Friend in Deed

3:15-4:00 p.m.

MONDAY THRU FRIDAY

Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon. Each broadcast features a dramatization.

Songs of Cheer and Comfort

9:30-10:00 a.m.

EACH SUNDAY

Richard Maxwell is heard each Sunday morning in a half-hour of hymns and inspirational music.

PERSONALITIES

**SERIOUS
MUSIC**

**Columbia Broadcasting
Symphony Orchestra**

3:00-4:30 p.m.

EACH SUNDAY

Howard Barlow conducts the Columbia Broadcasting Symphony in this series of concerts, including many outstanding modern works as well as classical selections. William Fine-shriber is intermission commentator.

SEPTEMBER 8: *Borodin*: Selections from "Prince Igor," Prelude, March, Dance, of the Slave Maidens, and Polovetzian Dances; *Tschaikowsky*: Prelude to "Iolanthe," Symphony No. 6, "Pathetique."

**Columbia Concert
Orchestra**

7:00-7:15 p.m.

MONDAY, WEDNESDAY AND FRIDAY

9:30-10:00 p.m.

EACH WEDNESDAY

5:15-5:45 p.m.

EACH FRIDAY

The Columbia Concert Orchestra is regularly heard over the coast-to-coast CBS Network in five periods a week of classical selections. Conductors for the broadcasts are Howard Barlow and Bernard Herrmann. Mr. Herrmann conducts the Wednesday evening half-hour programs, while Mr. Barlow directs the orchestra on Friday afternoon.

Vera Brodsky

2:00-2:30 p.m.

EACH SATURDAY

Vera Brodsky, internationally famous concert and radio pianist, devotes her new cycle of broadcasts to piano compositions of Brahms.

Dorian String Quartet

11:30 a.m.-12:00 noon

EACH SATURDAY

The Dorian String Quartet—Alexander Cores and Harry Friedman, violins, David Mankovitz, viola, and Bernard Greenhouse, cello—are heard in a summer series of concerts of contemporary music.

Yella Pessl

VARIOUS HOURS

Yella Pessl, one of the musicians who saved the harpsichord from retirement as a museum piece, plays that instrument in five broadcasts a week over CBS.

Exploring Music

5:15-5:45 p.m.

EACH MONDAY

Bernard Herrmann conducts the CBS orchestra in an unusual program, which digs deep into musical archives for interesting material. Each program in the series is an exploration of the works of a particular composer or period.

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

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

SEPTEMBER 1: *Morning*: Dr. Earl Frederick Adams, D.D., Northern Baptist Convention, New York.

Afternoon: Rev. Daniel A. Lord, S.J., Editor of "Queen's Work" and National Director of Sodality of Our Lady, St. Louis.

SEPTEMBER 8: *Morning*: Rev. Martin E. Anderson, D.D., Central Presbyterian Church, Denver.

Afternoon: Dr. Raphael Harwood Miller, D.D., National City Christian Church, Washington (Disciples of Christ).

SEPTEMBER 15: *Morning*: Dr. Abdel Ross Wentz, president, Lutheran Theological Seminary, Gettysburg, Pennsylvania.

Afternoon: Reverend James W. Gibbons, Rector and Retreat Master of St. Joseph's-in-the-Hills, Malvern, Pennsylvania (Catholic).

SEPTEMBER 22: *Morning*: Dr. Joseph R. Sizoo, Collegiate Church of St. Nicholas, New York (Presbyterian).

Afternoon: Most Rev. Francis J. Spellman, Archbishop of New York, and Rev. Robert I. Gannon, S.J., president, Fordham University.

SEPTEMBER 29: *Morning*: Bishop Francis J. McConnell, Methodist Episcopal Church.

Afternoon: Rabbi Jonah B. Wise, Central Synagogue, New York City.

RELIGIOUS BROADCASTS

Wings Over Jordan

10:30-11:00 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.

SEPTEMBER 1: Dr. Charles H. Garvin, President, Cleveland Library Board, Cleveland.

SEPTEMBER 8: Dr. Earnest B. Kalibala, Uganda, East Africa (now visiting Memphis, Tennessee).

SEPTEMBER 15: Rev. James L. Horace, President, Baptist General State Convention of Illinois, Chicago.

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

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

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

Invitation to Learning

4:30-5:00 p.m.

EACH SUNDAY

This new series invites listeners to read or re-read the world's great books. On each program, four outstanding Americans discuss famous books—emphasizing their living quality. Stringfellow Barr, president of St. John's College of Annapolis, is permanent chairman of the program.

The People's Platform

7:00-7:30 p.m.

EACH SATURDAY

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

The Human Adventure

8:30-8:55 p.m.

SATURDAY, SEPTEMBER 7 AND 14

This series dramatizes outstanding cultural and scientific achievements of the world's leading universities, presents the fruits of scholarly research in a clear, vivid style.

Columbia's Lecture Hall

4:00-4:15 p.m.

EACH MONDAY AND WEDNESDAY

Outstanding personalities on America's lecture stage are heard in this new program. Monday broadcasts feature lecturers in current events, economics and science. On Wednesdays, the guests are from the entertainment world.

Columbia's Country Journal

12:00-12:30 p.m.

EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news and interviews distinguished agricultural authorities and leaders. During August his broadcasts originate on tour from farming centers all over the country.

EDUCATIONAL PROGRAMS

Continued

Highways to Health

1:15-1:30 p.m.

EACH SATURDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen. September's schedule:

SEPTEMBER 14: Dr. S. Bernard Wortis, "Psychiatric Help for the Normal Person."

SEPTEMBER 21: Dr. Frank S. Yeomans, Professor, Gastrointestinal Surgery, N. Y. Polyclinic Medical School and Hospital, "The Restless Colon."

SEPTEMBER 28: Dr. Marion B. Sulzburger, Asst. Clinical Professor of Dermatology and Syphilology, N. Y. Post Graduate Medical School and Hospital of Columbia University.

Adventures in Science

1:00-4:15 p.m.

EACH THURSDAY

Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc. On September 4, Mr. Oren C. Dunham, Chief Botanist of Abbott Laboratories, is guest scientist.

Of Men and Books

1:00-4:15 p.m.

EACH TUESDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, and Dr. Bergen Evans, Northwestern Department of English, discuss modern books and the world's greatest classics.

Exploring Space

1:00-4:15 p.m.

EACH FRIDAY

Maude Bennot, director of the Adler Planetarium in Chicago, conducts this new series which tells the story of the constellations.

The Old Dirt-Dobber

11:05-11:30 a.m.

EACH SATURDAY

Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds, and insects on this unusual new Saturday morning feature.

**CHILDREN'S
PROGRAMS**

Let's Pretend
12:30-1:00 p.m.
EACH SATURDAY

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

"March of Games"
1:30-2:00 p.m.
EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvis Prager, Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

LIGHT MUSIC

CBS Vocalists
VARIOUS HOURS
MONDAY THRU SATURDAY

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

**Golden Gate Quartet,
Four Clubmen**
VARIOUS HOURS

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

Dance Orchestra
VARIOUS HOURS
MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for August:
Nat Brandwynne Woody Herman
Henry Busse Al Kavelin
Larry Clinton Hal Kemp
Jack Coffey George King
Bob Crosby Henry King
Navier Cugat Jimmy Lunceford
Bobby Day Guy Lombardo
Ray Herbeck Leighton Noble
Dnsty Roades

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

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

**News Broadcasts
(In English)**

10:15-10:25, 11:30-11:40 a.m.

1:30-1:45, 5:50-6:00 p.m.

MONDAY THRU FRIDAY

(In French, German, Italian,
Polish)

12:00 noon-1 p.m., 5-5:50 p.m.

MONDAY THRU SUNDAY

(5:00-6:00 p.m., SAT. & SUN.)

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

**SPECIAL CBS
BROADCASTS
TO EUROPE**

Hollywood News

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

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

SUNDAY, 8:00-8:15 p.m.

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

News in Spanish

10:00-10:05 p.m.

MONDAY THRU SUNDAY

6:45-7:00 p.m.

SUNDAY THRU FRIDAY

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

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

5:45-6:00 p.m.

MONDAY THRU FRIDAY (WCAB)

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

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

News in Portuguese

7:15-7:30 p.m.

MONDAY THRU FRIDAY

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

**Carmen Castelo's American
Travelogues in Spanish**

WEDNESDAY, 8-8:15 p.m.

Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.

Cultural News in Spanish

FRIDAY, 9:00-9:15 p.m.

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

**Carmen Castelo's Broadway
Column in Spanish**

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

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

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

PUBLIC AFFAIRS

In the month of August, the problem of national defense loomed very large through the entire United States and was reflected in hard Congressional debate on conscription. Throughout the month, CBS scheduled many talks by cabinet members, senators, representatives, and members of the Defense Commission, in addition to the regular public affairs broadcasts on the "American Viewpoints" series.

AUGUST 2: Representative Wright Patman, Democrat of Texas, discussed "Safeguarding Democracy" from the studios of WJSV, Washington, 10-10:15 p.m.

AUGUST 3: Senator Josh Lee, Democrat of Oklahoma and one of the leaders of the "Draft Wealth" movement, urged that the United States "Draft Money as Well as Men," 10:15-10:30 p.m.

AUGUST 4: Compulsory military training was discussed by Secretary of the Navy Frank Knox, Assistant Secretary of War Robert P. Patterson, and Colonel Julius Ochs Adler. 2-2:30 p.m.

AUGUST 6: Governor William H. Vanderbilt of Rhode Island and United States Solic-

itor General Francis Biddle surveyed cooperative plans for the Federal and State Governments in the new U. S. defense program, 10:15-10:30 p.m.

AUGUST 7: Dr. Harry Emerson Fosdick of the Riverside Cathedral, New York City, spoke in support of the Burke-Wadsworth Conscription Bill, 10:15-10:30 p.m.

AUGUST 8: Mrs. Ida B. Wise Smith of the Woman's Christian Temperance Union was heard in an address from Chicago. 5:30-5:45 p.m.

AUGUST 8: All seven members of the National Defense Advisory Commission participated in a forum on the problems which confront them and were interviewed by Albert Warner of CBS and correspondents of NBC and Mutual. The Commission members heard on the broadcast were Ralph Budd, Chester C. Davis, Miss Harriet Elliott, Leon Henderson, Sidney Hillman, William S. Knudsen, and Edward R. Stettinius, Jr., 10:30-11 p.m.

AUGUST 13: Senator David I. Walsh, Democrat of Massachusetts, spoke on the topic, "Our Navy for Our Own Defense," 10:15-10:30 p.m.

AUGUST 16: A special half-hour broadcast from the assembly room of the Elwood Indiana, High School heralded the following day's acceptance speech of Republican candidate Wendell L. Willkie. Old friends of Mr. Willkie, his first employer, and others were heard on the special broadcast, 10-10:30 p.m.

AUGUST 17: Senator Rush D. Holt, Democrat of West Virginia, was heard in a broadcast opposing sending American destroyers to Great Britain, 10:15-10:30 p.m.

AUGUST 18: Ambassador William C. Bullitt, who had returned from France several weeks before, addressed a mass meeting in Independence Square, Philadelphia. His remarks, which were broadcast on Columbia's coast-to-coast Network, were on foreign affairs, 7-7:30 p.m.

AUGUST 20: Mrs. Lucille Foster McMillin, U. S. Civil Service Commissioner, spoke on "Women and the National Defense," 5:30-5:45 p.m.

AUGUST 20: Senator Burton K. Wheeler, Democrat of Montana, a leader in the Congressional fight against the conscription bill, attacked an address by Admiral William H. Standley in which the Admiral proposed that the United States turn over reconditioned destroyers to Great Britain, 10:15-10:30 p.m.

AUGUST 21: Harlee Branch, Chairman of the C. A. A. Board in Washington, and Robert H. Hinckley, assistant secretary of commerce, were both heard in a quarter-hour broadcast from Washington, 10:15-10:30 p.m.

AUGUST 22: William Allen White, nationally-famous editor and publisher of the Emporia Gazette, urged that the United States

sell reconditioned destroyers to Great Britain, 10:15-10:30 p.m.

AUGUST 23: General Hugh Johnson, nationally-syndicated columnist, who drafted the conscription bill in 1917 and who supervised its execution, spoke in favor of military conscription, 10-10:15 p.m.

AUGUST 24: Eight reporters roved through "blacked out" London to bring CBS audiences a picture of wartime "London After Dark." The broadcast included pick-ups from nine spots in the Greater London area and among the reporters to participate in it were Vincent Sheean, J. B. Priestley, Bob Bowman, Raymond Glendenning and Michael Standing, all of the British Broadcasting Corporation, and three CBS correspondents, Edward R. Murrow, Larry LeSeur, and Eric Sevareid, 6:30-7 p.m.

AUGUST 25: Francis Biddle, Solicitor General of the United States, told aliens "How to Comply with the Alien Registration Act of 1940," in a special broadcast from Chicago, 2:15-2:30 p.m.

AUGUST 27: Senator Charles L. McNary's acceptance speech as vice-presidential candidate of the Republican party was broadcast over the nation-wide Network of the Columbia Broadcasting System from Salem, Oregon, the candidate's home-town, 9-9:30 p.m.

AUGUST 29: Former Secretary of Agriculture Henry A. Wallace's address accepting the Democratic nomination for the Vice-Presidency was broadcast from the Drake Coliseum in Des Moines, Iowa, Mr. Wallace's home-city, 10:15-11 p.m.

SPECIAL EVENTS

AUGUST 4: Each Sunday evening in August CBS broadcast the open-air concerts from

the Grant Park Band Shell in Chicago. The concerts included performances by a number of orchestras. 10:30-11 p.m.

AUGUST 10: CBS broadcast a track-side account of the running of the American Derby at Arlington Park in Chicago, 6:15-6:30 p.m.

AUGUST 11: Ted Husing described the All-

American Soap Box Derby for Columbia listeners. The Derby is held annually near the Akron Airport in Akron, Ohio, 5:30-6 p.m.

AUGUST 19: Major General Henry H. Arnold, chief of the U. S. Army Air Corps, broadcast over CBS, as Network reporters covered the ceremonies dedicating the Wright Brothers Monument at Wright Field, Dayton, Ohio. 3:15-3:30 p.m.



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

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