

THE COVER: Columbia visits the remote community of Lost Creek, Kentucky (pop. 213), to bring to its nationwide audience a program of authentic mountaineer music performed in its native setting.

# **THE COLUMBIA PROGRAM BOOK**

**CBS SPONSORED PROGRAMS: pp. 3 to 18**

**CBS SUSTAINING PROGRAMS: pp. 19 to 43**

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# CBS SPONSORED PROGRAMS

<b>AFFILIATED PRODUCTS, INC.</b>	Edna Wallace Hopper Cosme
<b>AMERICAN TOBACCO COMPANY</b>	Lucky Strike Cigarettes
<b>ANACIN COMPANY</b>	Anacin
<b>BAYER COMPANY</b>	Bayer Aspirin
<b>A. S. BOYLE COMPANY</b>	Old English No-Rubbing Floor Wax
<b>BREWERS' RADIO SHOW ASSOCIATION</b>	Beer

<p>THE ROMANCE OF HELEN TRENT <i>serial drama</i>  (See S. BOYLE CO. also, below)</p>	<p>Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>238 Weeks</p>
<p>YOUR HIT PARADE, Per Van Steeden's Orchestra; Guest Star; Buddy Clark, Fredda Gison and the Songsmiths <i>popular music and vocalists</i></p>	<p>Saturday 10:00-10:45 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Lord and Thomas</p>	<p>113 Weeks</p>
<p>THE GAL, SUNDAY <i>serial drama</i>  (See KOLYNOS COMPANY also, page 9)</p>	<p>Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>360 Weeks</p>
<p>SECOND HUSBAND with Helen Menken, presented by the Famous Actors' Guild <i>dramatic</i></p>	<p>Tuesday 7:30-8:00 p.m. ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>355 Weeks</p>
<p>THE ROMANCE OF HELEN TRENT <i>serial drama</i>  (See AFFILIATED PRODUCTS, INC. also, above)</p>	<p>Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>163 Weeks</p>
<p>WEDNESDAY NIGHT SHOW with Ted Husing, Connie Boswell, Guest stars and Richard Himber's Orchestra <i>comedy, Sports, Music</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12-12:30 a.m. ORIGINATES: WABC</p>	<p>United States Advertising Corp.</p>	<p>17 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<b>CHRYSLER CORPORATION</b>	Chrysler DeSoto Dodge Plymouth
<b>COLGATE-PALMOLIVE-PEET COMPANY</b>	Concentrated Super Suds  Palmolive Soap  Colgate Tooth Powder
<b>CONTINENTAL BAKING CO., INC.</b>	Wonder Bread Hostess Cake
<b>THE CUDAHY PACKING COMPANY</b>	Old Dutch Cleanser
<b>DURKEE FAMOUS FOODS, INC.</b>	Food Products

†Columbia Pacific Network Only

<b>MAJOR BOWES' AMATEUR HOUR</b> <i>amateurs, with Major Bowes</i> <i>Master of Ceremonies</i>	<b>Thursday</b> <b>9:00-10:00 p.m.</b> ORIGINATES: WABC	<b>Ruthrauff &amp; Ryan, Inc.</b>	<b>121 Weeks</b>
<b>MYRT AND MARGE</b> <i>serial drama</i>	<b>Mon. thru Fri.</b> <b>10:15-10:30 a.m.</b> <i>Rebroadcast</i> <i>4:00-4:15 p.m.</i> ORIGINATES: WABC	<b>Benton &amp; Bowles, Inc.</b>	<b>122 Weeks</b>
<b>HILTOP HOUSE,</b> <i>starring Bess Johnson</i> <i>dramatic serial</i>	<b>Mon. thru Fri.</b> <b>10:30-10:45 a.m.</b> <i>Rebroadcast</i> <i>4:30-4:45 p.m.</i> ORIGINATES: WABC		<b>124 Weeks</b>
<b>ST. MOTHER</b> <i>dramatic serial</i>	<b>Mon. thru Fri.</b> <b>10:45-11:00 a.m.</b> ORIGINATES: WBBM	<b>Benton &amp; Bowles-Chicago, Inc.</b>	<b>65 Weeks</b>
<b>PRETTY KITTY KELLY</b> <i>serial drama</i>	<b>Mon. thru Fri.</b> <b>10:00-10:15 a.m.</b> <i>Rebroadcast</i> <i>4:15-4:30 p.m.</i> ORIGINATES: WABC	<b>Benton &amp; Bowles, Inc.</b>	<b>173 Weeks</b>
<b>BACHELOR'S CHILDREN</b> <i>serial drama</i>	<b>Mon. thru Fri.</b> <b>9:45-10:00 a.m.</b> ORIGINATES: WBBM	<b>Roche, Williams &amp; Cunningham, Inc.</b>	<b>183 Weeks</b>
<b>SECRET AMBITION,</b> <i>starring Breneman, MC with</i> <i>Neill Chase and His Orchestra</i> <i>musical</i>	<b>†Friday,</b> <b>July 1 only</b> <b>8:00-8:30 p.m.</b> PST ORIGINATES: KSFO, SAN FRANCISCO	<b>Botsford, Constantine &amp; Gardner</b>	<b>108 Weeks</b>

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

# CBS SPONSORED PROGRAMS

<b>EUCLID CANDY COMPANY OF CALIFORNIA, INC.</b>	Confectionery
<b>GENERAL BAKING COMPANY</b>	Bond Bread
<b>GENERAL FOODS CORPORATION</b>	La France Satina  Postum  Huskies Post Toasties
<b>GRIFFIN MANUFACTURING COMPANY</b>	Griffin Shoe Polishes

† Columbia Pacific Network Only

<p><b>KNX MANNING</b> commentator</p>	<p>†Tuesday 5:45-6:00 p.m. PST ORIGINATES: KNX</p>	<p>Sidney Garfinkel Advertising Agency</p>	<p>32 Weeks</p>
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<p><b>GU LOMBARDO</b> and His Orchestra popular music</p>	<p>Sunday 5:30-6:00 p.m. ORIGINATES: WABC</p>	<p>Batten, Barton, Durstine &amp; Osborn, Inc.</p>	<p>390 Weeks</p>
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<p><b>MARY MARGARET MCBRIDE</b> radio columnist</p>	<p>Friday, July 1 only 12:00-12:15 p.m. ORIGINATES: WABC</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>175 Weeks</p>
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<p><b>LUIS AND ABNER</b> serial drama</p>	<p>Friday, July 1 only 6:45-7:00 p.m. Rebroadcast 11:15-11:30 p.m. ORIGINATES: KNX</p>		
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<p><b>BOB CARTER</b> news commentator</p>	<p>Mon., Wed., Thur. and Fri. 7:45-8:00 p.m. Rebroadcasts Mon. thru Fri. 8:45-9:00 p.m. ORIGINATES: WCAU, PHILADELPHIA</p>	<p>Benton &amp; Bowles, Inc.</p>	
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<p><b>LET'S SHINE,</b> with Hal Kemp and his Orchestra, Lew Starr and Bob Allen musical</p>	<p>Tuesday 10:00-10:30 p.m. ORIGINATES: WABC</p>	<p>Birmingham, Castleman &amp; Pierce, Inc.</p>	<p>11 Weeks</p>
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The figures indicate the total number of weeks in which the client has used CBS facilities.

# CBS SPONSORED PROGRAMS

<b>GULF OIL CORPORATION</b>	Motor Oil and Gas
<b>HOUSEHOLD FINANCE CORPORATION</b>	Personal Loan Service
<b>KOLYNOS COMPANY</b>	Kolynos Toothpaste
<b>LADY ESTHER COMPANY</b>	Cosmetics
<b>THE LAMBERT COMPANY</b>	Listerine Products Prophylactic Brushes
<b>LEVER BROTHERS COMPANY</b>	Lux Toilet Soap  Rinso

<p>THE PASSING PARADE, with John Booth Nesbitt and Orchestra Dramatic and music</p>	<p>Sunday 7:30-8:00 p.m. ORIGINATES: KNX</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>229 Weeks</p>
<p>IT CAN BE DONE, with Edgar A. Guest, Frikie Masters' Orchestra Dramatic Cast Poetry and drama</p>	<p>Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM</p>	<p>Batten, Barton, Durstine &amp; Osborn, Inc.</p>	<p>26 Weeks</p>
<p>THE GAL, SUNDAY Serial drama (See ANACIN COMPANY also, page 3)</p>	<p>Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>212 Weeks</p>
<p>WYNE KING and his Orchestra Popular music</p>	<p>Monday 10:00-10:30 p.m. ORIGINATES: WBBM July 4 only: WJR</p>	<p>Lord and Thomas</p>	<p>147 Weeks</p>
<p>THE GRAND CENTRAL STATION Serial drama</p>	<p>Tuesday 9:00-9:30 p.m. ORIGINATES: WABC</p>	<p>Lambert &amp; Feasley, Inc.</p>	<p>52 Weeks</p>
<p>THE LUX RADIO THEATRE "I Found Stella Parrish", with Edith Bennett, Herbert Marshall and George Brent Dramatic; Cecil B. De Mille, director</p>	<p>Monday, July 4 only 9:00-10:00 p.m. ORIGINATES: KNX</p>	<p>J. Walter Thompson Company</p>	<p>144 Weeks</p>
<p>Edward G. Robinson IN THE TOWN, with Claire Trevor Dramatic</p>	<p>Tuesday, July 5 and 12 only 8:00-8:30 p.m. Rebroadcast 11:30 p.m.-12 mid. ORIGINATES: KNX</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>36 Weeks</p>

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# CBS SPONSORED PROGRAMS

**LEVER BROTHERS COMPANY**

*Continued*

Lifebuoy

Rinso

Spry

**LIGGETT & MYERS TOBACCO COMPANY**

Chesterfield Cigarettes

**P. LORILLARD COMPANY**

Old Gold Cigarettes

<p>ANJOLSON SHOW with Martha Raye, Pezyakarkus, Lud Gluskin's Orchestra and guest stars <i>Comedy and music</i></p>	<p>Tuesday, July 5 and 12 only 8:30-9:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX</p>		<p>110 Weeks</p>
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<p>BI SISTER, with Alice Frost and Martin Gabel <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC</p>		<p>94 Weeks</p>
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<p>ANT JENNY'S REAL LIFE STORIES <i>Dramatic</i></p>	<p>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC</p>		<p>76 Weeks</p>
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<p>PAL WHITEMAN'S PROGRAM, with Joan Edwards; The Millernaires; Guests <i>Musical Variety</i> *Starting July 13, this show will be held on Wednesdays.</p>	<p>Friday, July 8 only* 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC</p>	<p>Newell-Emmett Co., Inc.</p>	<p>63 Weeks</p>
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<p>HOLLYWOOD SCREENSCOOPS, George McCall, commentator <i>Motion-picture news</i></p>	<p>Tues. and Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX</p>	<p>Lennen &amp; Mitchell, Inc.</p>	<p>130 Weeks</p>
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\*The figures indicate the total number of weeks  
in which the client has used CBS facilities.

# CBS SPONSORED PROGRAMS

<b>JOE LOWE CORPORATION</b>	Popsicle
<b>McKESSON &amp; ROBBINS, INC.</b>	Calox Toothpowder Solidified Albolene
<b>NASH-KELVINATOR CORPORATION</b>	Nash Motor Cars
<b>PET MILK SALES CORPORATION</b>	Irradiated Pet Milk
<b>PHILIP MORRIS &amp; COMPANY, LTD.</b>	Philip Morris Cigarettes

<p>POPEYE, THE SAILORMAN <i>Comedy serial drama</i></p>	<p>Mon., Wed., Fri. 6:15-6:30 p.m. ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>9 Weeks</p>
<p>JOCE JORDAN, GIRL INTERNE <i>erial drama</i></p>	<p>Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC</p>	<p>Brown &amp; Tarcher, Inc.</p>	<p>35 Weeks</p>
<p>PROFESSOR QUIZ, with Bob Trout <i>Questions and answers</i></p>	<p>Saturday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC</p>	<p>Geyer, Cornell &amp; Newell, Inc.</p>	<p>69 Weeks</p>
<p>MARY LEE TAYLOR, home economist <i>Household advice</i></p>	<p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX, ST. LOUIS</p>	<p>Gardner Advertising Company</p>	<p>243 Weeks</p>
<p>JOHNNY PRESENTS Mrs Morgan's Orchestra, Jack Jonstone's Dramatizations, Frances Fair, Genevieve Rowe, "Beverly", Gunn Cross and Ray Bloch's Swing Fifteen <i>Variety and dramatic interludes</i></p>	<p>Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC</p>	<p>The Biow Company, Inc.</p>	<p>94 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<b>THE PROCTER &amp; GAMBLE COMPANY</b>	Oxydol  Crisco  Chipso  Ivory
<b>R. J. REYNOLDS TOBACCO COMPANY</b>	Camel Cigarettes Prince Albert Smoking Tobacco
<b>RIO GRANDE OIL, INC.</b>	Petroleum Products
<b>SALES AFFILIATES, INC.</b>	Loxol Oil Tint Shampoo
<b>SKELLY OIL COMPANY</b>	Petroleum Products

††Columbia California Network Only

<p>THE GOLDBERGS <i>Serial drama</i></p>	<p>Mon thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>187 Weeks</p>
<p>V &amp; SADE <i>Serial drama</i></p>	<p>1:15-1:30 p.m. ORIGINATES: WBBM</p>	<p>Compton Advertising, Inc.</p>	
<p>ROAD OF LIFE <i>Serial drama</i></p>	<p>1:30-1:45 p.m. ORIGINATES: WABC</p>	<p>Pedlar &amp; Ryan, Inc.</p>	
<p>GAPEL SINGER <i>Hymns</i></p>	<p>1:45-2:00 p.m. ORIGINATES: WABC</p>	<p>Compton Advertising, Inc.</p>	
<p>BENNY GOODMAN and his Orchestra <i>Music and guests</i></p>	<p>Tuesday 9:30-10:00 p.m. ORIGINATES: WEEI</p>	<p>William Esty &amp; Company, Inc.</p>	<p>261 Weeks</p>
<p>CALLING ALL CARS <i>Police file dramatizations</i></p>	<p>††Thursday 8:30-9:00 p.m. PST ORIGINATES: KNX</p>	<p>Hixson-O'Donnell, Inc.</p>	<p>251 Weeks</p>
<p>FLY AND BRAGGIOTTI, du-pianists; and Bob Carol, bitone <i>Musical</i></p>	<p>††Wed. and Fri. 11:15-11:30 a.m. PST ORIGINATES: KNX</p>	<p>Milton Weinberg Advertising Co.</p>	<p>24 Weeks</p>
<p>HELLY COURT OF MISSING HEIRS <i>Dramatic</i></p>	<p>Sunday, July 3 only 10:30-11:00 p.m. ORIGINATES: WBBM</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>37 Weeks</p>

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

# CBS SPONSORED PROGRAMS

**UNITED STATES TIRE DEALERS  
MUTUAL CORPORATION**

U. S. Royal Master Tires

**U. S. TOBACCO COMPANY**

Dill's Best  
Model Smoking Tobacco

**WILMINGTON TRANSPORTATION  
COMPANY**

Santa Catalina  
Island Summer Resort

**WM. WRIGLEY JR., COMPANY**

Wrigley's Gum

† *Columbia Pacific Network Only*

<p>BY BERNIE AND ALL THE LADS, with Lew Lehr, comedian; Buddy Cirk, vocalist and Agnes Moorehead <i>Music and comedy</i></p>	<p>Wednesday, July 6 only 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC</p>	<p>Campbell-Ewald Company of New York, Inc.</p>	<p>24 Weeks</p>
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<p>PAK AND PAT IN PIPE SMOKING TIE, with Edward Roecker, bari- tone and Benny Kreuger's Orchestra <i>"Blackface" comedy and music</i></p>	<p>Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC</p>	<p>Arthur Kudner, Inc.</p>	<p>161 Weeks</p>
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<p>CALINA ISLANDER, Gay Breckner <i>Man-in-street interviews</i></p>	<p>†Mon. thru Fri. 2:15-2:30 p.m. ORIGINATES: KNX</p>	<p>Neisser-Meyerhoff, Inc.</p>	<p>6 Weeks</p>
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<p>THE LAUGH LINER, String Billy House with Jack Fulton, tenor and Carl Hohengarten's Orchestra <i>Comedy and music</i></p>	<p>Sunday, 6:30-7:00 p.m. ORIGINATES: WBBM</p>	<p>Neisser-Meyerhoff, Inc.</p>	<p>318 Weeks</p>
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<p>SCOTTERGOOD BAINES <i>Serial drama</i></p>	<p>†Mon. thru Fri. 7:00-7:15 p.m. PST ORIGINATES: KNX</p>		
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\*† figures indicate the total number of weeks  
in which the client has used CBS facilities.

# CBS SUSTAINING PROGRAMS

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

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

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**DRAMATIC  
SERIES**

**ORSON WELLES—"FIRST  
PERSON SINGULAR"**

9:00-10:00 p.m.

EACH MONDAY  
STARTING JULY 11

Orson Welles, brilliant young actor-producer of the Mercury Theater, undertakes a new experiment in radio drama at the invitation of the Columbia Network. Taking the "First Person Singular" classics of literature, which he considers admirably suited to the medium of radio, Welles adapts, casts, directs and produces them in nine one-hour weekly broadcasts. He is assisted by members of the Mercury Theater. The first drama is Bram Stoker's "Dracula."

**"MEN AGAINST DEATH"**

8:00-8:30 p.m.

EACH THURSDAY

The heroes of Paul de Kruif's well-known books will be brought to life in dramas presented in association with the Federal Theater's Radio Division. George Zachary directs. Bernard Herrmann is musical director. and Leon Fontaine prepares the scripts.

JULY 7: Spallanzani: "Microbes Must Have Parents."

JULY 14: Pasteur: "Microbes Are a Menace."

JULY 21: Koch: "The Death Fighter."

**FOUR CORNERS THEATER**

8:00-8:30 p.m.

EACH TUESDAY  
STARTING JULY 19

Drama which millions east and west of the Hudson have never had a chance to enjoy, yet which, at the same time, has played to America's rural audiences in more performances than the greatest Broadway hits will be featured on the stage of Columbia's "Four Corners Theater," under the direction of Earle McGill.

JULY 19: "Aaron Slick from Punkin Crick," by Lieut. Beale Cormack.

JULY 26: "Red Acre Farm," by Gordon V. May.

# CBS SUSTAINING PROGRAMS

## DRAMATIC SERIES

### THE COLUMBIA WORKSHOP

7:30-8:00 p.m.

EACH SATURDAY

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

JULY 2: "The Constitution of the United States," a dramatic reading of the document by which the country is governed.

JULY 9: "The Red Badge of Courage," Stephen Crane's Civil War story adapted by Marguerite Lewerth.

JULY 16: Headliners Club Award.

JULY 23: "Murder in the Cathedral," T. S. Eliot's verse drama adapted by George Zachar.

### BUFFALO PLAYERS

3:00-3:30 p.m.

EACH FRIDAY

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

### "THE GHOST OF BENJAMIN SWEET"

8:00-8:30 p.m.

EACH FRIDAY

This amiable spectre is the hero of incorporated adventures conceived by Pauline Gibson and Frederick Gilsdorf. Karl Swenson and Ed Lerner play the principal roles.

### "JOAN AND KERMIT"

10:00-10:30 p.m.

SUNDAY, JULY 3 AND 10

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

**PUBLIC AFFAIRS**

<p><b>UNIVERSITY OF VIRGINIA</b> 11:00-11:30 a.m. MONDAY, JULY 4</p>	<p>Speakers at the Institute of Public Affairs of the University of Virginia are John Hamilton chairman of the Republican National Committee, on "The Aims of the Republican Party" and Senator Claude Pepper (D) of Florida on "The Accomplishments of the Roosevelt Administration."</p>
<p><b>INDEPENDENCE DAY PROGRAMS</b> Various hours MONDAY, JULY 4</p>	<p>A British salute to America on July 4 is made from Sulgrave Manor, ancestral home of George Washington, and complemented from Mount Vernon (3:00-3:20 p.m.). A French salute is made from Paris by Foreign Minister Georges Bonnet (4:45-5:00 p.m.). And an American Legion program dramatizes the lives of Jefferson and Adams and presents a talk by National Commander Daniel J. Doherty.</p>
<p><b>"WHAT'S A STAMP?"</b> 5:00-5:15 p.m. TUESDAY, JULY 5</p>	<p>Elaine Rawlinson, designer of a new series of U. S. stamps, is interviewed on philately by Ernest A. Kehr, stamp editor.</p>
<p><b>SIR ALFRED ZIMMERN</b> 6:30-6:45 p.m. WEDNESDAY, JULY 6</p>	<p>Sir Alfred Zimmern, professor of international relations at Oxford, speaks from London on "England and Central Europe."</p>
<p><b>ALFRED M. LANDON</b> 8:00-8:30 p.m. WEDNESDAY, JULY 6</p>	<p>Former Governor Alfred M. Landon of Kansas is heard, on the eve of the President's departure on a Western tour, in a talk on "The Other Side of the Question."</p>
<p><b>DR. JOHN R. MOHLER</b> 2:45-3:00 p.m. THURSDAY, JULY 7</p>	<p>Dr. John R. Mohler of the Department of Agriculture reports on the "Progress in Meat and Milk Foods Inspection."</p>

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

<b>PRESIDENT ROOSEVELT</b> 10:30-11:00 a.m. FRIDAY, JULY 8	President Roosevelt dedicates a monument Marietta, Ohio, marking the 150th anniversary of the opening of the Northwest Territory.
<b>ERWIN CANHAM</b> 5:00-5:15 p.m. SUNDAY, JULY 10	Erwin Canham, CBS commentator, is heard from Dallas in the first of two reports (see page 24) on the highlights of the President's Western trip.
<b>DR. EDWARD A. WARD</b> 3:30-3:45 p.m. MONDAY, JULY 11	Dr. Edward A. Ward speaks at the convention of the American Osteopathic Association in Cincinnati on "Our Public Health System."
<b>GEORGE VI AND PRESIDENT LEBRUN</b> 8:30-9:45 a.m. FRIDAY, JULY 22	King George VI of England and President Albert Lebrun of France dedicate the Australian National War Monument at Ville Bretonneux, France.
<b>WORLD ECONOMIC COOPERATION</b> 5:15-5:30 p.m. FRIDAY, JULY 8 4:45-5:00 p.m. FRIDAY, JULY 1, 15, 22	In cooperation with the National Peace Conference, Columbia presents prominent spokesmen for world economic cooperation. <b>JULY 1:</b> Frank Boudreau, director of the Marshall Plan Fund: "Nutrition and the World Standard of Living." <b>JULY 8:</b> Brackett Lewis, former secretary of the American Institute in Czechoslovakia: "Economic Cooperation in Central Europe." <b>JULY 15:</b> Richard R. Wood of the National Peace Conference: "Next Steps in a Program for World Economic Cooperation." <b>JULY 22:</b> Samuel Guy Inman, economist, "Economic Cooperation in Latin America."

**PUBLIC AFFAIRS**

**AMERICAN VIEWPOINTS**

EACH MONDAY

7:15-7:30 p.m.

10:45-11:00 p.m.

EACH FRIDAY

10:45-11:00 p.m.

EACH SATURDAY

10:45-11:00 p.m.

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

JULY 2: Rep. Bryon B. Harlan (D) of Ohio explains the effects of "Priming the Pump."

JULY 4: In a program sponsored by the new National Rededication movement, Matthew Woll tells "What's Right With America."

In connection with the DeMolay Founders Conference at Kansas City, Ellis Manning outlines the "New Frontiers in Science."

JULY 8: Rep. Sam Rayburn (D) of Texas, majority leader in Congress, tells "What Congress Has Yet to Do."

JULY 11: Albin Johansson, manager of the Cooperative Wholesale Society of Sweden, speaks from New York on "Cooperative Sweden."

Mrs. Estelle Sternberger, executive director of World Peaceways, explains "The Unity and Disunity of America's Peace Movement."

JULY 16: Erwin Canham's second report (see page 23) on the President's Western trip comes from Los Angeles.

JULY 25: The National Recreation Association observes the anniversary of Joseph Lee, father of the American playground, with a talk from Boston by Charles Francis Adams, former Secretary of the Navy.

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

### **JAMES A. FARLEY**

12:30-1:00 a.m.

FRIDAY, JULY 15

Postmaster-General Farley addresses the Young Democratic National Rally which is in session at Seattle.

### **THE FARMER TAKES THE MIKE**

4:00-4:30 p.m.

EACH SUNDAY  
STARTING JULY 17

A new nationwide farm forum, in which the American farmer and his family in every section of the country will participate, is presented this month by Columbia. Each program will be in the nature of an informal discussion of farming conditions, social problems and subjects of human interest. Farming centers from which the various broadcasts originate range from Syracuse to Des Moines to Los Angeles.

### **HEADLINES AND BYLINES**

10:30-11:00 p.m.

EACH SUNDAY

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

### **EUROPE CALLING!**

1:30-1:45 p.m.

EACH SUNDAY

Expert observers of international affairs appear on this regular Sunday period of talk from foreign capitals. Columbia's European staff is on the scene to give eye-witness accounts of new developments, and to present prominent national spokesmen in interpretations of the events.

JULY 3: Raymond Leslie Buell, president of the Foreign Policy Association, speaks on his return from an extensive tour of Europe.

JULY 10: William Shirer, CBS Central-European representative, describes the Czech arm maneuvers in the Sudeten area.

**EDUCATIONAL  
PROGRAMS**

**NEW HORIZONS**

5:45-6:00 p.m.

EACH MONDAY

The American Museum of Natural History presents famous explorers and scientists. The programs are arranged by Hans Christian Adamson.

JULY 4: "Life of Louis Agassiz."

JULY 11: "Beavers."

JULY 18: "Horses."

JULY 25: "History and Gems."

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**HIGHWAYS TO HEALTH**

4:00-4:15 p.m.

EACH TUESDAY

The New York Academy of Medicine arranges these medical talks for the layman. Dr. Iago Goldston, executive secretary, is in charge of the broadcasts.

JULY 5: Dr. William Goldring, N. Y. U. College of Medicine: "High Blood Pressure and Its Effect Upon the Heart."

JULY 12: Dr. Harold D. Meeker, Doctors' Hospital: "Cutting the Fear Out of Surgery."

JULY 19: Dr. Donald Armstrong of the Metropolitan Life Insurance Company: "Magic Bullets."

JULY 26: Dr. William Crawford White, Roosevelt Hospital: "The Tasks of the Modern Surgeon."

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**EXPLORING SPACE**

5:45-6:00 p.m.

EACH WEDNESDAY

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

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

### COLUMBIA ADULT EDUCATION

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

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

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

#### "Living History"

7:30-7:45 p.m.

EACH WEDNESDAY

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

#### "The People's Platform"

8:00-8:30 p.m.

EACH WEDNESDAY  
BEGINNING JULY 20

Columbia presents a novel series in which fictional typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinners during which their informal discussions are broadcast. The topics are chosen at random and solutions to social and political problems are sought through an exchange of ideas.

#### "Americans at Work"

10:30-11:00 p.m.

EACH THURSDAY

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

**EDUCATIONAL  
PROGRAMS**

**ADULT EDUCATION**

*(continued)*

**"Adventures in Science"**

7:30-7:45 p.m.

EACH FRIDAY

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

JULY 1: "Saving Our Soil," Dr. Paul D. Sears, Columbia University.

JULY 8: Science Surprise.

JULY 15: "The Longer We Live," Dr. Louis I. Dublin, Metropolitan Life Insurance Co.

JULY 22: "Farmer Takes a Robot," S. H. McCrory of the Department of Agriculture.

JULY 29: "Revolution in the Air," an aeronautical survey.

**"Of Men and Books"**

4:00-4:15 p.m.

EACH THURSDAY

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

JULY 7: "Reading and the Radio," a discussion by Lyman Bryson and Professor Frederick.

JULY 14: Three biographies—"Eagle Forgotten," by Harry Barnard; "Fanny Kemble," by M. Armstrong and "Tarnished Warrior" by Maj. Gen. Jacobs.

JULY 21: "American Years," an autobiography by Harold Sinclair.

# CBS SUSTAINING PROGRAMS

## SPECIAL EVENTS

### WIMBLEDON TOURNAMENT

Various hours  
JULY 1 AND 2

"Big Bill" Tilden, former champion, describes today's crop in action in the finals of both women's and men's championships. Following the actual play-by-play description of part of each match by BBC sports announcers, Tilden summarizes the entire day's play.

### GREENFIELD VILLAGE BRIDGE DEDICATION

3:30-4:00 p.m.  
SATURDAY, JULY 2

As part of a two-day celebration in memory of William H. McGuffey, of "Reader" fame, Columbia covers the dedication of a covered bridge in Henry Ford's Greenfield Village, Detroit. W. J. Cameron, Ford spokesman; I. Ralph Hutchison, and the Greenfield Village children's chorus participate.

### EMPIRE CITY RACES

4:00-4:30 p.m.  
MONDAY, JULY 4  
SATURDAY, JULY 9, 16, 23

The metropolitan racing season moves from Long Island to Yonkers, and with it travels Bryan Field, Columbia's turf reporter, to describe the important stakes and handicaps. Among these are the Eastview Stakes, the Empire City and Yonkers Handicaps, and the \$20,000 Butler Handicap.

### ALL-STAR GAME

2:15-4:30 p.m.  
WEDNESDAY, JULY 6

The annual All-Star baseball game, between the pick of the National and American League players, is described from Cincinnati's Crosley Field by veteran sports announcer Frank Laux of KMOX, St. Louis, and youthful Elmer Dyer, of WCAU, Philadelphia.

**SPECIAL EVENTS**

**BRITISH OPEN  
GOLF CHAMPIONSHIP**

4:45-1:55 p.m.

FRIDAY, JULY 8

Bernard Darwin, dean of English golf writers, summarizes the final rounds of the British Open direct from the Royal St. George Golf Course, at Sandwich, Kent.

**BONNEVILLE OPENING**

1:00-1:30 p.m.

SATURDAY, JULY 9

Columbia describes the first passage of an ocean-going ship through the \$52,000,000 Bonneville Dam's locks, as the S.S. *Charles Wheeler* passes along the Columbia River. The dam opens the "Inland Empire of Washington, Oregon and Idaho to direct waterway commerce.

**P. G. A. CHAMPIONSHIP**

Various hours

JULY 12 THRU 16

Ted Husing and Jimmy Dolan climb hills and sit in bunkers as America's finest professionals contest each other in match play for the title of the Professional Golfers' Association, on the links at Shawnee-on-the-Delaware, Pennsylvania.

**ARLINGTON RACES**

6:00-6:15 p.m.

SATURDAY, JULY 23 AND 30

Two championship races run in the mid-West are described from Arlington Park Race Track, outside Chicago. The first is the Classic, for three-year-olds, which may settle the question of supremacy in that field, and the second is the Cup, for older horses.

**SARATOGA RACES**

4:30-5:00 p.m.

JULY 25, 27 AND 30

Up to Saratoga Springs go the finest horses in the country, for a month of famed stake events. Bryan Field, of course, is on hand to depict the opening day American Legion Handicap, followed by the Wilson Stakes and Saratoga Handicap.

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

### PHILHARMONIC-SYMPHONY STADIUM CONCERTS

8:30-10:00 p.m.

SUNDAY, JULY 10

8:30-10:30 p.m.

SUNDAY, JULY 17 AND 24

For the fourth season, CBS presents the Sunday evening summer concerts of the New York Philharmonic-Symphony Orchestra at Leisohn Stadium. Carleton Smith acts as commentator.

JULY 10: Conductor, MACKLIN MARROW. *Beethoven*: "Coriolanus" Overture, Symphony No. 2; *Bach*: Prelude in E Minor; *Humperdinck*: Dream and Pantomime from "Hans and Gretel"; *Rimsky-Korsakoff*: Introduction and Wedding March from "Le Coq d'Or"; *Walton*: Suite from "Facade."

JULY 17: Conductor, MASSIMO FRECCIA. *Weber*: Overture to "Die Freischutz"; *Martucci*: Nuptial March; *Ravel*: Daphnis et Chloe, Suite No. 1; *Brahms*: Symphony No. 1.

JULY 24: Conductor, WILLEM VAN HOOGSTRAATEN. *Beethoven*: Overture to "Egmont"; *Silvius*: Symphony No. 2; *Schubert*: Overture "Rosamunde"; *Brahms*: Variations on Theme of Haydn; *Weinberger*: Furianta and Polka from "Schwanda."

### "MUSIC FOR FUN"

5:30-6:00 p.m.

FRIDAY, JULY 1

6:00-6:30 p.m.

EACH SUNDAY

STARTING JULY 17

Music designed to please younger listeners as well as the family group is presented on this series under the direction of Howard Barlow. A visiting family appears on each program to express reactions to the music, with William Spier acting as interlocutor.

**SERIOUS  
MUSIC**

**EVERYBODY'S MUSIC**

3:00-4:00 p.m.

SUNDAY, JULY 3, 17, 24, 31

3:00-4:30 p.m.

SUNDAY, JULY 10

On July 10 Howard Barlow and Paul Whiteman unite their orchestras in an all-Gershwin memorial concert. On subsequent programs the premieres of works written for the second COLUMBIA COMPOSERS COMMISSION are to be given.

JULY 10: Gershwin Memorial Concert. DEEMS TAYLOR, commentator. ROY BARGY, pianist, "Rhapsody in Blue"; WALTER GROSS, pianist, "Concerto in F"; Mr. Bargy and Mr. Gross at two pianos, "Lady Be Good"; other soloists are Maxine Sullivan, Jane Froman and Modernaires Quartet.

JULY 17: The premier of the first COLUMBIA COMPOSERS COMMISSION work in the second series. *Robert Russell Bennett*: "Eight Etudes for Symphony Orchestra." Also works by Weber, Mozart and Glinka.

JULY 24: *Julius Smith*: "Episodic Suite" and works by Cimarosa, Paul Creston and Schumann.

JULY 31: The second COLUMBIA COMPOSERS COMMISSION work. *Leo Sowerby*: "Theme in Yellow," based on a poem by Carl Sandburg; *Haydn*: Symphony in G Major; *J. S. Bach*: Double Concerto for Violins, EUGENE DUBOIS and HARRY FRIEDMANN, soloists.

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**GRANT PARK CONCERTS**

10:30-11:00 p.m.

EACH TUESDAY

Chicago's famous outdoor concerts in Grant Park are heard in their fourth consecutive season over Columbia. The concerts feature Chicago's distinguished orchestras and bands, sponsored by the Chicago Park Board and the Federation of Musicians.

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

### STORY OF THE SONG

6:30-7:00 p.m.

EACH TUESDAY

STARTING JULY 12

The world's greatest songs are interpreted by outstanding singers of the concert stage in this Columbia musical feature.

JULY 5: *Songs of the American Revolution*. Charles Haywood, Hollace Shaw and Columbia Male Quartet; Elie Siegmeister, director.

JULY 12 AND 19: *The Winterreise*, the complete song cycle of Schubert sung by Fritz Lechner.

JULY 26: *Songs of the Civil War Period*. Margaret Daum, soloist; Elie Siegmeister, director.

### KEYBOARD CONCERTS

5:00-5:30 p.m.

EACH THURSDAY

STARTING JULY 7

This series presents outstanding concert artists of the keyboard instruments.

JULY 7: Byron Yanks, age 9, and Arthur Marcus, age 15, piano prodigies.

JULY 14: Frances Hall and Rudolph Gruen, duo-pianists.

JULY 21: Ralph Kirkpatrick, harpsichord.

JULY 28: Lydia Hoffman-Behrent, pianist.

### ESSAYS IN MUSIC

10:00-10:30 p.m.

EACH THURSDAY

This unusual series, under the direction of Victor Bay, presents on each program widely varying compositions devoted to a single subject. George Zachary produces the program.

JULY 7: *Persia*. Theo Karle, tenor.

JULY 14: *Shakespeare*. Hollace Shaw, soprano.

JULY 21: *The Forest*. Mary Eastman, soprano.

JULY 28: *In the Village*. Columbia Mixed Chorus.

**SERIOUS  
MUSIC**

**GOLDMAN BAND  
CONCERTS**

THURSDAY—8:30-9:00 p.m.

FRIDAY—10:00-10:30 p.m.

The famous Summer "On the Mall" concerts of the Edwin Franko Goldman Band, playing in Central and Prospect Parks, are heard exclusively over Columbia. This is the twenty-first consecutive season of the Goldman concerts in New York.

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**HOLLACE SHAW**

7:45-8:00 p.m.

EACH FRIDAY

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

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**FROM THE ORGAN LOFT**

9:00-9:30 a.m.

EACH SUNDAY

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

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**SALT LAKE CITY  
TABERNACLE CHOIR**

12:30-1:00 p.m.

EACH SUNDAY

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

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**WALBERG BROWN STRINGS**

2:00-2:30 p.m.

EACH SUNDAY

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

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**CBC SINGERS**

4:30-5:00 p.m.

EACH SUNDAY

The CBC Singers, choral group of the Canadian Broadcasting Corporation, present their recitals from Toronto each week. The singers are under the direction of Albert W. Whitehead.

# CBS SUSTAINING PROGRAMS

## CHILDREN'S PROGRAMS

### "SO YOU WANT TO BE --"

5:45-6:00 p.m.

EACH FRIDAY

STARTING JULY 8

Successful persons in all walks of life are the subjects of interviews by youngsters who want to follow in their footsteps. The program is presented with the cooperation of *Young America* magazine, and produced by Nila Mack.

### "MARCH OF GAMES"

5:30-5:45 p.m.

EACH MONDAY AND WEDNESDAY

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

### "LET'S PRETEND"

5:30-6:00 p.m.

EACH TUESDAY AND THURSDAY

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

JULY 5: Goldilocks and Prince Charming.

JULY 7: Golden Black Bird.

JULY 12: Snow White and the Seven Dwarfs (from Montefiore Hospital).

JULY 14: Why the Sea Is Salt.

JULY 19 AND 21: Princess Golden-Hair and the Wonderful Flowers, Parts I and II.

JULY 26: The Youth Who Learned to Shiver and Shake.

JULY 28: King of the Golden Mountain.

**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 7th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.

*JULY 3: Morning*—Rt. Rev. G. Ashton Oldham, (Episcopal), Bishop of Albany.

*Afternoon*—David H. Cannon, president of the Pasadena Stake of the Church of Jesus Christ of Latter Day Saints. Los Angeles.

*JULY 10: Morning*—Rev. John W. Thomas, American Baptist Home Mission Society, N. Y.

*Afternoon*—Rev. Edward Lodge Curran, president of the International Catholic Truth Society, Brooklyn.

*JULY 17: Morning*—Rev. F. Paul McConkey D.D., pastor of Immanuel Presbyterian Church, Detroit.

*Afternoon*—Rabbi Abraham L. Feinberg, Mount Neboh Temple, New York City.

*JULY 24: Morning*—Albert Espey, Christian Science Committee on Publication for the State of Missouri, from Kansas City.

*Afternoon*—Rt. Rev. Monsignor Francis W. Walsh, C.F., dean of Westchester County, Peekskill, N. Y.

*JULY 31: Morning*—Rev. George M. Miller, Ocean Avenue Congregationalist Church, Brooklyn.

*Afternoon*—Rev. Gerhard W. Grauer (Dutch Reformed), Philippus Evangelical Church, Cincinnati.

# CBS SUSTAINING PROGRAMS

## PERSONALITIES

<p><b>IRENE BEASLEY'S R. F. D. #1</b> 12:15-12:30 p.m. MONDAY THRU FRIDAY STARTING JULY 4</p>	<p>This intimate and informal "one-woman" show of music and homely commentary is dedicated to America's farm women. It is written, directed and enacted entirely by Irene Beasley.</p>
<p><b>MAX EASTMAN - "THE WORD GAME"</b> 10:00-10:30 p.m. EACH WEDNESDAY</p>	<p>Max Eastman, noted author and critic, is master of ceremonies on this unusual new series. Besides mere spelling, this "Word Game" covers definitions, correct usage, and slang.</p>
<p><b>RICHARD MAXWELL</b> 11:15-11:30 a.m. MONDAY, TUESDAY AND FRIDAY 9:15-9:30 a.m. EACH SATURDAY</p>	<p>Richard Maxwell presents four programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose accompanies the songs of the CBS tenor, who composes most of the verses which he reads.</p>
<p><b>PHIL COOK'S ALMANAC</b> 7:00-7:30 p.m. EACH SUNDAY</p>	<p>Starring Phil Cook and his six characterizations—Office Boy Pete, Porter Sleepy Simpson, Pop Time, Sandy MacTavish, and Abner and Eloise—the Sunday evening "Almanac" features the music of Ray Block's orchestra.</p>
<p><b>DAVID ROSS IN "POET'S GOLD"</b> 1:45-2:00 p.m. EACH SUNDAY</p>	<p>This series of verse readings by David Ross, prize announcer, has been a Columbia Network feature for five years. Ross gives his readings against a background of string music.</p>
<p><b>MAJOR BOWES' CAPITOL FAMILY</b> 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Dalt Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Hernandez, xylophonist, and Waldo Mayo's Orchestra.</p>

**PERSONALITIES**

**EAST AND DUMKE –  
“MEET THE CHAMP”**

9:00–9:30 p.m.

EACH WEDNESDAY  
STARTING JULY 6

Ed East and Ralph Dumke, renowned as the “Sisters of the Skillet,” are featured in a new CBS variety show presenting little-known (for a good reason) champions. The two jovial comedians act as masters of ceremony and commentators as they present contestants vying for “championship” honors in their unique fields.

**LIGHT MUSIC**

**BLUE VELVET MUSIC**

9:30–10:00 p.m.

EACH WEDNESDAY  
STARTING JULY 6

Mark Warnow, brilliant young CBS conductor, presents his fourth series of “Blue Velvet Music” programs, with Hollace Shaw as vocalist. The familiar “Swing Fugues” are featured and new novelties, “Fables in Rhythm” and “Little Symphonies” are to be introduced.

**HOLLYWOOD SHOWCASE**

9:00–10:00 p.m.

EACH FRIDAY

Lud Gluskin’s orchestra, the Raymond Scott Quintet, the Simeone Chorus, Tito Guizar as soloist, Edmund McDonald as MC and Bill Lawrence as director make up the “Hollywood Showcase” of music, drama and guest performances. The program originates at Columbia’s new KNX-Hollywood headquarters.

**“JUNIOR MUSICOMEDY”**

11:30 a.m.–12 noon

EACH SATURDAY

The Junior Musicomedies are directed by Morden Buck, program director of WHEC, CBS Rochester outlet. The scripts are by Charlotte Edwards, Kenneth Sparnon is musical director, and Matt Pierce and Ken French write words and music.

# CBS SUSTAINING PROGRAMS

## LIGHT MUSIC

<p><b>SATURDAY NIGHT SWING CLUB</b> 8:00-8:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens as band director and I Allen as swing commentator, the Swing C guests this month include Joe Sodja, guit; Toots Mondello, saxophone; Maxine Sulliv</p>
<p><b>RAY HEATHERTON</b> 7:00-7:15 p.m. MONDAY THRU FRIDAY</p>	<p>Ray Heatherton, young baritone of stage radio, is starred in this new series of his five evenings a week.</p>
<p><b>AL BERNARD'S MERRY MINSTRELS</b> WEDNESDAYS, 3:45-4:00 p.m.</p>	<p>A streamlined, modern version of the old-t minstrel show. Al Bernard, long a headline this field of entertainment, is starred.</p>
<p><b>RAY BLOCK'S VARIETIES</b> 3:00-3:30 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these vary programs, assisted by guest vocalists d rhythm groups.</p>
<p><b>DEEP RIVER BOYS, ETON BOYS, FOUR CLUBMEN, THE SYMPHONETTES</b></p>	<p>These harmony groups are featured on e Columbia Network throughout the week. E h has a distinctive vocal style, and all conti e to be network favorites.</p>
<p><b>"DEAR COLUMBIA"</b> 9:00-9:25 a.m. EACH MONDAY</p>	<p>Audience mail requests for songs and se : tions old and new are performed by l y Block's orchestra and Audrey Marsh.</p>
<p><b>ALL HANDS ON DECK</b> 3:00-3:30 p.m. EACH WEDNESDAY</p>	<p>Lorraine Grimm and Harry Cool are featu d with Ben Feld's Orchestra in this nautical sl w from Columbia's St. Louis station, KM</p>

**LIGHT MUSIC**

**CBS VOCALISTS**

Various hours

MONDAY THRU SATURDAY

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

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

**SUMMER SESSION**

2:30-3:00 p.m.

EACH SUNDAY

Barry Wood, singing emcee, presents Nan Wynn, the Symphonettes, the Four Clubmen and Lyn Murray's Orchestra in vocal and instrumental specialties. Ted Lloyd's radio column and "Musical Acrostics" are features of the show.

**DANCE ORCHESTRAS**

Various hours

MONDAY THRU SUNDAY

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

Gene Beecher	Dick Jurgens
Bunny Berigan	Art Kassel
Henry Busse	Hal Kemp
Frank Dailey	Henry King
Tommy Dorsey	Kay Kyser
Happy Felton	Johnny Long
Benny Goodman	Will McCune
Mal Hallett	Leighton Noble
Paul Pendarvis	

# ADDENDA: JUNE 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 *June* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

## PUBLIC AFFAIRS

● JUNE 5: Confederate Memorial services in Arlington National Cemetery included speeches by Frank R. McNinch, chairman of the Federal Communications Commission and other guests, 4-4:30 p.m.

● JUNE 10: William T. Stone, of the Foreign Policy Association spoke on "The New State Nationalism," 4:45-5 p.m.

Representative Maury Maverick (D) of Texas discussed the resolution concerning Pan-American relations which he introduced, 10:45-11 p.m.

C. Wayland Brooks addressed the Young Republican National Federation dinner in Kansas City, 11:30-12 p.m.

● JUNE 11: Representative Clare E. Hoffman (R) of Michigan gave his opinion of "What the CIO has done for the Man Who Works," 10:45-11 p.m.

● JUNE 12: Jacques Kayser, vice-president of the French Radical Socialist Party reviewed "The French Political Parties." 2:45-3 p.m.

● JUNE 14 AND 21: Two broadcasts devoted to the National Salesmen's Crusade were heard from New York, 2-2:30 p.m. and Chicago, 2:30-3 p.m.

Representative Hamilton Fish, Jr. (R) of New York, gave his theory on "How to Keep America Out of War," 10:45-11 p.m.

● JUNE 15: Commissioner Howard S. Cushman, vice-chairman of the Port of New York Authority, criticized the retroactive Federal income tax decision for state employees 7:15-7:30 p.m.

● JUNE 16: Madame Marcelle Kraemer Bach, founder of the International Association of Women Lawyers, discussed "The Changing Status of the Women of France." 2:45-3 p.m.

Medal-winners of the American Medical Association exhibit were interviewed at the San Francisco Civic Auditorium by Tom Breneman, KSFO special events reporter 5:15-5:30 p.m.

● JUNE 17: Samuel McCrea Cavert, general secretary of the Federal Council of Churches spoke of "World Economic Cooperation and the Churches," 4:45-5 p.m.

Harrison Graves, the new president, and Ralph Munn, executive board member of the American Library Association, discussed that organization's future program, 10:45-11 p.m.

● JUNE 18: Louis J. Taber, president of the

ational Grange. estimated "The Price of Freedom." 10:45-11 p.m.

The new all-glass Thomas Jefferson foyer Grand Caverns, Virginia, was dedicated with speeches by Senators Harry F. Byrd (D) of Virginia and Pat Harrison (D) of Mississippi. and Governor James Price of Virginia. 3-3:30 p.m.

Representative Bertrand H. Snell (R) of New York. Minority House Leader. reviewed "The Republican Record in the Seventy-fifth Congress." 7:15-7:30 p.m.

JUNE 19: Ralph Casey. professor of journalism at the University of Minnesota. discussed "British Affairs" with emphasis on propaganda methods. 1:30-1:45 p.m.

Norman Thomas attacked. and John Matthews. Mayor Frank Hague's lawyer. defended Hague and the Jersey City political situation. 9:30-10 p.m.

Senator Alben Barkley (D) of Kentucky. Senate Majority Leader. gave "A Review of the 75th Congress." 11-11:30 p.m.

JUNE 21: Representative Sol Bloom (D) of New York spoke on the 150th anniversary of the Constitution. 5:15-5:30 p.m.

Senator George McGill (D) of Kansas discussed "The Agricultural Program." 10:45-11 p.m.

JUNE 22: Rabbi Max C. Currick. president of the Central Conference of American Rabbis. spoke on "Religion in a Changing World" at the 49th annual meeting of the conference. 4:45-5 p.m.

#### **E.A. Programs:**

JUNE 24: The first of five programs from the annual convention of the National Education Association presented Stanley Howe. executive secretary of the City of New York.

in an official welcome to the 25,000 visiting teachers, and Paul Edwards discussing "The Federal Arts in Education." 2:15-2:30 p.m.

JUNE 28: John A. Sexson. president of the American Association of School Administrators. spoke on "Better Teachers for Better Schools." 5:15-5:30 p.m. and Pearl S. Buck. discussed "Contributions of Literature to World Citizenship." 10:45-11 p.m.

JUNE 29: The CBS *American School of the Air* program. "Exits and Entrances." was broadcast after a morning Playhouse demonstration before 600 teachers. with a report by Dr. Belmont Farley. 2:30-3 p.m.

JUNE 30: The special convention programs were concluded with an address by President Roosevelt directly from the World's Fair Grounds. introduced by Mrs. Roosevelt and Dr. Woodruff. 3-3:45 p.m.

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JUNE 24: Maxwell S. Stewart of the Public Affairs Committee. interviewed a typical high school graduate on "Youth in the World Today." 7:45-8 p.m.

President Roosevelt delivered his thirteenth "Fireside Chat" to the nation. 10:30-11 p.m.

JUNE 25: "Fresh from the Far East" was War Correspondent Percy Noel's talk. 10:45-11 p.m.

JUNE 26: Former Governor John G. Winant of New Hampshire discussed his new position as director of the International Labor Office. 1:30-1:45 p.m.

JUNE 26: Columbia began its welcome to the royal visitors from Sweden with a broadcast from the S.S. *Kungsholm* at sea. 8-8:30 p.m. The next morning (9-9:25 a.m.)

Bob Trout described the party's arrival at Wilmington, Delaware, followed by young Prince Bertil's presentation to President Roosevelt of a monument to the United States from the Swedish people, 10:30-11 a.m. That afternoon Secretary of State Cordell Hull and Prince Bertil took part in the Delaware Centenary program, 3-3:45 p.m. The ceremonies concluded with a broadcast from Gloria Dei (Old Swedes') Church, Philadelphia, where the Bishop of Lund, visiting Swedish prelate, spoke, 3:30-4 p.m.

### SPECIAL EVENTS

● JUNE 13: On its maiden voyage to America, the new Norwegian-American Line's flagship *Oslofjord* was greeted by CBS announcers Bob Trout, John Reed King and Charles Stark, 4:45-5:15 p.m.

● JUNE 17: The "Bowl of Rice Party," given for the benefit of Civilian Relief in China, was described from New York's Chinatown, 7:45-8 p.m.

● JUNE 19: Three generations of baseball's great—Connie Mack, Tris Speaker and Bob Feller—participated in this special program from Cleveland celebrating the 92nd anniversary of the first game, 8:30-9 p.m.

● JUNE 29: The 3-Year-Old Championship Special at Inglewood, Cal., in which Lawrin and Dauber were scheduled to meet, was covered by Bryan Field, CBS turf reporter, 9-9:30 p.m.

### SERIOUS MUSIC

● JUNE 12: Purcell's "Dido and Aeneas," England's first opera, was given its first radio performance in America over CBS, under the direction of Bernard Herrman

with a cast including Rose Dirmann, Eugen Lowenthal, Hollace Shaw and Charles Haywood, 9-10 p.m.

● JUNE 18: The Choral Ensemble of the Hunter College Choir were heard in a recital directed by J. Thurston Noe, including songs by Foster, Brahms and Deems Taylor, 1:15-1:30 p.m.

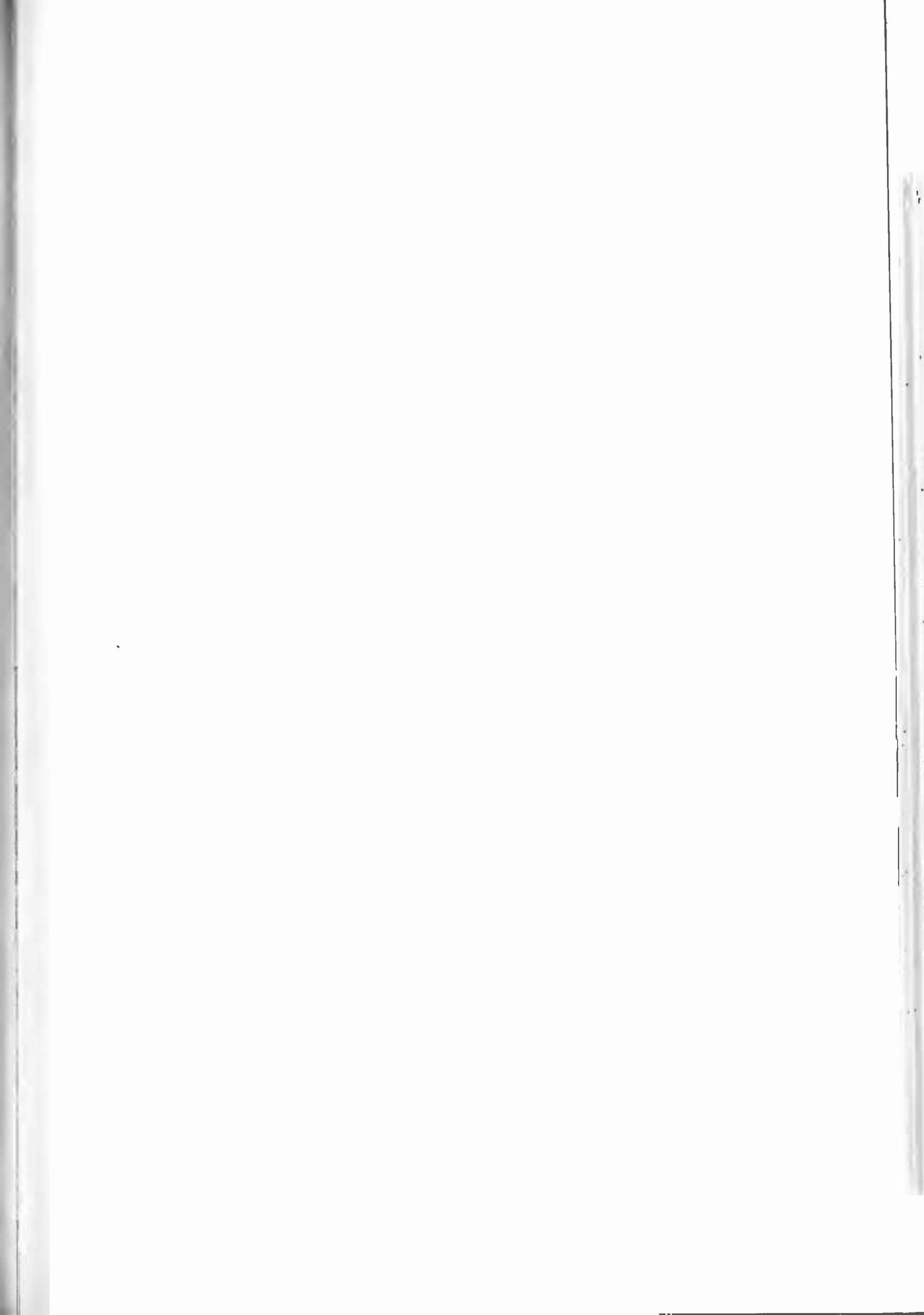
● JUNE 19: The CBC Singers were heard from Toronto in selections from Byrd's "Mass for Five Voices," and songs by Morley, Pinsuti and Munday, 4:30-5 p.m.

● JUNE 25: The Oxford Ensemble presented a program of four unusual chamber works by Gossec, Kopylov, Ravel and Brandts Buys, 12 noon-12:45 p.m.

### DRAMA

● JUNE 7 AND 23: The Mauch Twins, Bill and Bobby, were guest stars on two of Nil Mack's *Let's Pretend* programs last month, starring in "The Bronze Mountain" and "Prince Darling" respectively, 5:30-6 p.m.

● JUNE 12: Max Reinhardt's "The Miracle" was enacted by a brilliant cast in a special full hour broadcast from the new KNX Hollywood studios, inaugurating the impresario's new workshop in the film capital. Olivia DeHavilland, Douglas Fairbanks Jr., Walter Huston, Constance Collier, Pedro de Cordoba were in the cast; Paul Muni, Edward G. Robinson, Luise Rainer, Joe E. Brown, William Dieterle, Anne Jamison, Igor Gorin participated in the ceremonies. Music was presented by the St. Brendon Boys Choir, Grisca Geoluboff, violinist, and a symphony orchestra directed by David Broekman and Einar Nilson, and the producer was William Bacher, 9-10 p.m.



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

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