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**APRIL 1937**

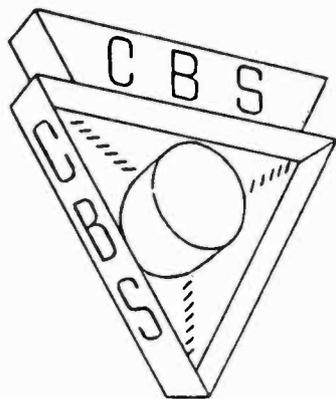
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**THE COLUMBIA BROADCASTING SYSTEM**

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NATIONAL BROADCASTING COMPANY, INC.  
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Over 20,000,000 radio families in the United States turn to the Columbia Network for Music, Entertainment, News, Special Features, Education and Religion. In these six categories they hear over 20,000 different Columbia programs within a single year. How such a schedule is planned, and how Columbia brings to the American public its balanced fare of radio throughout the year, is shown here in its 1/12th part—for the month of April.

# CBS

# SPONSORED

CLIENT	PRODUCT
AMERICAN HOME PRODUCTS CORP.	Edna Wallace Hopper Anacin Old English Floor Wax Bisodol Kolynos Dentifrice
AMERICAN TOBACCO CO., INC.	Lucky Strike Cigarettes Roi-Tan Cigars
ATLANTIC REFINING CO.	White Flash Gas and Oil
BARNSDALL REFINING CORP.	Petroleum Products
BENEFICIAL MANAGEMENT CORP.	Personal Loans
BURDETT COLLEGE	Business Courses

# PROGRAMS FOR APRIL

PROGRAM	TIME	AGENCY	ON CBS
The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m.	Blackett-Sample-Hummert, Inc	173 Weeks
Our Gal Sunday <i>Serial drama</i>	Mon., Tues., Wed. 12:45-1:00 p.m.		1 Week
Our Gal Sunday <i>Serial drama</i>	Thurs. and Fri. 12:45-1:00 p.m.		147 Weeks
Broadway Varieties with Oscar Shaw, MC, Victor Arden's Orch. <i>Music, drama and comedy</i>	Friday 8:00-8:30 p.m.		184 Weeks
Hammerstein Music Hall with Ted Hammerstein as MC <i>Variety and guest stars</i>	Tuesday 8:00-8:30 p.m.		295 Weeks
"Your Hit Parade", with Mark Warnow's Orchestra <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m.	Lord and Thomas	18 Weeks
Lucky Strike Presents Edwin C. Hill <i>News commentator</i>	Mon. thru Fri. 12:15-12:30 p.m.		
Man to Man Sports Review <i>With Clary Settell, Sports discussion</i>	Mon., Wed., Fri. 7:30-7:45 p.m. PST	Lawrence C. Gumbinner Advertising Agency	Starts 4 5 37
Ma and Pa <i>Serial drama</i>	Mon. thru Fri. 7:15-7:30 p.m.	N. W. Ayer & Son, Inc.	79 Weeks
Courteous Colonels <i>Male chorns, with orchestra conducted by George C. Baum</i>	Saturday 10:45-11:15 p.m.	Co-Operative Advertising, Inc.	80 Weeks
Your Unseen Friend <i>Dramatizations</i>	Sunday 5:00-5:30 p.m.	Albert Frank-Guenther Law	26 Weeks
Finding Yourself <i>Talks by Mr. H. M. Rasely</i>	Tuesday 6:15-6:30 p.m.	N. W. Ayer & Son, Inc.	12 Weeks

# CBS

# SPONSORED

CLIENT	PRODUCT
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CARBORUNDUM COMPANY	Carborundum
CHEVROLET MOTOR COMPANY	Chevrolet Cars
CHRYSLER CORPORATION	Chrysler, DeSoto, Dodge, and Plymouth Cars
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream  Palmolive Soap  Super Suds and Concentrated Super Suds  Colgate Dental Powder and Dental Cream

# PROGRAMS FOR APRIL

PROGRAM	TIME	AGENCY	ON CBS
Hollywood Hotel with Fred MacMurray and Raymond Paige's Orchestra <i>Comedy, music and guest stars</i>	Friday 9:00-10:00 p.m.	F. Wallis Armstrong Company	130 Weeks
Ken Murray, with "Oswald", Shirley Ross, Marlyn Stuart, and Lud Gluskin's Orchestra <i>Comedy and popular music</i>	Wednesday 8:30-9:00 p.m. Rebr. 11:30-12 mid.		
The Carborundum Band Edward D'Anna's Band and Francis Bowman <i>Band music and Indian legends</i>	Saturday 7:30-8:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	142 Weeks
Rubinoff, Jan Peerce and Virginia Rea <i>Light music and vocalists</i>	Sunday 6:30-7:00 p.m.	Campbell-Ewald Co., Inc.	52 Weeks
Major Bowes' Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m.	Ruthrauff & Ryan, Inc.	56 Weeks
The Gang Busters with Phillips Lord <i>Police-file dramatizations</i>	Wednesday 10:00-10:30 p.m.	Benton & Bowles, Inc.	64 Weeks
Palmolive Beauty Box Theatre, with Jessica Dragonette and Al Goodman's Orchestra <i>Operetta and light music</i>	Wednesday 9:30-10:00 p.m.		64 Weeks
Myrt and Marge <i>Serial drama</i>	Mon. thru Fri. 2:45-3:00 p.m.	Benton & Bowles, Inc.	57 Weeks
Your Adventure with Floyd Gibbons <i>Dramatizations</i>	Thursday 10:00-10:30 p.m.		13 Weeks

Continued on next page

# CBS

# SPONSORED

CLIENT	PRODUCT
CONTINENTAL BAKING COMPANY	Wonder Bread
THOS. COOK & SON, LTD.	Travel
CORN PRODUCTS REFINING CO.	Karo and Linit
CUDAHY PACKING COMPANY	Old Dutch Cleanser
R. B. DAVIS COMPANY	Cocomalt
E. I. du PONT de NEMOURS & CO.	Institutional Advertising
DURKEE'S FAMOUS FOODS, LTD.	Food Products
FELS & COMPANY	Fels Naptha Soap

# PROGRAMS FOR APRIL

PROGRAM	TIME	AGENCY	ON CBS
Pretty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 6:45-7:00 p.m. Rebr. 11:15- 11:30 p.m.	Benton & Bowles, Inc.	108 Weeks
Cook's Travelogue with Malcolm La Prade <i>Travel talks</i>	Sunday 2:45-3:00 p.m.	L. D. Wertheimer Adv., Inc.	17 Weeks
Five Star Revue <i>Variety</i>	Mon., Wed., Fri. 1:00-1:15 p.m.	E. W. Hellwig Company	240 Weeks
Bachelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m.	Roche, Williams & Cunnyngham, Inc.	118 Weeks
Joe Penner with Jimmy Grier's Orchestra <i>Comedy and music</i>	Sunday 6:00-6:30 p.m.	Ruthrauff & Ryan, Inc.	134 Weeks
Cavalcade of America, Don Voorhees' Orchestra and Drama <i>Historical dramatizations</i>	Wednesday 8:00-8:30 p.m. Rebr. Thursday 11:30-12:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	94 Weeks
Good Afternoon Neighbor <i>Serial drama</i>	Tues. and Fri. 2:45-3:00 p.m. PST	Botsford, Constantine & Gardner	29 Weeks
Jack Berch and Mark Warnow's Orchestra <i>Vocalist with orchestra</i> Centerville Sketches <i>Serial drama</i>	Tues. and Thurs. 1:00-1:15 p.m.  Mon. thru Thurs. 4:45-5:00 p.m. PST	Young & Rubicam, Inc.	98 Weeks

Continued on next page

# CBS

# SPONSORED

CLIENT

PRODUCT

FORD MOTOR COMPANY

Motor Cars

J. B. FORD COMPANY

Wyandotte Cleaning Products

GENERAL BAKING COMPANY

Bond Bread

GENERAL MILLS, INC.

Wheaties, Softasilk, Bisquick, a  
Kitchen-Tested Flour

GILLETTE SAFETY RAZOR CO.

Safety Razors and Blades

GREAT A&P TEA COMPANY

A&P Coffees

GROUP OF AMERICAN BANKS

Banking Service

GULF OIL CORPORATION

Motor Oil and Gas

# PROGRAMS FOR APRIL

PROGRAM	TIME	AGENCY	ON CBS
Sunday Evening Hour <i>Symphonic music, and talks by</i> Wm. J. Cameron	Sunday 9:00-10:00 p.m.	N. W. Ayer & Son, Inc.	165 Weeks
Al Pearce and His Gang in Watch the Fun Go By <i>Comedy and variety</i>	Tuesday 9:00-9:30 p.m. Rebr. 12-12:30 p.m.		
A Page from Your Life <i>Dramatizations of listeners'</i> <i>experiences</i>	Tues., Thurs., Sat. 2:00-2:15 p.m.	N. W. Ayer & Son, Inc.	5 Weeks
Bond Bakers Present Guy Lombardo and His Orchestra <i>Popular music</i>	Sunday 5:30-6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	325 Weeks
Gold Medal Feature Hour <i>Serial dramas, news, hymns,</i> <i>household advice</i>	Mon. thru Fri. 10:00-11:00 a.m. Rebr. 1:00-2:00 p.m.	Blackett-Sample-Hummert, Inc. Knox-Reeves Agency	317 Weeks
Original Gillette Community Sing with Milton Berle, Jones and Hare <i>Audience singing and comedy</i>	Sunday 10:00-10:45 p.m.	Ruthrauff & Ryan, Inc.	30 Weeks
A&P Band Wagon Starring Kate Smith <i>Popular music and dramatic</i> <i>interludes</i>	Thursday 8:00-9:00 p.m.	Paris & Peart	82 Weeks
The Philadelphia Symphony Orch. <i>Symphonic music, and</i> <i>guest speakers</i>	Friday 10:00-10:30 p.m.	The Wessel Company	20 Weeks
Phil Baker with Oscar Bradley's Orchestra <i>Comedy and popular music</i>	Sunday 7:30-8:00 p.m.	Young & Rubicam, Inc.	164 Weeks

Continued on next page

# CBS

# SPONSORED

CLIENT	PRODUCT
H. J. HEINZ COMPANY	57 Varieties
HOMEMAKERS' COUNCIL OF THE AIR	Participating Sponsorship—New England
KNOX GELATINE COMPANY, INC.	Knox Sparkling Gelatine
LADY ESTHER COMPANY	Cosmetics
LEHN & FINK PRODUCTS COMPANY	Pebeco Toothpaste  Lysol
LEVER BROTHERS COMPANY	Lux Toilet Soap  Rinso  Spry  Rinso and Lifebuoy

# PROGRAMS FOR APRIL

PROGRAM	TIME	AGENCY	ON CBS
Heinz Magazine of the Air <i>Serial drama, guest speakers, music</i>	Mon., Wed., Fri. 11:00-11:30 a.m. Rebr. 3:00-3:30 p.m.	Maxon, Inc	56 Weeks
Homemakers' Council of the Air <i>Household advice</i>	Tues. and Thurs. 9:15-9:30 a.m.	James F. Fay	11 Weeks
Quality Twins with Ed East and Ralph Dumke <i>Comedy and songs</i>	Tues. and Thurs. 11:15-11:30 a.m.	Federal Advertising Agency	27 Weeks
Wayne King's Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m.	Stack-Goble Advertising Agency	182 Weeks
The Gumps <i>Serial drama</i>	Mon. thru Fri. 12:00-12:15 p.m.	Lennen & Mitchell, Inc.	134 Weeks
Dr. Allan Roy Dafoe <i>Child care talks</i>	Mon., Wed., Fri. 11:45-12:00 noon		51 Weeks
The Lux Radio Theatre with stars of stage and screen <i>Dramatic; Cecil B. De Mille, director</i>	Monday 9:00-10:00 p.m.	J. Walter Thompson Company	88 Weeks
Big Sister <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. Rebr. 2-2:15 p.m.	Ruthrauff & Ryan, Inc.	29 Weeks
Aunt Jennie's Real Life Stories <i>Dramatic</i>	Mon. thru Fri. 1:45-2:00 p.m. Rebr. 4:45-5 p.m.		11 Weeks
Al Jolson, Martha Raye, Parkyakarkus, Victor Young <i>Variety</i>	Tuesday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.		53 Weeks

Continued on next page

# CBS

# SPONSORED

CLIENT	PRODUCT
LIGGETT & MYERS TOBACCO CO.	Chesterfields  Granger Tobacco
MANHATTAN SOAP COMPANY	Sweetheart Soap
NASH-KELVINATOR CORPORATION	Nash Motors Division  Kelvinator Refrigerators
NATIONAL BISCUIT COMPANY	Food Products
NATIONAL ICE ADVERTISING, INC.	Natural Ice and Ice Boxes
PET MILK SALES CORP.	Irradiated Pet Milk

# PROGRAMS FOR APRIL

PROGRAM	TIME	AGENCY	ON CBS
Andre Kostelanetz and Nino Martini <i>Orchestral and vocal music</i>	Wednesday 9:00-9:30 p.m.	Newell-Emmett Co., Inc.	219 Weeks
Hal Kemp, Kay Thompson and Rhythm Singers <i>Popular music</i>	Friday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.		
Alexander Woolcott, "The Town Crier" <i>Narrations</i>	Tues. and Thurs. 7:30-7:45 p.m. Rebr. 12:30-45 a.m.		13 Weeks
The Wife Saver with Allen Prescott <i>Household advice</i>	Wed. and Fri. 9:30-9:45 a.m.	Peck Advertising Agency	64 Weeks
Nash Speedshow with Vincent Lopez' Orchestra Grace Moore <i>Variety</i>	Saturday 9:00-9:30 p.m.	J. Walter Thompson Company	28 Weeks
Professor Quiz <i>Questions and answers</i>	Saturday 8:00-8:30 p.m.	Geyer, Cornell & Newell, Inc.	4 Weeks
1937 Edition of Twin Stars featur- ing Victor Moore and Helen Broderick <i>Comedy and variety</i>	Sunday 8:00-8:30 p.m.	McCann-Erickson, Inc.	1 Week
Homemakers' Exchange Eleanor Howe <i>Household advice</i>	Tues. and Thurs. 11:45-12 noon	Donahue & Coe	43 Weeks
The Pet Milky Way with Mary Lee Taylor, home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. Rebr. 3-3:15 p.m.	Gardner Advertising Company	182 Weeks
Saturday Night Serenade <i>Popular music</i>	Saturday 9:30-10:00 p.m.		26 Weeks

Continued on next page

# CBS

# SPONSORED

CLIENT	PRODUCT
PHILCO RADIO & TELEVISION CORP.	Philco Radios
PHILIP MORRIS & CO., LTD., INC.	Philip Morris Cigarettes
PHILLIPS PACKING COMPANY, INC.	Phillips Delicious Soups
PHILLIPS PETROLEUM COMPANY	Phillips 66, Ethyl, etc.
PONTIAC MOTOR COMPANY	Pontiac Cars
R. J. REYNOLDS TOBACCO COMPANY	Camels
SINCLAIR REFINING COMPANY	Petroleum Products
STEWART-WARNER CORPORATION	Radios, Alemite, Refrigerators

# PROGRAMS FOR APRIL

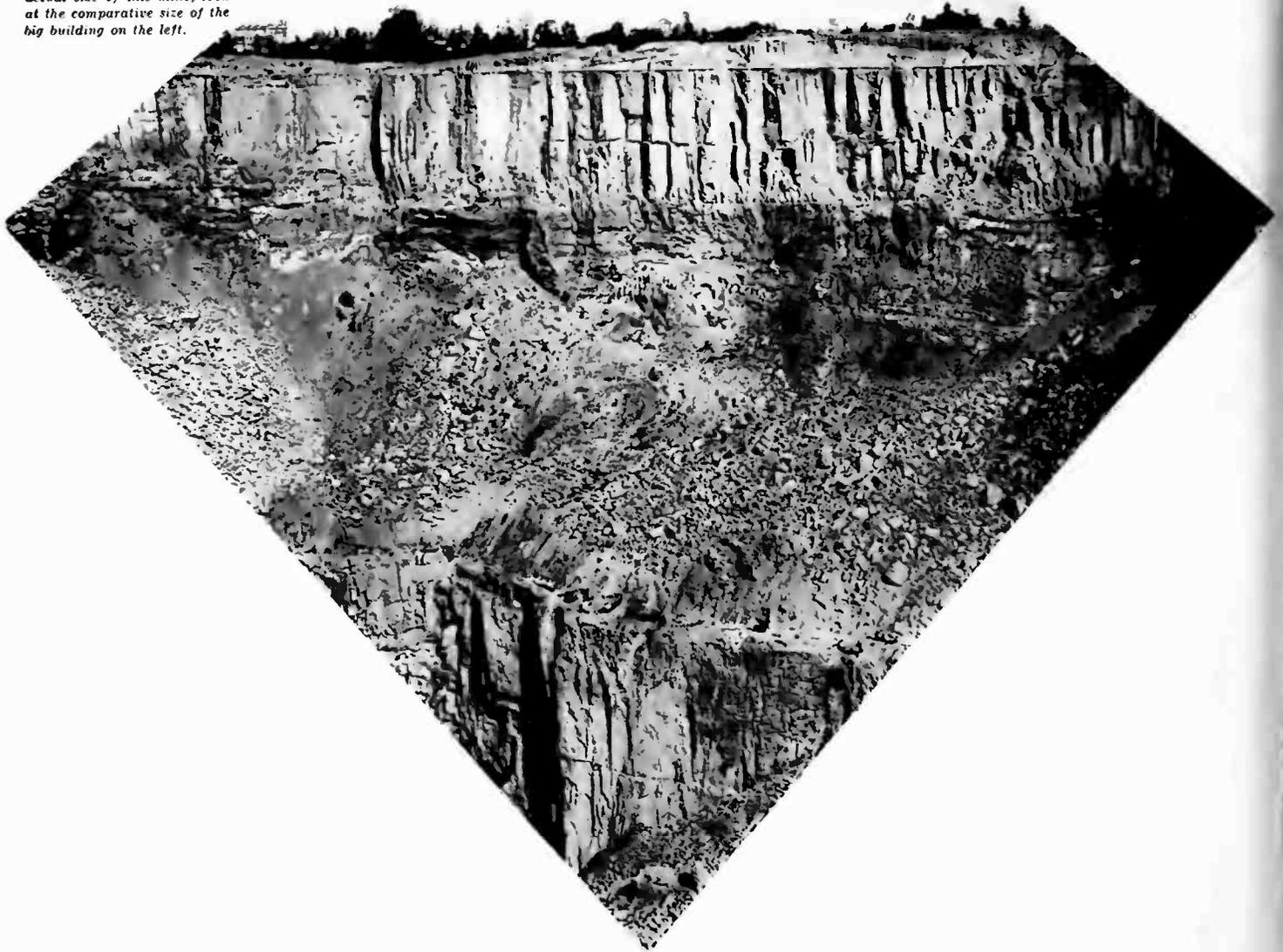
PROGRAM	TIME	AGENCY	ON CBS
Boake Carter <i>News commentator</i>	Mon. thru Fri. 7:45-8:00 p.m.	Hutchins Advertising Co., Inc.	298 Weeks
Johnnie Presents Russ Morgan's Orchestra, Charles Martin's Circumstantial Evidence Thrill, Phil Duey and mixed ensemble <i>Variety and dramatic interludes</i>	Saturday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.	The Biow Company, Inc.	8 Weeks
George Rector <i>Food talks and recipes</i>	Wed., Thurs., Fri. 1:30-1:45 p.m.	Compton Advertising, Inc.	7 Weeks
Phillips Poly Follies <i>Variety</i>	Tuesday 10:30-11:00 p.m.	Lambert & Feasley, Inc.	45 Weeks
News Through a Woman's Eyes—Kathryn Cravens <i>News commentator</i>	Mon., Wed., Fri. 2:00-2:15 p.m. Rebr. 5:30-5:45 p.m.	MacManus, John & Adams, Inc.	73 Weeks
Jack Oakie's College with Georgie Stoll's Orchestra and Benny Goodman's Band and Guests <i>Comedy and music</i>	Tuesday 9:30-10:30 p.m.	William C. Esty Co.	196 Weeks
Babe Ruth <i>Big League baseball news</i>	Wed. and Fri. 10:30-10:45 p.m.	Federal Advertising Agency, Inc.	7 Weeks
Horace Heidt and His Brigadiers <i>Popular music</i>	Monday 8:00-8:30 p.m. Rebr. 12-12:30 a.m.	Hays MacFarland & Company	108 Weeks

Continued on page 17

# DIAMOND

**KIMBERLEY DIAMOND MINE:**

*To get some measure of the actual size of this mine, look at the comparative size of the big building on the left.*



# HUNTING ?

In the town of Kimberley, South Africa, is the largest man-made hole on earth. It marks the spot where diamond-bearing soil was first uncovered; where prospectors squeezed hundreds of claims within an area no larger than the Yale Bowl.

Just outside of town is *another* diamond field: the richest in the world. It lay there unnoticed while the "biggest hole" was being dug. No one took time to read the geological signs which so clearly proclaimed *its* presence and *its* wealth.

What has this to do with radio?

There are hours on the air *next-door* to the "dis-

covered" hours of radio—*less than a minute away from radio's "established" audiences*. Many air advertisers are discovering the wealth of *these* hours; have already staked claims in them out of which come increasing advertising bonuses!

We think you should know of such hours still available *for your use* — particularly promising hours, for they are on the network which carries radio's richest (radio's strongest) schedules. Let us tell you about them; these rich hours available on the Columbia Network.



**THE COLUMBIA BROADCASTING SYSTEM 485 Madison Avenue, New York**

# CBS

# SPONSORED

CLIENT	PRODUCT
SWIFT & COMPANY	Sunbrite Cleanser
THE TEXAS COMPANY	"Texaco" Products
TIME, INC.	Time Magazine
U. S. TOBACCO COMPANY	Dill's Best and Model Pipe Tobaccos
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

# PROGRAMS FOR APRIL

PROGRAM	TIME	AGENCY	ON CBS
Sunbrite Junior Nurse Corps <i>Children's drama</i>	Mon., Wed., Fri. 5:00-5:15 p.m. Rebr. 6-6:15 p.m.	Stack-Goble Advertising Agency	38 Weeks
Texaco Fire Chief Starring Eddie Cantor <i>Comedy and music</i>	Sunday 8:30-9:00 p.m. Rebr. 11-11:30 p.m.	Hanff-Metzger, Inc.	28 Weeks
The March of Time <i>News dramatizations</i>	Thursday 10:30-11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	121 Weeks
Pick and Pat in Pipe Smoking Time with Benny Krueger's Orchestra <i>"Blackface" comedy and music</i>	Monday 8:30- 9:00 p.m. Rebr. 11:30-12 mid.	Arthur Kudner, Inc.	96 Weeks
Poetic Melodies <i>Poetry readings and light music</i>	Mon. thru Thurs. 7:00-7:15 p.m. Rebr. 11-11:15 p.m.	Neiser-Myerhoff, Inc.	253 Weeks
Mortimer Gooch <i>Serial drama</i>	Friday 7:00- 7:15 p.m. Rebr. 11-11:15 p.m.		
Scattergood Baines <i>Serial drama</i>	Mon. thru Fri. 8:00-8:15 p.m. PST		

CBS

# SUSTAINING PROGRAMS

SECTION 1 THE NEW YORK PHILHARMONIC  
AMERICAN SCHOOL OF THE AIR  
CHURCH OF THE AIR . . . . *Pages 21-23*

SECTION 2 COLUMBIA NETWORK SPECIAL  
FEATURES . . . . . *Pages 24-25*

SECTION 3 COLUMBIA DAY-TO-DAY SUSTAINING  
PROGRAMS . . . . . *Pages 26-30*

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## SECTION 1

NOTE: Among the many hours of programs broadcast "by Columbia" each week, three regular features are particularly familiar to the coast-to-coast radio audience. Each has been on the air for over six successive years. We list below detailed information on these—the New York Philharmonic Symphony Society, Sunday afternoon concerts; the Church of the Air; and the American School of the Air—for the month of April.

## NEW YORK PHILHARMONIC SYMPHONY ORCHESTRA\*

*Artur Rodzinski, Conductor*

Sundays, 3:00-5:00 P. M.

*April 4*—RESPIGHI—"The Birds": Suite for Small Orchestra.

BARBER—Symphony in one movement.

SAINT-SAENS—Concerto in A minor, No. 1, for Violoncello and Orchestra, Op. 33, Joseph Schuster, Soloist.

BLOCH—"Voice in the Wilderness", Symphonic Poem with 'Cello Obligato. Joseph Schuster, Soloist.

RAVEL—"Alborada del Gracioso".

ALBENIZ—"Triana" (Orchestrated by E. F. Arbos).

*April 11*—HONEGGER—"Le Roi David" with Richard Hale, Narrator; Chorus of the Schola Cantorum; Agnes Davis,

Soprano; Anna Kaskas, Contralto; Frederick Jagel, Tenor.

AARON COPLAND—Dance Symphony.

*April 18*—BACH-WEINER—Toccat and Fugue, C major.

BEETHOVEN—Symphony No. 5, C minor.

BRAHMS—Symphony No. 1, C minor.

\*The Sunday afternoon broadcasts of the Philharmonic Symphony Society for the 1936-1937 season come to a close at the end of the program on April 18. Starting April 25 Howard Barlow will conduct the Columbia Symphony Orchestra in a program of serious music—"Everybody's Music"—every Sunday from 3:00-4:00 P. M.

# PROGRAMS FOR APRIL

AMERICAN SCHOOL OF THE AIR  
Monday through Friday, 2:15-2:45 P.M.

*April 5*—HISTORY—The American School System.

*April 6*—LITERATURE—Radio version of "Hamlet".

*April 7*—GEOGRAPHY—An Oklahoma Oil Field.

*April 8*—LITERATURE—Tom Hickathrift the Conqueror.  
MUSIC (Intermediate)—International Broadcast from Copenhagen.

*April 9*—CURRENT EVENTS—by Shepard Stone.  
VOCATIONAL GUIDANCE—"Is there anything more to learn?"

*April 12*—HISTORY—American Games.

*April 13*—MUSIC—The Bach Family.

*April 14*—GEOGRAPHY—Atlantic Tidewater Truck Farms.

*April 15*—SCIENCE—What Is Inside a Battery?  
MUSIC (Intermediate)—International Broadcast from Amsterdam.

*April 16*—CURRENT EVENTS—by Shepard Stone.  
VOCATIONAL GUIDANCE—"Riding a hobby-horse".

*April 19*—HISTORY—Aviation.

*April 20*—LITERATURE—Radio version of Henry the V.

*April 21*—GEOGRAPHY—The Gaspé Peninsula.

*April 22*—LITERATURE (Intermediate)—Johnny Appleseed.  
MUSIC (Intermediate)—International Broadcast from Glasgow.

*April 23*—CURRENT EVENTS—by Shepard Stone.  
VOCATIONAL GUIDANCE—"Honesty is still the best policy".

*April 26*—HISTORY—Radio.

*April 27*—MUSIC—The Mozart Family.

*April 28*—GEOGRAPHY—Baffin Island and North Greenland.

*April 29*—SCIENCE—Experiment to be chosen from suggestions received from audience.  
MUSIC (Intermediate)—International Broadcast from Dublin.

*April 30*—CURRENT EVENTS—by Shepard Stone.  
VOCATIONAL GUIDANCE—"Attaining satisfaction through one's work".

## CHURCH OF THE AIR

Sundays, 10:00-10:30 A.M. and 1:00-1:30 P.M.

*April 4*—10:00-10:30 A.M.

Dr. Frederick Smith, Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Missouri (from WCAU, Philadelphia).

1:00-1:30 P.M.

Rabbi Victor Reichert, Congregation Bene Israel, Cincinnati, Ohio.

*April 11*—10:00-10:30 A.M.

Dr. Frank Kingdon, University of Newark, Newark, N. J.

1:00-1:30 P.M.

Rev. Daniel A. Poling, D.D., Baptist Temple, Philadelphia, Pa.

*April 18*—10:00-10:30 A.M.

Rev. Julius F. Krolfifer, St. John's Unitarian Church, Cincinnati, Ohio.

1:00-1:30 P.M.

(To be determined).

*April 25*—10:00-10:30 A.M.

Rev. George Alexander Campbell, Union Avenue Christian Church, St. Louis, Missouri.

1:00-1:30 P.M.

Rev. Dr. David de Sola Pool, Spanish and Portuguese Synagogue, New York.

# PROGRAMS FOR APRIL

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## SECTION 2

NOTE: Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even on occasion, hour to hour basis. Flexibility and timeliness are the keynotes of this schedule. FLEXIBILITY: to make possible the placing of a CBS microphone on any one of the world's thousand stages which happens from day to day, or week to week, to get the spotlight. TIMELINESS: for that is the essence of radio.

The listing below, for instance, of special features scheduled for April includes at press time *only a small fraction* of the many special features which will be broadcast during the month as Columbia's microphones move over all of America and the world to record the voices of history-in-the-making.

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APRIL 2—Shepard Stone—Talk on 20th Anniversary of President Wilson's Declaration of War, 10:30–10:45 P.M.

APRIL 4—20th Anniversary World War Program, 1:30–2:30 P.M.

APRIL 6—"Economic Co-operation"—Talk by Harry Butler, Director International Labor Office, 6:15–6:30 P.M.

APRIL 7—Esmond Long, President National Tuberculosis Association—"Stopping Tuberculosis at its Source"—Talk, 6:30–6:40 P.M.

APRIL 7—"What the Supreme Court Has Done for the People". Speakers: Senators Edward R. Burke of Nebraska, Bennett Champ Clark of Missouri, Gerald P. Nye of North Dakota, Joseph C. O'Mahoney of Wyoming.

APRIL 9—10:30–10:45 P.M.  
Reserved for authoritative talks on subjects of current interest.

APRIL 10—Eighth Festival of Chamber Music of Coolidge Foundation—of Library of Congress, 11:15 A.M.—1:00 P.M. First American appearance of Paul Hindemith.

# CBS SUSTAINING

County Chorus of 600 Children from Louisville, 11:00-11:15 A.M.

Mount St. Joseph Glee Club, 1:00-1:15 P.M.

Broadcast from Social Security Luncheon—Talk by William Green, 2:15-2:30 P.M.

*APRIL 11*—Lady Rhoda—Coronation Talk from London, 2:00-2:15 P.M.

*APRIL 14*—President Roosevelt's Address Before Governing Board of Pan-American Union, 11:00-11:15 A.M.

*APRIL 14*—10:30-10:45 P.M.  
Reserved for authoritative talks on subjects of current interest.

*APRIL 16*—10:30-10:45 P.M.  
Reserved for authoritative talks on subjects of current interest.

*APRIL 17*—Elizabeth Sprague Coolidge Prize Quartet, 6:00-6:30 P.M.

*APRIL 21*—10:45-11:00 P.M.  
Reserved for authoritative talks on subjects of current interest.

*APRIL 23*—10:30-10:45 P.M.  
Reserved for authoritative talks on subjects of current interest.

*APRIL 26*—National Federation of Music Clubs, Biennial Convention, from Indianapolis, 3:30-4:00 P.M.

*APRIL 28*—10:45-11:00 P.M.  
Reserved for authoritative talks on subjects of current interest.

*APRIL 30*—10:30-10:45 P.M.  
Reserved for authoritative talks on subjects of current interest.

# PROGRAMS FOR APRIL

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## SECTION 3

NOTE: Columbia's regular day to day sustaining features are listed below. A glance at the many types of programs in this schedule—planned to complement Columbia's sponsored schedule—shows how diversified is Columbia's appeal, for 16 hours a day, to every part of the American radio audience.

Programs have been classified by days of the week on which they are usually heard. However, the particular times of the day have not been shown, as changes are often made from day to day to allow for the inclusion of special features.

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### SUNDAY

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Sunday Morning at Aunt Susan's  
Entertainment for Children

Press Radio News  
News Summaries

Major Bowes' Capitol Family  
Musical Divertisement, with Major  
Bowes as M. C.

Salt Lake City Tabernacle Choir and  
Organ  
Sunday Morning Choral Services

CBS-International News Exchange  
European news interpretations, by for-  
eign correspondents, from London and  
Paris

History Behind the Headlines  
Highlighting the historical background  
to current news. (Scheduled in cooper-  
ation with the American Historical  
Association)

Music of the Theatre  
From Arthur Sullivan to Cole Porter—  
and famous stage music between the two

Columbia Workshop  
Experiments in radio and dramatic tech-  
nique. Irving Reis, Director

H. V. Kaltenborn

Not only what happened in the news  
today—but why it happened

Press Radio News  
News Summaries

Red Nichols and his Orchestra  
Late Evening Dance Music

Leon Belasco and his Orchestra  
Late Evening Dance Music

Vincent Lopez and his Orchestra  
Late Evening Dance Music

Isham Jones and his Orchestra  
Late Evening Dance Music

### MONDAY

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Metropolitan Parade  
Rhythm and Song

Richard Maxwell  
Songs of Comfort and Cheer

Press Radio News  
News Summaries

"The Supreme Court Hearings"—  
Robert W. Horton

Comment on day-to-day developments  
in the Supreme Court Issue

Bluebirds  
3 voices in popular music harmony

# CBS SUSTAINING

## Colonel Jack Major

Popular music with Colonel Jack Major as rustic story teller and M. C.

## "Pop" Concert—Howard Barlow and Orchestra

Serious Music—of the shorter and lighter variety

## "Treasures Next Door"—Department of Education

Dramatizations of famous books and authors (in cooperation with the office of Education of the U. S. Dept. of the Interior)

## Chicago Variety Hour

Popular Jamboree

## Dorothy Gordon's Children's Corner

Songs, games and stories for children

## Doris Kerr, songs

Popular Vocalist

## Wilderness Road

The experiences and adventures of an early American pioneer family, dramatized for the enjoyment and education of children

## Tito Guizar

Popular and classic songs, with self-accompaniment on the guitar

## Press Radio News

News Summaries

## Hollace Shaw, songs

Popular Vocalist

## "Let Freedom Ring"

Dramatization of man's struggle to achieve human liberties. (Produced in conjunction with the Educational Radio Project of the Office of Education of the Department of the Interior)

## Happy Felton and his Orchestra

Late Evening Dance Music

## Jay Freeman and his Orchestra

Late Evening Dance Music

## Ozzie Nelson and his Orchestra

Late Evening Dance Music

## Ted Fiorito and his Orchestra

Late Evening Dance Music

## TUESDAY

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## "Dear Columbia"

Popular Music "by request" as asked for in Columbia Audience Mail

## Richard Maxwell

Songs of Comfort and Cheer

## Press Radio News

News Summaries

## The Captivators

Orchestral arrangements of popular music

## "The Supreme Court Hearings"—

## Robert W. Horton

Comment on day-to-day developments in the Supreme Court Issue

## Merrymakers

Popular Music, by vocalists and orchestra

## Bill Wright, "Vice President"

Comedy and Popular Music

## Story of the Song

Distinguished Singers in great vocal music

## Children's Concert, Cincinnati Symphony Orchestra—Eugene Goossens, Conductor

Serious music selected for a children's audience, to give them greater understanding and appreciation of major symphonic works

## "Sing and Swing" with Carlton Kelsey and Orchestra

Popular music in the current "Swing" style

## Del Casino, songs

Tenor Vocalist

# PROGRAMS FOR APRIL

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## Science Service Series

Talks by scientists on current developments and achievements in Science. (In cooperation with Science Service)

## St. Louis Syncopators

Popular Orchestral Music

## Wilderness Road

(See Monday)

## Patti Chapin, songs

Popular Ballad Vocalist

## Alexander Cores, concert violinist

Violin Solos, with piano accompaniment

## Dinner Dance

Dance Music

## Press Radio News

News Summaries

## "Americana"—Freddie Rich and Augmented Orchestra

Music by American Composers

## Tommy Dorsey and his Orchestra

Late Evening Dance Music

## Anson Weeks and his Orchestra

Late Evening Dance Music

## Art Shaw and his Orchestra

Late Evening Dance Music

## Leon Belasco and his Orchestra

Late Evening Dance Music

## WEDNESDAY

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### Music in the Air

Early morning popular music with vocalists

### "The Supreme Court Hearings"—Robert W. Horton

Comment on day-to-day developments in the Supreme Court Issue

### Manhattan Matinee

Popular Music, New Talent and Guest Artists

## Current Questions Before the House

Talks by Congressmen on Current Issues in the House of Representatives

## Jimmy Brierly with Leon Goldman's Orchestra

Light, Sentimental Music

## Curtis Institute of Music

Symphonic music, chamber music, vocal and instrumental solos by student artists

## Academy of Medicine Program

Talks by prominent members of the medical profession

## Dorothy Gordon's Children's Corner

Songs, games and stories for children

## Four Stars

Vocal Quartet

## Wilderness Road

(See Monday)

## Del Casino, songs

Tenor Popular Vocalist

## George Hall and his Orchestra

Dance Music

## Press Radio News

News Summaries

## Time for Buddy Clark

Popular Vocalist

## Benny Goodman and his Orchestra

Late Evening Dance Music

## Red Nichols and his Orchestra

Late Evening Dance Music

## Tommy Dorsey and his Orchestra

Late Evening Dance Music

## Harry Owen and his Orchestra

Late Evening Dance Music

## THURSDAY

---

### Greenfield Village Chapel

Choir Services from Henry Ford's Early American Village

As You Like It  
Popular Music with Vocalists

Press Radio News  
News Summaries

Captivators  
Novelty Dance Orchestra

"The Supreme Court Hearings"—  
Robert W. Horton  
Comment on day-to-day developments  
in the Supreme Court Issue

Rambles in Rhythm  
Popular Dance Music

Bill Wright, Vice-President  
Comedy and Popular Music

Do You Remember?  
Reminiscent Music

Westminster Choir of Princeton, N. J.  
Choral and organ music of Bach

U. S. Army Band  
Band Music

Current Questions Before the Senate  
Talks by U.S. Senators on Current Issues  
in the Senate

All Hands on Deck  
Comedy and Popular Music

Wilderness Road  
(See Monday)

Patti Chapin  
Popular Ballad Vocalist

Clyde Barrie, with Concert Orchestra  
Baritone with Symphony Orchestra

George Hall and his Orchestra  
Dance Music

Press Radio News  
News Summaries

Happy Felton and his Orchestra  
Late Evening Dance Music

Isham Jones and his Orchestra  
Late Evening Dance Music

Henry King and his Orchestra  
Late Evening Dance Music

Leon Belasco and his Orchestra  
Late Evening Dance Music

## FRIDAY

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Metropolitan Parade  
Rhythm and Song

"The Supreme Court Hearings"—  
Robert W. Horton  
Comment on day-to-day developments  
in the Supreme Court Issue

Cincinnati Symphony Orchestra,  
Eugene Goosens, Conductor  
Symphonic Music

Kreiner String Quartet  
Chamber Music

Friday Melody Revue  
Popular Music

Salvation Army Staff Band  
Traditional Band Music

Dorothy Gordon's Children's Corner  
Songs, games and stories for children

Doris Kerr, songs  
"Blues" Vocalist

Wilderness Road  
(See Monday)

The Three Consoles  
Popular Organ Music

Tito Guizar  
(See Monday)

Buddy Clark, Four Stars and Orch.  
Popular Orchestra Music, Quartet,  
Vocalist

Press Radio News  
News Summaries

# PROGRAMS FOR APRIL

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Hollace Shaw, songs  
Coloratura Soprano

Ozzie Nelson and his Orchestra  
Late Evening Dance Music

Eddie Duchin and his Orchestra  
Late Evening Dance Music

Guy Lombardo and his Orchestra  
Late Evening Dance Music

Art Shaw and his Orchestra  
Late Evening Dance Music

## SATURDAY

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Press Radio News  
News Summaries

Mellow Moments  
String Ensemble

Your Home and Mine  
Talks by Bryson Rash on the Development of Better Homes. (In cooperation with Federal Housing Administration)

Richard Maxwell  
Songs of Comfort and Cheer

Let's Pretend  
Dramatizations of Fairy Tales by children, for children

Cincinnati Conservatory of Music  
Symphonic, choral and instrumental music by faculty and advanced students

Captivators  
Novelty Dance Orchestra

George Hall and his Orchestra  
Dance Music

Orientele  
Gypsy Melodies

Madison Ensemble  
String Ensemble

Down by Herman's  
A "Beer-Garden" Musical

Tours in Tone  
Popular Music

Department of Commerce Series  
The History of Industrial Development in the U. S.

The Dancapators  
Popular Music

Clyde Barrie, baritone  
Semi-Classical Vocal program

Ann Leaf at the Organ, with Jimmy Brierly  
Popular Organ Music, Vocal Selections

Drama of the Skies  
The Story of Astronomy

Singing Waiters  
Operatic Arias

Ben Feld and his Orchestra  
Dance Music

Press Radio News  
News Summaries

Eton Boys, Quartet  
Popular Music

Tito Guizar  
Popular and classic songs, with self-accompaniment on the guitar

Saturday Swing Session  
Jam Sessions with Guests

Design in Harmony  
Sophisticated Tone Portraits

Benny Goodman and his Orchestra  
Late Evening Dance Music

Anson Weeks and his Orchestra  
Late Evening Dance Music

Ted Fiorito and his Orchestra  
Late Evening Dance Music

Harry Owen and his Orchestra  
Late Evening Dance Music



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**CLIENT**

**PRODUCT**

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White Flash Gas and Oil

BARNSDALL REFINING CORP.

Petroleum Products

BENEFICIAL MANAGEMENT CORP.

Personal Loans

BURDETT COLLEGE

Business Courses

PROGRAM	TIME	AGENCY	ON CBS*
Romance of Helen Trent <i>serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m.	Blackett-Sample-Hummert, Inc.	177 Weeks
Gal Sunday <i>serial drama</i>	Mon., Tues., Wed. 12:45-1:00 p.m.		5 Weeks
Gal Sunday <i>serial drama</i>	Thurs. and Fri. 12:45-1:00 p.m.		151 Weeks
Madway Varieties with Oscar Brown, MC, Victor Arden's Orch. <i>Music, drama and comedy</i>	Friday 8:00-8:30 p.m.		188 Weeks
Hammerstein Music Hall with Hammerstein as MC <i>variety and guest stars</i>	Tuesday 8:00-8:30 p.m.		299 Weeks
"Your Hit Parade", with Archie Goodman's Orchestra <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m.	Lord and Thomas	52 Weeks
Walter Winchell Presents Walter Winchell in "Your News Hour"	Mon. thru Fri. 12:15-12:30 p.m. Rebr. 2:30- 2:45 p.m.		
Man to Man Sports Review <i>With Clary Settell, sports discussion</i>	Mon., Wed., Fri. 7:30-7:45 p.m. PST	Lawrence C. Gumbinner Advertising Agency	4 Weeks
Madame Tante <i>serial drama</i>	Mon. thru Fri. 7:15-7:30 p.m.	N. W. Ayer & Son, Inc.	83 Weeks
Carthage Colonels <i>Male chorus, with orchestra conducted by George C. Baum</i>	Sunday 7:00-7:30 p.m.	Co-Operative Advertising, Inc.	84 Weeks
Our Unseen Friend <i>Dramatizations</i>	Tuesday 10:30-11:00 p.m.	Albert Frank-Guenther Law, Inc.	30 Weeks
Facing Yourself <i>Talks by Mr. H. M. Rasely</i>	Tuesday 6:15-6:30 p.m.	N. W. Ayer & Son, Inc.	16 Weeks

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

# SPONSORED PROGRAMS

CLIENT	PRODUCT
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHEVROLET MOTOR COMPANY	Chevrolet Cars
CHRYSLER CORPORATION	Chrysler, DeSoto, Dodge, and Plymouth Cars
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream
	Palmolive Soap
	Super Suds and Concentrated Super Suds Colgate Dental Powder and Dental Cream
CONTINENTAL BAKING COMPANY, INC.	Wonder Bread
CORN PRODUCTS REFINING CO.	Karo and Linit

PROGRAM	TIME	AGENCY	ON CBS*
Hollywood Hotel with Dorothy Cooper and Raymond Paige's Orchestra <i>Comedy, music and guest stars</i>	Friday 9:00-10:00 p.m.	F. Wallis Armstrong Company	134 Weeks
Ben Murray, with "Oswald", Dorothy Ross, Marlyn Stuart, and Ed Gluskin's Orchestra <i>Comedy and popular music</i>	Wednesday 8:30-9:00 p.m. Rebr. 12:30- 1:00 a.m.		
Rubinoff, Fred Keating, Walter Cassell and guests <i>Light music and vocalists</i>	Sunday 6:30-7:00 p.m.	Campbell-Ewald Co., Inc.	56 Weeks
Major Bowes' Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m.	Ruthrauff & Ryan, Inc.	60 Weeks
The Gang Busters with Phillips Lord <i>Police-file dramatizations</i>	Wednesday 10:00-10:30 p.m.	Benton & Bowles, Inc.	68 Weeks
The Molive Beauty Box Theatre, with Jessica Dragonette and Goodman's Orchestra <i>Operetta and light music</i>	Wednesday 9:30-10:00 p.m.		68 Weeks
Myrt and Marge <i>Serial drama</i>	Mon. thru Fri. 2:45-3:00 p.m.		61 Weeks
Our Adventure with Floyd Ribbons <i>Dramatizations</i>	Thursday 10:00-10:30 p.m.		17 Weeks
Betty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 1:15-1:30 p.m. Rebr. 4:15- 4:30 p.m.	Benton & Bowles, Inc.	112 Weeks
The Star Revue <i>Variety</i>	Mon., Wed., Fri. 1:00-1:15 p.m.	E. W. Hellwig Company	244 Weeks

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

# SPONSORED PROGRAMS

CLIENT	PRODUCT
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
R. B. DAVIS COMPANY	Cocomalt
E. I. du PONT de NEMOURS & CO., INC.	Institutional Advertising
DURKEE'S FAMOUS FOODS, INC.	Food Products
FELS & COMPANY	Fels Naptha Soap
FORD MOTOR COMPANY	Ford and Lincoln Motor Ca and Lincoln Zephyr
J. B. FORD COMPANY	Wyandotte Cleaning Produc
GENERAL BAKING COMPANY	Bond Bread

PROGRAM	TIME	AGENCY	ON CBS
Bachelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m.	Roche, Williams & Cunningham, Inc.	122 Weeks
Joe Penner with Jimmy Grier's Orchestra <i>Comedy and music</i>	Sunday 6:00-6:30 p.m.	Ruthrauff & Ryan, Inc.	138 Weeks
Cavalcade of America, Don Voorhees' Orchestra and Drama <i>Historical dramatizations</i>	Wednesday 8:00-8:30 p.m. Rebr. Thursday 11:30-12:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	98 Weeks
Good Afternoon Neighbor <i>Serial drama</i>	Tues. and Fri. 2:45-3:00 p.m. PST	Botsford, Constantine & Gardner	33 Weeks
Jack Berch and Mark Warnow's Orchestra <i>Vocalist with orchestra</i>	Tues. and Thurs. 1:00-1:15 p.m.	Young & Rubicam, Inc.	102 Weeks
Wenterville Sketches <i>Serial drama</i>	Mon. thru Thurs. 12:30-12:45 p.m. PST		
Sunday Evening Hour <i>Symphonic music, and talks by Wm. J. Cameron</i>	Sunday 9:00-10:00 p.m.	N. W. Ayer & Son, Inc.	169 Weeks
Bill Pearce and His Gang in Watch the Fun Go By <i>Comedy and variety</i>	Tuesday 9:00-9:30 p.m. Rebr. 12-12:30 a.m.		2 Weeks
Universal Rhythm, with Rex Chandler's Orchestra, Richard Bonelli, Alec Templeton and Handt Trio <i>Musical</i>	Saturday 7:30-8:00 p.m. Rebr. 10:45-11:15 p.m.		
Tell Us Your Story <i>Dramatizations of listeners' experiences</i>	Tues., Thurs., Sat. 2:00-2:15 p.m.	N. W. Ayer & Son, Inc.	9 Weeks
Sound Bakers Present Guy Lombardo and His Orchestra <i>Popular music</i>	Sunday 5:30-6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	329 Weeks

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# SPONSORED PROGRAMS

CLIENT	PRODUCT
GENERAL MILLS, INC.	Wheaties, Softasilk, Bisquick and Kitchen-Tested Flour
GILLETTE SAFETY RAZOR CO.	Safety Razors and Blades
GREAT A&P TEA COMPANY	A&P Coffees
GROUP OF AMERICAN BANKS	Banking Service
GULF OIL CORPORATION	Motor Oil and Gas
H. J. HEINZ COMPANY	57 Varieties
HOMEMAKERS' COUNCIL OF THE AIR	Participating Sponsorship-New England
KIRKMAN & SON, INC.	Kirkman's Soap
KNOX GELATINE COMPANY, INC.	Knox Sparkling Gelatine
LADY ESTHER COMPANY	Cosmetics

PROGRAM	TIME	AGENCY	ON CBS
Gold Medal Feature Hour <i>Serial dramas, news, hymns, household advice</i>	Mon. thru Fri. 10:00-11:00 a.m. Rebr. 1:00-2:00 p.m.	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	321 Weeks
Original Gillette Community Sing with Milton Berle, Jones and Hare <i>Audience singing and comedy</i>	Sunday 10:00-10:30 p.m.	Ruthrauff & Ryan, Inc.	34 Weeks
A&P Band Wagon starring Kate Smith <i>Popular music and dramatic interludes</i>	Thursday 8:00-9:00 p.m.	Paris & Peart	86 Weeks
Symphony Concert <i>Symphonic music by outstanding orchestras, and guest speakers</i>	Friday 10:00-10:30 p.m.	The Wessel Company	24 Weeks
Phil Baker with Oscar Bradley's Orchestra <i>Comedy and popular music</i>	Sunday 7:30-8:00 p.m.	Young & Rubicam, Inc.	168 Weeks
Leinz Magazine of the Air <i>Serial drama, guest speakers, music</i>	Mon., Wed., Fri. 11:00-11:30 a.m. Rebr. 3:00-3:30 p.m.	Maxon, Inc.	60 Weeks
Homemakers' Council of the Air <i>Household advice</i>	Tues. and Thurs. 9:15-9:30 a.m.	James F. Fay	15 Weeks
Jack and Loretta <i>Songs and Patter</i>	Mon. thru Fri. 2:15-2:30 p.m.	N. W. Ayer & Son, Inc.	Starts 5/3/37
Quality Twins with Ed East and Alph Dumke <i>Comedy and Songs</i>	Tues. and Thurs. 11:15-11:30 a.m.	Federal Advertising Agency	31 Weeks
Wayne King's Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m.	Stack-Goble Advertising Agency	186 Weeks

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

**SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

LEHN & FINK PRODUCTS COMPANY

Pebeco Toothpaste

Lysol

LEVER BROTHERS COMPANY

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LIGGETT & MYERS TOBACCO CO.

Chesterfields

Chesterfields and Granger Tobacco

Granger Tobacco

PROGRAM	TIME	AGENCY	ON CBS*
<p>Tom Gump <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:00-12:15 p.m. Rebr. 4:00- 4:15 p.m.</p>	<p>Lennen &amp; Mitchell, Inc.</p>	<p>138 Weeks  55 Weeks</p>
<p>D. Allan Roy Dafoe <i>Child care talks</i></p>	<p>Mon., Wed., Fri. 11:45-12:00 noon</p>		
<p>The Lux Radio Theatre with stars of stage and screen <i>Dramatic; Cecil B. De Mille, director</i></p>	<p>Monday 9:00-10:00 p.m.</p>	<p>J. Walter Thompson Company</p>	<p>92 Weeks</p>
<p>Big Sister <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. Rebr. 2-2:15 p.m.</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>33 Weeks</p>
<p>Ant Jennie's Real Life Stories <i>Dramatic</i></p>	<p>Mon. thru Fri. 1:45-2:00 p.m. Rebr. 2:15- 2:30 p.m.</p>		<p>15 Weeks</p>
<p>Al Jolson, Martha Raye, Pinkyakarkus, Victor Young <i>Variety</i></p>	<p>Tuesday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.</p>		<p>57 Weeks</p>
<p>Andre Kostelanetz and Lily Pons <i>Orchestral and vocal music</i></p>	<p>Wednesday 9:00-9:30 p.m.</p>	<p>Newell-Emmett Co., Inc.</p>	<p>223 Weeks</p>
<p>Bill Kemp, Kay Thompson and Rhythm Singers <i>Popular music</i></p>	<p>Friday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.</p>		
<p>Sports Résumé—Paul Douglas <i>Baseball Scores</i></p>	<p>Mon. thru Sat. 6:35-6:45 p.m.</p>		<p>2 Weeks</p>
<p>Alexander Woollcott, "The Town Crier" <i>Narrations</i></p>	<p>Tues. and Thurs. 7:30-7:45 p.m. Rebr. 12:30-45 a.m.</p>		<p>17 Weeks</p>

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# SPONSORED PROGRAMS

CLIENT	PRODUCT
MANHATTAN SOAP COMPANY	Sweetheart Soap
NASH-KELVINATOR CORPORATION	Nash Motors Division  Kelvinator Refrigerators
NATIONAL BISCUIT COMPANY	Food Products
NATIONAL ICE ADVERTISING, INC.	Ice and Ice Refrigerators
PET MILK SALES CORP.	Irradiated Pet Milk
PHILCO RADIO & TELEVISION CORP.	Philco Radios
PHILIP MORRIS & CO., LTD., INC.	Philip Morris Cigarettes
PHILLIPS PACKING COMPANY, INC.	Phillips Delicious Soups
PHILLIPS PETROLEUM COMPANY	Phillips 66, Ethyl, etc.

PROGRAM	TIME	AGENCY	ON CBS*
The Wife Saver with Helen Prescott <i>Household advice</i>	Monday 1:30-1:45 p.m.	Peck Advertising Agency	68 Weeks
Cash Speedshow with Vincent Lopez' Orchestra Grace Moore <i>Variety</i>	Saturday 9:00-9:30 p.m.	J. Walter Thompson Company	32 Weeks
Professor Quiz <i>Questions and answers</i>	Saturday 8:00-8:30 p.m.	Geyer, Cornell & Newell, Inc.	8 Weeks
157 Edition of Twin Stars featur- ing Victor Moore and Helen Foderick <i>Comedy and variety</i>	Sunday 8:00-8:30 p.m.	McCann-Erickson, Inc.	5 Weeks
Homemakers' Exchange Eleanor Howe <i>Household hints and recipes</i>	Tuesday 11:45-12 noon	Donahue & Coe, Inc.	26 Weeks
The Pet Milky Way with Mary Lee Taylor, home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. Rebr. 3-3:15 p.m.	Gardner Advertising Company	186 Weeks
Sunday Night Serenade <i>Popular music</i>	Saturday 9:30-10:00 p.m.		30 Weeks
Walter Carter <i>News commentator</i>	Mon. thru Fri. 7:45-8:00 p.m.	Hutchins Advertising Co., Inc.	302 Weeks
Janie Presents Russ Morgan's Orchestra, Charles Martin's Cir- cstantial Evidence Thrill, Phil Key and mixed ensemble <i>Variety and dramatic interludes</i>	Saturday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.	The Biow Company, Inc.	12 Weeks
George Rector <i>Food talks and recipes</i>	Wed., Thurs., Fri. 1:30-1:45 p.m.	Compton Advertising, Inc.	11 Weeks
Phillips Poly Follies <i>Variety</i>	Tuesday 10:30-11:00 p.m.	Lambert & Feasley, Inc.	49 Weeks

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in which the client has used CBS facilities.

# SPONSORED PROGRAMS

CLIENT	PRODUCT
PONTIAC MOTOR COMPANY	Pontiac Cars
R. J. REYNOLDS TOBACCO COMPANY	Camels
SERVEL, INC.	Electrolux Refrigerators
SINCLAIR REFINING COMPANY	Petroleum Products
STEWART-WARNER CORPORATION	Radios, Alemite, Refrigerators
THE TEXAS COMPANY	"Texaco" Products
U. S. TOBACCO COMPANY	Dill's Best and Model Pipe Tobaccos
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

PROGRAM	TIME	AGENCY	ON CBS
News Through a Woman's Eyes— Kathryn Cravens <i>News commentator</i>	Mon., Wed., Fri. 2:00–2:15 p.m. Rebr. 5:30–5:45 p.m.	MacManus, John & Adams, Inc.	77 Weeks
Jack Oakie's College with Georgie Toll's Orchestra and Benny Good- man's Band and Guests <i>Comedy and music</i>	Tuesday 9:30–10:30 p.m.	William C. Esty Co., Inc.	200 Weeks
The March of Time <i>News Dramatizations</i>	Thursday 10:30–11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	2 Weeks
Babe Ruth <i>Big League baseball news</i>	Wed. and Fri. 10:30–10:45 p.m.	Federal Advertising Agency, Inc.	11 Weeks
Horace Heidt and His Brigadiers <i>Popular music</i>	Monday 8:00–8:30 p.m. Rebr. 12–12:30 a.m.	Hays MacFarland & Company	112 Weeks
Texaco Fire Chief Starring Eddie Cantor <i>Comedy and music</i>	Sunday 8:30–9:00 p.m. Rebr. 12:00– 12:30 a.m.	Hanff-Metzger, Inc.	32 Weeks
Dick and Pat in Pipe Smoking Time with Benny Krueger's Orchestra <i>"Blackface" comedy and music</i>	Monday 8:30– 9:00 p.m. Rebr. 11:30–12 mid.	Arthur Kudner, Inc.	100 Weeks
Poetic Melodies <i>Poetry readings and light music</i>	Mon. thru Fri. 7:00–7:15 p.m. Rebr. 11–11:15 p.m.	Neiser-Myerhoff, Inc.	257 Weeks
Scattergood Baines <i>Serial drama</i>	Mon. thru Fri. 8:00–8:15 p.m. PST		

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

## THE PROGRAMS "BY COLUMBIA"

Were it possible to summarize the program schedule of a network in three words, the three words would be: Interest, Timeliness and Balance. The programs "*by Columbia*" for the month of May—the sustaining programs shown on the following pages—are ordered within this triple frame. But nothing is static about such an ordering. The schedule is as alive as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, which is intrinsic to radio, the smaller details of the schedule given here must be accepted as tentative. Dates and times of broadcast, and many of the programs themselves, are subject to change—as new programs arise from events on the world-front. These changes are generally listed in the local newspapers, with which all day-to-day program schedules should be checked.

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

1. PUBLIC AFFAIRS . . . . . *page 17*
2. SPECIAL EVENTS . . . . . *page 18*
3. EDUCATION . . . . . *page 21*
4. DRAMATIC SERIES. . . . . *page 22*
5. SERIOUS MUSIC. . . . . *page 23*
6. PERSONALITIES . . . . . *page 26*
7. RELIGIOUS BROADCASTS. . . *page 28*
8. CHILDREN'S PROGRAMS . . . *page 30*
9. LIGHT MUSIC . . . . . *page 31*

## I. PUBLIC AFFAIRS

### THE CORONATION—Before, on and after May 12th

His Majesty King George VI will speak to the British Empire—and to the radio world—on the afternoon of May 12th, concluding the first English Coronation ever reported by radio.

On May 12th, the Columbia Network will open approximately 5:15 A.M. and will continue to broadcast Coronation ceremonies, at intervals, until approximately 3:05 P.M., when King George will have spoken. Seven commentators of the British Broadcasting Corporation will assist Bob Trout in bringing details of the procession and ceremony to Columbia listeners. London will also be heard in America, via CBS, almost every day through May 14. Statesmen, journalists, historians, nobles, and authors will cover the Coronation as a social event, as a political event, as an economic factor; the meaning of the ceremonial, the part played by the Peers in the event and the deep tradition back of the Coronation. The programs from Lon-

don to the Columbia Network include:

- May 2: 1:45–2:00 P.M. Dr. Harold J. Laski
- May 6: 6:45–7:00 P.M. Commander Stephen King-Hall
- May 8: 6:45–7:00 P.M. Grand Duchess Marie
- May 9: 1:45–2:00 P.M. Sir Josiah Stamp  
3:00–3:45 P.M. Archbishop of Canterbury Conducting Coronation Service
- May 10: 6:45–7:00 P.M. Lord Strabolgi
- May 11: 6:45–7:00 P.M. Hector Bolitho
- May 12: 5:15–10:45 A.M. Coronation Ceremony  
2:20–3:05 P.M. King's Address and Empire's Homage
- May 13: 6:45–7:00 P.M. Duchess of Atholl
- May 14: 6:45–7:00 P.M. Marquess of Donegal

### NATIONAL LEGISLATURE

*Current Questions Before the House—3:30–3:45 P.M.—Each Wednesday*

A weekly series of broadcasts by leading members of the House of Repre-

sentatives, speaking with intimate knowledge of legislative issues.

*Current Questions Before the Senate*—5:00–5:15 P.M.—Each Thursday

In which the Senate is represented by its outstanding personalities to complete the audience's participation in problems of our law-making.

JOHN D. M. HAMILTON—11:00–11:30 P.M.—Sunday, May 16th and 23rd

The Chairman of the Republican National Committee will discuss the attitude of the Republican Party toward recent political developments.

H. V. KALTENBORN—10:45–11:00 P.M.—Each Sunday

The dean of radio commentators, and an international authority on current affairs, interprets the daily news for the layman, giving the background of current events and an insight into leading figures in the news.

PRESS-RADIO NEWS—Daily

*A Five-Minute Digest of Headline News*

This material is gathered by the Associated Press, the United Press and the International News Service. The Press-Radio Bureau edits it, and the news is broadcast at various periods, morning and night.

FRENCH NEWS EXCHANGE—1:30–1:45 P.M.—Sunday, May 9th and 23rd

*International News Broadcast from Paris*

On alternate Sundays, Pierre de Lanux, foreign editor of the *Courrier des Etats-Unis* (New York) analyzes developments in Europe as seen through the eyes of a French authority on current affairs.

## SPECIAL EVENTS

AWARD TO STATION WHAS—11:30–12:00 *Midnight*—Sunday, May 2nd

*For Heroic Radio Activities in Flood Relief*

On May 2nd, William S. Paley, President of the Columbia Broadcasting System, presents the Columbia Award for Distinguished Service to Radio, to

Radio Station WHAS in Louisville, whose broadcasts during the flood saved lives and property. The pres-

ence of mind and devotion of the staff in the face of the catastrophe will be re-enacted in a dramatic broadcast.

NATIONAL MUSIC WEEK—May 2nd to 9th

In addition to broadcasts listed under Serious Music, the following programs on CBS will be given in honor of National Music Week:

May 2: The radio premiere of the opera "Amelia Goes to the Ball", by Gian-Carlo Menotti

May 3-4: All American Pop Concerts

by Howard Barlow and his Orchestra

May 6: A gala Coronation performance of Act I of Gluck's "Alceste" from Covent Garden, London

May 9: The radio premiere of the opera "The Second Hurricane", by Aaron Copland

RADIO AT LOTT'S CREEK—4:45-5:15 P.M.—Monday, May 3rd

*A Kentucky "Listening Center" Broadcast*

On May 3rd, from the isolated Lott's Creek district in Knott County, Kentucky, the University of Kentucky will describe this typical mountain "listening center" established to bring

modern education to remote communities. Dr. Frank L. McVey, the President of the University, will speak about the work. Short wave radio will send the broadcast to the nation.

LAUNCHING OF TWIN DESTROYERS—3:35-4:00 P.M.—Thurs. May 6th

*Broadcast from Puget Sound Navy Yard*

From the Puget Sound Navy Yard in Bremerton, Washington, Columbia will carry the ceremonies of the launching of the twin destroyers, the U.S.S. Jarvis and the U.S.S. Patterson.

The Governors of Washington, Oregon and Idaho, and Rear Admiral Thomas T. Craven, Commandant of the Navy Yard, will be the speakers in this broadcast.

**MOUNT HOLYOKE CENTENARY—3:30–4:00 P.M.—Friday, May 7th**  
*Ceremonies in Honor of "A Century in Education"*

A celebration of the Mount Holyoke College Centenary will be broadcast directly from the College. The Dean, Dr. Harriet M. Allyn, will introduce Dr. Aurelia Henry Reinhart, President of Mills College, who will speak, as a Mount Holyoke alumna, on the five daughter colleges of the institution.

**CHAMPIONSHIP DEBATE—4:00–5:00 P.M.—Friday, May 7th**  
*Broadcast of Finalists in National School Debate*

The survivors of more than 7,000 school debates in forty states will contend in the broadcast finals of the National Championship Debate.

**KING COTTON CROWNED—11:30–12:00 Midnight—Tuesday, May 11th**  
*Broadcast from Cotton Carnival in Memphis*

Another Coronation will be described from Memphis, while the festivities of the famous Cotton Carnival are in their full glory.

**NATIONAL HOSPITAL DAY—4:15–4:30 P.M.—Wednesday, May 12th**

Broadcast addresses by the President and Director of the Catholic Medical Mission Board, the Rev. Edward F. Garesche, and the President of the American Hospital Association, Dr. Claude Munger.

**TENTH ANNIVERSARY OF LINDBERGH'S FLIGHT—**

*12:00 Midnight 1:00 A.M.—Friday, May 21st*

*A Dramatic Hour on Aviation Developments of Last Decade*

A panorama of aviation history will be broadcast in a dramatic program commemorating Lindbergh's flight to Paris in "The Spirit of St. Louis". This will be a presentation with "pick-ups" from planes now flying over routes, and on schedules, undreamed-of at the time of Lindbergh's flight.

### 3. EDUCATIONAL BROADCASTS

(See also *Serious Music, Public Affairs, Children's Programs, Dramatic Series, Special Events . . .*)

TREASURES NEXT DOOR—4:00—4:15 P.M.—Each Monday

*Dramatizations of Famous Books and Authors*

The United States Department of the Interior and the American Library Association cooperate in these dramatizations of famous books and authors.

This series (which began November 16th, 1936) ends May 3rd with a program on the famous McGuffey School Readers.

LET FREEDOM RING—10:30—11:00 P.M.—Each Monday

*Dramatizations of America's Struggle to Achieve Human Liberties*

This program dramatizes the struggles of the American people to realize the privileges granted by the Bill of Rights. The Office of Education, U. S. Department of the Interior, presents this Columbia Network feature, arranged in conjunction with the Sesqui-Centen-

nial of the signing of the Constitution.  
May 3: The development of the Right of Habeas Corpus  
May 10: The Right of Freedom in the Home  
May 17: The Right of Racial Equality (final broadcast of the series)

SCIENCE SERVICE—5:15—5:30 P.M.—Each Tuesday

*Current Developments and Achievements in Science*

Watson Davis, the Science Reporter, introduces noted scientists who discuss the subject of each broadcast; arranged by the Science Service Association of Washington, D. C.

May 4: Dr. E. R. Weidlein, the Director of the Mellon Institute;

"New Industries for Old"

May 11: Dr. W. R. Walton of the U. S. Bureau of Entomology; "The Grasshopper Plague"

May 18: Dr. John E. Bentley of American University; "The Superior Child"

N. Y. ACADEMY OF MEDICINE—4:45-5:00 P. M.—Each Wednesday  
*Physicians in Authoritative Talks on Health*

The New York Academy of Medicine cooperates in scheduling the medical discussions in this sequence. Subjects and speakers in May include:

May 5: "Arthritis", Dr. Reginald Burbank  
May 12: "Diabetes", Dr. E. P. Ralli

May 19: "The Dangers of Nutritional Deficiencies", Dr. Henry James Spencer

May 26: "Blood Pressure and Its Significance", Dr. William Goldring

YOUR HOME AND MINE—10:00-10:15 A. M.—Each Saturday  
*Discussions on the Development of Better Homes*

Bryson Rash discusses the principles of design, construction and finance for the Americans who are building or

would like to build small homes. A series of programs arranged by the Federal Housing Administration.

DEPARTMENT OF COMMERCE SERIES—3:30-3:45 P. M.—Each Saturday  
*Industrial Development in the United States*

Henry R. Daniell discusses for the U. S. Department of Commerce the drama underlying the development of great industries in the United States.

May 1: The Lumber Industry  
May 8: Coal and Coke Industry  
May 15: The Meat Packing Industry  
May 22: The Shipping Industry

## DRAMATIC SERIES

LIVING DRAMAS OF THE BIBLE—2:30-3:00 P. M.—Each Sunday  
*Contemporary Plays Based on Biblical Stories*

Assignments for the writing of these dramas have been given to such authors as Margaret Widdemer,

Margaret Sangster, Thyra Samter Winslow, Lewis Beach, Ernest Howard Culbertson and Dale Eunson.

These dramas hold the values of the original story, and the accuracy of its

history, while reanimating the dialogue with a more contemporary idiom.

THE COLUMBIA WORKSHOP—7:00–7:30 P.M.—Each Sunday  
*Experiments in Radio Dramatic Techniques and Material*

The Columbia Workshop, under the direction of Irving Reis, has devoted the last eight months to experiments in the technique and material of radio dramatic production. It is the intention of the series to further the art and scope of broadcasting—with the audience, itself, for judge and jury at each trial. The series continues throughout May with:

- May 2: "Drums of Conscience"—one of the University Broadcasting Council's outstanding dramatic scripts
- May 9: Premiere broadcast of Irving Shaw's "Supply and Demand", a play written specially for radio (and the Columbia Workshop) by the author of "Bury the Dead"

May 16: Premiere broadcast of Stephen Vincent Benet's "Paul Revere", a play written specially for radio (and the Columbia Workshop) by a Pulitzer Prize winner in Poetry

May 23: Premiere broadcast of a play, as yet unnamed, by Charles Tazewell, a former member of the Continuity Department of the Columbia Broadcasting System

May 30: American premiere of Geoffrey Bridson's verse-drama "The March of Forty-Five". This is the best known of the British Broadcasting Corporation's dramatic radio scripts

## 5. SERIOUS MUSIC

EVERYBODY'S MUSIC—3:00–4:00 P.M.—Each Sunday  
*Adventures in Musical Enjoyment for Adults*

Henry M. Neely is the commentator for this wide-ranging Summer sym-

phonic series, which presents the Columbia Symphony Orchestra, How-

ard Barlow, conducting.

May 2: The American debut of Amparo Iturbi, sister of Jose Iturbi, as a piano virtuosa

May 16: A concert of romantic music built around the First Sym-

phony of Schumann

May 23: World premiere of the first work of the Columbia Composers' Commission—"Lenox Avenue" by William Grant Still

### GLEE CLUBS AND CHOIRS

*Salt Lake Tabernacle Choir and Organ*—12:30–1:00 P.M.—Each Sunday

The Salt Lake Tabernacle Choir and Organ are heard from one of the world's most famous auditoriums in music of the church. May 7th they perform at 4:00 P.M. in a special con-

cert with an orchestra of fifty pieces.

*College Glee Clubs*—Each Saturday

College Glee Clubs are heard at noon and at various afternoon periods.

COLUMBIA POP CONCERTS—3:30–4:00 P.M.—Each Monday

*Light Symphonic Orchestral Music*

Howard Barlow conducts his Symphonic Orchestra in overtures, dances,

operatic excerpts and incidental pieces known and welcomed the world over.

THE STORY OF THE SONG—3:30–4:00 P.M.—Each Tuesday

*Fine Solo Vocal Music*

Presented by artists equipped to interpret great vocal music with authority.

May 4: Fritz Lechner in Mahler's cycle "Songs of a Wayfarer"

May 11: Max Panteleiff, Russian basso

with the noted music critic, Pierre Key, as commentator

May 18: Hubert Hendrie, baritone and Madeleine d'Avezzo, soprano

MARGARET DAUM—4:30–5:00 P.M.—Each Tues. (beginning May 18th)

*Soprano*

This young artist, recently signed by the Metropolitan Opera Company, had a remarkable success in the new

opera-buffa "Amelia Goes to the Ball". Her regular Columbia broadcasts start May 18th.

MUSICAL AMERICANA—6:00—6:30 P.M.—Each Tuesday

*Music with An American Accent*

American music, either in concert or jazz combinations, is heard throughout this program. Freddie Rich usually conducts. However, on May 4th,

the Roth Quartet will play the world premiere of a string quartet written in 1896 by Charles Ives, "The Walt Whitman of American Music".

CLYDE BARRIE—6:15—6:30 P.M.—Each Thurs.; 3:45—4:00 P.M.—Each Sat.

*Baritone*

This distinguished young Negro baritone has won quick and wide favor

with the radio audience, as well as the applause of professional musicians.

STRING QUARTETS OF MOZART—3:00—3:30 P.M.—Each Friday

*First Performance of Complete Series on Air*

The Kreiner Quartet is engaged in the first complete radio cycle of the string quartets of Mozart; they will

be presented in sequence, with comments on the life-story of this world-genius.

THE CINCINNATI CONSERVATORY OF MUSIC—

11:00 A.M.—12:00 Noon—Each Saturday

*Weekly Concerts In Major Musical Forms*

This great academy of music presents its artist-teachers and its artist-students in weekly concerts, embracing

all major musical forms, including chamber music, solos, symphonies and choruses throughout the year.

E. ROBERT SCHMITZ—6:00—6:30 P.M.—Each Saturday

*Russian Piano Music*

The famous French pianist is playing a cycle of informal recitals, at which

he also discusses the history of Russian piano music.

## MUSIC FESTIVALS ON COLUMBIA

May 5: The Second Annual Festival of American Music will be broadcast from the Westminster Choir School, Princeton, New Jersey

May 6: The Cincinnati May Festival will furnish a broadcast performance of "Mary Magdalene" by d'Indy, with Eugene

Goossens conducting the Cincinnati Symphony Orchestra, Elizabeth Wysor as contralto soloist and a chorus of children

May 7: The Westminster Choirs of Past and Present will sing from the Talbott Festival in Princeton

## COLUMBIA'S CONCERT HALL

*Guest Artists of Concert Fame in Unusual Programs of Fine Music*

Well-known American and foreign guest artists participate in these programs, which fall at different hours throughout the week. The feature of

any one broadcast may be a harpsichord, a two-piano program, a woodwind group, or any one of many unusual combinations.

## 6. PERSONALITIES

MAJOR BOWES—11:30 A.M.—12:30 P.M.—Each Sunday

*And His Capitol Theatre Family*

One of radio's oldest and most widely accepted programs. The members of the Capitol Family and their guests have entertained millions of listeners

in the radio audience for twelve consecutive years on the air; with Major Edward Bowes, one of America's most familiar figures, as host.

TED HUSING—At Major Sports Events

*Radio's First-ranking Sports Announcer*

Ted Husing broadcasts for Columbia whenever and wherever major events in his field take place. He is a cyclo-

pedia of sporting records and has a brilliant faculty for projecting both scene and action to the listener.

# SUSTAINING PROGRAMS

CARL CARMER—10:30–11:00 P.M.—Starts Monday, May 31st  
*Folk Tales and Stories of America*

Carl Carmer's first of a regular series of broadcasts, comes the last day of May. He is the author of "Stars Fell on Alabama" and "Listen for a Lonesome Drum". His radio program "Your Neck of the Woods" promises

to set a new standard for unearthing and broadcasting the endless store of American folk stories—told by a master story-teller. Bernard Herrmann, young conductor and composer, will set the music for this feature.

DR. HARRY HAGEN—4:00–5:00 P.M.—Sundays, May 16th, 23rd, 30th  
*Original Radio Spelling Bee*

The man who began the radio spelling bee inaugurates this feature on Columbia May 16th. Dr. Harry Hagen, also originator of the Big Brothers'

Club, will incorporate many new ideas in his hour weekly feature; the first *international* spelling bee (at an early date) will be one of these.

COLONEL JACK MAJOR—3:00–3:30 P.M.—Each Monday  
*Songs, Verse and Patter*

This youngster reads poetry (his own and other people's), sings, yodels and excels in plain and fancy whistling. He is also the Master of Ceremonies

for a half-hour radio revue, which (need we add) is most informal. Leith Stevens leads the orchestra, and there are guest performers.

MONTANA SLIM—2:30–2:45 P.M.—Each Monday, Wednesday, Friday  
*The Singing Cowboy*

Formerly a guide in the Canadian Rockies, Montana Slim writes new songs on almost any provocation;

sings them—with other cowboy songs—to the evident delight of a large and responsive audience.

BILL WRIGHT, VICE-PRESIDENT—3:00–3:30 P.M.—Each Tues., Thurs.  
*And His Half-Hour Variety Show*

There are four departments in the variety half-hour over which Vice-

President Bill Wright has charge: "What Do You Know About That?"

"Impertinent Questions"

"I See by the Papers"

"Other People's Business"

Under the last heading, he introduces people with unusually interesting jobs. Freddie Rich conducts the orchestra, and vocalists participate.

RICHARD MAXWELL—9:30–9:40 A.M.—Each Monday, Tuesday, Wednesday and Friday—10:15–10:30 A.M.—Each Saturday

*Religious Songs*

The rich voice and evident sincerity of Richard Maxwell have won for

him a widespread and particularly loyal audience in radio homes.

## RELIGIOUS BROADCASTS

CHURCH OF THE AIR 10:00–10:30 A.M., 1:00–1:30 P.M. Each Sunday

Each Sunday morning and Sunday afternoon, the following services will be broadcast over Columbia.

May 2: 10:00 A.M. The Rev. Conrad Bergendoff, Ph.D., President of Augustana College, Rock Island, Illinois, conducts the Lutheran service.

1:00 P.M. The Rev. Philip J. Furlong, Professor of History at Cathedral College, New York City, speaks on the Catholic period.

May 9: 10:00 A.M. The Rev. J. Hillman Hollister of Chevy Chase Presbyterian Church, Wash-

ington, D. C., will be heard on the Protestant broadcast.

1:00 P.M. The Rev. George Johnson, Ph.D., Director of the National Catholic Welfare Conference, also speaks from Washington.

May 16: 10:00 A.M. The Rev. Harry Kelso Eversull, D.D., who was recently elected President of Marietta College, will preach at the Walnut Hills Congregational Church of Cincinnati, of which he is pastor.

1:00 P.M. George Cardinal

## SUSTAINING PROGRAMS

Mundelein will officiate at Solemn Pontifical Mass celebrating the Feast of Pentecost from the Holy Name Cathedral in Chicago. The music will include an orchestra from the Cathedral Symphony, the Quigley Seminary Gregorian Chant Choir and seventy-five of the Holy Name Cathedral Choristers.

May 23: 10:00 A.M. The Episcopal speaker will be the Rev. Floyd W. Tomkins, Secretary of the Commission of the World Conference on Faith and Order, Washington, Connecticut.

1:00 P.M. The Most Rev. James E. Walsh, Superior General of the Catholic Foreign Mission Society of America, Maryknoll, New York, conducts the afternoon observance.

May 30: 10:00 A.M. Mr. Howard E. Hooper will represent the Christian Science Committee on Publication for the State of Missouri, at St. Louis.

12:30-1:30 P.M. A one-hour Memorial Day program from Zion National Canyon, with 400 voices and speakers of national importance.

### SPECIAL RELIGIOUS PROGRAMS

May 5: 2:30-2:45 P.M. The Rev. Ernest Lynn Waldorf, Bishop of the Chicago Diocese, will speak on "Religion and the Age" from the Minneapolis meeting of the Board of Bishops of the Methodist Episcopal Church. Bishop J. Ralph Magee of Minneapolis will introduce him. The A Capella Choir of Hamline University

will present a program.

May 9: 3:00-3:45 P.M. The Archbishop of Canterbury will preach from London in connection with the Coronation ceremonies.

May 20-25: The Northern Baptist Convention meets in Philadelphia, and there will be at least one broadcast from that session.

## CHILDREN'S PROGRAMS

DOROTHY GORDON—5:45–6:00 P.M.—Each Tuesday, Thursday, Saturday  
*Folk Songs and Stories for Children*

The Women's National Radio Committee recently named Miss Gordon's "Children's Corner" the best children's program on the air. She sings on these broadcasts (from her exten-

sive collection of folk material), and tells stories so well that the late Rudyard Kipling granted her exclusive radio permission to relate his immortal "Just So" stories.

LET'S PRETEND—10:30–11:00 A.M.—Each Saturday  
*Dramatization of World Famous Fairy Tales*

Children between the ages of seven and sixteen enact Nila Mack's dramatizations of the world's great fairy tales. Children of all ages listen. The stories for the month are:

May 1: "Princess Goldenhair"  
May 8: "Why the Sea Is Salt"  
May 15: "The Little Mermaid"  
May 22: "Cinderella"  
May 29: "Rumplestiltskin"

"FUNNY THINGS"—NORA STIRLING—5:45–6:00 P.M.—Each Monday, Wednesday, Friday  
*Novelty and Information*

The instruments in the orchestra talk to Nora Stirling, and she talks to the children about the curious and fascinating facts on which they base their

endless questions: Where do names originate? What is the meaning of our national holidays? And so on through an interesting list.

SUNDAY MORNING AT AUNT SUSAN'S—9:00–9:55 A.M.—Each Sunday  
*Juvenile Variety Show*

This children's program has an appeal for the entire family. The orchestra, the songs and the news are supple-

mented by guests with special gifts.  
May 2: John Tasker Howard, Stephen Foster's biographer

May 9: Norman Pierce tells of his travels off the beaten path

May 17: Jack Melville, trainer of sled dogs

May 23: An Alaskan Indian tells of his tribal customs

May 30: Richard Blondell, teller of children's stories

TREASURE ISLAND (Time to be announced)

Irving Crump, the editor of "Boys' Life", is writing this radio program from the classic by Stevenson. "Treasure

Island" will be presented under his guidance for the first time on the air, in 39 episodes, three times a week.

## 9. LIGHT MUSIC

MAUREEN O'CONNOR—10:30—10:45 P.M.—Each Sunday

*A Thirteen-Year Old Vocal Artist*

Maureen O'Connor is a California girl with remarkable facility for song. Her programs come from Columbia's

Hollywood studios, where she is accompanied by seven girls, The Singing Strings.

DEAR COLUMBIA—9:00—9:30 A.M.—Each Tuesday

*Music by Special Audience Request*

A program arranged by the radio audience. The actual letters introduce the actual requests from listeners. The

orchestra numbers, the singers and their songs are all as the listeners ask for them.

MANHATTAN MATINEE—3:00—3:30 P.M.—Each Wednesday

*Songs of Today, Yesterday and the Day Before*

Songs of the theatre presented by such artists as Patti Chapin, Darrel

Woodyard, Tito Guizar and other Columbia stars.

DOWN BY HERMAN'S—3:00-3:30 P.M.—Each Saturday

*A Milwaukee Beer Garden Set to Music*

The life and gayety of a German beer garden, in a broadcast from Milwaukee, make this period a network favorite. A program of high spirits and high comedy; its music ranging from classic to popular presentations.

VOCALS BY VERRILL—5:30-5:45 P.M.—Each Saturday

*Songs from Hollywood*

Virginia Verrill is now heard from Hollywood. She is doubling in radio and motion pictures. Her home is Hollywood, but Columbia starred her from coast to coast before motion pictures recognized her special gifts.

SATURDAY NIGHT SWING CLUB—7:00-7:30 P.M.—Each Saturday

*Swing Music for Enthusiasts*

Outstanding performers of swing music are the guest stars on this program. Here the audience hears Raymond Scott, Duke Ellington, Tommy Dorsey, Bunny Berrigan, Claude Hopkins—and swing music played on anything from a concert clarinet to a tin whistle and a ukulele. The Swing Club plays in the pure style on which connoisseurs of the idiom insist.

DESIGNS IN HARMONIES—10:45-11:00 P.M.—Each Saturday

*Unusual Arrangements in Music*

Harry Simeone, a young conductor engages in musical experiments with reed and string instruments, and in special vocal arrangements.

DANCE MUSIC—11:00 P.M.—1:00 A.M.—Each Monday Through Sunday

The leading dance bands of the nation are presented in the late evening hours. Guy Lombardo, Tommy Dorsey, Benny Goodman and Ozzie Nelson have been on recent regular periods. Forthcoming broadcasts and the current schedule take in the orchestras of Red Nichols, Isham Jones,

## SUSTAINING PROGRAMS

Gus Arnheim, Ted Fiorito, Glen Gray, Shep Fields, Anson Weeks, Joe Reichman and Bunny Berrigan. Their

programs are distributed each night throughout the week, with originations from many parts of the country.

### PATTI CHAPIN

6:45-7:00 P.M.—Each Monday

10:45-11:00 P.M.—Each Saturday

Modern Songs: Feminine

### DEL CASINO

5:00-5:15 P.M.—Each Tuesday

6:00-6:15 P.M.—Each Wednesday

Modern Songs: Masculine

### HOLLACE SHAW

7:30-7:45 P.M.—Monday and Friday

A new and lovely soprano singing current ballads and classics.

### BUDDY CLARK

7:30-7:45 P.M.—Each Wednesday

6:45-7:00 P.M.—Each Friday

A baritone at home with both sentiment and rhythm.

THE DALTON BROTHERS—2:30-2:45 P.M.—Tuesday and Thursday

9:15-9:30 A.M.—Each Saturday

*A New Columbia Vocal Quartet*

The Dalton Brothers, a vocal group new to Columbia, sing straight and novelty quartets with individuality.

Among the other harmonists now heard on Columbia at various times are the famous Eton Boys, whom Ray

Block has made the leading novelty quartet in radio; the Four Stars, whose arranger is Curly Mahr, a master of the modern stylisms; and the Song Stylists, who are Harry Simeone's versatile quartet.



**CBS** SPONSORED  
AND SUSTAINING PROGRAMS  
**JUNE 1937**

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THEATER • MAJOR BOWES' AMATEUR HOI  
MUSICAL AMERICAN  
JACK OAKIE'S COLLE  
LIES • POETIC MELODI  
COTT, "THE TOWN CRI  
SUNDAY EVENING HO  
MAJOR BOWES' AMATEUR HOI  
MUSICAL AMERICAN  
EVERYBODY'S MUSIC •  
PRETTY KITTY KEL  
THE MARCH OF TIM  
"THE TOWN CR  
AN ROY DAF

**CBS** SPONSORED

AND SUSTAINING PROGRAMS

**JUNE 1937**

*published monthly for advertising executives by*

**THE COLUMBIA BROADCASTING SYSTEM**

485 MADISON AVENUE

NEW YORK CITY, N. Y.

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

AMERICAN HOME PRODUCTS CO.

Edna Wallace Hopper

Anacin

Old English Floor Wax

BiSoDol

Kolynos Dentifrice

AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes

Roi-Tan Cigars

ATLANTIC REFINING CO.

White Flash Gas and Oil

BENEFICIAL MANAGEMENT CORP.

Personal Loans

BURDETT COLLEGE

Business Courses

PROGRAM	TIME	AGENCY	ON CBS*
<p>FI Romance of Helen Trent <i>erial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m.</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>182 Weeks</p>
<p>D Gal Sunday <i>erial drama</i></p>	<p>Mon., Tues., Wed. 12:45-1:00 p.m.</p>		<p>10 Weeks</p>
<p>D Gal Sunday <i>erial drama</i></p>	<p>Thurs. and Fri. 12:45-1:00 p.m.</p>		<p>156 Weeks</p>
<p>Bradway Varieties with Oscar Howard, MC, Carmella Ponselle, Victor Arden's Orchestra <i>Music, drama and comedy</i></p>	<p>Friday 8:00-8:30 p.m.</p>		<p>193 Weeks</p>
<p>Hammerstein Music Hall with Flo Hammerstein as MC, Lily Laughlin, Jerry Mann <i>Variety and guest stars</i></p>	<p>Tuesday 8:00-8:30 p.m.</p>		<p>304 Weeks</p>
<p>"Your Hit Parade", with Al Goodman's Orchestra <i>Popular music and vocalists</i></p>	<p>Saturday 10:00-10:45 p.m.</p>	<p>Lord and Thomas</p>	<p>57 Weeks</p>
<p>Lucky Strike Presents Elvin C. Hill in "Your News Parade" <i>News commentator</i></p>	<p>Mon. thru Fri. 12:15-12:30 p.m. Rebr. 2:30- 2:45 p.m.</p>		
<p>Man to Man Sports Review with Clary Settell <i>Sports discussion</i></p>	<p>Sun., Wed., Fri. 7:30-7:45 p.m. PST</p>	<p>Lawrence C. Gumbinner Advertising Agency</p>	<p>9 Weeks</p>
<p>OM and Pa <i>erial drama</i></p>	<p>Mon. thru Fri. 7:15-7:30 p.m.</p>	<p>N. W. Ayer &amp; Son, Inc.</p>	<p>88 Weeks</p>
<p>Your Unseen Friend <i>Dramatizations</i></p>	<p>Tuesday 10:30-11:00 p.m.</p>	<p>Albert Frank-Guenther Law, Inc.</p>	<p>35 Weeks</p>
<p>Finding Yourself <i>Talks by Mr. H. M. Rasely</i></p>	<p>Tuesday 6:15-6:30 p.m.</p>	<p>N. W. Ayer &amp; Son, Inc.</p>	<p>21 Weeks</p>

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

CBS

SPONSORED  
PROGRAMS

CLIENT

PRODUCT

CAMPBELL SOUP COMPANY

Campbell's Soups  
Campbell's Beans  
Campbell's Tomato Juice

CHEVROLET MOTOR COMPANY

Chevrolet Cars

CHRYSLER CORPORATION

Chrysler, DeSoto, Dodge,  
and Plymouth Cars

COLGATE-PALMOLIVE-PEET CO.

Palmolive Shave Cream  
  
Palmolive Soap  
  
Super Suds and Concentrate  
Super Suds  
  
Colgate Dental Powder and  
Rapid Shave Cream

CONTINENTAL BAKING CO., INC.

Wonder Bread and Hostess

THE CUDAHY PACKING COMPANY

Old Dutch Cleanser

PROGRAM	TIME	AGENCY	ON CBS*
<p>Iceywood Hotel with er Cooper, Frances Langford, re Jamison, Igor Gorin and anond Paige and his Orchestra <i>Comedy, music and guest stars</i></p>	<p>Friday 9:00-10:00 p.m.</p>	F. Wallis Armstrong Company	139 Weeks
<p>Ke Murray, with "Oswald", hley Ross, Marlyn Stuart, and u Gluskin's Orchestra <i>Comedy and popular music</i></p>	<p>Wednesday 8:30-9:00 p.m. Rebr. 11:30- 12:00 Mid.</p>		
<p>Kuinoff, Walter Cassell and guests <i>Light music and vocalists</i></p>	<p>Sunday 6:30-7:00 p.m.</p>	Campbell-Ewald Co., Inc.	61 Weeks
<p>Major Bowes' Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i></p>	<p>Thursday 9:00-10:00 p.m.</p>	Ruthrauff & Ryan, Inc.	65 Weeks
<p>Gag Busters with Phillips Lord <i>Police-file dramatizations</i></p>	<p>Wednesday 10:00-10:30 p.m.</p>	Benton & Bowles, Inc.	73 Weeks
<p>Panolive Beauty Box Theatre, with Jessica Dragonette and Al Goodman's Orchestra <i>Operetta and light music</i></p>	<p>Wednesday 9:30-10:00 p.m.</p>		73 Weeks
<p>Mit and Marge <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:45-3:00 p.m.</p>		66 Weeks
<p>Your True Adventures, with Flod Gibbons <i>Dramatizations</i></p>	<p>Thursday 10:00-10:30 p.m.</p>		22 Weeks
<p>Pretty Kitty Kelly <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:15-1:30 p.m. Rebr. 4:15- 4:30 p.m.</p>	Benton & Bowles, Inc.	117 Weeks
<p>Bachelor's Children <i>Serial drama</i></p>	<p>Mon. thru Fri. 9:45-10:00 a.m.</p>	Roche, Williams & Cunnyng- ham, Inc.	127 Weeks

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which the client has used CBS facilities.

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

R. B. DAVIS COMPANY

Cocomalt

E. I. du PONT de NEMOURS & CO., INC.

Institutional Advertising

DURKEE'S FAMOUS FOODS, INC.

Food Products

FELS & COMPANY

Fels Naptha Soap

FORD MOTOR COMPANY

Ford and Lincoln Motor C  
and Lincoln Zephyr

GENERAL BAKING COMPANY

Bond Bread

GENERAL MILLS, INC.

Wheaties, Softasilk, Bisqui, and  
Kitchen-Tested Flour

PROGRAM	TIME	AGENCY	ON CBS*
Mc Penner with Jimmy Grier's Orchestra <i>Comedy and music</i>	Sunday 6:00-6:30 p.m.	Ruthrauff & Ryan, Inc.	143 Weeks
Carnegie of America, Dorothy Voorhees' Orchestra and Drama <i>Historical dramatizations</i>	Wednesday 8:00-8:30 p.m. Rebr. Thursday 11:30-12:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	103 Weeks
God Afternoon Neighbor <i>Serial drama</i>	Tues. and Fri. 2:45-3:00 p.m. PST	Botsford, Constantine & Gardner	38 Weeks
Jack Berch and Mark Warnow's Orchestra <i>Vocalist with orchestra</i>	Tues. and Thurs. 1:00-1:15 p.m.	Young & Rubicam, Inc.	107 Weeks
Cityville Sketches <i>Serial drama</i>	Mon. thru Thurs. 12:30-12:45 p.m. PST		
Sunday Evening Hour † <i>Symphonic music, and talks by Wm. J. Cameron</i>	Sunday 9:00-10:00 p.m.	N. W. Ayer & Son, Inc.	174 Weeks
Al Pearce and His Gang in Watch the Fun Go By <i>Comedy and variety</i>	Tuesday 9:00-9:30 p.m. Rebr. 12-12:30 a.m.		
Universal Rhythm, with Rex Candler's Orchestra, Richard Belli, Alec Templeton and Colyn Urbanek <i>Musical</i>	Saturday 7:30-8:00 p.m. Rebr. 10:45- 11:15 p.m.		
† Beginning June 20, "Universal Rhythm" shifts to Sunday, 9:00-10:00 p.m.			
Bad Bakers Present Guy Lombardo and His Orchestra <i>Popular music</i>	Sunday 5:30-6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	334 Weeks
Gold Medal Feature Hour <i>Serial dramas, news, hymns, household advice</i>	Mon. thru Fri. 10:00-11:00 a.m. Rebr. 1:00-2:00 p.m.	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	326 Weeks

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

GILLETTE SAFETY RAZOR CO.

Safety Razors and Blades

GREAT A&P TEA COMPANY

A&P Coffees

GROUP OF AMERICAN BANKS

Banking Service

GULF OIL CORPORATION

Motor Oil and Gas

H. J. HEINZ COMPANY

57 Varieties

KIRKMAN & SON, INC.

Kirkman's Soap

KNOX GELATINE COMPANY, INC.

Knox Sparkling Gelatine

A. J. KRANK COMPANY

Toilet Articles, Krank's Hair Oil and Lather Cream

LADY ESTHER COMPANY

Cosmetics

PROGRAM	TIME	AGENCY	ON CBS*
Glette Summer Hotel with Milton Berle <i>Audience singing and comedy</i>	Sunday 10:00-10:30 p.m.	Ruthrauff & Ryan, Inc.	39 Weeks
AzP Band Wagon starring Kate Smith <i>Popular music and dramatic interludes</i>	Thursday 8:00-9:00 p.m.	Paris & Peart	91 Weeks
Modern Symphonics, under the direction of Ferde Grofé <i>Semi-classical and modern music</i>	Friday 10:00-10:30 p.m.	The Wessel Company	29 Weeks
Bill Baker with Oscar Bradley's Orchestra <i>Comedy and popular music</i>	Sunday 7:30-8:00 p.m.	Young & Rubicam, Inc.	173 Weeks
Heinz Magazine of the Air <i>Serial drama, guest speakers, music</i>	Mon., Wed., Fri. 11:00-11:30 a.m. Rebr. 3:00-3:30 p.m.	Maxon, Inc.	65 Weeks
Dick and Loretta <i>Songs and Patter</i>	Mon. thru Fri. 2:15-2:30 p.m.	N. W. Ayer & Son, Inc.	4 Weeks
Quality Twins with Ed East and Ralph Dumke <i>Comedy and Songs</i>	Tues. and Thurs. 11:15-11:30 a.m.	Federal Advertising Agency	36 Weeks
Minute Mysteries <i>Dramatizations</i>	Tuesday 11:15-11:30 p.m.	McCord Co., Inc.	1 Week
Lloyd Pantages Covers Hollywood <i>Hollywood Comment and Gossip</i>	Thursday 7:15-7:30 p.m. PST		1 Week
Wayne King's Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m.	Stack-Goble Advertising Agency	191 Weeks

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

**LEHN & FINK PRODUCTS COMPANY**

**Pebeco Toothpaste**

**Lysol**

**LEVER BROTHERS COMPANY**

**Lux Toilet Soap**

**Rinso**

**Spry**

**Rinso and Lifebuoy**

**LIGGETT & MYERS TOBACCO CO.**

**Chesterfields**

**Chesterfields & Granger Tobacco**

**Granger Tobacco**

PROGRAM	TIME	AGENCY	ON CBS*
The Gumps <i>Serial drama</i>	Mon. thru Fri. 12:00-12:15 p.m. Rebr. 4:00- 4:15 p.m.	Lennen & Mitchell, Inc.	143 Weeks
I. Allan Roy Dafoe <i>Child care talks</i>	Mon., Wed., Fri. 11:45-12:00 noon		60 Weeks
The Lux Radio Theatre with stars on stage and screen <i>Dramatic; Cecil B. De Mille, director</i>	Monday 9:00-10:00 p.m.	J. Walter Thompson Company	97 Weeks
E. Sister <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. Rebr. 2-2:15 p.m.	Ruthrauff & Ryan, Inc.	38 Weeks
Ant Jennie's Real Life Stories <i>Dramatic</i>	Mon. thru Fri. 1:45-2:00 p.m. Rebr. 2:15- 2:30 p.m.		20 Weeks
A. Jolson, Martha Raye, P. G. Karkus, Victor Young, T. Ruffner <i>Variety</i>	Tuesday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.		62 Weeks
Andre Kostelanetz and Lyons <i>Orchestral and vocal music</i>	Wednesday 9:00-9:30 p.m.	Newell-Emmett Co., Inc.	228 Weeks
H. Kemp, Kay Thompson and Rhythm Singers <i>Popular music</i>	Friday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.		
Sports Résumé—Paul Douglas <i>Baseball Scores</i>	Mon. thru Sat. 6:35-6:45 p.m.		7 Weeks
Alexander Woollcott, "The Town Crier" <i>Narrations</i>	Tues. and Thurs. 7:30-7:45 p.m. Rebr. 12:30-45 a.m.		22 Weeks

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**CBS  
SPONSORED  
PROGRAMS**

<b>CLIENT</b>	<b>PRODUCT</b>
MANHATTAN SOAP COMPANY	Sweetheart Soap
NASH-KELVINATOR CORPORATION	Nash Motors Division  Kelvinator Refrigerators
NATIONAL BISCUIT COMPANY	Food Products
PET MILK SALES CORP.	Irradiated Pet Milk
PHILCO RADIO & TELEVISION CORP.	Philco Radios
PHILIP MORRIS & CO., LTD., INC.	Philip Morris Cigarettes
PHILLIPS PACKING COMPANY, INC.	Phillips Delicious Soups
PHILLIPS PETROLEUM COMPANY	Phillips 66, Ethyl, etc.

PROGRAM	TIME	AGENCY	ON CBS*
The Wife Saver with Aren Prescott <i>Household advice</i>	Monday 1:30-1:45 p.m.	Peck Advertising Agency	73 Weeks
Cash Speedshow with Grace Moore and Vincent Lopez' Orchestra <i>Variety</i>	Saturday 9:00-9:30 p.m.	J. Walter Thompson Company	37 Weeks
Professor Quiz <i>Questions and answers</i>	Saturday 8:00-8:30 p.m. Rebr. 12-12:30 a.m.	Geyer, Cornell & Newell, Inc.	13 Weeks
1947 Edition of Twin Stars featur- ing Victor Moore and Helen Boderick <i>Comedy and variety</i>	Sunday 8:00-8:30 p.m.	McCann-Erickson, Inc.	10 Weeks
The Pet Milky Way with Mary Lee Taylor, home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. Rebr. 3-3:15 p.m.	Gardner Advertising Company	191 Weeks
Saturday Night Serenade with Mary Eastman, Bill Perry and George Haenschen's Orchestra <i>Popular music</i>	Saturday 9:30-10:00 p.m.		35 Weeks
Burke Carter <i>News commentator</i>	Mon. thru Fri. 7:45-8:00 p.m.	Hutchins Advertising Co., Inc.	307 Weeks
Connie Presents Russ Morgan's Orchestra, Charles Martin's Cir- cstantial Evidence Thrill, Phil Dwyer and mixed ensemble <i>Variety and dramatic interludes</i>	Saturday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.	The Biow Company, Inc.	17 Weeks
Dining with George Rector <i>Food talks and recipes</i>	Wed., Thurs., Fri. 1:30-1:45 p.m.	Compton Advertising, Inc.	16 Weeks
Philips Poly Follies with Al Roth's Orchestra <i>Variety</i>	Tuesday 10:30-11:00 p.m.	Lambert & Feasley, Inc.	54 Weeks

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in which the client has used CBS facilities.

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

PONTIAC MOTOR COMPANY

Pontiac Cars

R. J. REYNOLDS TOBACCO COMPANY

Camels

SERVEL, INC.

Electrolux Refrigerators

SINCLAIR REFINING COMPANY

Petroleum Products

STEWART-WARNER CORPORATION

Radios, Alemite, Refrigerato

SYLMAR PACKING CORP.

Canned Olives, Fig Jam, Pin  
Figs, Watermelon Rind

THE TEXAS COMPANY

"Texaco" Products

U. S. TOBACCO COMPANY

Dill's Best and Model Pipe  
Tobaccos

WM. WRIGLEY JR., COMPANY

Wrigley's Gum

PROGRAM	TIME	AGENCY	ON CBS*
News Through a Woman's Eyes— Kathryn Cravens <i>News commentator</i>	Mon., Wed., Fri. 2:00–2:15 p.m. Rebr. 5:30–5:45 p.m.	MacManus, John & Adams, Inc.	82 Weeks
Jack Oakie's College with Shaw & Lee, Judy Garland, Georgie Stoll's Orchestra and Benny Goodman's Band and Guests <i>Comedy and music</i>	Tuesday 9:30–10:30 p.m.	William C. Esty Co., Inc.	205 Weeks
The March of Time <i>News Dramatizations</i>	Thursday 10:30–11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	7 Weeks
Bob Ruth <i>Big League baseball news and inter- views with baseball headliners</i>	Wed. and Fri. 10:30–10:45 p.m.	Federal Advertising Agency, Inc.	16 Weeks
Ernie Heidt and His Brigadiers <i>Popular music</i>	Monday 8:00–8:30 p.m. Rebr. 12–12:30 a.m.	Hays MacFarland & Company	117 Weeks
Candace <i>Comedy</i>	Tuesday 5:00–5:30 p.m. PST	Pacific Market Builders	1 Week
Tracy Town, Starring Ella Logan and Igor Gorin <i>Comedy and music</i>	Sunday 8:30–9:00 p.m. Rebr. 12:00– 12:30 a.m.	Buchanan and Company, Inc.	37 Weeks
Pat and Pat in Pipe Smoking Time with Benny Krueger's Orchestra <i>"Blackface" comedy and music</i>	Monday 8:30– 9:00 p.m. Rebr. 11:30–12 mid.	Arthur Kudner, Inc.	105 Weeks
Poetic Melodies <i>Poetry readings and light music</i>	Mon. thru Fri. 7:00–7:15 p.m. Rebr. 11–11:15 p.m.	Neiser-Myerhoff, Inc.	262 Weeks
Sattergood Baines <i>Serial drama</i>	Mon. thru Fri. 8:00–8:15 p.m. PST		

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

PROGRAMS "BY COLUMBIA"

These programs for the month of June—the sustaining programs shown on the following pages—are ordered within this triple frame: Nothing is static about such an ordering. The schedule is as alive as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, which is intrinsic to radio, the smaller details of the schedule given here must be accepted as tentative. Dates and times of broadcast are subject to change—as new programs arise from events on the world-front. These changes are generally listed in the local newspapers, with which all day-to-day program schedules should be checked.

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

1. PUBLIC AFFAIRS . . . . . *page 17*
2. SPECIAL EVENTS . . . . . *page 19*
3. EDUCATIONAL BROADCASTS *page 22*
4. DRAMATIC SERIES. . . . . *page 24*
5. SERIOUS MUSIC. . . . . *page 25*
6. PERSONALITIES . . . . . *page 28*
7. RELIGIOUS BROADCASTS. . . *page 30*
8. CHILDREN'S PROGRAMS . . . *page 31*
9. LIGHT MUSIC . . . . . *page 32*

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**PUBLIC  
AFFAIRS**

**LABOR AND INDUSTRY**

June 2, 6:15-6:30 P.M.  
June 4, 10:45-11:00 P.M.  
June 8, 11:15-11:30 P.M.  
June 23, 10:45-11:00 P.M.

Among the many serious issues before the American public today are those related to present trends in labor and industry. Columbia is presenting a series of talks on these problems by leaders of labor and industry, and representatives of government. Speakers scheduled for June (see column to left for order of presentation) are Charles Fahy, National Lawyers Guild; Senator Robert F. Wagner of New York; Representative William P. Connery, Jr., of Massachusetts; Governor Frank Murphy of Michigan.

**NATIONAL  
LEGISLATURE**

The House  
3:30-3:45 P.M.  
Each Wednesday  
The Senate  
5:00-5:15 P.M.  
Each Thursday

Current questions before both bodies of Congress are discussed in separate weekly programs. Speakers are selected from the memberships of both houses, with an eye to their knowledge of the issues to be discussed

**"WHITHER TAXES"  
TWENTIETH CENTURY  
FUND**

10:45-11:00 P.M.  
June 2

Edward A. Filene and Francis Biddle will be interviewed by Merrill Dennison on the features of the Twentieth Century Fund' two-year study on taxation. This is the first of two Twentieth Century Fund broadcast arranged by Columbia.

**FRENCH NEWS  
EXCHANGE**

1:30-1:45 P.M.  
June 6 and June 20

On alternate Sundays, Pierre de Lanus Paris representative of the Courier de Etats-Unis, analyzes developments in Europe as seen through the eyes of a French authority on foreign affairs.

## PROGRAM AND TIME

## DESCRIPTION

**PUBLIC  
AFFAIRS****UNEMPLOYMENT  
PROBLEMS**

June 7, 5:15-5:30 P.M.  
 June 14, 6:15-6:30 P.M.  
 June 21, 5:15-5:30 P.M.

A series of three broadcasts by sociological authorities on problems confronting unemployed persons today. Arranged by the Columbia Department of Public Affairs in connection with the WPA. Dr. Charles Stelzle, executive director of the Good Neighbor League, will interview unemployed men and women in the course of these programs.

**NEWS FROM SPAIN**

June 1, 6:45-7:00 P.M.  
 June 2, 7:30-7:45 P.M.

Two international broadcasts on the Spanish civil strife. The first, from Paris, a talk on "The Situation in Spain" by Jay Allen, a newspaper correspondent in Spain for ten years. The second comes from Madrid, when Herbert L. Matthews, New York *Times* correspondent, speaks on "The Spanish Situation."

**H. V. KALTENBORN**

10:30-10:45 P.M.  
 Each Sunday

An international authority on current affairs and their significance, Mr. Kaltenborn interprets the daily news for the layman. His reports give the background of current events, and an insight into leading figures in the news.

**PRESS-RADIO NEWS**

Various times  
 Daily

Five-minute digests of headline news. Material for these frequent broadcasts is gathered by the Associated Press, the United Press, and the International News Service. The Press-Radio Bureau edits it.

# CBS SUSTAINING PROGRAMS

## PROGRAM AND TIME

## DESCRIPTION

### SPECIAL EVENTS

#### SOLAR ECLIPSE

6:00-6:15 P.M.

June 3 and 7

6:00-6:30 P.M.

June 8

Weeks ago, Columbia sailed with members of the Hayden Planetarium-Grace Peruvian Eclipse Expedition to observe a solar eclipse from the Peruvian Andes. Captain Albert Stevens, aerial photographer, speaks from Panagra airport, Peru, on June 3. William Perry, staff announcer, describes the greatest solar eclipse in 1200 years from a point high in the Andes on June 7 and 8.

#### SAMUEL K. RATCLIFFE

1:30-1:45 P.M.

June 6

Mr. Ratcliffe, noted English journalist, speaks from London. His discussion: The probable course that England's new Cabinet, under Neville Chamberlain, will take in the diplomatic complications in Europe today.

#### W. C. T. U. CONVENTION

3:30-4:00 P.M.

June 4

Discussion on "Temperance Progress in Many Lands" from the International Convention of Women's Christian Temperance Union in Washington. Speakers include delegates from Bulgaria, China, Siam, South Africa, Scotland, Estonia, and Germany.

#### THE NATIONAL OPEN

Various hours

June 10, 11, 12

The country's best amateurs and professionals meet at Oakland Hills, Birmingham, Michigan, for the National Open Golf Championship. Columbia has exclusive broadcasting rights to the event, and has erected special observation towers on the course to ensure the best possible coverage.

## PROGRAM AND TIME

## DESCRIPTION

**SPECIAL  
EVENTS****NORTHWEST TERRITORY  
CELEBRATION**

5:00-5:30 P.M.

June 6

A dramatization of the opening of the Northwest Territory marks the observance of the sesqui-centennial of that event. This broadcast is scheduled in cooperation with the U. S. Office of Education, Department of the Interior.

**CARL R. GRAY**

Noon-12:30 P.M.

June 5

Mr. Gray, long-time president of the Union Pacific Railroad, delivers the commencement address at Washington and Jefferson College, Washington, Pennsylvania.

**AMERICAN MEDICAL  
ASSOCIATION  
CONVENTION**

4:00-4:15 P.M.

June 7 and 9

Dr. John H. J. Upham, president-elect of the A.M.A., will speak from the convention in Philadelphia. In the second broadcast, Dr. W. W. Bauer, Director of the Bureau of Health and Public Instruction, A.M.A., will speak on the subject: "Doctors Assembled."

**LATONIA AND  
AMERICAN DERBY**

June 12, 6:00-6:30 P.M.

June 19, 6:00-6:15 P.M.

A dramatic track-side account of the Latonia Derby will be broadcast exclusively by Columbia from Covington, Kentucky. A week later, Columbia presents the running of the American Derby from Washington Park, Kentucky.

**MICKEY MOUSE BAND**

4:30-5:00 P.M.

June 5

From Tacoma, Washington, a concert by the original Mickey Mouse Band. The band is composed of sixty-five members between the ages of nine and fifteen; was organized about six years ago.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SPECIAL  
EVENTS**  
*(Continued)*

**POUGHKEEPSIE REGATTA**  
5:00 P.M.  
June 22

Seven varsity crews will compete in the four mile race on the Hudson — California, Wisconsin, Washington, Navy, Columbia, Cornell, and Syracuse. Present plans call for airplane coverage of the event.

**NATIONAL FLAG DAY**  
5:00-5:30 P.M.  
June 14

From Los Angeles, a dramatization — "California Under 12 Flags" will commemorate National Flag Day. This will be followed by a roll call of the 48 States in the order in which they are placed on the flag.

**THE RYDER CUP**  
Various hours  
June 29 and 30

American and British professional golfers meet in annual competition for the Ryder trophy. Columbia, through the cooperation of the B.B.C., broadcasts the event direct from the Southport and Ainslee course.

**RADIO MANUFACTURERS  
CONVENTION**  
5:15-5:30 P.M.  
June 9

From the convention in Chicago, Dr. Orest H. Caldwell, editor of *Radio Today*, will speak on the subject: "What's New in Radio"

**"QUINTETTE DU  
HOT CLUB"**  
Midnight-1:00 A.M.  
June 12

As a special feature of the first anniversary of Columbia's Saturday Night Swing Club, France's ace swing band — the Quintette du Hot Club de France — will broadcast an hour of their music from Paris.

PROGRAM AND TIME

DESCRIPTION

**EDUCATIONAL  
BROADCASTS**

(also Public Affairs)

**SCIENCE SERVICE**

5:15-5:30 P.M.  
Each Tuesday

Current developments and achievements in science, arranged by the Science Service Association of Washington, D. C. Guests and subjects for June:

June 1: Dr. Paul Bartsch, U. S. National Museum. Subject: "Sea Serpents Again."

June 8: Charles F. Jackson, U. S. Bureau of Mines. Subject: "Science Digs a Mine."

June 15: Commissioner Frank J. Bell, U. S. Bureau of Fisheries "Fishing in Alaska."

June 29: C. C. Concannon, U. S. Department of Commerce. Subject: "Romance of Tung Oil."

**N. Y. ACADEMY OF  
MEDICINE**

4:45-5:00 P.M.  
Each Wednesday

Physicians in authoritative talks on health. The New York Academy of Medicine cooperates in scheduling these discussions. Talks for June follow.

June 2: Dr. Arthur W. Bingham, Chairman of Committee on Maternal Care, Medical Society of New Jersey, will speak on "Maternal Care."

June 9: Dr. Hubert Mann, Mount Sinai Hospital, New York, will speak on "The Story of Your Heart."

June 16: Dr. John Staige Davis, Jr., Chief of Arthritic Clinic, St. Luke's Hospital, New York, will discuss "Gout and Its Treatment."

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**EDUCATIONAL  
BROADCASTS**

*(Continued)*

	<p>June 23: Dr. Cary Eggleston, Assistant Professor of Clinical Medicine, Cornell University, will discuss "The Ageing Heart."</p> <p>June 30: Dr. Herman O. Mosenthal, N. Y. Post Graduate Hospital. Subject "New Insulin and Its Advantages in the Treatment of Diabetes."</p>
<p><b>THE STORY OF INDUSTRY</b> 3:30-3:45 P.M. Each Saturday</p>	<p>Mr. Henry R. Daniel discusses for the U. S. Department of Commerce the drama underlying the development of great industries in the United States. Examples: Steel, lumber, coal, fur, oil, shipping.</p>
<p><b>A. D. HENDERSON</b> 4:00-4:15 P.M. June 16</p>	<p>Dr. Henderson, president of Antioch College, discusses "The Antioch Idea in Education," a plan whereby students spend half their time in the classroom; half in apprenticed employment.</p>
<p><b>YOUR GARDEN AND MINE</b> 10:00-10:15 A.M. Each Saturday</p>	<p>A new series offered by Columbia to amateur gardeners and to all others who seriously desire a more beautiful America. Ruth Cross, writer and authority on gardening and homemaking, will conduct the series.</p>
<p><b>WILLIAM ALLEN WHITE</b> 5:00-5:30 P.M. June 12</p>	<p>Mr. White speaks from Chicago on "Obligations of Democracy." This is an annual Columbia presentation, offered to the newly graduated college students of America.</p>

## PROGRAM AND TIME

## DESCRIPTION

**DRAMATIC  
SERIES**
**YOUR NECK O' THE  
WOODS**

10:30-11:00 P.M.  
Each Monday

A series embracing folk legend, folk music, and anecdote pertaining to the various states of the Union. Written and recounted by Carl Carmer; musical direction under Bernard Herrmann. June schedule of states: Arkansas, June 7; New York, June 14; Mississippi, June 21; Minnesota, June 28.

**LIVING DRAMAS  
OF THE BIBLE**

2:30-3:00 P.M.  
Each Sunday

In this series, Columbia presents reanimated versions of the best stories in Old Testament literature. Stories for June:  
June 6: Ahab, Jezebel and Jehu.  
June 13: Samson and Delilah.  
June 20: Daniel and the return of the Israelites from Babylonian enslavement.  
June 27: The Prophet Elijah and the Shunnamite Woman.

**THE COLUMBIA  
WORKSHOP**

7:00-7:30 P.M.  
Each Sunday

Experiments in radio dramatic technique and material, under the direction of Irving Reis. A series intended to further the art and scope of broadcasting. Programs for June:  
June 6: "Downbeat on Murder," a psychological melodrama written especially for radio by Charles Tazewell.  
June 13: "The Young King," a fantasy with original music. An adaptation by Tom Bennett of Oscar Wilde's story of the same name.  
June 20: "Red-Head Baker," by Alfred Maltz. An original script, dealing with the social phases of education.  
June 27: "Babouk," by Lester Fuller. From a play of the same name based on Guy Endore's novel.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC** EVERYBODY'S MUSIC  
3:00-4:00 P.M.  
Each Sunday

Musical enjoyment for adults. Howard Barlow and Columbia Symphony Orchestra. Henry M. Neely, commentator. Programs for the month are as follows:

June 6: Mendelssohn's arrangement of the Bach Overture in D Major. Joseph Knitzer will follow as violin soloist with the orchestra in Mendelssohn's Violin Concerto.

June 13: An orchestral program of French music. "La Peri", Paul Dukas; "Pavane pour une Enfante Defunte", Maurice Ravel; "Iberia", glittering Spanish number from Debussy's "Images for Orchestra."

June 20: World premiere of the second work of the Columbia Composers' Commission—"Concertino for Piano and Orchestra" by Walter Piston. Mr. Piston will conduct; Jesus Maria Sanroma, soloist.

June 27: Mr. Barlow will direct Sir Hamilton Harty's arrangement of the Handel "Water Music", and conclude with Beethoven's Fourth Symphony.

STORY OF THE SONG  
3:30-4:00 P.M.  
Each Tuesday

Fine singers in great songs for solo voice. The guests and repertoire for June follow.

June 1: Colette d'Arville, soprano, in Spanish and German numbers. Sidor Belarsky, Russian basso, in Mozart and English songs.

June 8: Hubert Hendrie, baritone, in the song cycle, "Eliland", by vonFielitz. Ada Tilley, soprano, singing Lieder.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSIC

June 15: Rosa Low, soprano, in Roumanian folk songs. Fritz Lechner, baritone, in operatic and concert excerpts.

June 22: Bernard Herrmann, directing a string quartet and singers in a concert of 16th and 20th Century English madrigals.

June 29: Maude Runyon, contralto, and Nicolai Wantroff, Canadian bass-baritone, in American, European and other songs.

MUSICAL AMERICANA  
6:00-6:30 P.M.  
Each Tuesday

Music with an American source and idiom is heard throughout this program. Freddie Rich conducts. The June 15 program will feature the orchestral fantasy, "Americana," by Milton Rosen, Cincinnati composer.

E. ROBERT SCHMITZ  
Varied hours  
(See next column)  
Each Saturday

This talented pianist has attained a new reputation as a radio performer and commentator. His June programs will be confined to Russian composers, including Miaskovsky, Prokofieff, Stravinsky, and Mossoloff. Hours follow. June 5, 6:00-6:30 P.M.; June 12, 5:00-5:30 P.M.; June 19, 4:30-5:00 P.M.; June 26, 6:00-6:30 P.M.

STRING QUARTETS  
OF MOZART  
3:00-3:30 P.M.  
Each Friday

The Kreiner Quartet continues with the first radio presentation of all Mozart's quartets — twenty-four in number. Comments on the life-story of the composer are included in the program. This is a Columbia Concert Hall presentation.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**  
*(Continued)*

**MARGARET DAUM**  
4:30-5:00 P.M.  
Each Tuesday

This gifted young soprano of the Metropolitan Opera Association, presented with orchestra, includes operetta and musical comedy as well as more serious music in her programs.

**COLUMBIA'S CONCERT  
HALL**  
11:30 A.M.-Noon  
Each Saturday

Beginning June 12, this program will feature concerts of unusual music and rare instrumental combinations. The programs

June 12: Yella Pessl, harpsichord, and Mitchell Miller, oboe, in music by Bach and Handel.

June 19: Miss Pessl and Mr. Miller in work of Hotteterre le Romain, Couperin, Leclair, and Scarlatti.

June 26: Nicolai Berezowski, violinist, and Emanuel Bay, pianist, present violin music of Poland. Felix Lebunski, commentator

**COLUMBIA POP  
CONCERTS**  
3:30-4:00 P.M.  
Each Monday

Howard Barlow conducts the Columbia Concert Orchestra in light symphonic music. The program of June 14 will feature Carlo Romano, pianist, introducing a newly discovered Rondo by Mozart for piano and orchestra.

**CLYDE BARRIE**  
5:00-5:15 P.M.  
Each Monday  
3:45-4:00 P.M.  
Each Saturday

A young artist whose baritone voice has won him a high rank, not only in the spiritual of his race, but in concert repertoire as well. Clyde Barrie has appeared on the Columbia network for two years.

## PROGRAM AND TIME

## DESCRIPTION

**SERIOUS  
MUSIC**

U. S. ARMY BAND  
4:30-5:00 P.M.  
Each Thursday

This famous and ever-popular military band presents its stirring music in an interesting variety of new and old arrangements.

**CHOIRS AND GLEE  
CLUBS**

12:30-1:00 P.M.  
Each Sunday

The Salt Lake Tabernacle Choir and Organ are heard in great church music, broadcast from a justly noted auditorium. College glee clubs are presented Saturday afternoons at varying hours.

**AMERICAN GUILD  
OF ORGANISTS**

June 13, 5:00-5:30 P.M.  
June 16, 5:00-5:15 P.M.  
June 17, 5:15-5:30 P.M.

Three broadcasts are planned from the Guild convention in Cincinnati—a demonstration of the electric organ, a harpsichord and clavichord recital, and music from the great organ in the Cincinnati Music Hall.

**CINCINNATI CONSERVA-  
TORY OF MUSIC**

11:00 A.M.—Noon  
June 5

This broadcast concludes the 1936-1937 season of weekly concerts, all of which have been carried by Columbia. Alexander von Kreisler, conducting. Severin Eisenberger, piano soloist.

**PERSONALITIES**

MAJOR BOWES'  
CAPITOL FAMILY  
11:30 A.M.—12:30 P.M.  
Each Sunday

For twelve consecutive years, Major Bowes has served as host on a program that has become one of radio's oldest and most widely accepted presentations. Members of the Capitol Family and their guests provide entertainment each week for a large and loyal following.

# CBS SUSTAINING PROGRAMS

## PROGRAM AND TIME

## DESCRIPTION

### PERSONALITIES

*(Continued)*

**CARL CARMER**

10:30-11:00 P.M.

Each Monday

Author and raconteur, Carl Carmer is widely known for his two best-sellers, "Stars Fe On Alabama" and "Listen For A Lonesom Drum." Mr. Carmer's stories are "illu trated" with folk music under the directio of Bernard Herrmann.

**DR. HARRY HAGEN**

4:00-5:00 P.M.

Each Sunday

The Original Radio Spelling Bee. Dr. Har Hagen, who inaugurated this hour on Co umbia last month, is planning to incorpora many new ideas in his program during tl four June broadcasts.

**COLONEL JACK MAJOR**

3:00-3:30 P.M.

Each Monday

This young man reads poetry (his own times), sings, yodels, and whistles. He is al Master of Ceremonies for a half-hour rad revue. Freddie Rich leads the orchestra, a there are guest performers.

**RICHARD MAXWELL**

9:30-9:40 A.M.

Monday, Tuesday,

Wednesday, Friday

10:15-10:30 A.M.

Each Saturday

"Songs of Comfort and Cheer." Richa Maxwell, soloist on this program, made radio debut fourteen years ago; was fit heard on Columbia in 1928. His rich vo: and evident sincerity have won him wi spread following.

**MONTANA SLIM**

2:30-2:45 P.M.

Monday, Wednesday,

and Friday

"The Singing Cowboy" was born We Carter; learned the cow-punching traden Canada. He has a repertoire of more tin 700 cowboy songs. Over 400 of these e his own compositions.

PROGRAM AND TIME

DESCRIPTION

RELIGIOUS  
BROADCASTS

CHURCH OF THE AIR  
10:00-10:30 A.M.  
1:00-1:30 P.M.  
Each Sunday

Each Sunday morning and Sunday afternoon, the following guests will conduct services to be broadcast over Columbia.

June 6: 10:00 A.M. Reverend George Arthur Clarke, First Baptist Church of Malden, Massachusetts.

1:00 P.M. Rabbi William B. Schwartz, Temple Israel, Lawrence, New York.

June 13: 10:00 A.M. Reverend J. W. Behnken, D.D., of Oak Park, Illinois, President of the Evangelical Lutheran Synod of Missouri, Ohio, and other states.

1:00 P.M. Reverend Warren W. Wiant, Emory Methodist Episcopal Church, Pittsburgh, Pennsylvania.

June 20: 10:00 A.M. Dr. Herbert L. Willett, The Christian Century, Chicago, Illinois.

1:00 P.M. Reverend William Hiram Foulkes, D.D., Moderator of the General Assembly of the Presbyterian Church, Newark, N. J.

June 27: 10:00 A.M. Reverend Joseph R. Sizoo, The Collegiate Church of St. Nicholas, New York City.

1:00 P.M. Reverend Edward L. Hughes, O.P., Editor of "The Torch," New York City.

ANNIVERSARY OBSERVANCE, ORTHODOX JEWISH CONGREGATIONS OF AMERICA  
4:15-4:30 P.M.  
Tuesday, June 8

This program marks the 39th anniversary of the founding of the Union of Orthodox Jewish Congregations of America. William Weiss, president, will speak on the principles and purposes of the Union. Rabbi Herbert S. Goldstein, President of the Rabbinical Council of America, will also speak. His subject: "The Functions of the Rabbinic Body of the Orthodox Union."

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**CHILDREN'S  
PROGRAMS**

**DOROTHY GORDON**  
5:45-6:00 P.M.  
Each Tuesday,  
Thursday, Saturday

Winner of the Women's National Radio Committee award for the best children's program on the air. Miss Gordon sings or these programs (from her own collection of folk songs) and tells stories in a way that brings their characters to life.

**LET'S PRETEND**  
10:30-11:00 A.M.  
Each Saturday

Nila Mack dramatizes the world's great fairy stories; children between the ages of seven and sixteen enact them. Stories selected for this month's presentation are: "Castle of Hatred", June 5; "Fur Ball", June 12; "The Wishing Ring", June 18; "Goldilock and Prince Charming", June 26.

**FUNNY THINGS -  
NORA STIRLING**  
5:45-6:00 P.M.  
Each Monday,  
Wednesday, Friday

Novelty and information about curious and fascinating facts on which children base their questions. Nora Stirling talks about the origin of holidays, the meaning of birthstones, quaint customs and traditions.

**SUNDAY MORNING  
AT AUNT SUSAN'S**  
9:00-9:55 A.M.  
Each Sunday

Juvenile variety show, with an appeal to the entire family. Orchestra, songs, news and guests. This month's guests: Cameron King tells stories of the sea, June 6; C. Coates, curator of the New York Tropical Fish Aquarium, June 13; Rosebud Yellowrobe, Sioux Indian, tells stories and legends, June 20; John Tasker Howard, Stephen Foster's biographer, discusses music.

PROGRAM AND TIME		DESCRIPTION
<p><b>TREASURE ISLAND</b>            Three 15-minute programs weekly.            Time to be announced.</p>		<p>The famous Stevenson classic has now been adapted for radio, and dramatized by Irving Crump, managing editor of "Boy's Life." Columbia will present these new programs thrice weekly, beginning at an early date.</p>
<p><b>LIGHT MUSIC</b></p>	<p><b>MAUREEN O'CONNER</b>            10:45-11:00 P.M.            Each Sunday</p>	<p>Maureen O'Conner, thirteen-year-old California girl, is gifted with a remarkable facility for song. In her programs, which come from Columbia in Hollywood, she is accompanied by seven girls—The Singing Strings.</p>
	<p><b>DEAR COLUMBIA</b>            9:00-9:30 A.M.            Each Tuesday</p>	<p>Here is music requested by the Columbia audience. Actual letters are read to introduce the numbers selected. Orchestra selections as well as songs are confined to listeners' requests. Harry Simeone conducts.</p>
	<p><b>MANHATTAN MATINEE</b>            3:00-3:30 P.M.            Each Wednesday</p>	<p>Songs of the Metropolis—past and present. These musical interludes are presented by such artists as Doris Kerr, Jack Shannon, Tito Guizar and other Columbia stars.</p>
	<p><b>DOWN BY HERMAN'S</b>            3:00-3:30 P.M.            Each Saturday</p>	<p>A German beer garden set to music, this program is a network favorite. High spirits and high comedy in a broadcast from Milwaukee, its music ranges from classic to popular presentations.</p>

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**LIGHT  
MUSIC**  
*(Continued)*

**VOCALS BY VERRILL**  
5:30-5:45 P.M.  
Each Saturday

Virginia Verrill is still in Hollywood, doubling in radio and motion pictures. Her songs from Hollywood are a weekly reminder that Columbia starred her before motion pictures recognized her special gifts.

**SATURDAY NIGHT  
SWING CLUB**  
7:00-7:30 P.M.  
Each Saturday

Swing music for the "alligators." A first anniversary program, 12 Mid. to 1:00 A.M. June 12, will feature the "Quintette du Ho Club de France" from Paris. Other sessions at the regular hour, with usual array of guests.

**METROPOLITAN PARADE**  
9:00-9:30 A.M.  
Each Monday  
and Friday

An early morning variety show, featuring today's sparkling rhythm tunes, the songs of Margaret McCrae, Bob Gibson, the Eto Boys, and the pianist-whistler, Bob Byron.

**MUSIC IN THE AIR**  
9:00-9:30 A.M.  
Each Wednesday

A morning musicale, featuring the smooth melodies of Leith Stevens' Orchestra. Usual arrangements of a variety of songs with the voices of Helen Board, Howard Phillips, and the violin of Buddy Sheppard.

**MAKE BELIEVE**  
1:15-1:30 P.M.  
Each Monday,  
Wednesday, Friday

A happy combination of script show and musical. "Make Believe" is a light, romantic dialogue story which serves to introduce the songs of Bill Perry and Ruth Carhart, accompanied by the music of Harry Simeoni.

## PROGRAM AND TIME

## DESCRIPTION

LIGHT  
MUSIC

## THE DALTON BROTHERS

2:30-2:45 P.M.  
Tuesday and Thursday  
9:45-9:55 A.M.  
Each Saturday

Rapidly gaining in popularity, this vocal quartet varies its selections between straight and novelty arrangements. Other harmonists on Columbia include the Eton Boys, the Four Stars, and the Song Stylists.

## HOLLACE SHAW

6:45-7:00 P.M.  
Each Monday  
7:30-7:45 P.M.  
Each Friday

Less than a year ago, Hollace Shaw won an amateur singing contest, against 55,000 contestants. Her coloratura soprano was so remarkable that she was immediately signed by Columbia, and later brought to New York.

## PATTI CHAPIN

6:00-6:15 P.M.  
Each Thursday  
10:45-11:00 P.M.  
Each Saturday

A veteran radio songstress, Patti Chapin had been broadcasting regularly over her home-town station in Atlantic City when Columbia asked her to sign a contract. She is at her best in light, modern compositions.

## DEL CASINO

5:00-5:15 P.M.  
Each Tuesday  
6:00-6:15 P.M.  
Each Wednesday

From boxing ring, to Wall Street, to Broadway, to Columbia is the thumbnail biographical progress of Del Casino. His fine tenor voice has won him a wide following in less than a year of broadcasting.

## GOGO DELYS

7:30-7:45 P.M.  
Each Wednesday  
6:45-7:00 P.M.  
Each Friday

Personality singer, discovered for radio by Phil Baker, and later signed to a Columbia contract. Canadian-born, Gogo DeLys left law school to become a professional singer.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**LIGHT  
MUSIC**  
*(Continued)*

**HOWARD PHILLIPS**  
6:00-6:15 P.M.  
Each Monday  
and Friday

A new voice on Columbia. Howard Phillips' rich baritone has been heard frequently in Broadway musical productions, as well as with a number of popular dance bands.

**DORIS KERR**  
5:30-5:45 P.M.  
Each Monday,  
Wednesday, Friday

Popular young singer, whose melodies range from rhythm songs to love ballads. Doris Kerr's professional career began with Columbia in May, 1936.

**BOB BYRON**  
4:00-4:15 P.M.  
Each Monday  
and Thursday

Bob Byron plays the piano, varies it with the celeste, and whistles to his accompaniment. Following the trend of the times, he is a "swing whistler," disdains bird-calls

**DANCE ORCHESTRAS**  
11:00 P.M.-1:00 A.M.  
Each Monday  
through Sunday

Leading dance bands of the nation are presented in the late evening hours, at half hour intervals. Prominent among these Columbia presentations are Guy Lombardo, Benny Goodman, Isham Jones, Glen Gray, Bunny Berrigan, Shep Fields.

OTHER  
BAND WAGON STARRING  
PEARCE AND HIS GANG • AUNT JENNIE'S REA  
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IGHBOR • HAL KEMP, KAY THOMPSON AND RHYTHM SINGERS • HORACE HEIDT AND HIS BRIG  
MAN TO MAN SPORTS REVIEW • MA AND PA • MINUTE MYSTER  
AND PAT IN PIPE SMOKING TIME • BRO  
RESUME—PAUL DOUG  
EEN FRIEND • EVER  
QUALITY TWINS •  
TREASURE ISLAND  
STORY OF  
SCATTERGOOD BAINES •  
CIRCUMSTANTIAL EVIDENCE  
SPORTS RESUME—PAUL DOUG  
PRETTY KITTY KEL  
MYRT AND MARG  
GOOD AFTERNOON NEIGH  
LLOYD PANTAGES COVERS HO  
UNSEEN F



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**JULY 1937**

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FEATURE HOUR • BENNY GOODMAN'S SWING SCHOOL  
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HM • YOUR HIT PARADE  
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WITH "OSWALD" • GUY LOMBARDO AND HIS ORCHESTRA • M  
POETIC MELODIES • PRETTY KITTY KELLY • PROFESSOR QUIZ • SATURDAY NIGHT SWING CL  
STARRING ELLA LOGAN AND IGOR GORIN • YOUR TRUE ADVENTURES, WITH FLOYD GIBBO  
STARS, WITH HARRY VON ZELL AND OSCAR BRADLEY'S ORCHESTRA • EVERYBODY'S MUS  
IN STADIUM CONCERTS OF THE PHILHARMONIC-SYMPHONY ORCHESTRA • KING LEAR • LESLIE HO  
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BARRYMORE • UNIVERSAL RHYTHM  
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**CBS** SPONSORED

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**JULY 1937**

*published monthly for advertising executives by*

**THE COLUMBIA BROADCASTING SYSTEM**

485 MADISON AVENUE

NEW YORK CITY, N. Y.

# COLUMBIA NETWORK ADVERTISERS

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**CBS**

**SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

AMERICAN HOME PRODUCTS CO.

Edna Wallace Hopper Cosm

Anacin

Fly-ded

BiSoDol

Kolynos Dentifrice

AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes

Roi-Tan Cigars

BANK OF AMERICA NATIONAL  
TRUST & SAVINGS ASSOCIATION

Banking Service

BENEFICIAL MANAGEMENT CORP.

Personal Loans

BROWN & WILLIAMSON  
TOBACCO CORP.

Sir Walter Raleigh Tobacco  
Avalon Cigarettes

PROGRAM	TIME	AGENCY	ON CBS*
The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m.	Blackett-Sample-Hummert, Inc.	186 Weeks
Our Gal Sunday <i>Serial drama</i>	Mon., Tues., Wed. 12:45-1:00 p.m.		14 Weeks
Our Gal Sunday <i>Serial drama</i>	Thurs. and Fri. 12:45-1:00 p.m.		160 Weeks
Broadway Varieties with Oscar Saw, MC, Carmella Ponselle, Victor Arden's Orchestra <i>Music, drama and comedy</i>	Friday 8:00-8:30 p.m.		197 Weeks
Hammerstein Music Hall with Ed Hammerstein as MC, Icy Laughlin, Jerry Mann <i>Variety and guest stars</i>	Tuesday 8:00-8:30 p.m.		308 Weeks
"Your Hit Parade", with Peter Van Steeden's Orchestra <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m.	Lord and Thomas	61 Weeks
Lucky Strike Presents Irwin C. Hill in "Your News Trade" <i>News commentator</i>	Mon. thru Fri. 12:15-12:30 p.m. Rebr. 2:30- 2:45 p.m.		
Man to Man Sports Review with Clary Settell <i>Sports discussion</i>	†Sun., Wed., Fri. 7:30-7:45 p.m. PST	Lawrence C. Gumbinner Advertising Agency	13 Weeks
Ben Hayes <i>News broadcast</i>	†Sun. thru Fri. 10:00-10:15 p.m. PST	Charles R. Stuart	4 Weeks
Our Unseen Friend <i>Dramatizations</i>	Tuesday 10:00-10:30 p.m.	Albert Frank-Guenther Law, Inc.	39 Weeks
Paul O'Hara's Radio Gazette <i>News broadcast</i>	††Mon., Wed., Fri. 7:30-7:45 p.m.	Batten, Barton, Durstine & Osborn, Inc.	1 Week

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

**CBS**

**SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

CAMPBELL SOUP COMPANY

Campbell's Soups  
Campbell's Beans  
Campbell's Tomato Juice

CHEVROLET MOTOR COMPANY

Chevrolet Cars

CHRYSLER CORPORATION

Chrysler, DeSoto, Dodge,  
and Plymouth Cars

COLGATE-PALMOLIVE-PEET CO.

Palmolive Shave Cream

Palmolive Soap

Super Suds and Concentrated  
Super Suds

Colgate Dental Powder and  
Rapid Shave Cream

CONTINENTAL BAKING CO., INC.

Wonder Bread and Hostess C:

THE CUDAHY PACKING COMPANY

Old Dutch Cleanser

PROGRAM	TIME	AGENCY	ON CBS*
Hollywood Hotel with Jry Cooper, Frances Langford, Ane Jamison, Igor Gorin and Fymond Paige and his Orchestra <i>Comedy, music and guest stars</i>	Friday 9:00-10:00 p.m.	F. Wallis Armstrong Company	143 Weeks
En Murray, with "Oswald", Connie Bennett, Marlyn Stuart, and Lud Gluskin's Orchestra <i>Comedy and popular music</i>	Wednesday 8:30-9:00 p.m. Rebr. 11:30- 12:00 Mid.		
Fbinoff, Walter Cassell and guests <i>Light music and vocalists</i>	Sunday 6:30-7:00 p.m.	Campbell-Ewald Co., Inc.	65 Weeks
Major Bowes' Amateur Hour <i>Amateurs, with Major Bowes            as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m.	Ruthrauff & Ryan, Inc.	69 Weeks
Cong Busters with Phillips Lord <i>Police-file dramatizations</i>	Wednesday 10:00-10:30 p.m.	Benton & Bowles, Inc.	77 Weeks
Emolive Beauty Box Theatre, with Jessica Dragonette and Charles Kullman <i>Operetta and light music</i>	Wednesday 9:30-10:00 p.m.		77 Weeks
Myrt and Marge <i>Serial drama</i>	Mon. thru Fri. 2:45-3:00 p.m.		70 Weeks
Myr True Adventures, with Foyd Gibbons <i>Dramatizations</i>	Thursday 10:00-10:30 p.m.		26 Weeks
Petty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 1:15-1:30 p.m. Rebr. 4:15- 4:30 p.m.	Benton & Bowles, Inc.	121 Weeks
Echelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m.	Roche, Williams & Cunnyng- ham, Inc.	131 Weeks

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

CBS

SPONSORED  
PROGRAMS

CLIENT

PRODUCT

E. I. du PONT de NEMOURS & CO., INC.

Institutional Advertising

DURKEE'S FAMOUS FOODS, INC.

Food Products

FELS & COMPANY

Fels Naptha Soap

FORD MOTOR COMPANY

Ford and Lincoln Motor Ca  
and Lincoln Zephyr

GENERAL BAKING COMPANY

Bond Bread

GENERAL MILLS, INC.

Wheaties, Bisquick, Gold M il  
Kitchen-Tested Flour and So sil

GILLETTE SAFETY RAZOR CO.

Gillette, Probak and Valet A o  
Strop Safety Razors and Blac

PROGRAM	TIME	AGENCY	ON CBS*
decade of America, of Voorhees' Orchestra <i>Musical</i>	Wednesday 8:00-8:30 p.m.	Batten, Barton, Durstine & Osborn, Inc.	103 Weeks
Afternoon Neighbor, with Breneman and orchestra. <i>Social drama and music</i>	†Tues. and Fri. 2:45-3:00 p.m. PST	Botsford, Constantine & Gardner	42 Weeks
Berch and Mark Warnow's Orchestra <i>Concert with orchestra</i>	Tues. and Thurs. 1:00-1:15 p.m.	Young & Rubicam, Inc.	111 Weeks
Beverly Hills Sketches <i>Social drama</i>	†Mon. thru Thurs. 12:30-12:45 p.m. PST		
Universal Rhythm, with Rex Chandler's Orchestra and Chorus, Richard Bonelli, Alec Templeton, Caryn Urbanek, and Frank Ruit, MC <i>Musical</i>	Sunday 9:00-10:00 p.m.	N. W. Ayer & Son, Inc.	178 Weeks
Al Pearce and His Gang in Can the Fun Go By <i>Comedy and variety</i>	Tuesday 9:00-9:30 p.m. Rebr. 12-12:30 a.m.		
Bob Baker's Present Luigi Lombardo and His Orchestra <i>Popular music</i>	Sunday 5:30-6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	338 Weeks
30 Medal Feature Hour†† <i>Social dramas, news, hymns,            household advice</i> †Binning July 19, shifts to 1:00- 1:30 p.m.	Mon. thru Fri. 10:00-11:00 a.m.	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	330 Weeks
Milton Berle, Wendell Hall, Andy Panarella and His Orchestra <i>Variety and comedy</i>	Sunday 8:00-8:30 p.m. Rebr. 11:00- 11:30 p.m.	Ruthrauff & Ryan, Inc.	43 Weeks

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

GROUP OF AMERICAN BANKS

Banking Service

GULF OIL CORPORATION

Motor Oil and Gas

H. J. HEINZ COMPANY

57 Varieties

KIRKMAN & SON, INC.

Kirkman's Soap

A. J. KRANK COMPANY

Krank's Lather-Kreem, Lem  
Cream, Honey Rose Cream, d  
Keen Tan

LADY ESTHER COMPANY

Cosmetics

LEHN & FINK PRODUCTS COMPANY

Pebeco Toothpaste

Lysol

PROGRAM	TIME	AGENCY	ON CBS
Modern Symphonics, under the direction of Ferde Grofé <i>Semi-classical and modern music</i>	Friday 10:00-10:30 p.m.	The Wessel Company	33 Weeks
Summer Stars, with Harry Von Zell, Master of Ceremonies; Oscar Bradley's Orchestra and guest artists <i>Variety show</i>	Sunday 7:30-8:00 p.m.	Young & Rubicam, Inc.	177 Weeks
Heinz Magazine of the Air, with J. A. Rolfe's Orchestra and Reed Kennedy <i>Serial drama, guest speakers, music</i>	Mon., Wed., Fri. 11:00-11:30 a.m. Rebr. 3:00-3:30 p.m.	Maxon, Inc.	69 Weeks
Jack and Loretta <i>Songs and Patter</i>	Mon. thru Fri. 2:15-2:30 p.m.	N. W. Ayer & Son, Inc.	8 Weeks
Minute Mysteries <i>Dramatizations</i>	Tuesday 11:15-11:30 p.m.	McCord Co., Inc.	5 Weeks
Lloyd Pantages Covers Hollywood <i>Hollywood Comment and Gossip</i>	†Thursday 7:15-7:30 p.m. PST		5 Weeks
Wayne King's Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m.	Stack-Goble Advertising Agency	195 Weeks
The Gumps <i>Serial drama</i>	Mon. thru Fri. 12:00-12:15 p.m. Rebr. 4:00-4:15 p.m.	Lennen & Mitchell, Inc.	147 Weeks
Dr. Allan Roy Dafoe <i>Child care talks</i>	Mon., Wed., Fri. 11:45-12:00 noon		64 Weeks

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

LEVER BROTHERS COMPANY

Lux Toilet Soap

Rinso

Spry

LIGGETT & MYERS TOBACCO CO.

Chesterfields

Chesterfields & Granger Tobacco

Granger Tobacco

NASH-KELVINATOR CORPORATION

Kelvinator Refrigerators

NOXZEMA CHEMICAL COMPANY

Noxzema Medicated and  
Shaving Creams

## PROGRAM

## TIME

## AGENCY

## ON CBS

The Lux Radio Theatre with stars  
of stage and screen

*Dramatic; Cecil B. De Mille, director*

Monday  
9:00-10:00 p.m.

J. Walter Thompson Company

101 Weeks

Big Sister

*Serial drama*

Mon. thru Fri.  
11:30-11:45 a.m.  
Rebr. 2-2:15 p.m.

Ruthrauff & Ryan, Inc.

42 Weeks

Aunt Jennie's Real Life Stories†

*Dramatic*

†Beginning July 8 the time changes to  
11:45 a.m.-12 noon; rebroadcast re-  
mains the same.

Mon. thru Fri.  
1:45-2:00 p.m.  
Rebr. 2:15-  
2:30 p.m.

24 Weeks

Andre Kostelanetz and  
Frank Parker

*Orchestral and vocal music*

Wednesday  
9:00-9:30 p.m.

Newell-Emmett Co., Inc.

232 Weeks

Hal Kemp and Alice Faye

*Popular music*

Friday  
8:30-9:00 p.m.  
Rebr. 11:30-12  
p.m.

Sports Résumé—Paul Douglas

*Baseball Scores*

Mon. thru Sat.  
6:35-6:45 p.m.

11 Weeks

Alexander Woolcott,

'The Town Crier'

*Narrations*

Tues. and Thurs.  
7:30-7:45 p.m.  
Rebr. 12:30-45  
a.m.

26 Weeks

Professor Quiz

*Questions and answers*

Saturday  
9:00-9:30 p.m.  
Rebr. 12:00-  
12:30 a.m.

Geyer, Cornell & Newell, Inc.

17 Weeks

Hollywood Observer, with Del  
Casino and Ray Block's Orchestra

*Comment and music*

Mon. and Fri.  
7:30-7:45 p.m.

Ruthrauff & Ryan, Inc.

7 Weeks

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

PET MILK SALES CORP.

Irradiated Pet Milk

PHILCO RADIO & TELEVISION CORP.

Philco Radios

PHILIP MORRIS & CO., LTD., INC.

Philip Morris Cigarettes

PHILLIPS PETROLEUM COMPANY

Phillips 66, Ethyl, etc.

PONTIAC MOTOR COMPANY

Pontiac Cars

R. J. REYNOLDS TOBACCO COMPANY

Camels and Prince Albert Tob co

SERVEL, INC.

Electrolux Refrigerators

SINCLAIR REFINING COMPANY

Petroleum Products

PROGRAM	TIME	AGENCY	ON CBS*
The Pet Milky Way with Mary Lee Taylor, home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. Rebr. 3-3:15 p.m.	Gardner Advertising Company	195 Weeks
Duke Carter <i>News commentator</i>	Mon., Wed., Fri. 7:45-8:00 p.m. Rebr. 11:15-11:30 p.m.	Hutchins Advertising Co., Inc.	311 Weeks
Johnnie Presents Russ Morgan's Orchestra, Charles Martin's Circumstantial Evidence Thrill, Phil Hey and mixed ensemble <i>Variety and dramatic interludes</i>	Saturday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.	The Biow Company, Inc.	21 Weeks
Phillips Poly Follies with Roth's Orchestra <i>Variety</i>	Tuesday 10:30-11:00 p.m.	Lambert & Feasley, Inc.	58 Weeks
News Through a Woman's Eyes—Fithryn Cravens <i>News comments and interviews</i>	Mon., Wed., Fri. 2:00-2:15 p.m. Rebr. 5:30-5:45 p.m.	MacManus, John & Adams, Inc.	86 Weeks
Sing School, with Benny Goodman's Orchestra <i>Popular music</i>	Tuesday 9:30-10:00 p.m.	William C. Esty & Company, Inc.	209 Weeks
The March of Time <i>News Dramatizations</i> (July 1 and 8, only)	Thursday 10:30-11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	11 Weeks
Boe Ruth <i>Big League baseball news and interviews with baseball headliners</i>	Wed. and Fri. 10:30-10:45 p.m.	Federal Advertising Agency, Inc.	20 Weeks

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

SPERRY FLOUR COMPANY

Flours and Cereals

STEWART-WARNER CORPORATION

Radios, Alemite, Refrigerato

SYLMAR PACKING CORP.

Canned Olives, Fig Jam, Pir  
Figs, Watermelon Rind

TABLE PRODUCTS, INC.

Duchess Salad Dressing

THE TEXAS COMPANY

"Texaco" Products

TIME, INC.

Time and Life

U. S. TOBACCO COMPANY

Dill's Best and Model Pipe  
Tobaccos

WM. WRIGLEY JR., COMPANY

Wrigley's Gum

PROGRAM	TIME	AGENCY	ON CBS*
Western Home Show <i>Orchestral and vocal music</i>	‡Wednesday 3:30-3:45 p.m. PST	Westco Advertising Agency	8 Weeks
Trace Heidt and His Brigadiers <i>Popular music</i>	Monday 8:00-8:30 p.m. Rebr. 12-12:30 a.m.	Hays MacFarland & Company	121 Weeks
Candra	‡Tuesday 5:00-5:30 p.m. PST	Pacific Market Builders	5 Weeks
Hoher Wiley	‡Mon. and Thurs. 3:45-4:00 p.m. PST	Lord and Thomas	4 Weeks
Teco Town, Starring Ella Logan and Igor Gorin, with Pinky Tomlin and Eddie Stanley; Jimmy Vaington, MC <i>Comedy and music</i>	Sunday 8:30-9:00 p.m. Rebr. 12:00- 12:30 a.m.	Buchanan and Company, Inc.	41 Weeks
The March of Time <i>News dramatizations</i> (beginning July 15)	Thursday 10:30-11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	123 Weeks
Vic and Pat in Pipe Smoking Time with Benny Krueger's Orchestra <i>"Blackface" comedy and music</i>	Monday 8:30- 9:00 p.m. Rebr. 11:30-12 mid.	Arthur Kudner, Inc.	109 Weeks
Local Melodies <i>Poetry readings and light music</i>	Mon. thru Fri. 7:00-7:15 p.m. Rebr. 11-11:15 p.m.	Neiser-Myerhoff, Inc.	266 Weeks
Catherine Good Baines <i>Serial drama</i>	‡Mon. thru Fri. 8:00-8:15 p.m. PST		

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

## PROGRAMS "BY COLUMBIA"

These programs "*by Columbia*" for the month of 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, intrinsic to radio, the smaller details of the schedule given here must be accepted as tentative. Dates and times of broadcast, in many cases, are subject to some change —as new programs arise from events on the world-front. These changes are generally listed in the local newspapers, with which all day-to-day Columbia program schedules should be checked.

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

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2. SERIOUS MUSIC . . . . . *page 21*
3. PUBLIC AFFAIRS . . . . . *page 27*
4. SPECIAL EVENTS . . . . . *page 30*
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- ADDENDA: JUNE PROGRAMS . . . . . *page 41*

# CBS SUSTAINING PROGRAMS

## PROGRAM AND TIME

## DESCRIPTION

### DRAMATIC SERIES

THE COLUMBIA  
SHAKESPEARIAN CYCLE  
9:00-10:00 p.m.  
EACH MONDAY

A brilliant roll of leading actors and actresses has been engaged for new radio interpretations of Shakespeare's character in The Columbia Shakespearian Cycle of eight plays (July 12 to August 30). Freshness of approach is assured in the casting of these stars in roles new to them, yet exact suited to the outstanding dramatic qualities they can bring to radio.

The cycle of eight dramas covers Shakespeare's full range of comedy, history and tragedy. Brewster Morgan of the CBS Program Department, former director of Shakespearian productions at the Oxford Theatre in England, will direct the Cycle. Victor Bay is musical director of the series.

The full cycle will be carried over 90 affiliated CBS stations, the largest network ever to undertake such a project. The plays for July, and the leading players, are:

"HAMLET"  
JULY 12

BURGESS MEREDITH . . . . . Hamlet  
GRACE GEORGE . . . . . Queen Gertrude  
MONTAGUE LOVE . . . . . King Claudius  
WALTER ABEL . . . . . Horatio  
WILLIAM A. BRADY . . . . . Ghost  
MARGARET PERRY (Mrs. Burgess Meredith) . . . . . Ophelia

"MUCH ADO ABOUT  
NOTHING"  
JULY 19  
JULY 26 (to be announced)

LESLIE HOWARD . . . . . Benedick  
ROSALIND RUSSELL . . . . . Beatrice  
(and a supporting cast, to be announced)

## PROGRAM AND TIME

## DESCRIPTION

**DRAMATIC  
SERIES** THE COLUMBIA  
WORKSHOP  
7:00-7:30 p.m.  
EACH SUNDAY

A dramatic series under the direction of Irving Reis. Unusual radio dramas and the latest broadcasting techniques are presented in experiments to widen the scope of the art. The month's programs:

JULY 4: "Mr. Sycamore." An imaginative story by Robert Ayre published in Story Magazine. Adapted for The Workshop by Leopold Proser.

JULY 11: Special experimental program.

JULY 18: Workshop Anniversary Program, "The March of '45." Geoffrey Bridson's English verse drama is scheduled for a full-hour broadcast from 7:00 to 8:00 p.m.

JULY 25: "Matter of Life and Death." A drama by Leopold Atlas, based on Paul de Kruif's "Why Keep Them Alive?", dealing with the role of medicine in modern civilization.

**YOUR NECK O' THE  
WOODS**  
10:30-11:00 p.m.  
EACH MONDAY

Carl Carmer, author, story-teller and authority on folk lore and fancy, writes and acts as narrator on this series of authentic Americana. Each week he presents the legends of a different state. Folk music is under the direction of Bernard Herrmann. The states scheduled for this month:

JULY 5: Massachusetts.

JULY 12: Louisiana.

JULY 19: Indiana.

JULY 26: Texas.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**DRAMATIC  
SERIES**

*(Continued)*

**LIVING DRAMAS OF  
THE BIBLE**

2:30-3:00 p.m.

EACH SUNDAY

Old Testament literature dramatized in a more contemporary idiom, while retaining the full values of the best Bible stories.

JULY 4: Queen Esther.

JULY 11: Deborah.

JULY 18: Jericho.

JULY 25: Gideon.

**SERIOUS  
MUSIC**

**LEWISOHN STADIUM  
CONCERTS  
PHILHARMONIC-  
SYMPHONY ORCHESTRA**

10:00-11:00 p.m.

EACH SUNDAY

The Philharmonic-Symphony Orchestra, for seven Winter seasons an exclusive CBS feature, will be heard in their Summer series at Lewisohn Stadium of the College of the City of New York. There will be seven consecutive broadcasts. Programs for July are:

JULY 4: L. Camilieri, founder of the People's Chorus of New York, will direct 300 voices with the orchestra in a group of famous choral numbers, and conduct Weber's Overture to "Euryanthe" and the Overture to Wagner's "Tannhauser."

JULY 11: Fritz Reiner, home from European successes, directs the first of his three Sunday broadcasts. William Walton's suite, "Facade," and the Ravel "Daphni and Chloe" Suite No. 2 are included in the program.

JULY 18: "The Swan of Tuonela" and the March from the "Karelia" Suite by Sibelius; three of Dvorak's Slavonic Dances; the Divertimento for String by Leo Weiner (played for the first time).

## PROGRAM AND TIME

## DESCRIPTION

**SERIOUS  
MUSIC** LEWISOHN STADIUM  
CONCERTS  
PHILHARMONIC-  
SYMPHONY ORCHESTRA  
10:00-11:00 p.m.  
EACH SUNDAY

at the Stadium), and the Rakoczy March from Berlioz' "Damnation of Faust."  
JULY 25: An all-Richard Strauss program. "Till Eulenspiegel's Merry Pranks" and a group of waltzes and orchestral sections from "Der Rosenkavalier" are among the pieces scheduled.

EVERYBODY'S MUSIC  
3:00-4:00 p.m.  
EACH SUNDAY

Howard Barlow conducts great music for the layman, and Henry M. Neely plays host to the radio audience at these concerts by the Columbia Symphony Orchestra. Included in this series are the works of the *Columbia Composers Commission*, written specifically for radio by six outstanding American composers.

JULY 4: A Russian program. The Overture to "Prince Igor," reconstructed by Glazounoff from Borodin's sketches for the opera, and Tschaiakowsky's Symphony No. 4.

JULY 11: Mr. Barlow will devote his entire program to Beethoven—the Egmont Overture and the Symphony No. 6, the "Pastoral Symphony."

JULY 18: An unusual English program. Purcell's Fantasia on One Note, for String Orchestra; "The Walk to the Paradise Garden" from "A Village Romeo and Juliet," by Frederick Delius; and the seldom played tone-poem "Falstaff," by Sir Edward Elgar.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**  
*(Continued)*

**EVERYBODY'S MUSIC**  
3:00-4:00 p.m.  
EACH SUNDAY

JULY 25: Premiere of Aaron Copland's new work for the *Columbia Composers Commission*. Tentatively called "Mus for Radio," it will be given a permanent title by listeners, the winning suggestion to be awarded an autographed copy of the original score. The Gluck Mottl Ballet Suite from Gluck's opera and Mozart's G Major Symphony written in his last year, complete the program.

**STORY OF THE SONG**  
3:30-4:00 p.m.  
EACH TUESDAY

Guest soloists in the world's great songs  
The month's repertoire:

JULY 6: Air premiere of "The Curlew," W. B. Yeats' poem set to music by the English composer, Peter Warlock, for voice and string quartet with flute and English horn. Soloist: Charles Haywood, tenor. Conductor: Bernard Herrmann, who gave the American premiere performance at the New School for Social Research last year.

JULY 13: Max Panteleieff, noted Russian basso, in a return engagement. Haro Hansen, an American tenor who has appeared extensively in musical comedies and more recently with the American Opera Company.

JULY 20: Jeannette Vreeland, soprano, who appeared here last season with the Stadium Concerts. Russell Dorr, popular CBS baritone, who on this occasion

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSIC

## STORY OF THE SONG

3:30-4:00 p.m.

EACH TUESDAY

sion will sing some of the more serious baritone repertoire.

JULY 27: Elizabeth Wysor, contralto, in her second appearance on the series. Charles Haywood, tenor, in an unusual group of folk songs of the East, including original works from the Arabian, Armenian, Caucasian, Turkish, Uzbek.

GRANT PARK  
CONCERTS

8:30-9:00 p.m.

EACH TUESDAY

This is the third successive Summer series of outdoor concerts from Grant Park in Chicago, sponsored by the Chicago Park Board and the Chicago Federation of Musicians.

JULY 6 and 13: The Chicago Philharmonic Orchestra, Richard Czerwonky conducting.

JULY 20: Carlton Kelsey, Columbia conductor, will direct his 75-piece symphonic orchestra.

JULY 27: Alec Templeton, blind pianist, will be soloist with the Chicago Philharmonic under Richard Czerwonky.

MUSIC FROM  
SHAKESPEARE

8:00-8:30 p.m.

THURSDAY, JULY 1

Victor Bay, musical director of the Columbia Shakespearian Cycle, presents a special concert of music by great composers written for Shakespearian productions. Bay will conduct the Overture to "Hamlet" by Tschai-kowsky, the "Henry VIII Dances" by Edward German, and excerpts from Locke's music for "The Tempest." Hollace Shaw, coloratura soprano, will sing the "Willow Song" from "Othello" and Thomas Morley's "It Was a Lover and His Lass" from "As You Like It."

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**  
*(Continued)*

**E. ROBERT SCHMITZ**  
7:30-8:00 p.m.  
SATURDAY, JULY 3

Mr. Schmitz concludes his series of 11 broadcasts on the piano music of Russia with a Columbia Concert Hall presentation from San Francisco. The French virtuoso will perform music by Shostakovich and Jelobinsky.

**JACQUES JOLAS**  
7:30-8:00 p.m.  
EACH SATURDAY

Starting July 10, Jacques Jolas, whose Town Hall recital of last season marked him as one of the most commanding young pianists of our day, will appear in Columbia's Concert Hall in a series called "Bases of Piano Literature." The works he will play in July are by Couperin, Rameau, Bull, Bach, Scarlatti, Haydn and Mozart.

**THE COMPINSKY TRIO**  
"OLD VS. NEW"  
11:30 a.m.-Noon  
EACH SATURDAY

Starting July 17, the noted chamber musicians of the Compinsky family will be heard on CBS after an absence of two years. Manuel Compinsky, violinist; Alec Compinsky, 'cellist; and Sara Compinsky, pianist will alternate classic music for trio with modern music on this Columbia Concert Hall series. July 17, Schubert's Trio in B Flat Major, Opus 99. July 24, the Ravel Trio. July 31, Bach's Trio in C Minor.

**COLUMBIA'S CONCERT  
HALL**  
11:30 a.m.-Noon  
JULY 3 and 10  
3:45-4:15 p.m.  
JULY 14, 21 and 28

Unusual music and unusual instrumental combinations are featured in these broadcasts.

JULY 3: Oxford Ensemble (flute and string quartet) in old music by San Martin Brandt-Buys and Corelli.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSICCOLUMBIA'S CONCERT  
HALL

11:30 a.m.—Noon

JULY 3 and 10

3:45—4:15 p.m.

JULY 14, 21 and 28

JULY 10: Marcel Hubert, 'cellist, in music by Boccherini, Bach, Brahms and Davidoff.

JULY 14: Bernard Herrmann will direct a string orchestra in old French music as a short-wave salute on Bastille Day.

JULY 21: Jose Martinez Oyanguren, guitarist, will present old and new music for his instrument and for the lute (in transcriptions).

JULY 28: Vera Brodsky and Harold Triggs, duo-pianists, in music by C. P. E. Bach and Chopin.

## KREINER QUARTET

3:00—3:30 p.m.

EACH FRIDAY

The first radio cycle of all of Mozart's string quartets is continued by the Kreiner Quartet: Edward Kreiner, viola; Sylvan Schulman and Joseph Gingold, violins; and Alan Schulman, 'cello.

## POP CONCERTS

3:30—4:00 p.m.

EACH MONDAY

The Columbia Concert Orchestra, directed by Howard Barlow, in shorter works for orchestra. Occasionally a soloist is featured, and the music is familiar and attractive.

## MARGARET DAUM

6:00—6:30 p.m.

EACH TUESDAY

From Columbia's station KMOX in St. Louis, where she is leading soprano of the St. Louis Municipal Opera Company for the summer, this young prima donna of the Metropolitan Opera Association presents favorite arias and songs.

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**

*(Continued)*

**CLYDE BARRIE**

5:00-5:15 p.m.

EACH MONDAY

7:15-7:30 p.m.

EACH THURSDAY

3:45-4:00 p.m.

EACH SATURDAY

Three times each week during July the rich baritone voice of Clyde Barrie will be heard over Columbia. This outstanding young concert artist is presenting a regular broadcast schedule in addition to frequent appearances in recitals and with various orchestras.

**U. S. ARMY BAND**

4:30-5:00 p.m.

EACH THURSDAY

Invigorating music in familiar and special arrangements broadcast from the nation's Capitol by this noted military band.

**INTERNATIONAL  
BROADCASTS**

*Various dates*

From the Stradivarius Festival in Cremona, Columbia plans to broadcast the third act of "La Forza del Destino" on Saturday, July 10, 6:00-6:30 p.m. The cast includes Gina Cigna, Armando Borgioli and Francesco Merli; conductor, Gino Marinuzzi.

**PUBLIC  
AFFAIRS**

**DOMINION DAY  
CELEBRATION**

8:30-9:00 p.m.

THURSDAY, JULY 1

President Roosevelt and Governor-General Lord Tweedsmuir speak on the occasion of the 70th anniversary of the founding of the Canada Federation. The President is scheduled to speak on this "Dominion Day" program from Hyde Park and Lord Tweedsmuir from Ottawa. Choral music from Montreal and Toronto will complete the international salute.

**INSTITUTE OF  
PUBLIC AFFAIRS**

6:45-7:00 p.m.

JULY 7, 12 and 14

Three broadcasts from the Eleventh Session of the Institute of Public Affairs at Charlottesville, Virginia will be carried by Columbia. The Institute meets annually in the

PROGRAM AND TIME

DESCRIPTION

**PUBLIC AFFAIRS**

**INSTITUTE OF PUBLIC AFFAIRS**

6:45-7:00 p.m.  
JULY 7, 12 and 14

interests of inter-American relations and international security. The speakers will be:

JULY 7: Sumner Welles, Assistant Secretary of State: "Present Aspects of World Peace."

JULY 12: General Smedley D. Butler: "Avoiding War in the Pacific."

JULY 14: Sir Herbert Brown Ames, former Financial Director of the League of Nations Secretariat: "Does German Rearmament Necessarily Mean War?"

**CURRENT QUESTIONS BEFORE CONGRESS**

*The House*—3:30-3:45 p.m.  
EACH WEDNESDAY

*The Senate*—5:00-5:15 p.m.  
EACH THURSDAY

Members of the House of Representatives and of the Senate discuss, in separate weekly programs, current legislation and business under consideration by their bodies. Speakers are selected for special knowledge on the issues discussed.

**THE CABINET OF THE UNITED STATES**

10:30-11:00 p.m.  
EACH FRIDAY

A new series, starting July 16, of talks on the work of their departments by the Secretaries of State, Treasury, War, Navy, Interior, Agriculture, Commerce and Labor, the Attorney General and the Postmaster General.

**"NAZISM IN AMERICA"**

10:45-11:00 p.m.  
FRIDAY, JULY 2

Representative John W. McCormack of Massachusetts and Emanuel Celler of New York will discuss "Nazism in America" in a two-way broadcast from Washington and New York.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**PUBLIC  
AFFAIRS**  
*(Continued)*

**INTERNATIONAL  
LABOR OFFICE**  
1:30-1:45 p.m.  
SUNDAY, JULY 4

Harold Butler, director general of the International Labor Office, will discuss the results of the recent conference of the I.L.O. at Geneva, Switzerland.

**AMERICAN  
YOUTH CONGRESS**  
9:30-10:00 p.m.  
SATURDAY, JULY 3

Senators Robert M. LaFollette of Wisconsin and Louis B. Schwellenbach of Washington discuss "American Youth Problems" in an interview with Robert Horton, correspondent, addressed to the American Youth Congress at Milwaukee.

**"ISSUES IN THE  
STRIKE AREA"**  
10:45-11:45 p.m.  
WEDNESDAY, JULY 7

Representative Henry G. Teigan, Farmer-Laborite of Minnesota, will discuss the points of controversy involved in the current labor disputes.

**CHARL ORMOND  
WILLIAMS**  
4:15-4:30 p.m.  
THURSDAY, JULY 22

Miss Williams, president of the National Federation of Business and Professional Women, speaks from their bi-annual convention at Atlantic City.

**H. V. KALTENBORN  
AND ELMER DAVIS**  
7:30-7:45 p.m.  
EACH THURSDAY

Interpretative news comments by an international authority on current events, with particular insight into the leading personalities involved. When H. V. Kaltenborn sails for Europe on July 11, Elmer Davis, well-known newspaper correspondent, will be heard at this time.

## PROGRAM AND TIME

## DESCRIPTION

## PRESS-RADIO NEWS

*Various times*

DAILY

The Associated Press, United Press and the International News Service gather, and the Press-Radio Bureau edits, the latest news. Five-minute bulletins are broadcast periodically throughout the day.

SPECIAL  
EVENTSWIMBLEDON  
TENNIS MATCHES

2:30-2:45 p.m.

JULY 1, 2 and 3

Bill Tilden, one of tennis' great names, will cover the all-England men's and women's championships at Wimbledon. Columbia's July schedule includes the last three days of the matches in which America's foremost contenders are participating.

INDEPENDENCE  
DAY BROADCAST

2:00-2:30 p.m.

JULY 4

The Liberty Bell will be sounded for the first time on a Fourth of July, and heard for the first time throughout the nation, in this special broadcast over CBS. An address by Harry W. Colmery, national commander of the American Legion, a dramatization and appropriate music complete this program from Philadelphia.

OXFORD-CAMBRIDGE  
TRACK MEETS*Hours to be announced*

JULY 10 and JULY 19

The combined Oxford and Cambridge track team meet with Yale-Harvard will be described by Ted Husing from Soldiers' Field in Cambridge, Mass., on July 10. Their clash with Princeton-Cornell will be broadcast from Palmer Stadium on July 19.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SPECIAL  
EVENTS**  
*(Continued)*

**AMERICAN CUP RACES**  
*Hour to be announced*  
JULY 31

The opening day of the American Cup Races will be announced by Ted Husi from Newport on July 31. Sherman Hoar, international authority and participant in the last Vanderbilt Cup Races, will assist him.

**DAVIS CUP MATCH**  
*Hour and date to be announced*

Columbia will carry a trans-Atlantic broadcast of the final European match in the Davis Cup competition in which the United States is scheduled to play against Germany.

**EDUCATIONAL  
SERIES**

**OUR AMERICAN  
NEIGHBORS**  
5:00-5:30 p.m.  
EACH SUNDAY

Twenty-two Latin and South American countries are being honored in this series broadcast to both Americas by Columbia's short and long wave facilities. Vincent Sordani conducts the orchestra, guest soloists dedicate selections, and talks are given about the honored countries. Tributes will be paid to these countries in July:

JULY 4: Chile and Bolivia.  
JULY 11: Cuba.  
JULY 18: Central America—Costa Rica and Guatemala.  
JULY 25: Mexico.

**NEW YORK ACADEMY  
OF MEDICINE**  
4:45-5:00 p.m.  
EACH WEDNESDAY

Medical talks for the layman are scheduled for this series with the cooperation of the New York Academy of Medicine. The physicians invited to speak are authorities on their subjects. The month's guests and subjects:

PROGRAM AND TIME

DESCRIPTION

EDUCATIONAL SERIES

NEW YORK ACADEMY OF MEDICINE

4:45-5:00 p.m.

EACH WEDNESDAY

JULY 7: Dr. Armitage Whitman, Associate Professor of Orthopedic Surgery, Post Graduate Hospital: "Osteomyelitis."

JULY 14: Dr. Walter C. Klotz, director of Out-Patient Department, New York Hospital: "The Modern Hospital."

JULY 21: Dr. Foster Murray, director of Tuberculosis Division, Kingston Ave. Hospital, Brooklyn: "Tuberculosis."

JULY 28: Dr. Milton Benjamin Rosenbluth, Visiting Physician, Third Division, Bellevue Hospital: "Modern Methods in Control of Pneumonia."

SCIENCE SERVICE

5:15-5:30 p.m.

EACH TUESDAY

The Science Service Association of Washington, D. C., cooperates in scheduling these talks on the current developments and past contributions of science. This month the guests will be:

JULY 6: Dr. Waldo H. Dubberstein, Oriental Institute of the University of Chicago: "Babylonians—Fathers of Science."

JULY 13: Dr. H. C. Dickinson, National Bureau of Standards: "Four Rules of the Road."

JULY 20: Dr. Gerald Wendt, director of the American Institute of the City of New York: "Scientists of the Future."

JULY 27: To be announced.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**EDUCATIONAL  
SERIES**  
*(Continued)*

**STORY OF INDUSTRY**  
3:30-3:45 p.m.  
EACH SATURDAY

The development of the United States depicted in the growth of our great industries by Henry R. Daniel. The U. S. Department of Commerce schedules the talks. Mr. Daniel will discuss this month:

- JULY 3: Machine Tool Manufacturing industry.
- JULY 10: Radio Manufacturing Industry.
- JULY 17: Ceramics Industry.
- JULY 24: Naval Stores Industry.
- JULY 31: Asphalt Industry.

**ADVENTURES IN  
EXPLORATION**  
5:45-6:00 p.m.  
EACH TUESDAY

This new series of first-hand, vivid accounts of exploration in many lands, begins July 6. Collaborating with Columbia will be the American Museum of Natural History Magazine and the Junior History Magazine, the members of whose staffs will relate unusual adventures of scientific expeditions.

- JULY 6: "Dragon of Komodo."
- JULY 13: "Stalking the Giant Gorilla."
- JULY 20: "Sea Serpents, Real and Imaginary."
- JULY 27: "Salt, Builder of Empire."

**DRAMAS OF DENTISTRY**  
4:15-4:30 p.m.  
MONDAY, JULY 12  
TUESDAY, JULY 13  
WEDNESDAY, JULY 14

In conjunction with the convention of the American Dental Association at Atlantic City during July, the University Broadcasting Council of Chicago has prepared the programs dramatizing the high points in the progress of the science of dentistry.

## PROGRAM AND TIME

## DESCRIPTION

EDUCATIONAL  
SERIESYOUR GARDEN  
AND MINE

10:00-10:15 a.m.

EACH SATURDAY

Ruth Cross, author and authority on gardening, conducts this series of advice and suggestion to amateur and experienced gardeners. Occasional guest speakers appear on the programs.

NATIONAL EDUCA-  
TIONAL ASSOCIATION

6:15-6:30 p.m.

THURSDAY, JULY 1

The last in a series of four broadcasts from the convention of the N.E.A. at Detroit. Mr. Belmont Farley interviews various delegates on the leading issues discussed by the convention.

## PERSONALITIES

MAJOR BOWES'  
CAPITOL FAMILY

11:30 a.m.-12:30 p.m.

EACH SUNDAY

Host on one of radio's oldest and most widely-known presentations, Major Bowes celebrates his twelfth consecutive year as paterfamilias of his Capitol Family. The Family is assisted by guest stars in the presentation of this informal musical program.

## DR. HARRY HAGEN

4:00-5:00 p.m.

EACH SUNDAY

Dr. Harry Hagen is the originator of the radio spelling bee. His program is an incentive to youthful competition and as entertaining to grown-ups as youngsters.

## TED MALONE

10:30-11:00 a.m.

MONDAY THRU FRIDAY

Ted Malone brings to the reading of poetry a vibrant voice and a deep sincerity which have won for him one of the widest followings in radio. His recitals are delivered against a background of organ music.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**PERSONALITIES**

*(Continued)*

**COLONEL JACK MAJOR**

3:00-3:30 p.m.

EACH MONDAY

Singer, yodeler, whistler, tall-story-teller, poetry-reader and hill-billy philosopher, young Colonel Jack Major also acts as Master of Ceremonies for his half hour radio revue with Freddie Rich's orchestra and guest performers.

**RICHARD MAXWELL**

9:30-9:40 a.m.

MONDAY, TUESDAY,

WEDNESDAY, FRIDAY

10:15-10:30 a.m.

EACH SATURDAY

Soloist of "Songs of Comfort and Cheer," Richard Maxwell presents five programs of hymns and inspirational songs each week. He was first heard on Columbia in 1928.

**MONTANA SLIM**

2:30-2:45 p.m.

MONDAY, WEDNESDAY,

FRIDAY

Out of a repertoire of 700 cowboy songs Montana Slim, "The Singing Cowboy," can claim 400 as his own compositions. An authentic old cow-hand, he learned his trade on Canadian ranches.

**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 conducted each Sunday morning and Sunday afternoon. Following are the guests for July.

**JULY 4:** Morning: Mr. Lowell Filmore, editor of "The Unity Weekly," Unity School of Christianity, Kansas City, Missouri. Afternoon: Reverend Vincent Mooney, director of Youth Bureau, National Catholic Welfare Conference, Washington, D. C.

**JULY 11:** Morning: Reverend Reed F. Landis, First Congregational Church

**PROGRAM AND TIME**

**DESCRIPTION**

**RELIGIOUS  
BROADCASTS**

**CHURCH OF THE AIR**  
10:00-10:30 a.m.  
1:00-1:30 p.m.  
EACH SUNDAY

of Germantown, Philadelphia. Afternoon: Mr. George Channing, Christian Science Committee on Publication for Northern California, San Francisco.

**JULY 18:** Morning: Reverend G. Warfield Hobbs, D.D., Executive Secretary of National Council of the Protestant Episcopal Church, New York City. Afternoon: Rabbi Max Drob, Concourse Center of Israel, New York City.

**JULY 25:** Morning: Reverend William L. Stidger, Church of All Nations, Boston. Afternoon: Reverend Jordan Loiselle, C.P., Passionist Monastery, Jamaica, Long Island.

**CHILDREN'S  
PROGRAMS**

**SUNDAY MORNING AT  
AUNT SUSAN'S**  
9:00-9:55 a.m.  
EACH SUNDAY

Informal weekly visits with fictional characters written by Nila Mack. Concert music, songs, news and guests make up a children's show which appeals to the whole family. Guests for this month include:

**JULY 4:** Jack Melville, former Canadian bushman, will talk on the "Importance of Respecting a Canoe" and other phases of camp-life.

**JULY 11:** Richard Blondell, noted storyteller, has a group of unusual yarns.

**JULY 18:** Frank Guhnay, a Thlinket Indian, will tell more legends of the red-man.

**JULY 25:** Cameron King, prominent water-sports commentator, tells "Stories of the Seven Seas."

# CBS SUSTAINING PROGRAMS

## PROGRAM AND TIME

## DESCRIPTION

### CHILDREN'S PROGRAMS

*(Continued)*

LET'S PRETEND  
10:30-11:00 a.m.  
EACH SATURDAY

The world's great fairy tales are dramatized by Nila Mack and enacted by children from seven to sixteen. Plays for this month are:

JULY 3: "Brother and Sister."

JULY 10: "Bushy Bride."

JULY 17: "Dick Whittington and His Cat."

JULY 24: "Bronze Mountain."

JULY 31: "Enchanted Canary."

FUNNY THINGS—  
NORA STIRLING  
5:45-6:00 p.m.  
EACH MONDAY,  
WEDNESDAY, FRIDAY

Little-known information about well-known things is revealed by Nora Stirling in this series of curious facts for curious children. Some of the facts for July will concern the age of our flag, the origin of fireworks, and so on through an interesting list.

### LIGHT MUSIC

"BLUE VELVET MUSIC"  
—MARK WARNOW  
10:30-11:00 p.m.  
EACH TUESDAY

Originated and conducted by Mark Warnow this new series of "Blue Velvet Music" features Hollace Shaw, guest stars, novel arrangements of classics, classic versions of popular pieces, and a group of "Tun Teasers" for listeners' solution. Guests for the month are:

JULY 6: Del Casino, lyric tenor.

JULY 13: The Symphonettes Trio.

JULY 20: Jack Shannon, tenor.

JULY 27: The Four Stars, girls' quartette.

SATURDAY NIGHT  
SWING CLUB  
8:00-8:30 p.m.  
EACH SATURDAY

The rhythm clan gathers at a new hour during July. Duke Ellington, Tommy Dorsey, Leith Stevens, the Raymond Scott Quintet, Billie Howard and many others are scheduled to appear in these lively sessions.

## PROGRAM AND TIME

## DESCRIPTION

**LIGHT  
MUSIC** SONG TIME  
7:15-7:30 p.m.  
MONDAY THRU SATURDAY

These new vocal periods feature two outstanding CBS artists daily in novel song presentations. The Saturday period originates from Columbia's KNX, the others from WABC.

MONDAY: Hollace Shaw and Ray Heatter-ton.

TUESDAY: Ruth Carhart and Bill Perry.

WEDNESDAY: Patti Chapin and Howard Phillips.

THURSDAY: Doris Kerr and Russell Dorr.

FRIDAY: Gogo Delys and Jack Shannon.

SATURDAY: Maureen O'Connor and Buddy Clark.

HOLLYWOOD  
SHOW CASE  
9:30-10:00 p.m.  
EACH SATURDAY

Lud Gluskin and his Orchestra will be starred in a glamorous new series to be heard from the West Coast, starting July 17. He will be assisted by outstanding guest personalities.

THEATRE MATINEE  
3:00-3:30 p.m.  
EACH TUESDAY AND THURSDAY

This variety show features Doris Kerr, the Symphonettes, Helen Board, Art Gentry, the Four Stars and other Columbia favorites.

DEAR COLUMBIA  
9:00-9:30 a.m.  
EACH TUESDAY

Radio listeners' requests for songs and selections old and new are gratified on this program by an orchestra under Harry Simeone's direction and by guest vocalists.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**LIGHT MUSIC** MUSIC IN THE AIR  
9:00-9:30 a.m.  
EACH WEDNESDAY  
*(Continued)*

The smooth melodies of Leith Stevens' Orchestra are featured on this morning musical. Special arrangements, the voices of Helen Board and Howard Phillips, and the violin of Buddy Sheppard help to start the day.

RUTH AND BILL  
10:45-11:00 a.m.  
EACH MONDAY,  
WEDNESDAY, FRIDAY

Ruth Carhart and Bill Perry present a program of light romantic airs. Musical accompaniment is conducted by Harry Simeone

METROPOLITAN PARADE  
9:00-9:30 a.m.  
EACH MONDAY AND FRIDAY

This early morning variety show includes the songs of Margaret McCrae, Bob Gibson, the Eton Boys, and pianist-whistler Bob Byrnes

MANHATTAN MATINEE  
3:00-3:30 p.m.  
EACH WEDNESDAY

This musical series featuring songs, past and present, of the Big City. Jeannine Macy, Jack Shannon and other Columbia artists are soloists.

DOWN BY HERMAN'S  
3:00-3:30 p.m.  
EACH SATURDAY

From Columbia's station WISN in Milwaukee comes a network favorite, this musical German beer-garden. Its range is all inclusive—robust and sentimental song, concert and popular music.

## PROGRAM AND TIME

## DESCRIPTION

LIGHT  
MUSIC

DALTON BROTHERS,  
ETON BOYS, FOUR  
STARS AND SONG  
STYLISTS

*Various hours*

These harmony groups are featured on the Columbia network throughout the week. Each has a distinctive vocal style and all are rapidly gaining in popularity with CBS listeners.

DEL CASINO

5:00-5:15 p.m.

EACH TUESDAY

6:00-6:15 p.m.

EACH WEDNESDAY

This rising young singer acts as announcer and master of ceremonies on his stylized programs of modern songs. Last month he was honored as "Ambassador of Song" of the Pan-American Exposition.

PATTI CHAPIN

6:00-6:15 p.m.

EACH THURSDAY

10:45-11:00 p.m.

EACH SATURDAY

Patti Chapin gained her experience and individual style on Columbia's station WPG in Atlantic City. Since then she has continued to increase her following by her interpretations of popular tunes.

HOWARD PHILLIPS

6:00-6:15 p.m.

EACH MONDAY

AND FRIDAY

The rich baritone voice of Howard Phillips is heard in novel versions of current favorites and in renditions from the concert repertoire.

DANCE ORCHESTRAS

11:00 p.m.-1:00 a.m.

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners throughout the week in the late evening hours. The orchestras of Glen Gray, Tommy Dorsey, Gus Arnheim, Bunny Berigan, Ted Lewis, Jay Freeman, Jan Garber, George Hamilton, Frank Dailey and Bert Block are among those presented by CBS.

## A D D E N D A : J U N E P R O G R A M S

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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 list of *June* programs which were arranged too late for inclusion in last month's issue of this booklet.

- JUNE 11: Senora K. de Carreras presented "The Women's Viewpoint of the Spanish War Front," 4:00-4:15 p.m. Marvin K. Hart prophesied "The Coming Slavery," 10:45-11:00 p.m.
- JUNE 15: General Hugh S. Johnson analyzed "The Black-Connery Labor Relations Bill," 1:30-1:45 p.m.
- JUNE 16: A. A. Berle, Jr., Evans Clark and Merrill Denison participated in a symposium on "How Profitable Is Big Business?" 10:45-11:00 p.m.
- JUNE 17: Robert W. Horton, Washington correspondent, reported on the Senate Finance Committee Hearing. 4:15-4:30 p.m.
- JUNE 18: Henry H. Dinsmore described "Ten Days That Shook the Traveler," 10:45-11:00 p.m. Guy C. Helvering and Vincent M. Miles outlined "Your Opportunity for Security," 11:15-11:30 p.m.
- JUNE 19: A memorial tribute to the late Sir James M. Barrie was paid by William C. Lengel, 4:15-4:30 p.m.
- JUNE 20: Governor Blanton Winship discussed "Puerto Rican Affairs," 1:30-1:45 p.m. Edgard Mowrer described "The Situation in Europe Today," 1:45-2:00. Fumitaka Konoye was interviewed by Bob Trout of the CBS staff, 2:15-2:30 p.m. From Columbia's station KNX in Los Angeles, a special interview with the three Soviet fliers was conducted by General George Marshal and Ambassador A. A. Troyanovski, 10:45-11:15 p.m.
- JUNE 21: The Shrine Chanters Chorus presented a choral program from the

Shriners' Convention, 11:15-11:30 a.m. Dr. Shirley W. Wynne advocated "A Camping Experience for Every Child," 4:15-4:30 p.m. A. Copeland Calles, president of Kiwanis, discussed "Kiwanis Today," 6:15-6:30 p.m.

JUNE 23: From the annual convention of librarians in New York, Milton J. Ferguson spoke on "Modern Trends in the North American Library," 5:15-5:30 p.m. John Elmer, newly-elected president of the National Association of Broadcasters, delivered an address, 10:45-11:00 p.m.

JUNE 25: The American Bar Association held a debate on the subject, "Shall We Change the Supreme Court?", 6:00-6:15 p.m. Lamar Hardy described the evils of "The Narcotic Racket," 10:45-11:00 p.m.

JUNE 26: Dowager Queen Mary, in a rare radio appearance, was heard with the Archbishop of Canterbury in the cornerstone ceremonies at the Church House, Westminster Abbey, 9:55-10:30 a.m. Arvid Samuelson's A Cappella Singers presented a special musical program, 2:15-2:30 p.m.

JUNE 27: A round-table discussion was held by the Fair Play League on "The Voice of Tolerance," 1:30-2:00 p.m. A salute to WRVA, the Richmond, Virginia, station which has just joined the Columbia network, was rendered by the cast of the musical comedy success, "Babes in Arms," 8:00-8:30 p.m.

JUNE 28: Dr. Stephen S. Wise spoke at the celebration of the fortieth anniversary of the Zionist Movement, 6:15-6:30 p.m. Premier Van Zeeland of Belgium, newly arrived in America, addressed the nation over CBS, 6:45-7:00 p.m. Burns Mantle, veteran dramatic critic, discussed "Broadcasting the Dramas of William Shakespeare," 7:15-7:30 p.m.

JUNE 29: Mary R. Beard, historian and economist, spoke from the N.E.A. convention at Detroit on "Society's Interest in Human Values," 6:45-7:00 p.m.

JUNE 30: Stuart Chase, author and economist, spoke on current problems from the N.E.A. convention, 6:15-6:30 p.m. Merrill Denison interviewed Helen Hall and Dr. J. F. Dewhurst on "Old Age Security," 10:45-11:00 p.m.

ACE  
AUNT JENNIE'S REAL LIFE  
SPORTS RESUME—PAUL DOUGLAS • STORY OF THE  
SISTER • CASANDRA • ACADEMY OF MEDICINE • AL PEARCE AND  
VERS HOLLYWOOD • CURRENT QUESTIONS BEFORE CONGRESS • GOOD AFTERNOON  
D ALICE FAYE • HOLLYWOOD OBSERVER WITH DEL CASINO AND RAY BLOCK'S ORCHESTRA • L  
CITA • JACK BERCH AND MARK WARNOW'S ORCHESTRA • E  
CABINET OF THE UNITED STATES • E  
DIO GAZETTE • GA  
MARGE • CHURCH  
UR GAL SUNDAY •  
HE HEIDT AND HIS  
YOUR UNSEEN FRIEND  
SCATTERGOOD  
NEAL O'HARA'S RADIO  
LLOYD PANTAGES COVERS HOLLYWOOD  
OBSERVER, WITH DEL CASINO AND RAY BLOCK'S  
KEMP AND ALICE FAYE • E  
SUNDAY



**CBS** SPONSORED  
AND SUSTAINING PROGRAMS  
**AUGUST 1937**

NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
30 ROCKEFELLER PLAZA, NEW YORK, N.Y.

**CBS** SPONSORED

AND SUSTAINING PROGRAMS

**AUGUST 1937**

*published monthly for advertising executives by*

THE COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE • NEW YORK CITY, N. Y.

# COLUMBIA NETWORK ADVERTISERS

Columbia Network clients and their products, as of August 1, 1937, are here indexed by industries. On the following pages they are listed alphabetically by name, with product, program title and talent, broadcasting time†, advertising agency, and the total number of weeks each advertiser has used CBS facilities.

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**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

AMERICAN HOME PRODUCTS CO.

Edna Wallace Hopper Cosmeti

Anacin

Fly-ded

Kolynos Dentifrice

AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes

BANK OF AMERICA NATIONAL  
TRUST & SAVINGS ASSOCIATION

Banking Service

BENEFICIAL MANAGEMENT CORP.

Personal Loans

BROWN & WILLIAMSON  
TOBACCO CORP.

Sir Walter Raleigh Tobacco,  
Avalon Cigarettes

PROGRAM	TIME	AGENCY	ON CBS*
The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m.	Blackett-Sample-Hummert, Inc.	190 Weeks
Mr Gal Sunday <i>Serial drama</i>	Mon., Tues., Wed. 12:45-1:00 p.m.		18 Weeks
Mr Gal Sunday <i>Serial drama</i>	Thurs. and Fri. 12:45-1:00 p.m.		164 Weeks
Ed Hammerstein Music Hall with Ed Hammerstein as MC, Lucy Laughlin, Jerry Mann <i>Variety and guest stars</i>	Friday 8:00-8:30 p.m.		312 Weeks
"Our Hit Parade", with Peter Van Steeden's Orchestra <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m.	Lord and Thomas	65 Weeks
Lucky Strike Presents Lewin C. Hill in "Your News Trade" <i>News commentator</i>	Mon. thru Fri. 12:15-12:30 p.m. Rebr. 2:30- 2:45 p.m.		
Tom Hayes <i>News broadcast</i>	†Sun. thru Fri. 10:00-10:15 p.m. PST	Charles R. Stuart	8 Weeks
Our Unseen Friend <i>Dramatizations</i>	Tuesday 10:00-10:30 p.m.	Albert Frank-Guenther Law, Inc.	43 Weeks
Neal O'Hara's Radio Gazette <i>News broadcast</i>	††Mon., Wed., Fri. 7:30-7:45 p.m.	Batten, Barton, Durstine & Osborn, Inc.	5 Weeks

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

CAMPBELL SOUP COMPANY

Campbell's Soups  
Campbell's Beans  
Campbell's Tomato Juice

CHRYSLER CORPORATION

Chrysler, DeSoto, Dodge,  
and Plymouth Cars

COLGATE-PALMOLIVE-PEET CO.

Palmolive Shave Cream

Palmolive Soap

Super Suds and Concentrated  
Super Suds

Colgate Dental Powder and  
Rapid Shave Cream

CONTINENTAL BAKING CO., INC.

Wonder Bread and Hostess Cakes

PROGRAM	TIME	AGENCY	ON CBS*
<p>Hollywood Hotel with            Perry Cooper, Frances Langford,            Anne Jamison, Igor Gorin and            Raymond Paige and his Orchestra  <i>Comedy, music and guest stars</i></p>	<p>Friday            9:00-10:00 p.m.</p>	<p>F. Wallis Armstrong Company</p>	<p>143 Weeks</p>
<p>Ken Murray, with "Oswald",            Bonnie Bennett, Marlyn Stuart,            and Lud Gluskin's Orchestra  <i>Comedy and popular music</i></p>	<p>Wednesday            8:30-9:00 p.m.            Rebr. 11:30-            12:00 Mid.</p>		
<p>Major Bowes' Amateur Hour  <i>Amateurs, with Major Bowes            as Master of Ceremonies</i></p>	<p>Thursday            9:00-10:00 p.m.</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>73 Weeks</p>
<p>Lang Busters with Phillips Lord  <i>Police-file dramatizations</i></p>	<p>Wednesday            10:00-10:30 p.m.</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>81 Weeks</p>
<p>Salomive Beauty Box Theatre,            with Jessica Dragonette and            Charles Kullman  <i>Operetta and light music</i></p>	<p>Wednesday            9:30-10:00 p.m.</p>		<p>81 Weeks</p>
<p>Myrt and Marge  <i>Serial drama</i></p>	<p>Mon. thru Fri.            10:15-10:30 a.m.            Rebr. 4:00-            4:15 p.m.</p>		<p>74 Weeks</p>
<p>Your True Adventures, with            Lloyd Gibbons  <i>Dramatizations</i></p>	<p>Thursday            10:00-10:30 p.m.</p>		<p>30 Weeks</p>
<p>Pretty Kitty Kelly  <i>Serial drama</i></p>	<p>Mon. thru Fri.            10:00-10:15 a.m.            Rebr. 4:15-            4:30 p.m.</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>125 Weeks</p>

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**CBS  
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PROGRAMS**

**CLIENT**

**PRODUCT**

THE CUDAHY PACKING COMPANY

Old Dutch Cleanser

E. I. du PONT de NEMOURS & CO., INC.

Institutional Advertising

DURKEE'S FAMOUS FOODS, INC.

Food Products

FELS & COMPANY

Fels Naptha Soap

FORD MOTOR COMPANY

Ford and Lincoln Motor Car  
and Lincoln Zephyr

GENERAL BAKING COMPANY

Bond Bread

GENERAL MILLS, INC.

Wheaties, Bisquick, Gold Medal  
Kitchen-Tested Flour and Soft

PROGRAM	TIME	AGENCY	ON CBS*
<p>achelor's Children <i>Serial drama</i></p>	<p>Mon. thru Fri. 9:45-10:00 a.m.</p>	<p>Roche, Williams &amp; Cunnyn- ham, Inc.</p>	<p>135 Weeks</p>
<p>avalcade of America, on Voorhees' Orchestra <i>Musical</i></p>	<p>Wednesday 8:00-8:30 p.m.</p>	<p>Batten, Barton, Durstine &amp; Osborn, Inc.</p>	<p>107 Weeks</p>
<p>ood Afternoon Neighbor, with om Breneman and orchestra. <i>Serial drama and music</i></p>	<p>†Tues. and Fri. 2:45-3:00 p.m. PST</p>	<p>Botsford, Constantine &amp; Gardner</p>	<p>46 Weeks</p>
<p>ack Berch and His Boys <i>Vocalist with orchestra</i></p>	<p>Mon., Wed., Fri. 9:30-9:45 a.m.</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>115 Weeks</p>
<p>niversal Rhythm, with Rex andler's Orchestra and Chorus, ichard Bonelli, Alec Templeton, arolyn Urbanek, and Frank runit, MC <i>Musical</i></p>	<p>Sunday 9:00-10:00 p.m.</p>	<p>N. W. Ayer &amp; Son, Inc.</p>	<p>182 Weeks</p>
<p>al Pearce and His Gang in atch the Fun Go By <i>Comedy and variety</i></p>	<p>Tuesday 9:00-9:30 p.m. Rebr. 12-12:30 a.m.</p>		
<p>ond Bakers Present uy Lombardo and His Orchestra <i>Popular music</i></p>	<p>Sunday 5:30-6:00 p.m.</p>	<p>Batten, Barton, Durstine &amp; Osborn, Inc.</p>	<p>342 Weeks</p>
<p>Gold Medal Feature Hour <i>Serial dramas, Hollywood news, Hymns of All Churches</i></p>	<p>Mon. thru Fri. 1:00-2:00 p.m.</p>	<p>Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.</p>	<p>334 Weeks</p>

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in which the client has used CBS facilities.

**CBS  
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**CLIENT**

**PRODUCT**

GILLETTE SAFETY RAZOR CO.

Gillette, Probak and Valet Auto  
Strop Safety Razors and Blades

GROUP OF AMERICAN BANKS

Banking Service

GULF OIL CORPORATION

Motor Oil and Gas

H. J. HEINZ COMPANY

57 Varieties

KIRKMAN & SON, INC.

Kirkman's Soap

A. J. KRANK COMPANY

Krank's Lather-Kreem, Lemoi  
Cream, Honey Rose Cream, a  
Keen Tan

LADY ESTHER COMPANY

Cosmetics

PROGRAM	TIME	AGENCY	ON CBS*
Milton Berle, Wendell Hall, Andy Annella and His Orchestra <i>Variety and comedy</i>	Sunday 8:00-8:30 p.m. Rebr. 11:00- 11:30 p.m.	Ruthrauff & Ryan, Inc.	47 Weeks
Modern Symphonics, under the direction of Ferde Grofé <i>Semi-classical and modern music</i>	Friday 10:00-10:30 p.m.	The Wessel Company	37 Weeks
Summer Stars, with Harry Von Zell, Master of Ceremonies; Oscar Bradley's Orchestra and best artists <i>Variety show</i>	Sunday 7:30-8:00 p.m.	Young & Rubicam, Inc.	181 Weeks
Heinz Magazine of the Air, with A. Rolfe's Orchestra and Ted Kennedy <i>Serial drama, guest speakers, music</i>	Mon., Wed., Fri. 11:00-11:30 a.m. Rebr. 3:00-3:30 p.m.	Maxon, Inc.	73 Weeks
Dick and Loretta <i>Songs and Patter</i>	Mon. thru Fri. 2:15-2:30 p.m.	N. W. Ayer & Son, Inc.	12 Weeks
Minute Mysteries <i>Dramatizations</i>	Tuesday 11:15-11:30 p.m.	McCord Co., Inc.	9 Weeks
Royd Pantages Covers Hollywood <i>Hollywood Comment and Gossip</i>	†Thursday 7:15-7:30 p.m. PST	Milton Weinberg Advertising Company	9 Weeks
Wayne King's Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m.	Stack-Goble Advertising Agency	199 Weeks

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

**CBS  
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PROGRAMS**

**CLIENT**

**PRODUCT**

LEVER BROTHERS COMPANY

Rinso

Spry

LIGGETT & MYERS TOBACCO CO.

Chesterfields

Chesterfields & Granger Tobacco

LOS ANGELES SOAP COMPANY

White King Soap

NASH-KELVINATOR CORPORATION

Kelvinator Refrigerators

NOXZEMA CHEMICAL COMPANY

Noxzema Medicated and  
Shaving Creams

PROGRAM	TIME	AGENCY	ON CBS
Big Sister <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. Rebr. 2-2:15 p.m.	Ruthrauff & Ryan, Inc.	46 Weeks
Aunt Jennie's Real Life Stories <i>Dramatic</i>	Mon. thru Fri. 11:45 a.m.- 12 noon Rebr. 2:15- 2:30 p.m.		28 Weeks
Andre Kostelanetz and Frank Parker <i>Orchestral and vocal music</i>	Wednesday 9:00-9:30 p.m.	Newell-Emmett Co., Inc.	236 Weeks
Hal Kemp and Alice Faye <i>Popular music</i>	Friday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.		
Sports Résumé—Paul Douglas <i>Baseball Scores</i>	Mon. thru Sat. 6:35-6:45 p.m.		15 Weeks
Gus Edwards' School Days <i>Comedy and Music</i>	†Monday 8:30-9:15 p.m. PST	Barnes-Chase Company	2 Weeks
Professor Quiz <i>Questions and answers</i>	Saturday 9:00-9:30 p.m. Rebr. 12:00- 12:30 a.m.	Geyer, Cornell & Newell, Inc.	21 Weeks
Hollywood Observer, with Del Casino and Ray Block's Orchestra <i>Comment and music</i>	Mon. and Fri. 7:30-7:45 p.m.	Ruthrauff & Ryan, Inc.	11 Weeks

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**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

PET MILK SALES CORP.

Irradiated Pet Milk

PHILCO RADIO & TELEVISION CORP.

Philco Radios

PHILIP MORRIS & CO., LTD., INC.

Philip Morris Cigarettes

PHILLIPS PETROLEUM COMPANY

Phillips 66, Ethyl, etc.

PONTIAC MOTOR COMPANY

Pontiac Cars

R. J. REYNOLDS TOBACCO COMPANY

Camels and Prince Albert Tobacco

STERLING PRODUCTS, INC.

Bayer Aspirin

PROGRAM	TIME	AGENCY	ON CBS
The Pet Milky Way with Mary Lee Taylor, home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. Rebr. 3-3:15 p.m.	Gardner Advertising Company	199 Weeks
Boake Carter <i>News commentator</i>	Mon., Wed., Fri. 7:45-8:00 p.m. Rebr. 11:15-11:30 p.m.	Hutchins Advertising Co., Inc.	315 Weeks
Johnnie Presents Russ Morgan's Orchestra, Charles Martin's Circumstantial Evidence Thrill, Phil Ducey and mixed ensemble <i>Variety and dramatic interludes</i>	Saturday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.	The Biow Company, Inc.	25 Weeks
Phillips Poly Follies with Al Roth's Orchestra <i>Variety</i>	Tuesday 10:30-11:00 p.m.	Lambert & Feasley, Inc.	62 Weeks
News Through a Woman's Eyes—Kathryn Cravens <i>News comments and interviews</i>	Mon., Wed., Fri. 2:00-2:15 p.m. Rebr. 5:30-5:45 p.m.	MacManus, John & Adams, Inc.	90 Weeks
Swing School, with Benny Goodman's Orchestra <i>Swing music and guest stars</i>	Tuesday 9:30-10:00 p.m.	William C. Esty & Company, Inc.	213 Weeks
'Second Husband' starring Helen Menken <i>Serial drama</i>	Tuesday 7:30-8:00 p.m.	Blackett-Sample-Hummert, Inc.	1 Week

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**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

STEWART-WARNER CORPORATION

Radios, Alemite, Refrigerators

SYLMAR PACKING CORP.

Canned Olives, Fig Jam, Pimen Figs, Watermelon Rind

TABLE PRODUCTS, INC.

Duchess Salad Dressing

THE TEXAS COMPANY

"Texaco" Products

TIME, INC.

Time and Life

U. S. TOBACCO COMPANY

Dill's Best and Model Pipe Tobaccos

WM. WRIGLEY JR., COMPANY

Wrigley's Gum

PROGRAM	TIME	AGENCY	ON CBS*
Horace Heidt and His Brigadiers <i>Popular music</i>	Monday 8:00-8:30 p.m. Rebr. 12-12:30 a.m.	Hays MacFarland & Company	125 Weeks
Cassandra	†Tuesday 5:00-5:30 p.m. PST	Pacific Market Builders	9 Weeks
Letcher Wiley	†Mon. and Thurs. 3:45-4:00 p.m. PST	Lord and Thomas	8 Weeks
Texaco Town, Starring Ella Logan and Igor Gorin, with Pinky Tomlin and Eddie Stanley; Jimmy Vallington, MC <i>Comedy and music</i>	Sunday 8:30-9:00 p.m. Rebr. 12:00- 12:30 a.m.	Buchanan and Company, Inc.	45 Weeks
The March of Time <i>News dramatizations</i>	Thursday 10:30-11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	127 Weeks
Pick and Pat in Pipe Smoking Time with Benny Krueger's Orchestra <i>"Blackface" comedy and music</i>	Monday 8:30- 9:00 p.m. Rebr. 11:30-12 mid.	Arthur Kudner, Inc.	113 Weeks
Poetic Melodies <i>Poetry readings and light music</i>	Mon. thru Fri. 7:00-7:15 p.m. Rebr. 11-11:15 p.m.	Neiser-Myerhoff, Inc.	270 Weeks
Cattergood Baines <i>Serial drama</i>	†Mon. thru Fri. 8:00-8:15 p.m. PST		

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in which the client has used CBS facilities.

## PROGRAMS "BY COLUMBIA"

These programs "by Columbia" for the month of August 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 must be accepted as tentative. As new programs arise from events on the world-front, dates and times of broadcast, in many cases, are subject to some change. These changes are generally listed in the local newspapers, with which all day-to-day Columbia program schedules should be checked.

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

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2. SERIOUS MUSIC . . . . . *Page 21*
3. PUBLIC AFFAIRS . . . . . *Page 27*
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**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**DRAMATIC  
SERIES**

**THE COLUMBIA  
SHAKESPEARIAN CYCLE**  
9:00-10:00 p.m.  
EACH MONDAY

Brilliant new radio interpretations of Shakespeare's characters are presented by casts of leading stage and screen actors in rôles new to them, yet exactly suited to their dramatic qualities they can bring to radio. Brewster Morgan, Columbia director, produces the Cycle, Victor Bay is musical director, and Conway Tearle acts as narrator.

"THE TAMING  
OF THE SHREW"  
AUGUST 2

EDWARD G. ROBINSON . . . . . Petruch  
FRIEDA INESCOURT . . . . . Katherine  
CHARLES BROWN . . . . . Christopher S  
Adaptation by GILBERT SELDES

"KING LEAR"  
AUGUST 9

THOMAS MITCHELL . . . . . King Le  
MORRIS ANKRUM . . . . . Edg  
Adaptation by ARCHIBALD MACLEISH

"AS YOU LIKE IT"  
AUGUST 16

FRANK MORGAN . . . . . Jaqu  
*(and a supporting cast to be announced)*

"HENRY IV"  
AUGUST 23

WALTER HUSTON . . . . . King Her  
BRIAN AHERNE . . . . . Prince H  
WALTER CONNOLLY . . . . . Falst  
HUMPHREY BOGART . . . . . Hotsp

"TWELFTH NIGHT"  
AUGUST 30

TALLULAH BANKHEAD . . . . . Vic  
HELEN MENKEN . . . . . Oli  
SIR CEDRIC HARDWICKE . . . . . Malvo  
ORSON WELLES . . . . . Duke Orsi  
ESTELLE WINWOOD . . . . . Ma

PROGRAM AND TIME

DESCRIPTION

DRAMATIC  
SERIES

THE COLUMBIA  
WORKSHOP  
7:00-7:30 p.m.  
EACH SUNDAY

Unusual radio dramas, employing the latest broadcasting techniques, are presented in experiments to widen the scope of the art. The series is under the direction of Irving Reis. During August the Workshop presents five experimental plays.

YOUR NECK O' THE  
WOODS  
10:30-11:00 p.m.  
EACH MONDAY

Carl Carmer, author, story-teller and authority on folk lore and fancy, writes and acts as narrator of these dramatizations of the legends of our States.

AUGUST 2: New Hampshire.

AUGUST 9: Pennsylvania.

AUGUST 16: Nebraska.

AUGUST 23: West Virginia.

AUGUST 30: Vermont.

LIVING DRAMAS OF  
THE BIBLE  
2:30-3:00 p.m.  
EACH SUNDAY

Old Testament literature dramatized in a more contemporary idiom, while retaining the full values of the best Bible stories.

AUGUST 1: Hezekiah and Sennacherib.

AUGUST 8: The Shunnamite Women.

AUGUST 15: Destruction of Jericho.

AUGUST 22: Jephthah.

AUGUST 29: Sodom and Gomorrah.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**

**EVERYBODY'S MUSIC**

3:00-4:00 p.m.

EACH SUNDAY

Howard Barlow and the Columbia Symphony Orchestra perform fine music for the layman. Henry M. Neely, radio's "Old Stager," acts as commentator. World premiere of the six American works written especially for radio through the *Columbia Composers Commission* take place on this series.

**AUGUST 1:** An hour of music from Mousorsky's "Boris Godounoff" sung in English by a cast headed by Sidor Belarsky as Boris, Raoul Nadeau as Varlaam and Charles Haywood as the Simpleton.

**AUGUST 8:** Haydn's "Clock" Symphony and the premiere performance of the "Time Suite for Radio" by Roy Harris, fourth *Columbia Composers Commission* work. The "Time Suite" has six movements, dedicated to Broadway, Religion, Youth, Communication and Transportation, Philosophy.

**AUGUST 15:** Paul Lemay is guest conductor of a Mendelssohn program, with the "Fingal's Cave" Overture and the "Scotch Symphony."

**AUGUST 22:** Dr. Hans Kindler, head of the National Symphony Orchestra, is guest conductor.

**AUGUST 29:** Howard Barlow returns to direct Mozart's Overture to "The Abduction from the Seraglio," Sibelius Symphony No. 4 and the "Emperor" waltz by Strauss.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSICLEWISOHN STADIUM  
CONCERTS  
PHILHARMONIC-  
SYMPHONY ORCHESTRA

10:00-11:00 p.m.

SUNDAYS, THROUGH  
AUGUST 15

The most famous of America's *al fresco* concerts, featuring the Philharmonic-Symphony Orchestra, is an exclusive CBS presentation from the Lewisohn Stadium at the College of the City of New York.

AUGUST 1: George King Raudenbusch conducts a program of music inspired by the plays of Shakespeare: the Overture to Nicolai's "Merry Wives of Windsor" and the Mendelssohn incidental music for "A Midsummer Night's Dream."

AUGUST 8: Willem van Hoogstraten, whose appearances at the Stadium are a seasonal tradition, directs the Overture to Weber's "Oberon," Abert's orchestration of a Prelude and Fugue from Bach's "Well Tempered Clavichord," and Beethoven's Fifth Symphony.

AUGUST 15: Mr. Van Hoogstraten concludes the Stadium's radio season with the Overture to Mozart's "Marriage of Figaro" and Schubert's Fifth Symphony.

## JACQUES JOLAS

7:30-8:00 p.m.

EACH SUNDAY

This young American pianist continues his series on "The Bases of Piano Literature" as a presentation of the *Columbia Concert Hall*.

AUGUST 7: Brahms, Schumann and Liszt selections.

AUGUST 14: An all Chopin program.

AUGUST 21: An all Debussy program.

AUGUST 28: An all Ravel program.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**  
*(Continued)*

**STORY OF THE SONG**  
3:30-4:00 p.m.  
EACH TUESDAY

Outstanding artists present the world great songs. The guests this month:

AUGUST 3: Lillian Knowles, contralto and Lansing Hatfield, baritone.

AUGUST 10: Eva Gauthier, chanteuse.

AUGUST 17: Maude Runyon, contralto and Frederic Baer, baritone.

AUGUST 24: Mme. Gauthier.

AUGUST 31: Rose Dirman, soprano and Conrad Mayo, baritone.

**BEREZOWSKI  
AND BAY**  
3:45-4:15 p.m.  
EACH WEDNESDAY

The brilliant young composer-violinist Nicolai Berezowski, and the distinguished pianist, Emanuel Bay, will present the annual series of sonata recitals together at a *Columbia Concert Hall* sequence.

AUGUST 4: Schumann and Schubert.

AUGUST 11: Richard Strauss.

AUGUST 18: Brahms and Schubert.

AUGUST 25: Faure.

**KREINER  
STRING QUARTET**  
3:00-3:30 p.m.  
EACH FRIDAY

The first radio cycle of all of Mozart's string quartets is continued by the Kreiner Quartet: Edward Kreiner, viola; Sylvan Schulman and Joseph Gingold, violins; and Arthur Schulman, 'cello.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSIC

GUEST CONDUCTORS  
8:00-9:00 p.m.  
EACH THURSDAY

This series presents gifted directors with the Columbia Concert Orchestra. Each conductor will include on his program one or more orchestral novelty.

AUGUST 5: *Frederick Charles Adler Takes the Baton.* The conductor, who is founder of the Saratoga Festival, will play two world premieres of music commissioned for this year's festival: Harriet Payne's "Fantasy for Strings" and Gardner Read's Suite for String Orchestra, Opus 33a. Other works by Grieg, Orlando Gibbons and Mozart complete the program.

AUGUST 12: *Philip James Takes the Baton.* Mr. James, who is on the music faculty of New York University, will conduct the Overture to "The Bat" by Strauss; Jarnefeldt's Berceuse; Haydn's Symphony No. 95 in C Minor; the "Dance Before the Ark" from Honegger's "King David" and Smetna's "The Moldau."

AUGUST 19: *Dr. Hans Kindler Takes the Baton.* The conductor of the National Symphony Orchestra directs the Overture to Mozart's "Magic Flute," Schubert's Unfinished Symphony, a suite from "Le Roi S'Amuse" by Delibes and the Rimsky-Korsakoff "Capriccio Espagnole."

AUGUST 26: *Fritz Mabler Takes the Baton.* A romantic program, details of which will be announced later.

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**

*(Continued)*

**HAYDN SYMPHONIES**

10:00-10:30 p.m.  
EACH FRIDAY

Music by this great master of the 18th century will be presented each week, with the atmosphere of the period, by Paul Lemay starting August 13. The master's dignity and humor will be demonstrated in such works as the "Surprise," "Drum Roll," "Farewell," "Toy" and "Horn Signal Symphonies.

**THE COMPINSKY TRIO  
"OLD VS. NEW"**

11:30 a.m.-Noon  
EACH SATURDAY

Manuel Compinsky, violinist; Alec Compinsky, 'cellist; and Sara Compinsky, pianist alternate classic music with modern music for trio. On August 7 they will present music by Willy Stahl, on August 14 by Brahms, on August 21 by Alexander Tansman and on August 28 by Beethoven.

**COLUMBIA UNIVERSITY  
CHOIR**

4:30-5:15 p.m.  
WEDNESDAY, AUGUST 11

This Summer Session choir of 32 professional musicians from all over the United States will sing Purcell's Jubilate and Te Deum in D Major. The program will be heard from St. Paul's Chapel at the University.

**YOUNG PRODIGIES**

5:00-5:15 p.m.  
FRIDAY, AUGUST 13

Three child pianists will be presented from three cities in serious compositions: Lauri Topalian, aged 4, from WEEI in Boston; Mickey Epstein, aged 4, from WCAU in Philadelphia and Preble Donohoe, aged 4, from WJSV in Washington.

PROGRAM AND TIME

DESCRIPTION

SERIOUS  
MUSIC

GRANT PARK  
CONCERTS  
8:30-9:00 p.m.  
TUESDAYS, THROUGH  
AUGUST 24

These outdoor concerts, attended by some of America's greatest music audiences, are sponsored by the Chicago Park Board and Chicago Federation of Musicians. The Chicago Women's Symphony will play on August 3 and 10, Peter Cavallo and his Symphonic Band are scheduled for August 17, and on August 24 Roy Shields will conduct a symphony orchestra.

POP CONCERTS  
3:30-4:00 p.m.  
EACH MONDAY

The Columbia Concert Orchestra is directed by Howard Barlow in shorter works for orchestra. Occasionally a soloist is featured, and the music is familiar and attractive.

MARGARET DAUM  
6:00-6:30 p.m.  
EACH THURSDAY

From Columbia's station KMOX in St. Louis, where she is leading soprano of the St. Louis Municipal Opera Company for the summer, this young prima donna of the Metropolitan Opera Association presents favorite arias and songs.

CLYDE BARRIE  
5:00-5:15 p.m.  
EACH MONDAY  
5:15-5:30 p.m.  
EACH THURSDAY  
3:45-4:00 p.m.  
EACH SATURDAY

Three times each week the rich baritone voice of Clyde Barrie is heard over Columbia. This outstanding young concert artist is presenting a regular broadcast schedule in addition to frequent appearances in recitals and with various orchestras.

U. S. ARMY BAND  
4:30-5:00 p.m.  
EACH THURSDAY

Invigorating music in familiar and special arrangements is broadcast from the nation's Capitol by this noted military band.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**PUBLIC  
AFFAIRS**

**DEDICATION  
OF MONTFAUCON  
MONUMENT**

10:00-11:00 a.m.  
SUNDAY, AUGUST 1

The Presidents of the United States and France speak on the dedication of the monument to fallen American soldiers at Montfaucon, France. President Roosevelt talks from Washington, President Le Brun of France, General Pershing, Marshal Petain and Ambassador Bullitt talk from Montfaucon.

**1937 WILLIAMSTOWN  
INSTITUTE OF  
HUMAN RELATIONS**

4:30-5:00 p.m.  
AUGUST 30 AND 31

From the daily symposium of the Institute of Human Relations at Williams College there will be two broadcasts this month on the topic, "Unifying Influences in a Democracy." Arthur Krock, Sir Wilmot Lewis, Frank Kent, Henry Haskell and Herbert Agar are among those who will participate in the discussions.

**NATIONAL RESEARCH  
COUNCIL**

5:30-5:45 p.m.  
AUGUST 5, 12 AND 19

Members of the National Research Council will discuss "New European Industrial Frontiers" and their effects on American industry, in three talks. The first will be given by Maurice Holland, director of the Council's division of engineering and industrial research.

PROGRAM AND TIME

DESCRIPTION

PUBLIC  
AFFAIRS

NATIONAL  
ASSOCIATION  
OF COST  
ACCOUNTANTS

4:15-4:30 p.m.

AUGUST 4, 11, 18 and 25

The general topic of "The Effect on Your Pocketbook of New and Proposed Legislation" will be considered in two broadcasts by members of the National Association of Cost Accountants. The Robinson-Patman act, the Security Exchange Commission laws, the Wages and Hours Bill and Social Security Act will be discussed in particular.

THE CABINET OF THE  
UNITED STATES

10:30-11:00 p.m.

EACH FRIDAY

The Attorney General and Secretaries of Commerce and Labor having been heard during July in discussions of the plans and progress of their governmental departments, the following Cabinet members will speak this month:

AUGUST 6: Harry H. Woodring, Secretary of War.

AUGUST 13: Henry A. Wallace, Secretary of Agriculture.

AUGUST 20: Harold L. Ickes, Secretary of the Interior.

CURRENT QUESTIONS  
BEFORE CONGRESS

*The House*—3:30-3:45 p.m.

EACH WEDNESDAY

*The Senate*—5:00-5:15 p.m.

EACH THURSDAY

Members of the House of Representatives and of the Senate discuss, in separate weekly programs, current legislation and business under consideration by their bodies. Speakers are selected for special knowledge of the issues discussed.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**PUBLIC  
AFFAIRS**  
*(Continued)*

**H. V. KALTENBORN**  
1:30-1:45 p.m.  
AUGUST 15

Recent winner of The Headliners Club award for his radio reports from the Spanish war front, H. V. Kaltenborn, veteran CBS commentator, will speak from Paris on "What I Saw in Spain."

**THE FAR EAST**  
1:30-1:45 p.m.  
SUNDAY, AUGUST 1

Burton Crane, well-known correspondent and former editorial associate of the *Japanese Advertiser*, American newspaper Tokyo, tells "What's Behind the Chinese Japanese War."

**MERWIN K. HART**  
6:15-6:30 p.m.  
MONDAY, AUGUST 9

Merwin K. Hart, president of the New York State Economic Council, delivers a talk entitled "We Can Stop the Coming Slavery."

**ELMER DAVIS**  
7:30-7:45 p.m.  
EACH THURSDAY

Interpretative news comments on current events by a well-known correspondent, with particular insight into the leading personalities involved.

**PRESS-RADIO NEWS**  
*Various times*  
DAILY

The Associated Press, United Press and International News Service gather, and the Press-Radio Bureau edits, the latest news. Five-minute bulletins are broadcast periodically throughout the day.

## PROGRAM AND TIME

## DESCRIPTION

SPECIAL  
EVENTSAMERICA'S CUP  
RACES

Various hours

AUGUST 2 THRU 7

Continuing its broadcasts of the America's Cup races between the "Ranger" and "Endeavour II" which began off Newport on July 31, CBS has scheduled 27 broadcasts during the week of August 2. There will be an average of five fifteen-minute periods daily each afternoon, during which Ted Husing, assisted by yachting authorities John Scott Hughes, Sherman Hoyt and others, will give eye-witness accounts of the races. One of the commentators will board the official committee boat, an exclusive CBS privilege, and others will view the races from the Coast Guard Cutter "Tahoe."

BANK HOLIDAY AT  
BRIGHTON, ENGLAND

12:00-12:15 p.m.

MONDAY, AUGUST 2

Edward Murrow of the Department of Public Events' London Bureau will describe the colorful scene at Brighton, England's Coney Island, during the Bank Holiday. The custom of closing down on a Monday in August was established by English banks to give employees a week-end vacation. Murrow plans to mingle with the holiday crowds and interview typical characters on the scene.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SPECIAL  
EVENTS**  
*(Continued)*

**WIGHTMAN CUP  
MATCHES**

Various hours  
AUGUST 20 AND 21

The Wightman Cup women's tennis matches held every other year in England and America alternately will be held this month at Forest Hills, where Ted Husing will give a play-by-play account of the games.

**NATIONAL DOUBLES  
TENNIS CHAMPIONSHIP**

Various hours  
AUGUST 23 TO 28

Francis T. Hunter, former international tennis star, will describe the National Doubles Tennis Championship matches from the Longwood Cricket and Tennis Club, Cambridge in exclusive CBS broadcasts.

**NATIONAL AMATEUR  
GOLF CHAMPIONSHIP**

Various hours  
AUGUST 23 AND 28

The United States Amateur Golf Championship matches at Portland, Oregon will be described by Ted Husing in exclusive CBS broadcasts. Paul White, director of the Department of Public Events, will be on hand to supervise the broadcasting.

**MIDDLE TEMPLE  
HALL**

1:30-1:45 p.m.  
SUNDAY, AUGUST 29

Dr. G. B. Harrison, Shakespearian scholar, will describe historic Middle Temple Hall, where "Twelfth Night" was performed in 1601, in a special broadcast from London. The next evening the *Columbia Shakespearean Cycle* will present its own version of "Twelfth Night" (see page 19).

## PROGRAM AND TIME

## DESCRIPTION

EDUCATIONAL  
PROGRAMSOUR AMERICAN  
NEIGHBORS

5:00-5:30 p.m.  
EACH SUNDAY

Twenty-two Latin and South American countries are being honored in this series broadcast to both Americas by Columbia's short and long wave facilities.

AUGUST 1: Colombia and Ecuador.

AUGUST 8: Peru.

AUGUST 15: *Central America*—Panama, Salvador, Nicaragua.

AUGUST 22: *Island Republics*—Cuba, Haiti, Dominican Republic.

AUGUST 29: Venezuela.

DRAMAS OF  
THE SKIES

5:45-6:00 p.m.  
EACH TUESDAY

This new series is sponsored by the American Museum of Natural History. Dorothy Bennett, assistant curator at the Hayden Planetarium, will be assisted by the Junior Astronomy Club in presenting dramatic accounts of the planetary systems.

AUGUST 3: Broadcast from Mercury and Venus.

AUGUST 10: Broadcast from the Moon.

AUGUST 17: Broadcast from Mars.

AUGUST 24: Broadcast from Jupiter, Saturn, and Outer Planets.

AUGUST 31: A Journey Through Space.

## STORY OF INDUSTRY

3:30-3:45 p.m.  
SATURDAYS, THRU  
AUGUST 14

The Department of Commerce concludes this series of talks by Henry R. Daniel with "Man's Fight Against Insects" on August 7 and "The Musical Instrument Industry" on August 14.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**EDUCATIONAL  
PROGRAMS**

*(Continued)*

**NEW YORK ACADEMY  
OF MEDICINE**

4:45-5:00 p.m.  
EACH WEDNESDAY

Medical talks for the layman are schedule for this series with the cooperation of the New York Academy of Medicine. The month's guests and subjects:

AUGUST 4: Dr. Arthur F. Kraetzer, Medical Director of Knickerbocker Hospital: "Facts and Fallacies about Food."

AUGUST 11: Dr. Wallace Morrison, Clinical Professor of Rhinology, Polyclinic Hospital: "The Eye and Ear of the Growing Child."

AUGUST 18: Dr. Paul E. Bechet, Associate Professor of Dermatology and Syphilology, New York Post Graduate Medical School and Hospital: "Psoriasis."

AUGUST 25: Dr. William Goldring, Assistant Professor of Medicine, New York University Medical College: "High Blood Pressure and Hardening of the Arteries."

**SCIENCE SERVICE**

5:15-5:30 p.m.  
EACH TUESDAY

The Science Service Association of Washington, D. C., presents during August:

AUGUST 3: Dr. R. Hanson Weightman of the United States Weather Bureau: "Winds, from Trades to Tempests."

AUGUST 10: Dr. James Forbes, Fordham University: "Those Ants."

AUGUST 17: Dr. F. R. Moulton, University of Chicago: "Wonders of the Heavens"

AUGUST 24: Dr. Mandell Sherman, University of Chicago: "Adopted Children"

PROGRAM AND TIME

DESCRIPTION

PERSONALITIES

MAJOR BOWES'  
CAPITOL FAMILY  
11:30 a.m.-12:30 p.m.  
EACH SUNDAY

Host on one of radio's oldest and most widely-known presentations, Major Bowes celebrates his twelfth consecutive year as paterfamilias of his Capitol Family. The Family is assisted by guest stars in the presentation of this informal musical program.

POET'S GOLD—  
DAVID ROSS  
1:45-2:00 p.m.  
EACH SUNDAY

This series of verse readings by David Ross, prize announcer, has been heard on Columbia for five years. Ross gives his readings against a background of string music directed by Leon Goldman.

DR. HARRY HAGEN  
4:00-5:00 p.m.  
EACH SUNDAY

Dr. Harry Hagen is the originator of the radio spelling bee. His program is an incentive to youthful competition and as entertaining to grown-ups as youngsters.

HOBART BOSWORTH,  
DEAN OF HOLLYWOOD  
6:15-6:30 p.m.  
EACH FRIDAY

Reminiscences of the early, pre-Hollywood movie days and stories of the theatre of the Edwin Booth era are narrated by an old-timer in a program which originates on the West Coast.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**PERSONALITIES**

*(Continued)*

**TED MALONE**

2:45-3:00 p.m.

MONDAY THRU FRIDAY

Ted Malone brings to the reading of poetry a vibrant voice and a deep sincerity which have won for him one of the widest followings in radio. His recitals are delivered against a background of organ music.

**COLONEL JACK MAJOR**

3:00-3:30 p.m.

EACH MONDAY

Singer, yodeler, whistler, tall-story-teller, poetry-reader and hill-billy philosopher, young Colonel Jack Major also acts as Master of Ceremonies for his half hour radio revue with Freddie Rich's orchestra and guest performers.

**RICHARD MAXWELL**

9:30-9:40 a.m.

MONDAY THRU FRIDAY

10:15-10:30 a.m.

EACH SATURDAY

Soloist of "Songs of Comfort and Cheer" Richard Maxwell presents five programs of hymns and inspirational songs each week. He was first heard on Columbia in 1924.

**MONTANA SLIM**

2:30-2:45 p.m.

MONDAY, WEDNESDAY,  
FRIDAY

Out of a repertoire of 700 cowboy songs, Montana Slim, "The Singing Cowboy," can claim 400 as his own compositions. An authentic old cow-hand, he learned his trade on Canadian ranches.

## PROGRAM AND TIME

## DESCRIPTION

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 conducted each Sunday morning and Sunday afternoon. Following are the speakers during August.

AUGUST 1: *Morning*—Reverend Albert C. Thomas, First Baptist Church, Fall River, Mass. *Afternoon*—Dr. Eugene Hilton, president of the Oakland Stake of the Mormon Church, Oakland, Cal.

AUGUST 8: *Morning*—Reverend Norman A. Menter, Salem Lutheran Church, Detroit. *Afternoon*—Reverend R. J. Wedderspoon, Pollokshields East Church, Glasgow, Scotland. (Rev. Wedderspoon speaks from New York.)

AUGUST 15: *Morning*—Reverend Marvin Sansbury, The Community Church, Kansas City, Mo. *Afternoon*—Right Reverend Monsignor David T. O'Dwyer, Catholic University of America, Washington, D. C.

AUGUST 22: *Morning*—Reverend Jesse Halsey, The Seventh Presbyterian Church, Cincinnati. *Afternoon*—Rabbi Milton Steinberg, Park Avenue Synagogue, New York.

AUGUST 29: *Morning*—Rt. Reverend Henry Wise Hobson, D.D., Bishop of Southern Ohio, Cincinnati. *Afternoon*—Reverend William F. Sheedy, O.S.A., Augustinian Monastery, Villanova, Pa.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**CHILDREN'S  
PROGRAMS**

**SUNDAY MORNING AT  
AUNT SUSAN'S**

9:00-9:55 a.m.

EACH SUNDAY

Informal weekly visits with fictional characters written by Nila Mack. Concert music, songs, news and guests make up a children's show which appeals to the whole family. Guests for this month include:

AUGUST 1 AND 8: Christopher Coates, curator of New York City's Aquarium.

AUGUST 15: John L. Howard.

AUGUST 22: Rosebud Yellow Robe, Sioux Indian.

AUGUST 29: Mr. Robin, bird imitator.

**LET'S PRETEND**

10:30-11:00 a.m.

EACH SATURDAY

The world's great fairy tales are dramatized by Nila Mack and enacted by children from seven to sixteen. Plays for this month are:

AUGUST 7: Enchanted Canary.

AUGUST 14: Hop o' My Thumb.

AUGUST 21: Aladdin and His Lamp, Part I

AUGUST 28: Aladdin and His Lamp, Part II

**FUNNY THINGS—  
NORA STIRLING**

5:45-6:00 p.m.

EACH MONDAY,  
WEDNESDAY, FRIDAY

Little-known information about well-known things and an animated orchestra that heckles Miss Stirling are heard on this series of curious facts for curious children. Some of the facts for August are about previous coronations, ancient methods of flying, and the origins of bells. Appropriate and specially arranged music is provided by the Tune Tumblers.

PROGRAM AND TIME

DESCRIPTION

LIGHT  
MUSIC

"BLUE VELVET MUSIC"  
— MARK WARNOW  
8:00–8:30 p.m.  
EACH TUESDAY

Originated and conducted by Mark Warnow, this new series of "Blue Velvet Music" features Hollace Shaw, guest stars, novel arrangements of classics, classic versions of popular pieces, and a group of "Tune Teasers" for listeners' solution. Guests for the month are:

AUGUST 3: Howard Phillips, baritone.

AUGUST 10: Johnny Russell, baritone.

AUGUST 17: Del Casino, tenor.

AUGUST 24: The Symphonettes, girl trio.

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HOLLYWOOD  
SHOW CASE  
9:30–10:00 p.m.  
EACH SATURDAY

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Outstanding personalities, promising young players and new talent attempting to win the recognition of the motion picture capital are presented on this new series from Los Angeles. There are also five-minute vignettes of various West Coast CBS network shows previously unheard in the East. Lud Gluskin, CBS West Coast Musical Director, is conductor of the series.

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SATURDAY NIGHT  
SWING CLUB  
8:00–8:30 p.m.  
EACH SATURDAY

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With Leith Stevens and Paul Douglas in their accustomed places as Swing Session band director and swing commentator, these Saturday night gatherings will entertain as soloists during August: Bunny Berigan, trumpeter; Caspar Reardon, harpist; the Raymond Scott Quintette and Leslie Lieber, hot fifer.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**LIGHT  
MUSIC**  
*(Continued)*

**SONG TIME**  
7:15-7:30 p.m.  
MONDAY THRU SATURDAY

These new vocal periods feature two outstanding CBS artists daily in novel song presentations. The Saturday period originates from Columbia's KNX, the other from WABC.

MONDAY: Hollace Shaw and Ray Heatherton.

TUESDAY: Ruth Carhart and Bill Perry.

WEDNESDAY: Patti Chapin and Howard Phillips.

THURSDAY: Doris Kerr and Russell Dorr.

FRIDAY: Jack Shannon and guest artist.

SATURDAY: Betty Grable and John Payne

**METROPOLITAN PARADE**  
9:00-9:15 a.m.  
EACH MONDAY AND FRIDAY

This early morning variety show includes the songs of Margaret McCrae, Bob Gibson, the Eton Boys, and the novelties of pianist-whistler Bob Byron.

**"DEAR COLUMBIA"**  
9:00-9:25 a.m.  
EACH TUESDAY

Audience mail requests for songs and selections old and new are gratified on this program by an orchestra under Ray Block's direction and by guest vocalists.

**THEATRE MATINEE**  
3:00-3:30 p.m.  
EACH TUESDAY AND THURSDAY

Art Gentry, singing master-of-ceremonist Charles Cartwright Cantor, comedian Margaret McCrae, soloist, and the Four Stars comprise this variety show.

**MUSIC IN THE AIR**  
9:00-9:30 a.m.  
EACH THURSDAY

The smooth melodies of Leith Stevens' Orchestra, the voices of Helen Boardman and Howard Phillips, and the violin of Bud Sheppard start the day musically.

LIGHT  
MUSIC

PROGRAM AND TIME

DESCRIPTION

MANHATTAN MATINEE  
3:00-3:30 p.m.  
EACH WEDNESDAY

This musical series presents songs, past and present, of the Big City. Jeannine Macy and other Columbia artists are featured as soloists.

RUTH AND BILL  
10:45-11:00 a.m.  
EACH MONDAY,  
WEDNESDAY, FRIDAY

Ruth Carhart and Bill Perry, sweethearts of the air, present a program of love songs. Musical accompaniment is conducted by Harry Simone.

DOWN BY HERMAN'S  
3:00-3:30 p.m.  
EACH SATURDAY

From WISN, Columbia's station in Milwaukee, comes this musical German beer-garden of robust and sentimental songs, concert and popular music.

DALTON BROTHERS,  
ETON BOYS, FOUR  
STARS AND SONG  
STYLISTS  
*Various hours*

These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites of CBS listeners.

DANCE ORCHESTRAS  
11:00 p.m.-1:00 a.m.  
MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners throughout the week in the late evening hours. The orchestras of Ozzie Nelson, Tommy Dorsey, Bunny Berigan, Roger Pryor, Count Basie, Jay Freeman, George Hamilton, Jan Garber, Phil Napoleon, Frankie Masters, Bart Yardley, Frank Dailey, Bert Block and Benny Goodman are heard during August.

## A D D E N D A : J U L Y P R O G R A M S

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 list of *July* programs which were arranged too late for inclusion in last month's issue of this booklet.

JULY 10: The Headliners Club annual awards for newspaper, newsreel, and radio reporting were heard in a special broadcast. The award for the "Best Domestic Radio Reporting" went to WHAS, Columbia's station at Louisville, for their activities during last Winter's floods, and the award for the "Best Foreign Radio Reporting" went to H. V. Kaltenborn, CBS commentator, for his broadcasts from the Spanish war front, 9:30-10:00 p.m.

JULY 11: Pope Pius XI spoke in French from Castel Gandolfo, Papal summer residence, at the dedication of the new shrine to Ste. Therese, 7:00-7:30 a.m.

JULY 13: Gene Buck, president of the American Society of Composers and Publishers, paid tribute to the late George Gershwin in an address, 7:30-7:45 p.m. Other broadcasts in memory of Gershwin were presented during the month by Howard Barlow and the

Columbia Symphony Orchestra, the Grant Park Concert of the Chicago Philharmonic Orchestra, and the Horace Heidt, Ferde Grofe and other programs.

JULY 14: Assistant Secretary of the Interior Oscar Chapman discussed "Freedom of the Press", 10:45-11:00 p.m.

JULY 15: A tribute to the late Senator Joseph T. Robinson, majority leader of the Senate, was paid by Senator J. Hamilton Lewis of Illinois, who spoke from Columbia's station WJSV at the Capitol, 5:00-5:15 p.m. Dorothy Bennett, of the recent Hayden Planetarium-Grace Peruvian Eclipse expedition, was interviewed by Ruth Pierpont Stephens in a program entitled "Hitch Your Wagon to a Star," 5:45-6:00 p.m.

JULY 16: Celebrations attending the harvesting of a bumper crop were broadcast

from Kansas City's wheat center, 5:00–5:30 p.m.

JULY 17: Dr. Hollington K. Tong, dean of Chinese journalists, spoke from Shanghai on the new Chino-Japanese crisis, 10:45–11:00 p.m. A special broadcast of English provincial life was heard from the village of Little Barfield. "Happy" Andrews, local bard, spoke from the village inn, and Harold Laski described the countryside and its customs, 4:15–4:30 a.m.

JULY 18: "What Next in Geneva?" was the subject of a transatlantic address by David Woodward, international relations expert, from Geneva, 1:30–1:45 p.m. Dr. John R. Fitzpatrick, dean of the Law School of Columbus University, Washington, D. C., spoke under the auspices of the Knights of Columbus on the labor situation, 1:45–2:00 p.m.

JULY 19: Helen Stansbury, director of the Woman's Traffic Division of United Airlines, was interviewed by Bob Trout, 4:15–4:30 p.m.

JULY 20: A dramatization of the life of Marconi was presented in honor of the late inventor, 7:45–8:00 p.m. Ted Hus- ing and Arch McDonald covered the boxing match between Freddie Steele and "Hobo" Williams at Griffith Sta-

dium, Washington, 11:15 p.m.–12:00 midnight.

JULY 21: The funeral ceremonies of Marconi were broadcast from Rome, 2:30–2:45 p.m. Herbert Emmerich, Deputy Governor of the Farm Credit Administration, told "How the Farm Credit Union Helps," 10:45–11:00 p.m.

JULY 22: General Yang Hu-chen, who held Chang Kai-Shek prisoner during the recent political disturbances in China, was interviewed from San Francisco on his arrival in America, 6:00–6:30 p.m. A special broadcast of excerpts from "Gotterdamerung" by Metropolitan Opera singers and the Philharmonic Symphony Orchestra was heard from Lewisohn Stadium, in addition to Columbia's regular Sunday night Stadium Concerts, 8:00–9:00 p.m.

JULY 24: Paul Luther and Frank Ashley covered the Arlington Classic horse race at Chicago, 6:00–6:15 p.m.

JULY 25: Dr. John R. Mott was heard in a transatlantic broadcast from the Protestant Religious Convention at Oxford, England, 1:30–1:45 p.m.

JULY 26: Harlan Eugene Read, commen- tator, returned from a five months'

tour of Europe to speak on "Aspects of the European Crisis," 6:15-6:30 p.m. Unannounced in last month's issue, "Julius Caesar," the third of the eight plays in The Columbia Shakespearian Cycle, was presented with Claude Rains as Cassius, Reginald Denny as Caesar, Morris Ankrum as Marc Anthony, Thomas Mitchell as Brutus, and Walter Abel as Casca, 9:00-10:00 p.m.

JULY 28: Merrill Denison interviewed George M. Harrison and Dr. James W. Angell of the Twentieth Century Fund's committee on national debt and governmental credit, 6:15-6:30 p.m. Dr. Stringfellow Barr, president of St. John's College, Annapolis, discussed his new educational plans for that institution in a talk entitled "Reviving the Ancient Purposes of Education," 10:45-11:00 p.m.

JULY 29: A program of Gregorian chant was presented by a schola of 25 voices directed by Marie Pierik from the Cincinnati Conservatory of Music, 3:30-

4:00 p.m. A portion of the coronation ceremonies of King Farouk of Egypt was broadcast from Cairo, 4:20-4:30 p.m. Senator Prentiss Brown of Michigan (Dem.) discussed his party's legislative plans for the remainder of the Congressional session, 5:00-5:15 p.m. Representative Marvin Jones of Texas, chairman of the Agricultural Committee spoke from the Capitol on his proposed Farm Bill, 10:30-11:45 p.m.

JULY 31: Queen Wilhelmina's address of welcome to the 30,000 Boy Scouts, including 1,000 Americans, attending their fifth annual World Jamboree at Bloemendall-Vogelensang, Holland was heard in this country over CBS, 10:40-11:00 a.m. From the third annual Pennsylvania Folk Festival at Bucknell Stadium, Lewisburg, were heard the fiddle-playing and hog-calling championships and similar competitions, 4:30-5:00 p.m. The Arlington Futurity horse race was broadcast from Chicago by Paul Luther and Frank Ashley, 5:30-5:45 p.m.

ER CO  
CQUES JOLAS • MINUTE M  
LYWOOD SHOW CASE • JACK BERCH AND HIS  
T AND MARGE • NEAL O'HARA'S RADIO GAZETTE • NEWS THROUGH  
DIES • PRETTY KITTY KELLY • ROMANCE OF HELEN TRENT • SAM HAYES • SCATTERGOOD  
DEMY OF MEDICINE • AUNT JENNIE'S REAL LIFE STORIES • BACHELOR'S CHILDREN • BIG SIST  
ALLULAH BANKHEAD  
HELOR'S CHILDREN •  
AMA OF THE SKIES •  
EDWARD G ROBINSON •  
ALONE • THE PET MILKY WAY • WALTER CONNOLLY  
ASANDRA • CURRENT QUESTIONS BEFORE CONGRESS • BOND BAKE  
ORTS RÉSUMÉ BY PAUL DOUGLAS • TALLULAH BANKHEAD • TED MALONE • THE PET MILKY WA  
RT AND MARGE • NEAL O'HARA'S RADIO GAZETTE • NEWS THROUGH A WOMAN'S EYES • OUR  
TIC MELODIES • PRETTY KITTY KELLY • ROMANCE OF HELEN TRENT • SAM HAYES • SCATT  
OD SHOW CASE • JACK BERCH AND HIS BOYS • JACK AND LORETTA • JACQUES JO  
INGS • GOOD AFTERNOON NEIGHBOR • GUS EDWARDS' SC  
HE SKIES • EDWARD G. ROBINSON • FLETCH  
HISTON • YOUR UNSEEN



**CBS** SPONSORED  
AND SUSTAINING PROGRAMS  
SEPTEMBER 1937

NATIONAL BROADCASTING COMPANY, INC.  
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AMERICAN NEIGHBORS  
PAT IN PIPE SMOKING TIME • POET  
AMERICA'S CUP RACES • ANDRE KOSLOVSKY AND OSCAR BRADLEY'S OR  
SONG TIME • SUMMER STARS, WITH  
THE KING'S ORCHESTRA • YOUR HIT PARADE • YOUR TRAVEL ADVENTURES WITH FLOYD GIBBO  
KERS PRESENT G  
OF THE AIR • CC  
• KATE SMITH  
• BOAKE CARTER  
MEDAL FEATURE HOUR • HAL KEMP AND ALICE  
GRANT PARK CONCERTS • MAJOR BOWES' AMATEUR HOUR • UNIVERSAL RHYTH  
THE MARCH OF TIME • HAL KEMP'S DANCE BAND WITH ALICE FAYE  
ANNY GOODMAN'S SWING SCHOOL • TEXACO TOWN WITH EDDIE CANTOR • PROFESSOR QUI  
WARNOW'S BLUE VELVET MUSIC • THE SONGSHOP STARRING KITTY CARLISLE, FRANK CRUMIT,  
QUIZ • SATURDAY NIGHT SWING CLUB • "SECOND HUSBAND" STARRING HELEN MEN  
SON SHOW WITH MARTHA RAYE, PARKYAKARKUS, VICTOR YOUNG  
BEAUTY BOX THEATRE • PHILLIPS POLY FOLL  
MUSIC HALL • HEINZ

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**SEPTEMBER 1937**



*published monthly for advertising executives by*

*The* COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE • NEW YORK CITY, N. Y.

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**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

AMERICAN HOME PRODUCTS CO.

Edna Wallace Hopper Cosme

Anacin

Old English Floor Wax

Kolynos Dentifrice

AMERICAN TOBACCO CO.. INC.

Lucky Strike Cigarettes

ATLANTIC REFINING COMPANY

White Flash Gasoline,  
Atlantic Motor Oil

BANK OF AMERICA NATIONAL  
TRUST & SAVINGS ASSOCIATION

Banking Service

BENEFICIAL MANAGEMENT CORP.

Personal Loans

BROWN & WILLIAMSON  
TOBACCO CORP.

Sir Walter Raleigh Tobacco,  
Avalon Cigarettes

PROGRAM	TIME	AGENCY	ON CBS*
The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m.	Blackett-Sample-Hummert, Inc.	195 Weeks
Mr Gal Sunday <i>Serial drama</i>	Mon., Tues., Wed. 12:45-1:00 p.m.		23 Weeks
Mr Gal Sunday <i>Serial drama</i>	Thurs. and Fri. 12:45-1:00 p.m.		169 Weeks
Hammerstein Music Hall with Bill Hammerstein as MC, Bry Mann and guest stars <i>Variety show</i>	Friday 8:00-8:30 p.m.		317 Weeks
Elky Strike Presents "Your Hit Parade", with Mark Warnow's Orchestra <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m.	Lord and Thomas	70 Weeks
Elky Strike Presents Evin C. Hill in "Your News Update" <i>News commentator</i>	Mon. thru Fri. 12:15-12:30 p.m. Rebr. 2:30- 2:45 p.m.		
Elky Cross Football Schedule <i>Play by play description</i> (Beginning September 25)	††Saturday 2:00-4:30 p.m.	N. W. Ayer & Son, Inc.	91 Weeks
News Time with Sam Hayes <i>News broadcast</i>	†Sun. thru Fri. 10:00-10:15 p.m. PST	Charles R. Stuart	13 Weeks
Your Unseen Friend <i>Dramatizations</i>	Tuesday 10:00-10:30 p.m.	Albert Frank-Guenther Law, Inc.	48 Weeks
Nal O'Hara's Radio Gazette <i>News broadcast</i>	††Mon..Wed..Fri. 7:30-7:45 p.m.	Batten, Barton, Durstine & Osborn, Inc.	10 Weeks

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

CAMPBELL SOUP COMPANY

Campbell's Soups  
Campbell's Beans  
Campbell's Tomato Juice

CHEVROLET MOTOR COMPANY

Chevrolet Cars

CHRYSLER CORPORATION

Chrysler, DeSoto, Dodge,  
and Plymouth Cars

THE COCA-COLA COMPANY

Coca-Cola

COLGATE-PALMOLIVE-PEET CO.

Palmolive Shave Cream

Palmolive Soap

Super Suds and Concentrated  
Super Suds

Colgate Dental Cream and P...

PROGRAM	TIME	AGENCY	ON CBS*
Hollywood Hotel with Jerry Cooper, Frances Langford, Gene Jamison, Igor Gorin and Raymond Paige's Orchestra <i>Dramatic musical revue with            guest stars</i>	Friday 9:00-10:00 p.m.	F. Wallis Armstrong Company	148 Weeks
Kay Murray, with "Oswald", Marilyn Stuart, and Lud Gluskin's Orchestra <i>Comedy and popular music</i>	Wednesday 8:30-9:00 p.m. Rebr. 11:30- 12:00 Mid.		
Pinoff and his violin <i>Musical</i> Beginning September 26)	Sunday 6:30-7:00 p.m.	Campbell-Ewald Company	65 Weeks
Major Bowes' Amateur Hour <i>Amateurs, with Major Bowes            as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m.	Ruthrauff & Ryan, Inc.	78 Weeks
Coca-Cola Presents "The Songshop", starring Kay Carlisle, Frank Crumit, Reed Kennedy, Alice Cornett, Songshop Quartet, Glee Club and Gustave Henschel and Orchestra <i>Musical</i> Beginning September 10)	Friday 10:00-10:45 p.m.	D'Arcy Advertising Co., Inc.	26 Weeks
Big Busters with Phillips Lord <i>Police-file dramatizations</i>	Wednesday 10:00-10:30 p.m.	Benton & Bowles, Inc.	86 Weeks
Panolive Beauty Box Theatre, with Jessica Dragonette and Charles Kullman <i>Operetta and light music</i>	Wednesday 9:30-10:00 p.m.		86 Weeks
Milt and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. Rebr. 4:00- 4:15 p.m.		79 Weeks
Your True Adventures, with Fred Gibbons <i>Dramatizations</i>	Thursday 10:00-10:30 p.m.		35 Weeks

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

**CBS  
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**CLIENT**

**PRODUCT**

CONTINENTAL BAKING CO., INC.

Wonder Bread and Hostess Ca

THE CUDAHY PACKING COMPANY

Old Dutch Cleanser

E. I. du PONT de NEMOURS & CO., INC.

Institutional Advertising

DURKEE'S FAMOUS FOODS, INC.

Food Products

FELS & COMPANY

Fels Naptha Soap

FORD MOTOR COMPANY

Ford, Lincoln and  
Lincoln Zephyr Motor Cars

GENERAL BAKING COMPANY

Bond Bread



**CBS  
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**CLIENT**

**PRODUCT**

GENERAL FOODS CORPORATION

Swansdown Flour,  
Calumet Baking Powder

GENERAL MILLS, INC.

Wheaties, Bisquick, Gold Medal  
Kitchen-Tested Flour and So

GULF OIL CORPORATION

Motor Oil and Gas

H. J. HEINZ COMPANY

"57 Varieties" Pure Food Pr

KIRKMAN & SON, INC.

Kirkman's Soap

LADY ESTHER COMPANY

Cosmetics

LAMBERT PHARMACAL COMPANY

Listerine

PROGRAM	TIME	AGENCY	ON CBS*
<p>Steve Smith <i>Revue</i> (Beginning September 30)</p>	<p>Thursday 8:00-9:00 p.m. Rebr. 11:15- 12:15 a.m.</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>132 Weeks</p>
<p>Gold Medal Feature Hour Betty and Bob <i>Serial drama</i> Hymns of All Churches Betty Crocker <i>Cooking expert</i> Arnold Grimm's Daughter <i>Serial drama</i> Hollywood in Person <i>Capt. Bob Baker, commentator</i></p>	<p>Mon. thru Fri. 1:00-1:15 p.m. Mon., Tues., Thu. 1:15-1:30 p.m. Wed and Fri. 1:15-1:30 p.m. Mon. thru Fri. 1:30-1:45 p.m. 1:45-2:00 p.m.</p>	<p>Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.</p>	<p>339 Weeks</p>
<p>Summer Stars, with Harry Von Zell, Master of Ceremonies; Oscar Bradley's Orchestra and guest artists. <i>Variety show</i></p>	<p>Sunday 7:30-8:00 p.m.</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>186 Weeks</p>
<p>Finz Magazine of the Air, with E. A. Rolfe's Orchestra and Fred Kennedy <i>Serial drama, guest speakers, music</i></p>	<p>Mon., Tues., Thu. 11:15-11:30 a.m. Rebr. 3:15-3:30 p.m. Wed. and Fri. 11:00-11:30 a.m. Rebr. 3:00-3:30 p.m.</p>	<p>Maxon, Inc.</p>	<p>78 Weeks</p>
<p>Jack and Loretta <i>Songs and Patter</i></p>	<p>Mon. thru Fri. 2:15-2:30 p.m.</p>	<p>N. W. Ayer &amp; Son, Inc.</p>	<p>17 Weeks</p>
<p>Wyne King's Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m.</p>	<p>Lord and Thomas</p>	<p>104 Weeks</p>
<p>Dwlyweds <i>Comedy serial</i></p>	<p>†Mon. thru Fri. 10:45-11:00 p.m. PST</p>	<p>Lambert &amp; Feasley, Inc.</p>	<p>13 Weeks</p>

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

CBS

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PROGRAMS

CLIENT

PRODUCT

LEVER BROTHERS COMPANY

Lux Toilet Soap

Rinso

Spry

Rinso and Lifebuoy

LIGGETT & MYERS TOBACCO CO.

Chesterfields

Chesterfields & Granger Tobacco

LOS ANGELES SOAP COMPANY

White King Soap

NASH-KELVINATOR CORPORATION

Nash Motor Cars

## PROGRAM

## TIME

## AGENCY

## ON CBS

The Lux Radio Theatre,  
with stars of stage and screen  
*Dramatic; Cecil B. De Mille, director*  
(Beginning September 13)

Monday  
9:00-10:00 p.m.

J. Walter Thompson Company

102 Weeks

Big Sister  
*Serial drama*

Mon. thru Fri.  
11:30-11:45 a.m.  
Rebr. 2-2:15 p.m.

Ruthrauff & Ryan, Inc.

51 Weeks

Countdown Jenny's Real Life Stories  
*Dramatic*

Mon. thru Fri.  
11:45 a.m.-  
12 noon  
Rebr. 2:15-  
2:30 p.m.

33 Weeks

The Jolson Show with Martha Raye,  
Arkyakarkus, Victor Young's  
Orchestra and guest stars  
*Comedy and music*

Tuesday  
8:30-9:00 p.m.  
Rebr. 11:30 p.m.-  
12:00 mid.

67 Weeks

Westminsterfield Presents  
Frank Parker with Andre  
Kostelanetz' Orchestra and Chorus  
*Orchestral and vocal music*

Wednesday  
9:00-9:30 p.m.

Newell-Emmett Co., Inc.

241 Weeks

Paul Kemp's Dance Band with  
Alice Faye  
*Popular music*

Friday  
8:30-9:00 p.m.  
Rebr. 11:30-12  
p.m.

Sports Résumé—Paul Douglas  
*Baseball Scores*

Mon., Tues.,  
Wed., Fri.  
6:35-6:45 p.m.

20 Weeks

Football Forecasts and Scores  
(Beginning September 16)

Thu. and Sat.  
6:30-6:45 p.m.

Miss Edwards' School Days  
*Comedy and Music*

†Monday  
8:30-9:15 p.m.  
PST

Barnes-Chase Company

7 Weeks

Professor Quiz  
*Questions and answers*

Saturday  
9:00-9:30 p.m.  
Rebr. 12:00-  
12:30 a.m.

Geyer, Cornell & Newell, Inc.

26 Weeks

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

PET MILK SALES CORP.

Irradiated Pet Milk

PHILCO RADIO & TELEVISION CORP.

Philco Radios

PHILIP MORRIS & CO., LTD., INC.

Philip Morris Cigarettes

PHILLIPS PETROLEUM COMPANY

Phillips 66, Ethyl, etc.

PONTIAC MOTOR COMPANY

Pontiac Cars

R. J. REYNOLDS TOBACCO COMPANY

Camel Cigarettes and  
Prince Albert Smoking Tobac

STERLING PRODUCTS, INC.

Bayer Aspirin

PROGRAM	TIME	AGENCY	ON CBS*
The Pet Milky Way with Mary Lee Taylor, home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. Rebr. 3-3:15 p.m.	Gardner Advertising Company	104 Weeks
Duke Carter <i>News commentator</i>	Mon., Wed., Fri. 7:45-8:00 p.m. Rebr. 11:15-11:30 p.m.	Hutchins Advertising Co., Inc.	320 Weeks
Johnnie Presents Russ Morgan's Orchestra, Charles Martin's Circumstantial Evidence Thrills, Vocalists and mixed ensemble <i>Variety and dramatic interludes</i>	Saturday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.	The Biow Company, Inc.	55 Weeks
Phillips Poly Follies with Ben Feld's Orchestra <i>Variety</i>	Tuesday 10:30-11:00 p.m.	Lambert & Feasley, Inc.	67 Weeks
News Through a Woman's Eyes—Cathryn Cravens <i>News comments and interviews</i>	Mon., Wed., Fri. 2:00-2:15 p.m. Rebr. 5:30-5:45 p.m.	MacManus, John & Adams, Inc.	95 Weeks
Swing School, with Benny Goodman's Orchestra† <i>Swing music and guest stars</i>	Tuesday 9:30-10:00 p.m.	William C. Esty Company	218 Weeks
†Beginning September 28, Jack Oakie's College with Benny Goodman's orchestra replaces the Swing School, 9:30-10:30 p.m.			
Famous Actors' Guild Presents "Second Husband" starring Helen Menken <i>Serial drama</i>	Tuesday 7:30-8:00 p.m.	Blackett-Sample-Hummert, Inc.	312 Weeks

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

STEWART-WARNER CORPORATION

Radios, Alemite, Refrigerator

TABLE PRODUCTS, INC.

Duchess Salad Dressing

THE TEXAS COMPANY

"Texaco" Petroleum Products

TIME, INC.

Time, Life Magazines

U. S. TOBACCO COMPANY

Model Pipe Tobacco

WM. WRIGLEY JR., COMPANY

Wrigley's Gum

PROGRAM	TIME	AGENCY	ON CBS*
<p>Orace Heidt and His Brigadiers <i>Popular music</i></p>	<p>Monday 8:00-8:30 p.m. Rebr. 12-12:30 a.m.</p>	<p>Hays MacFarland &amp; Company</p>	<p>130 Weeks</p>
<p>Western Home, with letcher Wiley <i>Home economics, comment, music</i></p>	<p>†Mon. and Thurs. 3:45-4:00 p.m. PST</p>	<p>Lord and Thomas</p>	<p>13 Weeks</p>
<p>Texaco Town, with Igor Gorin, inky Tomlin and Eddie Stanley; ummy Wallington, MC † <i>Comedy and music</i></p>	<p>Sunday 8:30-9:00 p.m. Rebr. 12:00- 12:30 a.m.</p>	<p>Buchanan and Company, Inc.</p>	<p>50 Weeks</p>
<p>†Texaco Fire Chief, starring Eddie Cantor, replaces the Sunday show starting September 29, and will be broadcast Wednesdays, 8:30-9:00 p.m. Rebr. 11:30 p.m.-12 Mid.</p>			
<p>The March of Time <i>News dramatizations</i></p>	<p>Thursday 10:30-11:00 p.m.</p>	<p>Batten, Barton, Durstine &amp; Osborn, Inc.</p>	<p>132 Weeks</p>
<p>ick and Pat in Pipe Smoking Time with Benny Kreuger's Orchestra <i>"Blackface" comedy and music</i></p>	<p>Monday 8:30- 9:00 p.m. Rebr. 11:30-12 mid.</p>	<p>Arthur Kudner, Inc.</p>	<p>118 Weeks</p>
<p>oetic Melodies <i>Poetry readings and light music</i></p>	<p>Mon. thru Fri. 7:00-7:15 p.m. Rebr. 11-11:15 p.m.</p>	<p>Neiser-Myerhoff Inc.</p>	<p>275 Weeks</p>
<p>attergood Baines <i>Serial drama</i></p>	<p>†Mon. thru Fri. 8:00-8:15 p.m. PST</p>		

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

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

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2. SERIOUS MUSIC . . . . . *Page 20*
3. PUBLIC AFFAIRS . . . . . *Page 27*
4. EDUCATIONAL PROGRAMS. *Page 31*
5. RELIGIOUS BROADCASTS . *Page 34*
6. SPECIAL EVENTS . . . . . *Page 36*
7. PERSONALITIES. . . . . *Page 38*
8. CHILDREN'S PROGRAMS . . *Page 40*
9. LIGHT MUSIC . . . . . *Page 41*
  
- ADDENDA: AUGUST PROGRAMS . . *Page 44*

The programs "*by Columbia*" for September 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 reported in local newspaper radio listings.

PROGRAM AND TIME

DESCRIPTION

DRAMATIC  
SERIES

THE COLUMBIA  
WORKSHOP

7:00-7:30 p.m.

EACH SUNDAY

The Columbia Workshop presents unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art. On a visit to radio studios abroad, Irving Reis, permanent director of the series, this month presents from London and Dublin the Workshop's first foreign programs. William N. Robson, CBS director, acts as the Workshop's guest producer during Mr. Reis' absence.

SEPTEMBER 5: Mr. Robson presents an experimental adaptation of James Gould Cozzan's novel, "S. S. San Pedro."

SEPTEMBER 12: From the London studios of the British Broadcasting Corporation the Workshop presents "Death of a Queen," an adaptation of Hillaire Belloc's "Marie Antoinette." Val Gielgud, drama director of BBC, has been invited to direct this program.

SEPTEMBER 19: From Dublin's Radio Athlone the world-famous Abbey Players enact J. M. Synge's "Riders to the Sea" under the direction of Mr. Reis.

SEPTEMBER 26: "Alice in Wonderland" will be presented under the direction of Mr. Robson in his own radio adaptation of Lewis Carroll's immortal fantasy.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**DRAMATIC  
SERIES**  
*(Continued)*

**LIVING DRAMAS OF  
THE BIBLE**  
2:30-3:00 p.m.  
EACH SUNDAY

The lives and deeds of the great Biblical characters, as recounted in the Old Testament, are presented in original radio dramatizations by modern authors. They employ a more contemporary idiom and at the same time retain all the poetic qualities of the original stories. Such well-known authors as Margaret Widdemer, Thyr Samter Winslow, and Margaret Sangster have adapted the dramas. The September schedule follows.

SEPTEMBER 5: "Jacob and Esau," by Charles G. Jackson.

SEPTEMBER 12: "King Solomon," by Albert Tracy Huntington.

SEPTEMBER 19: "Absalom," by John Alcorn

SEPTEMBER 26: "David and Bathsheba," by Stanley Silverman (2:00-2:30 p.m.)

**YOUR NECK O' THE  
WOODS**

10:30-11:00 p.m.  
EACH MONDAY

Carl Carmer, author, lecturer and authority on folk tales, writes and acts as narrator of these dramatizations of the legends of our States. Folk music under the direction of Bernard Herrmann accompanies the programs. The series concludes this month with the following schedule, the final program featuring Alabama.

SEPTEMBER 13: West Virginia.

SEPTEMBER 20: Vermont.

SEPTEMBER 27: Alabama.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSICGEORGE GERSHWIN  
MEMORIAL CONCERT

12:30-3:00 a.m.

WEDNESDAY, SEPTEMBER 8

A noted array of concert, screen and radio artists, together with the Los Angeles Philharmonic Symphony, join in a two and one-half hour memorial program in honor of George Gershwin. This exclusive CBS broadcast originates in the Hollywood Bowl. The participating artists and the selections are as follows:

*Second Prelude:* Otto Klemperer, conductor. Orchestrated by David Broekman.

*An American in Paris:* Nathaniel Shilkret, conductor.

*Selected Songs:* Gladys Swarthout, Fred Astaire and Al Jolson, introduced by George Jessel.

*Concerto in F:* Oscar Levant, soloist; Charles Previn, conductor.

*Gershwin Medley:* Nathaniel Finston, conductor.

*Selections from "Porgy and Bess":* Lily Pons with Alexander Steinert, conductor; Hall Johnson Choir; Todd Duncan, Anne Brown and Ruby Elzy, soloists.

*Rhapsody in Blue:* Jose Iturbi, soloist and conductor.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**

*(Continued)*

**EVERYBODY'S MUSIC**

3:00-4:00 p.m.

EACH SUNDAY

Howard Barlow conducts the Columbia Symphony Orchestra, and Henry M. Nee is commentator on this program of fine music for the layman. The series presented in September the world premiere of the fifth of the six American works commissioned especially for radio by the *Columbia Composers Commission*.

SEPTEMBER 5: An all Mendelssohn program—the "Fingal's Cave" Overture and the "Scotch" Symphony.

SEPTEMBER 12: Mozart's Overture "The Abduction from the Seraglio," the Johann Strauss "Emperor Waltz," and the Sibelius Symphony No. 4.

SEPTEMBER 19: Howard Hansen has been invited to conduct the world premiere of his Symphony No. 3, the fifth *Columbia Composers Commission* work. Mr. Hansen is head of the Eastman School of Music in Rochester.

SEPTEMBER 26: Howard Barlow devotes the entire hour to a single work, the "Symphonie Fantastique" by Hector Berlioz.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSIC

## GUEST CONDUCTORS

8:00-9:00 p.m.

EACH THURSDAY

This series presents gifted directors with the Columbia Concert Orchestra. Each conductor will include on his program one or more orchestral novelty.

SEPTEMBER 2: *Fritz Mabler Takes the Baton.*

Mozart's Overture to "The Marriage of Figaro" and the Linz Symphony; Handel's Concerto Grosso No. 6; and Ernst Toch's "Bunte Suite."

SEPTEMBER 9: *Nicolai Berezowski Takes the Baton.*

Bach's Brandenburg Concerto No. 4; the premiere broadcast of the conductor's "Introduction and Allegro"; Grieg's Symphonic Dance in A Minor and Mozart's Haffner Symphony.

SEPTEMBER 16: *Victor Bay Takes the Baton.*

Rondo Passacaglia by Couperin, Purcell's King Arthur Suite, Six Italian Dance Tunes arranged by Peter Warlock, and Stravinsky's "Appolon Musagete" ballet music.

SEPTEMBER 23: *Vittorio Giannini Takes the Baton.*

The series is concluded with this program of Wagner's "Siegfried Idyll," the premiere of the conductor's Prelude and Fugue and his "April Nocturne" from the Cantata Primavera; and works by Frescobaldi, Pergolesi and Respighi.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**

*(Continued)*

**WALBERG BROWN  
STRINGS**

10:30-11:00 a.m.

EACH SUNDAY

Starting September 26 the string quartet headed by Walberg Brown, musical director of WGAR, Columbia's station in Cleveland, will present a new series of concert music. Members of the quartet are all musicians in the Cleveland Symphony Orchestra.

**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.

**WORKMEN'S GERMAN  
SINGING ALLIANCE**

8:00-8:30 p.m.

SUNDAY, SEPTEMBER 5

The 4,000 voices of the Workmen's German Singing Alliance, accompanied by 75 musicians from the Cleveland Symphony Orchestra are heard in a special "Saengerfest" from the Equestrium in Cleveland.

**GRANT PARK  
CONCERT**

10:00-11:00 p.m.

SUNDAY, SEPTEMBER 5

The final in this series of outdoor concerts sponsored by the Chicago Park Board and the Chicago Federation of Musicians, and broadcast from Grant Park, presents Peter Cavallo and his symphonic band.

**POP CONCERTS**

3:30-4:00 p.m.

EACH MONDAY

The Columbia Concert Orchestra is directed by Howard Barlow in shorter works for orchestra. Occasionally a soloist is featured and the music is familiar and attractive.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSIC

## STORY OF THE SONG

3:30-4:00 p.m.

EACH TUESDAY

Outstanding artists present the world's great songs. The guests this month:

SEPTEMBER 7: Germaine Bruyere, dramatic soprano and Charles Haywood, baritone.

SEPTEMBER 14: Lillian Knowles, contralto and Harald Hansen, lyric tenor.

SEPTEMBER 21: Fritz Lechner, baritone, presents the Schumann cycle, "Dichterliebe."

SEPTEMBER 28: Maria Silveira, soprano and Hubert Hendrie, baritone.

BEREZOWSKI  
AND BAY

3:30-4:00 p.m.

EACH WEDNESDAY

The brilliant young composer-violinist, Nicolai Berezowski, and the distinguished pianist, Emanuel Bay, present their annual series of sonata recitals in a *Columbia Concert Hall* program.

SEPTEMBER 1: Respighi.

SEPTEMBER 8: Ropartz.

SEPTEMBER 15: Saint-Saens and Mozart.

SEPTEMBER 22: Schumann.

SEPTEMBER 29: Debussy and Schubert.

## U. S. ARMY BAND

4:30-5:00 p.m.

EACH THURSDAY

Invigorating music in familiar and special arrangements is broadcast from the nation's Capitol by this noted military band.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**

*(Continued)*

**EVENINGS WITH  
PAPA HAYDN**  
10:00-10:30 p.m.  
FRIDAY, SEPTEMBER 3

This series, devoted to the works of Haydn and featuring "interviews" based on recorded statements of the composer, concludes on September 3 with the "Farewell Symphony" conducted by Howard Barlow.

**KREINER  
STRING QUARTET**  
3:00-3:30 p.m.  
EACH FRIDAY

The concluding numbers in the first radio cycle of all of Mozart's string quartets are heard this month in three broadcasts, September 3, 10 and 17. Edward Kreiner, violins; and Alan Schulman, 'cello, will be assisted during the month by Henry J. Bovee, flautist and John Leon Cavallo, oboeist, as guest artists. On September 24 Debussy Quartet will be played.

**MARGARET DAUM**  
6:00-6:30 p.m.  
EACH FRIDAY

Having returned to New York from a successful season as leading soprano of the St. Louis Municipal Opera Company, the young prima donna of the Metropolitan Opera Company will be heard weekly in repertoire of favorite arias and songs.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSICTHE COMPINSKY TRIO  
"OLD VS. NEW"11:30 a.m.—Noon  
EACH SATURDAY

Manuel Compinsky, violinist; Alec Compinsky, 'cellist; and Sara Compinsky, pianist, alternate classic music with modern music for trio.

SEPTEMBER 4: The Troisieme Trio of Villa-Lobos.

SEPTEMBER 11: Tchaikowsky's Opus 50 in A Minor.

SEPTEMBER 18: To be announced.

SEPTEMBER 25: Cesar Franck, Opus 1, No. 1.

## JACQUES JOLAS

7:30—8:00 p.m.  
EACH SATURDAY

This month Jacques Jolas, brilliant young American pianist, concludes his series on "The Bases of Piano Literature."

SEPTEMBER 4: An all Ravel program.

SEPTEMBER 11: *Living composers*—Poulenc, Milhaud, Prokofieff, Hindemith and Copland.

SEPTEMBER 25: The series ends with a panoramic program—Bach, Haydn, Chopin, Debussy and Liszt.

## CLYDE BARRIE

5:00—5:15 p.m.  
EACH MONDAY  
5:15—5:30 p.m.  
EACH THURSDAY

Twice each week the rich baritone voice of Clyde Barrie is heard over Columbia. This outstanding young concert artist is presenting a regular broadcast schedule in addition to frequent appearances in recitals and with various orchestras.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**PUBLIC  
AFFAIRS**

**WORLD ECONOMIC  
SYMPOSIUM**

4:00-5:15 p.m.

SUNDAY, SEPTEMBER 19

The Columbia Broadcasting System, in operation with the National Peace Conference, presents an international symposium on "World Economic Cooperation" in which leading representatives of the governments of eight countries will participate. The member organizations of the National Peace Conference, comprising a total membership of 60,000,000, will be gathered at hundreds of meetings throughout the United States and other countries during the broadcast. A symphony orchestra will play, and the program will be heard exclusively on more than 100 stations of the Columbia Network. Leading officials who will speak include:

From New York: Secretary of State CORD HULL, speaking for the United States.

From Toronto: Prime Minister WILLIAM MCKENZIE KING, for the Dominion of Canada.

From Paris: Prime Minister CAMILLE CHATEAUBRIANT, for France.

From Brussels: Prime Minister PAUL VAN ZEELAND, for Belgium.

From Bogota: President ALFARO LOPEZ, for Colombia.

**PUBLIC  
AFFAIRS**

**PROGRAM AND TIME**

**DESCRIPTION**

**KENSUKE HORINOUCI**  
6:45-7:00 p.m.  
WEDNESDAY, SEPTEMBER 1

From Tokyo the first Japanese official statement regarding the conflict in the Far East, addressed to foreign countries by radio, will be made by Kensuke Horinouchi, vice-minister of foreign affairs.

**VETERANS OF FOREIGN  
WARS CONVENTION**  
5:45-6:00 p.m.  
THURSDAY, SEPTEMBER 2

Senator Arthur H. Vandenberg (Rep.) of Michigan speaks from Buffalo at the convention of the Veterans of Foreign Wars being held in that city.

**JOHN L. LEWIS AND  
WILLIAM GREEN**  
10:30-11:00 p.m.  
FRIDAY, SEPTEMBER 3  
11:30-12 p.m.  
FRIDAY, SEPTEMBER 17

Two talks on the subject of labor by the presidents of the Committee on Industrial Organization and the American Federation of Labor are scheduled for September. John L. Lewis talks on "The Aims of the C.I.O." and William Green on the "Place of the A. F. of L. in Today's Labor Picture."

**LEWIS BROWNE**  
7:30-7:45 p.m.  
EACH THURSDAY

Lewis Browne, well-known author, will be heard, beginning September 16, in interpretative new comments on current events, with particular insight into the leading personalities involved.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**PUBLIC  
AFFAIRS**  
*(Continued)*

**LABOR DAY TALKS**

Various hours  
MONDAY, SEPTEMBER 6

Three talks on aspects of labor are included in Columbia's Labor Day schedule. I. Ornburn of the Union Label Trades Department of the A. F. of L. discusses "Labor Day Banners," 10:45-11:00 a.m. Dr. Charles Stelzle, executive director of the Good Neighbor League, tells "How to Dignify Labor," 6:45-7:00 p.m. Secretary of Labor Frances Perkins speaks from Boston "The Meaning of Labor's Day," 10:30-11:00 p.m.

**NEW YORK MAYORALTY  
CAMPAIGN**

Various dates and hours

A partial schedule of talks on the forthcoming mayoralty campaign of New York City includes during September:

SEPTEMBER 7: Senator Royal S. Copeland, 12:00-12:15 p.m.

SEPTEMBER 9: Mayor Fiorello LaGuardia, 6:15-6:30 p.m.

SEPTEMBER 13: Senator Copeland, 10:30-10:45 a.m.

SEPTEMBER 23: Mayor LaGuardia, 5:00-5:30 p.m.

**INTERNATIONAL  
COOPERATIVE  
ALLIANCE CONGRESS**

6:15-6:30 p.m.  
WEDNESDAY, SEPTEMBER 8

Vianna Tanner, Finance Minister of Finland and Howard A. Cowden of the Cooperative League of the U. S. will speak from Paris on the triennial congress of the Cooperative Alliance being held in that city from September 6 to 9.

**PRESS-RADIO NEWS**

*Various times*  
DAILY

The Associated Press, United Press and the International News Service gather, and the Press-Radio Bureau edits, the latest news.

PROGRAM AND TIME

DESCRIPTION

PUBLIC  
AFFAIRS

CONSTITUTION DAY

10:30-11:00 p.m.  
FRIDAY, SEPTEMBER 17

President Franklin D. Roosevelt speaks at the ceremonies observing the 150th anniversary of the Constitution, from the Sylvan Theatre in Washington.

"FIGHTING CRIME"

6:45-7:00 p.m.  
EACH SATURDAY

Starting September 11, a new series on crime prevention called "Fighting Crime" is inaugurated on CBS. The speakers during the month are:

SEPTEMBER 11: James Bennett, Director of Prisons in the United States Department of Justice.

SEPTEMBER 18: Samuel A. Seabury.

SEPTEMBER 25: Thomas E. Dewey.

THE CABINET OF THE  
UNITED STATES

10:30-11:00 p.m.  
EACH WEDNESDAY

Concluding this month the series of talks by the heads of the United States Cabinet on the plans and progress of their departments, are the following speakers:

SEPTEMBER 1: Secretary of State Cordell Hull.

SEPTEMBER 8: Wayne C. Taylor, Fiscal Assistant Secretary of the Treasury, speaks during Secretary Morgenthau's absence from the country.

SEPTEMBER 15: Assistant Secretary of the Navy Charles Edison speaks during the illness of Secretary Swanson.

SEPTEMBER 22: Secretary of Agriculture Henry A. Wallace concludes the series.

PROGRAM AND TIME

DESCRIPTION

EDUCATIONAL  
PROGRAMS

OUR AMERICAN  
NEIGHBORS

5:00-5:30 p.m.  
EACH SUNDAY

Twenty-two Latin and South American countries are being honored in this series broadcast to both Americas by Columbia short and long wave facilities. Vince Sorey conducts, guest soloists are heard and talks are given by Jerry Lawrence of the honored countries.

SEPTEMBER 5: Uruguay and Paraguay. *Instrumentalists*—Trio Pamperos.

SEPTEMBER 12: Haiti and Dominican Republic. *Soloist*—Maria Silveira, soprano

SEPTEMBER 19: Dominion of Canada. *Soloists*—Ruth Carhart and quartet (6:30-7:00 p.m.).

SEPTEMBER 26: Argentina and Mexico. *Soloist*—Graziella Parraga, soprano and guitarist.

SCIENCE SERVICE

5:15-5:30 p.m.  
EACH TUESDAY

The Science Service Association of Washington, D. C. cooperates in scheduling the talks on current developments and performances in science. This month's guests will be:

SEPTEMBER 7: Henry Field of the Field Museum of Natural History, Chicago "Among the Bedouins of North Arabia."

SEPTEMBER 14: Dr. George K. Pratt, psychiatrist: "The Mental Hygiene of Work"

SEPTEMBER 21: Dr. Earl Bressman, U. S. Department of Agriculture: "War on Weeds."

**PROGRAM AND TIME**

**DESCRIPTION**

**EDUCATIONAL PROGRAMS**

DRAMA OF  
THE SKIES  
5:45-6:00 p.m.  
TUESDAY, SEPTEMBER 7  
  
5:30-5:45 p.m.  
EACH THURSDAY  
THEREAFTER

Dorothy Bennett, assistant curator at the Hayden Planetarium, is assisted by the Junior Astronomy Club in presenting this series sponsored by the American Museum of Natural History.  
  
SEPTEMBER 7: Broadcast from Saturn.  
  
SEPTEMBER 16: The Outer Planets.  
  
SEPTEMBER 23: Birth of the Solar System.  
  
SEPTEMBER 30: The End of the World.

NEW YORK ACADEMY  
OF MEDICINE  
4:45-5:00 p.m.  
EACH WEDNESDAY

The New York Academy of Medicine presents during September:  
  
SEPTEMBER 1: Dr. Joseph Alexander, Attending Tuberculosis Physician, Vanderbilt Clinic: "The Newer Methods of Treating Tuberculosis."  
  
SEPTEMBER 8: Dr. Halford Hallock, Attending Surgeon, N. Y. Orthopedic Hospital: "Posture and Your Health."  
  
SEPTEMBER 15: Dr. Louis F. Bishop, Jr., Associate Visiting Physician, Bellevue Hospital: "Acute Indigestion."  
  
SEPTEMBER 22: Dr. Arthur C. De Graff, Professor of Therapeutics at N. Y. U.: "What Can Be Done About Heart Disease."  
  
SEPTEMBER 29: Dr. Connie M. Guion of Cornell Medical College: "The Effect of Contentment on Health."

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**EDUCATIONAL  
PROGRAMS**

*(Continued)*

**HAROLD JAMES  
BOYDEN**  
4:15-4:30 p.m.  
WEDNESDAY, SEPTEMBER 1

Mr. Boyden, an officer of the English Speaking Union, talks from Montreal on "An Englishman's View of American Educational Experiments."

**"WHO SHOULD GO  
TO COLLEGE?"**  
7:30-7:45 p.m.  
THURSDAY, SEPTEMBER 2

Dr. Samuel N. Stevens, director of Northwestern University College, and John Nagel, Jr., Secretary of New Students, discuss the mental and psychological qualifications which fit young people for college.

**INSTITUTE OF HUMAN  
RELATIONS**  
4:15-4:30 p.m.  
THURSDAY, SEPTEMBER 2  
6:45-7:00 p.m.  
FRIDAY, SEPTEMBER 3

On the general subject of "Public Opinion in a Democracy," two more discussions in a series of three programs from the Institute of Human Relations at Williamstown, Mass., will be given by Henry R. Luce, president of Time, Inc., on September 2 and by William E. Dodd, Ambassador to Germany, on September 3.

**CLASS OF 1941**  
4:15-4:30 p.m.  
THURSDAY, SEPTEMBER 16

Interviews with this year's freshman class will be heard from the campus of Northwestern University during the registration period. The future graduates of '41 will state their academic plans and their reasons for choosing Northwestern.

## PROGRAM AND TIME

## DESCRIPTION

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 conducted each Sunday morning and Sunday afternoon. September starts the seventh consecutive year of this series on the air. Following are the speakers for this month.

SEPTEMBER 5: *Morning*—Rev. Howard Stone Anderson, First Congregational Church, Washington, D. C.

*Afternoon*—Rabbi Jonah B. Wise, Central Synagogue, New York.

SEPTEMBER 12: *Morning*—Rev. Wilson G. Cole, D.D., Pastor of University Methodist Episcopal Church, Syracuse.

*Afternoon*—Rev. John F. O'Hara, C.S.C., president of Notre Dame University, South Bend.

SEPTEMBER 19: *Morning*—Rev. S. Willis McKelvey, D.D., Second Presbyterian Church, Kansas City, Mo.

*Afternoon*—Mr. Harry C. Browne, former First Reader of Second Church of Christ, Scientist, New York.

SEPTEMBER 26: *Morning*—Rev. John H. C. Fritz, D.D., Dean of Concordia Seminary (Lutheran), St. Louis.

*Afternoon*—Rev. John J. McClafferty, Executive Secretary of the National Legion of Decency, New York.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**RELIGIOUS  
BROADCASTS**

*(Continued)*

**FRIENDS WORLD  
CONFERENCE**

5:00-5:30 p.m.

FRIDAY, SEPTEMBER 3

From the second world conference of Society of Friends, being held at Swatmore and Haverford near Philadelphia from September 1 to 8, comes a special program during which Herbert G. Wood of England, Khalil Totah of Ramallah, Palestine and Henry Van Etten of Paris will speak for the Quaker groups of those three countries. The Fisk Jubilee Singers as well as the rendition of some of their original choral numbers.

**ROSH HASHANA**

4:00-4:15 p.m.

TUESDAY, SEPTEMBER 7

A special Rosh Hashana program under the auspices of the United Palestine Appeal presents Judge Morris Rothenberg, co-chairman of the Council of the Jewish Agency for Palestine, who discusses "What Does the New Year Hold for Jewry?" and music directed by Rabbi Abraham L. Feinberg of Mount Nebo Temple.

**DAY OF  
ATONEMENT SERVICE**

4:30-5:00 p.m.

TUESDAY, SEPTEMBER 14

A special religious service in observance of the Day of Atonement (Yom Kippur) will be broadcast on the eve of this day of expiation from WKRC, Cincinnati, under the auspices of the National Federation of Temple Sisterhoods, women's division of the Union of American Hebrew Congregations.

**SPECIAL  
EVENTS**

**PROGRAM AND TIME**

**DESCRIPTION**

**NATIONAL SINGLES  
TENNIS CHAMPIONSHIP**

Various hours  
SEPTEMBER 1 THRU 11

In an exclusive CBS series from the West Side Tennis Club, Forest Hills, Ted Husing broadcasts summaries of the semi-final and final matches in the Men's Singles and Women's Singles.

**THOMPSON TROPHY  
AIR MEET**

Various hours  
SEPTEMBER 3 AND 6

From Cleveland will be described the opening ceremonies and the flying of the Thompson Trophy Air Meet, in which 10 of the world's fastest planes will race 200 miles.

**"GOING TO THE FAIR"**

10:00-11:00 p.m.  
SUNDAY, SEPTEMBER 12

A trans-continental visit to the fairs at Cleveland and Dallas, to the grounds of the forthcoming New York World's Fair, and to the expositions at Toronto and Paris is planned by Columbia's Special Events Department for September 12.

**INTERNATIONAL  
POLO MATCHES**

Time to be announced  
SATURDAY, SEPTEMBER 18

The final matches between the American and Argentine polo teams will be reported in a special broadcast from Meadowbrook, Old Westbury, L. I.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SPECIAL  
EVENTS**

*(Continued)*

**AMERICAN LEGION  
CONVENTION**

7:30-8:00 p.m.

SATURDAY, SEPTEMBER 18

10:00-11:00 p.m.

SUNDAY, SEPTEMBER 19

A picture of the exhaustive preparation which New York is making for the American Legion Convention of September 22-23 will be described by Bob Trout, who will interview police officials, hotel men, taxi drivers, chefs, bartenders and others. Mayor LaGuardia and General James G. Harbo, president of the convention, will give broadcasts. Legion bands throughout the country will be heard in a special program the next evening.

**T. C. U.—OHIO STATE  
FOOTBALL MATCH**

Time to be announced

SATURDAY, SEPTEMBER 25

Ted Husing, CBS veteran sports reporter will be at the Ohio State Stadium on September 25 when the Texas Christian University eleven meets Ohio State in one of the first games of the new football season.

**FOOTBALL PREVIEW**

10:00-11:00 p.m.

SUNDAY, SEPTEMBER 26

A special program featuring the music of several college bands and glee clubs, as well as talks by outstanding football coaches, will be shown in the new football season over Columbia.

## PROGRAM AND TIME

## DESCRIPTION

## PERSONALITIES

MAJOR BOWES'  
CAPITOL FAMILY

11:30 a.m.-12:30 p.m.

EACH SUNDAY

Host on one of radio's oldest and most widely-known presentations, Major Bowes celebrates his fourteenth consecutive year as paterfamilias of his Capitol Family. The Family is assisted by guest stars in the presentation of this informal musical program. Waldo Mayo conducts the "Capitol Family" orchestra.

DAVID ROSS  
IN "POET'S GOLD"

1:45-2:00 p.m.

EACH SUNDAY

This series of verse readings by David Ross, prize announcer, has been heard on Columbia for five years. Ross gives his readings against a background of string music directed by Leon Goldman.

## DR. HARRY HAGEN

4:00-5:00 p.m.

EACH SUNDAY

Dr. Harry Hagen is the originator of the radio spelling bee. His program is an incentive to youthful competition and as entertaining to grown-ups as youngsters. Teams of spellers are paired in unusual combinations so as to increase the spirit of competition and add to the fun of these programs.

HOBART BOSWORTH,  
DEAN OF HOLLYWOOD

6:15-6:30 p.m.

EACH THURSDAY

Hobart Bosworth reminisces of the early, pre-Hollywood movie days and tells stories of the theatre of the Edwin Booth and other eras of a glamorous past. These programs originate in Hollywood.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**PERSONALITIES**

*(Continued)*

**RICHARD MAXWELL**

9:30-9:40 a.m.

MONDAY THRU FRIDAY

10:15-10:30 a.m.

EACH SATURDAY

Soloist of "Songs of Comfort and Cheer" Richard Maxwell presents five programs of hymns and inspirational songs each week. He was first heard on Columbia in 1927. Mr. Maxwell is currently dedicating programs to "good neighbors," known and unknown, whom listeners single out for honor.

**TED MALONE'S  
"BETWEEN THE  
BOOKENDS"**

2:45-3:00 p.m.

MONDAY THRU FRIDAY

Ted Malone brings to the reading of poetry a vibrant voice and a deep sincerity which have won for him one of the widest followings in radio. His recitals are delivered against a background of organ music.

**MONTANA SLIM**

2:30-2:45 p.m.

MONDAY, WEDNESDAY,  
FRIDAY

Out of a repertoire of 700 cowboy songs, Montana Slim, "The Singing Cowboy," claims 400 as his own compositions. An authentic old cow-hand, he learned his trade on Canadian ranches.

**COLONEL JACK MAJOR**

3:00-3:30 p.m.

EACH MONDAY

Singer, yodeler, whistler, tall-story-teller, poetry-reader and hill-billy philosopher, young Colonel Jack Major also acts as Master of Ceremonies for his half hour radio revue with Freddie Rich's orchestra and guest performers.

**PROGRAM AND TIME**

**DESCRIPTION**

**CHILDREN'S  
PROGRAMS**

**SUNDAY MORNING AT  
AUNT SUSAN'S**

9:00-9:55 a.m.

EACH SUNDAY

Informal weekly visits with fictional characters written by Nila Mack. Concert music, songs, news and guests make up a children's show which appeals to the whole family.

**FUNNY THINGS—  
NORA STIRLING**

5:45-6:00 p.m.

EACH MONDAY,

WEDNESDAY, FRIDAY

Little-known information about well-known things and an animated orchestra that heckles Miss Stirling are heard on this series of curious facts for curious children. Some of the facts for September concern flutes, tales of the sea, New Year's, trademarks and dowries.

**DOROTHY GORDON**

5:45-6:00 p.m.

EACH TUESDAY,

THURSDAY, SATURDAY

Beginning September 14

Winner of the Women's National Radio Committee award for the best children's program on the air, Miss Gordon sings on these programs (from her own collection of folk songs) and tells stories in a way that brings their characters to life.

**LET'S PRETEND**

10:30-11:00 a.m.

EACH SATURDAY

The world's great fairy tales are dramatized by Nila Mack and enacted by children from seven to sixteen. Plays for this month are:  
SEPTEMBER 4: Snowdrop and the Seven Dwarfs.

SEPTEMBER 11: Three Golden Hairs.

SEPTEMBER 18: Flounder in the Sea.

SEPTEMBER 25: Jorinda and Joringel.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**LIGHT  
MUSIC**

**"BLUE VELVET MUSIC"  
— MARK WARNOW  
8:00—8:30 p.m.  
EACH TUESDAY**

Originated and conducted by Mark Warnow, this new series of "Blue Velvet Music" features Hollace Shaw, guest stars, new arrangements of classics, classic versions of popular pieces, and a group of "Tune Teasers" for listeners' solution. Among the guests this month are Howard Phillips, Dick Casino, Ray Heatherton and the Symphonettes.

**SATURDAY NIGHT  
SWING CLUB  
8:00—8:30 p.m.  
EACH SATURDAY**

With Leith Stevens and Paul Douglas in their accustomed places as Swing Session band director and swing commentator, the Saturday night gatherings entertain soloists during September, Walter Groves, Chick Webb Quintet, Ella Fitzgerald, Al Templeton, Manny Klein, Violet Mele, the Symphonettes, Hazel Scott and others. On September 18, Phil Cohan, Swing Club producer, presents the Raymond Scott Quintet in a broadcast from Hollywood.

**HOLLYWOOD  
SHOW CASE  
9:30—10:00 p.m.  
EACH SATURDAY**

Outstanding personalities, promising young players and new talent attempting to win the recognition of the motion picture capital are presented on this new series from Los Angeles. There are also five-minute vignettes of various West Coast CBS network shows previously unheard in the East. Lud Gluskin, CBS West Coast Music Director, is conductor of the series.

LIGHT  
MUSIC

PROGRAM AND TIME

DESCRIPTION

SONG TIME  
7:15-7:30 p.m.  
MONDAY THRU SATURDAY

These new vocal periods feature two outstanding CBS artists daily in novel song presentations. The Saturday period originates from Hollywood, the others from New York.

MONDAY: Hollace Shaw and Ray Heather-  
ton.

TUESDAY: Ruth Carhart and Bill Perry.

WEDNESDAY: Patti Chapin and Howard  
Phillips.

THURSDAY: Doris Kerr and Russell Dorr.

FRIDAY: Jack Shannon and guest artist.

SATURDAY: Betty Grable and John Payne.

METROPOLITAN PARADE  
9:00-9:15 a.m.  
EACH MONDAY AND FRIDAY

This early morning variety show includes the singing voices of Doris Fisher, Jeanine, and Bob Gibson.

"DEAR COLUMBIA"  
9:00-9:25 a.m.  
EACH TUESDAY

Audience mail requests for songs and selections old and new are gratified on this program by an orchestra under Ray Block's direction and by guest vocalists.

THEATRE MATINEE  
3:00-3:30 p.m.  
EACH TUESDAY AND THURSDAY

Margaret McCrae, soloist, and guest stars are featured on this afternoon variety show twice each week.

MUSIC IN THE AIR  
9:00-9:25 a.m.  
EACH THURSDAY

The smooth melodies of Leith Stevens' Orchestra, the voices of Claire Sherman and Howard Phillips, and the violin of Buddy Sheppard start the day musically.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**LIGHT  
MUSIC**  
*(Continued)*

**MANHATTAN MATINEE**  
3:00-3:30 p.m.  
EACH WEDNESDAY

This musical series presents songs, past and present, of the Big City. Jeanine and other Columbia artists are featured as soloists.

**RUTH AND BILL**  
10:45-11:00 a.m.  
EACH MONDAY,  
WEDNESDAY, FRIDAY

Ruth Carhart and Bill Perry, sweethearts on the air, present a program of love songs. Musical accompaniment is conducted by Ray Block.

**DOWN BY HERMAN'S**  
3:00-3:30 p.m.  
EACH SATURDAY

From WISN, Columbia's station in Milwaukee, comes this musical German border garden of robust and sentimental songs, concert and popular music.

**DALTON BROTHERS,  
FOUR STARS AND  
SONG STYLISTS**  
*Various hours*

These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and they continue to be network favorites of Columbia listeners.

**DANCE ORCHESTRAS**  
11:00 p.m.-1:00 a.m.  
MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners throughout the week in the late evening hours. The orchestras of Benny Goodman, Ozzie Nelson, Tommy Dorsey, Ted Fiorito, Roger Pryor, Count Basie, Jay Freeman, Phil Napoleon, Frankie Masters, Bob Crosby, Frank Dairol, Bert Block, Herbie Kay, Shep Fields, George Olsen and Guy Lombardo are heard during September.

## A D D E N D A : A U G U S T P R O G R A M S

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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 list of *August* programs which were arranged too late for inclusion in last month's issue of this booklet.

AUGUST 4: Ceremonies and sports events celebrating the 147th anniversary of the U. S. Coast Guard were broadcast from Grand Haven, Michigan, 5:00-5:15 p.m.

Dr. John C. A. Gerster discussed the new national cancer legislation and the recently formed Federal Cancer Institute, 5:15-5:30 p.m.

AUGUST 8: Tsune Chi-Yu, Chinese Consul General at New York, spoke on the "Conflict in China," 1:30-1:45 p.m.

AUGUST 11: Professor James L. Palmer of Chicago University presented the viewpoints of teachers and students on "Co-operatives," in a talk sponsored by the University Broadcasting Council of Chicago, 10:45-11:00 p.m.

AUGUST 14: Gary Breckner interviewed football coaches Howard Jones of Southern California, Stanley Smith of West Point, Homer Norton of Texas

A. and M., Tom Lieb of Loyola, Bill Spaulding of California and Ted Fehring of Purdue at Catalina Island Coaching School, in a pre-seasonal glimpse of Fall schedules, 6:15-6:30 p.m.

Lewis Browne, author and lecturer, spoke from Los Angeles about the Sino-Japanese conflict in a talk, "Asia on Fire," 6:45-7:00 p.m.

AUGUST 15: The world championship "Soap-Box Derby," run off at Akron, Ohio, under the sponsorship of the Chevrolet Company, was described by Ted Husing, 6:30-7:00 p.m.

AUGUST 16: The Governors of New York and New Jersey, Mayor La Guardia, Grover Whalen and other officials gave brief talks, and Jessica Dragonette and Robert Weede rendered musical selections in the ceremonies attending the dedication of the Theme Center, principal building of the 1939

New York World's Fair, 3:00-3:45 p.m.

Five great Shakespearian stars of the past, including Kate Mayhew, Robert Vivian, Conrad Cantzen, H. Cooper-Cliffe and Burford Hampden, described theatrical experiences of former days in a special program entitled "Shakespeare Today and Yesterday," 5:15-5:30 p.m.

Frank Hedges, Tokyo correspondent for the N.A.N.A. spoke on the "Chinese Conflict as Seen from Tokyo," 7:30-7:45 p.m.

AUGUST 18: President Roosevelt spoke from Roanoke Island at the celebration of the 350th anniversary of the birth of Virginia Dare, first English subject born in America, 4:30-5:00 p.m.

Judge Charles M. Hay, general counsel of the Railway Labor Executives Association, discussed the Railroad Retirement Act, 10:45-11:00 p.m.

AUGUST 19: Henry Harmon Chamberlain, scholar and poet, investigated the vintages of many a familiar *bon mot* under the heading "How Old Are Wise Cracks?" 3:45-4:00 p.m.

AUGUST 20: Senator Joseph F. Guffey (Dem.) of Pennsylvania delivered an address, "Politics and the Supreme Court," 11:30 p.m.-12:00 midnight.

Tom Worthern, manager of KZRM, Manila, described the arrival of refugees from the Shanghai warfare during the three earthquakes which shook Manila, 6:15-6:30 p.m.

AUGUST 21: Tom Worthern was heard in a second program from Manila in which he interviewed refugees and President Manuel Quezon, 6:15-6:30 p.m.

AUGUST 22: A program from the 39th Encampment of the Veterans of the Spanish War was broadcast from Columbus, Ohio, featuring a talk by Judge Leon McCord and music by the Broad St. Presbyterian Choir, 11:05-11:30 p.m.

AUGUST 23: Tadayashi Hitotsumatsu, a member of the Japanese House of Representatives and head of Japan's delegation to the Inter-Parliamentary Congress at Paris, spoke from New York on "Why Japan and China Are in Conflict," 6:45-7:00 p.m.

C. T. Wang, China's Ambassador to the United States, spoke from Washington in place of Madame Chiang Kai-shek whose talk from Shanghai was cancelled, on "Facing the North China Crisis" and read a cablegram from her addressed to American listeners, 7:30-7:45 p.m.

AUGUST 26: *Bernard Herrmann Takes the Baton*, the final August concert in the "Guest Conductors" series, unannounced in last month's issue, featured Mr. Herrmann directing the Columbia Concert Orchestra in works by Handel, Bach, Mozart, Erik Satie, Charles Ives and R. R. Bennett, 8:00-9:00 p.m.

AUGUST 27: Dr. James T. Shotwell, on the anniversary of the signing of the Kellogg Pact, spoke on "Nine Years After the Pact to Outlaw War," 7:30-7:45 p.m.

Senator Theodore Green (Dem.) of Rhode Island presented a resume of Congressional action during the past session in a talk, "The New Deal and the Past Session," 10:45-11:00 p.m.

AUGUST 29: Following a talk on August 15 on "What I Saw in Rebel Spain," H. V. Kaltenborn, expert CBS commentator, spoke from Paris on "What I Saw in Loyalist Spain," 2:00-2:15 p.m.

The Madrigal Singers, a group of 24 mixed voices directed by Lehmann Engel, were heard in a special choral concert which included music by Elizabethan and French composers and by Charles Ives, 10:30-11:00 p.m.

AUGUST 30: Bringing to a brilliant conclusion the *Columbia Shakespearian Cycle* of eight plays, a special transcontinental program of "Curtain Calls" presented a roster of outstanding stage and screen stars who enacted leading roles in the series. The cast of "Twelfth Night," concluding play of the Cycle, was heard from New York following the presentation of that drama, and Cecil B. de Mille, director of the Lux Radio Theatre, spoke from Hollywood, 10:30-11:00 p.m.

AUGUST 31: Bob Trout, CBS announcer and commentator, interviewed a group of foreign Girl Scouts and Girl Guides gathered at the Silver Jubilee Encampment in Briarcliff Manor, New York, 4:45-5:00 p.m.

In a program sponsored by the Fisher Body Division of the General Motors Corporation, the four university scholarships awarded annually as a result of its international craftsmanship competition were announced and the winners presented. Lowell Thomas served as master of ceremonies and other speakers included William S. Knudsen, Charles P. Kettering, W. A. Fisher, and Daniel Beard, 8:30-9:00 p.m.

RICAN  
CQUES JOLAS • NATIONAL  
LYWOOD SHOW CASE • JACK BERCH AND HIS  
T AND MARGE • NEAL O'HARA'S RADIO GAZETTE • NEWS THROUGH  
DIES • PRETTY KITTY KELLY • ROMANCE OF HELEN TRENT • SAM HAYES • SCATTERGOOD  
DEMY OF MEDICINE • AUNT JENNY'S REAL LIFE STORIES • BACHELOR'S CHILDREN • BIG SIS  
LONBARDO AND HIS  
HELOR'S CHILDREN •  
AMA OF THE SKIES •  
BINET • RICHARD MAXWELL •  
ALONE • THE PET MILKY WAY • LET'S PRETEND •  
PEARCE AND HIS GANG IN WATCH THE FUN GO BY • BOND BAKERS •  
ORTS RÉSUMÉ BY PAUL DOUGLAS • COL. JACK MAJOR • TED MALONE • THE PET MILKY W  
RT AND MARGE • NEAL O'HARA'S RADIO GAZETTE • NEWS THROUGH A WOMAN'S EYES • OI  
ETIC MELODIES • PRETTY KITTY KELLY • ROMANCE OF HELEN TRENT • SAM HAYES • SCA  
OD SHOW CASE • JACK BERCH AND HIS BOYS • JACK AND LORETTA • JACQUES  
NGS • GOOD AFTERNOON NEIGHBOR • GUS EDWARDS' S  
OF THE BIBLE • SCIENCE SERVICE • FLETC  
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**OCTOBER 1937**



*published monthly for advertising executives by*

The COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE • NEW YORK CITY, N. Y.

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Edna Wallace Hopper Cosmetics

Anacin

Old English Floor Wax

Kolynos Toothpaste

AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes

ATLANTIC REFINING COMPANY

White Flash Gasoline,  
Atlantic Motor Oil

BANK OF AMERICA NATIONAL  
TRUST & SAVINGS ASSOCIATION

Banking Service

BARNSDALL REFINING CORP.

Petroleum Products

BENEFICIAL MANAGEMENT CORP.

Personal Loans

BROWN & WILLIAMSON  
TOBACCO CORP.

Sir Walter Raleigh Tobacco  
Avalon Cigarettes

PROGRAM	TIME	AGENCY	ON CBS*
<p>           The Romance of Helen Trent  <i>Serial drama</i> </p>	<p>           Mon. thru Fri.            12:30-12:45 p.m.         </p>	Blackett-Sample-Hummert, Inc.	199 Weeks
<p>           The Gal Sunday  <i>Serial drama</i> </p>	<p>           Mon., Tues., Wed.            12:45-1:00 p.m.         </p>		27 Weeks
<p>           The Gal Sunday  <i>Serial drama</i> </p>	<p>           Thurs. and Fri.            12:45-1:00 p.m.         </p>		173 Weeks
<p>           The Hammerstein Music Hall with            Bill Hammerstein as MC,            Percy Mann and guest stars  <i>Variety show</i> </p>	<p>           Friday            8:00-8:30 p.m.         </p>		321 Weeks
<p>           Lucky Strike Presents            "Your Hit Parade", with            Art Goodman's Orchestra  <i>Popular music and vocalists</i> </p>	<p>           Saturday            10:00-10:45 p.m.         </p>	Lord and Thomas	74 Weeks
<p>           Lucky Strike Presents            Evin C. Hill in "Your News            Parade"  <i>News commentator</i> </p>	<p>           Mon. thru Fri.            12:15-12:30 p.m.         </p>		
<p>           Play by Play Cross Football Schedule  <i>Play by play description</i> </p>	<p>           ††Saturday            1:45-4:30 p.m.         </p>	N. W. Ayer & Son, Inc.	92 Weeks
<p>           Football Forecasts         </p>	<p>           ††Friday            6:15-6:30 p.m.         </p>		
<p>           News Time with Sam Hayes  <i>News broadcast</i> </p>	<p>           †Sun. thru Fri.            10:00-10:15 p.m.            PST         </p>	Charles R. Stuart	17 Weeks
<p>           The Fun Bug, with Billy Franz,            The Chorus and Orchestra  <i>Comedy and music</i> </p>	<p>           Sunday            2:00-2:30 p.m.         </p>	Co-Operative Advertising, Inc.	91 Weeks
<p>           Your Unseen Friend, with            Harry Salter's Orchestra  <i>Dramatizations and music</i> </p>	<p>           Saturday            8:00-8:30 p.m.         </p>	Albert Frank-Guenther Law, Inc.	52 Weeks
<p>           Bill O'Hara's Radio Gazette  <i>News broadcast</i> </p>	<p>           ††Mon. and Fri.            7:30-7:45 p.m.         </p>	Batten, Barton, Durstine & Osborn, Inc.	14 Weeks

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

CAMPBELL SOUP COMPANY

Campbell's Soups  
Campbell's Beans  
Campbell's Tomato Juice

THE CARBORUNDUM COMPANY

Abrasives

CHEVROLET MOTOR COMPANY

Chevrolet Cars

CHRYSLER CORPORATION

Chrysler, DeSoto, Dodge,  
and Plymouth Cars

THE COCA-COLA COMPANY

Coca-Cola

COLGATE-PALMOLIVE-PEET CO.

Palmolive Shave Cream

Palmolive Soap

Super Suds and Concentrate  
Super Suds

PROGRAM	TIME	AGENCY	ON CBS*
<p>Hollywood Hotel, with            Len Murray and "Oswald", guest            stars; Frances Langford; Jerry            Cooper; Anne Jamison; Raymond            Knapp's Orchestra  <i>Dramatic musical revue with            guest stars</i></p>	<p>Friday            9:00-10:00 p.m.</p>	<p>F. Wallis Armstrong Company</p>	<p>152 Weeks</p>
<p>The Carborundum Band, Edward            G. Arna, conductor; Francis Bow-            man, commentator  <i>Band music and Indian legends            (Beginning October 16)</i></p>	<p>Saturday            7:30-8:00 p.m.</p>	<p>Batten, Barton, Durstine &amp;            Osborn, Inc.</p>	<p>144 Weeks</p>
<p>Romantic Rhythms, with Seymour            Monson's Orchestra, Sally Nelson            and Barry McKinley; Basil Ruys-            se, announcer  <i>Musical</i></p>	<p>Sunday            6:30-7:00 p.m.</p>	<p>Campbell-Ewald Company</p>	<p>66 Weeks</p>
<p>Major Bowes' Amateur Hour  <i>Amateurs, with Major Bowes            as Master of Ceremonies</i></p>	<p>Thursday            9:00-10:00 p.m.</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>82 Weeks</p>
<p>Coca-Cola Presents            "The Songshop", starring            Betty Carlisle, Frank Crumit, Reed            J. Kennedy, Alice Cornett, Songshop            Quartet, Glee Club and Gustav            Krumpholtz and Orchestra  <i>Musical</i></p>	<p>Friday            10:00-10:45 p.m.</p>	<p>D'Arcy Advertising Co., Inc.</p>	<p>30 Weeks</p>
<p>Crime Busters with Phillips Lord  <i>Police-file dramatizations</i></p>	<p>Wednesday            10:00-10:30 p.m.</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>90 Weeks</p>
<p>Edna G. Beauty Box Theatre,            with Jessica Dragonette and            Charles Kullman  <i>Operetta and light music</i></p>	<p>Wednesday            9:30-10:00 p.m.</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>90 Weeks</p>
<p>Myrt and Marge  <i>Serial drama</i></p>	<p>Mon. thru Fri.            10:15-10:30 a.m.            Rebr. 4:00-            4:15 p.m.</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>83 Weeks</p>

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 in which the client has used CBS facilities.

**CBS  
SPONSORED  
PROGRAMS**

CLIENT	PRODUCT
CONTINENTAL BAKING CO., INC.	Wonder Bread and Hostess C
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
R. B. DAVIS COMPANY	Cocomalt
E. I. du PONT de NEMOURS & CO., INC.	Institutional Advertising
DURKEE'S FAMOUS FOODS, INC.	Food Products
F & F LABORATORIES, INC.	F & F Cough Drops
FELS & COMPANY	Fels Naptha Soap
THE FLORIDA CITRUS COMMISSION	"Florida" Grapefruit, Orange Tangerines
FORD MOTOR COMPANY	Ford, Lincoln and Lincoln Zephyr Motor Cars

PROGRAM	TIME	AGENCY	ON CBS*
Antony Kitty Kelly <i>serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. Rebr. 4:15- 4:30 p.m.	Benton & Bowles, Inc.	134 Weeks
Barclay's Children <i>serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m.	Roche, Williams & Cunnyngham, Inc.	144 Weeks
Bob Penner, with Jimmy Grier's Orchestra <i>comedy and music</i>	Sunday 6:00-6:30 p.m.	Ruthrauff & Ryan, Inc.	173 Weeks
Collegiate of America, with De Voorhees' Orchestra <i>dramatizations and music</i>	Wednesday 8:00-8:30 p.m. Rebr. 12 mid.- 12:30 a.m.	Batten, Barton, Durstine & Osborn, Inc.	116 Weeks
Good Afternoon Neighbor, with Ted Breneman and orchestra <i>serial drama and music</i>	†Tues. and Fri. 2:45-3:00 p.m. PST	Botsford, Constantine & Gardner	69 Weeks
Henry Peabody <i>serial drama</i>	Mon., Wed., Fri. 3:30-3:45 p.m.	Blackett-Sample-Hummert, Inc.	Starts Oct. 18
Jack Berch and His Boys <i>comedian with orchestra</i>	Mon., Wed., Fri. 9:30-9:45 a.m.	Young & Rubicam, Inc.	124 Weeks
Henry Post, How to Get the Most Out of Life <i>talks</i>	Tues. and Thurs. 10:30-10:45 a.m.	Ruthrauff & Ryan, Inc.	Starts Oct. 19
Sunday Evening Hour, Ford Symphony Orchestra and Chorus, Jose Iturbi, conductor; Guest Soloists <i>symphonic music, and talks by J. Cameron</i>	Sunday 9:00-10:00 p.m.	N. W. Ayer & Son, Inc.	191 Weeks
Al Pearce and His Gang in Watch the Fun Go By <i>comedy and variety</i>	Tuesday 9:00-9:30 p.m. Rebr. 12 mid.- 12:30 a.m.		

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**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

J. B. FORD COMPANY

"Wyandotte" Cleaning Product

GENERAL BAKING COMPANY

Bond Bread

GENERAL FOODS CORPORATION

Sanka Coffee

Swans Down Cake Flour,  
Calumet Baking Powder

Minute Tapioca

GENERAL MILLS, INC.

Wheaties, Bisquick, Gold Medal,  
Kitchen-Tested Flour and Scallions

GULF OIL CORPORATION

Motor Oil and Gas

PROGRAM	TIME	AGENCY	ON CBS*
<p>Peacoat of the Air <i>Serial drama</i></p>	<p>Tues. and Thurs. 2:00-2:15 p.m.</p>	<p>N. W. Ayer &amp; Son, Inc.</p>	<p>16 Weeks</p>
<p>Red Bakers Present Cy Lombardo and His Orchestra <i>Popular music</i></p>	<p>Sunday 5:30-6:00 p.m.</p>	<p>Batten, Barton, Durstine &amp; Osborn, Inc.</p>	<p>351 Weeks</p>
<p>View the People <i>Radio Listeners' Committee, Gabriel Heatter, chairman, present real-life experiences</i></p>	<p>Thursday 7:30-8:00 p.m. Rebr. 10:30- 11:00 p.m.</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>136 Weeks</p>
<p>The Smith Hour, with Harry Youngman, Comedian; Jim Cowley, Football Forum; Jack Mer's Orchestra; Dramas and Guest Stars <i>Variety show</i></p>	<p>Thursday 8:00-9:00 p.m. Rebr. 11:15- 12:15 a.m.</p>		
<p>Mary Margaret McBride <i>Radio columnist</i></p>	<p>Mon., Wed., Fri. 12 noon- 12:15 p.m.</p>		
<p>Gold Medal Feature Hour Betty and Bob <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:00-1:15 p.m.</p>	<p>Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.</p>	<p>343 Weeks</p>
<p>Hymns of All Churches <i>Choir</i></p>	<p>Mon., Tues., Thu. 1:15-1:30 p.m.</p>		
<p>Betty Crocker <i>Cooking expert</i></p>	<p>Wed and Fri. 1:15-1:30 p.m.</p>		
<p>Arnold Grimm's Daughter <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:30-1:45 p.m.</p>		
<p>Hollywood in Person Capt. Bob Baker, <i>commentator</i></p>	<p>1:45-2:00 p.m.</p>		
<p>Pl Baker, with Oscar Bradley's Orchestra, and Guest Star <i>Variety show</i></p>	<p>Sunday 7:30-8:00 p.m.</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>190 Weeks</p>

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**CBS  
SPONSORED  
PROGRAMS**

CLIENT	PRODUCT
H. J. HEINZ COMPANY	"57 Varieties" Pure Food Products
HUDSON MOTOR CAR COMPANY	Hudson and Terraplane Motor Cars
INTERNATIONAL SILVER COMPANY	1847 Rogers
KIRKMAN & SON, INC.	Kirkman's Soap
LADY ESTHER COMPANY	Cosmetics
LAMBERT PHARMACAL COMPANY	Listerine Toothpaste
LEHN & FINK PRODUCTS COMPANY	Lysol  Pebeco Toothpaste  Hind's Honey and Almond  Tussy Lipstick

## PROGRAM

## TIME

## AGENCY

## ON CBS

Heinz Magazine of the Air  
Carol Kennedy's Romance  
*Serial drama*

Mon. thru Fri.  
11:15-11:30 a.m.  
Rebr. 3:15-3:30  
p.m.

Maxon, Inc.

82 Weeks

Julia Sanderson and Frank  
Crummit; B. A. Rolfe's Orches-  
tra; Guest; Bill Adams, Food  
Editor

Wed. and Fri.  
11:00-11:15 a.m.  
Rebr. 3:00-3:15  
p.m.

Hobby Lobby, with Dave Elman,  
interviewer; Hudson Orchestra  
*Musical and interviews*

Wednesday  
7:15-7:45 p.m.  
Rebr. 10:30-  
11:00 p.m.

Brooke, Smith & French, Inc.

30 Weeks

Silver Theatre, with Rosalind  
Russell and James Stewart;  
Conrad Nagel, director and  
narrator  
*Dramatic*

Sunday  
5:00-5:30 p.m.

Young & Rubicam, Inc.

2 Weeks

Jack and Loretta  
*Songs and Patter*

Mon. thru Fri.  
2:15-2:30 p.m.

N. W. Ayer & Son, Inc.

21 Weeks

Wayne King's Orchestra  
*Popular music*

Monday  
10:00-10:30 p.m.

Lord and Thomas

108 Weeks

The Newlyweds  
*Serial drama*

†Mon. thru Fri.  
12:45-1:00 p.m.  
PST

Lambert & Feasley, Inc.

17 Weeks

Dr. Allan Roy Dafoe  
*Talks*

Mon., Wed., Fri.  
4:45-5:00 p.m.

Lennen & Mitchell, Inc.

64 Weeks

Follow the Moon, with  
Lisie Hitz and Nick Dawson  
*Serial drama*

Mon. thru Fri.  
5:00-5:15 p.m.

147 Weeks

Life of Mary Sothern  
*Serial drama*

Mon. thru Fri.  
5:15-5:30 p.m.

William Esty & Company, Inc.

65 Weeks

Hawaiian Paradise  
*Serial drama, with music*

Mon., Wed., Fri.  
5:30-5:45 p.m.  
PST

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**CBS**

**SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

**LEVER BROTHERS COMPANY**

**Lux Toilet Soap**

**Rinso**

**Spry**

**Rinso and Lifebuoy**

**LIGGETT & MYERS TOBACCO CO.**

**Chesterfields**

**Chesterfields & Granger Tobacco**

**NASH-KELVINATOR CORPORATION**

**Nash Motor Cars**

PROGRAM	TIME	AGENCY	ON CBS*
<p>Flux Radio Theatre, with stars of stage and screen <i>Dramatic; Cecil B. De Mille, director</i></p>	<p>Monday 9:00-10:00 p.m.</p>	<p>J. Walter Thompson Company</p>	<p>105 Weeks</p>
<p>Sister <i>serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. Rebr. 2-2:15 p.m.</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>55 Weeks</p>
<p>Jenny's Real Life Stories <i>Dramatic</i></p>	<p>Mon. thru Fri. 11:45 a.m.- 12 noon Rebr. 2:15- 2:30 p.m.</p>		<p>37 Weeks</p>
<p>Polson Show with Martha Raye, Pakyarkus, Victor Young's Orchestra and guest stars <i>Comedy and music</i></p>	<p>Tuesday 8:30-9:00 p.m. Rebr. 11:30 p.m.- 12:00 mid.</p>		<p>71 Weeks</p>
<p>Centerfield Presents Guest Star with Andre Kostelanetz' Cicert Orchestra; Deems Taylor, Commentator; Paul Douglas, An- nouncer <i>Orchestral and vocal music</i></p>	<p>Wednesday 9:00-9:30 p.m.</p>	<p>Newell-Emmett Co., Inc.</p>	<p>245 Weeks</p>
<p>Music from Hollywood, with Alice Faye and Hal Kemp's Orchestra <i>Popular music</i></p>	<p>Friday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.</p>		
<p>Elie Dooley's Last-Minute Football News <i>Scores, forecasts, guests</i></p>	<p>Thu. and Sat. 6:30-6:45 p.m. Rebr. 8:30- 8:45 p.m.</p>		<p>24 Weeks</p>
<p>Professor Quiz, with Bob Trout <i>Questions and answers</i></p>	<p>Saturday 9:00-9:30 p.m. Rebr. 12:00- 12:30 a.m.</p>	<p>Geyer, Cornell &amp; Newell, Inc.</p>	<p>30 Weeks</p>

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**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

PET MILK SALES CORPORATION

Irradiated Pet Milk

PHILCO RADIO & TELEVISION CORP.

Philco Radios and Radio Access

PHILIP MORRIS & CO., LTD.

Philip Morris Cigarettes

PHILLIPS PETROLEUM COMPANY

Phillips 66, Ethyl, etc.

PONTIAC MOTOR COMPANY

Pontiac Cars

PROGRAM	TIME	AGENCY	ON CBS
Mary Lee Taylor, home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. Rebr. 3-3:15 p.m.	Gardner Advertising Company	108 Weeks
Saturday Night Serenade, with Mary Eastman, soprano; Bill Berry, tenor, and Gustav Haen- chen's Orchestra	Saturday 9:30-10:00 p.m.		
Boake Carter <i>News commentator</i>	Mon., Wed., Fri. 7:45-8:00 p.m. Rebr. 11:15- 11:30 p.m.	Hutchins Advertising Co., Inc.	324 Weeks
Johnnie Presents Russ Morgan's Orchestra, Charles Martin's Cir- cumstantial Evidence Thrills, Vocalists and mixed ensemble <i>Variety and dramatic interludes</i>	Saturday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.	The Biow Company, Inc.	59 Weeks
Phillips Poly Follies with Ben Feld's Orchestra <i>Variety</i>	Tuesday 10:30-11:00 p.m.	Lambert & Feasley, Inc.	71 Weeks
News Through a Woman's Eyes— Kathryn Cravens <i>News comments and interviews</i>	Mon., Wed., Fri. 2:00-2:15 p.m. Rebr. 5:30-5:45 p.m.	MacManus, John & Adams, Inc.	99 Weeks

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**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

RAYMONDS, INC.

Doña Ray Cosmetics, Nu-Ray  
Machineless Permanent Wave

R. J. REYNOLDS TOBACCO COMPANY

Camel Cigarettes and  
Prince Albert Smoking Toba

RIO GRANDE OIL, INC.

Petroleum Products

SKELLY OIL COMPANY

Petroleum Products

STERLING PRODUCTS, INC.

Bayer Aspirin

STEWART-WARNER CORPORATION

Radios. Alemite, Refrigerato

THE TEXAS COMPANY

"Texaco" Petroleum Produc

PROGRAM	TIME	AGENCY	ON CBS*
Lloyd Pantages Covers Hollywood <i>News comments</i>	Sunday 2:30-2:45 p.m. Rebr. 11:00- 11:15 p.m.	Milton Weinberg Advertising Company	Starts Oct. 1'
Jack Oakie's College, with Benny Goodman's Swing Band; William Austin, impersonations <i>Music and guest stars</i>	Tuesday 9:30-10:30 p.m.	William Esty & Company, Inc.	222 Weeks
Calling All Cars <i>Drama and music</i>	†Tuesday 7:30-8:00 p.m. PST	Hixson-O'Donnell, Inc.	212 Weeks
Kelly Court of Missing Heirs <i>Dramatic</i>	Monday 7:00-7:30 p.m.	Blackett-Sample-Hummert, Inc.	Starts Oct. 1
Famous Actors' Guild Presents "Second Husband" starring Helen Menken <i>Dramatic</i>	Tuesday 7:30-8:00 p.m.	Blackett-Sample-Hummert, Inc.	316 Weeks
Alemite Half Hour, with Horace Heidt's Brigadiers <i>Popular music</i>	Monday 8:00-8:30 p.m. Rebr. 12-12:30 a.m.	Hays MacFarland & Company	134 Weeks
Texaco Town, with Eddie Cantor, Deanna Durbin, Pinky Tomlin, "Saymore Saymore", Jimmy Wallington, Jacques Renard and His Orchestra <i>Comedy and music</i>	Wednesday 8:30-9:00 p.m. Rebr. 11:30 p.m.- 12 mid.	Buchanan and Company, Inc.	54 Weeks

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**CBS  
SPONSORED  
PROGRAMS**

<b>CLIENT</b>	<b>PRODUCT</b>
TIME, INC.	Time, Life Magazines
U. S. TOBACCO COMPANY	Model Pipe Tobacco
VICK CHEMICAL COMPANY	Vicks VapoRub, Vicks Va-tro-nol
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

PROGRAM	TIME	AGENCY	ON CBS*
The March of Time <i>News dramatizations</i>	Thursday 10:30-11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	136 Weeks
Dick and Pat in Pipe Smoking Time with Benny Kreuger's Orchestra <i>"Blackface" comedy and music</i>	Monday 8:30- 9:00 p.m. Rebr. 11:30-12 mid.	Arthur Kudner, Inc.	122 Weeks
Dick's Open House, with Annette MacDonald and Josef Pasternack's Orchestra and Chorus <i>Musical</i>	Sunday 7:00-7:30 p.m.	Morse International, Inc.	72 Weeks
Dick's Presents Tony Wons and his Scrapbook <i>Talks and readings</i>	Mon., Wed., Fri. 10:30-10:45 a.m.		
Poetic Melodies, with Dick Fulton, tenor; Franklyn McCormack, reader; and Carlton Kelsey's Orchestra <i>Poetry readings and light music</i>	Mon. thru Fri. 7:00-7:15 p.m. Rebr. 11-11:15 p.m.	Neiser-Myerhoff, Inc.	279 Weeks
Cattergood Baines <i>Serial drama</i>	† Mon. thru Fri. 8:00-8:15 p.m. PST		

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PROGRAMS "BY COLUMBIA"

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

1. PUBLIC AFFAIRS . . . . . *Page 22*
  2. EDUCATIONAL PROGRAMS . . . . . *Page 25*
  3. DRAMATIC SERIES . . . . . *Page 29*
  4. SERIOUS MUSIC . . . . . *Page 30*
  5. CHILDREN'S PROGRAMS . . . . . *Page 35*
  6. SPECIAL EVENTS . . . . . *Page 36*
  7. RELIGIOUS BROADCASTS . . . . . *Page 37*
  8. PERSONALITIES . . . . . *Page 38*
  9. LIGHT MUSIC . . . . . *Page 39*
- ADDENDA: SEPTEMBER PROGRAMS . . . . . *Page 41*

The programs "BY COLUMBIA" for October 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.

## PROGRAM AND TIME

## DESCRIPTION

PUBLIC  
AFFAIRSSINO-JAPANESE  
CONFLICT

10:45-11:00 p.m.

FRIDAY, OCTOBER 1

6:15-6:30 p.m.

WEDNESDAY, OCTOBER 6

In a series of broadcasts on the current crisis in the Far East, Columbia has presented 24 authoritative speakers since July 17, including some from the actual scene of warfare (see *Addenda*, pages 41-45). Similar broadcasts are planned throughout this and coming months as significant developments occur. The following speakers were scheduled, at press time, for the first week of October.

OCTOBER 1: Dr. Hu-Shih, noted Chinese philosopher and his country's unofficial representative-at-large, speaks from San Francisco on "Can China Win?"

OCTOBER 6: From Tokyo Admiral Kichisaburo Nomura, president of the School of Peers, presents the Japanese viewpoint.

SUNDAY NEWS  
AND REVIEWS

10:30-11:00 p.m.

EACH SUNDAY

A trio of expert commentators on public affairs combine their reporting talents on this new weekly series of "Sunday News and Reviews." H. V. Kaltenborn, veteran commentator, analyzes foreign news; a guest speaker of authority discusses domestic events; and Bob Trout, announcer, presents a resume of the day's news. The Columbia Symphony Orchestra provides musical interludes.

## PRESS-RADIO NEWS

*Various times*

DAILY

The Associated Press, United Press and the International News Service gather, and the Press-Radio Bureau edits, the latest news.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**PUBLIC  
AFFAIRS**

*(Continued)*

**JOHN B. WHITTON**

7:30-7:45 p.m.

FRIDAY, OCTOBER 1

In an international broadcast from Geneva John B. Whitton, visiting professor at the Institute of National Students at Geneva explains "The League of Nations' Effort in Behalf of China and Spain."

**JUSTICE HUGO L. BLACK**

9:30-10:00 p.m.

FRIDAY, OCTOBER 1

Following his arrival in America from his trip abroad, Supreme Court Justice Hugo L. Black delivers an address to the nation.

**DR. BUTLER**

1:30-1:45 p.m.

SUNDAY, OCTOBER 3

Dr. Nicholas Murray Butler, president of Columbia University, speaks on economic cooperation and its relation to peace.

**LEGAL AID**

**SOCIETY**

6:45-7:00 p.m.

MONDAY, OCTOBER 4

WEDNESDAY, OCTOBER 6

Two talks this month explain the work and aims of the Legal Aid Society in furnishing counsel to the needy.

OCTOBER 4: Harrison Tweed, president of the Legal Aid Society: "What Legal Aid Means to the Poor."

OCTOBER 6: Charles Evans Hughes, Jr., former U. S. Solicitor General: "Meeting the Need for Legal Aid to the Poor."

**PRESIDENT ROOSEVELT**

12:00 noon-12:15 p.m.

TUESDAY, OCTOBER 5

President Franklin D. Roosevelt, returning from his Northwestern tour, speaks at the dedication of Outer Drive Link Bridge Chicago.

**REP. SAMUEL DICKSTEIN**

6:45-7:00 p.m.

TUESDAY, OCTOBER 5

Representative Samuel Dickstein (Dem. of New York, a member of the Congressional committee investigating alien group discusses "Un-American Activities."

PUBLIC  
AFFAIRS

PROGRAM AND TIME

DESCRIPTION

PAUL B. SOMMERS  
10:45-11:00 p.m.  
WEDNESDAY, OCTOBER 6

President of the National Board of Fire Underwriters, Paul B. Sommers speaks on the educational campaign undertaken during International Fire Prevention Week.

PROF. C. E. MERRIAM  
4:15-4:30 p.m.  
THURSDAY, OCTOBER 7

At Chicago, Professor Charles E. Merriam addresses the National Federation of Business and Professional Women's Clubs on "Our Town's Business."

CHARLES P. TAFT, 2ND  
7:30-7:45 p.m.  
MONDAY, OCTOBER 11

From Cincinnati, Charles Phelps Taft, 2nd speaks on the occasion of the Founders' Day of the Y.M.C.A. on "Pioneering with Youth."

REP. HAMILTON FISH  
10:45-11:00 p.m.  
TUESDAY, OCTOBER 12

Representative Hamilton Fish, Jr. of New York (Rep.) is heard in a discussion entitled "How the Stock Market Reflects the Failure of the New Deal Economic Policy."

MRS. ROOSEVELT  
10:45-11:00 p.m.  
FRIDAY, OCTOBER 15

From Washington, Mrs. Franklin D. Roosevelt addresses the Camp Fire Girls, gathered at their Silver Jubilee dinners throughout the land, on "Let Your Daughter Grow Up."

"THE VOICE OF  
TOLERANCE"  
10:45-11:00 p.m.  
FRIDAY, OCTOBER 22

The Fair Play Radio League, a group of citizens of all faiths who join in the promotion of religious and racial tolerance, presents Rabbi William F. Rosenblum.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**EDUCATIONAL  
PROGRAMS**

**AMERICAN SCHOOL  
OF THE AIR**  
2:30-3:00 p.m.  
MONDAY THRU FRIDAY  
Beginning October 18

The ninth consecutive season of the *American School of the Air* presents an expanded schedule in which the National Education Association, the Progressive Education Association, the national councils of Teachers of English and of Geography, the Junior Program group, and the National Vocational Guidance Association cooperate.

**MONDAYS:** *History*, "Exits and Entrances" Shepard Stone of the *New York Times* comments on Current Events, speaking from London, on October 18 and .

**TUESDAYS:** *Literature, Music*.  
October 19: Max Eastman talks 1  
"American Humor." October 26: Musical lesson, "The Pipes of Pan and Trumpets of Mars."

**WEDNESDAYS:** *Geography*.  
October 20: Alaska and Far North Agriculture. October 27: The Columbia River's Cities, Dams and Desert

**THURSDAYS:** *Primary Music, Literature*. The first fifteen minutes of the program are Dorothy Gordon's "Songs for Children." October 21: "An Autumn Day in the Woods." October 28: "Bird Calls and Songs."  
The final fifteen minutes are prepared by Junior Programs—October : "The Magic Emerald." October : "The Enchanted Garden."

## PROGRAM AND TIME

## DESCRIPTION

EDUCATIONAL  
PROGRAMS

AMERICAN SCHOOL  
OF THE AIR  
(Continued)

FRIDAYS: *Vocational Guidance, Science.*  
October 22 (2:30-2:45 p.m.): "Who  
Can Give Us Sound Vocational Guid-  
ance?" October 29: "Help Yourself to  
Guidance from the Library Shelf."  
October 22 (2:45-3:00 p.m.): "How  
Plants Make Life." October 29: "How  
Water Gets into Plant Roots."

NEW HORIZONS  
6:15-6:30 p.m.  
EACH MONDAY

Famous scientists and explorers unite in  
presenting this new series of vivid accounts  
of adventure in far places. The American  
Museum of Natural History cooperates.  
OCTOBER 4: Dr. Vilhjamar Stefansson speaks  
on "Transarctic Aviation," introduced  
by A. Perry Osborn, executive director  
of the Ten Year Development Plan of  
the Museum.  
OCTOBER 11: Dr. Walter Granger discusses  
"The Baluchitherium."  
OCTOBER 18: Dr. Roy Chapman Andrews  
talks on "Ancient Man in Asia."  
OCTOBER 25: Ellsworth Jaeger, naturalist,  
on "The Woodland Symphony."

THE STORY OF  
INDUSTRY  
4:30-5:00 p.m.  
EACH TUESDAY  
Beginning October 19

The U. S. Department of Commerce this  
month resumes its presentation of "The  
Story of Industry." Harry R. Daniel again  
acts as narrator and each talk contains short  
episodes in dramatized form. The series also  
includes talks by the Business Advisory  
Council of the Department.  
OCTOBER 19: The Story of Furniture.  
OCTOBER 26: The Story of Glass.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**EDUCATIONAL  
PROGRAMS**

*(Continued)*

**SCIENCE SERVICE**

5:30-5:45 p.m.

EACH TUESDAY

The Science Service Association of Washington, D. C. cooperates in scheduling talks.

OCTOBER 5: Miss F. E. Harris, U. S. Department of Commerce: "Salt Through Earth."

OCTOBER 12: Herbert W. Krieger, Smithsonian Institute: "Indians Who Columbus."

OCTOBER 19: William Vogt, editor *Love*: "Counting Bird Noses."

OCTOBER 26: Carl Whiting Bishop, Federal Gallery of Art: "Ancient China."

**NEW YORK ACADEMY  
OF MEDICINE**

4:30-4:45 p.m.

WEDNESDAY, OCTOBER 6

3:45-4:00 p.m.

EACH WEDNESDAY THEREAFTER

The New York Academy of Medicine presents during October:

OCTOBER 6: Dr. W. J. Stainsby, Assistant Professor of Medicine, Cornell: "Jointable Puzzle of Rheumatism."

OCTOBER 13: Dr. Russell L. Cecil, Professor of Clinical Medicine, Cornell: "Influenza and Pneumonia."

OCTOBER 20: Dr. Lloyd S. Craver, Attending Physician at Memorial Hospital: "Your Lymphatic Glands."

OCTOBER 27: Dr. Homer F. Swift, member of Rockefeller Institute for Medical Research: "Rheumatic Heart Disease."

**DRAMA OF  
THE SKIES**

5:30-5:45 p.m.

EACH THURSDAY

The Junior Astronomy Club assists on this series sponsored by the American Museum of Natural History.

OCTOBER 7: The Northern Lights.

OCTOBER 14: Comets.

OCTOBER 21: Meteors.

OCTOBER 28: Cosmic Rays.

**EDUCATIONAL PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**"FIGHTING CRIME"**  
6:45-7:00 p.m.  
EACH SATURDAY

Prosecutors, penologists, government officials and criminal experts join in this series of talks on crime prevention. This month's speakers are:

OCTOBER 2: Brien McMahon, assistant U. S. Attorney General in charge of criminal prosecution.

OCTOBER 9: Judge Rush L. Holland is interviewed by Mrs. Hereford Dugan on "Fingerprints."

OCTOBER 16: Howard Gill, secretary of the Interstate Prison Compact.

OCTOBER 23: Harry Anslinger, Commissioner of Narcotics for the Treasury Department, discusses "Marijuana and Crime."

OCTOBER 30: Judge Eugene Sykes is scheduled to speak on "Radio and Crime Prevention."

**NATIONAL STAMP EXHIBITION**  
2:00-2:15 p.m.  
SUNDAY, OCTOBER 3

A special broadcast in connection with the 1937 National Stamp Exhibition of the New York Museum of Science and Industry presents Director Ernest A. Kehr and his guest, Robert E. Fellers, chief of the Division of Stamps at Washington.

**HOUSING PROBLEMS**  
10:45-11:00 p.m.  
TUESDAY, OCTOBER 5  
FRIDAY, OCTOBER 8

OCTOBER 5: Dr. C. E. A. Winslow, Professor of Public Health, Yale University School of Medicine, discusses "Housing and Health."

OCTOBER 8: Clarke G. Dailey, president of the Real Estate Board of New York, proposes "New Homes for Old."

CBS  
SUSTAINING  
PROGRAMS

PROGRAM AND TIME

DESCRIPTION

DRAMATIC  
SERIES

THE COLUMBIA  
WORKSHOP

8:00-8:30 p.m.  
EACH SUNDAY

*The Columbia Workshop*, now in its second year, continues to present unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art. During the past month Irving Reis, permanent director of the Workshop, visited European radio studios and presented his first foreign program. On October 3, William N. Robson, general director, presents Part II of his radio version of Lewis Carroll's "Alice in Wonderland." During the remainder of the month Mr. Reis presents experimental programs based on his researches abroad. Later in the Fall, original scripts now being written especially for the *Workshop* by several prominent poets and dramatists are to be produced. Arrangements have also been made with the British Broadcasting Company to present several of their international programs.

"BRAVE NEW  
WORLD"

10:30-11:00 p.m.  
EACH MONDAY

Introductory Program  
SUNDAY, OCTOBER 31

The history of South America, as represented in the lives of its great heroes, is to be dramatized in a series of weekly half-hour broadcasts presented with the cooperation of the United States Office of Education. Irving Reis directs the distinguished cast of actors who will perform in the series and Victor Bay conducts the orchestra. On October 31 a special program introducing the series presents Secretary of State Cordell Hull and Dr. Samuel Guy Inman, Latin American authority.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSIC

## EVERYBODY'S MUSIC

3:00-4:00 p.m.

SUNDAY, OCTOBER 3

3:00-5:00 p.m.

SUNDAY, OCTOBER 17

Two broadcasts during October conclude this Sunday afternoon feature of Columbia's Summer music schedule, in which Howard Barlow conducts the Columbia Symphony Orchestra and Henry M. Neely, radio's "Old Stager," acts as commentator. (See Philharmonic-Symphony listing below, for program which follows in this period.)

OCTOBER 3: Three serenades for strings—Mozart's "Eine Kleine Nachtmusik," Tschaikowsky's "Serenade for Strings," and Sir Edward Elgar's "Serenade for Strings."

OCTOBER 17: The premiere of the final work commissioned especially for radio this season by the *Columbia Composers Commission*—Louis Gruenberg's opera, "Green Mansions." Four other of the six works in the series will be played again: Copland's "Music for Radio," Still's "Lenox Avenue," Piston's "Concertino for Piano and Orchestra," and the Roy Harris "Time Suite."

PHILHARMONIC-  
SYMPHONY SOCIETY  
OF NEW YORK

3:00-5:00 p.m.

EACH SUNDAY

BEGINNING OCTOBER 24

Returning for its eighth Fall and Winter season as an exclusive Columbia Network feature, the Philharmonic-Symphony Society of New York will be heard in 28 consecutive Sunday afternoon two-hour concerts, beginning October 24. John Barbirolli, brilliant young British conductor, will direct the opening concerts.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**

*(Continued)*

**CINCINNATI  
CONSERVATORY  
OF MUSIC**

11:00-12:00 a.m.

EACH SATURDAY

BEGINNING OCTOBER 9

In its sixth consecutive season on the Columbia Network the Cincinnati Conservatory of Music presents 35 Saturday morning concerts, beginning October 9.

OCTOBER 9: Alexander von Kreisler conducts the Conservatory Symphony Orchestra in Mozart's "Symphonia Concertante in E Flat Major" for violin and viola, with members of the Conservatory faculty as soloists; and Haydn's "Clock" Symphony.

OCTOBER 16: The First Piano Quartet in G Minor by Brahms and Schubert's "Sonatine," Opus 137.

OCTOBER 23: Schumann's Concerto in A Minor for Piano and Orchestra, Seventh Edition, by Eisenberger, soloist; Wagner's "Siegfried Idyll," and a Schumann Piano Solo.

**HOLLACE SHAW**

3:30-4:00 p.m.

EACH TUESDAY

BEGINNING OCTOBER 12

Hollace Shaw, soprano, recently featured on the "Blue Velvet Music" series, stars in a new series of concert programs with the Columbia Symphony Orchestra directed by Howard Barlow. In addition to this series, she will also be heard on Monday, October 4 in a concert directed by Victor Bay, 10:00-10:30 p.m.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSICCURTIS INSTITUTE  
OF MUSIC

4:00-4:45 p.m.

EACH WEDNESDAY

BEGINNING OCTOBER 13

The Curtis Institute of Music begins its eighth consecutive season on the Columbia Network on October 13, when the first of a series of 30 broadcasts is heard. The Curtis Symphony Orchestra is under the direction of Fritz Reiner, the chamber music programs are planned by Dr. Louis Bailly, and various distinguished faculty members and students will perform.

## PIANO RECITALS

6:00-6:25 p.m.

SATURDAY, OCTOBER 2, 9, 16

OCTOBER 2: Grace Castagnetta, noted young American pianist, plays Vivaldi's Concerto Grosso arranged by Casella; Haydn's Rondo in A Major; "Three Fantastic Dances" by Shostakovitch, and the Scriabin "Poem Tragique."

OCTOBER 9: Johana Harris, young American pianist, presents a program which includes some of the music of her husband, Roy Harris, and selections by Bartok and Hindemith.

OCTOBER 16: Lydia Hoffmann-Behrendt, Schoenberg's only piano pupil, presents a program of "Humor in Piano Music."

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**  
*(Continued)*

**ESSAYS IN MUSIC**  
10:00-10:30 p.m.  
EACH THURSDAY  
BEGINNING OCTOBER 14

This unusual new series, under the direction of Victor Bay, who recently completed the musical direction of the *Columbia Shakespearean Cycle*, presents on single programs widely varying compositions devoted to the same subject-matter. Mr. Bay will conduct the Columbia Symphony Orchestra and feature soloists and choruses.

OCTOBER 14: *The Firmament.*

The Hymn to the Sun, from Rimsky Korsakoff's "Coq d'Or" with Holla Shaw as soloist; Beethoven's "Moonlight Sonata"; Wagner's Evening Star from "Tannhauser," with Hubert Hendrie as soloist; Debussy's "Nages" and selections from Haydn's oratorio, "The Creation."

OCTOBER 28: *Evil Spirits.*

"Night on the Bald Mountain," Moussorgsky; Mephisto's Serenade from Gounod's "Faust"; The Witch Dance from Humperdinck's "Hansel and Gretel"; The Infernal Dance King Kastchei from Stravinsky's "Fire Bird Suite," and the "Dance Macabre" by Saint-Saens.

**JAVANESE AND  
BATAVIAN MUSIC**  
11:00-11:30 a.m.  
SUNDAY, OCTOBER 24

The third inter-continental concert of the Union Internationale de Radiodiffusion includes an unusual program of Javanese and Batavian music which comes through NIROM, the Dutch-East Indies radio organization.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSIC

MARGARET DAUM

6:00-6:30 p.m.

EACH FRIDAY

This young prima donna of the Metropolitan Opera Company is heard weekly in a repertoire of favorite arias and songs. In addition to this series, she will also be heard on October 11 in a concert with Victor Bay and the orchestra (10:00-10:30 p.m.).

STORY OF THE SONG

3:30-4:00 p.m.

TUESDAY, OCTOBER 5

These periods which bring outstanding artists in the world's great songs to Columbia Network listeners conclude on October 5 with a program featuring Rose Dirmann, soprano and Melville Kay, tenor.

THE COMPINSKY TRIO

"OLD VS. NEW"

11:30 a.m.-Noon

SATURDAY, OCTOBER 2

Manuel Compinsky, violinist; Alec Compinsky, 'cellist; and Sara Compinsky, pianist, conclude their series of programs which alternated classic music with modern music for the trio on October 2 with the trio "Siciliana e Burlesca" by Alfredo Casella and the Trio in C Major by Caspar Cassado

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.

U. S. ARMY BAND

4:30-5:00 p.m.

EACH THURSDAY

Invigorating music in familiar and special arrangements is broadcast from the nation's Capitol by this noted military band.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**CHILDREN'S  
PROGRAMS**

**SUNDAY MORNING AT  
AUNT SUSAN'S**  
9:00-9:55 a.m.  
EACH SUNDAY

These informal weekly visits with Aunt Susan are written by Nila Mack. Concert music, songs, news and guests make up full program for children which has won large family audience, as well. Guests during October include Dr. Arthur F. Torrann, explorer; John Tasker Howard, composer and Rosebud Yellow Robe, Sioux Indian.

**"DEAR TEACHER"**  
5:45-6:00 p.m.  
EACH TUESDAY AND THURSDAY  
Beginning October 5

Question and answer games for contestants from 8 to 12 years are featured on this new series. Each broadcast considers one subject (the first program's questions concern elephants), and four children appear on each show.

**LET'S PRETEND**  
10:30-11:00 a.m.  
EACH SATURDAY

The world's great fairy tales are dramatized by Nila Mack and enacted by children from seven to sixteen. Plays for this month are:  
OCTOBER 2: Ali Baba and the 40 Thieves  
OCTOBER 9: The Emperor's New Clothes  
OCTOBER 16: Beauty and the Beast.  
OCTOBER 23: King of the Golden River, Part I.  
OCTOBER 30: King of the Golden River, Part II.

**DOROTHY GORDON'S  
CHILDREN'S CORNER**  
MONDAY, WEDNESDAY,  
FRIDAY  
5:45-6:00 p.m.

Dorothy Gordon, winner of the 1947 Women's National Radio Award for the best juvenile air show, tells stories and sings songs beloved by youngsters, on her Monday and Friday programs. On Wednesday she presents her original "Sing Together Club," featuring young visitors to the studio.

**SPECIAL  
EVENTS**

PROGRAM AND TIME	DESCRIPTION
<p><b>FOOTBALL GAMES</b> At 2:45 p.m. SATURDAY, OCTOBER 2 SATURDAY, OCTOBER 30</p>	<p>Ted Husing covers Minnesota-Nebraska in their early-season match at the Lincoln Stadium on October 2, and Notre Dame-Minnesota on October 30.</p>
<p><b>NATIONAL WOMEN'S AMATEUR GOLF</b> Various hours TUESDAY, OCTOBER 5 THRU SATURDAY, OCTOBER 9</p>	<p>Exclusive radio coverage of the National Women's Amateur Golf Championships at Memphis is provided by CBS throughout the tournament. Ted Wooten of Columbia station WREC in Memphis presents summaries of the day's events directly from the Memphis Country Club.</p>
<p><b>WORLD SERIES</b> At 1:30 Daily STARTING WEDNESDAY, OCTOBER 6</p>	<p>The baseball classic for world championship, between the New York Giants and the Yankees, will be covered by an expert staff of CBS sports announcers. France Laux and Bill Dyer give play by play accounts, and Paul Douglas recreates the colorful background of the Series.</p>
<p><b>1937 MOBILIZATIONS FOR HUMAN NEEDS</b> 10:30-11:00 p.m. MONDAY, OCTOBER 18</p>	<p>President Roosevelt is scheduled to speak and a symphony orchestra will perform on this special program opening the 1937 campaign of Mobilization for Human Needs.</p>
<p><b>EDDIE CANTOR ANNIVERSARY DINNER</b> 12:15-1:15 a.m. THURSDAY, OCTOBER 28</p>	<p>A testimonial dinner in honor of Eddie Cantor's 25th anniversary in the show business will be heard on October 28 from the Ambassador Hotel, Los Angeles. Notables in many fields and many of Columbia's foremost artists join in the tribute.</p>

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**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* has just begun its 7th consecutive year of Sunday morning and afternoon religious broadcasts on CBS.

OCTOBER 3: *Morning*—Rev. Earl V. Phillips, D.D., president of the Northern Baptist Convention, from Minneapolis.  
*Afternoon*—President David O. Kay, Second Counsellor, Church of Jesus Christ of Latter Day Saints, at the 108th semi-annual Conference at the Salt Lake Tabernacle.

OCTOBER 10: *Morning*—Rev. Ze Barnard Phillips, D.D., Rector of Episcopal Church, from Washington.  
*Afternoon*—Rev. George G. Murdock, pastor of the Church of the Most Holy Trinity, West Point.

OCTOBER 17: *Morning*—Dr. Alonzo Fortune, president of the International Convention, Disciples of Christ.  
*Afternoon*—Rabbi Samuel M. Temple Israel, Columbus, Ohio.

OCTOBER 24: *Morning*—Rev. Carl S. Vist (Congregational), Community Church at the Circle, Mount Vernon, New York.  
*Afternoon*—Rt. Rev. Msgr. Thomas J. McDonnell, Society for the Propagation of the Faith, New York City.

OCTOBER 31: *Morning*—Rev. Charles R. Erdmann, president, Board of Foreign Missions of the Presbyterian Church, Princeton, New Jersey.  
*Afternoon*—Rev. Martin Heglid, Ph.D. (Lutheran), St. Olaf College, Northfield, Minn.

## PROGRAM AND TIME

## DESCRIPTION

PERSONALITIES  
 MAJOR BOWES'  
 CAPITOL FAMILY  
 11:30 a.m.—12:30 p.m.  
 EACH SUNDAY

Host on one of radio's oldest and most widely-known presentations, Major Bowes celebrates his fourteenth consecutive year as paterfamilias of his Capitol Family.

DAVID ROSS IN  
 "YOUR BIRTHDAY  
 PARTY"  
 8:30—9:00 p.m.  
 EACH SUNDAY  
 Beginning October 3

David Ross inaugurates a new series this month entitled "Your Birthday Party," a venture in what he terms "radio slapstick." Freddie Rich's orchestra and a choral group furnish music and Ross offers a variety of entertainment in the role of host.

COLONEL JACK MAJOR  
 3:00—3:30 p.m.  
 EACH MONDAY

Singer, yodeler, whistler, tall-story-teller, poetry-reader and hill-billy philosopher, young Colonel Jack Major also acts as Master of Ceremonies for his half hour radio revue with Freddie Rich's orchestra and guest performers.

RICHARD MAXWELL  
 9:30—9:45 a.m.  
 TUESDAY AND THURSDAY  
 9:15—9:25 a.m.  
 WEDNESDAY AND FRIDAY  
 10:15—10:30 a.m.  
 EACH SATURDAY

Soloist of "Songs of Comfort and Cheer," Richard Maxwell presents five programs of hymns and inspirational songs each week. He was first heard on Columbia in 1928. Mr. Maxwell is currently dedicating programs to "good neighbors" whom listeners single out for honor.

TED MALONE'S  
 "BETWEEN THE  
 BOOKENDS"  
 4:00—4:15 p.m.  
 MONDAY, TUESDAY,  
 THURSDAY, FRIDAY

Ted Malone brings to the reading of poetry a vibrant voice and a deep sincerity which have won for him one of the widest followings in radio. His recitals are delivered against a background of organ music.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**LIGHT  
MUSIC**

**SATURDAY NIGHT  
SWING CLUB**  
7:30-8:00 p.m.  
SATURDAY, OCTOBER 2 AND 9  
7:00-7:30 p.m.  
BEGINNING OCTOBER 16

With Leith Stevens and Paul Douglas in their accustomed places as Swing Session band director and swing commentator, the Saturday night gatherings entertain soloists, during October, Larry Clinton, swing arranger; W. C. Handy, Joe Sokoloff, guitarist; Toots Mendello, clarinetist and many others. Phil Cohan and Ed Cash are the producers.

**HOLLYWOOD  
SHOW CASE**  
10:00-10:30 p.m.  
EACH SUNDAY

Outstanding personalities, promising young players and new talent attempting to win the recognition of the motion picture capital are presented on this new series from Los Angeles. There are also five-minute vignettes of various West Coast CBS network shows previously unheard in the East. Lud Gluskin, CBS West Coast Music Director, is conductor of the series.

**SONG TIME**  
7:15-7:30 p.m.  
MONDAY, TUESDAY,  
THURSDAY, FRIDAY

These new vocal periods feature two outstanding CBS artists in novel song presentations. The Thursday period originates from Hollywood, the Friday from St. Louis and the others from New York.

MONDAY: Hollace Shaw and Del Casino  
TUESDAY: Ruth Carhart and Bill Perry.  
THURSDAY: Betty Grable and John Payne.  
FRIDAY: Lorraine Grimm and Harry Cedeno.

## PROGRAM AND TIME

## DESCRIPTION

LIGHT  
MUSIC

"IT'S ALL IN FUN"

10:30-11:00 p.m.

EACH THURSDAY

BEGINNING OCTOBER 14

This original new series of half-hour broadcasts features informal entertainment in the light manner. The programs observe no formula other than that of spontaneity and are arranged each week as surprises. The fun starts on October 14.

"DEAR COLUMBIA"

9:00-9:25 a.m.

EACH TUESDAY

Audience mail requests for songs and selections old and new are gratified on this program by an orchestra under Ray Block's direction and by guest vocalists.

DALTON BROTHERS,  
ETON BOYS,  
FOUR STARS AND  
SONG STYLISTS

*Various hours*

These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites of CBS listeners.

DANCE ORCHESTRAS

11:00 p.m.-1:00 a.m.

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners throughout the week in the late evening hours. The orchestras of Cab Calloway, Bob Crosby, Frank Dailey, Tom Dorsey, Happy Felton, Ted Fiorito, Jay Freeman, Benny Goodman, Glen Gray, Dick Jurgens, Sammy Kaye, Henry King, Guy Lombardo, Frankie Masters, Red Norvo, George Olsen and Roger Pryor are heard during October.

## A D D E N D A : S E P T E M B E R P R O G R A M S

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 list of *September* programs which were arranged too late for inclusion in last month's issue of this booklet.

SEPTEMBER 4: The third running of the Longacres Mile was described by Joe Hernandez from the Longacres track, Seattle, 9:30-9:45 p.m.

SEPTEMBER 6: A special musical program featuring six distinguished concert artists, Georges Barrere, flautist; Muriel Kerr, pianist; Marcel Hubert, cellist; Carlos Salzedo, harpist; Joseph Knitzer, violinist and Carolyn Urbanek, soprano, and a symphony orchestra directed by Howard Barlow was presented by the *Columbia Concert Hall*, 9:00-10:00 p.m.

SEPTEMBER 7: From the Yankee Stadium the "Parade of Stars" track meet sponsored by the New York City Police Athletic League was described by Bob Trout, 3:00-3:30 p.m. (WABC only.)

In an international broadcast from Gloucester, England, the Three Choirs Festival presented Sir Edward Elgar's

oratorio, "The Dream of Gerontius," 4:30-4:55 p.m.

SEPTEMBER 9: Governor Herbert H. Lehman's address to the New York State Fair, on "The Outlook for Agriculture," was heard from the Fair grounds near Syracuse, 12 noon-12:15 p.m.

The running of the third and final heat of the Governor's Cup mile trot at the New York State Fair grounds was described by Stephen Phillips, 5:15-5:30 p.m.

SEPTEMBER 10: The ceremonies attending the dedication of the newly named Benjamin Franklin Parkway in Philadelphia, during the celebration of the 150th anniversary of the Constitution, were described to the radio audience, 10:45-11:00 p.m.

SEPTEMBER 11: The fourth running of the Narragansett Special was described by

Joe Fay from the track at Pawtucket, R. I., 4:45-5:15 p.m.

M. Henri de Chatillon, fashion expert and designer, was interviewed by Bob Trout, 5:45-6:00 p.m.

In the first U. S. broadcast from Shanghai since the warfare broke out in that city, Madame Chiang Kai-shek, wife of China's generalissimo, presented the viewpoint of her country to Columbia Network listeners, 7:00-7:15 p.m.

SEPTEMBER 12: In a broadcast from Geneva, Vernon Bartlett, British authority on international affairs, summarized Europe's reactions to the findings of the Nyon Conference, 1:30-1:45 p.m.

For the closing concert of the Grant Park series which formed part of Columbia's summer music schedule, a gala program in which the Chicago Symphony, the Chicago Philharmonic, the Chicago Civic Opera, and the Women's Symphony orchestras united was conducted by Dr. Frederick Stock, 10:00-11:00 p.m.

SEPTEMBER 13: From the Fifth International Congress of Radiology, held for the first time in this country, Dr. Otto Glasser was heard from Chicago in a talk on the X-ray, 6:45-7:00 p.m.

A portion of the softball "World Series," the finals of a national elimination tournament, was described by Pat Flanagan from Chicago's Soldiers Field, 11:30 p.m.-12 midnight.

SEPTEMBER 15: Australia's reaction to the Sino-Japanese crisis was discussed by F. E. Baume, editor of the *Sydney Sunday Call*, 6:15-6:30 p.m.

SEPTEMBER 17: Ceremonies at Independence Hall, Philadelphia, occurring exactly 150 years to the hour after the signing of the Constitution, were described and speeches delivered by ex-Senator George Wharton Pepper and Mayor S. Davis Wilson, 2:30-2:45 p.m.

Senator Bennett Champ Clark (Dem.) of Missouri addressed the prize-award meeting of the New York Times Constitution Essay Contest on "The Constitution," 3:30-4:00 p.m.

The first of two broadcasts on problems of immigration presented Edward J. Shaughnessy, Commissioner of Immigration, on "The Ebbing Tide of Immigration," 5:00-5:15 p.m.

SEPTEMBER 18: A "radio-view" of the construction of Grand Coulee Dam in the state of Washington included an aerial description by Don Forbes from a

United Airlines Mainliner, and pickups from the "House of Magic" and the West Coffer Dam of this immense engineering project, 5:00-5:30 p.m.

Harry W. Colmery, retiring national commander of the American Legion, analysed Constitution Day addresses delivered throughout the country in a talk, "The Constitution and Its Interpreters," 7:00-7:15 p.m.

Senator Arthur H. Vandenburg (Rep.) of Michigan addressed the State Wide Conference of Young Republicans at Bay City, Michigan, on "The Republican Challenge," 10:45-11:30 p.m.

SEPTEMBER 19: In a talk from London, Ben Ames, journalist and lecturer who has just completed an extensive tour of Europe, discussed political, social and economic conditions on the Continent, 1:30-1:45 p.m.

Adventures encountered in a trip through unexplored portions of Africa were retold by Captain Percy A. Cook, explorer, 2:00-2:15 p.m.

The first Sunday night performance of New York City's newly-opened International Casino was described by Bob Trout and Paul Douglas, and the orchestras of George Olsen, Jascha Bunchuk and Basil Fomeen were heard in this radio show produced by Wil-

liam Robson, CBS director, and Leonce, Casino master of ceremonies, 8:00-9:00 p.m.

SEPTEMBER 22: The second of two broadcasts on problems of immigration featured Rudolph Reimer, District Commissioner of Immigration at Ellis Island, on "The Problems of Deportation," 5:00-5:15 p.m.

A symposium on the Constitution and its relation to religious freedom and tolerance was conducted by Dr. Ernest Fremont Tittle, Alfred Morton Cohen and Judge John Patrick McGoorty, under the auspices of the National Conference of Jews and Christians, 6:00-6:30 p.m.

SEPTEMBER 23: Walter W. Stokes, N. Y. State Senator from Cooperstown, spoke on "Highway Safety," 5:15-5:30 p.m.

SEPTEMBER 24: Governor Frank Murphy of Michigan, in the third of a CBS series on the subject of labor, spoke on "A Fair Deal for Labor," 7:30-7:45 p.m.

United States Secretary of Commerce Daniel C. Roper, in connection with the presentation of the American Trade Association Executives' Awards for constructive public service, spoke on "Coordinating Government and Business Activities," 10:45-11:00 p.m.

SEPTEMBER 25: From Shanghai Earl Leaf, manager of the North China bureau of the United Press, reported on the "War in China," 7:00-7:15 p.m.

Pierre Bedard, director of the French Institute in New York and Secretary General of the Alliance Francaise, spoke from New York on "What Is Happening to American Isolation?," 9:30-9:45 p.m.

SEPTEMBER 26: From Geneva Dr. V. K. Wellington Koo, Chinese Ambassador to England and his country's chief delegate to the League of Nations, spoke on "China Demands Help from the League of Nations," 1:30-1:45 p.m.

H. V. Kaltenborn, veteran CBS commentator, returned from an extensive tour of European centers to discuss the Benito Mussolini-Adolf Hitler conference, 1:45-2:00 p.m.

Station WGAR, Columbia's new Cleveland outlet, saluted the network in a special program which presented Bob Feller and Johnny Allen, music by Walberg Brown, and an address by general manager John F. Pratt of WGAR, 6:00-6:30 p.m.

SEPTEMBER 28: Two addresses by President Roosevelt, on a tour in the Northwest,

were broadcast over the Columbia Network on the same day, one at the Bonneville Dam, Oregon, 12:30-12:45 p.m. and the other at Mount Hood timberline camp, Oregon, 4:30-5:00 p.m.

Dr. C. V. Akin, Chief Quarantine Officer of the Port of New York, in a regular *Science Service* program unannounced last month, spoke on "Diseases Outside Our Door," 5:15-5:30 p.m.

Kename Wakasugi, Japanese Consul General in New York, spoke on "Why Japan Is Fighting China," 6:45-7:00 p.m.

The Calvary Episcopal Church Choir, the Free Synagogue of New York singers, and the Paulist Fathers' Choir participated in a special choral music program under the auspices of the National Committee for Religion and Welfare Recovery, 10:30-11:00 p.m.

SEPTEMBER 29: Evangeline Booth, International Commander of the Salvation Army, in her first trip to America since her election to leadership of the organization made her only radio address during her visit in an exclusive CBS broadcast, 10:45-11:00 p.m.



**CBS** SPONSORED

AND SUSTAINING PROGRAMS

**NOVEMBER 1937**

NATIONAL BROADCASTING COMPANY, INC  
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HORACE HEIDT  
RCE AND HIS GANG IN WATCH THE  
SCHOOL OF THE AIR • AL JOLSON SHOW WITH MARTHA  
COLUMBIA WORKSHOP • CHESTERFIELD PRESENTS ANDRE KOSTELANETZ' CONCE  
POST • FORD SUNDAY EVENING HOUR • GAN  
UNIE PRESENTS RUSS MORON'S ORCHESTRA • JEAN HERSHC  
• EDWIN C. HILL  
ND • YOUR HIT PARAD  
THE LUX RADIO THEAT  
R • HOLLYWOOD HOT  
R BOWES' AMATEUR H  
COLA PRESENTS THE 50  
ELEN MENKEN IN "SECOND HUSBAND"  
ERSTEIN MUSIC HALL • HEINZ MAGAZINE OF THE AIR • HOBBY  
AKER WITH OSCAR BRADLEY'S ORCHESTRA • ROMANTIC RHYTHM WITH SEYMOUR SIMON'S ORC  
O TOWN STARRING EDDIE CANTOR • JEANNETTE MACDONALD • WE, THE PEOPLE • BUDDY CLARK  
SSOR QUIZ • PICK AND PAT • SILVER THEATRE • SATURDAY NIGHT SERENADE WITH MARY EAST  
OAKIE'S COLLEGE • KATE SMITH HOUR • LADY ESTHER PRESENTS WAYNE KING'S ORCHESTRA  
ES COVERS HOLLYWOOD • NEW YORK PHILHARMONIC-SYMPHONY ORCHE  
ENNER WITH ALICE FAYE AND HAL KE  
BOWES' AM

**CBS** SPONSORED  
AND SUSTAINING PROGRAMS  
**NOVEMBER 1937**



*published monthly for advertising executives by*

**The COLUMBIA BROADCASTING SYSTEM**

485 MADISON AVENUE • NEW YORK CITY, N. Y

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**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

AMERICAN HOME PRODUCTS CO.

Edna Wallace Hopper Cosmeti

Anacin

Kolynos Toothpaste

Kolynos Toothpaste

AMERICAN TOBACCO COMPANY

Lucky Strike Cigarettes

Roi-Tan Cigars

ATLANTIC REFINING COMPANY

White Flash Gasoline,  
Atlantic Motor Oil

BANK OF AMERICA NATIONAL  
TRUST & SAVINGS ASSOCIATION

Banking Service

BARNSDALL REFINING CORP.

Petroleum Products

BENEFICIAL MANAGEMENT CORP.

Personal Loans

BROWN & WILLIAMSON  
TOBACCO CORP.

Sir Walter Raleigh Tobacco,  
Avalon Cigarettes

PROGRAM	TIME	AGENCY	ON CBS*
THE ROMANCE OF HELEN TRENT <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m.	Blackett-Sample-Hummert, Inc.	204 Weeks
OUR GAL SUNDAY <i>Serial drama</i>	Mon., Tues., Wed. 12:45-1:00 p.m.		32 Weeks
OUR GAL SUNDAY <i>Serial drama</i>	Thurs. and Fri. 12:45-1:00 p.m.		178 Weeks
HAMMERSTEIN MUSIC HALL, with Fred Hammerstein as MC, Betty Mann and guest stars <i>Variety show</i>	Friday 8:00-8:30 p.m.		326 Weeks
OUR HIT PARADE, with Harry Salter's Orchestra <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m.	Lord and Thomas	79 Weeks
Edwin C. Hill in OUR NEWS PARADE <i>News commentator</i>	Mon. thru Fri. 12:15-12:30 p.m.		
MAN TO MAN SPORTS, with Tom Heber and Ken Frogley <i>Talks</i>	†Tuesday 8:15-8:30 p.m. PST	Lawrence C. Gumbinner Agency	17 Weeks
HOLY CROSS FOOTBALL SCHEDULE <i>Play by play description</i>	§Saturday 1:45-4:30 p.m.	N. W. Ayer & Son, Inc.	97 Weeks
FOOTBALL FORECASTS	§Friday 6:15-6:30 p.m.		
NEWS TIME with Sam Hayes <i>News broadcast</i>	§§Sun. thru Fri 10:00-10:15 p.m. PST	Charles R. Stuart	22 Weeks
THE FUN BUG, with Billy Franz, Male Chorus and Orchestra <i>Comedy and music</i>	Sunday 2:00-2:30 p.m.	Co-Operative Advertising, Inc.	96 Weeks
YOUR UNSEEN FRIEND, with Harry Salter's Orchestra <i>Dramatizations and music</i>	Saturday 8:00-8:30 p.m.	Albert Frank - Guenther Law, Inc.	57 Weeks
Neal O'Hara's RADIO GAZETTE <i>News broadcast</i>	§Mon. and Fri. 7:30-7:45 p.m.	Batten, Barton, Durstine & Osborn, Inc.	19 Weeks

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

**CBS**

**SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

CAMPBELL SOUP COMPANY

Campbell's Soups  
Campbell's Beans  
Campbell's Tomato Juice

THE CARBORUNDUM COMPANY

Abrasives

CHESEBROUGH MANUFACTURING  
COMPANY

"Vaseline" Preparations

CHEVROLET MOTOR COMPANY

Chevrolet Cars

CHRYSLER CORPORATION

Chrysler, DeSoto, Dodge  
and Plymouth Cars

THE COCA-COLA COMPANY

Coca-Cola

COLGATE-PALMOLIVE-PEET CO.

Palmolive Shave Cream  
  
Super Suds and Concentrated  
Super Suds  
  
Palmolive Soap

PROGRAM	TIME	AGENCY	ON CBS*
HOLLYWOOD HOTEL, with Frances Langford; Jerry Cooper; Anne Amison; Ken Niles; and Raymond Raige's Orchestra, with Ken Murray and "Oswald" <i>Dramatic musical revue with guest stars</i>	Friday 9:00-10:00 p.m.	F. Wallis Armstrong Company	157 Weeks
THE CARBORUNDUM BAND, Edward D'Arna, conductor; Francis Bowman, commentator <i>Band music and Indian legends</i>	Saturday 7:30-8:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	149 Weeks
DR. CHRISTIAN, starring Jean Iersholt <i>Dramatic</i>	Sunday 2:30-3:00 p.m. Rebr. 5:30-6:00 p.m.	McCann-Erickson, Inc.	Starts Nov. *
ROMANTIC RHYTHM, with Seymour Simon's Orchestra, Sally Nelson and Barry McKinley; Basil Ruysaert, MC <i>Musical</i>	Sunday 6:30-7:00 p.m.	Campbell-Ewald Company	71 Weeks
MAJOR BOWES' AMATEUR HOUR <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m.	Ruthrauff & Ryan, Inc.	87 Weeks
THE SONGSHOP, starring Kitty Carlisle; with Frank Crumit, MC; Reed Kennedy, Alice Cornett, Songshop Quartet, Glee Club and Gustave Haenschen and Orchestra <i>Musical</i>	Friday 10:00-10:45 p.m.	D'Arcy Advertising Co., Inc.	35 Weeks
KANG BUSTERS with Phillips Lord <i>Police-file dramatizations</i>	Wednesday 10:00-10:30 p.m.	Benton & Bowles, Inc.	95 Weeks
MYRT AND MARGE <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. Rebr. 4:00-4:15 p.m.		88 Weeks
HILLTOP HOUSE, starring Bess Johnson <i>Dramatic serial</i>	Mon. thru Fri. 5:45-6:00 p.m.		

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

CONTINENTAL BAKING CO., INC.

Wonder Bread and Hostess Ca

THE CUDAHY PACKING COMPANY

Old Dutch Cleanser

R. B. DAVIS COMPANY

Cocomalt

E. I. du PONT de NEMOURS & CO., INC.

Institutional Advertising

DURKEE'S FAMOUS FOODS, INC.

Food Products

F & F LABORATORIES, INC.

F & F Cough Drops

THE FLORIDA CITRUS COMMISSION

"Florida" Grapefruit, Orange  
Tangerines

FORD MOTOR COMPANY

Ford, Lincoln and  
Lincoln Zephyr Motor Cars

PROGRAM	TIME	AGENCY	ON CBS*
PRETTY KITTY KELLY <i>Serial drama</i>	Mon. thru Fri. 10:00-11:15 a.m. Rebr. 4:15- 4:30 p.m.	Benton & Bowles, Inc.	139 Weeks
BACHELOR'S CHILDREN <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m.	Roche, Williams & Cunnyngham, Inc.	149 Weeks
BOE PENNER, with Gene Austin, Julie Gibson and Jimmy Grier's Orchestra <i>Comedy and music</i>	Sunday 6:00-6:30 p.m.	Ruthrauff & Ryan, Inc.	178 Weeks
CAVALCADE OF AMERICA, with Don Voorhees' Orchestra <i>Dramatizations and music</i>	Wednesday 8:00-8:30 p.m. Rebr. 12 mid.- 12:30 a.m.	Batten, Barton, Durstine & Osborn, Inc.	121 Weeks
GOOD AFTERNOON, NEIGHBORS, with Tom Breneman and Orchestra <i>Serial drama and music</i>	†Tues. and Thurs. 2:30-2:45 p.m. PST	Botsford, Constantine & Gardner	74 Weeks
HENNY PEABODY <i>Serial drama</i>	Mon., Wed., Fri. 3:30-3:45 p.m.	Blackett-Sample-Hummert, Inc.	2 Weeks
Family Post, HOW TO GET THE MOST OUT OF LIFE <i>Talks</i>	Tues. and Thurs. 10:30-10:45 a.m.	Ruthrauff & Ryan, Inc.	2 Weeks
SUNDAY EVENING HOUR, Ford Sym- phony Orchestra and Chorus, Eugene Ormandy, conductor; Guest Soloists <i>Symphonic music, and talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m.	N. W. Ayer & Son, Inc.	196 Weeks
Al Pearce and His Gang in WATCH THE FUN GO BY <i>Comedy and variety</i>	Tuesday 9:00-9:30 p.m. Rebr. 12 mid.- 12:30 a.m.		

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

CLIENT

PRODUCT

J. B. FORD COMPANY

"Wyandotte" Cleaning Products

GENERAL BAKING COMPANY

Bond Bread

GENERAL FOODS CORPORATION

Sanka Coffee

Swans Down Cake Flour,  
Calumet Baking Powder

Minute Tapioca

GENERAL MILLS, INC.

Wheaties, Bisquick, Gold Medal  
Kitchen-Tested Flour and Soft

GULF OIL CORPORATION

Motor Oil and Gas

PROGRAM	TIME	AGENCY	ON CBS*
<b>PETTICOAT OF THE AIR</b> <i>Woman commentator</i>	Tues. and Thurs. 2:00-2:15 p.m.	N. W. Ayer & Son, Inc.	21 Weeks
<b>Bond Bakers Present</b> <b>GUY LOMBARDO and His Orchestra</b> <i>Popular music</i>	Sunday 5:30-6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	356 Weeks
<b>WE, THE PEOPLE</b> <i>Radio Listeners' Committee, Gabriel Heatter, director, presents real-life experiences</i>	Thursday 7:30-8:00 p.m. Rebr. 10:30-11:00 p.m.	Young & Rubicam, Inc.	141 Weeks
<b>KATE SMITH HOUR, with</b> <b>Henry Youngman, Comedian; Jim Crowley, Football Forum; Jack Miller's Orchestra; Dramas and Guest Stars</b> <i>Variety show</i>	Thursday 8:00-9:00 p.m. Rebr. 11:15-12:15 a.m.		
<b>MARY MARGARET MCBRIDE</b> <i>Radio columnist</i>	Mon., Wed., Fri. 12 noon-12:15 p.m.		
<b>GOLD MEDAL FEATURE HOUR</b> <b>Betty and Bob</b> <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m.	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	348 Weeks
<b>Hymns of All Churches</b> <i>Choir</i>	Mon., Tues., Thu. 1:15-1:30 p.m.		
<b>Betty Crocker</b> <i>Cooking expert</i>	Wed. and Fri. 1:15-1:30 p.m.		
<b>Arnold Grimm's Daughter</b> <i>Serial drama</i>	Mon. thru Fri. 1:30-1:45 p.m.		
<b>Hollywood in Person</b> <i>Capt. Bob Baker, commentator</i>	1:45-2:00 p.m.		
<b>PHIL BAKER, with Oscar Bradley's Orchestra, and Guest Star</b> <i>Variety show</i>	Sunday 7:30-8:00 p.m.	Young & Rubicam, Inc.	195 Weeks

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

H. J. HEINZ COMPANY

"57 Varieties" Pure Food Products

HUDSON MOTOR CAR COMPANY

Hudson and Terraplane Motors

INTERNATIONAL SILVER COMPANY

1847 Rogers Bros.

LADY ESTHER COMPANY

Cosmetics

LAMBERT PHARMACAL COMPANY

Listerine Toothpaste

LEHN & FINK PRODUCTS COMPANY

Lysol

Pebeco Toothpaste

Hind's Honey and Almond Cream

Tussy Lipstick

PROGRAM	TIME	AGENCY	ON CBS
<p>HEINZ MAGAZINE OF THE AIR            Carol Kennedy's Romance  <i>Serial drama</i></p>	<p>Mon. thru Fri.            11:15-11:30 a.m.            Rebr. 3:15-3:30            p.m.</p>	<p>Maxon, Inc.</p>	<p>87 Weeks</p>
<p>Lia Sanderson and Frank            Cummit; B. A. Rolfe's Orchestra;            Guest; Bill Adams, Food Editor</p>	<p>Wed. and Fri.            11:00-11:15 a.m.            Rebr. 3:00-3:15            p.m.</p>		
<p>BOBBY LOBBY, with Dave Elman,            interviewer; Hudson Orchestra  <i>Musical and interviews</i></p>	<p>Wednesday            7:15-7:45 p.m.            Rebr. 10:30-            11:00 p.m.</p>	<p>Brooke, Smith &amp; French, Inc.</p>	<p>35 Weeks</p>
<p>LIVER THEATRE, with guest stars;            Conrad Nagel, director and nar-            tor; Felix Mills' Orchestra  <i>Dramatic</i></p>	<p>Sunday            5:00-5:30 p.m.</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>7 Weeks</p>
<p>WAYNE KING and his Orchestra  <i>Popular music</i></p>	<p>Monday            10:00-10:30 p.m.</p>	<p>Lord and Thomas</p>	<p>113 Weeks</p>
<p>THE NEWLYWEDS  <i>Serial drama</i></p>	<p>†Mon. thru Fri.            12:45-1:00 p.m.            PST</p>	<p>Lambert &amp; Feasley, Inc.</p>	<p>22 Weeks</p>
<p>DR. ALLAN ROY DAFOE  <i>Talks</i></p>	<p>Mon., Wed., Fri.            4:45-5:00 p.m.</p>	<p>Lennen &amp; Mitchell, Inc.</p>	<p>69 Weeks</p>
<p>FOLLOW THE MOON, with            Isie Hitz and Nick Dawson  <i>Serial drama</i></p>	<p>Mon. thru Fri.            5:00-5:15 p.m.</p>		<p>152 Weeks</p>
<p>LIFE OF MARY SOTHERN  <i>Serial drama</i></p>	<p>Mon. thru Fri.            5:15-5:30 p.m.</p>	<p>William Esty &amp; Company, Inc.</p>	<p>70 Weeks</p>
<p>HAWAIIAN MOON CASINO  <i>Serial drama, with music</i></p>	<p>§Mon., Wed., Fri.            5:30-5:45 p.m.            PST</p>		<p>5 Weeks</p>

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

**LEVER BROTHERS COMPANY**

**Lux Toilet Soap**

**Rinso**

**Lifebuoy**

**Rinso**

**Spry**

**LIGGETT & MYERS TOBACCO CO.**

**Chesterfields**

**Chesterfields & Granger Tol**

**P. LORILLARD COMPANY**

**Old Gold Cigarettes**

PROGRAM	TIME	AGENCY	ON CBS <sup>1</sup>
THE LUX RADIO THEATRE, with stars of stage and screen <i>Dramatic; Cecil B. De Mille, director</i>	Monday 9:00-10:00 p.m.	J. Walter Thompson Company	110 Weeks
Edward G. Robinson in BIG TOWN, with Claire Trevor and others <i>Dramatic</i>	Tuesday 8:00-8:30 p.m.	Ruthrauff & Ryan, Inc.	2 Weeks
THE JOHNSON SHOW with Martha Raye, Benny Branner, Victor Young's orchestra and guest stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. Rebr. 11:30 p.m. 12:00 mid.		76 Weeks
THE BIG SISTER <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. Rebr. 2-2:15 p.m.		60 Weeks
THE MOUNT JENNY'S REAL LIFE STORIES <i>Dramatic</i>	Mon. thru Fri. 11:45 a.m.- 12 noon Rebr. 2:15- 2:30 p.m.		42 Weeks
THE HESTERFIELD PRESENTS Andre Kostelanetz's Concert Or- chestra; guest soloists; Deems Taylor, commentator; Paul Douglas, announcer <i>Orchestral and vocal music</i>	Wednesday 9:00-9:30 p.m.	Newell-Emmett Co., Inc.	250 Weeks
MUSIC FROM HOLLYWOOD, starring Alice Faye with Hal Kemp's orchestra <i>Popular music</i>	Friday 8:30-9:00 p.m. Rebr. 11:30- 12:00 p.m.		
Reddie Dooley's LAST-MINUTE FOOTBALL NEWS <i>Scores, forecasts, guests</i>	Thurs. and Sat. 6:30-6:45 p.m. Rebr. 8:30- 8:45 p.m.		29 Weeks
HOLLYWOOD SCREEN SCOOPS, George McCall, commentator Starting November 16	Tues. and Thurs. 7:15-7:30 p.m. Rebr. 11:15- 11:30 p.m.	Lennen & Mitchell, Inc.	96 Weeks

<sup>1</sup>The figures indicate the total number of weeks in which the client has used CBS facilities.

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

**NASH-KELVINATOR CORPORATION**

**Nash Motor Cars**

**PET MILK SALES CORPORATION**

**Irradiated Pet Milk**

**PHILCO RADIO & TELEVISION CORP.**

**Philco Radios and Radio Acces**

**PHILIP MORRIS & CO., LTD.**

**Philip Morris Cigarettes**

**PHILLIPS PETROLEUM COMPANY**

**Phillips 66, Ethyl, etc.**

PROGRAM	TIME	AGENCY	ON CBS*
PROFESSOR QUIZ, with Bob Trout <i>Questions and answers</i>	Saturday 9:00-9:30 p.m. Rebr. 12:00- 12:30 a.m.	Geyer, Cornell & Newell, Inc.	35 Weeks
MARY LEE TAYLOR, Home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. Rebr. 3:00- 3:15 p.m.	Gardner Advertising Company	209 Weeks
SATURDAY NIGHT SERENADE, with Mary Eastman, soprano; Bill Perry, tenor, and Gustave Haenschen's Orchestra <i>Musical</i>	Saturday 9:30-10:00 p.m.		
HOOVER CARTER <i>News commentator</i>	Mon., Wed., Fri. 7:45-8:00 p.m. Rebr. 11:15- 11:30 p.m.	Hutchins Advertising Co., Inc.	329 Weeks
JOHNNY PRESENTS Russ Morgan's Orchestra, "Front Page News", Dramatizations; vocalists and mixed ensemble <i>Variety and dramatic interludes</i>	Saturday 8:30-9:00 p.m. Rebr. 11:30- 12:00 p.m.	The Biow Company, Inc.	64 Weeks
PHILLIPS POLY FOLLIES, with Ben Feld's Orchestra <i>Variety</i>	Tuesday 10:30-11:00 p.m.	Lambert & Feasley, Inc.	76 Weeks

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

PONTIAC MOTOR COMPANY

Pontiac Cars

RAYMONDS, INC.

Dona Ray Cosmetics, New Ray  
Machineless Permanent Wave

R. J. REYNOLDS TOBACCO COMPANY

Camel Cigarettes and  
Prince Albert Smoking Tobac

RIO GRANDE OIL, INC.

Petroleum Products

SKELLY OIL COMPANY

Petroleum Products

STERLING PRODUCTS, INC.

Bayer Aspirin

STEWART-WARNER CORPORATION

Radios, Alemite, Refrigerator

PROGRAM	TIME	AGENCY	ON CBS*
<b>NEWS THROUGH A WOMAN'S EYES</b> - Kathryn Cravens <i>News comments</i>	Mon., Wed., Fri. 2:00-2:15 p.m. Rebr. 5:30- 5:45 p.m.	MacManus, John & Adams, Inc.	104 Weeks
<b>LOYD PANTAGES</b> <b>COVERS HOLLYWOOD</b> <i>Motion picture news</i>	Sunday 1:45-2:00 p.m. Rebr. 11:00- 11:15 p.m.	Milton Weinberg Advertising Company	2 Weeks
<b>AMEL CARAVAN</b> <b>JACK OAKIE'S COLLEGE</b> , with Stuart Erwin, Raymond Hatton, Patsy Flick and Helen Lynd; Harry Borris, Glee Club and Georgie Stoll's Orchestra <i>Music and guest comedians</i>	Tuesday 9:30-10:00 p.m.	William Esty & Company, Inc.	227 Weeks
<b>SWING SCHOOL</b> , with Benny Goodman's Orchestra <i>Music and guests</i>	Tuesday 10:00-10:30 p.m.		
<b>CALLING ALL CARS</b> <i>Police file dramatizations</i>	§Tuesday 7:30-8:00 p.m. PST	Hixson-O'Donnell, Inc.	217 Weeks
<b>KELLY COURT OF MISSING HEIRS</b> <i>Dramatic</i>	Monday 7:00-7:30 p.m.	Blackett-Sample-Hummert, Inc.	3 Weeks
<b>Famous Actors' Guild Presents</b> <b>SECOND HUSBAND</b> starring Helen Menken <i>Dramatic</i>	Tuesday 7:30-8:00 p.m.	Blackett-Sample-Hummert, Inc.	321 Weeks
<b>HELMITE HALF HOUR</b> , with Horace Heidt's Brigadiers <i>Popular music</i>	Monday 8:00-8:30 p.m. Rebr. 12:00- 12:30 a.m.	Hays MacFarland & Company	139 Weeks

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

THE TEXAS COMPANY

"Texaco" Petroleum Products

TIDE WATER ASSOCIATED  
OIL COMPANY

Petroleum Products

U. S. TOBACCO COMPANY

Model Pipe Tobacco

VICK CHEMICAL COMPANY

Vicks VapoRub,  
Vicks Va-tro-nol

WM. WRIGLEY JR., COMPANY

Wrigley's Gum

## PROGRAM

## TIME

## AGENCY

## ON CBS\*

EXACO TOWN, with Eddie Cantor,  
Deanna Durbin, Pinky Tomlin,  
Jimmy Wallington, Jacques Renard  
and His Orchestra  
*Comedy and music*

Wednesday  
8:30-9:00 p.m.  
Rebr. 11:30 p.m.-  
12 mid.

Buchanan and Company, Inc.

59 Weeks

Broadcasts of PACIFIC COAST CON-  
FERENCE Football Games  
*Play by play reports*

†Saturday  
Approx. 2:00-  
5:00 p.m.  
PST

Lord and Thomas

221 Weeks

DICK AND PAT IN PIPE SMOKING  
TIME with Benny Kreuger's Or-  
chestra  
*"Blackface" comedy and music*

Monday 8:30-  
9:00 p.m. Rebr.  
11:30-12 mid.

Arthur Kudner, Inc.

127 Weeks

Ticks Open House, with  
EANNETTE MACDONALD and  
Josef Pasternack's Orchestra  
and Chorus  
*Musical*

Sunday  
7:00-7:30 p.m.

Morse International, Inc.

77 Weeks

Ticks Presents  
TONY WONS AND HIS SCRAPBOOK  
*Talks and readings*

Mon., Wed., Fri.  
10:30-10:45 a.m.

POETIC MELODIES, with  
Jack Fulton, tenor; Franklyn  
MacCormack, reader; and  
Orchestra  
*Poetry readings and light music*

Mon. thru Fri.  
7:00-7:15 p.m.  
Rebr. 11:00-  
11:15 p.m.

Neiser-Meyerhoff, Inc.

284 Weeks

CATTERGOOD BAINES  
*Serial drama*

†Mon. thru Fri.  
8:00-8:15 p.m.  
PST

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

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

1. DRAMATIC SERIES . . . . . Page 22
  2. SERIOUS MUSIC . . . . . Page 23
  3. PUBLIC AFFAIRS . . . . . Page 27
  4. EDUCATIONAL PROGRAMS. Page 30
  5. CHILDREN'S PROGRAMS . . Page 34
  6. SPECIAL EVENTS . . . . . Page 35
  7. RELIGIOUS BROADCASTS . Page 36
  8. PERSONALITIES. . . . . Page 37
  9. LIGHT MUSIC . . . . . Page 38
- ADDENDA: OCTOBER PROGRAMS . Page 40

The programs "BY COLUMBIA" for November 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.

## PROGRAM AND TIME

## DESCRIPTION

DRAMATIC  
SERIESTHE COLUMBIA  
WORKSHOP

8:00-8:30 p.m.  
EACH SUNDAY

*The Columbia Workshop*, now in its second year, continues to present unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art. Irving Reis is director.

NOVEMBER 7: "Come of Age," verse fantasy by Clemence Dane.

NOVEMBER 14: "Mr. Justice," a dramatization by Irving Reis.

NOVEMBER 21: "Georgia Transport," verse play by John Williams Andrews.

NOVEMBER 28: "9th Avenue L," an original radio play by Charles Tazewell.

"BRAVE NEW  
WORLD"

10:30-11:00 p.m.  
EACH MONDAY

The history of South America, as represented in the lives of its great heroes, is dramatized in this new series presented with the cooperation of the United States Office of Education. Irving Reis directs the cast and Victor Bay conducts the orchestra.

## CONQUISTADORS, 1492-1532

NOVEMBER 1: "Conquerors of a New World."

NOVEMBER 8: "The Empire of the Sun."

NOVEMBER 15: "The Magnificent Mayans."

## COLONIAL PERIOD, 1532-1810

NOVEMBER 22: "Voices in the Wilderness."

## LIBERATORS, 1810-1826

NOVEMBER 29: "Torchbearers of Freedom."

## "TISH"

9:30-10:00 p.m.  
EACH WEDNESDAY

Mary Roberts Rinehart's famous character, Letitia ("Tish") Carberry and her friends, Lizzie and Aggie, are the hilarious heroines of adventures dramatized by Joel Hammil and Leo Fontaine of the Federal Radio Theatre. William Robson is the director.

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**

NEW YORK  
PHILHARMONIC-  
SYMPHONY ORCHESTRA  
3:00-5:00 p.m.  
EACH SUNDAY

From Carnegie Hall the New York Philharmonic-Symphony Orchestra presents its eighth consecutive season of Sunday concerts over the Columbia Network. John Barbirolli is conductor, and Deems Taylor, Columbia's Musical Consultant, is program commentator. The November schedule:

NOVEMBER 7: Elgar, Introduction and Allegro for Strings; Schumann, Symphony No. 4; Tchaikowsky, Symphony No. 6 ("Pathétique").

NOVEMBER 14: Rachmaninoff, Concerto No. 2 in C Minor, *Walter Gieseking, pianist*; Mozart, Symphony No. 34 in C Major; Debussy, Iberia from "Images" for Orchestra.

NOVEMBER 21: Tchaikowsky, Concerto for Pianoforte No. 1, *Artur Rubinstein, pianist*; Scriabine, Reverie; Liadoff, Scene from "The Apocalypse"; Rimsky-Korsakoff, Suite from "Le Coq d'Or."

NOVEMBER 28: Haydn, Symphony No. 92 ("Oxford"); Poulenc, Concerto for Two Pianos, *Ethel Bartlett and Rae Robertson, pianists*; Franck, Symphony in D Minor.

NEW YORK  
PHILHARMONIC-  
SYMPHONY ORCHESTRA  
CHILDREN'S CONCERT  
11:00-12:15 a.m.  
SATURDAY, NOVEMBER 20

Ernest Schelling conducts the Philharmonic-Symphony Orchestra of New York in the first of six Saturday morning Children's and Young People's Concerts. This is Mr Schelling's eighth consecutive season on the Columbia Network.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSIC*(Continued)*

"ESSAYS IN MUSIC"

10:00-10:30 p.m.

EACH THURSDAY

This unusual new series, under the direction of Victor Bay, presents on single programs widely varying compositions devoted to the same subject-matter. Mr. Bay conducts the Columbia Symphony Orchestra and features soloists and choruses.

NOVEMBER 4: *Waltzes.*

Johann Strauss, Artist's Life; Sibelius, Valse Triste; Arditi, Il Bacio; Ravel, Waltzes from "L'Enfant et les Sortilèges"; Tschaikowsky, Waltz from "Eugene Onegin."

NOVEMBER 11: *Transportation.*

Charpentier, A Mules; Tschaikowsky, Troika en Traineaux; Franck, Chorus of Camel Drivers from "Rebecca"; Honegger, Pacific 231.

NOVEMBER 18: *Impressions of Italy.*

Mendelssohn, Saltarello from "Italian Symphony"; Tschaikowsky, Italian Capriccio; Charpentier, Serenade from "Impressions of Italy."

CURTIS INSTITUTE  
OF MUSIC

4:00-4:45 p.m.

EACH WEDNESDAY

The Curtis Institute of Music, of which Dr. Josef Hofmann is director, is presenting a series of thirty Wednesday concerts in its eighth consecutive season on CBS. Fritz Reiner conducts the Curtis Symphony Orchestra, Dr. Louis Bailly plans the chamber music programs, and distinguished faculty members and students perform.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**  
*(Continued)*

**CHAMBER MUSIC**

3:00-3:30 p.m.  
EACH FRIDAY

The *Columbia Concert Hall* presents the following groups this month:

NOVEMBER 5: The Lazanne Trio, in a program of 17th and 18th century dance

NOVEMBER 12: Piano and String Quartet directed by Bernard Herrmann.

NOVEMBER 19: The Kreiner Quartet.

**CONCERT SINGERS**

6:00-6:30 p.m.  
EACH FRIDAY

During November these noted singers appear with Howard Barlow and the Columbia Concert Orchestra:

NOVEMBER 5: John Feeney, tenor, in a program of Irish songs.

NOVEMBER 12: Maria Maximovitch, soprano, makes her first American radio appearance following engagements at the Paris, Prague, Berlin and other opera

NOVEMBER 19 AND 26: Margaret Daur, young Metropolitan Opera star.

**CINCINNATI  
CONSERVATORY  
OF MUSIC**

11:00-12:00 a.m.  
EACH SATURDAY  
EXCEPT NOVEMBER 20

The Cincinnati Conservatory of Music presents its third season of symphonic concert on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured as soloists.

**CINCINNATI  
SYMPHONY ORCHESTRA**

3:30-4:00 p.m.  
TUESDAY, NOVEMBER 9

Eugene Goosens conducts the Cincinnati Symphony Orchestra in an all Wagner program, the first of a group of five concerts for children. This is the only broadcast in the series to be heard in November.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSIC*(Continued)*

HOLLACE SHAW

3:30-4:00 p.m.

EACH TUESDAY

EXCEPT NOVEMBER 9

Hollace Shaw, soprano, who recently created the principal role in Louis Gruenberg's radio opera, "Green Mansions," is featured weekly on this series of programs with the Columbia Concert Orchestra under the direction of Howard Barlow.

HELLMUT BAERWALD

6:00-6:25 p.m.

SATURDAY, NOVEMBER 6

The *Columbia Concert Hall* presents Hellmut Baerwald, German pianist and composer, in his first radio concert in the United States. His program is all-Beethoven, consisting of Busoni's arrangement of the "Eccossaises" and the "Appassionata" Sonata.

THE COOLIDGE QUARTET  
—"HAYDN TO DEBUSSY"

5:45-6:25 p.m.

EACH SATURDAY

BEGINNING NOVEMBER 13

The Coolidge Quartet (William Kroll and Nicolai Berezowski, violinists; Nicolas Moldavan, violist and Victor Gottlieb, cellist) are assisted by distinguished guest artists in this series of six programs surveying chamber music from the classic through the impressionistic period. The programs are sponsored by the Elizabeth Sprague Coolidge Foundation in the Library of Congress.

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.

**CBS  
SUSTAINING  
PROGRAMS**

	PROGRAM AND TIME	DESCRIPTION
<p><b>PUBLIC AFFAIRS</b></p>	<p><b>HOUSING ACT</b> 10:45-11:00 p.m. WEDNESDAY, NOVEMBER 3</p>	<p>Joseph Milner, real estate advisor to the New York City Housing Authority, discusses the Wagner-Steagall Federal Housing Act in a talk entitled "Housing, a Public Challenge."</p>
	<p><b>NEUTRALITY ACT</b> 6:00-6:25 p.m. THURSDAY, NOVEMBER 4</p>	<p>Senator Thomas of Utah speaks from Salt Lake City on the negative, and George I Soule Jr., editor of the <i>New Republic</i> speaks from New York on the affirmative of the subject, "Should the President Approve the Neutrality Act?"</p>
	<p><b>E. W. HULLINGER</b> 6:35-6:45 p.m. FRIDAY, NOVEMBER 5</p>	<p>From Geneva, Switzerland a CBS international broadcast presents Edwin Waller Hullinger on "The Situation in Europe Today."</p>
	<p><b>DR. HALVDAN KOHT</b> 10:45-11:00 p.m. FRIDAY, NOVEMBER 5</p>	<p>Foreign Minister Koht of Norway, completing his official visit to America, delivers his only address in this country, "Norway's View of the World Crisis."</p>
	<p><b>WILLIAM BENTON</b> 10:45-11:00 p.m. WEDNESDAY, NOVEMBER 10</p>	<p>William Benton, former head of Benton &amp; Bowles, speaks from Chicago on his plans in the field of radio education at the University of Chicago.</p>
	<p><b>ARMISTICE DAY</b> 4:30-5:00 p.m. THURSDAY, NOVEMBER 11</p>	<p>A special Armistice Day program presented by Col. Alva J. Brasted, chaplain-general of the U. S. Army and Bishop John Taylor Smith, chaplain-general of the British Army.</p>

## PROGRAM AND TIME

## DESCRIPTION

PUBLIC  
AFFAIRS*(Continued)*

## FAMILY OF NATIONS

3:00-4:00 p.m.

THURSDAY, NOVEMBER 11

On Armistice Day the Columbia Broadcasting System presents a world-wide broadcast in cooperation with the Carnegie Endowment for International Peace on the general subject, "The Family of Nations." The speakers include:

FOR CHINA: V. K. Wellington Koo, *Ambassador of China to France.*

FOR GREAT BRITAIN: The Marquess of Lothian, *Secretary of the Rhodes Trust.*

FOR HUNGARY: Count Paul Teleki, *former Prime Minister of Hungary.*

FOR ITALY: Signora Margherita Sarfatti, *writer and critic.*

FOR SWITZERLAND: William E. Rappard, *director of the Institut des Hautes Etudes Internationales, Geneva.*

FOR THE UNITED STATES: Nicholas Murray Butler, *president of Columbia University and of the Carnegie Endowment for International Peace.*

"HEADLINES AND  
BYLINES"

10:30-11:00 p.m.

EACH SUNDAY

A trio of expert reporters of public affairs combine their talents on this weekly series of news and the makers of news. H. V. Kaltenborn analyzes foreign affairs, Bob Trout summarizes the latest news, and Lewis Browne and Paul Bedard alternately interpret domestic events. The Columbia Symphony Orchestra provides background music.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**PUBLIC  
AFFAIRS**  
*(Continued)*

**"SHOULD ONE  
JOIN A PARTY?"**  
7:30-7:45 p.m.  
FRIDAY, NOVEMBER 12

Frederick M. Davenport, state senator of New York speaks from the Syracuse University School for Citizenship on "Should One Join a Political Party?"

**BYRD ASSOCIATES**  
10:45-11:00 p.m.  
FRIDAY, NOVEMBER 12

World peace is the subject of discussion by representatives of Byrd Associates, the peace organization founded by Admiral Richard E. Byrd, noted explorer.

**PRESIDENT ROOSEVELT**  
10:30-10:45 p.m.  
SUNDAY, NOVEMBER 14

President Franklin D. Roosevelt addresses the nation in his tenth radio "Fireside Chat" on the eve of the convening of the special session of Congress.

**WORLD ECONOMIC  
COOPERATION**  
2:00-2:30 p.m.  
SUNDAY, NOVEMBER 14  
SUNDAY, NOVEMBER 28

Two international broadcasts this month consider the question of world economic cooperation and its relation to peace. On November 14 noted labor leaders discuss the subject, and on November 28 prominent figures in public affairs are scheduled to speak.

**PRESS-RADIO NEWS**  
*Various times*  
DAILY

The Associated Press, United Press and the International News Service gather, and the Press-Radio Bureau edits, the latest news.

## PROGRAM AND TIME

## DESCRIPTION

EDUCATIONAL PROGRAMS

AMERICAN SCHOOL  
OF THE AIR

2:30-3:00 p.m.

MONDAY THRU FRIDAY

The *American School of the Air* in its ninth consecutive season, presents an expanded schedule in which the National Education Association, the Progressive Education Association, the national councils of Teachers of English and of Geography, the Junior Program group, and the National Vocational Guidance Association cooperate.

MONDAYS: *History*, "Exits and Entrances."

History and current events for Junior and Senior High School students on November 1, 8, 15, 22 and 29.

TUESDAYS: *Literature, Music*.

November 2: Interview on "Critical Writing" with John Farrar.

November 9: Music, "Songs of Israel."

November 16: H. L. Mencken on "Americanisms" and Cabell Greet, CBS Consultant on Speech, on "American Dialects."

November 23: Music, "Cathedral and Cloister."

November 30: American Indian literature, "Kuruks Pahitu's Story" and Constance Lindsey Skinner, interview.

WEDNESDAYS: *Geography*.

November 3: The Keweenaw Peninsula and Its Iron and Copper.

November 10: Canadian Lumber Camps and Our Newspapers.

November 17: Iceland and Its High Civilization.

November 24: The Scotch Highlands.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**EDUCATIONAL  
PROGRAMS**

*(Continued)*

**AMERICAN SCHOOL  
OF THE AIR** *(Continued)*

**THURSDAYS:** *Primary Music, Literature.*  
November 4: Dorothy Gordo  
"Around the World in Dance and  
Song," 2:30 p.m. "How the Land  
Saved the World," 2:45 p.m.  
November 18: Dorothy Gordo  
Thanksgiving Day Party, 2:30 p.m.  
"The Magic Pot," 2:45 p.m.

**FRIDAYS:** *Vocational Guidance, Science*  
November 5: Interview with two boys  
in wheat farming, 2:30 p.m. "How  
Water Gets Up a Tree," 2:45 p.m.  
November 12: Interview with boy and  
girl from a flour milling plant, 2:30  
p.m. "Why Leaves Turn Red in Au-  
tumn," 2:45 p.m.  
November 19: Interview with boy and  
girl from a baking plant, 2:30 p.m.  
"Why Evergreens Stay Green," 2:45  
p.m.

**"NEW HORIZONS"**

6:15-6:30 p.m.

EACH MONDAY

Famous scientists and explorers unite  
presenting this new series of vivid accounts  
of adventure in far places. The American  
Museum of Natural History cooperates.

**NOVEMBER 1:** Col. Theodore Roosevelt  
"Hunting Jaguars in Brazil."

**NOVEMBER 8:** Barnum Brown on "Trail  
the Mystery Dinosaur."

**NOVEMBER 15:** Dr. Harold E. Anthony  
"Exploring the Sky Islands."

**NOVEMBER 22:** Van Campen Heilner  
"Battling with Big Game Fish."

**NOVEMBER 29:** Dr. G. Kingsley Noble, pi-  
mal psychologist.

## PROGRAM AND TIME

## DESCRIPTION

EDUCATIONAL  
PROGRAMS*(Continued)*"THE STORY OF  
INDUSTRY"

4:30-5:00 p.m.

EACH TUESDAY

The U. S. Department of Commerce cooperates in this presentation of "The Story of Industry." Harry R. Daniel again acts as narrator and each talk contains short episodes in dramatized form. The series also includes talks by outstanding figures of American industry, scheduled by the Business Advisory Council of the department. Music is furnished by one of the Army, Navy and Marine Corps bands. The industries under discussion this month include:

NOVEMBER 2: Motor Vehicles.

NOVEMBER 9: Carpets and Rugs.

NOVEMBER 16: Petroleum.

NOVEMBER 23: Dairy Products.

NOVEMBER 30: Commodity Distribution.

NEW YORK ACADEMY  
OF MEDICINE

3:45-4:00 p.m.

EACH WEDNESDAY

The New York Academy of Medicine presents during November:

NOVEMBER 3: Dr. Maurice Lenz, in charge of radiation therapy at Presbyterian Hospital: "The Story of X-Ray."

NOVEMBER 10: Dr. Mather Cleveland, attending orthopedic surgeon at St. Luke's Hospital: "The Cripple's Place in the Community."

NOVEMBER 17: Dr. Anthony Bassler, consulting gastroenterologist at St. Vincent's Hospital: "Sense and Nonsense in Diet."

NOVEMBER 24: Dr. G. Randolph Manning, clinical professor of gastroenterology at Polyclinic Medical School and Hospital: "The Importance of Nutrition in Life's Span."

PROGRAM AND TIME

DESCRIPTION

EDUCATIONAL PROGRAMS

(Continued)

SCIENCE SERVICE

3:30-3:45 p.m.

EACH THURSDAY

The Science Service Association of Washington, D. C. cooperates in scheduling talks. Watson Davis, director, presents speaker on each broadcast.

NOVEMBER 4: Capt. E. W. Brown of the Naval Medical School: "Living Under the Sea."

NOVEMBER 11: Rev. Edward Ward of Catholic University of America: "Why by the Dozen—in Africa."

NOVEMBER 18: C. C. Concannon, chief of the Chemical Division, U. S. Bureau of Foreign and Domestic Commerce: "Romance of Tung Oil."

"FIGHTING CRIME"

6:45-7:00 p.m.

EACH SATURDAY

Prosecutors, penologists, government officials and criminal experts join in this series of talks on crime prevention. This month's speakers are:

NOVEMBER 6: Gerald S. Morris, Superintendent of Telegraph, New York City Police.

NOVEMBER 13: Sir James Mac Brien, Commissioner of Royal Canadian Mounted Police.

NOVEMBER 20: John W. Studebaker, U. S. Commissioner of Education: "Preventing Juvenile Delinquency."

PROGRAM AND TIME

DESCRIPTION

SUNDAY MORNING AT  
AUNT SUSAN'S

9:00-9:55 a.m.

EACH SUNDAY

These informal weekly visits with Aunt Susan are written by Nila Mack. Concert music, songs, news and guests make up a full program for children which has won a large family audience, as well. Guests this month include Cameron King, Frank Guhnay, John Tasker Howard, composer; Christopher Coates, curator of New York Aquarium.

"DEAR TEACHER"

5:30-5:45 p.m.

EACH TUESDAY AND THURSDAY

Question and answer games for contestants from 8 to 12 years are featured on this new series. Each broadcast considers one subject and four children appear on each show. Subjects for questions during November include beavers, costumes of different lands, turkeys and Thanksgiving.

LET'S PRETEND

10:30-11:00 a.m.

EACH SATURDAY

The world's great fairy tales are dramatized by Nila Mack and enacted by children from seven to sixteen. Plays for this month are:

NOVEMBER 6: "The Giant Who Had No Heart."

NOVEMBER 13: "Water of Life."

NOVEMBER 20: "Princess Moonbeam."

NOVEMBER 27: "Sleeping Beauty."

DOROTHY GORDON

MONDAY, WEDNESDAY,

FRIDAY

5:30-5:45 p.m.

Dorothy Gordon, winner of the 1937 Women's National Radio Award for the best juvenile air show, tells stories and sings songs beloved by youngsters, on her Monday and Friday programs. On Wednesdays she presents her original "Sing Together Club," featuring young visitors to the studio.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SPECIAL  
EVENTS**

**UNIVERSITY OF  
MARYLAND RADIO  
SCHOOL**

3:00-3:30 p.m.

FRIDAY, NOVEMBER 5

This special program marks the dedication of the radio school and studios at the University of Maryland, to be conducted by A. D. Willard, Jr., manager of Columbia station WJSV in the Capital. Speakers include Dr. H. C. Byrd, president of Maryland University; and Professor Charles S. Richardson and Dr. Ray Ehrensberger of the University's Department of Speech. The University of Maryland Band and Glee Club participate.

**FOOTBALL GAMES**

*Various hours*

EACH SATURDAY

On Columbia's partial football schedule for November are the following outstanding games.

NOVEMBER 13: Army-Notre Dame.

NOVEMBER 20: Yale-Harvard.

NOVEMBER 27: Army-Navy.

**"HUMAN INTEREST  
GUARANTEED"**

10:30-11:00 p.m.

THURSDAY, NOVEMBER 11

The annual Roll Call of the American Red Cross is inaugurated on this program commemorating Red Cross services, enacted by a large cast and directed by Earl McGill, CBS producer, under the title "Human Interest Guaranteed."

**"THE CAVALCADE  
OF FEDERATION"**

11:00-11:45 p.m.

SUNDAY, NOVEMBER 14

The cavalcade of the Federation of Jewish Charities, written and directed by Charles Martin, radio producer, includes a cast of distinguished actors and music by Howard Barlow and the Columbia Symphony Orchestra.

## PROGRAM AND TIME

## DESCRIPTION

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 religious broadcasts on CBS. Services, conducted by representatives of the major faiths, conform as nearly as possible to regular church services. Speakers on the services in November are:

NOVEMBER 7: *Morning*—Rev. Jacob S. Payton, editor of The National Methodist Press, Washington.

*Afternoon* — Rabbi Joseph L. Fink, Ph.D., Temple Beth Zion, Buffalo.

NOVEMBER 14: *Morning*—Rev. Clarence M. Gallup, Recording Secretary, Northern Baptist Convention, New York City.

*Afternoon*—Rt. Rev. Monsignor Joseph M. Corrigan, Rector of Catholic University of America, Washington.

NOVEMBER 21: *Morning*—Rev. Bart R. Van Zyl, First Reformed Church, Cicero, Illinois.

*Afternoon*—Dr. Frederick M. Smith, president of Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.

NOVEMBER 28: *Morning*—Episcopal service, guest speaker, Dr. C. M. Wei, director of the Central China University, Wu-chang, China, speaking from New York.

*Afternoon* — Most Rev. Bernard J. Mahoney, D.D., Bishop of Sioux Falls, South Dakota.

**PROGRAM AND TIME**

**DESCRIPTION**

**PERSONALITIES**

**MAJOR BOWES'**  
**CAPITOL FAMILY**  
 11:30 a.m.-12:30 p.m.  
 EACH SUNDAY

Host on one of radio's oldest and most widely-known presentations, Major Bowes celebrates his fourteenth consecutive year as paterfamilias of his Capitol Family.

**COLONEL JACK MAJOR**  
 3:00-3:30 p.m.  
 EACH TUESDAY

Singer, yodeler, whistler, tall-story-teller, poetry-reader and hill-billy philosopher, young Colonel Jack Major also acts as Master of Ceremonies for his half hour radio revue with Freddie Rich's orchestra and guest performers.

**"BUDDY CLARK**  
**ENTERTAINS"**  
 10:00-10:30 p.m.  
 EACH THURSDAY

The familiar singing voice of Buddy Clark is on the air each Thursday in this new series of informal shows. Buddy plays host, announces his own program, and presents outstanding guest artists.

**RICHARD MAXWELL**  
 9:30-9:45 a.m.  
 TUESDAY, THURSDAY, SATURDAY  
 9:15-9:25 a.m.  
 WEDNESDAY AND FRIDAY

Soloist of "Songs of Comfort and Cheer," Richard Maxwell presents five programs of hymns and inspirational songs each week. He was first heard on Columbia in 1934. Mr. Maxwell is currently dedicating programs to "good neighbors" whom listeners single out for honor.

**TED MALONE'S**  
**"BETWEEN THE**  
**BOOKENDS"**  
 4:00-4:15 p.m.  
 MONDAY, TUESDAY,  
 THURSDAY, FRIDAY

Ted Malone brings to the reading of poetry a vibrant voice and a deep sincerity which have won for him one of the widest followings in radio. His recitals are delivered against a background of organ music.

## PROGRAM AND TIME

## DESCRIPTION

LIGHT  
MUSICSATURDAY NIGHT  
SWING CLUB

7:00-7:30 p.m.

EACH SATURDAY

With Leith Stevens and Paul Douglas in their accustomed places as Swing Session band director and swing commentator, these Saturday night gatherings entertain as soloists this month: Tommy Dorsey; Sharkey Bananas of the Dixieland Band; soloists from Benny Goodman's band, and a return engagement of the Raymond Scott Quintet. Phil Cohan and Ed Cashman are the producers.

HOLLYWOOD  
SHOW CASE

10:00-10:30 p.m.

EACH SUNDAY

Outstanding personalities, promising young players and new talent attempting to win the recognition of the motion picture capital are presented on this new series from Los Angeles. There are also five-minute vignettes of various West Coast CBS network shows previously unheard in the East. Lud Gluskin, CBS West Coast Musical Director, is conductor of the series.

## SONG TIME

7:15-7:30 p.m.

MONDAY, TUESDAY,  
THURSDAY, FRIDAY

6:45-7:00 p.m.

MONDAY THRU FRI.

BEGINNING NOVEMBER 15

These new vocal periods feature two outstanding CBS artists in novel song presentations. The Thursday period originates from St. Louis, the Friday from Hollywood and the others from New York.

MONDAY: Hollace Shaw and Del Casino.

TUESDAY: Ruth Carhart and Bill Perry.

WEDNESDAY: Doris Kerr and Howard  
Phillips, beginning Nov. 17.

THURSDAY: Lorraine Grimm and Harry Cool.

FRIDAY: Betty Grable and John Payne.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

LIGHT  
MUSIC

"MILESTONES"  
WITH DAVID ROSS  
8:30-9:00 p.m.  
EACH SUNDAY

David Ross is narrator of these birthda celebrations of the careers of outstanding personalities, present and past. The show are produced by Martin Gosch.

"DEAR COLUMBIA"  
9:00-9:25 a.m.  
EACH THURSDAY

Audience mail requests for songs and selections old and new are gratified on this program by an orchestra under Ray Block direction and by guest vocalists.

DALTON BROTHERS,  
ETON BOYS,  
FOUR CLUBMEN AND  
FOUR STARS  
*Various hours*

These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and they continue to be network favorites of CBS listeners.

DANCE ORCHESTRAS  
11:00 p.m.-1:00 a.m.  
MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners throughout the week in the late evening hours. The following top-ranking bands are scheduled for November:

- |               |                 |
|---------------|-----------------|
| Cab Calloway  | George Hamilton |
| Bob Crosby    | Richard Himber  |
| Frank Dailey  | Sammy Kaye      |
| Tom Dorsey    | Henry King      |
| Happy Felton  | Guy Lombardo    |
| Ted Fiorito   | Frankie Masters |
| Jay Freeman   | Red Norvo       |
| Benny Goodman | George Olsen    |
| Glen Gray     | Orrin Tucker    |

## A D D E N D A : O C T O B E R P R O G R A M S

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

OCTOBER 2: J. Edgar Hoover, director of the Federal Bureau of Investigation, led a round-table discussion of the issues considered by the convention of the International Association of Identification at Montreal, 12 noon-12:30 p.m.

Robert Bellaire, Far Eastern correspondent of the United Press, reported the latest developments in the Sino-Japanese conflict, 7:00-7:15 p.m.

OCTOBER 4: William Green, president of the A.F.L., and Governor Teller Ammons of Colorado spoke from Denver on the occasion of the labor convention in that city, 10:30-11:00 p.m.

OCTOBER 5: From Shanghai Dr. Alfred Sze, former Chinese ambassador to the United States, discussed his government's position in the current conflict, 6:15-6:30 p.m.

Ceremonies connected with the dedica-

tion of Chicago's new Outer Drive Link Bridge were broadcast from several vantage points by an expert crew of WBBM staff announcers, 10:30-10:45 a.m.

President Roosevelt addressed the New York *Herald-Tribune* Forum on Current Problems from Ohio, 10:45-11:00 p.m.

OCTOBER 6: A broadcast from St. Louis described the ceremonies of the Veiled Prophet Ball, a festival celebrated annually in that city, 11:30-11:45 p.m.

OCTOBER 8: In connection with the 100th anniversary of the founding of Oberlin College and co-education, two seniors discussed "Co-Education, Past and Present," 10:45-11:00 a.m.

OCTOBER 9: Ted Husing covered the Michigan-Northwestern football game at Evanston, Illinois, 4:00-5:30 p.m.

John Neblett and Gary Breckner cov-

ered the Southern California-Ohio State football game at Los Angeles, 5:30-7:30 p.m.

OCTOBER 10: From London the Rt. Hon. Herbert Stanley Morrison of the British Labor Party discussed "The Possible Effectiveness of the Japanese Boycott in England." 1:30-1:45 p.m.

A program sponsored by the Pennsylvania Publicity Commission presented Governor Earle and Warren van Dyke, the state's Secretary of Highways, 10-10:15 p.m.

OCTOBER 11: President Roosevelt, Secretary of War Harry H. Woodring and Count Jerzy Potocki, Polish Ambassador to the United States were heard in a Pulaski Day Program, 11:45 a.m.-12 noon.

OCTOBER 12: From the White House President Roosevelt delivered the ninth in his series of "Fireside Chats" on the state of the nation, 9:30-10:00 p.m.

OCTOBER 13: James W. Gerard, former ambassador to Germany, explained his new post as collaborator of the United States Tourist Bureau of the Department of Interior, 10:45-11:00 p.m.

The first reading "clinic" of the air, with celebrities from many fields sub-

mitting to a test of their memory powers, presented Dr. Ruth Strang and Bruce Barton, Judge Jeanette Brill, Princess Kropotkin and Alice Hughes, 6:15-6:30 p.m.

OCTOBER 14: Allan Cruickshank, ornithologist, discussed bird lore at the 33rd annual convention of the National Association of Audubon Societies, 2:30-2:45 p.m.

From Shanghai Dr. Wang Chung-hui, Foreign Minister of China, delivered "China's Appeal to the World," 6:15-6:25 p.m.

OCTOBER 15: The Washington String Quartet played the Gliere-Balalaieff quartet in a *Columbia Concert Hall* presentation, 3:00-3:30 p.m.

From the 26th National Safety Congress at Kansas City a panel discussion on the "Driver of the Future" was led by Sidney J. Williams, director of publicity safety for the National Safety Council, 3:30-4:00 p.m.

Secretary of Interior Harold L. Ickes spoke at the annual banquet of the Independent Petroleum Association of America at Houston, 11:30-12 mid.

OCTOBER 16: From the Municipal Stadium in Baltimore Ted Husing described the

football game between Navy and Harvard, 1:45-4:30 p.m.

Postmaster General James A. Farley spoke at the Jackson Club breakfast in Portland, Oregon, 12 noon-12:30 p.m.

OCTOBER 17: From the National Negro Congress in Philadelphia were presented a talk by John P. Davis, national secretary of the Congress; interviews with prominent Negroes, and selections by a 200-voice chorus, 2:00-2:30 p.m.

OCTOBER 19: Rep. Emanuel Celler and Maurice Tremaine, Comptroller of New York State discussed "Capital Gains and Losses in Taxes," 10:45-11 p.m.

OCTOBER 20: Roger N. Carter, president of the Institute of Chartered Accountants of England and Wales, the oldest society of its kind in the world, spoke on the occasion of the 50th anniversary of the American Institute of Accountants, 6:15-6:30 p.m.

The significance of National Pharmacy Week (October 18-23) was explained by Jerry McQuade, first vice-president and editor of *Drug Topics*, 10:45-11 p.m.

OCTOBER 21: The educational conference at Muskingum College, Ohio, discussed

the topic "Is Liberal Arts Educational Failing?" 3:30-4:00 p.m.

From London Lord Strabolgi, president of the United Kingdom Pilots Association, gave a summary of the full-dress Parliamentary debate on foreign affairs, 6:00-6:15 p.m.

From Shanghai Dr. W. W. Yen, former ambassador to Soviet Russia, delivered another in the series of CBS talks on the Far Eastern situation, 6:45-7 p.m.

In a special broadcast sponsored by the Elgin National Watch Company, Lord Elgin of England delivered from London a message to the Illinois city named after his ancestor, 7:15-7:30 p.m.

OCTOBER 22: William Hodson, Commissioner of Public Welfare of New York City, discussed "National Trends in Public Welfare," 6:35-6:45 p.m.

John Barbirolli, brilliant young conductor of the Philharmonic-Symphony Orchestra whose Sunday concerts are being broadcast over the Columbia Network for the eighth consecutive year, was interviewed by Deems Taylor on his plans for the current musical season, 6:45-7:00 p.m.

Dr. Walter Van Kirk, director general of the National Peace Conference, explained "What the Peace Societies

Think of Roosevelt's Foreign Policy," 7:30-7:45 p.m.

Dr. William Heard Kilpatrick, noted educator, was interviewed in Chicago by Mrs. B. F. Langworthy of the Parents and Teachers Association on "Progressive Education," 10:45-11:00 p.m.

OCTOBER 23: From Vatican station HJV at Rome Archbishop Celso Costantini, president of the Pontifical Society for the Propagation of the Faith, delivered an address on "Catholic Missions," 12 noon-12:15 p.m.

At the Ohio Stadium in Columbus Ted Husing described the football game between Ohio State and Northwestern, 1:45-4:00 p.m.

Postmaster General James A. Farley addressed a distinguished group of Nebraska political leaders and postal officials at a banquet in Lincoln on "Political Economy," 10:45-11:15 p.m.

OCTOBER 24: Dr. James L. Clark, director of preparation of the American Museum of Natural History, spoke on "Grizzly Bears versus Science," 1:30-1:45 p.m.

"The Future of Sailing Ships" was the subject discussed on this Sailors' Day program by Captains Alan Villiers and

Felix Riesenberg and Rear Admiral Reginald R. Belknap, retired, 2-2:30 p.m.

A special program of the *Columbia Workshop* presented Mark Blitzstein's original radio operetta, "I've Got the Tune." The cast included Blitzstein in the leading role of Mr. Musiker, Shirley Booth as Beetzle, Norman Lloyd as Private Schnook and Lotta Leyna as the Suicide. Irving Reis directed and Bernard Herrmann conducted a large orchestra and chorus of 20 voices, 8-8:30 p.m.

OCTOBER 25: From Chicago a round-table discussion of "Your Family Doctor" was presented on the occasion of the 27th annual session of the Clinical Congress of the American College of Surgeons, 3:00-3:15 p.m.

From Washington Robert Horton, well-known correspondent, reported on the opening day of the conference between leaders of the C.I.O. and the A.F.L. in that city, 7:30-7:45 p.m.

OCTOBER 26: J. Edgar Hoover addressed the International World Police Conference on "Federal Cooperation with State, Municipal and Foreign Police," 12 noon-12:15 p.m.

Mrs. Franklin D. Roosevelt spoke on a

program arranged in cooperation with the American Society for the Hard of Hearing which, during the week of October 24-30, dedicated the activities of 166 cooperating societies to the aid of its members, 10:45-11:00 p.m.

OCTOBER 27: On the opening day of the 38th National Automobile Show, the first in a series of seven programs which continue daily, except Sunday, until November 2, featured interviews with visitors to the show by Mel Allan and Charley Stark. On the subsequent programs in this series W. C. Cowling, general sales manager of the Ford Motor Company; Harry G. Moock, general sales manager of Plymouth; W. R. Tracy, general sales manager of Hudson; and a representative of the Willys-Overland Company were scheduled to speak, and a dramatization depicting the industry's place in the American scene was presented, 3:15-3:30 p.m.

Ceremonies at the U. S. Naval Academy's official celebration of Navy Day, including the presentation of 53 flags by the national chairman of the D.A.R., were described by Bob Trout, 3:45-4:15 p.m.

Three Junior League officers, Mrs. Peter L. Harvie, Miss Helen Leovy and Mrs. Guido Pantaleoni spoke on the

league's nationwide Children's Theatre work, 6:15-6:30 p.m.

State Senator J. Kenneth Bradley of Connecticut, national chairman of the Young Republican National Federation spoke on "The Future of the Republican Party," 6:45-7:00 p.m.

From Washington Hiroshi Saito, Japanese ambassador to the United States discussed his nation's position of the Sino-Japanese conflict in a talk, "Japan's Purposes and Methods in China," 10:45-11:00 p.m.

OCTOBER 28: From Shanghai Madame H. H. Kung, wife of the Chinese Minister of Finance and acting Premier of China was heard on the CBS series of talks on the Far Eastern situation, 6:45-7 p.m.

OCTOBER 29: "The Next Step Forward," a joint memorial broadcast in honor of the late Edward A. Filene, was presented by leaders of the organizations with which he was affiliated. The speakers included Dr. James Warbasse, Flint Carrison and Claude R. Orchard, 10:45-11:00 p.m.

OCTOBER 30: At Northrup Stadium in Minneapolis Ted Husing described the Minnesota-Notre Dame game, 2:45-5:30 p.m.



**CBS** SPONSORED  
AND SUSTAINING PROGRAMS  
DECEMBER 1937

NATIONAL BROADCASTING COMPANY INC.  
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COLUMBIA WORKSHOP • CHESTERFIELD PRESENTS ANDRE KOSTELANETZ' CONCERT...  
ST • FORD SUNDAY EVENING HOUR • GANG BUSTERS...  
... PRESENTS RUSS MORGAN'S ORCHESTRA • EDWIN C HILL IN YOUR NEWS PA...  
...ND • YOUR HIT PARA...  
...THE LUX RADIO THEA...  
...R • HOLLYWOOD HO...  
...R BOWES AMATEUR F...  
...A-COLA PRESENTS THE SE...  
...HELEN MENKEN IN "SECOND HUSBAND"...  
...MERSTEIN MUSIC HALL • HEINZ MAGAZINE OF THE AIR • HOBBY...  
...R WITH OSCAR BRADLEY'S ORCHESTRA • ZENITH FOUNDATION • DICKENS A CHRISTMAS CAR...  
...CO TOWN STARRING EDDIE CANTOR • JEANNETTE MACDONALD • WE, THE PEOPLE • BUDDY CLARY...  
...ESSOR QUIZ • PICK AND PAT • SILVER THEATRE • SATURDAY NIGHT SERENADE WITH MARY EAST...  
...YIE'S COLLEGE • KATE SMITH HOUR • LADY ESTHER PRESENTS WAYNE KING'S ORCHESTRA...  
...OVERS HOLLYWOOD • NEW YORK PHILHARMONIC-SYMPHONY ORCHE...  
...OM HOLLYWOOD WITH ALICE FAYE AND HAL KE...  
... WITH JIMMY GRIERS ORC...  
...ANNIN

CBS SPONSORED  
AND SUSTAINING PROGRAMS  
D E C E M B E R 1937



*published monthly for advertising executives by*

The COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE • NEW YORK CITY, N. Y.

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**CLIENT**

**PRODUCT**

AMERICAN HOME PRODUCTS CO.

Edna Wallace Hopper Cosmetics

Anacin

Kolynos Toothpaste

Kolynos Toothpaste

AMERICAN TOBACCO COMPANY

Lucky Strike Cigarettes

Roi-Tan Cigars

BANK OF AMERICA NATIONAL  
TRUST & SAVINGS ASSOCIATION

Banking Service

BARNSDALL REFINING CORP.

Petroleum Products

BENEFICIAL MANAGEMENT CORP.

Personal Loans

PROGRAM	TIME	AGENCY	ON CBS*
THE ROMANCE OF HELEN TRENT <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m.	Blackett-Sample-Hummert, Inc.	208 Weeks
OUR GAL SUNDAY <i>Serial drama</i>	Mon., Tues., Wed. 12:45-1:00 p.m.		36 Weeks
OUR GAL SUNDAY <i>Serial drama</i>	Thurs. and Fri. 12:45-1:00 p.m.		182 Weeks
HAMMERSTEIN MUSIC HALL, with Ted Hammerstein as MC, Jerry Mann and guest stars <i>Variety show</i>	Friday 8:00-8:30 p.m.		330 Weeks
YOUR HIT PARADE, with Harry Salter's Orchestra; guest star; Buddy Clark and Fredda Gibson, vocalists† <i>Popular music and vocalists</i> †Beginning Dec. 25, Leo Reisman's Orchestra	Saturday 10:00-10:45 p.m.	Lord and Thomas	83 Weeks
Edwin C. Hill in YOUR NEWS PARADE <i>News commentator</i>	Mon. thru Fri. 12:15-12:30 p.m.		
MAN TO MAN SPORTS, with Mark Kelly and Tom Hanlon <i>Talks</i>	†Wednesday 6:45-7:00 p.m. PST	Lawrence C. Gumbinner Agency	21 Weeks
NEWSTIME, with Sam Hayes <i>News broadcast</i>	††Sun. thru Fri. 10:00-10:15 p.m. PST	Charles R. Stuart	26 Weeks
THE FUN BUG, with Billy Franz, Male Chorus and Orchestra <i>Comedy and music</i>	Sunday 2:00-2:30 p.m.	Co-Operative Advertising, Inc.	100 Weeks
YOUR UNSEEN FRIEND, with Harry Salter's Orchestra <i>Dramatizations and music</i>	Saturday 8:00-8:30 p.m.	Albert Frank—Guenther Law, Inc.	61 Weeks

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

**CBS**

**SPONSORED**

**PROGRAMS**

**CLIENT**

**PRODUCT**

**CAMPBELL SOUP COMPANY**

Campbell's Soups  
Campbell's Beans  
Campbell's Tomato Juice

**THE CARBORUNDUM COMPANY**

Abrasives

**CHESEBROUGH MANUFACTURING  
COMPANY**

"Vaseline" Preparations

**CHEVROLET MOTOR COMPANY**

Chevrolet Cars

**CHRYSLER CORPORATION**

Chrysler, DeSoto, Dodge  
and Plymouth Cars

**THE COCA-COLA COMPANY**

Coca-Cola

PROGRAM	TIME	AGENCY	ON CBS*
HOLLYWOOD HOTEL, with Frances Langford; Jerry Cooper; Anne Amison; Ken Niles; and Raymond Raige's Orchestra, with Ken Murray and "Oswald"	Friday 9:00-10:00 p.m. Except Dec. 24	F. Wallis Armstrong Company	161 Weeks
SPECIAL CHRISTMAS BROADCAST The HOLLYWOOD HOTEL show, advanced from December 24  Annual Presentation of Dickens' A CHRISTMAS CAROL, with Lionel Barrymore	Saturday, Dec. 25 4:00-5:00 p.m.  5:00-5:45 p.m.		
THE CARBORUNDUM BAND, Edward D'Anna, conductor; Francis Bowman, commentator; guest speakers <i>Band music and Indian legends</i>	Saturday 7:30-8:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	153 Weeks
DR. CHRISTIAN OF RIVER'S END, starring Jean Hersholt <i>Dramatic</i>	Sunday 2:30-3:00 p.m. Rebr. 5:30-6:00 p.m.	McCann-Erickson, Inc.	4 Weeks
ROMANTIC RHYTHM, with Seymour Simons' Orchestra; Sally Nelson and Barry McKinley, vocalists; Basil Ruysdael, MC† †This program ends Dec. 26, to be replaced by a program sponsored by the Wm. Wrigley, Jr. Company. See page 20.	Sunday 6:30-7:00 p.m.	Campbell-Ewald Company	75 Weeks
MAJOR BOWES' AMATEUR HOUR <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m.	Ruthrauff & Ryan, Inc.	91 Weeks
THE SONGSHOP, starring Kitty Carlisle; with Frank Crumit, MC; Reed Kennedy, Alice Cornett, Songshop Quartet, Glee Club and Gustave Haenschen and Orchestra <i>Musical</i>	Friday 10:00-10:45 p.m.	D'Arcy Advertising Co., Inc.	39 Weeks

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**CBS  
SPONSORED  
PROGRAMS**

CLIENT	PRODUCT
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream  Super Suds, Concentrated Super Suds  Palmolive Soap
CONTINENTAL BAKING CO., INC.	Wonder Bread and Hostess Cakes
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
R. B. DAVIS COMPANY	Cocomalt
E. I. du PONT de NEMOURS & CO., INC.	Institutional Advertising
DURKEE FAMOUS FOODS, INC.	Food Products
EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
F & F LABORATORIES, INC.	F & F Cough Drops
THE FLORIDA CITRUS COMMISSION	"Florida" Grapefruit, Oranges Tangerines

## PROGRAM

## TIME

## AGENCY

## ON CBS\* 1

GANG BUSTERS with Phillips Lord <i>Police-file dramatizations</i>	Wednesday 10:00-10:30 p.m.	Benton & Bowles, Inc.	99 Weeks
MYRT AND MARGE <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. Rebr. 4:00- 4:15 p.m.		92 Weeks
HILLTOP HOUSE, starring Bess Johnson <i>Dramatic serial</i>	Mon. thru Fri. 5:45-6:00 p.m.		94 Weeks
PRETTY KITTY KELLY <i>Serial drama</i>	Mon. thru Fri. 10:00-11:15 a.m. Rebr. 4:15- 4:30 p.m.	Benton & Bowles, Inc.	143 Weeks
BACHELOR'S CHILDREN <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m.	Roche, Williams & Cunnyngham, Inc.	153 Weeks
JOE PENNER, with Jimmy Grier's Orchestra <i>Comedy and music</i>	Sunday 6:00-6:30 p.m.	Ruthrauff & Ryan, Inc.	182 Weeks
CAVALCADE OF AMERICA, with Don Voorhees' Orchestra <i>Dramatizations and music</i>	Wednesday 8:00-8:30 p.m. Rebr. 12 mid.- 12:30 a.m.	Batten, Barton, Durstine & Osborn, Inc.	125 Weeks
GOOD AFTERNOON, NEIGHBORS, with Tom Breneman and Orchestra <i>Serial drama and music</i>	†Tues. and Thurs. 2:30-2:45 p.m. PST	Botsford, Constantine & Gardner	78 Weeks
KNOX MANNING <i>Commentator</i>	††Tuesday 5:30-5:45 p.m. PST	Sidney Garfinkel Advertising Agency	2 Weeks
JENNY PEABODY <i>Serial drama</i>	Mon., Wed., Fri. 3:30-3:45 p.m.	Blackett-Sample-Hummert, Inc.	6 Weeks
Emily Post, HOW TO GET THE MOST OUT OF LIFE <i>Talks</i>	Tues. and Thurs. 10:30-10:45 a.m.	Ruthrauff & Ryan, Inc.	6 Weeks

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**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

FORD MOTOR COMPANY

Ford, Lincoln and  
Lincoln Zephyr Motor Cars

J. B. FORD COMPANY

"Wyandotte" Cleaning Products

GENERAL BAKING COMPANY

Bond Bread

GENERAL FOODS CORPORATION

Sanka Coffee

Swans Down Cake Flour,  
Calumet Baking Powder

Minute Tapioca

GENERAL MILLS, INC.

Wheaties, Bisquick, Softasilk,  
Medal Kitchen-Tested Flour

PROGRAM	TIME	AGENCY	ON CBS*
SUNDAY EVENING HOUR, Ford Symphony Orchestra and Chorus, Eugene Ormandy, con- ductor; Guest Soloists <i>Symphonic music, and talks by            W. J. Cameron</i>	Sunday 9:00-10:00 p.m.	N. W. Ayer & Son, Inc.	200 Weeks
WATCH THE FUN GO BY, Presenting Al Pearce and His Gang; Guest; Nick Lucas, guitar- ist; Arlene Harris; Carl Hoff's Orchestra. <i>Comedy and variety</i>	Tuesday 9:00-9:30 p.m. Rebr. 12 mid.- 12:30 a.m.		
PETTICOAT ON THE AIR <i>Woman commentator</i>	Tues. and Thurs. 2:00-2:15 p.m.	N. W. Ayer & Son, Inc.	25 Weeks
Bond Bakers Present GUY LOMBARDO and His Orchestra <i>Popular music</i>	Sunday 5:30-6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	360 Weeks
WE, THE PEOPLE <i>Radio Listeners' Committee, Gabriel            Heatter, director, presents real-life            experiences</i>	Thursday 7:30-8:00 p.m. Rebr. 10:30- 11:00 p.m.	Young & Rubicam, Inc.	145 Weeks
KATE SMITH HOUR, with Henny Youngman, Comedian; Jim Crowley, Football Forum; Jack Miller's Orchestra; Dramas and Guest Stars <i>Variety show</i>	Thursday 8:00-9:00 p.m. Rebr. 11:30- 12:30 a.m.		
MARY MARGARET MCBRIDE <i>Radio columnist</i>	Mon., Wed., Fri. 12 noon- 12:15 p.m.		
GOLD MEDAL FEATURE HOUR		Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	352 Weeks
Betty and Bob <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m.		
Hymns of All Churches <i>Choir</i>	Mon., Tues., Thu. 1:15-1:30 p.m.		
Betty Crocker <i>Cooking expert</i>	Wed. and Fri. 1:15-1:30 p.m.		
Arnold Grimm's Daughter <i>Serial drama</i>	Mon. thru Fri. 1:30-1:45 p.m.		
Hollywood in Person Capt. Bob Baker, <i>commentator</i>	1:45-2:00 p.m.		

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**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

GULF OIL CORPORATION

Motor Oil and Gas

H. J. HEINZ COMPANY

"57 Varieties" Pure Food Products

HUDSON MOTOR CAR COMPANY

Hudson and Terraplane Motor Cars

INTERNATIONAL SILVER COMPANY

1847 Rogers Bros.

LADY ESTHER COMPANY

Cosmetics

LAMBERT PHARMACAL COMPANY

Listerine Toothpaste

LEHN & FINK PRODUCTS COMPANY

Lysol

Pebeco Toothpaste

Hind's Honey and Almond Cream

Tussy Lipstick

## PROGRAM

## TIME

## AGENCY

## ON CBS\*

PHIL BAKER, with Oscar Bradley's Orchestra, and Guest Star <i>Variety show</i>	Sunday 7:30-8:00 p.m.	Young & Rubicam, Inc.	199 Weeks
HEINZ MAGAZINE OF THE AIR, with Mark Warnow's Orchestra and Channing Pollock	Thursday 3:30-4:00 p.m.	Maxon, Inc.	91 Weeks
CAROL KENNEDY'S ROMANCE <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m.		
HOBBY LOBBY, with Dave Elman, interviewer; Harry Salter's Orchestra <i>Musical and interviews</i>	Wednesday 7:15-7:45 p.m. Rebr. 10:30- 11:00 p.m.	Brooke, Smith & French, Inc.	39 Weeks
SILVER THEATRE, with guest stars; Conrad Nagel, director and nar- rator; Felix Mills' Orchestra <i>Dramatic</i>	Sunday 5:00-5:30 p.m.	Young & Rubicam, Inc.	11 Weeks
WAYNE KING and his Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m.	Lord and Thomas	117 Weeks
THE NEWLYWEDS <i>Serial drama</i>	†Mon., Tues., Wed., Fri. 12:45-1:00 p.m. PST	Lambert & Feasley, Inc.	26 Weeks
DR. ALLAN ROY DAFOE <i>Talks</i>	Mon., Wed., Fri. 4:45-5:00 p.m.	Lennen & Mitchell, Inc.	73 Weeks
FOLLOW THE MOON, with Elsie Hitz and Nick Dawson <i>Serial drama</i>	Mon. thru Fri. 5:00-5:15 p.m.		156 Weeks
LIFE OF MARY SOTHERN <i>Serial drama</i>	Mon. thru Fri. 5:15-5:30 p.m.	William Esty & Company, Inc.	74 Weeks
HAWAIIAN MOON CASINO <i>Serial drama, with music</i>	††Tues. & Thur. 9:45-10:00 p.m. PST		9 Weeks

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

CLIENT

PRODUCT

LEVER BROTHERS COMPANY

Lux Toilet Soap

Rinso

Lifebuoy

Rinso

Spry

LIGGETT & MYERS TOBACCO CO.

Chesterfields

Chesterfields & Granger Tobacco

P. LORILLARD COMPANY

Old Gold Cigarettes

## PROGRAM

## TIME

## AGENCY

## ON CBS\*

THE LUX RADIO THEATRE, with stars of stage and screen <i>Dramatic; Cecil B. De Mille, director</i>	Monday 9:00-10:00 p.m.	J. Walter Thompson Company	114 Weeks
Edward G. Robinson in BIG TOWN, with Claire Trevor <i>Dramatic</i>	Tuesday 8:00-8:30 p.m.	Ruthrauff & Ryan, Inc.	6 Weeks
AL JOLSON SHOW with Martha Raye, Parkyakarkus, Victor Young's Orchestra and guest stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. Rebr. 11:30 p.m.- 12:00 mid.		80 Weeks
BIG SISTER <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. Rebr. 2-2:15 p.m.		64 Weeks
AUNT JENNY'S REAL LIFE STORIES <i>Dramatic</i>	Mon. thru Fri. 11:45 a.m.- 12 noon Rebr. 2:15- 2:30 p.m.		46 Weeks
CHESTERFIELD PRESENTS Andre Kostelanetz's Concert Or- chestra; guest soloists; Deems Taylor, commentator; Paul Douglas, announcer <i>Orchestral and vocal music</i>	Wednesday 9:00-9:30 p.m.	Newell-Emmett Co., Inc.	254 Weeks
MUSIC FROM HOLLYWOOD, starring Alice Faye with Hal Kemp's Orchestra† <i>Popular music</i>	Friday 8:30-9:00 p.m. Rebr. 11:30- 12:00 p.m.		
†Beginning Dec. 31, Paul Whiteman and guests			
Eddie Dooley's LAST-MINUTE FOOTBALL NEWS <i>Scores, forecasts, guests</i>	Thurs. and Sat. 6:30-6:45 p.m. Dec. 2, 4, 9 and 11 only		33 Weeks
HOLLYWOOD SCREENSCOOPS, George McCall, commentator <i>Motion-picture news</i>	Tues. and Thurs. 7:15-7:30 p.m. Rebr. 11:15- 11:30 p.m.	Lennen & Mitchell, Inc.	100 Weeks

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in which the client has used CBS facilities.

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

**NASH-KELVINATOR CORPORATION**

**Nash Motor Cars**

**PET MILK SALES CORPORATION**

**Irradiated Pet Milk**

**PHILCO RADIO & TELEVISION CORP.**

**Philco Radios, Radio Accessori**

**PHILIP MORRIS & COMPANY, LTD.**

**Philip Morris Cigarettes**

**PHILLIPS PETROLEUM COMPANY**

**Phillips 66, Ethyl, 77 Aviation,  
Motor Oils**

## PROGRAM

## TIME

## AGENCY

## ON CBS\*

PROFESSOR QUIZ,  
with Bob Trout

*Questions and answers*

Saturday  
9:00-9:30 p.m.  
Rebr. 12:00-  
12:30 a.m.

Geyer, Cornell & Newell, Inc.

39 Weeks

MARY LEE TAYLOR,  
home economist

*Household advice*

Tues. and Thurs.  
11:00-11:15 a.m.  
Rebr. 3:00-  
3:15 p.m.

Gardner Advertising Company

213 Weeks

SATURDAY NIGHT SERENADE,  
Mary Eastman, soprano; Bill Perry,  
tenor, and Gustave Haenschen's  
Orchestra and Mixed Chorus

*Musical*

Saturday  
9:30-10:00 p.m.

BOAKE CARTER

*News commentator*

Mon., Wed., Fri.  
7:45-8:00 p.m.  
Rebr. 11:15-  
11:30 p.m.

Hutchins Advertising Co., Inc.

333 Weeks

JOHNNY PRESENTS  
Russ Morgan's Orchestra, Charles  
Martin's Dramatizations; Frances  
Adair and Glenn Cross and mixed  
ensemble

*Variety and dramatic interludes*

Saturday  
8:30-9:00 p.m.  
Rebr. 11:30-  
12:00 p.m.

The Biow Company, Inc.

68 Weeks

PHILLIPS POLY FOLLIES,  
with Ben Feld's Orchestra; Lorraine  
Grimm, soprano; Robert Parsons  
and Joe Karnes, tenors;  
Al Cameron, MC

*Variety*

Tuesday  
10:30-11:00 p.m.

Lambert & Feasley, Inc.

80 Weeks

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

CLIENT

PRODUCT

PONTIAC MOTOR COMPANY

Pontiac Cars

R. J. REYNOLDS TOBACCO COMPANY

Camel Cigarettes,  
Prince Albert Smoking Tobacc

RIO GRANDE OIL, INC.

Petroleum Products

SKELLY OIL COMPANY

Petroleum Products

STERLING PRODUCTS, INC.

Bayer Aspirin

STEWART-WARNER CORPORATION

Radios, Alemite, Refrigerators

THE TEXAS COMPANY

"Texaco" Petroleum Products

PROGRAM	TIME	AGENCY	ON CBS*
NEWS THROUGH A WOMAN'S EYES —Kathryn Cravens <i>News comments</i>	Mon., Wed., Fri. 2:00–2:15 p.m. Rebr. 5:30– 5:45 p.m.	MacManus, John & Adams, Inc.	108 Weeks
CAMEL CARAVAN  JACK OAKIE'S COLLEGE, with Stuart Erwin, Raymond Hatton, Patsy Flick and Helen Lynd; Harry Barris, Glee Club and Georgie Stoll's Orchestra <i>Music and guest comedians</i>  SWING SCHOOL, with Benny Goodman's Orchestra <i>Music and guests</i>	Tuesday  9:30–10:00 p.m.    10:00–10:30 p.m.	William Esty & Company, Inc.	231 Weeks
CALLING ALL CARS <i>Police file dramatizations</i>	§Tuesday 7:30–8:00 p.m. PST	Hixson-O'Donnell, Inc.	221 Weeks
SKELLY COURT OF MISSING HEIRS <i>Dramatic</i>	Sunday 10:30–11:00 p.m.	Blackett-Sample-Hummert, Inc.	7 Weeks
Famous Actors' Guild Presents Helen Menken in SECOND HUSBAND <i>Dramatic</i>	Tuesday 7:30–8:00 p.m.	Blackett-Sample-Hummert, Inc.	325 Weeks
ALEMITE HALF HOUR, with Horace Heidt's Brigadiers <i>Popular music</i>	Monday 8:00–8:30 p.m. Rebr. 12:00– 12:30 a.m.	Hays MacFarland & Company	143 Weeks
TEXACO TOWN, with Eddie Cantor, Deanna Durbin, Pinky Tomlin, Jimmy Wallington, Jacques Renard and His Orchestra <i>Comedy and music</i>	Wednesday 8:30–9:00 p.m. Rebr. 11:30 p.m.– 12 mid.	Buchanan and Company, Inc.	63 Weeks

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in which the client has used CBS facilities.

**CBS  
SPONSORED  
PROGRAMS**

CLIENT	PRODUCT
TIDE WATER ASSOCIATED OIL COMPANY	Petroleum Products
U. S. TOBACCO COMPANY	Model Pipe Tobacco
VICK CHEMICAL COMPANY	Vicks VapoRub, Vicks Va-tro-nol
WM. WRIGLEY JR., COMPANY	Wrigley's Gum
ZENITH RADIO CORPORATION	Zenith Radios

PROGRAM	TIME	AGENCY	ON CBS'
Southern California vs. University of California at Los Angeles football game <i>Play by play report</i>	†Saturday, Dec. 4 Approx. 2:00–5:00 p.m. PST	Lord and Thomas	225 Weeks
PICK AND PAT IN PIPE SMOKING TIME, with Edward Roecker, baritone and Benny Kreuger's Orchestra <i>"Blackface" comedy and music</i>	Monday 8:30–9:00 p.m. Rebr. 11:30–12 mid.	Arthur Kudner, Inc.	131 Weeks
VICKS OPEN HOUSE, with Jeannette MacDonald; Wilbur Evans; Josef Pasternack's Orchestra and Chorus <i>Musical</i>	Sunday 7:00–7:30 p.m.	Morse International, Inc.	81 Weeks
Vicks Presents TONY WONS AND HIS SCRAPBOOK <i>Talks and readings</i>	Mon., Wed., Fri. 10:30–10:45 a.m.		
POETIC MELODIES, Jack Fulton, tenor; Franklyn MacCormack, reader; and Carl Hohengarten's Orchestra† <i>Poetry readings and light music</i> †Beginning Dec. 26, the new Wrigley show will be heard Sundays, 6:30–7:00 p.m.	Mon. thru Fri. 7:00–7:15 p.m. Rebr. 11:00–11:15 p.m.	Neiser-Meyerhoff, Inc.	288 Weeks
SCATTERGOOD BAINES <i>Serial drama</i>	†Mon. thru Fri. 8:00–8:15 p.m. PST		
ZENITH FOUNDATION, with orchestra and dramatic cast <i>Experiments in telepathy</i>	Sunday 10:00–10:30 p.m.	J. Walter Thompson Company	Starts Dec. 5

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

PROGRAMS "BY COLUMBIA"

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these ten classifications, including a partial schedule of special *Christmas* programs:

1. CHRISTMAS PROGRAMS . . . Page 22
  2. SPECIAL EVENTS . . . . . Page 25
  3. PUBLIC AFFAIRS . . . . . Page 27
  4. EDUCATIONAL PROGRAMS. Page 31
  5. SERIOUS MUSIC . . . . . Page 35
  6. DRAMATIC SERIES . . . . . Page 40
  7. CHILDREN'S PROGRAMS. . . Page 41
  8. RELIGIOUS BROADCASTS . Page 42
  9. PERSONALITIES. . . . . Page 43
  10. LIGHT MUSIC . . . . . Page 44
- ADDENDA: NOVEMBER PROGRAMS . . Page 46

The programs "BY COLUMBIA" for December 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.

**PROGRAM AND TIME**

**DESCRIPTION**

**TROUT IN TOYLAND**

3:00-3:15 p.m.

SATURDAY, DECEMBER 18

Bob Trout, CBS announcer, visits the James Flanagan Youth Center where New York's policemen and firemen are repairing toys for distribution during the Christmas season.

**NUREMBERG TOYS**

1:30-1:45 p.m.

SUNDAY, DECEMBER 19

From Nuremberg, Germany, famous world center of toy-making, Columbia brings a special international broadcast describing the making of Christmas toys.

**HANDEL'S "MESSIAH"**

11:30 p.m.-12:30 a.m.

SUNDAY, DECEMBER 19

For the third consecutive year on CBS, the choir of the Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Missouri, sings Handel's "Messiah."

**"HAPPY CHRISTMAS  
TO YOU ALL"**

3:00-3:30 p.m.

MONDAY, DECEMBER 20

From London a special international music-hall program, "Happy Christmas to You All," presents Gracie Fields, famous English comedienne, and Vic Oliver, MC.

**SYRACUSE CHILDREN'S  
CHORUS**

2:30-3:00 p.m.

WEDNESDAY, DECEMBER 22

The chorus of 5,000 high-school children participating in the Syracuse Christmas Carol Festival will be heard over CBS for the fifth consecutive year.

**BROADSTREET CHOIR**

2:30-3:00 p.m.

THURSDAY, DECEMBER 23

The Broadstreet Presbyterian Church Choir of Columbus, Ohio, presents a program of Christmas music by Gustav Holst, conducted by Herbert Huffman.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**CHRISTMAS  
PROGRAMS**

*(Continued)*

**"BETHLEHEM, TODAY  
AND THEN"**

2:15-2:30 p.m.  
FRIDAY, DECEMBER 24

"Bethlehem, Today and Then" is the subject of a Christmas address by the Very Reverend Charles T. Bridgeman, Canon of St. George's Cathedral, Jerusalem.

**RUSSIAN CHRISTMAS**

2:30-3:00 p.m.  
FRIDAY, DECEMBER 24

This special program features a group of Russian male voices from the Art of Musical Russia in selections from the Christmas music of their country.

**CAROLS FROM GRAND  
CENTRAL STATION**

4:30-4:45 p.m.  
FRIDAY, DECEMBER 24

Seventy-five school children will participate in this program of Christmas carols sung from the balcony of huge Grand Central Station in the heart of New York City.

**LIGHTING THE NATION'S  
CHRISTMAS TREE**

5:00-5:30 p.m.  
FRIDAY, DECEMBER 24

The fifteenth annual lighting of the National Community Christmas Tree in Lafayette Park, Washington, D. C. is described to Columbia listeners in this special broadcast. The President is scheduled to speak on this occasion.

**CHRISTMAS MESSAGE  
FROM IRELAND**

6:00-6:15 p.m.  
FRIDAY, DECEMBER 24

From Dublin comes a special Christmas message from President Eamon DeValera of Ireland and a program of Irish carols by the Plain Songsters Male Choir.

**CARILLON MUSIC**

11:50 p.m.-12 midnight  
FRIDAY, DECEMBER 24

Nora Johnston, noted English carillon player, here on a visit from London, will usher in Christmas Day with a program of carillon music.

## PROGRAM AND TIME

## DESCRIPTION

CHRISTMAS  
PROGRAMS*(Continued)*ANNUAL CAROL  
SERVICE12 midnight-1:00 a.m.  
FRIDAY, DECEMBER 24

On Christmas Eve, the annual Carol Service, a long-standing CBS tradition, will be conducted by a choir under Howard Barlow's direction, with Julius Mattfeld at the organ.

## BBC SINGERS

9:00-9:30 a.m.  
SATURDAY, DECEMBER 25

From London on Christmas morning the BBC Singers, the choral group of the British radio organization, presents a program of English carols directed by Leslie Woodgate.

## VATICAN BROADCAST

1:00-2:00 p.m.  
SATURDAY, DECEMBER 25

A special international broadcast from Vatican City is scheduled to include Beniamino Gigli and the Sistine Chapel Choir.

## CHILDREN ABROAD

2:00-2:30 p.m.  
SATURDAY, DECEMBER 25

The children of American journalists who work in foreign capitals and spend their Christmas abroad will be visited by Columbia in Paris, London and Vienna.

## POLISH CAROLS

2:30-3:00 p.m.  
SATURDAY, DECEMBER 25

This program of Polish carols by Genia Zielinska, concert artist, is accompanied by Leon Goldman's string orchestra.

## BOY CHORISTERS

3:45-4:00 p.m.  
SATURDAY, DECEMBER 25

The Boy Choristers, a group of English boy singers, presents a program of Christmas music from the Waldorf-Astoria.

CHRISTMAS-HOLY DAY  
AND HOLIDAY5:45-6:25 p.m.  
SATURDAY, DECEMBER 25

This special musical program under the direction of Bernard Herrmann includes unusual Christmas compositions arranged for small vocal and instrumental groups.

PROGRAM AND TIME

DESCRIPTION

SPECIAL  
EVENTS

NATIONAL BRIDGE  
CHAMPIONSHIPS

3:45-4:00 p.m.

SATURDAY, DECEMBER 4

At the 11th National Contract Bridge Championships in Washington, William E. McKenney, bridge authority and columnist, interviews notables of the game.

HERBERT HODGE,  
LONDON CABBY

1:30-1:45 p.m.

SUNDAY, DECEMBER 5

Life at the wheel of a London cab is the subject of this unique interview from London with Herbert Hodge, who has piloted Americans around his town for over a decade.

JOHN HEISMAN  
MEMORIAL TROPHY

10:30-10:45 p.m.

TUESDAY, DECEMBER 7

Ted Husing acts as toastmaster at the third annual presentation of the John Heisman Trophy to the country's outstanding football player by the Downtown Athletic Club.

INVENTORS CONGRESS

6:15-6:30 p.m.

TUESDAY, DECEMBER 7

The 23rd National Inventors Congress in Hollywood is covered by Gary Breckner who will describe some of the 700 items, including snore-eliminators and other ingenious contraptions, on display.

ALL-AMERICA  
FOOTBALL TEAM

10:45-11:00 p.m.

SATURDAY, DECEMBER 11

The 13th annual team chosen by the All-America Board of Football (which includes Coaches Zuppke, Thomas, Warner and Jones and chairman Christy Walsh) takes a bow on this program.

## PROGRAM AND TIME

## DESCRIPTION

SPECIAL  
EVENTS*(Continued)*DEXTER FELLOWS  
MEMORIAL

4:15-4:30 p.m.

TUESDAY, DECEMBER 14

Tributes to the late Dexter W. Fellows, probably the best-known circus promoter in the world, will be paid by O. O. McIntyre, Edwin C. Hill and other speakers at the Commodore Hotel.

TWELVE CROWDED  
MONTHS

9:00-10:00 p.m.

FRIDAY, DECEMBER 24

The twelve biggest news events of 1937, as selected by newspaper editors and press associations throughout the country, will be dramatized in a full-hour broadcast with an outstanding cast of radio actors, with the accompaniment of a symphony orchestra.

## NEW YEAR'S EVE

11:00 p.m.-4:00 a.m.

FRIDAY, DECEMBER 31

Crowds in New York, Chicago, Denver, Hollywood and Honolulu will carry their welcome of 1938 over CBS microphones as the New Year moves across the country. Paul Douglas begins the broadcast at Times Square, followed by an hour of music by Benny Goodman, Eddie Duchin and Cab Calloway from various night spots. When midnight reaches Chicago, celebrations in the Loop will be followed by the music of Frankie Masters and Orrin Tucker in Chicago, and George Hall and Richard Humber in New York. The New Year's celebration in the Rocky Mountain region will be followed by a switch to Memphis, Tennessee, then to Jay Freeman's orchestra. Midnight in Hollywood will then be broadcast and, after a glimpse of festivities in Honolulu, the program will be concluded from the Palace Hotel in San Francisco.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**PUBLIC  
AFFAIRS**

**SENATOR AUSTIN**  
2:15-2:30 p.m.  
WEDNESDAY, DECEMBER 1

Senator Warren R. Austin (R) of Vermont is heard in a talk from Washington on the subject, "Dewey Day."

**NORMAN THOMAS**  
10:45-11:00 p.m.  
WEDNESDAY, DECEMBER 1

Norman Thomas, leader of the Socialist Party, discusses international affairs under the heading, "Can America Keep Out?"

**WORKERS OVER FORTY**  
6:15-6:30 p.m.  
THURSDAY, DECEMBER 2  
6:35-6:45 p.m.  
MONDAY, DECEMBER 6

Senator Hattie W. Caraway (D) of Arkansas explains the work of the Foundation for Americans of Mature Age in aiding jobless over 40. On December 6, Newbold Noyes speaks on the same subject, "The Worker Over Forty—What Is to Be His Fate?"

**REP. MAURY MAVERICK**  
7:30-7:45 p.m.  
FRIDAY, DECEMBER 3

Representative Maury Maverick (D) of Texas draws a parallel between current problems and those which confronted Andrew Jackson, in a talk, "History Repeats Itself."

**CHARLES F. HASFORD**  
10:45-11:00 p.m.  
FRIDAY, DECEMBER 3

Charles F. Hasford, Jr., chairman of the National Bituminous Coal Commission discusses "What the Coal Commission Is Doing and Why."

**"HARVARD GUARDIAN"  
CONFERENCE**  
3:00-3:30 p.m.  
SATURDAY, DECEMBER 4

Senator Lundeen (F-L) of Minnesota, Professor Payson S. Wild, Jr., Nathaniel Peffer and William Hancock speak at the Conference on America's Foreign Policy held by the *Harvard Guardian*.

**PROGRAM AND TIME**

**DESCRIPTION**

PUBLIC  
AFFAIRS  
(Continued)

**JOURNEYMEN BARBERS  
UNION**

7:30-7:45 p.m.  
MONDAY, DECEMBER 6

The Journeymen Barbers International Union celebrate their 50th anniversary with a short dramatization of their history and a talk by president William C. Birthright.

**MAKING OUR ROADS SAFE**

10:45-11:00 p.m.  
WEDNESDAY DECEMBER 8

This program on traffic safety, "Making Our Roads Safe," presents Major Charles Spencer Hart, Grand Exalted Ruler of the B.P.O.E.; Paul C. Hoffman and David M. Goodrich of the B. F. Goodrich Company.

**COLBY M. CHESTER**

10:00-10:30 p.m.  
THURSDAY, DECEMBER 9

Colby M. Chester, chairman of the board of General Foods Corporation and head of the National Association of Manufacturers speaks at the dinner of the Congress of American Industry.

**FRANK GANNETT**

10:45-11:00 p.m.  
FRIDAY, DECEMBER 10

Frank Gannett, newspaper publisher and participant in activities of New York State Republican Clubs, speaks on "Labor and Prosperity."

**FARM PROBLEMS AND  
FOREIGN POLICY**

12:15-12:30 p.m.  
SATURDAY, DECEMBER 11

Charles P. Taft 2nd, chairman of the Mobilization for Human Needs, and Walter Laves of the League of Nations Association discuss "Farm Problems and Foreign Policy."

**CARNEGIE INSTITUTE  
EXHIBITION**

3:00-3:15 p.m.  
SATURDAY, DECEMBER 11

At the annual exhibition of the Carnegie Institute, three speakers discuss a problem in terrestrial magnetism, "Radio and Magnetic Effects of Solar Eruption."

**PROGRAM AND TIME**

**DESCRIPTION**

**PUBLIC  
AFFAIRS**

*(Continued)*

**TOM M. GIRDLER**

10:30-10:45 p.m.

TUESDAY, DECEMBER 14

Tom M. Girdler, president of the American Iron and Steel Institute and chairman of the Republic Steel Corporation, addresses the annual banquet of the Illinois Manufacturers Association.

**AMERICAN ARTISTS  
CONGRESS**

10:45-11:00 p.m.

WEDNESDAY, DECEMBER 15

William Gropper, artist; Philip Youtz, director of the Brooklyn Museum and Jerome Klein, art editor of the *New York Post* speak in connection with the American Artists Congress in Carnegie Hall.

**JENNIE M. FLEXNER**

2:00-2:15 p.m.

THURSDAY, DECEMBER 16

Jennie M. Flexner, Readers' Adviser of the New York Public Library, speaks on "Readers and Books."

**HERBERT HOOVER**

10:00-10:30 p.m.

THURSDAY, DECEMBER 16

Former President Herbert Hoover is scheduled to make an address from Chicago on "Economic Security and the Individual."

**BOY SCOUT PROGRAM**

6:35-6:45 p.m.

FRIDAY, DECEMBER 17

Col. Theodore Roosevelt, Jr. and Dr. West of the Boy Scouts of America join in a discussion of the Boy Scout reading program.

**"BRITISH YOUTH  
VIEWS AMERICA"**

4:30-4:45 p.m.

SATURDAY, DECEMBER 18

Paddy Crookshank and Hon. Michael Astor, son of Lady Astor, present the views of British youth on America.

PROGRAM AND TIME

DESCRIPTION

PUBLIC  
AFFAIRS  
(Continued)

PRESS-RADIO NEWS

Various times  
DAILY

The Associated Press, United Press and the International News Service gather, and the Press-Radio Bureau edits, the latest news.

LEWIS BROWNE

7:15-7:30 p.m.  
EACH MONDAY

Lewis Browne, author and journalist, is heard weekly in interpretative news comments on current events, with particular insight into the personalities involved.

INTERNATIONAL  
EXCHANGE BROADCASTS

1:30-1:45 p.m.  
EACH SUNDAY

Expert observers of international affairs, including prominent statesmen and journalists, appear on this regular Sunday period of talks from foreign capitals.

HEADLINES AND  
BYLINES

10:30-11:00 p.m.  
EACH SUNDAY

A trio of expert reporters of public affairs combine their talents on this weekly series of news and the makers of news. H. V. Kaltenborn analyzes foreign affairs, Bob Trout summarizes the latest news, and Pierre Bedard interprets domestic events.

CURRENT QUESTIONS  
BEFORE CONGRESS

*The Senate*—4:30-4:45 p.m.  
EACH FRIDAY

*The House*—4:30-4:45 p.m.  
EACH MONDAY

Leading members of the Senate and of the House of Representatives discuss, in separate weekly broadcasts, current legislation and business under consideration by their bodies. Speakers are selected for special knowledge of the issues involved.

PROGRAM AND TIME

DESCRIPTION

EDUCATIONAL  
PROGRAMS

AMERICAN SCHOOL  
OF THE AIR  
2:30-3:00 p.m.  
MONDAY THRU FRIDAY

The *American School of the Air* in its ninth consecutive season, presents an expanded schedule in which the National Education Association, the Progressive Education Association, the national councils of Teachers of English and of Geography, the Junior Program group, and the National Vocational Guidance Association cooperate.

MONDAYS: *History*, "Exits and Entrances."  
History and current events for Junior and Senior High School students on December 6 and 13.

TUESDAYS: *Literature, Music*.  
December 7: Music of the Minstrels and Troubadours.  
December 14: Carl Carmer on "American Folklore."

WEDNESDAYS: *Geography*.  
December 1: Steady, Sturdy Finland.  
December 8: A Friend Who Crossed Siberia.  
December 15: Slovakia and the Carpathian Mountains.

THURSDAYS: *Primary Music, Literature*.  
December 2: Dorothy Gordon, "Finger and Hand Rhythms"; "The Legend of the Ice Palace."  
December 9: Dorothy Gordon, "Indian Songs and Dances"; "The Reward of the Sun God."  
December 16: Dorothy Gordon, "A Christmas Party"; "The Golden Pebbles."

PROGRAM AND TIME

DESCRIPTION

AMERICAN SCHOOL  
OF THE AIR *(Continued)*

*(Continued)*

COLLEGE LIFE

4:15-4:45 p.m.

SATURDAY, DECEMBER 4

NEW HORIZONS

6:15-6:30 p.m.

EACH MONDAY

FRIDAYS: *Vocational Guidance, Science.*

December 3: "Earning While Learning"; "Soil Formation."

December 10: "Can We Ever Know Enough?"; "How to Make a Miniature Volcano."

December 17: "Do We Know Ourselves?"; "How to Make a Miniature Earthquake."

Campus social life, athletic and outside activities, and the problem of making them balance without slighting responsibilities are the topics discussed on this program by a group of collegians and alumni.

The American Museum of Natural History presents this series under the direction of Hans Christian Adamson. Famous explorers and scientists unite in recounting adventures in far places.

DECEMBER 6: In connection with the 50th anniversary of the Museum, F. Trubee Davison discusses "The First Museum Expedition" and Roy Chapman Andrews describes "Changes in Methods of Exploring."

DECEMBER 13: Dr. James Chapin, returned from Africa, relates his discovery of the Congo Peacock.

DECEMBER 20: Dr. Harry L. Shapiro on "Pitcairn Island."

DECEMBER 27: Dr. H. C. Raven on "Tracking and Tackling Gorillas in Congo."

PROGRAM AND TIME

DESCRIPTION

EDUCATIONAL  
PROGRAMS

(Continued)

THE STORY OF  
INDUSTRY

4:30-5:00 p.m.

EACH TUESDAY

The U. S. Department of Commerce cooperates in this presentation of "The Story of Industry." Harry R. Daniel is narrator. The series also includes talks by outstanding figures of American industry.

DECEMBER 7: Chemicals. *Guest:* E. R. Stettinius, Jr., "Are You Developing an Executive in Your Family?"

DECEMBER 14: Tobacco. *Guest:* J. T. Trippe, president Pan-American Airways, "Your Grandmother's Day and Your Granddaughter's."

DECEMBER 21: Toys. *Guest:* R. J. Hamilton, president American Radiator Company, "Industry Hopes You Are Not Satisfied."

DECEMBER 28: Motion Pictures. *Guest:* Will Hays, president MPPDA, "Motion Pictures Today."

NEW YORK ACADEMY  
OF MEDICINE

3:45-4:00 p.m.

EACH WEDNESDAY

DECEMBER 1: Dr. Samuel Weiss, N. Y. Polyclinic Medical School and Hospital, "Difficulties and Deficiencies in Diet."

DECEMBER 8: Dr. Roy Upham of the Flower-Fifth Avenue Hospital, "Desirable and Damaging Diets."

DECEMBER 15: Dr. Leo Schwartz, Department of Otolaryngology, Beth Israel Hospital: "Sinus Trouble."

DECEMBER 22: Dr. Alfred E. Cohn, Rockefeller Institute for Medical Research, "Heart Disease."

DECEMBER 29: Dr. Ralph Almour, N.Y. Polyclinic Medical School and Hospital, "Sinus Disease."

PROGRAM AND TIME

DESCRIPTION

SCIENCE SERVICE

4:15-4:30 p.m.

EACH THURSDAY

The Science Service Association of Washington, D. C. cooperates in scheduling these talks. Watson Davis, director, presents the speaker on each broadcast.

DECEMBER 2: Dr. John A. Skladowsky of the Baltimore Health Department, "Keep Well at Christmas."

DECEMBER 9: Dr. H. C. Bryant of the National Park Service, "Big Game in the National Parks."

DECEMBER 16: Rev. Edward Ward of the Catholic University of America, "Wives by the Dozen—in Africa."

DECEMBER 23: Mr. James Stokley of the Franklin Institute; "The Christmas Star."

DECEMBER 30: Watson Davis, director of Science Service, reviews "The Year in Science."

"FIGHTING CRIME"

6:45-7:00 p.m.

EACH SATURDAY

Prosecutors, penologists, government officials and criminal experts join in this series of talks on crime prevention. This month's speakers are:

DECEMBER 4: Commissioner Sir James H. MacBrien of the Royal Canadian Mounted Police explains the problems and methods of his organization, in a talk from Ottawa.

DECEMBER 11: Representative Emanuel Celler (D) of New York and Brien McMahon, Assistant U.S. Attorney in Charge of Criminal Prosecution, "The Sale of Firearms."

EDUCATIONAL PROGRAMS

(Continued)

PROGRAM AND TIME

DESCRIPTION

SERIOUS  
MUSIC

NEW YORK  
PHILHARMONIC-  
SYMPHONY ORCHESTRA  
3:00-5:00 p.m.  
EACH SUNDAY

From Carnegie Hall the New York Philharmonic-Symphony Orchestra presents its eighth consecutive season of Sunday concerts over the Columbia Network. John Barbirolli is conductor, and Deems Taylor, Columbia's Musical Consultant, is program commentator. The December schedule:

DECEMBER 5: *Mozart*: Overture to the "Marriage of Figaro"; *Lalo*: Symphonic Espagnole, *Mishel Pastro*, violinist; *Dvorak*: Symphonic Variations on an Original Theme; *Cadman*: The Dark Dancers of the Mardi Gras, *Charles Wakefield Cadman*, pianist; *Fauré*: Pavane; *Wagner*: Overture to "Rienzi."

DECEMBER 12: *All Wagner program*. Preludes to Acts I and II of "Lohengrin"; Overture and Bacchanale from "Tannhäuser"; Siegfried's Rhine Journey from "Götterdämmerung"; Preludes to Acts I and III of "Tristan und Isolde"; Ride of the Valkyries from "Die Walküre"; Excerpts from "Die Meistersinger": Prelude to Act III Dance of the Apprentices, Entrances of the Masters, and Homage to Sachs.

DECEMBER 19: *Beethoven*: "Coriolanus" Overture and Symphony No. 6 ("Pastoral"); *Sibelius*: Symphony No. 1.

DECEMBER 26: *Corelli*: Concerto Grosso No. 8; *Beethoven*: Piano Concert No. 4; *Guiomar Novaes*, pianist; *Tschaikowsky*: Symphony No. 5.

PROGRAM AND TIME

DESCRIPTION

SERIES  
MUSIC

YOUNG PEOPLE'S  
SYMPHONY CONCERTS

3:30-4:30 p.m.

TUESDAY, DECEMBER 7

11:00 a.m.-12:15 p.m.

SATURDAY, DECEMBER 18

(Continued)

Two concerts in the young people's series of two great orchestras are scheduled this month.

DECEMBER 7: Eugene Goossens conducts the Cincinnati Symphony Orchestra in the second of a series of five concerts. Theo Gannon is commentator on this program: *Berlioz*: "Roman Carnival" Overture; *Franck*: Finale, Symphony in D Minor; *Scarlatti*: "The Good-Humored Ladies" Suite; *Bach*: Air for the G String; *Debussy*: Fetes from the "Nocturnes"; *Rossini*: Overture to "The Italian in Algiers."

DECEMBER 18: John Barbiolli conducts the New York Philharmonic-Symphony Orchestra in the first program in the eighth consecutive season of the Young People's Concerts over CBS. The concert originates in Carnegie Hall.

WALBERG BROWN  
STRINGS

10:00-10:30 a.m.

EACH SUNDAY

Walberg Brown, musical director of WGAR, Columbia's station in Cleveland, leads the string quartet in this series of concert music. The players are all members of the Cleveland Symphony Orchestra. (Not on WABC)

"ROMANTIC MUSIC"

3:00-3:30 p.m.

EACH MONDAY

EXCEPT DECEMBER 20

Noted guest singers are featured in this series presenting the music of romantic composers of France, Germany, Italy and Russia.

DECEMBER 6: Myron Taylor, tenor; Pauline Pierce, mezzo-soprano.

DECEMBER 13: Fritz Lechner, baritone; Alice Plumlee, violinist.

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**  
*(Continued)*

**HOLLACE SHAW**  
3:30-4:00 p.m.  
TUESDAY, DECEMBER 14 AND 28

Hollace Shaw, soprano, who recently created the principal role in Louis Gruenberg's radio opera, "Green Mansions," is featured weekly on this series of programs with the Columbia Concert Orchestra under the direction of Howard Barlow.

**SELECTIONS FROM  
LIGHT OPERA**  
6:35-6:45 p.m.  
EACH TUESDAY

This series of selections from famous light operas is played by the Columbia Symphony Orchestra under Victor Bay.

DECEMBER 7: "Countess Maritza," by Kalman.

DECEMBER 14: "Mikado," by Gilbert and Sullivan.

DECEMBER 21: "The Beggar Student," by Millocker.

DECEMBER 28: "A Connecticut Yankee," by Rodgers and Hart.

**"A LITTLE  
NIGHT MUSIC"**  
10:45-11:00 p.m.  
TUESDAY, DECEMBER 7, 21, 28

Ernst Wolff, noted German baritone, presents three intimate recitals this month under a heading translated from Mozart's "Eine Kleine Nachtmusik." Mr. Wolff is his own accompanist.

**CURTIS INSTITUTE  
OF MUSIC**  
4:00-4:45 p.m.  
EACH WEDNESDAY

The Curtis Institute of Music, of which Dr. Josef Hofmann is director, is presenting a series of thirty Wednesday concerts in its eighth consecutive season on CBS. Distinguished faculty members and students perform. Selma Amansky is soprano soloist on December 8 with a chamber music group directed by Dr. Louis Bailly. Fritz Reiner conducts the Curtis Symphony Orchestra on December 15.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSIC*(Continued)*

## ESSAYS IN MUSIC

10:00-10:30 p.m.

THURSDAY, DECEMBER 2

6:00-6:30 p.m.

EACH FRIDAY

BEGINNING DECEMBER 10

This unusual new series, under the direction of Victor Bay, presents on single programs widely varying compositions devoted to the same subject-matter. Mr. Bay conducts the Columbia Symphony Orchestra and features soloists and choruses. David Ross is narrator.

DECEMBER 2: *Impressions of Italy.*

Margaret Daum, soloist.

DECEMBER 10: *Dreams.*

Theo Karle, soloist.

DECEMBER 17: *Famous Rivers.*

Soloist and Male Quartet.

DECEMBER 24: *Toys.*

Hollace Shaw, soloist (6:15-6:40 p.m.)

DECEMBER 31: *Love.*

Ruth Carhart and Hollace Shaw, soloists with Male Quartet.

## MARGARET DAUM

7:15-7:45 p.m.

EACH FRIDAY

EXCEPT DECEMBER 24

This young prima donna of the Metropolitan Opera Company Spring Season is heard in a repertoire of favorite songs and arias. This month she includes selections by Durante, Massenet, Ronald and Sadero.

COLUMBIA CONCERT  
HALL

3:00-3:30 p.m.

EACH FRIDAY

The *Columbia Concert Hall* presents this month:

DECEMBER 3: The Lazanne Trio.

DECEMBER 10: The Sutro Sisters, duopianists.

DECEMBER 17: Trio-Kneisel, Alden and Turner.

DECEMBER 24: The Kreiner String Quartet.

PROGRAM AND TIME

DESCRIPTION

SERIOUS  
MUSIC

(Continued)

CINCINNATI  
CONSERVATORY  
OF MUSIC

11:00-12:00 a.m.  
EACH SATURDAY

The Cincinnati Conservatory of Music presents its third season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured as soloists. During December they present compositions by Mozart, Chopin, Corelli, Trunk, Gliere and Schumann.

THE COOLIDGE QUARTET  
—"HAYDN TO DEBUSSY"

5:45-6:25 p.m.  
EACH SATURDAY

The Coolidge Quartet (William Kroll and Nicolai Berezowski, violinists; Nicolas Moldavan, violist and Victor Gottlieb, cellist) are assisted by distinguished guest artists in this series of six programs surveying chamber music from the classic through the impressionistic period. The programs are sponsored by the Elizabeth Sprague Coolidge Foundation in the Library of Congress.

DECEMBER 4: Schumann, Piano Quartet and Mendelssohn, String Quartet. *Frank Shevidan, pianist.*

DECEMBER 11: Brahms, Clarinet Quintet and Wolf, Italian Serenade. *Gustave Lan-genus, clarinetist.*

DECEMBER 18: Dvorak, Terzetto and Debussy, String Quartet.

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.

## PROGRAM AND TIME

## DESCRIPTION

DRAMATIC  
SERIES

"BRAVE NEW  
WORLD"

10:30-11:00 p.m.  
EACH MONDAY

The history of South America, as represented in the lives of its great heroes, is dramatized in this new series presented with the cooperation of the United States Office of Education. Earl McGill directs the cast.

DECEMBER 6: America's Most Famous Interview.

DECEMBER 13: Early Efforts for an American League of Nations, 1826.

DECEMBER 20: Christ of the Andes.

DECEMBER 27: The Schoolmaster President.

"TISH"

9:30-10:00 p.m.  
EACH WEDNESDAY

Mary Roberts Rinehart's famous character, Letitia ("Tish") Carberry, and Lizzie and Aggie, her friends, are the heroines of adventures dramatized from the author's latest series, recently published as "Tish Marches On." Joel Hammil and Leo Fontaine of the Federal Radio Theatre adapt the stories and William Robson is the director.

THE COLUMBIA  
WORKSHOP

10:30-11:00 p.m.  
EACH THURSDAY

*The Columbia Workshop*, now in its second year, continues to present unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art. Irving Reis is director.

DECEMBER 9: "Marconi, the Man and His Wireless," a dramatization of Orrin E. Dunlap's biography of the inventor.

DECEMBER 16: "Mr. Justice," the life of Oliver Wendell Holmes, dramatized by Irving Reis.

PROGRAM AND TIME

DESCRIPTION

CHILDREN'S  
PROGRAMS

SUNDAY MORNING AT  
AUNT SUSAN'S  
9:00-9:55 a.m.  
EACH SUNDAY

These informal weekly visits with Aunt Susan are written by Nila Mack. Concert music, songs, news and guests make up a full program for children which has won a large family audience, as well. Guests this month include Rosebud Yellowrobe, Cameron King, Richard Blondell and Mr. Robin, bird imitator.

"DEAR TEACHER"  
5:30-5:45 p.m.  
EACH TUESDAY AND THURSDAY

Question and answer games for contestants from 8 to 12 years are featured on this new series. Each broadcast considers one subject and four children appear on each show. Subjects for questions during December include Holland, diamonds, whales, Benjamin Franklin and Westminster Abbey.

LET'S PRETEND  
10:30-11:00 a.m.  
EACH SATURDAY

The world's great fairy tales are dramatized by Nila Mack and enacted by children from seven to sixteen. Plays for this month are:  
DECEMBER 5: "Water of Life."  
DECEMBER 11: "Bremen Town Musicians."  
DECEMBER 18: "Snow White and Rose Red."  
DECEMBER 25: "House of the World."

DOROTHY GORDON  
5:30-5:45 p.m.  
MONDAY, WEDNESDAY,  
FRIDAY

Dorothy Gordon, winner of the 1937 Women's National Radio Award for the best juvenile air show, tells stories and sings songs beloved by youngsters, on her Monday and Friday programs. On Wednesday she presents her original "Sing Together Club," featuring young visitors to the studio.

PROGRAM AND TIME

DESCRIPTION

RELIGIOUS  
BROADCASTS

CHURCH OF THE AIR  
10:00-10:30 a.m.  
1:00-1:30 p.m.  
EACH SUNDAY

DECEMBER 5: *Morning*—Rev. Laurence R. Plank, Church of the Unity, St. Louis.  
*Afternoon*—Arthur A. Kelhenny, Former First Reader of First Church of Christ Scientist, Detroit.

DECEMBER 12: *Morning*—Rev. Edgar De Witt Jones, D.D., Central Woodward Christian Church, Detroit.

*Afternoon*—Most Reverend John F. Noll, Bishop of Fort Wayne, Indiana.

DECEMBER 19: *Morning*—Rev. George M. Gibson, First Congregational Church, Webster Groves, Mo.

*Afternoon*—Rabbi Henry J. Berkowitz, Temple Beth Israel, Portland, Oregon.

DECEMBER 26: *Morning*—Rev. Henry W. Snyder, D.D., St. Paul's Lutheran Church, Washington, D. C.

*Afternoon*—Special Sunday School program from Mormon Tabernacle, Dr. Adam S. Bennion, speaker.

UNIVERSAL BIBLE  
SUNDAY  
1:30-1:45 p.m.  
SUNDAY, DECEMBER 12

Secretary of State Cordell Hull is the principal speaker on this program arranged under the auspices of the American Bible Society for Universal Bible Sunday.

CATHOLIC PHILOSOPHY  
CONFERENCE  
4:00-4:15 p.m.  
THURSDAY, DECEMBER 30

From the American Catholic Philosophical Association Conference, a panel discussion will be held by Dr. Gerald Phelan of Toronto University; Dr. Louis Mercier of Harvard and Dr. Miltner of Notre Dame.

**PROGRAM AND TIME**

**DESCRIPTION**

**PERSONALITIES**

**MAJOR BOWES'**  
**CAPITOL FAMILY**  
 11:30 a.m.-12:30 p.m.  
 EACH SUNDAY

Host on one of radio's oldest and most widely-known presentations, Major Bowes celebrates his fourteenth consecutive year as paterfamilias of his Capitol Family.

**COLONEL JACK MAJOR**  
 3:00-3:30 p.m.  
 EACH TUESDAY

Singer, yodeler, whistler, tall-story-teller, poetry-reader and hill-billy philosopher young Colonel Jack Major acts as Master of Ceremonies for his half hour radio revue with Freddie Rich's orchestra.

**RICHARD MAXWELL**  
 9:30-9:45 a.m.  
 TUESDAY, THURSDAY, SATURDAY  
 9:15-9:25 a.m.  
 WEDNESDAY AND FRIDAY

Soloist of "Songs of Comfort and Cheer," Richard Maxwell presents five programs of hymns and inspirational songs each week. He was first heard on Columbia in 1928. Mr. Maxwell is currently dedicating programs to "good neighbors."

**TED MALONE**  
 4:00-4:15 p.m.  
 MONDAY, TUESDAY,  
 THURSDAY, FRIDAY

Ted Malone brings to the reading of poetry a vibrant voice and a deep sincerity which have won for him one of the widest followings in radio. His recitals are delivered against a background of organ music.

**"BUDDY CLARK**  
**ENTERTAINS"**  
 10:00-10:30 p.m.  
 EACH THURSDAY  
 EXCEPT DECEMBER 9 AND 16

The familiar singing voice of Buddy Clark is on the air each Thursday in this new series of informal shows. Buddy plays the host, announces his own program, and presents outstanding guest artists.

PROGRAM AND TIME

DESCRIPTION

LIGHT  
MUSIC

"THE PEOPLE'S CHOICE"

8:00-8:30 p.m.

EACH SUNDAY

BEGINNING DECEMBER 5

This new series presents highlights from the week's best CBS programs as chosen by the vote of listeners, including the outstanding comedy sequence, dramatic scene, dance band arrangement, serious music, singing, news commentary and novelty of the week. "The People's Choice" originates in Columbia's station in Hollywood. Charles Vanda is producer and Lud Gluskin musical director.

"EARACHES OF 1938"

8:30-9:00 p.m.

EACH SUNDAY

Harry Conn, comedian, portrays the role of a hapless musical comedy producer on this new series of variety programs. The cast includes Beatrice Kay, comedy songstress; Barry Wood, singer; Charles Cantor and Mark Warnow's Orchestra.

SATURDAY NIGHT  
SWING CLUB

7:00-7:30 p.m.

EACH SATURDAY

With Leith Stevens and Paul Douglas as band director and swing commentator, the Swing Club guests this month include: Maxine Sullivan, negro singer; Tommy Dorsey and Art Tatum, pianist.

THEATRE MATINEE

3:00-3:30 p.m.

EACH THURSDAY

Ben Hawthorne is master of ceremonies of this informal half-hour's entertainment, including Freddie Rich's Orchestra, the songs of Claire Sherman and Jack Shannon.

"DEAR COLUMBIA"

9:00-9:25 a.m.

EACH THURSDAY

Audience mail requests for songs and selections old and new are gratified on this program by Ray Block's orchestra.

PROGRAM AND TIME

DESCRIPTION

LIGHT  
MUSIC  
(Continued)

SONG TIME  
6:45-7:00 p.m.  
MONDAY THRU FRIDAY

These new vocal periods feature two outstanding CBS artists in novel song presentations. The Thursday period originates from St. Louis, the Friday from Hollywood and the others from New York.

MONDAY: Hollace Shaw and Ray Heatherton

TUESDAY: Ruth Carhart and Bill Perry.

WEDNESDAY: Doris Kerr and Howard Phillips.

THURSDAY: Lorraine Grimm and Harry Cool

FRIDAY: Betty Grable and John Payne.

DEEP RIVER BOYS,  
ETON BOYS, FOUR  
CLUBMEN, FOUR STARS  
*Various hours*

These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.

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 throughout the week in the late evening hours. The following top-ranking bands are scheduled for December:

- |               |                 |
|---------------|-----------------|
| Bert Block    | George Hall     |
| Cab Calloway  | George Hamilton |
| Emery Deutsch | Richard Himber  |
| Tom Dorsey    | Sammy Kaye      |
| Ted Fiorito   | Henry King      |
| Jay Freeman   | Frankie Masters |
| Benny Goodman | Leighton Noble  |
| Glen Gray     | Orrin Tucker    |
|               | Sterling Young  |

## A D D E N D A : N O V E M B E R P R O G R A M S

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 *November* programs which were arranged too late for inclusion in last month's issue of this booklet.

NOVEMBER 3: Robert J. Bulkley, senior Senator from Ohio, addressed the Bankers' Luncheon of the 24th National Foreign Trade Convention at Cleveland, 2:15-2:30 p.m.

From Brussels, Belgium, Norman H. Davis, U. S. Ambassador at Large, spoke as chief delegate to the Nine Power Conference from this country, 6:15-6:30 p.m.

NOVEMBER 4: Dr. Cheng Ling T. Wang, Chinese Ambassador to the United States, made "A Reply to the Japanese Ambassador" in the CBS series on the Far Eastern situation, 6:45-7 p.m.

NOVEMBER 5: Sights and sounds of the Paris Exposition were presented in a special transatlantic program, 3:45-4 p.m.

A round-table discussion of "Republican Party Plans" was held at Chicago by four prominent national committeemen and women, led by Leo Casey, director of publicity for the Republican National Committee, 7:30-7:45 p.m.

NOVEMBER 6: The successful attempt of Captain George Eyston to break the world's automobile speed-record was described from the Bonneville Salt Flats, 10-10:45 a.m.

From the National Book Fair in New York several prominent literary figures participated in a round-table discussion, 9:30-9:45 p.m.

NOVEMBER 8: The first broadcast of naturalization ceremonies was presented from the U. S. District Court in New York, with 300 new citizens, the largest group ever naturalized at one time, 10:45-11:15 a.m.

A group of eminent educators was heard in a discussion of "The Federal Government and Education," under the auspices of the National Education Association, 3-3:30 p.m.

Hitoshi Ashida, member of the Lower House of the Japanese Parliament, spoke from New York in the CBS series on the Far Eastern situation, 6:35-6:45 p.m.

NOVEMBER 10: Walter White, executive secretary of the National Association for Advancement of Colored People, spoke on "Educational Opportunities for Negro Youth" in connection with National Education Week, observed during November 7 to 13, 3:15-3:30 p.m.

A tribute to the late British statesman, Ramsay MacDonald, was paid by Lord

Allen of Hertwood in a broadcast from London, 4:40-4:45 p.m.

Two discussions of the national employment census were presented from Washington: Monsignor Michael Ready, 6:35-6:45 p.m.; Frank R. Wilson, 10:45-11 p.m.

NOVEMBER 11: Ceremonies connected with President Roosevelt's official observance of Armistice Day were carried to the nation from the Tomb of the Unknown Soldier, 10:45-11 a.m.

NOVEMBER 12: Another talk in the CBS series on the national unemployment census presented Lucius Wilson from Washington, 2:15-2:30 p.m.

An English expert's view of Proportional Representation was given by John H. Humphreys in a discussion of New York City's recent elections, 6:35-6:45 p.m.

NOVEMBER 14: The fifth international broadcast on world economic cooperation presented over the Columbia Network included Lord Cecil, president of the League of Nations Union, from Washington; Clark M. Eichelberger of the National Peace Conference, from New York; Pierre Cot, French Minister of Aviation, from Paris; R. B. Inch, director of the League of Nations Society in Canada, from Toronto; and Albert Munay of Oxford University, from England, 2-2:30 p.m.

NOVEMBER 15: Roderick Stephens, director of the New York Chapter of the Amer-

ican Red Cross, spoke on the organization's annual Roll Call, 6:35-6:45 p.m.

NOVEMBER 16: Two broadcasts in the CBS series on the national unemployment census presented Bob Trout, 2:15-2:30 p.m. and interviews with mayors attending the National Conference at Washington, 10:45-11 p.m.

Maurice P. Davidson, chairman of the Progressive Party, delivered a talk on "Progressive Thoughts in Nation and State," 10:45-11 p.m.

NOVEMBER 19: A group of "old-time" automobilists spoke from the Pennsylvania Hotel at a luncheon tendered by the American Automobile Association, 2:15-2:30 p.m.

Senator Joseph C. O'Mahoney (D) of Wyoming spoke from Washington on "Economic Freedom, the Essential Basis of Prosperity," in the first of the regular *Current Questions Before the Senate* series on CBS each Friday, 4:30-4:45 p.m.

F. L. Kerran, British labor leader, returning to England from a tour of the Far Eastern war front, described his experiences to American listeners, 6:35-6:45 p.m.

Representative John Taber of New York spoke on "The Administration and the Financial Situation," 7:30-7:45 p.m.

Representative Henry Ellenbogen of Pennsylvania spoke from Pittsburgh on "Low Cost Housing," 10:45-11 p.m.

NOVEMBER 20: James H. R. Cromwell spoke from New York on "What Should Congress Do about Wages and Hours?" 11-11:15 p.m.

NOVEMBER 21: From London Vernon Bartlett discussed the "British Reaction to the Proposed Trade Pact with the United States," 1:30-1:45 p.m.

Dr. Charles T. Loram of Yale led a roundtable discussion by YMCA leaders, "Youth on the March," 2-2:30 p.m.

NOVEMBER 22: Ben Ames, veteran foreign correspondent recently returned from a tour of the Spanish front, presented "An Uncensored View of Spain," 6:35-6:45 p.m.

NOVEMBER 23: A broadcast demonstrating the work of the newly organized Mobile Emergency Radio Corps originated from one of their short-wave radio equipped trailers travelling around New York City, 4:15-4:30 p.m.

George S. Viereck, author and lecturer, was heard in a talk on "The Reawakening of Asia," 6:35-6:45 p.m.

NOVEMBER 24: The 43rd Old Glory Sale, annual auction of trotters and pacers, was described by Bob Trout from Squadron A Armory in New York City, 2:15-2:30 p.m.

A Thanksgiving Eve broadcast presented Dr. John H. Finley, editor of the *New York Times*, and Rev. Harold H. Kelley of the Seamen's Church In-

stitute on "The Captain and the Crew of the Mayflower," 10:45-11 p.m.

NOVEMBER 26: Sir Evelyn Wrench spoke from New York on "English Speaking Cooperation and World Peace," 2:30-2:45 p.m.

Professor Albert H. Marckwardt spoke from Buffalo on "What Is Good English Today?" 4:15-4:30 p.m.

Representative Allen T. Treadway of Massachusetts spoke from Washington on "Repeal the Undivided Profits Tax Now," 10:45-11 p.m.

NOVEMBER 28: John D. M. Hamilton, chairman of the Republican National Committee, spoke from Washington on "How to Reverse the Recession," 12:45-1 p.m.

From Vienna, Austria, Walter Duranty, foreign correspondent, discussed the current situation in Europe, 1:30-1:45 p.m.

Senator Pope of Idaho and Milburn Wilson, Under-Secretary of Agriculture, spoke on "The Farmer's Place in Solving World Economic Problems," 2-2:30 p.m.

Dr. Charles Stelzle, labor expert and director of the Good Neighbor League, was heard in a talk, "Can Labor Get Together?" 7:30-7:45 p.m.

NOVEMBER 30: A special program on the anniversary of Mark Twain's birthday presented Bob Sherwood, an intimate of the famous American writer and humorist, 6:15-6:30 p.m.

ED MALONE  
ARD G ROBINSON IN "BIG TOWN"  
THE PEOPLES CHOICE • PHILLIPS POLY FOLLIES • PO  
OF HELEN TRENT • SKELLY COURT OF MISSING HEIRS • "DEAR TEACHER"  
WIS BROWNE • FOLLOW THE MOON WITH ELSIE HITZ AND NICK DAWSON • GOOD AFTERNOON  
NSTITUTE OF MUSIC • DOROTHY GORDON • EARACHES OF 1938 • ESSAYS IN MUSIC • BOAKE  
ADSTREET CHOIR • SATURDAY NIGHT SWING CLUB •  
POETIC MELODIES WITH JACK FUL  
NEW HORIZONS •  
LIFE OF MARY S  
BBC SINGERS  
SE • MARY LEE TAY  
BUDDY CLAY  
OUR GAL SUNT  
NEW HC  
JENNY PEAB  
SONGTIME  
TONY W  
NEWLYWEDS •

