

CBS brings the sound of Europe tearing
up its map! (See p. 39) *Acme Radiophoto.*

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OCTOBER, 1938

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 22

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AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosm
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobac
ANACIN COMPANY	Anacin
ATLANTIC REFINING COMPANY	Atlantic White Flash Gasol Atlantic Motor Oil
BAYER COMPANY	Bayer Aspirin
A. S. BOYLE COMPANY	Hill's Nose Drops

†Columbia New England Network

<p>The Romance of Helen Trent <i>Serial drama</i> (S also A. S. BOYLE CO.)</p>	<p>Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>251 Weeks</p>
<p>Our Hit Parade Goodman's Orchestra; Best Star; Buddy Clark, Fredda Mason and the Songsmiths* <i>Popular music and vocalists</i> (e.g. Oct. 15, W. C. Fields joins the cast)</p> <p>1 Bernie and All the Lads Lew Lehr <i>Music and comedy</i> Starts October 2)</p>	<p>Saturday 10:00-10:45 p.m. ORIGINATES: WABC, NEW YORK</p> <p>Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. ORIGINATES: WABC</p>	<p>Lord and Thomas</p> <p>Young & Rubicam, Inc.</p>	<p>126 Weeks</p>
<p>Dr. Gal, Sunday <i>Serial drama</i> (S also KOLYNOS COMPANY)</p>	<p>Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>373 Weeks</p>
<p>My Cross Football Games <i>Play-by-play descriptions</i></p>	<p>†Saturday 2:00-4:30 p.m. ORIGINATES: WORC, WORCESTER</p>	<p>N. W. Ayer & Son, Inc.</p>	<p>115 Weeks</p>
<p>Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Dramatic</i></p>	<p>Tuesday 7:30-8:00 p.m. ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>368 Weeks</p>
<p>The Romance of Helen Trent <i>Serial drama</i> (S also AFFILIATED PRODUCTS, INC.)</p>	<p>Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>176 Weeks</p>

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

CBS SPONSORED PROGRAMS

THE BREWERS' RADIO SHOW ASSOCIATION	Beer
CALIFORNIA PRUNE AND APRICOT GROWERS ASSOCIATION	Sunsweet Prunes
CARDINET CANDY COMPANY, INC.	Confectionery
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" preparations
CHRYSLER CORPORATION	Chrysler DeSoto Dodge Plymouth

†Columbia Pacific Network Only

<p>Monday Night Show Henny Youngman, MC, Richard Himber's Orchestra guest stars <i>Musical variety</i></p>	<p>Monday 8:00-8:30 p.m. ORIGINATES: WABC</p>	<p>United States Advertising Corp.</p>	<p>30 Weeks</p>
<p>Fletcher Wiley <i>Commentator</i></p>	<p>†Friday 12:45-1:00 p.m. PST ORIGINATES: KNX</p>	<p>Long Advertising Service</p>	<p>1 Week</p>
<p>Night Editor Hal Burdick <i>Dramatic narratives</i></p>	<p>†Sunday 7:45-8:00 p.m. PST ORIGINATES: KSFO</p>	<p>Tomaschke-Elliott, Inc.</p>	<p>Starts Oct. 16</p>
<p>First Nighter Barbara Luddy and La Tremayne <i>Drama at the "Little Theater off Times Square"</i></p>	<p>Friday 8:00-8:30 p.m. ORIGINATES: WBBM</p>	<p>Aubrey, Moore & Wallace, Inc.</p>	<p>35 Weeks</p>
<p>Hollywood Hotel Hubert Marshall, MC*; Frances Lagford, Jean Sablon, Victor Young's Orchestra <i>Dramatic musical revue</i> (e.g. Oct. 21, William Powell acts as MC)</p>	<p>Friday 9:00-10:00 p.m. ORIGINATES: KNX. LOS ANGELES</p>	<p>Ward Wheelock Company</p>	<p>199 Weeks</p>
<p>D Christian starring Jean Hersholt <i>Dramatic</i> (Starts October 18)</p>	<p>Tuesday 10:00-10:30 p.m. ORIGINATES: KNX</p>	<p>McCann-Erickson, Inc.</p>	<p>25 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. ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>134 Weeks</p>

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

CBS SPONSORED PROGRAMS

COLGATE-PALMOLIVE-PEET COMPANY

Concentrated Super Suds

Colgate Dental Cream

Palmolive Shave Cream
Palmolive Brushless Shave

Palmolive Soap

Colgate Tooth Powder

CONTINENTAL BAKING CO., INC.

Wonder Bread
Hostess Cake

THE CUDAHY PACKING COMPANY

Old Dutch Cleanser

Art and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	134 Weeks
Clgate Ask-It Basket J. McWilliams, MC <i>Questions and answers</i> (Starts October 5)	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC		76 Weeks
Cong Busters <i>Police-file dramatizations</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC		133 Weeks
Hltop House starring Bess Johnson <i>Dramatic serial</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. ORIGINATES: WABC		137 Weeks
Spmother <i>Dramatic serial</i>	Mon. thru Fri. 10:45-11:00 a.m. ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	78 Weeks
Jack Haley with Lucille Ball, Virginia Verrill and Ted Fiorito's Orchestra <i>Music and comedy</i> (Starts October 14)	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX	Benton & Bowles, Inc.	136 Weeks
Patty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC		
Behelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	196 Weeks

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

CBS SPONSORED PROGRAMS

PAUL A. DEVER

Candidate for Attorney-General
of Massachusetts

**EUCLID CANDY COMPANY
OF CALIFORNIA, INC.**

Confectionery

FORD MOTOR COMPANY

Ford
Lincoln
Lincoln Zephyr

GENERAL FOODS CORPORATION

Huskies

Calumet Baking Powder
Swans Down Cake Flour

Sanka Coffee

†Columbia Pacific Network Only
††Columbia New England Network Only

Political Talks	††Monday, Oct. 17 24 and 31 7:00-7:15 p.m. ORIGINATES: WEEI	Dowd & Ostreicher, Inc.	3 Times
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Knox Manning <i>Commentator</i>	†Monday 5:45-6:00 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	45 Weeks
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Sunday Evening Hour Fid Symphony Orchestra and Corus, Eugene Ormandy, con- ductor. Guest Soloists: Oct. 2: Beniamino Gigli Oct. 9: Bidu Sayao Oct. 16: Richard Crooks Oct. 23: Lawrence Tibbett <i>Symphonic music, and talks by</i> <i>W. J. Cameron</i>	Sunday 9:00-10:00 p.m. ORIGINATES: WJR, DETROIT	N. W. Ayer & Son, Inc.	235 Weeks
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Joe Penner and Company with Ben Pollack's Orchestra <i>Comedy and music</i> (Starts October 6)	Thursday 7:30-8:00 p.m. ORIGINATES: KNX	Benton & Bowles, Inc.	188 Weeks
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Mike Smith Hour <i>Variety show</i>	Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30-12:30 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
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Who Are the People <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. ORIGINATES: WABC		
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in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

GENERAL FOODS CORPORATION

Continued

Post Toasties

La France
Satina

Postum

Diamond Crystal Salt

GRIFFIN MANUFACTURING COMPANY

Griffin Shoe Polishes

GULF OIL CORPORATION

Motor Oil and Gas

HOUSEHOLD FINANCE CORPORATION

Personal Loan Service

<p>E. Brown with Frank Gill and Bill Demling. comedians, Margaret McCrae. vocal- ists and Harry Sosnik's Orchestra Comedy and music Starts October 8)</p>	<p>Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. ORIGINATES: KNX</p>	<p>Benton & Bowles, Inc.</p>	<p>188 Weeks</p>
<p>Mrs Margaret McBride radio columnist</p>	<p>Mon., Wed., Fri. 12:00-12:15 p.m. ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	
<p>Lin and Abner serial drama</p>	<p>Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX</p>		
<p>Speaking Her Mind Key Smith News Items Starts October 4)</p>	<p>Tues., Thurs., Sat. 12:00-12:15 p.m. ORIGINATES: WABC</p>	<p>Benton & Bowles, Inc.</p>	
<p>Time To Shine with Hal Kemp and his Orchestra, Dorothy Starr and Bob Allen musical</p>	<p>Tuesday, Oct. 4 and 11 only 10:00-10:30 p.m. ORIGINATES: WABC</p>	<p>Birmingham, Castleman & Pierce, Inc.</p>	<p>24 Weeks</p>
<p>Bill Passing Parade with John Booth Nesbitt, Al Karr, tenor. Dorothy Bradley's Orchestra drama and music</p>	<p>Sunday 7:30-8:00 p.m. ORIGINATES: KNX</p>	<p>Young & Rubicam, Inc.</p>	<p>242 Weeks</p>
<p>Let's Be Done with Edgar A. Guest, Frankie Masters' Orchestra and Dramatic Cast poetry and drama</p>	<p>Wednesday 10:30-11:00 p.m. ORIGINATES: WBEM</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>39 Weeks</p>

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

CBS SPONSORED PROGRAMS

INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros. Wm. Rogers & Son
KELLOGG COMPANY	Kellogg's Corn Flakes
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso

For Honor, Nancy Jones <i>Serial drama</i> (Starts October 3)	Mon. thru Fri. 12:15-12:30 p.m. ORIGINATES: WABC	Lord & Thomas	65 Weeks
Ever Theater (Frank Nagel, narrator-director, with guest stars of stage and screen) <i>Dramatic</i> (Starts October 2)	Sunday 6:00-6:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	48 Weeks
Howie Wing <i>Aviation Adventure</i> (Starts October 3)	Mon. thru Fri. 6:15-6:30 p.m. <i>Rebroadcast</i> 8:15-8:30 p.m. ORIGINATES: WABC	J. Walter Thompson Company	23 Weeks
Mr Gal, Sunday <i>Serial drama</i> (See also ANACIN COMPANY)	Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	225 Weeks
Guy Lombardo and his Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WBBM	Lord and Thomas	160 Weeks
Grand Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	65 Weeks
The Lux Radio Theatre with stars of stage and screen <i>Drama; Cecil B. DeMille, director</i>	Monday 9:00-10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	115 Weeks
Big Town starring Edward G. Robinson. with Claire Trevor <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 a.m. ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	114 Weeks

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

CBS SPONSORED PROGRAMS

LEVER BROTHERS COMPANY

Continued

Lifebuoy

Rinso

Spry

LIGGETT & MYERS TOBACCO COMPANY

Chesterfield Cigarettes

P. LORILLARD COMPANY

Old Gold Cigarettes

McKESSON & ROBBINS, INC.

Calox Toothpowder
Solidified Albolene

Paul Robeson Show with Martha Raye, Parkyakarkus, and Ed Gluskin's Orchestra, Guest Stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	114 Weeks
Big Sister with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC		107 Weeks
Front Jenny's Real Life Stories <i>Dramatic</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC		89 Weeks
Paul Whiteman's Program with Joan Edwards, Paul Douglas, and The Modernaires <i>Musical Variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC	Newell-Emmett Co., Inc.	76 Weeks
Brns and Allen with Frank Parker, tenor, and the Noble's Orchestra <i>Comedy and music</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC (AFTER OCT. 14: KNX)		
Hollywood Screenscoops George McCall, commentator <i>Motion-picture news</i>	Tues. and Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 12:30-12:45 a.m. ORIGINATES: KNX	Lennen & Mitchell, Inc.	143 Weeks
Jesse Jordan, Girl Interne <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	48 Weeks

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CBS SPONSORED PROGRAMS

MENNEN COMPANY	Mennen drug products
NOXZEMA CHEMICAL COMPANY	Noxzema
PENICK & FORD, LTD.	My-T-Fine Dessert
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
THE PROCTER & GAMBLE COMPANY	Oxydol Crisco

†Columbia Pacific Network Only

Through the Sports Glass with Sam Hayes (Starts October 1)	†Monday 8:00-8:15 p.m. PST ORIGINATES: KNX	H. M. Kiesewetter Advertising Agency	13 Weeks
Professor Quiz with Bob Trout (Starts October 1)	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	21 Weeks
The Mighty Show <i>Big-top drama</i>	Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	29 Weeks
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor and Gustav Haenschen's Orchestra and Chorus <i>Musical</i> (Starts October 1)	Saturday 9:30-10:00 p.m. ORIGINATES: WABC	Gardner Advertising Company	256 Weeks
Mary Lee Taylor Home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX, ST. LOUIS		
Johnny Presents Jess Morgan's Orchestra, Jack Lunstone's Dramatizations, Frances Fair, Genevieve Rowe, "Beverly", Penn Cross, Ray Bloch's Swing 14 <i>Variety and dramatic interludes</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC	The Biow Company, Inc.	107 Weeks
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	200 Weeks
Mc & Sade <i>Serial drama</i>	1:15-1:30 p.m. ORIGINATES: WBBM	Compton Advertising, Inc.	

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CBS SPONSORED PROGRAMS

THE PROCTOR & GAMBLE COMPANY <i>Continued</i>	Chipso Ivory
THE PURE OIL COMPANY	Petroleum Products
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco
RIO GRANDE OIL, INC.	Petroleum Products
S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Goods
SOIL-OFF MANUFACTURING COMPANY	Cleaning Fluid

†Columbia Pacific Network Only
††Columbia California Network Only

Dead of Life <i>Serial drama</i>	1:30-1:45 p.m. ORIGINATES: WABC	Pedlar & Ryan, Inc.	200 Weeks
Gospel Singer <i>Hymns</i>	1:45-2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Ed Grange Forecasts and Scores <i>Football news</i>	Thurs. and Sat. 6:00-6:15 p.m. ORIGINATES: WBBM	Leo Burnett Company, Inc.	2 Weeks
Reddie Cantor's Camel Caravan with Bert Gordon, Walter King, Little Noel and Edgar Fairchild's Orchestra <i>Comedy and music</i> (Starts October 3)	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: KNX	William Esty & Company, Inc.	274 Weeks
Lenny Goodman's Orchestra <i>Music and guests</i>	Tuesday 9:30-10:00 p.m. ORIGINATES: ON TOUR		
Calling All Cars <i>Police file dramatizations</i>	††Friday 7:30-8:00 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	264 Weeks
I Want A Divorce <i>Dramatic</i>	†Sunday 7:30-7:45 p.m. ORIGINATES: KSFO	Emil Brisacher and Staff	Starts Oct. 16
 Fletcher Wiley <i>News commentator</i>	†Thursday 12:45-1:00 p.m. PST ORIGINATES: KNX	Hillman-Shane Advertising Agency, Inc.	4 Weeks

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CBS SPONSORED PROGRAMS

THE TEXAS COMPANY	"Texaco" products
TIDE WATER ASSOCIATED OIL COMPANY	Petroleum products
TILLAMOOK COUNTY CREAMERY ASSOCIATION	Dairy products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Gum

†Columbia Pacific Network Only

Exaco Star Theater Colombe Menjou. MC; "Charlie" Huggles, Una Merkel, Kenny Baker. Gene Froman, Max Reinhardt's "Workshop", Harry Simeone's Cho- rals, David Broekman's Orchestra. <i>Musical, variety, dramatic</i> (Starts October 5)	Wednesday 9:30-10:30 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	78 Weeks
C.C. and U.C.L.A. Football Games <i>Play-by-play accounts</i>	†Saturday 2:00-4:30 p.m. PST	Lord & Thomas	130 Weeks
Muiry Maid with Jack Moyles and Nell Parker <i>Home Economics</i>	†Thursday 1:45-2:00 p.m. PST ORIGINATES: KSFO	Botsford, Constantine & Gardner	15 Weeks
Black 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. <i>Rebroadcast 11:30-12 mid.</i> ORIGINATES: WABC	Arthur Kudner, Inc.	174 Weeks
The Laugh Liner starring Billy House with Jack Fulton, tenor and Carl Hohengarten's Orchestra <i>Comedy and music</i>	Sunday 6:30-7:00 p.m. ORIGINATES: WBBM	Frances Hooper Advertising Agency	331 Weeks
Sattergood Baines <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast 3:30-3:45 p.m.</i> ORIGINATES: WBBM		

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

CBS SUSTAINING PROGRAMS

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.

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

1. SERIOUS MUSIC *Page 24*
2. PUBLIC AFFAIRS *Page 26*
3. SPECIAL EVENTS *Page 28*
4. EDUCATIONAL PROGRAMS *Page 29*
5. DRAMATIC SERIES *Page 32*
6. CHILDREN'S PROGRAMS *Page 33*
7. RELIGIOUS BROADCASTS *Page 34*
8. PERSONALITIES *Page 36*
9. LIGHT MUSIC *Page 37*

- ADDENDA: SEPTEMBER PROGRAMS *Page 39*

**SERIOUS
MUSIC**

**New York Philharmonic-
Symphony Orchestra**

3:00-5:00 p.m.

EACH SUNDAY

BEGINNING OCTOBER 23

This month the New York Philharmonic-Symphony Orchestra starts its ninth consecutive season as an exclusive Columbia Network feature. The orchestra is under the direction of John Barbirolli. Deems Taylor, Columbia's Music Consultant, is the program commentator. The opening broadcast from Carnegie Hall:
OCTOBER 23: *Weber*: Overture to "Der Freischütz"; *Sibelius*: (a) "The Swan of Tuonela"; (b) "The Return of Lemminkainen"; *Stravinsky*: Suite from "L'Oiseau de Feu"; *Mozart*: Adagio and Fugue for Strings (K 546); *Beethoven*: Symphony No. 5.

Everybody's Music

3:00-4:00 p.m.

SUNDAYS, OCTOBER 2 AND 16 ONLY

Howard Barlow conducts the Columbia Broadcasting Symphony Orchestra and Henry M. Neely is commentator. The series concludes this month.

OCTOBER 2: *Haydn*: Symphony No. 2; *Nathaniel Deet*: American Sampler (fifth COMMISSION work); *Borodin*: Polovetzian Dances.

OCTOBER 16: *Carl Mathes*: Five Tone Pictures (first radio performance); *Deems Taylor*: "Through the Looking Glass" Suite. (The sixth COMMISSION work, "Beauty and the Beast," is a *Columbia Workshop* program next month.)

Curtis Institute of Music

3:00-3:45 p.m.

EACH MONDAY

The Curtis Institute of Music is presenting a series of thirty Monday concerts in its tenth consecutive season on CBS. Distinguished faculty members and students perform. Chamber music groups are directed by Dr. Louis Bailly and the Curtis Symphony Orchestra is conducted by Fritz Reiner.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Story of the Song

10:30-11:00 p.m.

EACH MONDAY

Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Roy is featured with prominent guest soloists.

Cincinnati Conservatory of Music

11:00-12:00 a.m.

EACH SATURDAY

The Cincinnati Conservatory of Music presents its fourth 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 each week as soloists.

"Music for Fun"

5:00-5:30 p.m.

EACH TUESDAY BEG. OCTOBER 11

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

From the Organ Loft

9:00-9:30 a.m.

EACH SUNDAY

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

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.

PUBLIC AFFAIRS

<p>Fire Prevention Program 10:00-10:30 a.m. SATURDAY, OCTOBER 8</p>	<p>Experiments with the latest equipment for fire prevention are described for CBS listeners from the Underwriters' Laboratory in Chicago.</p>
<p>Gov. Murphy and Premier Hepburn 12:30-1:00 p.m. SATURDAY, OCTOBER 8</p>	<p>Governor Frank Murphy of Michigan and Premier Mitchell Hepburn of Ontario speak at the opening of the Blue Water International Bridge at Port Huron.</p>
<p>Business Women's Week 3:00-3:30 p.m. TUESDAY, OCTOBER 11</p>	<p>Pearl Buck, Jane Todd and Dorothy Dunbar Bromley are speakers on this special program celebrating National Business Women's Week.</p>
<p>Rep. Wright Patman 4:00-4:30 p.m. TUESDAY, OCTOBER 11</p>	<p>Rep. Wright Patman (D) of Texas addresses the convention of the National Association of Retail Druggists on "Absentee Ownership of Business."</p>
<p>National Grocery Week 5:30-5:45 p.m. TUESDAY, OCTOBER 11</p>	<p>Gerrett Vander Hooning, president of the Retail Grocers' Association, speaks from Cleveland in connection with National Grocery Week.</p>
<p>YMCA Founders' Day 6:45-7:00 p.m. TUESDAY, OCTOBER 11</p>	<p>A trans-continental YMCA Founders' Day broadcast opens in Philadelphia, where Rear Admiral Wat T. Cluverius is interviewed; a boys' chorus sings from Chicago, and a discussion of the Oriental situation between a Chinese and Japanese youth follows from San Francisco.</p>
<p>Cooperative League Congress 10:45-11:00 p.m. TUESDAY, OCTOBER 11</p>	<p>James P. Warbasse and Howard A. Cowden are heard in a preview of the 11th biennial congress of the Cooperative League of the U. S. in Kansas City.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

<p>National Safety Council 3:00-3:30 p.m. WEDNESDAY, OCTOBER 12</p>	<p>The Silver Jubilee Congress of the National Safety Council presents four speakers from Chicago on "The Next 25 Years in Safety"</p>
<p>American College of Surgeons 3:45-4:00 p.m. MONDAY, OCTOBER 17</p>	<p>"Cancer Is Curable" state Drs. Bowman (Crowell) and Alexander Brunschwig, at the Clinical Congress of the American College of Surgeons.</p>
<p>"Industrial Mobilization" 2:00-2:30 p.m. WEDNESDAY, OCTOBER 19</p>	<p>Assistant Secretary of War Louis Johnson addresses the Wire Association luncheon at Detroit on "Industrial Mobilization."</p>
<p>Democratic and Republican Campaign Issues 6:45-7:00 p.m. EACH FRIDAY 10:45-11:00 p.m. EACH SATURDAY</p>	<p>National issues of the 1938 Congressional campaign are discussed by spokesmen of the Democratic and Republican National Committee in a series of Friday and Saturday evening broadcasts through November 5. Republican are scheduled for October 8, 14, 22 and 28 Democrats for October 7, 15, 21 and 29.</p>
<p>"Today" with Bob Trout 6:30-6:45 p.m. MONDAY THRU FRIDAY</p>	<p>Bob Trout, Columbia's ace reporter, tells a nightly story of what's going on in the world in his dispassionate but thorough and accurate news broadcasts.</p>
<p>Europe Calling! 1:30-1:45 p.m. EACH SUNDAY</p>	<p>Expert observations on international affairs by prominent national spokesmen. On October 2, Raymond Leslie Buell, director of the Foreign Policy Association, asks whether Europe now has "Peace or Postponement?"</p>

PUBLIC AFFAIRS

Headlines and Bylines

10:30-11:00 p.m.

EACH SUNDAY

H. V. Kaltenborn, Gilbert Seldes and Ralph Edwards, a trio of expert reporters on public affairs, combine their talents on this weekly series of world news and newsmakers.

SPECIAL EVENTS

Belmont Park

4:00-4:30 p.m.

SATURDAY, OCTOBER 1

Bryan Field is at Belmont Park for the most important day of the Eastern racing season, on which three championship races are run—the Grand National, the Futurity and the Jockey Club Gold Cup.

Football—Ted Husing

2:30-5:30 p.m.

EACH SATURDAY

Football is in the air, on Columbia, with Ted Husing describing the most important contests held throughout the nation each Saturday. This year Columbia makes its schedule up as the season progresses, bringing its audience those games which involve teams in the running for the nation's title. The October schedule follows:

OCTOBER 1: Minnesota vs. Nebraska.

OCTOBER 8: Notre Dame vs. Georgia Tech.

OCTOBER 15: Harvard vs. Army.

OCTOBER 22: Princeton vs. Navy.

OCTOBER 29: Army vs. Notre Dame.

World Series

1:15-4:30 p.m.

BEG. WEDNESDAY, OCTOBER 5

The 1938 World Series brings together the World's Champion New York Yankees of the American League, and the challenging Chicago Cubs of the National League. Columbia has three of its ablest baseball experts at the mike—France Laux and Bill Dyer, reporting the games, with Mel Allen sketching the color and background.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

CBS ADULT EDUCATION BOARD

Programs on this and the following pages are presentations of the Department of Education arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

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

The People's Platform

7:00-7:30 p.m.

EACH SUNDAY

Columbia presents a novel series in which forty typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner during which solutions to current problems are sought through an exchange of ideas.

OCTOBER 2: "Public Opinion and the Radio"

OCTOBER 9: "A Third Term for Presidents?"

OCTOBER 16: "Does Politics Dominate Relief?"

OCTOBER 23: To be announced.

OCTOBER 30: "Should Liberals and Conservatives Replace Democrats and Republicans?"

The Farmer Takes the Mike

2:30-3:00 p.m.

SUNDAYS, OCTOBER 2 AND 16

2:00-2:30 p.m.

SUNDAY, OCTOBER 23

A new nationwide farm forum, in which the American farmer and his family participate in informal discussions of farming conditions, social problems and subjects of human interest. This month the farmer takes the mike at

OCTOBER 2: Portland, Oregon.

OCTOBER 16: New York City.

OCTOBER 23: Los Angeles.

**EDUCATIONAL
PROGRAMS**

Highways to Health

1:00-4:15 p.m.

EACH TUESDAY

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

OCTOBER 4: Dr. Irving Wright, Columbia University, "How Old Are Your Arteries?"

OCTOBER 11: No broadcast (see page 24).

OCTOBER 18: Dr. Richard Kovacs, N. Y. Polyclinic, "Springs of Health."

OCTOBER 25: Dr. B. S. Oppenheimer.

Of Men and Books

4:45-5:00 p.m.

EACH TUESDAY

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

OCTOBER 11: Marquis Childs' "This Is Democracy"; and "American Regionalism," by Howard W. Odum and Harry Estill Moore.

OCTOBER 18: "Wisdom's Gate," by Margaret Ayer Barnes and Berry Fleming's "To the Market Place."

OCTOBER 25: Dwight Akers' "Drivers Up," William Cary Duncan's "Golden Hoofs" and Tim Pridgen's "Courage."

"Americans at Work"

10:30-11:00 p.m.

EACH THURSDAY

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

OCTOBER 6: The Fisherman.

OCTOBER 13: The Retail Druggist.

OCTOBER 20: The Telephone Operator.

OCTOBER 27: The Pottery Worker.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

American School of the Air

2:30-3:00 p.m.

MONDAY THRU FRIDAY

STARTING OCTOBER 10

On October 10 the AMERICAN SCHOOL OF THE AIR starts its tenth consecutive season on the Columbia Network. Among the groups cooperating are the National Education Association, the Progressive Education Association, the National Council of Teachers of English and the American Library Association. The schedule for each school-day of the month

MONDAYS—*Frontiers of Democracy.*

OCTOBER 10: Science and Human Progress.

OCTOBER 17: Science and Soil.

OCTOBER 24: Health and Food.

OCTOBER 31: Health in Childhood.

TUESDAYS—*The Music of America.*

OCTOBER 11: American Indian.

OCTOBER 18: Colonial New England.

OCTOBER 25: In the Days of Geo. Washington

WEDNESDAYS—*This Living World.*

OCTOBER 19: The Far East.

OCTOBER 26: Congressional Elections.

THURSDAYS—*New Horizons.*

OCTOBER 13: Empire of Dinosaurs.

OCTOBER 20: Dwarf and Giant Mammals of Long Ago.

OCTOBER 27: This Restless Earth.

FRIDAYS—*Lives Between the Lines.*

OCTOBER 14: Sandburg—"The People, Yes."

OCTOBER 21: Anderson—"I'm a Fool."

OCTOBER 28: Benet—"Tooth for Paul Revere."

**DRAMATIC
SERIES**

**Orson Welles – Mercury
Theater of the Air**
8:00–9:00 p.m.
EACH SUNDAY

Orson Welles, brilliant young actor-producer, and his Mercury Theater of the Air continue their experiments in radio drama at the invitation of the Columbia Network.

OCTOBER 2: Charles Dickens' "Oliver Twist."

OCTOBER 9: Commander Edward Ellsberg's "Hell on Ice."

The Columbia Workshop
10:00–10:30 p.m.
EACH THURSDAY

The Columbia Workshop, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art.

OCTOBER 13: "Brushwood Boy," by Kipling.

OCTOBER 20: Beginning a trilogy of prize stories by Wilbur Daniel Steele. No. 1 – "A Drink of Water."

OCTOBER 27: No. 2 – "Luck."

Men Against Death
9:00–9:30 p.m.
EACH SATURDAY

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

Four Corners Theater
10:30–11:00 a.m.
EACH SATURDAY

Drama which has played to America's rural audiences in more performances than the greatest Broadway hits is featured on the stage of Columbia's *Four Corners Theater*.

OCTOBER 8: "Homestead Acres."

OCTOBER 15: "Mail Order Marriage."

OCTOBER 22: "Papa Fixit."

OCTOBER 29: "The Iowa Bride."



CBS SUSTAINING PROGRAMS

CHILDREN'S PROGRAMS

"So You Want to Be--"

5:15-5:30 p.m.

FRIDAY, OCTOBER 7

WEDNESDAYS, BEGINNING OCT. 12

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

OCTOBER 7: Mrs. Edith M. Ward, Newton High School, Elmhurst, L. I.—"So You Want to Be a Teacher."

OCTOBER 12: Carl Mydans, *Life* Magazine staff photographer—"So You Want to Be a Newspaper Photographer."

OCTOBER 19: Dr. Harold Rypins, secretary of the N. Y. State Board of Medical Examiners—"So You Want to Be a Doctor."

OCTOBER 26: Grantland Rice, sports columnist—"So You Want to Be a Sports Writer."

"March of Games"

5:00-5:15 p.m.

EACH WEDNESDAY AND FRIDAY

Children who like asking questions and children who prefer answering them are given an opportunity on this new bi-weekly CBS program. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross, 11-year-old master of ceremonies and Sybil Trer, 11-year-old "Miss Drum Major" are featured.

"Let's Pretend"

5:00-5:30 p.m.

EACH MONDAY AND THURSDAY

The world's great fairy tales are dramatized by Nila Mack and presented on a new schedule of twice weekly. The casts include child actors from juvenile stock companies. These dramas have been a Columbia Network children's feature for eight years.

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The *Church of the Air* is presenting its 7th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.

OCTOBER 2: *Morning*—Rev. Edgar H. S. Chandler, Pastor, Central Congregational Church, Boston. *Afternoon*—Very Rev. Thomas J. Higgins, S. J., President, St. Joseph's College, Philadelphia.

OCTOBER 9: *Morning*—Rev. Robert D. Clare, D. D., St. Mark's Lutheran Church, Baltimore. *Afternoon*—Dr. Richard R. Lyman, Member of Council of Twelve, Church of Jesus Christ of Latter Day Saints, Salt Lake City.

OCTOBER 16: *Morning*—Rev. Oscar T. Olson, The Epworth-Euclid Methodist Episcopal Church, Cleveland. *Afternoon*—Rt. Rev. Monsignor Thomas J. McDonnell, National Director, Society for the Propagation of the Faith, N. Y. C.

OCTOBER 23: *Morning*—Rev. Roelif H. Brooks, St. Thomas' Church, N. Y. C. *Afternoon*—Rabbi Charles E. Shulman, North Shore Israel Temple, Chicago.

OCTOBER 30: *Morning*—Rev. Oliver U. Chapman, Oak Park Baptist Church, Oak Park, Ill. *Afternoon*—Most Rev. Joseph Schrembs, D. D., Bishop of Cleveland.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

"Wings Over Jordan"

9:00-9:30 a.m.

EACH SUNDAY

This program of religious talks and spirituality is presented by outstanding Negro leaders and educators and a choir of 35 voices.

OCTOBER 2: Ninrod B. Allen, executive secretary of the Columbus Urban League.

OCTOBER 9: Rev. M. S. Stuart, Metropolitan Baptist Church, Memphis, Tennessee.

OCTOBER 16: Claude A. Barnett, director of the Associated Negro Press of Chicago.

OCTOBER 23: Rev. M. C. Knight, Pastor, Pay Chapel A. M. E. Church, Colorado Springs.

OCTOBER 30: Dr. David D. Jones, President Bennett College, Greensboro, North Carolina.

Biennial Convention of United Lutheran Church

5:00-5:30 p.m.

SUNDAY, OCTOBER 9

Dr. Paul Scherer, pastor of the Holy Trinity Church, New York, speaks from Baltimore where the convention is being held. The Mulenberg College Choir, directed by Harold Marks, takes part.

National Conference of Catholic Charities

11:00-11:15 a.m.

MONDAY, OCTOBER 10

Rt. Rev. Monsignor Thomas J. O'Dwyer of Los Angeles, president of the National Conference of Catholic Charities, speaks of its work from Richmond, Va.

**RELIGIOUS
BROADCASTS**

Eucharistic Congress

10:45-11:00 p.m.

FRIDAY, OCTOBER 7

3:45-4:00 p.m.

THURSDAY, OCTOBER 20

Columbia brings to its audience two broadcasts from the Eucharistic Congress, held this year in New Orleans. The first, preceding the Congress, is a speech by Archbishop Joseph H. Rummel of New Orleans. The second features a portion of the closing ceremonies of the Congress.

**Sesquicentennial Sunday
For Christian Education**

4:00-4:15 p.m.

SUNDAY, OCTOBER 30

This program celebrates the 150th anniversary of the founding of the General Assembly of the Presbyterian Church in the United States. Arthur Compton discusses the work of the Christian Education fund.

PERSONALITIES

Irene Beasley's

R. F. D. #1

2:00-2:15 p.m.

MONDAY THRU FRIDAY

This intimate and informal "one-woman" show of music and homely commentary by Irene Beasley is dedicated to America's farm women. One of the features is the Friday "meetin'-day" with guests and studio audience.

Richard Maxwell

9:00-9:15 a.m.

MONDAY, WEDNESDAY
AND FRIDAY

Richard Maxwell presents three programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor, who composes most of the verses which he reads.

**Major Bowes'
Capitol Family**

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

EACH SUNDAY

Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist, and Waldo Mayo's Orchestra.

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

<p>Saturday Night Swing Club 7:00-7:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens as band director and M Allen as swing commentator, the Swing Club guests this month include Artie Shaw, Bum Berigan, Casper Reardon and Arthur Schu</p>
<p>Time Out for Dancing 3:00-3:30 p.m. EACH WEDNESDAY</p>	<p>Mark Warnow, brilliant young CBS conductor leads his band in this new series of dance programs. Barry Wood, baritone, and Nan Wyn popular network singer, are the vocalists.</p>
<p>Ray Block's Varieties 3:30-4:00 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p>Al Bernard's Merry Minstrels FRIDAYS, 2:15-2:30 p.m.</p>	<p>A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headliner in this field of entertainment, is starred.</p>
<p>Jack Berch 10:30-10:45 p.m. TUESDAY AND FRIDAY</p>	<p>Jack Berch, young CBS baritone, is starred with Leith Stevens' orchestra in this new series of two evenings a week.</p>
<p>National Hillbilly Champions 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Hillbilly music, performed by the nation's leading mountaineer group, the National Hillbilly Champions, is heard each Saturday morning from station KMOX.</p>
<p>All Hands on Deck 1:00-1:30 p.m. EACH SATURDAY</p>	<p>Lorraine Grimm and Harry Cool are featured with Ben Feld's Orchestra in this nautical show from Columbia's St. Louis station, KMOX.</p>

LIGHT MUSIC

Old Familiar Tunes

2:00-2:30 p.m.

EACH SUNDAY

BEGINNING OCT. 23

Lyn Murray, outstanding young director, conducts his orchestra in individual arrangements of the old familiar tunes, some of which are sung by Audrey Marsh.

CBS Vocalists

Various hours

MONDAY THRU SATURDAY

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

Ruth Carhart	Genevieve Rowe
Edith Dick	Jack Shannon
Audrey Marsh	Barry Wood
Doris Rhodes	Nan Wynn

Deep River Boys.

Eton Boys,

Four Clubmen

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 each evening. These top ranking bands are scheduled for October:

Dick Barrie	Sammy Kaye
Count Basie	Henry King
Charles Baum	Kay Kyser
Henry Busse	Little Jack Little
Cab Calloway	Glenn Miller
Frank Dailey	Leighton Noble
Tommy Dorsey	Paul Pendarvis
Ted Weems	

ADDENDA: SUMMER, SEPTEMBER, 1939

**Columbia coverage of European crisis totals 471
broadcasts from 18 world centers by 57 principals
—a record unparalleled in radio history.**

Each day during the momentous events of September 10th to 30th, the Columbia audience heard what has been heralded as the greatest news coverage in history. From 18 capitals of Europe to CBS headquarters in New York (thence to every corner of the world) came 471 broadcasts by the *makers* of events—Reichschancellor Hitler, Prime Minister Chamberlain, Premier Daladier, President Benes, Premier Mussolini; by *reporters* of events—Edward Murrow, William Shirer, Maurice Hindus, Sir Frederick Whyte, Vincent Sheean and all the correspondents listed below; by *interpreters* of events—particularly by H. V. Kaltenborn, who appeared before the CBS microphone 85 times in 21 days; by *world-famous personages*—the Queen of England, Pope Pius XI, the Archbishop of Canterbury, Jan Masaryk and Eamon de Valera. London was heard, via CBS, 36 times; Prague 22, Paris 15, Berlin 12, Geneva 3, Rome 3, Godesberg 2, and Nuremberg, Munich, Trieste, Stratford-on-Avon, Warsaw, Budapest, Clydebank and Castel Gondolfo once each. All in all, what would have totalled almost three solid days of broadcasting kept the Columbia audience more highly informed of every move than any other people or radio audience in the world. A partial tabulation of these broadcasts (which are truly “Addenda” to this book in the accurate sense that Columbia could not have foreseen them) begins on the next page.

Times listed in italics, under BULLETINS, refer to news flashes which interrupted the regular CBS schedule.

Saturday, September 10

PRAGUE—President Eduard Benes of Czechoslovakia, 1:30–2:08 p.m. *News Bulletins*—7:45, 9:25 a.m., 4. 6:30, 7:45, 11 p.m.

Sunday, September 11

GENEVA—Clark M. Eichelberger, director of the League of Nations Association, 1:45–2:00 p.m.

Monday, September 12

NUREMBERG—Adolf Hitler's closing speech to the Nazi Congress, 2:15–3:35 p.m. NEW YORK—H. V. Kaltenborn reviewed the speech, 3:36–3:45 p.m.

FIVE-NATION HOOKUP: LONDON—Edward Murrow, chief of CBS European staff. BERLIN—Melvin Whiteleather of the Associated Press. PRAGUE—William L. Shirer, CBS Central European reporter. PARIS—John Whittaker of the Chicago Daily News Syndicate. NEW YORK—Bob Trout, CBS commentator, 7:30–8:00 p.m. *Bulletins*—7:45, 9:25 a.m., 6, 6:30, 11 p.m.

Tuesday, September 13

LONDON—Vernon Bartlett, diplomatic correspondent of the London News Chronicle and Edward Murrow, 8:30–9 p.m. *Bulletins*—7:45, 9:25 a.m., 2:56, 3:05, 4:17, 4:45, 6:30, 7:30, 11 p.m.

Wednesday, September 14

LONDON—Lord Strabolgi, expert on foreign affairs and Edward Murrow. NEW YORK—H. V. Kaltenborn and Bob Trout, 9:30–10

p.m. *Bulletins*—6, 6:33, 6:52, 7:45, 9:25, 11, 11:45 a.m., 12:44 p.m., 3:30, 4, 6, 6:30, 7:45, 11, 11:05 p.m.

Thursday, September 15

PRAGUE—Cabled report from William L. Shirer read by Bob Trout, 6:30–6:45 p.m. *Bulletins*—6:30, 7:45, 8:47, 9:25 11 a.m., 12 noon, 4:45 p.m., 6:30, 8:45–9, 11 p.m., 12:50 a.m.

Friday, September 16

LONDON—Eye-witness account of Chamberlain's arrival at Heston Airport, outside London, 12:15 p.m. PRAGUE—William L. Shirer, followed by Kaltenborn from New York, 2–2:30 p.m. LONDON—Sir Frederick Whyte, English journalist and novelist and Edward Murrow, 7:15–7:30 p.m.

Bulletins—6:31, 7:45, 8:33, 9:25–9:30, 11, 11:14 a.m., 12:44 p.m., 3:20, 5, 6, 6:05, 6:30–6:45, 8:31, 11–11:15 p.m.

Saturday, September 17

LONDON—Edward R. Murrow, 9–9:10 a.m. Philip Jordan, correspondent of the London News Chronicle, 6:45–7 p.m. *Bulletins*—7:30, 7:45–8, 8:45, 9:25–9:30 a.m., 12:15–1:08, 2:01, 6–6:05, 9:30–9:38 p.m.

Sunday, September 18

LONDON—John Snagg, British announcer, described scene in Downing Street: Edward Murrow followed, and Ralph Bimbleby gave account of Daladier's arrival at Croydon Airport, 5–5:33 a.m.

TRIESTE—Benito Mussolini, with a running translation by interpreter in New York, 5:33–6:02 a.m. NEW YORK—H. V. Kaltenborn followed with analysis, 6:02–6:12 a.m.

PRAGUE—Dr. Milan Hodza, ex-Premier of Czechoslovakia, 7:01–7:35 a.m. NEW YORK—Kaltenborn analysis. 9:23–9:48 a.m.

PRAGUE—William L. Shirer and Mathew Holton, correspondent of the Toronto *Star*, 1:30–1:49 p.m. NEW YORK—Kaltenborn. 3:3:12 p.m.

TWO-NATION HOOKUP: LONDON—Frank Garvelle, member of Liberal Party, interviewed by Edward Murrow. BERLIN—Pierre J. Huss of the International News Service, 5:30–6:04 p.m. *Bulletins*—9:55–10 a.m., 3:3:12, 7:29, 8, 10:30–11 p.m.

Monday, September 19

FOUR-NATION HOOKUP: LONDON—Edward R. Murrow. PARIS—Kenneth Downs of the International News Service. BERLIN—William L. Shirer, 7:30–8 p.m.

NEW YORK—H. V. Kaltenborn, 12:15 p.m. and 2:30 p.m. Bob Trout, 6:30 p.m. Kaltenborn and Trout, 10:30–11 p.m. *Bulletins*—7:45–8, 9:25–9:30, 11 a.m., 2, 6–6:05, 8:05 p.m.

Tuesday, September 20

UNDINE. ITALY—Benito Mussolini's speech analyzed by H. V. Kaltenborn, 2–2:10 p.m. PRAGUE—Maurice Hindus, followed by Kaltenborn. 2:45–3:09 p.m.

BERLIN RAILROAD STATION—Selkirk Patten of the London Daily Express, Philipo Britanio, Italian correspondent; Miss Siegrid Schutz of the Chicago Tribune; John Butler, English journalist; Dr. Wilhelm Bernard of the German Propaganda Ministry; Ed Shenke of the Associated Press; Ralph Barnes of the New York Herald-Tribune; Webb Miller of the United Press

and Robert Jouve of the French Havas Agency, interviewed by William L. Shirer awaiting the train to Godesberg. 5–5:30 p.m.

LONDON—Edward R. Murrow, followed by Bob Trout and H. V. Kaltenborn, 10:30–11 p.m. *Bulletins*—6:31, 7:20, 7:45–8, 9:25–9:30, 11:27 a.m., 12:15, 6–6:05, 6:30–6:45, 7, 9 p.m.

Wednesday, September 21

STRATFORD-ON-AVON—Anthony Eden, former British Foreign Secretary, 2:30–2:52 p.m. PRAGUE—Eye-witness report of demonstrations by Maurice Hindus. 4:18–4:27 p.m.

LONDON—Dennis M. Pritt, Labor Member of Parliament; Sir Walter Smiles, Conservative Member of Parliament from Blackburn, Ireland and Edward Murrow, 9:30–9:50 p.m. PRAGUE—Two-way conversation between Maurice Hindus and H. V. Kaltenborn, 9:50–10 p.m.

Bulletins—6:50–7, 8:15, 11–11:30 a.m., 12:15–12:21, 2:25–2:30, 6–6:05, 11:10–11:15 p.m., 12 mid., 1, 1:15, 2 a.m.

Thursday, September 22

GODESBERG—William L. Shirer spoke from the Dresden Hotel, where Hitler and Chamberlain were holding their conference, and interviewed Mathew Holton, correspondent of the Toronto *Star*, 2:15–2:40 p.m.

FOUR-NATION HOOKUP: ROME—Frank Gervasi of the International News Service. PARIS—Kenneth Downs. LONDON—Edward Murrow. NEW YORK—H. V. Kaltenborn, 3:30–4:10 p.m. PRAGUE—Maurice Hindus, 5:30–5:45 p.m.

FOUR-NATION HOOKUP: LONDON—Herbert Hodge, taxi-driver, interviewed by Murrow.

CODESBERG—William L. Shirer's second talk from the Dresden Hotel. PRAGUE—Maurice Hindus. NEW YORK—H. V. Kaltenborn and Bob Trout. 8-8:30 p.m. *Bulletins*—6:30, 6:48 7:45-8, 8:15, 8:45, 11:15 a.m., 12:15-12:30, 5:00, 6-6:05 p.m.

Friday, September 23

PRAGUE—Maurice Hindus, followed by Kaltenborn. 3:30-4:00 p.m. PARIS—Kenneth Downs, International News Service correspondent, followed by Kaltenborn, 5:30-5:45 p.m. NEW YORK—Bob Trout, 6:30-6:45 p.m. LONDON—Edward Murrow, followed by Kaltenborn. 7:15-7:30 p.m.

THREE-NATION HOOKUP: WARSAW—Michael Kwapiszewski, former consul of the Polish Embassy at Washington; BUDAPEST—Robert Gosling, announcer, read the official statement of the Hungarian Government; followed by Kaltenborn. 8:30-9:00 p.m.

LONDON—Edward Murrow, followed by Jan Masaryk, Czechoslovakian Minister to England, who spoke in English, concluding with a message in his native tongue. 11-11:15 p.m.

Bulletins—6:31, 6:55, 7:45, 8:45, 9:00, 9:25, 11:00 a.m., 12:27, 6:00, 7:45 p.m., 1:46, 2:30, 2:50 a.m.

Friday, September 24

PARIS—Kenneth Downs, followed by H. V. Kaltenborn, 9:30-9:50 a.m. LONDON—Edward Murrow, Kaltenborn commenting. 1:15-1:29 p.m.

EUROPEAN ROUNDUP: LONDON—Edward Murrow. BERLIN—William L. Shirer. PARIS—Harold Ettinger, United Press correspondent. NEW YORK—H. V. Kaltenborn, 7:00-7:30 p.m. LONDON NEW YORK—Two-way

conversation between Sir Frederick Whyte and H. V. Kaltenborn, 9:30-9:48 p.m.

PRAGUE—Maurice Hindus. 11:50-12:05 a.m.

Bulletins—5:48, 6:15, 6:34, 6:44, 8:10, 8:13, 8:38, 9:15, 9:25, 11:00 a.m., 2:51, 2:57, 3:06, 4:35, 8:00, 8:23, 9:49 p.m.

Saturday, September 25

CROYDON—BBC announcer describing the arrival in England of French Ministers to confer with Chamberlain. 12:50-12:58 p.m. LONDON—Edward R. Murrow. 2:00-2:15 p.m. GENEVA—Eamon de Valera, Premier of Ireland and President of the League of Nations Assembly, 5:00-5:15 p.m.

THREE-NATION HOOKUP: PRAGUE—Maurice Hindus. BERLIN—William L. Shirer. NEW YORK—H. V. Kaltenborn. 5:30-6:01 p.m.

THREE-NATION HOOKUP: PARIS—Kenneth Downs. LONDON—Edward R. Murrow. NEW YORK—H. V. Kaltenborn, 10:00-10:30 p.m.

WASHINGTON—Exclusive announcement of President Roosevelt's first appeal for peaceful solution. 3:00 a.m. *Bulletins*—7:00, 9:25 a.m., 10:30 p.m., 12:02, 1:13, 1:48 2:24 a.m.

Sunday, September 26

LONDON—Edward R. Murrow, followed by Kaltenborn. 9:00-9:30 a.m.

BERLIN—Chancellor Hitler's speech at the Sports Palace; Propaganda Minister Goebbels; introductory comment by William L. Shirer; translation and comment by H. V. Kaltenborn. 1:55-4:15 p.m.

GENEVA—Clark M. Eichelberger, director of the League of Nations Association. 5:15-5:30 p.m. TWO-NATION HOOKUP: PRAGUE—Maurice Hindus. NEW YORK—Voyta Benes, brother of the President of Czechoslovakia

and a former Senator of that Republic, interviewed by H. V. Kaltenborn, 6:45-7:02 p.m.

FOUR-NATION HOOKUP: LONDON—Sir Frederick Whyte, introduced by Edward R. Murrow. **PRAGUE**—Maurice Hindus. **NEW YORK**—H. V. Kaltenborn. **PARIS**—Edgar Mowrer, correspondent for the Chicago Daily News, 7:30-8:00 p.m.

LONDON-NEW YORK—Two-way conversation between H. V. Kaltenborn and Edward R. Murrow, and an interview with Herbert Hodge, London cabby, 10:30-11 p.m.

Bulletins—7:00, 7:12, 7:45, 8:00, 8:45, 11 a.m., 12:15, 12:44, 1, 4:53, 6, 8:55 p.m., 12:54, 1:56 a.m.

Tuesday, September 27

PARIS—Thomas Grandon, foreign news expert, 9-9:05 a.m. **LONDON**—Edward Murrow, 9:05-9:25 a.m. **CLYDEBANK, SCOTLAND**—Queen Elizabeth's peace message at launching of liner bearing her name, 9:25-9:30 a.m.

BERLIN—William L. Shirer, 12-12:15 p.m. **LONDON**—Prime Minister Chamberlain, 2-2:18 p.m. **ROME**—Frank Gervasi, followed by Kaltenborn, 5:30-5:45 p.m. **NEW YORK**—Charles Hodges, professor of politics at New York University, 6:45-7 p.m.

Bulletins—6:00, 7:45-8:00, 8:30, 8:45, 11 a.m., 12:26, 2:37, 3:57, 4:15, 4:45-4:50, 5:04-5:09, 6-6:05, 7:30, 8:45-9, 10:25, 10:30, 11:15 p.m., 1:45 a.m.

Wednesday, September 28

TWO-NATION HOOKUP: LONDON—Edward R. Murrow. **PARIS**—Thomas Grandin, special CBS commentator, 7:00-7:15 a.m. **LONDON**—Sir Frederick Whyte reports Prime Minister Neville Chamberlain's speech to Parlia-

ment as it occurs, 8:45-9:00 a.m. **NEW YORK**—H. V. Kaltenborn, 11:00-11:30 a.m., 12:15-12:30 p.m.

PARIS—Premier Edouard Daladier, 1:00-1:15 p.m. **NEW YORK**—H. V. Kaltenborn, 2:00-2:18 p.m. **BERLIN**—William L. Shirer, followed by Kaltenborn, 2:30-2:59 p.m. **PRAGUE**—Vincent Sheean, noted author and journalist, 3:45-3:59 p.m.

LONDON—The Archbishop of Canterbury's prayer of thanks for peace, 4:15-4:18 p.m. **PRAGUE**—Maurice Hindus, followed by Kaltenborn, 6:45-7:00 p.m. **LONDON**—Commander Stephen King-Hall, writer and commentator, 7:45-8:00 p.m. **PARIS**—Thomas Grandon, followed by Kaltenborn, 11:00-11:15 p.m. *Bulletins*—9:00, 11:53 p.m., 1:57 a.m.

Thursday, September 29

MUNICH—William L. Shirer reports on the Four Power Conference, 8:00-8:15 a.m. **PRAGUE**—Maurice Hindus and Kaltenborn, 8:15-8:30 a.m.

TWO-NATION HOOKUP—PARIS—Thomas Grandon. **LONDON**—Frank Darvall, British author and lecturer, and Edward R. Murrow, 9:00-9:15 a.m. **MUNICH**—William L. Shirer, 12:00-12:14 p.m.

CASTEL CONDOLFO—Pope Pius XI, 1:30-1:46 p.m. **MUNICH**—William L. Shirer, 2:45-2:59 p.m. **NEW YORK**—Bob Trout, 6:30-6:45 p.m. **MUNICH**—William L. Shirer gave unofficial details of Munich agreement, 6:30-6:45 p.m. **PRAGUE**—Maurice Hindus, followed by Kaltenborn, 6:45-7:02 p.m.

THREE-NATION HOOKUP—PARIS—Pierre De Lanux, French journalist. **LONDON**—Edward R. Murrow, first to report peaceful settlement at Munich. **NEW YORK**—H. V. Kaltenborn, 7:30-8:00 p.m.

Bulletins—4:59, 5:22, 5:42, 7:22, 9:25, 11:15 a.m., 2:02, 3:30, 3:33, 4:11, 6:00, 6:30, 10, 11 p.m., 12:53, 1:50 a.m.

Friday, September 30

PRAGUE—Maurice Hindus, 6:00–6:15 and again at 8:15–8:30 a.m. LONDON—Edward R. Murrow, 11:00–11:14 a.m. *Bulletins*—9:25 a.m., 2:30, 5:31, 6, 6:30, 11:10 p.m.

SEPTEMBER 5: President Roosevelt's Maryland address, which he made on Labor Day at Denton, was broadcast to the nation 3–3:30 p.m.

SEPTEMBER 7: Former Governor Alfred E. Smith and Papal Marquis George MacDonald joined in tributes to the late Patrick Cardinal Hayes, 7–7:15 p.m.

SEPTEMBER 13: Alfred M. Landon addressed a Republican rally at Little Rock, Arkansas, 10:30–11 p.m.

SEPTEMBER 16: "European and American Housing" were compared by Stewart MacDonald, administrator of the FHA, 7:45–8 p.m.

SEPTEMBER 17: The President delivered his annual Constitution Day address from Poughkeepsie, where Governor Lehman, Irwin Steingut and Prof. D. R. Fox also spoke, 10:30 a.m. 12 noon.

A Constitution broadcast by the Republican National Committee consisted of talks by John Hamilton, Rep. Bruce Barton, Robert A. Taft, Senators Arthur Capper and Charles L. McNary, 10:45–11:30 p.m.

SEPTEMBER 24: Senator Gerald P. Nye (R) of North Dakota spoke from Chicago on

"The United States and War," 10:45–11 p.m.

SEPTEMBER 27: "Aid to the Aged" was the subject of George E. Biggs, member of the Social Security Board and Miss Jane M. Hoey, director of the Bureau of Public Assistance, 10:45–11 p.m.

SEPTEMBER 30: A talk by William O. Douglas, chairman of the Securities Exchange Commission, was heard from Washington, 10:45–11 p.m.

SEPTEMBER 19 THRU 23: Highlights of the colorful annual convention of the American Legion in Los Angeles were brought to CBS listeners in a series of five broadcasts. On September 19, an address by Legion Auxiliary president Mrs. Malcolm Douglas and music by the Minnesota Glee Club were heard, 6:15–6:30 p.m. On the 20th, a review by 200 Army planes was described from the air and from the Coliseum, 3:45–4 p.m. On the 21st, Dr. Rubin T. Shaw, national president of the National Education Association, spoke on "Education and the Support of the American Legion," 3–3:15 p.m. On the 22nd, Retiring Commander Daniel J. Doherty and the new Commander of the Legion were heard in "Hail and Farewell Greetings," 11–11:15 p.m. On the 23rd, the Navy air show of 410 planes in mass flights was described from the flight deck of the U.S.S. *Houston*, 7–7:15 p.m.

SEPTEMBER 22 AND 23: Emergency broadcasts from the New England areas devastated by hurricane and floods included a report on flood conditions at Hartford on September 22, 6:45–7 p.m. and three broadcasts the next day—another from Hartford, 2–2:15 p.m.; a report from Boston, 3:50–4 p.m., and an airplane description of the flood area, 5:15–5:30 p.m.

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