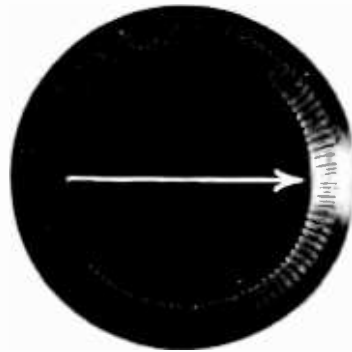
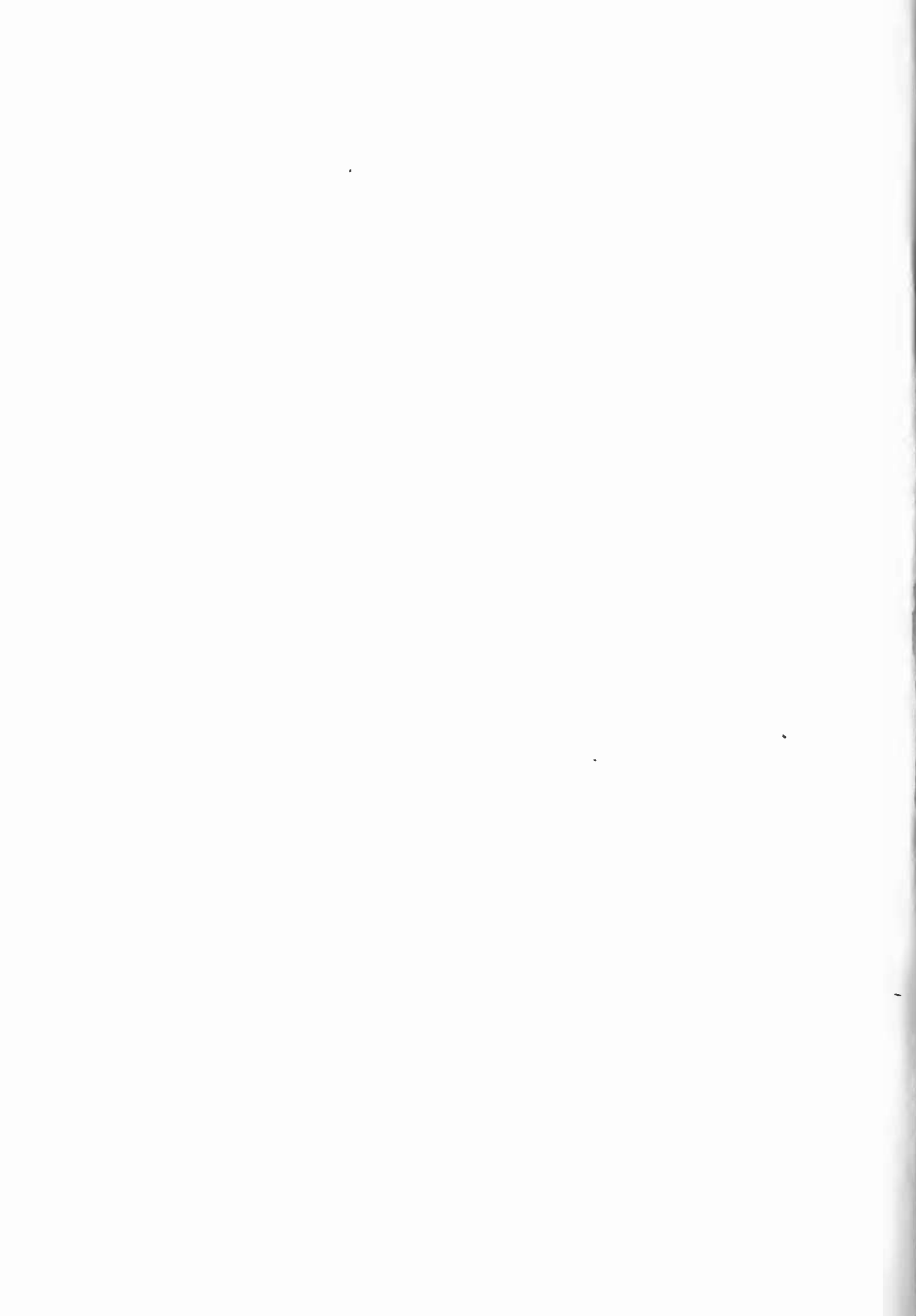


THE COLUMBIAN  
PROGRAM BOOK



JANUARY, 1938



**T H E C O L U M B I A  
P R O G R A M B O O K**

**CBS SPONSORED PROGRAMS pp. 3 to 20**

**CBS SUSTAINING PROGRAMS pp. 21 to 42**

**J A N U A R Y , 1 9 3 8**

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# CBS SPONSORED PROGRAMS

CLIENT	PRODU
<p>AMERICAN HOME PRODUCTS CO.</p>	<p>Edna Wallace Hopper Cosm                      Anacin                      Kolynos Toothpaste                      Kolynos Toothpaste</p>
<p>AMERICAN TOBACCO COMPANY</p>	<p>Lucky Strike Cigarettes                      Roi-Tan Cigars</p>
<p>BARBASOL COMPANY</p>	<p>Barbasol Shaving Cream</p>
<p>CAMPBELL SOUP COMPANY</p>	<p>Campbell's Soups                      Campbell's Beans                      Campbell's Tomato Juice</p>

†Columbia Pacific Network On

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.	212 Weeks
THE GAL SUNDAY <i>Serial drama</i>	Mon., Tues., Wed. 12:45-1:00 p.m.		40 Weeks
THE GAL SUNDAY <i>Serial drama</i>	Thurs. and Fri. 12:45-1:00 p.m.		186 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.		334 Weeks
THE HIT PARADE, with Leo Reisman's Orchestra; The Star; Buddy Clark and Hilda Gibson, vocalists† <i>Popular music and vocalists</i> Beginning January 15, Richard Himber's Orchestra	Saturday 10:00-10:45 p.m.	Lord and Thomas	87 Weeks
Walter Winchell in THE NEWS PARADE <i>News commentator</i>	Mon. thru Fri. 12:15-12:30 p.m.		
TWO MEN SPORTS, with Mark Kelly and Tom Hanlon <i>Talks</i>	†Thursday 7:00-7:15 p.m. PST	Lawrence C. Gumbinner Agency	25 Weeks
THUR GODFREY <i>Songs and Patter</i> Starting January 24	Mon. and Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> <i>Fri., 12-12:15 a.m.</i>	Erwin, Wasey & Company, Inc.	265 Weeks
THE HOLLYWOOD HOTEL, with Frances Ford; Jerry Cooper; Anne Ronson; Ken Niles; and Raymond Scott's Orchestra <i>Dramatic musical</i>	Friday 9:00-10:00 p.m.	F. Wallis Armstrong Company	165 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
THE CARBORUNDUM COMPANY	Abrasives
GEO. W. CASWELL COMPANY	Coffee
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" Preparations
CHRYSLER CORPORATION	Chrysler, DeSoto, Dodge and Plymouth Cars
THE COCA-COLA COMPANY	Coca-Cola
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream, Palmolive Brushless Shave Concentrated Super Suds  Colgate Tooth Powder  Palmolive Soap

††Columbia California Network 0



PROGRAM	TIME	AGENCY	WEEKS*
THE CARBORUNDUM BAND, Edward D'Anna, conductor; Francis Bowman, commentator; Guest speakers <i>Band music, Indian legends, talks</i>	Saturday 7:30-8:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	157 Weeks
PARTY BUREAU, with Elma Latta Hackett <i>Party suggestions</i>	††Tuesday 2:30-2:45 p.m. PST	Long Advertising Service	Starts January 4
THE CHRISTIAN OF RIVER'S END, starring Jean Hersholt <i>Dramatic</i>	Sunday 2:30-3:00 p.m. <i>Rebroadcast</i> 5:30-6:00 p.m.	McCann-Erickson, Inc.	9 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.	95 Weeks
THE SONGSHOP, starring Kitty Carlisle; with Frank Crumit, MC; Ted Kennedy, Alice Cornett, Songshop Quartet, Glee Club and stave Haenschen and Orchestra	Friday 10:00-10:45 p.m.	D'Arcy Advertising Co., Inc.	43 Weeks
THE POLICE BUSTERS <i>Police-file dramatizations</i>	Wednesday 10:00-10:30 p.m.	Benton & Bowles, Inc.	103 Weeks
THE ART AND MARGE <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m.		96 Weeks
THE STEPMOTHER <i>Dramatic serial</i> Starts January 17	Mon. thru Fri. 5:30-5:45 p.m.		39 Weeks
THE HILLTOP HOUSE, starring Bess Johnson <i>Dramatic serial</i>	5:45-6:00 p.m.		98 Weeks

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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 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, Orange Tangerines

†Columbia Pacific Network  
 ††Columbia California Network

PROGRAM	TIME	AGENCY	WEEKS*
NETTY KITTY KELLY <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m.	Benton & Bowles, Inc.	147 Weeks
CHIEF OF POLICE <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m.	Roche, Williams & Cunningham, Inc.	157 Weeks
THE PENNER, with Jimmy Grier's Orchestra <i>Comedy and music</i>	Sunday 6:00-6:30 p.m.	Ruthrauff & Ryan, Inc.	186 Weeks
THE GALLOPERS OF AMERICA, with Don Voorhees' Orchestra <i>Dramatizations and music</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m.	Batten, Barton, Durstine & Osborn, Inc.	129 Weeks
THE SECRET AMBITION, with Tom Breneman and Orchestra <i>Musical</i>	†Sunday 7:30-8:00 p.m. PST	Botsford, Constantine & Gardner	82 Weeks
BOB MANNING <i>Commentator</i>	††Tuesday 5:30-5:45 p.m. PST	Sidney Garfinkel Advertising Agency	6 Weeks
THE TINY PEABODY <i>Serial drama</i>	Mon., Wed., Fri. 3:30-3:45 p.m.	Blackett-Sample-Hummert, Inc.	10 Weeks
Family Post, HOW TO GET THE BEST OUT OF LIFE <i>Talks</i>	Tues. and Thurs. 10:30-10:45 a.m.	Ruthrauff & Ryan, Inc.	10 Weeks

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

# CBS SPONSORED PROGRAMS

<b>FORD MOTOR COMPANY</b>	Ford and Lincoln Motor Cars Lincoln Zephyr
<b>GENERAL BAKING COMPANY</b>	Bond Bread
<b>GENERAL FOODS CORPORATION</b>	Sanka Coffee  Swans Down Cake Flour, Calumet Baking Powder  Minute Tapioca, La France, Satina*
<b>GENERAL MILLS, INC.</b>	Wheaties, Bisquick, Softasil Gold Medal Kitchen-Tested Flour

*\*Minute Tapioca is advertised on Mondays, Wednesdays and Fridays; La France on Wednesdays and Fridays; Satina on Tuesdays and Thursdays.*

PROGRAM	TIME	AGENCY	WEEKS*
SUNDAY EVENING HOUR, Ford Symphony Orchestra and Chorus, Fritz Reiner, 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.	204 Weeks
WATCH THE FUN GO BY, Presenting Al Pearce and His Gang; Guest; Arlene Harris; "Tizzie Lish"; Carl Hoff's Orchestra <i>Comedy and variety</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast 12 mid.-12:30 a.m.</i>		
Grand Bakers Present FRANK LOMBARDO and His Orchestra <i>Popular music</i>	Sunday 5:30-6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	364 Weeks
WE, THE PEOPLE <i>Radio Listeners' Committee, Gabriel Heatter, director, presents real-life experiences</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast 10:30-11:00 p.m.</i>	Young & Rubicam, Inc.	149 Weeks
LATE SMITH HOUR, with Fanny Youngman, Comedian; Jack Miller's Orchestra; Dramas and Guest Stars <i>Variety show</i>	Thursday 8:00-9:00 p.m. <i>Rebroadcast 11:30-12:30 a.m.</i>		
MARY MARGARET MCBRIDE <i>Radio columnist</i>	Mon. thru Fri. 12 noon- 12:15 p.m.		
OLD MEDAL FEATURE HOUR Betty and Bob <i>Serial drama</i> Hymns of All Churches <i>Choir</i> Betty Crocker <i>Cooking expert</i> Arnold Grimm's Daughter <i>Serial drama</i> Hollywood in Person Capt. Bob Baker, <i>commentator</i>	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.	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	356 Weeks

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

# 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 Hudson Terraplan Motor Cars
LADY ESTHER COMPANY	Cosmetics
LAMBERT PHARMACAL COMPANY	Listerine Toothpaste, Listerine Antiseptic
LEHN & FINK PRODUCTS COMPANY	Lysol  Pebeco Toothpaste  Hind's Honey and Almond Cream Tussy Lipstick

†Columbia Pacific Network (C)  
 ††Columbia California Netwo. O

PROGRAM	TIME	AGENCY	WEEKS*
PHIL BAKER, with Oscar Bradley's Orchestra, and Guest Star <i>Variety show</i>	Sunday 7:30-8:00 p.m.	Young & Rubicam, Inc.	203 Weeks
HEINZ MAGAZINE OF THE AIR, with Mark Warnow's Orchestra and Channing Pollock	Sunday 5:00-5:30 p.m.	Maxon, Inc.	95 Weeks
MAROL KENNEDY'S ROMANCE <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m.		
BOBBY LOBBY, with Dave Elman, interviewer; Harry Salter's Orchestra <i>Musical and interviews</i>	Wednesday 7:15-7:45 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m.	Brooke, Smith & French, Inc.	43 Weeks
WAYNE KING and his Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m.	Lord and Thomas	121 Weeks
THE NEWLYWEDS <i>Serial drama</i>	†Mon., Tues., Wed., Fri. 12:45-1:00 p.m. PST	Lambert & Feasley, Inc.	30 Weeks
R. ALLAN ROY DAFOE <i>Talks</i>	Mon., Wed., Fri. 4:45-5:00 p.m.	Lennen & Mitchell, Inc.	77 Weeks
FOLLOW THE MOON, with Elsie Hitz and Nick Dawson <i>Serial drama</i>	Mon. thru Fri. 5:00-5:15 p.m.		160 Weeks
THE LIFE OF MARY SOTHERN <i>Serial drama</i>	Mon. thru Fri. 5:15-5:30 p.m.	William Esty & Company, Inc.	78 Weeks
HAWAIIAN MOON CASINO <i>Serial drama, with music</i>	††Mon. & Thur. 9:45-10:00 p.m. PST		13 Weeks

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# CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
<b>LEVER BROTHERS COMPANY</b>	Lux Toilet Soap  Rinso  Lifebuoy  Rinso  Spry
<b>LIGGETT &amp; MYERS TOBACCO CO.</b>	Chesterfields
<b>P. LORILLARD COMPANY</b>	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	118 Weeks
Edward G. Robinson BIG TOWN, with Claire Trevor <i>Dramatic</i>	Tuesday 8:00-8:30 p.m.	Ruthrauff & Ryan, Inc.	10 Weeks
BURL JOLSON SHOW with Martha Raye, Markyarkarkus, Victor Young's orchestra and guest stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid.		84 Weeks
BIG SISTER <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m.		68 Weeks
MONT JENNY'S REAL LIFE STORIES <i>Dramatic</i>	Mon. thru Fri. 11:45 a.m.- 12 noon <i>Rebroadcast</i> 2:15-2:30 p.m.		50 Weeks
WESTERFIELD 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.	258 Weeks
PAUL WHITEMAN'S PROGRAM, River Wakefield, MC; Guest Star <i>Variety</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m.		37 Weeks
HOLLYWOOD SCREENSCOOPS, George McCall, commentator <i>Motion-picture news</i>	Tues. and Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m.	Lennen & Mitchell, Inc.	104 Weeks

\*The figures indicate the total number of weeks  
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 Accessories
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
PHILLIPS PETROLEUM COMPANY	Phillips 66, Ethyl, 77 Aviation Motor Oils
PONTIAC MOTOR COMPANY	Pontiac Cars

PROGRAM	TIME	AGENCY	ON CBS*
PROFESSOR QUIZ, with Bob Trout <i>Questions and answers</i>	Saturday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m.	Geyer, Cornell & Newell, Inc.	43 Weeks
MARY LEE TAYLOR, home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 3:00-3:15 p.m.	Gardner Advertising Company	217 Weeks
FRIDAY NIGHT SERENADE, Mary Eastman, soprano; Bill Perry, tenor, and Gustave Haenschen's Orchestra and Mixed Chorus <i>Musical</i>	Saturday 9:30-10:00 p.m.		
BOB HOPE <i>News commentator</i>	Mon., Wed., Fri. 7:45-8:00 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m.	Hutchins Advertising Co., Inc.	337 Weeks
JOHN HENRY PRESENTS Russ Morgan's Orchestra, Charles Martin's Dramatizations; Frances Fair and Glenn Cross and mixed ensemble <i>Variety and dramatic interludes</i>	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m.	The Biow Company, Inc.	72 Weeks
HILLIPS POLY FOLLIES, with Ben Feld's Orchestra; Lorraine Hamm, soprano; Robert Parsons and Joe Karnes, tenors; Bill Cameron, MC <i>Variety</i>	Tuesday 10:30-11:00 p.m.	Lambert & Feasley, Inc.	84 Weeks
NEWS THROUGH A WOMAN'S EYES Kathryn Cravens <i>News comments</i>	Mon., Wed., Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 5:30-5:45 p.m.	MacManus, John & Adams, Inc.	112 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
THE PROCTER & GAMBLE COMPANY	Chipso Oxydol Ivory Soap Oxydol Dreft
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes, Prince Albert Smoking Tobacco
RIO GRANDE OIL, INC.	Petroleum Products
ROMA WINE COMPANY	Cella Grape Juice
SKELLY OIL COMPANY	Petroleum Products
STERLING PRODUCTS, INC.	Bayer Aspirin
TEA GARDEN PRODUCTS CO.	Jams, Jellies, Preserves

†Columbia Pacific Network O.  
 ††Columbia California Network

PROGRAM	TIME	AGENCY	WEEKS*
THE ROAD OF LIFE <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m.	Pedlar & Ryan, Inc.	165 Weeks
MA PERKINS <i>Serial drama</i>	10:45-11:00 p.m.	Blackett-Sample-Hummert, Inc.	
THE O'NEILLS <i>Serial drama</i>	2:15-2:30 p.m.	Compton Advertising, Inc.	
THE GOLDBERGS <i>Serial drama</i>	4:30-4:45 p.m.	Blackett-Sample-Hummert, Inc.	
BITTY KEENE <i>Serial drama</i>	4:30-4:45 p.m. (Not on WABC)		
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>	Tuesday 9:30-10:00 p.m.	William Esty & Company, Inc.	235 Weeks
SWING SCHOOL, with Benny Goodman's Orchestra <i>Music and guests</i>	10:00-10:30 p.m.		
ROLLING ALL CARS <i>Police file dramatizations</i>	††Tuesday 7:30-8:00 p.m. PST	Hixson-O'Donnell, Inc.	225 Weeks
THE TOAST OF THE TOWN, with Wilbur Hatch's Orchestra <i>Musical</i>	††Sunday 9:00-9:30 p.m. PST	James Houlihan, Inc.	3 Weeks
THE BELLY COURT OF MISSING HEIRS <i>Dramatic</i>	Sunday 10:30-11:00 p.m.	Blackett-Sample-Hummert, Inc.	11 Weeks
Anonymous Actor's Guild Presents Helen Menken in SECOND HUSBAND <i>Dramatic</i>	Tuesday 7:30-8:00 p.m.	Blackett-Sample-Hummert, Inc.	329 Weeks
WOMEN'S PAGE OF THE AIR, with Helen Thurston <i>Women's activities</i>	†Thursday 1:45-2:00 p.m. PST	Botsford, Constantine & Gardner	Starts January 13

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

# CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
THE TEXAS COMPANY	"Texaco" Petroleum Products
UNITED STATES RUBBER PRODUCTS, INC.	U. S. Tires
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

††Columbia Pacific Network (y

PROGRAM	TIME	AGENCY	ON AIR
TEXACO TOWN, with Eddie Cantor, Jeanna Durbin, Pinky Tomlin, Jimmy Wallington, Jacques Renard and His Orchestra <i>Comedy and music</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid.	Buchanan and Company, Inc.	67 Weeks
GEN BERNIE AND ALL THE LADS, with Lew Lehr, comedian; Buddy Hark and Jane Pickens, vocalists <i>Music and comedy</i>	Wednesday 9:30-10:00 p.m.	Campbell-Ewald Company	Starts January 12
ICK 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</i> 11:30 p.m.-12 mid.	Arthur Kudner, Inc.	135 Weeks
ICKS OPEN HOUSE, with Jeannette MacDonald and Josef Pasternack's Orchestra <i>Musical</i>	Sunday 7:00-7:30 p.m.	Morse International, Inc.	85 Weeks
icks Presents ONY WONS AND HIS SCRAPBOOK <i>Talks and readings</i>	Mon., Wed., Fri. 10:30-10:45 a.m.		
DOUBLE EVERYTHING, with Al Shaw and Stan Lee; Jack Brooks and Paul Small; Betty and Jean; Sutton and Bliss, piano duo and Carl Hohengarten's Orchestra <i>Musical</i>	Sunday 6:30-7:00 p.m.	Frances Hooper Advertising Agency	292 Weeks
POETIC MELODIES, Jack Fulton, tenor; Franklyn MacCoimack, reader <i>Poetry readings and light music</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m.	Neiser-Meyerhoff, Inc.	
CATTERGOOD BAINES <i>Serial drama</i>	†† Mon. thru Fri. 8:00-8:15 p.m. PST		
ENITH FOUNDATION, with orchestra and dramatic cast <i>Experiments in telepathy</i>	Sunday 10:00-10:30 p.m.	J. Walter Thompson Company	4 Weeks

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

# CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for January 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. PUBLIC AFFAIRS . . . . . *Page 22*
2. EDUCATIONAL PROGRAMS . . . . . *Page 25*
3. SPECIAL EVENTS . . . . . *Page 28*
4. SERIOUS MUSIC . . . . . *Page 29*
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7. RELIGIOUS BROADCASTS . . . . . *Page 36*
8. PERSONALITIES . . . . . *Page 37*
9. LIGHT MUSIC . . . . . *Page 38*
- ADDENDUM: DECEMBER PROGRAMS . . . . . *Page 39*



**PUBLIC AFFAIRS**

<b>PROGRAM AND TIME</b>	<b>DESCRIPTION</b>
<b>LEON HENDERSON</b> 5:45-6:00 p.m. SATURDAY, JANUARY 1	Leon Henderson, Consulting Economist of the WPA, is heard from Washington in a discussion of "What Has Happened to Recovery."
<b>HECTOR BOLITHO</b> 1:30-1:45 p.m. SUNDAY, JANUARY 2	Hector Bolitho, English biographer, speaking from London, compares the personality of King George VI as he is today and as he was as the Duke of York.
<b>PRESIDENT ROOSEVELT</b> 1:30-2:00 p.m. MONDAY, JANUARY 3	President Roosevelt's message to the second session of the Seventy-Fifth Congress is carried to the nation by CBS.
<b>REP. FRED BIERMANN</b> 10:45-11:00 p.m. FRIDAY, JANUARY 7	Representative Fred Biermann (D) of Iowa is heard from Washington in a discussion of the foreign policy of the United States.
<b>JACKSON DAY ADDRESS</b> 9:30-10:00 p.m. SATURDAY, JANUARY 8	President Roosevelt's annual Jackson Day address to Democratic banquets all over the country is made from Hotel Mayflower. He is to be introduced by Postmaster General Farley, speaking from Hotel Commodore, New York.
<b>PROF. LYMAN BRYSON</b> 7:15-7:30 p.m. MONDAY, JANUARY 10	Lyman Bryson, Professor of Education, Teachers College, Columbia University, makes an important educational announcement for the Columbia Network.
<b>MERVIN K. HART</b> 10:45-11:00 p.m. TUESDAY, JANUARY 11	Mervin K. Hart, president of the New York State Economic Council, speaks on "The Threat to Private Enterprise."

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p><b>REP. HAMILTON FISH</b> 10:45-11:00 p.m. FRIDAY, JANUARY 14</p>	<p>Representative Hamilton Fish (R) of New York is heard in a discussion of the "Depression and Its Cure."</p>
<p><b>HERBERT HOOVER</b> 3:00-3:30 p.m. SATURDAY, JANUARY 15</p>	<p>Former President Herbert Hoover speaks from Hotel Astor at the annual luncheon of the Women's National Republican Club.</p>
<p><b>CONFERENCE OF JOINT COMMITTEE</b> 2:00-2:30 p.m. SATURDAY, JANUARY 15</p>	<p>The conference of the Joint Committee on Unemployment and Taxation presents the following speakers: Senator Robert LaFollette on "How to Spend Relief Finances"; Senator Ernest Lundeen, "Needed Changes in the Social Security Act"; and Representative Herbert S. Bigelow, "How to Increase Jobs."</p>
<p><b>WILLIAM B. BENTON</b> 10:45-11:00 p.m. FRIDAY, JANUARY 21 AND 28</p>	<p>William B. Benton, former head of Benton &amp; Bowles and at present vice-president of the University of Chicago, continues his discussion of "The Further Education of a Business Man" in two broadcasts this month.</p>
<p><b>PROF. IRWIN EDMAN</b> 2:15-2:30 p.m. SATURDAY, JANUARY 22</p>	<p>Irwin A. Edman, Professor of Philosophy at Columbia University, and two members of the student body discuss "The Place of the Humanities in the College Curriculum Today."</p>
<p><b>SWEDENBORG ANNIVERSARY</b> 1:30-1:45 p.m. SUNDAY, JANUARY 23</p>	<p>Thomas Chadwick, comptroller of the British Treasury, speaks in connection with the 250th commemoration of the birthday of the philosopher, Swedenborg.</p>

**PUBLIC AFFAIRS**

PROGRAM AND TIME	RECEPTION
<p><b>ASSOCIATION OF COST ACCOUNTANTS</b> Various hours JANUARY 11, 21 AND 28</p>	<p>The National Association of Cost Accountants presents three speakers during January:</p> <p>January 11: John T. Madden, Dean of the School of Commerce, N. Y. U., "General Survey of Our Tax System and Means of Improvement" (6:15-6:30 p.m.).</p> <p>January 21: An outstanding financial expert is scheduled to speak on "The Capital Gains Tax" (3:00-3:15 p.m.).</p> <p>January 28: Frederick H. Clausen, "The Undistributed Profits Tax" (4:00-4:15 p.m.).</p>
<p><b>WORLD ECONOMIC COOPERATION</b> 2:00-2:30 p.m. SUNDAY, JANUARY 9</p>	<p>Another program in the CBS series on "World Economic Cooperation" presents Professor James T. Shotwell of Columbia University and Thomas Watson on the subject, "Merchants of Peace."</p>
<p><b>PRESS-RADIO NEWS</b> Various times DAILY</p>	<p>The Associated Press, United Press and the International News Service gather, and the Press-Radio Bureau edits, the latest news.</p>
<p><b>INTERNATIONAL EXCHANGE BROADCASTS</b> 1:30-1:45 p.m. EACH SUNDAY</p>	<p>Expert observers of international affairs, including prominent statesmen and journalists, appear on this regular Sunday period of talks from foreign capitals.</p>
<p><b>HEADLINES AND BYLINES</b> 10:30-11:00 p.m. EACH SUNDAY</p>	<p>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 Edwin Canham interprets domestic events.</p>

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

### PROGRAM AND TIME

#### CURRENT QUESTIONS BEFORE CONGRESS

*The Senate*—4:45–5:00 p.m.

EACH THURSDAY

*The House*—4:45–5:00 p.m.

EACH TUESDAY

### DESCRIPTION

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.

## 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 Geography, the Junior Programs, Inc., and the National Vocational Guidance Association cooperate.

MONDAYS: *History*, "Exits and Entrances." History and current events for Junior and Senior High School students on January 3, 10, 17, 24 and 31.

TUESDAYS: *Literature, Music.*

January 4 and 18: Minnesingers and Master singers; A New Creed and New Song.

January 11 and 25: The American Novel—Zona Gale; American Poetry—Robert P. Trisram Coffin.

WEDNESDAYS: *Geography.*

January 5: The Peasant Kingdom of Rumania

January 12: Istanbul, a Decapitated Capital.

January 19: Pennsylvania Farms, Flowers and Seeds.

January 26: Tropical Products in New York City.

**EDUCATIONAL  
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
	<p><b>THURSDAYS: <i>Primary Music and Literature.</i></b>            January 6: Dorothy Gordon—Game Songs in England; Mexican folk story, "The Helpful Mouse."            January 13: Dorothy Gordon—Animal Songs and Games; "The Jaguar and the Buzzard."            January 20: Dorothy Gordon—Songs and Games of Winter; "An Alaskan Eskimo Tale."            January 27: Dorothy Gordon—Mozart's Birthday; "The Sacred Fool."</p> <p><b>FRIDAYS: <i>Vocational Guidance, Science.</i></b>            January 7: Interview with workers in cotton fields; "What Holds the Earth in Space?"            January 14: Interview with textile worker and dress designer; "What Are the Planets?"            January 21: Interview with workers in dress manufacturing; "What Are the Stars?"            January 28: Preparing for the Job-Hunt; "The Madgeburg Spheres."</p>
<p><b>NEW HORIZONS</b>            6:15–6:30 p.m.            EACH MONDAY</p>	<p>The American Museum of Natural History cooperates with Columbia in presenting famous explorers and scientists. The programs are arranged by Hans Christian Adamson.</p> <p>January 3: Dr. Harry L. Shapiro, "Descendants of the Mutineers of the Bounty."            January 10: Dr. Harlan T. Stetson, "Astronomical Events of 1937."            January 17: Dr. James L. Clark, "Experiences with Mongolian Bandits."            January 24: Dr. George C. Vaillant, "Hidden History."            January 31: Dr. C. H. Curran, "Gigantic and Queer Members of the Insect World."</p>

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

### PROGRAMS AND TIME

### DESCRIPTION

**THE NEW YORK  
ACADEMY OF MEDICINE**  
4:00-4:15 p.m.  
EACH TUESDAY

Medical talks for the layman are arranged on this series with the cooperation of the New York Academy of Medicine.

January 4: Dr. Richard Kovacs, Clinical Professor of Physical Therapy, Polyclinic Hospital, "Radio in Medicine."

January 11: Dr. Jacob Buckstein, Attending Physician, Bellevue Hospital, "How Emotions Affect Digestion." (3:15-3:30 p.m.)

**SCIENCE SERVICE**  
4:00-4:15 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.

January 6: Dr. W. R. Gregg, chief of the U. S. Weather Bureau, "Where Cold Waves Come From."

January 13: Dr. Z. M. Labensohn, St. Elizabeth Hospital, "Saving Minds with Insulin."

January 20: Dr. Harry M. Johnson, Highway Research Board, "How Safe Are Young Drivers?"

January 27: Dr. Harrison E. Howe, editor of *Industrial and Engineering Chemistry*, "What New in Chemistry?"

**THE STORY  
OF INDUSTRY**  
5:00-5:30 p.m.  
EACH SATURDAY

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 industrial figures, arranged by the Business Advisory Council. Office of Education actors, under the direction

**EDUCATIONAL  
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
	<p>tion of Earl McGill, assist in the presentations and the Columbia Symphony Orchestra furnishes the musical backgrounds.</p> <p>January 8: The Shoe Manufacturing Industry. <i>Guest</i>, George A. Sloan, "Tolerance and Moderation."</p> <p>January 15: The Canning Industry. <i>Guest</i>, R. R. Deupree, president of Procter &amp; Gamble, "Uncle Sam, Industry and the Home."</p> <p>January 22: The Tea, Coffee and Spices Industry.</p> <p>January 29: The Printing Industry.</p>

**SPECIAL  
EVENTS**

<p><b>SALUTE TO WAPI</b> 1:30-2:00 p.m. SATURDAY, JANUARY 1</p>	<p>A salute to Station WAPI, Birmingham, on the occasion of its joining the Columbia Network will include a brief talk by Governor Bibb Graves of Alabama, music by Oliver Naylor's orchestra, the Symphonettes and Barry Wood.</p>
<p><b>ORANGE BOWL AND COTTON BOWL GAMES</b> Approx. 2 p.m. and 5 p.m. SATURDAY, JANUARY 1</p>	<p>Ted Husing will cover the Michigan State-Auburn game at the Orange Bowl Stadium in Miami in a play-by-play broadcast on New Year's Day, at the conclusion of which the network will shift to Dallas where Byron Saam will describe the last half of the Rice-Colorado game at the Cotton Bowl.</p>
<p><b>FORECASTING 1938</b> 10:45-11:00 p.m. SATURDAY, JANUARY 1</p>	<p>Ten experts in various fields look ahead into the new year in a special program of "Forecasting 1938." Bob Trout is master of ceremonies, Freddie Rich provides the music, and</p>

# CBS SUSTAINING PROGRAMS

## SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>NATIONAL THRIFT WEEK 4:15-4:30 p.m. MONDAY, JANUARY 17</p>	<p>the forecasters are "Bugs" Baer, William Hillman, Barry Faris, Prunella Wood, George Holmes, Harrison Carroll, Davis J. Walsh, and J. E. "Dinty" Doyle, journalists; and H. V. Kaltenborn and Alfredo Zalamea, commentators.</p> <p>In connection with the celebration of National Thrift Week a group of average citizens from several walks of life, including a child, college-student, working-girl, factory-worker, white-collar worker, farmer and elderly person, will describe their efforts to be thrifty.</p>
<p><b>SERIOUS MUSIC</b></p> <p>NEW YORK PHILHARMONIC- SYMPHONY ORCHESTRA 3:00-5:00 p.m. EACH SUNDAY</p>	<p>From Carnegie Hall the New York Philharmonic-Symphony Orchestra presents its eighth consecutive season of Sunday concerts over the Columbia Network. This month Georges Enesco replaces John Barbirolli as guest conductor. Deems Taylor, Columbia's Musical Consultant is the program commentator.</p> <p>January 2: <i>Respighi</i>: Ancient Airs and Dances Suite No. 3; <i>Tschaikowsky</i>: Violin Concerto in D Major. MISCHA ELMAN, violinist; <i>Beethoven</i>: Symphony No. 2 in D Major; <i>Berlioz</i>: Overture, "The Roman Carnival."</p> <p>January 9: Guest Conductor, GEORGES ENESCO (a) <i>J. S. Bach</i>: Concerto for Violin and String Orchestra in A Minor and (b) <i>Chaussor</i>: "Poeme", for Violin and Orchestra. GEORGES ENESCO, violinist, and MISHÉL PIASTRO, conductor. <i>Franck</i>: Symphonic Piece from "The Redemption"; <i>Beethoven</i>: Symphony No. 3.</p>



**SERIOUS  
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p><b>BORIS MORRIS STRING QUARTET</b> 2:00-2:30 p.m. EACH SUNDAY EXCEPT JANUARY 9</p>	<p>January 16: Guest Conductor, <b>GEORGES ENESCO</b>. <i>Saint-Saens</i>: Concertstück for Violin in A Major. <b>GEORGES ENESCO</b>, violinist. <i>Mozart</i>: Symphony in D Major ("Haffner"); <i>Sabin Dragoi</i>: Christmas Song and Wedding Song from "Suite Rustique" (American première); <i>Beethoven</i>: Symphony No. 4 in B-flat Major. January 23: Guest Conductor, <b>GEORGES ENESCO</b>. <i>MacDowell</i>: Symphonic Poem, "Lancelot and Elaine"; <i>Enesco</i>: Suite for Orchestra, No. 1; <i>Berlioz</i>: Symphonie Fantastique.</p>
<p><b>LOS ANGELES PHILHARMONIC CONCERT</b> 6:00-6:55 p.m. SATURDAY, JANUARY 1</p>	<p>The Los Angeles Philharmonic Orchestra, conducted by Dr. Otto Klemperer, present a program saluting the cooperation which exists between radio and cinema. The Overture to "Benvenuto Cellini" by Berlioz; the "Haffner" Symphony by Mozart; the "Afternoon of a Faun" by Debussy and "Till Eulenspiegel" by Richard Strauss compose the program.</p>
<p><b>YOUNG PEOPLE'S SYMPHONY CONCERTS</b> 11:00 a.m.-12:15 p.m. SATURDAY, JANUARY 15 AND 29 3:30-4:30 p.m. TUESDAY, JANUARY 11</p>	<p>Rudolph Ganz, eminent Swiss pianist, composer and conductor, leads the Philharmonic-Symphony Orchestra in two Saturday morning concerts on January 15 and 29. This is the eighth season of the Young People's Concerts on CBS. On January 11 Eugene Goossens con-</p>

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p><b>COOLIDGE QUARTET— BEETHOVEN CYCLE</b> 3:00–3:45 p.m. EACH MONDAY BEGINNING JANUARY 10</p>	<p>ducts the Cincinnati Symphony Orchestra in the second of a series of five concerts for young people.</p> <p>A series of six all-Beethoven concerts by the Coolidge String Quartet is inaugurated this month. Members of the group are William Kroll and Nicolai Berezowski, violinists; Nicolas Moldavan, violist and Victor Gottlieb, cellist. The programs are arranged in cooperation with G. Schirmer, Inc., music publishers.</p>
<p><b>HOLLACE SHAW</b> MONDAY, 6:45–7:00 p.m. TUESDAY, 3:30–4:00 p.m.</p>	<p>Hollace Shaw, soprano, who last Summer created the principal role in Louis Gruenberg's opera, "Green Mansions," is featured weekly on this series of concert programs.</p>
<p><b>SELECTIONS FROM LIGHT OPERA</b> 6:35–6:45 p.m.</p>	<p>This series of selections from famous light operas is played by the Columbia Symphony Orchestra under Victor Bay.</p> <p>January 4: "La Belle Helène," by Offenbach January 11: "No, No, Nanette," by Youmans January 18: "Chu Chin Chow," by Norton. January 25: "A Connecticut Yankee," by Rogers and Hart.</p>
<p><b>CURTIS INSTITUTE OF MUSIC</b> 3:45–4:30 p.m. EACH WEDNESDAY</p>	<p>The Curtis Institute of Music, of which 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. Chamber</p>

**SERIOUS  
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p><b>ESSAYS IN MUSIC</b> 10:30-11:00 p.m. EACH THURSDAY</p>	<p>music groups are directed by Dr. Louis Bailly and Fritz Reiner conducts the Curtis Symphony Orchestra.</p> <p>This unusual new series, under the direction of Victor Bay, presents on single programs widely varying compositions devoted to the same subjects. David Ross is narrator.</p> <p>January 6: <i>Love</i>. Margaret Daum, Ruth Carhart and sextet.</p> <p>January 13: <i>Famous Rivers</i>. Helen Marshall, soprano and male quartet.</p> <p>January 20: <i>Music by the Bachs</i>. Alexander Semmler, pianist.</p>
<p><b>MARGARET DAUM</b> 7:15-7:45 p.m. EACH FRIDAY</p>	<p>This young prima donna of the Metropolitan Opera Company spring season is heard in a repertoire of favorite songs and arias.</p>
<p><b>CINCINNATI CONSERVATORY OF MUSIC</b> 11:00-12:00 a.m. EACH SATURDAY</p>	<p>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.</p>
<p><b>COLUMBIA CHORUS QUEST</b> 6:00-6:25 p.m. EACH SATURDAY BEGINNING JANUARY 8</p>	<p>A new series of concerts by choral groups throughout the country is presented by Columbia this month. The following groups will be heard:</p> <p>January 8: Pomona College Glee Club.</p>

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

PROGRAMS AND TIME	DESCRIPTION
<p><b>WALBERG BROWN STRINGS</b> 10:00-10:30 a.m. EACH SUNDAY</p>	<p>January 15: Syracuse University Singers. January 22: Apollo Boys Choir, Birmingham. January 29: Susquehanna University Motet Choir.</p> <p>Walberg Brown, musical director of WGAF, 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.)</p>
<p><b>SALT LAKE CITY TABERNACLE CHOIR</b> 12:30-1:00 p.m. EACH SUNDAY</p>	<p>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.</p>
<p><b>THE COLUMBIA WORKSHOP</b> 10:30-11:00 p.m. EACH THURSDAY</p>	<p>With the New Year, <i>The Columbia Workshop</i> acquires a new director and a new policy. William N. Robson, CBS writer and director, has been appointed supervising head of the Workshop and will explore broadcasting techniques in an effort to widen the scope of the show. This month's schedule follows:</p> <p>January 8: "The Ghost of Benjamin Sweet" by Pauline Gibson. A comedy which reverses the usual representation of ghosts and human beings.</p> <p>January 15: "The House That Jack Did Build," by Alfred Kreymsbourg. A verse play written especially for the Workshop by the leading poet.</p> <p>January 22: "Alexander the Great," an experiment</p>

## DRAMA

**DRAMA**

PROGRAM	DESCRIPTION
<p><b>"BRAVE NEW WORLD"</b> 10:30-11:00 p.m. EACH MONDAY</p>	<p>ment in education through biography. A group composition by the Radio Writing Division of the N. Y. U. Department of Adult Education. Dr. Harry Woodburn Chase introduces the program.</p> <p>January 29: "Madame Curie," an adaptation of Eva Curie's recent biography of her mother, by Mr. Robson.</p> <p>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.</p> <p>January 3: The Beloved Ruler. January 10: The Little Indian of Mexico. January 17: A Caribbean Pilgrim. January 24: Highlights in a Century of Pan-Americanism. January 31: "Ariel" and Latin American Idealists.</p>
<p><b>"TISH"</b> 9:30-10:00 p.m. EACH WEDNESDAY</p>	<p>Mary Roberts Rinehart's famous character. Letitia ("Tish") Carberry, and Lizzie and Aggie, her friends, are heroines of adventures dramatized by members of the Federal Radio Theatre. Lawrence Menkin is the director.</p>
<p><b>"THE PEOPLE'S CHOICE"</b> 8:00-8:30 p.m. EACH SUNDAY</p>	<p>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</p>

# CBS SUSTAINING PROGRAMS

## DRAMA

### PROGRAM AND TIME

### DESCRIPTION

arrangement, serious music, singing, new 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.

## CHILDREN'S PROGRAMS

### "DEAR TEACHER"

5:30-5:45 p.m.

EACH TUESDAY AND THURSDAY

6:00-6:15 p.m.

EACH MONDAY AND WEDNESDAY

BEGINNING JANUARY 17

Questions by young listeners are answered by young contestants of grade-school age on the series of twice-weekly broadcasts. Listeners compete in submitting the best list of questions on a single topic, and four children compete in answering them on each show. The subjects for questions during January include:

January 4 and 6: Buffalo Bill.

January 11 and 13: Mississippi River.

January 17 and 19: Rubber.

### LET'S PRETEND

10:30-11:00 p.m.

EACH SATURDAY

6:00-6:30 p.m.

EACH TUESDAY AND THURSDAY

BEGINNING JANUARY 18

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

January 1: "Nuremberg Stove."

January 8: "The Tinder-box."

January 18: "One Eye, Two Eyes and Three Eyes."

January 20: "Thrushbeard."

### CONCERTS FOR CHILDREN

6:00-6:30 p.m.

EACH FRIDAY

BEGINNING JANUARY 21

Howard Barlow will lead the Columbia Symphony Orchestra in these programs of music especially planned for children. It is planned to have a child speak on each program, giving his reactions to the music.

**RELIGIOUS  
BROADCASTS**

**PROGRAM AND TIME**

**DESCRIPTION**

**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. Speakers on the services in January are:

January 2: *Morning*—Rt. Rev. Henry St. George Tucker, Bishop of Virginia and Presiding Bishop of the Episcopal Church of the United States, in his inaugural address, New York.

*Afternoon*—Rabbi Edward N. Calisch, Congregation Beth Ahabah, Richmond, Va.

January 9: *Morning*—Rev. Theodore C. Speers of the Central Presbyterian Church, New York.

*Afternoon*—Very Rev. T. S. McDermott, O.P., Provincial of the Dominican Fathers, in a Holy Name Society program.

January 16: *Morning*—Rev. John W. Elliott, D.D., Secretary of Christian Education, American Baptist Publication Society, Philadelphia.

*Afternoon*—Rev. Wilfrid Parsons, S.J., Professor of History, Graduate School of Georgetown University, Washington, D. C.

January 23: *Morning*—Dr. Lynn Harold Hough, Dean of Drew Theological Seminary (Methodist), Madison, N. J.

*Afternoon*—Rabbi Harry J. Stern, Temple Emanu-El, Montreal.

January 30: *Morning*—Rev. Carl H. Kopf, Mt. Vernon Church of Boston (Congregational).

*Afternoon*—Rev. Finis S. Idleman, D.D., Central Church of Disciples of Christ, New York.

# CBS SUSTAINING PROGRAMS

## RELIGIOUS BROADCASTS

### PROGRAM AND TIME

### DESCRIPTION

#### "WINGS OVER JORDAN"

9:00-9:30 a.m.

EACH SUNDAY

This program of Negro spirituals and religious talks is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators. This month the speakers are:

January 9: Rev. Joseph Gomez, pastor of St. James A. M. E. Church, Cleveland.

January 16: Rev. Dr. Charles D. Hubert, Atlanta, Ga.

January 23: Rev. L. K. Williams, pastor of Olivet Baptist Church, Chicago.

January 30: Dr. Mordecai W. Johnson, president of Howard University, Washington, D. C.

## PERSONALITIES

#### HARRY CONN IN

#### "EARACHES OF 1939"

8:30-9:00 p.m.

EACH SUNDAY

Harry Conn, comedian, portrays the role of hapless musical comedy producer in this Sunday night variety program. His supporting cast includes Beatrice Kay, comedy songstress, Barry Wood, Mary Kelley, Billy Jones, Char Cantor and Freddie Rich's 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 a Columbia Network feature for five years. Ross gives his readings against a background of string music.

#### 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 recently celebrated his fifteenth consecutive year as father of his Capitol Family.



**PERSONALITIES**

**LIGHT MUSIC**

PROGRAM AND TIME	DESCRIPTION																
<p><b>BEN AND BESSIE</b> 3:00-3:30 p.m. EACH THURSDAY</p>	<p>On this new series of variety programs, Ben Hawthorne presents character comedy, assisted by Claire Sherman and Bob Gibson, vocalists and Franklin Roberts' orchestra.</p>																
<p><b>SATURDAY NIGHT SWING CLUB</b> 7:00-7:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens and Paul Douglas as band director and swing commentator, the Swing Club guests this month include the Raymond Scott Quintette, Paul Whiteman and Tommy Dorsey. Phil Cohan and Ed Cashman are the producers.</p>																
<p><b>"DEAR COLUMBIA"</b> 9:00-9:25 a.m. EACH THURSDAY</p>	<p>Audience mail requests for songs and selections old and new are performed by Ray Block's orchestra. Bert Parks acts as M.C.</p>																
<p><b>DEEP RIVER BOYS, ETON BOYS, FOUR CLUBMEN</b> Various hours</p>	<p>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.</p>																
<p><b>DANCE ORCHESTRAS</b> Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners throughout the week in the late evening hours. The following top-ranking bands are scheduled for January:</p> <table border="0" data-bbox="921 1560 1408 1862"> <tr> <td>Cab Calloway</td> <td>Glen Gray</td> </tr> <tr> <td>Emery Deutsch</td> <td>George Hall</td> </tr> <tr> <td>Tom Dorsey</td> <td>Sammy Kaye</td> </tr> <tr> <td>Ted Fiorito</td> <td>Henry King</td> </tr> <tr> <td>Eddie Fitzgerald</td> <td>Leighton Noble</td> </tr> <tr> <td>Jay Freeman</td> <td>Buddy Rogers</td> </tr> <tr> <td>Benny Goodman</td> <td>Orrin Tucker</td> </tr> <tr> <td></td> <td style="text-align: center;">Sterling Young</td> </tr> </table>	Cab Calloway	Glen Gray	Emery Deutsch	George Hall	Tom Dorsey	Sammy Kaye	Ted Fiorito	Henry King	Eddie Fitzgerald	Leighton Noble	Jay Freeman	Buddy Rogers	Benny Goodman	Orrin Tucker		Sterling Young
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	Sterling Young																

# ADDENDA: DECEMBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *December* programs which were arranged too late for inclusion in the last issue of THE COLUMBIA PROGRAM BOOK.

## PUBLIC AFFAIRS

☉ DECEMBER 11: Senator Josh Lee (D) of Oklahoma spoke from Washington on "Streamlining Democracy," 2:15-2:30 p.m.

A panel discussion of "The People vs. the High Cost of Living" was held at the conference of the Consumers National Federation, 4:15-4:45 p.m.

☉ DECEMBER 12: In the CBS series on *World Economic Cooperation* Malcolm W. Davis discussed "Trends Toward World Cooperation in Europe," 2-2:15 p.m.

☉ DECEMBER 13: From Washington, Erwin Canham spoke on "The Sinking of the U. S. Merchant Vessel *Panay* in China Waters," 4:15-4:30 p.m.

In the CBS series *Current Questions before the House* Rep. H. Jerry Voorhis (D) of California proposed "What Congress Ought to Do to Meet the Business Recession," 4:30-4:45 p.m.

Dr. John Dewey, chairman of the Commission of Inquiry into the Charges Made Against Leon Trotsky in the Moscow Trials,

made a report of their investigation, 6:35-6:45 p.m. He was followed by Corliss Lamont, chairman of the Friends of the Soviet Union, 6:50-7 p.m.

Keith Morgan, chairman of the Committee for the Celebration of the President's Birthday, discussed the "Organization of the 1938 Campaign Against Infantile Paralysis," 7:30-7:45 p.m.

☉ DECEMBER 14: Dr. A. J. Cronin, physician and novelist, was heard in a talk, "Adequate Medical Care for All," 2:15-2:30 p.m.

A special international broadcast from Shanghai presented eye-witness accounts of the sinking of the *Panay*, 6:15-6:30 p.m.

Senator Edward R. Burke (D) of Nebraska spoke from the banquet of the National Women's Party on the "Equal Rights Amendment," 10:45-11 p.m.

☉ DECEMBER 17: Mary E. Woolley, former president of Mt. Holyoke College, made the United Christmas Appeal sponsored by the Federal Council of the Churches of Christ

in America, speaking on "A Christian Witness to a World at War," 4:15-4:30 p.m.

Norman Alley, photographer of the bombing of the *Panay*, spoke from Shanghai of his experiences during the gun-fire, 6-6:15 p.m.

Major Maple T. Harl, National Commander of Disabled American War Veterans, spoke from Washington on "The Employment of Veterans," 10:45-11 p.m.

DECEMBER 18: Hadassah Founder's Day, celebrating the birthday of Henrietta Szold, was discussed by Mrs. Moses P. Epstein, national president of this Zionist charitable organization, 5:30-5:45 p.m.

DECEMBER 19: Fred G. Clark, National Commander of the Crusaders, was heard in a talk, "Repression, Not Recession," 2-2:15 p.m.

DECEMBER 20: In the CBS series on *Current Questions before the House* Rep. James E. O'Connor (D) of Montana discussed "Workings of the Pending Farm Legislation as Applied to Wheat," 4:30-4:45 p.m.

From London Clement R. Atlee, foreign correspondent, told "What I Found in My Survey of the Situation in Spain," 6:15-6:30 p.m.

Clarence A. Hathaway, editor of the *Daily Worker*, spoke on "Collective Security, the Road to World Peace," 10:45-11 p.m.

DECEMBER 23: An informal discussion of "Christmas in a Democracy" presented Senator Theodore F. Green (D) of Rhode

Island and Frances Farmer and Burgess Meredith, stage stars, under the auspices of the American Union for Democracy, 6:15-6:40 p.m.

€ DECEMBER 25: King George VI of Great Britain sent Christmas greetings to the Dominions and his subjects in the United States, 10-10:15 a.m.

Haile Selassie, deposed emperor of Abyssinia, sent a Christmas message to America in a special broadcast from London, 12:30-12:45 p.m.

Manuel Quezon, President of the Philippine Commonwealth, was heard in a trans-Pacific broadcast on "Philippine Freedom in the Light of the Far Eastern Crisis," 6:30-6:45 p.m.

● DECEMBER 26: Pierre de Lanux, foreign correspondent, spoke from New York on "What Will France Do in the Present Far Eastern Crisis?," 1:30-1:45 p.m.

"Can Labor Promote Economic Cooperation Between Nations?" was the topic of an international round-table discussion over the Columbia Network and the Canadian Broadcasting Corporation, including such labor leaders as Robert J. Watt from Boston; P.M. Draper from Ottawa; Isidor Lubin from Washington; and former Governor John G. Winant from Geneva, 2-2:30 p.m.

DECEMBER 27: Dr. Harold G. Moulton, president of the Brookings Institute, spoke at the American Association for the Advancement of Science on "Controlled Factors in Economic Development," 4:15-4:30 p.m.

● DECEMBER 28: In an exclusive CBS broadcast, the newsreel pictures of the bombing of the *Panay* were previewed at the 20th Century-Fox Studios in Hollywood immediately following their arrival in America. This broadcast marked the first time that a motion picture was described to listeners via radio, 6:35-7 p.m.

● DECEMBER 29: Eamon de Valera, President of the Irish Free State, was heard from Dublin in a discussion of "Ireland under Its New Constitution," 2:45-3 p.m.

Rep. Sam D. McReynolds (D) of Tennessee, chairman of the Foreign Affairs Committee of the House, spoke from Washington on "Our Far Eastern Policy," 6:15-6:40 p.m.

● DECEMBER 30: Dr. Walmar Falcao, Minister of Labor, Industry and Commerce of Brazil, representing Dictator-President Getulio Vargas, was heard in a talk on his country's new government, 6-6:15 p.m.

#### EDUCATIONAL PROGRAMS

● DECEMBER 24: Dr. William Moulton Marston, noted psychologist, took a stand against the current "success" writers in a talk, "Try Living—Success vs. Happiness," 10:45-11 p.m.

● DECEMBER 30: Dr. Arthur Jersild, Associate Professor of Education at Teachers College, Columbia University, reported on his experiences as CBS consultant on children's programs in a talk, "Children's Radio Programs," 6:30-6:45 p.m.

● DECEMBER 31: Capt. Charles B. Scully, head of the Life-Saving Division of the American Red Cross, spoke on "Ice Hazards," 6:35-6:45 p.m.

#### SPECIAL EVENTS

● DECEMBER 10: From the sixth annual Miami-Biltmore Fashion Show at the Waldorf-Astoria, the benefit performance of the "Cavalcade of Melody" was presented, 11:30 p.m.-12:15 a.m.

● DECEMBER 11: Station CKAC, Montreal, was saluted on its fifteenth anniversary by Sir Herbert Marler, Minister Plenipotentiary to the United States and by Benny Goodman and his band, 11:30 p.m.-12 mid.

● DECEMBER 28, 30: Two preview programs of the Orange Bowl football match were presented by Ted Husing. The first featured interviews with the coaches and players of Auburn and Michigan State teams, 2:30-3 p.m. The second was devoted to sporting figures, newspapermen and other personalities gathered in Miami for the game, 2:45-3 p.m.

● DECEMBER 31: A group of celebrities in the theatre, radio and journalism participated in a special program of "Resolutions of 1938", explaining how they intended to turn over a new leaf during the coming year, 3:45-4 p.m.

#### RELIGIOUS PROGRAMS

● DECEMBER 26: Christmas services from the Church of Nativity, built on the site of the birth of Christ in Bethlehem, were

brought to this country by Columbia, 12 noon-12:30 p.m.

DECEMBER 25: Solemn Pontifical Mass, celebrated by His Eminence George Cardinal Mundelein, Archbishop of Chicago, was broadcast from the Holy Name Cathedral in that city, 1-2 p.m.

#### DRAMA

DECEMBER 24: "Why the Chimes Rang," adapted by Elizabeth Apthorp McFadden from the story by Raymond Allen, was directed by Larry Menkin, 7:30-7:45 p.m.

DECEMBER 23, 30: A two-part dramatization of Lewis Carroll's "Through the Looking Glass" was presented on the *Columbia Workshop* under the direction of William Robson with a large cast and music specially composed by Leith Stevens and Paul Starrett, 10:30-11 p.m.

DECEMBER 30: A dramatic reproduction of a New Year's Eve "Watch Meeting" as conducted by Negroes in the Santee Swamp of South Carolina was presented by the Evanssyde Choir, with spiritual singing, sermons and other ceremonies alternating with the periodic refrain, "What time is it?" The

program was concluded with a Negro New Year's Eve song, 10-10:30 p.m.

#### MUSICAL

● DECEMBER 4: The Lehigh University Glee Club, one of the oldest groups of its kind in the country, presented a program under the direction of Dr. T. E. Shields, 12:30-12:45 p.m.

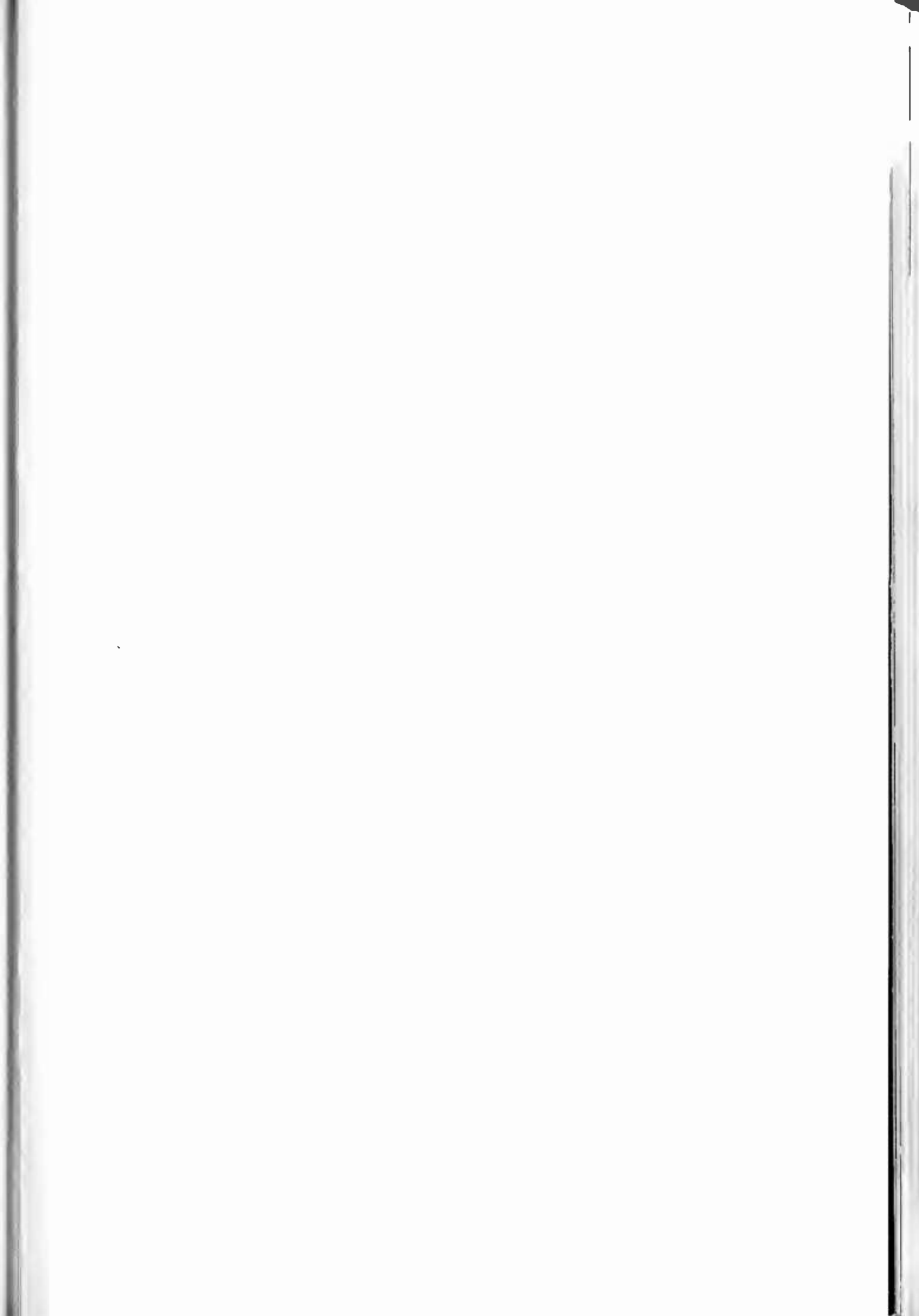
● DECEMBER 9: The Drake University Male Quartet of Des Moines presented a special concert from Chicago, 2:15-2:30 p.m.

● DECEMBER 11: A concert by the Pomona College Men's Glee Club in connection with Pomona's fiftieth anniversary was presented from Hollywood, 1-1:30 p.m.

● DECEMBER 18: The Branscombe Choral of sixty women's voices were heard in a program featuring the radio premiere of "Wreath the Holly, Crown the Bay," a new carol by Gena Branscombe, 4-4:30 p.m.

● DECEMBER 31: The world premiere of Serenade for String Quartet, written by Vladimir Dukelsky on commission from CBS, was performed by the Kreiner String Quartet, 3-3:30 p.m.





THE C O L U M B I A B R O A D C A S T I N G S Y S T E M  
*Administrative Offices:* 485 Madison Avenue, New York • 1622 Chestnut Street, Philadelphia  
410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • 817 Earle Building,  
Washington • 5939 Sunset Boulevard, Hollywood • 601 Russ Building, San Francisco



# UBSI

PROGRAM BOOK • FEBRUARY, 1938



**T H E C O L U M B I A  
P R O G R A M B O O K**

**CBS SPONSORED PROGRAMS: pp. 3 to 20**

**CBS SUSTAINING PROGRAMS: pp. 21 to 43**

**F E B R U A R Y , 1 9 3 8**

Published each month for advertising executives by

**THE COLUMBIA BROADCASTING SYSTEM**

**485 Madison Avenue, New York City, New York**

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AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cos
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes  Roi-Tan Cigars
ANACIN COMPANY	Anacin
BARBASOL COMPANY	Barbasol Shaving Cream
BAYER COMPANY	Bayer Aspirin
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice

†Columbia Pacific Netw 0

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.	217 Weeks
HIT PARADE, Richard Himber's Orchestra: Star; Buddy Clark and La Gibson <i>popular music and vocalists</i>	Saturday 10:00-10:45 p.m.	Lord and Thomas	92 Weeks
NEWS PARADE Edwin C. Hill <i>news commentator</i>	Mon. thru Fri. 12:15-12:30 p.m.		
TO MAN SPORTS. Mark Kelly and Tom Hanlon <i>talks</i>	†Thursday 7:00-7:15 p.m. PST	Lawrence C. Gumbinner Agency	30 Weeks
GAL. SUNDAY <i>serial drama</i>	Mon., Tues., Wed. 12:45-1:00 p.m.	Blackett-Sample-Hummert, Inc.	45 Weeks
MR. GODFREY <i>logs and Patter</i>	Mon. and Fri. 7:15-7:30 p.m. <i>Rebroadcast Fri., 12-12:15 a.m.</i>	Erwin, Wasey & Company, Inc.	270 Weeks
AND HUSBAND Helen Menken, presented by the Famous Actors' Guild <i>dramatic</i>	Tuesday 7:30-8:00 p.m.	Blackett-Sample-Hummert, Inc.	334 Weeks
HOLLYWOOD HOTEL, with Frances Watford, Jerry Cooper, Anne Lyon, Ken Niles. Raymond Whelan's Orchestra, Ken Murray and "Oswald," and Guests <i>dramatic musical revue</i>	Friday 9:00-10:00 p.m.	F. Wallis Armstrong Company	170 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PRODUCTS
THE CARBORUNDUM COMPANY	Abrasives
GEORGE W. CASWELL COMPANY	Coffee
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" Preparations
CHRYSLER CORPORATION	Chrysler, DeSoto, Dodge, Plymouth
THE COCA-COLA COMPANY	Coca-Cola
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream, Palmolive Brushless Shave Cream Concentrated Super Suds Shampoo Colgate Tooth Powder Palmolive Soap

††Columbia California Network



PROGRAM	TIME	AGENCY	ON CBS*
CARBORUNDUM BAND, Ird D'Anna, conductor; icis D. Bowman, commentator nd music, Indian legends	Saturday 7:30-8:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	162 Weeks
Y BUREAU, Elma Latta Hackett arty suggestions	††Tuesday 2:30-2:45 p.m. PST	Long Advertising Service	3 Weeks
CHRISTIAN OF RIVER'S END, ing Jean Hersholt amatic	Sunday 2:30-3:00 p.m. Rebroadcast 5:30-6:00 p.m.	McCann-Erickson, Inc.	14 Weeks
OR BOWES' AMATEUR HOUR ateurs, with Major Bowes Master of Ceremonies	Thursday 9:00-10:00 p.m.	Ruthrauff & Ryan, Inc.	100 Weeks
SONGSHOP, Frank Crumit, MC; Kennedy, Alice Cornett, shop Quartet, Glee Club, ave Haenschen's Orchestra Guest Star usical	Friday 10:00-10:45 p.m.	D'Arcy Advertising Co., Inc.	48 Weeks
AG BUSTERS lice-file dramatizations	Wednesday 10:00-10:30 p.m.	Benton & Bowles, Inc.	108 Weeks
NT AND MARGE erial drama	Mon. thru Fri. 10:15-10:30 a.m. Rebroadcast 4:00-4:15 p.m.		101 Weeks
TPMOTHER ramatic serial	Mon. thru Fri. 5:30-5:45 p.m.		41 Weeks
HITOP HOUSE, ing Bess Johnson ramatic serial	5:45-6:00 p.m.		103 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PRODU
CONTINENTAL BAKING CO., INC.	Wonder Bread, Hostess Cake
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.	Confectionery
THE FLORIDA CITRUS COMMISSION	"Florida" Grapefruit, Or Tangerines

†Columbia Pacific Network O  
 ††Columbia California Networ.)

PROGRAM	TIME	AGENCY	ON CBS*
KITTY KELLY <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m.	Benton & Bowles, Inc.	152 Weeks
CLEVELANDER'S CHILDREN <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m.	Roche, Williams & Cunningham, Inc.	162 Weeks
HENNER, Jimmy Grier's Orchestra, Austin and Julie Gibson <i>Comedy and music</i>	Sunday 6:00-6:30 p.m.	Ruthrauff & Ryan, Inc.	191 Weeks
ARCADE OF AMERICA, Don Voorhees' Orchestra <i>Dramatizations and music</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m.	Batten, Barton, Durstine & Osborn, Inc.	134 Weeks
SECRET AMBITION, Tom Breneman and Orchestra <i>Musical</i>	†Sunday 7:30-8:00 p.m. PST	Botsford, Constantine & Gardner	87 Weeks
MANNING <i>Commentator</i>	††Tuesday 5:30-5:45 p.m. PST	Sidney Garfinkel Advertising Agency	11 Weeks
The Post, HOW TO GET THE MOST OUT OF LIFE <i>Talks</i>	Tues. and Thurs. 10:30-10:45 a.m.	Ruthrauff & Ryan, Inc.	15 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
FORD MOTOR COMPANY	Ford, Lincoln, Lincoln Zephyr
GENERAL BAKING COMPANY	Bond Bread
GENERAL FOODS CORPORATION	Sanka Coffee  Swans Down Cake Flour, Calumet Baking Powder  La France, Minute Tapioca, Satina*
GENERAL MILLS, INC.	Bisquick, Gold Medal Kitchen-Teste Flour, Softasilk, Wheaties

*\*Minute Tapioca is advertised on Mondays, Wednesdays and Fridays; La France on Wednesdays and Fridays; La France and Satina on Tuesdays and Thursdays*

PROGRAM	TIME	AGENCY	ON CBS
<p>WEDNESDAY EVENING HOUR, Symphony Orchestra and Soloists; Fritz Reiner, conductor; Soloists Symphonic music, and talks by J. Cameron</p>	<p>Sunday 9:00-10:00 p.m.</p>	N. W. Ayer & Son, Inc.	209 Weeks
<p>LET THE FUN GO BY, Presenting Al Pearce and His Guest; Arlene Harris; "Tizzie" Carl Hoff's Orchestra Comedy and variety</p>	<p>Tuesday 9:00-9:30 p.m. Rebroadcast 12 mid.-12:30 a.m.</p>		
<p>GIULIO LOMBARDO His Orchestra Popular music</p>	<p>Sunday 5:30-6:00 p.m.</p>	Batten, Barton, Durstine & Osborn, Inc.	369 Weeks
<p>THE PEOPLE Gabriel Heatter, director Mark Warnow's Orchestra Real-life experiences</p>	<p>Thursday 7:30-8:00 p.m. Rebroadcast 10:30-11:00 p.m.</p>	Young & Rubicam, Inc.	154 Weeks
<p>THE SMITH HOUR, Henny Youngman, comedian; Miller's Orchestra; Dramas Guest Stars Variety show</p>	<p>Thursday 8:00-9:00 p.m. Rebroadcast 11:30-12:30 a.m.</p>		
<p>THE MARGARET MCBRIDE Radio columnist</p>	<p>Mon. thru Fri. 12 noon- 12:15 p.m.</p>		
<p>THE MEDAL FEATURE HOUR Betty and Bob Serial drama Hymns of All Churches Choir Betty Crocker Cooking expert Arnold Grimm's Daughter Serial drama Hollywood in Person Capt. Bob Baker, commentator</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>	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	361 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PRODU
GULF OIL CORPORATION	Motor Oil and Gas
H. J. HEINZ COMPANY	"57 Varieties" Pure Food Products
HUDSON MOTOR CAR COMPANY	Hudson, Hudson Terraplane
KOLYNOS COMPANY	Anacin  Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
LAMBERT PHARMACAL COMPANY	Listerine Toothpaste, Listerine Antiseptic

†Columbia Pacific Network On  
 ††Columbia California Network n

PROGRAM	TIME	AGENCY	ON CBS
L. BAKER and company, Oscar Bradley's Orchestra <i>variety show</i>	Sunday 7:30-8:00 p.m.	Young & Rubicam, Inc.	208 Weeks
MAGAZINE OF THE AIR, Channing Pollock, editor; Tom Bowe, tenor and Mark Warnow's Orchestra L. KENNEDY'S ROMANCE <i>serial drama</i>	Sunday 5:00-5:30 p.m.  Mon. thru Fri. 11:15-11:30 a.m.	Maxon, Inc.	100 Weeks
BY LOBBY, Dave Elman, interviewer; Guy Salter's Orchestra <i>musical and interviews</i>	Wednesday 7:15-7:45 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m.	Brooke, Smith & French, Inc.	48 Weeks
HAMMERSTEIN MUSIC HALL, Ted Hammerstein as MC, great stars and orchestra <i>variety show</i>	Friday 8:00-8:30 p.m.	Blackett-Sample-Hummert, Inc.	339 Weeks
GAL, SUNDAY <i>serial drama</i>	Thurs. and Fri. 12:45-1:00 p.m.		191 Weeks
JANE KING and his Orchestra <i>popular music</i>	Monday 10:00-10:30 p.m.	Lord and Thomas	126 Weeks
NEWLYWEDS <i>serial drama</i>	†Mon., Tues., Wed., Fri. 12:45-1:00 p.m. PST	Lambert & Feasley, Inc.	35 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PRODU
<b>LEHN &amp; FINK PRODUCTS COMPANY</b>	Lysol Pebeco Toothpaste Hind's Honey & Almond C Tussy Lipstick
<b>LEVER BROTHERS COMPANY</b>	Lux Toilet Soap Rinso Lifebuoy Rinso Spry
<b>LIGGETT &amp; MYERS TOBACCO CO.</b>	Chesterfields



PROGRAM	TIME	AGENCY	ON CBS*
ALLAN ROY DAFOE <i>Weeks</i>	Mon., Wed., Fri. 4:45-5:00 p.m.	Lennen & Mitchell, Inc.	82 Weeks
SHOW THE MOON, Elsie Hitz and Nick Dawson <i>Serial drama</i>	Mon. thru Fri. 5:00-5:15 p.m.		165 Weeks
OF MARY SOTHERN <i>Serial drama</i>	Mon. thru Fri. 5:15-5:30 p.m.	William Esty & Company, Inc.	83 Weeks
LIAN MOON CASINO <i>Review</i>	††Mon. & Thur. 9:45-10:00 p.m. PST		18 Weeks
LUX RADIO THEATRE, Stars of stage and screen <i>Dramatic; Cecil B. De Mille, director</i>	Monday 9:00-10:00 p.m.	J. Walter Thompson Company	123 Weeks
ard G. Robinson TOWN, with Claire Trevor <i>Dramatic</i>	Tuesday 8:00-8:30 p.m.	Ruthrauff & Ryan, Inc.	15 Weeks
OLSON SHOW with Martha Raye, akarkus. Victor Young's estra and guest stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid.		89 Weeks
SISTER <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m.		73 Weeks
JENNY'S REAL LIFE STORIES <i>Dramatic</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m.		55 Weeks
INTERFIELD PRESENTS Kostelanetz's Concert estra; Lawrence Tibbett: Taylor, commentator: Douglas, announcer <i>Orchestral and vocal music</i>	Wednesday 9:00-9:30 p.m.	Newell-Emmett Co., Inc.	263 Weeks
WHITEMAN'S PROGRAM, Wakefield, MC; Guest Star <i>Variety</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m.		42 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PRODU
P. LORILLARD COMPANY	Old Gold Cigarettes
NASH-KELVINATOR CORPORATION	Nash Motor Cars
PET MILK SALES CORPORATION	Irradiated Pet Milk
PHILCO RADIO & TELEVISION CORP.	Philco Radios, Philco Radio Accessories
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
PHILLIPS PETROLEUM COMPANY	Ethyl, Phillips 66, 77 Aviation

PROGRAM	TIME	AGENCY	ON CBS*
<p>LYWOOD SCREENSCOOPS,  ge McCall, commentator  tion-picture news</p>	<p>Tues. and Thurs.  7:15-7:30 p.m.  Rebroadcast  11:15-11:30 p.m.</p>	Lennen & Mitchell, Inc.	109 Weeks
<p>ESSOR QUIZ,  Bob Trout  estions and answers</p>	<p>Saturday  9:00-9:30 p.m.  Rebroadcast  12:00-12:30 a.m.</p>	Geyer, Cornell & Newell, Inc.	48 Weeks
<p>LEE TAYLOR,  economist  ousehold advice</p>	<p>Tues. and Thurs.  11:00-11:15 a.m.  Rebroadcast  3:00-3:15 p.m.</p>	Gardner Advertising Company	222 Weeks
<p>RDAY NIGHT SERENADE,  Eastman, soprano; Bill Perry,  , and Gustave Haenschen's  estra and Mixed Chorus  usical</p>	<p>Saturday  9:30-10:00 p.m.</p>		
<p>KE CARTER  ews commentator</p>	<p>Mon., Wed., Fri.  7:45-8:00 p.m.  Rebroadcast  11:15-11:30 p.m.</p>	Hutchins Advertising Co., Inc.	342 Weeks
<p>NNY PRESENTS  Morgan's Orchestra, Charles  atin's Dramatizations, Frances  ir, Genevieve Rowe, Glenn Cross  mixed ensemble  ariety and dramatic interludes</p>	<p>Saturday  8:30-9:00 p.m.  Rebroadcast  11:30-12:00 p.m.</p>	The Biow Company, Inc.	77 Weeks
<p>ELIP'S POLY FOLLIES,  Ben Feld's Orchestra; Lorraine  ain, soprano; Al Cameron, MC  ariety</p>	<p>Tuesday  10:30-11:00 p.m.</p>	Lambert & Feasley, Inc.	89 Weeks

\*1 figures indicate the total number of weeks  
in which the client has used CBS facilities.

# CBS SPONSORED PROGRAMS

CLIENT	PRODU
PONTIAC MOTOR COMPANY	Pontiac Cars
THE PROCTER & GAMBLE COMPANY	Chipso Oxydol Ivory Soap Oxydol Dreft
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes, Prince Albert Smoking To
RIO GRANDE OIL, INC.	Petroleum Products
ROMA WINE COMPANY	Cella Grape Juice
SKELLY OIL COMPANY	Petroleum Products
TEA GARDEN PRODUCTS COMPANY	Tea Garden Products

†Columbia Pacific Network  
 ††Columbia California Netwo

PROGRAM	TIME	AGENCY	ON CBS
<p>THROUGH A WOMAN'S EYES with Kathryn Cravens <i>News comments</i></p>	<p>Mon., Wed., Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 5:30-5:45 p.m.</p>	MacManus, John & Adams, Inc.	117 Weeks
<p>ROAD OF LIFE <i>Serial drama</i></p>	<p>Mon. thru Fri. 9:30-9:45 a.m.</p>	Pedlar & Ryan, Inc.	170 Weeks
<p>PERKINS <i>Serial drama</i></p>	<p>10:45-11:00 p.m.</p>	Blackett-Sample-Hummert, Inc.	
<p>O'NEILLS <i>Serial drama</i></p>	<p>2:15-2:30 p.m.</p>	Compton Advertising, Inc.	
<p>GOLDBERGS <i>Serial drama</i></p>	<p>4:30-4:45 p.m.</p>	Blackett-Sample-Hummert, Inc.	
<p>TY KEENE <i>Serial drama</i></p>	<p>4:30-4:45 p.m. (Not on WABC)</p>		
<p>EL CARAVAN with JACK OAKIE with Stuart Erwin, Bob Stafford, Raymond Hatton, Glen Lynd, Harry Barris, The Blue Club and Georgie Stoll's Orchestra <i>Music and guest comedians</i></p>	<p>Tuesday 9:30-10:00 p.m.</p> <p>10:00-10:30 p.m.</p>	William Esty & Company, Inc.	240 Weeks
<p>FRANK GOODMAN with his Orchestra <i>Music and guests</i></p>			
<p>CHASING ALL CARS <i>Police file dramatizations</i></p>	<p>††Tuesday 7:30-8:00 p.m. PST</p>	Hixson-O'Donnell, Inc.	230 Weeks
<p>THE TOAST OF THE TOWN, with Wilbur Hatch's Orchestra <i>Musical</i></p>	<p>††Sunday 9:00-9:30 p.m. PST</p>	James Houlihan, Inc.	8 Weeks
<p>THE SELLY COURT OF MISSING HEIRS <i>Dramatic</i></p>	<p>Sunday 10:30-11:00 p.m.</p>	Blackett-Sample-Hummert, Inc.	16 Weeks
<p>WOMEN'S PAGE OF THE AIR, with Helen Thurston <i>Women's activities</i></p>	<p>†Thursday 1:45-2:00 p.m. PST</p>	Botsford, Constantine & Gardner	3 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PRODU
THE TEXAS COMPANY	"Texaco" Petroleum Products
UNITED STATES RUBBER PRODUCTS, INC.	U. S. Tires
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

††Columbia Pacific Network

PROGRAM	TIME	AGENCY	ON CBS*
MACO TOWN, with Eddie Cantor, Anna Durbin, Pinky Tomlin, Jimmy Wallington, Jacques Renard and His Orchestra <i>Comedy and music</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast 11:30 p.m.-12 mid.</i>	Buchanan and Company, Inc.	72 Weeks
BERNIE AND ALL THE LADS, with Lew Lehr, comedian; Buddy Clark and Jane Pickens, vocalists <i>Music and comedy</i>	Wednesday 9:30-10:00 p.m.	Campbell-Ewald Company	3 Weeks
BOB AND PAT IN PIPE SMOKING, 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 p.m.-12 mid.</i>	Arthur Kudner, Inc.	140 Weeks
BOB'S OPEN HOUSE, with Jeannette MacDonald, Arthur Evans, baritone and Josef Pasternack's Orchestra <i>Musical</i>	Sunday 7:00-7:30 p.m.	Morse International, Inc.	90 Weeks
BOB WONS AND HIS SCRAPBOOK <i>Talks and readings</i>	Mon., Wed., Fri. 10:30-10:45 a.m.		
BUCKLE UP EVERYTHING, with Al Shaw and Stan Lee; Jack Brooks and Paul Small; Betty and John; Sutton and Bliss, piano duo and Carl Hohengarten's Orchestra <i>Musical</i>	Sunday 6:30-7:00 p.m.	Frances Hooper Advertising Agency	297 Weeks
CHORAL MELODIES, with Frank Fulton, tenor; Franklyn McCormack, reader <i>Poetry readings and light music</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast 11:00-11:15 p.m.</i>	Neiser-Meyerhoff, Inc.	
CLUB FOUNDATION, with orchestra and dramatic cast <i>Experiments in telepathy</i>	Sunday 10:00-10:30 p.m.	J. Walter Thompson Company	9 Weeks

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

# CBS SUSTAINING PROGRAMS

The programs "By COLUMBIA" for February 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. PUBLIC AFFAIRS . . . . . *Page 22*
2. EDUCATIONAL PROGRAMS . . . . . *Page 25*
3. SPECIAL EVENTS . . . . . *Page 29*
4. SERIOUS MUSIC . . . . . *Page 30*
5. DRAMATIC SERIES . . . . . *Page 35*
6. CHILDREN'S PROGRAMS . . . . . *Page 36*
7. RELIGIOUS BROADCASTS . . . . . *Page 37*
8. PERSONALITIES . . . . . *Page 38*
9. LIGHT MUSIC . . . . . *Page 39*
- ADDENDA: JANUARY PROGRAMS . . . . . *Page 41*



**PUBLIC AFFAIRS**

<b>PROGRAM AND TIME</b>	<b>DESCRIPTION</b>
<b>COMMANDER CRAVEN</b> 10:45-11:00 p.m. SATURDAY, FEBRUARY 5	Commander T. A. M. Craven, member of the Federal Communications Commission, is heard in an address on "The Social and Economic Aspects of Broadcasting."
<b>WILLIAM McFEE</b> 2:00-2:15 p.m. SATURDAY, FEBRUARY 5	William McFee, novelist and seaman, gives a first-hand account of "The Seaman—Past and Present."
<b>CAPTAIN CAZALET</b> 1:30-1:45 p.m. SUNDAY, FEBRUARY 6	Captain Victor A. Cazalet, vice-chairman of the Palestine Committee of the British House of Commons, speaks from London on the "Situation in Palestine."
<b>PRESIDENT ROOSEVELT</b> 6:45-7:00 p.m. MONDAY, FEBRUARY 7	President Franklin D. Roosevelt sends a message of greeting to the Boy Scouts of America on the twenty-eighth anniversary of the founding of the organization.
<b>SIR CHARLES MORGAN- WEBB</b> 6:35-6:45 p.m. THURSDAY, FEBRUARY 10	Sir Charles Morgan-Webb, adviser to the monetary committee of the British Parliament, discusses the financial measures used by Great Britain to achieve recovery.
<b>ERNEST T. WEIR</b> 10:45-11:00 p.m. FRIDAY, FEBRUARY 11	Ernest T. Weir, chairman of the board of the National Steel Corporation of Pittsburgh, is heard in a talk on "National Income."
<b>SENATOR SCHWELLENBACH</b> 10:45-11:00 p.m. SATURDAY, FEBRUARY 12	Senator Lewis B. Schwellenbach (D) of Washington speaks from the nation's capital on the "Japanese Invasion of Our Fisheries."

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p><b>MRS. ROOSEVELT</b> 6:45-7:00 p.m. SATURDAY, FEBRUARY 12</p>	<p>Mrs. Franklin D. Roosevelt's address to the Alliance for the Guidance of Rural Youth carried to the nation over the Columbia work.</p>
<p><b>JAMES A. FARLEY</b> 10:45-11:00 p.m. WEDNESDAY, FEBRUARY 16</p>	<p>Postmaster-General James A. Farley speaks at the banquet of the Elks Club in New York on a topic to be announced.</p>
<p><b>TALKS ON TAXES</b> 6:35-6:45 p.m. THURSDAY, FEBRUARY 17 AND 24</p>	<p>The University of Chicago Broadcasting Council presents a financial expert on "Income Taxes" on February 17, and a member of the faculty of New York University discusses the same problem on February 24.</p>
<p><b>JAMES F. BELL</b> 10:45-11:00 p.m. FRIDAY, FEBRUARY 18</p>	<p>James F. Bell, chairman of the board of General Mills, speaks from New York on "Business Gets Back."</p>
<p><b>BERT S. MANZER</b> 5:45-6:00 p.m. SATURDAY, FEBRUARY 19</p>	<p>Bert F. Manzer, Grand Chancellor of the Knights of Pythias, speaks on the seventy-fourth anniversary of the order.</p>
<p><b>NATIONAL LAWYERS GUILD</b> 3:30-4:00 p.m. SATURDAY, FEBRUARY 19</p>	<p>A panel discussion sponsored by the National Lawyers Guild presents Dean Lloyd K. Garrison of the University of Wisconsin and John P. Davaney, president of the Guild.</p>
<p><b>REP. JAMES C. O'MAHONEY</b> 10:30-11:00 p.m. SATURDAY, FEBRUARY 19</p>	<p>Rep. James C. O'Mahoney (D) of Wyoming speaks from Washington on the proposed General Incorporation Bill.</p>

**PUBLIC AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p><b>COL. MONROE JOHNSON</b>            10:45-11:00 p.m.            TUESDAY, FEBRUARY 22</p>	<p>Colonel Monroe Johnson, Assistant Secretary of the Department of Commerce, speaks on the occasion of the twentieth anniversary of the Rainbow Division.</p>
<p><b>ROBERT H. JACKSON</b>            10:30-11:00 p.m.            THURSDAY, FEBRUARY 24</p>	<p>Robert H. Jackson, new Solicitor General of the United States, addresses the New York Young Democratic Club at their annual dinner.</p>
<p><b>BUSINESS &amp; PROFESSIONAL WOMEN'S DAY</b>            2:15-2:30 p.m.            FRIDAY, FEBRUARY 25</p>	<p>The International Federation of Business &amp; Professional Women observes its annual International Day with greetings from Mme. Albin Guillot, Paris; Mrs. Rosalind Messenger, Sussex, England; Mrs. Nelly Ross, Washington; a speaker from Canada and a talk by Mrs. Lena Phillips, international president of the Federation.</p>
<p><b>CURRENT QUESTIONS BEFORE CONGRESS</b>  <i>The Senate</i>-3:30-3:45 p.m.            EACH FRIDAY  <i>The House</i>-4:45-5:00 p.m.            EACH TUESDAY</p>	<p>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.</p>
<p><b>PRESS-RADIO NEWS</b>            Various times            DAILY</p>	<p>The Associated Press, United Press and the International News Service gather, and the Press-Radio Bureau edits, the latest news.</p>
<p><b>INTERNATIONAL EXCHANGE BROADCASTS</b>            1:30-1:45 p.m.            EACH SUNDAY</p>	<p>Expert observers of international affairs, including prominent statesmen and journalists, appear on this regular Sunday period of talks from foreign capitals.</p>

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p><b>HEADLINES AND BYLINES</b> 10:30-11:00 p.m. EVERY SUNDAY</p>	<p>A trio of expert reporters of public affairs combine their talents on this weekly series of news and the makers of news. H. V. Kaltenbach analyzes foreign affairs, Bob Trout summarizes the latest news, and Edwin Canham interprets domestic events.</p>

## EDUCATIONAL PROGRAMS

<p><b>NATIONAL SOCIAL HYGIENE PROGRAM</b> 10:45-11:00 p.m. WEDNESDAY, FEBRUARY 2</p>	<p>Surgeon General Thomas Parran, General John J. Pershing and Dr. Ray Lyman White, three leaders in the public health education campaign, speak on this National Social Hygiene Day program.</p>
<p><b>CAMP FIRE GIRLS</b> 4:15-4:30 p.m. MONDAY, FEBRUARY 7</p>	<p>Contributions to the third annual poetry contest of the Camp Fire Girls will be read, by a distinguished group of poets as judges.</p>
<p><b>RAYMOND GREENE</b> 1:30-1:45 p.m. SUNDAY, FEBRUARY 13</p>	<p>Raymond Greene, noted explorer, speaks in a trans-Atlantic broadcast from London on "The New Assault on Mount Everest."</p>
<p><b>AMERICAN SCHOOL OF THE AIR</b> 2:30-3:00 p.m. MONDAY THRU FRIDAY</p>	<p>The <i>American School of the Air</i>, in its ninth consecutive season, presents an expanded schedule in which the National Education Association, the Progressive Education Association, the national councils of Teachers English and Geography, the Junior Program Inc., and the National Vocational Guidance Association cooperate. The month's schedule:</p> <p>MONDAYS: <i>Human Relations Forum</i>. Round-table discussions by high-school students, following dramatization of the topic.</p>

EDUCATIONAL  
PROGRAMS

PROGRAM AND TIME

DESCRIPTION

AMERICAN SCHOOL  
OF THE AIR

(Continued)

TUESDAYS: (a) *Music*. (b) *Literature*.

(a) February 1: A New Creed and a New Song. February 15: Musicke of Merrie England. (b) February 8: Dickens' Birthday Party.

WEDNESDAYS: *Geography*.

February 2: The Angora Goat Region of Western Texas. February 9: The Imperial Valley and the Salton Sea. February 16: Another Friend from the South Pacific Islands. February 23: Lower California and Its Gulf.

THURSDAYS: (a) *Music*. (b) *Literature*.

February 3: Primary Music—Game Songs in America: Dorothy Gordon. Primary Literature—"The Golden Alligator." February 10: (a) International Music Program—Short-wave broadcast from Geneva. (b) Primary Literature—"The Little Green Horse." February 17: (a) Short-wave broadcast of music from Vienna, Austria. (b) "Why the Owl Flies at Night." February 24: (a) Short-wave broadcast of music from Sofia. (b) "The Spider."

FRIDAYS: (a) *Vocational Guidance*.

(b) *Science*.

February 4: (a) "Now That We Have It, How Hold It?" (b) Forcing an Egg into a Bottle. February 11: (a) "Quit the Job or Build It Up?" (b) How Are Clouds Formed? February 18: (a) "Making a Life, Not Only a Living." (b) How Is Weather Predicted? February 25: (a) Interview with Boys in Automotive Trade. (b) What Is the Air Made Of?

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p><b>NEW HORIZONS</b> 6:15-6:30 p.m. EACH MONDAY</p>	<p>The American Museum of Natural History operates with CBS in presenting famous explorers and scientists. The programs are arranged by Hans Christian Adamson.</p> <p>FEBRUARY 7: Dr. William K. Gregory—"Man vs. Monkeys." FEBRUARY 14: Dr. G. D. Pinkley—"The Peeking Woman and Exploring the Brain." FEBRUARY 21: Dr. Barnum Brown—"Footprints of Time." FEBRUARY 28: Dr. Roy W. Miner—"Perils of Pearl Diving."</p>
<p><b>THE NEW YORK ACADEMY OF MEDICINE</b> 4:00-4:15 p.m. EACH TUESDAY</p>	<p>Medical talks for the layman are arranged in this series with the cooperation of the New York Academy of Medicine, Dr. Iago Goldstein, Executive Secretary. Speakers this month are:</p> <p>FEBRUARY 1: Dr. Ralph Almour, N. Y. Polyclinic Medical School &amp; Hospital: "Popular Fallacies Concerning Sinus Disease." (3:30 p.m.) FEBRUARY 8: Dr. Samuel Weiss, N. Y. Polyclinic: "The Largest Organ in the Body." FEBRUARY 15: Dr. G. S. Dudley, Second Surgical Division, Bellevue: "Hand Injuries." FEBRUARY 22: Dr. Leo Schwartz, Department of Otolaryngology, Beth Israel Hospital: Subject to be announced.</p>
<p><b>SCIENCE SERVICE</b> 4:00-4:15 p.m. EACH THURSDAY</p>	<p>The Science Service Association of Washington, D. C. cooperates in scheduling these. Dr. Watson Davis, director, acts as interviewer for each broadcast. Speakers this month are:</p>

**EDUCATIONAL  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SCIENCE SERVICE**

*(Continued)*

FEBRUARY 3: Dr. Henry J. Knight, U. S. Bureau of Chemistry & Soils: "The Useful Soy Bean."

FEBRUARY 10: Lauriston Taylor, National Bureau of Standards: "Powerful X-Rays."

FEBRUARY 17: Prof. E. A. Speiser, University of Pennsylvania: "The Oldest City in the World."

FEBRUARY 24: R. A. Cattell, U. S. Bureau of Mines: "News about Helium."

**THE STORY OF INDUSTRY**

5:00-5:30 p.m.

EACH SATURDAY

The U. S. Department of Commerce cooperates in this presentation of "The Story of Industry." Office of Education actors, directed by Earl McGill, assist in the presentations and the Columbia Symphony Orchestra furnishes the musical backgrounds. Harry R. Daniel is the narrator. The series also includes talks by outstanding industrial figures, arranged by the Business Advisory Council of the Department.

FEBRUARY 5: The Gas Industry. *Guest*—M. B. Folsom, Eastman Kodak Company: "Security for the American Worker."

FEBRUARY 12: The Home Building Industry. *Guest*—R. V. Fleming, The Riggs National Bank.

FEBRUARY 19: The Flour Milling Industry. *Guest*—To be announced.

FEBRUARY 26: The Perfumes and Cosmetics Industry. *Guest*—J. F. Fogarty, The North American Company.

# CBS SUSTAINING PROGRAMS

## SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p><b>THE "SEEING EYE"</b> 5:45-6:00 p.m. SATURDAY, FEBRUARY 5</p>	<p>The manner in which dogs are trained to assist the blind is explained in an interview with K. Kraemer, famous German dog-trainer, followed by an on-the-spot description of a blind boy and his "Eye Dog" in heavy traffic.</p>
<p><b>7TH REGIMENT MILE</b> 11:00-11:15 p.m. FRIDAY, FEBRUARY 11</p>	<p>Ted Husing describes the running of the 7th Regiment Mile from the drill floor of historic 7th Regiment Armory.</p>
<p><b>DARTMOUTH WINTER CARNIVAL</b> 2:45-3:15 p.m. 4:15-4:30 p.m. SATURDAY, FEBRUARY 12</p>	<p>From the annual Dartmouth Winter Carnival, one of the best-known collegiate winter sports events, Columbia presents descriptions of the ski-jumping events and interviews with outstanding skiers.</p>
<p><b>LINCOLN BIRTHDAY PROGRAM</b> 3:30-4:00 p.m. SATURDAY, FEBRUARY 12</p>	<p>Columbia goes to Lincoln, Ill., scene of Lincoln's early career as a lawyer, to observe the birthday of the Civil War President. Governor Henry Horner and others participate.</p>
<p><b>NATIONAL COUNCIL BENEFIT</b> 2:00-2:30 p.m. SUNDAY, FEBRUARY 20</p>	<p>George M. Cohan, Al Shean and many other prominent artists and spokesmen participate in this benefit commemorating National Brotherhood Day, sponsored by the National Council of Jews and Christians.</p>
<p><b>FLAMINGO STAKES, HIALEAH</b> 4:15-4:45 p.m. SATURDAY, FEBRUARY 26</p>	<p>Inaugurating an extensive program of horse race coverage during 1938, Columbia brings the Flamingo Stakes at Hialeah Park, Miami to listeners this month. Bryan Field will be at the microphone for this exclusive broadcast.</p>



SERIOUS  
MUSIC

PROGRAM AND TIME

NEW YORK  
PHILHARMONIC-  
SYMPHONY ORCHESTRA  
3:00-5:00 p.m.  
EACH SUNDAY

DESCRIPTION

The New York Philharmonic-Symphony Orchestra is now in its eighth consecutive season of Sunday afternoon concerts on the Columbia Network. Georges Enesco conducts the first concert, after which John Barbirolli returns to his post as conductor. Deems Taylor, Columbia's Music Consultant, is the program commentator.

FEBRUARY 6: *Weber*: Overture to "Der Freischütz"; *Beethoven*: Concerto No. 5 ("Emperor"), RUDOLF SERKIN, pianist; *Brahms*: Symphony No. 4.

FEBRUARY 13: *Weber*: Overture to "Oberon"; *Dvorak*: Concerto in A Minor, GUILA BUSTABO, violinist; *Tschaikowsky*: Symphony No. 4.

FEBRUARY 20: *Wolf-Ferrari*: Overture to "The Secret of Suzanne"; *Rimsky-Korsakoff*: Symphonic Suite, "Antar"; *Haydn*: Concerto in D Major, JOSEPH SCHUSTER, 'cello; *Mendelssohn*: Scherzo in G Minor for Orchestra; *Wagner*: Overture to "Tannhäuser."

FEBRUARY 27: All *Richard Strauss* program. Second Movement from "Aus Italien," played for first time by the Society; Two Songs with Orchestra: *Die Verführung*, Gesang der Priesterin Apollos, ROSE PAULY, soloist; Suite, "Le Bourgeois Gentilhomme"; Tone-poem, "Don Juan"; Closing Scene from "Salome," ROSE PAULY, soloist.

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p><b>YOUNG PEOPLE'S SYMPHONY CONCERTS</b>            11:00 a.m.-12:15 p.m.            SATURDAY, FEBRUARY 12            3:30-4:30 p.m.            SATURDAY, FEBRUARY 1</p>	<p>Rudolph Ganz, eminent Swiss pianist, composer and conductor, leads the Philharmonic Symphony Orchestra in the fourth of Young People's Concerts on CBS. On February 12 he presents the following program for Carnegie Hall: <i>Weber</i>: Overture, "Hassan"; <i>Liszt</i>: Hungarian Fantasy, Eugene Boynet, pianist; <i>Tschaikowsky</i>: Nutcracker Suite; "America the Beautiful," sung by audience; <i>Schreiner</i>: Concerto Grosso for Percussion Instruments and Orchestra ("The Worried Drummer"); Saul Goodman, pianist; <i>Ernest Schelling</i>: "A Victory Ballade."</p> <p>On February 1 Eugene Goossens conducts the Cincinnati Symphony Orchestra in the first of a series of five concerts for young people presenting works by Quilter, Haydn, Liszt, Schubert, Grainger and Chadwick.</p>
<p><b>LEAGUE OF COMPOSERS</b>            3:00-3:45 p.m.            MONDAY, FEBRUARY 21 AND 28</p>	<p>Two concerts of contemporary American music are presented by CBS this month through the League of Composers. Compositions by Frederick Jacobi, Elie Siegmeister, Philip James, Louis Gruenberg and Robert M. Berio are scheduled for the first program. Mordecai Bauman, baritone, will be soloist and Marion Bauer will act as program commentator. Works for woodwind ensemble will be featured.</p> <p>On the second concert, Aaron Copland, distinguished musician who wrote his "Music for Radio" for the <i>Columbia Composers Commission</i>, will be the commentator.</p>

**SERIOUS  
MUSIC**

<b>PROGRAM AND TIME</b>	<b>DESCRIPTION</b>
<p><b>COOLIDGE QUARTET— BEETHOVEN CYCLE</b> 3:00–3:45 p.m. MONDAY, FEBRUARY 7 AND 14</p>	<p>A series of six all-Beethoven concerts is concluded this month by the Coolidge String Quartet. Members of the group are William Kroll and Nicolai Berezowski, violinists; Nicolas Moldavan, violist and Victor Gottlieb, cellist. The programs are arranged in cooperation with G. Schirmer, Inc., music publishers.</p>
<p><b>HOLLACE SHAW</b> MONDAY, 7:30–7:45 p.m. TUESDAY, 3:30–4:00 p.m.</p>	<p>Hollace Shaw, soprano, who last Summer created the principal role in Louis Gruenberg's opera, "Green Mansions," is featured weekly on this series of concert programs.</p>
<p><b>SELECTIONS FROM LIGHT OPERA</b> 6:35–6:45 p.m. EACH TUESDAY</p>	<p>This series of selections from famous light operas is played by the Columbia Symphony Orchestra under Bernard Herrmann.</p> <p>February 1: "Chimes of Normandy," by Planquette. February 8: "Of Thee I Sing," by Gershwin. February 15: "Robin Hood," by De Koven. February 22: "Music in the Air," by Kern.</p>
<p><b>CURTIS INSTITUTE OF MUSIC</b> 3:45–4:30 p.m. EACH WEDNESDAY</p>	<p>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. Chamber music groups are directed by Dr. Louis Bailly and the Curtis Symphony Orchestra is conducted by Fritz Reiner.</p>

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p><b>ESSAYS IN MUSIC</b> 10:30-11:00 p.m. EACH THURSDAY</p>	<p>This unusual new series, under the direction of Victor Bay, presents on single programs widely varying compositions devoted to the same subjects. David Ross is narrator.</p> <p>February 3: <i>The Garden</i>. Hollace Shaw and the Columbia Male Quartet.</p> <p>February 10: <i>The March</i>. Eugene Lowenthal, baritone.</p> <p>February 17: <i>The Lullaby</i>.</p> <p>February 24: <i>Bach the Unknown</i>. Doda Gortik, bass.</p>
<p><b>MARGARET DAUM</b> 7:15-7:45 p.m. EACH FRIDAY</p>	<p>This young prima donna of the Metropolitan Opera Company spring season is heard in her repertoire of favorite songs and arias.</p>
<p><b>CINCINNATI CONSERVATORY OF MUSIC</b> 11:00-12:00 a.m. EACH SATURDAY</p>	<p>The Cincinnati Conservatory of Music presents its third season of symphonic concerts on CBS. Alexander von Kreisler arranges the program and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured each week as soloists.</p>
<p><b>COLUMBIA CHORUS QUEST</b> 6:00-6:25 p.m. EACH SATURDAY</p>	<p>The <i>Columbia Chorus Quest</i> is a competition among young choral groups throughout the country, sponsored jointly by CBS and Columbia Concerts Corporation. At the end of the series, which will continue for several months, an outstanding board of judges will make the awards. Among the groups to be heard this month are the following:</p> <p>February 5: Sedalia Singers, Palmer Memorial Institute.</p>

**SERIOUS  
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p><b>COLUMBIA CHORUS QUEST</b> <i>(Continued)</i></p>	<p>February 12: Madrigal Singers, Cincinnati Conservatory of Music.</p> <p>February 19: University of Pennsylvania A Capella Choir.</p> <p>February 26: Duluth State Teachers College Choir.</p>
<p><b>VERA BRODSKY</b> 3:45-4:00 p.m. EACH THURSDAY</p>	<p>Vera Brodsky, young American pianist, returns as soloist in a series of Monday afternoon concerts. Among the works she plays during February are compositions by Medtner, Rachmaninoff and Chopin.</p>
<p><b>WALBERG BROWN STRINGS</b> 10:00-10:30 a.m. EACH SUNDAY</p>	<p>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.)</p>
<p><b>SALT LAKE CITY TABERNACLE CHOIR</b> 12:30-1:00 p.m. EACH SUNDAY</p>	<p>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.</p>
<p><b>BORIS MORRIS STRING QUARTET</b> 2:00-2:30 p.m. EACH SUNDAY</p>	<p>The Boris Morris String Quartet, consisting of John Pennington, first violinist; Jack Pepper, second violinist; Philip Kahgan, viola; and Alexander Borisoff, cellist continue their series of string music concerts.</p>

# CBS SUSTAINING PROGRAMS

## DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
<p><b>THE COLUMBIA WORKSHOP</b> 10:30-11:00 p.m. EACH THURSDAY</p>	<p>FEBRUARY 5: "Andrea del Sarto," a biography of the famous Florentine by Art Fairgrieve, member of the N.Y.U. radio course directed by Max Wylie. Earl McGill directs this second <i>Workshop</i> experiment in adult education.</p> <p>FEBRUARY 12: The <i>Workshop</i> commemorates the 28th anniversary of the Boy Scouts of America with a documentary experiment viewing the history and importance of the Scout movement. Former Scout Richard L. Brown, Yale '37 and former Scout Guy de Cioppa, Pennsylvania '37 are the authors. Former Scout George Zachary is the director.</p> <p>FEBRUARY 19: "Well of the Saints." An adaptation of Synge's famous drama by George Zachary, who will also produce the program.</p>
<p><b>"BRAVE NEW WORLD"</b> 10:30-11:00 p.m. EACH MONDAY</p>	<p>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 Offices of Education. Earl McGill directs the cast.</p> <p>FEBRUARY 7: Amado Nervo and Ruben Dario.</p> <p>FEBRUARY 14: Temples to Friendship.</p> <p>FEBRUARY 21: Breakfast from below the table.</p> <p>FEBRUARY 28: Inter-American Commerce.</p>
<p><b>"TISH"</b> 8:00-8:30 p.m. EACH MONDAY</p>	<p>Mary Roberts Rinehart's famous character Letitia ("Tish") Carberry, and Lizzie Aggie, her friends, are heroines of adventures dramatized by members of the Federal Theatre. Lawrence Menkin is the director.</p>

**CHILDREN'S  
PROGRAMS**

<b>PROGRAM AND TIME</b>	<b>DESCRIPTION</b>
<p><b>"DEAR TEACHER"</b> 6:00-6:15 p.m. EACH MONDAY AND WEDNESDAY</p>	<p>Questions by young listeners are answered by young contestants of grade-school age on this series of twice-weekly broadcasts. Listeners compete in submitting the best list of questions on a single topic, and four children compete in answering them on each show. The subjects for questions during February include:</p> <p>FEBRUARY 2: Indians. FEBRUARY 7 AND 9: Sugar. FEBRUARY 14 AND 16: George Washington. FEBRUARY 21 AND 23: United States Mail.</p>
<p><b>"LET'S PRETEND"</b> 6:00-6:30 p.m. EACH TUESDAY AND THURSDAY</p>	<p>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 seven to sixteen. Plays for this month:</p> <p>FEBRUARY 1 AND 3: Twelve Months; Dick Whittington and His Cat. FEBRUARY 8 AND 10: The Princess on the Glass Mountain; Hansel and Gretel. FEBRUARY 15 AND 17: Faithful John; The Queen Who Couldn't Make Spice Nuts. FEBRUARY 22 AND 24: The Riddle: How Six Travelled Through the World.</p>
<p><b>"MUSIC FOR FUN"</b> 6:00-6:30 p.m. EACH FRIDAY</p>	<p>Music especially planned for children is presented on this new series under the direction of Howard Barlow. A young visitor appears on each program to express his or her reactions to the music, with Bill Spier acting as narrator. The average length of selections is three minutes, to fit the brief attention-span of children from five to twelve years old.</p>

# CBS SUSTAINING PROGRAMS

## RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p><b>CHURCH OF THE AIR</b> 10:00-10:30 a.m. 1:00-1:30 p.m. EACH SUNDAY</p>	<p>The <i>Church of the Air</i> is presenting its consecutive year of Sunday morning and noon broadcasts. Services are conducted by representatives of the major faiths. Speakers on the services in February are:</p> <p>FEBRUARY 6: <i>Morning</i>—Rev. C. M. Videll, Ebenezer Danish Evangelical Lutheran Church, Chicago. <i>Afternoon</i>—Rev. Francis J. Connell, C. S. S. R.—S.T.D., Professor of Systematic Theology, Seminary of Mount Zion, Alphonus, Esopus, New York.</p> <p>FEBRUARY 13: <i>Morning</i>—Rt. Rev. George C. Stewart, Episcopal Bishop of Chicago. <i>Afternoon</i>—Rabbi Joseph Rauch, Temple Israel, Louisville.</p> <p>FEBRUARY 20: <i>Morning</i>—Judge Clifford S. Stewart, president of the Mother Church, First Church of Christ, Scientist, Boston. <i>Afternoon</i>—Francis X. Talbot, editor of <i>America</i>, New York City.</p> <p>FEBRUARY 27: <i>Morning</i>—Rev. A. C. Powell, D.D., Abyssinian Baptist Church, New York City. <i>Afternoon</i>—Rev. James H. Brown, Pastor of the Methodist Episcopal Church of the Covenant, Philadelphia.</p>
<p><b>UNION METHODIST COUNCIL</b> 12:15-12:45 p.m. SATURDAY, FEBRUARY 5</p>	<p>Former Governor Alfred M. Landon addresses the United Methodist Council in Chicago. "The Future of Faith and Service." Bishop Bromley Oxnam of the Omaha area introduces Mr. Landon.</p>



**RELIGIOUS  
BROADCASTS**

**PROGRAM AND TIME**

**DESCRIPTION**

**"WINGS OVER JORDAN"**

9:00-9:30 a.m.

EACH SUNDAY

This program of Negro spirituals and religious talks is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators. This month's speakers:

FEBRUARY 6: Rev. William Hodge, pastor of Bethel A. M. E. Church, Columbus, Ohio.

FEBRUARY 13: Rev. J. H. Dwelle, pastor of North Pennsylvania Baptist Church, Philadelphia.

FEBRUARY 20: Rev. D. Ormond Walker, president of Wilberforce University, Ohio.

FEBRUARY 27: Nannie H. Burroughs, president of National Training School for Negro Girls and Women, Washington, D. C.

**HARRY CONN IN  
"EARACHES OF 1939"**

8:30-9:00 p.m.

EACH SUNDAY

Harry Conn, comedian, portrays the role of a hapless musical comedy producer in this Sunday night variety program. His supporting cast includes Beatrice Kay, comedy songstress; Barry Wood, Mary Kelley, Billy Jones, Charles Cantor and Freddie Rich's 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 a Columbia Network feature for five years. Ross gives his readings against a background of string music.

**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 just recently celebrated his fifteenth consecutive year as father of his Capitol Family.

**PERSONALITIES**

**LIGHT MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p><b>SATURDAY NIGHT SWING CLUB</b> 7:00-7:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens and Paul Douglas as director and swing commentator, the Club guests this month include Charlie Haden, trumpeter; Bob Crosby's Band, Bob Hackett, Frances Faye, Onyx Club Band and Maxine Sullivan. Phil Cohan and Ed Bradley are the producers.</p>
<p><b>LEITH STEVENS' HARMONIES</b> 3:00-3:30 p.m. EACH WEDNESDAY</p>	<p>Unusual arrangements of new and old melodies are featured on this Wednesday afternoon hour show. Leith Stevens, popular CBS conductor, makes the arrangements and plays as guest vocalists Howard Phillips, The Four Phonettes, and others.</p>
<p><b>RAY BLOCK'S VARIETIES</b> 3:00-3:30 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by Claire Sherman, Jean Art Gentry and Bob Gibson, vocalists.</p>
<p><b>DEEP RIVER BOYS, ETON BOYS, FOUR CLUBMEN</b> VARIOUS HOURS</p>	<p>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.</p>
<p><b>"DEAR COLUMBIA"</b> 9:00-9:25 a.m. EACH THURSDAY</p>	<p>Audience mail requests for songs and tunes old and new are performed by Ray Block's orchestra. Bert Parks acts as master of ceremonies.</p>
<p><b>JEWEL COWBOYS</b> 10:30-11:00 a.m. EACH SATURDAY</p>	<p>The "Jewel Cowboys" make their CBS debut this month in a program of western ballads and novelty numbers. James Sanders is master of ceremonies and Don Jose Corrales is the arranger. The show originates in Menlo Park, California.</p>

**LIGHT MUSIC**

PROGRAM AND TIME	DESCRIPTION																
<p><b>CBS VOCALISTS</b>            Various hours            MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are the following artists:</p> <table border="0"> <tr> <td>Ruth Carhart</td> <td>Doris Rhodes</td> </tr> <tr> <td>Betty Grable</td> <td>Jack Shannon</td> </tr> <tr> <td>John Payne</td> <td>Barry Wood</td> </tr> <tr> <td>Howard Phillips</td> <td>Nan Wynn</td> </tr> </table>	Ruth Carhart	Doris Rhodes	Betty Grable	Jack Shannon	John Payne	Barry Wood	Howard Phillips	Nan Wynn								
Ruth Carhart	Doris Rhodes																
Betty Grable	Jack Shannon																
John Payne	Barry Wood																
Howard Phillips	Nan Wynn																
<p><b>UNITED STATES BANDS</b>            Various hours            EACH THURSDAY AND FRIDAY</p>	<p>The three bands of the United States defensive forces are featured each week in half-hour programs of band music over the Columbia Network. Their schedule is as follows:</p> <p>ARMY BAND—Thursday, 3:30–4:00 p.m.            MARINE BAND—Friday, 3:00–3:30 p.m.            NAVY BAND—Thursday, 1:00–1:30 p.m.</p>																
<p><b>DANCE ORCHESTRAS</b>            Various hours            MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners throughout the week in the late evening hours. The following top-ranking bands are scheduled for February:</p> <table border="0"> <tr> <td>Dick Barrie</td> <td>George Hall</td> </tr> <tr> <td>Cab Calloway</td> <td>Jimmy Joy</td> </tr> <tr> <td>Jack Crawford</td> <td>Sammy Kaye</td> </tr> <tr> <td>Tom Dorsey</td> <td>Henry King</td> </tr> <tr> <td>Ted Fiorito</td> <td>Abe Lyman</td> </tr> <tr> <td>Jay Freeman</td> <td>Red Norvo</td> </tr> <tr> <td>Benny Goodman</td> <td>Leighton Noble</td> </tr> <tr> <td>Glen Gray</td> <td>Orrin Tucker</td> </tr> </table>	Dick Barrie	George Hall	Cab Calloway	Jimmy Joy	Jack Crawford	Sammy Kaye	Tom Dorsey	Henry King	Ted Fiorito	Abe Lyman	Jay Freeman	Red Norvo	Benny Goodman	Leighton Noble	Glen Gray	Orrin Tucker
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## ADDENDA: JANUARY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *January* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

### PUBLIC AFFAIRS

● JANUARY 5: Senator J. Hamilton Lewis (D) of Illinois spoke from Washington on "What May Be Expected of the Roosevelt Administration," 10:45-11 p.m.

● JANUARY 7: Senator James J. Davis (R) of Pennsylvania was heard in a discussion of "Unemployment and Relief," 6:35-6:45 p.m.

● JANUARY 8: Miss Gordon Holmes, finance chairman of the International Federation of Business & Professional Women, discussed "Women in the Limelight," 2:15-2:30 p.m.

Hon. Richard W. Leche, Governor of Louisiana, explained his state's recent campaign of industrial development, 4-4:15 p.m.

● JANUARY 9: Miss Iris Turnbull explained her work as director of women's programs for the Herald Broadcasting Company of Australia, 1:30-1:45 p.m.

● JANUARY 12: Clark M. Eichelberger, director of the League of Nations Association in the United States, discussed "The League of Nations Council in Its 100th Session," 10:45-11 p.m.

Rep. Bertrand H. Snell (R) of New York

spoke from Washington on "The State of the Union." 6:15-6:40 p.m.

● JANUARY 13: Jay Allen, foreign correspondent of the *Chicago Daily News*, spoke from New York on the current conflict in Spain. 6:15-6:30 p.m.

● JANUARY 15: Miss Linda Neville of Lexington, Kentucky was the subject of an interview conducted by Bob Trout on "Public Health Work." 1-1:15 p.m.

● JANUARY 16: In a broadcast from Paris Percy J. Philip, chief correspondent of the *New York Times*, discussed "The Cabinet Crisis in France." 1:30-1:45 p.m.

● JANUARY 18: Harry B. Mitchell, president of the Civil Service Commission, was heard in a talk on Civil Service Week. He was introduced by Col. Charles I. Stengle, president of the American Federation of Government Employees. 10:45-11 p.m.

● JANUARY 19: Dr. Quincy Wright, professor of international law at the University of Chicago, spoke from Washington on "Neutrality and Concerted Action," 3:30-3:45 p.m.

JANUARY 20: Robert Fechner, director of the CCC, addressed the convention of the National Rivers and Harbors Congress in Washington, 2-2:15 p.m.

JANUARY 21: Rep. Raymond J. Cannon (D) of Wisconsin was heard in a talk on "Our Time-Wasting Senate." 6:35-6:45 p.m.

JANUARY 22: Henry F. Grady, member of the League of Nations Economic and Financial Committee spoke in the CBS series, *World Economic Cooperation*, on the subject of the "Raw Materials Problem." 3-4:15 p.m.

Senator Charles O. Andrews (D) of Florida spoke from Washington on the "Constitutionality of the Anti-Lynching Bill," 3:30-4 p.m.

Nathan Straus, U.S. Housing Administrator, spoke in connection with the National Conference on Palestine. His subject was "Palestine, Epic of Social Reconstruction," 4:45-7 p.m.

Senator Robert R. Reynolds (D) of North Carolina was heard in an address before the North Carolina State Society dinner in Washington, 11:30-11:45 p.m.

JANUARY 26: A forum on "National Defense for an Enduring Democracy" was held at the Women's Patriotic Conference at Washington, 3:30-3:45 p.m.

Raymond Leslie Buell, president of the Foreign Policy Association, addressed the Women's Patriotic Conference on trade treaties, neutrality and arbitration as "Safeguards of a National Defense Abroad," 3:45-11 p.m.

JANUARY 28: Frank R. McNinch, chairman of the Federal Communications Com-

mission, spoke from Washington on "The President's Birthday Ball." 6:35-6:45 p.m.

☉ JANUARY 29: President Franklin D. Roosevelt spoke from the White House in a message of greeting to the participants in the President's Birthday Balls all over the country. He was introduced from the Waldorf-Astoria by Keith Morgan, chairman of the fund-raising celebrations, 11:30-12 mid.

#### EDUCATIONAL PROGRAMS

☉ JANUARY 18: The conference on Better Care for Mothers was addressed by Katherine F. Lenroot, chief of the Children's Bureau of the Department of Labor, 2-2:15 p.m.

☉ JANUARY 19: Dr. William Freeman Snow, pioneer in social hygiene and public health education, spoke from New York in connection with National Social Hygiene Day (February 2), 10:45-11 p.m.

☉ JANUARY 20: A broadcast from the "Modern Poets' Corner" of the Camp Fire Girls included readings by Audrey Wurdemann and Joseph Auslander, with Ted Malone as master-of-ceremonies, 4:15-4:30 p.m.

#### SPECIAL EVENTS

☉ JANUARY 17: The presentation of the *Sporting News* plaque to France Laux, sports announcer of Columbia's station KMOX, St. Louis, for "outstanding service in broadcasting All-Star and World Series games since 1933" included tributes by Joe Medwick, Leo Durocher and Charley Grimm, 6:35-6:45 p.m.

☉ JANUARY 19: An interview with Frank ("Foghorn") Flowers, wartime steward of

the *Leviathan*, was conducted by Bob Trout on the eve of the steamer's last sailing, 6:35-6:45 p.m.

☉ JANUARY 22: An all-star cast of radio personalities joined in a special program to assist the infantile paralysis campaign held in connection with the President's birthday, 10:45-11:30 p.m.

A tribute to radio's part in alleviating the suffering caused by the great Louisville floods a year ago included talks by Admiral Cary T. Grayson and Radio Commissioner Frank R. McNinch from Washington, former Mayor Neville Miller from New York and Barry Bingham and Mayor Joseph D. Schultz from Louisville, 12-12:30 a.m.

☉ JANUARY 27: The award of a silver cup to Andre Kostelanetz, designated America's No. 1 Air Passenger for 1937 for a total of 136,200 miles of flying during the past year, was made by Captain Eddie Rickenbacker, 2-2:15 p.m.

☉ JANUARY 29: Ceremonies attending the installation of Admiral Claude C. Bloch as Commander-in-Chief of the United States fleet were broadcast from the U.S.S. *Pennsylvania* off Long Beach, Calif., 1:45-2:15 p.m.

The start of the 50th annual St. Paul Winter Carnival, including brief talks by Governor Elmer A. Benson of Minnesota and Mayor Mark Gehan of St. Paul, was broadcast from WCCO, Columbia's Twin City station, 4:15-4:45 p.m.

Ted Husing covered the invitational "Curley Mile," featuring Glenn Cunningham, Archie San Romani, Gene Venzke and Ray Mahanna, part of the 17th annual William C. Prout Memorial Games at the Boston Garden, 10:45-11 p.m.

☉ JANUARY 30: A portion of Cleveland's tribute to the memory of Newton D. Baker, war-time Secretary of War, was broadcast from Severance Hall, Cleveland. Mayor Harold Burton presided, Raymond B. Fosl-dick was principal speaker, and Artur Rod-sinski conducted the Cleveland Symphony, 8-8:30 p.m.

#### SERIOUS MUSIC

☉ JANUARY 15: Thirty blind students, members of the senior choir of the New York Institute for the Education of the Blind, were heard in a recital under the direction of Noel Kempton, 10:15-10:30 p.m.

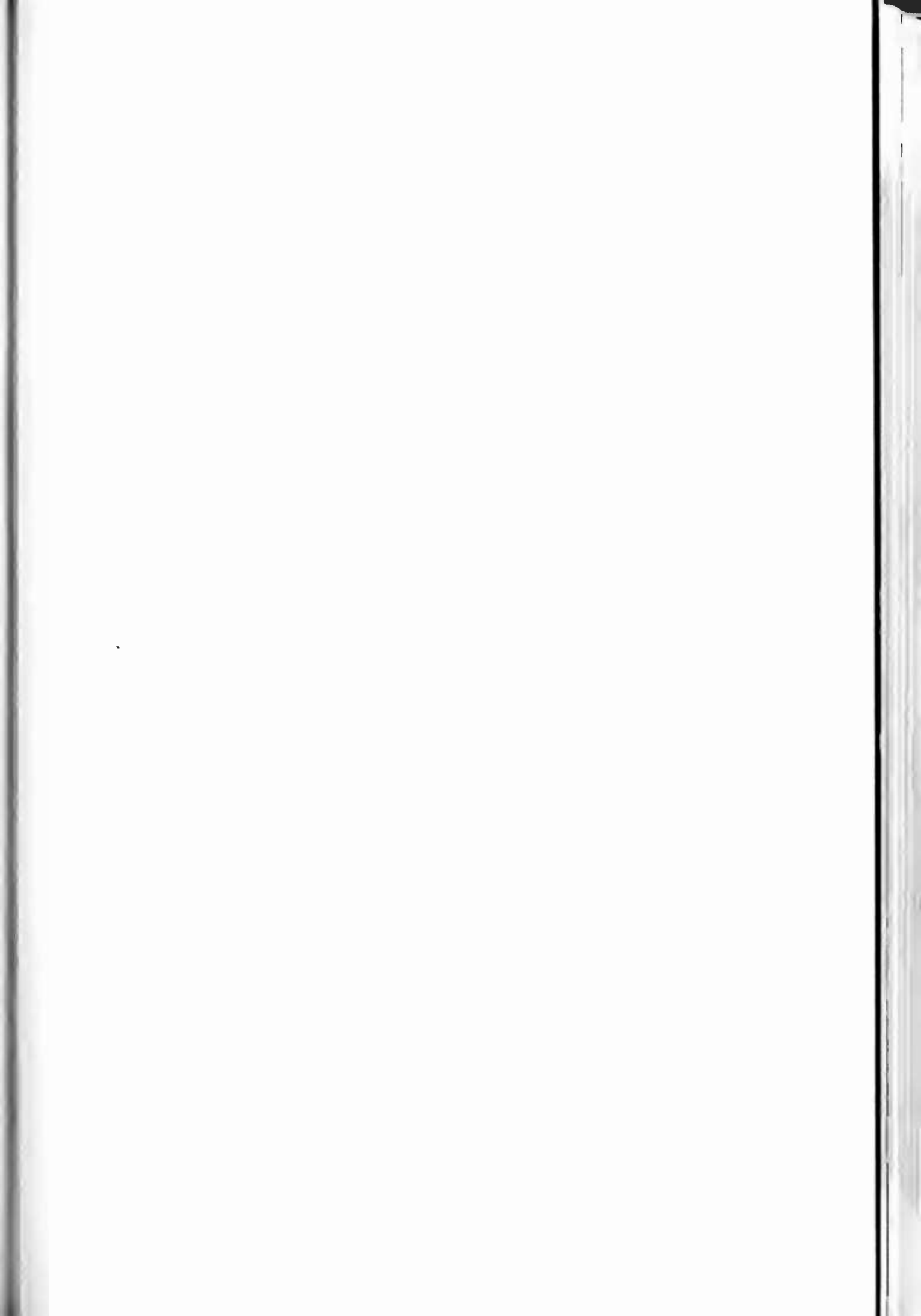
☉ JANUARY 18: "A Song for Occupations" by Roy Harris, noted American composer whose "Time Suite" was written for the first *Columbia Composers' Commission*, was featured on a program by the Westminster Choir, directed by John Finley Williamson, 3-3:30 p.m.

☉ JANUARY 21: The Symphony No. 3 of Brahms was featured in a special broadcast by the Cincinnati Symphony Orchestra conducted by Eugene Goosens, 3-3:35 p.m.

#### LIGHT MUSIC

☉ JANUARY 17: The 35th anniversary of the opening of famous Hollywood Hotel was celebrated by the stars of the "Hollywood Hotel" radio program and former silent-film favorites, with Edmund Goulding, director, as master-of-ceremonies, 12-12:30 a.m.

☉ JANUARY 22, 29: Pappy Chesire and his National Champion Hill-Billy Band were heard in two half-hour programs originating in Columbia's St. Louis station, KMOX, 10:30-11 a.m.



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

*Administrative Offices:* 485 Madison Avenue, New York • 1622 Chestnut Street, Philadelphia  
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Washington • 5939 Sunset Boulevard, Hollywood • 601 Russ Building, San Francisco



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# THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 24

CBS SUSTAINING PROGRAMS: pp. 25 to 47

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## MARCH, 1938

# INDEX: COLUMBIA NETWORK CLIENTS

## ● AUTOMOTIVE

- CHRYSLER CORPORATION:  
DeSoto, Dodge, Plymouth,  
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- HUDSON MOTOR CAR COMPANY:  
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- U. S. TIRE DEALERS MUTUAL CORPORATION:  
U. S. Royal Master Tires . . . Page 21

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- AMERICAN TOBACCO COMPANY:  
Lucky Strike Cigarettes, Roi-Tan  
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- BAYUK CIGARS, INC.  
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- LIGGETT & MYERS TOBACCO COMPANY:  
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- P. LORILLARD COMPANY:  
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- ANACIN COMPANY:  
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- CHESEBROUGH MANUFACTURING COMPANY:  
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- COLGATE-PALMOLIVE-PEET COMPANY:  
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- LEHN & FINK PRODUCTS COMPANY:  
Hind's Honey and Almond Cream,  
Lysol, Pebeco Toothpaste,  
Tussy Lipstick . . . . . Pages 13 and 1
- LEVER BROTHERS COMPANY:  
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**FOODS & BEVERAGES**

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**CAMPBELL SOUP COMPANY:**

Campbell's Soups, Campbell's Beans,  
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**GEORGE W. CASWELL COMPANY:**

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**THE COCA-COLA COMPANY:**

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**CONTINENTAL BAKING COMPANY, INC.:**

Croissant Bread, Hostess Cake . . Page 7

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**PERKIE FAMOUS FOODS, INC.:**

Food Products . . . . . Page 9

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Florida Grapefruit, Oranges,  
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**GENERAL BAKING COMPANY:**

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Alumet Baking Powder, Huskies,  
Minute Tapioca, Postum, Sanka Coffee,  
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**H. J. HEINZ COMPANY:**

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**LEVER BROTHERS COMPANY:**

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**PET MILK SALES CORPORATION:**

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**A. S. BOYLE COMPANY:**

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**GENERAL FOODS CORPORATION:**

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**THE PROCTER & GAMBLE COMPANY:**

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**GULF OIL CORPORATION:**

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**PHILLIPS PETROLEUM COMPANY:**

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**SKELLY OIL COMPANY:**

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**THE TEXAS COMPANY:**

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**● MISCELLANEOUS**

**E. I. DU PONT DE NEMOURS & COMPANY:**

Institutional Advertising . . . Page 9

**● RADIOS**

**ZENITH RADIO CORPORATION:**

Zenith Radios . . . . . Page 23

If time listed in the following pages is current New York time unless otherwise indicated.

# CBS SPONSORED PROGRAMS

2001	1900
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Co.
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes  Roi-Tan Cigars
ANACIN COMPANY	Anacin
BARBASOL COMPANY	Barbasol Shaving Cream
BAYER COMPANY	Bayer Aspirin

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ADVERT
PERFORMANCE OF HELEN TRENT <i>Sial drama</i> See S. BOYLE CO. also, page 5)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM, CHICAGO	Blackett-Sample-Hummert, Inc.	221 Weeks
YOU HIT PARADE, with Carl Hoff's Orchestra; The Star; Buddy Clark, Fredda Johnson and the Songsmiths <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC, NEW YORK	Lord and Thomas	96 Weeks
YOU NEWS PARADE with Edwin C. Hill <i>News commentator</i>	Mon. thru Fri. 12:15-12:30 p.m. ORIGINATES: WABC, NEW YORK		
MANO MAN SPORTS, with Mark Kelly and Tom Hanlon <i>Tkts</i>	†Thursday 7:00-7:15 p.m. PST ORIGINATES: KNX, HOLLYWOOD	Lawrence C. Gumbinner Agency	34 Weeks
HAMMERSTEIN MUSIC HALL, with Ed Hammerstein as MC, The Stars and Orchestra <i>Variety show</i>	Friday, March 4, 11 and 18 only 8:00-8:30 p.m. ORIGINATES: WABC, NEW YORK	Blackett-Sample-Hummert, Inc.	343 Weeks
URGAL, SUNDAY <i>Sial drama</i> See POLYNOS COMPANY also, page 13)	Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC, NEW YORK		49 Weeks
ARTHUR GODFREY <i>Sigs and Patter</i>	Mon. and Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> <i>Fri., 12-12:15 a.m.</i> ORIGINATES: WJSV, WASH., D.C.	Erwin, Wasey & Company, Inc.	274 Weeks
SECOND HUSBAND with Helen Menken, presented by the Famous Actors' Guild <i>Dramatic</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC, NEW YORK	Blackett-Sample-Hummert, Inc.	338 Weeks

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

# CBS SPONSORED PROGRAMS

<b>BAYUK CIGARS, INC.</b>	Philadelphia Bayuk Cigar
<b>A. S. BOYLE COMPANY</b>	Old English No-Rubbing Floor Wax
<b>BREWERS' COOPERATIVE</b>	Beer
<b>CAMPBELL SOUP COMPANY</b>	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
<b>GEORGE W. CASWELL COMPANY</b>	Coffee
<b>CHESEBROUGH MANUFACTURING COMPANY</b>	Vaseline Preparations
<b>CHRYSLER CORPORATION</b>	Chrysler DeSoto Dodge Plymouth



PROGRAM	TIME	AGENCY	WEEKS
CALIFORNIA SPORTS REVIEW, with Sam Balter <i>Sport comment</i>	†† Mon., Wed., Fri. 9:30-9:45 p.m. PST ORIGINATES: KNX, HOLLYWOOD	McKee, Albright & Ivey, Inc.	1 Week
THE ROMANCE OF HELEN TRENT <i>Social drama</i> (see FILIATED PRODUCTS, INC. also, page 3)	Thurs. and Fri. 12:30-12:45 p.m.	Blackett-Sample-Hummert, Inc.	146 Weeks
THE MONDAY NIGHT SHOW with Lou Holtz, Ted Husing, Ray Thompson Trio and Richard Kirner's Orchestra <i>Comedy and Music</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC, NEW YORK	United States Advertising Corp.	Starts March 7
HOLLYWOOD HOTEL, with Frances Ford, Jerry Cooper, Anne Lyon, Ken Niles, Raymond Whitt's Orchestra, Ken Murray and Oswald," and Guests <i>Dramatic musical revue</i>	Friday 9:00-10:00 p.m. ORIGINATES: KNX, HOLLYWOOD	Ward Wheelock Company	174 Weeks
THE PARTY BUREAU, with Elma Latta Hackett <i>Party suggestions</i>	†† Tuesday 2:30-2:45 p.m. PST ORIGINATES: KSFO, SAN FRANCISCO	Long Advertising Service	7 Weeks
THE CHRISTIAN OF RIVER'S END, starring Jean Hersholt <i>Dramatic</i>	Sunday 2:30-3:00 p.m. <i>Rebroadcast</i> 5:30-6:00 p.m. ORIGINATES: KNX, HOLLYWOOD	McCann-Erickson, Inc.	18 Weeks
MAJOR BOWES' AMATEUR HOUR <i>Amateurs, with Major Bowes</i> <i>Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC, NEW YORK	Ruthrauff & Ryan, Inc.	104 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<b>THE COCA-COLA COMPANY</b>	Coca-Cola
<b>COLGATE-PALMOLIVE-PEET COMPANY</b>	Palmolive Shave Cream Palmolive Brushless Shav  Concentrated Super Suds  Palmolive Soap  Colgate Tooth Powder
<b>CONTINENTAL BAKING CO., INC.</b>	Wonder Bread Hostess Cake
<b>THE CUDAHY PACKING COMPANY</b>	Old Dutch Cleanser
<b>R. B. DAVIS COMPANY</b>	Cocomalt

<p>THE DRAGSHOP, with Frank Crumit, MC; with Ed Kennedy, Alice Cornett, with the Choral Ensemble, with the Haenschen's Orchestra with the Best Star <i>Musical</i></p>	<p>Friday 10:00-10:45 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>D'Arcy Advertising Co., Inc.</p>	<p>52 Weeks</p>
<p>THE DRAGSTERS <i>Play-drama dramatizations</i></p>	<p>Wednesday 10:00-10:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>112 Weeks</p>
<p>THE GRAND MARGE <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>105 Weeks</p>
<p>THE HULLUP HOUSE, with Bess Johnson <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>107 Weeks</p>
<p>THE MOTHER <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 5:30-5:45 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Benton &amp; Bowles-Chicago, Inc.</p>	<p>48 Weeks</p>
<p>THE KITTY KELLY <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>156 Weeks</p>
<p>THE LITTLE CHILDREN <i>Serial drama</i></p>	<p>Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Roche, Williams &amp; Cunningham, Inc.</p>	<p>166 Weeks</p>
<p>THE MENNER, with Jimmy Grier's Orchestra, with Austin and Julie Gibson <i>Comedy and music</i></p>	<p>Sunday 6:00-6:30 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>195 Weeks</p>

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in which the client has used CBS facilities.

# CBS SPONSORED PROGRAMS

<p><b>E. I. du PONT de NEMOURS &amp; CO., INC.</b></p>	<p>Institutional Advertising</p>
<p><b>DURKEE FAMOUS FOODS, INC.</b></p>	<p>Food Products</p>
<p><b>EUCLID CANDY COMPANY OF CALIFORNIA, INC.</b></p>	<p>Confectionery</p>
<p><b>THE FLORIDA CITRUS COMMISSION</b></p>	<p>Florida Grapefruit Florida Oranges Florida Tangerines</p>
<p><b>FORD MOTOR COMPANY</b></p>	<p>Ford Lincoln Lincoln Zephyr</p>
<p><b>GENERAL BAKING COMPANY</b></p>	<p>Bond Bread</p>

† Columbia Pacific Network Only  
 †† Columbia California Network Only

<p>CACADE OF AMERICA, th on Voorhees' Orchestra <i>D. natizations and music</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC, NEW YORK</p>	<p>Batten, Barton, Durstine &amp; Osborn, Inc.</p>	<p>138 Weeks</p>
<p>SECRET AMBITION, th om Breneman and Orchestra <i>Mical</i></p>	<p>†Sunday 7:30-8:00 p.m. PST ORIGINATES: KSFO, SAN FRANCISCO</p>	<p>Botsford, Constantine &amp; Gardner</p>	<p>91 Weeks</p>
<p>NO MANNING <i>Commentator</i></p>	<p>††Tuesday 5:30-5:45 p.m. PST ORIGINATES: KNX, HOLLYWOOD</p>	<p>Sidney Garfinkel Advertising Agency</p>	<p>15 Weeks</p>
<p>ni Post, HOW TO GET THE OS OUT OF LIFE <i>Tics</i></p>	<p>Tues. and Thurs. 10:30-10:45 a.m. ORIGINATES: WABC, NEW YORK</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>19 Weeks</p>
<p>ENY EVENING HOUR, or Symphony Orchestra and no s, Sir Ernest MacMillan, nector; Guest Soloists <i>Siphonic music, and talks by</i> V. Cameron</p> <p>ATH THE FUN GO BY, esenting Al Pearce and His an; Guest; Arlene Harris; "Tizzie st; Carl Hoff's Orchestra <i>Comedy and variety</i></p>	<p>Sunday 9:00-10:00 p.m. ORIGINATES: WBBM, CHICAGO</p> <p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC, NEW YORK</p>	<p>N. W. Ayer &amp; Son, Inc.</p>	<p>213 Weeks</p>
<p>Y LOMBARDO d is Orchestra <i>Popular music</i></p>	<p>Sunday 5:30-6:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Batten, Barton, Durstine &amp; Osborn, Inc.</p>	<p>373 Weeks</p>

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
<b>GENERAL FOODS CORPORATION</b>	Sanka Coffee  Swans Down Cake Flour Calumet Baking Powder  La France Minute Tapioca Satina*  Postum    Huskies
<b>GENERAL MILLS, INC.</b>	Bisquick Gold Medal Kitchen-Tested Softasilk Wheaties

*\*Minute Tapioca is advertised on Mondays, Wednesdays and Fridays; La France and Satina on Tuesdays and Thursday*

THE PEOPLE with Gabriel Heatter, director and Mark Warnow's Orchestra <i>Real-life experiences</i>	Thursday 7:30-8:00 p.m. ORIGINATES: WABC, NEW YORK	Young & Rubicam, Inc.	158 Weeks
THE SMITH HOUR, with Mack Miller's Orchestra, Frank Sinatra and Guest Stars <i>Variety show</i>	Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30-12:30 a.m. ORIGINATES: WABC, NEW YORK		
MARGARET MCBRIDE <i>Bio columnist</i>	Mon. thru Fri. 12:00-12:15 p.m. ORIGINATES: WABC, NEW YORK		
MAND ABNER <i>Serial drama</i>	Mon., Wed., Fri. 6:45-7:00 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX, HOLLYWOOD		
BOE CARTER <i>Nus commentator</i>	Mon. thru Fri. 6:30-6:45 p.m. <i>Rebroadcast</i> 8:45-9:00 p.m. ORIGINATES: WCAU, PHILADELPHIA	Benton & Bowles, Inc.	
THE GOLD MEDAL FEATURE HOUR			
Itty and Bob <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m.	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	365 Weeks
Hymns of All Churches <i>Choir</i>	Mon., Tues., Thu. 1:15-1:30 p.m.		
Itty 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.		
Valiant Lady <i>Serial drama</i>	Mon. thru Fri. 1:45-2:00 p.m. ORIGINATE: WBBM, CHICAGO		

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<b>GULF OIL CORPORATION</b>	Motor Oil and Gas
<b>H. J. HEINZ COMPANY</b>	57 Varieties
<b>HUDSON MOTOR CAR COMPANY</b>	Hudson Hudson Terraplane
<b>KOLYNOS COMPANY</b>	Kolynos Toothpaste
<b>LADY ESTHER COMPANY</b>	Cosmetics
<b>LEHN &amp; FINK PRODUCTS COMPANY</b>	Lysol  Pebeco Toothpaste



BAKER and company, Oscar Bradley's Orchestra <i>Variety show</i>	Sunday 7:30-8:00 p.m. ORIGINATES: KNX, HOLLYWOOD	Young & Rubicam, Inc.	212 Weeks
THE Z MAGAZINE OF THE AIR, Channing Pollock, editor; Leon Bowe, tenor and Warshawsky's Orchestra	Sunday 5:00-5:30 p.m. ORIGINATES: WABC, NEW YORK	Maxon, Inc.	104 Weeks
EDWARD KENNEDY'S ROMANCE <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. ORIGINATES: WABC, NEW YORK		
BOB LOBBY, with Dave Elman, interviewer; May Salter's Orchestra <i>Musical and interviews</i> (March 9, ORIGINATES: WJR, DETROIT)	Wednesday 7:15-7:45 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC, NEW YORK	Brooke, Smith & French, Inc.	52 Weeks
DU GAL, SUNDAY <i>Serial drama</i> (See NACIN COMPANY also, page 3)	Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC, NEW YORK	Blackett-Sample-Hummert, Inc.	195 Weeks
WINE KING and his Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WBBM, CHICAGO	Lord and Thomas	130 Weeks
ALLAN ROY DAFOE <i>Talks</i>	Mon., Wed., Fri. 4:45-5:00 p.m. ORIGINATES: CALLANDER, ONT.	Lennen & Mitchell, Inc.	86 Weeks
BELOW THE MOON, with Elsie Hitz and Nick Dawson <i>Serial drama</i>	Mon. thru Fri. 5:00-5:15 p.m. ORIGINATES: WABC, NEW YORK		169 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<b>LEHN &amp; FINK PRODUCTS COMPANY</b> <i>Continued</i>	Hind's Honey & Almond Cr  Tussy Lipstick
<b>LEVER BROTHERS COMPANY</b>	Lux Toilet Soap  Rinso  Lifebuoy  Rinso  Sprv

††Columbia California Network O

<p>OF MARY SOTHERN <i>serial drama</i></p>	<p>Mon. thru Fri. 5:15-5:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>William Esty &amp; Company, Inc.</p>	<p>87 Weeks</p>
<p>HAWAIIAN MOON CASINO <i>revue</i></p>	<p>††March 3 only 9:45-10:00 p.m. PST ORIGINATES: KNX, HOLLYWOOD</p>		<p>22 Weeks</p>
<p>LUX RADIO THEATRE, stars of stage and screen <i>dramatic; Cecil B. De Mille, director</i></p>	<p>Monday 9:00-10:00 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>J. Walter Thompson Company</p>	<p>127 Weeks</p>
<p>Edward G. Robinson MAGIC TOWN, with Claire Trevor <i>dramatic</i></p>	<p>Tuesday 8:00-8:30 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>19 Weeks</p>
<p>A JOLSON 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. <i>Rebroadcast</i> 11:30 p.m.-12 mid. ORIGINATES: KNX, HOLLYWOOD</p>		<p>93 Weeks</p>
<p>B SISTER <i>serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>77 Weeks</p>
<p>ANT JENNY'S REAL LIFE STORIES <i>Dramatic</i></p>	<p>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>59 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<b>LIGGETT &amp; MYERS TOBACCO COMPANY</b>	Chesterfield Cigarettes
<b>P. LORILLARD COMPANY</b>	Old Gold Cigarettes
<b>NASH-KELVINATOR CORPORATION</b>	Nash Motor Cars
<b>PET MILK SALES CORPORATION</b>	Irradiated Pet Milk

<p>STERFIELD PRESENTS          are Kostelanetz's Concert          Orchestra; Lawrence Tibbett;          ns Taylor, commentator;          al Douglas, announcer  <i>Orchestral and vocal music</i></p>	<p>Wednesday          9:00-9:30 p.m.          ORIGINATES:          WABC, NEW YORK</p>	<p>Newell-Emmett Co., Inc.</p>	<p>267 Weeks</p>
<p>AL WHITEMAN'S PROGRAM,          Mer Wakefield, MC; Guest Star  <i>Variety show</i></p>	<p>Friday          8:30-9:00 p.m.  <i>Rebroadcast          11:30-12:00 p.m.</i>          ORIGINATES:          WABC, NEW YORK</p>		<p>46 Weeks</p>
<p>HOLLYWOOD SCREENSCOOPS,          Gerge McCall, commentator  <i>Motion-picture news</i></p>	<p>Tues. and Thurs.          7:15-7:30 p.m.  <i>Rebroadcast          11:15-11:30 p.m.</i>          ORIGINATES:          KNX, HOLLYWOOD</p>	<p>Lennen &amp; Mitchell, Inc.</p>	<p>113 Weeks</p>
<p>PROFESSOR QUIZ,          w/ Bob Trout  <i>Questions and answers</i></p>	<p>Saturday          9:00-9:30 p.m.  <i>Rebroadcast          12:00-12:30 a.m.</i>          ORIGINATES:          WABC, NEW YORK</p>	<p>Geyer, Cornell &amp; Newell, Inc.</p>	<p>52 Weeks</p>
<p>MARY LEE TAYLOR,          hae economist  <i>Household advice</i></p>	<p>Tues. and Thurs.          11:00-11:15 a.m.  <i>Rebroadcast          3:00-3:15 p.m.</i>          ORIGINATES:          KMOX, ST. LOUIS</p>	<p>Gardner Advertising Company</p>	<p>226 Weeks</p>
<p>SATURDAY NIGHT SERENADE,          My Eastman, soprano; Bill Perry,          tor, and Gustave Haenschen's          Orchestra and Mixed Chorus  <i>Musical</i></p>	<p>Saturday          9:30-10:00 p.m.          ORIGINATES:          WABC, NEW YORK</p>		

\*1: figures indicate the total number of weeks  
in which the client has used CBS facilities.

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
<p><b>PHILIP MORRIS &amp; COMPANY, LTD.</b></p>	<p>Philip Morris Cigarettes</p>
<p><b>PHILLIPS PETROLEUM COMPANY</b></p>	<p>Phillips 66 Phillips 66 Motor Oil</p>
<p><b>PONTIAC MOTOR COMPANY</b></p>	<p>Pontiac Cars</p>
<p><b>THE PROCTER &amp; GAMBLE COMPANY</b></p>	<p>Chipso  Ivory Soap  Oxydol  Dreft  Oxydol</p>
<p><b>R. J. REYNOLDS TOBACCO COMPANY</b></p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco</p>

<p>SONNY PRESENTS          Mrs Morgan's Orchestra, Charles          Martin's Dramatizations, Frances          Blair, Genevieve Rowe, Glenn Cross          and Ray Block's Swing Fourteen  <i>Variety and dramatic interludes</i></p>	<p>Saturday          8:30-9:00 p.m.  <i>Rebroadcast</i>          11:30-12:00 p.m.          ORIGINATES:          WABC, NEW YORK</p>	<p>The Biow Company, Inc.</p>	<p>81 Weeks</p>
<p>PHILLIPS POLY FOLLIES,          with Ben Feld's Orchestra; Lorraine          Gunn, soprano; Al Cameron, MC  <i>Variety</i></p>	<p>Tuesday          10:30-11:00 p.m.          ORIGINATES:          KMOX, ST. LOUIS</p>	<p>Lambert &amp; Feasley, Inc.</p>	<p>93 Weeks</p>
<p>NEWS THROUGH A WOMAN'S EYES          Kathryn Cravens  <i>News comments</i></p>	<p>Mon., Wed., Fri.          2:00-2:15 p.m.  <i>Rebroadcast</i>          5:30-5:45 p.m.          ORIGINATES:          WABC, NEW YORK</p>	<p>MacManus, John &amp; Adams. Inc.</p>	<p>121 Weeks</p>
<p>THE ROAD OF LIFE  <i>Serial drama</i></p>	<p>Mon. thru Fri.          9:30-9:45 a.m.</p>	<p>Pedlar &amp; Ryan, Inc.</p>	<p>174 Weeks</p>
<p>THE O'NEILLS  <i>Serial drama</i></p>	<p>2:15-2:30 p.m.</p>	<p>Compton Advertising, Inc.</p>	
<p>THE GOLDBERGS  <i>Serial drama</i></p>	<p>4:30-4:45 p.m.          ORIGINATE:          WABC, NEW YORK</p>	<p>Blackett-Sample-Hummert, Inc.</p>	
<p>KATY KEENE  <i>Serial drama</i></p>	<p>4:30-4:45 p.m.</p>		
<p>M. PERKINS  <i>Serial drama</i></p>	<p>10:45-11:00 a.m.          ORIGINATE:          WBBM, CHICAGO</p>		
<p>THE MICHEL CARAVAN          JACK OAKIE with Stuart Erwin,          Bob Stafford, Raymond Hatton,          Helen Lynd, Harry Barris,          Glee Club and Georgie Stoll's          Orchestra†  <i>Music and guest comedians</i>          †through March 22 only. Beginning          March 28, Eddie Cantor will broadcast for          the sponsor, Mondays, 7:30-8:00 p.m.</p>	<p>Tuesday          9:30-10:00 p.m.          ORIGINATES:          KNX, HOLLYWOOD</p>	<p>William Esty &amp; Company, Inc.</p>	<p>244 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<p><b>R. J. REYNOLDS TOBACCO COMPANY</b> <i>Continued</i></p>	<p>Camel Cigarettes Prince Albert Smoking Tobac</p>
<p><b>RIO GRANDE OIL, INC.</b></p>	<p>Petroleum Products</p>
<p><b>ROMA WINE COMPANY</b></p>	<p>Cella Grape Juice</p>
<p><b>SKELLY OIL COMPANY</b></p>	<p>Petroleum Products</p>
<p><b>TEA GARDEN PRODUCTS COMPANY</b></p>	<p>Tea Garden Products</p>
<p><b>THE TEXAS COMPANY</b></p>	<p>Texaco Petroleum Products</p>
<p><b>UNITED STATES TIRE DEALERS MUTUAL CORPORATION</b></p>	<p>U. S. Royal Master Tires</p>

†Columbia Pacific Network Only  
††Columbia California Network Onl



<p>BENNY GOODMAN with his Orchestra <i>Music and guests</i></p>	<p>Tuesday 10:00-10:30 p.m. (Starting March 29, 9:30-10:00 p.m.) ORIGINATES: WABC, NEW YORK</p>	<p>William Esty &amp; Company, Inc.</p>	<p>244 Weeks</p>
<p>CALLING ALL CARS <i>Police file dramatizations</i></p>	<p>††Tuesday 7:30-8:00 p.m. PST ORIGINATES: KNX, HOLLYWOOD</p>	<p>Hixson-O'Donnell, Inc.</p>	<p>234 Weeks</p>
<p>THE TOAST OF THE TOWN, with Albert White's Orchestra <i>Musical</i></p>	<p>††March 6 only 9:00-9:30 p.m. PST ORIGINATES: KNX, HOLLYWOOD</p>	<p>James Houlihan, Inc.</p>	<p>12 Weeks</p>
<p>THE LITTLE COURT OF MISSING HEIRS <i>Dramatic</i></p>	<p>Sunday 10:30-11:00 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>20 Weeks</p>
<p>WOMEN'S PAGE OF THE AIR, with Helen Thurston <i>Women's activities</i></p>	<p>†Thursday 1:45-2:00 p.m. PST ORIGINATES: KSFO, SAN FRANCISCO</p>	<p>Botsford, Constantine &amp; Gardner</p>	<p>7 Weeks</p>
<p>THE RICO TOWN, with Eddie Cantor, Donna Durbin, Pinky Tomlin, Jimmy Wallington, Jacques Renard and His Orchestra† <i>Comedy and music</i> † Through March 23 only. Beginning March 28, Eddie Cantor will broadcast for the R. J. Rohndels Tobacco Company (see page 19).</p>	<p>Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. ORIGINATES: WABC, NEW YORK</p>	<p>Buchanan and Company, Inc.</p>	<p>76 Weeks</p>
<p>BE BERNIE AND ALL THE LADS, with Lew Lehr, comedian; Buddy Clark and Jane Pickens, vocalists <i>Music and comedy</i></p>	<p>Wednesday 9:30-10:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Campbell-Ewald Company of New York, Inc.</p>	<p>7 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<b>U. S. TOBACCO COMPANY</b>	<b>Model Pipe Tobacco</b>
<b>VICK CHEMICAL COMPANY</b>	<b>Vicks VapoRub Vicks Va-tro-nol</b>
<b>WM. WRIGLEY JR., COMPANY</b>	<b>Wrigley's Gum</b>
<b>ZENITH RADIO CORPORATION</b>	<b>Zenith Radios</b>

†Columbia Pacific Network Only

<p>AND PAT IN PIPE SMOKING          ME, with Edward Roecker, bari-          on and Benny Kreuger's Orchestra  <i>"blackface" comedy and music</i></p>	<p>Monday 8:30-          9:00 p.m.  <i>Rebroadcast</i>          11:30 p.m.-12 mid.          ORIGINATES:          WABC, NEW YORK</p>	<p>Arthur Kudner, Inc.</p>	<p>144 Weeks</p>
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<p>KS OPEN HOUSE,          Jeannette MacDonald,          our Evans, baritone and          of Pasternack's Orchestra  <i>Musical</i></p>	<p>Sunday          7:00-7:30 p.m.          ORIGINATES:          KNX, HOLLYWOOD</p>	<p>Morse International, Inc.</p>	<p>94 Weeks</p>
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<p>Y WONS AND HIS SCRAPBOOK  <i>talks and readings</i></p>	<p>Mon., Wed., Fri.          10:30-10:45 a.m.          ORIGINATES:          WABC, NEW YORK</p>		
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<p>DOUBLE EVERYTHING,          Al Shaw and Stan Lee; Jack          Brooks and Paul Small; Betty and          ea.; Sutton and Bliss, piano duo          an Carl Hohengarten's Orchestra  <i>Musical</i></p>	<p>Sunday          6:30-7:00 p.m.          ORIGINATES:          WBBM, CHICAGO</p>	<p>Frances Hooper Advertising          Agency</p>	<p>301 Weeks</p>
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<p>POETIC MELODIES,          Ma. Fulton, tenor; Franklyn          M Cormack. reader  <i>poetry readings and light music</i></p>	<p>Mon. thru Fri.          7:00-7:15 p.m.  <i>Rebroadcast</i>          11:00-11:15 p.m.          ORIGINATES:          WBBM, CHICAGO</p>	<p>Neiser-Meyerhoff, Inc.</p>	
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<p>SCOTTERGOOD BAINES  <i>erial drama</i></p>	<p>†Mon. thru Fri.          8:00-8:15 p.m.          PST          ORIGINATES:          KNX, HOLLYWOOD</p>		
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<p>ZETH FOUNDATION,          wi orchestra and dramatic cast  <i>xperiments in telepathy</i></p>	<p>Sunday          10:00-10:30 p.m.          ORIGINATES:          WBBM, CHICAGO</p>	<p>J. Walter Thompson Company</p>	<p>13 Weeks</p>
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†† figures indicate the total number of weeks  
in which the client has used CBS facilities.

# CBS SUSTAINING PROGRAMS

The programs "By COLUMBIA" for March 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. PUBLIC AFFAIRS . . . . . *Page 26*
2. EDUCATIONAL PROGRAMS . . . . . *Page 29*
3. SPECIAL EVENTS . . . . . *Page 33*
4. SERIOUS MUSIC . . . . . *Page 34*
5. DRAMATIC SERIES . . . . . *Page 39*
6. CHILDREN'S PROGRAMS . . . . . *Page 40*
7. RELIGIOUS BROADCASTS . . . . . *Page 41*
8. PERSONALITIES . . . . . *Page 42*
9. LIGHT MUSIC . . . . . *Page 43*
  
- ADDENDA: FEBRUARY PROGRAMS . . . . . *Page 45*

AMERICAN VIEWPOINTS

10:45-11:00 p.m.

EACH WEDNESDAY AND FRIDAY

Individual viewpoints on social, political and economic questions are expressed by prominent Americans in many fields of endeavor, on these weekly periods of discussion. The Columbia Network invites these speakers with the aim of presenting all sides of the subjects.

MARCH 2: Rep. Jennings Randolph (D) of West Virginia speaks on "Making Democracy Work" by providing a wider program of adult civic education forums.

MARCH 4: Senator George McGill, member of the Senate Committee on Agriculture and Forestry, discusses "Farm Legislation."

MARCH 9: Dr. Harry E. Ward, Professor of Christian Ethics at Union Theological Seminary and national chairman of the American League for Peace and Democracy, considers the question, "Can We Avoid War?"

MARCH 11: Norman Thomas and Dr. Mordecai Ezekiel speak in connection with National Sharecroppers Week under the auspices of the Southern Tenant Farmers Union.

MARCH 16: George St. Jean, vice chairman of the Smaller Business Association in the New York District, has entitled his talk, "Breaking the Backbone of the Nation."

MARCH 18: Dr. Joseph F. Thorning of the Department of Social Sciences at Mt. St. Mary's College discusses "The New Spain."

MARCH 25: Several outstanding delegates to the National Peace Conference in Washington are scheduled to explain the work of that organization in various parts of the country.

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p><b>"WHY WOMEN WORK"</b> 1:00-1:15 p.m. SATURDAY, MARCH 5</p>	<p>Participants in the round-table discussion the findings of the "Why Women Work" survey of the National Federation of Professional and Business Women's Clubs are: Miss E. E. White, president of the Federation; Miss Emma Hirth, associate general secretary of the National Board of the Y.W.C.A. and Maxwell S. Stewart, editor of <i>Public Affairs Committee</i> which is publishing the survey.</p>
<p><b>DR. WILLIAM E. DODD</b> 3:00-3:30 p.m. SATURDAY, MARCH 5</p>	<p>Dr. William E. Dodd, former Ambassador to Berlin, is heard from Chicago in a discussion of "The Dilemma of Modern Civilization."</p>
<p><b>SENATOR ROBERT F. WAGNER</b> 10:45-11:00 p.m. SATURDAY, MARCH 5</p>	<p>Senator Robert F. Wagner (D) of New York speaks in connection with the twenty-fifth anniversary of the U. S. Department of Labor on "Labor Problems."</p>
<p><b>EUROPE CALLING!</b> 1:30-1:45 p.m. EACH SUNDAY</p>	<p>Expert observers on international affairs appear on this regular Sunday period of talks from foreign capitals. This month the words of two American newspaper correspondents are heard from Paris and Geneva respectively.</p> <p>MARCH 6: Mrs. Edgar A. Mowrer, author of <i>Journalist's Wife</i>, discusses that subject.</p> <p>MARCH 20: Mrs. Reynolds Packard speaks on "A Journalist's Wife to the Wars."</p>
<p><b>GIRL SCOUT ANNIVERSARY</b> 3:30-3:45 p.m. SATURDAY, MARCH 12</p>	<p>In connection with Girl Scout Anniversary Week, Mrs. Paul Rittenhouse, national director; Dr. Lillian Gilbreth, board member, and a Girl Scout speak on this program.</p>

**THE McCORMACK BILL**

11:00-11:15 p.m.

SATURDAY, MARCH 12

Rep. Emanuel Celler (D) of New York and Rep. John W. McCormack (D) of Massachusetts discuss the latter's proposed bill regarding foreign propaganda.

**WORLD ECONOMIC COOPERATION**

2:00-2:30 p.m.

SATURDAY, MARCH 19

Eugene Staley. Professor of International Economics at Harvard Business School. and Clark J. Eichelberger, director of the League of Nations Association, speaking from the National Peace Conference. offer "A Practical Program for World Economic Cooperation."

**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 Edwin Canham interprets domestic events.

**CURRENT QUESTIONS BEFORE CONGRESS**

*The Senate*-3:30-3:45 p.m.

EACH FRIDAY

*The House*-4:45-5:00 p.m.

EACH TUESDAY

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 on this series are selected for special knowledge of the issues involved.

**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

## EDUCATIONAL PROGRAMS

### "WHY GO TO COLLEGE?"

2:15-2:30 p.m.

SATURDAY, MARCH 5, 12, 19, 26

Addressing their talks to the high-school student, four university and college presidents consider the general topic "Why Go to College?" from the viewpoints of the modern university, the liberal arts college and the technical school. The speakers are as follows:

MARCH 5: President G. K. Chalmers of Kenyon College on "A University Bound in a Small Volume."

MARCH 12: President Henry M. Wriston of Brown University on "The University and the Secondary School Graduate."

MARCH 19: President Harvey N. Davis of Stevens Institute of Technology discusses the value of a training in science.

MARCH 26: President A. D. Henderson of Antioch College discusses the benefits of a liberal education.

### NATIONAL EDUCATION ASSOCIATION CONVENTION

2:30-3:00 p.m.

THURSDAY, MARCH 3

From the annual convention of the National Education Association, Rear-Admiral Richard E. Byrd presents the story of polar expeditions in a broadcast entitled "Frontiersmen of the Antarctic." The program is presented from the huge Atlantic City Auditorium where the E. A. convention opened on February 25, 1938, which day CBS broadcast the discussion "Uncle Sam and His Share in Vocational Guidance."



**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 English and Geography, the Junior Programs, Inc., and the National Vocational Guidance Association cooperate. The month's schedule:

MONDAYS: *Human Relations Forum*.

Round-table discussions by high-school students, following a short dramatization of the topic.

TUESDAYS: (a) *Literature*. (b) *Music*.

(a) March 1: *The American Student Writes*. Columbia Scholastic Press Conference. "What Constitutes a Good School Paper." March 15: *The American Newspaper*, John T. Finley; a drama, "Deadline." March 29: "American Stories for Youth." Helen Ferris. (b) March 8: French Roundelay. March 22: Guillotine, Drum and Bugle.

WEDNESDAYS: *Geography*.

March 2: Guadalajara and the Ideal Tropics. March 9: Nicaragua and the Long-Proposed Canal. March 16: Maracaibo and the Venezuelan Oil Fields. March 23: Head Hunting Tribes of the Upper Orinoco. March 30: Brazilian Rubber Plantations.

THURSDAYS: (a) *Intermediate Music*. (b) *Primary Literature*.

March 3: Special broadcast of the National Education Association Convention (see page 29). March 10: (a) International music broad-

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

### AMERICAN SCHOOL OF THE AIR

(Continued)

cast by short-wave from Ljubljana, Yugoslavia. (b) "The Frog and the Butterfly" March 17: (a) Short-wave musical broadcast from Kaunas, Lithuania. (b) "The Bush and the Mouse." March 24: (a) Short-wave musical broadcast from Riga, Latvia. (b) "The Place of Fireflies." March 31: (a) Short-wave musical broadcast from Tartu, (Tallinn) Estonia. (b) "The Magic Emerald."

FRIDAYS: (a) *Vocational Guidance*. (b) *Science*.

March 4: (a) Interviews with Young Women in Modern Transportation—Automotive Transportation. (b) "What Is Static?" March 11: (a) Airplane Services (other than piloting). (b) Controlling Temperature—Air Conditioning. March 18: (a) Merchant Marine Training. (b) Electric Refrigerators. March 25: (a) "Can Personality Be Put On?" (b) "What Is Dry Ice?"

### NEW HORIZONS

6:05-6:15 p.m.

EACH MONDAY

The American Museum of Natural History operates with CBS in presenting famous explorers and scientists. The programs are arranged by Hans Christian Adamson.

MARCH 7: Charles R. Knight—"Animals and Artists' Models."

MARCH 14: Dr. Herbert P. Whitlock—"The Drama of Diamonds."

MARCH 21: Dr. Barnum Brown—"Footprints of Time."

MARCH 28: Dr. Edward M. Weyre—"Natural History Anecdotes."

**EDUCATIONAL  
PROGRAMS**

**HIGHWAYS TO HEALTH**

4:00-4:15 p.m.

EACH TUESDAY

Medical talks for the layman are arranged on this series with the cooperation of the New York Academy of Medicine, Dr. Iago Galdston, Executive Secretary. Speakers this month are:

MARCH 1: Dr. Lucy Porter Sutton of Bellevue Hospital: "Rheumatic Fever and Heart Disease."

MARCH 8: Dr. Joseph Alexander of the Vanderbilt Clinic: "Tuberculosis Today."

MARCH 15: Dr. Robert Chobot, Post-Graduate Medical School: "Allergy in Children."

**ADVENTURES OF SCIENCE**

4:00-4:15 p.m.

EACH THURSDAY

Watson Davis, director of Science Service, acts as interviewer on these programs.

MARCH 3: Julian Steward, U. S. National Museum: "Indian Picture Writing."

MARCH 10: Miss May T. Cooke, Bureau of Biological Survey: "How Fast Do Birds Fly?"

MARCH 17: Dr. Philip R. White, Rockefeller Institute for Medical Research: "Roots Without Plants."

**THE STORY OF INDUSTRY**

5:00-5:30 p.m.

EACH SATURDAY

The U. S. Department of Commerce cooperates in this presentation of "The Story of Industry."

MARCH 5: The Optical Glass Industry. *Guest*—Wm. Dickerman, American Locomotive Co.

MARCH 12: The Synthetic Products Industry. *Guest*—Geo. H. Mead, Mead Corporation.

MARCH 19: The Electric Power Industry. *Guest*—H. P. Kendall, Kendall Company.

MARCH 26: Sailing Yachts and Motorboats Industry. *Guest*—Sidney J. Weinberg, of Goldman, Sachs Company.

# CBS SUSTAINING PROGRAMS

## SPECIAL EVENTS

PROGRAMS	DISCUSSION
<p><b>TRACK EVENTS</b>            11:15-11:30 p.m.            SATURDAY, MARCH 5            10:45-11:00 p.m.            SATURDAY, MARCH 12</p>	<p>A summary of the Intercollegiate A.A.A. indoor track championships will be given Ted Husing from Madison Square Garden March 5. A week later Husing will cover Casey 600 of the Knights of Columbus Track Meet at the Garden.</p>
<p><b>SANTA ANITA HANDICAP, WIDENER CUP</b>            4:15-4:45 p.m.            7:00-7:45 p.m.            SATURDAY, MARCH 5</p>	<p>The Santa Anita Handicap and the Widener Cup, highspots of the Winter horse-racing season, will be covered for CBS listeners in exclusive broadcasts on March 5. Bing Crosby and Joe Hernandez cover the Santa Anita run and Bryan Field covers the Widener Cup at Hialeah Park.</p>
<p><b>SUN VALLEY SLALOM RACE</b>            1:45-2:00 p.m.            SUNDAY, MARCH 13</p>	<p>The Slalom Race at Sun Valley, Idaho, outstanding American skiing event, will be described to network listeners in an exclusive CBS broadcast.</p>
<p><b>ST. PATRICK'S DAY</b>            4:15-4:30 p.m.            THURSDAY, MARCH 17</p>	<p>A special St. Patrick's Day message will be addressed to this country over the Columbia Network by President Eamon De Valera speaking from Dublin.</p>
<p><b>FASHION ACADEMY AWARDS</b>            1:00-1:15 p.m.            SATURDAY, MARCH 19</p>	<p>The annual awards of the Fashion Academy of New York for the best-dressed women in such fields as business, theatre, radio, social and sports will be announced and many of the winners interviewed in this special broadcast.</p>

SERIOUS  
MUSIC

NEW YORK  
PHILHARMONIC-  
SYMPHONY ORCHESTRA

3:00-5:00 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is now in its eighth consecutive season of Sunday afternoon concerts on the Columbia Network. The orchestra is under the direction of John Barbirolli, noted English conductor. Deems Taylor, Columbia's Music Consultant, is the program commentator.

MARCH 6: *Humperdinck*: Overture to "Hansel and Gretel"; *Sibelius*: Concerto for Violin, EFREM ZIMBALIST, soloist; *Schubert*: Symphony No. 2; *Weinberger*: Polka and Fugue from "Schwanda."

MARCH 13: *Purcell*: Dances from "The Fairy Queen"; *Chopin*: Concerto in E Minor, JOSEF HOFMANN, pianist; *Schubert*: "Unfinished" Symphony; *Balfour Gardiner*: Shepherd Fennel's Dance (first time in New York); *Tchaikowsky*: Theme and Variations from Suite No. 3.

MARCH 20: *Mozart-Busoni*: Suite, "Ideome-neo"; *Mozart*: Concerto in A Major, ROBERT CASADESUS, pianist; *Ravel*: Ma Mere l'Oye (Mother Goose); *Ravel*: Concerto for the Left Hand, ROBERT CASADESUS, pianist; *Berlioz*: Rakoczy March.

MARCH 27: *Schumann*: Concerto in A minor, GREGOR PIATIGORSKY, 'cellist. The remainder of the program will be announced later.

YOUNG PEOPLE'S  
SYMPHONY CONCERT

11:00 a.m.-12:15 p.m.

SATURDAY, MARCH 12

Rudolph Ganz, eminent Swiss pianist, composer and conductor, leads the Philharmonic-Symphony Orchestra in the final program of the Young People's Concerts on CBS this season. Mr. Ganz will conduct an all-request program.

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

PROGRAM AND TIME	CELEBRITY
<p><b>COLUMBIA CHAMBER ORCHESTRA</b> 4:00-4:30 p.m. EACH MONDAY, BEGINNING MARCH 7</p>	<p>The twelve famous Concerti Grossi for strings by Georg Friedrich Handel will be played by the Columbia Chamber Orchestra, under Leonard Herrmann's direction, in this new series beginning March 7. Herrmann will also direct on each program contrasting works, including this month compositions by Purcell, Charley Ives, Prokofieff, Gossec and Mozart.</p>
<p><b>AUSTRALIAN WORLD CONCERT</b> 11:00-11:30 a.m. SUNDAY, MARCH 6</p>	<p>This concert presented by the Commonwealth of Australia is the fourth in the series of World Concerts broadcast over the Columbia network in cooperation with the Union Internationale de Radiodiffusion, Geneva. This program from Australia includes a group of ballads, Aboriginal songs collected and arranged by Dr. H. O. Lothbridge, "The Stockrider Song" and "Bush Night Song" by W. J. James, Roy Agnew's "Drifting Mists" and "Rabbit Hill" played by the composer. Also featured is the "Gum Suckers March" by Percy Grainger.</p>
<p><b>ORSON WELLES AND HAMILTON COLLEGE GLEE CLUB</b> 2:00-2:30 p.m. SUNDAY, MARCH 6</p>	<p>Orson Welles reads two Scriptural passages, accompanied by the Hamilton College Glee Club, as part of this choral program. Vocal selections include works by Palestrina, Alexander Lvov, Franz Abt, Bach, Schubert and Dvořák. Alexander Woolcott acts as M.C.</p>
<p><b>HOLLACE SHAW</b> TUESDAY, 3:30-4:00 p.m. FRIDAY, 7:30-8:00 p.m.</p>	<p>Hollace Shaw, soprano, who last Summer played the principal role in Louis Gruenberg's opera, "Green Mansions," is featured weekly on this series of concert programs.</p>

**SERIOUS  
MUSIC**

**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 Bernard Herrmann.

March 8: "Music in the Air," Kern.

March 15: "The Bohemian Girl," Balfe.

March 22: "The Cat and the Fiddle," Kern.

March 29: "Pirates of Penzance," Sullivan.

**CURTIS INSTITUTE  
OF MUSIC**

3:45-4:30 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. Chamber music groups are directed by Dr. Louis Bailly and the Curtis Symphony Orchestra is conducted by Fritz Reiner.

**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 subjects. David Ross is narrator.

March 3: *The Composer in the Ballroom.* (10:30-11:00 p.m.)

March 10: *Lent.* Doda Conrad, bass.

March 17: *Gypsies.* Manuel Quiroga, violinist.

March 24: *Spring.* Margaret Daum, soprano.

March 31: *Persia.*

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

### MAJOR J. A. WARNER

7:30-8:00 p.m.

FRIDAY, MARCH 11

Maor John A. Warner, distinguished concert pianist who is also superintendent of the New York State Police appears as soloist with Columbia Symphony Orchestra under Howard Barlow, in a performance of Cesar Franck's Symphonic Variations. Major Warner appears as a guest on the regular Hollace Shaw program (see page 35).

### 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 C. Alexander von Kreisler arranges the program and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured each week as soloists.

### COLUMBIA CHORUS QUEST

6:00-6:25 p.m.

EACH SATURDAY

The *Columbia Chorus Quest* is a competition among young choral groups throughout the country, sponsored jointly by CBS and Columbia Concerts Corporation. At the end of the series, which will continue for several months, an outstanding board of judges will make the awards. Among the groups to be heard this month are the following:

March 5: The Friars' Choir of St. Anthony's Church, the-Hudson.

March 12: University of Washington Men's Glee Club.

March 19: Amherst College Glee Club.

March 26: Mills College Women's Glee Club.



**SERIOUS  
MUSIC**

**LINCOLN CATHEDRAL  
CHOIR**

FRIDAY, 3:45-4:00 p.m.  
BEGINNING MARCH 11

The Lincoln Cathedral Choir, composed of University of Nebraska students directed by John Rosborough, is heard in a series of six Lenten concerts, starting March 11. The programs, which will be sung *a capella*, bear the general title, "Whither, Youth."

**CINCINNATI SYMPHONY  
CHILDREN'S CONCERT**

3:30-4:30 p.m.  
TUESDAY, MARCH 22

Eugene Goosens conducts the Cincinnati Symphony Orchestra in the fourth of a series of concerts for young people. This month he performs an all-request program. Theo Gannon, manager of the orchestra, is the commentator.

**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.)

**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.

**BORIS MORRIS  
STRING QUARTET**

2:00-2:30 p.m.  
EACH SUNDAY

The Boris Morris String Quartet, consisting of John Pennington, first violinist; Jack Pepper, second violinist; Philip Kahgan, viola; and Alexander Borisoff, cellist continue their series of string music concerts.

# CBS SUSTAINING PROGRAMS

## DRAMATIC SERIES

### PROGRAM AND TIME

#### THE COLUMBIA WORKSHOP

8:00-8:30 p.m.

EACH SATURDAY

7:30-8:30 p.m.

SATURDAY, MARCH 12

### DESCRIPTION

*The Columbia Workshop*, now in its second year, presents unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art. William N. Robson returns from vacation this month to resume his post as director of the *Workshop*. The schedule prior to his return is as follows:

MARCH 5: "The Ghost of Benjamin Sweet," by Pauline Gibson. This character is featured in another episode which *reverses* the usual representation of ghosts and homo sapiens. Nil Mack directs.

MARCH 12: "Hassan," by James Elroy Flecker. This poetic tragedy will be presented for the first time in America with the music especially composed for it by Frederick Delius. Under the direction of Earle McGill, the special full hour radio adaptation will be given with a cast of twelve actors, an eight-voice chorus, and the full Columbia Symphony Orchestra under the direction of Bernard Herrmann.

#### "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 Offices of Education. Earle McGill directs the cast.

MARCH 7: Down the Pan-American Highway

MARCH 14: Inter-American Commerce.

MARCH 21: *Ariel* and the Idealists.

MARCH 28: The Land of Music.

**CHILDREN'S  
PROGRAMS**

**"DEAR TEACHER"**

6:00-6:15 p.m.

EACH MONDAY AND WEDNESDAY

Questions by young listeners are answered by young contestants of grade-school age on this series of twice-weekly broadcasts. Listeners compete in submitting the best list of questions on a single topic, and four children compete in answering them on each show. The subjects for questions during March include:

MARCH 7 AND 9: Autos. (All boy program.)

MARCH 14 AND 16: Tea. (All girl program.)

MARCH 21 AND 23: Dogs.

MARCH 28 AND 30: Captain Kidd.

**"LET'S PRETEND"**

6:00-6:30 p.m.

EACH TUESDAY AND THURSDAY

The world's great fairy tales are dramatized by Nila Mack and presented on a new schedule of twice weekly. The casts include child actors from seven to sixteen. Plays for this month:

MARCH 8: Yellow Dwarf.

MARCH 10: Beauty and the Beast.

MARCH 15: Childe Roland.

MARCH 17: Leprechaun.

MARCH 22 AND 24: Snow Queen, Parts I and II.

MARCH 29: Table, Donkey and Stick.

MARCH 31: Bluebeard.

**"MUSIC FOR FUN"**

6:05-6:30 p.m.

EACH FRIDAY

Music especially planned for children is presented on this new series under the direction of Howard Barlow. A young visitor appears on each program to express his or her reactions to the music, with William Spier acting as interlocutor. The average length of selections is three minutes, to fit the brief attention-span of children from five to twelve years old.

# CBS SUSTAINING PROGRAMS

## RELIGIOUS BROADCASTS

### PROGRAM AND TIME

### DESCRIPTION

#### 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 consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths. Speakers on the services in March are:

MARCH 6: *Morning*—Rev. John W. MacFarland, The Second Presbyterian Church, Westminster Place, St. Louis. *Afternoon*—Rev. Dr. John A. Daly, Professor of Psychology, College of Mt. St. Vincent, New York.

MARCH 13: *Morning*—Rev. Douglas H. Hooper, D.D., The United Church of Hyde Park (Congregationalist), Chicago. *Afternoon*—Rev. Abraham J. Feldman, Temple Beth Israel, Hartford.

MARCH 20: *Morning*—Rev. Charles H. Johnson, D.D., Holy Trinity Lutheran Church, Brooklyn. *Afternoon*—Rev. John A. Ingham, General Stated Clerk, General Synod of the Reformed Church in America, New York.

MARCH 27: *Morning*—Rev. Robert L. Tufts, Indianola Methodist Episcopal Church, Columbus, Ohio. *Afternoon*—Very Rev. Rev. I. Gannon, S.J., president of Fordham University.

#### JOINT DISTRIBUTION COMMITTEE

4:45-5:00 p.m.

THURSDAY, MARCH 17

This special broadcast, in observance of Passover, includes as speaker Edward M. M. Warshawsky, chairman of the Joint Distribution Committee, and music by Cantor Pinchos Jassinowski of the Jewish Center and a choir of ten cantors.

**RELIGIOUS  
BROADCASTS**

**"WINGS OVER JORDAN"**

9:00-9:30 a.m.

EACH SUNDAY

This program of Negro spirituals and religious talks is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators. This month's speakers:

**MARCH 6:** Rev. Henry Collins, pastor of the First A. M. E. Church of Los Angeles and former U. S. Army Chaplain.

**MARCH 13:** James W. Geater of Anderson, Indiana, executive secretary of the Negro Welfare Association.

**MARCH 20:** Dr. Mordecai W. Johnson, president of Howard University, Washington, D. C.

**MARCH 27:** Rev. Charles H. Crable, pastor of the Mount Haven Baptist Church, Cleveland, and president of the Ohio Baptist General Association.

**PERSONALITIES**

**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 a Columbia Network feature for five years. Ross gives his readings against a background of string music.

**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 just recently celebrated his fifteenth consecutive year as father of his Capitol Family. The 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

PROGRAM AND TIME	DESCRIPTION
<p><b>SATURDAY NIGHT SWING CLUB</b> 7:00-7:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens and Paul Douglas as director and swing commentator, the Swing Club guests this month include Maxine Sullivan and the Onyx Club Band, Jimmy Dorsey, Ramona and the Merry Macs. Phil Cohran and Ed Cashman are the producers.</p>
<p><b>LYN MURRAY'S MUSICAL GAZETTE</b> 8:30-9:00 p.m. EACH SUNDAY</p>	<p>News is the background for the lively continuity and original musical interpretation of this new weekly series. The staff of the "Musical Gazette" includes Lyn Murray as editor; John Wood, baritone, as star reporter; Nan Wynn, songstress, as "lovelorn editor"; and four men impersonated by the Four Clubmen.</p>
<p><b>RAY BLOCK'S VARIETIES</b> 3:00-3:30 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by Claire Sherman, soprano, Art Gentry and Bob Gibson, vocalists.</p>
<p><b>DEEP RIVER BOYS, ETON BOYS, FOUR CLUBMEN</b> VARIOUS HOURS</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. The Four Clubmen has a distinctive vocal style, and all combinations are to be network favorites.</p>
<p><b>"DEAR COLUMBIA"</b> 9:00-9:25 a.m. EACH MONDAY</p>	<p>Audience mail requests for songs and compositions old and new are performed by Ray Block's orchestra. Bert Parks acts as M.C.</p>
<p><b>ST. LOUIS BLUES</b> 8:00-8:30 p.m. EACH SUNDAY</p>	<p>Lorraine Grimm and Harry Cool, vocalists, the Six Little Girls and Ben Feld's Orchestra are featured on this show from Columbia's St. Louis station, KMOX.</p>

**LIGHT MUSIC**

PROGRAM NAME	DESCRIPTION																
<p><b>CBS VOCALISTS</b>            Various hours            MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Ruth Carhart, Jeannine, Howard Phillips, Doris Rhodes, Jack Shannon, Barry Wood, Nan Wynn.</p>																
<p><b>AMONG MY SOUVENIRS</b>            7:30-8:00 p.m.            MONDAY, MARCH 7, 14 AND 21</p>	<p>Henry M. Neely, radio's "Old Stager," acts as commentator on this series of three programs of ever-popular songs. Ray Heatherton is the vocalist with Freddie Rich's orchestra.</p>																
<p><b>UNITED STATES BANDS</b>            Various hours            EACH THURSDAY AND FRIDAY</p>	<p>The three bands of the United States defensive forces are featured each week in half-hour programs of band music over the Columbia Network. Their schedule is as follows:</p> <p>ARMY BAND—Thursday, 3:30-4:00 p.m.            MARINE BAND—Friday, 3:00-3:30 p.m.            NAVY BAND—Thursday, 1:00-1:30 p.m.</p>																
<p><b>DANCE ORCHESTRAS</b>            Various hours            MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for March:</p> <table data-bbox="893 1528 1401 1900"> <tr> <td>Cab Calloway</td> <td>Sammy Kaye</td> </tr> <tr> <td>Jack Crawford</td> <td>Henry King</td> </tr> <tr> <td>Frank Dailey</td> <td>Abe Lyman</td> </tr> <tr> <td>Jimmy Dorsey</td> <td>Leighton Noble</td> </tr> <tr> <td>Ted Fiorito</td> <td>Red Norvo</td> </tr> <tr> <td>Benny Goodman</td> <td>Harry Owens</td> </tr> <tr> <td>George Hall</td> <td>Buddy Rogers</td> </tr> <tr> <td>Jimmy Joy</td> <td>Orrin Tucker</td> </tr> </table>	Cab Calloway	Sammy Kaye	Jack Crawford	Henry King	Frank Dailey	Abe Lyman	Jimmy Dorsey	Leighton Noble	Ted Fiorito	Red Norvo	Benny Goodman	Harry Owens	George Hall	Buddy Rogers	Jimmy Joy	Orrin Tucker
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## ADDENDA: FEBRUARY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *February* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

### PUBLIC AFFAIRS

- FEBRUARY 1: Senator Rush D. Holt (D) of West Virginia spoke from Washington on "You Pay the Federal Budget," 10:45-11 p.m.
  - FEBRUARY 2: A program in behalf of the Red Cross Drive for China Relief presented as speakers Mrs. Franklin D. Roosevelt and Rt. Rev. Monsignor John C. Grady of Catholic University, 6:30-6:40 p.m.
  - FEBRUARY 4: Dr. Stanley High, economist and former Brain-Truster, gave the first of two talks entitled "America Is Like That," a discussion of the "back-stage, back-roads America," 10:45-11 p.m.
  - FEBRUARY 5: Senator E. D. Thomas (D) of Utah and Oswald Garrison Villard, former editor of "The Nation," spoke on disarmament in the CBS series, *World-Economic Cooperation*, 3-3:30 p.m.
  - FEBRUARY 8: Rep. Otha D. Wearin (D) of Iowa spoke on the subject of "Soils" in the regular CBS *Current Questions before the House* series, 4:45-5 p.m.
  - FEBRUARY 9: Merrill Denison, journalist, author and critic, took the negative viewpoint on the question. "Shall We Economize on CCC?," 10:45-11 p.m.
  - FEBRUARY 10: Miss Alice M. Wright, personnel analyst, spoke on "Hard-to-Fill Jobs For Hard-To-Find People," 2-2:15 p.m.
  - FEBRUARY 11: Dr. Emory Luccock spoke from Washington on behalf of the Red Cross Drive for China Relief, 6:35-6:45 p.m.
  - FEBRUARY 12: Five Republican party leaders participated in a Lincoln's Birthday broadcast, including Representatives Reece of New York, Allen of Illinois, Reese of Tennessee and Stefan of Nebraska, all of whom spoke from Washington, and Representative Charles W. Tobey, former Governor of New Hampshire, speaking from Boston, 2-2:30 p.m.
  - FEBRUARY 14: De Witt M. Emery, founder and president of the National Small Business Men's Association, discussed the development and aims of his organization, 6:35-6:45 p.m.
  - FEBRUARY 15: "Preservation of Our Inland Waterways" was the subject of a talk by Rep. George D. O'Brien (D) of Michigan in the CBS series on *Current Questions before the House*, 4:45-5 p.m.
- Dr. Stanley High concluded his series of two talks on "America Is Like That," 10:45-11 p.m.



FEBRUARY 16: "What the Non-Profit Hospital Service Plan Means to America" was explained by Frank Van Dyk, director of the Associated Hospital Service of New York and Dr. C. Rufus Roren and Dr. Basil C. McLean of the American Hospital Association, 10:45-11 p.m.

FEBRUARY 18: Senator Carl A. Hatch (D) of New Mexico spoke on "The Farm Bill" in the CBS series on *Current Questions before the Senate*, 3:30-3:45 p.m.

Anthony J. Dimond (D), Alaskan delegate to Congress, analyzed "Japanese Invasion of Our Fisheries," 6:35-6:45 p.m.

FEBRUARY 19: "Van Zeeland's Plan - Would It Prevent World Conflict?" was the topic discussed by Stephen Raushenbush, chief investigator of the Nye Committee and I. Esther Caulkin Brunauer, of the National Peace Conference in the CBS series, *World Economic Cooperation*, 3-3:15 p.m.

Senator Joseph C. O'Mahoney (D) of Wyoming analyzed the Federal Incorporation bill which is pending before Congress, 1:45-11 p.m.

FEBRUARY 20: A broadcast from Paris presented Edgar A. Mowrer, European correspondent of the Chicago *Daily News*, interviewed by Edward R. Murrow on "Germany's Advance in Austria," 1:30-1:45 p.m.

FEBRUARY 21: H. Wickham Steed, former editor of the London *Times*, spoke from London on "Hitler and Britain's Cabinet Crisis," 7:45-8 p.m.

FEBRUARY 22: Brigadier-General Walter F. Prosser, Commander of the Sixth Field Artillery Brigade, discussed "National Defense," 6:35-6:45 p.m.

FEBRUARY 23: Lieutenant Hanson Bald-

win. of the U. S. Naval Reserve. gave a talk on "Military Lessons of the Wars in Spain and China," 10:45-11 p.m.

● FEBRUARY 25: Professor Charles A. Beard and his wife, Mary, discussed "American Civilization and War," under the auspices of the National Council for the Prevention of War, 10:45-11 p.m.

Senator Francis T. Maloney (D) of Connecticut was heard from Washington in a discussion of "The Over-the-Counter Security Markets," 7:45-8:00 p.m.

● FEBRUARY 26: The CBS series, *World Economic Cooperation*, continued with a discussion of "The Consumer" by Miss Mary Taylor, editor of *Consumer's Guide*, and James Myers, Jr., secretary of the Federal Council of Churches, 3-3:30 p.m.

Senator William Gibbs McAdoo of California addressed the Federal Bar Association dinner in Washington, 10:45-11 p.m.

● FEBRUARY 27: Miss Muriel Currey, British journalist currently touring America, spoke on "News of Europe," 1:30-1:45 p.m.

#### SPECIAL EVENTS

● FEBRUARY 3: The drawing to determine the schedule of play for nations entered in the Davis Cup competition was described from the Pan-American Union Building, Washington, D. C., 3-3:15 p.m.

● FEBRUARY 13: Frances Frost, poetess; Rockwell Kent, painter; Brock Pemberton, producer, and Barclay Acheson of *Readers Digest* took part in a miniature preview broadcast of the annual Rollins College "Animated Magazine," in which articles and stories are read to audiences gathered on the campus at Winter Park, Fla., 2-2:30 p.m.

● FEBRUARY 16: The varied thrills encountered in their daily work were described by three press-photographers, Sammy Andre, of "Pic" magazine, Murray Becker, of the Associated Press, and Phil Levine, of the New York "Daily News", in an interview with Bob Trout, prior to their annual ball, 6:45-7 p.m.

● FEBRUARY 19: African tribal warfare and the chant of the Witch Doctor were heard in a broadcast from the big game hunting exhibit of the annual Sportsmen's Show, Grand Central Palace, 1-1:15 p.m.

● FEBRUARY 21: Don Budge, No. 1 ranking tennis player of the world, and his fellow travelers, Dorothy Bundy and Gene Mako, were interviewed on their return from their successful tennis tour of Australia, 11-11:15 a.m.

● FEBRUARY 22: George Washington's views on armaments and foreign affairs were read by Bob Trout and applied to the current international situation by a group of educators, in this special Washington's Day program, 2:30-3 p.m.

Colonel David G. Arnold, chief examiner for the Federal Communications Commission and formerly Major of the 42nd Rainbow Division, and Col. J. Monroe Johnson, Assistant Secretary of Commerce and formerly commanding officer of the 117th Engineers of the Rainbow Division, were among those who spoke commemorating the Twentieth Anniversary of the Division's entering the front-line trenches, 10:45-11 p.m.

● FEBRUARY 24: The Bacardi Room in the Empire State Building was opened on this, Cuba's Independence Day, the "Grito de Baire," with messages from Dr. Laredo Bru, President of Cuba, broadcast from Havana, and Martinez Fraga, Cuban Ambassador to

the United States, 4:45-5 p.m.

● FEBRUARY 25: Kate Smith, dubbed "Amateur Photography Fan No. 1," was interviewed by Bob Trout in connection with the current Amateur Photography Exhibit, Rockefeller Center, 6:35-6:45 p.m.

● FEBRUARY 26: The Flamingo Stakes, one of the outstanding races of the winter season was described by Bryan Field, from Hialeah Track, Miami, 4:15-4:45 p.m.

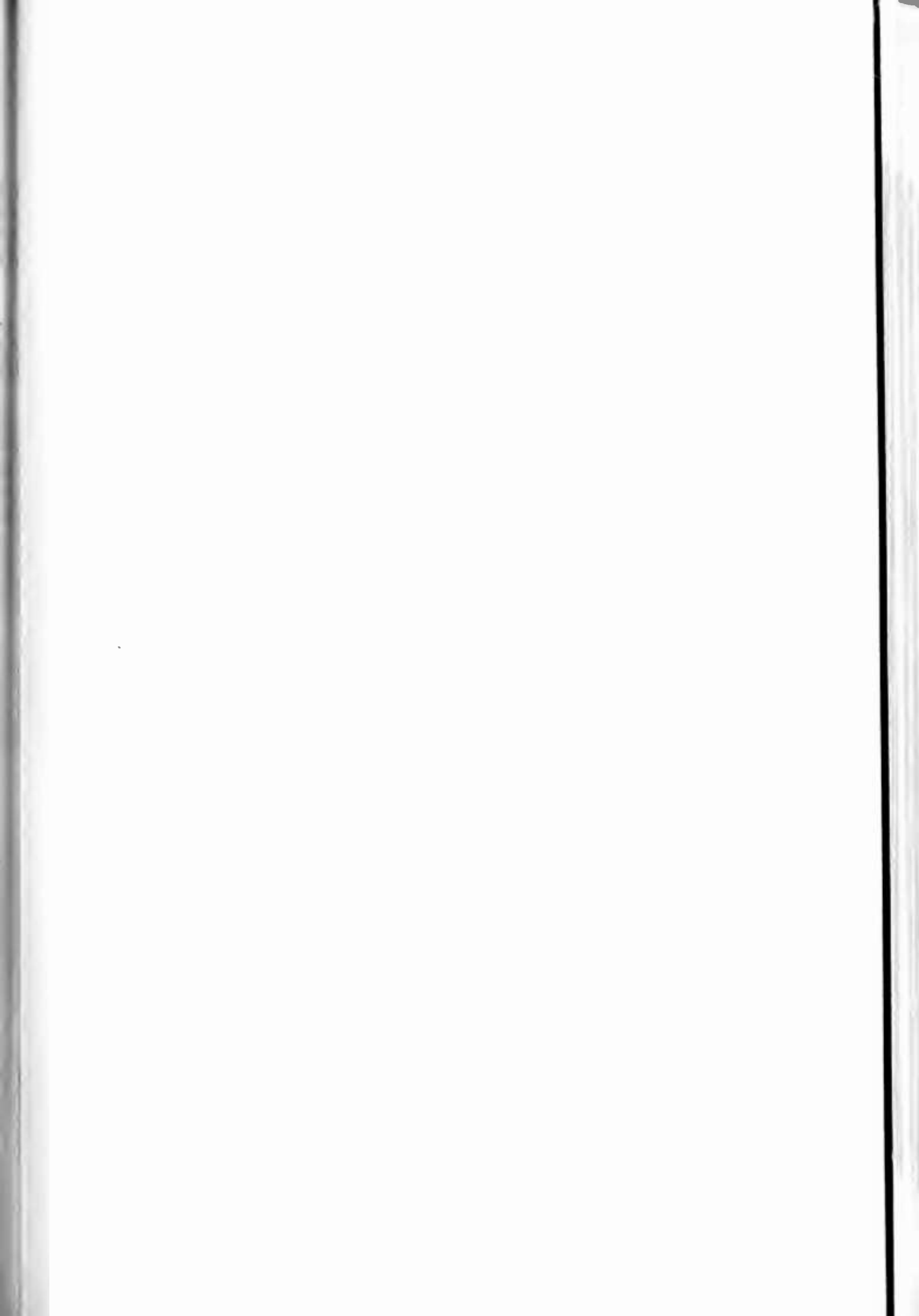
"Water vs. Water," picturing the difficulties involved in completing the world's largest domestic water supply system, extending 392 miles from Parker Dam, Ariz., to Compton, near Los Angeles, Cal., was broadcast from several points in the San Jacinto tunnel, itself thirteen miles long. Engineers and officials connected with construction were interviewed, and the undertaking dramatized, 6:30-7 p.m.

● FEBRUARY 26: A summary of the track and field events of the National A. A. U. senior championships, held at Madison Square Garden, was given by Ted Husin, 11:15-11:30 p.m.

#### SERIOUS MUSIC

● FEBRUARY 26: The fifth Children's and Young People's Concert of the New York Philharmonic-Symphony Orchestra presented Theodore Cella, harpist, and Melchiorre Mauro-Cottone, organist, as soloists and included selections by Handel, Ravel, Grainger, Wagner, Johann Strauss and Foster, 11 a.m.-12:30 p.m.

A 330-voice choral group, composed of the combined choirs of the Westminster Church of Detroit, was heard in a program under the direction of Federal Whittlesey, 1-1:30 p.m.



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

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## APRIL, 1938

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<b>BAYER COMPANY</b>	Bayer Aspirin

†Columbia Pacific Network Only

<p>ROMANCE OF HELEN TRENT <i>Social drama</i> (See S. BOYLE CO. also, page 5)</p>	<p>Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>225 Weeks</p>
<p>HIT PARADE, with Peter Van Steeden's Orchestra†; Guest Star; Buddy Clark, Fredda Johnson and the Songsmiths <i>Popular music and vocalists</i> Apr. 23 and 30. Mark Warnow's Orchestra</p>	<p>Saturday 10:00-10:45 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Lord and Thomas</p>	<p>100 Weeks</p>
<p>NEWS PARADE with Edwin C. Hill <i>News commentator</i></p>	<p>April 1, only 12:15-12:30 p.m. ORIGINATES: WABC, NEW YORK</p>		
<p>MAN SPORTS, with Mark Kelly and Tom Hanlon <i>7 ks</i></p>	<p>†Thursday 7:00-7:15 p.m. PST (Starting April 26, Tuesday, 9-9:15 p.m.) ORIGINATES: KNX, HOLLYWOOD</p>	<p>Lawrence C. Gumbinner Agency</p>	<p>38 Weeks</p>
<p>URGAL, SUNDAY <i>Social drama</i> (See POLYNOS COMPANY also, page 13)</p>	<p>Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>347 Weeks</p>
<p>ERIEUR GODFREY <i>Sigs and Patter</i></p>	<p>Mon. and Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> Fri., 12-12:15 a.m. ORIGINATES: WJSV, WASH., D.C.</p>	<p>Erwin, Wasey &amp; Company, Inc.</p>	<p>278 Weeks</p>
<p>OLD HUSBAND with Helen Menken, presented by the Famous Actors' Guild <i>Lmatic</i></p>	<p>Tuesday 7:30-8:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>342 Weeks</p>

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

# CBS SPONSORED PROGRAMS

CLIENTS	PROGRAMS
BAYUK CIGARS, INC.	Phillies Cigars
A. S. BOYLE COMPANY	Old English No-Rubbing Floor Wax
BREWERS' RADIO SHOW ASSOCIATION	Beer
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
GEORGE W. CASWELL COMPANY	Coffee
CHESEBROUGH MANUFACTURING COMPANY	Vaseline Preparations
CHRYSLER CORPORATION	Chrysler DeSoto Dodge Plymouth

††Columbia California Network Of

<p>CALIFORNIA SPORTS REVIEW, with Sam Balter <i>sport comment</i></p>	<p>††Mon., Wed., Fri. 9:30-9:45 p.m. PST ORIGINATES: KNX, HOLLYWOOD</p>	<p>McKee, Albright &amp; Ivey, Inc.</p>	<p>5 Weeks</p>
<p>THE ROMANCE OF HELEN TRENT <i>serial drama</i> (see AFFILIATED PRODUCTS, INC. also, page 3)</p>	<p>Thurs. and Fri. 12:30-12:45 p.m.</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>150 Weeks</p>
<p>DO SAID IT with Lou Holtz, Ted Husing, Ray Thompson and trio, Richard Kirner's Orchestra <i>(comedy and Music)</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC, NEW YORK</p>	<p>United States Advertising Corp.</p>	<p>4 Weeks</p>
<p>HOLLYWOOD HOTEL, with Frances Farford, Frank Parker, Anne Jami- son Ken Niles, Raymond Paige's Orchestra, Ken Murray &amp; "Oswald" <i>dramatic musical revue</i></p>	<p>Friday 9:00-10:00 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>Ward Wheelock Company</p>	<p>178 Weeks</p>
<p>DAILY BUREAU, with Elma Latta Hackett <i>arty suggestions</i></p>	<p>††Tuesday 2:30-2:45 p.m. PST ORIGINATES: KSFO, SAN FRANCISCO</p>	<p>Long Advertising Service</p>	<p>11 Weeks</p>
<p>DR. CHRISTIAN OF RIVER'S END, starring Jean Hersholt <i>dramatic</i></p>	<p>Sunday 2:30-3:00 p.m. <i>Rebroadcast</i> 5:30-6:00 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>McCann-Erickson, Inc.</p>	<p>22 Weeks</p>
<p>MAJOR BOWES' AMATEUR HOUR <i>Amateurs, with Major Bowes</i> <i>Master of Ceremonies</i></p>	<p>Thursday 9:00-10:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>108 Weeks</p>

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
THE COCA-COLA COMPANY	Coca-Cola
COLGATE-PALMOLIVE-PEET COMPANY	Palmolive Shave Cream Palmolive Brushless Shave  Concentrated Super Suds  Palmolive Soap  Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
R. B. DAVIS COMPANY	Cocomalt

<p>SONGSHOP,  with Nadine Connor, soprano;  Alice Kennedy, Alice Cornett,  and the Five Haenschens's Orchestra  <i>Musical</i></p>	<p>Friday  10:00-10:45 p.m.  ORIGINATES:  WABC, NEW YORK</p>	<p>D'Arcy Advertising Co., Inc.</p>	<p>56 Weeks</p>
<p>THE BUSTERS  <i>Office-file dramatizations</i></p>	<p>Wednesday  10:00-10:30 p.m.  (Starting April 27,  Rebr. 1-1:30 a.m.)  ORIGINATES:  WABC, NEW YORK</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>116 Weeks</p>
<p>THE MARY AND MARGE  <i>Serial drama</i></p>	<p>Mon. thru Fri.  10:15-10:30 a.m.  <i>Rebroadcast</i>  4:00-4:15 p.m.  ORIGINATES:  WABC, NEW YORK</p>		<p>109 Weeks</p>
<p>THE HILTOP HOUSE,  starring Bess Johnson  <i>Dramatic serial</i></p>	<p>Mon. thru Fri.  5:45-6:00 p.m.  (Starting April 25,  10:30-10:45 a.m.)  ORIGINATES:  WABC, NEW YORK</p>		<p>111 Weeks</p>
<p>THE MOTHER  <i>Dramatic serial</i></p>	<p>Mon. thru Fri.  5:30-5:45 p.m.  (Starting April 25,  10:45-11:00 a.m.)  ORIGINATES:  WBBM, CHICAGO</p>	<p>Benton &amp; Bowles-Chicago, Inc.</p>	<p>52 Weeks</p>
<p>THE MURPHY KITTIE KELLY  <i>Serial drama</i></p>	<p>Mon. thru Fri.  10:00-10:15 a.m.  <i>Rebroadcast</i>  4:15-4:30 p.m.  ORIGINATES:  WABC, NEW YORK</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>160 Weeks</p>
<p>THE BACHELOR'S CHILDREN  <i>Serial drama</i></p>	<p>Mon. thru Fri.  9:45-10:00 a.m.  ORIGINATES:  WBBM, CHICAGO</p>	<p>Roche, Williams &amp; Cunningham, Inc.</p>	<p>170 Weeks</p>
<p>THE DE'ENNER,  with Ben Pollack's Orchestra,  and Peet Austin and "Peegee" Gayle  <i>Comedy and music</i></p>	<p>Sunday  6:00-6:30 p.m.  <i>Rebroadcast</i>  11:00-11:30 p.m.  ORIGINATES:  KNX, HOLLYWOOD</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>199 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<b>E. I. du PONT de NEMOURS &amp; CO., INC.</b>	Institutional Advertising
<b>DURKEE FAMOUS FOODS, INC.</b>	Food Products
<b>EUCLID CANDY COMPANY OF CALIFORNIA, INC.</b>	Confectionery
<b>THE FLORIDA CITRUS COMMISSION</b>	Florida Grapefruit Florida Oranges Florida Tangerines
<b>FORD MOTOR COMPANY</b>	Ford Lincoln Lincoln Zephyr
<b>GENERAL BAKING COMPANY</b>	Bond Bread

†Columbia Pacific Network Only



<p>PARADE OF AMERICA,  with Don Voorhees' Orchestra  <i>Dramatizations and music</i></p>	<p>Wednesday  8:00-8:30 p.m.  <i>Rebroadcast</i>  12 mid.-12:30 a.m.  ORIGINATES:  WARC, NEW YORK</p>	<p>Batten, Barton, Durstine &amp;  Osborn, Inc.</p>	<p>142 Weeks</p>
<p>SECRET AMBITION,  with Tom Breneman and Orchestra  <i>Musical</i></p>	<p>†Sunday  7:30-8:00 p.m.  PST  (Starting April 24,  6:30-7 p.m. PST)  ORIGINATES:  KSFO, SAN FRANCISCO</p>	<p>Botsford, Constantine &amp;  Gardner</p>	<p>95 Weeks</p>
<p>KNX MANNING  <i>Commentator</i></p>	<p>†Tuesday  5:30-5:45 p.m.  PST  (Starting April 27,  Wed., 5:45-6 p.m.)  ORIGINATES:  KNX, HOLLYWOOD</p>	<p>Sidney Garfinkel  Advertising Agency</p>	<p>19 Weeks</p>
<p>Early Post, HOW TO GET THE  MOST OUT OF LIFE  <i>talks</i>  (Through April 19 only)</p>	<p>Tues. and Thurs.  10:30-10:45 a.m.  ORIGINATES:  WABC, NEW YORK</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>23 Weeks</p>
<p>SUNDAY EVENING HOUR,  with Pol Symphony Orchestra and  Chrus. Jose Iturbi, conductor;  Guest Soloists  <i>Symphonic music, and talks by</i>  W. J. Cameron  (Beginning April 24, Fritz Reiner  , guest conductor)</p>	<p>Sunday  9:00-10:00 p.m.  ORIGINATES:  WJR, DETROIT</p>	<p>N. W. Ayer &amp; Son, Inc.</p>	<p>217 Weeks</p>
<p>WATCH THE FUN GO BY,  presenting Al Pearce and His  Gag; Guest; Arlene Harris; "Tizzie  Linn"; Carl Hoff's Orchestra  <i>Comedy and variety</i></p>	<p>Tuesday  9:00-9:30 p.m.  <i>Rebroadcast</i>  12 mid.-12:30 a.m.  ORIGINATES:  WABC, NEW YORK</p>		
<p>GI LOMBARDO  with His Orchestra  <i>Popular music</i></p>	<p>Sunday  5:30-6:00 p.m.  ORIGINATES:  WABC, NEW YORK</p>	<p>Batten, Barton, Durstine &amp;  Osborn, Inc.</p>	<p>377 Weeks</p>

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

# CBS SPONSORED PROGRAMS

## GENERAL FOODS CORPORATION

Sanka Coffee

Swans Down Cake Flour  
Calumet Baking Powder

La France  
Minute Tapioca  
Satina\*

Postum

Huskies

## GENERAL MILLS, INC.

Bisquick  
Gold Medal Kitchen-Tested Flour  
Softasilk  
Wheaties

*\*La France and Satina are advertised on Mondays, Wednesdays and Fridays; Minute Tapioca on Tuesdays and Thursdays.*

PROGRAM	TIME	AGENCY	WEEKS
<p>THE PEOPLE with Gabriel Heatter, director and Mark Warnow's Orchestra <i>Real-life experiences</i></p>	<p>Thursday 7:30-8:00 p.m. ORIGINATES: WABC, NEW YORK</p>	Young & Rubicam, Inc.	162 Weeks
<p>THE SMITH HOUR, with Jack Miller's Orchestra, Dimitas and Guest Stars <i>Variety show</i></p>	<p>Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30-12:30 a.m. ORIGINATES: WABC, NEW YORK</p>		
<p>MARY MARGARET McBRIDE <i>Radio columnist</i></p>	<p>Mon. thru Fri. 12:00-12:15 p.m. ORIGINATES: WABC, NEW YORK</p>		
<p>LU AND ABNER <i>Serial drama</i></p>	<p>Mon., Wed., Fri. 6:45-7:00 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX, HOLLYWOOD</p>		
<p>BOCKE CARTER <i>News commentator</i></p>	<p>Mon. thru Fri. 6:30-6:45 p.m. <i>Rebroadcast</i> 8:45-9:00 p.m. ORIGINATES: WCAU, PHILADELPHIA</p>	Benton & Bowles, Inc.	
<hr/>			
<p>GOLD MEDAL FEATURE HOUR</p>			
<p>Betty and Bob <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:00-1:15 p.m.</p>	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	369 Weeks
<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. ORIGINATES: WBBM, CHICAGO</p>		
<p>Valiant Lady <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:45-2:00 p.m. ORIGINATES: WABC, NEW YORK</p>		

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# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<b>GRIFFIN MANUFACTURING COMPANY</b>	Griffin Allwite Griffin Wax Polishes
<b>GULF OIL CORPORATION</b>	Motor Oil and Gas
<b>H. J. HEINZ COMPANY</b>	57 Varieties
<b>HOUSEHOLD FINANCE CORPORATION</b>	Personal Loan Service
<b>KOLYNOS COMPANY</b>	Kolynos Toothpaste
<b>LADY ESTHER COMPANY</b>	Cosmetics
<b>THE LAMBERT COMPANY</b>	Listerine Products Prophylactic Brushes

<p><b>TIE TO SHINE,</b> w/ Hal Kemp and his Orchestra, Nanine Gray and Bob Allen <i>Musical</i></p>	<p>Tuesday 10:00-10:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Birmingham, Castleman &amp; Pierce, Inc.</p>	<p>Starts April 19</p>
<p><b>PIL BAKER and company,</b> w/ Oscar Bradley's Orchestra <i>Variety show</i></p>	<p>Sunday 7:30-8:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>216 Weeks</p>
<p><b>HIT MAGAZINE OF THE AIR,</b> w/ Channing Pollock, editor; C de Barrie, Negro baritone; and Mark Warnow's Orchestra (Through April 10 only)</p>	<p>Sunday 5:00-5:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Maxon, Inc.</p>	<p>108 Weeks</p>
<p><b>IT CAN BE DONE,</b> w/ Edgar A. Guest, Frankie Masters' Orchestra and Dramatic Club <i>Poetry and drama</i></p>	<p>Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Batten, Barton, Durstine &amp; Osborn, Inc.</p>	<p>13 Weeks</p>
<p><b>FOR GAL, SUNDAY</b> <i>Serial drama</i> (See ANACIN COMPANY also, page 3)</p>	<p>Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>199 Weeks</p>
<p><b>WYNE KING and his Orchestra</b> <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Lord and Thomas</p>	<p>134 Weeks</p>
<p><b>GAND CENTRAL STATION</b> <i>Serial drama</i> Beginning April 24)</p>	<p>Sunday 10:00-10:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Lambert &amp; Feasley, Inc.</p>	<p>39 Weeks</p>

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in which the client has used CBS facilities.

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<b>LEHN &amp; FINK PRODUCTS COMPANY</b>	Lysol  Pebeco Toothpaste  Hind's Honey & Almond Cream
<b>LEVER BROTHERS COMPANY</b>	Lux Toilet Soap  Rinso  Lifebuoy  Rinso  Spry

<p>ALLAN ROY DAFOE <i>talks</i></p>	<p>April 1, only 4:45-5:00 p.m. ORIGINATES: CALLANDER, ONT.</p>	<p>Lennen &amp; Mitchell, Inc.</p>	<p>90 Weeks</p>
<p>FOLLOW THE MOON, with Elsie Hitz and Nick Dawson <i>serial drama</i></p>	<p>April 1, only 5:00-5:15 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>173 Weeks</p>
<p>LIFE OF MARY SOTHERN <i>serial drama</i></p>	<p>April 1, only 5:15-5:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>William Esty &amp; Company, Inc.</p>	<p>91 Weeks</p>
<p>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. ORIGINATES: KNX, HOLLYWOOD</p>	<p>J. Walter Thompson Company</p>	<p>131 Weeks</p>
<p>Edward G. Robinson in BIG TOWN, with Claire Trevor <i>dramatic</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>23 Weeks</p>
<p>AMOLSON SHOW with Martha Raye, Pacyakarkus, Victor Young's Orchestra and guest stars <i>comedy and music</i></p>	<p>Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. ORIGINATES: KNX, HOLLYWOOD</p>		<p>97 Weeks</p>
<p>THE SISTER, with Alice Frost and Martin Gabel <i>serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>81 Weeks</p>
<p>WHAT JENNY'S REAL LIFE STORIES <i>dramatic</i></p>	<p>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>63 Weeks</p>

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<b>LIGGETT &amp; MYERS TOBACCO COMPANY</b>	Chesterfield Cigarettes
<b>P. LORILLARD COMPANY</b>	Old Gold Cigarettes
<b>NASH-KELVINATOR CORPORATION</b>	Nash Motor Cars
<b>PET MILK SALES CORPORATION</b>	Irradiated Pet Milk



<p>CHESTERFIELD PRESENTS          Aire Kostelanetz's Concert          Orchestra; Grace Moore and guest;          Dms Taylor, commentator;          Paul Douglas, announcer  <i>Orchestral and vocal music</i></p> <p>PIL WHITEMAN'S PROGRAM,          Over Wakefield, MC; Guest Star  <i>Variety show</i></p>	<p>Wednesday          9:00-9:30 p.m.          ORIGINATES:          WABC, NEW YORK</p> <p>Friday          8:30-9:00 p.m.  <i>Rebroadcast</i>          11:30-12:00 p.m.          ORIGINATES:          WABC, NEW YORK</p>	<p>Newell-Emmett Co., Inc.</p>	<p>271 Weeks</p> <p>50 Weeks</p>
<p>HOLLYWOOD SCREENSCOOPS,          George McCall, commentator  <i>Motion-picture news</i></p>	<p>Tues. and Thurs.          7:15-7:30 p.m.  <i>Rebroadcast</i>          11:15-11:30 p.m.          ORIGINATES:          KNX, HOLLYWOOD</p>	<p>Lennen &amp; Mitchell, Inc.</p>	<p>117 Weeks</p>
<p>PROFESSOR QUIZ,          with Bob Trout  <i>Questions and answers</i></p>	<p>Saturday          9:00-9:30 p.m.  <i>Rebroadcast</i>          12:00-12:30 a.m.          ORIGINATES:          WABC, NEW YORK</p>	<p>Geyer, Cornell &amp; Newell, Inc.</p>	<p>56 Weeks</p>
<p>MARY LEE TAYLOR,          home economist  <i>Household advice</i></p> <p>SATURDAY NIGHT SERENADE,          Mary Eastman, soprano; Bill Perry,          tenor, and Gustave Haenschen's          Orchestra and Mixed Chorus  <i>Musical</i></p>	<p>Tues. and Thurs.          11:00-11:15 a.m.  <i>Rebroadcast</i>          3:00-3:15 p.m.          ORIGINATES:          KMOX, ST. LOUIS</p> <p>Saturday          9:30-10:00 p.m.          ORIGINATES:          WABC, NEW YORK</p>	<p>Gardner Advertising Company</p>	<p>230 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<b>PHILIP MORRIS &amp; COMPANY, LTD.</b>	Philip Morris Cigarettes
<b>PHILLIPS PETROLEUM COMPANY</b>	Phillips 66 Phillips 66 Motor Oil
<b>PONTIAC MOTOR COMPANY</b>	Pontiac Cars
<b>THE PROCTER &amp; GAMBLE COMPANY</b>	Chipso  Ivory Soap  Oxydol   Dreft   Oxydol

PROGRAM	TIME	CLIENT	WEEKS
<b>TONNY PRESENTS</b> Re: Morgan's Orchestra, E. R. Loestone's Dramatizations, Frances Air, Genevieve Rowe, Glenn Cross on Ray Block's Swing Fourteen <i>Variety and dramatic interludes</i>	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC, NEW YORK	The Biow Company, Inc.	85 Weeks
<b>PHILIPS POLY FOLLIES,</b> with Ben Feld's Orchestra; Lorraine Gram, soprano; Al Cameron, MC <i>Variety</i>	Tuesday 10:30-11:00 p.m. ORIGINATES: KMOX, ST. LOUIS	Lambert & Feasley, Inc.	97 Weeks
<b>NEWS THROUGH A WOMAN'S EYES</b> Ruthryn Cravens <i>News comments</i> (through April 8 only)	Mon., Wed., Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 5:30-5:45 p.m. ORIGINATES: WABC, NEW YORK	MacManus, John & Adams, Inc.	125 Weeks
<b>THE ROAD OF LIFE</b> <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m.	Pedlar & Ryan, Inc.	178 Weeks
<b>THE O'NEILLS</b> <i>Serial drama</i>	2:15-2:30 p.m.	Compton Advertising, Inc.	
<b>THE GOLDBERGS</b> <i>Serial drama</i>	4:30-4:45 p.m. (Starting April 11, 12:15-12:30 a.m.) ORIGINATES: WABC, NEW YORK	Blackett-Sample-Hummert, Inc.	
<b>KIMMY KEENE</b> <i>Serial drama</i>	4:30-4:45 p.m. (Starting April 11, 12:15-12:30 a.m.)		
<b>MARY PERKINS</b> <i>Serial drama</i>	10:45-11:00 a.m. (Starting April 11, 2:00-2:15 p.m.) ORIGINATES: WRBM, CHICAGO		

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

# CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
<b>R. J. REYNOLDS TOBACCO COMPANY</b>	Camel Cigarettes Prince Albert Smoking Tobacco
<b>RIO GRANDE OIL, INC.</b>	Petroleum Products
<b>SKELLY OIL COMPANY</b>	Petroleum Products
<b>TILLAMOOK COUNTY CREAMERY ASSN.</b>	Tillamook Cheese

††Columbia California Network Only

<p>CANTOR'S CAMEL CARAVAN Elie Cantor with Edgar Fairchild's Orchestra; Fairchild and Carroll, piano team; Bert Gordon and Walter King</p> <p>BENNY GOODMAN and his Orchestra <i>Music and guests</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC, NEW YORK</p> <p>Tuesday 9:30-10:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>William Esty &amp; Company, Inc.</p>	<p>248 Weeks</p>
<p>CALLING ALL CARS <i>Police file dramatizations</i></p>	<p>††Tuesday 7:30-8:00 p.m. PST (Starting April 28, Thursday, 8:30- 9 p.m. PST) ORIGINATES: KNX, HOLLYWOOD</p>	<p>Hixson-O'Donnell, Inc.</p>	<p>238 Weeks</p>
<p>THE SILLY COURT OF MISSING HEIRS <i>Dramatic</i></p>	<p>Sunday 10:30-11:00 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>24 Weeks</p>
<p>THE DRY MAID, with Jack Moyles and Nell Parker <i>Home Economics</i></p>	<p>††Thursday 2:30-2:45 p.m. PST ORIGINATES: KSFO, SAN FRANCISCO</p>	<p>Botsford, Constantine &amp; Gardner</p>	<p>4 Weeks</p>

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<b>UNITED STATES TIRE DEALERS MUTUAL CORPORATION</b>	<b>U. S. Royal Master Tires</b>
<b>U. S. TOBACCO COMPANY</b>	<b>Model Pipe Tobacco</b>
<b>WM. WRIGLEY JR., COMPANY</b>	<b>Wrigley's Gum</b>

†Columbia Pacific Network Only

PROGRAM	TIME	SPONSOR	WEEKS
<b>B; BERNIE AND ALL THE LADS,</b> with Lew Lehr, comedian; Buddy Crk, vocalist and Agnes Moorehead <i>Music and comedy</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC, NEW YORK	Campbell-Ewald Company of New York, Inc.	11 Weeks
<b>PAK AND PAT IN PIPE SMOKING</b> TIME, with Edward Roecker, bari- tone; and Benny Kreuger's Orchestra <i>"Blackface" comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. ORIGINATES: WABC, NEW YORK	Arthur Kudner, Inc.	148 Weeks
<b>JOEY ENTERTAINMENT,</b> Jack Fulton, tenor; the Andrews Sisters and Carl Hohengarten's Orchestra <i>Poetry readings and light music</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. ORIGINATES: WBBM, CHICAGO	Neiser-Meyerhoff, Inc.	305 Weeks
<b>SPATTERGOOD BAINES</b> <i>Serial drama</i>	†Mon. thru Fri. 8:00-8:15 p.m. PST ORIGINATES: KNX, HOLLYWOOD		

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

# CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for April 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. PUBLIC AFFAIRS . . . . . *Page 26*
2. EDUCATIONAL PROGRAMS . . . . . *Page 30*
3. SPECIAL EVENTS . . . . . *Page 32*
4. SERIOUS MUSIC . . . . . *Page 34*
5. DRAMATIC SERIES . . . . . *Page 38*
6. CHILDREN'S PROGRAMS . . . . . *Page 39*
7. RELIGIOUS BROADCASTS . . . . . *Page 40*
8. PERSONALITIES . . . . . *Page 41*
9. LIGHT MUSIC . . . . . *Page 42*
  
- ADDENDA: MARCH PROGRAMS . . . . . *Page 45*



**PUBLIC AFFAIRS**

<p><b>WILLIAM S. PALEY</b> 10:00-10:20 p.m. TUESDAY, APRIL 5</p>	<p>William S. Paley, president of the Columbia Broadcasting System, addresses his annual report to the listening public as well as to the company's stockholders.</p>
<p><b>DR. THOMAS PARRAN</b> 10:45-11:00 p.m. TUESDAY, APRIL 5</p>	<p>Dr. Thomas Parran, surgeon general of the U. S. Public Health Service, in behalf of the National Tuberculosis Association proposes "Turning Back the Threat of Tuberculosis."</p>
<p><b>NATIONAL COUNCIL FOR PREVENTION OF WAR</b> 12:15-12:30 p.m. WEDNESDAY, APRIL 6</p>	<p>Four members of Congress who opposed our entry into the World War explain why "I'd Still Vote No." Speaking under the auspices of the National Council for Prevention of War are Sen. Ernest Lundeen and Rep. Harold Knutson of Minnesota, and former representatives Jeanette Rankin and Edward Keating.</p>
<p><b>PAN-AMERICAN DAY</b> 10:30-11:00 p.m. THURSDAY, APRIL 7</p>	<p>Secretary of State Cordell Hull addresses the Latin American diplomats gathered in the Pan-American Building for official observance of Pan-American Day. The United States Service bands provide the music.</p>
<p><b>"MARCHING TOWARD SOCIAL SECURITY"</b> 2:00-2:30 p.m. SATURDAY, APRIL 9</p>	<p>Speakers at the Social Security Luncheon at the Hotel Astor include Senator Guy M. Gillette of Iowa and Mr. Marion B. Folsom, treasurer of the Eastman Kodak Company on "Marching Toward Social Security."</p>
<p><b>JAMES A. FARLEY</b> 9:30-10:00 p.m. WEDNESDAY, APRIL 13</p>	<p>Postmaster-General James A. Farley addresses the Jefferson Day banquets, held by Democratic Clubs throughout the country, on "Jefferson and Roosevelt."</p>

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p><b>PEOPLE'S LOBBY</b> 5:00-5:30 p.m. SATURDAY, APRIL 16</p>	<p>David Cushman Coyle and Rep. William Lemke, speaking under the auspices of the People's Lobby, discuss "Taxes or Bonds."</p>
<p><b>INTERNATIONAL RED CROSS PROGRAM</b> 2:00-2:30 p.m. SATURDAY, APRIL 16</p>	<p>President Edouard Benes of Czechoslovakia and Alice Masaryk, daughter of the founder of the Republic, speak from Prague on behalf of the International Red Cross.</p>
<p><b>ALFRED J. KENNEDY</b> 8:00-8:15 p.m. SUNDAY, APRIL 24</p>	<p>On the fortieth anniversary of the Spanish American War, Alfred J. Kennedy, National Commander of the Spanish-American War Veterans, is interviewed by Bob Trout.</p>
<p><b>ANNE O'HARE McCORMICK</b> 10:45-11:00 p.m. TUESDAY, APRIL 26</p>	<p>Anne O'Hare McCormick, foreign correspondent of the <i>New York Times</i>, is heard under the auspices of the Girls Service League.</p>
<p><b>AMERICAN VIEWPOINTS</b> 7:15-7:30 p.m. EACH WEDNESDAY 10:45-11:00 p.m. EACH FRIDAY</p>	<p>Individual viewpoints on social, political and economic questions are expressed by prominent Americans in many fields of endeavor, during these weekly periods of discussion. The Columbia Network invites these speakers with the aim of presenting all sides of the subjects.</p> <p>APRIL 1: Rep. Scott Lucas of Illinois speaks from Columbia's Chicago studios on "What is Spain's Future?"</p> <p>APRIL 6: Under the auspices of the American Labor Party, Herbert Morrison, M. P., on his visit to this country, speaks from New York on "British Labor and the European Crisis."</p>

**AMERICAN VIEWPOINTS**

*(Continued)*

APRIL 8: Hon. Ferdinand S. Pecora, president-elect of the National Lawyers Guild, is the chief speaker at a testimonial dinner given in his honor by that organization.

APRIL 13: Mrs. Franklin D. Roosevelt, Mrs. Marjorie Illig and Dr. Frank E. Adair present "A Challenge to Cancer," in a program under the auspices of the American Society for the Control of Cancer.

APRIL 20: Professor Harold D. Lasswell of Chicago University discusses countries under military control in a talk, "America Looks at the Garrison State."

APRIL 22: Frank Gannett, newspaper publisher and member of the Republican National Committee, speaks on a topic to be announced.

APRIL 27: Dean James K. Landis of Harvard Law School speaks on a topic to be announced.

**EUROPE CALLING!**

1:30-1:45 p.m.

EACH SUNDAY

Expert observers of international affairs appear on this regular Sunday period of talks from foreign capitals. Budapest and Vienna are heard from this month.

APRIL 3: Tibor Ekhardt, leader of the Opposition Party in Hungary—"Hungary and the Central European Crisis."

APRIL 10: William L. Shirer, Columbia's Continental representative—"The Results of the Austrian Plebiscite."

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

### CAPITAL OPINIONS

10:45-11:00 p.m.

EACH SATURDAY

Members of Congress and Government officials participate in these discussions of problems of national interest. The programs originate from WJSV, Columbia's station in Washington.

APRIL 2: Rep. Henry G. Teigan (F-L) of Minnesota "The Farmer-Labor Viewpoint of Present Session of Congress."

APRIL 9: Dr. Ales Hrdlicka of the National Museum in Washington, a prominent American of Bohemian origin—"The Situation in Czechoslovakia."

APRIL 16, 23, 30: "Economic and Defense Problems of United States Possessions" is the general topic of three talks by Samuel King, Delegate from Hawaii; Santiago Iglesias, Resident Commissioner from Puerto Rico; and Anthony J. Dimond, Delegate from Alaska.

### 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. Kaltenbach analyzes foreign affairs, Bob Trout summarizes the latest news, and Edwin Canham interprets domestic events.

### CURRENT QUESTIONS BEFORE CONGRESS

*The House*—4:45-5:00 p.m.

EACH TUESDAY

*The Senate*—4:45-5:00 p.m.

EACH THURSDAY

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 on this series are selected for special knowledge of the issues involved.

**EDUCATIONAL  
PROGRAMS**

**AMERICAN SCHOOL  
OF THE AIR**

2:30-3:00 p.m.

MONDAY THRU FRIDAY

The *American School of the Air* is in its ninth consecutive season as a Columbia Educational Feature. This month's schedule:

**MONDAYS:** *Human Relations Forum.*

Round-table discussions by high-school students, following a short dramatization of the topic.

**TUESDAYS:** (a) *Literature.* (b) *Music.*

(a) April 12: *The American Drama*—Paul Green. (b) April 5: Operatic Debut (the beginnings of Italian Opera). April 26: Operatic Flowering (19th Century Opera).

**WEDNESDAYS:** *Geography.*

April 6: Uruguay, Land of Cattle. April 13: The Argentine Fruit Country. April 27: Haiti and Its People.

**THURSDAYS:** (a) *Intermediate Music.* (b) *Primary Literature.*

April 7: (a) Short-wave musical broadcast from Helsingfors, Finland. (b) "The Hungry Witch of the Purple Land." April 14: (a) Short-wave musical broadcast from Oslo, Norway. (b) "The Trained Tornado." April 28: (a) Short-wave musical broadcast from Cardiff, Wales. (b) "The Rabbit in Business."

**FRIDAYS:** (a) *Vocational Guidance.* (b) *Science.*

April 1: (a) Interview with Young Workers in Air Conditioning and Refrigeration Plants. (b) "*Lighter-than-Air Craft.*" April 8: Special Pan-American Day program. April 29: (a) Interview with Young Workers in Modern Industrial Chemistry. (b) "How Do Airplanes Fly?"

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p><b>NEW HORIZONS</b>                      5:15-5:30 p.m.                      MONDAY, APRIL 4, 11 AND 18                      5:45-6:00 p.m.                      MONDAY, APRIL 25</p>	<p>APRIL 4: Dr. H. E. Vokes—"Restless Earth"                      APRIL 11: Dr. Will H. Carr—"Trailside Paleontology"                      APRIL 18: William Van Dusen—"Exploring the                      Oceanic Airways."                      APRIL 25: Van Campen Heilner—"Fish Tales"</p>
<p><b>HIGHWAYS TO HEALTH</b>                      4:00-4:15 p.m.                      TUESDAY, APRIL 5, 12 AND 26                      2:30-2:45 p.m.                      TUESDAY, APRIL 19</p>	<p>APRIL 5: Dr. M. H. Dawson, Columbia University, "Arthritis."                      APRIL 12: Dr. Halford Hallock, New York Orthopedic Hospital, "Why Good Posture Matters."                      APRIL 19: Dr. Harvey B. Matthews, Ithaca College, "Cancer in Women."                      APRIL 26: Dr. Irving Wright, Columbia University, "Circulatory Disturbances."</p>
<p><b>EXPLORING SPACE</b>                      5:15-5:30 p.m.                      EACH WEDNESDAY                      BEGINNING APRIL 6</p>	<p>This new series dramatizes conditions on other planets, and space in general. Prof. William H. Barton, executive curator of the Hayden Planetarium, and Hans Christian Adamson of the American Museum, are the speakers.</p>
<p><b>ADVENTURES IN SCIENCE</b>                      4:00-4:15 p.m.                      EACH THURSDAY</p>	<p>APRIL 7: Dr. David Lumsden of the Department of Agriculture—"Orchids For You."                      APRIL 14: Dr. H. C. Shetrone, director of the Ohio State Museum—"Lost Stone Age Animals."                      APRIL 21: Dr. W. H. Hobbs of the University of Michigan—"The Antarctica."</p>
<p><b>THE STORY OF INDUSTRY</b>                      5:00-5:30 p.m.                      SATURDAY, APRIL 2</p>	<p>The final program in this series presents the story of "The Airplane Industry." William Whitfield Wood, president of the Institute of American Meat Packers, is guest speaker.</p>

**SPECIAL EVENTS**

PROGRAM AND TIME	DESCRIPTION
<p><b>JAMAICA RACES</b> Approx. 4:15 p.m. SATURDAY, APRIL 16 AND 30</p>	<p>Bryan Field. Columbia's racing reporter, describes the opening day Paumonok Handicap at the Jamaica Race Track and, two weeks later, the Wood Memorial Stakes.</p>
<p><b>VATICAN EASTER SERVICE</b> 6:00-6:30 p.m. SUNDAY, APRIL 17</p>	<p>The Columbia Network opens on Easter Sunday with a program of liturgical music from the Vatican, sung by the Choir of the Sistine Chapel and the Benedictine Choir.</p>
<p><b>EASTER SUNRISE SERVICES</b> 7:00-9:30 a.m. SUNDAY, APRIL 17</p>	<p>Easter Sunday Services across the continent are broadcast by the Columbia Network in a two and a half hour program. From the Central Park Mall Rev. Dr. Norman Vincent Peale, of the Marble Collegiate Church delivers a sermon as part of the Easter observance of the Greater New York Federation of Churches. The St. Louis Church Federation then presents a service from Opera Bowl in Forest Park, St. Louis. From Provo, Utah, a 90-piece orchestra and a 100-voice choral group broadcast from Brigham Young University under the auspices of the Church of Jesus Christ of Latter Day Saints. The program concludes with a full hour of services from Forest Lawn Memorial Park, Glendale, California, with Dr. Otto Klemperer leading the Los Angeles Philharmonic Orchestra.</p>
<p><b>EASTER PARADE</b> 12:30-12:45 p.m. SUNDAY, APRIL 17</p>	<p>Bob Trout, CBS special events announcer, accompanied by Cobina Wright, Jr., strolls along Fifth Avenue with a lapel microphone, reporting spring styles of New York Society.</p>

# CBS SUSTAINING PROGRAMS

## SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p><b>"PENNANT PREVIEWS"</b>                      4:00-5:00 p.m.                      MONDAY, APRIL 18</p>	<p>Baseball enthusiasts get a last minute pick of their favorite team's chances in the pennant race when Columbia brings base experts to its microphones in eight localities, the day before the season officially opens. Speakers on the National League: Mel Allen from New York, discussing the <i>Giants</i> and the <i>Boston Bees</i>; Bill Dyer from Philadelphia on the <i>Phillies</i> and the <i>Brooklyn Dodgers</i>; Walter Van Winkle from Cincinnati on the <i>Chicago Cubs</i> and the <i>Cincinnati Reds</i>; and France Laux from St. Louis on the <i>Cardinals</i> and the <i>Pittsburgh Pirates</i>. In the American League, Jay Westley discusses the <i>York Yankees</i> and the <i>Red Sox</i>, in Boston; Tom Flanagan the <i>White Sox</i> and the <i>Detroit Tigers</i>, in Chicago; Franklin Lewis the <i>Cleveland Indians</i> and the <i>St. Louis Browns</i>, in Cleveland; and Arch MacDonald, in Washington, describes the opening game between the <i>Red Sox</i> and the <i>Philadelphia Athletics</i>.</p>
<p><b>CREW RACE</b>                      2:00-2:30 p.m.                      SATURDAY, APRIL 23</p>	<p>From the top of a bus, Ted Husing, courageous CBS sports commentator, covers the Columbia Navy crew race, over a mile and a half course on the Harlem River.</p>
<p><b>KNX COLUMBIA SQUARE STUDIOS DEDICATION</b>                      11:30 p.m.-1:30 a.m.                      SATURDAY, APRIL 30</p>	<p>A two-hour broadcast, dedicating the new Columbia Square studios of KNX in Hollywood, features radio, stage and screen stars and various prominent figures in Southern Californian life. The new studios are designed to provide the most nearly perfect conditions for modern broadcasting.</p>



SERIOUS  
MUSIC

PROGRAM AND TIME

NEW YORK  
PHILHARMONIC-  
SYMPHONY ORCHESTRA

3:00-5:00 p.m.

EACH SUNDAY

DEFINITION

The New York Philharmonic-Symphony Orchestra is now in its eighth consecutive season of Sunday afternoon concerts on the Columbia Network. The orchestra is under the direction of John Barbirolli, noted English conductor. Deems Taylor, Columbia's Music Consultant, is the program commentator.

APRIL 3: *Wolf-Ferrari*: Overture, "The Secret of Suzanne"; *Quincy Porter*: Symphony No. 1; *Liszt*: Concerto No. 1 for Piano, MISCHA LEVITZKI, pianist; *Mozart*: Divertimento No. 11 in D Major; *Delius*: Prelude, "Irmelin" (first performance in America); *De Falla*: Three Dances from "The Three Cornered Hat."

APRIL 10: *John Ireland*: A London Overture (first time in America); *Dubensky*: Fugue for Violins; *Chasins*: Concerto No. 2 for Piano, ABRAM CHASINS, pianist; *Bach*: Brandenburg Concerto No. 3; *Beethoven*: Symphony No. 5.

APRIL 17: *Delius*: Variations on an Old Slave Song, "Appalachia," for full orchestra with final Chorus by THE SCHOLA CANTORUM (first time in New York); *Wagner*: Prelude, Transformation Scene and Grail Scene from Act I of "Parsifal," with RICHARD BONELLI, soloist, the Men's Chorus of THE SCHOLA CANTORUM and the Boy's Choir of ST. PAUL'S CHORISTERS.

APRIL 24: *Weber*: Overture to "Der Freischutz;" *Ravel*: Piano Concerto in G Major, EUGENE LIST, pianist; *Mendelssohn*: Overture, Nocturne and Scherzo from "Midsummer Night's Dream;" *Maganini*: "Tuolomne," HARRY GLANTZ, trumpeter; *Stravinsky*: "Fire Bird Suite."

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

### EASTER PROGRAMS

*Various hours*

APRIL 11 TO 17

Columbia presents the following cho groups and works during Easter Week.

APRIL 11: A concert by the University of Pennsylvania A Capella Choir. (4:30-5 p.m.)

APRIL 13: Palestrina's "Missa Brevis" will be sung by the boys' choir of the Cathedral All Saints, Albany. (4:30-4:45 p.m.)

APRIL 14: A concert of Gregorian chants by Moreau Seminary Choir, Notre Dame University. (4:30-4:45 p.m.)

APRIL 14: Haydn's "The Seven Words of the Saviour from the Cross" will be sung by Margaret Daum, Rebecca Crawford, William Perry, Eugene Lowenthal and the Columbia Choristers, accompanied by the Columbia Symphony Orchestra under the direction of Bernard Herrmann. (12 mid.-1 a.m.)

APRIL 15: Andre Caplet's "Mass for Ten Voices" and Verdi's "Ave Maria" and "Stabat Mater," sung *a capella* by the choir of St. Mark's in the Bouwerie. (2:30-3 p.m.)

APRIL 15: Bach's cantata, "Christ lag in Todesbanden," sung by the choir of Broad Street Presbyterian Church, Columbus. (4:30-5 p.m.)

APRIL 16: Excerpts from the Brahms Requiem performed by the St. Thomas Chapel Choir, New York. (7-7:30 p.m.)

### ESSAYS IN MUSIC

10:00-10:30 p.m.

THURSDAY, APRIL 7 AND 21

TUESDAY, APRIL 12

This series is under the direction of Victor F.

APRIL 7: *The Nocturne.*

APRIL 12: *The Easter Holiday.*

APRIL 21: *The Shepherd.*

**SERIOUS  
MUSIC**

**COLUMBIA CHAMBER  
ORCHESTRA**

4:00-4:30 p.m.

EACH MONDAY

The twelve famous Concerti Grossi for strings by Georg Friedrich Handel are being played by the Columbia Chamber Orchestra, under Bernard Herrmann's direction, in this series. Herrmann also directs on each program contrasting works, including this month Delius, Purcell, Dowland and Dr. Thomas Arne.

**STORY OF THE SONG**

3:30-4:00 p.m.

EACH TUESDAY

BEGINNING APRIL 12

The world's greatest songs are interpreted by outstanding singers of the concert stage in this series which begins on April 12. The soloists and their programs will be announced later.

**CURTIS INSTITUTE  
OF MUSIC**

3:45-4:30 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. Chamber music groups are directed by Dr. Louis Bailly and the Curtis Symphony Orchestra is conducted by Fritz Reiner.

**HOLLACE SHAW**

7:30-8:00 p.m.

EACH FRIDAY

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

**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 each week as soloists.

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

<p><b>COLUMBIA CHORUS QUEST</b> 6:00-6:25 p.m. SATURDAY, APRIL 2 TO 23</p>	<p>The <i>Columbia Chorus Quest</i> is a competition among young choral groups throughout the country. At the end of the series this month, a board of judges will make the awards. The concluding groups are the following:</p> <p>APRIL 2: Symphonic Choir of Ohio State University.</p> <p>APRIL 9: Bethany College Choir of Lindsborg, Kansas.</p> <p>APRIL 16: Cathedral Choir of the Cathedral of All Saints, Albany.</p> <p>APRIL 23: Princeton University Glee Club.</p>
<p><b>WALBERG BROWN STRINGS</b> 9:30-9:55 a.m. EACH SUNDAY</p>	<p>Walberg Brown, musical director of WGBX, Columbia's station in Cleveland, leads a string quartet in this series of concert music. (NOT ON WABC.)</p>
<p><b>SALT LAKE CITY TABERNACLE CHOIR</b> 12:30-1:00 p.m. EACH SUNDAY</p>	<p>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.</p>
<p><b>BORIS MORRIS STRING QUARTET</b> 2:00-2:30 p.m. EACH SUNDAY</p>	<p>The Boris Morris String Quartet, consisting of John Pennington, first violinist; Jack Pennington, second violinist; Philip Kahgan, viola; and Alexander Borisoff, cellist continue the series of string music concerts.</p>
<p><b>LINCOLN CATHEDRAL CHOIR</b> 3:45-4:00 p.m. FRIDAY, APRIL 1, 8, 15</p>	<p>The Lincoln Cathedral Choir, composed of University of Nebraska students directed by John Rosborough, concludes a series of Lenten concerts. The programs, which are sung <i>a capella</i>, bear the title, "Whither, Youth."</p>

**DRAMATIC  
SERIES**

**THE COLUMBIA  
WORKSHOP**

7:30-8:00 p.m.  
EACH SATURDAY

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

APRIL 2: "Seven Waves Away," adapted by Margaret Lewerth from a short story by Richard Sale.

APRIL 9: "The Broken Feather," a fantasy by Michael Carroll, with an original score for bell instruments.

APRIL 16: "The Fisherman and His Soul," by Oscar Wilde, with special music by Thomas Bennett.

APRIL 23: "Never Come Monday," by Eric Knight. Adapted from a story in *Esquire*, this drama features Sir Cedric Hardwicke, Whitford Kane, and a group of leading actors.

**"BRAVE NEW WORLD"**

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

The history of South America is dramatized in this series presented with the cooperation of the United States Offices of Education.

APRIL 4: Art Endures.

APRIL 11: Romance of Science.

APRIL 18: The Struggle for Learning.

APRIL 25: Merchants of Light.

**"THE GHOST OF  
BENJAMIN SWEET"**

8:00-8:30 p.m.  
EACH FRIDAY

This amiable spectre, first heard on the Columbia Workshop, is the hero of adventures which *reverse* the usual representations of ghosts and human beings. The episodes are conceived by Pauline Gibson and Frederick Gilsdorf and portrayed by Karl Swenson.

# CBS SUSTAINING PROGRAMS

## CHILDREN'S PROGRAMS

### "DEAR TEACHER"

5:00-5:15 p.m.

EACH MONDAY AND WEDNESDAY

Questions by young listeners are answered by young contestants of grade-school age on the series of twice-weekly broadcasts. Listeners compete in submitting the best list of questions on a single topic, and four children compete in answering them on each show. The subjects for questions during April include:

APRIL 4 AND 6: Switzerland.

APRIL 11 AND 13: Thomas Jefferson.

APRIL 18 AND 20: Barnum and the Circus.

APRIL 25 AND 27: Lumbering.

### "LET'S PRETEND"

5:00-5:30 p.m.

EACH TUESDAY AND THURSDAY

The world's great fairy tales are dramatized by Nila Mack and presented on a new schedule of twice weekly. The casts include child actors from seven to sixteen. Plays for this month:

APRIL 5: Rosanella.

APRIL 7: Six Swans.

APRIL 12: Childe Roland.

APRIL 14: Heavenly Music.

APRIL 19: Flying Trunk.

APRIL 21: Bluebeard.

APRIL 26: White Cat.

APRIL 28: Jack and the Beanstalk.

### "MUSIC FOR FUN"

5:00-5:30 p.m.

EACH FRIDAY

Music especially planned for children is presented on this new series under the direction of Howard Barlow. A young visitor appears on each program to express his or her reactions to the music, with William Spier acting as interlocutor. The average length of selections is three minutes, to fit the brief attention span of children from five to twelve years old.

**RELIGIOUS  
BROADCASTS**

**PROGRAM AND TIME**

**DESCRIPTION**

**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. Speakers on the services in April are:

APRIL 3: *Morning*—Dr. Warren Grafton, Walnut Hills Christian Church (Disciples of Christ), Cincinnati. *Afternoon*—Elder Albert E. Bowen, Council of the Twelve, Church of Jesus Christ of Latter Day Saints, Salt Lake City.

APRIL 10: *Morning*—Rev. Stanley B. Hazzard, associate secretary, New York City Baptist Mission Society. *Afternoon*—Rev. Clarence Reed, First Unitarian Church, Oakland, Calif.

APRIL 17: *Morning*—Rt. Rev. William T. Manning, Bishop of New York, conducts the Easter Sunday services at the Cathedral of St. John the Divine. The Cathedral Choir will participate. *Afternoon*—Rev. Philip J. Furlong, Ph.D., dean of Cathedral College, New York.

APRIL 24: *Morning*—Rev. W. Clyde Howard, D.D., Second Presbyterian Church, Chicago. *Afternoon*—Rev. Dr. David de Sola Pool, Spanish and Portuguese Synagogue, New York City.

**PASSOVER PROGRAM**

10:00-10:30 p.m.

THURSDAY, APRIL 14

With Dr. Stephen S. Wise as guest speaker, this program under the auspices of the United Palestine Appeal presents Friedrich Schorr of the Metropolitan Opera Company, accompanied by the Free Synagogue Choir.

# CBS SUSTAINING PROGRAMS

## RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p><b>"WINGS OVER JORDAN"</b> 9:00-9:30 a.m. EACH SUNDAY</p>	<p>This program of spirituals and religious is presented by a Negro choir of 35 y from Cleveland and by outstanding N leaders and educators. This month's speal</p> <p>APRIL 3: Rev. D. C. Jones of Langston, (homa speaking in behalf of the new Farme America.</p> <p>APRIL 10: The Honorable Ben A. Green, m of Mound Bayou, Mississippi.</p> <p>APRIL 17: Rev. Charles H. Crable, presi of the Baptist General Association, in a sp Easter message.</p> <p>APRIL 24: Thomas A. Dorsey of Chid Negro Gospel composer.</p>

## PERSONALITIES

<p><b>MAJOR BOWES' CAPITOL FAMILY</b> 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes is host on one of radio's o and most widely known presentations, and recently celebrated his fifteenth consec year as father of his Capitol Family. The ily includes the Dalton Brothers (Kelly, and Pete). Helen Alexander, soprano; K olas Cosentino, tenor; Charles Magante, a dionist; Sam Herman, xylophonist, and W Mayo's Orchestra.</p>
<p><b>DAVID ROSS IN "POET'S GOLD"</b> 1:45-2:00 p.m. EACH SUNDAY</p>	<p>This series of verse readings by David lsc prize announcer, has been a Columbia et work feature for five years. Ross gives his ut ings against a background of string musi</p>



**PERSONALITIES**

**PHIL COOK'S ALMANAC**

6:30-7:00 p.m.

EACH SUNDAY

Starring Phil Cook and his six characterizations—Office Boy Pete. Porter Sleepy Simpson. Pop Time, Sandy MacTavish, and Abner and Eloise—the Sunday evening “Almanac” features John Reed King, commentator and Ray Block’s orchestra.

**KATE SMITH'S COLUMN**

3:30-3:45 p.m.

MONDAY, WEDNESDAY AND FRIDAY

Kate Smith makes her debut as an air columnist in a new program of events and personalities, mostly from her own experience. Ted Collins, her manager, is the announcer. Miss Smith assumes her new role on the air in addition to her current duties as mistress of ceremonies of the “Kate Smith Hour” on Thursday evenings.

**RICHARD MAXWELL**

10:30-10:45 a.m.

MONDAY, WEDNESDAY AND FRIDAY

9:15-9:30 a.m.

EACH SATURDAY

Soloist of “Songs of Comfort and Cheer,” Richard Maxwell, who was first heard on Columbia in 1928, presents four programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor, who writes his own continuity and composes most of the verses which he reads.

**LIGHT MUSIC**

**TIN PAN ALLEY PRESENTS—**

3:00-3:30 p.m.

EACH TUESDAY

BEGINNING APRIL 12

The latest tunes off Tin Pan Alley presses are presented on these programs. Before the public’s reactions have been determined, the radio audience will have a chance to judge its own abilities in the art of picking hit tunes.

# CBS SUSTAINING PROGRAMS

## LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p><b>SATURDAY NIGHT SWING CLUB</b> 8:00-8:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens and Paul Douglas as b director and swing commentator, the Sw Club guests this month include the Raym Scott Quintet, Helen Ward, Gene Krupa. "Fats" Waller. Phil Cohan and Ed Cash are the producers.</p>
<p><b>LYN MURRAY'S MUSICAL GAZETTE</b> 8:30-9:00 p.m. EACH SUNDAY</p>	<p>News is the background for the lively continuity and original musical interpretation this new weekly series. The staff of the "Mus Gazette" includes Lyn Murray as editor; B Wood, baritone, as star reporter; Nan Wy songstress, as "lovelorn editor"; and four men impersonated by the Four Clubmen.</p>
<p><b>RAY BLOCK'S VARIETIES</b> 3:00-3:30 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these var programs, assisted by Claire Sherman, Je nine, Art Gentry and Bob Gibson, vocalists</p>
<p><b>DEEP RIVER BOYS, ETON BOYS, FOUR CLUBMEN</b> VARIOUS HOURS</p>	<p>These harmony groups are featured on Columbia Network throughout the week. E has a distinctive vocal style, and all conti to be network favorites.</p>
<p><b>"DEAR COLUMBIA"</b> 9:00-9:25 a.m. EACH MONDAY</p>	<p>Audience mail requests for songs and sections old and new are performed by Block's orchestra. Bert Parks acts as M.C.</p>
<p><b>ST. LOUIS BLUES</b> 8:00-8:30 p.m. EACH SUNDAY</p>	<p>Lorraine Grimm and Harry Cool, vocalis the Six Little Girls and Ben Feld's Orchest are featured on this show from Columbia's Louis station, KMOX.</p>

**LIGHT MUSIC**

	DESCRIPTION																		
<p><b>CBS VOCALISTS</b>            Various hours            MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Ruth Carhart, Edith Dick, Lois Elliman, Doris Rhodes. Jack Shannon, Barry Wood, Nan Wynn.</p>																		
<p><b>AMONG MY SOUVENIRS</b>            6:00-6:30 p.m.            EACH MONDAY</p>	<p>Henry M. Neely, radio's "Old Stager," acts as commentator on this series of three programs of ever-popular songs. Ray Heatherton is the vocalist with Freddie Rich's orchestra.</p>																		
<p><b>UNITED STATES BANDS</b>            Various hours            EACH THURSDAY AND FRIDAY</p>	<p>The three bands of the United States defensive forces are featured each week in half-hour programs of band music over the Columbia Network. Their schedule is as follows:</p> <p style="padding-left: 40px;">ARMY BAND—Thursday, 3:30-4:00 p.m.            MARINE BAND—Friday, 3:00-3:30 p.m.            NAVY BAND—Thursday, 1:00-1:30 p.m.</p>																		
<p><b>DANCE ORCHESTRAS</b>            Various hours            MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for April:</p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td>Frank Dailey</td> <td>Sammy Kaye</td> </tr> <tr> <td>Jimmy Dorsey</td> <td>Henry King</td> </tr> <tr> <td>Duke Ellington</td> <td>Larry Lee</td> </tr> <tr> <td>Happy Felton</td> <td>Abe Lyman</td> </tr> <tr> <td>Ted Fiorito</td> <td>Will McCune</td> </tr> <tr> <td>Benny Goodman</td> <td>Red Norvo</td> </tr> <tr> <td>George Hall</td> <td>Harry Owens</td> </tr> <tr> <td>Art Kassel</td> <td>Paul Pendarvis</td> </tr> <tr> <td colspan="2" style="text-align: center;">Artie Shaw</td> </tr> </table>	Frank Dailey	Sammy Kaye	Jimmy Dorsey	Henry King	Duke Ellington	Larry Lee	Happy Felton	Abe Lyman	Ted Fiorito	Will McCune	Benny Goodman	Red Norvo	George Hall	Harry Owens	Art Kassel	Paul Pendarvis	Artie Shaw	
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## ADDENDA: MARCH PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *March* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

### THE AUSTRIAN SITUATION

● MARCH 11: Following the German army's march into Austria on this day, James Austin, United Press correspondent, spoke from New York on its effect on the international situation, 11:15-11:30 p.m.

● MARCH 12: Arriving in London from Vienna, William Shirer, CBS Central European Director, gave an eye-witness description of events in the Austrian capital, 6:30-6:45 p.m.

Paul Ward, foreign correspondent of the *Baltimore Sun*, spoke from London on the British reaction to Hitler's coup, 11:15-11:30 p.m.

● MARCH 13: A transcription of the speech which Hitler made at Linz on the day previous was broadcast from Vienna, 12:48-1:10 p.m.

An international discussion from five world capitals presented the following speakers on the Austrian situation: Ellen Wilkinson of the British Parliament and William Shirer, LONDON; Pierre J. Huss of the International News Service staff, BERLIN; Edward R. Murrow, CBS European Director, VIENNA; Edgar Mowrer of the *Chicago*

*Daily News*, PARIS; Senator Lewis Schwellenbach, WASHINGTON, 8-8:40 p.m.

● MARCH 14: Sir Frederick Whyte, British journalist, spoke from London, 6:30-6:45 a.m.

A report of Prime Minister Chamberlain's speech before Parliament was given by Sir Frederick Whyte from London, 12:30-12:45 p.m.

Edward R. Murrow, stationed in Vienna, reported the latest developments in the capital, 3-3:10 p.m.

A second international discussion from five world capitals presented Philip Jordani of the *News Chronicle* and William Shirer, LONDON; Kenneth Downs of the International News Service staff, PARIS; Albion Ross, *New York Times* correspondent, BERLIN; Edward R. Murrow, VIENNA and Senator F. Ryan Duffy, WASHINGTON, 10:30-11 p.m.

● MARCH 15: Adolf Hitler spoke from Vienna, 5:08-5:28 a.m. A translation followed from New York, 7:30-7:45 p.m.

Edward R. Murrow again reported on the latest developments from Vienna, 7-7:15 a.m.

An eye-witness account of the celebratory

Austria and a description of the parade in Vienna were broadcast. 8-8:30 a.m.

MARCH 16: Premier Benito Mussolini's speech to the Italian Chamber of Deputies, stating Italy's stand on the Austrian situation, was broadcast from Rome. 11-11:15 p.m.

MARCH 17: Secretary of State Cordell Hull addressed the National Press Club at Washington in a previously scheduled discussion of "America's Foreign Policy," with particular reference to the developments in Austria, 1:30-2:15 p.m.

MARCH 18: A translation of Adolf Hitler's second speech in Vienna, 3-3:15 p.m.

MARCH 20: William Shirer, having returned to the Austrian capital from London, spoke on "Vienna, Today and Yesterday," 4:45-2 p.m.

MARCH 22: Dr. Stephen S. Wise, returning from abroad, spoke on "What the Austrian Coup Means to Jews," 10:45-11 p.m.

MARCH 26: A faculty-student symposium on "Austria and the Balance of Power in Europe," presented under the auspices of the *Harvard Guardian*, included Professor Rodney B. Fay and Dr. Alfred Vagts of Harvard, Professor Hans Kohn of Smith and Malcolm Wilkie, Harvard '40, 3-3:30 p.m.

MARCH 29: Harold J. Laski, Professor of Political Science in University of London, spoke on "The Prospect of Peace," 10:15-10:30 p.m.

#### OTHER PUBLIC AFFAIRS

MARCH 2: Edward A. O'Neal, president of

the American Farm Bureau Federation, discussed "Marketing Quotas Under the New Farm Bill," 7:45-8 p.m.

● MARCH 4: Senator Harry S. Truman of Missouri spoke on "Railroad Reorganization" in the CBS series, *Current Questions Before the Senate*, 3:30-3:45 p.m.

Senator Joseph C. O'Mahoney of Wyoming reviewed "The Government Reorganization Bill," 7:45-8 p.m.

● MARCH 6: Representative Fred M. Vinson of Kentucky analyzed "The New Tax Bill," 8-8:15 p.m.

● MARCH 8: M. L. Wilson, Under Secretary of Agriculture, discussed the significance of the first referendum ever held under the new Farm Act, 7:30-7:45 p.m.

Senator Claude Pepper of Florida spoke on "A System of Industrial Banks to Afford Additional Credit and Capital Facilities for Business," 10:45-11 p.m.

● MARCH 12: Dr. Edmund Prince Fowler, president of the American Society for the Hard of Hearing, gave a list of rules and suggestions for the deaf. 2-2:05 p.m.

● MARCH 13: Edward Startz, chief announcer and studio manager of PHI and PCJ, short-wave stations in Holland, was interviewed by Bob Trout, 1:30-1:45 p.m.

Representative Maury Maverick of Texas spoke on "Too Many Battleships and War," 8:45-9:00 p.m.

● MARCH 16: Charles McGehee, deputy administrator of the Federal Housing Administration discussed "The Modernization and Repair Program of the FHA," 7:45-8 p.m.

● MARCH 18: Senator Theodore F. Green of Rhode Island and David Lasser, president of the Workers Alliance spoke on the subject "What Program for Unemployment?", 7:45-8 p.m.

● MARCH 19: Representative Samuel Dickstein of New York gave his views on "How to Curb Un-Americanism," 10:45-11 p.m.

● MARCH 23: The Soviet explorers, recently rescued after a nine-months stay on an ice-floe, were interviewed from Moscow, 7:45-8 p.m.

● MARCH 25: Miss Hilda Yen, aviatrix niece of Dr. W. W. Yen, Chinese diplomat, was interviewed by Bob Trout concerning her plans to instruct her countrymen in the art of flying. 4-4:15 p.m.

● MARCH 26: Representative Wright D. Patman of Texas spoke in support of his "Chain Store Bill," 10:45-11 p.m.

● MARCH 30: Senator Joseph F. Guffey of Pennsylvania spoke on Founders' Day, commemorating the 300th anniversary of the founding of Pennsylvania by the Swedes, 10:45-11 p.m.

#### SPECIAL EVENTS

● MARCH 3: "National Used Car Exchange Week" was discussed by Edsel Ford, W. S. Knudsen of General Motors and K. T. Keller, president of Chrysler Corp., 10:15-10:30 p.m.

● MARCH 3: Radio reports from the flood-stricken area in and around Los Angeles were broadcast over special emergency facilities during two periods, the first at 3:15-3:30 p.m. and the second at 10-10:15 p.m.

● MARCH 4: Movie stars Errol Flynn and Walter Connolly raced each other on the world's biggest model railroad, being used in a forthcoming Warner Brothers film. 3:45-4 p.m.

● MARCH 10: Mary Pickford, Edward G. Robinson, Edward Arnold, Robert Montgomery, Tyrone Power and Henry King, and the Danish Consul in Los Angeles, joined Jean Hersholt in celebrating his 25th anniversary in Hollywood. in a CBS *Hollywood Showcase* feature, 10:30-11 p.m.

● MARCH 11: A program marking the fiftieth anniversary of the blizzard of 1888 presented two survivors, D. A. Woodhouse and Dr. S. M. Strong in an interview with Bob Trout. 4:15-4:30 p.m.

● MARCH 14 AND 29: Two special "Scenic Shows" sponsored by the Pennsylvania Publicity Commission were presented last month, in celebration of the state's 300th anniversary. Governor George H. Earle, Edwin Lindstrom, Swedish baritone; the Scandinavian Glee Club of Philadelphia and Bob Golden's Orchestra participated. 7:45-8 p.m.

● MARCH 26: A broadcast of the Bankers Mile of the Chicago Relays, in which Glenn Cunningham, Archie San Romani, Gene Venzke, Jimmy Smith and Charles Fenske competed, was heard from the International Amphitheater, 11-11:15 p.m.

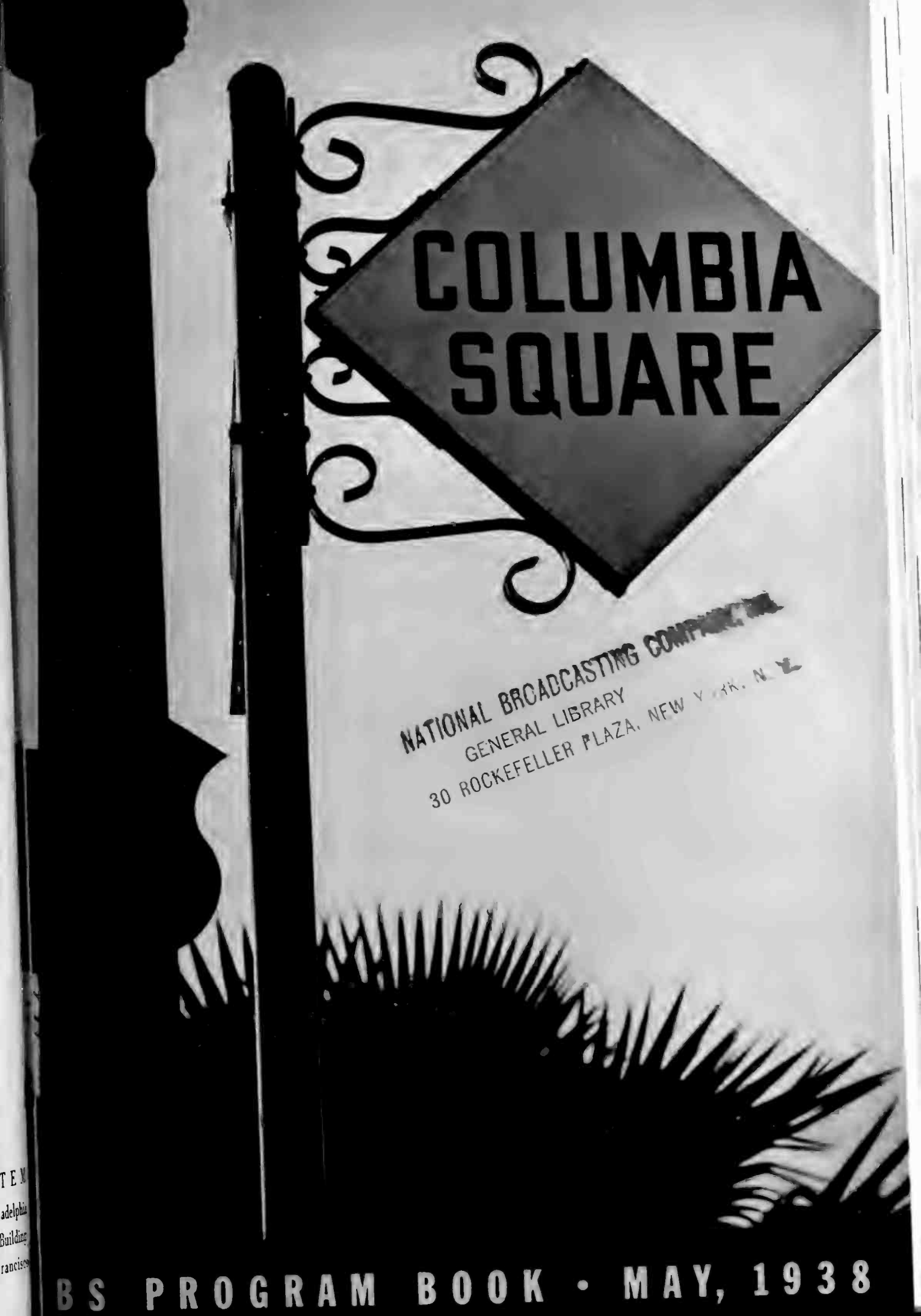
● MARCH 31: John Barbirolli, conductor of the New York Philharmonic Orchestra, whose Sunday afternoon concerts are a weekly CBS feature, spoke at a dinner given in his honor by the Lotos Club, 10-10:15 p.m.



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

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**COLUMBIA  
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NATIONAL BROADCASTING COMPANY  
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# THE COLUMBIA PROGRAM BOOK

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Published monthly for advertising executives by

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485 Madison Avenue, New York City, N. Y.

## MAY, 1938

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# CBS SPONSORED PROGRAMS

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AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes  Roi-Tan Cigars
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin
BAYUK CIGARS, INC.	Phillies Cigars
A. S. BOYLE COMPANY	Old English No-Rubbing Floor Wax

†Columbia Pacific Network On  
 ††Columbia California Network ly

<p>THE ROMANCE OF HELEN TRENT <i>Serial drama</i></p> <p>(S. A. S. BOYLE CO. also, below)</p>	<p>Mon., Tues., Wed. 12:30-12:45 p.m.</p> <p>ORIGINATES: WBBM, CHICAGO</p>	<p>Blackett-Sample Hummert, Inc.</p>	<p>229 Weeks</p>
<p>YOUR HIT PARADE, with Mark Warnow's Orchestra; Guest Star; Buddy Clark, Fredda Gerson and the Songsmiths <i>Popular music and vocalists</i></p> <p>MAN TO MAN SPORTS, with Mark Kelly and Tom Hanlon <i>Sports News</i></p>	<p>Saturday 10:00-10:45 p.m.</p> <p>ORIGINATES: WABC, NEW YORK</p> <p>†Tuesday 9:00-9:15 p.m.</p> <p>PST ORIGINATES: KNX, HOLLYWOOD</p>	<p>Lord and Thomas</p> <p>Lawrence C. Gumbinner Agency</p>	<p>104 Weeks</p> <p>42 Weeks</p>
<p>OUR GAL, SUNDAY <i>Serial drama</i></p> <p>(S. KOLYNOS COMPANY also, page 13)</p>	<p>Mon., Tues., Wed. 12:45-1:00 p.m.</p> <p>ORIGINATES: WABC, NEW YORK</p>	<p>Blackett Sample-Hummert, Inc.</p>	<p>351 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.</p> <p>ORIGINATES: WABC, NEW YORK</p>	<p>Blackett Sample-Hummert, Inc.</p>	<p>346 Weeks</p>
<p>CALIFORNIA SPORTS REVIEW, with Sam Balter <i>Sport comment</i></p>	<p>††Mon., Wed., Fri. 8:30-8:45 p.m.</p> <p>PST ORIGINATES: KNX, HOLLYWOOD</p>	<p>McKee, Albright &amp; Ivey, Inc.</p>	<p>9 Weeks</p>
<p>THE ROMANCE OF HELEN TRENT <i>Serial drama</i></p> <p>(S. AFFILIATED PRODUCTS, INC. also, above)</p>	<p>Thurs. and Fri. 12:30-12:45 p.m.</p> <p>ORIGINATES: WBBM, CHICAGO</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>154 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<b>BREWERS' RADIO SHOW ASSOCIATION</b>	Beer
<b>BROWN &amp; WILLIAMSON TOBACCO CORP.</b>	Raleigh Cigarettes Kool Cigarettes
<b>CAMPBELL SOUP COMPANY</b>	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
<b>CHRYSLER CORPORATION</b>	Chrysler DeSoto Dodge Plymouth
<b>COLGATE-PALMOLIVE-PEET COMPANY</b>	Palmolive Shave Cream Palmolive Brushless Shave  Concentrated Super Suds



PROGRAM	TIME	AGENCY	WEEKS
<b>YOU SAID IT</b> with Ted Husing, Connie Boswell, guest stars and Richard Himber's Orchestra <i>Comedy, Sports, Music</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12-12:30 a.m. ORIGINATES: WABC, NEW YORK	United States Advertising Corp.	8 Weeks
<b>KENTUCKY DERBY</b> described by Ted Husing and Bob Trout	Saturday, May 7 only 6:15-7:00 p.m. ORIGINATES: WHAS, LOUISVILLE	Batten, Barton, Durstine & Osborn, Inc.	20 Weeks
<b>HOLLYWOOD HOTEL</b> , with Frances Lagford, Frank Parker, Anne Jami- son, Ken Niles, Raymond Paige's Orchestra, Ken Murray & "Oswald" <i>Dramatic musical revue</i>	Friday 9:00-10:00 p.m. ORIGINATES: KNX, HOLLYWOOD	Ward Wheelock Company	182 Weeks
<b>MAJOR BOWES' AMATEUR HOUR</b> <i>Amateurs, with Major Bowes            as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC, NEW YORK	Ruthrauff & Ryan, Inc.	112 Weeks
<b>G G BUSTERS</b> <i>Police file dramatizations</i>	Wednesday 10:00-10:30 p.m. <i>Rebroadcast</i> 1:00-1:30 a.m. ORIGINATES: WABC, NEW YORK	Benton & Bowles, Inc.	120 Weeks
<b>MART AND MARGE</b> <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC, NEW YORK		113 Weeks

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

# CBS SPONSORED PROGRAMS

COMPANY	PROGRAMS
<b>COLGATE-PALMOLIVE-PEET COMPANY</b> <i>Continued</i>	Palmolive Soap  Colgate Tooth Powder
<b>CONTINENTAL BAKING CO., INC.</b>	Wonder Bread Hostess Cake
<b>THE CUDAHY PACKING COMPANY</b>	Old Dutch Cleanser
<b>R. B. DAVIS COMPANY</b>	Cocomalt
<b>E. I. du PONT de NEMOURS &amp; CO., INC.</b>	Institutional Advertising

<p>HILTOP HOUSE, starring Bess Johnson <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>115 Weeks</p>
<p>STEPMOTHER <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 10:45-11:00 a.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Benton &amp; Bowles-Chicago, Inc.</p>	<p>56 Weeks</p>
<p>PETTY KITTY KELLY <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>164 Weeks</p>
<p>BACHELOR'S CHILDREN <i>Serial drama</i></p>	<p>Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Roche, Williams &amp; Cunnyngham, Inc.</p>	<p>174 Weeks</p>
<p>J. PENNER, with Ben Pollack's Orchestra, Cie Austin and "Peegee" Gayle <i>Comedy and music</i></p>	<p>Sunday 6:00-6:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC, MAY 1 AND 8 KNX, HOLLYWOOD</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>203 Weeks</p>
<p>CAVALCADE OF AMERICA, with Don Voorhees' Orchestra <i>Dramatizations and music</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC, NEW YORK</p>	<p>Batten, Barton, Durstine &amp; Osborn, Inc.</p>	<p>146 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<b>DURKEE FAMOUS FOODS, INC.</b>	Food Products
<b>EUCLID CANDY COMPANY OF CALIFORNIA, INC.</b>	Confectionery
<b>FORD MOTOR COMPANY</b>	Ford Lincoln Lincoln Zephyr
<b>GENERAL BAKING COMPANY</b>	Bond Bread
<b>GENERAL FOODS CORPORATION</b>	Sanka Coffee

†Columbia Pacific Network Only

<p>SECRET AMBITION, with Tom Breneman and Orchestra <i>Musical</i></p>	<p>†Sunday 6:30-7:00 p.m. PST ORIGINATES: KSFO, SAN FRANCISCO</p>	<p>Botsford, Constantine &amp; Gardner</p>	<p>99 Weeks</p>
<p>KOX MANNING <i>Commentator</i></p>	<p>†Tuesday 5:45-6:00 p.m. PST ORIGINATES: KNX, HOLLYWOOD</p>	<p>Sidney Garfinkel Advertising Agency</p>	<p>23 Weeks</p>
<p>SUNDAY EVENING HOUR, with Symphony Orchestra and Corus, John Barbirolli, guest con- ductor; Guest Soloists <i>Symphonic music, and talks by W. J. Cameron</i></p> <p>WATCH THE FUN GO BY. Presenting Al Pearce and His Gig; Guest; Arlene Harris; "Tizzie Lh"; Carl Hoff's Orchestra <i>Comedy and variety</i></p>	<p>Sunday 9:00-10:00 p.m. ORIGINATES: WJR, DETROIT</p> <p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast 12 mid.-12:30 a.m.</i> ORIGINATES: WABC, NEW YORK</p>	<p>N. W. Ayer &amp; Son, Inc.</p>	<p>221 Weeks</p>
<p>CY LOMBARDO and His Orchestra <i>Popular music</i></p>	<p>Sunday 5:30-6:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Batten, Barton, Durstine &amp; Osborn, Inc.</p>	<p>381 Weeks</p>
<p>WE, THE PEOPLE with Gabriel Heatter, director and Mark Warnow's Orchestra <i>Real-life experiences</i></p>	<p>Thursday May 5, 12 only 7:30-8:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>166 Weeks</p>

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in which the client has used CBS facilities.

# CBS SPONSORED PROGRAMS

## GENERAL FOODS CORPORATION

*Continued*

Swans Down Cake Flour  
Calumet Baking Powder

La France Minute Tapioca  
Satina\*

Postum

Huskies  
Post Toasties

## GENERAL MILLS, INC.

Bisquick  
Gold Medal Kitchen-Tested  
Softasilk  
Wheaties

*\*La France and Satina are advertised  
Mondays, Wednesdays and Fridays; Min  
Tapioca on Tuesdays and Thursdays.*

<p>KE SMITH HOUR.  <i>with</i> Jack Miller's Orchestra.            Dimas and Guest Stars  <i>Variety show</i></p>	<p>Thursday            8:00-9:00 p.m.  <i>Rebroadcast</i>            11:30-12:30 a.m.            ORIGINATES:            WABC, NEW YORK</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>166 Weeks</p>
<p>MARY MARGARET MCBRIDE  <i>Radio columnist</i></p>	<p>Mon. thru Fri.            12:00-12:15 p.m.  <i>Rebroadcast</i>            4:45-5:00 p.m.            ORIGINATES:            WABC, NEW YORK</p>		
<p>AL AND ABNER  <i>Serial drama</i></p>	<p>Mon., Wed., Fri.            6:45-7:00 p.m.  <i>Rebroadcast</i>            11:15-11:30 p.m.            ORIGINATES:            KNX, HOLLYWOOD</p>		
<p>BOKE CARTER  <i>News commentator</i></p>	<p>Mon. thru Fri.            6:30-6:45 p.m.  <i>Rebroadcasts</i>            7:15-7:30 and            8:45-9:00 p.m.            ORIGINATES:            WCAU, PHILADELPHIA</p>	<p>Benton &amp; Bowles, Inc.</p>	
<p>GOLD MEDAL FEATURE HOUR  <i>(through May 27 only)</i>            Betty and Bob  <i>Serial drama</i></p>	<p>Mon. thru Fri.            1:00-1:15 p.m.            ORIGINATES:            WBBM, CHICAGO</p>	<p>Blackett-Sample-Hummert, Inc.            Knox Reeves Advertising, Inc.</p>	<p>373 Weeks</p>
<p>Hymns of All Churches  <i>Choir</i></p>	<p>Mon., Tues., Thu.            1:15-1:30 p.m.            ORIGINATES:            WBBM, CHICAGO</p>		
<p>Betty Crocker  <i>Cooking expert</i></p>	<p>Wed. and Fri.            1:15-1:30 p.m.            ORIGINATES:            WBBM, CHICAGO</p>		
<p>Arnold Grimm's Daughter  <i>Serial drama</i></p>	<p>Mon. thru Fri.            1:30-1:45 p.m.            ORIGINATES:            WBBM, CHICAGO</p>		
<p>Valiant Lady  <i>Serial drama</i></p>	<p>Mon. thru Fri.            1:45-2:00 p.m.            ORIGINATES:            WABC, NEW YORK</p>		

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

# CBS SPONSORED PROGRAMS

<b>GRIFFIN MANUFACTURING COMPANY</b>	Griffin Allwite Griffin Wax Polishes
<b>GULF OIL CORPORATION</b>	Motor Oil and Gas
<b>HOUSEHOLD FINANCE CORPORATION</b>	Personal Loan Service
<b>KOLYNOS COMPANY</b>	Kolynos Toothpaste
<b>LADY ESTHER COMPANY</b>	Cosmetics
<b>THE LAMBERT COMPANY</b>	Listerine Products Prophylactic Brushes



<p>THE TO SHINE, w/ Hal Kemp and his Orchestra. Judy Starr and Bob Allen <i>Musical</i></p>	<p>Tuesday 10:00-10:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Birmingham, Castleman &amp; Pierce, Inc.</p>	<p>2 Weeks</p>
<p>PIL BAKER and company, w/ Oscar Bradley's Orchestra <i>Variety show</i></p>	<p>Sunday 7:30-8:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>220 Weeks</p>
<p>H CAN BE DONE, w/ Edgar A. Guest, Frankie Masters' Orchestra and Dramatic Ct <i>Poetry and drama</i></p>	<p>Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Batten, Barton, Durstine &amp; Osborn, Inc.</p>	<p>17 Weeks</p>
<p>CR GAL, SUNDAY <i>Serial drama</i> (See ANACIN COMPANY also, page 3)</p>	<p>Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>203 Weeks</p>
<p>WAYNE KING and his Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Lord and Thomas</p>	<p>138 Weeks</p>
<p>CAND CENTRAL STATION <i>Serial drama</i></p>	<p>Sunday 10:00-10:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Lambert &amp; Feasley, Inc.</p>	<p>43 Weeks</p>

\*1 figures indicate the total number of weeks  
in which the client has used CBS facilities.

# CBS SPONSORED PROGRAMS

**LEVER BROTHERS COMPANY**

Lux Toilet Soap

Rinso

Lifebuoy

Rinso

Spry

**LIGGETT & MYERS TOBACCO COMPANY**

Chesterfield Cigarettes

<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. ORIGINATES: KNX, HOLLYWOOD</p>	<p>J. Walter Thompson Company</p>	<p>135 Weeks</p>
<p>Edward G. Robinson in BIG TOWN, with Claire Trevor <i>Dramatic</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. ORIGINATES: KNX, HOLLYWOOD</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>27 Weeks</p>
<p>THE JOLSON SHOW with Martha Raye, Arkyakarkus, Victor Young's Orchestra and guest stars <i>Comedy and music</i></p>	<p>Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX, HOLLYWOOD</p>		<p>101 Weeks</p>
<p>THE SISTER, with Alice Frost and Martin Gabel <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>85 Weeks</p>
<p>THE LANT JENNY'S REAL LIFE STORIES <i>Dramatic</i></p>	<p>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>67 Weeks</p>
<p>CHESTERFIELD PRESENTS Andre Kostelanetz's Concert Orchestra; Grace Moore and guest; Norman Thomas Taylor, commentator; Paul Douglas, announcer <i>Orchestral and vocal music</i></p>	<p>Wednesday 9:00-9:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Newell-Emmett Co., Inc.</p>	<p>275 Weeks</p>
<p>PAUL WHITEMAN'S PROGRAM, with Joan Edwards; The Modernaires; Guests <i>Musical Variety</i></p>	<p>Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>54 Weeks</p>

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# CBS SPONSORED PROGRAMS

<b>P. LORILLARD COMPANY</b>	Old Gold Cigarettes
<b>JOE LOWE CORPORATION</b>	Popsicle
<b>McKESSON &amp; ROBBINS, INC.</b>	Calox Toothpowder Solidified Albolene
<b>NASH-KELVINATOR CORPORATION</b>	Nash Motor Cars
<b>PET MILK SALES CORPORATION</b>	Irradiated Pet Milk

<p>HOLLYWOOD SCREENSCOOPS, George McCall, commentator <i>Motion-picture news</i></p>	<p>Tues. and Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>Lennen &amp; Mitchell, Inc.</p>	<p>121 Weeks</p>
<p>DPEYE, THE SAILORMAN <i>Comedy serial drama</i></p>	<p>Mon., Wed., Fri. 6:15-6:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>Starts May 2</p>
<p>RYCE JORDAN, GIRL INTERNE <i>Serial drama</i> (Starting May 30)</p>	<p>Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC, NEW YORK</p>	<p>Brown &amp; Tarcher, Inc.</p>	<p>26 Weeks</p>
<p>ROFESSOR QUIZ, with Bob Trout <i>Questions and answers</i></p>	<p>Saturday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC, NEW YORK May 7 only: WHAS, LOUISVILLE</p>	<p>Geyer, Cornell &amp; Newell, Inc.</p>	<p>60 Weeks</p>
<p>MARY LEE TAYLOR, home economist <i>Household advice</i></p>	<p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 3:00-3:15 p.m. ORIGINATES: KMOX, ST. LOUIS</p>	<p>Gardner Advertising Company</p>	<p>234 Weeks</p>
<p>SATURDAY NIGHT SERENADE, Mary Eastman, soprano; Bill Perry, baritone, and Gustave Haenschen's orchestra and Mixed Chorus <i>Musical</i></p>	<p>Saturday 9:30-10:00 p.m. ORIGINATES: WABC, NEW YORK</p>		

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# CBS SPONSORED PROGRAMS

<p><b>PHILIP MORRIS &amp; COMPANY, LTD.</b></p>	<p>Philip Morris Cigarettes</p>
<p><b>PHILLIPS PETROLEUM COMPANY</b></p>	<p>Phillips 66 Phillips 66 Motor Oil</p>
<p><b>THE PROCTER &amp; GAMBLE COMPANY</b></p>	<p>Chipso</p> <p>Ivory Soap</p> <p>Oxydol</p> <p>Dreft</p> <p>Oxydol</p>

<p>JINNY PRESENTS        Boss Morgan's Orchestra, E. R.        Junstone's Dramatizations, Frances        Fair, Genevieve Rowe, Glenn Cross        and Ray Block's Swing Fourteen  <i>Variety and dramatic interludes</i></p>	<p>Saturday        8:30-9:00 p.m.  <i>Rebroadcast</i>        11:30-12:00 p.m.        ORIGINATES:        WABC, NEW YORK</p>	<p>The Biow Company, Inc.</p>	<p>85 Weeks</p>
<p>PILLIPS POLY FOLLIES,        with Ben Feld's Orchestra; Lorraine        Grimm, soprano; Al Cameron, MC  <i>Variety</i>        (Through May 17 only)</p>	<p>Tuesday        10:30-11:00 p.m.        ORIGINATES:        KMOX, ST. LOUIS</p>	<p>Lambert &amp; Feasley, Inc.</p>	<p>97 Weeks</p>
<p>THE ROAD OF LIFE  <i>Serial drama</i></p>	<p>Mon. thru Fri.        9:30-9:45 a.m.        ORIGINATES:        WABC, NEW YORK</p>	<p>Pedlar &amp; Ryan, Inc.</p>	<p>178 Weeks</p>
<p>THE O'NEILLS  <i>Serial drama</i></p>	<p>2:15-2:30 p.m.        ORIGINATES:        WABC, NEW YORK</p>	<p>Compton Advertising, Inc.</p>	
<p>THE GOLDBERGS  <i>Serial drama</i></p>	<p>12:15-12:30 a.m.        ORIGINATES:        WABC, NEW YORK</p>	<p>Blackett-Sample-Hummert, Inc.</p>	
<p>MICKEY KEENE  <i>Serial drama</i></p>	<p>12:15-12:30 a.m.        ORIGINATES:        WBBM, CHICAGO</p>		
<p>M. PERKINS  <i>Serial drama</i></p>	<p>2:00-2:15 p.m.        ORIGINATES:        WBBM, CHICAGO</p>		

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# CBS SPONSORED PROGRAMS

CREDIT	DEBIT
<b>R. J. REYNOLDS TOBACCO COMPANY</b>	Camel Cigarettes Prince Albert Smoking Toba
<b>RIO GRANDE OIL, INC.</b>	Petroleum Products
<b>SKELLY OIL COMPANY</b>	Petroleum Products
<b>TILLAMOOK COUNTY CREAMERY ASSN.</b>	Tillamook Cheese

††Columbia California Network sly



<p>CANTOR'S CAMEL CARAVAN            Edie Cantor with Edgar Fairchild's            Orchestra; Fairchild and Carroll,            piano team; Bert Gordon,            Walter King and Guests  <i>Comedy and music</i></p>	<p>Monday            7:30-8:00 p.m.  <i>Rebroadcast</i>            10:30-11:00 p.m.            ORIGINATES:            WABC, NEW YORK            AFTER MAY 9th:            KNX, HOLLYWOOD</p>	<p>William Esty &amp; Company, Inc.</p>	<p>252 Weeks</p>
<p>BENNY GOODMAN            and his Orchestra  <i>Music and guests</i></p>	<p>Tuesday            9:30-10:00 p.m.            ORIGINATES:            WABC, NEW YORK</p>		
<p>CALLING ALL CARS  <i>Police file dramatizations</i></p>	<p>††Thursday            8:30-9:00 p.m.            PST            ORIGINATES:            KNX, HOLLYWOOD</p>	<p>Hixson-O'Donnell, Inc.</p>	<p>242 Weeks</p>
<p>DELLY COURT OF MISSING HEIRS  <i>Dramatic</i></p>	<p>Sunday            10:30-11:00 p.m.            ORIGINATES:            WBBM, CHICAGO</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>28 Weeks</p>
<p>HILARY MAID            with Jack Moyles and Nell Parker  <i>Home Economics</i></p>	<p>††Thursday            2:30-2:45 p.m.            PST            ORIGINATES:            KSFO, SAN FRANCISCO</p>	<p>Botsford, Constantine &amp; Gardner</p>	<p>8 Weeks</p>

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# CBS SPONSORED PROGRAMS

<b>UNITED STATES TIRE DEALERS MUTUAL CORPORATION</b>	<b>U. S. Royal Master Tires</b>
<b>U. S. TOBACCO COMPANY</b>	<b>Model Pipe Tobacco</b>
<b>WILMINGTON TRANSPORTATION COMPANY</b>	<b>Santa Catalina Island Summer Resort</b>
<b>WM. WRIGLEY JR., COMPANY</b>	<b>Wrigley's Gum</b>

†Columbia Pacific Network Only

<p>IN BERNIE AND ALL THE LADS,  with Lew Lehr, comedian; Buddy  ark, vocalist and Agnes Moorehead  <i>Music and comedy</i></p>	<p>Wednesday  8:30-9:00 p.m.  <i>Rebroadcast</i>  11:30-12 mid.  ORIGINATES:  WABC, NEW YORK</p>	<p>Campbell-Ewald Company  of New York, Inc.</p>	<p>15 Weeks</p>
<p>CK AND PAT IN PIPE SMOKING  ME, with Edward Roecker, bari-  ne and Benny Kreuger's Orchestra  <i>"Blackface" comedy and music</i></p>	<p>Monday  8:30-9:00 p.m.  <i>Rebroadcast</i>  11:30-12 mid.  ORIGINATES:  WABC, NEW YORK</p>	<p>Arthur Kudner, Inc.</p>	<p>152 Weeks</p>
<p>o Be Announced</p>	<p>†Mon. thru Fri.  2:15-2:30 p.m.  ORIGINATES:  KNX, HOLLYWOOD</p>	<p>Neisser-Meyerhoff, Inc.</p>	<p>Starts  May 23</p>
<p>OST ENTERTAINMENT,  ack Fulton, tenor; the Andrews  sters and Carl Hohengarten's  rchestra  <i>Variety</i></p>	<p>Mon. thru Fri.  7:00-7:15 p.m.  <i>Rebroadcast</i>  11:00-11:15 p.m.  ORIGINATES:  WBBM, CHICAGO</p>	<p>Neiser-Meyerhoff, Inc.</p>	<p>309 Weeks</p>
<p>CATTERGOOD BAINES  <i>Serial drama</i></p>	<p>†Mon. thru Fri.  8:00-8:15 p.m.  PST  ORIGINATES:  KNX, HOLLYWOOD</p>		

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# CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for May 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. EDUCATIONAL PROGRAMS . . . . . *Page 26*
2. PUBLIC AFFAIRS. . . . . *Page 29*
3. SPECIAL EVENTS . . . . . *Page 33*
4. SERIOUS MUSIC . . . . . *Page 34*
5. DRAMATIC SERIES . . . . . *Page 38*
6. CHILDREN'S PROGRAMS . . . . . *Page 39*
7. RELIGIOUS BROADCASTS . . . . . *Page 40*
8. PERSONALITIES . . . . . *Page 42*
9. LIGHT MUSIC . . . . . *Page 43*
- ADDENDA: APRIL PROGRAMS . . . . . *Page 45*

**EDUCATIONAL  
PROGRAMS**

**COLUMBIA ADULT EDUCATION**

Columbia's recently established Adult Education Board, after a period of extensive research and deliberation, inaugurates this month three weekly broadcasts—"Living History," "Americans at Work" and "Adventures in Science" (see below). These programs present, in vivid and dramatic form, the significant events of history, the work-a-day life of America, and modern scientific developments.

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

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

**"LIVING HISTORY"**

7:30-7:45 p.m.

EACH WEDNESDAY

**"AMERICANS AT WORK"**

10:30-11:00 p.m.

EACH THURSDAY

Radio, seeking the significant events that have made our world of today, goes into the past and recreates it in the living form of "news broadcasts." The audience participates by helping to select the topics.

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, factories, locomotives throughout the land.

MAY 5: *Railroad engineer.*

MAY 12: *Beauty specialist.*

MAY 19: *Department-store executive.*

MAY 26: *Automobile worker.*

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

### "ADVENTURES IN SCIENCE"

7:30-7:45 p.m.

EACH FRIDAY

### ADULT EDUCATION *(continued)*

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

MAY 6: "*The World Is Hungry.*"

MAY 13: "*Crops Without Soil.*"

MAY 20: "*Men vs. Insects.*"

MAY 27: "*Science Surprise Program.*"

### AMERICAN SCHOOL OF THE AIR

2:30-3:00 p.m.

MAY 2 TO 6

Concluding its ninth consecutive season, the *American School of the Air* presents the last week of its 1937-38 academic schedule. The program will be resumed after the customary summer vacation. The final week:

MAY 2: *Human Relations Forum*. Discussion of "Recreational Agencies and How They Help in Solving the Problems of Human Relations"

MAY 3: *Literature Quiz*.

MAY 4: *Geography*, Charleston and the South Islands.

MAY 5: (a) Short-wave musical broadcast from Lugano, Switzerland and Tokyo. (b) *Literature*, "How the Great Salt Lake Began"

MAY 6: (a) *Vocational Guidance*, "New World to Conquer." (b) *Science*, "The Future of Aviation."

**EDUCATIONAL  
PROGRAMS**

**NEW HORIZONS**

5:45-6:00 p.m.

EACH MONDAY

The American Museum of Natural History presents famous explorers and scientists.

MAY 9: Dr. James L. Clark, "Rhinos."

MAY 16: Dr. Walter Granger, "Horses."

MAY 23: Mrs. Blair Niles, "Inca Gold."

MAY 30: The life and work of Audubon.

**HIGHWAYS TO HEALTH**

4:00-4:15 p.m.

EACH TUESDAY

The New York Academy of Medicine arranges these medical talks for the layman.

MAY 3: Dr. G. Randolph Manning of Poly-clinic, "What Price Digestion?"

MAY 10: Dr. Charles H. Goodrich, president of the New York State Medical Society, "When an Ounce Is More Than a Pound."

MAY 17: Dr. J. Hamilton Crawford, Kings County Hospital, "Taking Care of Your Heart."

MAY 24: Dr. Irving Wright, Columbia University, "How Old Are Your Arteries?"

**EXPLORING SPACE**

5:45-6:00 p.m.

EACH WEDNESDAY

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

**SCIENCE SERVICE**

4:00-4:15 p.m.

EACH THURSDAY

Watson Davis, director of Science Service, acts as interviewer on these programs.

MAY 5: Dr. P. L. Ricker, U. S. Department of Agriculture, "Taming the Wild Flowers."

MAY 12: Paul M. Tyler, U. S. Bureau of Mines, "Rare Metals Find Uses."

MAY 19: Dr. H. C. Shetrone, director of the Ohio State Museum, "Lost Stone Age Arts."

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

### AMERICAN VIEWPOINTS

WEDNESDAYS, MAY 4 AND 11

THURSDAYS, MAY 19 AND 26

7:45-8:00 p.m.

FRIDAYS, 10:45-11:00 p.m.

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

MAY 4: Eddie Cantor, Neysa McMein and George Hecht, president of *Parent's Magazine*, join in a program of observing Better Parenthood Week.

MAY 11: Speaking at the N. Y. State Medical Society Conference, Dr. Foster Kennedy of Cornell College of Medicine discusses the "Education of Children for Emotional Control."

MAY 13: Dr. Ales Hrdlicka of the National Museum in Washington analyzes "The Racial Origins and Present Composition of the Aryan People."

MAY 19: "Keeping Simple Accidents from Becoming Serious Ones" is explained by Jerome McQuade, editor of *Drug Topics*.

MAY 26: Frank Bane, executive director of the Social Security Board, tells why the Board is "Everybody's Business."

MAY 27: James Bryant Conant, president of Harvard University, proposes "Defense Against Propaganda."

### EUROPE CALLING!

1:30-1:45 p.m.

EACH SUNDAY

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



**ECONOMIC COOPERATION  
IN THE AMERICAS**

3:00-4:30 p.m.

SUNDAY, MAY 8

2:30-3:00 p.m.

SUNDAYS, MAY 15 TO 29

Secretary of State Cordell Hull and representatives of the twenty Latin American nations participate in this good-will program.

MAY 8: Secretary Hull; the Foreign Ministers of Argentina, Brazil, Chile, Bolivia, Columbia and Cuba; the envoy from Costa Rica.

MAY 15: The Foreign Minister of Ecuador and the envoys of the Dominican Republic and El Salvador.

MAY 22: The Foreign Minister of the Honduras and the ambassadors from Guatemala and Haiti.

MAY 29: The Foreign Minister of Mexico and the envoys from Nicaragua and Panama.

**ADOLF HITLER'S  
ARRIVAL IN ROME**

4:30-4:45 p.m.

TUESDAY, MAY 3

An eye-witness account of Rome's welcome to Reichsfuehrer Adolf Hitler is given by William L. Shirer, Columbia's Continental Representative.

**DANUBIAN CONGRESS**

4:30-4:45 p.m.

WEDNESDAY, MAY 4

The Very Reverend Robert I. Gannon, president of Fordham University, discusses the Danubian Congress being held at Fordham, under the heading "The University Looks at the Danube Valley."

**NATIONAL DEBATE**

5:00-5:30 p.m.

FRIDAY, MAY 6

From the eighth annual Speech Tournament of the High Schools of America at Wooster, Ohio comes the rebuttal portion of the debate on "Unicameral Legislation."

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

<p><b>ROBERT M. HUTCHINS</b> 3:15-3:30 p.m. SATURDAY, MAY 7</p>	<p>President Robert M. Hutchins of the University of Chicago addresses the American Council on Education on "The Education of Teachers."</p>
<p><b>NATIONAL HOSPITAL DAY</b> 5:15-5:30 p.m. THURSDAY, MAY 12</p>	<p>National Hospital Day, commemorating the birthday of Florence Nightingale, is discussed by Dr. Claude W. Munger in New York.</p>
<p><b>N. Y. STATE MEDICAL SOCIETY CONFERENCE</b> 6:15-6:30 p.m. THURSDAY, MAY 12</p>	<p>At the close of the New York State Medical Society Conference, Dr. Peter Irving, secretary of the Society, tells "What 4,000 Doctors Talked About."</p>
<p><b>DEDICATION OF JUGOSLAV CULTURAL GARDEN</b> 2:00-2:30 p.m. SUNDAY, MAY 15</p>	<p>Speakers at the dedication of the Yugoslav Cultural Garden in Cleveland are Vice-President John N. Garner, Mayor Harold Burton of Cleveland, Dr. Adlesic, Lord Mayor of Ljubljana, Yugoslavia; and Anton Grdic, president of the Garden.</p>
<p><b>"AMENDING THE CONSTITUTION"</b> 2:30-2:45 p.m. WEDNESDAY, MAY 18</p>	<p>Judge William Clark, U. S. District Judge in New Jersey, analyzes proposals before Congress for "Amending the Constitution."</p>
<p><b>WILBUR CHAPMAN</b> 2:45-3:00 p.m. THURSDAY, MAY 19</p>	<p>Wilbur Chapman is interviewed in Chicago on his work in raising funds of over one million dollars for the Missions to Lepers.</p>
<p><b>FOREIGN TRADE WEEK</b> 2:30-3:00 p.m. WEDNESDAY, MAY 25</p>	<p>"The Meaning of Foreign Trade," is explained by William C. Dickerman, president of the American Locomotive Company, in this Foreign Trade Week talk.</p>

<p><b>COMMUNIST PARTY CONVENTION</b> 7:30-7:45 p.m. THURSDAY, MAY 26</p>	<p>The opening session of the tenth convention of the Communist Party in this country is covered by Bob Trout. The convention meets to consider a constitution setting forth the party's position on force and violence.</p>
<p><b>WORLD ECONOMIC COOPERATION</b> 4:45-5:00 p.m. EACH FRIDAY</p>	<p>In cooperation with the National Peace Conference, Columbia presents prominent spokesmen for world economic cooperation. MAY 6: Dr. Ernest H. Wilkins, president of Oberlin College. MAY 13: A group of Congressional leaders. MAY 20: Charles P. Taft, attorney. MAY 27: Professor Alvin H. Hansen of Harvard University.</p>
<p><b>CAPITAL OPINIONS</b> 10:45-11:00 p.m. EACH SATURDAY</p>	<p>Members of Congress and Government officials participate in these discussions of problems of national interest. The programs originate at WJSV, Columbia's station in Washington.</p>
<p><b>HEADLINES AND BYLINES</b> 10:30-11:00 p.m. EACH SUNDAY</p>	<p>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, Bob Trout and Edwin Canham report on events the world over.</p>
<p><b>CURRENT QUESTIONS BEFORE CONGRESS</b> <i>The House</i>-4:45-5:00 p.m. EACH TUESDAY <i>The Senate</i>-4:45-5:00 p.m. EACH THURSDAY</p>	<p>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 on this series are selected for special knowledge of the issues involved.</p>

# CBS SUSTAINING PROGRAMS

## SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p><b>KENTUCKY DERBY</b>  <i>Various Hours</i>            MAY 3 TO MAY 7</p>	<p>Ted Husing is heard from Louisville in several pre-Derby broadcasts, giving the color and background of the races, as well as fact and data. Among the broadcasts are the Derby Trial on May 3, and the famed Kentucky Colonels' Dinner on May 6. The actual running on May 7 is broadcast over Columbia under the sponsorship of the Brown &amp; Williams Tobacco Corp. (see page 5).</p>
<p><b>BELMONT PARK</b>  <i>Various Hours</i>            MONDAY, MAY 9 AND 30            SATURDAY, MAY 14, 21 AND 28</p>	<p>The Spring meeting of Belmont Park is brought to CBS listeners by Bryan Field, regular CBS race commentator. Among the races described are the Toboggan, Metropolitan, Withers Stakes, the Suburban, and the superlatively \$100,000 match race between War Admiral and Seabiscuit for the all-age championship.</p>
<p><b>OSLO EXPOSITION</b>            9:00-9:30 p.m.            THURSDAY, MAY 12</p>	<p>King Haakon VII, Alfred Madsen, Minister of Commerce; and Thomas Platon, director of the Exposition speak from Norway at the opening of the Oslo Exposition, the craft and industry conference of Northern Europe.</p>
<p><b>INTERNATIONAL GOLDEN GLOVES</b>            11:30-12:00 p.m.            WEDNESDAY, MAY 18</p>	<p>The victorious team in the American Golden Gloves, Chicago, meets a picked team of foreign victors for international boxing supremacy. The bouts are broadcast from Chicago.</p>
<p><b>BIG 10 TRACK MEET</b>            3:00-4:00 p.m. and            5:00-5:15 p.m.            SATURDAY, MAY 21</p>	<p>Ted Husing travels to Columbus, Ohio, to describe the annual Big 10 track and field event in which the ten universities of the Western Conference are competing.</p>

**SERIOUS  
MUSIC**

**NEW YORK  
PHILHARMONIC-  
SYMPHONY ORCHESTRA**

3:00-5:00 p.m.

SUNDAY, MAY 1

8:00-9:00 p.m.

SUNDAY, MAY 1

As the final Sunday afternoon concert from Carnegie Hall this season, the New York Philharmonic-Symphony Orchestra, under John Barbirolli, presents an all Wagner program, with Marjorie Lawrence and Charles Kullman as soloists and Deems Taylor, Columbia's Music Consultant, as program commentator. This marks the conclusion of the Philharmonic's eighth consecutive Columbia season.

On the same evening CBS listeners again hear the Philharmonic in the May Day Music Festival at the New York World's Fair. John Barbirolli, Albert Stoessel, Hugh Ross, and Walter Damrosch are the conductors.

**EXPLORING MUSIC**

4:30-5:00 p.m.

SUNDAY, MAY 8

Bernard Herrmann, brilliant young CBS conductor, directs the Columbia Concert Orchestra in a program of seldom-heard music: Jean-Jacques Rousseau's Overture and Ballet Music from "Le Devin du Village;" Delius' "A Late Lark" and Rossini's "La Boutique Fantastique."

**EVERYBODY'S MUSIC**

3:00-4:00 p.m.

EACH SUNDAY

BEGINNING MAY 15

Starting May 15, Columbia resumes its regular Summer season of *Everybody's Music*. Howard Barlow conducts the Columbia Symphony Orchestra and Henry M. Neely plays host to the radio audience in his informal program comments.

MAY 15: *Lalo*: Overture, "Le Roi d'Ys"; *Brahms*: Variations on a Theme by Haydn; *Sibelius*: Symphony No. 7.

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

### EVERYBODY'S MUSIC

(Continued)

MAY 22: Special broadcast on Wagner's 125 birthday. Overture, Bacchanale, Scenes 1 and 2 from Paris version of "Tannhauser."

MAY 29: *Beethoven*: Symphony No. 7.

### COLUMBIA CHAMBER ORCHESTRA

5:00-5:30 p.m.

EACH MONDAY

The twelve famous Concerti Grossi for strings by Georg Friedrich Handel are being played by the Columbia Chamber Orchestra, and Bernard Herrmann's direction, in this series. Herrmann also directs on each program contrasting works, including this month "The Tempest" Suite by Matthew Lock, Chaconne G Minor by Purcell, Dance Suite by Alexander Semmler and the Sinfonietta by Roussel.

### STORY OF THE SONG

3:30-4:00 p.m.

EACH TUESDAY

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

MAY 3: *Balkan songs*. Milan Petrovic, bass.

MAY 10: *French songs*. Germaine Bruye, soprano. *German songs*. Max Raymer, baritone.

MAY 17 and 24: *Polish songs* (Romantic and Modern periods). Maria Maximovitch, soprano; Felix Roderick Labunski, commentator.

MAY 31: *Scottish and Irish songs*. Mildred Rose, soprano; Fritz Lechner, baritone.

**SERIOUS  
MUSIC**

**CHORUS QUEST AWARD**

7:00-7:30 p.m.

SATURDAY, MAY 7

The presentation of the Columbia Chorus Quest winner's cup to the Symphonic Choir of Ohio State University is made by Frederick Schang, Jr. of Columbia Concerts Corporation. President George W. Rightmire of Ohio State accepts it for the University. The choir sings under the direction of Prof. Louis H. Diercks.

**ESSAYS IN MUSIC**

10:00-10:30 p.m.

EACH THURSDAY

This unusual series, under the direction of Victor Bay, presents on each program widely varying compositions devoted to a single subject. David Ross is narrator.

MAY 12: *Hungary*.

MAY 19: A special broadcast of the American Academy in Rome prize composer's works, featuring music by the *Prix de Rome* winner in 1938, Charles Naginsky. Deems Taylor speaks on behalf of the Academy.

MAY 26: *May*.

**"A LITTLE  
NIGHT MUSIC"**

10:30-11:00 p.m.

EACH MONDAY

BEGINNING MAY 16

Starting May 16, the Columbia Concert Orchestra presents a series of evening serenades under the direction of Bernard Herrmann. The first broadcast features the "Evening" Symphony of Josef Haydn.

**KEYBOARD CONCERTS**

4:00-4:30 p.m.

EACH WEDNESDAY

BEGINNING MAY 18

Starting May 18, this new series will present outstanding concert artists of the keyboard instruments. Solo and duo pianists, harpsichordists and clavichordists will participate. George Copeland, pianist, is soloist in the opening concert.

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

<p><b>CURTIS INSTITUTE OF MUSIC</b> 3:45-4:30 p.m. WEDNESDAY, MAY 4 AND 11</p>	<p>On May 11 the Curtis Institute of Music, which Josef Hofmann is director, concludes its current series of thirty Wednesday concert programs by distinguished faculty members and student Chamber music groups have been directed by Dr. Louis Bailly and the Curtis Symphony Orchestra has been conducted by Fritz Reinhardt.</p>
<p><b>HOLLACE SHAW</b> 7:45-8:00 p.m. EACH FRIDAY</p>	<p>Hollace Shaw, soprano, who last Summer created the principal role in Louis Gruenberg's opera, "Green Mansions," is featured weekly on this series of concert programs.</p>
<p><b>CINCINNATI CONSERVATORY OF MUSIC</b> 11:00 a.m.-12 noon SATURDAY, MAY 7, 21 AND 28 11:00 a.m.-12:30 p.m. SATURDAY, MAY 14</p>	<p>The Cincinnati Conservatory of Music programs are arranged by Alexander von Kreisl, who also conducts the Conservatory symphony orchestra. Members of the artist faculty are featured each week as soloists. On May 14 a special ninety-minute program commemorates the 100th broadcast in this series.</p>
<p><b>WALBERG BROWN STRINGS</b> 2:00-2:30 p.m. EACH SUNDAY</p>	<p>Walberg Brown, musical director of WGAW, Columbia's station in Cleveland, leads the string quartet in this series of concert music.</p>
<p><b>SALT LAKE CITY TABERNACLE CHOIR</b> 12:30-1:00 p.m. EACH SUNDAY</p>	<p>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.</p>
<p><b>FROM THE ORGAN LOFT</b> 9:00-9:30 a.m. EACH SUNDAY</p>	<p>Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music.</p>



**DRAMATIC  
SERIES**

**THE COLUMBIA  
WORKSHOP**

7:30-8:00 p.m.

EACH SATURDAY

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

MAY 7: "The Fisherman and His Soul," by Oscar Wilde, with music by Thomas Bennett.

MAY 14: An original Mayan drama by Mr. Robson, based on folk tales heard during his recent visit to Yucatan.

MAY 21: An original documentary broadcast written by Pare Lorentz, author of "The River."

MAY 28: A special Memorial Day drama.

**"BUFFALO SUMMER  
THEATRE"**

3:00-3:30 p.m.

EACH FRIDAY

The "Buffalo Players," one of the oldest dramatic groups in the country, take to the air with original dramas especially written for the Buffalo Summer Theatre. Herbert C. Rice, originator of the "Bobby Benson" shows, directs the productions. Peg Meyers, Jean House and Fred Dampier are in the casts.

**"THE GHOST OF  
BENJAMIN SWEET"**

8:00-8:30 p.m.

EACH FRIDAY

This amiable spectre, first heard on the *Columbia Workshop*, is the hero of adventures conceived by Pauline Gibson and Frederick Gilsdorf and portrayed by Karl Swenson.

**"BRAVE NEW WORLD"**

10:30-11:00 p.m.

MONDAY, MAY 2

Concluding their dramatic presentation of the history of South America, the cast of Office of Education actors, under the direction of Earl McGill, presents highlights from all the broadcasts in the series.

# CBS SUSTAINING PROGRAMS

## CHILDREN'S PROGRAMS

### "MARCH OF GAMES"

5:30-5:45 p.m.

EACH MONDAY AND WEDNESDAY

Children who like asking questions and children who prefer answering them are given opportunity on this new bi-weekly CBS program. Questions submitted by youthful listeners will be posed to four equally youthful contestants, and prizes will be given. Fourteen-year old Arthur Ross, youngest master of ceremonies on the air, is assisted by Sybil Tre, 10-year old "Miss Drum Major."

### "LET'S PRETEND"

5:30-6:00 p.m.

EACH TUESDAY AND THURSDAY

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

MAY 3: East of the Sun, West of the Moon  
MAY 5: Melilot.

MAY 10: The Frog Prince.

MAY 12: The Goose Girl.

MAY 17: The Rusted Knight.

MAY 19: Cinderella.

MAY 24: Rumpelstiltskin.

MAY 26: Twelve Dancing Princesses.

MAY 31: Wishing Ring.

### "MUSIC FOR FUN"

5:30-6:00 p.m.

EACH FRIDAY

Music especially planned for children is presented on this new series under the direction of Howard Barlow. A young visitor appears on each program to express his or her reactions to the music, with William Spier acting as interlocutor. The average length of selections is three minutes, to fit the brief attention-span of children from five to twelve years old.

**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.

MAY 1: *Morning*—Rev. Howell D. Davies, Mid-Western Regional Secretary of the Missions Council of the Congregational and Christian Churches, Chicago. *Afternoon*—Dr. Ernest C. Wilson, Unity School of Christianity, Kansas City, Mo., and leader of Unity West Coast headquarters, Los Angeles.

MAY 8: *Morning*—Rev. C. F. Shaffnit, superintendent of The Lutheran Charities in Detroit, and president of the National Lutheran Welfare Conference. *Afternoon*—Rabbi Herman Hailperin, Tree of Life Congregation, Pittsburgh.

MAY 15: *Morning*—Rev. John M. Versteeg, Walnut Hills-Avondale Church (Methodist), Cincinnati. *Afternoon*—Mr. Robert D. Tress, First Reader of the Third Church of Christ, Scientist, Toronto.

MAY 22: *Morning*—Rev. Hugh Chamberlin Burr, executive secretary of the Rochester Federation of Churches (Baptist). *Afternoon*—Most Rev. Emmet M. Walsh, D.D., Bishop of Charleston, Charleston, S. C.

MAY 29: *Morning*—Newly-elected Moderator of the Presbyterian Church, U.S.A. *Afternoon*—Rabbi Samuel H. Gordon, Congregation B'nai Israel, Salt Lake City.

# CBS SUSTAINING PROGRAMS

## RELIGIOUS BROADCASTS

PROGRAMS AND TIMES

DESCRIPTION

### RELIGIOUS CONFERENCES

Various hours  
MAY 4 TO 24

The Columbia Network carries the following programs from religious conferences throughout the country during May:

MAY 9: Celebrating the 25th anniversary of the United Synagogue of America, three speakers are heard from Chicago on "Judaism a Democracy", (4:45-5 p.m.).

MAY 22 AND 24: From London and from Chicago come programs celebrating the Webi-centenary.

Columbia will also carry broadcasts from Eucharistic Congress in Budapest (May 23-30); the national convention of the North Baptist Convention (May 26 to 31); and 150th General Assembly of the Presbyterian Church, U.S.A. (May 24 to June 1).

### "WINGS OVER JORDAN"

10:30-11:00 a.m.  
EACH SUNDAY

This program of spirituals and religious texts is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators. (NOT ON WABC.)

MAY 1: Dr. D. Ormonde Walker, president of Wilberforce University, Wilberforce, Ohio

MAY 8: Mrs. S. W. Layten of Philadelphia, president of the Women's Convention, auxiliary to the National Baptist Convention of America

MAY 15: Dr. J. G. Robins, D.D., L.L.D., editor of the A. M. E. *Church Review*.

MAY 22: Rev. E. Ethelred Ricks, pastor of Mountain Zion Baptist Church, Roanoke, Va.

MAY 29: Leon R. Harris of the National Federation of Colored Farmers.

**PERSONALITIES**

<p><b>MAJOR BOWES' CAPITOL FAMILY</b> 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordianist; Sam Herman, xylophonist, and Waldo Mayo's Orchestra.</p>
<p><b>DAVID ROSS IN "POET'S GOLD"</b> 1:45-2:00 p.m. EACH SUNDAY</p>	<p>This series of verse readings by David Ross, prize announcer, has been a Columbia Network feature for five years. Ross gives his readings against a background of string music.</p>
<p><b>PHIL COOK'S ALMANAC</b> 6:30-7:00 p.m. EACH SUNDAY</p>	<p>Starring Phil Cook and his six characterizations—Office Boy Pete, Porter Sleepy Simpson, Pop Time, Sandy MacTavish, and Abner and Eloise—the Sunday evening "Almanac" features the music of Ray Block's orchestra.</p>
<p><b>KATE SMITH'S COLUMN</b> 3:30-3:45 p.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>Kate Smith is an air columnist on this program of events and personalities. Ted Collins, her manager, is the announcer. Miss Smith assumes her role in addition to that of mistress of ceremonies of the "Kate Smith Hour."</p>
<p><b>RICHARD MAXWELL</b> 11:15-11:30 a.m. MONDAY, TUESDAY AND FRIDAY 9:15-9:30 a.m. EACH SATURDAY</p>	<p>Richard Maxwell presents four programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor, who composes most of the verses which he reads.</p>
<p><b>MAX EASTMAN - "THE WORD GAME"</b> 9:30-10:00 p.m. EACH WEDNESDAY</p>	<p>Max Eastman, noted author and critic, is master of ceremonies on this unusual new series. Besides mere spelling, this "Word Game" covers definitions, correct usage, synonyms, antonyms and other variants.</p>

# CBS SUSTAINING PROGRAMS

## LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p><b>MAXINE SULLIVAN — "RECITALS IN SWING"</b> 6:45-7:00 p.m. EACH TUESDAY</p>	<p>This famous young artist, perhaps the greatest popular singer of today, is heard regularly from Hollywood in her own program of distinguished arrangements.</p>
<p><b>SATURDAY NIGHT SWING CLUB</b> 8:00-8:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens as band director and Husing as swing commentator, the Swing Club guests this month include Bunny Berigan, Seegar Ellis, Irene Taylor, and Joe Soga. L. Cohan and Ed Cashman are the producers.</p>
<p><b>RAY BLOCK'S VARIETIES</b> 3:00-3:30 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p><b>AL BERNARD'S MERRY MINSTRELS</b> FRIDAYS, 3:45-4:00 p.m.</p>	<p>A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headline in this field of entertainment, is starred.</p>
<p><b>DEEP RIVER BOYS, ETON BOYS, FOUR CLUBMEN, THE SYMPHONETTES</b></p>	<p>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.</p>
<p><b>"DEAR COLUMBIA"</b> 9:00-9:25 a.m. EACH MONDAY</p>	<p>Audience mail requests for songs and sections old and new are performed by Ray Block's orchestra and Audrey Marsh.</p>
<p><b>TIN PAN ALLEY PRESENTS —</b> 3:00-3:30 p.m. EACH TUESDAY</p>	<p>The latest tunes off Tin Pan Alley presses are presented on these programs. Before the public's reactions have been determined, the radio audience has a chance to pick the hits.</p>

## LIGHT MUSIC

### **CBS VOCALISTS**

Various hours

MONDAY THRU SATURDAY

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

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

### **UNITED STATES BANDS**

Various hours

EACH TUESDAY AND THURSDAY

The three bands of the United States defensive forces are featured each week in half-hour programs of band music over the Columbia Network. Their schedule is as follows:

ARMY BAND—Thursday, 3:30–4:00 p.m.  
MARINE BAND—Tuesday, 2:30–3:00 p.m.  
NAVY BAND—Thursday, 1:00–1:30 p.m.

### **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 May:

Jack Crawford	Will McCune
Jimmy Dorsey	Ozzie Nelson
Eddie Duchin	Leighton Noble
Duke Ellington	Red Norvo
Happy Felton	Will Osborne
Shep Fields	Harry Owens
Art Kassel	Nat Brandwynne
Henry King	Artie Shaw

## ADDENDA: APRIL PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *April* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

### SPECIAL EVENTS

● APRIL 1: April Fool's Day interviews with passersby were conducted by Bob Trout in front of CBS headquarters in New York, 11:15-11:30 a.m.

● APRIL 6: The newest gadgets at the annual National Inventors Congress in Chicago were described by Paul Luther, 4:45-5 p.m.

Ted Husing described the finals of the senior boxing championships of the A. A. U. at Boston Garden, 11 p.m.-12 mid.

● APRIL 12: The presentation of the National Safety Council Award to Memphis, Tennessee, was heard from Washington, 10:30-10:45 p.m.

● APRIL 16: W. J. Cameron was the principal speaker at the dedication of the Wright Brothers' original home and workshop at Henry Ford's Greenfield Village. John T. Daniels and A. D. Etheridge, who witnessed the first airplane flight in 1903, also spoke, 2:45-3:15 p.m.

● APRIL 21: The Columbia Network joined in honoring its Memphis outlet, WREC, when the U. S. Junior Chamber of Commerce presented the Tennessee station with a plaque for "meritorious work during the 1937 flood," 2:30-2:45 p.m.

● APRIL 23: Bryan Field gave an eye-witness account of the Stuyvesant Handicap at Jamaica in another of Columbia's extensive racing broadcasts, 4:15-4:45 p.m.

William Shakespeare's 374th birthday was celebrated by CBS with the cooperation of members of the Shakespeare Association of America. Orson Welles read one of Richard III's soliloquies; William Robson directed a scene from "The Taming of the Shrew"; Hollace Shaw was heard in Shakespearean songs, and Bernard Herrmann conducted the orchestra, 6:45-7:30 p.m.

● APRIL 25: "How to Detect Counterfeit Money" was explained by Harry Cooper of the U. S. Secret Service, 4:45-5 p.m.

● APRIL 29 AND 30: Ted Husing broadcast four times from the two-day Penn Relays at Franklin Field, describing the running of the more important features.

● APRIL 30: CBS announcers Bert Parks and Charles Stark accompanied the progress of the World's Fair Motorcade, comprising about 300 floats, through New York streets to the site in Queens, 12-12:15 p.m.

A summary of the Drake Relays was reported from Des Moines by Gene Shumate, 7:15-7:30 p.m.



"On the air from Columbia Square!" opened the Columbia Network at 6 a.m. on April 30. and the new CBS headquarters in Hollywood. "Good Morning from Hollywood," a musical program, continued at 10-10:15 a.m.; "Listen to Los Angeles," a tour throughout the city by six announcers. 11-11:30 p.m.; "The Pictures Speak," in the persons of Louis B. Mayer, Darryl Zanuck, Adolf Zukor, Jack Warner and others. 4:45-5:15 p.m.; "Hollywood Children's Hour," a concert by the Los Angeles Philharmonic Orchestra under Otto Klemperer for 20,000 school children in Hollywood Bowl. 6-7 p.m.; and finally a "Salute to Columbia Square," including addresses by William S. Paley and Donald W. Thornburgh, messages from the President and business leaders and entertainment by a host of radio stars. 12 mid.-2 a.m.

#### PUBLIC AFFAIRS

● APRIL 2: Miss Lena Madelin Phillips, associate editor of *Pictorial Review*, asked "Shall We Ourselves Defeat Democracy?" 1-1:15 p.m.

Dr. Jerome Davis, president of the American Federation of Teachers, spoke on "Education for Democracy." 4-4:15 p.m.

Rabbi Abraham Feldman of Temple Beth Israel, Hartford, was heard in a talk. "If I Were a Christian." 7-7:15 p.m.

Postmaster General James A. Farley spoke in connection with National Airmail Week, 7:15-7:30 p.m.

● APRIL 3: Senator Pat Harrison (D) of Mississippi analyzed "Revenue Measures and Business." 8-8:15 p.m.

Harold L. Ickes, Secretary of the Interior, spoke on democracy and dictatorships at a banquet honoring N. Philip Ginsburg, publisher of the *Jewish Daily Courier*, 10-10:30 p.m.

● APRIL 4: Major George Fielding Elliot asked "How Strong Is Italy?," 4:45-5 p.m.

Representative Bruce Barton (R) of New York advised "Defeat the Reorganization Bill." 5:15-5:30 p.m.

Representative Sam Rayburn (D) of Texas defended the Reorganization Bill, 6:05-6:15 p.m.

● APRIL 5: Merwin K. Hart, president of the New York Economic Council, discussed "The Threat of the O'Mahoney Licensing Bill," 6:05-6:15 p.m.

Cornelius Vanderbilt, Jr., interviewed by Bob Trout, suggested "Quit Grumbling About America," 6:45-7 p.m.

● APRIL 9: Representative Jerry O'Connell (D) of Montana spoke on "America's Foreign Policy," 3-3:15 p.m. Mrs. M. C. Jones of the Spanish Child Welfare Association was interviewed by Ruth Brine on "Aid for Homeless Children of Spain." 5-5:15 p.m.

● APRIL 13: Senator Joseph C. O'Mahoney (D) of Wyoming discussed "Jefferson and the Function of Government." 6:05-6:15 p.m.

Representative Hamilton Fish (R) of New York spoke on "The Congress and the Defeat of the Reorganization Bill," 7:45-8 p.m.

Postmaster General James A. Farley compared "Jefferson and Roosevelt." 9:30-10 p.m.

● APRIL 14: President Roosevelt addressed the Pan-American Union from Washington, 12-12:15 p.m.

Mrs. Kendall Emerson of the Y. W. C. A. and Miss Josephine Shayne, chairman of the National Committee on the Cause and Cure of War, discussed "What Women Can Do to Promote World Economic Cooperation," 6:05-6:15 p.m.

In his twelfth Fireside Chat to the nation over the Columbia Network, President Roosevelt spoke on recovery problems, 10:30-11:15 p.m.

● APRIL 15: Jigoro Kano, Japanese member of the Olympic Committee, gave a report on the 1940 Olympic plans, 4-4:15 p.m.

Mrs. William A. Becker, president-general of the D. A. R., was interviewed by Maybelle Jennings, 10:45-11 p.m.

● APRIL 17: John T. Whitaker was interviewed by Edward R. Murrow on the French situation, on the regular CBS series *Europe Calling*, 1:30-1:45 p.m.

John Hamilton, chairman of the Republican National Committee asked "Where Are We Going?," 8-8:30 p.m.

● APRIL 19: Madame Virginia Delgado of Holland discussed "The Netherlands," and their position in world affairs, 10:45-11 p.m.

● APRIL 20: Speakers at the National Student Congress were heard from Topeka, Kansas, 2:30-3 p.m.

James Roosevelt spoke at the Jackson Day dinner in Middleton, Ohio, 9:30-10 p.m.

● APRIL 21: Representative Michael J. Stack (D) of Pennsylvania discussed "The Wages and Hours Bill," 6:05-6:15 p.m.

Newton Edgers spoke from Tokyo on "What I Saw in North China," 6:45-7 p.m.

● APRIL 22: W. Averell Harriman discussed "The Public and Business" before the A.A.A.A. Convention, 11-11:30 p.m.

George Bernard Shaw spoke from London during a ceremony of purchase of a site for a national theatre, 9:15-9:30 a.m.

Bernarr MacFadden spoke on "The Wages and Hours Bill," 6:05-6:15 p.m.

● APRIL 23: Dr. Alvin C. Eurich of Northwestern University and Dr. Frank N. Freeman of Chicago University discussed "Social Change and Higher Education," 3:30-3:45 p.m.

● APRIL 24: Edward R. Murrow described the famed Maginot line of defense in the first broadcast from the French border fortifications, on the regular CBS series *Europe Calling*, 1:30-1:45 p.m.

The "Man in the Street" from coast-to-coast was asked "Is the Proposed Government Spending Plan the Way Out of the Recession?" in interviews from New York, Boston, Washington, Chicago and Hollywood, 8-8:30 p.m.

● APRIL 25: Representative John T. Bernard (E-L.) of Minnesota asked "Who Makes American Foreign Policy?," 4-4:15 p.m.

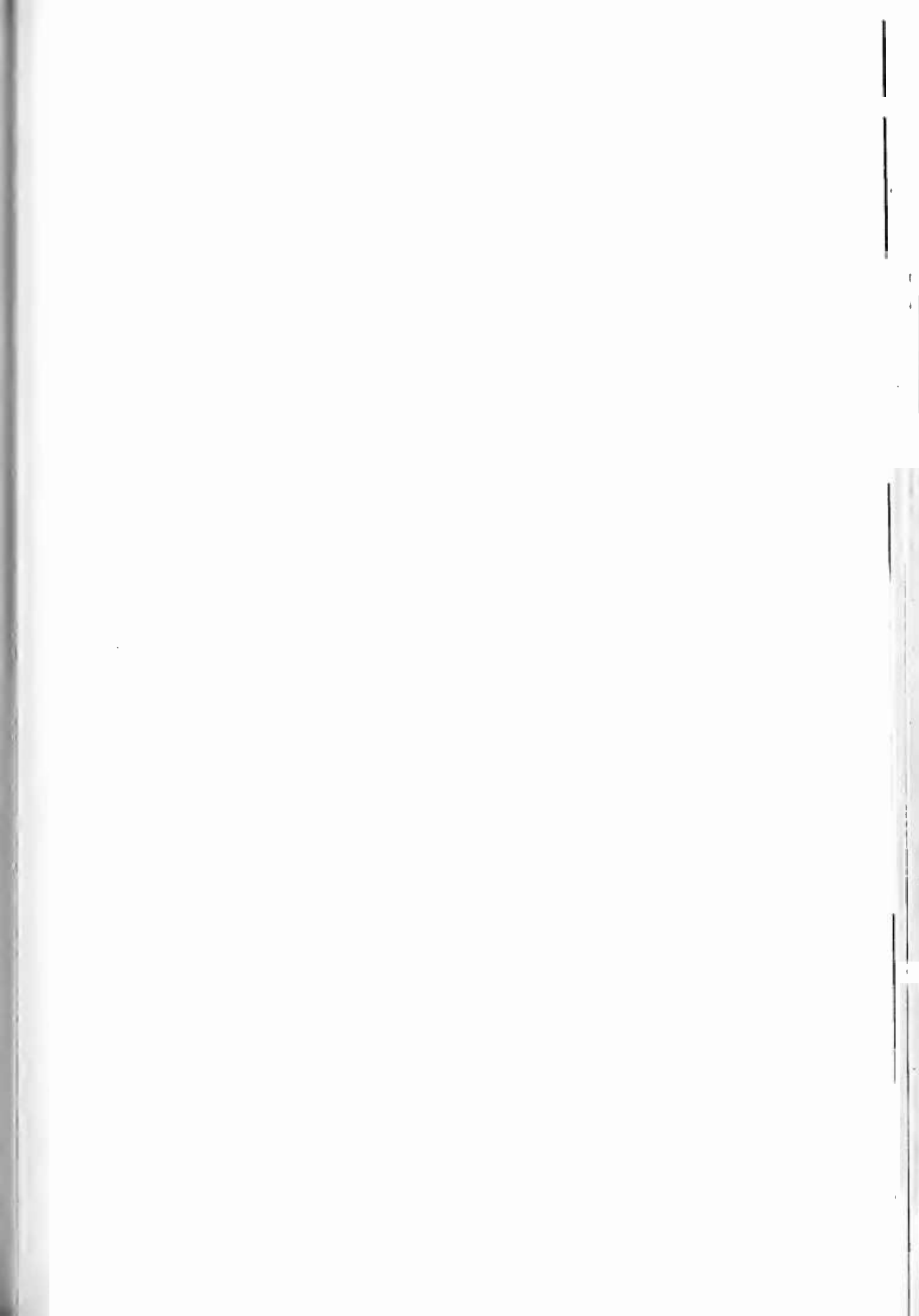
● APRIL 26: Anthony Eden spoke from London at the annual dinner of the Royal Society of St. George, 3:35-4 p.m.

Mme. Chiang Kai-shek spoke from Hankow, China to the 15th biennial convention of National Y.W.C.A. in Columbus, Ohio, on "Chinese Women and the Far Eastern Crisis," 7:45-8 p.m.

● APRIL 28: Sumner Welles, Under-Secretary of State spoke before the Pan-American Coffee Bureau Banquet, 10-10:30 p.m.

● APRIL 29: Paul Martin, Canadian Liberal M.P. and M. J. Cardwell, M.P. spoke from Ottawa in the regular CBS series on *World Economic Cooperation*, 4:45-5 p.m.

Philip LaFollette, Governor of Wisconsin, spoke on the national situation, 8-8:30 p.m.



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

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**T U L I  
P R O G R A M**

**CBS SPONSORED PROGRAMS: pp. 3 to 22**

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Published monthly for advertising executives by

**THE COLUMBIA BROADCASTING SYSTEM**

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**J U N E**

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<b>AFFILIATED PRODUCTS, INC.</b>	Edna Wallace Hopper Cosn
<b>AMERICAN TOBACCO COMPANY</b>	Lucky Strike Cigarettes  Roi-Tan Cigars
<b>ANACIN COMPANY</b>	Anacin
<b>BAYER COMPANY</b>	Bayer Aspirin
<b>A. S. BOYLE COMPANY</b>	Old English No-Rubbing Floor Wax

†Columbia Pacific Network Only

PROGRAM	TIME	STATION	WEEKS
THE ROMANCE OF HELEN TRENT <i>serial drama</i> (See S. BOYLE CO. also, below)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM, CHICAGO	Blackett-Sample-Hummert, Inc.	234 Weeks
THE GREAT HIT PARADE, with Van Steeden's Orchestra; Guest Star; Buddy Clark, Fredda Wilson and the Songsmiths <i>popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC, NEW YORK	Lord and Thomas	109 Weeks
MAN TO MAN SPORTS, with Mark Kelly and Tom Hanlon <i>sports News</i>	†Tuesday 9:00-9:15 p.m. PST ORIGINATES: KNX, HOLLYWOOD	Lawrence C. Gumbinner Agency	47 Weeks
THE GAL, SUNDAY <i>serial drama</i> (See POLYNOS COMPANY also, page 11)	Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	356 Weeks
THE SECOND HUSBAND with Helen Menken, presented by the Famous Actors' Guild <i>dramatic</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	351 Weeks
THE ROMANCE OF HELEN TRENT <i>serial drama</i> (See AFFILIATED PRODUCTS, INC. also, above)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	159 Weeks

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

# CBS SPONSORED PROGRAMS

<b>BREWERS' RADIO SHOW ASSOCIATION</b>	Beer
<b>CAMPBELL SOUP COMPANY</b>	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
<b>CHRYSLER CORPORATION</b>	Chrysler DeSoto Dodge Plymouth
<b>THE COCA-COLA COMPANY</b>	Coca-Cola
<b>COLGATE-PALMOLIVE-PEET COMPANY</b>	Palmolive Shave Cream Palmolive Brushless Shave  Concentrated Super Suds

<p>MODAY NIGHT SHOW  with Ted Husing, Connie Boswell,  the stars and Richard Himber's  Orchestra  <i>Comedy, Sports, Music</i></p>	<p>Monday  8:00-8:30 p.m.  <i>Rebroadcast</i>  12-12:30 a.m.  ORIGINATES: WABC</p>	<p>United States Advertising Corp.</p>	<p>13 Weeks</p>
<p>HOLYWOOD HOTEL, with Frances  Langford, Frank Parker, Anne Jami-  son, Ken Niles, Raymond Paige's  Orchestra, Ken Murray &amp; "Oswald"  <i>Dramatic musical revue</i></p>	<p>Friday  9:00-10:00 p.m.  ORIGINATES: KNX</p>	<p>Ward Wheelock Company</p>	<p>187 Weeks</p>
<p>MAJOR BOWES' AMATEUR HOUR  with amateurs, with Major Bowes  <i>Master of Ceremonies</i></p>	<p>Thursday  9:00-10:00 p.m.  ORIGINATES: WABC</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>117 Weeks</p>
<p>THE SONGSHOP,  with Nadine Conner, soprano;  Del Kennedy, Alice Cornett,  The Christie's Choir. Del Sharbutt,  Gustave Haenschen's Orchestra  <i>Musical</i></p>	<p>Friday, June  3 and 10  10:00-10:45 p.m.  ORIGINATES: WABC</p>	<p>D'Arcy Advertising Co., Inc.</p>	<p>65 Weeks</p>
<p>SAG BUSTERS  <i>Police file dramatizations</i></p>	<p>Wednesday  10:00-10:30 p.m.  <i>Rebroadcast</i>  1:00-1:30 a.m.  ORIGINATES: WABC</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>125 Weeks</p>
<p>MYRT AND MARGE  <i>Serial drama</i></p>	<p>Mon. thru Fri.  10:15-10:30 a.m.  <i>Rebroadcast</i>  4:00-4:15 p.m.  ORIGINATES: WABC</p>		<p>118 Weeks</p>

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<b>COLGATE-PALMOLIVE-PEET COMPANY</b> <i>Continued</i>	Palmolive Soap  Colgate Tooth Powder
<b>CONTINENTAL BAKING CO., INC.</b>	Wonder Bread Hostess Cake
<b>THE CUDAHY PACKING COMPANY</b>	Old Dutch Cleanser
<b>R. B. DAVIS COMPANY</b>	Cocomalt
<b>E. I. du PONT de NEMOURS &amp; CO., INC.</b>	Institutional Advertising

<p>HILTOP HOUSE,          featuring Bess Johnson  <i>dramatic serial</i></p>	<p>Mon. thru Fri.          10:30-10:45 a.m.  <i>Rebroadcast</i>          4:30-4:45 p.m.          ORIGINATES: WABC</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>120 Weeks</p>
<p>ST MOTHER  <i>dramatic serial</i></p>	<p>Mon. thru Fri.          10:45-11:00 a.m.          ORIGINATES: WBBM</p>	<p>Benton &amp; Bowles-Chicago, Inc.</p>	<p>61 Weeks</p>
<p>RTY KITTY KELLY  <i>serial drama</i></p>	<p>Mon. thru Fri.          10:00-10:15 a.m.  <i>Rebroadcast</i>          4:15-4:30 p.m.          ORIGINATES: WABC</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>169 Weeks</p>
<p>SAIELOR'S CHILDREN  <i>serial drama</i></p>	<p>Mon. thru Fri.          9:45-10:00 a.m.          ORIGINATES: WBBM</p>	<p>Roche, Williams &amp; Cunnyng-          ham, Inc.</p>	<p>179 Weeks</p>
<p>OPENNER,          with Ben Pollack's Orchestra,          Gene Austin and "Peegee" Gayle  <i>comedy and music</i></p>	<p>Sunday          6:00-6:30 p.m.  <i>Rebroadcast</i>          12:00-12:30 a.m.          ORIGINATES: KNX</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>208 Weeks</p>
<p>LA LCADE OF AMERICA,          with Don Voorhees' Orchestra  <i>dramatizations and music</i></p>	<p>Wednesday          8:00-8:30 p.m.  <i>Rebroadcast</i>          12 mid.-12:30 a.m.          ORIGINATES: WABC</p>	<p>Batten, Barton, Durstine &amp;          Osborn, Inc.</p>	<p>151 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<b>DURKEE FAMOUS FOODS, INC.</b>	Food Products
<b>EUCLID CANDY COMPANY OF CALIFORNIA, INC.</b>	Confectionery
<b>FORD MOTOR COMPANY</b>	Ford Lincoln Lincoln Zephyr
<b>GENERAL BAKING COMPANY</b>	Bond Bread
<b>GENERAL FOODS CORPORATION</b>	Swans Down Cake Flour Calumet Baking Powder

†Columbia Pacific Network Only



<p>SECRET AMBITION,  Te Maxwell, MC with  Nell Chase and His Orchestra  Musical</p>	<p>†Friday  8:00–8:30 p.m.  PST  ORIGINATES:  KSFO, SAN FRANCISCO</p>	<p>Botsford, Constantine &amp;  Gardner</p>	<p>104 Weeks</p>
<p>KNX MANNING  Commentator</p>	<p>†Tuesday  5:45–6:00 p.m.  PST  ORIGINATES: KNX</p>	<p>Sidney Garfinkel  Advertising Agency</p>	<p>28 Weeks</p>
<p>SUNDAY EVENING HOUR,  Pol Symphony Orchestra and  Chrus, John Barbirolli, guest con-  ductor; Kathryn Meisle, contralto  Symphonic music, and talk by  J. J. Cameron</p>	<p>Sunday, June 5  9:00–10:00 p.m.  ORIGINATES:  WJR, DETROIT</p>	<p>N. W. Ayer &amp; Son, Inc.</p>	<p>226 Weeks</p>
<p>WHICH THE FUN GO BY,  Presenting Al Pearce and His  Gag; Guest; Arlene Harris; "Tizzie  Liz"; Carl Hoff's Orchestra  Comedy and variety</p>	<p>Tuesday  9:00–9:30 p.m.  Rebroadcast  12 mid.–12:30 a.m.  ORIGINATES:  WBBM, June 7 only  WJAS, June 14 only</p>		
<p>GI LOMBARDO  an His Orchestra  Popular music</p>	<p>Sunday  5:30–6:00 p.m.  ORIGINATES: WABC</p>	<p>Batten, Barton, Durstine &amp;  Osborn, Inc.</p>	<p>386 Weeks</p>
<p>MAE SMITH HOUR,  with Jack Miller's Orchestra,  Drmas and Guest Stars  Variety show</p>	<p>Thursday  8:00–9:00 p.m.  Rebroadcast  11:30–12:30 a.m.  ORIGINATES: WABC</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>171 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<b>GENERAL FOODS CORPORATION</b> <i>Continued</i>	La France Satina  Postum  Minute Tapioca  Huskies Post Toasties
<b>GRIFFIN MANUFACTURING COMPANY</b>	Griffin Shoe Polishes
<b>GULF OIL CORPORATION</b>	Motor Oil and Gas
<b>HOUSEHOLD FINANCE CORPORATION</b>	Personal Loan Service
<b>KOLYNOS COMPANY</b>	Kolynos Toothpaste

MAY MARGARET McBRIDE <i>radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	171 Weeks
DUKE AND ABNER <i>serial drama</i>	Mon., Wed., Fri. 6:45-7:00 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX		
MAY MARGARET McBRIDE <i>radio columnist</i>	Tues. and Thurs. 12:00-12:15 p.m. ORIGINATES: WABC		
BOBCE CARTER <i>news commentator</i>	Mon. thru Fri. 6:30-6:45 p.m. <i>Rebroadcasts</i> 7:15-7:30 and 8:45-9:00 p.m. ORIGINATES: WCAU, PHILADELPHIA	Benton & Bowles, Inc.	
THEY CAN'T SHINE, with Hal Kemp and his Orchestra, Luc Starr and Bob Allen <i>musical</i>	Tuesday 10:00-10:30 p.m. ORIGINATES: June 7 and 14 only WRVA, Richmond	Birmingham, Castleman & Pierce, Inc.	7 Weeks
PHIL BAKER and company, with Oscar Bradley's Orchestra <i>variety show</i>	Sunday 7:30-8:00 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	225 Weeks
IT CAN BE DONE, with Edgar A. Guest, Frankie Mayers' Orchestra and Dramatic Dance <i>variety and drama</i>	Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	22 Weeks
DUGAL, SUNDAY <i>serial drama</i> See NACIN COMPANY also, page 3)	Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	208 Weeks

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

# CBS SPONSORED PROGRAMS

<b>LADY ESTHER COMPANY</b>	Cosmetics
<b>THE LAMBERT COMPANY</b>	Listerine Products Prophylactic Brushes
<b>LEVER BROTHERS COMPANY</b>	Lux Toilet Soap  Rinso  Lifebuoy  Rinso  Spry

<p>WYNE KING and his Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. ORIGINATES: WBBM</p>	<p>Lord and Thomas</p>	<p>143 Weeks</p>
<p>AND CENTRAL STATION <i>Serial drama</i></p>	<p>Sunday 10:00-10:30 p.m. ORIGINATES: WABC</p>	<p>Lambert &amp; Feasley, Inc.</p>	<p>48 Weeks</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. ORIGINATES: KNX</p>	<p>J. Walter Thompson Company</p>	<p>140 Weeks</p>
<p>Edward G. Robinson IN THE BIG TOWN, with Claire Trevor <i>Dramatic</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. ORIGINATES: KNX</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>32 Weeks</p>
<p>THE BOB HOPE SHOW with Martha Raye, Boris Karloff, Victor Young's Orchestra and guest stars <i>Comedy and music</i></p>	<p>Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX</p>		<p>106 Weeks</p>
<p>THE ALICE FROST SHOW with Alice Frost and Martin Gabel <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC</p>		<p>90 Weeks</p>
<p>THE REAL LIFE STORIES <i>Dramatic</i></p>	<p>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC</p>		<p>72 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<b>LIGGETT &amp; MYERS TOBACCO COMPANY</b>	Chesterfield Cigarettes
<b>P. LORILLARD COMPANY</b>	Old Gold Cigarettes
<b>JOE LOWE CORPORATION</b>	Popsicle
<b>McKESSON &amp; ROBBINS, INC.</b>	Calox Toothpowder Solidified Albolene
<b>NASH-KELVINATOR CORPORATION</b>	Nash Motor Cars

<p>CHESTERFIELD PRESENTS          Alire Kostelanetz's Concert          Orchestra; Grace Moore and guest;          Edna Taylor, commentator;          Paul Douglas, announcer  <i>Orchestral and vocal music</i></p> <p>PAL WHITEMAN'S PROGRAM,          with Joan Edwards; The          Melnaires; Guests  <i>Musical Variety</i></p>	<p>Wednesday          9:00-9:30 p.m.          ORIGINATES: WABC</p> <p>Friday          8:30-9:00 p.m.  <i>Rebroadcast</i>          11:30-12:00 p.m.          ORIGINATES:          June 3rd, University          of North Carolina;          10th, WCAO, Balti-          more; 17th, Ashe-          ville, N. C.; 24th,          WABC.</p>	<p>Newell-Emmett Co., Inc.</p>	<p>280 Weeks</p> <p>59 Weeks</p>
<p>HOLLYWOOD SCREENSCOOPS,          George McCall, commentator  <i>Motion-picture news</i></p>	<p>Tues. and Thurs.          7:15-7:30 p.m.  <i>Rebroadcast</i>          11:15-11:30 p.m.          ORIGINATES: KNX</p>	<p>Lennen &amp; Mitchell, Inc.</p>	<p>126 Weeks</p>
<p>POPEYE, THE SAILORMAN  <i>Comedy serial drama</i></p>	<p>Mon., Wed., Fri.          6:15-6:30 p.m.          ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>5 Weeks</p>
<p>JOCE JORDAN, GIRL INTERNE  <i>Serial drama</i></p>	<p>Mon. thru Fri.          9:30-9:45 a.m.          ORIGINATES: WABC</p>	<p>Brown &amp; Tarcher, Inc.</p>	<p>31 Weeks</p>
<p>PROFESSOR QUIZ,          with Bob Trout  <i>Questions and answers</i></p>	<p>Saturday          9:00-9:30 p.m.  <i>Rebroadcast</i>          12:00-12:30 a.m.          ORIGINATES: WABC</p>	<p>Geyer, Cornell &amp; Newell, Inc.</p>	<p>65 Weeks</p>

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<b>PENNSYLVANIA PUBLICITY COMMISSION</b>	State Publicity Campaign
<b>PET MILK SALES CORPORATION</b>	Irradiated Pet Milk
<b>PHILIP MORRIS &amp; COMPANY, LTD.</b>	Philip Morris Cigarettes
<b>THE PROCTER &amp; GAMBLE COMPANY</b>	Oxydol  Crisco  Chipso  Ivory



<p>THE SCENIC SHOW, with Governor Earle, guest stars and Robert Golden's Orchestra <i>Music and talks</i></p>	<p>Thursday, June 9 and 16 10:00-10:15 p.m. ORIGINATES: WCAU</p>	<p>Walker &amp; Downing</p>	<p>3 Weeks</p>
<p>MARY LEE TAYLOR, home economist <i>Household advice</i></p>	<p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX, ST. LOUIS</p>	<p>Gardner Advertising Company</p>	<p>239 Weeks</p>
<p>SATURDAY NIGHT SERENADE, Mary Eastman, soprano; Bill Perry, baritone, and Gustave Haenschen's Orchestra and Mixed Chorus <i>Musical</i></p>	<p>Saturday 9:30-10:00 p.m. ORIGINATES: WABC</p>		
<p>JINNY PRESENTS Mrs Morgan's Orchestra, Jack Lanstone's Dramatizations, Frances Fair, Genevieve Rowe, "Beverly", Conn Cross and Ray Block's Swing Fifteen <i>Variety and dramatic interludes</i></p>	<p>Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC</p>	<p>The Biow Company, Inc.</p>	<p>90 Weeks</p>
<p>THE GOLDBERGS <i>Serial drama</i></p>	<p>Mon thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>133 Weeks</p>
<p>WALKER &amp; SADE <i>Serial drama</i></p>	<p>1:15-1:30 p.m. ORIGINATES: WBBM</p>	<p>Compton Advertising, Inc.</p>	
<p>TRAGEDY OF LIFE <i>Serial drama</i></p>	<p>1:30-1:45 p.m. ORIGINATES: WABC</p>	<p>Pedlar &amp; Ryan, Inc.</p>	
<p>THE SPIEL SINGER <i>Hymns</i></p>	<p>1:45-2:00 p.m. ORIGINATES: WABC</p>	<p>Compton Advertising, Inc.</p>	

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in which the client has used CBS facilities.

# CBS SPONSORED PROGRAMS

<b>R. J. REYNOLDS TOBACCO COMPANY</b>	Camel Cigarettes Prince Albert Smoking Tobacco
<b>RIO GRANDE OIL, INC.</b>	Petroleum Products
<b>SALES AFFILIATES, INC.</b>	Loxol Oil Tint Shampoo
<b>SKELLY OIL COMPANY</b>	Petroleum Products
<b>TILLAMOOK COUNTY CREAMERY ASSN.</b>	Tillamook Cheese

††Columbia California Network On

<p><b>CANTOR'S CAMEL CARAVAN</b>            Edie Cantor with Edgar Fairchild's            Orchestra; Fairchild and Carroll,            piano team; Bert Gordon, Walter            King, Hattie Noel, Guests  <i>Comedy and music</i></p> <p><b>BENNY GOODMAN</b>            and his Orchestra  <i>Music and guests</i></p>	<p>Monday            7:30-8:00 p.m.  <i>Rebroadcast</i>            10:30-11:00 p.m.            ORIGINATES: KNX</p> <p>Tuesday            9:30-10:00 p.m.            ORIGINATES:            WGAR, June 7            WEEL, June 14, 21</p>	<p>William Esty &amp; Company, Inc.</p>	<p>257 Weeks</p>
<p><b>CALLING ALL CARS</b>  <i>Police file dramatizations</i></p>	<p>††Thursday            8:30-9:00 p.m.            PST            ORIGINATES: KNX</p>	<p>Hixson-O'Donnell, Inc.</p>	<p>247 Weeks</p>
<p><b>FRY AND BRACCIOTTI,</b>            Pianists; and Bob Carol,            tuba  <i>Musical</i></p>	<p>††Wed. and Fri.            11:15-11:30 a.m.            PST            ORIGINATES: KNX</p>	<p>Milton Weinberg Advertising Co.</p>	<p>20 Weeks</p>
<p><b>SILLY COURT OF MISSING HEIRS</b>  <i>Dramatic</i></p>	<p>Sunday            10:30-11:00 p.m.            ORIGINATES: WBBM</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>33 Weeks</p>
<p><b>DRY MAID</b>            with Jack Moyles and Nell Parker  <i>Home Economics</i></p>	<p>††Thursday,            June 2            2:30-2:45 p.m.            PST            ORIGINATES: KSFO</p>	<p>Botsford, Constantine &amp; Gardner</p>	<p>13 Weeks</p>

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<b>UNITED STATES TIRE DEALERS MUTUAL CORPORATION</b>	U. S. Royal Master Tires
<b>U. S. TOBACCO COMPANY</b>	Dill's Best Model Smoking Tobacco
<b>WILMINGTON TRANSPORTATION COMPANY</b>	Santa Catalina Island Summer Resort
<b>WM. WRIGLEY JR., COMPANY</b>	Wrigley's Gum

†Columbia Pacific Network Only

<p>BY BERNIE AND ALL THE LADS, with Lew Lehr, comedian; Buddy Crk, vocalist and Agnes Moorehead <i>Music and comedy</i></p>	<p>Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC</p>	<p>Campbell-Ewald Company of New York, Inc.</p>	<p>20 Weeks</p>
<p>PK AND PAT IN PIPE SMOKING TIE, with Edward Roecker, bari- tone and Benny Kreuger's Orchestra <i>'Blackface' comedy and music</i></p>	<p>Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC</p>	<p>Arthur Kudner, Inc.</p>	<p>157 Weeks</p>
<p>CALINA ISLANDER, by Breckner <i>Man-in-street interviews</i></p>	<p>†Mon. thru Fri. 2:15-2:30 p.m. ORIGINATES: KNX</p>	<p>Neisser-Meyerhoff, Inc.</p>	<p>2 Weeks</p>
<p>NET ENTERTAINMENT, by Fulton, tenor; the Andrews Sisters and Carl Hohengarten's Orchestra <i>Variety</i></p>	<p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. ORIGINATES: WBBM</p>	<p>Neisser-Meyerhoff, Inc.</p>	<p>314 Weeks</p>
<p>SATTERGOOD BAINES <i>Serial drama</i></p>	<p>†Mon. thru Fri. 8:00-8:15 p.m. PST ORIGINATES: KSFO</p>		

\*1: figures indicate the total number of weeks  
in which the client has used CBS facilities.

# CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for June 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. SPECIAL EVENTS . . . . . *Page 24*
2. PUBLIC AFFAIRS. . . . . *Page 26*
3. EDUCATIONAL PROGRAMS . . . . *Page 30*
4. SERIOUS MUSIC . . . . . *Page 33*
5. DRAMATIC SERIES . . . . . *Page 37*
6. CHILDREN'S PROGRAMS . . . . . *Page 38*
7. RELIGIOUS BROADCASTS . . . . *Page 39*
8. PERSONALITIES . . . . . *Page 40*
9. LIGHT MUSIC . . . . . *Page 41*
  
- ADDENDA: MAY PROGRAMS . . . . . *Page 43*

**SPECIAL EVENTS**

**BELMONT PARK**

4:00-4:30 p.m.

THURSDAY, JUNE 2

4:15-4:45 p.m.

SATURDAY, JUNE 4

Bryan Field concludes the Spring racing meet at Belmont Park for CBS listeners, describing The Oaks for three-year-old fillies, and the \$50,000 Belmont Stakes, at a mile and a half for three-year-olds.

**WALKER CUP SUMMARY**

11:00-11:15 a.m.

2:00-2:15 p.m.

FRIDAY, JUNE 3

Henry Longhurst of the *London Evening Standard* and Edward Murrow, CBS European representative, in two broadcasts, direct from St. Andrews Golf Links at St. Andrews, Scotland, summarize the results of the Walker Cup contest between the United States and British amateurs.

**GLASGOW EXHIBITION**

12:15-12:30 p.m.

MONDAY, JUNE 6

Edward Murrow conducts interviews with visitors to the \$50,000,000 Glasgow Exhibition in this international broadcast from Scotland.

**AQUEDUCT RACES**

4:00-4:30 p.m.

MONDAY, JUNE 6

SATURDAY, JUNE 11, 18, 25

Shifting over to Aqueduct Race Track, Bryan Field continues his exclusive CBS broadcasts of metropolitan races, including the Queens County Handicap, Shevlin Stakes, Dwyer Stakes and Brooklyn Handicap.

**NATIONAL OPEN GOLF CHAMPIONSHIP**

*Various Hours*

JUNE 8 THRU JUNE 11

Another CBS exclusive sports broadcast brings the U.S. Open Golf Championship to its microphones, in a preview and series of play-by-play descriptions by Ted Husing and Jimmy Dolan direct from the links of the Cherry Hills Country Club, Denver.

# CBS SUSTAINING PROGRAMS

## SPECIAL EVENTS

<p><b>WIGHTMAN CUP MATCHES</b>  <i>Various Hours</i>            FRIDAY, JUNE 10            SATURDAY, JUNE 11</p>	<p>William T. Tilden, II, former world's tennis champion, summarizes the first day of play this annual series between the women tennis stars of the United States and Great Britain. On the second day Tilden gives a stroke-by-stroke description of the contests, followed later in the day with a complete summary.</p>
<p><b>20TH CENTURY LIMITED</b>            5:45-6:00 p.m.            WEDNESDAY, JUNE 15</p>	<p>The departure of the new 20th Century Limited on its maiden trip to Chicago is pictured by CBS direct from Track 26, Grand Central Station, with Bob Trout at the microphone.</p>
<p><b>PRINCETON INVITATION TRACK MEET</b>            5:30-6:00 p.m.            6:15-6:30 p.m.            SATURDAY, JUNE 18</p>	<p>Ted Husing and Jimmy Dolan report to Columbia's audience how Glenn Cunningham made out in the Invitation Mile, how Bill Bonthro's comeback fared in the two-mile, and other highlights of this exciting meet.</p>
<p><b>N. C. A. A. GAMES</b>            Approx. 6:30 p.m.            SATURDAY, JUNE 18</p>	<p>CBS covers the National Collegiate Athletic Association track and field games in Minneapolis.</p>
<p><b>WIMBLEDON TOURNAMENT</b>            1:15-1:30 p.m.            SATURDAY, JUNE 25</p>	<p>The first week's play in the Wimbledon Tennis Championships is summarized from England. The semi-finals and finals of the men's and women's matches are to be broadcast July 1.</p>
<p><b>"BIG TEN"-PACIFIC COAST TRACK MEET</b>            Approx. 4:30 p.m.            SATURDAY, JUNE 25</p>	<p>The track and field meet between the pick of the athletes from the "Big Ten"-Western Conference and from the Pacific Coast is reported by omnipresent Ted Husing and Jimmy Dolan.</p>



**SPECIAL EVENTS**

**POUGHKEEPSIE REGATTA**

3:45-4:00, 4:45-5:15,  
5:45-6:15 p.m.

MONDAY, JUNE 27

Seated on a moving train abreast of the shells, Ted Husing describes the freshman, junior varsity and varsity crew races in the annual Poughkeepsie Regatta, in which the pick of the Eastern and Western crews compete. Another CBS microphone broadcasts direct from the judge's launch.

**PUBLIC AFFAIRS**

**GRADUATION  
CEREMONIES**

2:30-3:00 p.m.

WEDNESDAY, JUNE 1

12 noon-12:30 p.m.

2:30-3:00 p.m.

THURSDAY, JUNE 2

JUNE 1: Speakers at the Columbia University Commencement luncheon, besides Nicholas Murray Butler, include President R. G. Sproul of the University of California, President Charles Seymour of Yale and Senator Joseph C. O'Mahoney of Wyoming.

JUNE 2: President Roosevelt addresses the graduating class of the U. S. Naval Academy, Annapolis. At 2:30 CBS broadcasts the graduation ceremonies of the U. S. Coast Guard Academy, New London.

**LABOR NEWS REVIEW**

10:45-11:00 p.m.

SATURDAY, JUNE 4

Columbia's Washington station WJSV celebrates the 200th broadcast of its "Labor News Review" series with talks by William Green and Albert N. Dennis.

**ECONOMIC COOPERATION  
IN THE AMERICAS**

2:30-3:00 p.m.

SUNDAY, JUNE 5

The final program in this series of five Pan-American good-will broadcasts presents the Minister from Paraguay, the Foreign Ministers of Peru and Uruguay and the charge d'affaires of the Venezuela Legation in Washington.

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

<b>RED CROSS ANNIVERSARY</b> 2:30-3:00 p.m. MONDAY, JUNE 6	On the twenty-first anniversary of the founding of the Red Cross, Norman H. Davis and Mrs. H. P. Davison are heard in talks, and the emergency and educational activities of the organization are dramatized.
<b>LEAGUE OF NATIONS</b> 10:45-11:00 p.m. TUESDAY, JUNE 7	Clark M. Eichelberger, director of the League of Nations Association, proposes the "Revision of the League of Nations Covenant."
<b>DR. ORESTES CALDWELL</b> 3:45-4:00 p.m. WEDNESDAY, JUNE 8	Dr. Caldwell, editor of <i>Radio Today</i> , speaks from the National Radio Show on the late "Radio Set Developments and Improvements."
<b>AMATEUR RADIO AWARD</b> 2:15-2:30 p.m. THURSDAY, JUNE 9	The presentation of the William S. Paley Amateur Radio Award for 1937 to its second recipient, Robert T. Anderson, for his work in the flood emergency last year, is made by Mr. Paley at the Waldorf-Astoria.
<b>FLAG DAY</b> 5:15-5:30 p.m. TUESDAY, JUNE 14	Mrs. Malcolm Douglas, national president of the American Legion Auxiliary, is heard in a special Flag Day address.
<b>THURMAN W. ARNOLD</b> 2:30-3:00 p.m. WEDNESDAY, JUNE 15	Mr. Arnold, assistant to the Attorney General, addresses the Advertising Federation of America, convening in Detroit, on "What is Monopoly?"

**PUBLIC AFFAIRS**

**AMERICAN VIEWPOINTS**

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

EACH FRIDAY  
10:45-11:00 p.m.

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

JUNE 2: Mary Dewson of the Social Security Board explains "A New Way of Meeting an Old Responsibility."

JUNE 3: Fred G. Clark, national commander of the Crusaders, asks "Who Wants a Bigger Income?"

JUNE 9: Frank Bane, executive director of the Social Security Board, discusses "Social Security, Everybody's Business."

JUNE 16: "Returning the Unemployed to Private Industry" is proposed by W. A. Zwicke, chairman of the Smaller Businessmen of New York District.

JUNE 17: Sterling Fisher, CBS director of Education and Radio Talks, tells the American Library Association in Kansas City "What's New in Radio Education."

JUNE 23: DeWitt Emery, president of the National Small Businessmen's Association, discusses the work of his organization.

JUNE 24: Dr. Hu Shih speaks in behalf of the Chinese Relief Fund of the American Red Cross.

JUNE 30: From the national conference of Social Work in Seattle come talks by Senator Schwellenbach and Helen Hall.

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

<p><b>EUROPE CALLING!</b> 1:30-1:45 p.m. EACH SUNDAY</p>	<p>Expert observers of international affairs appear on this regular Sunday period of talk from foreign capitals. Columbia's Europe staff is on the scene to give eye-witness counts of new developments, and to present prominent national spokesmen in interpretations of the events. On June 5 William Shirer speaks from Prague, and on June 6 Geoffrey Crowther of the London <i>Economist</i> is guest speaker.</p>
<p><b>WORLD ECONOMIC COOPERATION</b> 4:45-5:00 p.m. EACH FRIDAY</p>	<p>In cooperation with the National Peace Conference, Columbia presents prominent spokesmen for world economic cooperation.</p> <p>JUNE 3: Gunnar Myrdal, professor of political economy at the University of Stockholm and member of the Swedish Parliament, speaks from New York on "Scandinavian Countries and European Economic Problems."</p>
<p><b>CAPITAL OPINIONS</b> 10:45-11:00 p.m. EACH SATURDAY</p>	<p>Members of Congress and Government officials participate in these discussions of problems of national interest. The programs originate from WJSV, Columbia's station in Washington.</p>
<p><b>CURRENT QUESTIONS BEFORE CONGRESS</b> <i>The House</i>—4:45-5:00 p.m. EACH TUESDAY <i>The Senate</i>—4:45-5:00 p.m. EACH THURSDAY</p>	<p>Leading members of the Senate and of the House of Representatives discuss, in separate weekly broadcasts, legislation remaining at the closing days of the current session. Speakers on this series are selected for special knowledge of the issues involved.</p>

**PUBLIC AFFAIRS**

**HEADLINES AND  
BYLINES**

10:30-11:00 p.m.

EACH SUNDAY

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

**EDUCATIONAL  
PROGRAMS**

**NEW HORIZONS**

5:45-6:00 p.m.

EACH MONDAY

The American Museum of Natural History presents famous explorers and scientists.

JUNE 6: Dr. Harold E. Anthony, "Bison."

JUNE 13: Dr. Roy W. Miner, "Pearl and Coral Reefs."

JUNE 20: Dr. Roy Chapman Andrews, "Sacred City of the Living Buddha."

JUNE 27: William H. Carr, "Beavers."

**HIGHWAYS TO HEALTH**

4:00-4:15 p.m.

EACH TUESDAY

The New York Academy of Medicine arranges these medical talks for the layman.

JUNE 7: Dr. Albert S. Hyman, Beth David Hospital, "Protect Your Heart This Summer."

JUNE 14: Dr. Harry C. W. S. DeBrun of Poly-clinic, "Minor Accidents in Summer-time."

JUNE 21: Dr. H. Griffin Bullwinkel.

JUNE 28: Dr. Allen DeForest Smith.

**EXPLORING SPACE**

5:45-6:00 p.m.

EACH WEDNESDAY

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

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

### COLUMBIA ADULT EDUCATION

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

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

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

### "LIVING HISTORY"

7:30-7:45 p.m.

EACH WEDNESDAY

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

### "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 and workshops throughout the land.

JUNE 2: Department store buyer.

JUNE 9: Steel worker.

JUNE 16: Baker.

JUNE 23: Railway Express.

JUNE 30: Aviation.

**EDUCATIONAL  
PROGRAMS**

**"ADVENTURES IN  
SCIENCE"**

7:30-7:45 p.m.

EACH FRIDAY

**"OF MEN AND BOOKS"**

4:00-4:15 p.m.

FRIDAY, JUNE 3

THURSDAY, JUNE 9, 16, 23

**ADULT EDUCATION** *(continued)*

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

JUNE 3: Science Surprise.

JUNE 10: "Synthetic Fibres," W. E. Emley of the National Bureau of Standards.

JUNE 17: "Within the Atom," Karl K. Darrow, Bell Laboratories.

JUNE 24: "Farmer Takes a Robot." S. H. McCrory of the Dept. of Agriculture.

Contemporary books and their authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University. During June he reviews the following:

JUNE 3: "My America." Louis Adamic.

JUNE 9: "Brazos," Rose McL. Taylor; "Wind Over Wisconsin." by August Derleth; "Mural for a Later Day," by Kathleen Pawle and others.

JUNE 16: "Master Kung," Carl Crow.

JUNE 23: "We Too Are the People," Louise Armstrong; "The Right to Work," Nels Anderson.

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

### EVERYBODY'S MUSIC

3:00-4:00 p.m.

EACH SUNDAY

In the fifth regular Summer season of *Everybody's Music*, Howard Barlow conducts Columbia Broadcasting Symphony. Henry Neely acts as host to the radio audience, with informal program comments.

JUNE 5: *Mozart*: Symphony No. 39 in E flat; *Kodaly*: "Hary Janos" Suite.

JUNE 12: *Von Weber*: "Abu Hassan"; *Schubert*: Symphony No. 7 in C major.

JUNE 19: *Grétry*: Rosière Republicain; *Franck*: "Les Eolides"; *Saint-Saens*: Symphony No. 3.

JUNE 26: *Grieg*: "Lyric Suite"; *Brahms*: Symphony No. 3.

### PHILHARMONIC- SYMPHONY ORCHESTRA STADIUM CONCERTS

8:30-10:00 p.m.

EACH SUNDAY,

BEGINNING JUNE 26

For the fourth consecutive season, CBS assumes the summer concerts by the New York Philharmonic-Symphony Orchestra at Leisohn Stadium. Alexander Smallens conducts the opening programs, details of which will be announced later. Other conductors to be heard in the series are Jose Iturbi, Willem van Hoogstraten, Massimo Freccia and Mack Marrow. Distinguished soloists and groups are to be presented throughout the season.

### EXPLORING MUSIC

5:00-5:30 p.m.

SATURDAY, JUNE 4 AND 18

Bernard Herrmann, brilliant young CBS conductor, directs the Columbia Concert Orchestra in two programs of seldom-heard music.

JUNE 4: *Bennett*: "A Charleston Rhapsody"  
 JUNE 18: *Abt Vogler*: Overture to "Hermione and Una"; *Gluck*: Ballet Suite, arranged by Gevaert; *Poulenc*: Deux Marches et Intermède.



**SERIOUS  
MUSIC**

**SOCIETY FOR  
CONTEMPORARY MUSIC**

3:15-4:00 p.m.  
FRIDAY, JUNE 17

From London on June 17 CBS broadcasts the first orchestral concert of the International Society for Contemporary Music. Premieres of these works are to be performed: *Kapralova*: Military Symphonietta; *Koffler*: Symphony No. 3; *Lennox Berkeley*: "Domini Est Terra," with BBC Chorus.

**"DON GIOVANNI"—  
GLYNDEBOURNE**

2:00-3:30 p.m.  
WEDNESDAY, JUNE 22

The world-famous Glyndebourne Mozart Opera Festival at Suffolk Downs, near London, will be heard by CBS listeners on June 22 when Columbia broadcasts the First Act of Mozart's "Don Giovanni."

**COLUMBIA CHAMBER  
ORCHESTRA**

5:00-5:30 p.m.  
EACH MONDAY

On June 6 the last of the twelve famous Concerti Grossi for strings by Georg Friedrich Handel is played by the Columbia Chamber Orchestra, under Bernard Herrmann's direction. Subsequent programs include works by Telemann, Purcell and Johnson.

**"A LITTLE  
NIGHT MUSIC"**

10:30-11:00 p.m.  
MONDAY, JUNE 6 THRU 27

The Columbia Concert Orchestra presents a series of evening serenades under the direction of Bernard Herrmann.

JUNE 6: *Haydn*: "Schoolmaster" Symphony.  
JUNE 13: *All van Dieren* program. The radio premieres of the Rhapsody for string quartet and baritone, based on DeQuincy's "Lavanna and Our Lady of Sorrows"; the Ballade for string orchestra and reader, from Villon's "Prayer to Our Lady"; and the Sonette VII from Spenser's "Amoretti" for tenor and 11 instruments.

JUNE 20: *Haydn*: "The Hen" Symphony.  
JUNE 27: An 18th century opera.

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p><b>STORY OF THE SONG</b> 3:30-4:00 p.m. EACH TUESDAY</p>	<p>The world's greatest songs are interpreted by outstanding singers of the concert stage in the Columbia musical feature.</p> <p>JUNE 7: <i>Lieder by Hugo Wolf</i>, from his "Italian and Spanish Song Books"; Margaret Daum, soloist. <i>French and Italian Songs</i>, Eugene Lowenthal, soloist.</p> <p>JUNE 14 AND 21: <i>Lieder by Beethoven</i>, from his "Scottish and Irish Songs for Trio and Voice." Fritz Lechner and Mildred Rose, soloists; William Tarrasch, pianist.</p> <p>JUNE 28: Léon Rothier, soloist.</p>
<p><b>KEYBOARD CONCERTS</b> 4:00-4:30 p.m. EACH WEDNESDAY</p>	<p>This series presents outstanding concert artists of the keyboard instruments.</p> <p>JUNE 1: Alice Ehlers, harpsichordist.</p> <p>JUNE 8: Jacques Jolas, pianist.</p> <p>JUNE 15: Alexander Kelberine and Jeanne Behrend, duo-pianists.</p> <p>JUNE 29: Adele Marcus, pianist.</p>
<p><b>ESSAYS IN MUSIC</b> 10:00-10:30 p.m. EACH THURSDAY</p>	<p>This unusual series, under the direction of Victor Bay, presents on each program widely varying compositions devoted to a single subject. George Zachary produces the program.</p> <p>JUNE 2: <i>Swans</i>. Mary Eastman, soprano and the Columbia Male Quartet.</p> <p>JUNE 9: <i>Pavanes and Polkas</i>.</p> <p>JUNE 16: <i>Enchanted Waters and Magic Fire</i>. Eugene Lowenthal, bass baritone.</p> <p>JUNE 23: <i>Weddings</i>.</p> <p>JUNE 30: <i>Summer</i>. Margaret Daum, soprano.</p>

**SERIOUS  
MUSIC**

**CHORAL MUSIC**

*Various Hours*

JUNE 4, 9, 11 AND 20

JUNE 4: Temple University Men's Glee Club, Philadelphia (12:15-12:30 p.m.).

JUNE 9: Webster Groves High School A Cappella Choir, St. Louis (2:45-3 p.m.).

JUNE 11: Ruby Smith Stahl Choir, Washington, D. C. (4:30-4:45 p.m.).

JUNE 20: Baptist Student Union Choir, Washington, D. C. (4:30-4:45 p.m.).

**HOLLACE SHAW**

7:45-8:00 p.m.

EACH FRIDAY

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

**KREINER STRING  
QUARTET**

12 noon-12:45 p.m.

SATURDAY, JUNE 11

The Kreiner String Quartet—Sylvan Shulman and Joseph Gingold, violins; Edward Kreiner, viola and Alan Shulman, cello—present on June 11 a program of Haydn and Schumann Quartets.

**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.

**WALBERG BROWN STRINGS**

2:00-2:30 p.m.

EACH SUNDAY

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

# CBS SUSTAINING PROGRAMS

## DRAMATIC SERIES

### THE COLUMBIA WORKSHOP

7:30-8:00 p.m.

EACH SATURDAY

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

JUNE 4: "Tranga Man—Fine Gah," an African drama written and directed by John Carlisle, CBS production manager.

JUNE 11: "Surrealism in Sound," including a drama, "From Ooh to Aa," by Charles Trumbull, music by Hindemith and Satie; poetry by Lewis Carroll and Ernest Walsh, and criticism by Salvador Dali.

JUNE 18: "Reunion," by Guy Della Cioppa, Penn '37 and John Hines, Princeton '37.

JUNE 25: "Courtroom Obbligato," an original musical play by Hilda Lawrence with a score by Tom Bennett.

### "BUFFALO SUMMER THEATRE"

3:00-3:30 p.m.

EACH FRIDAY

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

### "THE GHOST OF BENJAMIN SWEET"

8:00-8:30 p.m.

EACH FRIDAY

This amiable spectre, first heard on the *Columbia Workshop*, is the hero of adventures conceived by Pauline Gibson and Frederick Gerdorf and portrayed by Karl Swenson.

### "JOAN AND KERMIT"

7:00-7:30 p.m.

EACH SUNDAY

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

**CHILDREN'S  
PROGRAMS**

**"MARCH OF GAMES"**

5:30-5:45 p.m.

EACH MONDAY AND WEDNESDAY

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

**"LET'S PRETEND"**

5:30-6:00 p.m.

EACH TUESDAY AND THURSDAY

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

JUNE 2: Puss in Boots.

JUNE 7: Bronze Mountains.

JUNE 9: Crystal Coffin.

JUNE 14 AND 16: Chinese Nightingale.

JUNE 21: Donkey Skin.

JUNE 23: Prince Darling.

JUNE 28: Juniper Tree.

JUNE 30: Goldilocks.

**"MUSIC FOR FUN"**

5:30-6:00 p.m.

EACH FRIDAY

Music especially planned for children is presented on this new series under the direction of Howard Barlow. A young visitor appears on each program to express his or her reactions to the music, with William Spier acting as interlocutor. The average length of selections is three minutes, to fit the brief attention-span of children from five to twelve years old.

# CBS SUSTAINING PROGRAMS

## RELIGIOUS BROADCASTS

### CHURCH OF THE AIR

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

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

JUNE 5: *Morning*—Rev. Frederick C. G. dean of Seabury-Western Divinity School (Episcopalian), Evanston, Ill.

*Afternoon*—Dr. Frederick D. Kershner, president, International Convention of the Disciples of Christ, Indianapolis.

JUNE 12: *Morning*—Dr. John W. Stock, chairman, General Convention, Swedish Birthday Commemorative Committee, Philadelphia.

*Afternoon*—Rev. Theophane Maguire, C. editor, *The Sign*, Union City, N. J.

JUNE 19: *Morning*—Rev. Ross H. Stover, D. Messiah Lutheran Church, Philadelphia.

*Afternoon*—Rabbi Samuel Thurman, Un Hebrew Temple, St. Louis.

JUNE 26: *Morning*—Rev. Ira G. McCorm Trinity Methodist Episcopal Church, Chic

*Afternoon*—Rev. John P. McCaffrey, Chapl Ossining.

**PERSONALITIES**

PROGRAM AND TIME	DESCRIPTION
<p><b>MAJOR BOWES' CAPITOL FAMILY</b> 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>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.</p>
<p><b>DAVID ROSS IN "POET'S GOLD"</b> 1:45-2:00 p.m. EACH SUNDAY</p>	<p>This series of verse readings by David Ross, prize announcer, has been a Columbia Network feature for five years. Ross gives his readings against a background of string music.</p>
<p><b>PHIL COOK'S ALMANAC</b> 6:30-7:00 p.m. EACH SUNDAY</p>	<p>Starring Phil Cook and his six characterizations—Office Boy Pete, Porter Sleepy Simpson, Pop Time, Sandy MacTavish, and Abner and Eloise—the Sunday evening "Almanac" features the music of Ray Block's orchestra.</p>
<p><b>KATE SMITH SPEAKS</b> 3:30-3:45 p.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>Kate Smith is an air columnist on this program of events and personalities. Ted Collins, her manager, is the announcer. Miss Smith assumes her role in addition to that of mistress of ceremonies of the "Kate Smith Hour."</p>
<p><b>RICHARD MAXWELL</b> 11:15-11:30 a.m. MONDAY, TUESDAY AND FRIDAY 9:15-9:30 a.m. EACH SATURDAY</p>	<p>Richard Maxwell presents four programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor, who composes most of the verses which he reads.</p>
<p><b>MAX EASTMAN - "THE WORD GAME"</b> 9:30-10:00 p.m. EACH WEDNESDAY</p>	<p>Max Eastman, noted author and critic, is master of ceremonies on this unusual new series. Besides mere spelling, this "Word Game" covers definitions, correct usage, synonyms, antonyms and other variants.</p>

# CBS SUSTAINING PROGRAMS

## LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p><b>SATURDAY NIGHT SWING CLUB</b> 8:00-8:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens as band director and M Allen as swing commentator, the Swing C guests this month include the Andrews Sist Casper Reardon, Woody Herman, Fredda C son, Ella Fitzgerald and Chick Webb.</p>
<p><b>MAXINE SULLIVAN - "RECITALS IN SWING"</b> 6:45-7:00 p.m. TUESDAY, JUNE 7 AND 14</p>	<p>This famous young artist, perhaps the grea popular singer of today, is heard twice s month from Hollywood in her own progru of distinguished arrangements.</p>
<p><b>RAY BLOCK'S VARIETIES</b> 3:00-3:30 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these var programs, assisted by guest vocalists b rhythm groups.</p>
<p><b>AL BERNARD'S MERRY MINSTRELS</b> FRIDAYS, 3:45-4:00 p.m.</p>	<p>A streamlined, modern version of the old-t e minstrel show. Al Bernard, long a headline in this field of entertainment, is starred.</p>
<p><b>DEEP RIVER BOYS, ETON BOYS, FOUR CLUBMEN, THE SYMPHONETTES</b></p>	<p>These harmony groups are featured on e Columbia Network throughout the week. E has a distinctive vocal style, and all conti to be network favorites.</p>
<p><b>"DEAR COLUMBIA"</b> 9:00-9:25 a.m. EACH MONDAY</p>	<p>Audience mail requests for songs and se tions old and new are performed by y Block's orchestra and Audrey Marsh.</p>
<p><b>ALL HANDS ON DECK</b> 3:00-3:30 p.m. EACH WEDNESDAY</p>	<p>Lorraine Grimm and Harry Cool are featu d with Ben Feld's Orchestra in this nautical sla from Columbia's St. Louis station, KMU</p>



**LIGHT MUSIC**

**CBS VOCALISTS**

Various hours  
MONDAY THRU SATURDAY

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

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

**SUMMER SESSION**

8:30-9:00 p.m.  
EACH SUNDAY

Barry Wood, singing emcee, presents Nan Wynn, the Symphonettes, the Four Clubmen and Lyn Murray's Orchestra in vocal and instrumental specialties. Salutes to collegiate publications and "Musical Acrostics" are features of the show.

**DANCE ORCHESTRAS**

Various hours  
MONDAY THRU SUNDAY

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

Count Basie	Will McCune
Gene Beecher	Ozzie Nelson
Bunny Berigan	Leighton Noble
Frank Dailey	Red Norvo
Duke Ellington	Roger Pryor
Dick Gasparre	Buddy Rogers
Benny Goodman	Joe Sanders
Henry King	Artie Shaw
Kay Kyser	Ran Wilde

## VIDEO: MAY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *May* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

### PUBLIC AFFAIRS

• MAY 2: Mrs. Franklin D. Roosevelt spoke on Child Health Day, 3:45-4 p.m.

Mrs. Charles L. Hulswitt, described the organizing of the recent "Women's Rebellion" against the government spending program, 7:15-7:30 p.m.

• MAY 3: Representative Arthur D. Healey (D) of Massachusetts spoke on "The Wages and Hours Bill," in the CBS series *Current Questions Before the House*, 4:45-5 p.m.

"Festus, I Plunge" proclaimed William Allen White at the 50th anniversary of the founding of Riis House, 10:45-11 p.m.

• MAY 5: Former President Herbert Hoover warned of "The Dangerous Roads of Democracy" before Oklahoma Grassrooters, 10-10:30 p.m.

• MAY 6: John H. Fahey, chairman of the Federal Home Loan Bank Board, spoke to the conference of the National Association of Mutual Savings Banks, 11-11:30 a.m.

Dr. Francis Deak of Columbia University discussed Hungary, Mirko Pasqual de Dominis, newspaper correspondent, spoke on Yugoslavia and Consul Dr. Joseph Hanc of the Czechoslovakian Legation discussed

his country, at the Danubian Congress of the Graduate School of Fordham University 8-8:30 p.m.

• MAY 7: The National Conference on Federal Aid to Education heard speeches by Dr. Jerome Davis, president of the American Federation of Teachers; President F. P. Graham of the University of North Carolina and A. P. Whitney, president of the Brotherhood of Railroad Trainmen, 2-2:30 p.m.

"The Education of Teachers in a Democracy" was the topic of Dr. Karl W. Bigelow of Teachers College, before the 21st annual meeting of the American Council on Education, 3:15-3:30 p.m.

• MAY 8: Raymond Leslie Buell, president of the Foreign Policy Association, spoke from London on "Economics and Democracies" in the CBS series, *Europe Calling* 1:30-1:45 p.m.

A special Mother's Day program brought Mary Pickford, Anna Case and Mary E. Hughes, vice-president of the Golden Rule Foundation, to CBS microphones, in New York, while Dr. Paul De Kruif and Dr. Joseph B. De Lee were heard from Chicago 2:30-3 p.m.

Harry Hopkins, WPA Administrator, discussed "Politics and the WPA." 8:30-9 p.m.

MAY 9: Daniel C. Roper, Secretary of Commerce and Joseph C. Behan, chairman of the National Committee for Life Insurance Education spoke in connection with National Life Insurance Week, 11:15-11:30 a.m.

MAY 10: Senator Wallace H. White, Jr. (R) of Maine, chairman of the American Delegation to the International Telecommunications Conference, held in Cairo, discussed the results of the conference, 10:45-11 p.m.

MAY 11: Representative Karl Stefan (R) of Nebraska and Raymond Combs, president of the Rural Mail Carriers Association, spoke in connection with the American Road Builders Association, 4:45-5 p.m.

MAY 12: I. M. Ornburn discussed the First National American Federation of Labor Union Label and Industrial Exhibition, 4:45-5 p.m.

MAY 13: Representatives Jerry Voorhis (D) of California and Otha Wearin (D) of Iowa were heard on the CBS *World Economic Cooperation* series, 4:45-5 p.m.

MAY 14: Representative Samuel Dickstein (D) of New York warned that "Un-Americanism Marches On," speaking in the CBS series *Capital Opinions*, 10:45-11 p.m.

MAY 17: Representative Paul Kvale (F-L) of Minnesota discussed "Anti-War Legislation," 4:45-5 p.m.

W. Munthe de Morgenstjerne, Norwegian Minister at Washington and the Norwegian Ice Club in Boston took part in a special broadcast celebrating Norwegian Independence Day, 5:15-5:30 p.m.

James W. Gerard spoke on "Democracy and the World Today" at a dinner of the

United Council for Civilian Relief in China, 10:45-11 p.m.

MAY 18: Sanford Bates, chairman, and Irving Rudolph, executive director, spoke at the 32nd Annual Convention of Boys' Clubs of America, 4:30-4:45 p.m.

The work of the National Labor Relations Board was reviewed by its chairman, J. Warren Madden, 7:45-8 p.m.

Senator Alva B. Adams (D) of Colorado was heard in the regular CBS series, *Current Questions Before the Senate*, 4:45-5 p.m.

MAY 20: Speaking from Paris, Premier Edouard Daladier of France discussed his country's economic crisis and the European situation, 4-4:15 p.m.

"A Challenge to Marketing Men" was the topic of Clarence Francis, president of the General Foods Sales Company before the American Marketing Association, 10:45-11 p.m.

MAY 21: Dr. T. V. Smith, Democratic nominee for Congressman-at-large from Illinois, "Debates With Himself on Politics," 6:15-6:30 p.m.

Representative Maury Maverick (D) of Texas picked up "Odds and Ends of Legislation," 10:45-11 p.m.

MAY 22: "Will France and Italy Make Up?" was the subject of Vernon Bartlett's talk from London, in the CBS *Europe Calling* series, 1:30-1:45 p.m.

Senator James F. Byrnes (D) of South Carolina analyzed "The President's Lending and Spending Program," 8-8:30 p.m.

MAY 23: Dr. Robert R. R. Brooks, professor of economics at Williams College, spoke of "Labor on New Fronts" under the auspices

of Public Affairs Committee, Inc., 4:30-4:45 p.m.

MAY 23: Daniel C. Roper, Secretary of Commerce, discussed "Giving and Taking in Trade Development," opening National Foreign Trade Week, 10:30-11 p.m.

MAY 24: Representative Daniel A. Reed (R) of New York asked "Which—War and Trade Agreements or Peace, Plenty of Protection?" 10:45-11 p.m.

MAY 26: The American delegates to the Eucharistic Congress in Budapest were interviewed there by William Shirer, 11:15-11:30 a.m.

Frank G. Arnold, president of the Nebraska Federation of County Taxpayers Leagues, which audits expenditures in its state, spoke on "Taxes and the Home Town," 2:45-3 p.m.

George E. Bigge of the Social Security Board talked of "Federal-State Partnership in Unemployment Insurance," 7:45-8 p.m.

MAY 27: President Roosevelt delivered the commencement address at Arthurdale High School, a West Virginia resettlement project, 3-3:30 p.m.

MAY 28: Representative Emanuel Celler (D) of New York asserted "Tom Mooney Should Be Pardoned Immediately," 10:45-11 p.m.

MAY 29: Senator Robert F. Wagner (D) of New York was the guest speaker at the 43rd Annual Memorial Services of Jewish War Veterans, 11-11:30 a.m.

MAY 31: Four successful business and professional women were interviewed by members of the Girls' Service League, on the 30th anniversary of that group, 3-3:30 p.m.

## SPORTS & EVENTS

● MAY 1: WGAR, Columbia's outlet in Cleveland, saluted the network on the occasion of its power increase to 5,000 watts, daytime and 1,000 watts, evening. General Manager John F. Patt spoke and Walberg Brown conducted, 2-2:30 p.m.

● MAY 3: From Juneau, Alaska, through the facilities of station KINY, came a special broadcast marking the inauguration of air mail service from Juneau to Fairbanks, 5:15-5:30 p.m.

● MAY 5: The completion of the new antenna of KOIN, Columbia's Portland outlet, was celebrated in a special musical program, 5-5:30 p.m.

● MAY 6: Navajo Gift Songs, Negro Lining Hymns and Work Songs, Canal Songs, Cowboy Ballads, and Spanish and Mexican Songs were presented by native Americans from the National Folk Festival in Washington, D. C., 4-4:30 p.m.

● MAY 10: Ted Husing interviewed the U. S. Walker Cup Team before they sailed for Scotland, 5-5:30 p.m.

A program observing the 300th anniversary of the first Scandinavian settlement in America was heard from Seattle, 6:15-6:30 p.m.

● MAY 11: A dramatization of the Rural Electrification Administration was presented with a large cast of WPA actors, 2:30-3 p.m.

The opening of the Cotton Textile Show, part of the Memphis Cotton Carnival, was broadcast from the Municipal Auditorium 4:30-4:45 p.m.

● MAY 13: Guests on this Friday the 13th program were Nila Mack, Richard Maxwell

Phil Cook, Sybil Trent, Art Ross, Jack Slo-  
m and CBS hostess Betty Creighton,  
.30-3 p.m.

Dr. Orestes Caldwell, editor of *Radio To-  
ty*, discussed methods of improving radio  
ception. in a talk. "Tune Up Your Radio,"  
4:15 p.m.

MAY 14: Sponsored by the Holland Fur-  
ace Company over 71 stations of the  
olumbia Network, this broadcast of the  
nth annual Tulip Festival at Holland,  
Michigan, featured Richard Arlen as master  
of ceremonies, 2-2:30 p.m.

Columbia and Cambridge University  
aters were heard in a two-way trans-Atlan-  
c debate on "British versus American Eng-  
sh," 3-3:30 p.m.

Ted Husing covered the Yale-Harvard  
ack meet in Harvard's Soldier Field, 3:30-  
p.m.

MAY 15: Reenactment of the first U. S. air  
mail flight was made in this special broad-  
ast on the 20th anniversary of the event.  
ob Trout interviewed celebrated aviators  
nd Postmaster General Farley spoke, 4-  
:30 p.m.

MAY 16 AND 17: Following a broadcast  
om Mitchell Field, L. I. on the opening  
ay of the Army Air Corps war game ma-  
euvers, Columbia covered the "bombard-  
ent" of Farmingdale on May 16, 10:30-11  
.m. The concluding broadcast the next day  
resented Generals Andrews, Emmons,  
rogstad and Martin reviewing the fleet of  
00 bombers, 3:15-3:30 p.m.

MAY 18: Providence, R. I. celebrated its  
00-day safety record of no fatalities from

traffic accidents, with talks by Mayor Dunne  
and police officials. 4-4:15 p.m.

MAY 19: Ceremonies attending the dedica-  
tion of the Benjamin Franklin Memorial  
were presented from the steps of the Frank-  
lin Institute, Philadelphia, 2:30-2:45 p.m.

MAY 20: Andre Kostelanetz, noted Colum-  
bia conductor and air traveller, presented  
an air mail plaque to Postmaster General  
Farley as part of the National Air Mail Week  
celebrations. 2:30-2:45 p.m.

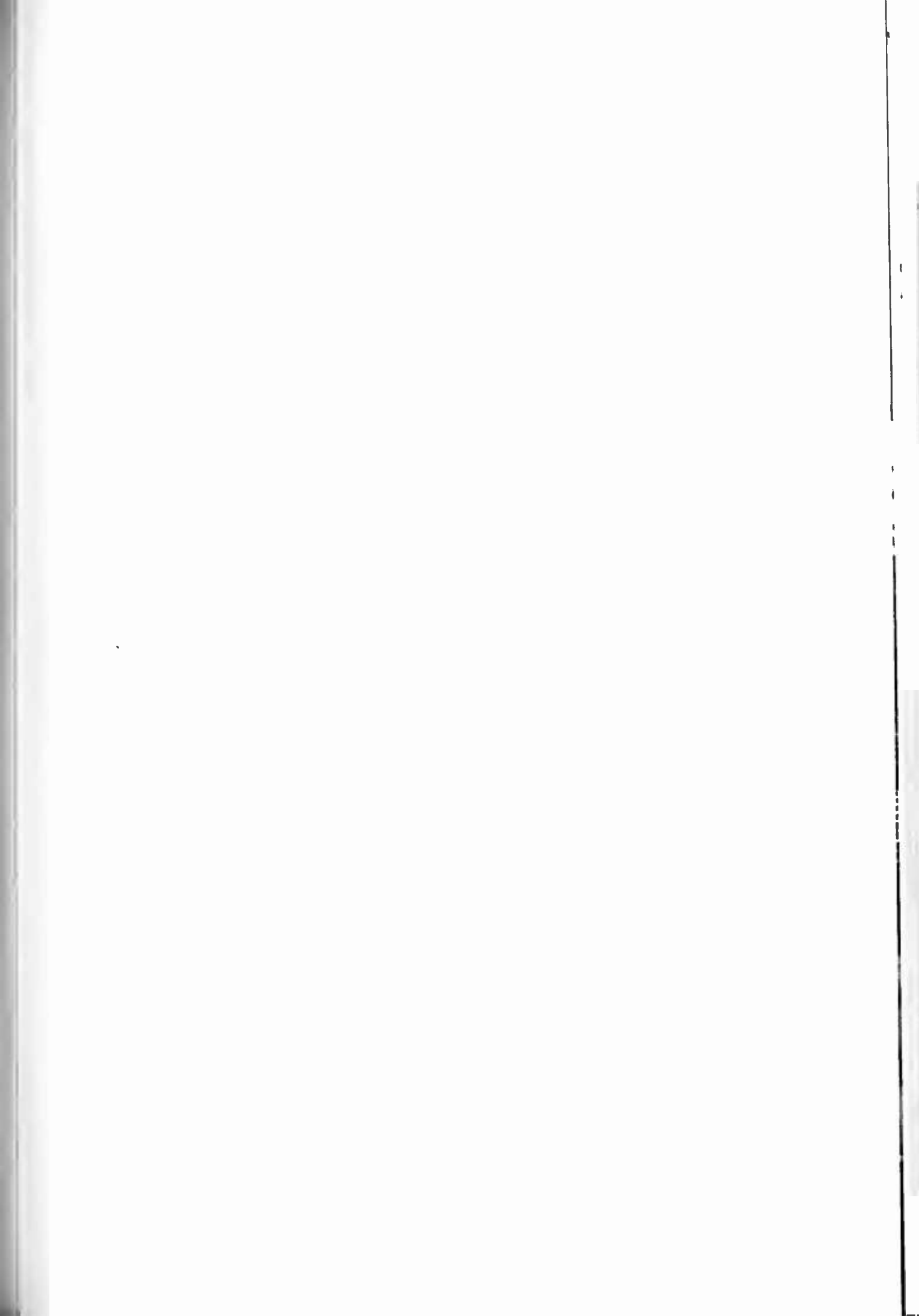
MAY 21, 28 AND 30: Four programs cov-  
ering the Indianapolis Speedway 500-mile  
Auto Race were broadcast last month. On  
May 21, Len Riley and Gilbert Forbes inter-  
viewed racers and described a time trial,  
4:45-5 p.m. On May 28, a trip around the  
two-and-one-half mile speedway was made  
by the WBBM Mobile Air Theatre, 6:05-  
6:15 p.m. The start of the Memorial Day  
race was broadcast, 2-2:15 p.m., and the  
final laps, 4-4:45 p.m.

MAY 26: The McNinch Air Mail Awards  
for the best broadcasts during National Air  
Mail Week by stations in three power classes  
were made to WBBM and KOIN, Colum-  
bia's Chicago and Portland, Ore. stations  
and to WORL, independent. Commissioner  
Frank McNinch and Postmaster General  
Farley spoke. 6:45-7 p.m.

MAY 28: The annual awards of the  
Women's Press Club of New York City were  
announced by Mrs. Minna Hall Carothers,  
speaking from Hotel Pennsylvania, 3:30-4  
p.m.

MAY 31: The fourteenth annual National  
Spelling Bee, sponsored by 16 newspapers,  
presented 22 grammar school students in  
the championship match, 2-2:30 p.m.

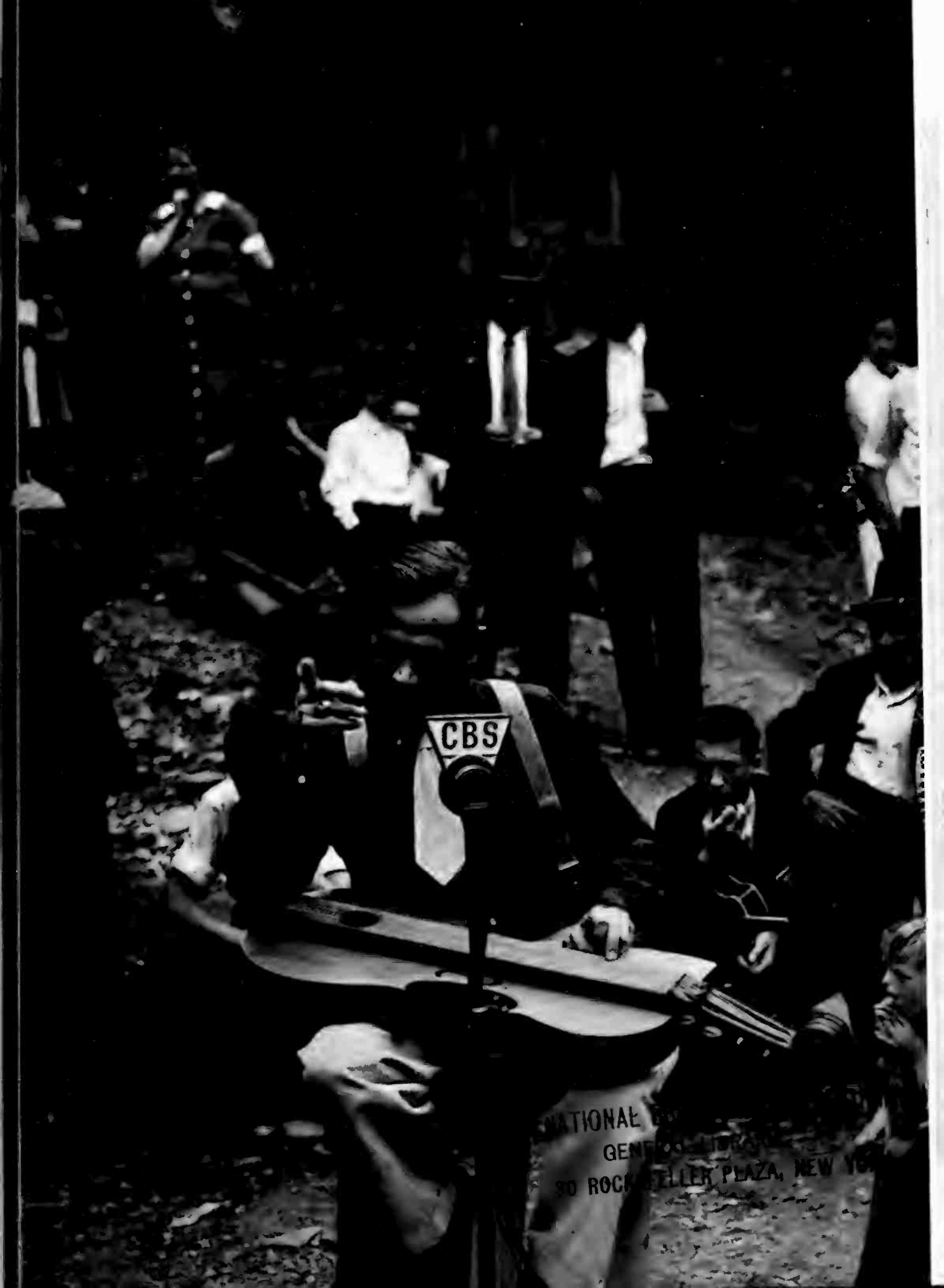




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THE COVER: Columbia visits the remote community of Lost Creek, Kentucky (pop. 213), to bring to its nationwide audience a program of authentic mountaineer music performed in its native setting.

# **THE COLUMBIA PROGRAM BOOK**

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

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

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*(See also Laundry Soaps)*  
Lux Toilet Soap,  
Lifebuoy . . . . . Pages 9 and 11

### MCKESSON & ROBBINS, INC.:

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Solidified Albolene . . . . . Page 13

THE PROCTER & GAMBLE COMPANY:  
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Ivory Soap . . . . . Page 15

SALES AFFILIATES, INC.:  
Loxol Oil Tint Shampoo . . . . . Page 15

● **FOODS & BEVERAGES**

BREWERS' RADIO SHOW ASSOCIATION:  
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CONTINENTAL BAKING COMPANY, INC.:  
Wonder Bread.  
Hostess Cake . . . . . Page 5

DURKEE FAMOUS FOODS, INC.:  
Food Products . . . . . Page 5

GENERAL BAKING COMPANY:  
Bond Bread . . . . . Page 7

GENERAL FOODS CORPORATION:  
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Huskies,  
Post Toasties,  
Postum . . . . . Page 7

LEVER BROTHERS COMPANY:  
Spry . . . . . Page 11

PET MILK SALES CORPORATION:  
Irradiated Pet Milk . . . . . Page 13

● **LAUNDRY SOAPS & ACCESSORIES**

A. S. BOYLE COMPANY:  
Old English No-Rubbing  
Floor Wax . . . . . Page 3

COLGATE-PALMOLIVE-PEET COMPANY:  
(See also Drugs & Toilet Goods)  
Concentrated Super Suds . . . . . Page 5

THE CUDAHY PACKING COMPANY:  
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GENERAL FOODS CORPORATION:  
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Griffin Shoe Polishes . . . . . Page 7

LEVER BROTHERS COMPANY:  
(See also Drugs & Toilet Goods)  
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THE PROCTER & GAMBLE COMPANY:  
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All time listed on the following pages is current New York time unless otherwise indicated.

# CBS SPONSORED PROGRAMS

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

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

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

# CBS SPONSORED PROGRAMS

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

†Columbia Pacific Network Only



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

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

# CBS SPONSORED PROGRAMS

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

† Columbia Pacific Network Only

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

# CBS SPONSORED PROGRAMS

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

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

\*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

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

# CBS SPONSORED PROGRAMS

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



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

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

# CBS SPONSORED PROGRAMS

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

††Columbia California Network Only

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

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

# CBS SPONSORED PROGRAMS

**UNITED STATES TIRE DEALERS  
MUTUAL CORPORATION**

U. S. Royal Master Tires

**U. S. TOBACCO COMPANY**

Dill's Best  
Model Smoking Tobacco

**WILMINGTON TRANSPORTATION  
COMPANY**

Santa Catalina  
Island Summer Resort

**WM. WRIGLEY JR., COMPANY**

Wrigley's Gum

† *Columbia Pacific Network Only*

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

# CBS SUSTAINING PROGRAMS

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

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

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**DRAMATIC  
SERIES**

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

9:00-10:00 p.m.

EACH MONDAY  
STARTING JULY 11

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

**"MEN AGAINST DEATH"**

8:00-8:30 p.m.

EACH THURSDAY

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

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

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

JULY 21: Koch: "The Death Fighter."

**FOUR CORNERS THEATER**

8:00-8:30 p.m.

EACH TUESDAY  
STARTING JULY 19

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

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

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

# CBS SUSTAINING PROGRAMS

## DRAMATIC SERIES

### THE COLUMBIA WORKSHOP

7:30-8:00 p.m.

EACH SATURDAY

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

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

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

JULY 16: Headliners Club Award.

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

### BUFFALO PLAYERS

3:00-3:30 p.m.

EACH FRIDAY

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

### "THE GHOST OF BENJAMIN SWEET"

8:00-8:30 p.m.

EACH FRIDAY

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

### "JOAN AND KERMIT"

10:00-10:30 p.m.

SUNDAY, JULY 3 AND 10

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



**PUBLIC AFFAIRS**

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

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

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

**PUBLIC AFFAIRS**

**AMERICAN VIEWPOINTS**

EACH MONDAY

7:15-7:30 p.m.

10:45-11:00 p.m.

EACH FRIDAY

10:45-11:00 p.m.

EACH SATURDAY

10:45-11:00 p.m.

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

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

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

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

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

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

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

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

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

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

### **JAMES A. FARLEY**

12:30-1:00 a.m.

FRIDAY, JULY 15

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

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

4:00-4:30 p.m.

EACH SUNDAY

STARTING JULY 17

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

### **HEADLINES AND BYLINES**

10:30-11:00 p.m.

EACH SUNDAY

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

### **EUROPE CALLING!**

1:30-1:45 p.m.

EACH SUNDAY

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

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

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

**EDUCATIONAL  
PROGRAMS**

**NEW HORIZONS**

5:45-6:00 p.m.

EACH MONDAY

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

JULY 4: "Life of Louis Agassiz."

JULY 11: "Beavers."

JULY 18: "Horses."

JULY 25: "History and Gems."

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**HIGHWAYS TO HEALTH**

4:00-4:15 p.m.

EACH TUESDAY

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

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

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

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

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

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**EXPLORING SPACE**

5:45-6:00 p.m.

EACH WEDNESDAY

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

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

### COLUMBIA ADULT EDUCATION

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

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

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

#### "Living History"

7:30-7:45 p.m.

EACH WEDNESDAY

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

#### "The People's Platform"

8:00-8:30 p.m.

EACH WEDNESDAY  
BEGINNING JULY 20

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

#### "Americans at Work"

10:30-11:00 p.m.

EACH THURSDAY

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

**EDUCATIONAL  
PROGRAMS**

**ADULT EDUCATION**

*(continued)*

**"Adventures in Science"**

7:30-7:45 p.m.

EACH FRIDAY

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

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

JULY 8: Science Surprise.

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

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

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

**"Of Men and Books"**

4:00-4:15 p.m.

EACH THURSDAY

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

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

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

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

# CBS SUSTAINING PROGRAMS

## SPECIAL EVENTS

### WIMBLEDON TOURNAMENT

Various hours  
JULY 1 AND 2

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

### GREENFIELD VILLAGE BRIDGE DEDICATION

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

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

### EMPIRE CITY RACES

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

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

### ALL-STAR GAME

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

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



**SPECIAL EVENTS**

**BRITISH OPEN  
GOLF CHAMPIONSHIP**

4:45-1:55 p.m.

FRIDAY, JULY 8

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

**BONNEVILLE OPENING**

1:00-1:30 p.m.

SATURDAY, JULY 9

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

**P. G. A. CHAMPIONSHIP**

Various hours

JULY 12 THRU 16

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

**ARLINGTON RACES**

6:00-6:15 p.m.

SATURDAY, JULY 23 AND 30

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

**SARATOGA RACES**

4:30-5:00 p.m.

JULY 25, 27 AND 30

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

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

### PHILHARMONIC-SYMPHONY STADIUM CONCERTS

8:30-10:00 p.m.

SUNDAY, JULY 10

8:30-10:30 p.m.

SUNDAY, JULY 17 AND 24

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

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

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

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

### "MUSIC FOR FUN"

5:30-6:00 p.m.

FRIDAY, JULY 1

6:00-6:30 p.m.

EACH SUNDAY

STARTING JULY 17

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

**SERIOUS  
MUSIC**

**EVERYBODY'S MUSIC**

3:00-4:00 p.m.

SUNDAY, JULY 3, 17, 24, 31

3:00-4:30 p.m.

SUNDAY, JULY 10

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

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

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

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

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

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**GRANT PARK CONCERTS**

10:30-11:00 p.m.

EACH TUESDAY

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

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

### STORY OF THE SONG

6:30-7:00 p.m.

EACH TUESDAY

STARTING JULY 12

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

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

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

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

### KEYBOARD CONCERTS

5:00-5:30 p.m.

EACH THURSDAY

STARTING JULY 7

This series presents outstanding concert artists of the keyboard instruments.

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

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

JULY 21: Ralph Kirkpatrick, harpsichord.

JULY 28: Lydia Hoffman-Behrent, pianist.

### ESSAYS IN MUSIC

10:00-10:30 p.m.

EACH THURSDAY

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

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

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

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

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

**SERIOUS  
MUSIC**

**GOLDMAN BAND  
CONCERTS**

THURSDAY—8:30-9:00 p.m.

FRIDAY—10:00-10:30 p.m.

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

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**HOLLACE SHAW**

7:45-8:00 p.m.

EACH FRIDAY

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

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**FROM THE ORGAN LOFT**

9:00-9:30 a.m.

EACH SUNDAY

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

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**SALT LAKE CITY  
TABERNACLE CHOIR**

12:30-1:00 p.m.

EACH SUNDAY

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

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**WALBERG BROWN STRINGS**

2:00-2:30 p.m.

EACH SUNDAY

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

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**CBC SINGERS**

4:30-5:00 p.m.

EACH SUNDAY

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

# CBS SUSTAINING PROGRAMS

## CHILDREN'S PROGRAMS

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

5:45-6:00 p.m.

EACH FRIDAY

STARTING JULY 8

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

### "MARCH OF GAMES"

5:30-5:45 p.m.

EACH MONDAY AND WEDNESDAY

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

### "LET'S PRETEND"

5:30-6:00 p.m.

EACH TUESDAY AND THURSDAY

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

JULY 5: Goldilocks and Prince Charming.

JULY 7: Golden Black Bird.

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

JULY 14: Why the Sea Is Salt.

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

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

JULY 28: King of the Golden Mountain.

**RELIGIOUS  
BROADCASTS**

**CHURCH OF THE AIR**

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

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

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

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

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

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

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

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

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

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

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

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

# CBS SUSTAINING PROGRAMS

## PERSONALITIES

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



**PERSONALITIES**

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

9:00–9:30 p.m.

EACH WEDNESDAY  
STARTING JULY 6

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

**LIGHT MUSIC**

**BLUE VELVET MUSIC**

9:30–10:00 p.m.

EACH WEDNESDAY  
STARTING JULY 6

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

**HOLLYWOOD SHOWCASE**

9:00–10:00 p.m.

EACH FRIDAY

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

**“JUNIOR MUSICOMEDY”**

11:30 a.m.–12 noon

EACH SATURDAY

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

# CBS SUSTAINING PROGRAMS

## LIGHT MUSIC

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

**LIGHT MUSIC**

**CBS VOCALISTS**

Various hours

MONDAY THRU SATURDAY

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

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

**SUMMER SESSION**

2:30-3:00 p.m.

EACH SUNDAY

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

**DANCE ORCHESTRAS**

Various hours

MONDAY THRU SUNDAY

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

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

# ADDENDA: JUNE PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *June* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

## PUBLIC AFFAIRS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

---

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

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

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

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

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

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

### SPECIAL EVENTS

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

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

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

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

### SERIOUS MUSIC

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

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

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

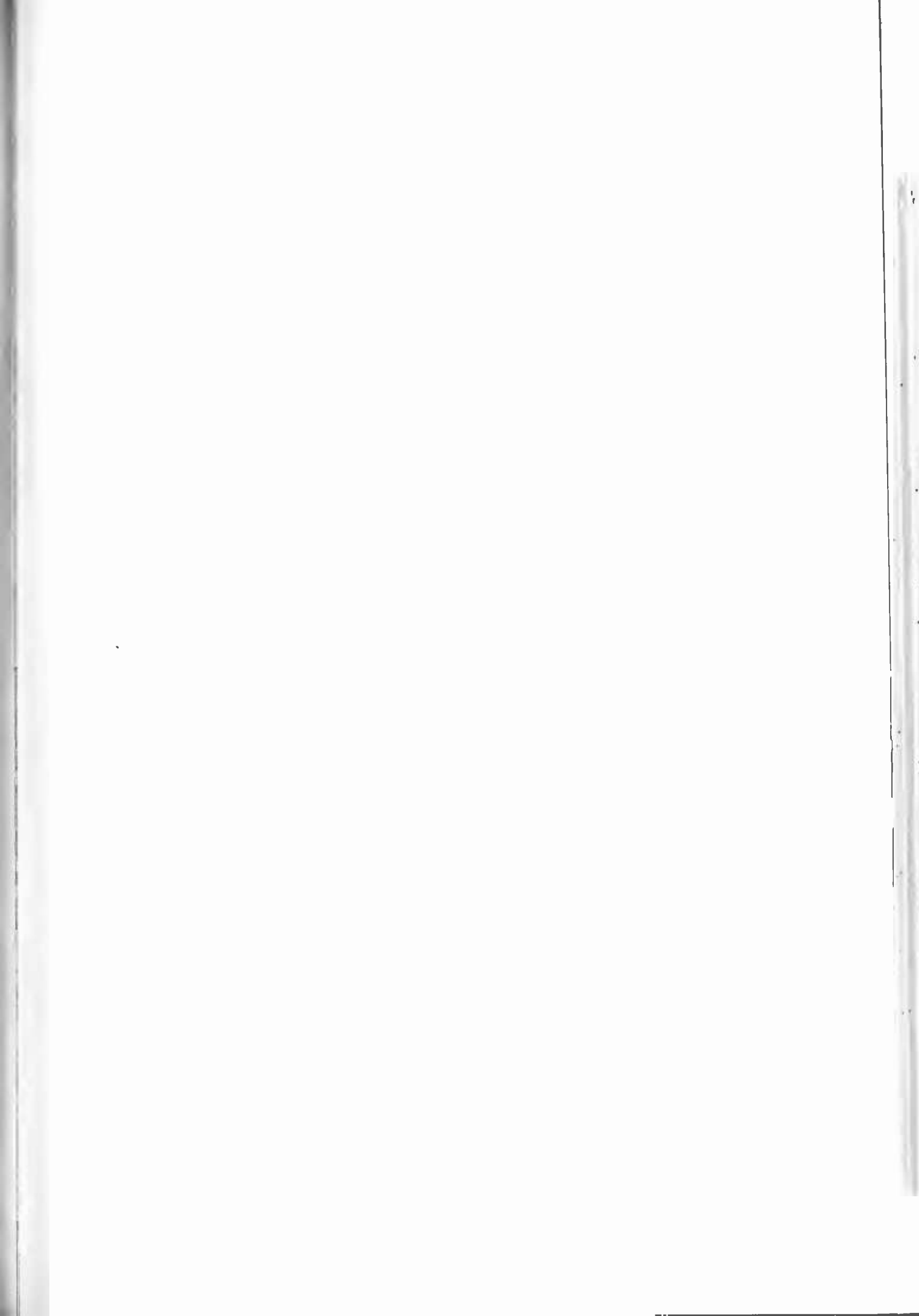
● JUNE 19: The CBC Singers were heard from Toronto in selections from Byrd's "Mass for Five Voices," and songs by Morley, Pinsuti and Munday, 4:30-5 p.m.

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

### DRAMA

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

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



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

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Aviation history (and radio history)

were made last month. See page 37.





AUGUST, 1938

# THE COLUMBIA PROGRAM BOOK

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

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**THE COLUMBIA BROADCASTING SYSTEM**

485 Madison Avenue, New York City, N. Y.

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

<p>ROMANCE OF HELEN TRENT <i>Serial drama</i> (See S. BOYLE CO. also, below)</p>	<p>Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>243 Weeks</p>
<p>HIT PARADE, with Hoff's Orchestra; Guest Star; Buddy Clark, Fredda Wilson and the Songsmiths <i>Popular music and vocalists</i></p>	<p>Saturday 10:00-10:45 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Lord and Thomas</p>	<p>118 Weeks</p>
<p>DU GAL, SUNDAY <i>Serial drama</i> (See POLYNOS COMPANY also, page 9)</p>	<p>Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>365 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>360 Weeks</p>
<p>ROMANCE OF HELEN TRENT <i>Serial drama</i> (See AFFILIATED PRODUCTS, INC. also, above)</p>	<p>Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>168 Weeks</p>
<p>WEDNESDAY NIGHT SHOW with Ted Husing, Connie Boswell, Guest stars and Richard Himber's Orchestra <i>Comedy, Sports, Music</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12-12:30 a.m. ORIGINATES: WABC</p>	<p>United States Advertising Corp.</p>	<p>22 Weeks</p>

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

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**CHRYSLER CORPORATION**

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Plymouth

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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



<b>MAJOR BOWES' AMATEUR HOUR</b> <i>Amateurs, with Major Bowes</i> <i>Master of Ceremonies</i>	<b>Thursday</b> <b>9:00-10:00 p.m.</b> <b>ORIGINATES: WABC</b>	<b>Ruthrauff &amp; Ryan, Inc.</b>	<b>126 Weeks</b>
<b>MYRTLE AND MARGE</b> <i>serial drama</i>	<b>Mon. thru Fri.</b> <b>10:15-10:30 a.m.</b> <i>Rebroadcast</i> <b>4:00-4:15 p.m.</b> <b>ORIGINATES: WABC</b>	<b>Benton &amp; Bowles, Inc.</b>	<b>127 Weeks</b>
<b>MAJORS BUSTERS</b> <i>police-file dramatizations</i> <b>Beginning August 17</b>	<b>Wednesday*</b> <b>8:00-8:30 p.m.</b> <i>Rebroadcast</i> <b>12:00-12:30 a.m.</b>		<b>125 Weeks</b>
<b>HIT TOP HOUSE,</b> <i>starring Bess Johnson</i> <i>dramatic serial</i>	<b>Mon. thru Fri.</b> <b>10:30-10:45 a.m.</b> <i>Rebroadcast</i> <b>4:30-4:45 p.m.</b> <b>ORIGINATES: WABC</b>		<b>129 Weeks</b>
<b>ST. MOTHER</b> <i>dramatic serial</i>	<b>Mon. thru Fri.</b> <b>10:45-11:00 a.m.</b> <b>ORIGINATES: WBBM</b>	<b>Benton &amp; Bowles-Chicago, Inc.</b>	<b>70 Weeks</b>
<b>PRETTY KITTY KELLY</b> <i>serial drama</i>	<b>Mon. thru Fri.</b> <b>10:00-10:15 a.m.</b> <i>Rebroadcast</i> <b>4:15-4:30 p.m.</b> <b>ORIGINATES: WABC</b>	<b>Benton &amp; Bowles, Inc.</b>	<b>178 Weeks</b>
<b>DR. HELEOR'S CHILDREN</b> <i>serial drama</i>	<b>Mon. thru Fri.</b> <b>9:45-10:00 a.m.</b> <b>ORIGINATES: WBBM</b>	<b>Roche, Williams &amp; Cunnyngham, Inc.</b>	<b>188 Weeks</b>

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

# CBS SPONSORED PROGRAMS

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

†Columbia Pacific Network Only

<p>WALK MANNING <i>commentator</i></p>	<p>†Tuesday 5:45-6:00 p.m. PST ORIGINATES: KNX</p>	<p>Sidney Garfinkel Advertising Agency</p>	<p>37 Weeks</p>
<p>DU LOMBARDO and His Orchestra <i>popular music</i></p>	<p>Sunday, August 7 and 14 only 5:30-6:00 p.m. ORIGINATES: WABC</p>	<p>Batten, Barton, Durstine &amp; Osborn, Inc.</p>	<p>395 Weeks</p>
<p>MAY MARGARET MCBRIDE <i>radio columnist</i></p>	<p>Mon., Wed., Fri. 12:00-12:15 p.m. <i>Rebroadcast</i> 4:45-5:00 p.m. ORIGINATES: WABC</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>180 Weeks</p>
<p>BOKE CARTER <i>news commentator</i></p>	<p>Mon., Wed., Thur. and Fri., thru Aug. 26 only 7:45-8:00 p.m. <i>Rebroadcast</i> <i>Mon. thru Fri.</i> 8:45-9:00 p.m. ORIGINATES: WCAU, PHILADELPHIA</p>	<p>Benton &amp; Bowles, Inc.</p>	
<p>THE TO SHINE, with Hal Kemp and his Orchestra, Luiz Starr and Bob Allen <i>musical</i></p>	<p>Tuesday 10:00-10:30 p.m. ORIGINATES: WABC</p>	<p>Birmingham, Castleman &amp; Pierce, Inc.</p>	<p>16 Weeks</p>
<p>THE PASSING PARADE, with John Booth Nesbitt, Marr, tenor, and Earl Bradley's Orchestra <i>drama and music</i></p>	<p>Sunday 7:30-8:00 p.m. ORIGINATES: KNX</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>234 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<b>HAIGHT FOR GOVERNOR, INC.</b>	Candidate for political office
<b>HOUSEHOLD FINANCE CORPORATION</b>	Personal Loan Service
<b>KOLYNOS COMPANY</b>	Kolynos Toothpaste
<b>LADY ESTHER COMPANY</b>	Cosmetics
<b>THE LAMBERT COMPANY</b>	Listerine Products Prophylactic Brushes
<b>LEGG FOR GOVERNOR, INC.</b>	Candidate for political office

††Columbia California Network

CAMPAIGN TALKS	††August 23 thru August 29 only <i>Various hours</i> ORIGINATES: KNX	Arnold and Chase
CAN BE DONE, with Edgar A. Guest, Frankie Masters' Orchestra and Dramatic Cast <i>poetry and drama</i>	Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc. 31 Weeks
DUNN GAL, SUNDAY <i>serial drama</i> (See ANACIN COMPANY also, page 3)	Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc. 217 Weeks
EDWINE KING and his Orchestra <i>popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WBBM	Lord and Thomas 152 Weeks
SEND CENTRAL STATION <i>serial drama</i>	Tuesday 9:00-9:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc. 57 Weeks
CAMPAIGN TALKS	††Monday, August 22 only 6:30-6:45 p.m. PST ORIGINATES: KNX	W. Austin Campbell Co.

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

# CBS SPONSORED PROGRAMS

<b>LEVER BROTHERS COMPANY</b>	Rinso  Spry
<b>LIGGETT &amp; MYERS TOBACCO COMPANY</b>	Chesterfield Cigarettes
<b>P. LORILLARD COMPANY</b>	Old Gold Cigarettes
<b>WILLIAM G. McADOO FOR SENATOR, INC.</b>	Candidate for political offi

††Columbia California Network only

<p>REGISTER, with Alice Frost and Martin Gabel <i>serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>99 Weeks</p>
<p>THE JENNY'S REAL LIFE STORIES <i>dramatic</i></p>	<p>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC</p>		<p>81 Weeks</p>
<p>THE PAL WHITEMAN'S PROGRAM, with Joan Edwards; Paul Douglas; The Modernaires; Guests <i>Musical Variety</i></p>	<p>Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC</p>	<p>Newell-Emmett Co., Inc.</p>	<p>68 Weeks</p>
<p>HOLLYWOOD SCREENSCOOPS, with George McCall, commentator <i>motion-picture news</i></p>	<p>Tues. and Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX</p>	<p>Lennen &amp; Mitchell, Inc.</p>	<p>135 Weeks</p>
<p>CAMPAIGN TALKS</p>	<p>††Thursdays, Aug. 4 thru 25 7:30-7:45 p.m. Monday, Aug. 29 8:30-8:45 p.m. PST ORIGINATES: KNX</p>	<p>C. Ellsworth Wylie</p>	

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

# CBS SPONSORED PROGRAMS

**McKESSON & ROBBINS, INC.**

Calox Toothpowder  
Solidified Albolene

**NASH-KELVINATOR CORPORATION**

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Candidate for political office

**PET MILK SALES CORPORATION**

Irradiated Pet Milk

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<p>JOE JORDAN, GIRL INTERNE <i>serial drama</i></p>	<p>Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC</p>	<p>Brown &amp; Tarcher, Inc.</p>	<p>40 Weeks</p>
<p>PROFESSOR QUIZ, with Bob Trout <i>questions and answers</i></p>	<p>Saturday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC</p>	<p>Geyer, Cornell &amp; Newell, Inc.</p>	<p>74 Weeks</p>
<p>CAMPAIGN TALKS</p>	<p>††August 15, 23, 25, 28 and 29 only <i>Various hours</i> ORIGINATES: KNX</p>	<p>R. H. Alber Company</p>	
<p>MARY LEE TAYLOR, <i>home economist</i> <i>household advice</i></p>	<p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX, ST. LOUIS</p>	<p>Gardner Advertising Company</p>	<p>248 Weeks</p>
<p>JOHNNY PRESENTS Rita Morgan's Orchestra, Jack Donstone's Dramatizations, Frances Air, Genevieve Rowe, "Beverly", Gann Cross and Ray Bloch's Swing Forteen <i>Variety and dramatic interludes</i></p>	<p>Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC</p>	<p>The Biow Company, Inc.</p>	<p>99 Weeks</p>

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

# CBS SPONSORED PROGRAMS

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††Columbia California Network Onl

<p><b>THE GOLDBERGS</b> <i>serial drama</i></p>	<p>Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>192 Weeks</p>
<p><b>VI &amp; SADE</b> <i>serial drama</i></p>	<p>1:15-1:30 p.m. ORIGINATES: WBBM</p>	<p>Compton Advertising, Inc.</p>	
<p><b>ROAD OF LIFE</b> <i>serial drama</i></p>	<p>1:30-1:45 p.m. ORIGINATES: WABC</p>	<p>Pedlar &amp; Ryan, Inc.</p>	
<p><b>GOPEL SINGER</b> <i>hymns</i></p>	<p>1:45-2:00 p.m. ORIGINATES: WABC</p>	<p>Compton Advertising, Inc.</p>	
<p><b>BENNY GOODMAN and his Orchestra</b> <i>music and guests</i></p>	<p>Tuesday 9:30-10:00 p.m. ORIGINATES: WEEI</p>	<p>William Esty &amp; Company, Inc.</p>	<p>266 Weeks</p>
<p><b>CALLING ALL CARS</b> <i>police file dramatizations</i></p>	<p>††Thursday 8:30-9:00 p.m. PST ORIGINATES: KNX</p>	<p>Hixson-O'Donnell, Inc.</p>	<p>256 Weeks</p>
<p><b>FAY AND BRAGGIOTTI, pianists; and Bob Carol, baritone</b> <i>Musical</i></p>	<p>††Wed. and Fri. 11:15-11:30 a.m. PST ORIGINATES: KNX</p>	<p>Milton Weinberg Advertising Co.</p>	<p>29 Weeks</p>
<p><b>PAK AND PAT IN PIPE SMOKING TIME, with Edward Roecker, bari- tone and Benny Kreuger's Orchestra</b> <i>"Blackface" comedy and music</i></p>	<p>Monday 8:30-9:00 p.m. <i>Rebroadcast 11:30-12 mid.</i> ORIGINATES: WABC</p>	<p>Arthur Kudner, Inc.</p>	<p>166 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<b>EARL WARREN FOR ATTORNEY- GENERAL OF CALIFORNIA, INC.</b>	Candidate for political office
<b>LOUISE WARD WATKINS FOR SENATOR, INC.</b>	Candidate for political office
<b>WILMINGTON TRANSPORTATION COMPANY</b>	Santa Catalina Island Summer Resort
<b>WM. WRIGLEY JR., COMPANY</b>	Wrigley's Gum

†Columbia Pacific Network Only  
††Columbia California Network Only

<p>CAMPAIGN TALKS</p>	<p>††Mondays, Aug. 1 thru 29 7:15-7:30 p.m. PST ORIGINATES: KNX</p>	<p>Walter Biddick Company</p>
<p>CAMPAIGN TALK</p>	<p>††Monday, Aug. 29 only 6:30-6:45 p.m. PST ORIGINATES: KNX</p>	<p>Walter Biddick Company</p>
<p>CALINA ISLANDER, Guy Breckner <i>Man-in-street interviews</i></p>	<p>†Mon. thru Fri. 2:15-2:30 p.m. ORIGINATES: KNX</p>	<p>Neisser-Meyerhoff. Inc. 11 Weeks</p>
<p>THE LAUGH LINER, starring Billy House with Jack Fulton, tenor and Carl Hohengarten's Orchestra <i>Comedy and music</i></p> <p>SPATTERGOOD BAINES <i>Serial drama</i></p>	<p>Sunday, 6:30-7:00 p.m. ORIGINATES: WBBM</p> <p>Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 3:30-3:45 p.m. ORIGINATES: WBBM</p>	<p>Frances Hooper Advertising Agency 323 Weeks</p>

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

# CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for 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 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. SPECIAL EVENTS . . . . . Page 20
2. DRAMATIC SERIES . . . . . Page 21
3. PUBLIC AFFAIRS. . . . . Page 23
4. EDUCATIONAL PROGRAMS . . . . . Page 26
5. SERIOUS MUSIC . . . . . Page 28
6. CHILDREN'S PROGRAMS . . . . . Page 31
7. RELIGIOUS BROADCASTS . . . . . Page 32
8. PERSONALITIES . . . . . Page 33
9. LIGHT MUSIC . . . . . Page 34
  
- ADDENDA: JULY PROGRAMS . . . . . Page 37

**SPECIAL EVENTS**

**Saratoga Races**

4:30-5:00 p.m.

SATURDAYS, AUGUST 6, 13, 20, 27

TUESDAY, AUGUST 9

The five outstanding August races of the annual Saratoga meeting are broadcast exclusively by Columbia this month. Bryan Field is, as usual, at the microphone. An added feature this month is a summary, by Field, of notable races preceding each afternoon's big event. The August racing card:

AUGUST 6: SARATOGA SPECIAL — and review of Merchant's and Citizen's Handicap.

AUGUST 9: THE ALABAMA.

AUGUST 13: THE TRAVERS — and review of North American Steeplechase and The Spinaway.

AUGUST 20: THE WHITNEY — and review of Beverwyck Steeplechase and Grand Union Hotel Stakes.

AUGUST 27: THE HOPEFUL — and review of Saratoga Steeplechase and The Saratoga Cup.

**Soapbox Derby**

6:00-6:30 p.m.

SUNDAY, AUGUST 14

The finals of the annual Soapbox Derby held under the auspices of the Chevrolet Motor Company at Akron, Ohio, are reported by Ted Husing, soapbox racing expert.

**Davis Cup Tennis**

*Various hours*

AUGUST 18, 19 AND 20

The inter-zone finals of the Davis Cup, contested between Australia and Yugoslavia at Brookline, Mass., are described exclusively for Columbia's audience by Ted Husing.

**National Doubles  
Championships**

*Various hours*

AUGUST 22 THRU 27

The men's and women's doubles championships feature the entrants' struggle for the vacant crown in the men's division, and the girls' attempt to take the title from Alice Marble and Mrs. Sarah Palfrey Fabyan.

# CBS SUSTAINING PROGRAMS

## DRAMATIC SERIES

### Orson Welles — "First Person Singular"

9:00-10:00 p.m.

EACH MONDAY

Orson Welles, brilliant young actor-producer of the Mercury Theater, undertakes a new experiment in radio drama at the invitation of the Columbia Network. Taking the "First Person Singular" classics of literature, which he considers admirably suited to the medium of radio, Welles adapts, casts, directs and produces them in nine one-hour weekly broadcasts. He is assisted by members of the Mercury Theater. "The 39 Steps," by John Buchan is scheduled for August 1. Subsequent programs are to be chosen from listeners' requests.

### Men Against Death

8:00-8:30 p.m.

EACH THURSDAY

The heroes of Paul de Kruif's well-known books will be brought to life in dramas presented in association with the Federal Theater's Radio Division. George Zachary directs, Bernard Herrmann is musical director, and Leon Fontaine prepares the scripts. On August 4, "Pasteur's Greatest Triumph."

### Four Corners Theater

8:00-8:30 p.m.

EACH TUESDAY

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

AUGUST 2: "Aunt Jerushy on the Warpath," by Lieut. Beale Cormack.

AUGUST 9: "Captain Cranberry," by Glynn Ruth Bridgham.



**DRAMATIC  
SERIES**

**The Columbia Workshop**

7:30-8:00 p.m.

EACH SATURDAY

*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. William N. Robson is the producer. Bernard Herrmann is musical director.

AUGUST 6: "The Devil and Daniel Webster," adapted by Charles Burton from the story by Stephen Vincent Benet; director, Earle McGill.

AUGUST 13: "Brushwood Boy," adapted from Rudyard Kipling's story; director Mr. McGill.

AUGUST 20: "Joe Swing," an original radio drama by Hilda Cole; director, Mr. Robson.

AUGUST 27: "Péléas et Mélisande," Maurice Maeterlinck's drama, with the musical score of Claude Debussy; director, Robert Emerson.

**Buffalo Players**

3:00-3:30 p.m.

EACH FRIDAY

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

**"The Ghost of  
Benjamin Sweet"**

8:00-8:30 p.m.

EACH FRIDAY

This amiable spectre is the hero of incorporeal adventures conceived by Pauline Gibson and Frederick Gilsdorf. The cast includes Karl Swenson as Benjamin Sweet and Ed Latimer as his "accomplice," Theobald Tubbs; Will Geer as Mortimer, the Rocky Mountain ghost and Bob Strauss as the chairman of the Board of Ghosts.

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

<p><b>Eddie Cantor —“For the Youngest Victims”</b> 5:00–5:15 p.m. TUESDAY, AUGUST 2</p>	<p>Returning from a trip abroad which he devoted to a study of the refugee problem, Eddie Cantor makes a plea for aid for child refugees, in a talk entitled “For the Youngest Victims.”</p>
<p><b>National Slum Clearance</b> 5:00–5:30 p.m. WEDNESDAY, AUGUST 3</p>	<p>Nathan Straus, administrator of the U. S. Housing Authority, reports on his tour of twelve cities participating in the National Slum Clearance and Low Rent Housing Program, speaking at a luncheon in Los Angeles.</p>
<p><b>Mrs. Ida B. Wise Smith</b> 6:45–7:00 p.m. WEDNESDAY, AUGUST 3</p>	<p>As National President of the Women’s Christian Temperance Union, Mrs. Ida B. Wise Smith is heard in a talk from San Francisco.</p>
<p><b>Social Security Anniversary</b> 10:30–10:45 p.m. MONDAY, AUGUST 15</p>	<p>President Roosevelt, speaking from Hyde Park, addresses a meeting in Washington celebrating the third anniversary of his signing of the Social Security legislation. Arthur J. Altmeyer, chairman of the Social Security Board, introduces the President.</p>
<p><b>President Roosevelt From Canada</b> 11:00–11:30 a.m. 2:45–3:15 p.m. THURSDAY, AUGUST 18</p>	<p>The President’s acceptance of an honorary degree and dedication of a bridge over the U. S. Canada border are heard in two broadcasts from the Dominion on the same day. The degree is conferred by Queens University and the bridge connects Collins Landing, New York, and Ivy Lea, Canada.</p>

**Europe Calling!**

1:30-1:45 p.m.

EACH SUNDAY

Expert observers of international affairs and prominent national spokesmen appear on this regular Sunday period of talks from foreign capitals.

AUGUST 7: Sigmund Freud, internationally renowned psychologist, speaks from the Refugee Conference at Evian, France.

AUGUST 14: The Mayor of Helsingfors, Paavo Nurmi, and others discuss Finland's role as host to the 1940 Olympics.

**The Farmer Takes the Mike**

4:00-4:30 p.m.

EACH SUNDAY

A new nationwide farm forum, in which the American farmer and his family in every section of the country will participate, is presented this month by Columbia. Each program will be in the nature of an informal discussion of farming conditions, social problems and subjects of human interest. This month the farmer takes the mike at:

AUGUST 7: Birmingham

AUGUST 14: Dallas.

AUGUST 21: Louisville.

AUGUST 28: Salt Lake City.

**Headlines and Bylines**

10:30-11:00 p.m.

EACH SUNDAY

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

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

### World Economic Cooperation

4:45-5:00 p.m.

EACH FRIDAY

In cooperation with the National Peace Conference, Columbia presents prominent spokesmen for world economic cooperation.

AUGUST 5: Raymond Leslie Buell, author and historian, evaluates the "Economic Situation in Central Europe."

AUGUST 12: Freda Miller, of the New York State Department of Labor, urges "Labor Standards Through International Cooperation."

AUGUST 19: Harold E. Fey outlines the "Economic Consequences of War."

AUGUST 26: "Youth and World Economic Cooperation" is the round-table subject of several members of the World Youth Congress, led by Joseph Cadden.

### The People's Platform

8:00-8:30 p.m.

EACH WEDNESDAY

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

### Of Men and Books

4:00-4:15 p.m.

EACH THURSDAY

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

AUGUST 4: "The Middle Colonies," by J. Wertenbaker; "Free Land," by R. W. I. and "Forbidden Ground," by Neil Swainson.

AUGUST 11: "What Are We to Do?" by H. Strachey and "I Like America," by G. H. K.

**EDUCATIONAL  
PROGRAMS**

**COLUMBIA ADULT  
EDUCATION**

**“Living History”**

7:30-7:45 p.m.

EACH WEDNESDAY

**“Americans at Work”**

10:30-11:00 p.m.

EACH THURSDAY

**“Adventures in Science”**

7:30-7:45 p.m.

EACH FRIDAY

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

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

LYMAN BRYSON, *chairman*  
STRINGFELLOW BARR  
WILLIAM BENTON  
HARRY WOODBURN CHASE  
ROBERT I. CANNON, S. J.  
ALVIN S. JOHNSON  
HENRY R. LUCE

SPENCER MILLER, JR.  
RUTH BRYAN ROHDE  
THOMAS V. SMITH  
GEORGE EDGAR VINCENT  
WILLIAM ALLEN WHITE  
RAY LYMAN WILBUR  
JOSEPH H. WILLITS

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

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.

This program enables the American public to listen in on the greatest scientists of our time as they narrate the stories of important developments in their fields. Their narrations are augmented by dramatizations. Dr. Paul B. Sears of Columbia University acts as sociological commentator.

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

### **New Horizons**

5:45-6:00 p.m.

EACH MONDAY

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

AUGUST 1: "Lewis and Clark."

AUGUST 8: "Conquest of Yucatan."

AUGUST 15: "The Maya's Sacred Well."

AUGUST 22: "The Aztec Calendar Stone."

AUGUST 29: "The North Pole."

### **Highways to Health**

4:00-4:15 p.m.

EACH TUESDAY

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

AUGUST 2: Dr. Anthony Bassler, St. Vincent's Hospital: "Dieting for Health."

AUGUST 9: Dr. Eli Moschowitz, Mt. Sinai: "Concerning Blood Pressure."

AUGUST 16: Dr. Claude E. Heaton, N. Y. U. College of Medicine: "Painless Childbirth."

AUGUST 23: Dr. Barbara B. Stimson, College of Physicians and Surgeons: "In Case of an Automobile Accident."

AUGUST 30: Dr. Thomas T. Mackie, Roosevelt Hospital: "Foods, Fads and Fancies."

### **Exploring Space**

5:45-6:00 p.m.

EACH WEDNESDAY

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

**SERIOUS  
MUSIC**

**Philharmonic-Symphony  
Stadium Concerts**

8:30-10:30 p.m.

SUNDAY, AUGUST 7 AND 14

CBS this month concludes its fourth season of Sunday evening summer concerts by the New York Philharmonic-Symphony Orchestra at Lewisohn Stadium.

AUGUST 7: Conductor, ALEXANDER SMALLENS. *Richard Strauss*: "Don Juan"; *Boellmann*: "Variations Symphoniques," JOSEPH EMONTS, 'cellist; *Tschaikowsky*: Symphony No. 5.

AUGUST 14: Final Sunday concert of season, details to be announced.

**Everybody's Music**

3:00-4:00 p.m.

EACH SUNDAY

Howard Barlow conducts the Columbia Symphony Orchestra and Henry M. Neely is informal commentator. In this series the premieres of works written for the second COLUMBIA COMPOSERS COMMISSION are performed.

AUGUST 7: *Weber*: Overture to "Der Freischütz"; *Castellini*: "Misty Dawn" (premiere performance); *Zoltan Kurthy*: "Puszta" (first radio performance); and *Wagner* selections.

AUGUST 14: *Mozart*: Overture to "The Magic Flute"; *Mendelssohn*: "Italian" Symphony; *Quincy Porter*: Two Dances for Radio, premiere of the third COMMISSION work.

AUGUST 21: *Bizet*: Symphony No. 1; *Wagner*: Siegfried Idyll; *Tom Bennett*: Burlesque in Jazz.

AUGUST 28: *Debussy*: Three Nocturnes—Nuages, Fêtes et Sirènes, with the Women's Chorus; *Jerome Moross*: Premiere of the fourth COLUMBIA COMPOSERS COMMISSION work.

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

### Story of the Song

6:30-7:00 p.m.

EACH TUESDAY

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

AUGUST 2: American Indian Songs. Walter Sel, baritone; Hollace Shaw, soprano.

AUGUST 9: *Songs of Paul Krummeich*. Clara Winkler, contralto; Prof. Krummeich as pianist and commentator.

AUGUST 16: *Early Influences of Debussy*. Edward Lockspeiser, commentator; Germaine Bruyere, soprano.

AUGUST 23: *Richard Strauss Songs*. Helen Frank, soprano.

AUGUST 30: Léon Rothier, basso.

### Keyboard Concerts

5:00-5:30 p.m.

EACH THURSDAY

This series presents outstanding concert artists of the keyboard instruments.

AUGUST 11: Clifford Herzer and Yascha Zelenka, duo-pianists.

AUGUST 18: Paulina Ruvinska, pianist.

AUGUST 25: Vera Brodsky, pianist.

### Essays in Music

10:00-10:30 p.m.

EACH THURSDAY

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

AUGUST 4: *Midsummer Nights*. Margaret Daum, soprano.

AUGUST 11: *Scotland*. Carmela Ippolito, violinist; Hubert Hendrie, baritone, and Male Quartet.



**SERIOUS  
MUSIC**

<p><b>"Music for Fun"</b> 6:00-6:30 p.m. EACH SUNDAY</p>	<p>Music designed to please younger listeners as well as the family group is presented on this series under the direction of Howard Barlow. A visiting family appears on each program to express reactions to the music, with William Spier acting as interlocutor.</p>
<p><b>Grant Park Concerts</b> 10:30-11:00 p.m. EACH TUESDAY</p>	<p>Chicago's famous outdoor concerts in Grant Park are heard in their fourth consecutive season over Columbia. The concerts feature Chicago's distinguished orchestras and bands, sponsored by the Chicago Park Board.</p>
<p><b>Goldman Band Concerts</b> THURSDAY - 8:30-9:00 p.m. FRIDAY - 10:00-10:30 p.m.</p>	<p>The famous Summer "On the Mall" concerts of the Edwin Franko Goldman Band, playing in Central and Prospect Parks, are heard exclusively over Columbia. This is Goldman's twenty-first season in New York.</p>
<p><b>From the Organ Loft</b> 9:00-9:30 a.m. EACH SUNDAY</p>	<p>Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music.</p>
<p><b>Salt Lake City Tabernacle Choir</b> 12:30-1:00 p.m. EACH SUNDAY</p>	<p>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.</p>
<p><b>CBC Singers</b> 4:30-5:00 p.m. EACH SUNDAY</p>	<p>The CBC Singers, choral group of the Canadian Broadcasting Corporation, present their recitals from Toronto each week. The singers are under the direction of Albert W. Whitehead.</p>

# CBS SUSTAINING PROGRAMS

## CHILDREN'S PROGRAMS

### "So You Want to Be—"

5:45-6:00 p.m.

EACH FRIDAY

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

AUGUST 5: Captain John W. Anderson, navigator of the *S. S. Importer* of the United States — "So You Want to Go to Sea."

AUGUST 12: Irene Kuhn, noted journalist and author of *Assigned to Adventure* — "So You Want to Be a Reporter."

AUGUST 19: Armand Denis, big-game news cameraman with Universal Pictures — "So You Want to Be a Motion-Picture Explorer."

AUGUST 26: Ham Fisher, creator of the nationally syndicated character, Joe Palooka — "So You Want to Be a Cartoonist."

### "March of Games"

5:30-5:45 p.m.

EACH MONDAY AND WEDNESDAY

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

### "Let's Pretend"

5:30-6:00 p.m.

EACH TUESDAY AND THURSDAY

The world's great fairy tales are dramatized by Nila Mack and presented on a new schedule of twice weekly. The casts include children 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.

AUGUST 7: *Morning*—Rev. Evald B. Lawson, Trinity Lutheran Church, White Plains, N. Y.

*Afternoon*—Rev. Aloysius F. Coogan, National Propagation of the Faith Society, New York City.

AUGUST 14: *Morning*—Rev. Albert C. Thomas, First Baptist Church, Fall River, Mass.

*Afternoon*—Rev. John F. Fitzgerald, C.S.P., Church of St. Paul, New York City.

AUGUST 21: *Morning*—Rev. E. D. Jarvis (Presbyterian), Wellington Church, Glasgow, Scotland.

*Afternoon*—Rabbi B. Benedict Glazer, Congregation Emanu-El, New York City.

AUGUST 28: *Morning*—Spencer Miller, Jr., Industrial Relations Consultant of the Department of Christian Social Service of the National Council, New York City.

*Afternoon*—Rev. Edward A. Duff, Captain, Chaplains' Corps, U. S. Navy.

# CBS SUSTAINING PROGRAMS

## PERSONALITIES

<p><b>Irene Beasley's R. F. D. #1</b> 12:15-12:30 p.m. MONDAY THRU FRIDAY</p>	<p>This intimate and informal "one-woman" show of music and homely commentary. Irene Beasley is dedicated to America's women. One of the features is the "meetin'-day" with guests and studio audience.</p>
<p><b>Max Eastman — "The Word Game"</b> 10:00-10:30 p.m. EACH WEDNESDAY</p>	<p>Max Eastman, noted author and critic, is the center of ceremonies on this unusual new series. Besides mere spelling, this "Word Game" offers definitions, correct usage, and slang.</p>
<p><b>Richard Maxwell</b> 11:00-11:15 a.m. MONDAY, WEDNESDAY AND FRIDAY 9:00-9:15 a.m. TUESDAY, THURSDAY, SATURDAY</p>	<p>Richard Maxwell presents four programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose accompanies the songs of the CBS tenor, who composes most of the verses which he reads.</p>
<p><b>Phil Cook's Almanac</b> 7:00-7:30 p.m. EACH SUNDAY</p>	<p>Starring Phil Cook and his six characters—Office Boy Pete, Porter Sleepy Simpson, Pop Time, Sandy MacTavish, and Abner Eloise—the Sunday evening "Almanac" features the music of Ray Block's orchestra.</p>
<p><b>David Ross in "Poet's Gold"</b> 1:45-2:00 p.m. EACH SUNDAY</p>	<p>This series of verse readings by David Ross, prize announcer, has been a Columbia network feature for five years. Ross gives his readings against a background of string music.</p>
<p><b>Major Bowes' Capitol Family</b> 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Ito Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Healy, xylophonist, and Waldo Mayo's Orchestra.</p>

**PERSONALITIES**

**East and Dumke —  
“Meet the Champ”**

9:00–9:30 p.m.

EACH WEDNESDAY

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

**LIGHT MUSIC**

**Blue Velvet Music**

9:30–10:00 p.m.

EACH WEDNESDAY

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

**Hollywood Showcase**

9:00–10:00 p.m.

EACH FRIDAY

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

**“Junior Musicomedy”**

11:30 a.m.–12 noon

EACH SATURDAY

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

# CBS SUSTAINING PROGRAMS

## LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p><b>Saturday Night Swing Club</b> 8:00-8:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens as band director and Allen as swing commentator, the Swing guests this month include Bunny Berke, Chick Webb and Ella Fitzgerald.</p>
<p><b>Ray Heatherton</b> 7:00-7:15 p.m. MONDAY THRU FRIDAY</p>	<p>Ray Heatherton, young baritone of stage and radio, is starred in this new series of his five evenings a week.</p>
<p><b>Al Bernard's Merry Minstrels</b> FRIDAYS, 2:15-2:30 p.m.</p>	<p>A streamlined, modern version of the old minstrel show. Al Bernard, long a headliner in this field of entertainment, is starred.</p>
<p><b>Ray Block's Varieties</b> 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><b>Deep River Boys, Eton Boys, Four Clubmen, The Symphonettes</b></p>	<p>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.</p>
<p><b>"Dear Columbia"</b> 3:00-3:30 p.m. EACH MONDAY</p>	<p>Audience mail requests for old and new songs are performed by Ray Block's orchestra and Audrey Marsh, with Bert Parks, MC.</p>
<p><b>All Hands on Deck</b> 3:00-3:30 p.m. EACH WEDNESDAY</p>	<p>Lorraine Grimm and Harry Cool are featured with Ben Feld's Orchestra in this nautical hour from Columbia's St. Louis station, KLDX.</p>

**CBS Vocalists**

Various hours

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations.

Among the current vocalists are:

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

**Summer Session**

2:30-3:00 p.m.

EACH SUNDAY

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

**Dance Orchestras**

Various hours

MONDAY THRU SUNDAY

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

- |               |               |
|---------------|---------------|
| Count Basie   | Henry King    |
| Bunny Berigan | Gene Krupa    |
| Henry Busse   | Kay Kyser     |
| Eddy Duchin   | Guy Lombardo  |
| Benny Goodman | Johnny Long   |
| Dick Jurgens  | Jack Marshard |
| Hal Kemp      | Will McCune   |

Ted Weems

# ADDENDA: JULY PROGRAMS

**AVIATION—AND RADIO—HISTORY.** In July aviation history was unexpectedly made on three fronts—by Howard Hughes and his crew, by Douglas Corrigan and by the British “pick-a-back” fliers. Radio history was also made. Unarranged and undetermined though many of the events listed below may have been, the Columbia Network was first to “break” them to the nation.

● **JULY 7:** The first broadcast in flight from the new Douglas DC4, largest land plane ever built in this country, was made from Los Angeles exclusively by CBS, 6:30–7 p.m.

● **JULY 10:** The first contact with Howard Hughes’ monoplane, three hours after his takeoff from Floyd Bennett Airport, caught his words and those of Dick Stoddart, radio engineer aboard, in an exclusive CBS broadcast, 10:30 p.m.

● **JULY 11:** Hughes’ landing at Le Bourget, Paris, and his takeoff for Moscow were covered on the scene by CBS representative Edward Murrow, 12:04 p.m.

● **JULY 12:** As the plane flew over Danzig, on the Paris-Moscow hop, CBS brought Hughes’ voice clearly to America in an exclusive broadcast, 12:15 a.m.

● **JULY 13 AND 14:** The arrival at Fairbanks, Alaska, after the race over Siberia, the takeoff for home, and the brief pause for refueling at Minneapolis, were all described on the scenes by CBS.

● **JULY 14:** Columbia achieved a fitting finale to this round-the-world drama by scooping the actual finish of the flight during an interview with Hughes’ manager and by obtaining exclusively the first and only

broadcast words of Hughes on landing 2:34 p.m.

● **JULY 18:** Shortly after Douglas Corrigan’s unexpected arrival in Dublin, following his extraordinary transatlantic flight, CBS was first to broadcast the flier’s own story, 2:30–2:40 p.m.

● **JULY 21:** CBS microphones were first to bring listeners in the United States a description of the landing at Montreal of the British “pick-a-back” plane, *Mercury*, which had flown the Atlantic in the first flight of its kind ever to be accomplished, 11:15–11:30 p.m.

## **PUBLIC AFFAIRS**

● **JULY 1:** Richard Whitcomb, candidate for Governor of Massachusetts, spoke in a sponsored political talk over Columbia’s New England network, 9–9:30 p.m. and also on July 22, 8–8:30 p.m.

Sterling Fisher, director of the CBS Department of Education and Talks, discussed “What’s New in Radio Education,” 10:45–11 p.m.

● **JULY 6:** Myron C. Taylor, chairman of the International Conference on Refugee Relief, broadcast from the Evian (France) conference, 5–5:15 p.m.



JULY 8: President Roosevelt was heard from Covington, Ky., during his speaking tour of the states, 4:45-5:15 p.m.

JULY 9: The President, introduced by Senator Elmer Thomas, spoke from Oklahoma City, 7:15-7:45 p.m.

JULY 10: An address on "Economic Cooperation in the Americas," by Dr. Luis Basano, Foreign Minister of Ecuador, was read by Capitan Colon Eloy Alfaro, Ambassador to the U. S., 1:45-2 p.m.

JULY 13, 20 AND 27: George Hatfield, candidate for Governor of California, was heard three sponsored broadcasts on the Columbia-California Network, 8-8:15 p.m.

JULY 14: President Roosevelt spoke from "Treasure Island," site of the 1939 San Francisco World's Fair, 6-6:30 p.m., following which Columbia broadcast the President's view of the fleet from the cruiser *Houston*, 8-8:30 p.m.

JULY 18 AND 19: Miss Josephine Roche, chairman of the President's Health and Welfare Committee, addressed the National Health Conference in Washington, 12-12:15 p.m., and the next day Surgeon General Thomas Parran reported on the Conference's activities, 6:15-6:30 p.m.

JULY 18: Manuel L. Quezon, President of the Philippine Commonwealth, presented "The Philippine View of the Far Eastern Crisis," from Manila, 6:45-7 p.m.

JULY 21: Secretary Hull delivered resolution before the Pan-American Union, hailing Bolivia's and Paraguay's settlement of the Chaco dispute, 4-4:15 p.m.

JULY 22: Dr. Herbert F. Frazier, Economics Professor at Swarthmore College, de-

scribed "How Trade Agreements Will Help America," 4:45-5 p.m.

Crown Prince Gustav of Sweden, following the four-week visit of his party, bade farewell to America, 7-7:15 p.m.

● JULY 24: "Democracy Shines Its Armor" was Vincent Sheean's title for a talk from Paris on the visit of King George VI and Queen Elizabeth to France, 1:30-1:45 p.m.

● JULY 29: Suzanne Silvercruys, noted sculptress, was interviewed by Irene Kuhn, reporter and author, on her recent extensive European tour, 4:30-4:45 p.m.

Leland Rex Robinson, investment banker and writer, discussed "The Economic and Financial Machinery of the League of Nations," 4:45-5 p.m.

● JULY 31: William Shirer, Columbia's Central European representative, described the Czechoslovakian Army maneuvers in the Sudeten, in a broadcast from Milovitz, 1:30-1:45 p.m.

#### SPECIAL EVENTS

● JULY 1: The Commanders-in-Chief of the G. A. R. and the U. C. V. were interviewed by CBS Announcer Charles Stark from the Gettysburg College campus, on the 75th anniversary of the Battle of Gettysburg, 12:15-12:30 p.m.

● JULY 2: In an airplane circling over the battlefield, Charles Stark interviewed newspapermen who had covered the fiftieth encampment, 25 years before, 3:15-3:30 p.m.

● JULY 3: President Roosevelt dedicated the Oakridge Peace Monument on the battlefield. Bob Trout was the commentator, 6:30-7:30 p.m.

The Fourth of July banquet to Butler Wright, American Ambassador to Cuba, was broadcast from the Nacionale Hotel, in Havana, with speeches by Dr. Juan Ramos and others, 11-11:30 p.m.

● JULY 14: The celebration of Bastille Day in Paris was described by CBS European Director Edward Murrow, who interviewed French and English participants, 3-3:30 p.m.

● JULY 15: Ceremonies attending the granting of the first policies by the newly-created Federal Crop Insurance Corporation, were heard exclusively from Kansas, 3:45-4 p.m.

● JULY 21: "Lum" (Chester Lauck), vacationing in London, and "Abner" (Norris Goff), in Chicago, spoke to each other in the first two-way conversational broadcast ever carried between the two cities, 6:45-7 p.m. On September 5 "Lum and Abner" resume their thrice-weekly series, sponsored by General Foods on Columbia.

#### SERIOUS MUSIC

● JULY 2: The second act of Mozart's opera, "The Marriage of Figaro," directed by Fritz Mahler, closed the Dunrovin Music Festival, in Ridgefield, Connecticut, 4:30-5:30 p.m.

● JULY 9: A concert by the Friends of Ancient Instruments featured the playing of the viola da gamba, forerunner of the modern cello, 12-12:45 p.m.

● JULY 16: The Oxford ensemble played works by classical and modern French com-

posers, including Brevai, Bordes and Rortz. 12-12:30 p.m.

● JULY 16 AND 17: A two-day program from the Mountain Choir Festival, at Mt. Lak Park, Maryland, presented the Oratori Chorus singing excerpts from Mendelssohn's "Elijah" on Saturday (6:30-7 p.m.), and twenty Eastern choral organizations, directed by Dr. Finley Williamson, of the Westminster Choir School, Princeton, in great choral music of the past, Sunday, 5-5:30 p.m.

● JULY 23: The Kreiner String Quartet played quartets by Mozart and Debussy, 12-12:45 p.m.

● JULY 25: The Nun's Chorus of the summer session of Notre Dame, directed by David H. Pedtke, sang compositions by Franck, Mendelssohn and Nevin, 5:15-5:30 p.m.

● JULY 28: A mass of St. Gregory was sung by classes at the Cincinnati Conservatory of Music, under the direction of Miss Mari Pierik, 4:15-4:45 p.m.

● JULY 30: The Blaisdell Woodwind Ensemble played classical and modern chamber music, including works by Beethoven and Prokofieff, 12-12:45 p.m.

● JULY 31: Andre Kostelanetz, in a special broadcast from Buenos Aires, played music of North and South America, including his own "Lake Louise," Gilardi's "Guaran Fiesta," works by Ugarte and Schuina, and Ferde Grofé's "On the Trail," 5-5:30 p.m.



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CBS PROGRAM BOOK · SEPTEMBER, 1938



SEPTEMBER, 1938

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PROGRAM BOOK**

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**CBS SUSTAINING PROGRAMS: pp. 19 to 39**

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A. S. BOYLE COMPANY	Hill's Nose Drops
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.

PROGRAM	TIME	AGENCY	ON CBS*
ROMANCE OF HELEN TRENT <i>serial drama</i> (also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM, CHICAGO	Blackett-Sample-Hummert, Inc.	247 Weeks
GRAND HIT PARADE, Goodman's Orchestra; Earl King; Buddy Clark, Freda Simon and the Songsmiths <i>popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC, NEW YORK	Lord and Thomas	122 Weeks
THE GAL, SUNDAY <i>serial drama</i> (POLYNOS COMPANY also, page 9)	Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	369 Weeks
FOOTBALL CROSS-PROVIDENCE COLLEGE Football Game at Worcester <i>play-by-play description</i>	†Saturday Sept. 24 only 2:00-4:30 p.m. ORIGINATES: WORC, WORCESTER	N. W. Ayer & Son, Inc.	111 Weeks
THE WIFE AND HUSBAND Helen Menken, presented by the Famous Actors' Guild <i>dramatic</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	364 Weeks
THE ROMANCE OF HELEN TRENT <i>serial drama</i> (also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	172 Weeks
THE NIGHTER, Barbara Luddy and Loretta Young <i>drama at the "Little Theater Times Square"</i> (starting September 2)	Friday 8:00-8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	31 Weeks

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

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CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
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CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake

PROGRAM	TIME	AGENCY	ON CBS
<p>LYWOOD HOTEL,  bert Marshall, MC; Frances  ford, Jean Sablon, Victor  g's Orchestra  ramatic musical revue  (Starting September 9)</p>	<p>Friday  9:00-10:00 p.m.  ORIGINATES:  KNX, LOS ANGELES</p>	Ward Wheelock Company	195 Weeks
<p>OR BOWES' AMATEUR HOUR  ateurs, with Major Bowes  Master of Ceremonies</p>	<p>Thursday  9:00-10:00 p.m.  ORIGINATES: WABC</p>	Ruthrauff & Ryan, Inc.	130 Weeks
<p>Y AND MARGE  rial drama</p>	<p>Mon. thru Fri.  10:15-10:30 a.m.  Rebroadcast  4:00-4:15 p.m.;  4:15-4:30, beg.  September 26  ORIGINATES: WABC</p>	Benton & Bowles, Inc.	131 Weeks
<p>AG BUSTERS  lice-file dramatizations</p>	<p>Wednesday  8:00-8:30 p.m.  Rebroadcast  12:00-12:30 a.m.  ORIGINATES: WABC</p>		129 Weeks
<p>TOP HOUSE,  aing Bess Johnson  ramatic serial</p>	<p>Mon. thru Fri.  10:30-10:45 a.m.  Rebroadcast  4:30-4:45 p.m.  ORIGINATES: WABC</p>		133 Weeks
<p>MOTHER  ramatic serial</p>	<p>Mon. thru Fri.  10:45-11:00 a.m.  ORIGINATES: WBBM</p>	Benton & Bowles-Chicago, Inc.	74 Weeks
<p>TY KITTY KELLY  rial drama</p>	<p>Mon. thru Fri.  10:00-10:15 a.m.  Rebroadcast  4:15-4:30 p.m.;  4-4:15, beg. Sept. 26  ORIGINATES: WABC</p>	Benton & Bowles, Inc.	182 Weeks

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GENERAL FOODS CORPORATION	Huskies  Calumet Baking Powder Swans Down Cake Flour  Sanka Coffee  La France Satina  Postum

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
<b>HELOR'S CHILDREN</b> <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WEBM	Roche, Williams & Cunnyng- ham, Inc.	192 Weeks
<b>OX MANNING</b> <i>Commentator</i>	†Tuesday 5:45-6:00 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	41 Weeks
<b>DAY EVENING HOUR.</b> and Symphony Orchestra and rus, Eugene Ormandy, con- ductor; Guest Soloists: T. 11: John Charles Thomas T. 18: Gladys Swarthout T. 25: Jose and Amparo Iturbi <i>Symphonic music, and talks by</i> <i>F. J. Cameron</i>	Sunday 9:00-10:00 p.m. ORIGINATES: WJR, DETROIT	N. W. Ayer & Son, Inc.	231 Weeks
<b>PENNER and company, with</b> <b>Pollack's Orchestra</b> <i>Comedy and music</i> (Starting September 29)	Thursday 7:30-8:00 p.m. ORIGINATES: KNX	Benton & Bowles, Inc.	184 Weeks
<b>SMITH HOUR</b> <i>Variety show</i> (Starting September 29)	Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30-12:30 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
<b>THE PEOPLE</b> <i>Real-life experiences</i> (Starting September 27)	Thursday 9:00-9:30 p.m. ORIGINATES: WABC		
<b>MARY MARGARET McBRIDE</b> <i>Radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. <i>Rebroadcast</i> 4:45-5:00 p.m. ORIGINATES: WABC		
<b>MI AND ABNER</b> <i>Serial drama</i> (Starting September 5)	Mon., Wed., Fri. 6:45-7:00 p.m. <i>Beg. September 26.</i> 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: WBBM		

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

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HOUSEHOLD FINANCE CORPORATION	Personal Loan Service
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes



PROGRAM	TIME	AGENCY	ON CBS
<p>IE TO SHINE,  with Hal Kemp and his Orchestra,  ly Starr and Bob Allen  <i>Musical</i></p>	<p>Tuesday  10:00-10:30 p.m.  ORIGINATES: WABC</p>	<p>Birmingham, Castleman &amp;  Pierce, Inc.</p>	<p>20 Weeks</p>
<p>THE PASSING PARADE,  with John Booth Nesbitt,  Garr, tenor,  Ear Bradley's Orchestra  <i>Drama and music</i></p>	<p>Sunday  7:30-8:00 p.m.  ORIGINATES: KNX</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>238 Weeks</p>
<p>WHAT CAN BE DONE,  with Edgar A. Guest,  Fonkie Masters' Orchestra  Full Dramatic Cast  <i>Poetry and drama</i></p>	<p>Wednesday  10:30-11:00 p.m.  ORIGINATES: WBBM</p>	<p>Batten, Barton, Durstine &amp;  Osborn, Inc.</p>	<p>35 Weeks</p>
<p>THE CRUCIAL GAL, SUNDAY  <i>Serial drama</i>  (See ANACIN COMPANY also, page 3)</p>	<p>Thurs. and Fri.  12:45-1:00 p.m.  ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>221 Weeks</p>
<p>THE VYNE KING and his Orchestra  <i>Popular music</i></p>	<p>Monday  10:00-10:30 p.m.  ORIGINATES: WBBM</p>	<p>Lord and Thomas</p>	<p>156 Weeks</p>
<p>THE GRAND CENTRAL STATION  <i>Serial drama</i></p>	<p>Tuesday  9:00-9:30 p.m.  After Sept. 30,  Fri., 10-10:30 p.m.  ORIGINATES: WABC</p>	<p>Lambert &amp; Feasley, Inc.</p>	<p>61 Weeks</p>

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

# CBS SPONSORED PROGRAMS

CLIENT	PRODI
<b>LEVER BROTHERS COMPANY</b>	Lux Toilet Soap  Rinso  Lifebuoy  Rinso  Spry
<b>LIGGETT &amp; MYERS TOBACCO COMPANY</b>	Chesterfield Cigarettes

PROGRAM	TIME	AGENCY	ON CBS
THE LUX RADIO THEATRE stars of stage and screen <i>Drama</i> ; Cecil B. DeMille, <i>director</i> (Starting September 12)	Monday 9:00-10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	112 Weeks
B TOWN starring Edward G. Robinson, Claire Trevor <i>Dramatic</i> (Starting September 20)	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 a.m. ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	112 Weeks
A JOLSON SHOW, Martha Raye, Parkyakarkus orchestra <i>Comedy and music</i> (Starting September 20)	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: KNX		112 Weeks
B SISTER, 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		103 Weeks
ANT 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		85 Weeks
PHIL WHITEMAN'S PROGRAM, Joan Edwards; Paul Douglas; Modernaires; Guests <i>Musical Variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC	Newell-Emmett Co., Inc.	72 Weeks
BENS AND ALLEN (Starting September 30)	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC		

\*1. figures indicate the total number of weeks which the client has used CBS facilities.

# CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
<b>P. LORILLARD COMPANY</b>	Old Gold Cigarettes
<b>MASSACHUSETTS VOTERS CAMPAIGN COMMITTEE FOR JAMES M. CURLEY</b>	Candidate for Governor
<b>McKESSON &amp; ROBBINS, INC.</b>	Calox Toothpowder Solidified Albolene
<b>NASH-KELVINATOR CORPORATION</b>	Nash Motor Cars
<b>PENICK &amp; FORD, LTD.</b>	My-T-Fine Dessert
<b>PET MILK SALES CORPORATION</b>	Irradiated Pet Milk

†Columbia New England Network

PROGRAM	TIME	AGENCY	ON CBS
<b>LYWOOD SCREENSCOOPS,</b> <i>George McCall, commentator</i> <i>motion-picture news</i>	Tues. and Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX	Lennen & Mitchell, Inc.	139 Weeks
<b>CAMPAIGN TALKS</b>	†Tuesday, Sept. 13 6:15-6:30 p.m. Wed., Sept. 14 7:00-7:15 p.m. ORIGINATES: WEEI	H. M. Frost Company	
<b>CE JORDAN, GIRL INTERNE</b> <i>serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	44 Weeks
<b>PROFESSOR QUIZ,</b> <i>with Bob Trout</i> <i>questions and answers</i>	Saturday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC	Geyer, Cornell & Newell, Inc.	78 Weeks
<b>THE MIGHTY SHOW</b> <i>big-top drama</i> <i>(Starting September 12)</i>	Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	26 Weeks
<b>MARY LEE TAYLOR,</b> <i>home economist</i> <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	Gardner Advertising Company	252 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PROD
<p><b>PHILIP MORRIS &amp; COMPANY, LTD.</b></p>	<p>Philip Morris Cigarettes</p>
<p><b>THE PROCTER &amp; GAMBLE COMPANY</b></p>	<p>Oxydol</p> <p>Crisco</p> <p>Chipso</p> <p>Ivory</p>
<p><b>R. J. REYNOLDS TOBACCO COMPANY</b></p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco</p>
<p><b>RIO GRANDE OIL, INC.</b></p>	<p>Petroleum Products</p>

††Columbia California Network Only

PROGRAM	TIME	AGENCY	ON CBS
NNY PRESENTS s Morgan's Orchestra, Jack nstone's Dramatizations, Frances ir, Genevieve Rowe, "Beverly", nn Cross and Ray Bloch's Swing rteen <i>Variety and dramatic interludes</i>	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC	The Biow Company, Inc.	103 Weeks
: GOLDBERGS <i>erial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	196 Weeks
& SADE <i>erial drama</i>	1:15-1:30 p.m. ORIGINATES: WBBM	Compton Advertising, Inc.	
D OF LIFE <i>erial drama</i>	1:30-1:45 p.m. ORIGINATES: WABC	Pedlar & Ryan, Inc.	
PEL SINGER <i>ymns</i>	1:45-2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
NNY GOODMAN his Orchestra <i>usic and guests</i>	Tuesday 9:30-10:00 p.m. ORIGINATES: WABC	William Esty & Company, Inc.	270 Weeks
LING ALL CARS <i>olice file dramatizations</i>	††Thursday 8:30-9:00 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	260 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
SOIL-OFF MANUFACTURING COMPANY	Cleaning Fluid
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
RICHARD WHITCOMB	Candidate for Governor of Massachusetts
JOSEPH WHITE	Candidate for Lieutenant- Governor of Massachusetts
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

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



PROGRAM	TIME	AGENCY	ON CBS
<p>ATCHER WILEY <i>News commentator</i></p>	<p>†Thursday 12:45-1.00 p.m. PST ORIGINATES: KNX</p>	<p>Hillman-Shane Advertising Agency, Inc.</p>	<p>Starts Sept. 8</p>
<p>CK AND PAT IN PIPE SMOKING IE, with Edward Roecker, bari- e and Benny Kreuger's Orchestra <i>"Blackface" comedy and music</i></p>	<p>Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC</p>	<p>Arthur Kudner, Inc.</p>	<p>170 Weeks</p>
<p>MPAIGN TALKS</p>	<p>††Sept. 6, 18, 19 <i>Various hours</i> ORIGINATES: WEEI</p>	<p>Dowd-Ostreicher, Inc.</p>	<p>3 Weeks</p>
<p>MPAIGN TALK</p>	<p>††Sept. 13 only, 7:00-7:15 p.m. ORIGINATES: WEEI</p>	<p>C. Brewer Smith Advertising Agency</p>	
<p>LE LAUGH LINER, string Billy House with Jk Fulton, tenor and Cl Hohengarten's Orchestra <i>Comedy and music</i></p>	<p>Sunday, 6:30-7:00 p.m. ORIGINATES: WBBM</p>	<p>Frances Hooper Advertising Agency</p>	<p>327 Weeks</p>
<p>SATTERGOOD BAINES <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 3:30-3:45 p.m. ORIGINATES: WBBM</p>		

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

# CBS SUSTAINING PROGRAMS

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 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. SPECIAL EVENTS . . . . . *Page 20*
2. DRAMATIC SERIES . . . . . *Page 22*
3. EDUCATIONAL PROGRAMS . . . . . *Page 24*
4. PUBLIC AFFAIRS . . . . . *Page 26*
5. SERIOUS MUSIC . . . . . *Page 28*
6. CHILDREN'S PROGRAMS . . . . . *Page 31*
7. RELIGIOUS BROADCASTS . . . . . *Page 32*
8. PERSONALITIES . . . . . *Page 33*
9. LIGHT MUSIC . . . . . *Page 34*
  
- ADDENDA: AUGUST PROGRAMS . . . . . *Page 37*

**SPECIAL EVENTS**

PROGRAM AND TIME	DESCRIPTION
<p><b>Davis Cup Challenge Round</b> <i>Various hours</i> SEPTEMBER 3 THRU 5</p>	<p>The Davis Cup Challenge Round, annual highlight of the tennis world, is brought to the nation from the Germantown Cricket Club in an exclusive Columbia sports presentation. Ted Husing tells the stroke-by-stroke story of the American team's effort, led by Don Budge, to retain the trophy against Australia's players, Adrian Quist and John Bromwich. America is represented by Budge and Bobby Riggs in the singles, and Budge and Gene Mako in the doubles, with Joe Hunt as alternate. The broadcasting schedule:</p> <p>SEPTEMBER 2: Davis Cup Draw, deciding which Australians meet which Americans, 12:25-12:30 p.m.</p> <p>Preview broadcast—Ted Husing interviews athletes and officials at Germantown, 6:45-7 p.m.</p> <p>SEPTEMBER 3: Davis Cup Matches, 2:15-4:00 p.m.; 4:30-5:30 p.m.</p> <p>SEPTEMBER 4: Davis Cup Matches, 3-5 p.m.</p> <p>SEPTEMBER 5: Davis Cup Matches, 2:30-3:30 p.m.; 5:00-5:30 p.m. To be broadcast if matches affect result.</p>
<p><b>National Singles Championships</b> <i>Various hours</i> SEPTEMBER 12 THRU 17</p>	<p>At Forest Hills, where the world's leading men and women amateur tennis players are competing for the singles titles, Ted Husing describes Don Budge's struggle to defend his title, and the efforts of Alice Marble, Helen Jacobs, Jadwiga Jedrzejowska and Kay Stammers to win the crown vacated by Anita Lizana.</p>

# CBS SUSTAINING PROGRAMS

## SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p><b>Aqueduct and Jamaica Races</b>                      4:30-5:00 p.m.                      SATURDAYS, SEPTEMBER 3, 10, 17                      MONDAY, SEPTEMBER 5</p>	<p>Bryan Field, Columbia's racing reporter, turns from a month at the Spa to broadcast turf highlights of the Metropolitan Fall meetings at Aqueduct and Jamaica. Field also gives a summary of each day's races.</p> <p>SEPTEMBER 3: BAY SHORE HANDICAP and view of Stony Brook Stakes, at Aqueduct.</p> <p>SEPTEMBER 5: AQUEDUCT HANDICAP and view of Babylon Handicap, at Aqueduct.</p> <p>SEPTEMBER 10: JUNIOR CHAMPION STAKES and review of Edgemere Handicap, at Aqueduct.</p> <p>SEPTEMBER 17: JEROME HANDICAP, at Jamaica.</p>
<p><b>National Air Races</b>  <i>Various hours</i>                      SEPTEMBER 4 AND 5</p>	<p>Columbia broadcasts the National Air Races from Cleveland, with all its speed and thrills. The Thompson Trophy and the Bendix Trans-Continental Race are among the events carried.</p>
<p><b>Polo at Meadowbrook</b>                      5:30-6:00 p.m.                      SUNDAYS, SEPTEMBER 11 AND 18</p>	<p>At Meadowbrook, Ted Husing follows the polo ball for CBS in finals of the Open Championship and Monty Waterbury Cup. Leading players of many nations compete.</p>
<p><b>National Amateur Golf Championship</b>  <i>Various hours</i>                      SEPTEMBER 12 THRU 17</p>	<p>From the green slopes of Oakmont's golf course, just outside of Pittsburgh, Harry Nathan, sports writer and CBS sports commentator, brings to Columbia's listeners a daily summary of the play in this year's Amateur Championship, with a running description of the final match. Johnny Goodman is defending his title against a fine field, including Charles Yates, British Amateur titleholder.</p>

**SPECIAL EVENTS**

PROGRAM AND TIME	DESCRIPTION
<p><b>Women's Amateur Golf Championship</b> <i>Various hours</i> SEPTEMBER 19 THRU 24</p>	<p>This year the Women's Championship is being held at the Westmoreland Country Club, Wilmette, Illinois. Harry Nash moves there to summarize the week's play, concluding with an actual description of part of the finals. Mrs. Estelle Lawson Page is defending champion.</p>
<p><b>Football—Minnesota vs. Washington</b> 2:30–5:00 p.m. SATURDAY, SEPTEMBER 24</p>	<p>As the football season opens, Columbia again brings to its audience Ted Husing in his thrilling accounts of the biggest games throughout the country. Leading off the CBS grid schedule this year is a bruising battle between two sectional leaders, Minnesota and Washington, at Minneapolis.</p>
<p><b>Men Against Death</b> 8:00–8:30 p.m. EACH THURSDAY SEPTEMBER 1 THRU 22</p>	<p>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 Leon Fontaine prepares the scripts.</p> <p>SEPTEMBER 1: David Bruce—"Trail of the Tsetse." SEPTEMBER 8: Ross vs. Grassi—"Malaria." SEPTEMBER 15: Walter Reed—"Fight on Yellow Jack." SEPTEMBER 22: Walter Reed—"Five Against Death."</p>

**DRAMATIC SERIES**

# CBS SUSTAINING PROGRAMS

## DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
<p><b>Orson Welles – Mercury Theater of the Air</b>            9:00–10:00 p.m.            MONDAY, SEPTEMBER 5            8:00–9:00 p.m.            SUNDAYS, SEPTEMBER 11, 18, 25</p>	<p>Orson Welles, brilliant young actor-producer, this month shifts his Mercury Theater of the Air to Sunday night, continuing the experiments in radio drama which he undertook at the invitation of the Columbia Network. On September 5 he and the Mercury Theater Company dramatize G. K. Chesterton's "The Man Who Was Thursday." The Sunday program are to be announced later.</p>
<p><b>Four Corners Theater</b>            8:00–8:30 p.m.            TUESDAYS, SEPTEMBER 6, 13</p>	<p>Drama which has played to America's radio audiences in more performances than any other greatest Broadway hits is featured on the stage of Columbia's "Four Corners Theater," directed by Earle McGill.</p> <p>SEPTEMBER 6: "Simple Simon Simple," by Henry Roland.</p> <p>SEPTEMBER 13: "Among the Breakers," by M. Baker.</p>
<p><b>Buffalo Players</b>            3:00–3:30 p.m.            EACH FRIDAY</p>	<p>The Buffalo Players, one of the oldest dramatic groups in the country, take to the air with original dramas especially written for the Buffalo Summer Theatre.</p>
<p><b>"The Ghost of Benjamin Sweet"</b>            10:00–10:30 p.m.            EACH SUNDAY</p>	<p>This amiable spectre is the hero of incorporated adventures conceived by Pauline Gibson and Frederick Gilsdorf. The cast includes K. L. Swenson as Benjamin Sweet and Ed Latimer as his "accomplice," Theobald Tubbs; Walter Geer as Mortimer, the Rocky Mt. ghost and Bob Strauss, chairman of the Ghost Board.</p>

**EDUCATIONAL  
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p><b>CBS ADULT EDUCATION BOARD</b></p>	<p>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:</p> <table border="0"> <tr> <td>LYMAN BRYSON, <i>chairman</i></td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. CANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, <i>chairman</i>	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. CANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
LYMAN BRYSON, <i>chairman</i>	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
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ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p><b>"Living History"</b> 7:30-7:45 p.m. EACH WEDNESDAY</p>	<p>Radio, seeking the significant events that have made our world of today, goes into the past and recreates it in the living form of "news broadcasts." Professor Harry J. Carman of Columbia University acts as guest historian.</p> <p>SEPTEMBER 7: The Hartford Convention. SEPTEMBER 14: Rise of the Federalists. SEPTEMBER 21: Conquest of the West. SEPTEMBER 28: Missouri Compromise.</p>														
<p><b>"Americans at Work"</b> 10:30-11:00 p.m. EACH THURSDAY</p>	<p>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.</p>														
<p><b>"Adventures in Science"</b> 7:30-7:45 p.m. EACH FRIDAY</p>	<p>This program enables the American public to listen in on the greatest scientists of our time as they narrate to Paul C. Woodbridge of Columbia's staff the stories of important developments in their fields.</p>														

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p><b>The People's Platform</b> 7:00-7:30 p.m. EACH SUNDAY</p>	<p>Columbia presents a novel series in which typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner during which solutions to social and political problems are sought through an exchange of ideas.</p> <p>SEPTEMBER 4: "Success in the Creative Arts" Guests include Orson Welles, Rockwell Kent and Deems Taylor.</p> <p>SEPTEMBER 11, 18 AND 25: "Public Opinion and Foreign News; Domestic News; the Magazine."</p>
<p><b>Of Men and Books</b> 4:00-4:15 p.m. EACH THURSDAY</p>	<p>Current books and authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University.</p> <p>SEPTEMBER 8: "The Autobiography of William Butler Yeats."</p> <p>SEPTEMBER 15: Irving Stone's "Sailor on Horseback," and Marquis James' "Life of Andrew Jackson."</p> <p>SEPTEMBER 22: Constance Robertson's "Sea No-Further;" Vincent Sheean's "Day of Battle"</p>
<p><b>The Farmer Takes the Mike</b> 2:30-3:00 p.m. EACH SUNDAY</p>	<p>A new nationwide farm forum, in which an 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</p> <p>SEPTEMBER 4: Syracuse.</p> <p>SEPTEMBER 11: Topeka.</p> <p>SEPTEMBER 18: Dallas.</p> <p>SEPTEMBER 25: Denver.</p>



**EDUCATIONAL  
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p><b>New Horizons</b> 5:45-6:00 p.m. EACH MONDAY</p>	<p>The American Museum of Natural History presents famous explorers and scientists. Hans Christian Adamson arranges the programs.</p>
<p><b>Highways to Health</b> 4:00-4:15 p.m. EACH TUESDAY</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. Iago Galdston, executive secretary, is in charge.</p> <p>SEPTEMBER 6: Dr. Sidney P. Schwartz, Montefiore Hospital, "Child With Heart Disease."</p> <p>SEPTEMBER 13: Dr. Arthur Krida, Bellevue Hospital, "Preventive Orthopedics."</p>
<p><b>Exploring Space</b> 5:45-6:00 p.m. EACH WEDNESDAY</p>	<p>The planets and satellites are the subjects of these dramatized broadcasts, presented by Prof. William H. Barton, executive curator of the Hayden Planetarium, and Hans Christian Adamson, of the American Museum.</p>
<p><b>World Economic Cooperation</b> 4:45-5:00 p.m. FRIDAYS, SEPTEMBER 2, 9, 16</p>	<p>Columbia this month concludes these talks by prominent spokesmen for world economic cooperation, presented under the auspices of National Peace Conference.</p> <p>SEPTEMBER 2: Mrs. Elizabeth G. Whiting, member of the Council for Social Action of the Congregational and Christian Churches, speaks on "The Economic Plebiscite."</p> <p>SEPTEMBER 9: A round-table discussion by members of the National Committee on the Cause and Cure of War considers "Propaganda and the Trade Agreement Program."</p> <p>SEPTEMBER 16: Walter W. Van Kirk, director of Conference, concludes the present series with "A Summary of the Year's Work."</p>

**PUBLIC AFFAIRS**

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p><b>Rep. Emanuel Celler</b> 10:45-11:00 p.m. FRIDAY, SEPTEMBER 2</p>	<p>"German-American Trade Policies" are examined by Representative Emanuel Celler (D-N.Y.) of New York.</p>
<p><b>Madame Secretary Perkins</b> 10:45-11:00 p.m. MONDAY, SEPTEMBER 5</p>	<p>Frances Perkins, Secretary of Labor, delivers her customary annual talk on the occasion of Labor Day, speaking from Boston.</p>
<p><b>James A. Horton</b> 10:45-11:00 FRIDAY, SEPTEMBER 9</p>	<p>James A. Horton, chief examiner of the Federal Trade Commission, discusses National Advertisers Week, observed Sept. 1-10.</p>
<p><b>Lena Madessin Phillips</b> 7:15-7:30 p.m. MONDAY, SEPTEMBER 12</p>	<p>"Central Europe in Suspense" is described by Lena Madessin Phillips, president of the International Federation of Business and Professional Women's Clubs.</p>
<p><b>Herbert Hoover</b> 9:30-10:30 p.m. WEDNESDAY, SEPTEMBER 28</p>	<p>Ex-President Herbert Hoover is heard in a special talk from the Municipal Auditorium, Kansas City, Missouri.</p>
<p><b>Europe Calling!</b> 1:30-1:45 p.m. EACH SUNDAY</p>	<p>Expert observations on international affairs by prominent national spokesmen. SEPTEMBER 4: James R. Heavey, visiting U.S. delegate to the Youth Congress. SEPTEMBER 11: From Geneva, Clark Eichelberger of the League of Nations Association.</p>
<p><b>Headlines and Bylines</b> 10:30-11:00 p.m. EACH SUNDAY</p>	<p>H. V. Kaltenborn, Bob Trout and Gill Seldes, a trio of expert reporters on public affairs, combine their talents on this weekly series of world news and newsmakers.</p>

**SERIOUS  
MUSIC**

<b>PROGRAM AND TIME</b>	<b>DESCRIPTION</b>
<p><b>Everybody's Music</b> 3:00-4:00 p.m. EACH SUNDAY EXCEPT SEPT. 4</p>	<p>Howard Barlow conducts the Columbia Broadcasting Symphony Orchestra and Henry M. Neely is commentator. In this series the premieres of works written for the second COLUMBIA COMPOSERS COMMISSION are performed.</p> <p>SEPTEMBER 11: <i>William Schuman</i>: Symphony No. 2; <i>Max Reger</i>: Variations on a Theme by Mozart.</p> <p>SEPTEMBER 18: <i>Haydn</i>: "London" Symphony; <i>Franck</i>: Symphonic Variations; <i>Jerome Moross</i>: "A Tall Tale," premiere of the fourth COLUMBIA COMPOSERS COMMISSION work.</p> <p>SEPTEMBER 25: <i>Carl Mathes</i>: Five Tone Poems; <i>Shostakovitch</i>: Symphony No. 1.</p>
<p><b>Berkshire Festival of Chamber Music</b> 4:00-5:00 p.m. SEPTEMBER 21 THRU 23</p>	<p>Columbia joins in the 20th anniversary of the Berkshire Chamber Music Festival (1918-1938), sponsored by Mrs. Elizabeth Sprague Coolidge, with three programs at Pittsfield.</p> <p>SEPTEMBER 21: The Berkshire String Quartet plays Beethoven's Quartet in E Flat, op. 127 and his Scotch and Irish Songs, with trio.</p> <p>SEPTEMBER 22: The Barrère Woodwind Ensemble plays Mozart's Quintet in E Flat Major K. 452, with Jesús Maria Sanroma as pianist; and Georg Philip Telemann's Sonata for Flute and Piano, with Georges Barrère and Mr. Sanroma.</p> <p>SEPTEMBER 23: The Roth Quartet plays Haydn's Quartet in D Major, No. 5 and Ernst Toch's Quintet for Piano and String Quartet, with the composer at the piano.</p>

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p><b>Story of the Song</b> 8:30-9:00 p.m. EACH THURSDAY</p>	<p>The world's greatest songs are interpreted by outstanding singers of the concert stage.</p> <p>SEPTEMBER 1: Léon Rothier, basso.</p> <p>SEPTEMBER 8: Margaret Daum, soprano; Paul Lechner, baritone.</p> <p>SEPTEMBER 15: Elizabeth Wysor, contralto.</p> <p>SEPTEMBER 22: Jeannette Vreeland, soprano.</p>
<p><b>Keyboard Concerts</b> 5:00-5:30 p.m. THURSDAYS, SEPTEMBER 1 AND 8</p>	<p>This series presents outstanding concert artists on the keyboard instruments.</p> <p>SEPTEMBER 1: Julius Chajes, piano.</p> <p>SEPTEMBER 8: Ernst Victor Wolff, harpsichord and piano.</p>
<p><b>Essays in Music</b> 10:00-10:30 p.m. THURSDAYS, SEPTEMBER 1 AND 8</p>	<p>This unusual series, under the direction of Victor Bay, presents on each program widely varying compositions devoted to a single subject. George Zachary produces the program.</p> <p>SEPTEMBER 1: <i>The Sea</i>. Eugene Lowenthal, baritone.</p> <p>SEPTEMBER 8: <i>Chinese Impressions</i>. Louis Cores, violin; Margaret Daum, soprano.</p>
<p><b>Columbia Concert Hall —Chamber Music</b> 12 noon-12:45 p.m. EACH SATURDAY</p>	<p>Outstanding instrumental ensembles and soloists are presented each week in the COLUMBIA CONCERT HALL programs of Chamber Music.</p> <p>SEPTEMBER 3: Kreauter String Quartet, with Katherine Bacon as solo pianist in the <i>Fritz Kreisler Bridge Quintet</i>.</p> <p>SEPTEMBER 10: Stradivarius Quartet, in works by <i>Purcell</i> and <i>Beethoven</i>.</p> <p>SEPTEMBER 17: Viola Mitchell, violinist.</p>

**SERIOUS  
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p><b>"Music for Fun"</b> 6:00-6:30 p.m. SUNDAY, SEPTEMBER 4</p>	<p>Music designed to please younger listeners as well as the family group is presented on this series under the direction of Howard Barlow. A visiting family appears on each program to express reactions to the music, with William Spier acting as interlocutor.</p>
<p><b>Moussorgsky's "Fair at Sorochinsk"</b> 2:30-3:30 p.m. WEDNESDAY, SEPTEMBER 7</p>	<p>Concluding its series of four rarely-performed chamber operas, given in association with the Art of Musical Russia, Columbia presents a concert version of Moussorgsky's "Fair at Sorochinsk." Josef Blatt directs and Dr. Paul Berl and Walter Bricht accompany the soloists.</p>
<p><b>Grant Park Concerts</b> 10:30-11:00 p.m. EACH TUESDAY ALSO SUNDAY, SEPTEMBER 4</p>	<p>These famous outdoor concerts in Grant Park feature Chicago's distinguished orchestras and bands, sponsored by the Chicago Park Board. Special concert is scheduled for Sunday, Sept. 4 at 8:30-10:00 p.m.</p>
<p><b>From the Organ Loft</b> 9:00-9:30 a.m. SUNDAY, SEPTEMBER 4</p>	<p>Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music.</p>
<p><b>Salt Lake City Tabernacle Choir</b> 12:30-1:00 p.m. EACH SUNDAY</p>	<p>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.</p>
<p><b>CBC Singers</b> 4:30-5:00 p.m. SUNDAYS, SEPTEMBER 4, 11, 18</p>	<p>The CBS Singers, choral group of the Canadian Broadcasting Corporation, present their recitals from Toronto each week. The singers are under the direction of Albert W. Whitehead.</p>

# CBS SUSTAINING PROGRAMS

## CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p><b>"So You Want to Be—"</b>                      5:45-6:00 p.m.                      FRIDAYS, SEPTEMBER 2 AND 9                      5:00-5:30 p.m.                      EACH FRIDAY THEREAFTER</p>	<p>Successful persons in all walks of life are subjects of interviews by youngsters who wish to follow in their footsteps. The program is presented with the cooperation of <i>Young America</i> magazine, and produced by Nila Mack.</p> <p>SEPTEMBER 2: Frank Gallop of CBS—"So You Want to Be a Radio Announcer."                      SEPTEMBER 9: L. H. Webking, dean of train drivers—"So You Want to Be a Train Engineer."                      SEPTEMBER 16: Robert Hall of Grumman—"So You Want to Be a Test Pilot."</p>
<p><b>"March of Games"</b>                      5:00-5:30 p.m.                      EACH MONDAY AND WEDNESDAY</p>	<p>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.</p>
<p><b>"Let's Pretend"</b>                      5:00-5:30 p.m.                      EACH TUESDAY AND THURSDAY</p>	<p>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.</p> <p>SEPTEMBER 1: Snow White, Rose Red.                      SEPTEMBER 6 AND 8: Three Feathers; Babes in the Woods.                      SEPTEMBER 13 AND 15: Aladdin, Parts I and II.                      SEPTEMBER 20 AND 22: Donkey Skin; Brother and Sister.                      SEPTEMBER 27 AND 29: Ali Baba; Youth Who Learned to Shiver.</p>

**RELIGIOUS  
BROADCASTS**

PROGRAM AND TIME	DESCRIPTION
<p><b>Church of the Air</b> 10:00-10:30 a.m. 1:00-1:30 p.m. EACH SUNDAY</p>	<p>The <i>Church of the Air</i> is presenting its 7th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.</p> <p>SEPTEMBER 4: <i>Morning</i>—Rev. Harold E. Fey, Disciples of Christ, secretary of the Fellowship of Reconciliation, New York. <i>Afternoon</i>—Rev. W. Coleman Nevils, S. J., Rector, Church of St. Ignatius Loyola, New York.</p> <p>SEPTEMBER 11: <i>Morning</i>—Rev. Robert I. Wilson, First Baptist Church of Kansas City, Missouri. <i>Afternoon</i>—Rabbi Jonah B. Wise, Central Synagogue, New York.</p> <p>SEPTEMBER 18: <i>Morning</i>—Rev. Harry T. Scherer, Webster Groves Presbyterian Church, Webster Groves, Missouri. <i>Afternoon</i>—Rev. Hugh A. Donohoe, Ph.D., Catholic Professor of Industrial Ethics, St. Patrick's Seminary, Menlo Park, Calif.</p> <p>SEPTEMBER 25: <i>Morning</i>—Rev. Daniel A. McGregor, Episcopal, executive secretary of the Department of Religious Education, New York. <i>Afternoon</i>—Mr. B. Palmer Lewis, Christian Science Committee on Publication for the State of New York.</p>
<p><b>Rosh Hoshanah Program</b> 4:00-4:30 p.m. SUNDAY, SEPTEMBER 25</p>	<p>Special Rosh Hoshanah (Jewish New Year) services, with choir, soloists and prominent speakers, are held under the auspices of the United Palestine Appeal.</p>

# CBS SUSTAINING PROGRAMS

## PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p><b>Irene Beasley's R. F. D. #1</b> 12:15-12:30 p.m. MONDAY THRU FRIDAY</p>	<p>This intimate and informal "one-woman" show of music and homely commentary. Irene Beasley is dedicated to America's farm women. One of the features is the Friday "meetin'-day" with guests and studio audience.</p>
<p><b>Max Eastman — "The Word Game"</b> 10:00-10:30 p.m. EACH WEDNESDAY</p>	<p>Max Eastman, noted author and critic, is the center of ceremonies on this unusual new series. Besides mere spelling, this "Word Game" covers definitions, correct usage, and slang.</p>
<p><b>Richard Maxwell</b> 9:00-9:15 a.m. MONDAY THRU SATURDAY</p>	<p>Richard Maxwell presents four programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose accompanies the songs of the CBS tenor, who composes most of the verses which he reads.</p>
<p><b>Phil Cook's Almanac</b> SUNDAYS, SEPTEMBER 4 AND 25 5:30-6:00 p.m. SUNDAYS, SEPTEMBER 11 AND 18 6:00-6:30 p.m.</p>	<p>Starring Phil Cook and his six characters—Office Boy Pete, Porter Sleepy Simps, Pop Time, Sandy MacTavish, and Abner and Eloise—the Sunday evening "Almanac" features the music of Ray Block's orchestra.</p>
<p><b>David Ross in "Poet's Gold"</b> 1:45-2:00 p.m. EACH SUNDAY</p>	<p>This series of verse readings by David Ross, prize announcer, has been a Columbia Network feature for five years. Ross gives his readings against a background of string music.</p>
<p><b>Major Bowes' Capitol Family</b> 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Dalton Bothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Hermanson, xylophonist, and Waldo Mayo's Orchestra.</p>



**PERSONALITIES**

**PROGRAM AND TIME**

**DESCRIPTION**

**East and Dumke —  
“Meet the Champ”**  
9:00–9:30 p.m.  
EACH WEDNESDAY

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

**LIGHT MUSIC**

**Blue Velvet Music**  
9:30–10:00 p.m.  
EACH WEDNESDAY

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

**Hollywood Showcase**  
9:00–10:00 p.m.  
FRIDAY, SEPTEMBER 2

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

**“Junior Musicomedy”**  
11:30 a.m.–12 noon  
EACH SATURDAY

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

# CBS SUSTAINING PROGRAMS

## LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p><b>Saturday Night Swing Club</b> 8:00-8:30 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, Mildred Bailey and Red Norvo.</p>
<p><b>Ray Heatherton</b> 7:00-7:15 p.m. MONDAY THRU FRIDAY</p>	<p>Ray Heatherton, young baritone of stage and radio, is starred in this new series of his on five evenings a week.</p>
<p><b>Al Bernard's Merry Minstrels</b> 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><b>Ray Block's Varieties</b> 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><b>Deep River Boys, Eton Boys, Four Clubmen, The Symphonettes</b></p>	<p>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.</p>
<p><b>"Dear Columbia"</b> 3:00-3:30 p.m. EACH MONDAY</p>	<p>Audience mail requests for old and new songs are performed by Ray Block's orchestra and Audrey Marsh, with Bert Parks, MC.</p>
<p><b>All Hands on Deck</b> 7:00-7:30 p.m. SATURDAYS, BEG. SEPT. 17</p>	<p>Lorraine Grimm and Harry Cool are featured with Ben Feld's Orchestra in this nautical show from Columbia's St. Louis station, KMC.</p>

**LIGHT MUSIC**

PROGRAM AND TIME	DESCRIPTION																
<p><b>CBS Vocalists</b>            Various hours            MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table border="0"> <tr> <td>Ruth Carhart</td> <td>Bill Perry</td> </tr> <tr> <td>Del Casino</td> <td>Doris Rhodes</td> </tr> <tr> <td>Edith Dick</td> <td>Sonny Schuyler</td> </tr> <tr> <td>Lois Elliman</td> <td>Jack Shannon</td> </tr> <tr> <td>Ramiro Gomez</td> <td>Barry Wood</td> </tr> <tr> <td>Audrey Marsh</td> <td>Nan Wynn</td> </tr> </table>	Ruth Carhart	Bill Perry	Del Casino	Doris Rhodes	Edith Dick	Sonny Schuyler	Lois Elliman	Jack Shannon	Ramiro Gomez	Barry Wood	Audrey Marsh	Nan Wynn				
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Ramiro Gomez	Barry Wood																
Audrey Marsh	Nan Wynn																
<p><b>Lyn Murray's Show</b>            4:00-4:30 p.m.            SUNDAYS, SEPTEMBER 11, 18, 25</p>	<p>With Barry Wood as singing emcee and Nan Wynn and the Four Clubmen as vocalists, Lyn Murray's Orchestra presents instrumental specialties and features "interview-doubles" wherein Murray interviews a guest conductor, Wood a guest baritone and so on.</p>																
<p><b>Dance Orchestras</b>            Various hours            MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for September:</p> <table border="0"> <tr> <td>Count Basie</td> <td>Kay Kyser</td> </tr> <tr> <td>Henry Busse</td> <td>Guy Lombardo</td> </tr> <tr> <td>Jack Denny</td> <td>Johnny Long</td> </tr> <tr> <td>Benny Goodman</td> <td>Vincent Lopez</td> </tr> <tr> <td>Glen Gray</td> <td>Will McCune</td> </tr> <tr> <td>Hal Kemp</td> <td>Red Norvo</td> </tr> <tr> <td>Henry King</td> <td>Ted Weems</td> </tr> <tr> <td>Gene Krupa</td> <td>Paul Pendarvis</td> </tr> </table>	Count Basie	Kay Kyser	Henry Busse	Guy Lombardo	Jack Denny	Johnny Long	Benny Goodman	Vincent Lopez	Glen Gray	Will McCune	Hal Kemp	Red Norvo	Henry King	Ted Weems	Gene Krupa	Paul Pendarvis
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# ADDENDA: AUGUST PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *August* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

## PUBLIC AFFAIRS

● AUGUST 2 AND 16: Richard Whitcomb, candidate for Governor of Massachusetts, was heard in two sponsored political talks over the Columbia New England Network, 8-8:30 p.m.

● AUGUST 2, 16, 23 AND 29: Frank F. Merriam, campaigning for renomination as Governor of California, spoke three times over the Columbia California Network, 7:30-7:45 p.m.

● AUGUST 4: Captain R. W. Dempwolf, Commander of the N. Y. Division of the U. S. Coast Guard, celebrated the 148th anniversary of its founding, 6:15-6:30 p.m.

"Taking Relief Out of Politics" was the topic of Robert L. Johnson, former Pennsylvania relief administrator, 8:30-8:45 p.m.

● AUGUST 5: Maurice G. Hindus, noted author, was interviewed from Prague, Czechoslovakia, on international affairs by William L. Shirer, 6:45-7 p.m.

Harry Hopkins, WPA Administrator, discussed "Economic Problem No. 1—The South," 10:30-11 p.m.

● AUGUST 7: John Whittaker, *Herald Tribune*

foreign correspondent, spoke on "Anglo-French Initiatives," 1:30-1:45 p.m.

● AUGUST 8: Carmel Snow, editor of *Harper's Bazaar*, reported direct from Paris on Fall and Winter fashions, 7:15-7:30 p.m.

● AUGUST 11: President Roosevelt dedicated the Rural Electrification Project at Barnesville, Ga., 4-4:30 p.m.

● AUGUST 12: Governor George D. Aiken of Vermont, discussed the Social Security Act, 10:45-11 p.m.

● AUGUST 14: Professor Frederick L. Schumann of Williams College, described "War-1938 Model," 1:30-1:45 p.m.

● AUGUST 15: "How the Labor Board Suppresses Free Speech and a Free Press" was the subject of Representative Clare E. Hoffman (R) of Michigan, 7:15-7:30 p.m.

● AUGUST 18: Representative John J. O'Connor (D) of New York asked "Will the 'Purge' Work in America?" 8:45-9 p.m.

● AUGUST 19: Thurman Arnold, Assistant U. S. Attorney General discussed "Anti-Trust Laws—Their Past and Future," 10:30-11 p.m.

● AUGUST 21: William L. Shirer analyzed "Europe's New Tension" from Prague, Czechoslovakia, 1:30-1:45 p.m.

● AUGUST 22: Dr. Reinhold Schairer of London University explained "The World Need for Democracy," 7:15-7:30 p.m.

Ray L. Riley, candidate for U. S. Senator from California, spoke over the Columbia California Network in a sponsored political speech, 7:15-7:30 p.m.

Admiral Emory S. Land, chairman of the U. S. Maritime Commission, spoke on "The Good Neighbor Fleet," 10:45-11 p.m.

● AUGUST 23: Mayor Fiorello H. LaGuardia discussed "The Constitutional Convention and the People of the City of New York," 7:15 p.m.

James H. Fay, opposing Representative O'Connor for the Democratic Congressional nomination, made "A Reply to Representative John J. O'Connor," 8:45-9 p.m.

● AUGUST 24 AND 29: George Hatfield, candidate for Governor of California, was heard in two sponsored political broadcasts over the Columbia California Network, 9-9:15 p.m. and 8:45-9 p.m.

● AUGUST 25: Andrew W. Robertson, chairman of the Westinghouse Electric Company, spoke to the Veterans of Foreign Wars on "Employment for Men Over Forty," 4-4:30 p.m.

● AUGUST 25 AND 28: Sheridan Downey, candidate for U. S. Senator from California, made two sponsored political talks over the Columbia California Network, 6:15-6:30 p.m. and 8:30-8:45 p.m.

● AUGUST 26: Secretary of the Interior

Harold L. Ickes speaks from Seattle on "Alaska and the National Park," 11:30-12 mid.

● AUGUST 28: Henry Olson, candidate for Governor of California, delivered a sponsored political talk over the Columbia California Network, 8-8:15 p.m.

Brackett Lewis, director of the Masaryk Foundation at Prague, weighed "Czechoslovakia's Destiny," 8:30-8:45 p.m.

● AUGUST 29: John Preston, candidate for U. S. Senator from California, made a sponsored political speech over the Columbia California Network, 9:45-10 p.m.

The Chiefs of Police of the Canadian Royal Mounted, San Francisco, England and Wales participated in a round-table discussion at the 45th annual conference of the International Association of Chiefs of Police in Toronto, 10:30-11 p.m.

#### SPECIAL EVENTS

● AUGUST 3: Irving Berlin was honored by CBS in a special one-hour program presenting a cavalcade of his music. Joining in the tribute were Al Jolson, Eddie Cantor, Walter Winchell, Ben Bernie, Phil Baker, Sophie Tucker, Belle Baker, John Steele, Darryl Zanuck, Louella Parsons, Tyrone Power, Alice Faye, Ethel Merman, Jack Haley, Rudy Vallee, Tommy Dorsey, Paul Whiteman, Guy Lombardo and Al Goodman, with Ted Husing as announcer, 9:30-10:30 p.m.

● AUGUST 3, 4 AND 5: New York's welcome to Douglas Corrigan was covered in five broadcasts by Columbia, with two interviews aboard the *Manhattan* at sea, the official reception at City Hall, the luncheon tendered by the Advertising Club, and the civic reception held at Yankee Stadium.

● AUGUST 10: Tallulah Bankhead, brilliant actress, and her father, Representative William B. Bankhead (D) of Alabama were among those who helped celebrate the first anniversary of station WAPI, Birmingham, as a member of the Columbia Network. 11-11:30 p.m.

● AUGUST 13: The first eye-witness account of the Russo-Japanese war was given by W. R. Wills, Columbia's Far Eastern representative, from Keijo, capital of Korea, 6:45-7 p.m.

● AUGUST 18: Paavo Nurmi, the mayor of Helsingfors and other officials of Finland spoke across the sea on plans for the 1940 Olympics. 6:45-7 p.m.

● AUGUST 20: The record-breaking long catches by Frankie Pytlak and Hank Helf of the Cleveland *Indians*, who caught baseballs dropped 708 feet, were described from Cleveland. 11:15-11:30 a.m.

● AUGUST 26: Leading athletes, including Don Budge, Gene Mako, Johnny Goodman, Mrs. J. A. Page, Jr. and other tennis, golf, turf, and polo figures joined in a special "Sports Showcase" program which previewed Columbia's extensive and exclusive sports coverage plans for the remainder of the season, 10-10:30 p.m.

● AUGUST 29: Opening day at Aqueduct brought to Columbia listeners the Wood-

mere Stakes, described by Bryan Field, 2-4:30 p.m.

● AUGUST 30: "How the World Will End" was explained in a broadcast from the Fels Planetarium, Franklin Institute, Philadelphia. 6:15-6:30 p.m.

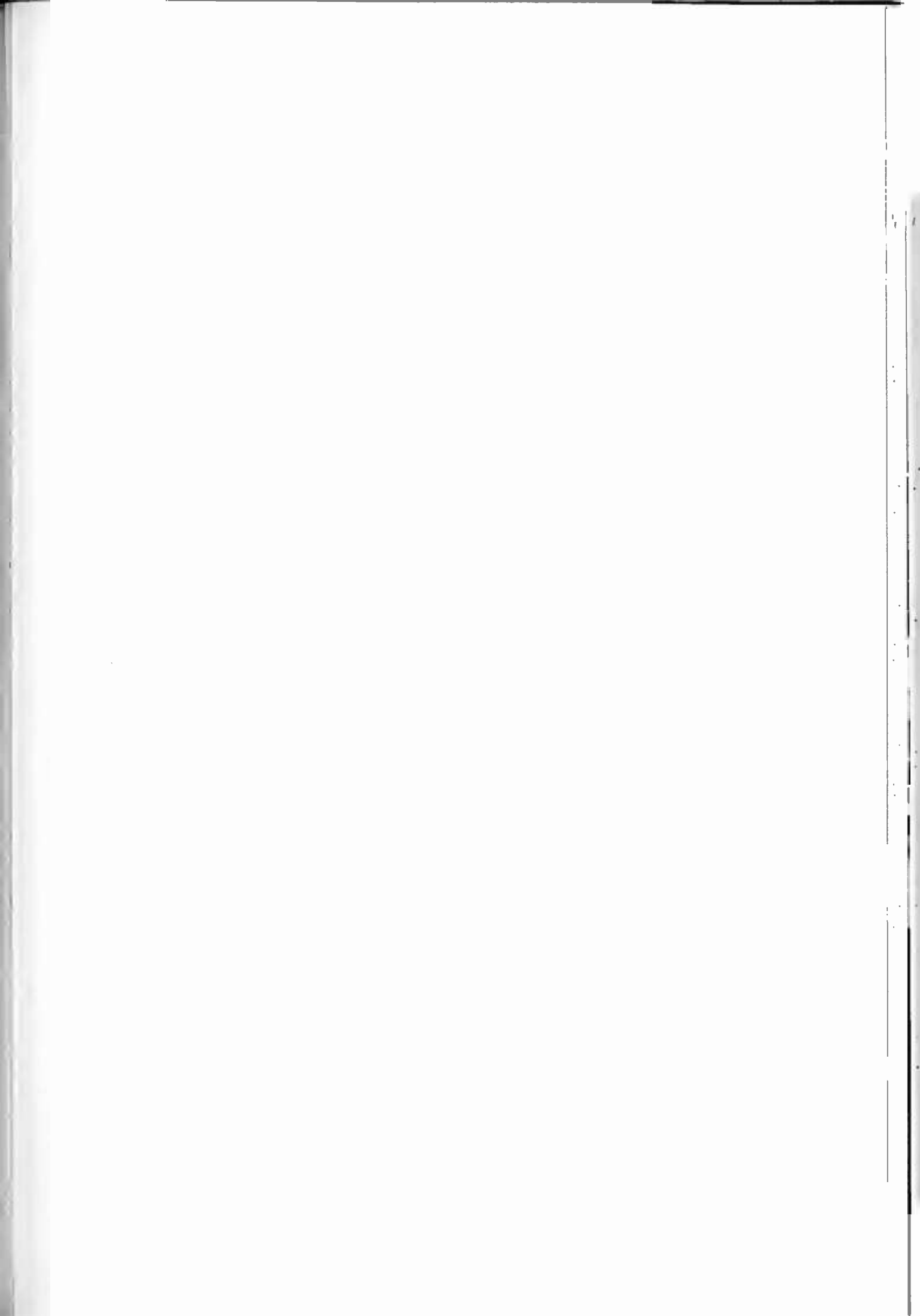
#### SERIOUS MUSIC

● AUGUST 6: The Suite in E Major of Quincy Porter, one of the six musicians composing for the second COLUMBIA COMPOSERS COMMISSION, was featured in a program by the Oxford Ensemble, 12 noon-12:45 p.m.

● AUGUST 10: Teachers College Summer Session Chorus of Columbia University, composed of 80 mixed voices, sang a program of Machaut, Stravinsky, Ravel, Lockwood, Stringham, Murphy and Roy Harris. 6:30-7 p.m.

● AUGUST 13: Yella Pessl, harpsichordist; Mitchell Miller, oboe; and Harry Friedman, violinist gave a recital of Bach, Couperin and Handel trios, 12 noon-12:45 p.m.

● AUGUST 21: Beethoven's Ninth Symphony was performed by the New York Philharmonic-Symphony Orchestra and a 600-voice chorus composed of singers from the Schola Cantorum and the Connecticut State Federated Choirs, under Eugene Ormandy, as the closing event of the Silvermine Music Festival at Norwalk, Conn., 8:45-10:30 p.m.



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

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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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Kleenex . . . . . Page 1

### KOLYNOS COMPANY:

Kolynos Toothpaste . . . . . Page 1

### LADY ESTHER COMPANY:

Cosmetics . . . . . Page 1

### THE LAMBERT COMPANY:

Listerine Products,  
Prophylactic Brushes . . . . . Page 1

### LEVER BROTHERS COMPANY:

(See also *Foods; Laundry Soaps*)  
Lifebuoy,  
Lux Toilet Soap . . . . . Page 1

### MENNEN COMPANY:

Shaving Creams . . . . . Page 1

### MCKESSON & ROBBINS, INC.:

Calox Toothpowder,  
Solidified Albolene . . . . . Page 1

NOXZEMA CHEMICAL COMPANY:  
 Noxzema . . . . . Page 17

THE PROCTER & GAMBLE COMPANY:  
*(See also Laundry Soaps; Foods)*  
 Ivory Soap . . . . . Page 17

**FOODS & BEVERAGES**

THE BREWERS' RADIO SHOW ASSOCIATION:  
 Beer . . . . . Page 5

CALIFORNIA PRUNE AND APRICOT  
 GROWERS ASSOCIATION:  
 Sunsweet Products . . . . . Page 5

CAMPBELL SOUP COMPANY:  
 Campbell's Soups.  
 Campbell's Beans.  
 Campbell's Tomato Juice . . . . Page 5

CONTINENTAL BAKING COMPANY, INC.:  
 Wonder Bread.  
 Hostess Cake . . . . . Page 7

GENERAL FOODS CORPORATION:  
*(See also Laundry Soaps)*  
 Calumet Baking Powder.  
 Diamond Crystal Salt.  
 Huskies, Post Toasties,  
 Postum, Sanka Coffee.  
 Swans Down Cake Flour. . . Pages 9 and 11

KELLOGG COMPANY:  
 Kellogg's Corn Flakes . . . . . Page 13

LEVER BROTHERS COMPANY:  
*(See also Drugs; Laundry Soaps)*  
 Spry . . . . . Page 15

PENICK & FORD, LTD.:  
 My-T-Fine Dessert . . . . . Page 17

PET MILK SALES CORPORATION:  
 Pet Evaporated Milk . . . . . Page 17

THE PROCTER & GAMBLE COMPANY:  
*(See also Toilet Goods; Laundry Soaps)*  
 Crisco . . . . . Page 17

S AND W FINE FOODS, INC.:  
 Food products . . . . . Page 19

TILLAMOOK COUNTY CREAMERY  
 ASSOCIATION:  
 Dairy products . . . . . Page 21

**LAUNDRY SOAPS & ACCESSORIES**

COLGATE-PALMOLIVE-PEET COMPANY:  
*(See also Drugs & Toilet Goods)*  
 Concentrated Super Suds . . . . Page 7

THE CUDAHY PACKING COMPANY:  
 Old Dutch Cleanser . . . . . Page 7

GENERAL FOODS CORPORATION:  
*(See also Foods)*  
 La France.  
 Satina . . . . . Page 11

GRIFFIN MANUFACTURING COMPANY:  
 Griffin Shoe Polishes . . . . . Page 11

LEVER BROTHERS COMPANY:  
*(See also Drugs; Foods)*  
 Rinso . . . . . Pages 13 and 15

THE PROCTER & GAMBLE COMPANY:  
*(See also Toilet Goods; Foods)*  
 Chipso.  
 Ivory.  
 Oxydol . . . . . Page 17

SOIL-OFF MANUFACTURING COMPANY:  
 Cleaning fluid . . . . . Page 19

**LUBRICANTS**

ATLANTIC REFINING COMPANY:  
 Atlantic White Flash Gasoline.  
 Atlantic Motor Oil . . . . . Page 3

GULF OIL CORPORATION:  
 Motor Oil and Gas . . . . . Page 11

THE PURE OIL COMPANY:  
 Petroleum products . . . . . Page 19

RIO GRANDE OIL, INC.:  
 Petroleum Products . . . . . Page 19

TIDE WATER ASSOCIATED OIL COMPANY:  
 Petroleum products . . . . . Page 21

THE TEXAS COMPANY:  
 "Texaco" products . . . . . Page 19

**MISCELLANEOUS**

HOUSEHOLD FINANCE CORPORATION:  
 Personal Loan Service . . . . . Page 11

PAUL A. DEVER:  
 Candidate for Attorney-General  
 of Massachusetts . . . . . Page 9

INTERNATIONAL SILVER COMPANY:  
 1847 Rogers Bros. Silver . . . . Page 13

All time listed on the following pages is current New York time unless otherwise indicated.

# CBS SPONSORED PROGRAMS

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

†Columbia New England Network

<p><b>The Romance of Helen Trent</b>  <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><b>Our Hit Parade</b>  Goodman's Orchestra;  Top Star; Buddy Clark, Fredda  Johnson and the Songsmiths*  <i>Popular music and vocalists</i>  (e.g. Oct. 15, W. C. Fields joins the cast)</p> <p><b>On Bernie and All the Lads</b>  with 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 &amp; Rubicam, Inc.</p>	<p>126 Weeks</p>
<p><b>Top Gal, Sunday</b>  <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><b>Play Cross Football Games</b>  <i>Play-by-play descriptions</i></p>	<p>†Saturday  2:00-4:30 p.m.  ORIGINATES:  WORC, WORCESTER</p>	<p>N. W. Ayer &amp; Son, Inc.</p>	<p>115 Weeks</p>
<p><b>Second Husband</b>  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><b>The Romance of Helen Trent</b>  <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

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

†Columbia Pacific Network Only



<p><b>Monday Night Show</b>  with Henny Youngman, MC,  Richard Himber's Orchestra  in 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><b>Fletcher Wiley</b>  <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><b>Night Editor</b>  with 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><b>First Nighter</b>  with Barbara Luddy and  L. 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 &amp; Wallace, Inc.</p>	<p>35 Weeks</p>
<p><b>Hollywood Hotel</b>  with Herbert 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><b>D Christian</b>  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><b>Major Bowes' Amateur Hour</b>  <i>Amateurs, with Major Bowes  as Master of Ceremonies</i></p>	<p>Thursday  9:00-10:00 p.m.  ORIGINATES: WABC</p>	<p>Ruthrauff &amp; 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

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**CONTINENTAL BAKING CO., INC.**

Wonder Bread  
Hostess Cake

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**THE CUDAHY PACKING COMPANY**

Old Dutch Cleanser

<b>Art and Marge</b> <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	134 Weeks
<b>Clgate Ask-It Basket</b> 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
<b>Cong Busters</b> <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
<b>Hltop House</b> 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
<b>Spmother</b> <i>Dramatic serial</i>	Mon. thru Fri. 10:45-11:00 a.m. ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	78 Weeks
<b>Jack Haley</b> 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
<b>Patty Kitty Kelly</b> <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC		
<b>Belcher's Children</b> <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

<b>Political Talks</b>	††Monday, Oct. 17 24 and 31 7:00-7:15 p.m. ORIGINATES: WEEI	Dowd & Ostreicher, Inc.	3 Times
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<b>Knox Manning</b> <i>Commentator</i>	†Monday 5:45-6:00 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	45 Weeks
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<b>Sunday Evening Hour</b> 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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<b>Joe Penner and Company</b> 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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<b>Mike Smith Hour</b> <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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<b>Who Are the People</b> <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. ORIGINATES: WABC		
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\*†† figures indicate the total number of weeks  
in which the client has used CBS facilities.

# CBS SPONSORED PROGRAMS

**GENERAL FOODS CORPORATION**

*Continued*

Post Toasties

La France  
Satina

Postum

Diamond Crystal Salt

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**GRIFFIN MANUFACTURING COMPANY**

Griffin Shoe Polishes

---

**GULF OIL CORPORATION**

Motor Oil and Gas

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**HOUSEHOLD FINANCE CORPORATION**

Personal Loan Service

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

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



<b>For Honor, Nancy Jones</b> <i>Serial drama</i> (Starts October 3)	Mon. thru Fri. 12:15-12:30 p.m. ORIGINATES: WABC	Lord & Thomas	65 Weeks
<b>Ever Theater</b> (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
<b>Howie Wing</b> <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
<b>Mr Gal, Sunday</b> <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
<b>Guy Lombardo and his Orchestra</b> <i>Popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WBBM	Lord and Thomas	160 Weeks
<b>Grand Central Station</b> <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	65 Weeks
<b>The Lux Radio Theatre</b> 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
<b>Big Town</b> 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

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**LIGGETT & MYERS TOBACCO COMPANY**

Chesterfield Cigarettes

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**P. LORILLARD COMPANY**

Old Gold Cigarettes

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**McKESSON & ROBBINS, INC.**

Calox Toothpowder  
Solidified Albolene

<b>Paul Robeson Show</b> 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
<b>Big Sister</b> with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC		107 Weeks
<b>Front Jenny's Real Life Stories</b> <i>Dramatic</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC		89 Weeks
<b>Paul Whiteman's Program</b> 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
<b>Brns and Allen</b> 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)		
<b>Hollywood Screenscoops</b> 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
<b>Jesse Jordan, Girl Interne</b> <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	48 Weeks

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

# CBS SPONSORED PROGRAMS

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

†Columbia Pacific Network Only

<b>Through the Sports Glass</b> with Sam Hayes (Starts October 1)	†Monday 8:00-8:15 p.m. PST ORIGINATES: KNX	H. M. Kiesewetter Advertising Agency	13 Weeks
<b>Professor Quiz</b> 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
<b>The Mighty Show</b> <i>Big-top drama</i>	Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	29 Weeks
<b>Saturday Night Serenade</b> 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
<b>Mary Lee Taylor</b> 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		
<b>Johnny Presents</b> 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
<b>The Goldbergs</b> <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	200 Weeks
<b>Mc &amp; Sade</b> <i>Serial drama</i>	1:15-1:30 p.m. ORIGINATES: WBBM	Compton Advertising, Inc.	

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

# CBS SPONSORED PROGRAMS

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

†Columbia Pacific Network Only  
††Columbia California Network Only

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

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

# CBS SPONSORED PROGRAMS

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

†Columbia Pacific Network Only



<b>Exaco Star Theater</b> 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
<b>C. and U.C.L.A. Football Games</b> <i>Play-by-play accounts</i>	†Saturday 2:00-4:30 p.m. PST	Lord & Thomas	130 Weeks
<b>Mury Maid</b> 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
<b>Black and Pat in Pipe Smoking            Time</b> 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
<b>The Laugh Liner</b> 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
<b>Sattergood Baines</b> <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.

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**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.)

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**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><b>Fire Prevention Program</b> 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><b>Gov. Murphy and Premier Hepburn</b> 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><b>Business Women's Week</b> 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><b>Rep. Wright Patman</b> 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><b>National Grocery Week</b> 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><b>YMCA Founders' Day</b> 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><b>Cooperative League Congress</b> 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><b>National Safety Council</b> 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><b>American College of Surgeons</b> 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><b>"Industrial Mobilization"</b> 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><b>Democratic and Republican Campaign Issues</b> 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><b>"Today" with Bob Trout</b> 6:30-6:45 p.m. MONDAY THRU FRIDAY</p>	<p>Bob Trout, Columbia's ace reporter, tells the nightly story of what's going on in the world in his dispassionate but thorough and accurate news broadcasts.</p>
<p><b>Europe Calling!</b> 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.

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**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."

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**"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."

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**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."

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**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.

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**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><b>Saturday Night Swing Club</b> 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><b>Time Out for Dancing</b> 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><b>Ray Block's Varieties</b> 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><b>Al Bernard's Merry Minstrels</b> 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><b>Jack Berch</b> 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><b>National Hillbilly Champions</b> 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><b>All Hands on Deck</b> 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:

**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.

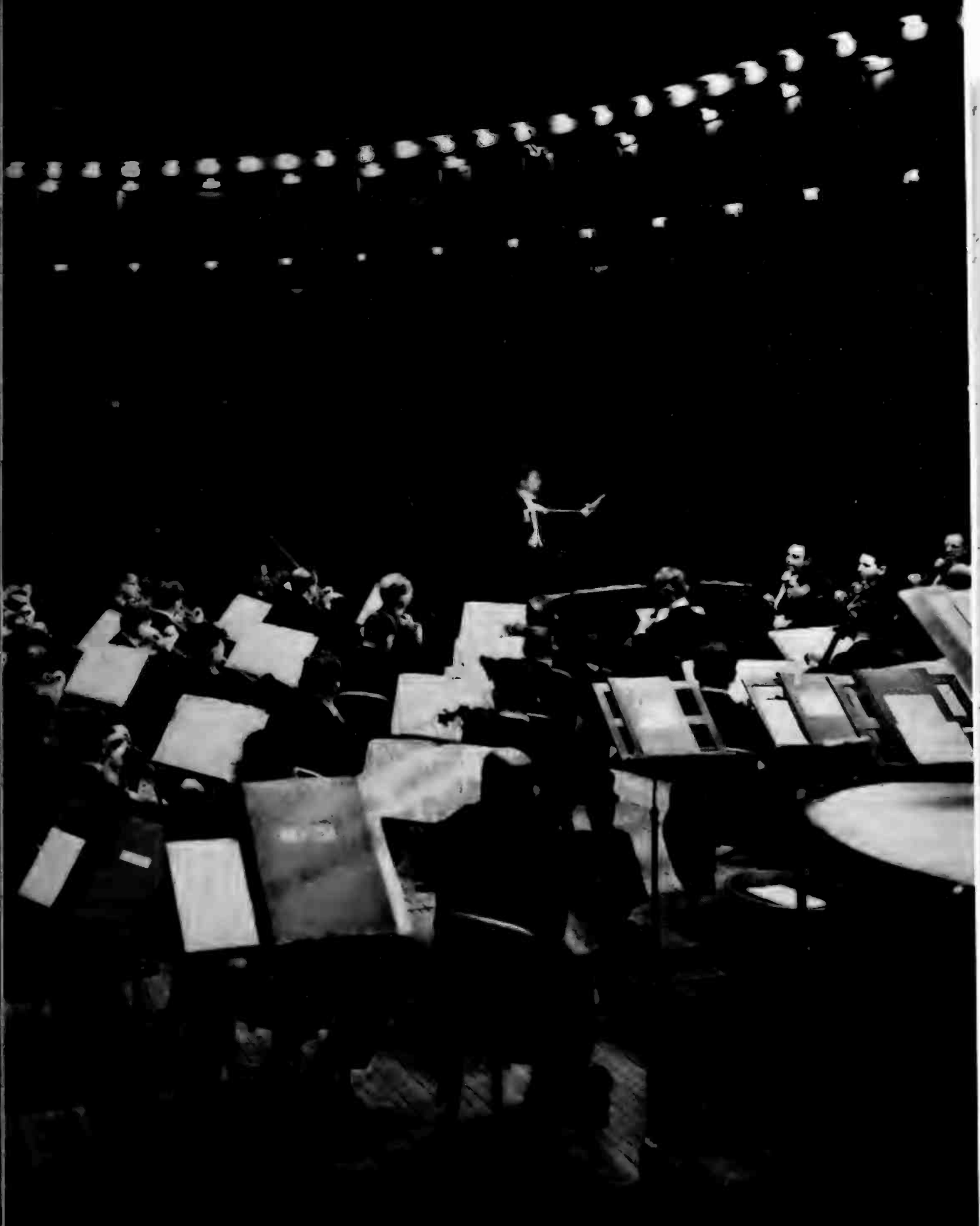
SEPTEMBER 19 THRU 23: Highlights of the colorful annual convention of the American Legion in Los Angeles were brought to CBS listeners in a series of five broadcasts. On September 19, an address by Legion Auxiliary president Mrs. Malcolm Douglas and music by the Minnesota Glee Club were heard, 6:15–6:30 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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**CBS PROGRAM BOOK • NOVEMBER, 1938**

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NOVEMBER, 1938

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ATLANTIC REFINING COMPANY	Atlantic White Flash Gasoli Atlantic Motor Oil
BAYER COMPANY	Bayer Aspirin

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PROGRAM	TIME	AGENCY	WEEKS
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<b>Our Hit Parade</b> with Goodman's Orchestra C. Fields, Buddy Clark, Fredda Gibson and the Songsmiths <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC AND KNX	Lord and Thomas	131 Weeks
<b>When Bernie and All the Lads</b> with Lew Lehr <i>Music and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
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<b>Holy Cross Football Games</b> <i>Play-by-play descriptions</i>	†Saturday 2:00-4:30 p.m. ORIGINATES: WEEI	N. W. Ayer & Son, Inc.	120 Weeks
<b>Second Husband</b> with Helen Menken, presented by the Famous Actors' Guild <i>Dramatic</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	373 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PROD
A. S. BOYLE COMPANY	Hill's Nose Drops
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

†Columbia Pacific Network Only



PROGRAM	TIME	AGENCY	ON CBS*
<b>The Romance of Helen Trent</b> <i>Serial drama</i> (See also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	181 Weeks
<b>The Monday Night Show</b> with Henny Youngman, MC, and Husing, Connie Boswell, Richard Himber's Orchestra <i>Musical variety</i>	Monday 8:00-8:30 p.m. ORIGINATES: WABC	United States Advertising Corp.	35 Weeks
<b>letcher Wiley</b> <i>Commentator</i>	†Friday 12:45-1:00 p.m. PST ORIGINATES: KNX	Long Advertising Service	6 Weeks
<b>ight Editor</b> with Hal Burdick <i>Dramatic narratives</i>	†Sunday 7:45-8:00 p.m. PST ORIGINATES: KSFO	Tomaschke-Elliott, Inc.	3 Weeks
<b>irst Nighter</b> with Barbara Luddy and es Tremayne <i>Drama at the "Little Theater            of Times Square"</i>	Friday 8:00-8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	40 Weeks
<b>ollywood Hotel</b> William Powell, MC; Frances Langford, Jean Sablon, Victor Young's Orchestra and guests <i>Dramatic musical revue</i>	Friday 9:00-10:00 p.m. ORIGINATES: KNX	Ward Wheelock Company	204 Weeks
<b>Dr. Christian</b> starring Jean Hersholt <i>Dramatic</i>	Tuesday 10:00-10:30 p.m. ORIGINATES: KNX	McCann-Erickson, Inc.	30 Weeks

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 in which the client has used CBS facilities.

# CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CHRYSLER CORPORATION	Chrysler DeSoto Dodge Plymouth
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

PROGRAM	TIME	AGENCY	ON CBS
<b>Major Bowes' Amateur Hour</b> <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	139 Weeks
<b>Myrt and Marge</b> <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	139 Weeks
<b>Colgate Ask-It Basket</b> with McWilliams, MC <i>Questions and answers</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC		80 Weeks
<b>Crime Busters</b> <i>Police-file dramatizations</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC		138 Weeks
<b>Billtop House</b> 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		142 Weeks
<b>Stepmother</b> <i>Dramatic serial</i>	Mon. thru Fri. 10:45-11:00 a.m. ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	83 Weeks
<b>The Wonder Show</b> starring Jack Haley, Lucille Ball, Virginia Verrill and Ted Fiorito's Orchestra <i>Music and comedy</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX	Benton & Bowles, Inc.	189 Weeks
<b>Pretty Kitty Kelly</b> <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC		

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# CBS SPONSORED PROGRAMS

CLIENT	PRODU
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Confectionery
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr
GENERAL FOODS CORPORATION	Sanka Coffee  Huskies  Calumet Baking Powder Swans Down Cake Flour

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
<b>Bachelor's Children</b> <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunnyngham, Inc.	201 Weeks
<b>Knox Manning</b> <i>Commentator</i>	†Monday 5:45-6:00 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	50 Weeks
<b>Sunday Evening Hour</b> Ford Symphony Orchestra and Chorus, Eugene Ormandy, conductor. Guest Soloists: NOV. 6: Kirsten Flagstad NOV. 13: Jussi Bjoerling NOV. 20: Beniamino Gigli NOV. 27: Elisabeth Rethberg <i>Symphonic music, and talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. ORIGINATES: WJR, DETROIT	N. W. Ayer & Son, Inc.	240 Weeks
<b>We, the People</b> with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	193 Weeks
<b>Joe Penner</b> with Dick Ryan, Gay Seabrooke, Tommy Lane, Margaret Brayton, Roy Atwell and Ben Pollack's Orchestra <i>Comedy and music</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 8:30-9:00 p.m. PST ORIGINATES: KNX	Benton & Bowles, Inc.	
<b>Kate Smith Hour</b> with Abbott and Costello, comedians; Ted Straeter Choir, Jack Miller's Orchestra and guest stars <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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# CBS SPONSORED PROGRAMS

CLIENT	PRODU
<b>GENERAL FOODS CORPORATION</b> <i>Continued</i>	Post Toasties  La France Satina  Diamond Crystal Salt  Postum
<b>GENERAL MILLS, INC.</b>	Corn Kix
<b>GULF OIL CORPORATION</b>	Motor Oil and Gas
<b>HOUSEHOLD FINANCE CORPORATION</b>	Personal Loan Service

††Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
<b>Joe E. Brown</b> with Frank Gill and Bill Demling, comedians, Margaret McCrae, vocal- ist and Harry Sosnik's Orchestra <i>Comedy and music</i>	Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. ORIGINATES: KNX	Benton & Bowles, Inc.	193 Weeks
<b>Mary Margaret McBride</b> <i>Radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
<b>Speaking Her Mind</b> Kate Smith News Items	Tues., Thurs., Sat. 12:00-12:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	
<b>Lum and Abner</b> <i>Serial drama</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	
<b>The Grouch Club</b> with Jack Lescoulie <i>Comedy</i>	††Monday 9:00-9:30 p.m. PST ORIGINATES: KNX	Blackett-Sample-Hummert, Inc.	433 Weeks
<b>The Passing Parade</b> with John Booth Nesbitt, Al Garr, tenor, Oscar Bradley's Orchestra <i>Drama and music</i>	Sunday 7:30-8:00 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	247 Weeks
<b>It Can Be Done</b> with Edgar A. Guest, Frankie Masters' Orchestra and Dramatic Cast <i>Poetry and drama</i>	Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	44 Weeks

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# CBS SPONSORED PROGRAMS

CLIENT	PRODU
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



PROGRAM	TIME	AGENCY	ON CBS
<b>Her Honor, Nancy James</b> <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. ORIGINATES: WABC	Lord & Thomas	70 Weeks
<b>Silver Theater</b> Conrad Nagel, narrator-director, with guest stars of stage and screen <i>Dramatic</i>	Sunday 6:00-6:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	53 Weeks
<b>Howie Wing</b> <i>Aviation Adventure</i>	Mon. thru Fri. 6:15-6:30 p.m. <i>Rebroadcast</i> 8:15-8:30 p.m. ORIGINATES: WABC	J. Walter Thompson Company	28 Weeks
<b>Our Gal, Sunday</b> <i>Serial drama.</i> (See also ANACIN COMPANY)	Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	230 Weeks
<b>Guy Lombardo and his Orchestra</b> <i>Popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WBBM (BEG. NOV. 14: WABC)	Lord and Thomas	165 Weeks
<b>Grand Central Station</b> <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	70 Weeks
<b>The Lux Radio Theatre</b> 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	120 Weeks
<b>Big Town</b> 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.	119 Weeks

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# CBS SPONSORED PROGRAMS

CLIENT	PRODU
<p><b>LEVER BROTHERS COMPANY</b> <i>Continued</i></p>	<p>Lifebuoy</p> <p>Rinso</p> <p>Spry</p>
<p><b>LIGGETT &amp; MYERS TOBACCO COMPANY</b></p>	<p>Chesterfield Cigarettes</p>
<p><b>P. LORILLARD COMPANY</b></p>	<p>Old Gold Cigarettes</p>
<p><b>McKESSON &amp; ROBBINS, INC.</b></p>	<p>Calox Toothpowder Solidified Albolene</p>

PROGRAM	TIME	AGENCY	ON CBS
<b>Al Jolson Show</b> with Martha Raye, Parkyakarkus, Lud 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: WABC BEG. NOV. 22: KNX	Ruthrauff & Ryan, Inc.	119 Weeks
<b>Big Sister</b> with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC		112 Weeks
<b>Aunt Jenny's Real Life Stories</b> <i>Dramatic</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC		94 Weeks
<b>Paul Whiteman's Program</b> 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.	81 Weeks
<b>Burns and Allen</b> with Tony Martin, tenor, and Ray Noble's Orchestra <i>Comedy and music</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: KNX		
<b>Robert Benchley</b> <i>Variety</i> (Starts Nov. 20)	Sunday 10:00-10:30 p.m. ORIGINATES: KNX	Lennen & Mitchell, Inc.	148 Weeks
<b>Hollywood Screenscoops</b> George McCall, commentator <i>Motion-picture news</i> (Concludes Nov. 10)	Tues. and Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 12:30-12:45 a.m. ORIGINATES: KNX		
<b>Joyce Jordan, Girl Interne</b> <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	53 Weeks

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# CBS SPONSORED PROGRAMS

CLIENT	PRODU
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

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
<b>The People's Vote</b> with Sam Hayes	†Monday 8:00-8:15 p.m. PST ORIGINATES: KNX	H. M. Kiesewetter Advertising Agency	18 Weeks
<b>Professor Quiz</b> with Bob Trout	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	26 Weeks
<b>The Mighty Show</b> <i>Big-top drama</i>	Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	34 Weeks
<b>Saturday Night Serenade</b> Mary Eastman, soprano; Bill Perry, tenor and Gustav Haenschen's Orchestra and Chorus <i>Musical</i>  <b>Mary Lee Taylor</b> home economist <i>Household advice</i>	Saturday 9:30-10:00 p.m. ORIGINATES: WABC  Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX	Gardner Advertising Company	261 Weeks
<b>Johnny Presents</b> Russ Morgan's Orchestra, Jack Johnstone's Dramatizations, Frances Adair, Genevieve Rowe, "Beverly", Glenn 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.	112 Weeks

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# CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
POLITICAL BROADCASTS	Massachusetts Democratic State Committee
	Merriam for Governor
	New York State Republican Committee—Richard B. Scandrett, candidate
	"No" on Proposition No. 1 on California State Ballot
	Philip Bancroft for Senator Committee, California
	Southern Californians, Inc.
THE PROCTER & GAMBLE COMPANY	Oxydol  Ivory

††California Network Only

PROGRAM	TIME	AGENCY	ON CBS
Political Talks	Nov. 1, 3, 5 and 7 only <i>Various hours</i> ORIGINATES: WEEI	H. M. Frost Company	1 Week
Political Talk	††Sat., Nov. 5 only 9:30-9:45 p.m. PST ORIGINATES: KNX	Joe Lowe Agency	4 Weeks
Political Talk	Thursday Nov. 3 only 4:30-4:45 p.m. ORIGINATES: WABC	William Esty & Company	1 Week
Political Talks	††Nov. 1 & 3 only 7:30-7:45 p.m. PST ORIGINATES: KSFO	Larsen & Aurrecoechea	1 Week
Political Talks	††Nov. 3 & 7 only 8:00-8:15 p.m. ORIGINATES: KSFO	Walter Biddick Company	4 Weeks
Political Talk	††Mon., Nov. 7 only 10:15-10:30 p.m. PST ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	1 Week
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	205 Weeks
Life Can Be Beautiful <i>Serial drama</i>	1:15-1:30 p.m. ORIGINATES: WBBM	Compton Advertising, Inc.	

# CBS SPONSORED PROGRAMS

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

†Columbia Pacific Network Only  
 ††Columbia California Network Only



PROGRAM	TIME	AGENCY	ON CBS
<b>Road of Life</b> <i>Serial drama</i>	1:30-1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	205 Weeks
<b>This Day Is Ours</b> <i>Serial drama</i>	1:45-2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
<b>Jimmie Fidler</b> <i>Hollywood Commentator</i> (Starts Nov. 15)	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 10:30-10:45 p.m. ORIGINATES: KNX	H. W. Kastor & Sons	
<b>Red Grange Forecasts and Scores</b> <i>Football news</i>	Thurs. and Sat. 6:00-6:15 p.m. ORIGINATES: WBBM	Leo Burnett Company, Inc.	7 Weeks
<b>Eddie Cantor's Camel Caravan</b> with Bert Gordon, Walter King and Edgar Fairchild's Orchestra <i>Comedy and music</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: KNX	William Esty & Company, Inc.	279 Weeks
<b>Benny Goodman's Orchestra</b> <i>Music and guests</i>	Tuesday 9:30-10:00 p.m. ORIGINATES: ON TOUR		
<b>Calling All Cars</b> <i>Police file dramatizations</i>	††Friday 7:30-8:00 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	269 Weeks
<b>I Want A Divorce</b> <i>Dramatic</i>	†Sunday 7:30-7:45 p.m. ORIGINATES: KSFO	Emil Brisacher and Staff	3 Weeks
<b>Fletcher Wiley</b> <i>Commentator</i>	†Thursday 12:45-1:00 p.m. PST ORIGINATES: KNX	Hillman-Shane Advertising Agency, Inc.	9 Weeks

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# CBS SPONSORED PROGRAMS

CLIENT	PRODU
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

PROGRAM	TIME	AGENCY	ON CBS
<b>Texaco Star Theater</b> Dolph Menjou, MC: "Charlie" Huggles, Una Merkel, Ned Sparks, Benny Baker, Jane Froman. Max Reinhardt Radio-play, Harry Sime- one's Chorus, David Broekman's Orchestra <i>Musical, variety, dramatic</i>	Wednesday 9:30-10:30 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	82 Weeks
<b>Pacific Coast Intercollegiate Football Games</b> <i>Play-by-play accounts</i>	†Saturday 2:00-4:30 p.m. PST	Lord & Thomas	135 Weeks
<b>Mairy Maid</b> with Jack Moyles and Nell Parker <i>Home Economics</i>	†Thursday 1:45-2:00 p.m. PST ORIGINATES: KSFO	Botsford, Constantine & Gardner	20 Weeks
<b>Pick and Pat in Pipe Smoking Time</b> 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.	179 Weeks
<b>The Laugh Liner</b> starring Billy House with Mack Fulton, tenor and Carl Hohengarten's Orchestra <i>Comedy and music</i>	Sunday, Nov. 6 and 13 only 6:30-7:00 p.m. ORIGINATES: WBBM	Frances Hooper Advertising Agency	336 Weeks
<b>Scattergood Baines</b> <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast 3:30-3:45 p.m.</i> ORIGINATES: WBBM		

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# CBS SUSTAINING PROGRAMS

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.

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

1. SERIOUS MUSIC . . . . . *Page 26*
2. PUBLIC AFFAIRS . . . . . *Page 30*
3. SPECIAL EVENTS . . . . . *Page 31*
4. EDUCATIONAL PROGRAMS . . . . . *Page 32*
5. DRAMATIC SERIES . . . . . *Page 35*
6. CHILDREN'S PROGRAMS . . . . . *Page 36*
7. RELIGIOUS BROADCASTS . . . . . *Page 37*
8. PERSONALITIES . . . . . *Page 38*
9. LIGHT MUSIC . . . . . *Page 39*
  
- ADDENDA: OCTOBER PROGRAMS . . . . . *Page 41*

SERIOUS  
MUSIC

PROGRAM AND TIME

**New York Philharmonic-  
Symphony Orchestra**

3:00-5:00 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is now playing its ninth consecutive season as an exclusive Columbia Network feature. John Barbirolli, brilliant young English conductor, directs the concerts. Deems Taylor, Columbia's Music Consultant, is the program commentator. From Carnegie Hall this month:

NOVEMBER 6: *Brahms*: "Academic Festival" Overture; *Brahms*: Violin Concerto in D Major, ROBERT VIROVAL, violinist; *Sibelius*: Symphony No. 2.

NOVEMBER 13: *Schumann*: Symphony No. 4; *Schubert*: Cello Concerto, JOSEPH SCHUSTER, cellist; *Beethoven*: Symphony No. 7.

NOVEMBER 20: *All Wagner program*.

NOVEMBER 27: *Resnacek*: Overture to "Donna Diana"; *Elgar*: Viola Concerto, arranged from Lionel Tertis' Cello Concerto, ZOLTAN KORTHY, violist; *Respighi*: The Fountains of Rome; *Tschaikowsky*: Symphony No. 4.

**Everybody's Music**

9:00-9:30 p.m.

EACH WEDNESDAY

Howard Barlow, noted conductor of the Columbia Broadcasting Symphony, who last month concluded his third summer of Sunday afternoon *Everybody's Music* concerts, brings back this popular program as an evening series. Stanley Peyton is commentator.

NOVEMBER 2: *Baldassare Galuppi*: Adagio and Jig; and *Haydn*: Symphony No. 98.

NOVEMBER 9: *Gluck*: Overture to "Alceste"; *Henry Hadley*: "Sipapu" (Indian Ritual Dance); *Boyce*: Symphony No. 8.

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p><b>Curtis Institute of Music</b> 3:00-4:00 p.m. EACH MONDAY</p>	<p>The Curtis Institute of Music is presenting series of thirty Monday concerts in its ten consecutive season on CBS. Distinguished faculty members and students perform. Chamber music groups are directed by Dr. Louis Bail and the Curtis Symphony Orchestra is conducted by Fritz Reiner. A new feature is music commentary by students of the Institute.</p>
<p><b>Famous Musical Evenings</b> 10:30-11:00 p.m. EACH MONDAY</p>	<p>This novel series creates the settings and spirit of famous concerts given in historic locale. Bernard Herrmann arranges the programs and conducts the Columbia Concert Orchestra.</p> <p>NOVEMBER 7: Versailles. NOVEMBER 14: Court of Frederick the Great. NOVEMBER 21: Bath, England. NOVEMBER 28: Court of Prince Esterhazy.</p>
<p><b>Story of the Song</b> 3:00-3:30 p.m. EACH TUESDAY</p>	<p>Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Row soprano; Ruth Carhart, contralto and Hubert Hendrie, baritone are featured.</p> <p>NOVEMBER 8: <i>Songs from Shakespeare.</i> NOVEMBER 15: <i>Modern English songs.</i> NOVEMBER 22: <i>Famous Jazz songs.</i> NOVEMBER 29: <i>Irish Folk songs.</i></p>
<p><b>Columbia Concert Hall</b> 3:30-4:00 p.m. EACH TUESDAY EXCEPT NOVEMBER 8</p>	<p>Guest artists and ensembles are presented in the Columbia Concert Hall each Tuesday.</p> <p>NOVEMBER 1: Stradivarius Quartet. NOVEMBER 15: Blasidell Woodwind Ensemble NOVEMBER 29: Nicolai Graudan, 'cellist.</p>

**SERIOUS  
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p><b>Cincinnati Symphony Children's Concert</b> 3:30-4:30 p.m. TUESDAY, NOVEMBER 8</p>	<p>Hans Lange directs the Cincinnati Symphony Orchestra in the first of five Tuesday young people's concerts. The program includes works by Smetana, Saint-Saens, Beethoven, Rossini and Mendelssohn.</p>
<p><b>"Music for Fun"</b> 5:00-5:30 p.m. EACH TUESDAY</p>	<p>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.</p>
<p><b>Keyboard Concerts</b> 3:00-3:30 p.m. WEDNESDAY, NOVEMBER 9 AND 16 THURSDAY, NOVEMBER 3</p>	<p>Outstanding artists of all the keyboard instruments, from harpsichord to celeste, are presented on these programs. This month's schedule:  NOVEMBER 3: Clifford Herzer and Jascha Zayde, duo-pianists.  NOVEMBER 9: Mark d'Albert, pianist.  NOVEMBER 16: Vera Brodsky, pianist.</p>
<p><b>Columbia Concert Orchestra</b> 3:30-4:00 p.m. EACH WEDNESDAY EXCEPT NOVEMBER 23 AND 30</p>	<p>Under the baton of Bernard Herrmann, brilliant young CBS conductor, the Columbia Concert Orchestra presents programs of seldom heard compositions. On November 2 works by Delius, Rossini and Moussorsky are heard; on November 9 Eugene Dubois, violinist, is soloist in an all Saint-Saens program.</p>
<p><b>Indianapolis Symphony Orchestra</b> 3:00-4:00 p.m. WEDNESDAY, NOVEMBER 23 AND 30</p>	<p>Two hour concerts by the Indianapolis Symphony Orchestra are presented by Columbia this month. Fabien Sevitzyk conducts. The programs are to be announced.</p>

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p><b>Columbia Concert Orchestra</b> 3:30-4:00 p.m. EACH THURSDAY</p>	<p>Howard Barlow, Columbia's noted conductor, leads the Columbia Concert Orchestra Thursdays. The programs in November include works by Aubert, Grieg, Beethoven, Chopin and Rimsky-Korsakoff.</p>
<p><b>United States Army and Marine Bands</b> 3:00-3:30 p.m. EACH THURSDAY AND FRIDAY</p>	<p>Band music is played each Thursday and Friday on Columbia in half-hour programs featuring the United States Army Band. On occasion the Marine Band alternates with Friday programs.</p>
<p><b>Columbia Chamber Orchestra</b> 3:30-4:00 p.m. EACH FRIDAY</p>	<p>Music for strings is played by the Columbia Chamber Orchestra under the direction of Leith Stevens. This month's schedule: NOVEMBER 4: Works by Vitali and Brahms. NOVEMBER 11: <i>All Russian program</i>. Shostakovitch, Tchaikowsky, Arensky and Napravnik.</p>
<p><b>Cincinnati Conservatory of Music</b> 11:00 a.m.-12:00 noon EACH SATURDAY EXCEPT NOVEMBER 19</p>	<p>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.</p>
<p><b>New York Philharmonic Children's Concert</b> 11:00 a.m.-12:30 p.m. SATURDAY, NOVEMBER 19</p>	<p>Ernest Schelling opens his season of six children's concerts by leading the New York Philharmonic Symphony in an all Wagner program. Other dates in this series are December 17, January 24 and 28, February 18 and March 18.</p>



**PUBLIC AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p><b>"They Can Agree On Housing"</b> 6:45-7:00 p.m. WEDNESDAY, NOVEMBER 2</p>	<p>Mayor Fiorello H. LaGuardia and former Governor Alfred E. Smith bury political differences to unite in support of the proposed housing amendment to the N. Y. State Constitution.</p>
<p><b>President Roosevelt</b> 7:30-8:00 p.m. FRIDAY, NOVEMBER 4</p>	<p>President Roosevelt speaks to the nation as a New York voter in a pre-election talk from his Hyde Park home.</p>
<p><b>Prime Minister Chamberlain</b> 4:20-4:50 p.m. WEDNESDAY, NOVEMBER 9</p>	<p>Prime Minister Neville Chamberlain's speech at the annual Lord Mayor's banquet in London comes to America on Columbia.</p>
<p><b>Armistice Day "Family of Nations" Program</b> 2:30-3:00 p.m. FRIDAY, NOVEMBER 11</p>	<p>Five nations are joined together by the Columbia Network in a "Family of Nations" Armistice Day broadcast. Dr. Nicholas Murray Butler presides in New York and introduces Major General John F. O'Ryan from there; Bo Osten Unden, former Foreign Affairs Minister from Sweden; David Lloyd George, from England; former Belgian Prime Minister Paul van Zeeland from New York and Mayor Henri Haye, from Versailles.</p>
<p><b>Europe Calling!</b> 1:30-1:45 p.m. SUNDAYS, NOVEMBER 13 AND 20 1:30-2:00 p.m. SUNDAYS, NOVEMBER 6 AND 27</p>	<p>NOVEMBER 6: Poland's 20th anniversary. Ignatz Moscicki, President of Poland and American Ambassador A. J. Drexel-Biddle, Jr. NOVEMBER 13: Lillian T. Mowrer, "Journalist's Wife," asks "Where Is Europe Going?" NOVEMBER 27: 20th anniversary of Yugoslavia. William L. Shirer introduces U. S. Minister Arthur Bliss Lane.</p>

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p><b>Jan Masaryk</b> 6:45-7:00 p.m. SATURDAY, NOVEMBER 12</p>	<p>An address by Jan Masaryk, Czechoslovak Minister to Great Britain, is broadcast Columbia from London.</p>
<p><b>"Today" with Bob Trout</b> 6:30-6:45 p.m. MONDAY THRU SATURDAY</p>	<p>Bob Trout, Columbia's ace reporter, tells nightly story of what's going on in the world in his accurate news broadcasts.</p>
<p><b>Headlines and Bylines</b> 10:30-11:00 p.m. EACH SUNDAY</p>	<p>H. V. Kaltenborn, Gilbert Seldes and Ralph Edwards, a trio of expert reporters on public affairs, combine their talents on this series.</p>
<p><b>Football—Ted Husing</b> 1:30-4:30 p.m. EACH SATURDAY</p>	<p>Football is in the air, on Columbia, with Ted Husing describing the most important college tests held in the nation each Saturday.</p> <p>NOVEMBER 5: Fordham vs. St. Mary's. NOVEMBER 12: Notre Dame vs. Minnesota. NOVEMBER 24: Penn. vs. Cornell. NOVEMBER 26: Army vs. Navy.</p>
<p><b>Lunar Eclipse</b> 4:45-5:00 p.m. MONDAY, NOVEMBER 7</p>	<p>Columbia describes a total eclipse of the moon with two observers in a TWA plane, and another on the roof of the CBS Bldg. in New York.</p>
<p><b>Election Night</b> <i>Various hours</i> TUESDAY, NOVEMBER 8</p>	<p>Complete coverage of the election returns provided by Columbia, with constant bulletins and analyses given throughout the evening by H. V. Kaltenborn, Bob Trout and Ralph Edwards, and interviews at party headquarters.</p>

## SPECIAL EVENTS

**EDUCATIONAL  
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p><b>CBS ADULT EDUCATION BOARD</b></p>	<p>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:</p> <table border="0"> <tr> <td>LYMAN BRYSON, <i>chairman</i></td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. CANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, <i>chairman</i>	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. CANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
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<p><b>The People's Platform</b> 7:00-7:30 p.m. EACH SUNDAY</p>	<p>Columbia presents a novel series in which four 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.</p>														
<p><b>The Farmer Takes the Mike</b> 1:45-2:00 p.m. EACH SUNDAY, STARTING NOV. 13</p>	<p>This nationwide farm forum now presents a farm leader, a farmer and a scientist, who discuss the newest uses science makes of farm products.</p>														
<p><b>"Americans All— Immigrants All"</b> 2:00-2:30 p.m. EACH SUNDAY STARTING NOVEMBER 13</p>	<p>This new series dramatizes the outstanding contributions made by all races in building the America of today. John W. Studebaker, Commissioner of Education, supervises and Gilbert Seldes prepares the scripts.</p> <p>NOVEMBER 13: Opening Frontiers. NOVEMBER 20: Our English Heritage. NOVEMBER 27: Our Hispanic Heritage.</p>														

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p><b>Highways to Health</b>            4:00-4:15 p.m.            EACH TUESDAY            4:30-4:45 p.m.            TUESDAY, NOVEMBER 8</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. Isaac Galdston, executive secretary, is in charge.</p> <p>NOVEMBER 8: Dr. John V. Bohrer, Knickerbocker Hospital, "Cancer Phobia."</p> <p>NOVEMBER 15: Dr. Roy Upham, Flower Field Avenue, "Desirable and Damaging Diets."</p> <p>NOVEMBER 22: Dr. Walter Clarke, of the American Social Hygiene Association.</p>
<p><b>Of Men and Books</b>            4:45-5:00 p.m.            EACH TUESDAY</p>	<p>Current books and authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University.</p> <p>NOVEMBER 15: Children's books.</p> <p>NOVEMBER 29: "Benjamin Franklin," by Carl Van Doren and "Edwin Arlington Robinson" by Hermann Hagedorn.</p>
<p><b>"Americans at Work"</b>            10:30-11:00 p.m.            EACH THURSDAY</p>	<p>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.</p>
<p><b>Men Behind the Stars</b>            5:15-5:30 p.m.            EACH FRIDAY</p>	<p>The lives and discoveries of astronomers throughout the ages are dramatized in this new "Exploring Space" series, presented by Professor William H. Barton, Jr., executive curator of the Hayden Planetarium, and Hans Christian Adamson, of the American Museum.</p>

**EDUCATIONAL  
PROGRAMS**

**PROGRAM AND TIME**

**American School  
of the Air**

2:30-3:00 p.m.

MONDAY THRU FRIDAY

**DESCRIPTION**

THE AMERICAN SCHOOL OF THE AIR is in its eleventh consecutive season on the Columbia Network. The November schedule:

*Mondays — Frontiers of Democracy.*

NOVEMBER 7: Health in the Community.

NOVEMBER 14: On the Farm.

NOVEMBER 21: In Professions.

NOVEMBER 28: In Industry.

*Tuesdays — The Music of America.*

NOVEMBER 1: In the Southern Colonies.

NOVEMBER 8: Negro Music.

NOVEMBER 15: Westward Ho!

NOVEMBER 22: Stephen Collins Foster

NOVEMBER 29: In Days of Abraham Lincoln.

*Wednesdays — This Living World.*

NOVEMBER 2: European Affairs.

NOVEMBER 9: Science Comes to the Farm.

NOVEMBER 16: Wages and Hours.

NOVEMBER 23: Science in Modern Life.

NOVEMBER 30: Socialized Medicine.

*Thursdays — New Horizons.*

NOVEMBER 3: Riches in the Earth.

NOVEMBER 10: Conquest of Space.

NOVEMBER 17: The Life of a Tree.

*Fridays — Lives Between the Lines.*

NOVEMBER 4: Original radio play—Dyer.

NOVEMBER 18: Selected Poems—Frost.

# CBS SUSTAINING PROGRAMS

## DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
<p><b>Orson Welles — Mercury Theater of the Air</b> 8:00–9:00 p.m. EACH SUNDAY</p>	<p>Orson Welles, brilliant young actor-producer and his Mercury Theater of the Air continue their experiments in radio drama.</p> <p>NOVEMBER 6: Group of short stories.</p> <p>NOVEMBER 13: "Pickwick Papers."</p> <p>NOVEMBER 20: Ibsen's "Peer Gynt."</p> <p>NOVEMBER 27: "Life of St. Paul", based on the New Testament.</p>
<p><b>The Columbia Workshop</b> 10:00–10:30 p.m. EACH THURSDAY</p>	<p><i>The Columbia Workshop</i>, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques.</p> <p>NOVEMBER 10: "A Drink of Water," by Wilbur Daniel Steele.</p> <p>NOVEMBER 17: "Luck," the second of Steele's short stories to be dramatized.</p> <p>NOVEMBER 24: "Beauty and the Beast," a radio opera by Vittorio Giannini and Robert Simon, written for the 1938 COLUMBIA COMPOSERS COMMISSION, with Genevieve Rowe, Ruth Carter, Charles Kullman and Richard Hale.</p>
<p><b>Four Corners Theater</b> 10:30–11:00 a.m. EACH SATURDAY</p>	<p>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 <i>Four Corners Theater</i>.</p>
<p><b>Men Against Death</b> 9:00–9:30 p.m. EACH SATURDAY</p>	<p>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. Earle McGill directs, Bernard Herrmann conducts, Lawrence Bearson adapts.</p>

**CHILDREN'S  
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p><b>"So You Want to Be—"</b> 5:15-5:30 p.m. EACH WEDNESDAY</p>	<p>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 <i>Young America</i> magazine.</p> <p>NOVEMBER 2: Richards Vidner, N. Y. <i>Herald-Tribune</i> sports columnist—"So You Want to Be a Sports Writer."</p> <p>NOVEMBER 9: John H. Stember, Hotel Belmont-Plaza—"So You Want to Be a Hotel Manager."</p> <p>NOVEMBER 16: Member of the N. Y. Fire Department—"So You Want to Be a Fireman."</p> <p>NOVEMBER 23: Professor Quiz—"So You Want to Be a Radio Master of Ceremonies."</p> <p>NOVEMBER 30: Maria Simkhovitch, Greenwich House—"So You Want to Be a Social Worker."</p>
<p><b>"March of Games"</b> 5:00-5:15 p.m. EACH WEDNESDAY AND FRIDAY</p>	<p>Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross, 14-year-old master of ceremonies and Sybil Trent, 11-year-old "Miss Drum Major" are featured.</p>
<p><b>"Let's Pretend"</b> 5:00-5:30 p.m. EACH MONDAY AND THURSDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented on a new schedule of twice weekly with a cast of child actors. These dramas have been a Columbia children's feature for eight years.</p>

# CBS SUSTAINING PROGRAMS

## RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p><b>Church of the Air</b>            10:00-10:30 a.m.            1:00-1:30 p.m.            EACH SUNDAY</p>	<p>The <i>Church of the Air</i> is presenting its 8 consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.</p> <p>NOVEMBER 6: <i>Morning</i>—Rev. Peter Marshall D.D., New York Avenue Presbyterian Church, Washington, D. C.</p> <p><i>Afternoon</i>—Rev. Cornelius D. Muste, D.D., First Reformed Church, Brooklyn.</p> <p>NOVEMBER 13: <i>Morning</i>—Rev. George C. Vincent, D.D., Union Congregational Church, Upper Montclair, N. J.</p> <p><i>Afternoon</i>—Rt. Rev. Msgr. Joseph M. Corrigan, Rector, Catholic University of America, Washington, D. C.</p> <p>NOVEMBER 20: <i>Morning</i>—Rev. E. M. Hegg D.D., United Evangelical Lutheran Church, Oak Park, Illinois.</p> <p><i>Afternoon</i>—Rabbi Julian Miller, Congregation B'nai El, St. Louis.</p> <p>NOVEMBER 27: <i>Morning</i>—Rev. Christopher Jeffares McCombe, The Church of St. Paul and St. Andrew, N. Y. C.</p> <p><i>Afternoon</i>—Rev. Alfred Thomson, St. Louis Cathedral, St. Louis.</p>



**RELIGIOUS  
BROADCASTS**

**PROGRAM AND TIME**

**DESCRIPTION**

**"Wings Over Jordan"**

9:00-9:30 a.m.

EACH SUNDAY

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

NOVEMBER 6: Dr. F. D. Patterson, President, Tuskegee Institute, Alabama.

NOVEMBER 13: Dr. W. L. Ransome, Pastor, First Baptist Church, South Richmond, Va.

NOVEMBER 20: Prof. Edwin B. Henderson, Head of Dept. of Health and Physical Education, Dunbar High School, Washington, D. C.

NOVEMBER 27: Dr. James E. Shepherd, President, North Carolina College for Women, Durham.

**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

PROGRAM AND TIME	DESCRIPTION
<p><b>Saturday Night Swing Club</b> 7:00-7:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens as band director and Bill Allen as swing commentator, the Swing Club guests this month include leading artists and interpreters in this field.</p>
<p><b>Time Out for Dancing</b> 4:15-4:45 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 Edith Day, popular network singer, are the vocalists.</p>
<p><b>Ray Block's Varieties</b> 4:15-4:45 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p><b>Al Bernard's Merry Minstrels</b> 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><b>Maxine Sullivan</b> 10:30-10:45 p.m. EACH TUESDAY</p>	<p>"Recitals in Rhythm" is the title of this new series of subtle swing singing by Columbia's brilliant star, Maxine Sullivan.</p>
<p><b>National Hillbilly Champions</b> 10:00-10:30 a.m. EACH SATURDAY 11:00-11:15 a.m. EACH WEDNESDAY</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><b>All Hands on Deck</b> 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, KMC.</p>

**LIGHT MUSIC**

PROGRAM AND TIME	DESCRIPTION																
<p><b>Buddy Clark's "Sunday Supplement"</b> 5:00-5:30 p.m. EACH SUNDAY</p>	<p>Buddy Clark turns editor in this new CBS series and brings out a weekly radio edition of songs and comedy. His co-editors are Doris Rhodes, CBS songstress, and Leith Stevens and his musical men.</p>																
<p><b>CBS Vocalists</b> Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table data-bbox="925 873 1442 1086"> <tr> <td>Jack Berch</td> <td>Doris Rhodes</td> </tr> <tr> <td>Ruth Carhart</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Edith Dick</td> <td>Jack Shannon</td> </tr> <tr> <td>Audrey Marsh</td> <td>Barry Wood</td> </tr> <tr> <td colspan="2" style="text-align: center;">Nan Wynn</td> </tr> </table>	Jack Berch	Doris Rhodes	Ruth Carhart	Genevieve Rowe	Edith Dick	Jack Shannon	Audrey Marsh	Barry Wood	Nan Wynn							
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<p><b>Deep River Boys, Eton Boys, Four Clubmen</b> <i>Various hours</i></p>	<p>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.</p>																
<p><b>Dance Orchestras</b> Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for November:</p> <table data-bbox="925 1590 1434 1937"> <tr> <td>Dick Barrie</td> <td>George Hamilton</td> </tr> <tr> <td>Count Basic</td> <td>Sammy Kaye</td> </tr> <tr> <td>Charles Baum</td> <td>Henry King</td> </tr> <tr> <td>Cab Calloway</td> <td>Kay Kyser</td> </tr> <tr> <td>Tommy Dorsey</td> <td>Glenn Miller</td> </tr> <tr> <td>Joaquim Gill</td> <td>Leighton Noble</td> </tr> <tr> <td>Benny Goodman</td> <td>Paul Pendarvis</td> </tr> <tr> <td colspan="2" style="text-align: center;">Ted Weems</td> </tr> </table>	Dick Barrie	George Hamilton	Count Basic	Sammy Kaye	Charles Baum	Henry King	Cab Calloway	Kay Kyser	Tommy Dorsey	Glenn Miller	Joaquim Gill	Leighton Noble	Benny Goodman	Paul Pendarvis	Ted Weems	
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## ADDENDA: OCTOBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *October* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

### DRAMATIC SERIES

● OCTOBER 20 AND 27: *The Columbia Workshop* began its Fall and Winter schedule with two outstanding premieres.

On October 20, "The Happy Journey from Trenton to Camden," by Thornton Wilder, a fantasy starring Margalo Gilmore and directed by Earle McGill.

On October 27, Archibald MacLeish's "Air Raid," his second verse drama written especially for radio. Aline McMahon played the lead, Frank Gallop was narrator, and William N. Robson directed, 10-10:30 p.m.

### PUBLIC AFFAIRS

● OCTOBER 9: Dr. Walter W. Van Kirk, director of the National Peace Conference, discussed "The International Crisis and the American Peace Movement," 1:30-1:45 p.m.

● OCTOBER 14: President Roosevelt opened the 1938 Community Mobilization for Human Needs drive with an address from the White House. Charles P. Taft, chairman of the Mobilization, also spoke and Jose Iturbi conducted the Cincinnati Symphony Orchestra, 10-10:30 p.m.

● OCTOBER 16: "Can the World Avoid a New War Crisis?" asked Clark M. Eichel-

berger, director of the League of Nations Association, 1:30-1:45 p.m.

Representative Martin Dies (D) of Texas reported on the progress of his Committee investigating un-American activities, 10-10:30 p.m.

● OCTOBER 17: Frederick Wolff Ogilvie, director-general of the British Broadcasting Corporation, spoke from London. 4:19-4:26 p.m.

● OCTOBER 18 AND 19: Columbia broadcast the following addresses to the Eucharistic Congress in New Orleans: On October 18. Pope Pius XI from Vatican City, 1:30-1:45 p.m.; Archbishop John J. Mitty of San Francisco, 10:45-11 p.m. On October 19. Bishop Lorman of Reno, Archbishop Mitty, and Charles I. Denechaud, vice-chairman of the Congress, 4:15-4:45 p.m.

● OCTOBER 19: Donald L. Richberg, former NRA Administrator, opposed the Patman Chain Store Excise Tax, answering Patman's speech of a week previous, 7-7:15 p.m.

● OCTOBER 21: Eugene P. Thomas, president of the National Foreign Trade Council, spoke on "Trade of the World Today," 3-3:30 p.m.

● OCTOBER 23: William L. Shirer, CBS Central European correspondent, spoke from Prague and Brackett Lewis, director of Masaryk Foundation spoke from New York on the 20th anniversary of the founding of the Czechoslovakian Republic. 1:30-1:45 p.m.

Elmer F. Andrews, Federal Wages and Hours Administrator, analyzed "The New Wages and Hours Act." 1:45-2 p.m.

● OCTOBER 25: Dr. C. Willard Camalier, president of the American Dental Association, talked of "Dentistry and the Public Health," 10:45-11 p.m.

● OCTOBER 26: David Lloyd George's attack on the Munich settlement was heard from a luncheon of the London Free Church Federation, 8:30-9 a.m.

"The Navy as a Training Organization" was the Navy Day topic of Admiral J. O. Richardson, Chief of the Bureau of Navigation of the Navy, 7-7:15 p.m.

President Roosevelt spoke on our foreign policy in an address from the White House to the *Herald-Tribune* Forum in New York City, 10:50-11 p.m.

● OCTOBER 28: W. R. Wills, Columbia's Far Eastern representative described the current status of the Sino-Japanese struggle, directly from Hankow, China, 7-7:15 p.m.

● OCTOBER 29: Senator Arthur Vandenberg (R) of Michigan advised "Going American" in a speech from Columbus, Ohio, 9-9:30 p.m.

● OCTOBER 30: Emil Ludwig, noted author, stated "France Looks to America" in a talk from Paris, 1:30-1:45 p.m.

## SPECIAL EVENTS

● OCTOBER 22: From Black Canyon, Nevada-Arizona came a special program entitled "Boulder Dam—Two Years Old—Speaks," 4:45-5:15 p.m.

● OCTOBER 24: The titanic struggle for the Frog Jumping Championship between the East and the West was described by John Reed King, CBS frog expert, 2:15-2:30 p.m.

The 77th anniversary of transcontinental telegraph was observed with a dramatization of the efforts to achieve it, 3:45-4 p.m.

● OCTOBER 29: The Minnesota-Northwestern football game was described by John Harrington of WBBM from Dyche Stadium, Evanston, Ill., 4-5:30 p.m.

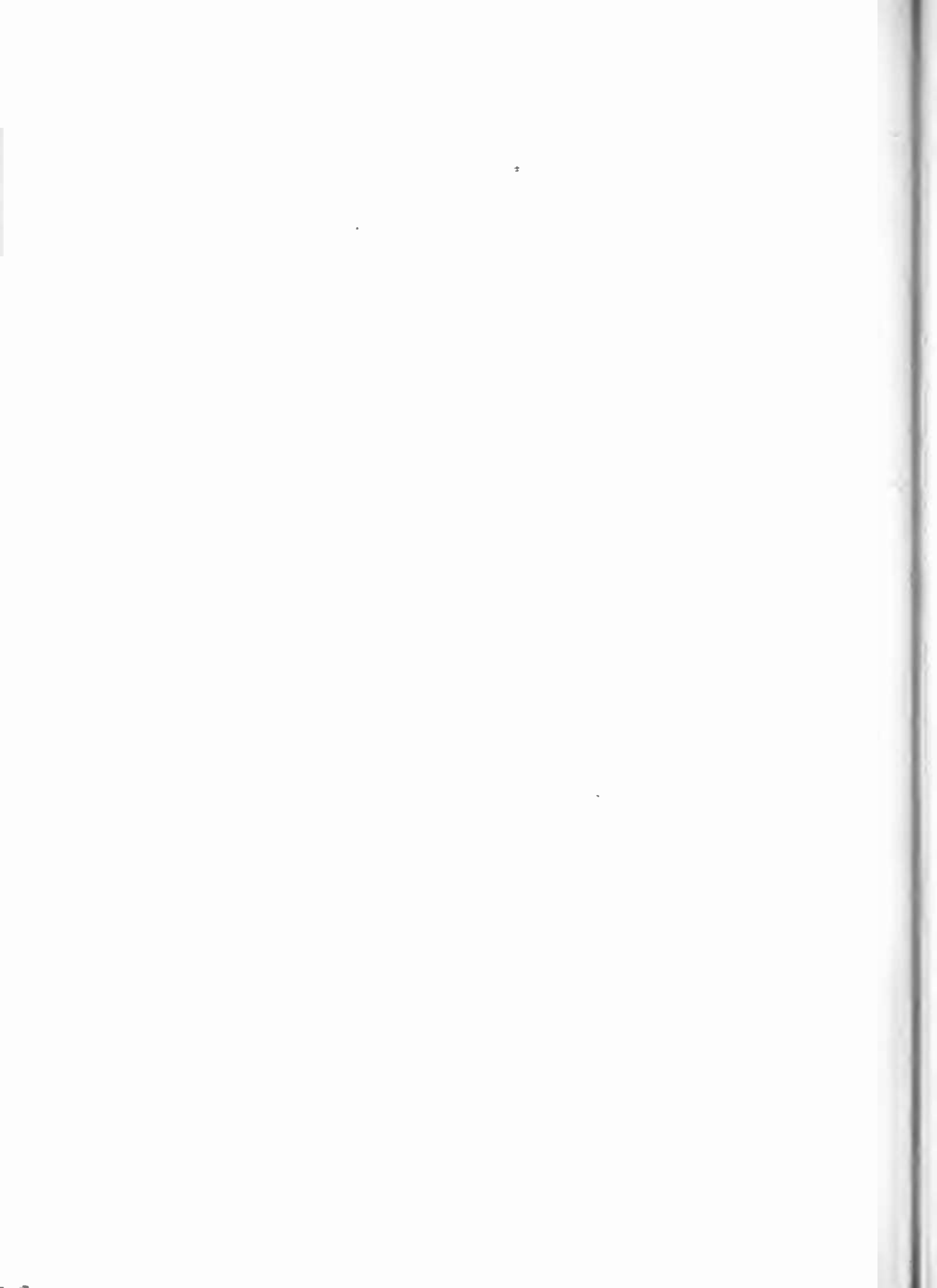
● OCTOBER 31: The modern spook paid his Halloween visit by radio, as part of Columbia's eerie, supernatural midnight Halloween program, 12-12:30 a.m.

## SERIOUS MUSIC

● OCTOBER 14: Columbia brought its audience a program of Swedish Folk Music, directly from Stockholm, 3-3:30 p.m.

● OCTOBER 15: A memorial program for John Phillip Sousa, the "March King," featured B. A. Rolfe and band, George Gortlan and a band of 70 high school students, and tributes by Gene Buck, Robert L. Ripley, and Arthur Pryor, 7-7:30 p.m.

● OCTOBER 23: "A Sound Picture of Canada," representing the 5 main geographical divisions of the Dominion, included songs by the Lunenburg Choir and the Alouette Quartet, a piano recital by Ernest Seitz, cowboy music and yodels, and the sound of a giant tree being felled—as the fifth world concert of the International Broadcasting Union, 2:30-3 p.m.





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

*Administrative Offices:* 485 Madison Avenue, New York • 1622 Chestnut Street, Philadelphia  
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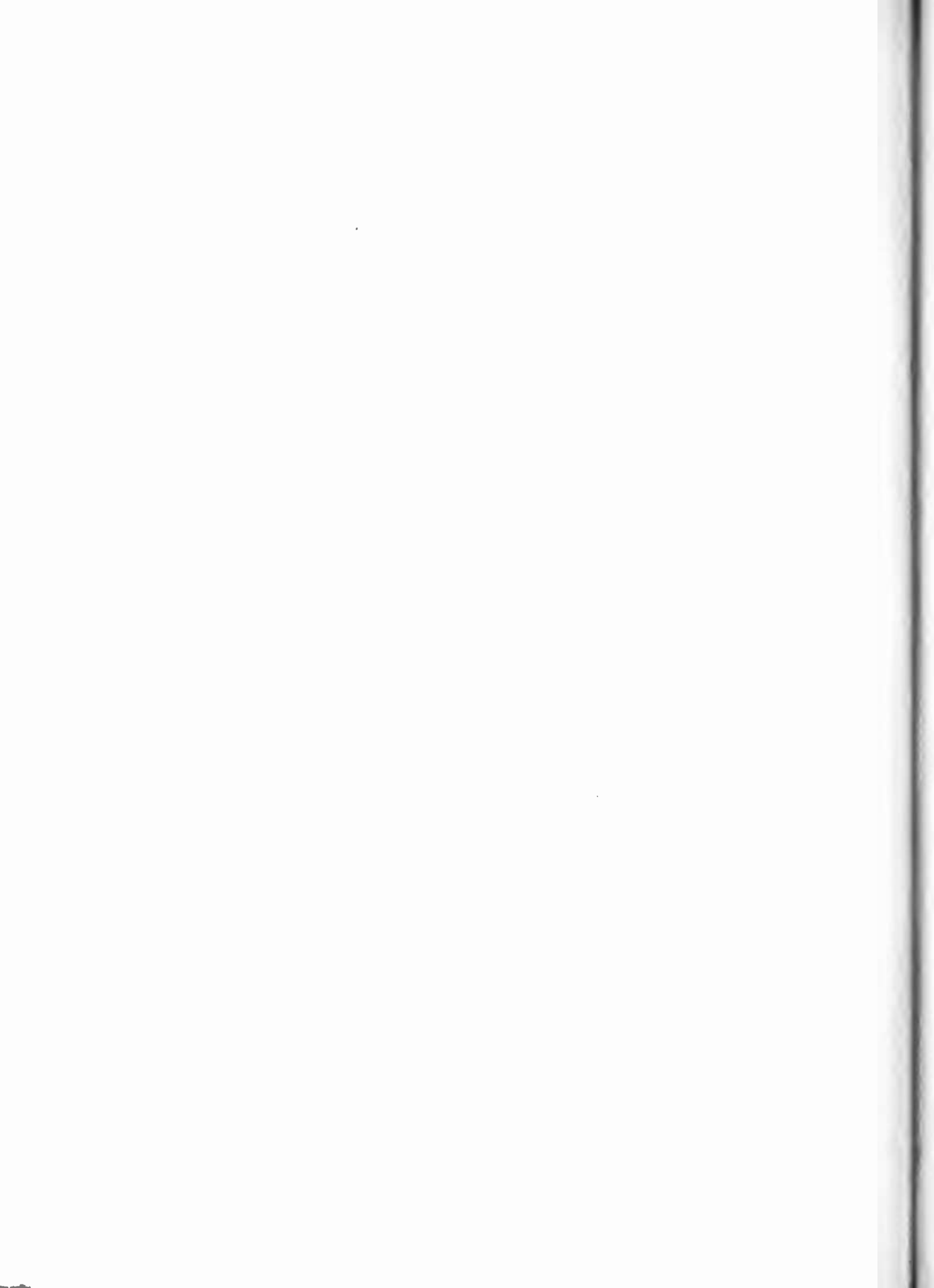
SANTA CLARA

CBS

GENERAL LIGHTING COMPANY  
NEW YORK

S. G. Inman, CBS reporter at the Pan-American Conference in Lima, Peru, interviews Alfred Landon before they sail. See page 26.

CBS PROGRAM BOOK • DECEMBER, 1938



DECEMBER, 1938

**THE COLUMBIA  
PROGRAM BOOK**

**CBS SPONSORED PROGRAMS: pp. 3 to 22**

**CBS SUSTAINING PROGRAMS: pp. 23 to 47**

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

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<b>AFFILIATED PRODUCTS, INC.</b>	Edna Wallace Hopper Cosmetics
<b>AMERICAN TOBACCO COMPANY</b>	Lucky Strike Cigarettes  Half & Half Smoking Tobacco  Roi-Tan Cigars
<b>ANACIN COMPANY</b>	Anacin
<b>BAYER COMPANY</b>	Bayer Aspirin
<b>A. S. BOYLE COMPANY</b>	Hill's Nose Drops

PROGRAM	TIME	AGENCY	WEEKS
<b>The Romance of Helen Trent</b> <i>Serial drama</i> (See also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	260 Weeks
<b>Four Hit Parade</b> Leo Reisman's Orchestra, Danny Ross, Raymond Scott's Quintet, Fredda Gibson and the Longsmiths <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC	Lord & Thomas	135 Weeks
<b>Ben Bernie and All the Lads</b> with Lew Lehr <i>Music and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
<b>Sophie Tucker and Her Show</b> <i>Musical</i>	Mon., Wed., Fri. 6:45-7:00 p.m. ORIGINATES: WABC	Lord & Thomas	
<b>Our Gal, Sunday</b> <i>Serial drama</i> (See also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	382 Weeks
<b>Second Husband</b> with Helen Menken, presented by the Famous Actors' Guild <i>Dramatic</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	377 Weeks
<b>The Romance of Helen Trent</b> <i>Serial drama</i> (See also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	185 Weeks

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

# CBS SPONSORED PROGRAMS

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

† Columbia Pacific Network Only



PROGRAM	TIME	AGENCY	DAYS
<b>Letcher Wiley</b> <i>Commentator</i>	†Friday 12:45-1:00 p.m. PST ORIGINATES: KNX	Long Advertising Service	10 Weeks
<b>First Nighter</b> with Barbara Luddy and Les Tremayne <i>Drama at the "Little Theater            off Times Square"</i>	Friday 8:00-8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	44 Weeks
<b>Campbell Playhouse</b> Orson Welles, director; the Mercury Players and guest stars <i>Dramatizations</i> (Starts Dec. 9)	Friday 9:00-10:00 p.m. ORIGINATES: WABC	Ward Wheelock Company	208 Weeks
<b>Night Editor</b> with Hal Burdick <i>Dramatic narratives</i>	†Sunday 7:45-8:00 p.m. PST ORIGINATES: KSFO	Tomaschke-Elliott, Inc.	7 Weeks
<b>Dr. Christian</b> starring Jean Hersholt <i>Dramatic</i>	Tuesday 10:00-10:30 p.m. ORIGINATES: KNX	McCann-Erickson, Inc.	34 Weeks
<b>Major Bowes' Amateur Hour</b> <i>Amateurs, with Major Bowes            as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	143 Weeks

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

# CBS SPONSORED PROGRAMS

<b>COLGATE-PALMOLIVE-PEET COMPANY</b>	Colgate Dental Cream  Palmolive Shave Cream Palmolive Brushless Shave  Concentrated Super Suds  Palmolive Soap  Colgate Tooth Powder
<b>CONTINENTAL BAKING CO., INC.</b>	Wonder Bread Hostess Cake
<b>THE CUDAHY PACKING COMPANY</b>	Old Dutch Cleanser

<p><b>Colgate Ask-It Basket</b>            Jim McWilliams, MC  <i>Questions and answers</i></p>	<p>Wednesday            7:30-8:00 p.m.  <i>Rebroadcast</i>            10:30-11:00 p.m.            ORIGINATES: WABC</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>84 Weeks</p>
<p><b>Gang Busters</b>  <i>Police-file dramatizations</i></p>	<p>Wednesday            8:00-8:30 p.m.  <i>Rebroadcast</i>            12:00-12:30 a.m.            ORIGINATES: WABC</p>		<p>142 Weeks</p>
<p><b>Myrt and Marge</b>  <i>Serial drama</i></p>	<p>Mon. thru Fri.            10:15-10:30 a.m.  <i>Rebroadcast</i>            4:15-4:30 p.m.            ORIGINATES: WABC</p>		<p>143 Weeks</p>
<p><b>Hilltop House</b>            starring Bess Johnson  <i>Dramatic serial</i></p>	<p>Mon. thru Fri.            10:30-10:45 a.m.  <i>Rebroadcast</i>            4:30-4:45 p.m.            ORIGINATES: WABC</p>		<p>146 Weeks</p>
<p><b>Stepmother</b>  <i>Dramatic serial</i></p>	<p>Mon. thru Fri.            10:45-11:00 a.m.            ORIGINATES: WBBM</p>	<p>Benton &amp; Bowles-Chicago, Inc.</p>	<p>87 Weeks</p>
<p><b>The Wonder Show</b>            starring Jack Haley, Lucille Ball,            Virginia Verrill and Ted Fiorito's            Orchestra  <i>Music and comedy</i></p>	<p>Friday            7:30-8:00 p.m.  <i>Rebroadcast</i>            12:30-1:00 a.m.            ORIGINATES: KNX</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>193 Weeks</p>
<p><b>Pretty Kitty Kelly</b>  <i>Serial drama</i></p>	<p>Mon. thru Fri.            10:00-10:15 a.m.  <i>Rebroadcast</i>            4:00-4:15 p.m.            ORIGINATES: WABC</p>		
<p><b>Bachelor's Children</b>  <i>Serial drama</i></p>	<p>Mon. thru Fri.            9:45-10:00 a.m.            ORIGINATES: WBBM</p>	<p>Roche, Williams &amp; Cunningham, Inc.</p>	<p>205 Weeks</p>

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



<p><b>Parade of America</b> <i>Music and drama</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC</p>	<p>Batten, Barton, Durstine &amp; Osborn. Inc.</p>	<p>142 Weeks</p>
<p><b>Knox Manning</b> <i>Commentator</i></p>	<p>†Monday 5:45-6:00 p.m. PST ORIGINATES: KNX</p>	<p>Sidney Garfinkel Advertising Agency</p>	<p>54 Weeks</p>
<p><b>Sunday Evening Hour</b> Ford Symphony Orchestra and Chorus. Jose Iturbi*, conductor. <i>Guest Soloists:</i> DEC. 4: Ezio Pinza DEC. 11: Helen Jepson DEC. 18: Myra Hess DEC. 25: Richard Bonelli <i>Symphonic music, and talks by</i> <i>W. J. Cameron</i> Beg. Dec. 18. Fritz Reiner is conductor.</p>	<p>Sunday 9:00-10:00 p.m. ORIGINATES: WJR</p>	<p>N. W. Ayer &amp; Son. Inc.</p>	<p>244 Weeks</p>
<p><b>We, the People</b> with Gabriel Heatter. Harry von Zell and Guests <i>Real-life experiences</i></p> <p><b>Joe Penner</b> with Dick Ryan, Gay Seabrooke, Tommy Lane, Margaret Brayton, Roy Atwell and Ben Pollack's Orchestra <i>Comedy and music</i></p> <p><b>Kate Smith Hour</b> with Abbott and Costello, comedians: "The Aldrich Family," comedy serial, starring Ezra Stone; Ted Straeter Choir, Jack Miller's Orchestra and guest stars <i>Variety show</i></p>	<p>Tuesday 9:00-9:30 p.m. ORIGINATES: WABC</p> <p>Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 8:30-9:00 p.m. PST ORIGINATES: KNX</p> <p>Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30-12:30 a.m. ORIGINATES: WABC</p>	<p>Young &amp; Rubicam. Inc.</p> <p>Benton &amp; Bowles, Inc.</p> <p>Young &amp; Rubicam, Inc.</p>	<p>197 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<p><b>GENERAL FOODS CORPORATION</b> <i>Continued</i></p>	<p>Post Toasties</p> <p>La France Satina</p> <p>Diamond Crystal Salt</p> <p>Postum</p>
<p><b>GENERAL MILLS, INC.</b></p>	<p>Corn Kix</p>
<p><b>GULF OIL CORPORATION</b></p>	<p>Motor Oil and Gas</p>
<p><b>HOUSEHOLD FINANCE CORPORATION</b></p>	<p>Personal Loan Service</p>

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON AIR
<b>Joe E. Brown</b> with Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Larry Sosnik's Orchestra <i>Comedy and music</i>	Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. ORIGINATES: KNX	Benton & Bowles, Inc.	197 Weeks
<b>Mary Margaret McBride</b> <i>Radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
<b>Kate Smith—Noonday Chats</b> <i>News and features</i>	Tues., Thurs., Sat. 12:00-12:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	
<b>Sam and Abner</b> <i>Serial drama</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	
<b>The Grouch Club</b> with Jack Lescoulie <i>Comedy</i>	†Monday 9:00-9:30 p.m. PST ORIGINATES: KNX	Blackett-Sample-Hummert, Inc.	437 Weeks
<b>The Passing Parade</b> with John Booth Nesbitt, Al Garr, tenor, Oscar Bradley's Orchestra <i>Drama and music</i>	Sunday 7:30-8:00 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	251 Weeks
<b>It Can Be Done</b> with Edgar A. Guest, 'Frankie Masters' Orchestra, Marion Francis and Dramatic Cast <i>Poetry and drama</i>	Wednesday 10:00-10:30 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	48 Weeks

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

# CBS SPONSORED PROGRAMS

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



PROGRAM	TIME	AGENCY	DURATION
<b>Her Honor, Nancy James</b> <i>Serial drama</i> co-starring Barbara Weeks and Ned Wener	Mon. thru Fri. 12:15-12:30 p.m. ORIGINATES: WABC	Lord & Thomas	74 Weeks
<b>Silver Theater</b> Conrad Nagel, narrator-director, with guest stars of stage and screen <i>Dramatic</i>	Sunday 6:00-6:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	57 Weeks
<b>Howie Wing</b> <i>Aviation Adventure</i>	Mon. thru Fri. 6:15-6:30 p.m. <i>Rebroadcast</i> 8:15-8:30 p.m. ORIGINATES: WABC	J. Walter Thompson Company	32 Weeks
<b>Our Gal, Sunday</b> <i>Serial drama</i> (See also ANACIN COMPANY)	Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	234 Weeks
<b>Guy Lombardo and his Orchestra</b> <i>Popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WABC	Lord & Thomas	169 Weeks
<b>Grand Central Station</b> <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	74 Weeks
<b>The Lux Radio Theatre</b> 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	124 Weeks
<b>Big Town</b> 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.	123 Weeks

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

# CBS SPONSORED PROGRAMS

COMPANY	PROGRAMS
<b>LEVER BROTHERS COMPANY</b> <i>Continued</i>	Lifebuoy  Rinso  Spry
<b>LIGGETT &amp; MYERS TOBACCO COMPANY</b>	Chesterfield Cigarettes
<b>P. LORILLARD COMPANY</b>	Old Gold Cigarettes
<b>McKESSON &amp; ROBBINS, INC.</b>	Calox Toothpaste Solidified Albolene

PROGRAM	TIME	AGENCY	WEEKS*
<b>Al Jolson Show</b> with Martha Raye, Parkyakarkus, and 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.	123 Weeks
<b>Big Sister</b> with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC		116 Weeks
<b>Aunt Jenny's Real Life Stories</b> <i>Dramatic</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC		98 Weeks
<b>Paul Whiteman and his Orchestra, with Joan Edwards, The Modernaires and Fred Uttal</b> <i>Musical Variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC	Newell-Emmett Co., Inc.	85 Weeks
<b>Burns and Allen</b> with Tony Martin, Ray Noble's Orchestra and Paul Douglas <i>Comedy and music</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: KNX		
<b>Melody and Madness</b> with Robert Benchley, Artie Shaw and his Orchestra and Dick Todd, baritone <i>Variety</i>	Sunday 10:00-10:30 p.m. ORIGINATES: WABC	Lennen & Mitchell, Inc.	152 Weeks
<b>Joyce Jordan, Girl Interne</b> <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	57 Weeks

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

# CBS SPONSORED PROGRAMS

<b>MENNEN COMPANY</b>	Mennen drug products
<b>NOXZEMA CHEMICAL COMPANY</b>	Noxzema
<b>PENICK &amp; FORD, LTD.</b>	My-T-Fine Dessert
<b>PET MILK SALES CORPORATION</b>	Pet Evaporated Milk
<b>PHILIP MORRIS &amp; COMPANY, LTD.</b>	Philip Morris Cigarettes

† Columbia Pacific Network Only

PROGRAM	DAY	AGENCY	WEEKS
<b>The People's Vote</b> with Sam Hayes	†Monday 8:00-8:15 p.m. PST ORIGINATES: KNX	H. M. Kiesewetter Advertising Agency	22 Weeks
<b>Professor Quiz</b> with Bob Trout	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	30 Weeks
<b>The Mighty Show</b> <i>Big-top drama</i>	Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	38 Weeks
<b>Saturday Night Serenade</b> Mary Eastman, soprano; Bill Perry, tenor and Gustav Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:30-10:00 p.m. ORIGINATES: WABC	Gardner Advertising Company	265 Weeks
<b>Mary Lee Taylor</b> 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		
<b>Johnny Presents</b> Russ Morgan's Orchestra, Jack Johnstone's Dramatizations, Frances Adair, Genevieve Rowe, "Beverly", Glenn 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.	116 Weeks

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

# CBS SPONSORED PROGRAMS

SPONSOR	PROGRAMS
<b>THE PROCTER &amp; GAMBLE COMPANY</b>	Oxydol  Ivory  Chipso  Crisco  Drene
<b>R. J. REYNOLDS TOBACCO COMPANY</b>	Camel Cigarettes Prince Albert Smoking Tobacco
<b>RIO GRANDE OIL, INC.</b>	Petroleum Products
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†Columbia Pacific Network Only  
 ††Columbia California Network Only

PROGRAM	TIME	AGENCY	WEEKS
<b>The Goldbergs</b> <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	209 Weeks
<b>Life Can Be Beautiful</b> <i>Serial drama</i>	1:15-1:30 p.m. ORIGINATES: WBBM	Compton Advertising, Inc.	
<b>Road to Life</b> <i>Serial drama</i>	1:30-1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
<b>This Day Is Ours</b> <i>Serial drama</i>	1:45-2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
<b>Jimmie Fidler</b> <i>Hollywood Commentator</i> (Starts Nov. 15)	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 10:30-10:45 p.m. ORIGINATES: KNX	H. W. Kastor & Sons	
<b>Eddie Cantor's Camel Caravan</b> with Bert Gordon, Walter King and Edgar Fairchild's Orchestra <i>Comedy and music</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC	William Esty & Company, Inc.	283 Weeks
<b>Benny Goodman's Orchestra</b> <i>Music and guests</i>	Tuesday 9:30-10:00 p.m. ORIGINATES: WABC		
<b>Calling All Cars</b> <i>Police file dramatizations</i>	††Friday 7:30-8:00 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	273 Weeks
<b>I Want A Divorce</b> <i>Dramatic</i>	†Sunday 7:30-7:45 p.m. PST ORIGINATES: KSFO	Emil Brisacher and Staff	7 Weeks

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

# CBS SPONSORED PROGRAMS

<p><b>SOIL-OFF MANUFACTURING COMPANY</b></p>	<p>Cleaning Fluid</p>
<p><b>THE TEXAS COMPANY</b></p>	<p>"Texaco" products</p>
<p><b>TILLAMOOK COUNTY CREAMERY ASSOCIATION</b></p>	<p>Dairy products</p>
<p><b>U. S. TOBACCO COMPANY</b></p>	<p>Dill's Best Model Smoking Tobacco</p>
<p><b>WM. WRIGLEY JR. COMPANY</b></p>	<p>Wrigley's Gum</p>

†Columbia Pacific Network Only



PROGRAM	TIME	AGENCY	WEEKS
<b>Fletcher Wiley</b> <i>Commentator</i>	†Thursday 12:45-1:00 p.m. PST ORIGINATES: KNX	Hillman-Shane Advertising Agency, Inc.	13 Weeks
<b>Texaco Star Theater</b> John Barrymore, MC; Charlie Ruggles, Una Merkel, Ned Sparks, Kenny Baker, Jane Froman, Max Reinhardt Radio-play with guest stars, Harry Simeone's Chorus, David Broekman's Orchestra <i>Musical, variety, dramatic</i>	Wednesday 9:00-10:00 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	86 Weeks
<b>Dairy Maid</b> with Jack Moyles and Nell Parker <i>Home Economics</i>	†Thurs., Dec. 1, 8 and 15 only 1:45-2:00 p.m. PST ORIGINATES: KSFO	Botsford, Constantine & Gardner	24 Weeks
<b>Modern Minstrels</b> Pick and Pat in Pipe Smoking Time, with Double Quartet and Ray Block's Orchestra <i>"Blackface" comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC	Arthur Kudner, Inc.	183 Weeks
<b>The Laugh Liner</b> 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	340 Weeks
<b>Scattergood Baines</b> <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 3:30-3:45 p.m. ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

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

# CBS SUSTAINING PROGRAMS

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.

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

1. SPECIAL CHRISTMAS PROGRAMS . . . . . *Page 24*
  2. PUBLIC AFFAIRS . . . . . *Page 26*
  3. SPECIAL EVENTS . . . . . *Page 28*
  4. SERIOUS MUSIC . . . . . *Page 29*
  5. EDUCATIONAL PROGRAMS . . . . . *Page 33*
  6. DRAMATIC SERIES . . . . . *Page 37*
  7. CHILDREN'S PROGRAMS . . . . . *Page 39*
  8. RELIGIOUS BROADCASTS . . . . . *Page 40*
  9. PERSONALITIES . . . . . *Page 42*
  10. LIGHT MUSIC . . . . . *Page 43*
- ADDENDA: NOVEMBER PROGRAMS . . . . . *Page 45*

**CHRISTMAS  
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p><b>Christmas Seal Drive</b> 4:30-5:00 p.m. SATURDAY, DECEMBER 10</p>	<p>The University of Pennsylvania <i>a capella</i> choir performs for the annual Christmas seal drive of the National Tuberculosis Association.</p>
<p><b>Handel's "Messiah"</b> 11:30 p.m.-12:30 a.m. SUNDAY, DECEMBER 18</p>	<p>The Savannah Music Club, of Savannah, Ga., sings Handel's "Messiah" this year, making the fourth year it has been sung over CBS.</p>
<p><b>Mt. Holyoke Glee Club</b> 12:30-1:00 p.m. SATURDAY, DECEMBER 17</p>	<p>The Mt. Holyoke College Glee Club opens its private collection of ancient Christmas carols for Columbia's audience.</p>
<p><b>Swiss Toys Program</b> 2:30-2:45 p.m. SUNDAY, DECEMBER 18</p>	<p>A special broadcast from Berne, Switzerland, takes Columbia's audience into the shops of the ancient Swiss toymakers at Christmas time.</p>
<p><b>"Holy Day and Holiday"</b> 2:30-3:00 p.m. TUESDAY, DECEMBER 20</p>	<p>The Columbia Concert Orchestra, under the direction of Bernard Herrmann, presents a concert featuring Christmas songs, old and new.</p>
<p><b>"Night Before Christmas"</b> 5:15-5:30 p.m. WEDNESDAY, DECEMBER 21</p>	<p>A dramatization of this famous poem is presented by a group of child actors under the direction of Nila Mack.</p>
<p><b>Syracuse Children's Chorus</b> 2:30-3:00 p.m. THURSDAY, DECEMBER 22</p>	<p>The chorus of 5,000 high school children participating in the Syracuse Christmas Carol Festival will be heard over CBS for the sixth consecutive year.</p>
<p><b>Polish Carols</b> 2:30-3:00 p.m. FRIDAY, DECEMBER 23</p>	<p>The choir of the Polish Seminary, in Detroit, sings Polish carols, from Columbia's Detroit station, WJR.</p>

# CBS SUSTAINING PROGRAMS

## CHRISTMAS PROGRAMS

<p><b>Great Modern Carols</b> 10:30-10:45 p.m. FRIDAY, DECEMBER 23</p>	<p>Columbia's Mixed Quartet, under the direction of Maestro Bernard Herrmann, plays the greatest of modern Christmas carols.</p>
<p><b>St. Olaf Choir</b> 12:30-1:00 p.m. SATURDAY, DECEMBER 24</p>	<p>The choral program of the St. Olaf Choir is broadcast by WCCO, Minneapolis. Manghi Fjeldheim sings one song from New York.</p>
<p><b>Carols From Grand Central Station</b> 5:30-5:45 p.m. SATURDAY, DECEMBER 24</p>	<p>Seventy-five school children participate in this program of Christmas carols sung from the balcony of huge Grand Central Station in the heart of New York City.</p>
<p><b>"Santa Claus Is Coming To Town"</b> 10:45-11:00 p.m. SATURDAY, DECEMBER 24</p>	<p>The arrival of Santa Claus is given a typical urbane reception by Lynn Murray, his orchestra and guest vocalists, in a popular Christmas broadcast.</p>
<p><b>Annual Carol Service</b> 12 midnight-1:00 a.m. SATURDAY, DECEMBER 24</p>	<p>On Christmas Eve, the annual Carol Service, a long-standing CBS tradition, is conducted by Howard Barlow, directing the Columbia Broadcasting Symphony, the CBS choir, and Julius Mattfeld at the organ.</p>
<p><b>Vatican Broadcast</b> 1:00-1:30 p.m. SUNDAY, DECEMBER 25</p>	<p>A special international broadcast from Vatican City, brings the Christmas choral music of the Sistine Chapel Choir.</p>
<p><b>Bethlehem Choirs</b> 2:30-3:00 p.m. SUNDAY, DECEMBER 25</p>	<p>A group of choirs from Bethlehem, Pennsylvania, including the Moravian, the Nativity, the Oratorio Society, the Trombone and the Junior Bach choirs are heard in a special concert.</p>

**PUBLIC  
AFFAIRS**

<p><b>Eighth Pan-American Conference at Lima, Peru</b> Various hours DECEMBER 13 THRU 24</p>	<p>Having broadcast the American delegates' departure for the Pan-American Conference (<i>see cover</i>), CBS continues with seven broadcasts direct from the conference hall in Lima, Peru. Samuel Guy Inman, Columbia's representative, introduces the delegates at these times: DECEMBER 13, 17, 20 AND 24: 6:45-7 p.m. DECEMBER 13: 10:45-11 p.m. DECEMBER 14: 2:50-3 p.m. DECEMBER 18: 1:30-1:45 p.m.</p>
<p><b>American Vocational Association Convention</b> 1:45-2:00 p.m. SATURDAY, DECEMBER 3</p>	<p>Five leaders in vocational guidance discuss the findings of the annual American Vocational Association convention: L. R. Humphreys of Utah State College, B. Frank Kyker of the Office of Education, Bertha Kohlagen of Oregon, Dean M. Schweickhard of Minneapolis and N. Norcross Stratton of Boston.</p>
<p><b>Senator O'Mahoney and Leon Henderson</b> 10:45-11:00 p.m. SATURDAY, DECEMBER 3</p>	<p>Senator Joseph C. O'Mahoney, chairman and Leon Henderson executive secretary of the Temporary National Economic Committee or Monopoly are heard from Washington.</p>
<p><b>"France Is Sound"</b> 1:30-1:45 p.m. SUNDAY, DECEMBER 4</p>	<p>Speaking from Paris, Paul Reynaud, French Minister of Finance, declares "France Is Sound."</p>
<p><b>President Roosevelt</b> 4:30-5:00 p.m. MONDAY, DECEMBER 5</p>	<p>President Roosevelt speaks at the invitation of the University of North Carolina Political Union, at Chapel Hill. Dr. Frank Graham President of the University, introduces him.</p>

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p><b>CBS in the Far East</b> 5:30-5:45 p.m. TUESDAY, DECEMBER 6 THURSDAY, DECEMBER 8</p>	<p>W. R. Wills, Columbia's Far Eastern representative, flies from Canton to Taikoku, capital of Formosa where, in two broadcasts, he reviews the effects of the Japanese occupation of Canton, the fighting in South China, and the situation in Hong Kong.</p>
<p><b>Founders' Day Dinner</b> 10:45-11:15 p.m. TUESDAY, DECEMBER 6</p>	<p>Speakers at the Founders' Day dinner to aid in establishing a Leon Blum colony in Palestine are Mrs. Franklin D. Roosevelt, William Green and the Comte de Saint-Quentin, French Ambassador to the United States.</p>
<p><b>Prime Minister Chamberlain</b> 4:40-5:20 p.m. TUESDAY, DECEMBER 13</p>	<p>Prime Minister Neville Chamberlain's speech at the annual dinner of the Foreign Press Association is broadcast by CBS from London.</p>
<p><b>"The Refugee Looks Toward the Coming Year"</b> 1:45-2:00 p.m. SUNDAY, DECEMBER 18</p>	<p>Columbia goes to Ellis Island for interviews with several of the immigrants anxious to enter the United States. Commissioner Reimers discusses the problems of immigration with CBS announcer Bob Trout.</p>
<p><b>"Today" with Bob Trout</b> 6:30-6:45 p.m. MONDAY THRU SATURDAY</p>	<p>Bob Trout, Columbia's ace reporter, tells a nightly story of what's going on in the world in his accurate news broadcasts.</p>
<p><b>Headlines and Bylines</b> 10:30-11:00 p.m. EACH SUNDAY</p>	<p>H. V. Kaltenborn, Gilbert Seldes and Ralph Edwards, a trio of expert reporters on public affairs, combine their talents on this series.</p>

**SPECIAL EVENTS**

PROGRAM AND TIME	DESCRIPTION
<p><b>Bridge Championship</b> 4:00-4:15 p.m. THURSDAY, DECEMBER 1</p>	<p>Columbia broadcasts the finals of the twelfth annual National Contract Bridge Championship, held this year in Cleveland.</p>
<p><b>Football</b> 1:45-4:45 p.m. 4:45-7:30 p.m. SATURDAY, DECEMBER 3</p>	<p>The Tennessee and Mississippi game at Crump Stadium, Memphis, is described by John Harrington. Ted Husing follows from Los Angeles Coliseum with a play-by-play description of the important inter-sectional football battle between unbeaten Notre Dame and the West Coast champions, Southern California.</p>
<p><b>"12 Crowded Months"</b> 6:30-7:30 p.m. SATURDAY, DECEMBER 31</p>	<p>The twelve biggest news events of 1938, as selected by newspaper editors and press associations throughout the country, are dramatized in a full-hour broadcast by an outstanding cast of radio actors, accompanied by a symphony orchestra.</p>
<p><b>New Year's Eve Dancing Party</b> 10:45 p.m.-4 a.m. SATURDAY, DECEMBER 31</p>	<p>As the New Year moves across the country, CBS welcomes 1939 first with music by Leighton Noble and Glenn Miller from Boston, follows with the celebration at Times Square and music by Sammy Kaye, Cab Calloway, Guy Lombardo, Benny Goodman, Eddie Duchin, Kay Kyser and Tommy Dorsey. Next to Chicago for Herbie Holmes, then George Hall in Memphis, Abe Lyman in New Orleans, a band in Denver, Dick Barrie in Cleveland, Bob Chester in Dayton, Harry Owens and Gene Krupa in Los Angeles and Paul Pendarvis and Henry King in San Francisco.</p>

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

### New York Philharmonic- Symphony Orchestra

3:00-5:00 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is now playing its ninth consecutive season as an exclusive Columbia Network feature. John Barbirolli, brilliant young English conductor, directs the concerts. Deems Taylor, Columbia's Music Consultant, is the program commentator. From Carnegie Hall this month:

DECEMBER 4: *Haydn*: Symphony No. 104 in D major; *Mendelssohn*: Violin Concerto in E minor, ORLANDO BARERA, violinist; *Brahms*: Symphony No. 1.

DECEMBER 11: *Bach*: Suite in D major, No. 3; *Fuleihan*: Piano Concerto No. 2, EUGENE LIST, pianist; *Schubert*: "Unfinished" Symphony; *Franck*: Symphonic Variations, EUGENE LIST, pianist; *Wagner*: Prelude to "Die Meistersinger."

DECEMBER 18: *Rossini*: Overture to "La Gazza Ladra"; *Beethoven*: Piano Concerto in C major, HORTENSE MONATH, pianist; *Haubiel*: Passacaglia in A minor ("The Plane Beyond"); *Franck*: Symphony in D minor.

DECEMBER 25: *Handel*: Overture to "The Messiah"; *Beethoven*: Symphony No. 4; CHORUS OF THE ART OF MUSICAL RUSSIA in *Vaughan Williams*: Fantasia on Christmas Carols; *Tschaikowsky*: "Légende"; *Warlock*: Three Carols; *Bach*: Three chorales from "The Christmas Oratorio."



**SERIOUS  
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p><b>Curtis Institute of Music</b> 3:00-4:00 p.m. EACH MONDAY</p>	<p>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. A new feature is music commentary by students of the Institute.</p>
<p><b>Famous Musical Evenings</b> 10:30-11:00 p.m. EACH MONDAY</p>	<p>This novel series creates the settings and spirit of famous concerts given in historic locales. Bernard Herrmann arranges the programs and conducts the Columbia Concert Orchestra. DECEMBER 5: Court of Louis XV.</p>
<p><b>Columbia Concert Hall</b> 3:00-3:30 p.m. EACH TUESDAY EXCEPT DECEMBER 6</p>	<p>Guest artists and ensembles are presented in the Columbia Concert Hall each Tuesday. DECEMBER 13: Budapest String Quartet. DECEMBER 20: Hart House String Quartet. DECEMBER 27: Budapest String Quartet.</p>
<p><b>Story of the Song</b> 3:00-3:30 p.m. TUESDAY, DECEMBER 6 3:30-4:00 p.m. TUESDAYS THEREAFTER</p>	<p>Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Rowe, soprano; Ruth Carhart, contralto; Morton Bowe, tenor and Hubert Hendrie, baritone are featured. DECEMBER 6: Songs of Peter Warlock. DECEMBER 13: Vaughan Williams' "On Wenlock Edge." DECEMBER 20: Kentucky Mt. carols. DECEMBER 27: Warlock's "The Curlew."</p>

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

PROGRAM SCHEDULE	DESCRIPTION
<p><b>Cincinnati Symphony Children's Concert</b> 3:30-4:30 p.m. TUESDAY, DECEMBER 6</p>	<p>Eugene Goosens directs the Cincinnati Symphony Orchestra in the second of five Tuesday young people's concerts. The program includes works by Bach, Tchaikowsky, Bizet, Grainger Saint-Saëns and Wagner.</p>
<p><b>"Music for Fun"</b> 5:00-5:30 p.m. EACH TUESDAY</p>	<p>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.</p>
<p><b>Indianapolis Symphony Orchestra</b> 3:00-4:00 p.m. EACH WEDNESDAY EXCEPT DECEMBER 21</p>	<p>Fabien Sevitzy conducts the Indianapolis Symphony Orchestra in these hour concerts. DECEMBER 7: <i>Handel</i>: Water Music; <i>Ravel</i>: Pavane pour une Infante Defunte; <i>Sowerby</i>: Money Musk; two <i>Wagner</i> selections. DECEMBER 14: <i>Moyzes</i>: Janosik Overture; <i>Debussy</i>: Afternoon of a Faun; <i>A Foote</i>: Air and Fuge; <i>Mendelssohn</i>: Symphony No. 4 ("Italian").</p>
<p><b>Keyboard Concerts</b> 3:00-3:30 p.m. WEDNESDAY, DECEMBER 21</p>	<p>Outstanding artists of all the keyboard instruments, from harpsichord to celeste, are presented on these programs.</p>
<p><b>Columbia Concert Orchestra</b> 3:30-4:00 p.m. WEDNESDAY, DECEMBER 21</p>	<p>Under the baton of Bernard Herrmann, brilliant young CBS conductor, the Columbia Concert Orchestra presents programs of seldom heard compositions.</p>

**SERIOUS  
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p><b>Columbia Concert Orchestra</b> 3:30-4:00 p.m. EACH THURSDAY</p>	<p>Howard Barlow, Columbia's noted conductor, leads the Columbia Concert Orchestra on Thursdays. The program on December 22 features Tschaikowsky's "Nutcracker Suite."</p>
<p><b>United States Army and Marine Bands</b> 3:00-3:30 p.m. EACH THURSDAY AND FRIDAY</p>	<p>Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army Band. On occasion the Marine Band alternates with Friday programs.</p>
<p><b>Stravinsky Concert From Turin, Italy</b> 4:10-5:00 p.m. FRIDAY, DECEMBER 2</p>	<p>Igor Stravinsky conducts the Turin Symphony Orchestra in two of his ballet compositions, "Apollon Musagete" and "Jeu de Cartes." The concert is broadcast from Italy through the facilities of the E. I. A. R.</p>
<p><b>Columbia Chamber Orchestra</b> 3:30-4:00 p.m. EACH FRIDAY</p>	<p>Music for strings is played by the Columbia Chamber Orchestra under the direction of Leith Stevens.</p>
<p><b>Cincinnati Conservatory of Music</b> 11:00 a.m.-12:00 noon EACH SATURDAY EXCEPT DECEMBER 17</p>	<p>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.</p>
<p><b>New York Philharmonic Children's Concert</b> 11:00 a.m.-12:30 p.m. SATURDAY, DECEMBER 17</p>	<p>Ernest Schelling conducts the second in his series of six children's concerts by the New York Philharmonic Symphony, broadcast by CBS exclusively.</p>

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

PROGRAMS AND DATES	DESCRIPTION														
<p><b>CBS ADULT EDUCATION BOARD</b></p>	<p>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:</p> <table border="0"> <tr> <td>LYMAN BRYSON, <i>chairman</i></td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. CANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, <i>chairman</i>	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. CANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
LYMAN BRYSON, <i>chairman</i>	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
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ROBERT I. CANNON, S. J.	WILLIAM ALLEN WHITE														
ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p><b>The Farmer Takes the Mike</b> 1:45-2:00 p.m. SUNDAY, DECEMBER 4 AND 11</p>	<p>This nationwide farm forum now presents a farm leader, a farmer and a scientist, who discuss the newest uses science makes of farm products. The December schedule:</p> <p>DECEMBER 4: "Wood." Arnold P. Yerkes, President, Agricultural Engineers of America.</p> <p>DECEMBER 11: "Plastics." Louis J. Taber, Master of the National Grange and L. F. Livingston, of the DuPont Company.</p>														
<p><b>"Americans All—Immigrants All"</b> 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This new series dramatizes the outstanding contributions made by all races in building the America of today. John W. Studebaker, Commissioner of Education, supervises and Gilbert Seldes prepares the scripts.</p> <p>DECEMBER 4: The Scotch, the Scotch-Irish and the Welsh.</p> <p>DECEMBER 11: The Winning of Freedom.</p> <p>DECEMBER 18: The Negro in the United States.</p> <p>DECEMBER 25: French-Speaking Peoples and the Dutch.</p>														

**EDUCATIONAL  
PROGRAMS**

**Highways to Health**

4:00-4:15 p.m.

EACH TUESDAY

4:30-4:45 p.m.

TUESDAY, DECEMBER 6

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

DECEMBER 6: Dr. Edward Martin Colie, Jr., consulting Gynecologist, City Hospital: "Fighting Cancer with Knowledge."

DECEMBER 13: Dr. George Kosmak, editor, American Journal of Obstetrics and Gynecology: "For Those That Follow Us."

DECEMBER 20: Dr. Frank G. Boudreau, director of the Milbank Memorial Fund, "Tuberculosis—An Ancient Enemy in Retreat."

DECEMBER 27: To be announced.

**Men Behind the Stars**

5:15-5:30 p.m.

EACH FRIDAY

The lives and discoveries of astronomers throughout the ages are dramatized in this new "Exploring Space" series, presented by Prof. William H. Barton, Jr., executive curator of the Hayden Planetarium, and Hans Christian Adamson, of the American Museum.

DECEMBER 2: James Bradley.

DECEMBER 9: William Hershel.

DECEMBER 16: Brahe.

DECEMBER 23: Kepler.

DECEMBER 30: Piazzi.

**The People's Platform**

7:00-7:30 p.m.

EACH SUNDAY

Columbia presents a novel series in which four 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. (See next page for schedule.)

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p><b>The People's Platform</b> <i>(Continued)</i></p>	<p>DECEMBER 4: "Do We Need a Larger Army and Navy?"</p> <p>DECEMBER 11: "Do We Need Chain Stores?"</p> <p>DECEMBER 18: "What Should the Public Hear in Music?"</p>
<p><b>Of Men and Books</b> 4:45-5:00 p.m. EACH TUESDAY</p>	<p>Current books and authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University.</p> <p>DECEMBER 6: Three biographies—"Benjamin Franklin," by Carl Van Doren; "Edwin Arlington Robinson," by Hermann Hagedorn and "Eagle Forgotten," by Harry Barnard.</p> <p>DECEMBER 13: "Wisdom's Gate," by Margaret Ayer Barnes and "To the Market Place," by Berry Fleming.</p> <p>DECEMBER 20: "Millbrook," by Della T. Lutes and two other books to be selected.</p> <p>DECEMBER 27: A Review of the Best Books of the Year.</p>
<p><b>"Americans at Work"</b> 10:30-11:00 p.m. EACH THURSDAY</p>	<p>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 December schedule:</p> <p>DECEMBER 1: Nurse.</p> <p>DECEMBER 8: Lineman.</p> <p>DECEMBER 15: Bus Driver.</p> <p>DECEMBER 22: Toy Maker.</p> <p>DECEMBER 29: Restaurant Worker.</p>

**EDUCATIONAL  
PROGRAMS**

**American School  
of the Air**

2:30-3:00 p.m.

MONDAY THRU FRIDAY

THE AMERICAN SCHOOL OF THE AIR is in its eleventh 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 December schedule:

*Mondays—Frontiers of Democracy.*

DECEMBER 5: Community Planning: "Housing."

DECEMBER 12: "Law and Youth."

*Tuesdays—The Music of America.*

DECEMBER 6: American Musical Comedy and Operetta.

DECEMBER 13: Modern Dance Music in America, with Paul Whiteman.

*Wednesdays—This Living World.*

DECEMBER 14: Eighth Pan-American Conference at Lima, Peru.

*Thursdays—New Horizons.*

DECEMBER 1: The Insect World.

DECEMBER 8: Davy Jones' Locker.

DECEMBER 15: Fish Facts and Fables.

*Fridays—Lives Between the Lines.*

DECEMBER 2: "Trifles," by Susan Glaspell.

DECEMBER 9: "Negro Folk Tales," by Zorah Neale Hurston.

DECEMBER 16: Selected Poems, by Archibald MacLeish.

# CBS SUSTAINING PROGRAMS

## DRAMATIC SERIES

### 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.

DECEMBER 1: "The Giants' Stair," by Wilbur Daniel Steele, adapted by Charles R. Jackson

DECEMBER 8: Experiment in sound: "Man With a Gun." Experiment in music: "The Fall of Jericho," conducted by Harry Simeone and directed by Charles Vanda in Hollywood.

DECEMBER 15: "Crosstown Manhattan," by Travis Ingham.

DECEMBER 22: "Bread On The Waters," a Christmas play, by Arch Oboler.

### 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*.

### Men Against Death

9:00-9:30 p.m.

EACH SATURDAY

EXCEPT DECEMBER 10

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. William N. Robson directs, Lawrence Bearson adapts, Charles Paul is organist.

DECEMBER 3: Francis, The Automatic Man.

DECEMBER 17: Semmelweis, Saver of Mothers.

DECEMBER 24: Banting, Who Found Insulin.

DECEMBER 31: Minot, Against Death.



**DRAMATIC  
SERIES**

**Norman Corwin's  
"Words Without Music"**

5:00-5:30 p.m.

EACH SUNDAY

STARTING DECEMBER 4

*Words Without Music* was introduced to the CBS audience in a Columbia Workshop performance of "Poetic License," and was received so successfully that it is now heard as a regular feature. Directed by Norman Corwin, these unusual programs experiment with the drama of words and aim to vitalize poetry for a larger audience.

DECEMBER 4: Poems by Lindsay, Sandburg, Whitman and Benet.

DECEMBER 11: Holmes, Longfellow and Frost.

DECEMBER 18: Matthew Arnold and W. S. Gilbert.

DECEMBER 25: Coleridge, Whittier, Masters, Keats.

**Ray Collins in  
"County Seat"**

7:00-7:15 p.m.

MONDAY THRU FRIDAY

Ray Collins, one of radio's foremost actors, stars in this new dramatic series as "Doc" Hackett, small town druggist. The story of "County Seat," written by Milton Geiger and directed by Norman Corwin, delineates a character who has a genius for getting tangled up in the lives of people who cross his path.

**Orson Welles - Mercury  
Theater of the Air**

8:00-9:00 p.m.

SUNDAY, DECEMBER 4

Orson Welles, brilliant young actor-producer, and his Mercury Theater of the Air conclude this sustaining series with Thornton Wilder's "Bridge of San Luis Rey." Welles and his players start their Friday sponsored series on December 9 (see page 5).

# CBS SUSTAINING PROGRAMS

## CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p><b>"So You Want to Be--"</b>                      5:15-5:30 p.m.                      EACH WEDNESDAY                      EXCEPT DECEMBER 21</p>	<p>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 <i>Young America</i> magazine.</p> <p>DECEMBER 7: Stuart Warner, general agent of the New England Mutual Life Insurance Company—"So You Want to Be an Insurance Salesman."</p> <p>DECEMBER 14: H. V. Kaltenborn, commentator for the Columbia Broadcasting System—"So You Want to Be a Radio Commentator."</p> <p>DECEMBER 28: Dr. Roy Chapman Andrews, Museum of Natural History—"So You Want to Be an Explorer."</p>
<p><b>"March of Games"</b>                      5:00-5:15 p.m.                      EACH WEDNESDAY AND FRIDAY</p>	<p>Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross, 14-year-old master of ceremonies and Sybil Trent, 11-year-old "Miss Drum Major" are featured.</p>
<p><b>"Let's Pretend"</b>                      5:00-5:30 p.m.                      EACH MONDAY AND THURSDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented on a new schedule of twice weekly with a cast of child actors. These dramas have been a Columbia children's feature for eight years.</p>

**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 8th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.

DECEMBER 4: *Morning*—Mr. George Gregg, First Church of Christ, Scientist, Oak Park, Illinois.

*Afternoon*—Rev. Emory Ross, Foreign Missions Conference (Disciples of Christ), New York City.

DECEMBER 11: *Morning*—Mr. Arthur J. Hudson, president of Northern Baptist Convention, Cleveland, Ohio.

*Afternoon*—Very Rev. Monsignor Edward A. Freking, national secretary of the Students' Mission Crusade. Cincinnati.

DECEMBER 18: *Morning*—Rev. Russell J. Clinchy, D.D., The First Church of Christ, (Congregational), Hartford.

*Afternoon*—Rabbi Maxwell H. Dubin, Wilshire Boulevard Temple, Los Angeles.

DECEMBER 25: *Morning*—Rev. J. Harry Cotton, Broad Street Presbyterian Church, Columbus, Ohio.

*Afternoon*—Most Rev. Bartholomew J. Eus'ace, D.D., Bishop of Camden, Camden, New Jersey.

# CBS SUSTAINING PROGRAMS

## RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p><b>"Wings Over Jordan"</b> 9:00-9:30 a.m. EACH SUNDAY</p>	<p>This program of religious talks and spiritual is presented by outstanding Negro leaders and educators and a choir of 35 voices.</p> <p>DECEMBER 4: Dr. W. J. Hale, president of A and I. College, Nashville, Tennessee.</p> <p>DECEMBER 11: Rev. Al James, Lott Carey Foreign Mission Society, Roanoke, Va.</p> <p>DECEMBER 18: Rev. A. C. Greig, president of Hiram Normal School, Augusta, Ga.</p> <p>DECEMBER 25: Rev. W. H. McKinney, pastor of Antioch Baptist Church, Cleveland.</p>
<p><b>Joint Meeting of the Boards of Methodist Bishops</b> 6:45-7:00 p.m. THURSDAY, DECEMBER 1</p>	<p>Columbia broadcasts from Nashville the first meeting ever held in the United States of the three boards of the Methodist Church. Speakers are Bishop Edwin Holt Hughes, of the Methodist Episcopal Church North, Washington, D. C.; Bishop John M. Moore, of the Methodist Episcopal Church South, Dallas, and President James H. Straughn of the Methodist Protestant Church. The Vanderbilt University Choir is on the program.</p>
<p><b>Universal Bible Sunday</b> 2:45-3:00 p.m. SUNDAY, DECEMBER 11</p>	<p>Daniel C. Roper, Secretary of Commerce speaks from Washington, D. C., on "The Bible in a Distracted World". He is introduced by Dr. John H. Finley, editor of the New York Times and vice-president of the American Bible Society, under whose auspices the broadcast is held.</p>

**PERSONALITIES**

PROGRAM AND TIME	DESCRIPTION
<p><b>Irene Beasley's R. F. D. #1</b> 2:00-2:15 p.m. MONDAY THRU FRIDAY</p>	<p>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.</p>
<p><b>Richard Maxwell</b> 9:00-9:15 a.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>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.</p>
<p><b>Major Bowes' Capitol Family</b> 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist, and Waldo Mayo's Orchestra.</p>
<p><b>Bob Byron</b> 8:00-8:15 a.m. MONDAY THRU SATURDAY</p>	<p>Bob Byron helps the Columbia audience to waken in a cheerful mood with his songs, whistling and merry banter.</p>
<p><b>George Perrine</b> 8:45-9:00 a.m. MONDAYS, WEDNESDAYS AND FRIDAYS</p>	<p>"This New York Town" is the subject of George Perrine's program, in which he reveals facts about famous and little known places in the Metropolis.</p>
<p><b>Ruth Brine</b> 8:00-8:15 a.m. TUESDAYS, THURSDAYS AND SATURDAYS</p>	<p>Ruth Brine tells the inside stories of her many interviews with great figures, both past and present.</p>

# CBS SUSTAINING PROGRAMS

## LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p><b>Saturday Night Swing Club</b> 7:00-7:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens as band director and I Allen as swing commentator, the Swing C guests this month include the Modernai Jack and Charlie Teagarden and Artie Sh</p>
<p><b>Time Out for Dancing</b> 4:15-4:45 p.m. EACH WEDNESDAY</p>	<p>Mark Warnow, brilliant young CBS conduct leads his band in this new series of dance p grams. Barry Wood, baritone and Edith Di popular network singer, are the vocalists.</p>
<p><b>Ray Block's Varieties</b> 4:15-4:45 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these vari programs, assisted by guest vocalists : rhythm groups.</p>
<p><b>Al Bernard's Merry Minstrels</b> FRIDAYS, 2:15-2:30 p.m.</p>	<p>A streamlined, modern version of the old-t minstrel show. Al Bernard, long a headline this field of entertainment, is starred.</p>
<p><b>Jack Berch</b> 10:30-10:45 p.m. EACH TUESDAY AND FRIDAY</p>	<p>Jack Berch, Columbia's baritone star, is he with Leith Stevens and his orchestra in this 1 twice-weekly program.</p>
<p><b>National Hillbilly Champions</b> SATURDAY, 10:00-10:30 a.m. WEDNESDAY, 11:00-11:15 a.m.</p>	<p>Hillbilly music, performed by the nati leading mountaineer group, Pappy Cheshi National Hillbilly Champions, is heard e Wednesday and Saturday mornings from tion KMOX.</p>
<p><b>All Hands on Deck</b> 1:00-1:30 p.m. EACH SATURDAY</p>	<p>Lorraine Grimm and Harry Cool are featu with Ben Feld's Orchestra in this nautical s from Columbia's St. Louis station, KM</p>

**LIGHT MUSIC**

PROGRAM AND TIME	DESCRIPTION																				
<p><b>Lyn Murray's Show</b> 3:00-3:30 p.m. EACH SATURDAY</p>	<p>Lyn Murray, outstanding young conductor, directs these programs of original arrangements of modern music, and features guest soloists and choruses.</p>																				
<p><b>CBS Vocalists</b> Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table border="0"> <tr> <td>Ruth Carhart</td> <td>Doris Rhodes</td> </tr> <tr> <td>Buddy Clark</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Edith Dick</td> <td>Jack Shannon</td> </tr> <tr> <td>Ray Heatherton</td> <td>Barry Wood</td> </tr> <tr> <td>Audrey Marsh</td> <td>Nan Wynn</td> </tr> </table>	Ruth Carhart	Doris Rhodes	Buddy Clark	Genevieve Rowe	Edith Dick	Jack Shannon	Ray Heatherton	Barry Wood	Audrey Marsh	Nan Wynn										
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<p><b>Deep River Boys, Eton Boys, Four Clubmen</b> Various hours</p>	<p>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.</p>																				
<p><b>Dance Orchestras</b> Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for December:</p> <table border="0"> <tr> <td>Dick Barrie</td> <td>Sammy Kaye</td> </tr> <tr> <td>Charles Baum</td> <td>Henry King</td> </tr> <tr> <td>Cab Calloway</td> <td>Kay Kyser</td> </tr> <tr> <td>Bob Chester</td> <td>Gene Krupa</td> </tr> <tr> <td>Bernie Cummins</td> <td>Vincent Lopez</td> </tr> <tr> <td>Tommy Dorsey</td> <td>Abe Lyman</td> </tr> <tr> <td>Eddie Duchin</td> <td>Glenn Miller</td> </tr> <tr> <td>Benny Goodman</td> <td>Leighton Noble</td> </tr> <tr> <td>George Hamilton</td> <td>Red Norvo</td> </tr> <tr> <td colspan="2" style="text-align: center;">Paul Pendarvis</td> </tr> </table>	Dick Barrie	Sammy Kaye	Charles Baum	Henry King	Cab Calloway	Kay Kyser	Bob Chester	Gene Krupa	Bernie Cummins	Vincent Lopez	Tommy Dorsey	Abe Lyman	Eddie Duchin	Glenn Miller	Benny Goodman	Leighton Noble	George Hamilton	Red Norvo	Paul Pendarvis	
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## ADDENDUM: NOVEMBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *November* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

### PUBLIC AFFAIRS

● NOVEMBER 4: President Roosevelt participated in the dedication ceremonies of the Will Rogers Memorial at Claremore, Oklahoma, 3-3:05 p.m.

● NOVEMBER 6: John W. Studebaker, Commissioner of Education; Dr. John A. Sexson, president of the American Association of School Administrators; Rubin T. Shaw, president of the National Education Association; James Marshall, president of the Board of Education, New York City, and Daniel L. Marsh, president of Boston University, told "What's Ahead in Education," 2-2:30 p.m.

"Prediction Please" had Erwin D. Canham of the *Christian Science Monitor*, Ulric Bell of the *Louisville Courier-Journal*, Richard L. Wilson of the *Des Moines Register and Tribune* and Warren Francis of the *Los Angeles Times* giving Bob Trout their views of the election outcome in the different sections of the United States, 10-10:15 p.m.

● NOVEMBER 10: Robert Dell of the *Manchester Guardian* discussed the recent Czechoslovakian crisis, 7-7:15 p.m.

● NOVEMBER 11: The annual Armistice Day visit of President Roosevelt to the Unknown

Soldier's tomb in Arlington Cemetery was described, 11-11:15 a.m.

John W. Davis spoke on Armistice Day to the English Speaking Union, in Chicago, 10:30-11 p.m.

● NOVEMBER 13: Cardinal Mundelein of Chicago spoke to America from the Vatican City, during the beatification of Mother Cabrini, 1-1:20 p.m.

The 82nd birthday of Supreme Court Justice Brandeis was celebrated with tributes by Neville Miller, president of the NAB; Dr. Raymond A. Kent, president of the University of Louisville; Justice Learned A. Hand of the U. S. Circuit Court of New York, and Professor Alpheus T. Mason of Princeton University, 5-5:30 p.m.

● NOVEMBER 14 AND 15: The Fifth Annual Labor Conference, held in Washington, heard President Roosevelt's message read by Secretary of Labor Frances Perkins, November 14, 4-4:15 p.m., and listened to speeches by Secretary Perkins and Secretary of Agriculture Henry A. Wallace at its dinner, November 15, 10:45-11 p.m.

● NOVEMBER 14: Sir Denison Ross, authority on the Near East, discussed "Turkey's Future Without Kemal," 7-7:15 p.m.



Columbia held a special nation-wide symposium on "The Present Plight of the Jews in Germany." Speakers were Bishop Edwin Hughes of the Methodist Episcopal Church; Father Robert I. Gannon, S. J., president of Fordham University; former President Herbert C. Hoover, former Governor Alf M. Landon, Secretary of the Interior Harold L. Ickes and Senator William H. King (D) of Utah. 8-8:30 p.m.

● NOVEMBER 16: King Carol of Roumania spoke from London, during his recent visit there, 9:10-9:30 a.m.

Anthony Eden, former Foreign Secretary of Great Britain, discussed England's position in continental affairs before the Cymmrodorean Society, in London. 4:30-5 p.m.

Prominent Catholics who joined in a protest against religious prejudice and persecution in the world today were the Rev. Maurice Sheehy of Catholic University, Archbishop John J. Mitty of San Francisco, Bishop Peter L. Ireton of Richmond, Va.: Monsignor Joseph M. Corrigan, Rector of Catholic University; Bishop John Mark Gannon of Erie, Pa., and former Governor Alfred E. Smith. 9-9:30 p.m.

● NOVEMBER 17: Senator Burton K. Wheeler (D) of Montana discussed "Our Transportation Problem." 3-3:30 p.m.

Pearl Buck and N. Y. State Senator Jane Todd gave their opinions on "What Is the Best Way for Women to Advance," 4:45-5 p.m.

● NOVEMBER 18: "Labor Looks at Germany" was the topic of William Green, president, and Matthew Woll, first vice-president of the American Federation of Labor, 10:30-10:45 p.m.

● NOVEMBER 19: Frank R. McNinch, chairman of the Federal Communications Com-

mission and Neville Miller, president of the NAB addressed a regional convention of the latter organization at White Sulphur Springs, W. Va., 9-9:30 p.m.

● NOVEMBER 22: Katherine Lenroot of the Department of Labor discussed the Child Labor provisions of the Wages and Hours Act. 10:45-11 p.m.

● NOVEMBER 23: Former Governor Alf M. Landon was interviewed in New York by Mel Allen, CBS announcer. 7-7:15 p.m.

● NOVEMBER 24: Prayers for the world's oppressed peoples were offered by Father Joseph D. Ostermann, of the Committee for Catholic Refugees from Germany; the Rev. Joseph R. Sizoo, vice-president of the Federal Council of Churches, and Rabbi Samuel Goldenson of Temple Emanu-El. 7-7:15 p.m.

President Roosevelt spoke from the annual Thanksgiving dinner at the Georgia Warm Springs Foundation, 8-8:10 p.m.

● NOVEMBER 25: Representative Hamilton Fish (R) of New York gave "America's Answer to Religious and Racial Persecution," 10:45-11 p.m.

● NOVEMBER 26: Clyde R. Miller, director of the Institute of Propaganda Analysis, discussed "Propaganda and Press Freedom," 10:15-10:30 a.m.

Georges Bonnet, French Foreign Minister, spoke of the friendly relations between the democracies, from Paris, 6:45-6:55 p.m.

● NOVEMBER 27: A *People's Platform* program brought together Norman Thomas, Rear Admiral Reginald R. Belknap (Retired), Major A. P. Simmons, director of the National Security League, and John Nevins Sayre, chairman of the American

Fellowship of Reconciliation on the question "Do We Need a Larger Army and Navy?" 7-7:30 p.m.

● NOVEMBER 29: Bertrand, Lord Russell, philosopher and writer; was interviewed by Professor John T. Frederick of Northwestern University, on the CBS series, *Of Men and Books*, 4:45-5 p.m.

Rear Admiral H. A. Wiley discussed "Our American Seamen," 10:45-11 p.m.

### SPECIAL EVENTS

● NOVEMBER 3: The government test flight of the new Boeing Clipper was broadcast from Lake Washington, Seattle, 5:30-5:45 p.m.

● NOVEMBER 5: The last half of the Northwestern-Wisconsin football game, held at Dycbe Stadium, Evanston, Ill., was described by John Harrington, 4:15-5:30 p.m.

● NOVEMBER 11 THRU 16: Special broadcasts from the Automobile Show, at the Grand Central Palace, featured talks by J. R. Davis of the Ford Motor Company, November 11, 2:15-2:30 p.m.; William A. Bles of Nash-Kelvinator Company, November 12, 1:45-2 p.m.; Alfred P. Sloan, Jr., chairman, and Charles F. Kettering, vice president of General Motors, November 14, 2-2:30 p.m.; A. Vander Zee of Dodge Motor, November 15, 2:15-2:30 p.m.; and W. R. Tracy, vice-president of Hudson Motors, November 16, 2:15-2:30 p.m.

● NOVEMBER 12: The Auburn-Louisiana State football struggle at Legion Field, in Birmingham, Alabama, was broadcast, 5-5:30 p.m.

Norman Davis, president of the American Red Cross, was the speaker and Lauritz Melchior, Connie Boswell, Ben Bernie, and Guy Lombardo and his orchestra were the

guest artists on Columbia's annual special broadcast in behalf of the Red Cross Roll Call, 9-9:30 p.m.

● NOVEMBER 19: Dr. Thomas H. Johnson of the Bartol Research Foundation of Franklin Institute gave his report on "What Is a Cosmic Ray," in a special program which featured the noise of cosmic rays hitting the Institute's roof, 12:15-12:30 p.m.

The final blast which completed the 13-mile San Jacinto Tunnel, the last of the tunnels piercing solid rock in the 392-mile aqueduct from the Colorado River to California, was heard over Columbia, 12:45-1:15 p.m.

Ted Husing reported the Notre Dame-Northwestern football game from Dycbe Stadium, 2:45-5:30 p.m.

● NOVEMBER 30: The dedication of the new 50-kilowatt transmitter of Columbia's station WWL, New Orleans, was celebrated with a special broadcast in which Governor Richard W. Leche of Louisiana, Mayor Robert D. Maestre of New Orleans, Father Harold A. Gaudin, president of Loyola University, and the Xavier University Octette were heard, 10:00-10:30 p.m.

### SERIOUS MUSIC

● NOVEMBER 6: Charles Kullman and a chorus of 300 male voices were featured in a pre-exposition concert from Treasure Island, site of San Francisco's 1939 World Exposition, 5-5:30 p.m.

● NOVEMBER 21: The New York University Chapel Choir offered "Songs of Thanksgiving" under the direction of Prof. Alfred M. Greenfield, 2:15-2:30 p.m.

● NOVEMBER 28: The combined glee clubs of the savings banks of New York were directed by Arvid Samuelson in a special recital, 4:45-5 p.m.