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APRIL 1937

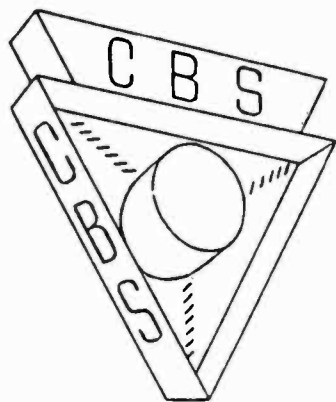
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Over 20,000,000 radio families in the United States turn to the Columbia Network for Music, Entertainment, News, Special Features, Education and Religion. In these six categories they hear over 20,000 different Columbia programs within a single year.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

CBS

SPONSORED

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

PROGRAMS FOR APRIL

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

Continued on next page

CBS

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

PROGRAMS FOR APRIL

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

Continued on next page

CBS

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

PROGRAMS FOR APRIL

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

Continued on next page

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PRODUCT

FORD MOTOR COMPANY

Motor Cars

J. B. FORD COMPANY

Wyandotte Cleaning Products

GENERAL BAKING COMPANY

Bond Bread

GENERAL MILLS, INC.

Wheaties, Softasilk, Bisquick, a
Kitchen-Tested Flour

GILLETTE SAFETY RAZOR CO.

Safety Razors and Blades

GREAT A&P TEA COMPANY

A&P Coffees

GROUP OF AMERICAN BANKS

Banking Service

GULF OIL CORPORATION

Motor Oil and Gas

PROGRAMS FOR APRIL

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

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CBS

SPONSORED

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

PROGRAMS FOR APRIL

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

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

PROGRAMS FOR APRIL

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

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CBS

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

PROGRAMS FOR APRIL

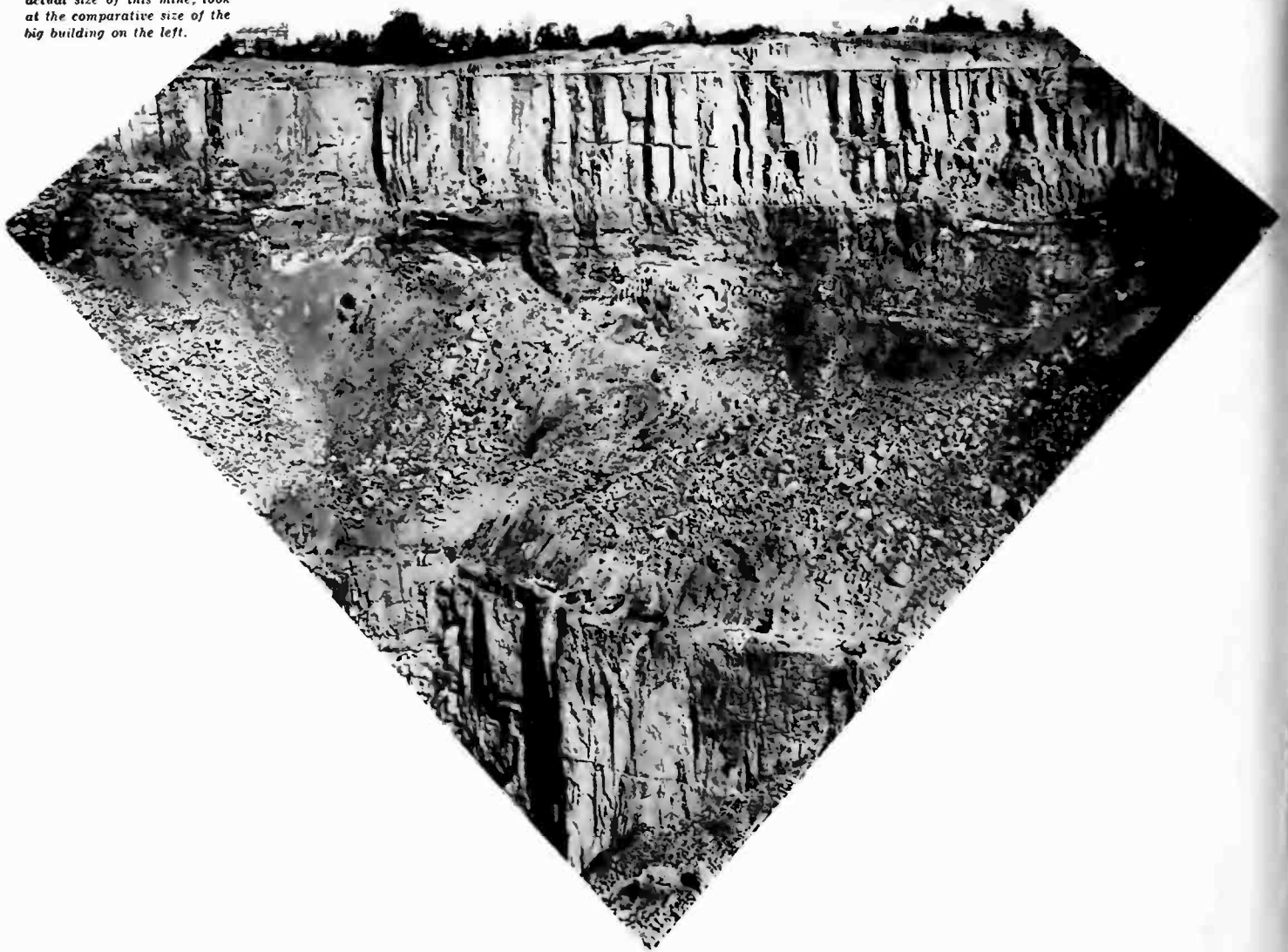
PROGRAM	TIME	AGENCY	ON CBS
Boake Carter <i>News commentator</i>	Mon. thru Fri. 7:45-8:00 p.m.	Hutchins Advertising Co., Inc.	298 Weeks
Johnnie Presents Russ Morgan's Orchestra, Charles Martin's Circumstantial Evidence Thrill, Phil Duey and mixed ensemble <i>Variety and dramatic interludes</i>	Saturday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

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DIAMOND

KIMBERLEY DIAMOND MINE:

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



HUNTING ?

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

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

What has this to do with radio?

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

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

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



THE COLUMBIA BROADCASTING SYSTEM 485 Madison Avenue, New York

CBS

SPONSORED

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

PROGRAMS FOR APRIL

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

CBS

SUSTAINING PROGRAMS

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

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

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

NATIONAL BROADCASTING COMPANY, INC.
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SECTION 1

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

NEW YORK PHILHARMONIC SYMPHONY ORCHESTRA*

Artur Rodzinski, Conductor

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

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

BARBER—Symphony in one movement.

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

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

RAVEL—"Alborada del Gracioso".

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

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

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

AARON COPLAND—Dance Symphony.

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

BEETHOVEN—Symphony No. 5, C minor.

BRAHMS—Symphony No. 1, C minor.

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

PROGRAMS FOR APRIL

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

April 5—HISTORY—The American School System.

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

April 7—GEOGRAPHY—An Oklahoma Oil Field.

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

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

April 12—HISTORY—American Games.

April 13—MUSIC—The Bach Family.

April 14—GEOGRAPHY—Atlantic Tidewater Truck Farms.

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

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

April 19—HISTORY—Aviation.

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

April 21—GEOGRAPHY—The Gaspé Peninsula.

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

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

April 26—HISTORY—Radio.

April 27—MUSIC—The Mozart Family.

April 28—GEOGRAPHY—Baffin Island and North Greenland.

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

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

CHURCH OF THE AIR

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

April 4—10:00-10:30 A.M.

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

1:00-1:30 P.M.

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

April 11—10:00-10:30 A.M.

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

1:00-1:30 P.M.

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

April 18—10:00-10:30 A.M.

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

1:00-1:30 P.M.

(To be determined).

April 25—10:00-10:30 A.M.

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

1:00-1:30 P.M.

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

PROGRAMS FOR APRIL

SECTION 2

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

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

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

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

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

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

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

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

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

CBS SUSTAINING

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

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

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

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

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

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

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

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

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

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

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

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

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

PROGRAMS FOR APRIL

SECTION 3

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

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

SUNDAY

Sunday Morning at Aunt Susan's
Entertainment for Children

Press Radio News
News Summaries

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

Salt Lake City Tabernacle Choir and
Organ
Sunday Morning Choral Services

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

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

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

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

H. V. Kaltenborn

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

Press Radio News
News Summaries

Red Nichols and his Orchestra
Late Evening Dance Music

Leon Belasco and his Orchestra
Late Evening Dance Music

Vincent Lopez and his Orchestra
Late Evening Dance Music

Isham Jones and his Orchestra
Late Evening Dance Music

MONDAY

Metropolitan Parade
Rhythm and Song

Richard Maxwell
Songs of Comfort and Cheer

Press Radio News
News Summaries

"The Supreme Court Hearings"—
Robert W. Horton

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

Bluebirds
3 voices in popular music harmony

CBS SUSTAINING

Colonel Jack Major

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

"Pop" Concert—Howard Barlow and Orchestra

Serious Music—of the shorter and lighter variety

"Treasures Next Door"—Department of Education

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

Chicago Variety Hour

Popular Jamboree

Dorothy Gordon's Children's Corner

Songs, games and stories for children

Doris Kerr, songs

Popular Vocalist

Wilderness Road

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

Tito Guizar

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

Press Radio News

News Summaries

Hollace Shaw, songs

Popular Vocalist

"Let Freedom Ring"

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

Happy Felton and his Orchestra

Late Evening Dance Music

Jay Freeman and his Orchestra

Late Evening Dance Music

Ozzie Nelson and his Orchestra

Late Evening Dance Music

Ted Fiorito and his Orchestra

Late Evening Dance Music

TUESDAY _____

"Dear Columbia"

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

Richard Maxwell

Songs of Comfort and Cheer

Press Radio News

News Summaries

The Captivators

Orchestral arrangements of popular music

"The Supreme Court Hearings"—

Robert W. Horton

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

Merrymakers

Popular Music, by vocalists and orchestra

Bill Wright, "Vice President"

Comedy and Popular Music

Story of the Song

Distinguished Singers in great vocal music

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

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

"Sing and Swing" with Carlton Kelsey and Orchestra

Popular music in the current "Swing" style

Del Casino, songs

Tenor Vocalist

PROGRAMS FOR APRIL

Science Service Series

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

St. Louis Syncopators

Popular Orchestral Music

Wilderness Road

(See Monday)

Patti Chapin, songs

Popular Ballad Vocalist

Alexander Cores, concert violinist

Violin Solos, with piano accompaniment

Dinner Dance

Dance Music

Press Radio News

News Summaries

"Americana"—Freddie Rich and Augmented Orchestra

Music by American Composers

Tommy Dorsey and his Orchestra

Late Evening Dance Music

Anson Weeks and his Orchestra

Late Evening Dance Music

Art Shaw and his Orchestra

Late Evening Dance Music

Leon Belasco and his Orchestra

Late Evening Dance Music

WEDNESDAY

Music in the Air

Early morning popular music with vocalists

"The Supreme Court Hearings"—Robert W. Horton

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

Manhattan Matinee

Popular Music, New Talent and Guest Artists

Current Questions Before the House

Talks by Congressmen on Current Issues in the House of Representatives

Jimmy Brierly with Leon Goldman's Orchestra

Light, Sentimental Music

Curtis Institute of Music

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

Academy of Medicine Program

Talks by prominent members of the medical profession

Dorothy Gordon's Children's Corner

Songs, games and stories for children

Four Stars

Vocal Quartet

Wilderness Road

(See Monday)

Del Casino, songs

Tenor Popular Vocalist

George Hall and his Orchestra

Dance Music

Press Radio News

News Summaries

Time for Buddy Clark

Popular Vocalist

Benny Goodman and his Orchestra

Late Evening Dance Music

Red Nichols and his Orchestra

Late Evening Dance Music

Tommy Dorsey and his Orchestra

Late Evening Dance Music

Harry Owen and his Orchestra

Late Evening Dance Music

THURSDAY

Greenfield Village Chapel

Choir Services from Henry Ford's Early American Village

As You Like It
Popular Music with Vocalists

Press Radio News
News Summaries

Captivators
Novelty Dance Orchestra

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

Rambles in Rhythm
Popular Dance Music

Bill Wright, Vice-President
Comedy and Popular Music

Do You Remember?
Reminiscent Music

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

U. S. Army Band
Band Music

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

All Hands on Deck
Comedy and Popular Music

Wilderness Road
(See Monday)

Patti Chapin
Popular Ballad Vocalist

Clyde Barrie, with Concert Orchestra
Baritone with Symphony Orchestra

George Hall and his Orchestra
Dance Music

Press Radio News
News Summaries

Happy Felton and his Orchestra
Late Evening Dance Music

Isham Jones and his Orchestra
Late Evening Dance Music

Henry King and his Orchestra
Late Evening Dance Music

Leon Belasco and his Orchestra
Late Evening Dance Music

FRIDAY

Metropolitan Parade
Rhythm and Song

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

Cincinnati Symphony Orchestra,
Eugene Goosens, Conductor
Symphonic Music

Kreiner String Quartet
Chamber Music

Friday Melody Revue
Popular Music

Salvation Army Staff Band
Traditional Band Music

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

Doris Kerr, songs
"Blues" Vocalist

Wilderness Road
(See Monday)

The Three Consoles
Popular Organ Music

Tito Guizar
(See Monday)

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

Press Radio News
News Summaries

PROGRAMS FOR APRIL

Hollace Shaw, songs
Coloratura Soprano

Ozzie Nelson and his Orchestra
Late Evening Dance Music

Eddie Duchin and his Orchestra
Late Evening Dance Music

Guy Lombardo and his Orchestra
Late Evening Dance Music

Art Shaw and his Orchestra
Late Evening Dance Music

SATURDAY

Press Radio News
News Summaries

Mellow Moments
String Ensemble

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

Richard Maxwell
Songs of Comfort and Cheer

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

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

Captivators
Novelty Dance Orchestra

George Hall and his Orchestra
Dance Music

Orientele
Gypsy Melodies

Madison Ensemble
String Ensemble

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

Tours in Tone
Popular Music

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

The Dancapators
Popular Music

Clyde Barrie, baritone
Semi-Classical Vocal program

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

Drama of the Skies
The Story of Astronomy

Singing Waiters
Operatic Arias

Ben Feld and his Orchestra
Dance Music

Press Radio News
News Summaries

Eton Boys, Quartet
Popular Music

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

Saturday Swing Session
Jam Sessions with Guests

Design in Harmony
Sophisticated Tone Portraits

Benny Goodman and his Orchestra
Late Evening Dance Music

Anson Weeks and his Orchestra
Late Evening Dance Music

Ted Fiorito and his Orchestra
Late Evening Dance Music

Harry Owen and his Orchestra
Late Evening Dance Music

