

CBS SPONSORED
AND SUSTAINING PROGRAMS
JUNE 1937

OR'S CHILDREN • PHILIP
IES • BOAKE CARTER • CAVALCADE OF
H OF THE AIR • COLUMBIA NATIONAL BROADCASTING COMPANY, INC.
GENERAL GILBERT
80 ROCKEFELLER PLAZA, NEW YORK, N. Y.
IC • GANG BUSTERS WITH PHILLIP
FEATURE HOUR • HAMMERSTEIN MUSIC HALL • HEINZ
MEYNE KING'S ORCHESTRA • ANDRE KOSTELANETZ AND LILY POK
TO THEATER • MAJOR BOWES' AMATEUR HO
JACK OAKIE'S COLLE
LIES • POETIC MELODI
COTT, "THE TOWN CRI
SPEEDSHOW WITH
OR QUIZ • PALMOLIVE BEAUTY BOX • J
PARADE • TEXACO TOWN • UNIVERSAL RHYTHM • ALEXAND
FF, WALTER CASSELL AND GUESTS • SATURDAY NIGHT SWING CLUB • SUNDAY EVENING HO
BUY LOMBARDO AND HIS ORCHESTRA • LUX RADIO THEATER • MAJOR BOWES' AMATEUR HO
THROUGH A WOMAN'S EYES • MODERN SYMPHONIES • KEN MURRAY • MUSICAL AMERICAN
PENNER • PHILLIPS POLY FOLLIES • POETIC MELODIES • EVERYBODY'S MUSIC •
LYWOOD HOTEL • AL JOLSON • THE MARCH OF TIME
DER WOOLLCOTT, "THE TOWN CR
AN ROY DAF

CBS SPONSORED

AND SUSTAINING PROGRAMS

JUNE 1937

published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE

NEW YORK CITY, N. Y.

**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

AMERICAN HOME PRODUCTS CO.

Edna Wallace Hopper

Anacin

Old English Floor Wax

BiSoDol

Kolynos Dentifrice

AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes

Roi-Tan Cigars

ATLANTIC REFINING CO.

White Flash Gas and Oil

BENEFICIAL MANAGEMENT CORP.

Personal Loans

BURDETT COLLEGE

Business Courses

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

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

CBS

SPONSORED
PROGRAMS

CLIENT

PRODUCT

CAMPBELL SOUP COMPANY

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

CHEVROLET MOTOR COMPANY

Chevrolet Cars

CHRYSLER CORPORATION

Chrysler, DeSoto, Dodge,
and Plymouth Cars

COLGATE-PALMOLIVE-PEET CO.

Palmolive Shave Cream

Palmolive Soap

Super Suds and Concentrate
Super Suds

Colgate Dental Powder and
Rapid Shave Cream

CONTINENTAL BAKING CO., INC.

Wonder Bread and Hostess

THE CUDAHY PACKING COMPANY

Old Dutch Cleanser

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

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**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

R. B. DAVIS COMPANY

Cocomalt

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

Institutional Advertising

DURKEE'S FAMOUS FOODS, INC.

Food Products

FELS & COMPANY

Fels Naptha Soap

FORD MOTOR COMPANY

Ford and Lincoln Motor C
and Lincoln Zephyr

GENERAL BAKING COMPANY

Bond Bread

GENERAL MILLS, INC.

Wheaties, Softasilk, Bisqui, and
Kitchen-Tested Flour

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

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**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

| | |
|-----------------------------|--|
| GILLETTE SAFETY RAZOR CO. | Safety Razors and Blades |
| GREAT A&P TEA COMPANY | A&P Coffees |
| GROUP OF AMERICAN BANKS | Banking Service |
| GULF OIL CORPORATION | Motor Oil and Gas |
| H. J. HEINZ COMPANY | 57 Varieties |
| KIRKMAN & SON, INC. | Kirkman's Soap |
| KNOX GELATINE COMPANY, INC. | Knox Sparkling Gelatine |
| A. J. KRANK COMPANY | Toilet Articles, Krank's Hair Oil and Lather Cream |
| LADY ESTHER COMPANY | Cosmetics |

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

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**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

LEHN & FINK PRODUCTS COMPANY

Pebeco Toothpaste

Lysol

LEVER BROTHERS COMPANY

Lux Toilet Soap

Rinso

Spry

Rinso and Lifebuoy

LIGGETT & MYERS TOBACCO CO.

Chesterfields

Chesterfields & Granger Tobacco

Granger Tobacco

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

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**CBS
SPONSORED
PROGRAMS**

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

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

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**CBS
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PROGRAMS**

CLIENT

PRODUCT

PONTIAC MOTOR COMPANY

Pontiac Cars

R. J. REYNOLDS TOBACCO COMPANY

Camels

SERVEL, INC.

Electrolux Refrigerators

SINCLAIR REFINING COMPANY

Petroleum Products

STEWART-WARNER CORPORATION

Radios, Alemite, Refrigerato

SYLMAR PACKING CORP.

Canned Olives, Fig Jam, Pin
Figs, Watermelon Rind

THE TEXAS COMPANY

"Texaco" Products

U. S. TOBACCO COMPANY

Dill's Best and Model Pipe
Tobaccos

WM. WRIGLEY JR., COMPANY

Wrigley's Gum

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

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PROGRAMS "BY COLUMBIA"

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

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

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

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**PUBLIC
AFFAIRS**

LABOR AND INDUSTRY

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

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

**NATIONAL
LEGISLATURE**

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

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

**"WHITHER TAXES"
TWENTIETH CENTURY
FUND**

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

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

**FRENCH NEWS
EXCHANGE**

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

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

PROGRAM AND TIME

DESCRIPTION

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

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

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

NEWS FROM SPAIN

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

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

H. V. KALTENBORN

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

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

PRESS-RADIO NEWS

Various times
 Daily

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

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**SPECIAL
EVENTS**

SOLAR ECLIPSE

6:00-6:15 P.M.

June 3 and 7

6:00-6:30 P.M.

June 8

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

SAMUEL K. RATCLIFFE

1:30-1:45 P.M.

June 6

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

W. C. T. U. CONVENTION

3:30-4:00 P.M.

June 4

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

THE NATIONAL OPEN

Various hours

June 10, 11, 12

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

PROGRAM AND TIME

DESCRIPTION

SPECIAL
EVENTSNORTHWEST TERRITORY
CELEBRATION

5:00-5:30 P.M.

June 6

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

CARL R. GRAY

Noon-12:30 P.M.

June 5

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

AMERICAN MEDICAL
ASSOCIATION
CONVENTION

4:00-4:15 P.M.

June 7 and 9

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

LATONIA AND
AMERICAN DERBY

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

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

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

MICKEY MOUSE BAND

4:30-5:00 P.M.

June 5

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

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**SPECIAL
EVENTS**
(Continued)

POUGHKEEPSIE REGATTA
5:00 P.M.
June 22

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

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

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

THE RYDER CUP
Various hours
June 29 and 30

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

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

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

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

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

PROGRAM AND TIME

DESCRIPTION

**EDUCATIONAL
BROADCASTS**

(also Public Affairs)

SCIENCE SERVICE

5:15-5:30 P.M.

Each Tuesday

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

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

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

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

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

**N. Y. ACADEMY OF
MEDICINE**

4:45-5:00 P.M.

Each Wednesday

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

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

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

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

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**EDUCATIONAL
BROADCASTS**

(Continued)

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

PROGRAM AND TIME

DESCRIPTION

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

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

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

**LIVING DRAMAS
OF THE BIBLE**

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

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

**THE COLUMBIA
WORKSHOP**

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

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

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

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

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

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

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

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

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

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

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

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

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

PROGRAM AND TIME

DESCRIPTION

SERIOUS
MUSIC

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

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

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

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

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

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

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

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

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

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**SERIOUS
MUSIC**
(Continued)

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

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

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

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

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

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

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

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

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

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

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

PROGRAM AND TIME

DESCRIPTION

**SERIOUS
MUSIC**

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

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

**CHOIRS AND GLEE
CLUBS**
12:30-1:00 P.M.
Each Sunday

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

**AMERICAN GUILD
OF ORGANISTS**
June 13, 5:00-5:30 P.M.
June 16, 5:00-5:15 P.M.
June 17, 5:15-5:30 P.M.

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

**CINCINNATI CONSERVA-
TORY OF MUSIC**
11:00 A.M.—Noon
June 5

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

PERSONALITIES

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

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

CBS SUSTAINING PROGRAMS

PROGRAM AND TIME

DESCRIPTION

PERSONALITIES

(Continued)

CARL CARMER

10:30-11:00 P.M.

Each Monday

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

DR. HARRY HAGEN

4:00-5:00 P.M.

Each Sunday

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

COLONEL JACK MAJOR

3:00-3:30 P.M.

Each Monday

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

RICHARD MAXWELL

9:30-9:40 A.M.

Monday, Tuesday,

Wednesday, Friday

10:15-10:30 A.M.

Each Saturday

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

MONTANA SLIM

2:30-2:45 P.M.

Monday, Wednesday,

and Friday

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

PROGRAM AND TIME

DESCRIPTION

**RELIGIOUS
BROADCASTS**

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

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

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

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

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

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

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

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

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

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

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

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

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**CHILDREN'S
PROGRAMS**

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

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

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

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

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

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

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

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

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

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**LIGHT
MUSIC**
(Continued)

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

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

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

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

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

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

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

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

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

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

PROGRAM AND TIME

DESCRIPTION

LIGHT
MUSIC

THE DALTON BROTHERS

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

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

HOLLACE SHAW

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

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

PATTI CHAPIN

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

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

DEL CASINO

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

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

GOGO DELYS

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

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

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**LIGHT
MUSIC**
(Continued)

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

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

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

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

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

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

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

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

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

