

**CBS** SPONSORED  
AND SUSTAINING PROGRAMS  
**OCTOBER 1937**

NATIONAL BROADCASTING COMPANY, INC.  
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**CBS** SPONSORED  
AND SUSTAINING PROGRAMS  
**OCTOBER 1937**



*published monthly for advertising executives by*

The COLUMBIA BROADCASTING SYSTEM

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

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**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

AMERICAN HOME PRODUCTS CO.

Edna Wallace Hopper Cosmetics

Anacin

Old English Floor Wax

Kolynos Toothpaste

AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes

ATLANTIC REFINING COMPANY

White Flash Gasoline,  
Atlantic Motor Oil

BANK OF AMERICA NATIONAL  
TRUST & SAVINGS ASSOCIATION

Banking Service

BARNSDALL REFINING CORP.

Petroleum Products

BENEFICIAL MANAGEMENT CORP.

Personal Loans

BROWN & WILLIAMSON  
TOBACCO CORP.

Sir Walter Raleigh Tobacco  
Avalon Cigarettes

PROGRAM	TIME	AGENCY	ON CBS*
<p>           The Romance of Helen Trent  <i>Serial drama</i> </p>	<p>           Mon. thru Fri.            12:30-12:45 p.m.         </p>	Blackett-Sample-Hummert, Inc.	199 Weeks
<p>           The Gal Sunday  <i>Serial drama</i> </p>	<p>           Mon., Tues., Wed.            12:45-1:00 p.m.         </p>		27 Weeks
<p>           The Gal Sunday  <i>Serial drama</i> </p>	<p>           Thurs. and Fri.            12:45-1:00 p.m.         </p>		173 Weeks
<p>           The Hammerstein Music Hall with            Bill Hammerstein as MC,            Percy Mann and guest stars  <i>Variety show</i> </p>	<p>           Friday            8:00-8:30 p.m.         </p>		321 Weeks
<p>           Lucky Strike Presents            "Your Hit Parade", with            Art Goodman's Orchestra  <i>Popular music and vocalists</i> </p>	<p>           Saturday            10:00-10:45 p.m.         </p>	Lord and Thomas	74 Weeks
<p>           Lucky Strike Presents            Evin C. Hill in "Your News            Parade"  <i>News commentator</i> </p>	<p>           Mon. thru Fri.            12:15-12:30 p.m.         </p>		
<p>           Play by Play Cross Football Schedule  <i>Play by play description</i> </p>	<p>           ††Saturday            1:45-4:30 p.m.         </p>	N. W. Ayer & Son, Inc.	92 Weeks
<p>           Football Forecasts         </p>	<p>           ††Friday            6:15-6:30 p.m.         </p>		
<p>           News Time with Sam Hayes  <i>News broadcast</i> </p>	<p>           †Sun. thru Fri.            10:00-10:15 p.m.            PST         </p>	Charles R. Stuart	17 Weeks
<p>           The Fun Bug, with Billy Franz,            The Chorus and Orchestra  <i>Comedy and music</i> </p>	<p>           Sunday            2:00-2:30 p.m.         </p>	Co-Operative Advertising, Inc.	91 Weeks
<p>           Your Unseen Friend, with            Harry Salter's Orchestra  <i>Dramatizations and music</i> </p>	<p>           Saturday            8:00-8:30 p.m.         </p>	Albert Frank-Guenther Law, Inc.	52 Weeks
<p>           Bill O'Hara's Radio Gazette  <i>News broadcast</i> </p>	<p>           ††Mon. and Fri.            7:30-7:45 p.m.         </p>	Batten, Barton, Durstine & Osborn, Inc.	14 Weeks

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

**CBS  
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PROGRAMS**

**CLIENT**

**PRODUCT**

CAMPBELL SOUP COMPANY

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

THE CARBORUNDUM COMPANY

Abrasives

CHEVROLET MOTOR COMPANY

Chevrolet Cars

CHRYSLER CORPORATION

Chrysler, DeSoto, Dodge,  
and Plymouth Cars

THE COCA-COLA COMPANY

Coca-Cola

COLGATE-PALMOLIVE-PEET CO.

Palmolive Shave Cream

Palmolive Soap

Super Suds and Concentrate  
Super Suds

PROGRAM	TIME	AGENCY	ON CBS*
<p>Hollywood Hotel, with            Len Murray and "Oswald", guest            stars; Frances Langford; Jerry            Cooper; Anne Jamison; Raymond            Knapp's Orchestra  <i>Dramatic musical revue with            guest stars</i></p>	<p>Friday            9:00-10:00 p.m.</p>	<p>F. Wallis Armstrong Company</p>	<p>152 Weeks</p>
<p>The Carborundum Band, Edward            G. Arna, conductor; Francis Bow-            man, commentator  <i>Band music and Indian legends            (Beginning October 16)</i></p>	<p>Saturday            7:30-8:00 p.m.</p>	<p>Batten, Barton, Durstine &amp;            Osborn, Inc.</p>	<p>144 Weeks</p>
<p>Romantic Rhythms, with Seymour            Monson's Orchestra, Sally Nelson            and Barry McKinley; Basil Ruys-            chelle, announcer  <i>Musical</i></p>	<p>Sunday            6:30-7:00 p.m.</p>	<p>Campbell-Ewald Company</p>	<p>66 Weeks</p>
<p>Major Bowes' Amateur Hour  <i>Amateurs, with Major Bowes            as Master of Ceremonies</i></p>	<p>Thursday            9:00-10:00 p.m.</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>82 Weeks</p>
<p>Coca-Cola Presents            "The Songshop", starring            Betty Carlisle, Frank Crumit, Reed            Kennedy, Alice Cornett, Songshop            quartet, Glee Club and Gustav            Krumpholtz and Orchestra  <i>Musical</i></p>	<p>Friday            10:00-10:45 p.m.</p>	<p>D'Arcy Advertising Co., Inc.</p>	<p>30 Weeks</p>
<p>Crime Busters with Phillips Lord  <i>Police-file dramatizations</i></p>	<p>Wednesday            10:00-10:30 p.m.</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>90 Weeks</p>
<p>Almolive Beauty Box Theatre,            with Jessica Dragonette and            Charles Kullman  <i>Operetta and light music</i></p>	<p>Wednesday            9:30-10:00 p.m.</p>		<p>90 Weeks</p>
<p>Myrt and Marge  <i>Serial drama</i></p>	<p>Mon. thru Fri.            10:15-10:30 a.m.            Rebr. 4:00-            4:15 p.m.</p>		<p>83 Weeks</p>

The figures indicate the total number of weeks  
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**CBS  
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PROGRAMS**

CLIENT	PRODUCT
CONTINENTAL BAKING CO., INC.	Wonder Bread and Hostess C
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
R. B. DAVIS COMPANY	Cocomalt
E. I. du PONT de NEMOURS & CO., INC.	Institutional Advertising
DURKEE'S FAMOUS FOODS, INC.	Food Products
F & F LABORATORIES, INC.	F & F Cough Drops
FELS & COMPANY	Fels Naptha Soap
THE FLORIDA CITRUS COMMISSION	"Florida" Grapefruit, Orange Tangerines
FORD MOTOR COMPANY	Ford, Lincoln and Lincoln Zephyr Motor Cars

PROGRAM	TIME	AGENCY	ON CBS*
Antony Kitty Kelly <i>serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. Rebr. 4:15- 4:30 p.m.	Benton & Bowles, Inc.	134 Weeks
Barclay's Children <i>serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m.	Roche, Williams & Cunnyngham, Inc.	144 Weeks
Bob Penner, with Jimmy Grier's Orchestra <i>comedy and music</i>	Sunday 6:00-6:30 p.m.	Ruthrauff & Ryan, Inc.	173 Weeks
Collegiate of America, with De Voorhees' Orchestra <i>dramatizations and music</i>	Wednesday 8:00-8:30 p.m. Rebr. 12 mid.- 12:30 a.m.	Batten, Barton, Durstine & Osborn, Inc.	116 Weeks
Good Afternoon Neighbor, with Ted Breneman and orchestra <i>serial drama and music</i>	†Tues. and Fri. 2:45-3:00 p.m. PST	Botsford, Constantine & Gardner	69 Weeks
Henry Peabody <i>serial drama</i>	Mon., Wed., Fri. 3:30-3:45 p.m.	Blackett-Sample-Hummert, Inc.	Starts Oct. 18
Jack Berch and His Boys <i>recitalist with orchestra</i>	Mon., Wed., Fri. 9:30-9:45 a.m.	Young & Rubicam, Inc.	124 Weeks
Henry Post, How to Get the Most Out of Life <i>talks</i>	Tues. and Thurs. 10:30-10:45 a.m.	Ruthrauff & Ryan, Inc.	Starts Oct. 19
Sunday Evening Hour, Ford Symphony Orchestra and Chorus, Jose Iturbi, conductor; Guest Soloists <i>symphonic music, and talks by J. Cameron</i>	Sunday 9:00-10:00 p.m.	N. W. Ayer & Son, Inc.	191 Weeks
Al Pearce and His Gang in Watch the Fun Go By <i>comedy and variety</i>	Tuesday 9:00-9:30 p.m. Rebr. 12 mid.- 12:30 a.m.		

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**PRODUCT**

J. B. FORD COMPANY

"Wyandotte" Cleaning Product

GENERAL BAKING COMPANY

Bond Bread

GENERAL FOODS CORPORATION

Sanka Coffee

Swans Down Cake Flour,  
Calumet Baking Powder

Minute Tapioca

GENERAL MILLS, INC.

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

GULF OIL CORPORATION

Motor Oil and Gas

PROGRAM	TIME	AGENCY	ON CBS*
<p>Peacoat of the Air <i>Serial drama</i></p>	<p>Tues. and Thurs. 2:00-2:15 p.m.</p>	<p>N. W. Ayer &amp; Son, Inc.</p>	<p>16 Weeks</p>
<p>Ed Bakers Present Cy Lombardo and His Orchestra <i>Popular music</i></p>	<p>Sunday 5:30-6:00 p.m.</p>	<p>Batten, Barton, Durstine &amp; Osborn, Inc.</p>	<p>351 Weeks</p>
<p>With the People <i>Radio Listeners' Committee, Gabriel Heatter, chairman, present real-life experiences</i></p>	<p>Thursday 7:30-8:00 p.m. Rebr. 10:30- 11:00 p.m.</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>136 Weeks</p>
<p>The Smith Hour, with Harry Youngman, Comedian; Jim Cowley, Football Forum; Jack Mer's Orchestra; Dramas and Guest Stars <i>Variety show</i></p>	<p>Thursday 8:00-9:00 p.m. Rebr. 11:15- 12:15 a.m.</p>		
<p>Mary Margaret McBride <i>Radio columnist</i></p>	<p>Mon., Wed., Fri. 12 noon- 12:15 p.m.</p>		
<p>Gold Medal Feature Hour Betty and Bob <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:00-1:15 p.m.</p>	<p>Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.</p>	<p>343 Weeks</p>
<p>Hymns of All Churches <i>Choir</i></p>	<p>Mon., Tues., Thu. 1:15-1:30 p.m.</p>		
<p>Betty Crocker <i>Cooking expert</i></p>	<p>Wed and Fri. 1:15-1:30 p.m.</p>		
<p>Arnold Grimm's Daughter <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:30-1:45 p.m.</p>		
<p>Hollywood in Person Capt. Bob Baker, <i>commentator</i></p>	<p>1:45-2:00 p.m.</p>		
<p>Pl Baker, with Oscar Bradley's Orchestra, and Guest Star <i>Variety show</i></p>	<p>Sunday 7:30-8:00 p.m.</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>190 Weeks</p>

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CLIENT	PRODUCT
H. J. HEINZ COMPANY	"57 Varieties" Pure Food Products
HUDSON MOTOR CAR COMPANY	Hudson and Terraplane Motor Cars
INTERNATIONAL SILVER COMPANY	1847 Rogers
KIRKMAN & SON, INC.	Kirkman's Soap
LADY ESTHER COMPANY	Cosmetics
LAMBERT PHARMACAL COMPANY	Listerine Toothpaste
LEHN & FINK PRODUCTS COMPANY	Lysol  Pebeco Toothpaste  Hind's Honey and Almond  Tussy Lipstick

## PROGRAM

## TIME

## AGENCY

## ON CBS

Heinz Magazine of the Air  
Carol Kennedy's Romance  
*Serial drama*

Mon. thru Fri.  
11:15-11:30 a.m.  
Rebr. 3:15-3:30  
p.m.

Maxon, Inc.

82 Weeks

Julia Sanderson and Frank  
Crummit; B. A. Rolfe's Orches-  
tra; Guest; Bill Adams, Food  
Editor

Wed. and Fri.  
11:00-11:15 a.m.  
Rebr. 3:00-3:15  
p.m.

Hobby Lobby, with Dave Elman,  
interviewer; Hudson Orchestra  
*Musical and interviews*

Wednesday  
7:15-7:45 p.m.  
Rebr. 10:30-  
11:00 p.m.

Brooke, Smith & French, Inc.

30 Weeks

Silver Theatre, with Rosalind  
Russell and James Stewart;  
Conrad Nagel, director and  
narrator

Sunday  
5:00-5:30 p.m.

Young & Rubicam, Inc.

2 Weeks

*Dramatic*

Jack and Loretta  
*Songs and Patter*

Mon. thru Fri.  
2:15-2:30 p.m.

N. W. Ayer & Son, Inc.

21 Weeks

Wayne King's Orchestra  
*Popular music*

Monday  
10:00-10:30 p.m.

Lord and Thomas

108 Weeks

The Newlyweds  
*Serial drama*

†Mon. thru Fri.  
12:45-1:00 p.m.  
PST

Lambert & Feasley, Inc.

17 Weeks

Dr. Allan Roy Dafoe  
*Talks*

Mon., Wed., Fri.  
4:45-5:00 p.m.

Lennen & Mitchell, Inc.

64 Weeks

Follow the Moon, with  
Hilse Hitz and Nick Dawson  
*Serial drama*

Mon. thru Fri.  
5:00-5:15 p.m.

147 Weeks

Life of Mary Sothern  
*Serial drama*

Mon. thru Fri.  
5:15-5:30 p.m.

William Esty & Company, Inc.

65 Weeks

Hawaiian Paradise  
*Serial drama, with music*

Mon., Wed., Fri.  
5:30-5:45 p.m.  
PST

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**CLIENT**

**PRODUCT**

LEVER BROTHERS COMPANY

Lux Toilet Soap

Rinso

Spry

Rinso and Lifebuoy

LIGGETT & MYERS TOBACCO CO.

Chesterfields

Chesterfields & Granger Tobacco

NASH-KELVINATOR CORPORATION

Nash Motor Cars

PROGRAM	TIME	AGENCY	ON CBS*
<p>Flux Radio Theatre, with stars of stage and screen <i>Dramatic; Cecil B. De Mille, director</i></p>	<p>Monday 9:00-10:00 p.m.</p>	<p>J. Walter Thompson Company</p>	<p>105 Weeks</p>
<p>Sister <i>serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. Rebr. 2-2:15 p.m.</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>55 Weeks</p>
<p>Jenny's Real Life Stories <i>Dramatic</i></p>	<p>Mon. thru Fri. 11:45 a.m.- 12 noon Rebr. 2:15- 2:30 p.m.</p>		<p>37 Weeks</p>
<p>Polson Show with Martha Raye, P. Kyakarkus, Victor Young's Orchestra and guest stars <i>Comedy and music</i></p>	<p>Tuesday 8:30-9:00 p.m. Rebr. 11:30 p.m.- 12:00 mid.</p>		<p>71 Weeks</p>
<p>Centerfield Presents Guest Star with Andre Kostelanetz' Concert Orchestra; Deems Taylor, Commentator; Paul Douglas, An- nouncer <i>Orchestral and vocal music</i></p>	<p>Wednesday 9:00-9:30 p.m.</p>	<p>Newell-Emmett Co., Inc.</p>	<p>245 Weeks</p>
<p>Music from Hollywood, with Alice Faye and Hal Kemp's Orchestra <i>Popular music</i></p>	<p>Friday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.</p>		
<p>Elie Dooley's Last-Minute Football News <i>Scores, forecasts, guests</i></p>	<p>Thu. and Sat. 6:30-6:45 p.m. Rebr. 8:30- 8:45 p.m.</p>		<p>24 Weeks</p>
<p>Professor Quiz, with Bob Trout <i>Questions and answers</i></p>	<p>Saturday 9:00-9:30 p.m. Rebr. 12:00- 12:30 a.m.</p>	<p>Geyer, Cornell &amp; Newell, Inc.</p>	<p>30 Weeks</p>

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**CBS  
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**CLIENT**

**PRODUCT**

PET MILK SALES CORPORATION

Irradiated Pet Milk

PHILCO RADIO & TELEVISION CORP.

Philco Radios and Radio Access

PHILIP MORRIS & CO., LTD.

Philip Morris Cigarettes

PHILLIPS PETROLEUM COMPANY

Phillips 66, Ethyl, etc.

PONTIAC MOTOR COMPANY

Pontiac Cars

PROGRAM	TIME	AGENCY	ON CBS
Mary Lee Taylor, home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. Rebr. 3-3:15 p.m.	Gardner Advertising Company	108 Weeks
Saturday Night Serenade, with Mary Eastman, soprano; Bill Berry, tenor, and Gustav Haen- chen's Orchestra	Saturday 9:30-10:00 p.m.		
Boake Carter <i>News commentator</i>	Mon., Wed., Fri. 7:45-8:00 p.m. Rebr. 11:15- 11:30 p.m.	Hutchins Advertising Co., Inc.	324 Weeks
Johnnie Presents Russ Morgan's Orchestra, Charles Martin's Cir- cumstantial Evidence Thrills, Vocalists and mixed ensemble <i>Variety and dramatic interludes</i>	Saturday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.	The Biow Company, Inc.	59 Weeks
Phillips Poly Follies with Ben Feld's Orchestra <i>Variety</i>	Tuesday 10:30-11:00 p.m.	Lambert & Feasley, Inc.	71 Weeks
News Through a Woman's Eyes— Kathryn Cravens <i>News comments and interviews</i>	Mon., Wed., Fri. 2:00-2:15 p.m. Rebr. 5:30-5:45 p.m.	MacManus, John & Adams, Inc.	99 Weeks

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**CBS  
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**CLIENT**

**PRODUCT**

RAYMONDS, INC.

Doña Ray Cosmetics, Nu-Ray  
Machineless Permanent Wave

R. J. REYNOLDS TOBACCO COMPANY

Camel Cigarettes and  
Prince Albert Smoking Toba

RIO GRANDE OIL, INC.

Petroleum Products

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STERLING PRODUCTS, INC.

Bayer Aspirin

STEWART-WARNER CORPORATION

Radios. Alemite, Refrigerato

THE TEXAS COMPANY

"Texaco" Petroleum Produc

PROGRAM	TIME	AGENCY	ON CBS*
Lloyd Pantages Covers Hollywood <i>News comments</i>	Sunday 2:30-2:45 p.m. Rebr. 11:00- 11:15 p.m.	Milton Weinberg Advertising Company	Starts Oct. 1'
Jack Oakie's College, with Benny Goodman's Swing Band; William Austin, impersonations <i>Music and guest stars</i>	Tuesday 9:30-10:30 p.m.	William Esty & Company, Inc.	222 Weeks
Calling All Cars <i>Drama and music</i>	†Tuesday 7:30-8:00 p.m. PST	Hixson-O'Donnell, Inc.	212 Weeks
Kelly Court of Missing Heirs <i>Dramatic</i>	Monday 7:00-7:30 p.m.	Blackett-Sample-Hummert, Inc.	Starts Oct. 1
Famous Actors' Guild Presents "Second Husband" starring Helen Menken <i>Dramatic</i>	Tuesday 7:30-8:00 p.m.	Blackett-Sample-Hummert, Inc.	316 Weeks
Alemite Half Hour, with Horace Heidt's Brigadiers <i>Popular music</i>	Monday 8:00-8:30 p.m. Rebr. 12-12:30 a.m.	Hays MacFarland & Company	134 Weeks
Texaco Town, with Eddie Cantor, Deanna Durbin, Pinky Tomlin, "Saymore Saymore", Jimmy Wallington, Jacques Renard and His Orchestra <i>Comedy and music</i>	Wednesday 8:30-9:00 p.m. Rebr. 11:30 p.m.- 12 mid.	Buchanan and Company, Inc.	54 Weeks

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

**CBS  
SPONSORED  
PROGRAMS**

**CLIENT**

**PRODUCT**

TIME, INC.

Time, Life Magazines

U. S. TOBACCO COMPANY

Model Pipe Tobacco

VICK CHEMICAL COMPANY

Vicks VapoRub,  
Vicks Va-tro-nol

WM. WRIGLEY JR., COMPANY

Wrigley's Gum

PROGRAM	TIME	AGENCY	ON CBS*
The March of Time <i>News dramatizations</i>	Thursday 10:30-11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	136 Weeks
Dick and Pat in Pipe Smoking Time with Benny Kreuger's Orchestra <i>"Blackface" comedy and music</i>	Monday 8:30- 9:00 p.m. Rebr. 11:30-12 mid.	Arthur Kudner, Inc.	122 Weeks
Dick's Open House, with Annette MacDonald and Josef Pasternack's Orchestra and Chorus <i>Musical</i>	Sunday 7:00-7:30 p.m.	Morse International, Inc.	72 Weeks
Dick's Presents Tony Wons and his Scrapbook <i>Talks and readings</i>	Mon., Wed., Fri. 10:30-10:45 a.m.		
Poetic Melodies, with Dick Fulton, tenor; Franklyn McCormack, reader; and Carlton Kelsey's Orchestra <i>Poetry readings and light music</i>	Mon. thru Fri. 7:00-7:15 p.m. Rebr. 11-11:15 p.m.	Neiser-Myerhoff, Inc.	279 Weeks
Cattergood Baines <i>Serial drama</i>	†Mon. thru Fri. 8:00-8:15 p.m. PST		

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

PROGRAMS "BY COLUMBIA"

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

1. PUBLIC AFFAIRS . . . . . Page 22
  2. EDUCATIONAL PROGRAMS . . . . . Page 25
  3. DRAMATIC SERIES . . . . . Page 29
  4. SERIOUS MUSIC . . . . . Page 30
  5. CHILDREN'S PROGRAMS . . . . . Page 35
  6. SPECIAL EVENTS . . . . . Page 36
  7. RELIGIOUS BROADCASTS . . . . . Page 37
  8. PERSONALITIES . . . . . Page 38
  9. LIGHT MUSIC . . . . . Page 39
- ADDENDA: SEPTEMBER PROGRAMS . . . . . Page 41

The programs "BY COLUMBIA" for October are planned within a triple frame of *Interest, Timeliness, and Balance*. This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

## PROGRAM AND TIME

## DESCRIPTION

PUBLIC  
AFFAIRSSINO-JAPANESE  
CONFLICT

10:45-11:00 p.m.

FRIDAY, OCTOBER 1

6:15-6:30 p.m.

WEDNESDAY, OCTOBER 6

In a series of broadcasts on the current crisis in the Far East, Columbia has presented 24 authoritative speakers since July 17, including some from the actual scene of warfare (see *Addenda*, pages 41-45). Similar broadcasts are planned throughout this and coming months as significant developments occur. The following speakers were scheduled, at press time, for the first week of October.

OCTOBER 1: Dr. Hu-Shih, noted Chinese philosopher and his country's unofficial representative-at-large, speaks from San Francisco on "Can China Win?"

OCTOBER 6: From Tokyo Admiral Kichisaburo Nomura, president of the School of Peers, presents the Japanese viewpoint.

SUNDAY NEWS  
AND REVIEWS

10:30-11:00 p.m.

EACH SUNDAY

A trio of expert commentators on public affairs combine their reporting talents on this new weekly series of "Sunday News and Reviews." H. V. Kaltenborn, veteran commentator, analyzes foreign news; a guest speaker of authority discusses domestic events; and Bob Trout, announcer, presents a resume of the day's news. The Columbia Symphony Orchestra provides musical interludes.

## PRESS-RADIO NEWS

*Various times*

DAILY

The Associated Press, United Press and the International News Service gather, and the Press-Radio Bureau edits, the latest news.



**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**PUBLIC  
AFFAIRS**

*(Continued)*

**JOHN B. WHITTON**

7:30-7:45 p.m.

FRIDAY, OCTOBER 1

In an international broadcast from Geneva John B. Whitton, visiting professor at the Institute of National Students at Geneva explains "The League of Nations' Effort in Behalf of China and Spain."

**JUSTICE HUGO L. BLACK**

9:30-10:00 p.m.

FRIDAY, OCTOBER 1

Following his arrival in America from his trip abroad, Supreme Court Justice Hugo L. Black delivers an address to the nation.

**DR. BUTLER**

1:30-1:45 p.m.

SUNDAY, OCTOBER 3

Dr. Nicholas Murray Butler, president of Columbia University, speaks on economic cooperation and its relation to peace.

**LEGAL AID**

**SOCIETY**

6:45-7:00 p.m.

MONDAY, OCTOBER 4

WEDNESDAY, OCTOBER 6

Two talks this month explain the work and aims of the Legal Aid Society in furnishing counsel to the needy.

OCTOBER 4: Harrison Tweed, president of the Legal Aid Society: "What Legal Aid Means to the Poor."

OCTOBER 6: Charles Evans Hughes, Jr., former U. S. Solicitor General: "Meeting the Need for Legal Aid to the Poor."

**PRESIDENT ROOSEVELT**

12:00 noon-12:15 p.m.

TUESDAY, OCTOBER 5

President Franklin D. Roosevelt, returning from his Northwestern tour, speaks at the dedication of Outer Drive Link Bridge Chicago.

**REP. SAMUEL DICKSTEIN**

6:45-7:00 p.m.

TUESDAY, OCTOBER 5

Representative Samuel Dickstein (Dem. of New York, a member of the Congressional committee investigating alien group discusses "Un-American Activities."

PUBLIC  
AFFAIRS

PROGRAM AND TIME

DESCRIPTION

PAUL B. SOMMERS  
10:45-11:00 p.m.  
WEDNESDAY, OCTOBER 6

President of the National Board of Fire Underwriters, Paul B. Sommers speaks on the educational campaign undertaken during International Fire Prevention Week.

PROF. C. E. MERRIAM  
4:15-4:30 p.m.  
THURSDAY, OCTOBER 7

At Chicago, Professor Charles E. Merriam addresses the National Federation of Business and Professional Women's Clubs on "Our Town's Business."

CHARLES P. TAFT, 2ND  
7:30-7:45 p.m.  
MONDAY, OCTOBER 11

From Cincinnati, Charles Phelps Taft, 2nd speaks on the occasion of the Founders' Day of the Y.M.C.A. on "Pioneering with Youth."

REP. HAMILTON FISH  
10:45-11:00 p.m.  
TUESDAY, OCTOBER 12

Representative Hamilton Fish, Jr. of New York (Rep.) is heard in a discussion entitled "How the Stock Market Reflects the Failure of the New Deal Economic Policy."

MRS. ROOSEVELT  
10:45-11:00 p.m.  
FRIDAY, OCTOBER 15

From Washington, Mrs. Franklin D. Roosevelt addresses the Camp Fire Girls, gathered at their Silver Jubilee dinners throughout the land, on "Let Your Daughter Grow Up."

"THE VOICE OF  
TOLERANCE"  
10:45-11:00 p.m.  
FRIDAY, OCTOBER 22

The Fair Play Radio League, a group of citizens of all faiths who join in the promotion of religious and racial tolerance, presents Rabbi William F. Rosenblum.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**EDUCATIONAL  
PROGRAMS**

**AMERICAN SCHOOL  
OF THE AIR**

2:30-3:00 p.m.

MONDAY THRU FRIDAY

Beginning October 18

The ninth consecutive season of the *American School of the Air* presents an expanded schedule in which the National Education Association, the Progressive Education Association, the national councils of Teachers of English and of Geography, the Junior Program group, and the National Vocational Guidance Association cooperate.

**MONDAYS:** *History*, "Exits and Entrances" Shepard Stone of the New York Times comments on Current Events, speaking from London, on October 18 and .

**TUESDAYS:** *Literature, Music.*

October 19: Max Eastman talks 1 "American Humor." October 26: Musical lesson, "The Pipes of Pan and Trumpets of Mars."

**WEDNESDAYS:** *Geography.*

October 20: Alaska and Far North Agriculture. October 27: The Columbia River's Cities, Dams and Desert

**THURSDAYS:** *Primary Music, Literature.* The

first fifteen minutes of the program are Dorothy Gordon's "Songs for Children." October 21: "An Autumn Day in the Woods." October 28: "Bird Calls and Songs."

The final fifteen minutes are prepared by Junior Programs—October : "The Magic Emerald." October : "The Enchanted Garden."

## PROGRAM AND TIME

## DESCRIPTION

EDUCATIONAL  
PROGRAMS

AMERICAN SCHOOL  
OF THE AIR  
(Continued)

FRIDAYS: *Vocational Guidance, Science.*  
October 22 (2:30-2:45 p.m.): "Who  
Can Give Us Sound Vocational Guid-  
ance?" October 29: "Help Yourself to  
Guidance from the Library Shelf."  
October 22 (2:45-3:00 p.m.): "How  
Plants Make Life." October 29: "How  
Water Gets into Plant Roots."

NEW HORIZONS  
6:15-6:30 p.m.  
EACH MONDAY

Famous scientists and explorers unite in  
presenting this new series of vivid accounts  
of adventure in far places. The American  
Museum of Natural History cooperates.  
OCTOBER 4: Dr. Vilhjamar Stefansson speaks  
on "Transarctic Aviation," introduced  
by A. Perry Osborn, executive director  
of the Ten Year Development Plan of  
the Museum.  
OCTOBER 11: Dr. Walter Granger discusses  
"The Baluchitherium."  
OCTOBER 18: Dr. Roy Chapman Andrews  
talks on "Ancient Man in Asia."  
OCTOBER 25: Ellsworth Jaeger, naturalist,  
on "The Woodland Symphony."

THE STORY OF  
INDUSTRY  
4:30-5:00 p.m.  
EACH TUESDAY  
Beginning October 19

The U. S. Department of Commerce this  
month resumes its presentation of "The  
Story of Industry." Harry R. Daniel again  
acts as narrator and each talk contains short  
episodes in dramatized form. The series also  
includes talks by the Business Advisory  
Council of the Department.  
OCTOBER 19: The Story of Furniture.  
OCTOBER 26: The Story of Glass.

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**EDUCATIONAL  
PROGRAMS**

*(Continued)*

**SCIENCE SERVICE**

5:30-5:45 p.m.

EACH TUESDAY

The Science Service Association of Washington, D. C. cooperates in scheduling talks.

OCTOBER 5: Miss F. E. Harris, U. S. Department of Commerce: "Salt Through Earth."

OCTOBER 12: Herbert W. Krieger, Smithsonian Institute: "Indians Who Columbus."

OCTOBER 19: William Vogt, editor *Love*: "Counting Bird Noses."

OCTOBER 26: Carl Whiting Bishop, Field Gallery of Art: "Ancient China."

**NEW YORK ACADEMY  
OF MEDICINE**

4:30-4:45 p.m.

WEDNESDAY, OCTOBER 6

3:45-4:00 p.m.

EACH WEDNESDAY THEREAFTER

The New York Academy of Medicine presents during October:

OCTOBER 6: Dr. W. J. Stainsby, Assistant Professor of Medicine, Cornell: "Jointable Puzzle of Rheumatism."

OCTOBER 13: Dr. Russell L. Cecil, Professor of Clinical Medicine, Cornell: "Influenza and Pneumonia."

OCTOBER 20: Dr. Lloyd S. Craver, Attending Physician at Memorial Hospital: "Your Lymphatic Glands."

OCTOBER 27: Dr. Homer F. Swift, member of Rockefeller Institute for Medical Research: "Rheumatic Heart Disease."

**DRAMA OF  
THE SKIES**

5:30-5:45 p.m.

EACH THURSDAY

The Junior Astronomy Club assists on this series sponsored by the American Museum of Natural History.

OCTOBER 7: The Northern Lights.

OCTOBER 14: Comets.

OCTOBER 21: Meteors.

OCTOBER 28: Cosmic Rays.

**EDUCATIONAL  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**"FIGHTING CRIME"**  
6:45-7:00 p.m.  
EACH SATURDAY

Prosecutors, penologists, government officials and criminal experts join in this series of talks on crime prevention. This month's speakers are:

OCTOBER 2: Brien McMahon, assistant U. S. Attorney General in charge of criminal prosecution.

OCTOBER 9: Judge Rush L. Holland is interviewed by Mrs. Hereford Dugan on "Fingerprints."

OCTOBER 16: Howard Gill, secretary of the Interstate Prison Compact.

OCTOBER 23: Harry Anslinger, Commissioner of Narcotics for the Treasury Department, discusses "Marijuana and Crime."

OCTOBER 30: Judge Eugene Sykes is scheduled to speak on "Radio and Crime Prevention."

**NATIONAL STAMP  
EXHIBITION**  
2:00-2:15 p.m.  
SUNDAY, OCTOBER 3

A special broadcast in connection with the 1937 National Stamp Exhibition of the New York Museum of Science and Industry presents Director Ernest A. Kehr and his guest, Robert E. Fellers, chief of the Division of Stamps at Washington.

**HOUSING PROBLEMS**  
10:45-11:00 p.m.  
TUESDAY, OCTOBER 5  
FRIDAY, OCTOBER 8

OCTOBER 5: Dr. C. E. A. Winslow, Professor of Public Health, Yale University School of Medicine, discusses "Housing and Health."

OCTOBER 8: Clarke G. Dailey, president of the Real Estate Board of New York, proposes "New Homes for Old."

CBS  
SUSTAINING  
PROGRAMS

PROGRAM AND TIME

DESCRIPTION

DRAMATIC  
SERIES

THE COLUMBIA  
WORKSHOP

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

*The Columbia Workshop*, now in its second year, continues to present unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art. During the past month Irving Reis, permanent director of the Workshop, visited European radio studios and presented his first foreign program. On October 3, William N. Robson, general director, presents Part II of his radio version of Lewis Carroll's "Alice in Wonderland." During the remainder of the month Mr. Reis presents experimental programs based on his researches abroad. Later in the Fall, original scripts now being written especially for the *Workshop* by several prominent poets and dramatists are to be produced. Arrangements have also been made with the British Broadcasting Company to present several of their international programs.

"BRAVE NEW  
WORLD"

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

Introductory Program  
SUNDAY, OCTOBER 31

The history of South America, as represented in the lives of its great heroes, is to be dramatized in a series of weekly half-hour broadcasts presented with the cooperation of the United States Office of Education. Irving Reis directs the distinguished cast of actors who will perform in the series and Victor Bay conducts the orchestra. On October 31 a special program introducing the series presents Secretary of State Cordell Hull and Dr. Samuel Guy Inman, Latin American authority.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSIC

## EVERYBODY'S MUSIC

3:00-4:00 p.m.

SUNDAY, OCTOBER 3

3:00-5:00 p.m.

SUNDAY, OCTOBER 17

Two broadcasts during October conclude this Sunday afternoon feature of Columbia's Summer music schedule, in which Howard Barlow conducts the Columbia Symphony Orchestra and Henry M. Neely, radio's "Old Stager," acts as commentator. (See Philharmonic-Symphony listing below, for program which follows in this period.)

OCTOBER 3: Three serenades for strings—Mozart's "Eine Kleine Nachtmusik," Tchaikowsky's "Serenade for Strings," and Sir Edward Elgar's "Serenade for Strings."

OCTOBER 17: The premiere of the final work commissioned especially for radio this season by the *Columbia Composers Commission*—Louis Gruenberg's opera, "Green Mansions." Four other of the six works in the series will be played again: Copland's "Music for Radio," Still's "Lenox Avenue," Piston's "Concertino for Piano and Orchestra," and the Roy Harris "Time Suite."

PHILHARMONIC-  
SYMPHONY SOCIETY  
OF NEW YORK

3:00-5:00 p.m.

EACH SUNDAY

BEGINNING OCTOBER 24

Returning for its eighth Fall and Winter season as an exclusive Columbia Network feature, the Philharmonic-Symphony Society of New York will be heard in 28 consecutive Sunday afternoon two-hour concerts, beginning October 24. John Barbirolli, brilliant young British conductor, will direct the opening concerts.



**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**

*(Continued)*

**CINCINNATI  
CONSERVATORY  
OF MUSIC**

11:00-12:00 a.m.

EACH SATURDAY

BEGINNING OCTOBER 9

In its sixth consecutive season on the Columbia Network the Cincinnati Conservatory of Music presents 35 Saturday morning concerts, beginning October 9.

OCTOBER 9: Alexander von Kreisler conducts the Conservatory Symphony Orchestra in Mozart's "Symphonia Concertante in E Flat Major" for violin and viola, with members of the Conservatory faculty as soloists; and Haydn's "Clock" Symphony.

OCTOBER 16: The First Piano Quartet in G Minor by Brahms and Schubert's "Sonatine," Opus 137.

OCTOBER 23: Schumann's Concerto in A Minor for Piano and Orchestra, Seventh Edition; Eisenberger, soloist; Wagner's "Siegfried Idyll," and a Schumann Piano Solo.

**HOLLACE SHAW**

3:30-4:00 p.m.

EACH TUESDAY

BEGINNING OCTOBER 12

Hollace Shaw, soprano, recently featured on the "Blue Velvet Music" series, stars in a new series of concert programs with the Columbia Symphony Orchestra directed by Howard Barlow. In addition to this series, she will also be heard on Monday, October 4 in a concert directed by Victor Bay, 10:00-10:30 p.m.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSICCURTIS INSTITUTE  
OF MUSIC

4:00-4:45 p.m.

EACH WEDNESDAY

BEGINNING OCTOBER 13

The Curtis Institute of Music begins its eighth consecutive season on the Columbia Network on October 13, when the first of a series of 30 broadcasts is heard. The Curtis Symphony Orchestra is under the direction of Fritz Reiner, the chamber music programs are planned by Dr. Louis Bailly, and various distinguished faculty members and students will perform.

## PIANO RECITALS

6:00-6:25 p.m.

SATURDAY, OCTOBER 2, 9, 16

OCTOBER 2: Grace Castagnetta, noted young American pianist, plays Vivaldi's Concerto Grosso arranged by Casella; Haydn's Rondo in A Major; "Three Fantastic Dances" by Shostakovitch, and the Scriabin "Poem Tragique."

OCTOBER 9: Johana Harris, young American pianist, presents a program which includes some of the music of her husband, Roy Harris, and selections by Bartok and Hindemith.

OCTOBER 16: Lydia Hoffmann-Behrendt, Schoenberg's only piano pupil, presents a program of "Humor in Piano Music."

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**SERIOUS  
MUSIC**  
*(Continued)*

**ESSAYS IN MUSIC**  
10:00-10:30 p.m.  
EACH THURSDAY  
BEGINNING OCTOBER 14

This unusual new series, under the direction of Victor Bay, who recently completed the musical direction of the *Columbia Shakespearean Cycle*, presents on single programs widely varying compositions devoted to the same subject-matter. Mr. Bay will conduct the Columbia Symphony Orchestra and feature soloists and choruses.

OCTOBER 14: *The Firmament.*

The Hymn to the Sun, from Rimsky Korsakoff's "Coq d'Or" with Holla Shaw as soloist; Beethoven's "Moonlight Sonata"; Wagner's Evening Star from "Tannhauser," with Hubert Hendrie as soloist; Debussy's "Nages" and selections from Haydn's oratorio, "The Creation."

OCTOBER 28: *Evil Spirits.*

"Night on the Bald Mountain," Moussorgsky; Mephisto's Serenade from Gounod's "Faust"; The Witch Dance from Humperdinck's "Hansel and Gretel"; The Infernal Dance King Kastchei from Stravinsky's "Fire Bird Suite," and the "Dance Macabre" by Saint-Saens.

**JAVANESE AND  
BATAVIAN MUSIC**  
11:00-11:30 a.m.  
SUNDAY, OCTOBER 24

The third inter-continental concert of the Union Internationale de Radiodiffusion includes an unusual program of Javanese and Batavian music which comes through NIROM, the Dutch-East Indies radio organization.

## PROGRAM AND TIME

## DESCRIPTION

SERIOUS  
MUSIC

MARGARET DAUM

6:00-6:30 p.m.

EACH FRIDAY

This young prima donna of the Metropolitan Opera Company is heard weekly in a repertoire of favorite arias and songs. In addition to this series, she will also be heard on October 11 in a concert with Victor Bay and the orchestra (10:00-10:30 p.m.).

STORY OF THE SONG

3:30-4:00 p.m.

TUESDAY, OCTOBER 5

These periods which bring outstanding artists in the world's great songs to Columbia Network listeners conclude on October 5 with a program featuring Rose Dirmann, soprano and Melville Kay, tenor.

THE COMPINSKY TRIO

"OLD VS. NEW"

11:30 a.m.-Noon

SATURDAY, OCTOBER 2

Manuel Compinsky, violinist; Alec Compinsky, 'cellist; and Sara Compinsky, pianist, conclude their series of programs which alternated classic music with modern music for the trio on October 2 with the trio "Siciliana e Burlesca" by Alfredo Casella and the Trio in C Major by Caspar Cassado

SALT LAKE CITY  
TABERNACLE CHOIR

12:30-1:00 p.m.

EACH SUNDAY

This world-famous choir sings weekly from one of America's greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper, Tabernacle organist, accompanies the choir.

U. S. ARMY BAND

4:30-5:00 p.m.

EACH THURSDAY

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

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**CHILDREN'S  
PROGRAMS**

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

These informal weekly visits with Aunt Susan are written by Nila Mack. Concert music, songs, news and guests make up full program for children which has won large family audience, as well. Guests during October include Dr. Arthur F. Torrancia explorer; John Tasker Howard, composer and Rosebud Yellow Robe, Sioux Indian.

**"DEAR TEACHER"**  
5:45-6:00 p.m.  
EACH TUESDAY AND THURSDAY  
Beginning October 5

Question and answer games for contestants from 8 to 12 years are featured on this new series. Each broadcast considers one subject (the first program's questions concern elephants), and four children appear on each show.

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

The world's great fairy tales are dramatized by Nila Mack and enacted by children from seven to sixteen. Plays for this month are:  
OCTOBER 2: Ali Baba and the 40 Thieves  
OCTOBER 9: The Emperor's New Clothes  
OCTOBER 16: Beauty and the Beast.  
OCTOBER 23: King of the Golden River, Part I.  
OCTOBER 30: King of the Golden River, Part II.

**DOROTHY GORDON'S  
CHILDREN'S CORNER**  
MONDAY, WEDNESDAY,  
FRIDAY  
5:45-6:00 p.m.

Dorothy Gordon, winner of the 1947 Women's National Radio Award for the best juvenile air show, tells stories and sings songs beloved by youngsters, on her Monday and Friday programs. On Wednesday she presents her original "Sing Together Club," featuring young visitors to the studio.

**SPECIAL  
EVENTS**

PROGRAM AND TIME	DESCRIPTION
<p><b>FOOTBALL GAMES</b> At 2:45 p.m. SATURDAY, OCTOBER 2 SATURDAY, OCTOBER 30</p>	<p>Ted Husing covers Minnesota-Nebraska in their early-season match at the Lincoln Stadium on October 2, and Notre Dame-Minnesota on October 30.</p>
<p><b>NATIONAL WOMEN'S AMATEUR GOLF</b> Various hours TUESDAY, OCTOBER 5 THRU SATURDAY, OCTOBER 9</p>	<p>Exclusive radio coverage of the National Women's Amateur Golf Championships at Memphis is provided by CBS throughout the tournament. Ted Wooten of Columbia station WREC in Memphis presents summaries of the day's events directly from the Memphis Country Club.</p>
<p><b>WORLD SERIES</b> At 1:30 Daily STARTING WEDNESDAY, OCTOBER 6</p>	<p>The baseball classic for world championship, between the New York Giants and the Yankees, will be covered by an expert staff of CBS sports announcers. France Laux and Bill Dyer give play by play accounts, and Paul Douglas recreates the colorful background of the Series.</p>
<p><b>1937 MOBILIZATIONS FOR HUMAN NEEDS</b> 10:30-11:00 p.m. MONDAY, OCTOBER 18</p>	<p>President Roosevelt is scheduled to speak and a symphony orchestra will perform on this special program opening the 1937 campaign of Mobilization for Human Needs.</p>
<p><b>EDDIE CANTOR ANNIVERSARY DINNER</b> 12:15-1:15 a.m. THURSDAY, OCTOBER 28</p>	<p>A testimonial dinner in honor of Eddie Cantor's 25th anniversary in the show business will be heard on October 28 from the Ambassador Hotel, Los Angeles. Notables in many fields and many of Columbia's foremost artists join in the tribute.</p>

**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**RELIGIOUS  
BROADCASTS**

**CHURCH OF THE AIR**

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The *Church of the Air* has just begun its 7th consecutive year of Sunday morning and afternoon religious broadcasts on CBS.

OCTOBER 3: *Morning*—Rev. Earl V. Phillips, D.D., president of the Northern Baptist Convention, from Minneapolis.  
*Afternoon*—President David O. Kay, Second Counsellor, Church of Jesus Christ of Latter Day Saints, at the 108th semi-annual Conference at the Salt Lake Tabernacle.

OCTOBER 10: *Morning*—Rev. Ze Barnard Phillips, D.D., Rector of Episcopal Church, from Washington.  
*Afternoon*—Rev. George G. Murdock, pastor of the Church of the Most Holy Trinity, West Point.

OCTOBER 17: *Morning*—Dr. Alonzo Fortune, president of the International Convention, Disciples of Christ.  
*Afternoon*—Rabbi Samuel M. Temple Israel, Columbus, Ohio.

OCTOBER 24: *Morning*—Rev. Carl S. Vist (Congregational), Community Church at the Circle, Mount Vernon, New York.  
*Afternoon*—Rt. Rev. Msgr. Thomas J. McDonnell, Society for the Propagation of the Faith, New York City.

OCTOBER 31: *Morning*—Rev. Charles Erdmann, president, Board of Foreign Missions of the Presbyterian Church, Princeton, New Jersey.  
*Afternoon*—Rev. Martin Heglid, Ph.D. (Lutheran), St. Olaf College, Northfield, Minn.

PROGRAM AND TIME

DESCRIPTION

PERSONALITIES

MAJOR BOWES'  
CAPITOL FAMILY  
11:30 a.m.—12:30 p.m.  
EACH SUNDAY

Host on one of radio's oldest and most widely-known presentations, Major Bowes celebrates his fourteenth consecutive year as paterfamilias of his Capitol Family.

DAVID ROSS IN  
"YOUR BIRTHDAY  
PARTY"  
8:30—9:00 p.m.  
EACH SUNDAY  
Beginning October 3

David Ross inaugurates a new series this month entitled "Your Birthday Party," a venture in what he terms "radio slapstick." Freddie Rich's orchestra and a choral group furnish music and Ross offers a variety of entertainment in the role of host.

COLONEL JACK MAJOR  
3:00—3:30 p.m.  
EACH MONDAY

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

RICHARD MAXWELL  
9:30—9:45 a.m.  
TUESDAY AND THURSDAY  
9:15—9:25 a.m.  
WEDNESDAY AND FRIDAY  
10:15—10:30 a.m.  
EACH SATURDAY

Soloist of "Songs of Comfort and Cheer," Richard Maxwell presents five programs of hymns and inspirational songs each week. He was first heard on Columbia in 1928. Mr. Maxwell is currently dedicating programs to "good neighbors" whom listeners single out for honor.

TED MALONE'S  
"BETWEEN THE  
BOOKENDS"  
4:00—4:15 p.m.  
MONDAY, TUESDAY,  
THURSDAY, FRIDAY

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



**CBS  
SUSTAINING  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

**LIGHT  
MUSIC**

**SATURDAY NIGHT  
SWING CLUB**  
7:30-8:00 p.m.  
SATURDAY, OCTOBER 2 AND 9  
7:00-7:30 p.m.  
BEGINNING OCTOBER 16

With Leith Stevens and Paul Douglas in their accustomed places as Swing Session band director and swing commentator, the Saturday night gatherings entertain soloists, during October, Larry Clinton, swing arranger; W. C. Handy, Joe Solomon, guitarist; Toots Mendello, clarinetist and many others. Phil Cohan and Ed Cash are the producers.

**HOLLYWOOD  
SHOW CASE**  
10:00-10:30 p.m.  
EACH SUNDAY

Outstanding personalities, promising young players and new talent attempting to win the recognition of the motion picture capital are presented on this new series from Los Angeles. There are also five-minute vignettes of various West Coast CBS network shows previously unheard in the East. Lud Gluskin, CBS West Coast Music Director, is conductor of the series.

**SONG TIME**  
7:15-7:30 p.m.  
MONDAY, TUESDAY,  
THURSDAY, FRIDAY

These new vocal periods feature two outstanding CBS artists in novel song presentations. The Thursday period originates from Hollywood, the Friday from St. Louis and the others from New York.

MONDAY: Hollace Shaw and Del Casino  
TUESDAY: Ruth Carhart and Bill Perry.  
THURSDAY: Betty Grable and John Payne.  
FRIDAY: Lorraine Grimm and Harry Cedeno.

## PROGRAM AND TIME

## DESCRIPTION

LIGHT  
MUSIC

"IT'S ALL IN FUN"

10:30-11:00 p.m.

EACH THURSDAY

BEGINNING OCTOBER 14

This original new series of half-hour broadcasts features informal entertainment in the light manner. The programs observe no formula other than that of spontaneity and are arranged each week as surprises. The fun starts on October 14.

"DEAR COLUMBIA"

9:00-9:25 a.m.

EACH TUESDAY

Audience mail requests for songs and selections old and new are gratified on this program by an orchestra under Ray Block's direction and by guest vocalists.

DALTON BROTHERS,  
ETON BOYS,  
FOUR STARS AND  
SONG STYLISTS

*Various hours*

These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites of CBS listeners.

DANCE ORCHESTRAS

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

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners throughout the week in the late evening hours. The orchestras of Cab Calloway, Bob Crosby, Frank Dailey, Tom Dorsey, Happy Felton, Ted Fiorito, Jay Freeman, Benny Goodman, Glen Gray, Dick Jurgens, Sammy Kaye, Henry King, Guy Lombardo, Frankie Masters, Red Norvo, George Olsen and Roger Pryor are heard during October.

## A D D E N D A : S E P T E M B E R P R O G R A M S

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

SEPTEMBER 4: The third running of the Longacres Mile was described by Joe Hernandez from the Longacres track, Seattle, 9:30-9:45 p.m.

SEPTEMBER 6: A special musical program featuring six distinguished concert artists, Georges Barrere, flautist; Muriel Kerr, pianist; Marcel Hubert, cellist; Carlos Salzedo, harpist; Joseph Knitzer, violinist and Carolyn Urbanek, soprano, and a symphony orchestra directed by Howard Barlow was presented by the *Columbia Concert Hall*, 9:00-10:00 p.m.

SEPTEMBER 7: From the Yankee Stadium the "Parade of Stars" track meet sponsored by the New York City Police Athletic League was described by Bob Trout, 3:00-3:30 p.m. (WABC only.)

In an international broadcast from Gloucester, England, the Three Choirs Festival presented Sir Edward Elgar's

oratorio, "The Dream of Gerontius," 4:30-4:55 p.m.

SEPTEMBER 9: Governor Herbert H. Lehman's address to the New York State Fair, on "The Outlook for Agriculture," was heard from the Fair grounds near Syracuse, 12 noon-12:15 p.m.

The running of the third and final heat of the Governor's Cup mile trot at the New York State Fair grounds was described by Stephen Phillips, 5:15-5:30 p.m.

SEPTEMBER 10: The ceremonies attending the dedication of the newly named Benjamin Franklin Parkway in Philadelphia, during the celebration of the 150th anniversary of the Constitution, were described to the radio audience, 10:45-11:00 p.m.

SEPTEMBER 11: The fourth running of the Narragansett Special was described by

Joe Fay from the track at Pawtucket, R. I., 4:45-5:15 p.m.

M. Henri de Chatillon, fashion expert and designer, was interviewed by Bob Trout, 5:45-6:00 p.m.

In the first U. S. broadcast from Shanghai since the warfare broke out in that city, Madame Chiang Kai-shek, wife of China's generalissimo, presented the viewpoint of her country to Columbia Network listeners, 7:00-7:15 p.m.

SEPTEMBER 12: In a broadcast from Geneva, Vernon Bartlett, British authority on international affairs, summarized Europe's reactions to the findings of the Nyon Conference, 1:30-1:45 p.m.

For the closing concert of the Grant Park series which formed part of Columbia's summer music schedule, a gala program in which the Chicago Symphony, the Chicago Philharmonic, the Chicago Civic Opera, and the Women's Symphony orchestras united was conducted by Dr. Frederick Stock, 10:00-11:00 p.m.

SEPTEMBER 13: From the Fifth International Congress of Radiology, held for the first time in this country, Dr. Otto Glasser was heard from Chicago in a talk on the X-ray, 6:45-7:00 p.m.

A portion of the softball "World Series," the finals of a national elimination tournament, was described by Pat Flanagan from Chicago's Soldiers Field, 11:30 p.m.-12 midnight.

SEPTEMBER 15: Australia's reaction to the Sino-Japanese crisis was discussed by F. E. Baume, editor of the *Sydney Sunday Call*, 6:15-6:30 p.m.

SEPTEMBER 17: Ceremonies at Independence Hall, Philadelphia, occurring exactly 150 years to the hour after the signing of the Constitution, were described and speeches delivered by ex-Senator George Wharton Pepper and Mayor S. Davis Wilson, 2:30-2:45 p.m.

Senator Bennett Champ Clark (Dem.) of Missouri addressed the prize-award meeting of the New York Times Constitution Essay Contest on "The Constitution," 3:30-4:00 p.m.

The first of two broadcasts on problems of immigration presented Edward J. Shaughnessy, Commissioner of Immigration, on "The Ebbing Tide of Immigration," 5:00-5:15 p.m.

SEPTEMBER 18: A "radio-view" of the construction of Grand Coulee Dam in the state of Washington included an aerial description by Don Forbes from a

United Airlines Mainliner, and pickups from the "House of Magic" and the West Coffer Dam of this immense engineering project, 5:00-5:30 p.m.

Harry W. Colmery, retiring national commander of the American Legion, analysed Constitution Day addresses delivered throughout the country in a talk, "The Constitution and Its Interpreters," 7:00-7:15 p.m.

Senator Arthur H. Vandenburg (Rep.) of Michigan addressed the State Wide Conference of Young Republicans at Bay City, Michigan, on "The Republican Challenge," 10:45-11:30 p.m.

SEPTEMBER 19: In a talk from London, Ben Ames, journalist and lecturer who has just completed an extensive tour of Europe, discussed political, social and economic conditions on the Continent, 1:30-1:45 p.m.

Adventures encountered in a trip through unexplored portions of Africa were retold by Captain Percy A. Cook, explorer, 2:00-2:15 p.m.

The first Sunday night performance of New York City's newly-opened International Casino was described by Bob Trout and Paul Douglas, and the orchestras of George Olsen, Jascha Bunchuk and Basil Fomeen were heard in this radio show produced by Wil-

liam Robson, CBS director, and Leonce, Casino master of ceremonies, 8:00-9:00 p.m.

SEPTEMBER 22: The second of two broadcasts on problems of immigration featured Rudolph Reimer, District Commissioner of Immigration at Ellis Island, on "The Problems of Deportation," 5:00-5:15 p.m.

A symposium on the Constitution and its relation to religious freedom and tolerance was conducted by Dr. Ernest Fremont Tittle, Alfred Morton Cohen and Judge John Patrick McGoorty, under the auspices of the National Conference of Jews and Christians, 6:00-6:30 p.m.

SEPTEMBER 23: Walter W. Stokes, N. Y. State Senator from Cooperstown, spoke on "Highway Safety," 5:15-5:30 p.m.

SEPTEMBER 24: Governor Frank Murphy of Michigan, in the third of a CBS series on the subject of labor, spoke on "A Fair Deal for Labor," 7:30-7:45 p.m.

United States Secretary of Commerce Daniel C. Roper, in connection with the presentation of the American Trade Association Executives' Awards for constructive public service, spoke on "Coordinating Government and Business Activities," 10:45-11:00 p.m.

SEPTEMBER 25: From Shanghai Earl Leaf, manager of the North China bureau of the United Press, reported on the "War in China," 7:00-7:15 p.m.

Pierre Bedard, director of the French Institute in New York and Secretary General of the Alliance Francaise, spoke from New York on "What Is Happening to American Isolation?," 9:30-9:45 p.m.

SEPTEMBER 26: From Geneva Dr. V. K. Wellington Koo, Chinese Ambassador to England and his country's chief delegate to the League of Nations, spoke on "China Demands Help from the League of Nations," 1:30-1:45 p.m.

H. V. Kaltenborn, veteran CBS commentator, returned from an extensive tour of European centers to discuss the Benito Mussolini-Adolf Hitler conference, 1:45-2:00 p.m.

Station WGAR, Columbia's new Cleveland outlet, saluted the network in a special program which presented Bob Feller and Johnny Allen, music by Walberg Brown, and an address by general manager John F. Pratt of WGAR, 6:00-6:30 p.m.

SEPTEMBER 28: Two addresses by President Roosevelt, on a tour in the Northwest,

were broadcast over the Columbia Network on the same day, one at the Bonneville Dam, Oregon, 12:30-12:45 p.m. and the other at Mount Hood timberline camp, Oregon, 4:30-5:00 p.m.

Dr. C. V. Akin, Chief Quarantine Officer of the Port of New York, in a regular *Science Service* program unannounced last month, spoke on "Diseases Outside Our Door," 5:15-5:30 p.m.

Kename Wakasugi, Japanese Consul General in New York, spoke on "Why Japan Is Fighting China," 6:45-7:00 p.m.

The Calvary Episcopal Church Choir, the Free Synagogue of New York singers, and the Paulist Fathers' Choir participated in a special choral music program under the auspices of the National Committee for Religion and Welfare Recovery, 10:30-11:00 p.m.

SEPTEMBER 29: Evangeline Booth, International Commander of the Salvation Army, in her first trip to America since her election to leadership of the organization made her only radio address during her visit in an exclusive CBS broadcast, 10:45-11:00 p.m.

