

Aviation history (and radio history)

were made last month. See page 37.





AUGUST, 1938

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 18

CBS SUSTAINING PROGRAMS: pp. 19 to 39

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

INDEX: COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:

DeSoto,
Dodge,
Plymouth.
Chrysler motor cars Page 5

NASH-KELVINATOR CORPORATION:

Nash motor cars Page 13

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:

Lucky Strike Cigarettes Page 3

LIGGETT & MYERS TOBACCO COMPANY:

Chesterfield Cigarettes.
Granger Tobacco Page 11

P. LORILLARD COMPANY:

Old Gold Cigarettes Page 11

PHILIP MORRIS & COMPANY, LTD.:

Philip Morris Cigarettes Page 13

R. J. REYNOLDS TOBACCO COMPANY:

Camel Cigarettes,
Prince Albert Tobacco Page 15

U. S. TOBACCO COMPANY:

Dill's Best,
Model Smoking Tobacco Page 15

● CONFECTIONERY

EUCLID CANDY COMPANY:

Confectionery Page 7

WM. WRIGLEY JR. COMPANY:

Wrigley's Gum Page 17

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:

Edna Wallace Hopper Cosmetics . Page

ANACIN COMPANY:

Anacin Page

BAYER COMPANY:

Bayer Aspirin Page

COLGATE-PALMOLIVE-PEET COMPANY:

(See also Laundry Soaps)
Colgate Tooth Powder,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Palmolive Soap Page

KOLYNOS COMPANY:

Kolynos Toothpaste Page

LADY ESTHER COMPANY:

Cosmetics Page

THE LAMBERT COMPANY:

Listerine Products,
Prophylactic Brushes Page

MCKESSON & ROBBINS, INC.:

Calox Toothpowder,
Solidified Albolene Page 1

THE PROCTER & GAMBLE COMPANY:

(See also Laundry Soaps; Foods)
Ivory Soap Page 1

SALES AFFILIATES, INC.:

Loxol Oil Tint Shampoo Page 1

● FOODS & BEVERAGES

BREWERS' RADIO SHOW ASSOCIATION:

Beer Page

CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread.
Dressmaker Cake Page 5

GENERAL BAKING COMPANY:
Wonder Bread Page 7

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Tussockies.
Toasty Toasties Page 7

LEVER BROTHERS COMPANY:
(See also Laundry Soaps)
Tussocky Page 11

PET MILK SALES CORPORATION:
Irradiated Pet Milk Page 13

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
Crisco Page 15

LAUNDRY SOAPS & ACCESSORIES

A. S. BOYLE COMPANY:
Old English No-Rubbing
Floor Wax Page 3

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Drugs & Toilet Goods)
Concentrated Super Suds Page 5

THE CUDAHY PACKING COMPANY:
Old Dutch Cleanser Page 5

GENERAL FOODS CORPORATION:
(See also Foods)
La France,
Satin Page 7

GRIFFIN MANUFACTURING COMPANY:
Griffin Shoe Polishes Page 7

LEVER BROTHERS COMPANY:
(See also Foods)
Rinso Page 11

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
Chipso,
Ivory,
Oxydol Page 15

LUBRICANTS

GULF OIL CORPORATION:
Motor Oil and Gas Page 7
RIO GRANDE OIL, INC.:
Petroleum Products Page 15

MISCELLANEOUS

HAIGHT FOR GOVERNOR, INC.:
Political Talks Page 9

HOUSEHOLD FINANCE CORPORATION:
Personal Loan Service Page 9

LEGG FOR GOVERNOR, INC.:
Political Talk Page 9

WILLIAM G. MCADOO FOR SENATOR:
Political Talks Page 11

O'CONNOR FOR GOVERNOR, INC.:
Political Talks Page 13

EARL WARREN FOR ATTORNEY-GENERAL:
Political Talks Page 17

LOUISE WARD WATKINS FOR SENATOR:
Political Talk Page 17

WILMINGTON TRANSPORTATION COMPANY:
Santa Catalina Island Summer
Resort Page 17

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cos
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin
A. S. BOYLE COMPANY	Old English No-Rubbing Floor Wax
BREWERS' RADIO SHOW ASSOCIATION	Beer

<p>ROMANCE OF HELEN TRENT <i>Serial drama</i> (See S. BOYLE CO. also, below)</p>	<p>Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>243 Weeks</p>
<p>HIT PARADE, with Hoff's Orchestra; Guest Star; Buddy Clark, Fredda Wilson and the Songsmiths <i>Popular music and vocalists</i></p>	<p>Saturday 10:00-10:45 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Lord and Thomas</p>	<p>118 Weeks</p>
<p>DU GAL, SUNDAY <i>Serial drama</i> (See POLYNOS COMPANY also, page 9)</p>	<p>Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>365 Weeks</p>
<p>SECOND HUSBAND with Helen Menken, presented by the Famous Actors' Guild <i>Dramatic</i></p>	<p>Tuesday 7:30-8:00 p.m. ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>360 Weeks</p>
<p>ROMANCE OF HELEN TRENT <i>Serial drama</i> (See AFFILIATED PRODUCTS, INC. also, above)</p>	<p>Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>168 Weeks</p>
<p>WEDNESDAY NIGHT SHOW with Ted Husing, Connie Boswell, Guest stars and Richard Himber's Orchestra <i>Comedy, Sports, Music</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12-12:30 a.m. ORIGINATES: WABC</p>	<p>United States Advertising Corp.</p>	<p>22 Weeks</p>

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

CBS SPONSORED PROGRAMS

CHRYSLER CORPORATION

Chrysler
DeSoto
Dodge
Plymouth

COLGATE-PALMOLIVE-PEET COMPANY

Concentrated Super Suds

Palmolive Shave Cream
Palmolive Brushless Shave

Palmolive Soap

Colgate Tooth Powder

CONTINENTAL BAKING CO., INC.

Wonder Bread
Hostess Cake

THE CUDAHY PACKING COMPANY

Old Dutch Cleanser

MAJOR BOWES' AMATEUR HOUR <i>Amateurs, with Major Bowes</i> <i>Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	126 Weeks
MYRTLE AND MARGE <i>serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	127 Weeks
MAJORS BUSTERS <i>Police-file dramatizations</i> <i>Beginning August 17</i>	Wednesday* 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m.		125 Weeks
HIT TOP HOUSE, <i>starring Bess Johnson</i> <i>dramatic serial</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. ORIGINATES: WABC		129 Weeks
ST. MOTHER <i>dramatic serial</i>	Mon. thru Fri. 10:45-11:00 a.m. ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	70 Weeks
PRETTY KITTY KELLY <i>serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	178 Weeks
DR. HELEOR'S CHILDREN <i>serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	188 Weeks

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

CBS SPONSORED PROGRAMS

EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Confectionery
GENERAL BAKING COMPANY	Bond Bread
GENERAL FOODS CORPORATION	La France Satina Huskies Post Toasties
GRIFFIN MANUFACTURING COMPANY	Griffin Shoe Polishes
GULF OIL CORPORATION	Motor Oil and Gas

†Columbia Pacific Network Only

<p>WALK MANNING <i>commentator</i></p>	<p>†Tuesday 5:45-6:00 p.m. PST ORIGINATES: KNX</p>	<p>Sidney Garfinkel Advertising Agency</p>	<p>37 Weeks</p>
<p>DU LOMBARDO and His Orchestra <i>popular music</i></p>	<p>Sunday, August 7 and 14 only 5:30-6:00 p.m. ORIGINATES: WABC</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>395 Weeks</p>
<p>MAY MARGARET MCBRIDE <i>radio columnist</i></p>	<p>Mon., Wed., Fri. 12:00-12:15 p.m. <i>Rebroadcast</i> 4:45-5:00 p.m. ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	<p>180 Weeks</p>
<p>BOKE CARTER <i>news commentator</i></p>	<p>Mon., Wed., Thur. and Fri., thru Aug. 26 only 7:45-8:00 p.m. <i>Rebroadcast</i> <i>Mon. thru Fri.</i> 8:45-9:00 p.m. ORIGINATES: WCAU, PHILADELPHIA</p>	<p>Benton & Bowles, Inc.</p>	
<p>THE TO SHINE, with Hal Kemp and his Orchestra, Luiz Starr and Bob Allen <i>musical</i></p>	<p>Tuesday 10:00-10:30 p.m. ORIGINATES: WABC</p>	<p>Birmingham, Castleman & Pierce, Inc.</p>	<p>16 Weeks</p>
<p>THE PASSING PARADE, with John Booth Nesbitt, Marr, tenor, and Earl Bradley's Orchestra <i>drama and music</i></p>	<p>Sunday 7:30-8:00 p.m. ORIGINATES: KNX</p>	<p>Young & Rubicam, Inc.</p>	<p>234 Weeks</p>

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

CBS SPONSORED PROGRAMS

HAIGHT FOR GOVERNOR, INC.	Candidate for political office
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEGG FOR GOVERNOR, INC.	Candidate for political office

CAMPAIGN TALKS	††August 23 thru August 29 only <i>Various hours</i> ORIGINATES: KNX	Arnold and Chase
CAN BE DONE, with Edgar A. Guest, Frankie Masters' Orchestra and Dramatic Cast <i>poetry and drama</i>	Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc. 31 Weeks
DUNN GAL, SUNDAY <i>serial drama</i> (See ANACIN COMPANY also, page 3)	Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc. 217 Weeks
ED WINE KING and his Orchestra <i>popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WBBM	Lord and Thomas 152 Weeks
SEND CENTRAL STATION <i>serial drama</i>	Tuesday 9:00-9:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc. 57 Weeks
CAMPAIGN TALKS	††Monday, August 22 only 6:30-6:45 p.m. PST ORIGINATES: KNX	W. Austin Campbell Co.

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

CBS SPONSORED PROGRAMS

LEVER BROTHERS COMPANY	Rinso Spry
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
P. LORILLARD COMPANY	Old Gold Cigarettes
WILLIAM G. McADOO FOR SENATOR, INC.	Candidate for political offi

††Columbia California Network only

<p>REGISTER, with Alice Frost and Martin Gabel <i>serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>99 Weeks</p>
<p>THE JENNY'S REAL LIFE STORIES <i>dramatic</i></p>	<p>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC</p>		<p>81 Weeks</p>
<p>THE PAL WHITEMAN'S PROGRAM, with Joan Edwards; Paul Douglas; The Modernaires; Guests <i>Musical Variety</i></p>	<p>Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC</p>	<p>Newell-Emmett Co., Inc.</p>	<p>68 Weeks</p>
<p>HOLLYWOOD SCREENSCOOPS, George McCall, commentator <i>motion-picture news</i></p>	<p>Tues. and Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX</p>	<p>Lennen & Mitchell, Inc.</p>	<p>135 Weeks</p>
<p>CAMPAIGN TALKS</p>	<p>††Thursdays, Aug. 4 thru 25 7:30-7:45 p.m. Monday, Aug. 29 8:30-8:45 p.m. PST ORIGINATES: KNX</p>	<p>C. Ellsworth Wylie</p>	

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

CBS SPONSORED PROGRAMS

McKESSON & ROBBINS, INC.

Calox Toothpowder
Solidified Albolene

NASH-KELVINATOR CORPORATION

Nash Motor Cars

O'CONNOR FOR GOVERNOR, INC.

Candidate for political office

PET MILK SALES CORPORATION

Irradiated Pet Milk

PHILIP MORRIS & COMPANY, LTD.

Philip Morris Cigarettes

††Columbia California Network 0

<p>JOE JORDAN, GIRL INTERNE <i>serial drama</i></p>	<p>Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC</p>	<p>Brown & Tarcher, Inc.</p>	<p>40 Weeks</p>
<p>PROFESSOR QUIZ, with Bob Trout <i>questions and answers</i></p>	<p>Saturday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC</p>	<p>Geyer, Cornell & Newell, Inc.</p>	<p>74 Weeks</p>
<p>CAMPAIGN TALKS</p>	<p>††August 15, 23, 25, 28 and 29 only <i>Various hours</i> ORIGINATES: KNX</p>	<p>R. H. Alber Company</p>	
<p>MARY LEE TAYLOR, <i>home economist</i> <i>household advice</i></p>	<p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX, ST. LOUIS</p>	<p>Gardner Advertising Company</p>	<p>248 Weeks</p>
<p>JOHNNY PRESENTS Rita Morgan's Orchestra, Jack Donstone's Dramatizations, Frances Air, Genevieve Rowe, "Beverly", Gann Cross and Ray Bloch's Swing Forteen <i>Variety and dramatic interludes</i></p>	<p>Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC</p>	<p>The Biow Company, Inc.</p>	<p>99 Weeks</p>

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

CBS SPONSORED PROGRAMS

THE PROCTER & GAMBLE COMPANY	Oxydol Crisco Chipso Ivory
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco
RIO GRANDE OIL, INC.	Petroleum Products
SALES AFFILIATES, INC.	Loxol Oil Tint Shampoo
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco

††Columbia California Network Onl

<p>THE GOLDBERGS <i>serial drama</i></p>	<p>Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>192 Weeks</p>
<p>VI & SADE <i>serial drama</i></p>	<p>1:15-1:30 p.m. ORIGINATES: WBBM</p>	<p>Compton Advertising, Inc.</p>	
<p>ROAD OF LIFE <i>serial drama</i></p>	<p>1:30-1:45 p.m. ORIGINATES: WABC</p>	<p>Pedlar & Ryan, Inc.</p>	
<p>GOPEL SINGER <i>hymns</i></p>	<p>1:45-2:00 p.m. ORIGINATES: WABC</p>	<p>Compton Advertising, Inc.</p>	
<p>BENNY GOODMAN and his Orchestra <i>music and guests</i></p>	<p>Tuesday 9:30-10:00 p.m. ORIGINATES: WEEI</p>	<p>William Esty & Company, Inc.</p>	<p>266 Weeks</p>
<p>CALLING ALL CARS <i>police file dramatizations</i></p>	<p>††Thursday 8:30-9:00 p.m. PST ORIGINATES: KNX</p>	<p>Hixson-O'Donnell, Inc.</p>	<p>256 Weeks</p>
<p>FRANK AND BRAGGIOTTI, and pianists; and Bob Carol, baritone <i>Musical</i></p>	<p>††Wed. and Fri. 11:15-11:30 a.m. PST ORIGINATES: KNX</p>	<p>Milton Weinberg Advertising Co.</p>	<p>29 Weeks</p>
<p>BOB AND PAT IN PIPE SMOKING TIME, with Edward Roecker, bari- tone and Benny Kreuger's Orchestra <i>"Blackface" comedy and music</i></p>	<p>Monday 8:30-9:00 p.m. <i>Rebroadcast 11:30-12 mid.</i> ORIGINATES: WABC</p>	<p>Arthur Kudner, Inc.</p>	<p>166 Weeks</p>

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

CBS SPONSORED PROGRAMS

EARL WARREN FOR ATTORNEY- GENERAL OF CALIFORNIA, INC.	Candidate for political office
LOUISE WARD WATKINS FOR SENATOR, INC.	Candidate for political office
WILMINGTON TRANSPORTATION COMPANY	Santa Catalina Island Summer Resort
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

†Columbia Pacific Network Only
††Columbia California Network Only

<p>CAMPAIGN TALKS</p>	<p>††Mondays, Aug. 1 thru 29 7:15-7:30 p.m. PST ORIGINATES: KNX</p>	<p>Walter Biddick Company</p>
<p>CAMPAIGN TALK</p>	<p>††Monday, Aug. 29 only 6:30-6:45 p.m. PST ORIGINATES: KNX</p>	<p>Walter Biddick Company</p>
<p>CALINA ISLANDER, Guy Breckner <i>Man-in-street interviews</i></p>	<p>†Mon. thru Fri. 2:15-2:30 p.m. ORIGINATES: KNX</p>	<p>Neisser-Meyerhoff. Inc. 11 Weeks</p>
<p>THE LAUGH LINER, starring Billy House with Jack Fulton, tenor and Carl Hohengarten's Orchestra <i>Comedy and music</i></p> <p>SPATTERGOOD BAINES <i>Serial drama</i></p>	<p>Sunday, 6:30-7:00 p.m. ORIGINATES: WBBM</p> <p>Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 3:30-3:45 p.m. ORIGINATES: WBBM</p>	<p>Frances Hooper Advertising Agency 323 Weeks</p>

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

CBS SUSTAINING PROGRAMS

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

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

1. SPECIAL EVENTS Page 20
2. DRAMATIC SERIES Page 21
3. PUBLIC AFFAIRS. Page 23
4. EDUCATIONAL PROGRAMS Page 26
5. SERIOUS MUSIC Page 28
6. CHILDREN'S PROGRAMS Page 31
7. RELIGIOUS BROADCASTS Page 32
8. PERSONALITIES Page 33
9. LIGHT MUSIC Page 34

- ADDENDA: JULY PROGRAMS Page 37

SPECIAL EVENTS

Saratoga Races

4:30-5:00 p.m.

SATURDAYS, AUGUST 6, 13, 20, 27

TUESDAY, AUGUST 9

The five outstanding August races of the annual Saratoga meeting are broadcast exclusively by Columbia this month. Bryan Field is, as usual, at the microphone. An added feature this month is a summary, by Field, of notable races preceding each afternoon's big event. The August racing card:

AUGUST 6: SARATOGA SPECIAL — and review of Merchant's and Citizen's Handicap.

AUGUST 9: THE ALABAMA.

AUGUST 13: THE TRAVERS — and review of North American Steeplechase and The Spin-away.

AUGUST 20: THE WHITNEY — and review of Beverwyck Steeplechase and Grand Union Hotel Stakes.

AUGUST 27: THE HOPEFUL — and review of Saratoga Steeplechase and The Saratoga Cup.

Soapbox Derby

6:00-6:30 p.m.

SUNDAY, AUGUST 14

The finals of the annual Soapbox Derby held under the auspices of the Chevrolet Motor Company at Akron, Ohio, are reported by Ted Husing, soapbox racing expert.

Davis Cup Tennis

Various hours

AUGUST 18, 19 AND 20

The inter-zone finals of the Davis Cup, contested between Australia and Yugoslavia at Brookline, Mass., are described exclusively for Columbia's audience by Ted Husing.

**National Doubles
Championships**

Various hours

AUGUST 22 THRU 27

The men's and women's doubles championships feature the entrants' struggle for the vacant crown in the men's division, and the girls' attempt to take the title from Alice Marble and Mrs. Sarah Palfrey Fabyan.

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

Orson Welles — "First Person Singular"

9:00-10:00 p.m.

EACH MONDAY

Orson Welles, brilliant young actor-producer of the Mercury Theater, undertakes a new experiment in radio drama at the invitation of the Columbia Network. Taking the "First Person Singular" classics of literature, which he considers admirably suited to the medium of radio, Welles adapts, casts, directs and produces them in nine one-hour weekly broadcasts. He is assisted by members of the Mercury Theater. "The 39 Steps," by John Buchan is scheduled for August 1. Subsequent programs are to be chosen from listeners' requests.

Men Against Death

8:00-8:30 p.m.

EACH THURSDAY

The heroes of Paul de Kruif's well-known books will be brought to life in dramas presented in association with the Federal Theater's Radio Division. George Zachary directs, Bernard Herrmann is musical director, and Leon Fontaine prepares the scripts. On August 4, "Pasteur's Greatest Triumph."

Four Corners Theater

8:00-8:30 p.m.

EACH TUESDAY

Drama which millions east and west of the Hudson have never had a chance to enjoy and which, at the same time, has played to America's rural audiences in more performances than the greatest Broadway hits will be featured on the stage of Columbia's "Four Corners Theater," directed by Earle McGill.

AUGUST 2: "Aunt Jerushy on the Warpath," by Lieut. Beale Cormack.

AUGUST 9: "Captain Cranberry," by Glynn Ruth Bridgham.

**DRAMATIC
SERIES**

The Columbia Workshop

7:30-8:00 p.m.

EACH SATURDAY

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

AUGUST 6: "The Devil and Daniel Webster," adapted by Charles Burton from the story by Stephen Vincent Benet; director, Earle McGill.

AUGUST 13: "Brushwood Boy," adapted from Rudyard Kipling's story; director Mr. McGill.

AUGUST 20: "Joe Swing," an original radio drama by Hilda Cole; director, Mr. Robson.

AUGUST 27: "Péléas et Mélisande," Maurice Maeterlinck's drama, with the musical score of Claude Debussy; director, Robert Emerson.

Buffalo Players

3:00-3:30 p.m.

EACH FRIDAY

The Buffalo Players, one of the oldest dramatic groups in the country, take to the air with original dramas especially written for the Buffalo Summer Theatre.

**"The Ghost of
Benjamin Sweet"**

8:00-8:30 p.m.

EACH FRIDAY

This amiable spectre is the hero of incorporeal adventures conceived by Pauline Gibson and Frederick Gilsdorf. The cast includes Karl Swenson as Benjamin Sweet and Ed Latimer as his "accomplice," Theobald Tubbs; Will Geer as Mortimer, the Rocky Mountain ghost and Bob Strauss as the chairman of the Board of Ghosts.

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

<p>Eddie Cantor —“For the Youngest Victims” 5:00–5:15 p.m. TUESDAY, AUGUST 2</p>	<p>Returning from a trip abroad which he devoted to a study of the refugee problem, Eddie Cantor makes a plea for aid for child refugees, in a talk entitled “For the Youngest Victims.”</p>
<p>National Slum Clearance 5:00–5:30 p.m. WEDNESDAY, AUGUST 3</p>	<p>Nathan Straus, administrator of the U. S. Housing Authority, reports on his tour of twelve cities participating in the National Slum Clearance and Low Rent Housing Program, speaking at a luncheon in Los Angeles.</p>
<p>Mrs. Ida B. Wise Smith 6:45–7:00 p.m. WEDNESDAY, AUGUST 3</p>	<p>As National President of the Women’s Christian Temperance Union, Mrs. Ida B. Wise Smith is heard in a talk from San Francisco.</p>
<p>Social Security Anniversary 10:30–10:45 p.m. MONDAY, AUGUST 15</p>	<p>President Roosevelt, speaking from Hyde Park, addresses a meeting in Washington celebrating the third anniversary of his signing of the Social Security legislation. Arthur J. Altmeyer, chairman of the Social Security Board, introduces the President.</p>
<p>President Roosevelt From Canada 11:00–11:30 a.m. 2:45–3:15 p.m. THURSDAY, AUGUST 18</p>	<p>The President’s acceptance of an honorary degree and dedication of a bridge over the U. S. Canada border are heard in two broadcasts from the Dominion on the same day. The degree is conferred by Queens University and the bridge connects Collins Landing, New York, and Ivy Lea, Canada.</p>

Europe Calling!

1:30-1:45 p.m.

EACH SUNDAY

Expert observers of international affairs and prominent national spokesmen appear on this regular Sunday period of talks from foreign capitals.

AUGUST 7: Sigmund Freud, internationally renowned psychologist, speaks from the Refugee Conference at Evian, France.

AUGUST 14: The Mayor of Helsingfors, Paavo Nurmi, and others discuss Finland's role as host to the 1940 Olympics.

The Farmer Takes the Mike

4:00-4:30 p.m.

EACH SUNDAY

A new nationwide farm forum, in which the American farmer and his family in every section of the country will participate, is presented this month by Columbia. Each program will be in the nature of an informal discussion of farming conditions, social problems and subjects of human interest. This month the farmer takes the mike at:

AUGUST 7: Birmingham

AUGUST 14: Dallas.

AUGUST 21: Louisville.

AUGUST 28: Salt Lake City.

Headlines and Bylines

10:30-11:00 p.m.

EACH SUNDAY

H. V. Kaltenborn, Bob Trout and Edwin Canham, a trio of expert reporters of public affairs, combine their talents on this weekly series of news and the makers of news the world over.

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

World Economic Cooperation

4:45-5:00 p.m.

EACH FRIDAY

In cooperation with the National Peace Conference, Columbia presents prominent spokesmen for world economic cooperation.

AUGUST 5: Raymond Leslie Buell, author and historian, evaluates the "Economic Situation in Central Europe."

AUGUST 12: Freda Miller, of the New York State Department of Labor, urges "Labor Standards Through International Cooperation."

AUGUST 19: Harold E. Fey outlines the "Economic Consequences of War."

AUGUST 26: "Youth and World Economic Cooperation" is the round-table subject of several members of the World Youth Congress, led by Joseph Cadden.

The People's Platform

8:00-8:30 p.m.

EACH WEDNESDAY

Columbia presents a novel series in which untypical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which their informal discussions are broadcast. The topics are chosen at random, and solutions to social and political problems are sought through an exchange of ideas.

Of Men and Books

4:00-4:15 p.m.

EACH THURSDAY

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

AUGUST 4: "The Middle Colonies," by J. Wertenbaker; "Free Land," by R. W. Iles, and "Forbidden Ground," by Neil Swainson.

AUGUST 11: "What Are We to Do?" by Herbert Strachey and "I Like America," by G. H. Kingsley.

**EDUCATIONAL
PROGRAMS**

**COLUMBIA ADULT
EDUCATION**

“Living History”

7:30-7:45 p.m.

EACH WEDNESDAY

“Americans at Work”

10:30-11:00 p.m.

EACH THURSDAY

“Adventures in Science”

7:30-7:45 p.m.

EACH FRIDAY

Columbia's Adult Education Board presents this series of five programs, depicting, in vivid and dramatic form, the significant events of history, work-a-day life of America, and modern scientific developments.

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

LYMAN BRYSON, *chairman*
STRINGFELLOW BARR
WILLIAM BENTON
HARRY WOODBURN CHASE
ROBERT I. CANNON, S. J.
ALVIN S. JOHNSON
HENRY R. LUCE

SPENCER MILLER, JR.
RUTH BRYAN ROHDE
THOMAS V. SMITH
GEORGE EDGAR VINCENT
WILLIAM ALLEN WHITE
RAY LYMAN WILBUR
JOSEPH H. WILLITS

Radio, seeking the significant events that have made our world of today, goes into the past and recreates it in the living form of “news broadcasts.” Professor Harry J. Carman of Columbia University acts as guest historian.

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

This program enables the American public to listen in on the greatest scientists of our time as they narrate the stories of important developments in their fields. Their narrations are augmented by dramatizations. Dr. Paul B. Sears of Columbia University acts as sociological commentator.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

New Horizons

5:45-6:00 p.m.

EACH MONDAY

The American Museum of Natural History presents famous explorers and scientists. The programs are arranged by Hans Christian Adamson.

AUGUST 1: "Lewis and Clark."

AUGUST 8: "Conquest of Yucatan."

AUGUST 15: "The Maya's Sacred Well."

AUGUST 22: "The Aztec Calendar Stone."

AUGUST 29: "The North Pole."

Highways to Health

4:00-4:15 p.m.

EACH TUESDAY

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

AUGUST 2: Dr. Anthony Bassler, St. Vincent's Hospital: "Dieting for Health."

AUGUST 9: Dr. Eli Moschowitz, Mt. Sinai: "Concerning Blood Pressure."

AUGUST 16: Dr. Claude E. Heaton, N. Y. U. College of Medicine: "Painless Childbirth."

AUGUST 23: Dr. Barbara B. Stimson, College of Physicians and Surgeons: "In Case of an Automobile Accident."

AUGUST 30: Dr. Thomas T. Mackie, Roosevelt Hospital: "Foods, Fads and Fancies."

Exploring Space

5:45-6:00 p.m.

EACH WEDNESDAY

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

**SERIOUS
MUSIC**

**Philharmonic-Symphony
Stadium Concerts**

8:30-10:30 p.m.

SUNDAY, AUGUST 7 AND 14

CBS this month concludes its fourth season of Sunday evening summer concerts by the New York Philharmonic-Symphony Orchestra at Lewisohn Stadium.

AUGUST 7: Conductor, ALEXANDER SMALLENS. *Richard Strauss*: "Don Juan"; *Boellmann*: "Variations Symphoniques," JOSEPH EMONTS, 'cellist; *Tschaikowsky*: Symphony No. 5.

AUGUST 14: Final Sunday concert of season, details to be announced.

Everybody's Music

3:00-4:00 p.m.

EACH SUNDAY

Howard Barlow conducts the Columbia Symphony Orchestra and Henry M. Neely is informal commentator. In this series the premieres of works written for the second COLUMBIA COMPOSERS COMMISSION are performed.

AUGUST 7: *Weber*: Overture to "Der Freischütz"; *Castellini*: "Misty Dawn" (premiere performance); *Zoltan Kurthy*: "Puszta" (first radio performance); and *Wagner* selections.

AUGUST 14: *Mozart*: Overture to "The Magic Flute"; *Mendelssohn*: "Italian" Symphony; *Quincy Porter*: Two Dances for Radio, premiere of the third COMMISSION work.

AUGUST 21: *Bizet*: Symphony No. 1; *Wagner*: Siegfried Idyll; *Tom Bennett*: Burlesque in Jazz.

AUGUST 28: *Debussy*: Three Nocturnes—Nuages, Fêtes et Sirènes, with the Women's Chorus; *Jerome Moross*: Premiere of the fourth COLUMBIA COMPOSERS COMMISSION work.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Story of the Song

6:30-7:00 p.m.

EACH TUESDAY

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

AUGUST 2: American Indian Songs. Walter Sel, baritone; Hollace Shaw, soprano.

AUGUST 9: *Songs of Paul Krummeich*. Clara Winkler, contralto; Prof. Krummeich as pianist and commentator.

AUGUST 16: *Early Influences of Debussy*. Edward Lockspeiser, commentator; Germaine Bruyere, soprano.

AUGUST 23: *Richard Strauss Songs*. F. Frank, soprano.

AUGUST 30: Léon Rothier, basso.

Keyboard Concerts

5:00-5:30 p.m.

EACH THURSDAY

This series presents outstanding concert artists of the keyboard instruments.

AUGUST 11: Clifford Herzer and Yascha Zelenka, duo-pianists.

AUGUST 18: Paulina Ruvinska, pianist.

AUGUST 25: Vera Brodsky, pianist.

Essays in Music

10:00-10:30 p.m.

EACH THURSDAY

This unusual series, under the direction of Victor Bay, presents on each program widely varying compositions devoted to a single subject. George Zachary produces the programs.

AUGUST 4: *Midsummer Nights*. Margaret Daum, soprano.

AUGUST 11: *Scotland*. Carmela Ippolito, violinist; Hubert Hendrie, baritone, and Male Quartet.

**SERIOUS
MUSIC**

<p>“Music for Fun” 6:00–6:30 p.m. EACH SUNDAY</p>	<p>Music designed to please younger listeners as well as the family group is presented on this series under the direction of Howard Barlow. A visiting family appears on each program to express reactions to the music, with William Spier acting as interlocutor.</p>
<p>Grant Park Concerts 10:30–11:00 p.m. EACH TUESDAY</p>	<p>Chicago’s famous outdoor concerts in Grant Park are heard in their fourth consecutive season over Columbia. The concerts feature Chicago’s distinguished orchestras and bands, sponsored by the Chicago Park Board.</p>
<p>Goldman Band Concerts THURSDAY—8:30–9:00 p.m. FRIDAY—10:00–10:30 p.m.</p>	<p>The famous Summer “On the Mall” concerts of the Edwin Franko Goldman Band, playing in Central and Prospect Parks, are heard exclusively over Columbia. This is Goldman’s twenty-first season in New York.</p>
<p>From the Organ Loft 9:00–9:30 a.m. EACH SUNDAY</p>	<p>Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music.</p>
<p>Salt Lake City Tabernacle Choir 12:30–1:00 p.m. EACH SUNDAY</p>	<p>This world famous choir sings weekly from one of America’s greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper, Tabernacle organist, accompanies the choir.</p>
<p>CBC Singers 4:30–5:00 p.m. EACH SUNDAY</p>	<p>The CBC Singers, choral group of the Canadian Broadcasting Corporation, present their recitals from Toronto each week. The singers are under the direction of Albert W. Whitehead.</p>

CBS SUSTAINING PROGRAMS

CHILDREN'S PROGRAMS

"So You Want to Be—"

5:45-6:00 p.m.

EACH FRIDAY

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

AUGUST 5: Captain John W. Anderson, navigator of the *S. S. Importer* of the United States — "So You Want to Go to Sea."

AUGUST 12: Irene Kuhn, noted journalist and author of *Assigned to Adventure* — "So You Want to Be a Reporter."

AUGUST 19: Armand Denis, big-game news cameraman with Universal Pictures — "So You Want to Be a Motion-Picture Explorer."

AUGUST 26: Ham Fisher, creator of the nationally syndicated character, Joe Palooka — "So You Want to Be a Cartoonist."

"March of Games"

5:30-5:45 p.m.

EACH MONDAY AND WEDNESDAY

Children who like asking questions and children who prefer answering them are given an opportunity on this new bi-weekly CBS program. Questions submitted by youthful learners will be posed to four equally youthful contestants, and prizes will be given. Four-year-old Arthur Ross, youngest master of ceremonies on the air, is assisted by Sybil Tilton, 11-year-old "Miss Drum Major."

"Let's Pretend"

5:30-6:00 p.m.

EACH TUESDAY AND THURSDAY

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

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00–10:30 a.m.

1:00–1:30 p.m.

EACH SUNDAY

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

AUGUST 7: *Morning*—Rev. Evald B. Lawson, Trinity Lutheran Church, White Plains, N. Y.

Afternoon—Rev. Aloysius F. Coogan, National Propagation of the Faith Society, New York City.

AUGUST 14: *Morning*—Rev. Albert C. Thomas, First Baptist Church, Fall River, Mass.

Afternoon—Rev. John F. Fitzgerald, C.S.P., Church of St. Paul, New York City.

AUGUST 21: *Morning*—Rev. E. D. Jarvis (Presbyterian), Wellington Church, Glasgow, Scotland.

Afternoon—Rabbi B. Benedict Glazer, Congregation Emanu-El, New York City.

AUGUST 28: *Morning*—Spencer Miller, Jr., Industrial Relations Consultant of the Department of Christian Social Service of the National Council, New York City.

Afternoon—Rev. Edward A. Duff, Captain, Chaplains' Corps, U. S. Navy.

CBS SUSTAINING PROGRAMS

PERSONALITIES

<p>Irene Beasley's R. F. D. #1 12:15-12:30 p.m. MONDAY THRU FRIDAY</p>	<p>This intimate and informal "one-woman" show of music and homely commentary. Irene Beasley is dedicated to America's women. One of the features is the "meetin'-day" with guests and studio audience.</p>
<p>Max Eastman — "The Word Game" 10:00-10:30 p.m. EACH WEDNESDAY</p>	<p>Max Eastman, noted author and critic, is the center of ceremonies on this unusual new series. Besides mere spelling, this "Word Game" covers definitions, correct usage, and slang.</p>
<p>Richard Maxwell 11:00-11:15 a.m. MONDAY, WEDNESDAY AND FRIDAY 9:00-9:15 a.m. TUESDAY, THURSDAY, SATURDAY</p>	<p>Richard Maxwell presents four programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose accompanies the songs of the CBS tenor, who composes most of the verses which he reads.</p>
<p>Phil Cook's Almanac 7:00-7:30 p.m. EACH SUNDAY</p>	<p>Starring Phil Cook and his six characters—Office Boy Pete, Porter Sleepy Simpson, Pop Time, Sandy MacTavish, and Abner Eloise—the Sunday evening "Almanac" features the music of Ray Block's orchestra.</p>
<p>David Ross in "Poet's Gold" 1:45-2:00 p.m. EACH SUNDAY</p>	<p>This series of verse readings by David Ross, prize announcer, has been a Columbia network feature for five years. Ross gives his readings against a background of string music.</p>
<p>Major Bowes' Capitol Family 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Ito Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Healy, xylophonist, and Waldo Mayo's Orchestra.</p>

PERSONALITIES

**East and Dumke —
“Meet the Champ”**

9:00–9:30 p.m.

EACH WEDNESDAY

Ed East and Ralph Dumke, renowned as the “Sisters of the Skillet,” are featured in a new CBS variety show presenting little-known (for a good reason) champions. The two jovial comedians act as masters of ceremony and commentators as they present contestants vying for “championship” honors in their unique fields.

LIGHT MUSIC

Blue Velvet Music

9:30–10:00 p.m.

EACH WEDNESDAY

Mark Warnow, brilliant young CBS conductor, presents his fourth series of “Blue Velvet Music” programs, with Hollace Shaw as vocalist. The familiar “Swing Fugues” are featured and new novelties, “Fables in Rhythm” and “Little Symphonies” are introduced.

Hollywood Showcase

9:00–10:00 p.m.

EACH FRIDAY

Lud Gluskin’s orchestra, the Raymond Scott Quintet, the Simeone Chorus, Tito Guizar as soloist, Edmund McDonald as MC and Bill Lawrence as director make up the “Hollywood Showcase” of music, drama and guest performances. The program originates at Columbia’s new KNX-Hollywood headquarters.

“Junior Musicomedy”

11:30 a.m.–12 noon

EACH SATURDAY

The Junior Musicomedies are directed by Morden Buck, program director of WHEC, CBS Rochester outlet. The scripts are by Charlotte Edwards, Kenneth Sparnon is musical director, and Matt Pierce and Ken French write words and music.

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Saturday Night Swing Club 8:00-8:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens as band director and Allen as swing commentator, the Swing guests this month include Bunny Berke, Chick Webb and Ella Fitzgerald.</p>
<p>Ray Heatherton 7:00-7:15 p.m. MONDAY THRU FRIDAY</p>	<p>Ray Heatherton, young baritone of stage and radio, is starred in this new series of his five evenings a week.</p>
<p>Al Bernard's Merry Minstrels FRIDAYS, 2:15-2:30 p.m.</p>	<p>A streamlined, modern version of the old minstrel show. Al Bernard, long a headliner in this field of entertainment, is starred.</p>
<p>Ray Block's Varieties 3:30-4:00 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p>Deep River Boys, Eton Boys, Four Clubmen, The Symphonettes</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>
<p>"Dear Columbia" 3:00-3:30 p.m. EACH MONDAY</p>	<p>Audience mail requests for old and new songs are performed by Ray Block's orchestra and Audrey Marsh, with Bert Parks, MC.</p>
<p>All Hands on Deck 3:00-3:30 p.m. EACH WEDNESDAY</p>	<p>Lorraine Grimm and Harry Cool are featured with Ben Feld's Orchestra in this nautical hour from Columbia's St. Louis station, KLDX.</p>

CBS Vocalists

Various hours

MONDAY THRU SATURDAY

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

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

Summer Session

2:30-3:00 p.m.

EACH SUNDAY

Barry Wood, singing emcee, presents Nan Wynn, the Symphonettes, the Four Clubmen and Lyn Murray's Orchestra in vocal and instrumental specialties. Ted Lloyd's radio column and "Musical Acrostics" are features of the show.

Dance Orchestras

Various hours

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for August:

- | | |
|---------------|---------------|
| Count Basie | Henry King |
| Bunny Berigan | Gene Krupa |
| Henry Busse | Kay Kyser |
| Eddy Duchin | Guy Lombardo |
| Benny Goodman | Johnny Long |
| Dick Jurgens | Jack Marshard |
| Hal Kemp | Will McCune |
- Ted Weems

ADDENDA: JULY PROGRAMS

AVIATION—AND RADIO—HISTORY. In July aviation history was unexpectedly made on three fronts—by Howard Hughes and his crew, by Douglas Corrigan and by the British “pick-a-back” fliers. Radio history was also made. Unarranged and undetermined though many of the events listed below may have been, the Columbia Network was first to “break” them to the nation.

● **JULY 7:** The first broadcast in flight from the new Douglas DC4, largest land plane ever built in this country, was made from Los Angeles exclusively by CBS, 6:30–7 p.m.

● **JULY 10:** The first contact with Howard Hughes’ monoplane, three hours after his takeoff from Floyd Bennett Airport, caught his words and those of Dick Stoddart, radio engineer aboard, in an exclusive CBS broadcast, 10:30 p.m.

● **JULY 11:** Hughes’ landing at Le Bourget, Paris, and his takeoff for Moscow were covered on the scene by CBS representative Edward Murrow, 12:04 p.m.

● **JULY 12:** As the plane flew over Danzig, on the Paris-Moscow hop, CBS brought Hughes’ voice clearly to America in an exclusive broadcast, 12:15 a.m.

● **JULY 13 AND 14:** The arrival at Fairbanks, Alaska, after the race over Siberia, the takeoff for home, and the brief pause for refueling at Minneapolis, were all described on the scenes by CBS.

● **JULY 14:** Columbia achieved a fitting finale to this round-the-world drama by scooping the actual finish of the flight during an interview with Hughes’ manager and by obtaining exclusively the first and only

broadcast words of Hughes on landing 2:34 p.m.

● **JULY 18:** Shortly after Douglas Corrigan’s unexpected arrival in Dublin, following his extraordinary transatlantic flight, CBS was first to broadcast the flier’s own story, 2:30–2:40 p.m.

● **JULY 21:** CBS microphones were first to bring listeners in the United States a description of the landing at Montreal of the British “pick-a-back” plane, *Mercury*, which had flown the Atlantic in the first flight of its kind ever to be accomplished, 11:15–11:30 p.m.

PUBLIC AFFAIRS

● **JULY 1:** Richard Whitcomb, candidate for Governor of Massachusetts, spoke in a sponsored political talk over Columbia’s New England network, 9–9:30 p.m. and also on July 22, 8–8:30 p.m.

Sterling Fisher, director of the CBS Department of Education and Talks, discussed “What’s New in Radio Education,” 10:45–11 p.m.

● **JULY 6:** Myron C. Taylor, chairman of the International Conference on Refugee Relief, broadcast from the Evian (France) conference, 5–5:15 p.m.

JULY 8: President Roosevelt was heard from Covington, Ky., during his speaking tour of the states, 4:45-5:15 p.m.

JULY 9: The President, introduced by Senator Elmer Thomas, spoke from Oklahoma City, 7:15-7:45 p.m.

JULY 10: An address on "Economic Cooperation in the Americas," by Dr. Luis Basno, Foreign Minister of Ecuador, was read by Capitan Colon Eloy Alfaro, Ambassador to the U. S., 1:45-2 p.m.

JULY 13, 20 AND 27: George Hatfield, candidate for Governor of California, was heard three sponsored broadcasts on the Columbia-California Network, 8-8:15 p.m.

JULY 14: President Roosevelt spoke from "Treasure Island," site of the 1939 San Francisco World's Fair, 6-6:30 p.m., following which Columbia broadcast the President's view of the fleet from the cruiser *Houston*, 8-8:30 p.m.

JULY 18 AND 19: Miss Josephine Roche, chairman of the President's Health and Welfare Committee, addressed the National Health Conference in Washington, 12-12:15 p.m., and the next day Surgeon General Thomas Parran reported on the Conference's activities, 6:15-6:30 p.m.

JULY 18: Manuel L. Quezon, President of the Philippine Commonwealth, presented "The Philippine View of the Far Eastern Crisis," from Manila, 6:45-7 p.m.

JULY 21: Secretary Hull delivered resolution before the Pan-American Union, hailing Bolivia's and Paraguay's settlement of the Chaco dispute, 4-4:15 p.m.

JULY 22: Dr. Herbert F. Frazier, Economics Professor at Swarthmore College, de-

scribed "How Trade Agreements Will Help America," 4:45-5 p.m.

Crown Prince Gustav of Sweden, following the four-week visit of his party, bade farewell to America, 7-7:15 p.m.

● JULY 24: "Democracy Shines Its Armor" was Vincent Sheean's title for a talk from Paris on the visit of King George VI and Queen Elizabeth to France, 1:30-1:45 p.m.

● JULY 29: Suzanne Silvercruys, noted sculptress, was interviewed by Irene Kuhn, reporter and author, on her recent extensive European tour, 4:30-4:45 p.m.

Leland Rex Robinson, investment banker and writer, discussed "The Economic and Financial Machinery of the League of Nations," 4:45-5 p.m.

● JULY 31: William Shirer, Columbia's Central European representative, described the Czechoslovakian Army maneuvers in the Sudeten, in a broadcast from Milovitz, 1:30-1:45 p.m.

SPECIAL EVENTS

● JULY 1: The Commanders-in-Chief of the G. A. R. and the U. C. V. were interviewed by CBS Announcer Charles Stark from the Gettysburg College campus, on the 75th anniversary of the Battle of Gettysburg, 12:15-12:30 p.m.

● JULY 2: In an airplane circling over the battlefield, Charles Stark interviewed newspapermen who had covered the fiftieth encampment, 25 years before, 3:15-3:30 p.m.

● JULY 3: President Roosevelt dedicated the Oakridge Peace Monument on the battlefield. Bob Trout was the commentator, 6:30-7:30 p.m.

The Fourth of July banquet to Butler Wright, American Ambassador to Cuba, was broadcast from the Nacionale Hotel, in Havana, with speeches by Dr. Juan Ramos and others, 11-11:30 p.m.

● JULY 14: The celebration of Bastille Day in Paris was described by CBS European Director Edward Murrow, who interviewed French and English participants, 3-3:30 p.m.

● JULY 15: Ceremonies attending the granting of the first policies by the newly-created Federal Crop Insurance Corporation, were heard exclusively from Kansas, 3:45-4 p.m.

● JULY 21: "Lum" (Chester Lauck), vacationing in London, and "Abner" (Norris Goff), in Chicago, spoke to each other in the first two-way conversational broadcast ever carried between the two cities, 6:45-7 p.m. On September 5 "Lum and Abner" resume their thrice-weekly series, sponsored by General Foods on Columbia.

SERIOUS MUSIC

● JULY 2: The second act of Mozart's opera, "The Marriage of Figaro," directed by Fritz Mahler, closed the Dunrovin Music Festival, in Ridgefield, Connecticut, 4:30-5:30 p.m.

● JULY 9: A concert by the Friends of Ancient Instruments featured the playing of the viola da gamba, forerunner of the modern cello, 12-12:45 p.m.

● JULY 16: The Oxford ensemble played works by classical and modern French com-

posers, including Brevall, Bordes and Rortz. 12-12:30 p.m.

● JULY 16 AND 17: A two-day program from the Mountain Choir Festival, at Mt. Lak Park, Maryland, presented the Oratori Chorus singing excerpts from Mendelssohn's "Elijah" on Saturday (6:30-7 p.m.), and twenty Eastern choral organizations, directed by Dr. Finley Williamson, of the Westminster Choir School, Princeton, in great choral music of the past, Sunday, 5-5:30 p.m.

● JULY 23: The Kreiner String Quartet played quartets by Mozart and Debussy, 12-12:45 p.m.

● JULY 25: The Nun's Chorus of the summer session of Notre Dame, directed by David H. Pedtke, sang compositions by Franck, Mendelssohn and Nevin, 5:15-5:30 p.m.

● JULY 28: A mass of St. Gregory was sung by classes at the Cincinnati Conservatory of Music, under the direction of Miss Mari Pierik, 4:15-4:45 p.m.

● JULY 30: The Blaisdell Woodwind Ensemble played classical and modern chamber music, including works by Beethoven and Prokofieff, 12-12:45 p.m.

● JULY 31: Andre Kostelanetz, in a special broadcast from Buenos Aires, played music of North and South America, including his own "Lake Louise," Gilardi's "Guaran Fiesta," works by Ugarte and Schuina, and Ferde Grofé's "On the Trail," 5-5:30 p.m.



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

Administrative Offices: 485 Madison Avenue, New York • 1622 Chestnut Street, Philadelphia
410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • 817 Earle Building,
Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco