

CBS SPONSORED
AND SUSTAINING PROGRAMS
SEPTEMBER 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 Cosme

Anacin

Old English Floor Wax

Kolynos Dentifrice

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

BENEFICIAL MANAGEMENT CORP.

Personal Loans

BROWN & WILLIAMSON
TOBACCO CORP.

Sir Walter Raleigh Tobacco,
Avalon Cigarettes

PROGRAM	TIME	AGENCY	ON CBS*
The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m.	Blackett-Sample-Hummert, Inc.	195 Weeks
Mr Gal Sunday <i>Serial drama</i>	Mon., Tues., Wed. 12:45-1:00 p.m.		23 Weeks
Mr Gal Sunday <i>Serial drama</i>	Thurs. and Fri. 12:45-1:00 p.m.		169 Weeks
Hammerstein Music Hall with Bill Hammerstein as MC, Jerry Mann and guest stars <i>Variety show</i>	Friday 8:00-8:30 p.m.		317 Weeks
Elky Strike Presents "Your Hit Parade", with Mark Warnow's Orchestra <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m.	Lord and Thomas	70 Weeks
Elky Strike Presents Evin C. Hill in "Your News Update" <i>News commentator</i>	Mon. thru Fri. 12:15-12:30 p.m. Rebr. 2:30- 2:45 p.m.		
Elky Cross Football Schedule <i>Play by play description</i> (Beginning September 25)	††Saturday 2:00-4:30 p.m.	N. W. Ayer & Son, Inc.	91 Weeks
News Time with Sam Hayes <i>News broadcast</i>	†Sun. thru Fri. 10:00-10:15 p.m. PST	Charles R. Stuart	13 Weeks
Your Unseen Friend <i>Dramatizations</i>	Tuesday 10:00-10:30 p.m.	Albert Frank-Guenther Law, Inc.	48 Weeks
Paul O'Hara's Radio Gazette <i>News broadcast</i>	††Mon..Wed..Fri. 7:30-7:45 p.m.	Batten, Barton, Durstine & Osborn, Inc.	10 Weeks

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

**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

CAMPBELL SOUP COMPANY

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

CHEVROLET MOTOR COMPANY

Chevrolet Cars

CHRYSLER CORPORATION

Chrysler, DeSoto, Dodge,
and Plymouth Cars

THE COCA-COLA COMPANY

Coca-Cola

COLGATE-PALMOLIVE-PEET CO.

Palmolive Shave Cream

Palmolive Soap

Super Suds and Concentrated
Super Suds

Colgate Dental Cream and P...

PROGRAM	TIME	AGENCY	ON CBS*
Hollywood Hotel with Jerry Cooper, Frances Langford, Gene Jamison, Igor Gorin and Raymond Paige's Orchestra <i>Dramatic musical revue with guest stars</i>	Friday 9:00-10:00 p.m.	F. Wallis Armstrong Company	148 Weeks
Kay Murray, with "Oswald", Marilyn Stuart, and Lud Gluskin's Orchestra <i>Comedy and popular music</i>	Wednesday 8:30-9:00 p.m. Rebr. 11:30- 12:00 Mid.		
Pinoff and his violin <i>Musical</i> Beginning September 26)	Sunday 6:30-7:00 p.m.	Campbell-Ewald Company	65 Weeks
Major Bowes' Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m.	Ruthrauff & Ryan, Inc.	78 Weeks
Coca-Cola Presents "The Songshop", starring Kay Carlisle, Frank Crumit, Reed Kennedy, Alice Cornett, Songshop Quartet, Glee Club and Gustave Henschel and Orchestra <i>Musical</i> Beginning September 10)	Friday 10:00-10:45 p.m.	D'Arcy Advertising Co., Inc.	26 Weeks
Big Busters with Phillips Lord <i>Police-file dramatizations</i>	Wednesday 10:00-10:30 p.m.	Benton & Bowles, Inc.	86 Weeks
Panolive Beauty Box Theatre, with Jessica Dragonette and Charles Kullman <i>Operetta and light music</i>	Wednesday 9:30-10:00 p.m.		86 Weeks
Milt and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. Rebr. 4:00- 4:15 p.m.		79 Weeks
Your True Adventures, with Fred Gibbons <i>Dramatizations</i>	Thursday 10:00-10:30 p.m.		35 Weeks

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**CBS
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PROGRAMS**

CLIENT

PRODUCT

CONTINENTAL BAKING CO., INC.

Wonder Bread and Hostess Ca

THE CUDAHY PACKING COMPANY

Old Dutch Cleanser

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

Institutional Advertising

DURKEE'S FAMOUS FOODS, INC.

Food Products

FELS & COMPANY

Fels Naptha Soap

FORD MOTOR COMPANY

Ford, Lincoln and
Lincoln Zephyr Motor Cars

GENERAL BAKING COMPANY

Bond Bread

**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

GENERAL FOODS CORPORATION

Swansdown Flour,
Calumet Baking Powder

GENERAL MILLS, INC.

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

GULF OIL CORPORATION

Motor Oil and Gas

H. J. HEINZ COMPANY

"57 Varieties" Pure Food Pr

KIRKMAN & SON, INC.

Kirkman's Soap

LADY ESTHER COMPANY

Cosmetics

LAMBERT PHARMACAL COMPANY

Listerine

PROGRAM	TIME	AGENCY	ON CBS*
<p>Steve Smith <i>Revue</i> (Beginning September 30)</p>	<p>Thursday 8:00-9:00 p.m. Rebr. 11:15- 12:15 a.m.</p>	<p>Young & Rubicam, Inc.</p>	<p>132 Weeks</p>
<p>Gold Medal Feature Hour Betty and Bob <i>Serial drama</i> Hymns of All Churches Betty Crocker <i>Cooking expert</i> Arnold Grimm's Daughter <i>Serial drama</i> Hollywood in Person <i>Capt. Bob Baker, commentator</i></p>	<p>Mon. thru Fri. 1:00-1:15 p.m. Mon., Tues., Thu. 1:15-1:30 p.m. Wed and Fri. 1:15-1:30 p.m. Mon. thru Fri. 1:30-1:45 p.m. 1:45-2:00 p.m.</p>	<p>Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.</p>	<p>339 Weeks</p>
<p>Summer Stars, with Harry Von Zell, Master of Ceremonies; Oscar Bradley's Orchestra and guest artists. <i>Variety show</i></p>	<p>Sunday 7:30-8:00 p.m.</p>	<p>Young & Rubicam, Inc.</p>	<p>186 Weeks</p>
<p>Finz Magazine of the Air, with E. A. Rolfe's Orchestra and Fred Kennedy <i>Serial drama, guest speakers, music</i></p>	<p>Mon., Tues., Thu. 11:15-11:30 a.m. Rebr. 3:15-3:30 p.m. Wed. and Fri. 11:00-11:30 a.m. Rebr. 3:00-3:30 p.m.</p>	<p>Maxon, Inc.</p>	<p>78 Weeks</p>
<p>Frank and Loretta <i>Songs and Patter</i></p>	<p>Mon. thru Fri. 2:15-2:30 p.m.</p>	<p>N. W. Ayer & Son, Inc.</p>	<p>17 Weeks</p>
<p>Wyne King's Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m.</p>	<p>Lord and Thomas</p>	<p>104 Weeks</p>
<p>Dwlyweds <i>Comedy serial</i></p>	<p>†Mon. thru Fri. 10:45-11:00 p.m. PST</p>	<p>Lambert & Feasley, Inc.</p>	<p>13 Weeks</p>

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CBS

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PROGRAMS

CLIENT

PRODUCT

LEVER BROTHERS COMPANY

Lux Toilet Soap

Rinso

Spry

Rinso and Lifebuoy

LIGGETT & MYERS TOBACCO CO.

Chesterfields

Chesterfields & Granger Tobacco

LOS ANGELES SOAP COMPANY

White King Soap

NASH-KELVINATOR CORPORATION

Nash Motor Cars

PROGRAM	TIME	AGENCY	ON CBS
The Lux Radio Theatre, with stars of stage and screen <i>Dramatic; Cecil B. De Mille, director</i> (Beginning September 13)	Monday 9:00-10:00 p.m.	J. Walter Thompson Company	102 Weeks
Big Sister <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. Rebr. 2-2:15 p.m.	Ruthrauff & Ryan, Inc.	51 Weeks
Dumb Jenny's Real Life Stories <i>Dramatic</i>	Mon. thru Fri. 11:45 a.m.- 12 noon Rebr. 2:15- 2:30 p.m.		33 Weeks
The Jolson Show with Martha Raye, Arkyakarkus, Victor Young's Orchestra and guest stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. Rebr. 11:30 p.m.- 12:00 mid.		67 Weeks
Walter Winchell Presents Frank Parker with Andre Sostelanez' Orchestra and Chorus <i>Orchestral and vocal music</i>	Wednesday 9:00-9:30 p.m.	Newell-Emmett Co., Inc.	241 Weeks
The Al Kemp's Dance Band with Alice Faye <i>Popular music</i>	Friday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.		
Sports Résumé—Paul Douglas <i>Baseball Scores</i>	Mon., Tues., Wed., Fri. 6:35-6:45 p.m.		20 Weeks
Football Forecasts and Scores (Beginning September 16)	Thu. and Sat. 6:30-6:45 p.m.		
The Edwina Doolittle School Days <i>Comedy and Music</i>	†Monday 8:30-9:15 p.m. PST	Barnes-Chase Company	7 Weeks
The Professor Quiz <i>Questions and answers</i>	Saturday 9:00-9:30 p.m. Rebr. 12:00- 12:30 a.m.	Geyer, Cornell & Newell, Inc.	26 Weeks

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**CBS
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PROGRAMS**

CLIENT

PRODUCT

PET MILK SALES CORP.

Irradiated Pet Milk

PHILCO RADIO & TELEVISION CORP.

Philco Radios

PHILIP MORRIS & CO., LTD., INC.

Philip Morris Cigarettes

PHILLIPS PETROLEUM COMPANY

Phillips 66, Ethyl, etc.

PONTIAC MOTOR COMPANY

Pontiac Cars

R. J. REYNOLDS TOBACCO COMPANY

Camel Cigarettes and
Prince Albert Smoking Tobacco

STERLING PRODUCTS, INC.

Bayer Aspirin

PROGRAM	TIME	AGENCY	ON CBS*
The Pet Milky Way with Mary Lee Taylor, home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. Rebr. 3-3:15 p.m.	Gardner Advertising Company	104 Weeks
Duke 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.	320 Weeks
Johnnie Presents Russ Morgan's Orchestra, Charles Martin's Circumstantial 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.	55 Weeks
Phillips Poly Follies with Ben Feld's Orchestra <i>Variety</i>	Tuesday 10:30-11:00 p.m.	Lambert & Feasley, Inc.	67 Weeks
News Through a Woman's Eyes—athryn 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.	95 Weeks
Swing School, with Benny Goodman's Orchestra† <i>Swing music and guest stars</i>	Tuesday 9:30-10:00 p.m.	William C. Esty Company	218 Weeks
†Beginning September 28, Jack Oakie's College with Benny Goodman's orchestra replaces the Swing School, 9:30-10:30 p.m.			
Famous Actors' Guild Presents "Second Husband" starring Helen Menken <i>Serial drama</i>	Tuesday 7:30-8:00 p.m.	Blackett-Sample-Hummert, Inc.	312 Weeks

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**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

STEWART-WARNER CORPORATION

Radios, Alemite, Refrigerator

TABLE PRODUCTS, INC.

Duchess Salad Dressing

THE TEXAS COMPANY

"Texaco" Petroleum Products

TIME, INC.

Time, Life Magazines

U. S. TOBACCO COMPANY

Model Pipe Tobacco

WM. WRIGLEY JR., COMPANY

Wrigley's Gum

PROGRAM	TIME	AGENCY	ON CBS*
<p>Orace Heidt and His Brigadiers <i>Popular music</i></p>	<p>Monday 8:00-8:30 p.m. Rebr. 12-12:30 a.m.</p>	<p>Hays MacFarland & Company</p>	<p>130 Weeks</p>
<p>Western Home, with letcher Wiley <i>Home economics, comment, music</i></p>	<p>†Mon. and Thurs. 3:45-4:00 p.m. PST</p>	<p>Lord and Thomas</p>	<p>13 Weeks</p>
<p>Texaco Town, with Igor Gorin, inky Tomlin and Eddie Stanley; ummy Wallington, MC† <i>Comedy and music</i></p>	<p>Sunday 8:30-9:00 p.m. Rebr. 12:00- 12:30 a.m.</p>	<p>Buchanan and Company, Inc.</p>	<p>50 Weeks</p>
<p>†Texaco Fire Chief, starring Eddie Cantor, replaces the Sunday show starting September 29, and will be broadcast Wednesdays, 8:30-9:00 p.m. Rebr. 11:30 p.m.-12 Mid.</p>			
<p>The March of Time <i>News dramatizations</i></p>	<p>Thursday 10:30-11:00 p.m.</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>132 Weeks</p>
<p>ick and Pat in Pipe Smoking Time with Benny Kreuger's Orchestra <i>"Blackface" comedy and music</i></p>	<p>Monday 8:30- 9:00 p.m. Rebr. 11:30-12 mid.</p>	<p>Arthur Kudner, Inc.</p>	<p>118 Weeks</p>
<p>oetic Melodies <i>Poetry readings and light music</i></p>	<p>Mon. thru Fri. 7:00-7:15 p.m. Rebr. 11-11:15 p.m.</p>	<p>Neiser-Myerhoff Inc.</p>	<p>275 Weeks</p>
<p>attergood Baines <i>Serial drama</i></p>	<p>†Mon. thru Fri. 8:00-8:15 p.m. PST</p>		

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

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

PROGRAM AND TIME

DESCRIPTION

DRAMATIC
SERIESTHE COLUMBIA
WORKSHOP

7:00-7:30 p.m.

EACH SUNDAY

The Columbia Workshop presents unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art. On a visit to radio studios abroad, Irving Reis, permanent director of the series, this month presents from London and Dublin the Workshop's first foreign programs. William N. Robson, CBS director, acts as the Workshop's guest producer during Mr. Reis' absence.

SEPTEMBER 5: Mr. Robson presents an experimental adaptation of James Gould Cozzan's novel, "S. S. San Pedro."

SEPTEMBER 12: From the London studios of the British Broadcasting Corporation the Workshop presents "Death of a Queen," an adaptation of Hillaire Belloc's "Marie Antoinette." Val Gielgud, drama director of BBC, has been invited to direct this program.

SEPTEMBER 19: From Dublin's Radio Athlone the world-famous Abbey Players enact J. M. Synge's "Riders to the Sea" under the direction of Mr. Reis.

SEPTEMBER 26: "Alice in Wonderland" will be presented under the direction of Mr. Robson in his own radio adaptation of Lewis Carroll's immortal fantasy.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**DRAMATIC
SERIES**
(Continued)

**LIVING DRAMAS OF
THE BIBLE**
2:30-3:00 p.m.
EACH SUNDAY

The lives and deeds of the great Biblical characters, as recounted in the Old Testament, are presented in original radio dramatizations by modern authors. They employ a more contemporary idiom and at the same time retain all the poetic qualities of the original stories. Such well-known authors as Margaret Widdemer, Thyr Samter Winslow, and Margaret Sangster have adapted the dramas. The September schedule follows.

SEPTEMBER 5: "Jacob and Esau," by Charles G. Jackson.

SEPTEMBER 12: "King Solomon," by Albert Tracy Huntington.

SEPTEMBER 19: "Absalom," by John Alcorn

SEPTEMBER 26: "David and Bathsheba," by Stanley Silverman (2:00-2:30 p.m.)

**YOUR NECK O' THE
WOODS**

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

Carl Carmer, author, lecturer and authority on folk tales, writes and acts as narrator of these dramatizations of the legends of our States. Folk music under the direction of Bernard Herrmann accompanies the programs. The series concludes this month with the following schedule, the final program featuring Alabama.

SEPTEMBER 13: West Virginia.

SEPTEMBER 20: Vermont.

SEPTEMBER 27: Alabama.

PROGRAM AND TIME

DESCRIPTION

SERIOUS
MUSICGEORGE GERSHWIN
MEMORIAL CONCERT

12:30-3:00 a.m.

WEDNESDAY, SEPTEMBER 8

A noted array of concert, screen and radio artists, together with the Los Angeles Philharmonic Symphony, join in a two and one-half hour memorial program in honor of George Gershwin. This exclusive CBS broadcast originates in the Hollywood Bowl. The participating artists and the selections are as follows:

Second Prelude: Otto Klemperer, conductor. Orchestrated by David Broekman.

An American in Paris: Nathaniel Shilkret, conductor.

Selected Songs: Gladys Swarthout, Fred Astaire and Al Jolson, introduced by George Jessel.

Concerto in F: Oscar Levant, soloist; Charles Previn, conductor.

Gershwin Medley: Nathaniel Finston, conductor.

Selections from "Porgy and Bess": Lily Pons with Alexander Steinert, conductor; Hall Johnson Choir; Todd Duncan, Anne Brown and Ruby Elzy, soloists.

Rhapsody in Blue: Jose Iturbi, soloist and conductor.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**SERIOUS
MUSIC**

(Continued)

EVERYBODY'S MUSIC

3:00-4:00 p.m.

EACH SUNDAY

Howard Barlow conducts the Columbia Symphony Orchestra, and Henry M. Nee is commentator on this program of fine music for the layman. The series presented in September the world premiere of the fifth of the six American works commissioned especially for radio by the *Columbia Composers Commission*.

SEPTEMBER 5: An all Mendelssohn program—the "Fingal's Cave" Overture and the "Scotch" Symphony.

SEPTEMBER 12: Mozart's Overture "The Abduction from the Seraglio," the Johann Strauss "Emperor Waltz," and the Sibelius Symphony No. 4.

SEPTEMBER 19: Howard Hansen has been invited to conduct the world premiere of his Symphony No. 3, the fifth *Columbia Composers Commission* work. Mr. Hansen is head of the Eastman School of Music in Rochester.

SEPTEMBER 26: Howard Barlow devotes the entire hour to a single work, the "Symphonie Fantastique" by Hector Berlioz.

PROGRAM AND TIME

DESCRIPTION

SERIOUS
MUSIC

GUEST CONDUCTORS

8:00-9:00 p.m.

EACH THURSDAY

This series presents gifted directors with the Columbia Concert Orchestra. Each conductor will include on his program one or more orchestral novelty.

SEPTEMBER 2: *Fritz Mabler Takes the Baton.*

Mozart's Overture to "The Marriage of Figaro" and the Linz Symphony; Handel's Concerto Grosso No. 6; and Ernst Toch's "Bunte Suite."

SEPTEMBER 9: *Nicolai Berezowski Takes the Baton.*

Bach's Brandenburg Concerto No. 4; the premiere broadcast of the conductor's "Introduction and Allegro"; Grieg's Symphonic Dance in A Minor and Mozart's Haffner Symphony.

SEPTEMBER 16: *Victor Bay Takes the Baton.*

Rondo Passacaglia by Couperin, Purcell's King Arthur Suite, Six Italian Dance Tunes arranged by Peter Warlock, and Stravinsky's "Appolon Musagete" ballet music.

SEPTEMBER 23: *Vittorio Giannini Takes the Baton.*

The series is concluded with this program of Wagner's "Siegfried Idyll," the premiere of the conductor's Prelude and Fugue and his "April Nocturne" from the Cantata Primavera; and works by Frescobaldi, Pergolesi and Respighi.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**SERIOUS
MUSIC**

(Continued)

**WALBERG BROWN
STRINGS**

10:30-11:00 a.m.

EACH SUNDAY

Starting September 26 the string quartet headed by Walberg Brown, musical director of WGAR, Columbia's station in Cleveland, will present a new series of concert music. Members of the quartet are all musicians in the Cleveland Symphony Orchestra.

**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.

**WORKMEN'S GERMAN
SINGING ALLIANCE**

8:00-8:30 p.m.

SUNDAY, SEPTEMBER 5

The 4,000 voices of the Workmen's German Singing Alliance, accompanied by 75 musicians from the Cleveland Symphony Orchestra are heard in a special "Saengerfest" from the Equestrium in Cleveland.

**GRANT PARK
CONCERT**

10:00-11:00 p.m.

SUNDAY, SEPTEMBER 5

The final in this series of outdoor concerts sponsored by the Chicago Park Board and the Chicago Federation of Musicians, and broadcast from Grant Park, presents Peter Cavallo and his symphonic band.

POP CONCERTS

3:30-4:00 p.m.

EACH MONDAY

The Columbia Concert Orchestra is directed by Howard Barlow in shorter works for orchestra. Occasionally a soloist is featured and the music is familiar and attractive.

PROGRAM AND TIME

DESCRIPTION

SERIOUS
MUSIC

STORY OF THE SONG

3:30-4:00 p.m.

EACH TUESDAY

Outstanding artists present the world's great songs. The guests this month:

SEPTEMBER 7: Germaine Bruyere, dramatic soprano and Charles Haywood, baritone.

SEPTEMBER 14: Lillian Knowles, contralto and Harald Hansen, lyric tenor.

SEPTEMBER 21: Fritz Lechner, baritone, presents the Schumann cycle, "Dichterliebe."

SEPTEMBER 28: Maria Silveira, soprano and Hubert Hendrie, baritone.

BEREZOWSKI
AND BAY

3:30-4:00 p.m.

EACH WEDNESDAY

The brilliant young composer-violinist, Nicolai Berezowski, and the distinguished pianist, Emanuel Bay, present their annual series of sonata recitals in a *Columbia Concert Hall* program.

SEPTEMBER 1: Respighi.

SEPTEMBER 8: Ropartz.

SEPTEMBER 15: Saint-Saens and Mozart.

SEPTEMBER 22: Schumann.

SEPTEMBER 29: Debussy and Schubert.

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

**SERIOUS
MUSIC**

(Continued)

**EVENINGS WITH
PAPA HAYDN**
10:00-10:30 p.m.
FRIDAY, SEPTEMBER 3

This series, devoted to the works of Haydn and featuring "interviews" based on recorded statements of the composer, concludes on September 3 with the "Farewell Symphony" conducted by Howard Barlow.

**KREINER
STRING QUARTET**
3:00-3:30 p.m.
EACH FRIDAY

The concluding numbers in the first radio cycle of all of Mozart's string quartets are heard this month in three broadcasts, September 3, 10 and 17. Edward Kreiner, violins; and Alan Schulman, 'cello, will be assisted during the month by Henry J. Bovee, flautist and John Leon Cavallo, oboeist, as guest artists. On September 24 Debussy's Quartet will be played.

MARGARET DAUM
6:00-6:30 p.m.
EACH FRIDAY

Having returned to New York from a successful season as leading soprano of the St. Louis Municipal Opera Company, the young prima donna of the Metropolitan Opera Company will be heard weekly in repertoire of favorite arias and songs.

PROGRAM AND TIME

DESCRIPTION

SERIOUS
MUSICTHE COMPINSKY TRIO
"OLD VS. NEW"11:30 a.m.—Noon
EACH SATURDAY

Manuel Compinsky, violinist; Alec Compinsky, 'cellist; and Sara Compinsky, pianist, alternate classic music with modern music for trio.

SEPTEMBER 4: The Troisieme Trio of Villa-Lobos.

SEPTEMBER 11: Tchaikowsky's Opus 50 in A Minor.

SEPTEMBER 18: To be announced.

SEPTEMBER 25: Cesar Franck, Opus 1, No. 1.

JACQUES JOLAS

7:30—8:00 p.m.
EACH SATURDAY

This month Jacques Jolas, brilliant young American pianist, concludes his series on "The Bases of Piano Literature."

SEPTEMBER 4: An all Ravel program.

SEPTEMBER 11: *Living composers*—Poulenc, Milhaud, Prokofieff, Hindemith and Copland.

SEPTEMBER 25: The series ends with a panoramic program—Bach, Haydn, Chopin, Debussy and Liszt.

CLYDE BARRIE

5:00—5:15 p.m.
EACH MONDAY
5:15—5:30 p.m.
EACH THURSDAY

Twice each week the rich baritone voice of Clyde Barrie is heard over Columbia. This outstanding young concert artist is presenting a regular broadcast schedule in addition to frequent appearances in recitals and with various orchestras.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**PUBLIC
AFFAIRS**

**WORLD ECONOMIC
SYMPOSIUM**

4:00-5:15 p.m.

SUNDAY, SEPTEMBER 19

The Columbia Broadcasting System, in operation with the National Peace Conference, presents an international symposium on "World Economic Cooperation" in which leading representatives of the governments of eight countries will participate. The member organizations of the National Peace Conference, comprising a total membership of 60,000,000, will be gathered at hundreds of meetings throughout the United States and other countries during the broadcast. A symphony orchestra will play, and the program will be heard exclusively on more than 100 stations of the Columbia Network. Leading officials who will speak include:

From New York: Secretary of State CORD HULL, speaking for the United States.

From Toronto: Prime Minister WILLIAM MCKENZIE KING, for the Dominion of Canada.

From Paris: Prime Minister CAMILLE CHATEAUBRIANT, for France.

From Brussels: Prime Minister PAUL VAN ZEELAND, for Belgium.

From Bogota: President ALFARO LOPEZ, for Colombia.

**PUBLIC
AFFAIRS**

PROGRAM AND TIME

DESCRIPTION

KENSUKE HORINOUCHI
6:45-7:00 p.m.
WEDNESDAY, SEPTEMBER 1

From Tokyo the first Japanese official statement regarding the conflict in the Far East, addressed to foreign countries by radio, will be made by Kensuke Horinouchi, vice-minister of foreign affairs.

**VETERANS OF FOREIGN
WARS CONVENTION**
5:45-6:00 p.m.
THURSDAY, SEPTEMBER 2

Senator Arthur H. Vandenberg (Rep.) of Michigan speaks from Buffalo at the convention of the Veterans of Foreign Wars being held in that city.

**JOHN L. LEWIS AND
WILLIAM GREEN**
10:30-11:00 p.m.
FRIDAY, SEPTEMBER 3
11:30-12 p.m.
FRIDAY, SEPTEMBER 17

Two talks on the subject of labor by the presidents of the Committee on Industrial Organization and the American Federation of Labor are scheduled for September. John L. Lewis talks on "The Aims of the C.I.O." and William Green on the "Place of the A. F. of L. in Today's Labor Picture."

LEWIS BROWNE
7:30-7:45 p.m.
EACH THURSDAY

Lewis Browne, well-known author, will be heard, beginning September 16, in interpretative new comments on current events, with particular insight into the leading personalities involved.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**PUBLIC
AFFAIRS**
(Continued)

LABOR DAY TALKS

Various hours
MONDAY, SEPTEMBER 6

Three talks on aspects of labor are included in Columbia's Labor Day schedule. I. Ornburn of the Union Label Trades Department of the A. F. of L. discusses "Labor Day Banners," 10:45-11:00 a.m. Dr. Charles Stelzle, executive director of the Good Neighbor League, tells "How to Dignify Labor," 6:45-7:00 p.m. Secretary of Labor Frances Perkins speaks from Boston "The Meaning of Labor's Day," 10:30-11:00 p.m.

**NEW YORK MAYORALTY
CAMPAIGN**

Various dates and hours

A partial schedule of talks on the forthcoming mayoralty campaign of New York City includes during September:

SEPTEMBER 7: Senator Royal S. Copeland, 12:00-12:15 p.m.

SEPTEMBER 9: Mayor Fiorello LaGuardia, 6:15-6:30 p.m.

SEPTEMBER 13: Senator Copeland, 10:30-10:45 a.m.

SEPTEMBER 23: Mayor LaGuardia, 5:00-5:30 p.m.

**INTERNATIONAL
COOPERATIVE
ALLIANCE CONGRESS**

6:15-6:30 p.m.
WEDNESDAY, SEPTEMBER 8

Vianna Tanner, Finance Minister of Finland and Howard A. Cowden of the Cooperative League of the U. S. will speak from Paris on the triennial congress of the Cooperative Alliance being held in that city from September 6 to 9.

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.

PROGRAM AND TIME

DESCRIPTION

PUBLIC
AFFAIRS

CONSTITUTION DAY

10:30-11:00 p.m.
FRIDAY, SEPTEMBER 17

President Franklin D. Roosevelt speaks at the ceremonies observing the 150th anniversary of the Constitution, from the Sylvan Theatre in Washington.

"FIGHTING CRIME"

6:45-7:00 p.m.
EACH SATURDAY

Starting September 11, a new series on crime prevention called "Fighting Crime" is inaugurated on CBS. The speakers during the month are:

SEPTEMBER 11: James Bennett, Director of Prisons in the United States Department of Justice.

SEPTEMBER 18: Samuel A. Seabury.

SEPTEMBER 25: Thomas E. Dewey.

THE CABINET OF THE
UNITED STATES

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

Concluding this month the series of talks by the heads of the United States Cabinet on the plans and progress of their departments, are the following speakers:

SEPTEMBER 1: Secretary of State Cordell Hull.

SEPTEMBER 8: Wayne C. Taylor, Fiscal Assistant Secretary of the Treasury, speaks during Secretary Morgenthau's absence from the country.

SEPTEMBER 15: Assistant Secretary of the Navy Charles Edison speaks during the illness of Secretary Swanson.

SEPTEMBER 22: Secretary of Agriculture Henry A. Wallace concludes the series.

PROGRAM AND TIME

DESCRIPTION

EDUCATIONAL
PROGRAMS

OUR AMERICAN
NEIGHBORS

5:00-5:30 p.m.
EACH SUNDAY

Twenty-two Latin and South American countries are being honored in this series broadcast to both Americas by Columbia short and long wave facilities. Vince Sorey conducts, guest soloists are heard and talks are given by Jerry Lawrence of the honored countries.

SEPTEMBER 5: Uruguay and Paraguay. *Instrumentalists*—Trio Pamperos.

SEPTEMBER 12: Haiti and Dominican Republic. *Soloist*—Maria Silveira, soprano

SEPTEMBER 19: Dominion of Canada. *Soloists*—Ruth Carhart and quartet (6:30-7:00 p.m.).

SEPTEMBER 26: Argentina and Mexico. *Soloist*—Graziella Parraga, soprano and guitarist.

SCIENCE SERVICE

5:15-5:30 p.m.
EACH TUESDAY

The Science Service Association of Washington, D. C. cooperates in scheduling the talks on current developments and performances in science. This month's guests will be:

SEPTEMBER 7: Henry Field of the Field Museum of Natural History, Chicago "Among the Bedouins of North Arabia."

SEPTEMBER 14: Dr. George K. Pratt, psychiatrist: "The Mental Hygiene of Work"

SEPTEMBER 21: Dr. Earl Bressman, U.S. Department of Agriculture: "War on Weeds."

PROGRAM AND TIME

DESCRIPTION

EDUCATIONAL PROGRAMS

DRAMA OF
THE SKIES
5:45-6:00 p.m.
TUESDAY, SEPTEMBER 7

5:30-5:45 p.m.
EACH THURSDAY
THEREAFTER

Dorothy Bennett, assistant curator at the Hayden Planetarium, is assisted by the Junior Astronomy Club in presenting this series sponsored by the American Museum of Natural History.

SEPTEMBER 7: Broadcast from Saturn.

SEPTEMBER 16: The Outer Planets.

SEPTEMBER 23: Birth of the Solar System.

SEPTEMBER 30: The End of the World.

NEW YORK ACADEMY
OF MEDICINE
4:45-5:00 p.m.
EACH WEDNESDAY

The New York Academy of Medicine presents during September:

SEPTEMBER 1: Dr. Joseph Alexander, Attending Tuberculosis Physician, Vanderbilt Clinic: "The Newer Methods of Treating Tuberculosis."

SEPTEMBER 8: Dr. Halford Hallock, Attending Surgeon, N. Y. Orthopedic Hospital: "Posture and Your Health."

SEPTEMBER 15: Dr. Louis F. Bishop, Jr., Associate Visiting Physician, Bellevue Hospital: "Acute Indigestion."

SEPTEMBER 22: Dr. Arthur C. De Graff, Professor of Therapeutics at N. Y. U.: "What Can Be Done About Heart Disease."

SEPTEMBER 29: Dr. Connie M. Guion of Cornell Medical College: "The Effect of Contentment on Health."

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**EDUCATIONAL
PROGRAMS**

(Continued)

**HAROLD JAMES
BOYDEN**
4:15-4:30 p.m.
WEDNESDAY, SEPTEMBER 1

Mr. Boyden, an officer of the English Speaking Union, talks from Montreal on "An Englishman's View of American Educational Experiments."

**"WHO SHOULD GO
TO COLLEGE?"**
7:30-7:45 p.m.
THURSDAY, SEPTEMBER 2

Dr. Samuel N. Stevens, director of Northwestern University College, and John Nagel, Jr., Secretary of New Students, discuss the mental and psychological qualifications which fit young people for college.

**INSTITUTE OF HUMAN
RELATIONS**
4:15-4:30 p.m.
THURSDAY, SEPTEMBER 2
6:45-7:00 p.m.
FRIDAY, SEPTEMBER 3

On the general subject of "Public Opinion in a Democracy," two more discussions in a series of three programs from the Institute of Human Relations at Williamstown, Mass., will be given by Henry R. Luce, president of Time, Inc., on September 2 and by William E. Dodd, Ambassador to Germany, on September 3.

CLASS OF 1941
4:15-4:30 p.m.
THURSDAY, SEPTEMBER 16

Interviews with this year's freshman class will be heard from the campus of Northwestern University during the registration period. The future graduates of '41 will state their academic plans and their reasons for choosing Northwestern.

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 is conducted each Sunday morning and Sunday afternoon. September starts the seventh consecutive year of this series on the air. Following are the speakers for this month.

SEPTEMBER 5: *Morning*—Rev. Howard Stone Anderson, First Congregational Church, Washington, D. C.

Afternoon—Rabbi Jonah B. Wise, Central Synagogue, New York.

SEPTEMBER 12: *Morning*—Rev. Wilson G. Cole, D.D., Pastor of University Methodist Episcopal Church, Syracuse.

Afternoon—Rev. John F. O'Hara, C.S.C., president of Notre Dame University, South Bend.

SEPTEMBER 19: *Morning*—Rev. S. Willis McKelvey, D.D., Second Presbyterian Church, Kansas City, Mo.

Afternoon—Mr. Harry C. Browne, former First Reader of Second Church of Christ, Scientist, New York.

SEPTEMBER 26: *Morning*—Rev. John H. C. Fritz, D.D., Dean of Concordia Seminary (Lutheran), St. Louis.

Afternoon—Rev. John J. McClafferty, Executive Secretary of the National Legion of Decency, New York.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**RELIGIOUS
BROADCASTS**

(Continued)

**FRIENDS WORLD
CONFERENCE**

5:00-5:30 p.m.

FRIDAY, SEPTEMBER 3

From the second world conference of Society of Friends, being held at Swatmore and Haverford near Philadelphia from September 1 to 8, comes a special program during which Herbert G. Wood of England, Khalil Totah of Ramallah, Palestine and Henry Van Etten of Paris will speak for the Quaker groups of those three countries. The Fisk Jubilee Singers as well as the rendition of some of their original choral numbers.

ROSH HASHANA

4:00-4:15 p.m.

TUESDAY, SEPTEMBER 7

A special Rosh Hashana program under the auspices of the United Palestine Appeal presents Judge Morris Rothenberg, co-chairman of the Council of the Jewish Agency for Palestine, who discusses "What Does the New Year Hold for Jewry?" and music directed by Rabbi Abraham L. Feinberg of Mount Nebo Temple.

**DAY OF
ATONEMENT SERVICE**

4:30-5:00 p.m.

TUESDAY, SEPTEMBER 14

A special religious service in observance of the Day of Atonement (Yom Kippur) will be broadcast on the eve of this day of expiation from WKRC, Cincinnati, under the auspices of the National Federation of Temple Sisterhoods, women's division of the Union of American Hebrew Congregations.

**SPECIAL
EVENTS**

PROGRAM AND TIME

DESCRIPTION

**NATIONAL SINGLES
TENNIS CHAMPIONSHIP**

Various hours
SEPTEMBER 1 THRU 11

In an exclusive CBS series from the West Side Tennis Club, Forest Hills, Ted Husing broadcasts summaries of the semi-final and final matches in the Men's Singles and Women's Singles.

**THOMPSON TROPHY
AIR MEET**

Various hours
SEPTEMBER 3 AND 6

From Cleveland will be described the opening ceremonies and the flying of the Thompson Trophy Air Meet, in which 10 of the world's fastest planes will race 200 miles.

"GOING TO THE FAIR"

10:00-11:00 p.m.
SUNDAY, SEPTEMBER 12

A trans-continental visit to the fairs at Cleveland and Dallas, to the grounds of the forthcoming New York World's Fair, and to the expositions at Toronto and Paris is planned by Columbia's Special Events Department for September 12.

**INTERNATIONAL
POLO MATCHES**

Time to be announced
SATURDAY, SEPTEMBER 18

The final matches between the American and Argentine polo teams will be reported in a special broadcast from Meadowbrook, Old Westbury, L. I.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**SPECIAL
EVENTS**

(Continued)

**AMERICAN LEGION
CONVENTION**

7:30-8:00 p.m.

SATURDAY, SEPTEMBER 18

10:00-11:00 p.m.

SUNDAY, SEPTEMBER 19

A picture of the exhaustive preparation which New York is making for the American Legion Convention of September 22-23 will be described by Bob Trout, who will interview police officials, hotel men, taxi drivers, chefs, bartenders and others. Mayor LaGuardia and General James G. Harbo, president of the convention, will give broadcast talks. Legion bands throughout the country will be heard in a special program the next evening.

**T. C. U.—OHIO STATE
FOOTBALL MATCH**

Time to be announced

SATURDAY, SEPTEMBER 25

Ted Husing, CBS veteran sports reporter will be at the Ohio State Stadium on September 25 when the Texas Christian University eleven meets Ohio State in one of the first games of the new football season.

FOOTBALL PREVIEW

10:00-11:00 p.m.

SUNDAY, SEPTEMBER 26

A special program featuring the music of several college bands and glee clubs, as well as talks by outstanding football coaches, users in the new football season over Columbia.

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. The Family is assisted by guest stars in the presentation of this informal musical program. Waldo Mayo conducts the "Capitol Family" orchestra.

DAVID ROSS
IN "POET'S GOLD"

1:45-2:00 p.m.

EACH SUNDAY

This series of verse readings by David Ross, prize announcer, has been heard on Columbia for five years. Ross gives his readings against a background of string music directed by Leon Goldman.

DR. HARRY HAGEN

4:00-5:00 p.m.

EACH SUNDAY

Dr. Harry Hagen is the originator of the radio spelling bee. His program is an incentive to youthful competition and as entertaining to grown-ups as youngsters. Teams of spellers are paired in unusual combinations so as to increase the spirit of competition and add to the fun of these programs.

HOBART BOSWORTH,
DEAN OF HOLLYWOOD

6:15-6:30 p.m.

EACH THURSDAY

Hobart Bosworth reminisces of the early, pre-Hollywood movie days and tells stories of the theatre of the Edwin Booth and other eras of a glamorous past. These programs originate in Hollywood.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

PERSONALITIES

(Continued)

RICHARD MAXWELL

9:30-9:40 a.m.

MONDAY THRU 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 1927. Mr. Maxwell is currently dedicating programs to "good neighbors," known and unknown, whom listeners single out for honor.

**TED MALONE'S
"BETWEEN THE
BOOKENDS"**

2:45-3:00 p.m.

MONDAY THRU 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.

MONTANA SLIM

2:30-2:45 p.m.

MONDAY, WEDNESDAY,
FRIDAY

Out of a repertoire of 700 cowboy songs, Montana Slim, "The Singing Cowboy," claims 400 as his own compositions. An authentic old cow-hand, he learned his trade on Canadian ranches.

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.

PROGRAM AND TIME

DESCRIPTION

**CHILDREN'S
PROGRAMS**

**SUNDAY MORNING AT
AUNT SUSAN'S**

9:00-9:55 a.m.

EACH SUNDAY

Informal weekly visits with fictional characters written by Nila Mack. Concert music, songs, news and guests make up a children's show which appeals to the whole family.

**FUNNY THINGS—
NORA STIRLING**

5:45-6:00 p.m.

EACH MONDAY,

WEDNESDAY, FRIDAY

Little-known information about well-known things and an animated orchestra that heckles Miss Stirling are heard on this series of curious facts for curious children. Some of the facts for September concern flutes, tales of the sea, New Year's, trademarks and dowries.

DOROTHY GORDON

5:45-6:00 p.m.

EACH TUESDAY,

THURSDAY, SATURDAY

Beginning September 14

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

LET'S PRETEND

10:30-11:00 a.m.

EACH SATURDAY

The world's great fairy tales are dramatized by Nila Mack and enacted by children from seven to sixteen. Plays for this month are:
SEPTEMBER 4: Snowdrop and the Seven Dwarfs.

SEPTEMBER 11: Three Golden Hairs.

SEPTEMBER 18: Flounder in the Sea.

SEPTEMBER 25: Jorinda and Joringel.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**LIGHT
MUSIC**

**"BLUE VELVET MUSIC"
- MARK WARNOW
8:00-8:30 p.m.
EACH TUESDAY**

Originated and conducted by Mark Warnow this new series of "Blue Velvet Music" features Hollace Shaw, guest stars, new arrangements of classics, classic versions of popular pieces, and a group of "Tune Teasers" for listeners' solution. Among the guests this month are Howard Phillips, Louis Armstrong, Ray Casino, Ray Heatherton and the Symphonettes.

**SATURDAY NIGHT
SWING CLUB
8:00-8:30 p.m.
EACH SATURDAY**

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 September, Walter Groves, Chick Webb Quintet, Ella Fitzgerald, Al Hibbler, Templeton, Manny Klein, Violet Mele, the Symphonettes, Hazel Scott and others. On September 18, Phil Cohan, Swing Club producer, presents the Raymond Scott Quintet in a broadcast from Hollywood.

**HOLLYWOOD
SHOW CASE
9:30-10:00 p.m.
EACH SATURDAY**

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.

LIGHT
MUSIC

PROGRAM AND TIME

DESCRIPTION

SONG TIME
7:15-7:30 p.m.
MONDAY THRU SATURDAY

These new vocal periods feature two outstanding CBS artists daily in novel song presentations. The Saturday period originates from Hollywood, the others from New York.

MONDAY: Hollace Shaw and Ray Heather-
ton.

TUESDAY: Ruth Carhart and Bill Perry.

WEDNESDAY: Patti Chapin and Howard
Phillips.

THURSDAY: Doris Kerr and Russell Dorr.

FRIDAY: Jack Shannon and guest artist.

SATURDAY: Betty Grable and John Payne.

METROPOLITAN PARADE
9:00-9:15 a.m.
EACH MONDAY AND FRIDAY

This early morning variety show includes the singing voices of Doris Fisher, Jeanine, and Bob Gibson.

"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.

THEATRE MATINEE
3:00-3:30 p.m.
EACH TUESDAY AND THURSDAY

Margaret McCrae, soloist, and guest stars are featured on this afternoon variety show twice each week.

MUSIC IN THE AIR
9:00-9:25 a.m.
EACH THURSDAY

The smooth melodies of Leith Stevens' Orchestra, the voices of Claire Sherman and Howard Phillips, and the violin of Buddy Sheppard start the day musically.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**LIGHT
MUSIC**
(Continued)

MANHATTAN MATINEE
3:00-3:30 p.m.
EACH WEDNESDAY

This musical series presents songs, past and present, of the Big City. Jeanine and other Columbia artists are featured as soloists.

RUTH AND BILL
10:45-11:00 a.m.
EACH MONDAY,
WEDNESDAY, FRIDAY

Ruth Carhart and Bill Perry, sweethearts on the air, present a program of love songs. Musical accompaniment is conducted by Ray Block.

DOWN BY HERMAN'S
3:00-3:30 p.m.
EACH SATURDAY

From WISN, Columbia's station in Milwaukee, comes this musical German border garden of robust and sentimental songs, concert and popular music.

**DALTON BROTHERS,
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 they continue to be network favorites of Columbia 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 Benny Goodman, Ozzie Nelson, Tommy Dorsey, Ted Fiorito, Roger Pryor, Count Basie, Jay Freeman, Phil Napoleon, Frankie Masters, Bob Crosby, Frank Davis, Bert Block, Herbie Kay, Shep Fields, George Olsen and Guy Lombardo are heard during September.

A D D E N D A : A U G U S T 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 *August* programs which were arranged too late for inclusion in last month's issue of this booklet.

AUGUST 4: Ceremonies and sports events celebrating the 147th anniversary of the U. S. Coast Guard were broadcast from Grand Haven, Michigan, 5:00-5:15 p.m.

Dr. John C. A. Gerster discussed the new national cancer legislation and the recently formed Federal Cancer Institute, 5:15-5:30 p.m.

AUGUST 8: Tsune Chi-Yu, Chinese Consul General at New York, spoke on the "Conflict in China," 1:30-1:45 p.m.

AUGUST 11: Professor James L. Palmer of Chicago University presented the viewpoints of teachers and students on "Co-operatives," in a talk sponsored by the University Broadcasting Council of Chicago, 10:45-11:00 p.m.

AUGUST 14: Gary Breckner interviewed football coaches Howard Jones of Southern California, Stanley Smith of West Point, Homer Norton of Texas

A. and M., Tom Lieb of Loyola, Bill Spaulding of California and Ted Fehring of Purdue at Catalina Island Coaching School, in a pre-seasonal glimpse of Fall schedules, 6:15-6:30 p.m.

Lewis Browne, author and lecturer, spoke from Los Angeles about the Sino-Japanese conflict in a talk, "Asia on Fire," 6:45-7:00 p.m.

AUGUST 15: The world championship "Soap-Box Derby," run off at Akron, Ohio, under the sponsorship of the Chevrolet Company, was described by Ted Husing, 6:30-7:00 p.m.

AUGUST 16: The Governors of New York and New Jersey, Mayor La Guardia, Grover Whalen and other officials gave brief talks, and Jessica Dragonette and Robert Weede rendered musical selections in the ceremonies attending the dedication of the Theme Center, principal building of the 1939

New York World's Fair, 3:00-3:45 p.m.

Five great Shakespearian stars of the past, including Kate Mayhew, Robert Vivian, Conrad Cantzen, H. Cooper-Cliffe and Burford Hampden, described theatrical experiences of former days in a special program entitled "Shakespeare Today and Yesterday," 5:15-5:30 p.m.

Frank Hedges, Tokyo correspondent for the N.A.N.A. spoke on the "Chinese Conflict as Seen from Tokyo," 7:30-7:45 p.m.

AUGUST 18: President Roosevelt spoke from Roanoke Island at the celebration of the 350th anniversary of the birth of Virginia Dare, first English subject born in America, 4:30-5:00 p.m.

Judge Charles M. Hay, general counsel of the Railway Labor Executives Association, discussed the Railroad Retirement Act, 10:45-11:00 p.m.

AUGUST 19: Henry Harmon Chamberlain, scholar and poet, investigated the vintages of many a familiar *bon mot* under the heading "How Old Are Wise Cracks?" 3:45-4:00 p.m.

AUGUST 20: Senator Joseph F. Guffey (Dem.) of Pennsylvania delivered an address, "Politics and the Supreme Court," 11:30 p.m.-12:00 midnight.

Tom Worthern, manager of KZRM, Manila, described the arrival of refugees from the Shanghai warfare during the three earthquakes which shook Manila, 6:15-6:30 p.m.

AUGUST 21: Tom Worthern was heard in a second program from Manila in which he interviewed refugees and President Manuel Quezon, 6:15-6:30 p.m.

AUGUST 22: A program from the 39th Encampment of the Veterans of the Spanish War was broadcast from Columbus, Ohio, featuring a talk by Judge Leon McCord and music by the Broad St. Presbyterian Choir, 11:05-11:30 p.m.

AUGUST 23: Tadayashi Hitotsumatsu, a member of the Japanese House of Representatives and head of Japan's delegation to the Inter-Parliamentary Congress at Paris, spoke from New York on "Why Japan and China Are in Conflict," 6:45-7:00 p.m.

C. T. Wang, China's Ambassador to the United States, spoke from Washington in place of Madame Chiang Kai-shek whose talk from Shanghai was cancelled, on "Facing the North China Crisis" and read a cablegram from her addressed to American listeners, 7:30-7:45 p.m.

AUGUST 26: *Bernard Herrmann Takes the Baton*, the final August concert in the "Guest Conductors" series, unannounced in last month's issue, featured Mr. Herrmann directing the Columbia Concert Orchestra in works by Handel, Bach, Mozart, Erik Satie, Charles Ives and R. R. Bennett, 8:00-9:00 p.m.

AUGUST 27: Dr. James T. Shotwell, on the anniversary of the signing of the Kellogg Pact, spoke on "Nine Years After the Pact to Outlaw War," 7:30-7:45 p.m.

Senator Theodore Green (Dem.) of Rhode Island presented a resume of Congressional action during the past session in a talk, "The New Deal and the Past Session," 10:45-11:00 p.m.

AUGUST 29: Following a talk on August 15 on "What I Saw in Rebel Spain," H. V. Kaltenborn, expert CBS commentator, spoke from Paris on "What I Saw in Loyalist Spain," 2:00-2:15 p.m.

The Madrigal Singers, a group of 24 mixed voices directed by Lehmann Engel, were heard in a special choral concert which included music by Elizabethan and French composers and by Charles Ives, 10:30-11:00 p.m.

AUGUST 30: Bringing to a brilliant conclusion the *Columbia Shakespearian Cycle* of eight plays, a special transcontinental program of "Curtain Calls" presented a roster of outstanding stage and screen stars who enacted leading roles in the series. The cast of "Twelfth Night," concluding play of the Cycle, was heard from New York following the presentation of that drama, and Cecil B. de Mille, director of the Lux Radio Theatre, spoke from Hollywood, 10:30-11:00 p.m.

AUGUST 31: Bob Trout, CBS announcer and commentator, interviewed a group of foreign Girl Scouts and Girl Guides gathered at the Silver Jubilee Encampment in Briarcliff Manor, New York, 4:45-5:00 p.m.

In a program sponsored by the Fisher Body Division of the General Motors Corporation, the four university scholarships awarded annually as a result of its international craftsmanship competition were announced and the winners presented. Lowell Thomas served as master of ceremonies and other speakers included William S. Knudsen, Charles P. Kettering, W. A. Fisher, and Daniel Beard, 8:30-9:00 p.m.

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