

**COLUMBIA
SQUARE**

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THE COLUMBIA PROGRAM BOOK

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THE COLUMBIA BROADCASTING SYSTEM

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MAY, 1938

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CBS SPONSORED PROGRAMS

<p>AFFILIATED PRODUCTS, INC.</p>	<p>Edna Wallace Hopper Cosm</p>
<p>AMERICAN TOBACCO COMPANY</p>	<p>Lucky Strike Cigarettes</p> <p>Roi-Tan Cigars</p>
<p>ANACIN COMPANY</p>	<p>Anacin</p>
<p>BAYER COMPANY</p>	<p>Bayer Aspirin</p>
<p>BAYUK CIGARS, INC.</p>	<p>Phillies Cigars</p>
<p>A. S. BOYLE COMPANY</p>	<p>Old English No-Rubbing Floor Wax</p>

†Columbia Pacific Network On
 ††Columbia California Network ly

<p>THE ROMANCE OF HELEN TRENT <i>Serial drama</i></p> <p>(S. A. S. BOYLE CO. also, below)</p>	<p>Mon., Tues., Wed. 12:30-12:45 p.m.</p> <p>ORIGINATES: WBBM, CHICAGO</p>	<p>Blackett-Sample Hummert, Inc.</p>	<p>229 Weeks</p>
<p>YOUR HIT PARADE, with Mark Warnow's Orchestra; Guest Star; Buddy Clark, Fredda Gerson and the Songsmiths <i>Popular music and vocalists</i></p>	<p>Saturday 10:00-10:45 p.m.</p> <p>ORIGINATES: WABC, NEW YORK</p>	<p>Lord and Thomas</p>	<p>104 Weeks</p>
<p>MAN TO MAN SPORTS, with Mark Kelly and Tom Hanlon <i>Sports News</i></p>	<p>†Tuesday 9:00-9:15 p.m.</p> <p>PST ORIGINATES: KNX, HOLLYWOOD</p>	<p>Lawrence C. Gumbinner Agency</p>	<p>42 Weeks</p>
<p>OUR GAL, SUNDAY <i>Serial drama</i></p> <p>(S. KOLYNOS COMPANY also, page 13)</p>	<p>Mon., Tues., Wed. 12:45-1:00 p.m.</p> <p>ORIGINATES: WABC, NEW YORK</p>	<p>Blackett Sample-Hummert, Inc.</p>	<p>351 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.</p> <p>ORIGINATES: WABC, NEW YORK</p>	<p>Blackett Sample-Hummert, Inc.</p>	<p>346 Weeks</p>
<p>CALIFORNIA SPORTS REVIEW, with Sam Balter <i>Sport comment</i></p>	<p>††Mon., Wed., Fri. 8:30-8:45 p.m.</p> <p>PST ORIGINATES: KNX, HOLLYWOOD</p>	<p>McKee, Albright & Ivey, Inc.</p>	<p>9 Weeks</p>
<p>THE ROMANCE OF HELEN TRENT <i>Serial drama</i></p> <p>(S. AFFILIATED PRODUCTS, INC. also, above)</p>	<p>Thurs. and Fri. 12:30-12:45 p.m.</p> <p>ORIGINATES: WBBM, CHICAGO</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>154 Weeks</p>

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

CBS SPONSORED PROGRAMS

BREWERS' RADIO SHOW ASSOCIATION	Beer
BROWN & WILLIAMSON TOBACCO CORP.	Raleigh Cigarettes Kool Cigarettes
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHRYSLER CORPORATION	Chrysler DeSoto Dodge Plymouth
COLGATE-PALMOLIVE-PEET COMPANY	Palmolive Shave Cream Palmolive Brushless Shave Concentrated Super Suds

PROGRAM	TIME	AGENCY	WEEKS
Y SAID IT with Ted Husing, Connie Boswell, guest stars and Richard Himber's Orchestra <i>Comedy, Sports, Music</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12-12:30 a.m. ORIGINATES: WABC, NEW YORK	United States Advertising Corp.	8 Weeks
KENTUCKY DERBY described by Ted Husing and Bob Trout	Saturday, May 7 only 6:15-7:00 p.m. ORIGINATES: WHAS, LOUISVILLE	Batten, Barton, Durstine & Osborn, Inc.	20 Weeks
HOLLYWOOD HOTEL , with Frances Lagford, Frank Parker, Anne Jami- son, Ken Niles, Raymond Paige's Orchestra, Ken Murray & "Oswald" <i>Dramatic musical revue</i>	Friday 9:00-10:00 p.m. ORIGINATES: KNX, HOLLYWOOD	Ward Wheelock Company	182 Weeks
MAJOR BOWES' AMATEUR HOUR <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC, NEW YORK	Ruthrauff & Ryan, Inc.	112 Weeks
G G BUSTERS <i>Police file dramatizations</i>	Wednesday 10:00-10:30 p.m. <i>Rebroadcast</i> 1:00-1:30 a.m. ORIGINATES: WABC, NEW YORK	Benton & Bowles, Inc.	120 Weeks
MART 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, NEW YORK		113 Weeks

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

CBS SPONSORED PROGRAMS

COMPANY	PROGRAMS
COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
R. B. DAVIS COMPANY	Cocomalt
E. I. du PONT de NEMOURS & CO., INC.	Institutional Advertising

<p>HILTOP HOUSE, starring Bess Johnson <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Benton & Bowles, Inc.</p>	<p>115 Weeks</p>
<p>STEPMOTHER <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 10:45-11:00 a.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Benton & Bowles-Chicago, Inc.</p>	<p>56 Weeks</p>
<p>PETTY KITTY KELLY <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Benton & Bowles, Inc.</p>	<p>164 Weeks</p>
<p>BACHELOR'S CHILDREN <i>Serial drama</i></p>	<p>Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Roche, Williams & Cunningham, Inc.</p>	<p>174 Weeks</p>
<p>J. PENNER, with Ben Pollack's Orchestra, Cie Austin and "Peegee" Gayle <i>Comedy and music</i></p>	<p>Sunday 6:00-6:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC, MAY 1 AND 8 KNX, HOLLYWOOD</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>203 Weeks</p>
<p>CAVALCADE OF AMERICA, with Don Voorhees' Orchestra <i>Dramatizations and music</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC, NEW YORK</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>146 Weeks</p>

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

CBS SPONSORED PROGRAMS

DURKEE FAMOUS FOODS, INC.	Food Products
EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Confectionery
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr
GENERAL BAKING COMPANY	Bond Bread
GENERAL FOODS CORPORATION	Sanka Coffee

†Columbia Pacific Network Only

<p>SECRET AMBITION, with Tom Breneman and Orchestra <i>Musical</i></p>	<p>†Sunday 6:30-7:00 p.m. PST ORIGINATES: KSFO, SAN FRANCISCO</p>	<p>Botsford, Constantine & Gardner</p>	<p>99 Weeks</p>
<p>KOX MANNING <i>Commentator</i></p>	<p>†Tuesday 5:45-6:00 p.m. PST ORIGINATES: KNX, HOLLYWOOD</p>	<p>Sidney Garfinkel Advertising Agency</p>	<p>23 Weeks</p>
<p>SUNDAY EVENING HOUR, with Symphony Orchestra and Corus, John Barbirolli, guest con- ductor; Guest Soloists <i>Symphonic music, and talks by W. J. Cameron</i></p> <p>WATCH THE FUN GO BY. Presenting Al Pearce and His Gig; Guest; Arlene Harris; "Tizzie Lh"; Carl Hoff's Orchestra <i>Comedy and variety</i></p>	<p>Sunday 9:00-10:00 p.m. ORIGINATES: WJR, DETROIT</p> <p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast 12 mid.-12:30 a.m.</i> ORIGINATES: WABC, NEW YORK</p>	<p>N. W. Ayer & Son, Inc.</p>	<p>221 Weeks</p>
<p>CY LOMBARDO and His Orchestra <i>Popular music</i></p>	<p>Sunday 5:30-6:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>381 Weeks</p>
<p>WE, THE PEOPLE with Gabriel Heatter, director and Mark Warnow's Orchestra <i>Real-life experiences</i></p>	<p>Thursday May 5, 12 only 7:30-8:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Young & Rubicam, Inc.</p>	<p>166 Weeks</p>

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in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

GENERAL FOODS CORPORATION

Continued

Swans Down Cake Flour
Calumet Baking Powder

La France Minute Tapioca
Satina*

Postum

Huskies
Post Toasties

GENERAL MILLS, INC.

Bisquick
Gold Medal Kitchen-Tested
Softasilk
Wheaties

**La France and Satina are advertised
Mondays, Wednesdays and Fridays; Min
Tapioca on Tuesdays and Thursdays.*

<p>KE SMITH HOUR. <i>with</i> Jack Miller's Orchestra. Dimas and Guest Stars <i>Variety show</i></p>	<p>Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30-12:30 a.m. ORIGINATES: WABC, NEW YORK</p>	<p>Young & Rubicam, Inc.</p>	<p>166 Weeks</p>
<p>MARY MARGARET MCBRIDE <i>Radio columnist</i></p>	<p>Mon. thru Fri. 12:00-12:15 p.m. <i>Rebroadcast</i> 4:45-5:00 p.m. ORIGINATES: WABC, NEW YORK</p>		
<p>AL AND ABNER <i>Serial drama</i></p>	<p>Mon., Wed., Fri. 6:45-7:00 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX, HOLLYWOOD</p>		
<p>BOKE CARTER <i>News commentator</i></p>	<p>Mon. thru Fri. 6:30-6:45 p.m. <i>Rebroadcasts</i> 7:15-7:30 and 8:45-9:00 p.m. ORIGINATES: WCAU, PHILADELPHIA</p>	<p>Benton & Bowles, Inc.</p>	
<p>GOLD MEDAL FEATURE HOUR <i>(through May 27 only)</i></p>			
<p>Betty and Bob <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.</p>	<p>373 Weeks</p>
<p>Hymns of All Churches <i>Choir</i></p>	<p>Mon., Tues., Thu. 1:15-1:30 p.m. ORIGINATES: WBBM, CHICAGO</p>		
<p>Betty Crocker <i>Cooking expert</i></p>	<p>Wed. and Fri. 1:15-1:30 p.m. ORIGINATES: WBBM, CHICAGO</p>		
<p>Arnold Grimm's Daughter <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:30-1:45 p.m. ORIGINATES: WBBM, CHICAGO</p>		
<p>Valiant Lady <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:45-2:00 p.m. ORIGINATES: WABC, NEW YORK</p>		

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CBS SPONSORED PROGRAMS

GRIFFIN MANUFACTURING COMPANY	Griffin Allwite Griffin Wax Polishes
GULF OIL CORPORATION	Motor Oil and Gas
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes

<p>THE TO SHINE, w/ Hal Kemp and his Orchestra. Judy Starr and Bob Allen <i>Musical</i></p>	<p>Tuesday 10:00-10:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Birmingham, Castleman & Pierce, Inc.</p>	<p>2 Weeks</p>
<p>PIL BAKER and company, w/ Oscar Bradley's Orchestra <i>Variety show</i></p>	<p>Sunday 7:30-8:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Young & Rubicam, Inc.</p>	<p>220 Weeks</p>
<p>H CAN BE DONE, w/ Edgar A. Guest, Frankie Masters' Orchestra and Dramatic Ct <i>Poetry and drama</i></p>	<p>Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>17 Weeks</p>
<p>CR GAL, SUNDAY <i>Serial drama</i> (See ANACIN COMPANY also, page 3)</p>	<p>Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>203 Weeks</p>
<p>WAYNE KING and his Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Lord and Thomas</p>	<p>138 Weeks</p>
<p>CAND CENTRAL STATION <i>Serial drama</i></p>	<p>Sunday 10:00-10:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Lambert & Feasley, Inc.</p>	<p>43 Weeks</p>

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CBS SPONSORED PROGRAMS

LEVER BROTHERS COMPANY

Lux Toilet Soap

Rinso

Lifebuoy

Rinso

Spry

LIGGETT & MYERS TOBACCO COMPANY

Chesterfield Cigarettes

<p>THE LUX RADIO THEATRE, with stars of stage and screen <i>Dramatic; Cecil B. De Mille, director</i></p>	<p>Monday 9:00-10:00 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>J. Walter Thompson Company</p>	<p>135 Weeks</p>
<p>Edward G. Robinson in BIG TOWN, with Claire Trevor <i>Dramatic</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. ORIGINATES: KNX, HOLLYWOOD</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>27 Weeks</p>
<p>THE JOLSON SHOW with Martha Raye, Arkyakarkus, Victor Young's Orchestra and guest stars <i>Comedy and music</i></p>	<p>Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX, HOLLYWOOD</p>		<p>101 Weeks</p>
<p>THE SISTER, 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, NEW YORK</p>		<p>85 Weeks</p>
<p>THE LATE 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, NEW YORK</p>		<p>67 Weeks</p>
<p>CHESTERFIELD PRESENTS Andre Kostelanetz's Concert Orchestra; Grace Moore and guest; Norman Krasna, commentator; Paul Douglas, announcer <i>Orchestral and vocal music</i></p>	<p>Wednesday 9:00-9:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Newell-Emmett Co., Inc.</p>	<p>275 Weeks</p>
<p>PAUL WHITEMAN'S PROGRAM, with Joan Edwards; The Modernaires; Guests <i>Musical Variety</i></p>	<p>Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>54 Weeks</p>

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CBS SPONSORED PROGRAMS

P. LORILLARD COMPANY	Old Gold Cigarettes
JOE LOWE CORPORATION	Popsicle
McKESSON & ROBBINS, INC.	Calox Toothpowder Solidified Albolene
NASH-KELVINATOR CORPORATION	Nash Motor Cars
PET MILK SALES CORPORATION	Irradiated Pet Milk

<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, HOLLYWOOD</p>	<p>Lennen & Mitchell, Inc.</p>	<p>121 Weeks</p>
<p>DUPEYE, THE SAILORMAN <i>Comedy serial drama</i></p>	<p>Mon., Wed., Fri. 6:15-6:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>Starts May 2</p>
<p>LYCE JORDAN, GIRL INTERNE <i>Serial drama</i> (Starting May 30)</p>	<p>Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC, NEW YORK</p>	<p>Brown & Tarcher, Inc.</p>	<p>26 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, NEW YORK May 7 only: WHAS, LOUISVILLE</p>	<p>Geyer, Cornell & Newell, Inc.</p>	<p>60 Weeks</p>
<p>MARY LEE TAYLOR, home economist <i>Household advice</i></p>	<p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 3:00-3:15 p.m. ORIGINATES: KMOX, ST. LOUIS</p>	<p>Gardner Advertising Company</p>	<p>234 Weeks</p>
<p>SATURDAY NIGHT SERENADE, Mary Eastman, soprano; Bill Perry, baritone, and Gustave Haenschen's orchestra and Mixed Chorus <i>Musical</i></p>	<p>Saturday 9:30-10:00 p.m. ORIGINATES: WABC, NEW YORK</p>		

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CBS SPONSORED PROGRAMS

<p>PHILIP MORRIS & COMPANY, LTD.</p>	<p>Philip Morris Cigarettes</p>
<p>PHILLIPS PETROLEUM COMPANY</p>	<p>Phillips 66 Phillips 66 Motor Oil</p>
<p>THE PROCTER & GAMBLE COMPANY</p>	<p>Chipso</p> <p>Ivory Soap</p> <p>Oxydol</p> <p>Dreft</p> <p>Oxydol</p>

<p>JINNY PRESENTS Boss Morgan's Orchestra, E. R. Jinstone's Dramatizations, Frances Fair, Genevieve Rowe, Glenn Cross and Ray Block's Swing Fourteen <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, NEW YORK</p>	<p>The Biow Company, Inc.</p>	<p>85 Weeks</p>
<p>PILLIPS POLY FOLLIES, with Ben Feld's Orchestra; Lorraine Grimm, soprano; Al Cameron, MC <i>Variety</i> (Through May 17 only)</p>	<p>Tuesday 10:30-11:00 p.m. ORIGINATES: KMOX, ST. LOUIS</p>	<p>Lambert & Feasley, Inc.</p>	<p>97 Weeks</p>
<p>THE ROAD OF LIFE <i>Serial drama</i></p>	<p>Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC, NEW YORK</p>	<p>Pedlar & Ryan, Inc.</p>	<p>178 Weeks</p>
<p>THE O'NEILLS <i>Serial drama</i></p>	<p>2:15-2:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Compton Advertising, Inc.</p>	
<p>THE GOLDBERGS <i>Serial drama</i></p>	<p>12:15-12:30 a.m. ORIGINATES: WABC, NEW YORK</p>	<p>Blackett-Sample-Hummert, Inc.</p>	
<p>MICKEY KEENE <i>Serial drama</i></p>	<p>12:15-12:30 a.m. ORIGINATES: WBBM, CHICAGO</p>		
<p>M. PERKINS <i>Serial drama</i></p>	<p>2:00-2:15 p.m. ORIGINATES: WBBM, CHICAGO</p>		

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CBS SPONSORED PROGRAMS

CREDIT	DEBIT
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Toba
RIO GRANDE OIL, INC.	Petroleum Products
SKELLY OIL COMPANY	Petroleum Products
TILLAMOOK COUNTY CREAMERY ASSN.	Tillamook Cheese

††Columbia California Network sly

<p>CANTOR'S CAMEL CARAVAN Edie Cantor with Edgar Fairchild's Orchestra; Fairchild and Carroll, piano team; Bert Gordon, Walter King and Guests <i>Comedy and music</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC, NEW YORK AFTER MAY 9th: KNX, HOLLYWOOD</p>	<p>William Esty & Company, Inc.</p>	<p>252 Weeks</p>
<p>BENNY GOODMAN and his Orchestra <i>Music and guests</i></p>	<p>Tuesday 9:30-10:00 p.m. ORIGINATES: WABC, NEW YORK</p>		
<p>CALLING ALL CARS <i>Police file dramatizations</i></p>	<p>††Thursday 8:30-9:00 p.m. PST ORIGINATES: KNX, HOLLYWOOD</p>	<p>Hixson-O'Donnell, Inc.</p>	<p>242 Weeks</p>
<p>DELLY COURT OF MISSING HEIRS <i>Dramatic</i></p>	<p>Sunday 10:30-11:00 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>28 Weeks</p>
<p>HILARY MAID with Jack Moyles and Nell Parker <i>Home Economics</i></p>	<p>††Thursday 2:30-2:45 p.m. PST ORIGINATES: KSFO, SAN FRANCISCO</p>	<p>Botsford, Constantine & Gardner</p>	<p>8 Weeks</p>

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

CBS SPONSORED PROGRAMS

UNITED STATES TIRE DEALERS MUTUAL CORPORATION	U. S. Royal Master Tires
U. S. TOBACCO COMPANY	Model Pipe Tobacco
WILMINGTON TRANSPORTATION COMPANY	Santa Catalina Island Summer Resort
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

†Columbia Pacific Network Only

<p>IN BERNIE AND ALL THE LADS, with Lew Lehr, comedian; Buddy ark, vocalist and Agnes Moorehead <i>Music and comedy</i></p>	<p>Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC, NEW YORK</p>	<p>Campbell-Ewald Company of New York, Inc.</p>	<p>15 Weeks</p>
<p>CK AND PAT IN PIPE SMOKING ME, with Edward Roecker, bari- ne and Benny Kreuger's Orchestra <i>"Blackface" comedy and music</i></p>	<p>Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC, NEW YORK</p>	<p>Arthur Kudner, Inc.</p>	<p>152 Weeks</p>
<p>o Be Announced</p>	<p>†Mon. thru Fri. 2:15-2:30 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>Neisser-Meyerhoff, Inc.</p>	<p>Starts May 23</p>
<p>OST ENTERTAINMENT, ack Fulton, tenor; the Andrews sters and Carl Hohengarten's rchestra <i>Variety</i></p>	<p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Neiser-Meyerhoff, Inc.</p>	<p>309 Weeks</p>
<p>CATTERGOOD BAINES <i>Serial drama</i></p>	<p>†Mon. thru Fri. 8:00-8:15 p.m. PST ORIGINATES: KNX, HOLLYWOOD</p>		

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

CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for May 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. EDUCATIONAL PROGRAMS *Page 26*
2. PUBLIC AFFAIRS. *Page 29*
3. SPECIAL EVENTS *Page 33*
4. SERIOUS MUSIC *Page 34*
5. DRAMATIC SERIES *Page 38*
6. CHILDREN'S PROGRAMS *Page 39*
7. RELIGIOUS BROADCASTS *Page 40*
8. PERSONALITIES *Page 42*
9. LIGHT MUSIC *Page 43*
- ADDENDA: APRIL PROGRAMS *Page 45*

**EDUCATIONAL
PROGRAMS**

“LIVING HISTORY”

7:30–7:45 p.m.

EACH WEDNESDAY

“AMERICANS AT WORK”

10:30–11:00 p.m.

EACH THURSDAY

COLUMBIA ADULT EDUCATION

Columbia's recently established Adult Education Board, after a period of extensive research and deliberation, inaugurates this month three weekly broadcasts—“Living History,” “Americans at Work” and “Adventures in Science” (see below). These programs present, in vivid and dramatic form, the significant events of history, the work-a-day life of America, and modern scientific developments.

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

LYMAN BRYSON, *chairman*
STRINGFELLOW BARR
WILLIAM BENTON
HARRY WOODBURN CHASE
ROBERT I. GANNON, 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.” The audience participates by helping to select the topics.

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, factories, locomotives throughout the land.

MAY 5: *Railroad engineer.*

MAY 12: *Beauty specialist.*

MAY 19: *Department-store executive.*

MAY 26: *Automobile worker.*

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

"ADVENTURES IN SCIENCE"

7:30-7:45 p.m.

EACH FRIDAY

ADULT EDUCATION *(continued)*

This program enables the American public 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. Lawrer Kelso Frank of the Macy Foundation acts as sociological commentator.

MAY 6: "*The World Is Hungry.*"

MAY 13: "*Crops Without Soil.*"

MAY 20: "*Men vs. Insects.*"

MAY 27: "*Science Surprise Program.*"

AMERICAN SCHOOL OF THE AIR

2:30-3:00 p.m.

MAY 2 TO 6

Concluding its ninth consecutive season, the *American School of the Air* presents the last week of its 1937-38 academic schedule. The program will be resumed after the customary summer vacation. The final week:

MAY 2: *Human Relations Forum*. Discussion of "Recreational Agencies and How They Help in Solving the Problems of Human Relations"

MAY 3: *Literature Quiz*.

MAY 4: *Geography*, Charleston and the South Islands.

MAY 5: (a) Short-wave musical broadcast from Lugano, Switzerland and Tokyo. (b) *Literature*, "How the Great Salt Lake Began"

MAY 6: (a) *Vocational Guidance*, "New World to Conquer." (b) *Science*, "The Future of Aviation."

**EDUCATIONAL
PROGRAMS**

NEW HORIZONS

5:45-6:00 p.m.

EACH MONDAY

The American Museum of Natural History presents famous explorers and scientists.

MAY 9: Dr. James L. Clark, "Rhinos."

MAY 16: Dr. Walter Granger, "Horses."

MAY 23: Mrs. Blair Niles, "Inca Gold."

MAY 30: The life and work of Audubon.

HIGHWAYS TO HEALTH

4:00-4:15 p.m.

EACH TUESDAY

The New York Academy of Medicine arranges these medical talks for the layman.

MAY 3: Dr. G. Randolph Manning of Poly-clinic, "What Price Digestion?"

MAY 10: Dr. Charles H. Goodrich, president of the New York State Medical Society, "When an Ounce Is More Than a Pound."

MAY 17: Dr. J. Hamilton Crawford, Kings County Hospital, "Taking Care of Your Heart."

MAY 24: Dr. Irving Wright, Columbia University, "How Old Are Your Arteries?"

EXPLORING SPACE

5:45-6:00 p.m.

EACH WEDNESDAY

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

SCIENCE SERVICE

4:00-4:15 p.m.

EACH THURSDAY

Watson Davis, director of Science Service, acts as interviewer on these programs.

MAY 5: Dr. P. L. Ricker, U. S. Department of Agriculture, "Taming the Wild Flowers."

MAY 12: Paul M. Tyler, U. S. Bureau of Mines, "Rare Metals Find Uses."

MAY 19: Dr. H. C. Shetrone, director of the Ohio State Museum, "Lost Stone Age Arts."

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

AMERICAN VIEWPOINTS

WEDNESDAYS, MAY 4 AND 11

THURSDAYS, MAY 19 AND 26

7:45-8:00 p.m.

FRIDAYS, 10:45-11:00 p.m.

Individual viewpoints on social, political and economic questions are expressed by prominent Americans in many fields of endeavor during these weekly periods of discussion.

MAY 4: Eddie Cantor, Neysa McMein and George Hecht, president of *Parent's Magazine*, join in a program of observing Better Parenthood Week.

MAY 11: Speaking at the N. Y. State Medical Society Conference, Dr. Foster Kennedy of Cornell College of Medicine discusses the "Education of Children for Emotional Control."

MAY 13: Dr. Ales Hrdlicka of the National Museum in Washington analyzes "The Racial Origins and Present Composition of the Austrian People."

MAY 19: "Keeping Simple Accidents from Becoming Serious Ones" is explained by Jerome McQuade, editor of *Drug Topics*.

MAY 26: Frank Bane, executive director of the Social Security Board, tells why the Board is "Everybody's Business."

MAY 27: James Bryant Conant, president of Harvard University, proposes "Defense Against Propaganda."

EUROPE CALLING!

1:30-1:45 p.m.

EACH SUNDAY

Expert observers of international affairs appear on this regular Sunday period of talks from foreign capitals. Columbia's European staff is on the scene to give eye-witness accounts of new developments, and to present prominent national spokesmen in interpretations of the events.

**ECONOMIC COOPERATION
IN THE AMERICAS**

3:00-4:30 p.m.

SUNDAY, MAY 8

2:30-3:00 p.m.

SUNDAYS, MAY 15 TO 29

Secretary of State Cordell Hull and representatives of the twenty Latin American nations participate in this good-will program.

MAY 8: Secretary Hull; the Foreign Ministers of Argentina, Brazil, Chile, Bolivia, Columbia and Cuba; the envoy from Costa Rica.

MAY 15: The Foreign Minister of Ecuador and the envoys of the Dominican Republic and El Salvador.

MAY 22: The Foreign Minister of the Honduras and the ambassadors from Guatemala and Haiti.

MAY 29: The Foreign Minister of Mexico and the envoys from Nicaragua and Panama.

**ADOLF HITLER'S
ARRIVAL IN ROME**

4:30-4:45 p.m.

TUESDAY, MAY 3

An eye-witness account of Rome's welcome to Reichsfuehrer Adolf Hitler is given by William L. Shirer, Columbia's Continental Representative.

DANUBIAN CONGRESS

4:30-4:45 p.m.

WEDNESDAY, MAY 4

The Very Reverend Robert I. Gannon, president of Fordham University, discusses the Danubian Congress being held at Fordham, under the heading "The University Looks at the Danube Valley."

NATIONAL DEBATE

5:00-5:30 p.m.

FRIDAY, MAY 6

From the eighth annual Speech Tournament of the High Schools of America at Wooster, Ohio comes the rebuttal portion of the debate on "Unicameral Legislation."

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

<p>ROBERT M. HUTCHINS 3:15-3:30 p.m. SATURDAY, MAY 7</p>	<p>President Robert M. Hutchins of the University of Chicago addresses the American Council on Education on "The Education of Teachers."</p>
<p>NATIONAL HOSPITAL DAY 5:15-5:30 p.m. THURSDAY, MAY 12</p>	<p>National Hospital Day, commemorating the birthday of Florence Nightingale, is discussed by Dr. Claude W. Munger in New York.</p>
<p>N. Y. STATE MEDICAL SOCIETY CONFERENCE 6:15-6:30 p.m. THURSDAY, MAY 12</p>	<p>At the close of the New York State Medical Society Conference, Dr. Peter Irving, secretary of the Society, tells "What 4,000 Doctors Talked About."</p>
<p>DEDICATION OF JUGOSLAV CULTURAL GARDEN 2:00-2:30 p.m. SUNDAY, MAY 15</p>	<p>Speakers at the dedication of the Yugoslav Cultural Garden in Cleveland are Vice-President John N. Garner, Mayor Harold Burton of Cleveland, Dr. Adlesic, Lord Mayor of Ljubljana, Yugoslavia; and Anton Grdic, president of the Garden.</p>
<p>"AMENDING THE CONSTITUTION" 2:30-2:45 p.m. WEDNESDAY, MAY 18</p>	<p>Judge William Clark, U. S. District Judge in New Jersey, analyzes proposals before Congress for "Amending the Constitution."</p>
<p>WILBUR CHAPMAN 2:45-3:00 p.m. THURSDAY, MAY 19</p>	<p>Wilbur Chapman is interviewed in Chicago about his work in raising funds of over one million dollars for the Missions to Lepers.</p>
<p>FOREIGN TRADE WEEK 2:30-3:00 p.m. WEDNESDAY, MAY 25</p>	<p>"The Meaning of Foreign Trade," is explained by William C. Dickerman, president of the American Locomotive Company, in this Foreign Trade Week talk.</p>

<p>COMMUNIST PARTY CONVENTION 7:30-7:45 p.m. THURSDAY, MAY 26</p>	<p>The opening session of the tenth convention of the Communist Party in this country is covered by Bob Trout. The convention meets to consider a constitution setting forth the party's position on force and violence.</p>
<p>WORLD ECONOMIC COOPERATION 4:45-5:00 p.m. EACH FRIDAY</p>	<p>In cooperation with the National Peace Conference, Columbia presents prominent spokesmen for world economic cooperation. MAY 6: Dr. Ernest H. Wilkins, president of Oberlin College. MAY 13: A group of Congressional leaders. MAY 20: Charles P. Taft, attorney. MAY 27: Professor Alvin H. Hansen of Harvard University.</p>
<p>CAPITAL OPINIONS 10:45-11:00 p.m. EACH SATURDAY</p>	<p>Members of Congress and Government officials participate in these discussions of problems of national interest. The programs originate at WJSV, Columbia's station in Washington.</p>
<p>HEADLINES AND BYLINES 10:30-11:00 p.m. EACH SUNDAY</p>	<p>A trio of expert reporters of public affairs combine their talents on this weekly series of news and the makers of news. H. V. Kaltenborn, Bob Trout and Edwin Canham report on events the world over.</p>
<p>CURRENT QUESTIONS BEFORE CONGRESS <i>The House</i>-4:45-5:00 p.m. EACH TUESDAY <i>The Senate</i>-4:45-5:00 p.m. EACH THURSDAY</p>	<p>Leading members of the Senate and of the House of Representatives discuss, in separate weekly broadcasts, current legislation and business under consideration by their bodies. Speakers on this series are selected for special knowledge of the issues involved.</p>

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>KENTUCKY DERBY <i>Various Hours</i> MAY 3 TO MAY 7</p>	<p>Ted Husing is heard from Louisville in several pre-Derby broadcasts, giving the color and background of the races, as well as fact and data. Among the broadcasts are the Derby Trial on May 3, and the famed Kentucky Colonels' Dinner on May 6. The actual running on May 7 is broadcast over Columbia under the sponsorship of the Brown & Williams Tobacco Corp. (see page 5).</p>
<p>BELMONT PARK <i>Various Hours</i> MONDAY, MAY 9 AND 30 SATURDAY, MAY 14, 21 AND 28</p>	<p>The Spring meeting of Belmont Park is brought to CBS listeners by Bryan Field, regular CBS race commentator. Among the races described are the Toboggan, Metropolitan, Withers Stakes, the Suburban, and the superlatively \$100,000 match race between War Admiral and Seabiscuit for the all-age championship.</p>
<p>OSLO EXPOSITION 9:00-9:30 p.m. THURSDAY, MAY 12</p>	<p>King Haakon VII, Alfred Madsen, Minister of Commerce; and Thomas Platon, director of the Exposition speak from Norway at the opening of the Oslo Exposition, the craft and industry conference of Northern Europe.</p>
<p>INTERNATIONAL GOLDEN GLOVES 11:30-12:00 p.m. WEDNESDAY, MAY 18</p>	<p>The victorious team in the American Golden Gloves, Chicago, meets a picked team of foreign victors for international boxing supremacy. The bouts are broadcast from Chicago.</p>
<p>BIG 10 TRACK MEET 3:00-4:00 p.m. and 5:00-5:15 p.m. SATURDAY, MAY 21</p>	<p>Ted Husing travels to Columbus, Ohio, to describe the annual Big 10 track and field event in which the ten universities of the Western Conference are competing.</p>

**SERIOUS
MUSIC**

**NEW YORK
PHILHARMONIC-
SYMPHONY ORCHESTRA**

3:00-5:00 p.m.

SUNDAY, MAY 1

8:00-9:00 p.m.

SUNDAY, MAY 1

As the final Sunday afternoon concert from Carnegie Hall this season, the New York Philharmonic-Symphony Orchestra, under John Barbirolli, presents an all Wagner program, with Marjorie Lawrence and Charles Kullman as soloists and Deems Taylor, Columbia's Music Consultant, as program commentator. This marks the conclusion of the Philharmonic's eighth consecutive Columbia season.

On the same evening CBS listeners again hear the Philharmonic in the May Day Music Festival at the New York World's Fair. John Barbirolli, Albert Stoessel, Hugh Ross, and Walter Damrosch are the conductors.

EXPLORING MUSIC

4:30-5:00 p.m.

SUNDAY, MAY 8

Bernard Herrmann, brilliant young CBS conductor, directs the Columbia Concert Orchestra in a program of seldom-heard music: Jean-Jacques Rousseau's Overture and Ballet Music from "Le Devin du Village;" Delius' "A Late Lark" and Rossini's "La Boutique Fantastique."

EVERYBODY'S MUSIC

3:00-4:00 p.m.

EACH SUNDAY

BEGINNING MAY 15

Starting May 15, Columbia resumes its regular Summer season of *Everybody's Music*. Howard Barlow conducts the Columbia Symphony Orchestra and Henry M. Neely plays host to the radio audience in his informal program comments.

MAY 15: *Lalo*: Overture, "Le Roi d'Ys"; *Brahms*: Variations on a Theme by Haydn; *Sibelius*: Symphony No. 7.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

EVERYBODY'S MUSIC

(Continued)

MAY 22: Special broadcast on Wagner's 125 birthday. Overture, Bacchanale, Scenes 1 and 2 from Paris version of "Tannhauser."

MAY 29: *Beethoven*: Symphony No. 7.

COLUMBIA CHAMBER ORCHESTRA

5:00-5:30 p.m.

EACH MONDAY

The twelve famous Concerti Grossi for strings by Georg Friedrich Handel are being played by the Columbia Chamber Orchestra, and Bernard Herrmann's direction, in this series. Herrmann also directs on each program contrasting works, including this month "The Tempest" Suite by Matthew Lock, Chaconne G Minor by Purcell, Dance Suite by Alexander Semmler and the Sinfonietta by Roussel.

STORY OF THE SONG

3:30-4:00 p.m.

EACH TUESDAY

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

MAY 3: *Balkan songs*. Milan Petrovic, bass

MAY 10: *French songs*. Germaine Bruye, soprano. *German songs*. Max Raymer, baritone

MAY 17 and 24: *Polish songs* (Romantic and Modern periods). Maria Maximovitch, soprano; Felix Roderick Labunski, commentator

MAY 31: *Scottish and Irish songs*. Mildred Rose, soprano; Fritz Lechner, baritone.

**SERIOUS
MUSIC**

CHORUS QUEST AWARD

7:00-7:30 p.m.

SATURDAY, MAY 7

The presentation of the Columbia Chorus Quest winner's cup to the Symphonic Choir of Ohio State University is made by Frederick Schang, Jr. of Columbia Concerts Corporation. President George W. Rightmire of Ohio State accepts it for the University. The choir sings under the direction of Prof. Louis H. Diercks.

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. David Ross is narrator.

MAY 12: *Hungary*.

MAY 19: A special broadcast of the American Academy in Rome prize composer's works, featuring music by the *Prix de Rome* winner in 1938, Charles Naginsky. Deems Taylor speaks on behalf of the Academy.

MAY 26: *May*.

**"A LITTLE
NIGHT MUSIC"**

10:30-11:00 p.m.

EACH MONDAY

BEGINNING MAY 16

Starting May 16, the Columbia Concert Orchestra presents a series of evening serenades under the direction of Bernard Herrmann. The first broadcast features the "Evening" Symphony of Josef Haydn.

KEYBOARD CONCERTS

4:00-4:30 p.m.

EACH WEDNESDAY

BEGINNING MAY 18

Starting May 18, this new series will present outstanding concert artists of the keyboard instruments. Solo and duo pianists, harpsichordists and clavichordists will participate. George Copeland, pianist, is soloist in the opening concert.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

<p>CURTIS INSTITUTE OF MUSIC 3:45-4:30 p.m. WEDNESDAY, MAY 4 AND 11</p>	<p>On May 11 the Curtis Institute of Music, which Josef Hofmann is director, concludes its current series of thirty Wednesday concert programs by distinguished faculty members and student Chamber music groups have been directed by Dr. Louis Bailly and the Curtis Symphony Orchestra has been conducted by Fritz Reinhardt.</p>
<p>HOLLACE SHAW 7:45-8:00 p.m. EACH FRIDAY</p>	<p>Hollace Shaw, soprano, who last Summer created the principal role in Louis Gruenberg's opera, "Green Mansions," is featured weekly on this series of concert programs.</p>
<p>CINCINNATI CONSERVATORY OF MUSIC 11:00 a.m.-12 noon SATURDAY, MAY 7, 21 AND 28 11:00 a.m.-12:30 p.m. SATURDAY, MAY 14</p>	<p>The Cincinnati Conservatory of Music programs are arranged by Alexander von Kreisl, who also conducts the Conservatory symphony orchestra. Members of the artist faculty are featured each week as soloists. On May 14 a special ninety-minute program commemorates the 100th broadcast in this series.</p>
<p>WALBERG BROWN STRINGS 2:00-2:30 p.m. EACH SUNDAY</p>	<p>Walberg Brown, musical director of WGAW, Columbia's station in Cleveland, leads the string quartet in this series of concert 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>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>

**DRAMATIC
SERIES**

**THE COLUMBIA
WORKSHOP**

7:30-8:00 p.m.

EACH SATURDAY

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

MAY 7: "The Fisherman and His Soul," by Oscar Wilde, with music by Thomas Bennett.

MAY 14: An original Mayan drama by Mr. Robson, based on folk tales heard during his recent visit to Yucatan.

MAY 21: An original documentary broadcast written by Pare Lorentz, author of "The River."

MAY 28: A special Memorial Day drama.

**"BUFFALO SUMMER
THEATRE"**

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. Herbert C. Rice, originator of the "Bobby Benson" shows, directs the productions. Peg Meyers, Jean House and Fred Dampier are in the casts.

**"THE GHOST OF
BENJAMIN SWEET"**

8:00-8:30 p.m.

EACH FRIDAY

This amiable spectre, first heard on the *Columbia Workshop*, is the hero of adventures conceived by Pauline Gibson and Frederick Gilsdorf and portrayed by Karl Swenson.

"BRAVE NEW WORLD"

10:30-11:00 p.m.

MONDAY, MAY 2

Concluding their dramatic presentation of the history of South America, the cast of Office of Education actors, under the direction of Earl McGill, presents highlights from all the broadcasts in the series.

CBS SUSTAINING PROGRAMS

CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>"MARCH OF GAMES" 5:30-5:45 p.m. EACH MONDAY AND WEDNESDAY</p>	<p>Children who like asking questions and children who prefer answering them are given opportunity on this new bi-weekly CBS program. Questions submitted by youthful listeners will be posed to four equally youthful contestants, and prizes will be given. Fourteen-year old Arthur Ross, youngest master of ceremonies on the air, is assisted by Sybil Tre, 10-year old "Miss Drum Major."</p>
<p>"LET'S PRETEND" 5:30-6:00 p.m. EACH TUESDAY AND THURSDAY</p>	<p>The world's great fairy tales are dramatized by Nila Mack and presented on a new schedule of twice weekly. The casts include child actors from juvenile stock companies.</p> <p>MAY 3: East of the Sun, West of the Moon MAY 5: Melilot. MAY 10: The Frog Prince. MAY 12: The Goose Girl. MAY 17: The Rusted Knight. MAY 19: Cinderella. MAY 24: Rumpelstiltskin. MAY 26: Twelve Dancing Princesses. MAY 31: Wishing Ring.</p>
<p>"MUSIC FOR FUN" 5:30-6:00 p.m. EACH FRIDAY</p>	<p>Music especially planned for children is presented on this new series under the direction of Howard Barlow. A young visitor appears on each program to express his or her reactions to the music, with William Spier acting as interlocutor. The average length of selections is three minutes, to fit the brief attention-span of children from five to twelve years old.</p>

**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.

MAY 1: *Morning*—Rev. Howell D. Davies, Mid-Western Regional Secretary of the Missions Council of the Congregational and Christian Churches, Chicago. *Afternoon*—Dr. Ernest C. Wilson, Unity School of Christianity, Kansas City, Mo., and leader of Unity West Coast headquarters, Los Angeles.

MAY 8: *Morning*—Rev. C. F. Shaffnit, superintendent of The Lutheran Charities in Detroit, and president of the National Lutheran Welfare Conference. *Afternoon*—Rabbi Herman Hailperin, Tree of Life Congregation, Pittsburgh.

MAY 15: *Morning*—Rev. John M. Versteeg, Walnut Hills-Avondale Church (Methodist), Cincinnati. *Afternoon*—Mr. Robert D. Tress, First Reader of the Third Church of Christ, Scientist, Toronto.

MAY 22: *Morning*—Rev. Hugh Chamberlin Burr, executive secretary of the Rochester Federation of Churches (Baptist). *Afternoon*—Most Rev. Emmet M. Walsh, D.D., Bishop of Charleston, Charleston, S. C.

MAY 29: *Morning*—Newly-elected Moderator of the Presbyterian Church, U.S.A. *Afternoon*—Rabbi Samuel H. Gordon, Congregation B'nai Israel, Salt Lake City.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAMS AND TIMES

DESCRIPTION

RELIGIOUS CONFERENCES

Various hours
MAY 4 TO 24

The Columbia Network carries the following programs from religious conferences throughout the country during May:

MAY 9: Celebrating the 25th anniversary of the United Synagogue of America, three speakers are heard from Chicago on "Judaism a Democracy", (4:45-5 p.m.).

MAY 22 AND 24: From London and from Chicago come programs celebrating the Webi-centenary.

Columbia will also carry broadcasts from Eucharistic Congress in Budapest (May 23-30); the national convention of the North Baptist Convention (May 26 to 31); and 150th General Assembly of the Presbyterian Church, U.S.A. (May 24 to June 1).

"WINGS OVER JORDAN"

10:30-11:00 a.m.
EACH SUNDAY

This program of spirituals and religious texts is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators. (NOT ON WABC.)

MAY 1: Dr. D. Ormonde Walker, president of Wilberforce University, Wilberforce, Ohio

MAY 8: Mrs. S. W. Layten of Philadelphia, president of the Women's Convention, auxiliary to the National Baptist Convention of America

MAY 15: Dr. J. G. Robins, D.D., L.L.D., editor of the A. M. E. *Church Review*.

MAY 22: Rev. E. Ethelred Ricks, pastor of Mountain Zion Baptist Church, Roanoke, Va.

MAY 29: Leon R. Harris of the National Federation of Colored Farmers.

PERSONALITIES

<p>MAJOR BOWES' CAPITOL FAMILY 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordianist; Sam Herman, xylophonist, and Waldo Mayo'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>PHIL COOK'S ALMANAC 6:30-7:00 p.m. EACH SUNDAY</p>	<p>Starring Phil Cook and his six characterizations—Office Boy Pete, Porter Sleepy Simpson, Pop Time, Sandy MacTavish, and Abner and Eloise—the Sunday evening "Almanac" features the music of Ray Block's orchestra.</p>
<p>KATE SMITH'S COLUMN 3:30-3:45 p.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>Kate Smith is an air columnist on this program of events and personalities. Ted Collins, her manager, is the announcer. Miss Smith assumes her role in addition to that of mistress of ceremonies of the "Kate Smith Hour."</p>
<p>RICHARD MAXWELL 11:15-11:30 a.m. MONDAY, TUESDAY AND FRIDAY 9:15-9:30 a.m. EACH SATURDAY</p>	<p>Richard Maxwell presents four programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor, who composes most of the verses which he reads.</p>
<p>MAX EASTMAN — "THE WORD GAME" 9:30-10:00 p.m. EACH WEDNESDAY</p>	<p>Max Eastman, noted author and critic, is master of ceremonies on this unusual new series. Besides mere spelling, this "Word Game" covers definitions, correct usage, synonyms, antonyms and other variants.</p>

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>MAXINE SULLIVAN — "RECITALS IN SWING" 6:45-7:00 p.m. EACH TUESDAY</p>	<p>This famous young artist, perhaps the greatest popular singer of today, is heard regularly from Hollywood in her own program of distinguished arrangements.</p>
<p>SATURDAY NIGHT SWING CLUB 8:00-8:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens as band director and Husing as swing commentator, the Swing Club guests this month include Bunny Berigan, Seegar Ellis, Irene Taylor, and Joe Soga. Bob Cohan and Ed Cashman are the producers.</p>
<p>RAY BLOCK'S VARIETIES 3:00-3:30 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p>AL BERNARD'S MERRY MINSTRELS FRIDAYS, 3:45-4:00 p.m.</p>	<p>A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headline in this field of entertainment, is starred.</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" 9:00-9:25 a.m. EACH MONDAY</p>	<p>Audience mail requests for songs and sections old and new are performed by Ray Block's orchestra and Audrey Marsh.</p>
<p>TIN PAN ALLEY PRESENTS — 3:00-3:30 p.m. EACH TUESDAY</p>	<p>The latest tunes off Tin Pan Alley presses are presented on these programs. Before the public's reactions have been determined, the radio audience has a chance to pick the hits.</p>

LIGHT MUSIC

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
Ray Heatherton	Barry Wood
Nan Wynn	

UNITED STATES BANDS

Various hours

EACH TUESDAY AND THURSDAY

The three bands of the United States defensive forces are featured each week in half-hour programs of band music over the Columbia Network. Their schedule is as follows:

ARMY BAND—Thursday, 3:30–4:00 p.m.
MARINE BAND—Tuesday, 2:30–3:00 p.m.
NAVY BAND—Thursday, 1:00–1:30 p.m.

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 May:

Jack Crawford	Will McCune
Jimmy Dorsey	Ozzie Nelson
Eddie Duchin	Leighton Noble
Duke Ellington	Red Norvo
Happy Felton	Will Osborne
Shep Fields	Harry Owens
Art Kassel	Nat Brandwynne
Henry King	Artie Shaw

ADDENDA: APRIL PROGRAMS

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 partial list of *April* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

SPECIAL EVENTS

● APRIL 1: April Fool's Day interviews with passersby were conducted by Bob Trout in front of CBS headquarters in New York, 11:15-11:30 a.m.

● APRIL 6: The newest gadgets at the annual National Inventors Congress in Chicago were described by Paul Luther, 4:45-5 p.m.

Ted Husing described the finals of the senior boxing championships of the A. A. U. at Boston Garden, 11 p.m.-12 mid.

● APRIL 12: The presentation of the National Safety Council Award to Memphis, Tennessee, was heard from Washington, 10:30-10:45 p.m.

● APRIL 16: W. J. Cameron was the principal speaker at the dedication of the Wright Brothers' original home and workshop at Henry Ford's Greenfield Village. John T. Daniels and A. D. Etheridge, who witnessed the first airplane flight in 1903, also spoke, 2:45-3:15 p.m.

● APRIL 21: The Columbia Network joined in honoring its Memphis outlet, WREC, when the U. S. Junior Chamber of Commerce presented the Tennessee station with a plaque for "meritorious work during the 1937 flood," 2:30-2:45 p.m.

● APRIL 23: Bryan Field gave an eye-witness account of the Stuyvesant Handicap at Jamaica in another of Columbia's extensive racing broadcasts, 4:15-4:45 p.m.

William Shakespeare's 374th birthday was celebrated by CBS with the cooperation of members of the Shakespeare Association of America. Orson Welles read one of Richard III's soliloquies; William Robson directed a scene from "The Taming of the Shrew"; Hollace Shaw was heard in Shakespearean songs, and Bernard Herrmann conducted the orchestra, 6:45-7:30 p.m.

● APRIL 25: "How to Detect Counterfeit Money" was explained by Harry Cooper of the U. S. Secret Service, 4:45-5 p.m.

● APRIL 29 AND 30: Ted Husing broadcast four times from the two-day Penn Relays at Franklin Field, describing the running of the more important features.

● APRIL 30: CBS announcers Bert Parks and Charles Stark accompanied the progress of the World's Fair Motorcade, comprising about 300 floats, through New York streets to the site in Queens, 12-12:15 p.m.

A summary of the Drake Relays was reported from Des Moines by Gene Shumate, 7:15-7:30 p.m.

"On the air from Columbia Square!" opened the Columbia Network at 6 a.m. on April 30. and the new CBS headquarters in Hollywood. "Good Morning from Hollywood," a musical program, continued at 10-10:15 a.m.; "Listen to Los Angeles," a tour throughout the city by six announcers. 11-11:30 p.m.; "The Pictures Speak," in the persons of Louis B. Mayer, Darryl Zanuck, Adolf Zukor, Jack Warner and others. 4:45-5:15 p.m.; "Hollywood Children's Hour," a concert by the Los Angeles Philharmonic Orchestra under Otto Klemperer for 20,000 school children in Hollywood Bowl. 6-7 p.m.; and finally a "Salute to Columbia Square," including addresses by William S. Paley and Donald W. Thornburgh, messages from the President and business leaders and entertainment by a host of radio stars. 12 mid.-2 a.m.

PUBLIC AFFAIRS

APRIL 2: Miss Lena Madelin Phillips, associate editor of *Pictorial Review*, asked "Shall We Ourselves Defeat Democracy?" 1-1:15 p.m.

Dr. Jerome Davis, president of the American Federation of Teachers, spoke on "Education for Democracy." 4-4:15 p.m.

Rabbi Abraham Feldman of Temple Beth Israel, Hartford, was heard in a talk. "If I Were a Christian." 7-7:15 p.m.

Postmaster General James A. Farley spoke in connection with National Airmail Week, 7:15-7:30 p.m.

APRIL 3: Senator Pat Harrison (D) of Mississippi analyzed "Revenue Measures and Business." 8-8:15 p.m.

Harold L. Ickes, Secretary of the Interior, spoke on democracy and dictatorships at a banquet honoring N. Philip Ginsburg, publisher of the *Jewish Daily Courier*, 10-10:30 p.m.

● APRIL 4: Major George Fielding Elliot asked "How Strong Is Italy?," 4:45-5 p.m.

Representative Bruce Barton (R) of New York advised "Defeat the Reorganization Bill." 5:15-5:30 p.m.

Representative Sam Rayburn (D) of Texas defended the Reorganization Bill, 6:05-6:15 p.m.

● APRIL 5: Merwin K. Hart, president of the New York Economic Council, discussed "The Threat of the O'Mahoney Licensing Bill," 6:05-6:15 p.m.

Cornelius Vanderbilt, Jr., interviewed by Bob Trout, suggested "Quit Grumbling About America," 6:45-7 p.m.

● APRIL 9: Representative Jerry O'Connell (D) of Montana spoke on "America's Foreign Policy," 3-3:15 p.m. Mrs. M. C. Jones of the Spanish Child Welfare Association was interviewed by Ruth Brine on "Aid for Homeless Children of Spain." 5-5:15 p.m.

● APRIL 13: Senator Joseph C. O'Mahoney (D) of Wyoming discussed "Jefferson and the Function of Government." 6:05-6:15 p.m.

Representative Hamilton Fish (R) of New York spoke on "The Congress and the Defeat of the Reorganization Bill," 7:45-8 p.m.

Postmaster General James A. Farley compared "Jefferson and Roosevelt." 9:30-10 p.m.

● APRIL 14: President Roosevelt addressed the Pan-American Union from Washington, 12-12:15 p.m.

Mrs. Kendall Emerson of the Y. W. C. A. and Miss Josephine Shayne, chairman of the National Committee on the Cause and Cure of War, discussed "What Women Can Do to Promote World Economic Cooperation," 6:05-6:15 p.m.

In his twelfth Fireside Chat to the nation over the Columbia Network, President Roosevelt spoke on recovery problems, 10:30-11:15 p.m.

● APRIL 15: Jigoro Kano, Japanese member of the Olympic Committee, gave a report on the 1940 Olympic plans, 4-4:15 p.m.

Mrs. William A. Becker, president-general of the D. A. R., was interviewed by Maybelle Jennings, 10:45-11 p.m.

● APRIL 17: John T. Whitaker was interviewed by Edward R. Murrow on the French situation, on the regular CBS series *Europe Calling*, 1:30-1:45 p.m.

John Hamilton, chairman of the Republican National Committee asked "Where Are We Going?," 8-8:30 p.m.

● APRIL 19: Madame Virginia Delgado of Holland discussed "The Netherlands," and their position in world affairs, 10:45-11 p.m.

● APRIL 20: Speakers at the National Student Congress were heard from Topeka, Kansas, 2:30-3 p.m.

James Roosevelt spoke at the Jackson Day dinner in Middleton, Ohio, 9:30-10 p.m.

● APRIL 21: Representative Michael J. Stack (D) of Pennsylvania discussed "The Wages and Hours Bill," 6:05-6:15 p.m.

Newton Edgers spoke from Tokyo on "What I Saw in North China," 6:45-7 p.m.

● APRIL 22: W. Averell Harriman discussed "The Public and Business" before the A.A.A.A. Convention, 11-11:30 p.m.

George Bernard Shaw spoke from London during a ceremony of purchase of a site for a national theatre, 9:15-9:30 a.m.

Bernarr MacFadden spoke on "The Wages and Hours Bill," 6:05-6:15 p.m.

● APRIL 23: Dr. Alvin C. Eurich of Northwestern University and Dr. Frank N. Freeman of Chicago University discussed "Social Change and Higher Education," 3:30-3:45 p.m.

● APRIL 24: Edward R. Murrow described the famed Maginot line of defense in the first broadcast from the French border fortifications, on the regular CBS series *Europe Calling*, 1:30-1:45 p.m.

The "Man in the Street" from coast-to-coast was asked "Is the Proposed Government Spending Plan the Way Out of the Recession?" in interviews from New York, Boston, Washington, Chicago and Hollywood, 8-8:30 p.m.

● APRIL 25: Representative John T. Bernard (E-L.) of Minnesota asked "Who Makes American Foreign Policy?," 4-4:15 p.m.

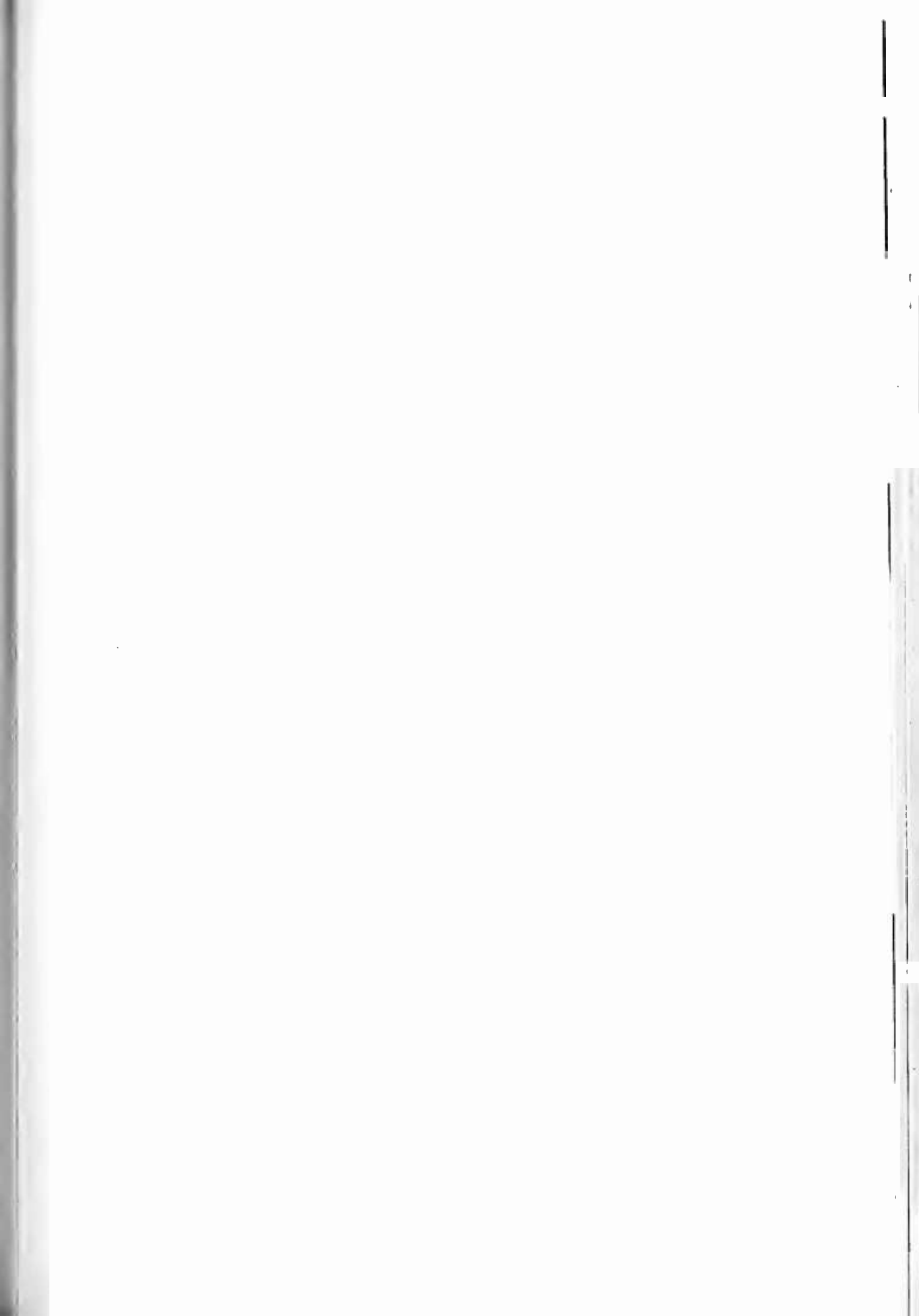
● APRIL 26: Anthony Eden spoke from London at the annual dinner of the Royal Society of St. George, 3:35-4 p.m.

Mme. Chiang Kai-shek spoke from Hankow, China to the 15th biennial convention of National Y.W.C.A. in Columbus, Ohio, on "Chinese Women and the Far Eastern Crisis," 7:45-8 p.m.

● APRIL 28: Sumner Welles, Under-Secretary of State spoke before the Pan-American Coffee Bureau Banquet, 10-10:30 p.m.

● APRIL 29: Paul Martin, Canadian Liberal M.P. and M. J. Cardwell, M.P. spoke from Ottawa in the regular CBS series on *World Economic Cooperation*, 4:45-5 p.m.

Philip LaFollette, Governor of Wisconsin, spoke on the national situation, 8-8:30 p.m.



T H E 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

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