

NATIONAL BROADCASTING COMPANY, INC.

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CBS

SPONSORED

AND SUSTAINING PROGRAMS

MAY • 1937

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published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE

NEW YORK CITY, N. Y.

**SPONSORED
PROGRAMS**

CLIENT

PRODUCT

AMERICAN HOME PRODUCTS CO.

Edna Wallace Hopper

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Old English Floor Wax

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AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes

Roi-Tan Cigars

ATLANTIC REFINING CO.

White Flash Gas and Oil

BARNSDALL REFINING CORP.

Petroleum Products

BENEFICIAL MANAGEMENT CORP.

Personal Loans

BURDETT COLLEGE

Business Courses

PROGRAM	TIME	AGENCY	ON CBS*
Romance of Helen Trent <i>serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m.	Blackett-Sample-Hummert, Inc.	177 Weeks
Gal Sunday <i>serial drama</i>	Mon., Tues., Wed. 12:45-1:00 p.m.		5 Weeks
Gal Sunday <i>serial drama</i>	Thurs. and Fri. 12:45-1:00 p.m.		151 Weeks
Madway Varieties with Oscar Brown, MC, Victor Arden's Orch. <i>Music, drama and comedy</i>	Friday 8:00-8:30 p.m.		188 Weeks
Hammerstein Music Hall with Hammerstein as MC <i>variety and guest stars</i>	Tuesday 8:00-8:30 p.m.		299 Weeks
"Your Hit Parade", with Archie Goodman's Orchestra <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m.	Lord and Thomas	52 Weeks
Walter Winchell Presents Walter Winchell in "Your News Hour"	Mon. thru Fri. 12:15-12:30 p.m. Rebr. 2:30- 2:45 p.m.		
Man to Man Sports Review <i>With Clary Settell, sports discussion</i>	Mon., Wed., Fri. 7:30-7:45 p.m. PST	Lawrence C. Gumbinner Advertising Agency	4 Weeks
David and Pat <i>serial drama</i>	Mon. thru Fri. 7:15-7:30 p.m.	N. W. Ayer & Son, Inc.	83 Weeks
Carthage Colonels <i>Male chorus, with orchestra conducted by George C. Baum</i>	Sunday 7:00-7:30 p.m.	Co-Operative Advertising, Inc.	84 Weeks
Our Unseen Friend <i>Dramatizations</i>	Tuesday 10:30-11:00 p.m.	Albert Frank-Guenther Law, Inc.	30 Weeks
Facing Yourself <i>Talks by Mr. H. M. Rasely</i>	Tuesday 6:15-6:30 p.m.	N. W. Ayer & Son, Inc.	16 Weeks

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SPONSORED PROGRAMS

CLIENT	PRODUCT
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHEVROLET MOTOR COMPANY	Chevrolet Cars
CHRYSLER CORPORATION	Chrysler, DeSoto, Dodge, and Plymouth Cars
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream
	Palmolive Soap
	Super Suds and Concentrated Super Suds Colgate Dental Powder and Dental Cream
CONTINENTAL BAKING COMPANY, INC.	Wonder Bread
CORN PRODUCTS REFINING CO.	Karo and Linit

PROGRAM	TIME	AGENCY	ON CBS*
Hollywood Hotel with Dorothy Cooper and Raymond Paige's Orchestra <i>Comedy, music and guest stars</i>	Friday 9:00-10:00 p.m.	F. Wallis Armstrong Company	134 Weeks
Ben Murray, with "Oswald", Dorothy Ross, Marlyn Stuart, and Ed Gluskin's Orchestra <i>Comedy and popular music</i>	Wednesday 8:30-9:00 p.m. Rebr. 12:30- 1:00 a.m.		
Rubinoff, Fred Keating, Walter Cassell and guests <i>Light music and vocalists</i>	Sunday 6:30-7:00 p.m.	Campbell-Ewald Co., Inc.	56 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.	60 Weeks
The Gang Busters with Phillips Lord <i>Police-file dramatizations</i>	Wednesday 10:00-10:30 p.m.	Benton & Bowles, Inc.	68 Weeks
The Molive Beauty Box Theatre, with Jessica Dragonette and Goodman's Orchestra <i>Operetta and light music</i>	Wednesday 9:30-10:00 p.m.		68 Weeks
Myrt and Marge <i>Serial drama</i>	Mon. thru Fri. 2:45-3:00 p.m.		61 Weeks
Our Adventure with Floyd Libbons <i>Dramatizations</i>	Thursday 10:00-10:30 p.m.		17 Weeks
Betty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 1:15-1:30 p.m. Rebr. 4:15- 4:30 p.m.	Benton & Bowles, Inc.	112 Weeks
The Star Revue <i>Variety</i>	Mon., Wed., Fri. 1:00-1:15 p.m.	E. W. Hellwig Company	244 Weeks

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SPONSORED PROGRAMS

CLIENT	PRODUCT
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
R. B. DAVIS COMPANY	Cocomalt
E. I. du PONT de NEMOURS & CO., INC.	Institutional Advertising
DURKEE'S FAMOUS FOODS, INC.	Food Products
FELS & COMPANY	Fels Naptha Soap
FORD MOTOR COMPANY	Ford and Lincoln Motor Ca and Lincoln Zephyr
J. B. FORD COMPANY	Wyandotte Cleaning Produc
GENERAL BAKING COMPANY	Bond Bread

PROGRAM	TIME	AGENCY	ON CBS
Bachelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m.	Roche, Williams & Cunningham, Inc.	122 Weeks
Joe Penner with Jimmy Grier's Orchestra <i>Comedy and music</i>	Sunday 6:00-6:30 p.m.	Ruthrauff & Ryan, Inc.	138 Weeks
Cavalcade of America, Don Voorhees' Orchestra and Drama <i>Historical dramatizations</i>	Wednesday 8:00-8:30 p.m. Rebr. Thursday 11:30-12:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	98 Weeks
Good Afternoon Neighbor <i>Serial drama</i>	Tues. and Fri. 2:45-3:00 p.m. PST	Botsford, Constantine & Gardner	33 Weeks
Jack Berch and Mark Warnow's Orchestra <i>Vocalist with orchestra</i>	Tues. and Thurs. 1:00-1:15 p.m.	Young & Rubicam, Inc.	102 Weeks
Wenterville Sketches <i>Serial drama</i>	Mon. thru Thurs. 12:30-12:45 p.m. PST		
Sunday Evening Hour <i>Symphonic music, and talks by Wm. J. Cameron</i>	Sunday 9:00-10:00 p.m.	N. W. Ayer & Son, Inc.	169 Weeks
Bill Pearce and His Gang in Watch the Fun Go By <i>Comedy and variety</i>	Tuesday 9:00-9:30 p.m. Rebr. 12-12:30 a.m.		2 Weeks
Universal Rhythm, with Rex Chandler's Orchestra, Richard Bonelli, Alec Templeton and Handt Trio <i>Musical</i>	Saturday 7:30-8:00 p.m. Rebr. 10:45-11:15 p.m.		
Tell Us Your Story <i>Dramatizations of listeners' experiences</i>	Tues., Thurs., Sat. 2:00-2:15 p.m.	N. W. Ayer & Son, Inc.	9 Weeks
Good Bakers Present Guy Lombardo and His Orchestra <i>Popular music</i>	Sunday 5:30-6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	329 Weeks

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SPONSORED PROGRAMS

CLIENT	PRODUCT
GENERAL MILLS, INC.	Wheaties, Softasilk, Bisquick and Kitchen-Tested Flour
GILLETTE SAFETY RAZOR CO.	Safety Razors and Blades
GREAT A&P TEA COMPANY	A&P Coffees
GROUP OF AMERICAN BANKS	Banking Service
GULF OIL CORPORATION	Motor Oil and Gas
H. J. HEINZ COMPANY	57 Varieties
HOMEMAKERS' COUNCIL OF THE AIR	Participating Sponsorship- New England
KIRKMAN & SON, INC.	Kirkman's Soap
KNOX GELATINE COMPANY, INC.	Knox Sparkling Gelatine
LADY ESTHER COMPANY	Cosmetics

PROGRAM	TIME	AGENCY	ON CBS
Gold Medal Feature Hour <i>Serial dramas, news, hymns, household advice</i>	Mon. thru Fri. 10:00-11:00 a.m. Rebr. 1:00-2:00 p.m.	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	321 Weeks
Original Gillette Community Sing with Milton Berle, Jones and Hare <i>Audience singing and comedy</i>	Sunday 10:00-10:30 p.m.	Ruthrauff & Ryan, Inc.	34 Weeks
A&P Band Wagon starring Kate Smith <i>Popular music and dramatic interludes</i>	Thursday 8:00-9:00 p.m.	Paris & Peart	86 Weeks
Symphony Concert <i>Symphonic music by outstanding orchestras, and guest speakers</i>	Friday 10:00-10:30 p.m.	The Wessel Company	24 Weeks
Phil Baker with Oscar Bradley's Orchestra <i>Comedy and popular music</i>	Sunday 7:30-8:00 p.m.	Young & Rubicam, Inc.	168 Weeks
Leinz Magazine of the Air <i>Serial drama, guest speakers, music</i>	Mon., Wed., Fri. 11:00-11:30 a.m. Rebr. 3:00-3:30 p.m.	Maxon, Inc.	60 Weeks
Homemakers' Council of the Air <i>Household advice</i>	Tues. and Thurs. 9:15-9:30 a.m.	James F. Fay	15 Weeks
Jack and Loretta <i>Songs and Patter</i>	Mon. thru Fri. 2:15-2:30 p.m.	N. W. Ayer & Son, Inc.	Starts 5/3/37
Quality Twins with Ed East and Alph Dumke <i>Comedy and Songs</i>	Tues. and Thurs. 11:15-11:30 a.m.	Federal Advertising Agency	31 Weeks
Wayne King's Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m.	Stack-Goble Advertising Agency	186 Weeks

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CLIENT

PRODUCT

LEHN & FINK PRODUCTS COMPANY

Pebeco Toothpaste

Lysol

LEVER BROTHERS COMPANY

Lux Toilet Soap

Rinso

Spry

Rinso and Lifebuoy

LIGGETT & MYERS TOBACCO CO.

Chesterfields

Chesterfields and Granger Tobacco

Granger Tobacco

PROGRAM	TIME	AGENCY	ON CBS*
<p>Tom Gump <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:00-12:15 p.m. Rebr. 4:00- 4:15 p.m.</p>	<p>Lennen & Mitchell, Inc.</p>	<p>138 Weeks 55 Weeks</p>
<p>D. Allan Roy Dafoe <i>Child care talks</i></p>	<p>Mon., Wed., Fri. 11:45-12:00 noon</p>		
<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.</p>	<p>J. Walter Thompson Company</p>	<p>92 Weeks</p>
<p>My Sister <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. Rebr. 2-2:15 p.m.</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>33 Weeks</p>
<p>Ant Jennie's Real Life Stories <i>Dramatic</i></p>	<p>Mon. thru Fri. 1:45-2:00 p.m. Rebr. 2:15- 2:30 p.m.</p>		<p>15 Weeks</p>
<p>Al Jolson, Martha Raye, Pinkyakarkus, Victor Young <i>Variety</i></p>	<p>Tuesday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.</p>		<p>57 Weeks</p>
<p>Andre Kostelanetz and Lily Pons <i>Orchestral and vocal music</i></p> <p>Bill Kemp, Kay Thompson and Rhythm Singers <i>Popular music</i></p>	<p>Wednesday 9:00-9:30 p.m.</p> <p>Friday 8:30-9:00 p.m. Rebr. 11:30-12 p.m.</p>	<p>Newell-Emmett Co., Inc.</p>	<p>223 Weeks</p>
<p>Sports Résumé—Paul Douglas <i>Baseball Scores</i></p>	<p>Mon. thru Sat. 6:35-6:45 p.m.</p>		<p>2 Weeks</p>
<p>Alexander Woollcott, "The Town Crier" <i>Narrations</i></p>	<p>Tues. and Thurs. 7:30-7:45 p.m. Rebr. 12:30-45 a.m.</p>		<p>17 Weeks</p>

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SPONSORED PROGRAMS

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

PROGRAM	TIME	AGENCY	ON CBS*
The Wife Saver with Helen Prescott <i>Household advice</i>	Monday 1:30-1:45 p.m.	Peck Advertising Agency	68 Weeks
Cash Speedshow with Vincent Lopez' Orchestra Grace Moore <i>Variety</i>	Saturday 9:00-9:30 p.m.	J. Walter Thompson Company	32 Weeks
Professor Quiz <i>Questions and answers</i>	Saturday 8:00-8:30 p.m.	Geyer, Cornell & Newell, Inc.	8 Weeks
157 Edition of Twin Stars featur- ing Victor Moore and Helen Foderick <i>Comedy and variety</i>	Sunday 8:00-8:30 p.m.	McCann-Erickson, Inc.	5 Weeks
Homemakers' Exchange Eleanor Howe <i>Household hints and recipes</i>	Tuesday 11:45-12 noon	Donahue & Coe, Inc.	26 Weeks
The Pet Milky Way with Mary Lee Taylor, home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. Rebr. 3-3:15 p.m.	Gardner Advertising Company	186 Weeks
Sunday Night Serenade <i>Popular music</i>	Saturday 9:30-10:00 p.m.		30 Weeks
Walter Carter <i>News commentator</i>	Mon. thru Fri. 7:45-8:00 p.m.	Hutchins Advertising Co., Inc.	302 Weeks
Janie Presents Russ Morgan's Orchestra, Charles Martin's Cir- cstantial Evidence Thrill, Phil Key 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.	12 Weeks
George Rector <i>Food talks and recipes</i>	Wed., Thurs., Fri. 1:30-1:45 p.m.	Compton Advertising, Inc.	11 Weeks
Phillips Poly Follies <i>Variety</i>	Tuesday 10:30-11:00 p.m.	Lambert & Feasley, Inc.	49 Weeks

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CLIENT	PRODUCT
PONTIAC MOTOR COMPANY	Pontiac Cars
R. J. REYNOLDS TOBACCO COMPANY	Camels
SERVEL, INC.	Electrolux Refrigerators
SINCLAIR REFINING COMPANY	Petroleum Products
STEWART-WARNER CORPORATION	Radios, Alemite, Refrigerators
THE TEXAS COMPANY	"Texaco" Products
U. S. TOBACCO COMPANY	Dill's Best and Model Pipe Tobaccos
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

PROGRAM	TIME	AGENCY	ON CBS
News Through a Woman's Eyes— Kathryn Cravens <i>News commentator</i>	Mon., Wed., Fri. 2:00–2:15 p.m. Rebr. 5:30–5:45 p.m.	MacManus, John & Adams, Inc.	77 Weeks
Jack Oakie's College with Georgie Toll's Orchestra and Benny Good- man's Band and Guests <i>Comedy and music</i>	Tuesday 9:30–10:30 p.m.	William C. Esty Co., Inc.	200 Weeks
The March of Time <i>News Dramatizations</i>	Thursday 10:30–11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	2 Weeks
Babe Ruth <i>Big League baseball news</i>	Wed. and Fri. 10:30–10:45 p.m.	Federal Advertising Agency, Inc.	11 Weeks
Horace Heidt and His Brigadiers <i>Popular music</i>	Monday 8:00–8:30 p.m. Rebr. 12–12:30 a.m.	Hays MacFarland & Company	112 Weeks
Texaco Fire Chief Starring Eddie Cantor <i>Comedy and music</i>	Sunday 8:30–9:00 p.m. Rebr. 12:00– 12:30 a.m.	Hanff-Metzger, Inc.	32 Weeks
Dick and Pat in Pipe Smoking Time with Benny Krueger's Orchestra <i>"Blackface" comedy and music</i>	Monday 8:30– 9:00 p.m. Rebr. 11:30–12 mid.	Arthur Kudner, Inc.	100 Weeks
Poetic Melodies <i>Poetry readings and light music</i>	Mon. thru Fri. 7:00–7:15 p.m. Rebr. 11–11:15 p.m.	Neiser-Myerhoff, Inc.	257 Weeks
Scattergood Baines <i>Serial drama</i>	Mon. thru Fri. 8:00–8:15 p.m. PST		

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THE PROGRAMS "BY COLUMBIA"

Were it possible to summarize the program schedule of a network in three words, the three words would be: Interest, Timeliness and Balance. The programs "*by Columbia*" for the month of May—the sustaining programs shown on the following pages—are ordered within this triple frame. But nothing is static about such an ordering. The schedule is as alive as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, which is intrinsic to radio, the smaller details of the schedule given here must be accepted as tentative. Dates and times of broadcast, and many of the programs themselves, are subject to change—as new programs arise from events on the world-front. These changes are generally listed in the local newspapers, with which all day-to-day program schedules should be checked.

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

1. PUBLIC AFFAIRS *page 17*
2. SPECIAL EVENTS *page 18*
3. EDUCATION *page 21*
4. DRAMATIC SERIES. *page 22*
5. SERIOUS MUSIC. *page 23*
6. PERSONALITIES *page 26*
7. RELIGIOUS BROADCASTS. . . *page 28*
8. CHILDREN'S PROGRAMS . . . *page 30*
9. LIGHT MUSIC *page 31*

I. PUBLIC AFFAIRS

THE CORONATION—Before, on and after May 12th

His Majesty King George VI will speak to the British Empire—and to the radio world—on the afternoon of May 12th, concluding the first English Coronation ever reported by radio.

On May 12th, the Columbia Network will open approximately 5:15 A.M. and will continue to broadcast Coronation ceremonies, at intervals, until approximately 3:05 P.M., when King George will have spoken. Seven commentators of the British Broadcasting Corporation will assist Bob Trout in bringing details of the procession and ceremony to Columbia listeners. London will also be heard in America, via CBS, almost every day through May 14. Statesmen, journalists, historians, nobles, and authors will cover the Coronation as a social event, as a political event, as an economic factor; the meaning of the ceremonial, the part played by the Peers in the event and the deep tradition back of the Coronation. The programs from Lon-

don to the Columbia Network include:

- May 2: 1:45–2:00 P.M. Dr. Harold J. Laski
- May 6: 6:45–7:00 P.M. Commander Stephen King-Hall
- May 8: 6:45–7:00 P.M. Grand Duchess Marie
- May 9: 1:45–2:00 P.M. Sir Josiah Stamp
3:00–3:45 P.M. Archbishop of Canterbury Conducting Coronation Service
- May 10: 6:45–7:00 P.M. Lord Strabolgi
- May 11: 6:45–7:00 P.M. Hector Bolitho
- May 12: 5:15–10:45 A.M. Coronation Ceremony
2:20–3:05 P.M. King's Address and Empire's Homage
- May 13: 6:45–7:00 P.M. Duchess of Atholl
- May 14: 6:45–7:00 P.M. Marquess of Donegal

NATIONAL LEGISLATURE

Current Questions Before the House—3:30–3:45 P.M.—Each Wednesday

A weekly series of broadcasts by leading members of the House of Repre-

sentatives, speaking with intimate knowledge of legislative issues.

Current Questions Before the Senate—5:00–5:15 P.M.—Each Thursday

In which the Senate is represented by its outstanding personalities to complete the audience's participation in problems of our law-making.

JOHN D. M. HAMILTON—11:00–11:30 P.M.—Sunday, May 16th and 23rd

The Chairman of the Republican National Committee will discuss the attitude of the Republican Party toward recent political developments.

H. V. KALTENBORN—10:45–11:00 P.M.—Each Sunday

The dean of radio commentators, and an international authority on current affairs, interprets the daily news for the layman, giving the background of current events and an insight into leading figures in the news.

PRESS-RADIO NEWS—Daily

A Five-Minute Digest of Headline News

This material is gathered by the Associated Press, the United Press and the International News Service. The Press-Radio Bureau edits it, and the news is broadcast at various periods, morning and night.

FRENCH NEWS EXCHANGE—1:30–1:45 P.M.—Sunday, May 9th and 23rd

International News Broadcast from Paris

On alternate Sundays, Pierre de Lanux, foreign editor of the *Courrier des Etats-Unis* (New York) analyzes developments in Europe as seen through the eyes of a French authority on current affairs.

SPECIAL EVENTS

AWARD TO STATION WHAS—11:30–12:00 *Midnight*—Sunday, May 2nd

For Heroic Radio Activities in Flood Relief

On May 2nd, William S. Paley, President of the Columbia Broadcasting System, presents the Columbia Award for Distinguished Service to Radio, to

Radio Station WHAS in Louisville, whose broadcasts during the flood saved lives and property. The pres-

ence of mind and devotion of the staff in the face of the catastrophe will be re-enacted in a dramatic broadcast.

NATIONAL MUSIC WEEK—May 2nd to 9th

In addition to broadcasts listed under Serious Music, the following programs on CBS will be given in honor of National Music Week:

May 2: The radio premiere of the opera "Amelia Goes to the Ball", by Gian-Carlo Menotti

May 3-4: All American Pop Concerts

by Howard Barlow and his Orchestra

May 6: A gala Coronation performance of Act I of Gluck's "Alceste" from Covent Garden, London

May 9: The radio premiere of the opera "The Second Hurricane", by Aaron Copland

RADIO AT LOTT'S CREEK—4:45-5:15 P.M.—Monday, May 3rd

A Kentucky "Listening Center" Broadcast

On May 3rd, from the isolated Lott's Creek district in Knott County, Kentucky, the University of Kentucky will describe this typical mountain "listening center" established to bring

modern education to remote communities. Dr. Frank L. McVey, the President of the University, will speak about the work. Short wave radio will send the broadcast to the nation.

LAUNCHING OF TWIN DESTROYERS—3:35-4:00 P.M.—Thurs. May 6th

Broadcast from Puget Sound Navy Yard

From the Puget Sound Navy Yard in Bremerton, Washington, Columbia will carry the ceremonies of the launching of the twin destroyers, the U.S.S. Jarvis and the U.S.S. Patterson.

The Governors of Washington, Oregon and Idaho, and Rear Admiral Thomas T. Craven, Commandant of the Navy Yard, will be the speakers in this broadcast.

MOUNT HOLYOKE CENTENARY—3:30–4:00 P.M.—Friday, May 7th
Ceremonies in Honor of "A Century in Education"

A celebration of the Mount Holyoke College Centenary will be broadcast directly from the College. The Dean, Dr. Harriet M. Allyn, will introduce Dr. Aurelia Henry Reinhart, President of Mills College, who will speak, as a Mount Holyoke alumna, on the five daughter colleges of the institution.

CHAMPIONSHIP DEBATE—4:00–5:00 P.M.—Friday, May 7th
Broadcast of Finalists in National School Debate

The survivors of more than 7,000 school debates in forty states will contend in the broadcast finals of the National Championship Debate.

KING COTTON CROWNED—11:30–12:00 Midnight—Tuesday, May 11th
Broadcast from Cotton Carnival in Memphis

Another Coronation will be described from Memphis, while the festivities of the famous Cotton Carnival are in their full glory.

NATIONAL HOSPITAL DAY—4:15–4:30 P.M.—Wednesday, May 12th

Broadcast addresses by the President and Director of the Catholic Medical Mission Board, the Rev. Edward F. Garesche, and the President of the American Hospital Association, Dr. Claude Munger.

TENTH ANNIVERSARY OF LINDBERGH'S FLIGHT—

12:00 Midnight 1:00 A.M.—Friday, May 21st

A Dramatic Hour on Aviation Developments of Last Decade

A panorama of aviation history will be broadcast in a dramatic program commemorating Lindbergh's flight to Paris in "The Spirit of St. Louis". This will be a presentation with "pick-ups" from planes now flying over routes, and on schedules, undreamed-of at the time of Lindbergh's flight.

3. EDUCATIONAL BROADCASTS

(See also Serious Music, Public Affairs, Children's Programs, Dramatic Series, Special Events . . .)

TREASURES NEXT DOOR—4:00—4:15 P.M.—Each Monday

Dramatizations of Famous Books and Authors

The United States Department of the Interior and the American Library Association cooperate in these dramatizations of famous books and authors.

This series (which began November 16th, 1936) ends May 3rd with a program on the famous McGuffey School Readers.

LET FREEDOM RING—10:30—11:00 P.M.—Each Monday

Dramatizations of America's Struggle to Achieve Human Liberties

This program dramatizes the struggles of the American people to realize the privileges granted by the Bill of Rights. The Office of Education, U. S. Department of the Interior, presents this Columbia Network feature, arranged in conjunction with the Sesqui-Centen-

nial of the signing of the Constitution.
May 3: The development of the Right of Habeas Corpus
May 10: The Right of Freedom in the Home
May 17: The Right of Racial Equality (final broadcast of the series)

SCIENCE SERVICE—5:15—5:30 P.M.—Each Tuesday

Current Developments and Achievements in Science

Watson Davis, the Science Reporter, introduces noted scientists who discuss the subject of each broadcast; arranged by the Science Service Association of Washington, D. C.

May 4: Dr. E. R. Weidlein, the Director of the Mellon Institute;

"New Industries for Old"

May 11: Dr. W. R. Walton of the U. S. Bureau of Entomology; "The Grasshopper Plague"

May 18: Dr. John E. Bentley of American University; "The Superior Child"

N. Y. ACADEMY OF MEDICINE—4:45-5:00 P. M.—Each Wednesday
Physicians in Authoritative Talks on Health

The New York Academy of Medicine cooperates in scheduling the medical discussions in this sequence. Subjects and speakers in May include:

May 5: "Arthritis", Dr. Reginald Burbank
May 12: "Diabetes", Dr. E. P. Ralli

May 19: "The Dangers of Nutritional Deficiencies", Dr. Henry James Spencer

May 26: "Blood Pressure and Its Significance", Dr. William Goldring

YOUR HOME AND MINE—10:00-10:15 A. M.—Each Saturday
Discussions on the Development of Better Homes

Bryson Rash discusses the principles of design, construction and finance for the Americans who are building or

would like to build small homes. A series of programs arranged by the Federal Housing Administration.

DEPARTMENT OF COMMERCE SERIES—3:30-3:45 P. M.—Each Saturday
Industrial Development in the United States

Henry R. Daniell discusses for the U. S. Department of Commerce the drama underlying the development of great industries in the United States.

May 1: The Lumber Industry
May 8: Coal and Coke Industry
May 15: The Meat Packing Industry
May 22: The Shipping Industry

DRAMATIC SERIES

LIVING DRAMAS OF THE BIBLE—2:30-3:00 P. M.—Each Sunday
Contemporary Plays Based on Biblical Stories

Assignments for the writing of these dramas have been given to such authors as Margaret Widdemer,

Margaret Sangster, Thyra Samter Winslow, Lewis Beach, Ernest Howard Culbertson and Dale Eunson.

These dramas hold the values of the original story, and the accuracy of its

history, while reanimating the dialogue with a more contemporary idiom.

THE COLUMBIA WORKSHOP—7:00–7:30 P.M.—Each Sunday
Experiments in Radio Dramatic Techniques and Material

The Columbia Workshop, under the direction of Irving Reis, has devoted the last eight months to experiments in the technique and material of radio dramatic production. It is the intention of the series to further the art and scope of broadcasting—with the audience, itself, for judge and jury at each trial. The series continues throughout May with:

May 2: "Drums of Conscience"—one of the University Broadcasting Council's outstanding dramatic scripts

May 9: Premiere broadcast of Irving Shaw's "Supply and Demand", a play written specially for radio (and the Columbia Workshop) by the author of "Bury the Dead"

May 16: Premiere broadcast of Stephen Vincent Benet's "Paul Revere", a play written specially for radio (and the Columbia Workshop) by a Pulitzer Prize winner in Poetry

May 23: Premiere broadcast of a play, as yet unnamed, by Charles Tazewell, a former member of the Continuity Department of the Columbia Broadcasting System

May 30: American premiere of Geoffrey Bridson's verse-drama "The March of Forty-Five". This is the best known of the British Broadcasting Corporation's dramatic radio scripts

5. SERIOUS MUSIC

EVERYBODY'S MUSIC—3:00–4:00 P.M.—Each Sunday
Adventures in Musical Enjoyment for Adults

Henry M. Neely is the commentator for this wide-ranging Summer sym-

phonic series, which presents the Columbia Symphony Orchestra, How-

ard Barlow, conducting.

May 2: The American debut of Amparo Iturbi, sister of Jose Iturbi, as a piano virtuosa

May 16: A concert of romantic music built around the First Sym-

phony of Schumann

May 23: World premiere of the first work of the Columbia Composers' Commission—"Lenox Avenue" by William Grant Still

GLEE CLUBS AND CHOIRS

Salt Lake Tabernacle Choir and Organ—12:30–1:00 P.M.—Each Sunday

The Salt Lake Tabernacle Choir and Organ are heard from one of the world's most famous auditoriums in music of the church. May 7th they perform at 4:00 P.M. in a special con-

cert with an orchestra of fifty pieces.

College Glee Clubs—Each Saturday

College Glee Clubs are heard at noon and at various afternoon periods.

COLUMBIA POP CONCERTS—3:30–4:00 P.M.—Each Monday

Light Symphonic Orchestral Music

Howard Barlow conducts his Symphonic Orchestra in overtures, dances,

operatic excerpts and incidental pieces known and welcomed the world over.

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

Fine Solo Vocal Music

Presented by artists equipped to interpret great vocal music with authority.

May 4: Fritz Lechner in Mahler's cycle "Songs of a Wayfarer"

May 11: Max Panteleiff, Russian basso

with the noted music critic, Pierre Key, as commentator

May 18: Hubert Hendrie, baritone and Madeleine d'Avezzo, soprano

MARGARET DAUM—4:30–5:00 P.M.—Each Tues. (beginning May 18th)

Soprano

This young artist, recently signed by the Metropolitan Opera Company, had a remarkable success in the new

opera-buffa "Amelia Goes to the Ball". Her regular Columbia broadcasts start May 18th.

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

Music with An American Accent

American music, either in concert or jazz combinations, is heard throughout this program. Freddie Rich usually conducts. However, on May 4th,

the Roth Quartet will play the world premiere of a string quartet written in 1896 by Charles Ives, "The Walt Whitman of American Music".

CLYDE BARRIE—6:15—6:30 P.M.—Each Thurs.; 3:45—4:00 P.M.—Each Sat.

Baritone

This distinguished young Negro baritone has won quick and wide favor

with the radio audience, as well as the applause of professional musicians.

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

First Performance of Complete Series on Air

The Kreiner Quartet is engaged in the first complete radio cycle of the string quartets of Mozart; they will

be presented in sequence, with comments on the life-story of this world-genius.

THE CINCINNATI CONSERVATORY OF MUSIC—

11:00 A.M.—12:00 Noon—Each Saturday

Weekly Concerts In Major Musical Forms

This great academy of music presents its artist-teachers and its artist-students in weekly concerts, embracing

all major musical forms, including chamber music, solos, symphonies and choruses throughout the year.

E. ROBERT SCHMITZ—6:00—6:30 P.M.—Each Saturday

Russian Piano Music

The famous French pianist is playing a cycle of informal recitals, at which

he also discusses the history of Russian piano music.

MUSIC FESTIVALS ON COLUMBIA

May 5: The Second Annual Festival of American Music will be broadcast from the Westminster Choir School, Princeton, New Jersey

May 6: The Cincinnati May Festival will furnish a broadcast performance of "Mary Magdalene" by d'Indy, with Eugene

Goossens conducting the Cincinnati Symphony Orchestra, Elizabeth Wysor as contralto soloist and a chorus of children

May 7: The Westminster Choirs of Past and Present will sing from the Talbott Festival in Princeton

COLUMBIA'S CONCERT HALL

Guest Artists of Concert Fame in Unusual Programs of Fine Music

Well-known American and foreign guest artists participate in these programs, which fall at different hours throughout the week. The feature of

any one broadcast may be a harpsichord, a two-piano program, a woodwind group, or any one of many unusual combinations.

6. PERSONALITIES

MAJOR BOWES—11:30 A.M.—12:30 P.M.—Each Sunday

And His Capitol Theatre Family

One of radio's oldest and most widely accepted programs. The members of the Capitol Family and their guests have entertained millions of listeners

in the radio audience for twelve consecutive years on the air; with Major Edward Bowes, one of America's most familiar figures, as host.

TED HUSING—At Major Sports Events

Radio's First-ranking Sports Announcer

Ted Husing broadcasts for Columbia whenever and wherever major events in his field take place. He is a cyclo-

pedia of sporting records and has a brilliant faculty for projecting both scene and action to the listener.

SUSTAINING PROGRAMS

CARL CARMER—10:30–11:00 P.M.—Starts Monday, May 31st
Folk Tales and Stories of America

Carl Carmer's first of a regular series of broadcasts, comes the last day of May. He is the author of "Stars Fell on Alabama" and "Listen for a Lonesome Drum". His radio program "Your Neck of the Woods" promises

to set a new standard for unearthing and broadcasting the endless store of American folk stories—told by a master story-teller. Bernard Herrmann, young conductor and composer, will set the music for this feature.

DR. HARRY HAGEN—4:00–5:00 P.M.—Sundays, May 16th, 23rd, 30th
Original Radio Spelling Bee

The man who began the radio spelling bee inaugurates this feature on Columbia May 16th. Dr. Harry Hagen, also originator of the Big Brothers'

Club, will incorporate many new ideas in his hour weekly feature; the first *international* spelling bee (at an early date) will be one of these.

COLONEL JACK MAJOR—3:00–3:30 P.M.—Each Monday
Songs, Verse and Patter

This youngster reads poetry (his own and other people's), sings, yodels and excels in plain and fancy whistling. He is also the Master of Ceremonies

for a half-hour radio revue, which (need we add) is most informal. Leith Stevens leads the orchestra, and there are guest performers.

MONTANA SLIM—2:30–2:45 P.M.—Each Monday, Wednesday, Friday
The Singing Cowboy

Formerly a guide in the Canadian Rockies, Montana Slim writes new songs on almost any provocation;

sings them—with other cowboy songs—to the evident delight of a large and responsive audience.

BILL WRIGHT, VICE-PRESIDENT—3:00–3:30 P.M.—Each Tues., Thurs.
And His Half-Hour Variety Show

There are four departments in the variety half-hour over which Vice-

President Bill Wright has charge: "What Do You Know About That?"

"Impertinent Questions"

"I See by the Papers"

"Other People's Business"

Under the last heading, he introduces people with unusually interesting jobs. Freddie Rich conducts the orchestra, and vocalists participate.

RICHARD MAXWELL—9:30–9:40 A.M.—Each Monday, Tuesday, Wednesday and Friday—10:15–10:30 A.M.—Each Saturday

Religious Songs

The rich voice and evident sincerity of Richard Maxwell have won for

him a widespread and particularly loyal audience in radio homes.

RELIGIOUS BROADCASTS

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

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

May 2: 10:00 A.M. The Rev. Conrad Bergendoff, Ph.D., President of Augustana College, Rock Island, Illinois, conducts the Lutheran service.

1:00 P.M. The Rev. Philip J. Furlong, Professor of History at Cathedral College, New York City, speaks on the Catholic period.

May 9: 10:00 A.M. The Rev. J. Hillman Hollister of Chevy Chase Presbyterian Church, Wash-

ington, D. C., will be heard on the Protestant broadcast.

1:00 P.M. The Rev. George Johnson, Ph.D., Director of the National Catholic Welfare Conference, also speaks from Washington.

May 16: 10:00 A.M. The Rev. Harry Kelso Eversull, D.D., who was recently elected President of Marietta College, will preach at the Walnut Hills Congregational Church of Cincinnati, of which he is pastor.

1:00 P.M. George Cardinal

SUSTAINING PROGRAMS

Mundelein will officiate at Solemn Pontifical Mass celebrating the Feast of Pentecost from the Holy Name Cathedral in Chicago. The music will include an orchestra from the Cathedral Symphony, the Quigley Seminary Gregorian Chant Choir and seventy-five of the Holy Name Cathedral Choristers.

May 23: 10:00 A.M. The Episcopal speaker will be the Rev. Floyd W. Tomkins, Secretary of the Commission of the World Conference on Faith and Order, Washington, Connecticut.

1:00 P.M. The Most Rev. James E. Walsh, Superior General of the Catholic Foreign Mission Society of America, Maryknoll, New York, conducts the afternoon observance.

May 30: 10:00 A.M. Mr. Howard E. Hooper will represent the Christian Science Committee on Publication for the State of Missouri, at St. Louis.

12:30-1:30 P.M. A one-hour Memorial Day program from Zion National Canyon, with 400 voices and speakers of national importance.

SPECIAL RELIGIOUS PROGRAMS

May 5: 2:30-2:45 P.M. The Rev. Ernest Lynn Waldorf, Bishop of the Chicago Diocese, will speak on "Religion and the Age" from the Minneapolis meeting of the Board of Bishops of the Methodist Episcopal Church. Bishop J. Ralph Magee of Minneapolis will introduce him. The A Capella Choir of Hamline University

will present a program.

May 9: 3:00-3:45 P.M. The Archbishop of Canterbury will preach from London in connection with the Coronation ceremonies.

May 20-25: The Northern Baptist Convention meets in Philadelphia, and there will be at least one broadcast from that session.

CHILDREN'S PROGRAMS

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

Folk Songs and Stories for Children

The Women's National Radio Committee recently named Miss Gordon's "Children's Corner" the best children's program on the air. She sings on these broadcasts (from her exten-

sive collection of folk material), and tells stories so well that the late Rudyard Kipling granted her exclusive radio permission to relate his immortal "Just So" stories.

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

Dramatization of World Famous Fairy Tales

Children between the ages of seven and sixteen enact Nila Mack's dramatizations of the world's great fairy tales. Children of all ages listen. The stories for the month are:

May 1: "Princess Goldenhair"

May 8: "Why the Sea Is Salt"

May 15: "The Little Mermaid"

May 22: "Cinderella"

May 29: "Rumpelstiltskin"

"FUNNY THINGS"—NORA STIRLING—5:45–6:00 P.M.—Each Monday,

Novelty and Information

Wednesday, Friday

The instruments in the orchestra talk to Nora Stirling, and she talks to the children about the curious and fascinating facts on which they base their

endless questions: Where do names originate? What is the meaning of our national holidays? And so on through an interesting list.

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

Juvenile Variety Show

This children's program has an appeal for the entire family. The orchestra, the songs and the news are supple-

mented by guests with special gifts.

May 2: John Tasker Howard, Stephen Foster's biographer

May 9: Norman Pierce tells of his travels off the beaten path

May 17: Jack Melville, trainer of sled dogs

May 23: An Alaskan Indian tells of his tribal customs

May 30: Richard Blondell, teller of children's stories

TREASURE ISLAND (Time to be announced)

Irving Crump, the editor of "Boys' Life", is writing this radio program from the classic by Stevenson. "Treas-

ure Island" will be presented under his guidance for the first time on the air, in 39 episodes, three times a week.

9. LIGHT MUSIC

MAUREEN O'CONNOR—10:30—10:45 P.M.—Each Sunday

A Thirteen-Year Old Vocal Artist

Maureen O'Connor is a California girl with remarkable facility for song. Her programs come from Columbia's

Hollywood studios, where she is accompanied by seven girls, The Singing Strings.

DEAR COLUMBIA—9:00—9:30 A.M.—Each Tuesday

Music by Special Audience Request

A program arranged by the radio audience. The actual letters introduce the actual requests from listeners. The

orchestra numbers, the singers and their songs are all as the listeners ask for them.

MANHATTAN MATINEE—3:00—3:30 P.M.—Each Wednesday

Songs of Today, Yesterday and the Day Before

Songs of the theatre presented by such artists as Patti Chapin, Darrel

Woodyard, Tito Guizar and other Columbia stars.

DOWN BY HERMAN'S—3:00-3:30 P.M.—Each Saturday

A Milwaukee Beer Garden Set to Music

The life and gayety of a German beer garden, in a broadcast from Milwaukee, make this period a network favorite. A program of high spirits and high comedy; its music ranging from classic to popular presentations.

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

Songs from Hollywood

Virginia Verrill is now heard from Hollywood. She is doubling in radio and motion pictures. Her home is Hollywood, but Columbia starred her from coast to coast before motion pictures recognized her special gifts.

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

Swing Music for Enthusiasts

Outstanding performers of swing music are the guest stars on this program. Here the audience hears Raymond Scott, Duke Ellington, Tommy Dorsey, Bunny Berrigan, Claude Hopkins—and swing music played on anything from a concert clarinet to a tin whistle and a ukulele. The Swing Club plays in the pure style on which connoisseurs of the idiom insist.

DESIGNS IN HARMONIES—10:45-11:00 P.M.—Each Saturday

Unusual Arrangements in Music

Harry Simeone, a young conductor engages in musical experiments with reed and string instruments, and in special vocal arrangements.

DANCE MUSIC—11:00 P.M.—1:00 A.M.—Each Monday Through Sunday

The leading dance bands of the nation are presented in the late evening hours. Guy Lombardo, Tommy Dorsey, Benny Goodman and Ozzie Nelson have been on recent regular periods. Forthcoming broadcasts and the current schedule take in the orchestras of Red Nichols, Isham Jones,

SUSTAINING PROGRAMS

Gus Arnheim, Ted Fiorito, Glen Gray, Shep Fields, Anson Weeks, Joe Reichman and Bunny Berrigan. Their

programs are distributed each night throughout the week, with originations from many parts of the country.

PATTI CHAPIN

6:45-7:00 P.M.—Each Monday

10:45-11:00 P.M.—Each Saturday

Modern Songs: Feminine

DEL CASINO

5:00-5:15 P.M.—Each Tuesday

6:00-6:15 P.M.—Each Wednesday

Modern Songs: Masculine

HOLLACE SHAW

7:30-7:45 P.M.—Monday and Friday

A new and lovely soprano singing current ballads and classics.

BUDDY CLARK

7:30-7:45 P.M.—Each Wednesday

6:45-7:00 P.M.—Each Friday

A baritone at home with both sentiment and rhythm.

THE DALTON BROTHERS—2:30-2:45 P.M.—Tuesday and Thursday

9:15-9:30 A.M.—Each Saturday

A New Columbia Vocal Quartet

The Dalton Brothers, a vocal group new to Columbia, sing straight and novelty quartets with individuality.

Among the other harmonists now heard on Columbia at various times are the famous Eton Boys, whom Ray

Block has made the leading novelty quartet in radio; the Four Stars, whose arranger is Curly Mahr, a master of the modern stylisms; and the Song Stylists, who are Harry Simeone's versatile quartet.

