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AND SUSTAINING PROGRAMS
JULY 1937

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CBS SPONSORED

AND SUSTAINING PROGRAMS

JULY 1937

published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE

NEW YORK CITY, N. Y.

COLUMBIA NETWORK ADVERTISERS

Columbia Network clients and their products, as of July 1, 1937, are here indexed by industries. On the following pages they are listed alphabetically by name, with product, program title and talent, broadcasting time,† advertising agency, and the total number of weeks each advertiser has used CBS facilities.

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CBS

**SPONSORED
PROGRAMS**

CLIENT

PRODUCT

AMERICAN HOME PRODUCTS CO.

Edna Wallace Hopper Cosm

Anacin

Fly-ded

BiSoDol

Kolynos Dentifrice

AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes

Roi-Tan Cigars

BANK OF AMERICA NATIONAL
TRUST & SAVINGS ASSOCIATION

Banking Service

BENEFICIAL MANAGEMENT CORP.

Personal Loans

BROWN & WILLIAMSON
TOBACCO CORP.

Sir Walter Raleigh Tobacco
Avalon Cigarettes

PROGRAM	TIME	AGENCY	ON CBS*
The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m.	Blackett-Sample-Hummert, Inc.	186 Weeks
Our Gal Sunday <i>Serial drama</i>	Mon., Tues., Wed. 12:45-1:00 p.m.		14 Weeks
Our Gal Sunday <i>Serial drama</i>	Thurs. and Fri. 12:45-1:00 p.m.		160 Weeks
Broadway Varieties with Oscar Saw, MC, Carmella Ponselle, Victor Arden's Orchestra <i>Music, drama and comedy</i>	Friday 8:00-8:30 p.m.		197 Weeks
Hammerstein Music Hall with Ed Hammerstein as MC, Icy Laughlin, Jerry Mann <i>Variety and guest stars</i>	Tuesday 8:00-8:30 p.m.		308 Weeks
"Your Hit Parade", with Peter Van Steeden's Orchestra <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m.	Lord and Thomas	61 Weeks
Lucky Strike Presents Irwin C. Hill in "Your News Trade" <i>News commentator</i>	Mon. thru Fri. 12:15-12:30 p.m. Rebr. 2:30- 2:45 p.m.		
Man to Man Sports Review with Clary Settell <i>Sports discussion</i>	†Sun., Wed., Fri. 7:30-7:45 p.m. PST	Lawrence C. Gumbinner Advertising Agency	13 Weeks
Ben Hayes <i>News broadcast</i>	†Sun. thru Fri. 10:00-10:15 p.m. PST	Charles R. Stuart	4 Weeks
Our Unseen Friend <i>Dramatizations</i>	Tuesday 10:00-10:30 p.m.	Albert Frank-Guenther Law, Inc.	39 Weeks
Paul O'Hara's Radio Gazette <i>News broadcast</i>	††Mon., Wed., Fri. 7:30-7:45 p.m.	Batten, Barton, Durstine & Osborn, Inc.	1 Week

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

CBS

**SPONSORED
PROGRAMS**

CLIENT

PRODUCT

CAMPBELL SOUP COMPANY

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

CHEVROLET MOTOR COMPANY

Chevrolet Cars

CHRYSLER CORPORATION

Chrysler, DeSoto, Dodge,
and Plymouth Cars

COLGATE-PALMOLIVE-PEET CO.

Palmolive Shave Cream

Palmolive Soap

Super Suds and Concentrated
Super Suds

Colgate Dental Powder and
Rapid Shave Cream

CONTINENTAL BAKING CO., INC.

Wonder Bread and Hostess C:

THE CUDAHY PACKING COMPANY

Old Dutch Cleanser

PROGRAM	TIME	AGENCY	ON CBS*
Hollywood Hotel with Jry Cooper, Frances Langford, Ane Jamison, Igor Gorin and Fymond Paige and his Orchestra <i>Comedy, music and guest stars</i>	Friday 9:00-10:00 p.m.	F. Wallis Armstrong Company	143 Weeks
En Murray, with "Oswald", Connie Bennett, Marlyn Stuart, and Lud Gluskin's Orchestra <i>Comedy and popular music</i>	Wednesday 8:30-9:00 p.m. Rebr. 11:30- 12:00 Mid.		
Fbinoff, Walter Cassell and guests <i>Light music and vocalists</i>	Sunday 6:30-7:00 p.m.	Campbell-Ewald Co., Inc.	65 Weeks
Major Bowes' Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m.	Ruthrauff & Ryan, Inc.	69 Weeks
Cong Busters with Phillips Lord <i>Police-file dramatizations</i>	Wednesday 10:00-10:30 p.m.	Benton & Bowles, Inc.	77 Weeks
Emolive Beauty Box Theatre, with Jessica Dragonette and Charles Kullman <i>Operetta and light music</i>	Wednesday 9:30-10:00 p.m.		77 Weeks
Myrt and Marge <i>Serial drama</i>	Mon. thru Fri. 2:45-3:00 p.m.		70 Weeks
Myr True Adventures, with Foyd Gibbons <i>Dramatizations</i>	Thursday 10:00-10:30 p.m.		26 Weeks
Petty 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.	121 Weeks
Echelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m.	Roche, Williams & Cunnyng- ham, Inc.	131 Weeks

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CBS

SPONSORED
PROGRAMS

CLIENT

PRODUCT

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

GENERAL BAKING COMPANY

Bond Bread

GENERAL MILLS, INC.

Wheaties, Bisquick, Gold M il
Kitchen-Tested Flour and So sil

GILLETTE SAFETY RAZOR CO.

Gillette, Probak and Valet A o
Strop Safety Razors and Blac

PROGRAM	TIME	AGENCY	ON CBS*
decade of America, of Voorhees' Orchestra <i>Musical</i>	Wednesday 8:00-8:30 p.m.	Batten, Barton, Durstine & Osborn, Inc.	103 Weeks
Afternoon Neighbor, with Breneman and orchestra. <i>Social drama and music</i>	†Tues. and Fri. 2:45-3:00 p.m. PST	Botsford, Constantine & Gardner	42 Weeks
Berch and Mark Warnow's Orchestra <i>Concert with orchestra</i>	Tues. and Thurs. 1:00-1:15 p.m.	Young & Rubicam, Inc.	111 Weeks
Beverly Hills Sketches <i>Social drama</i>	†Mon. thru Thurs. 12:30-12:45 p.m. PST		
Universal Rhythm, with Rex Chandler's Orchestra and Chorus, Richard Bonelli, Alec Templeton, Caryn Urbanek, and Frank Ruit, MC <i>Musical</i>	Sunday 9:00-10:00 p.m.	N. W. Ayer & Son, Inc.	178 Weeks
Al Pearce and His Gang in Can the Fun Go By <i>Comedy and variety</i>	Tuesday 9:00-9:30 p.m. Rebr. 12-12:30 a.m.		
Bob Baker's Present Luigi Lombardo and His Orchestra <i>Popular music</i>	Sunday 5:30-6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	338 Weeks
30 Medal Feature Hour†† <i>Social dramas, news, hymns, household advice</i> †Binning July 19, shifts to 1:00- 1:30 p.m.	Mon. thru Fri. 10:00-11:00 a.m.	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	330 Weeks
Milton Berle, Wendell Hall, Andy Devine and His Orchestra <i>Variety and comedy</i>	Sunday 8:00-8:30 p.m. Rebr. 11:00- 11:30 p.m.	Ruthrauff & Ryan, Inc.	43 Weeks

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**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

GROUP OF AMERICAN BANKS

Banking Service

GULF OIL CORPORATION

Motor Oil and Gas

H. J. HEINZ COMPANY

57 Varieties

KIRKMAN & SON, INC.

Kirkman's Soap

A. J. KRANK COMPANY

Krank's Lather-Kreem, Lem
Cream, Honey Rose Cream, d
Keen Tan

LADY ESTHER COMPANY

Cosmetics

LEHN & FINK PRODUCTS COMPANY

Pebeco Toothpaste

Lysol

PROGRAM	TIME	AGENCY	ON CBS
Modern Symphonics, under the direction of Ferde Grofé <i>Semi-classical and modern music</i>	Friday 10:00-10:30 p.m.	The Wessel Company	33 Weeks
Summer Stars, with Harry Von Zell, Master of Ceremonies; Oscar Bradley's Orchestra and guest artists <i>Variety show</i>	Sunday 7:30-8:00 p.m.	Young & Rubicam, Inc.	177 Weeks
Heinz Magazine of the Air, with J. A. Rolfe's Orchestra and Reed Kennedy <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.	69 Weeks
Jack and Loretta <i>Songs and Patter</i>	Mon. thru Fri. 2:15-2:30 p.m.	N. W. Ayer & Son, Inc.	8 Weeks
Minute Mysteries <i>Dramatizations</i>	Tuesday 11:15-11:30 p.m.	McCord Co., Inc.	5 Weeks
Lloyd Pantages Covers Hollywood <i>Hollywood Comment and Gossip</i>	†Thursday 7:15-7:30 p.m. PST		5 Weeks
Wayne King's Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m.	Stack-Goble Advertising Agency	195 Weeks
The Gumps <i>Serial drama</i>	Mon. thru Fri. 12:00-12:15 p.m. Rebr. 4:00-4:15 p.m.	Lennen & Mitchell, Inc.	147 Weeks
Dr. Allan Roy Dafoe <i>Child care talks</i>	Mon., Wed., Fri. 11:45-12:00 noon		64 Weeks

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**CBS
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PROGRAMS**

CLIENT

PRODUCT

LEVER BROTHERS COMPANY

Lux Toilet Soap

Rinso

Spry

LIGGETT & MYERS TOBACCO CO.

Chesterfields

Chesterfields & Granger Tobacco

Granger Tobacco

NASH-KELVINATOR CORPORATION

Kelvinator Refrigerators

NOXZEMA CHEMICAL COMPANY

Noxzema Medicated and
Shaving Creams

PROGRAM

TIME

AGENCY

ON CBS

The Lux Radio Theatre with stars
of stage and screen

Dramatic; Cecil B. De Mille, director

Monday
9:00-10:00 p.m.

J. Walter Thompson Company

101 Weeks

Big Sister

Serial drama

Mon. thru Fri.
11:30-11:45 a.m.
Rebr. 2-2:15 p.m.

Ruthrauff & Ryan, Inc.

42 Weeks

Aunt Jennie's Real Life Stories†

Dramatic

†Beginning July 8 the time changes to
11:45 a.m.-12 noon; rebroadcast re-
mains the same.

Mon. thru Fri.
1:45-2:00 p.m.
Rebr. 2:15-
2:30 p.m.

24 Weeks

Andre Kostelanetz and
Frank Parker

Orchestral and vocal music

Wednesday
9:00-9:30 p.m.

Newell-Emmett Co., Inc.

232 Weeks

Hal Kemp and Alice Faye

Popular music

Friday
8:30-9:00 p.m.
Rebr. 11:30-12
p.m.

Sports Résumé—Paul Douglas

Baseball Scores

Mon. thru Sat.
6:35-6:45 p.m.

11 Weeks

Alexander Woolcott,

'The Town Crier'

Narrations

Tues. and Thurs.
7:30-7:45 p.m.
Rebr. 12:30-45
a.m.

26 Weeks

Professor Quiz

Questions and answers

Saturday
9:00-9:30 p.m.
Rebr. 12:00-
12:30 a.m.

Geyer, Cornell & Newell, Inc.

17 Weeks

Hollywood Observer, with Del
Casino and Ray Block's Orchestra

Comment and music

Mon. and Fri.
7:30-7:45 p.m.

Ruthrauff & Ryan, Inc.

7 Weeks

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**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

PET MILK SALES CORP.

Irradiated Pet Milk

PHILCO RADIO & TELEVISION CORP.

Philco Radios

PHILIP MORRIS & CO., LTD., INC.

Philip Morris Cigarettes

PHILLIPS PETROLEUM COMPANY

Phillips 66, Ethyl, etc.

PONTIAC MOTOR COMPANY

Pontiac Cars

R. J. REYNOLDS TOBACCO COMPANY

Camels and Prince Albert Tob co

SERVEL, INC.

Electrolux Refrigerators

SINCLAIR REFINING COMPANY

Petroleum Products

PROGRAM	TIME	AGENCY	ON CBS*
The Pet Milky Way with Mary Lee Taylor, home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. Rebr. 3-3:15 p.m.	Gardner Advertising Company	195 Weeks
Duke Carter <i>News commentator</i>	Mon., Wed., Fri. 7:45-8:00 p.m. Rebr. 11:15-11:30 p.m.	Hutchins Advertising Co., Inc.	311 Weeks
Johnnie Presents Russ Morgan's Orchestra, Charles Martin's Circumstantial Evidence Thrill, Phil Hey 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.	21 Weeks
Phillips Poly Follies with Roth's Orchestra <i>Variety</i>	Tuesday 10:30-11:00 p.m.	Lambert & Feasley, Inc.	58 Weeks
News Through a Woman's Eyes—Fithryn Cravens <i>News comments and interviews</i>	Mon., Wed., Fri. 2:00-2:15 p.m. Rebr. 5:30-5:45 p.m.	MacManus, John & Adams, Inc.	86 Weeks
Sing School, with Benny Goodman's Orchestra <i>Popular music</i>	Tuesday 9:30-10:00 p.m.	William C. Esty & Company, Inc.	209 Weeks
The March of Time <i>News Dramatizations</i> (July 1 and 8, only)	Thursday 10:30-11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	11 Weeks
Boe Ruth <i>Big League baseball news and interviews with baseball headliners</i>	Wed. and Fri. 10:30-10:45 p.m.	Federal Advertising Agency, Inc.	20 Weeks

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**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

SPERRY FLOUR COMPANY

Flours and Cereals

STEWART-WARNER CORPORATION

Radios, Alemite, Refrigerato

SYLMAR PACKING CORP.

Canned Olives, Fig Jam, Pir
Figs, Watermelon Rind

TABLE PRODUCTS, INC.

Duchess Salad Dressing

THE TEXAS COMPANY

"Texaco" Products

TIME, INC.

Time and Life

U. S. TOBACCO COMPANY

Dill's Best and Model Pipe
Tobaccos

WM. WRIGLEY JR., COMPANY

Wrigley's Gum

PROGRAM	TIME	AGENCY	ON CBS*
Western Home Show <i>Orchestral and vocal music</i>	‡Wednesday 3:30-3:45 p.m. PST	Westco Advertising Agency	8 Weeks
Trace Heidt and His Brigadiers <i>Popular music</i>	Monday 8:00-8:30 p.m. Rebr. 12-12:30 a.m.	Hays MacFarland & Company	121 Weeks
Candra	‡Tuesday 5:00-5:30 p.m. PST	Pacific Market Builders	5 Weeks
Hoher Wiley	‡Mon. and Thurs. 3:45-4:00 p.m. PST	Lord and Thomas	4 Weeks
Teco Town, Starring Ella Logan and Igor Gorin, with Pinky Tomlin and Eddie Stanley; Jimmy Vaington, MC <i>Comedy and music</i>	Sunday 8:30-9:00 p.m. Rebr. 12:00- 12:30 a.m.	Buchanan and Company, Inc.	41 Weeks
The March of Time <i>News dramatizations</i> (beginning July 15)	Thursday 10:30-11:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	123 Weeks
Vic 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.	109 Weeks
Folk 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.	266 Weeks
Catherine Good Baines <i>Serial drama</i>	‡Mon. thru Fri. 8:00-8:15 p.m. PST		

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PROGRAMS "BY COLUMBIA"

These programs "*by Columbia*" for the month of July 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, intrinsic to radio, the smaller details of the schedule given here must be accepted as tentative. Dates and times of broadcast, in many cases, are subject to some 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 Columbia program schedules should be checked.

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

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2. SERIOUS MUSIC *page 21*
3. PUBLIC AFFAIRS *page 27*
4. SPECIAL EVENTS *page 30*
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6. PERSONALITIES *page 34*
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CBS SUSTAINING PROGRAMS

PROGRAM AND TIME

DESCRIPTION

DRAMATIC SERIES

THE COLUMBIA
SHAKESPEARIAN CYCLE
9:00-10:00 p.m.
EACH MONDAY

A brilliant roll of leading actors and actresses has been engaged for new radio interpretations of Shakespeare's character in The Columbia Shakespearian Cycle of eight plays (July 12 to August 30). Freshness of approach is assured in the casting of these stars in roles new to them, yet exact suited to the outstanding dramatic qualities they can bring to radio.

The cycle of eight dramas covers Shakespeare's full range of comedy, history and tragedy. Brewster Morgan of the CBS Program Department, former director of Shakespearian productions at the Oxford Theatre in England, will direct the Cycle. Victor Bay is musical director of the series.

The full cycle will be carried over 90 affiliated CBS stations, the largest network ever to undertake such a project. The plays for July, and the leading players, are:

"HAMLET"
JULY 12

BURGESS MEREDITH Hamlet
GRACE GEORGE Queen Gertrude
MONTAGUE LOVE King Claudius
WALTER ABEL Horatio
WILLIAM A. BRADY Ghost
MARGARET PERRY (Mrs. Burgess Meredith) Ophelia

"MUCH ADO ABOUT
NOTHING"
JULY 19
JULY 26 (to be announced)

LESLIE HOWARD Benedick
ROSALIND RUSSELL Beatrice
(and a supporting cast, to be announced)

PROGRAM AND TIME

DESCRIPTION

**DRAMATIC
SERIES** THE COLUMBIA
WORKSHOP
7:00-7:30 p.m.
EACH SUNDAY

A dramatic series under the direction of Irving Reis. Unusual radio dramas and the latest broadcasting techniques are presented in experiments to widen the scope of the art. The month's programs:

JULY 4: "Mr. Sycamore." An imaginative story by Robert Ayre published in Story Magazine. Adapted for The Workshop by Leopold Proser.

JULY 11: Special experimental program.

JULY 18: Workshop Anniversary Program, "The March of '45." Geoffrey Bridson's English verse drama is scheduled for a full-hour broadcast from 7:00 to 8:00 p.m.

JULY 25: "Matter of Life and Death." A drama by Leopold Atlas, based on Paul de Kruif's "Why Keep Them Alive?", dealing with the role of medicine in modern civilization.

**YOUR NECK O' THE
WOODS**
10:30-11:00 p.m.
EACH MONDAY

Carl Carmer, author, story-teller and authority on folk lore and fancy, writes and acts as narrator on this series of authentic Americana. Each week he presents the legends of a different state. Folk music is under the direction of Bernard Herrmann. The states scheduled for this month:

JULY 5: Massachusetts.

JULY 12: Louisiana.

JULY 19: Indiana.

JULY 26: Texas.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**DRAMATIC
SERIES**
(Continued)

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

Old Testament literature dramatized in a more contemporary idiom, while retaining the full values of the best Bible stories.

JULY 4: Queen Esther.

JULY 11: Deborah.

JULY 18: Jericho.

JULY 25: Gideon.

**SERIOUS
MUSIC**

LEWISOHN STADIUM
CONCERTS
PHILHARMONIC-
SYMPHONY ORCHESTRA
10:00-11:00 p.m.
EACH SUNDAY

The Philharmonic-Symphony Orchestra, for seven Winter seasons an exclusive CBS feature, will be heard in their Summer series at Lewisohn Stadium of the College of the City of New York. There will be seven consecutive broadcasts. Programs for July are:

JULY 4: L. Camilieri, founder of the People's Chorus of New York, will direct 300 voices with the orchestra in a group of famous choral numbers, and conduct Weber's Overture to "Euryanthe" and the Overture to Wagner's "Tannhauser."

JULY 11: Fritz Reiner, home from European successes, directs the first of his three Sunday broadcasts. William Walton's suite, "Facade," and the Ravel "Daphni and Chloe" Suite No. 2 are included in the program.

JULY 18: "The Swan of Tuonela" and the March from the "Karelia" Suite by Sibelius; three of Dvorak's Slavonic Dances; the Divertimento for String by Leo Weiner (played for the first time).

PROGRAM AND TIME

DESCRIPTION

**SERIOUS
MUSIC** LEWISOHN STADIUM
CONCERTS
PHILHARMONIC-
SYMPHONY ORCHESTRA
10:00-11:00 p.m.
EACH SUNDAY

at the Stadium), and the Rakoczy March from Berlioz' "Damnation of Faust."
JULY 25: An all-Richard Strauss program. "Till Eulenspiegel's Merry Pranks" and a group of waltzes and orchestral sections from "Der Rosenkavalier" are among the pieces scheduled.

EVERYBODY'S MUSIC
3:00-4:00 p.m.
EACH SUNDAY

Howard Barlow conducts great music for the layman, and Henry M. Neely plays host to the radio audience at these concerts by the Columbia Symphony Orchestra. Included in this series are the works of the *Columbia Composers Commission*, written specifically for radio by six outstanding American composers.

JULY 4: A Russian program. The Overture to "Prince Igor," reconstructed by Glazounoff from Borodin's sketches for the opera, and Tschaiikowsky's Symphony No. 4.

JULY 11: Mr. Barlow will devote his entire program to Beethoven—the Egmont Overture and the Symphony No. 6, the "Pastoral Symphony."

JULY 18: An unusual English program. Purcell's Fantasia on One Note, for String Orchestra; "The Walk to the Paradise Garden" from "A Village Romeo and Juliet," by Frederick Delius; and the seldom played tone-poem "Falstaff," by Sir Edward Elgar.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**SERIOUS
MUSIC**
(Continued)

EVERYBODY'S MUSIC
3:00-4:00 p.m.
EACH SUNDAY

JULY 25: Premiere of Aaron Copland's new work for the *Columbia Composer Commission*. Tentatively called "Mus for Radio," it will be given a permanent title by listeners, the winning suggestion to be awarded an autographed copy of the original score. The Gluck Mottl Ballet Suite from Gluck's opera and Mozart's G Major Symphony written in his last year, complete the program.

STORY OF THE SONG
3:30-4:00 p.m.
EACH TUESDAY

Guest soloists in the world's great songs
The month's repertoire:

JULY 6: Air premiere of "The Curlew," W. B. Yeats' poem set to music by the English composer, Peter Warlock, for voice and string quartet with flute and English horn. Soloist: Charles Haywood, tenor. Conductor: Bernard Herrmann, who gave the American premiere performance at the New School for Social Research last year.

JULY 13: Max Panteleieff, noted Russian basso, in a return engagement. Harold Hansen, an American tenor who has appeared extensively in musical comedies and more recently with the American Opera Company.

JULY 20: Jeannette Vreeland, soprano, who appeared here last season with the Stadium Concerts. Russell Dorr, popular CBS baritone, who on this occasion

PROGRAM AND TIME

DESCRIPTION

SERIOUS
MUSIC

STORY OF THE SONG

3:30-4:00 p.m.

EACH TUESDAY

sion will sing some of the more serious baritone repertoire.

JULY 27: Elizabeth Wysor, contralto, in her second appearance on the series. Charles Haywood, tenor, in an unusual group of folk songs of the East, including original works from the Arabian, Armenian, Caucasian, Turkish, Uzbek.

GRANT PARK
CONCERTS

8:30-9:00 p.m.

EACH TUESDAY

This is the third successive Summer series of outdoor concerts from Grant Park in Chicago, sponsored by the Chicago Park Board and the Chicago Federation of Musicians.

JULY 6 and 13: The Chicago Philharmonic Orchestra, Richard Czerwonky conducting.

JULY 20: Carlton Kelsey, Columbia conductor, will direct his 75-piece symphonic orchestra.

JULY 27: Alec Templeton, blind pianist, will be soloist with the Chicago Philharmonic under Richard Czerwonky.

MUSIC FROM
SHAKESPEARE

8:00-8:30 p.m.

THURSDAY, JULY 1

Victor Bay, musical director of the Columbia Shakespearian Cycle, presents a special concert of music by great composers written for Shakespearian productions. Bay will conduct the Overture to "Hamlet" by Tschai-kowsky, the "Henry VIII Dances" by Edward German, and excerpts from Locke's music for "The Tempest." Hollace Shaw, coloratura soprano, will sing the "Willow Song" from "Othello" and Thomas Morley's "It Was a Lover and His Lass" from "As You Like It."

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**SERIOUS
MUSIC**
(Continued)

E. ROBERT SCHMITZ
7:30-8:00 p.m.
SATURDAY, JULY 3

Mr. Schmitz concludes his series of 11 broadcasts on the piano music of Russia with a Columbia Concert Hall presentation from San Francisco. The French virtuoso will perform music by Shostakovich and Jelobinsky.

JACQUES JOLAS
7:30-8:00 p.m.
EACH SATURDAY

Starting July 10, Jacques Jolas, whose Town Hall recital of last season marked him as one of the most commanding young pianists of our day, will appear in Columbia's Concert Hall in a series called "Bases of Piano Literature." The works he will play in July are by Couperin, Rameau, Bull, Bach, Scarlatti, Haydn and Mozart.

THE COMPINSKY TRIO
"OLD VS. NEW"
11:30 a.m.-Noon
EACH SATURDAY

Starting July 17, the noted chamber musicians of the Compinsky family will be heard on CBS after an absence of two years. Manuel Compinsky, violinist; Alec Compinsky, 'cellist; and Sara Compinsky, pianist will alternate classic music for trio with modern music on this Columbia Concert Hall series. July 17, Schubert's Trio in B Flat Major, Opus 99. July 24, the Ravel Trio. July 31, Bach's Trio in C Minor.

**COLUMBIA'S CONCERT
HALL**
11:30 a.m.-Noon
JULY 3 and 10
3:45-4:15 p.m.
JULY 14, 21 and 28

Unusual music and unusual instrumental combinations are featured in these broadcasts.

JULY 3: Oxford Ensemble (flute and string quartet) in old music by San Martin Brandt-Buys and Corelli.

PROGRAM AND TIME

DESCRIPTION

SERIOUS
MUSICCOLUMBIA'S CONCERT
HALL

11:30 a.m.—Noon

JULY 3 and 10

3:45—4:15 p.m.

JULY 14, 21 and 28

JULY 10: Marcel Hubert, 'cellist, in music by Boccherini, Bach, Brahms and Davidoff.

JULY 14: Bernard Herrmann will direct a string orchestra in old French music as a short-wave salute on Bastille Day.

JULY 21: Jose Martinez Oyanguren, guitarist, will present old and new music for his instrument and for the lute (in transcriptions).

JULY 28: Vera Brodsky and Harold Triggs, duo-pianists, in music by C. P. E. Bach and Chopin.

KREINER QUARTET

3:00—3:30 p.m.

EACH FRIDAY

The first radio cycle of all of Mozart's string quartets is continued by the Kreiner Quartet: Edward Kreiner, viola; Sylvan Schulman and Joseph Gingold, violins; and Alan Schulman, 'cello.

POP CONCERTS

3:30—4:00 p.m.

EACH MONDAY

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

MARGARET DAUM

6:00—6:30 p.m.

EACH TUESDAY

From Columbia's station KMOX in St. Louis, where she is leading soprano of the St. Louis Municipal Opera Company for the summer, this young prima donna of the Metropolitan Opera Association presents favorite arias and songs.

CBS
SUSTAINING
PROGRAMS

PROGRAM AND TIME

DESCRIPTION

**SERIOUS
MUSIC**

(Continued)

CLYDE BARRIE

5:00-5:15 p.m.

EACH MONDAY

7:15-7:30 p.m.

EACH THURSDAY

3:45-4:00 p.m.

EACH SATURDAY

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

U. S. ARMY BAND

4:30-5:00 p.m.

EACH THURSDAY

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

**INTERNATIONAL
BROADCASTS**

Various dates

From the Stradivarius Festival in Cremona, Columbia plans to broadcast the third act of "La Forza del Destino" on Saturday, July 10, 6:00-6:30 p.m. The cast includes Gina Cigna, Armando Borgioli and Francesco Merli; conductor, Gino Marinuzzi.

**PUBLIC
AFFAIRS**

**DOMINION DAY
CELEBRATION**

8:30-9:00 p.m.

THURSDAY, JULY 1

President Roosevelt and Governor-General Lord Tweedsmuir speak on the occasion of the 70th anniversary of the founding of the Canada Federation. The President is scheduled to speak on this "Dominion Day" program from Hyde Park and Lord Tweedsmuir from Ottawa. Choral music from Montreal and Toronto will complete the international salute.

**INSTITUTE OF
PUBLIC AFFAIRS**

6:45-7:00 p.m.

JULY 7, 12 and 14

Three broadcasts from the Eleventh Session of the Institute of Public Affairs at Charlottesville, Virginia will be carried by Columbia. The Institute meets annually in the

PROGRAM AND TIME

DESCRIPTION

PUBLIC AFFAIRS

INSTITUTE OF PUBLIC AFFAIRS

6:45-7:00 p.m.
JULY 7, 12 and 14

interests of inter-American relations and international security. The speakers will be:

JULY 7: Sumner Welles, Assistant Secretary of State: "Present Aspects of World Peace."

JULY 12: General Smedley D. Butler: "Avoiding War in the Pacific."

JULY 14: Sir Herbert Brown Ames, former Financial Director of the League of Nations Secretariat: "Does German Rearmament Necessarily Mean War?"

CURRENT QUESTIONS BEFORE CONGRESS

The House—3:30-3:45 p.m.
EACH WEDNESDAY

The Senate—5:00-5:15 p.m.
EACH THURSDAY

Members of the House of Representatives and of the Senate discuss, in separate weekly programs, current legislation and business under consideration by their bodies. Speakers are selected for special knowledge on the issues discussed.

THE CABINET OF THE UNITED STATES

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

A new series, starting July 16, of talks on the work of their departments by the Secretaries of State, Treasury, War, Navy, Interior, Agriculture, Commerce and Labor, the Attorney General and the Postmaster General.

"NAZISM IN AMERICA"

10:45-11:00 p.m.
FRIDAY, JULY 2

Representative John W. McCormack of Massachusetts and Emanuel Celler of New York will discuss "Nazism in America" in a two-way broadcast from Washington and New York.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**PUBLIC
AFFAIRS**
(Continued)

**INTERNATIONAL
LABOR OFFICE**
1:30-1:45 p.m.
SUNDAY, JULY 4

Harold Butler, director general of the International Labor Office, will discuss the results of the recent conference of the I.L.O. at Geneva, Switzerland.

**AMERICAN
YOUTH CONGRESS**
9:30-10:00 p.m.
SATURDAY, JULY 3

Senators Robert M. LaFollette of Wisconsin and Louis B. Schwellenbach of Washington discuss "American Youth Problems" in an interview with Robert Horton, correspondent, addressed to the American Youth Congress at Milwaukee.

**"ISSUES IN THE
STRIKE AREA"**
10:45-11:45 p.m.
WEDNESDAY, JULY 7

Representative Henry G. Teigan, Farmer-Laborite of Minnesota, will discuss the points of controversy involved in the current labor disputes.

**CHARL ORMOND
WILLIAMS**
4:15-4:30 p.m.
THURSDAY, JULY 22

Miss Williams, president of the National Federation of Business and Professional Women, speaks from their bi-annual convention at Atlantic City.

**H. V. KALTENBORN
AND ELMER DAVIS**
7:30-7:45 p.m.
EACH THURSDAY

Interpretative news comments by an international authority on current events, with particular insight into the leading personalities involved. When H. V. Kaltenborn sails for Europe on July 11, Elmer Davis, well-known newspaper correspondent, will be heard at this time.

PROGRAM AND TIME

DESCRIPTION

PRESS-RADIO NEWS

Various times

DAILY

The Associated Press, United Press and the International News Service gather, and the Press-Radio Bureau edits, the latest news. Five-minute bulletins are broadcast periodically throughout the day.

SPECIAL
EVENTSWIMBLEDON
TENNIS MATCHES

2:30-2:45 p.m.

JULY 1, 2 and 3

Bill Tilden, one of tennis' great names, will cover the all-England men's and women's championships at Wimbledon. Columbia's July schedule includes the last three days of the matches in which America's foremost contenders are participating.

INDEPENDENCE
DAY BROADCAST

2:00-2:30 p.m.

JULY 4

The Liberty Bell will be sounded for the first time on a Fourth of July, and heard for the first time throughout the nation, in this special broadcast over CBS. An address by Harry W. Colmery, national commander of the American Legion, a dramatization and appropriate music complete this program from Philadelphia.

OXFORD-CAMBRIDGE
TRACK MEETS*Hours to be announced*

JULY 10 and JULY 19

The combined Oxford and Cambridge track team meet with Yale-Harvard will be described by Ted Husing from Soldiers' Field in Cambridge, Mass., on July 10. Their clash with Princeton-Cornell will be broadcast from Palmer Stadium on July 19.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**SPECIAL
EVENTS**
(Continued)

AMERICAN CUP RACES
Hour to be announced
JULY 31

The opening day of the American Cup Races will be announced by Ted Husi from Newport on July 31. Sherman Hoar, international authority and participant in the last Vanderbilt Cup Races, will assist him.

DAVIS CUP MATCH
Hour and date to be announced

Columbia will carry a trans-Atlantic broadcast of the final European match in the Davis Cup competition in which the United States is scheduled to play against Germany.

**EDUCATIONAL
SERIES**

**OUR AMERICAN
NEIGHBORS**
5:00-5:30 p.m.
EACH SUNDAY

Twenty-two Latin and South American countries are being honored in this series broadcast to both Americas by Columbia's short and long wave facilities. Vincent Sordani conducts the orchestra, guest soloists delectable selections, and talks are given about the honored countries. Tributes will be paid to these countries in July:

JULY 4: Chile and Bolivia.
JULY 11: Cuba.
JULY 18: Central America—Costa Rica and Guatemala.
JULY 25: Mexico.

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

Medical talks for the layman are scheduled for this series with the cooperation of the New York Academy of Medicine. The physicians invited to speak are authorities on their subjects. The month's guests and subjects:

PROGRAM AND TIME

DESCRIPTION

**EDUCATIONAL
SERIES**

**NEW YORK ACADEMY
OF MEDICINE**

4:45-5:00 p.m.

EACH WEDNESDAY

JULY 7: Dr. Armitage Whitman, Associate Professor of Orthopedic Surgery, Post Graduate Hospital: "Osteomyelitis."

JULY 14: Dr. Walter C. Klotz, director of Out-Patient Department, New York Hospital: "The Modern Hospital."

JULY 21: Dr. Foster Murray, director of Tuberculosis Division, Kingston Ave. Hospital, Brooklyn: "Tuberculosis."

JULY 28: Dr. Milton Benjamin Rosenbluth, Visiting Physician, Third Division, Bellevue Hospital: "Modern Methods in Control of Pneumonia."

SCIENCE SERVICE

5:15-5:30 p.m.

EACH TUESDAY

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

JULY 6: Dr. Waldo H. Dubberstein, Oriental Institute of the University of Chicago: "Babylonians—Fathers of Science."

JULY 13: Dr. H. C. Dickinson, National Bureau of Standards: "Four Rules of the Road."

JULY 20: Dr. Gerald Wendt, director of the American Institute of the City of New York: "Scientists of the Future."

JULY 27: To be announced.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**EDUCATIONAL
SERIES**
(Continued)

STORY OF INDUSTRY
3:30-3:45 p.m.
EACH SATURDAY

The development of the United States depicted in the growth of our great industries by Henry R. Daniel. The U. S. Department of Commerce schedules the talks. Mr. Daniel will discuss this month:

- JULY 3: Machine Tool Manufacturing industry.
- JULY 10: Radio Manufacturing Industry.
- JULY 17: Ceramics Industry.
- JULY 24: Naval Stores Industry.
- JULY 31: Asphalt Industry.

**ADVENTURES IN
EXPLORATION**
5:45-6:00 p.m.
EACH TUESDAY

This new series of first-hand, vivid accounts of exploration in many lands, begins July 6. Collaborating with Columbia will be the American Museum of Natural History Magazine and the Junior History Magazine, the members of whose staffs will relate unusual adventures of scientific expeditions.

- JULY 6: "Dragon of Komodo."
- JULY 13: "Stalking the Giant Gorilla."
- JULY 20: "Sea Serpents, Real and Imaginary."
- JULY 27: "Salt, Builder of Empire."

DRAMAS OF DENTISTRY
4:15-4:30 p.m.
MONDAY, JULY 12
TUESDAY, JULY 13
WEDNESDAY, JULY 14

In conjunction with the convention of the American Dental Association at Atlantic City during July, the University Broadcasting Council of Chicago has prepared the programs dramatizing the high points in the progress of the science of dentistry.

PROGRAM AND TIME

DESCRIPTION

EDUCATIONAL
SERIESYOUR GARDEN
AND MINE

10:00-10:15 a.m.

EACH SATURDAY

Ruth Cross, author and authority on gardening, conducts this series of advice and suggestion to amateur and experienced gardeners. Occasional guest speakers appear on the programs.

NATIONAL EDUCA-
TIONAL ASSOCIATION

6:15-6:30 p.m.

THURSDAY, JULY 1

The last in a series of four broadcasts from the convention of the N.E.A. at Detroit. Mr. Belmont Farley interviews various delegates on the leading issues discussed by the convention.

PERSONALITIES

MAJOR BOWES'
CAPITOL FAMILY

11:30 a.m.-12:30 p.m.

EACH SUNDAY

Host on one of radio's oldest and most widely-known presentations, Major Bowes celebrates his twelfth consecutive year as paterfamilias of his Capitol Family. The Family is assisted by guest stars in the presentation of this informal musical program.

DR. HARRY HAGEN

4:00-5:00 p.m.

EACH SUNDAY

Dr. Harry Hagen is the originator of the radio spelling bee. His program is an incentive to youthful competition and as entertaining to grown-ups as youngsters.

TED MALONE

10:30-11:00 a.m.

MONDAY THRU FRIDAY

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

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

PERSONALITIES

(Continued)

COLONEL JACK MAJOR

3:00-3:30 p.m.

EACH MONDAY

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

RICHARD MAXWELL

9:30-9:40 a.m.

MONDAY, TUESDAY,

WEDNESDAY, FRIDAY

10:15-10:30 a.m.

EACH SATURDAY

Soloist of "Songs of Comfort and Cheer," Richard Maxwell presents five programs of hymns and inspirational songs each week. He was first heard on Columbia in 1928.

MONTANA SLIM

2:30-2:45 p.m.

MONDAY, WEDNESDAY,

FRIDAY

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

**RELIGIOUS
BROADCASTS**

CHURCH OF THE AIR

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The "Church of the Air" is conducted each Sunday morning and Sunday afternoon. Following are the guests for July.

JULY 4: Morning: Mr. Lowell Filmore, editor of "The Unity Weekly," Unity School of Christianity, Kansas City, Missouri. Afternoon: Reverend Vincent Mooney, director of Youth Bureau, National Catholic Welfare Conference, Washington, D. C.

JULY 11: Morning: Reverend Reed F. Landis, First Congregational Church

PROGRAM AND TIME

DESCRIPTION

**RELIGIOUS
BROADCASTS**

CHURCH OF THE AIR
10:00-10:30 a.m.
1:00-1:30 p.m.
EACH SUNDAY

of Germantown, Philadelphia. Afternoon: Mr. George Channing, Christian Science Committee on Publication for Northern California, San Francisco.

JULY 18: Morning: Reverend G. Warfield Hobbs, D.D., Executive Secretary of National Council of the Protestant Episcopal Church, New York City. Afternoon: Rabbi Max Drob, Concourse Center of Israel, New York City.

JULY 25: Morning: Reverend William L. Stidger, Church of All Nations, Boston. Afternoon: Reverend Jordan Loiselle, C.P., Passionist Monastery, Jamaica, Long Island.

**CHILDREN'S
PROGRAMS**

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

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

JULY 4: Jack Melville, former Canadian bushman, will talk on the "Importance of Respecting a Canoe" and other phases of camp-life.

JULY 11: Richard Blondell, noted storyteller, has a group of unusual yarns.

JULY 18: Frank Guhnay, a Thlinket Indian, will tell more legends of the red-man.

JULY 25: Cameron King, prominent water-sports commentator, tells "Stories of the Seven Seas."

CBS SUSTAINING PROGRAMS

PROGRAM AND TIME

DESCRIPTION

CHILDREN'S PROGRAMS

(Continued)

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

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

JULY 3: "Brother and Sister."

JULY 10: "Bushy Bride."

JULY 17: "Dick Whittington and His Cat."

JULY 24: "Bronze Mountain."

JULY 31: "Enchanted Canary."

FUNNY THINGS—
NORA STIRLING
5:45-6:00 p.m.
EACH MONDAY,
WEDNESDAY, FRIDAY

Little-known information about well-known things is revealed by Nora Stirling in this series of curious facts for curious children. Some of the facts for July will concern the age of our flag, the origin of fireworks, and so on through an interesting list.

LIGHT MUSIC

"BLUE VELVET MUSIC"
—MARK WARNOW
10:30-11:00 p.m.
EACH TUESDAY

Originated and conducted by Mark Warnow this new series of "Blue Velvet Music" features Hollace Shaw, guest stars, novel arrangements of classics, classic versions of popular pieces, and a group of "Tun Teasers" for listeners' solution. Guests for the month are:

JULY 6: Del Casino, lyric tenor.

JULY 13: The Symphonettes Trio.

JULY 20: Jack Shannon, tenor.

JULY 27: The Four Stars, girls' quartette.

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

The rhythm clan gathers at a new hour during July. Duke Ellington, Tommy Dorsey, Leith Stevens, the Raymond Scott Quintet, Billie Howard and many others are scheduled to appear in these lively sessions.

PROGRAM AND TIME

DESCRIPTION

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

These new vocal periods feature two outstanding CBS artists daily in novel song presentations. The Saturday period originates from Columbia's KNX, the others from WABC.

MONDAY: Hollace Shaw and Ray Heatherton.

TUESDAY: Ruth Carhart and Bill Perry.

WEDNESDAY: Patti Chapin and Howard Phillips.

THURSDAY: Doris Kerr and Russell Dorr.

FRIDAY: Gogo Delys and Jack Shannon.

SATURDAY: Maureen O'Connor and Buddy Clark.

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

Lud Gluskin and his Orchestra will be starred in a glamorous new series to be heard from the West Coast, starting July 17. He will be assisted by outstanding guest personalities.

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

This variety show features Doris Kerr, the Symphonettes, Helen Board, Art Gentry, the Four Stars and other Columbia favorites.

DEAR COLUMBIA
9:00-9:30 a.m.
EACH TUESDAY

Radio listeners' requests for songs and selections old and new are gratified on this program by an orchestra under Harry Simeone's direction and by guest vocalists.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

LIGHT MUSIC MUSIC IN THE AIR
9:00-9:30 a.m.
EACH WEDNESDAY
(Continued)

The smooth melodies of Leith Stevens' Orchestra are featured on this morning musical. Special arrangements, the voices of Helen Board and Howard Phillips, and the violin of Buddy Sheppard help to start the day.

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

Ruth Carhart and Bill Perry present a program of light romantic airs. Musical accompaniment is conducted by Harry Simeone

METROPOLITAN PARADE
9:00-9:30 a.m.
EACH MONDAY AND FRIDAY

This early morning variety show includes the songs of Margaret McCrae, Bob Gibson, the Eton Boys, and pianist-whistler Bob Byror

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

This musical series featuring songs, past and present, of the Big City. Jeannine Macy, Jack Shannon and other Columbia artists are soloists.

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

From Columbia's station WISN in Milwaukee comes a network favorite, this musical German beer-garden. Its range is all inclusive—robust and sentimental song, concert and popular music.

PROGRAM AND TIME

DESCRIPTION

LIGHT
MUSIC

DALTON BROTHERS,
ETON BOYS, FOUR
STARS AND SONG
STYLISTS

Various hours

These harmony groups are featured on the Columbia network throughout the week. Each has a distinctive vocal style and all are rapidly gaining in popularity with CBS listeners.

DEL CASINO

5:00-5:15 p.m.

EACH TUESDAY

6:00-6:15 p.m.

EACH WEDNESDAY

This rising young singer acts as announcer and master of ceremonies on his stylized programs of modern songs. Last month he was honored as "Ambassador of Song" of the Pan-American Exposition.

PATTI CHAPIN

6:00-6:15 p.m.

EACH THURSDAY

10:45-11:00 p.m.

EACH SATURDAY

Patti Chapin gained her experience and individual style on Columbia's station WPG in Atlantic City. Since then she has continued to increase her following by her interpretations of popular tunes.

HOWARD PHILLIPS

6:00-6:15 p.m.

EACH MONDAY

AND FRIDAY

The rich baritone voice of Howard Phillips is heard in novel versions of current favorites and in renditions from the concert repertoire.

DANCE ORCHESTRAS

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

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners throughout the week in the late evening hours. The orchestras of Glen Gray, Tommy Dorsey, Gus Arnheim, Bunny Berigan, Ted Lewis, Jay Freeman, Jan Garber, George Hamilton, Frank Dailey and Bert Block are among those presented by CBS.

A D D E N D A : J U N E P R O G R A M S

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

JUNE 11: Senora K. de Carreras presented "The Women's Viewpoint of the Spanish War Front," 4:00-4:15 p.m. Marvin K. Hart prophesied "The Coming Slavery," 10:45-11:00 p.m.

JUNE 15: General Hugh S. Johnson analyzed "The Black-Connery Labor Relations Bill," 1:30-1:45 p.m.

JUNE 16: A. A. Berle, Jr., Evans Clark and Merrill Denison participated in a symposium on "How Profitable Is Big Business?" 10:45-11:00 p.m.

JUNE 17: Robert W. Horton, Washington correspondent, reported on the Senate Finance Committee Hearing. 4:15-4:30 p.m.

JUNE 18: Henry H. Dinsmore described "Ten Days That Shook the Traveler," 10:45-11:00 p.m. Guy C. Helvering

and Vincent M. Miles outlined "Your Opportunity for Security," 11:15-11:30 p.m.

JUNE 19: A memorial tribute to the late Sir James M. Barrie was paid by William C. Lengel, 4:15-4:30 p.m.

JUNE 20: Governor Blanton Winship discussed "Puerto Rican Affairs," 1:30-1:45 p.m. Edgard Mowrer described "The Situation in Europe Today," 1:45-2:00. Fumitaka Konoye was interviewed by Bob Trout of the CBS staff, 2:15-2:30 p.m. From Columbia's station KNX in Los Angeles, a special interview with the three Soviet fliers was conducted by General George Marshal and Ambassador A. A. Troyanovski, 10:45-11:15 p.m.

JUNE 21: The Shrine Chanters Chorus presented a choral program from the

Shriners' Convention, 11:15-11:30 a.m. Dr. Shirley W. Wynne advocated "A Camping Experience for Every Child," 4:15-4:30 p.m. A. Copeland Calles, president of Kiwanis, discussed "Kiwanis Today," 6:15-6:30 p.m.

JUNE 23: From the annual convention of librarians in New York, Milton J. Ferguson spoke on "Modern Trends in the North American Library," 5:15-5:30 p.m. John Elmer, newly-elected president of the National Association of Broadcasters, delivered an address, 10:45-11:00 p.m.

JUNE 25: The American Bar Association held a debate on the subject, "Shall We Change the Supreme Court?", 6:00-6:15 p.m. Lamar Hardy described the evils of "The Narcotic Racket," 10:45-11:00 p.m.

JUNE 26: Dowager Queen Mary, in a rare radio appearance, was heard with the Archbishop of Canterbury in the cornerstone ceremonies at the Church House, Westminster Abbey, 9:55-10:30 a.m. Arvid Samuelson's A Cappella Singers presented a special musical program, 2:15-2:30 p.m.

JUNE 27: A round-table discussion was held by the Fair Play League on "The Voice of Tolerance," 1:30-2:00 p.m. A salute to WRVA, the Richmond, Virginia, station which has just joined the Columbia network, was rendered by the cast of the musical comedy success, "Babes in Arms," 8:00-8:30 p.m.

JUNE 28: Dr. Stephen S. Wise spoke at the celebration of the fortieth anniversary of the Zionist Movement, 6:15-6:30 p.m. Premier Van Zeeland of Belgium, newly arrived in America, addressed the nation over CBS, 6:45-7:00 p.m. Burns Mantle, veteran dramatic critic, discussed "Broadcasting the Dramas of William Shakespeare," 7:15-7:30 p.m.

JUNE 29: Mary R. Beard, historian and economist, spoke from the N.E.A. convention at Detroit on "Society's Interest in Human Values," 6:45-7:00 p.m.

JUNE 30: Stuart Chase, author and economist, spoke on current problems from the N.E.A. convention, 6:15-6:30 p.m. Merrill Denison interviewed Helen Hall and Dr. J. F. Dewhurst on "Old Age Security," 10:45-11:00 p.m.

ACE
AUNT JENNIE'S REAL LIFE
SPORTS RESUME—PAUL DOUGLAS • STORY OF THE
SISTER • CASANDRA • ACADEMY OF MEDICINE • AL PEARCE AND
WERS HOLLYWOOD • CURRENT QUESTIONS BEFORE CONGRESS • GOOD AFTERNOON
D ALICE FAYE • HOLLYWOOD OBSERVER WITH DEL CASINO AND RAY BLOCK'S ORCHESTRA • L
CITA • JACK BERCH AND MARK WARNOW'S ORCHESTRA • E
CABINET OF THE UNITED STATES • E
DIO GAZETTE • GA
MARGE • CHURCH
UR GAL SUNDAY •
HE HEIDT AND HIS
YOUR UNSEEN FRIEND
SCATTERGOOD
NEAL O'HARA'S RADIO
LLOYD PANTAGES COVERS HOLLYWOOD
OBSERVER, WITH DEL CASINO AND RAY BLOCK'S
KEMP AND ALICE FAYE • EY
SUNDAY

