

CBS SPONSORED
AND SUSTAINING PROGRAMS
AUGUST 1937

NATIONAL BROADCASTING COMPANY, INC.
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CBS SPONSORED

AND SUSTAINING PROGRAMS

AUGUST 1937

published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE • NEW YORK CITY, N. Y.

COLUMBIA NETWORK ADVERTISERS

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**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

AMERICAN HOME PRODUCTS CO.

Edna Wallace Hopper Cosmeti

Anacin

Fly-ded

Kolynos Dentifrice

AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes

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. | 190 Weeks |
| Mr Gal Sunday <i>Serial drama</i> | Mon., Tues., Wed. 12:45-1:00 p.m. | | 18 Weeks |
| Mr Gal Sunday <i>Serial drama</i> | Thurs. and Fri. 12:45-1:00 p.m. | | 164 Weeks |
| Ed Hammerstein Music Hall with Ed Hammerstein as MC, Lucy Laughlin, Jerry Mann <i>Variety and guest stars</i> | Friday 8:00-8:30 p.m. | | 312 Weeks |
| "Our Hit Parade", with Peter Van Steeden's Orchestra <i>Popular music and vocalists</i> | Saturday 10:00-10:45 p.m. | Lord and Thomas | 65 Weeks |
| Lucky Strike Presents Lewin 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. | | |
| Tom Hayes <i>News broadcast</i> | †Sun. thru Fri. 10:00-10:15 p.m. PST | Charles R. Stuart | 8 Weeks |
| Our Unseen Friend <i>Dramatizations</i> | Tuesday 10:00-10:30 p.m. | Albert Frank-Guenther Law, Inc. | 43 Weeks |
| Neal O'Hara's Radio Gazette <i>News broadcast</i> | ††Mon., Wed., Fri. 7:30-7:45 p.m. | Batten, Barton, Durstine & Osborn, Inc. | 5 Weeks |

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**CBS
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PROGRAMS**

CLIENT

PRODUCT

CAMPBELL SOUP COMPANY

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

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 Cakes

| PROGRAM | TIME | AGENCY | ON CBS* |
|---|---|------------------------------------|------------------|
| <p>Hollywood Hotel with Perry Cooper, Frances Langford, Anne Jamison, Igor Gorin and Raymond Paige and his Orchestra <i>Comedy, music and guest stars</i></p> | <p>Friday 9:00-10:00 p.m.</p> | <p>F. Wallis Armstrong Company</p> | <p>143 Weeks</p> |
| <p>Ken Murray, with "Oswald", Bonnie Bennett, Marlyn Stuart, and Lud Gluskin's Orchestra <i>Comedy and popular music</i></p> | <p>Wednesday 8:30-9:00 p.m. Rebr. 11:30- 12:00 Mid.</p> | | |
| <p>Major Bowes' Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i></p> | <p>Thursday 9:00-10:00 p.m.</p> | <p>Ruthrauff & Ryan, Inc.</p> | <p>73 Weeks</p> |
| <p>Lang Busters with Phillips Lord <i>Police-file dramatizations</i></p> | <p>Wednesday 10:00-10:30 p.m.</p> | <p>Benton & Bowles, Inc.</p> | <p>81 Weeks</p> |
| <p>Salomive Beauty Box Theatre, with Jessica Dragonette and Charles Kullman <i>Operetta and light music</i></p> | <p>Wednesday 9:30-10:00 p.m.</p> | | <p>81 Weeks</p> |
| <p>Myrt and Marge <i>Serial drama</i></p> | <p>Mon. thru Fri. 10:15-10:30 a.m. Rebr. 4:00- 4:15 p.m.</p> | | <p>74 Weeks</p> |
| <p>Your True Adventures, with Lloyd Gibbons <i>Dramatizations</i></p> | <p>Thursday 10:00-10:30 p.m.</p> | | <p>30 Weeks</p> |
| <p>Pretty Kitty Kelly <i>Serial drama</i></p> | <p>Mon. thru Fri. 10:00-10:15 a.m. Rebr. 4:15- 4:30 p.m.</p> | <p>Benton & Bowles, Inc.</p> | <p>125 Weeks</p> |

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**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

THE CUDAHY PACKING COMPANY

Old Dutch Cleanser

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

Institutional Advertising

DURKEE'S FAMOUS FOODS, INC.

Food Products

FELS & COMPANY

Fels Naptha Soap

FORD MOTOR COMPANY

Ford and Lincoln Motor Car
and Lincoln Zephyr

GENERAL BAKING COMPANY

Bond Bread

GENERAL MILLS, INC.

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

| PROGRAM | TIME | AGENCY | ON CBS* |
|--|---|--|------------------|
| <p>achelor's Children <i>Serial drama</i></p> | <p>Mon. thru Fri. 9:45-10:00 a.m.</p> | <p>Roche, Williams & Cunnyn- ham, Inc.</p> | <p>135 Weeks</p> |
| <p>avalcade of America, on Voorhees' Orchestra <i>Musical</i></p> | <p>Wednesday 8:00-8:30 p.m.</p> | <p>Batten, Barton, Durstine & Osborn, Inc.</p> | <p>107 Weeks</p> |
| <p>ood Afternoon Neighbor, with om Breneman and orchestra. <i>Serial drama and music</i></p> | <p>†Tues. and Fri. 2:45-3:00 p.m. PST</p> | <p>Botsford, Constantine & Gardner</p> | <p>46 Weeks</p> |
| <p>ack Berch and His Boys <i>Vocalist with orchestra</i></p> | <p>Mon., Wed., Fri. 9:30-9:45 a.m.</p> | <p>Young & Rubicam, Inc.</p> | <p>115 Weeks</p> |
| <p>niversal Rhythm, with Rex andler's Orchestra and Chorus, ichard Bonelli, Alec Templeton, arolyn Urbanek, and Frank runit, MC <i>Musical</i></p> | <p>Sunday 9:00-10:00 p.m.</p> | <p>N. W. Ayer & Son, Inc.</p> | <p>182 Weeks</p> |
| <p>al Pearce and His Gang in atch the Fun Go By <i>Comedy and variety</i></p> | <p>Tuesday 9:00-9:30 p.m. Rebr. 12-12:30 a.m.</p> | | |
| <p>ond Bakers Present uy Lombardo and His Orchestra <i>Popular music</i></p> | <p>Sunday 5:30-6:00 p.m.</p> | <p>Batten, Barton, Durstine & Osborn, Inc.</p> | <p>342 Weeks</p> |
| <p>Gold Medal Feature Hour <i>Serial dramas, Hollywood news, Hymns of All Churches</i></p> | <p>Mon. thru Fri. 1:00-2:00 p.m.</p> | <p>Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.</p> | <p>334 Weeks</p> |

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**CBS
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PROGRAMS**

CLIENT

PRODUCT

GILLETTE SAFETY RAZOR CO.

Gillette, Probak and Valet Auto
Strop Safety Razors and Blades

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, Lemoi
Cream, Honey Rose Cream, a
Keen Tan

LADY ESTHER COMPANY

Cosmetics

| PROGRAM | TIME | AGENCY | ON CBS* |
|---|---|--|-----------|
| Milton Berle, Wendell Hall, Andy Annella 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. | 47 Weeks |
| 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 | 37 Weeks |
| Summer Stars, with Harry Von Zell, Master of Ceremonies; Oscar Bradley's Orchestra and best artists <i>Variety show</i> | Sunday 7:30-8:00 p.m. | Young & Rubicam, Inc. | 181 Weeks |
| Heinz Magazine of the Air, with A. Rolfe's Orchestra and Red 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. | 73 Weeks |
| Dick and Loretta <i>Songs and Patter</i> | Mon. thru Fri. 2:15-2:30 p.m. | N. W. Ayer & Son, Inc. | 12 Weeks |
| Minute Mysteries <i>Dramatizations</i> | Tuesday 11:15-11:30 p.m. | McCord Co., Inc. | 9 Weeks |
| Royd Pantages Covers Hollywood <i>Hollywood Comment and Gossip</i> | †Thursday 7:15-7:30 p.m. PST | Milton Weinberg Advertising Company | 9 Weeks |
| Rayne King's Orchestra <i>Popular music</i> | Monday 10:00-10:30 p.m. | Stack-Goble Advertising Agency | 199 Weeks |

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**CBS
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PROGRAMS**

CLIENT

PRODUCT

LEVER BROTHERS COMPANY

Rinso

Spry

LIGGETT & MYERS TOBACCO CO.

Chesterfields

Chesterfields & Granger Tobacco

LOS ANGELES SOAP COMPANY

White King Soap

NASH-KELVINATOR CORPORATION

Kelvinator Refrigerators

NOXZEMA CHEMICAL COMPANY

Noxzema Medicated and
Shaving Creams

| PROGRAM | TIME | AGENCY | ON CBS |
|--|--|-------------------------------|-----------|
| Big Sister <i>Serial drama</i> | Mon. thru Fri. 11:30-11:45 a.m. Rebr. 2-2:15 p.m. | Ruthrauff & Ryan, Inc. | 46 Weeks |
| Aunt Jennie's Real Life Stories <i>Dramatic</i> | Mon. thru Fri. 11:45 a.m.- 12 noon Rebr. 2:15- 2:30 p.m. | | 28 Weeks |
| Andre Kostelanetz and Frank Parker <i>Orchestral and vocal music</i> | Wednesday 9:00-9:30 p.m. | Newell-Emmett Co., Inc. | 236 Weeks |
| Hal Kemp and Alice Faye <i>Popular music</i> | Friday 8:30-9:00 p.m. Rebr. 11:30-12 p.m. | | |
| Sports Résumé—Paul Douglas <i>Baseball Scores</i> | Mon. thru Sat. 6:35-6:45 p.m. | | 15 Weeks |
| Gus Edwards' School Days <i>Comedy and Music</i> | †Monday 8:30-9:15 p.m. PST | Barnes-Chase Company | 2 Weeks |
| Professor Quiz <i>Questions and answers</i> | Saturday 9:00-9:30 p.m. Rebr. 12:00- 12:30 a.m. | Geyer, Cornell & Newell, Inc. | 21 Weeks |
| Hollywood Observer, with Del Casino and Ray Block's Orchestra <i>Comment and music</i> | Mon. and Fri. 7:30-7:45 p.m. | Ruthrauff & Ryan, Inc. | 11 Weeks |

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**CBS
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PROGRAMS**

CLIENT

PRODUCT

PET MILK SALES CORP.

Irradiated Pet Milk

PHILCO RADIO & TELEVISION CORP.

Philco Radios

PHILIP MORRIS & CO., LTD., INC.

Philip Morris Cigarettes

PHILLIPS PETROLEUM COMPANY

Phillips 66, Ethyl, etc.

PONTIAC MOTOR COMPANY

Pontiac Cars

R. J. REYNOLDS TOBACCO COMPANY

Camels and Prince Albert Tobacco

STERLING PRODUCTS, INC.

Bayer Aspirin

| PROGRAM | TIME | AGENCY | ON CBS |
|--|--|---------------------------------|-----------|
| The Pet Milky Way with Mary Lee Taylor, home economist <i>Household advice</i> | Tues. and Thurs. 11:00-11:15 a.m. Rebr. 3-3:15 p.m. | Gardner Advertising Company | 199 Weeks |
| Boake 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. | 315 Weeks |
| Johnnie Presents Russ Morgan's Orchestra, Charles Martin's Circumstantial Evidence Thrill, Phil Ducey 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. | 25 Weeks |
| Phillips Poly Follies with Al Roth's Orchestra <i>Variety</i> | Tuesday 10:30-11:00 p.m. | Lambert & Feasley, Inc. | 62 Weeks |
| News Through a Woman's Eyes—Kathryn 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. | 90 Weeks |
| Swing School, with Benny Goodman's Orchestra <i>Swing music and guest stars</i> | Tuesday 9:30-10:00 p.m. | William C. Esty & Company, Inc. | 213 Weeks |
| 'Second Husband' starring Helen Menken <i>Serial drama</i> | Tuesday 7:30-8:00 p.m. | Blackett-Sample-Hummert, Inc. | 1 Week |

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**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

STEWART-WARNER CORPORATION

Radios, Alemite, Refrigerators

SYLMAR PACKING CORP.

Canned Olives, Fig Jam, Pimen
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* |
|--|--|--|-----------|
| 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 | 125 Weeks |
| Casandra | †Tuesday 5:00-5:30 p.m. PST | Pacific Market Builders | 9 Weeks |
| Fletcher Wiley | †Mon. and Thurs. 3:45-4:00 p.m. PST | Lord and Thomas | 8 Weeks |
| Texaco Town, Starring Ella Logan and Igor Gorin, with Pinky Tomlin and Eddie Stanley; Jimmy Vallington, MC <i>Comedy and music</i> | Sunday 8:30-9:00 p.m. Rebr. 12:00- 12:30 a.m. | Buchanan and Company, Inc. | 45 Weeks |
| The March of Time <i>News dramatizations</i> | Thursday 10:30-11:00 p.m. | Batten, Barton, Durstine & Osborn, Inc. | 127 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. | 113 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. | 270 Weeks |
| Scattergood 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 August are planned within a triple frame of *Interest, Timeliness, and Balance*. This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here must be accepted as tentative. As new programs arise from events on the world-front, dates and times of broadcast, in many cases, are subject to some change. 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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**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**DRAMATIC
SERIES**

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

Brilliant new radio interpretations of Shakespeare's characters are presented by casts of leading stage and screen actors in rôles new to them, yet exactly suited to their dramatic qualities they can bring to radio. Brewster Morgan, Columbia director, produces the Cycle, Victor Bay is musical director, and Conway Tearle acts as narrator.

"THE TAMING
OF THE SHREW"
AUGUST 2

EDWARD G. ROBINSON Petruch
FRIEDA INESCOURT Katherine
CHARLES BROWN Christopher S
Adaptation by GILBERT SELDES

"KING LEAR"
AUGUST 9

THOMAS MITCHELL King Le
MORRIS ANKRUM Edg
Adaptation by ARCHIBALD MACLEISH

"AS YOU LIKE IT"
AUGUST 16

FRANK MORGAN Jaqu
(and a supporting cast to be announced)

"HENRY IV"
AUGUST 23

WALTER HUSTON King Her
BRIAN AHERNE Prince H
WALTER CONNOLLY Falst
HUMPHREY BOGART Hotsp

"TWELFTH NIGHT"
AUGUST 30

TALLULAH BANKHEAD Vic
HELEN MENKEN Oli
SIR CEDRIC HARDWICKE Malvo
ORSON WELLES Duke Orsi
ESTELLE WINWOOD Ma

PROGRAM AND TIME**DESCRIPTION****DRAMATIC
SERIES**

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

Unusual radio dramas, employing the latest broadcasting techniques, are presented in experiments to widen the scope of the art. The series is under the direction of Irving Reis. During August the Workshop presents five experimental plays.

**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 of these dramatizations of the legends of our States.

AUGUST 2: New Hampshire.

AUGUST 9: Pennsylvania.

AUGUST 16: Nebraska.

AUGUST 23: West Virginia.

AUGUST 30: Vermont.

**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.

AUGUST 1: Hezekiah and Sennacherib.

AUGUST 8: The Shunnamite Women.

AUGUST 15: Destruction of Jericho.

AUGUST 22: Jephthah.

AUGUST 29: Sodom and Gomorrah.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**SERIOUS
MUSIC**

EVERYBODY'S MUSIC

3:00-4:00 p.m.

EACH SUNDAY

Howard Barlow and the Columbia Symphony Orchestra perform fine music for the layman. Henry M. Neely, radio's "Old Stager," acts as commentator. World premiere of the six American works written especially for radio through the *Columbia Composers Commission* take place on this series.

AUGUST 1: An hour of music from Mousorsky's "Boris Godounoff" sung in English by a cast headed by Sido Belarsky as Boris, Raoul Nadeau as Varlaam and Charles Haywood as the Simpleton.

AUGUST 8: Haydn's "Clock" Symphony and the premiere performance of the "Time Suite for Radio" by Roy Harris, fourth *Columbia Composers Commission* work. The "Time Suite" has six movements, dedicated to Broadway, Religion, Youth, Communication and Transportation, Philosophy.

AUGUST 15: Paul Lemay is guest conductor of a Mendelssohn program, with the "Fingal's Cave" Overture and the "Scotch Symphony."

AUGUST 22: Dr. Hans Kindler, head of the National Symphony Orchestra, is guest conductor.

AUGUST 29: Howard Barlow returns to direct Mozart's Overture to "The Abduction from the Seraglio," Sibelius Symphony No. 4 and the "Emperor waltz" by Strauss.

PROGRAM AND TIME

DESCRIPTION

SERIOUS
MUSICLEWISOHN STADIUM
CONCERTS
PHILHARMONIC-
SYMPHONY ORCHESTRA

10:00-11:00 p.m.

SUNDAYS, THROUGH
AUGUST 15

The most famous of America's *al fresco* concerts, featuring the Philharmonic-Symphony Orchestra, is an exclusive CBS presentation from the Lewisohn Stadium at the College of the City of New York.

AUGUST 1: George King Raudenbusch conducts a program of music inspired by the plays of Shakespeare: the Overture to Nicolai's "Merry Wives of Windsor" and the Mendelssohn incidental music for "A Midsummer Night's Dream."

AUGUST 8: Willem van Hoogstraten, whose appearances at the Stadium are a seasonal tradition, directs the Overture to Weber's "Oberon," Abert's orchestration of a Prelude and Fugue from Bach's "Well Tempered Clavichord," and Beethoven's Fifth Symphony.

AUGUST 15: Mr. Van Hoogstraten concludes the Stadium's radio season with the Overture to Mozart's "Marriage of Figaro" and Schubert's Fifth Symphony.

JACQUES JOLAS

7:30-8:00 p.m.

EACH SUNDAY

This young American pianist continues his series on "The Bases of Piano Literature" as a presentation of the *Columbia Concert Hall*.

AUGUST 7: Brahms, Schumann and Liszt selections.

AUGUST 14: An all Chopin program.

AUGUST 21: An all Debussy program.

AUGUST 28: An all Ravel program.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**SERIOUS
MUSIC**
(Continued)

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

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

AUGUST 3: Lillian Knowles, contralto and Lansing Hatfield, baritone.

AUGUST 10: Eva Gauthier, chanteuse.

AUGUST 17: Maude Runyon, contralto and Frederic Baer, baritone.

AUGUST 24: Mme. Gauthier.

AUGUST 31: Rose Dirman, soprano and Conrad Mayo, baritone.

**BEREZOWSKI
AND BAY**
3:45-4:15 p.m.
EACH WEDNESDAY

The brilliant young composer-violinist Nicolai Berezowski, and the distinguished pianist, Emanuel Bay, will present the annual series of sonata recitals together at a *Columbia Concert Hall* sequence.

AUGUST 4: Schumann and Schubert.

AUGUST 11: Richard Strauss.

AUGUST 18: Brahms and Schubert.

AUGUST 25: Faure.

**KREINER
STRING 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 Arthur Schulman, 'cello.

PROGRAM AND TIME

DESCRIPTION

SERIOUS
MUSIC

GUEST CONDUCTORS
8:00-9:00 p.m.
EACH THURSDAY

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

AUGUST 5: *Frederick Charles Adler Takes the Baton.* The conductor, who is founder of the Saratoga Festival, will play two world premieres of music commissioned for this year's festival: Harriet Payne's "Fantasy for Strings" and Gardner Read's Suite for String Orchestra, Opus 33a. Other works by Grieg, Orlando Gibbons and Mozart complete the program.

AUGUST 12: *Philip James Takes the Baton.* Mr. James, who is on the music faculty of New York University, will conduct the Overture to "The Bat" by Strauss; Jarnefeldt's Berceuse; Haydn's Symphony No. 95 in C Minor; the "Dance Before the Ark" from Honegger's "King David" and Smetna's "The Moldau."

AUGUST 19: *Dr. Hans Kindler Takes the Baton.* The conductor of the National Symphony Orchestra directs the Overture to Mozart's "Magic Flute," Schubert's Unfinished Symphony, a suite from "Le Roi S'Amuse" by Delibes and the Rimsky-Korsakoff "Capriccio Espagnole."

AUGUST 26: *Fritz Mabler Takes the Baton.* A romantic program, details of which will be announced later.

PROGRAM AND TIME

DESCRIPTION

**SERIOUS
MUSIC**

(Continued)

HAYDN SYMPHONIES

10:00-10:30 p.m.

EACH FRIDAY

Music by this great master of the 18th century will be presented each week, with the atmosphere of the period, by Paul Lemay starting August 13. The master's dignity and humor will be demonstrated in such works as the "Surprise," "Drum Roll," "Farewell," "Toy" and "Horn Signal Symphonies.

**THE COMPINSKY TRIO
"OLD VS. NEW"**

11:30 a.m.-Noon

EACH SATURDAY

Manuel Compinsky, violinist; Alec Compinsky, 'cellist; and Sara Compinsky, pianist alternate classic music with modern music for trio. On August 7 they will present music by Willy Stahl, on August 14 by Brahms, on August 21 by Alexander Tansman and on August 28 by Beethoven.

**COLUMBIA UNIVERSITY
CHOIR**

4:30-5:15 p.m.

WEDNESDAY, AUGUST 11

This Summer Session choir of 32 professional musicians from all over the United States will sing Purcell's Jubilate and Te Deum in D Major. The program will be heard from St. Paul's Chapel at the University.

YOUNG PRODIGIES

5:00-5:15 p.m.

FRIDAY, AUGUST 13

Three child pianists will be presented from three cities in serious compositions: Lauri Topalian, aged 4, from WEEI in Boston; Mickey Epstein, aged 4, from WCAU in Philadelphia; and Preble Donohoe, aged 4, from WJSV in Washington.

PROGRAM AND TIME

DESCRIPTION

SERIOUS
MUSIC

GRANT PARK
CONCERTS
8:30-9:00 p.m.
TUESDAYS, THROUGH
AUGUST 24

These outdoor concerts, attended by some of America's greatest music audiences, are sponsored by the Chicago Park Board and Chicago Federation of Musicians. The Chicago Women's Symphony will play on August 3 and 10, Peter Cavallo and his Symphonic Band are scheduled for August 17, and on August 24 Roy Shields will conduct a symphony orchestra.

POP CONCERTS
3:30-4:00 p.m.
EACH MONDAY

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

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

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.

CLYDE BARRIE
5:00-5:15 p.m.
EACH MONDAY
5:15-5:30 p.m.
EACH THURSDAY
3:45-4:00 p.m.
EACH SATURDAY

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

U. S. ARMY BAND
4:30-5:00 p.m.
EACH THURSDAY

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

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**PUBLIC
AFFAIRS**

**DEDICATION
OF MONTFAUCON
MONUMENT**

10:00-11:00 a.m.
SUNDAY, AUGUST 1

The Presidents of the United States and France speak on the dedication of the monument to fallen American soldiers at Montfaucon, France. President Roosevelt talks from Washington, President Le Brun of France, General Pershing, Marshal Petain and Ambassador Bullitt talk from Montfaucon.

**1937 WILLIAMSTOWN
INSTITUTE OF
HUMAN RELATIONS**

4:30-5:00 p.m.
AUGUST 30 AND 31

From the daily symposium of the Institute of Human Relations at Williams College there will be two broadcasts this month on the topic, "Unifying Influences in a Democracy." Arthur Krock, Sir Wilmot Lewis Frank Kent, Henry Haskell and Herbert Agar are among those who will participate in the discussions.

**NATIONAL RESEARCH
COUNCIL**

5:30-5:45 p.m.
AUGUST 5, 12 AND 19

Members of the National Research Council will discuss "New European Industrial Frontiers" and their effects on American industry, in three talks. The first will be given by Maurice Holland, director of the Council's division of engineering and industrial research.

PROGRAM AND TIME

DESCRIPTION

PUBLIC
AFFAIRS

NATIONAL
ASSOCIATION
OF COST
ACCOUNTANTS

4:15-4:30 p.m.

AUGUST 4, 11, 18 and 25

The general topic of "The Effect on Your Pocketbook of New and Proposed Legislation" will be considered in two broadcasts by members of the National Association of Cost Accountants. The Robinson-Patman act, the Security Exchange Commission laws, the Wages and Hours Bill and Social Security Act will be discussed in particular.

THE CABINET OF THE
UNITED STATES

10:30-11:00 p.m.

EACH FRIDAY

The Attorney General and Secretaries of Commerce and Labor having been heard during July in discussions of the plans and progress of their governmental departments, the following Cabinet members will speak this month:

AUGUST 6: Harry H. Woodring, Secretary of War.

AUGUST 13: Henry A. Wallace, Secretary of Agriculture.

AUGUST 20: Harold L. Ickes, Secretary of the Interior.

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 of the issues discussed.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**PUBLIC
AFFAIRS**
(Continued)

H. V. KALTENBORN
1:30-1:45 p.m.
AUGUST 15

Recent winner of The Headliners Club award for his radio reports from the Spanish war front, H. V. Kaltenborn, veteran CBS commentator, will speak from Paris on "What I Saw in Spain."

THE FAR EAST
1:30-1:45 p.m.
SUNDAY, AUGUST 1

Burton Crane, well-known correspondent and former editorial associate of the *Japanese Advertiser*, American newspaper Tokyo, tells "What's Behind the Chinese Japanese War."

MERWIN K. HART
6:15-6:30 p.m.
MONDAY, AUGUST 9

Merwin K. Hart, president of the New York State Economic Council, delivers a talk entitled "We Can Stop the Coming Slavery."

ELMER DAVIS
7:30-7:45 p.m.
EACH THURSDAY

Interpretative news comments on current events by a well-known correspondent, with particular insight into the leading personalities involved.

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.

PROGRAM AND TIME

DESCRIPTION

SPECIAL
EVENTSAMERICA'S CUP
RACES

Various hours

AUGUST 2 THRU 7

Continuing its broadcasts of the America's Cup races between the "Ranger" and "Endeavour II" which began off Newport on July 31, CBS has scheduled 27 broadcasts during the week of August 2. There will be an average of five fifteen-minute periods daily each afternoon, during which Ted Husing, assisted by yachting authorities John Scott Hughes, Sherman Hoyt and others, will give eye-witness accounts of the races. One of the commentators will board the official committee boat, an exclusive CBS privilege, and others will view the races from the Coast Guard Cutter "Tahoe."

BANK HOLIDAY AT
BRIGHTON, ENGLAND

12:00-12:15 p.m.

MONDAY, AUGUST 2

Edward Murrow of the Department of Public Events' London Bureau will describe the colorful scene at Brighton, England's Coney Island, during the Bank Holiday. The custom of closing down on a Monday in August was established by English banks to give employees a week-end vacation. Murrow plans to mingle with the holiday crowds and interview typical characters on the scene.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**SPECIAL
EVENTS**
(Continued)

**WIGHTMAN CUP
MATCHES**

Various hours
AUGUST 20 AND 21

The Wightman Cup women's tennis matches held every other year in England and America alternately will be held this month at Forest Hills, where Ted Husing will give a play-by-play account of the games.

**NATIONAL DOUBLES
TENNIS CHAMPIONSHIP**

Various hours
AUGUST 23 TO 28

Francis T. Hunter, former international tennis star, will describe the National Doubles Tennis Championship matches from the Longwood Cricket and Tennis Club, Cambridge in exclusive CBS broadcasts.

**NATIONAL AMATEUR
GOLF CHAMPIONSHIP**

Various hours
AUGUST 23 AND 28

The United States Amateur Golf Championship matches at Portland, Oregon will be described by Ted Husing in exclusive CBS broadcasts. Paul White, director of the Department of Public Events, will be on hand to supervise the broadcasting.

**MIDDLE TEMPLE
HALL**

1:30-1:45 p.m.
SUNDAY, AUGUST 29

Dr. G. B. Harrison, Shakespearian scholar, will describe historic Middle Temple Hall, where "Twelfth Night" was performed in 1601, in a special broadcast from London. The next evening the *Columbia Shakespearean Cycle* will present its own version of "Twelfth Night" (see page 19).

PROGRAM AND TIME

DESCRIPTION

EDUCATIONAL
PROGRAMSOUR 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.

AUGUST 1: Colombia and Ecuador.

AUGUST 8: Peru.

AUGUST 15: *Central America*—Panama, Salvador, Nicaragua.

AUGUST 22: *Island Republics*—Cuba, Haiti, Dominican Republic.

AUGUST 29: Venezuela.

DRAMAS OF
THE SKIES

5:45-6:00 p.m.
EACH TUESDAY

This new series is sponsored by the American Museum of Natural History. Dorothy Bennett, assistant curator at the Hayden Planetarium, will be assisted by the Junior Astronomy Club in presenting dramatic accounts of the planetary systems.

AUGUST 3: Broadcast from Mercury and Venus.

AUGUST 10: Broadcast from the Moon.

AUGUST 17: Broadcast from Mars.

AUGUST 24: Broadcast from Jupiter, Saturn, and Outer Planets.

AUGUST 31: A Journey Through Space.

STORY OF INDUSTRY

3:30-3:45 p.m.
SATURDAYS, THRU
AUGUST 14

The Department of Commerce concludes this series of talks by Henry R. Daniel with "Man's Fight Against Insects" on August 7 and "The Musical Instrument Industry" on August 14.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**EDUCATIONAL
PROGRAMS**

(Continued)

**NEW YORK ACADEMY
OF MEDICINE**

4:45-5:00 p.m.
EACH WEDNESDAY

Medical talks for the layman are schedule for this series with the cooperation of the New York Academy of Medicine. The month's guests and subjects:

AUGUST 4: Dr. Arthur F. Kraetzer, Medical Director of Knickerbocker Hospital: "Facts and Fallacies about Food."

AUGUST 11: Dr. Wallace Morrison, Clinical Professor of Rhinology, Polyclinic Hospital: "The Eye and Ear of the Growing Child."

AUGUST 18: Dr. Paul E. Bechet, Associate Professor of Dermatology and Syphilology, New York Post Graduate Medical School and Hospital: "Psoriasis."

AUGUST 25: Dr. William Goldring, Assistant Professor of Medicine, New York University Medical College: "High Blood Pressure and Hardening of the Arteries."

SCIENCE SERVICE

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

The Science Service Association of Washington, D. C., presents during August:

AUGUST 3: Dr. R. Hanson Weightman of the United States Weather Bureau: "Winds, from Trades to Tempests."

AUGUST 10: Dr. James Forbes, Fordham University: "Those Ants."

AUGUST 17: Dr. F. R. Moulton, University of Chicago: "Wonders of the Heavens"

AUGUST 24: Dr. Mandell Sherman, University of Chicago: "Adopted Children"

PROGRAM AND TIME

DESCRIPTION

PERSONALITIES

MAJOR BOWES'
CAPITOL FAMILY
11:30 a.m.-12:30 p.m.
EACH SUNDAY

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

POET'S GOLD—
DAVID ROSS
1:45-2:00 p.m.
EACH SUNDAY

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

DR. HARRY HAGEN
4:00-5:00 p.m.
EACH SUNDAY

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

HOBART BOSWORTH,
DEAN OF HOLLYWOOD
6:15-6:30 p.m.
EACH FRIDAY

Reminiscences of the early, pre-Hollywood movie days and stories of the theatre of the Edwin Booth era are narrated by an old-timer in a program which originates on the West Coast.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

PERSONALITIES

(Continued)

TED MALONE

2:45-3:00 p.m.

MONDAY THRU FRIDAY

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

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 THRU FRIDAY

10:15-10:30 a.m.

EACH SATURDAY

Soloist of "Songs of Comfort and Cheer" Richard Maxwell presents five programs of hymns and inspirational songs each week. He was first heard on Columbia in 1924.

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.

PROGRAM AND TIME

DESCRIPTION

RELIGIOUS
BROADCASTS

CHURCH OF THE AIR

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The "Church of the Air" is conducted each Sunday morning and Sunday afternoon. Following are the speakers during August.

AUGUST 1: *Morning*—Reverend Albert C. Thomas, First Baptist Church, Fall River, Mass. *Afternoon*—Dr. Eugene Hilton, president of the Oakland Stake of the Mormon Church, Oakland, Cal.

AUGUST 8: *Morning*—Reverend Norman A. Menter, Salem Lutheran Church, Detroit. *Afternoon*—Reverend R. J. Wedderspoon, Pollokshields East Church, Glasgow, Scotland. (Rev. Wedderspoon speaks from New York.)

AUGUST 15: *Morning*—Reverend Marvin Sansbury, The Community Church, Kansas City, Mo. *Afternoon*—Right Reverend Monsignor David T. O'Dwyer, Catholic University of America, Washington, D. C.

AUGUST 22: *Morning*—Reverend Jesse Halsey, The Seventh Presbyterian Church, Cincinnati. *Afternoon*—Rabbi Milton Steinberg, Park Avenue Synagogue, New York.

AUGUST 29: *Morning*—Rt. Reverend Henry Wise Hobson, D.D., Bishop of Southern Ohio, Cincinnati. *Afternoon*—Reverend William F. Sheedy, O.S.A., Augustinian Monastery, Villanova, Pa.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**CHILDREN'S
PROGRAMS**

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

Informal weekly visits with fictional characters written by Nila Mack. Concert music, songs, news and guests make up a children's show which appeals to the whole family. Guests for this month include:
AUGUST 1 AND 8: Christopher Coates, curator of New York City's Aquarium.
AUGUST 15: John L. Howard.
AUGUST 22: Rosebud Yellow Robe, Sioux Indian.
AUGUST 29: Mr. Robin, bird imitator.

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:
AUGUST 7: Enchanted Canary.
AUGUST 14: Hop o' My Thumb.
AUGUST 21: Aladdin and His Lamp, Part
AUGUST 28: Aladdin and His Lamp, Part

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

Little-known information about well-known things and an animated orchestra that heckles Miss Stirling are heard on this series of curious facts for curious children. Some of the facts for August are about previous coronations, ancient methods of flying, and the origins of bells. Appropriate and specially arranged music is provided by the Tune Tumblers.

PROGRAM AND TIME

DESCRIPTION

LIGHT
MUSIC

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

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

AUGUST 3: Howard Phillips, baritone.

AUGUST 10: Johnny Russell, baritone.

AUGUST 17: Del Casino, tenor.

AUGUST 24: The Symphonettes, girl trio.

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

Outstanding personalities, promising young players and new talent attempting to win the recognition of the motion picture capital are presented on this new series from Los Angeles. There are also five-minute vignettes of various West Coast CBS network shows previously unheard in the East. Lud Gluskin, CBS West Coast Musical Director, is conductor of the series.

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

With Leith Stevens and Paul Douglas in their accustomed places as Swing Session band director and swing commentator, these Saturday night gatherings will entertain as soloists during August: Bunny Berigan, trumpeter; Caspar Reardon, harpist; the Raymond Scott Quintette and Leslie Lieber, hot fifer.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**LIGHT
MUSIC**
(Continued)

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 other 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: Jack Shannon and guest artist.

SATURDAY: Betty Grable and John Payne

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

This early morning variety show includes the songs of Margaret McCrae, Bob Gibson, the Eton Boys, and the novelties of pianist whistler Bob Byron.

"DEAR COLUMBIA"
9:00-9:25 a.m.
EACH TUESDAY

Audience mail requests for songs and selections old and new are gratified on this program by an orchestra under Ray Block's direction and by guest vocalists.

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

Art Gentry, singing master-of-ceremonies Charles Cartwright Cantor, comedienne Margaret McCrae, soloist, and the Four Stars comprise this variety show.

MUSIC IN THE AIR
9:00-9:30 a.m.
EACH THURSDAY

The smooth melodies of Leith Stevens' Orchestra, the voices of Helen Boardman and Howard Phillips, and the violin of Bud Sheppard start the day musically.

LIGHT
MUSIC

PROGRAM AND TIME

DESCRIPTION

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

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

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

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

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

From WISN, Columbia's station in Milwaukee, comes this musical German beer-garden of robust and sentimental songs, concert and popular 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 continue to be network favorites of CBS listeners.

DANCE ORCHESTRAS
11:00 p.m.-1:00 a.m.
MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners throughout the week in the late evening hours. The orchestras of Ozzie Nelson, Tommy Dorsey, Bunny Berigan, Roger Pryor, Count Basie, Jay Freeman, George Hamilton, Jan Garber, Phil Napoleon, Frankie Masters, Bart Yardley, Frank Dailey, Bert Block and Benny Goodman are heard during August.

A D D E N D A : J U L Y 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 *July* programs which were arranged too late for inclusion in last month's issue of this booklet.

JULY 10: The Headliners Club annual awards for newspaper, newsreel, and radio reporting were heard in a special broadcast. The award for the "Best Domestic Radio Reporting" went to WHAS, Columbia's station at Louisville, for their activities during last Winter's floods, and the award for the "Best Foreign Radio Reporting" went to H. V. Kaltenborn, CBS commentator, for his broadcasts from the Spanish war front, 9:30-10:00 p.m.

JULY 11: Pope Pius XI spoke in French from Castel Gandolfo, Papal summer residence, at the dedication of the new shrine to Ste. Therese, 7:00-7:30 a.m.

JULY 13: Gene Buck, president of the American Society of Composers and Publishers, paid tribute to the late George Gershwin in an address, 7:30-7:45 p.m. Other broadcasts in memory of Gershwin were presented during the month by Howard Barlow and the

Columbia Symphony Orchestra, the Grant Park Concert of the Chicago Philharmonic Orchestra, and the Horace Heidt, Ferde Grofe and other programs.

JULY 14: Assistant Secretary of the Interior Oscar Chapman discussed "Freedom of the Press", 10:45-11:00 p.m.

JULY 15: A tribute to the late Senator Joseph T. Robinson, majority leader of the Senate, was paid by Senator J. Hamilton Lewis of Illinois, who spoke from Columbia's station WJSV at the Capitol, 5:00-5:15 p.m. Dorothy Bennett, of the recent Hayden Planetarium-Grace Peruvian Eclipse expedition, was interviewed by Ruth Pierpont Stephens in a program entitled "Hitch Your Wagon to a Star," 5:45-6:00 p.m.

JULY 16: Celebrations attending the harvesting of a bumper crop were broadcast

from Kansas City's wheat center, 5:00–5:30 p.m.

JULY 17: Dr. Hollington K. Tong, dean of Chinese journalists, spoke from Shanghai on the new Chino-Japanese crisis, 10:45–11:00 p.m. A special broadcast of English provincial life was heard from the village of Little Barfield. "Happy" Andrews, local bard, spoke from the village inn, and Harold Laski described the countryside and its customs, 4:15–4:30 a.m.

JULY 18: "What Next in Geneva?" was the subject of a transatlantic address by David Woodward, international relations expert, from Geneva, 1:30–1:45 p.m. Dr. John R. Fitzpatrick, dean of the Law School of Columbus University, Washington, D. C., spoke under the auspices of the Knights of Columbus on the labor situation, 1:45–2:00 p.m.

JULY 19: Helen Stansbury, director of the Woman's Traffic Division of United Airlines, was interviewed by Bob Trout, 4:15–4:30 p.m.

JULY 20: A dramatization of the life of Marconi was presented in honor of the late inventor, 7:45–8:00 p.m. Ted Hus- ing and Arch McDonald covered the boxing match between Freddie Steele and "Hobo" Williams at Griffith Sta-

dium, Washington, 11:15 p.m.–12:00 midnight.

JULY 21: The funeral ceremonies of Marconi were broadcast from Rome, 2:30–2:45 p.m. Herbert Emmerich, Deputy Governor of the Farm Credit Administration, told "How the Farm Credit Union Helps," 10:45–11:00 p.m.

JULY 22: General Yang Hu-chen, who held Chang Kai-Shek prisoner during the recent political disturbances in China, was interviewed from San Francisco on his arrival in America, 6:00–6:30 p.m. A special broadcast of excerpts from "Gotterdamerung" by Metropolitan Opera singers and the Philharmonic Symphony Orchestra was heard from Lewisohn Stadium, in addition to Columbia's regular Sunday night Stadium Concerts, 8:00–9:00 p.m.

JULY 24: Paul Luther and Frank Ashley covered the Arlington Classic horse race at Chicago, 6:00–6:15 p.m.

JULY 25: Dr. John R. Mott was heard in a transatlantic broadcast from the Protestant Religious Convention at Oxford, England, 1:30–1:45 p.m.

JULY 26: Harlan Eugene Read, commen- tator, returned from a five months'

tour of Europe to speak on "Aspects of the European Crisis," 6:15-6:30 p.m. Unannounced in last month's issue, "Julius Caesar," the third of the eight plays in The Columbia Shakespearian Cycle, was presented with Claude Rains as Cassius, Reginald Denny as Caesar, Morris Ankrum as Marc Anthony, Thomas Mitchell as Brutus, and Walter Abel as Casca, 9:00-10:00 p.m.

JULY 28: Merrill Denison interviewed George M. Harrison and Dr. James W. Angell of the Twentieth Century Fund's committee on national debt and governmental credit, 6:15-6:30 p.m. Dr. Stringfellow Barr, president of St. John's College, Annapolis, discussed his new educational plans for that institution in a talk entitled "Reviving the Ancient Purposes of Education," 10:45-11:00 p.m.

JULY 29: A program of Gregorian chant was presented by a schola of 25 voices directed by Marie Pierik from the Cincinnati Conservatory of Music, 3:30-

4:00 p.m. A portion of the coronation ceremonies of King Farouk of Egypt was broadcast from Cairo, 4:20-4:30 p.m. Senator Prentiss Brown of Michigan (Dem.) discussed his party's legislative plans for the remainder of the Congressional session, 5:00-5:15 p.m. Representative Marvin Jones of Texas, chairman of the Agricultural Committee spoke from the Capitol on his proposed Farm Bill, 10:30-11:45 p.m.

JULY 31: Queen Wilhelmina's address of welcome to the 30,000 Boy Scouts, including 1,000 Americans, attending their fifth annual World Jamboree at Bloemendall-Vogelensang, Holland was heard in this country over CBS, 10:40-11:00 a.m. From the third annual Pennsylvania Folk Festival at Bucknell Stadium, Lewisburg, were heard the fiddle-playing and hog-calling championships and similar competitions, 4:30-5:00 p.m. The Arlington Futurity horse race was broadcast from Chicago by Paul Luther and Frank Ashley, 5:30-5:45 p.m.

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ALLULAH BANKHEAD
HELOR'S CHILDREN •
AMA OF THE SKIES •
EDWARD G ROBINSON •
ALONE • THE PET MILKY WAY • WALTER CONNOLLY
ASANDRA • CURRENT QUESTIONS BEFORE CONGRESS • BOND BAKE
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