

CBS SPONSORED

AND SUSTAINING PROGRAMS

NOVEMBER 1937

NATIONAL BROADCASTING COMPANY, INC
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HORACE HEIDT
ERCE AND HIS GANG IN WATCH THE
SCHOOL OF THE AIR • AL JOLSON SHOW WITH MARTHA
COLUMBIA WORKSHOP • CHESTERFIELD PRESENTS ANDRE KOSTELANETZ' CONCE
POST • FORD SUNDAY EVENING HOUR • GAN
UNIE PRESENTS RUSS MORON'S ORCHESTRA • JEAN HERSHC
• EDWIN C. HILL
ND • YOUR HIT PARAF
THE LUX RADIO THEAT
R • HOLLYWOOD HOT
R BOWES' AMATEUR H
COLA PRESENTS THE 50
ELEN MENKEN IN "SECOND HUSBAND"
ERSTEIN MUSIC HALL • HEINZ MAGAZINE OF THE AIR • HOBBY
AKER WITH OSCAR BRADLEY'S ORCHESTRA • ROMANTIC RHYTHM WITH SEYMOUR SIMON'S ORC
O TOWN STARRING EDDIE CANTOR • JEANNETTE MACDONALD • WE, THE PEOPLE • BUDDY CLARK
SSOR QUIZ • PICK AND PAT • SILVER THEATRE • SATURDAY NIGHT SERENADE WITH MARY EAST
OAKIE'S COLLEGE • KATE SMITH HOUR • LADY ESTHER PRESENTS WAYNE KING'S ORCHESTRA
ES COVERS HOLLYWOOD • NEW YORK PHILHARMONIC-SYMPHONY ORCHE
ENNER WITH ALICE FAYE AND HAL KE
BOWES' AM

CBS SPONSORED
AND SUSTAINING PROGRAMS
NOVEMBER 1937



published monthly for advertising executives by

The COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE • NEW YORK CITY, N. Y

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**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

AMERICAN HOME PRODUCTS CO.

Edna Wallace Hopper Cosmeti

Anacin

Kolynos Toothpaste

Kolynos Toothpaste

AMERICAN TOBACCO COMPANY

Lucky Strike Cigarettes

Roi-Tan Cigars

ATLANTIC REFINING COMPANY

White Flash Gasoline,
Atlantic Motor Oil

BANK OF AMERICA NATIONAL
TRUST & SAVINGS ASSOCIATION

Banking Service

BARNSDALL REFINING CORP.

Petroleum Products

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.	204 Weeks
OUR GAL SUNDAY <i>Serial drama</i>	Mon., Tues., Wed. 12:45-1:00 p.m.		32 Weeks
OUR GAL SUNDAY <i>Serial drama</i>	Thurs. and Fri. 12:45-1:00 p.m.		178 Weeks
HAMMERSTEIN MUSIC HALL, with Fred Hammerstein as MC, Betty Mann and guest stars <i>Variety show</i>	Friday 8:00-8:30 p.m.		326 Weeks
OUR HIT PARADE, with Harry Salter's Orchestra <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m.	Lord and Thomas	79 Weeks
Edwin C. Hill in OUR NEWS PARADE <i>News commentator</i>	Mon. thru Fri. 12:15-12:30 p.m.		
MAN TO MAN SPORTS, with Tom Dieb and Ken Frogley <i>Talks</i>	†Tuesday 8:15-8:30 p.m. PST	Lawrence C. Gumbinner Agency	17 Weeks
HOLY CROSS FOOTBALL SCHEDULE <i>Play by play description</i>	§Saturday 1:45-4:30 p.m.	N. W. Ayer & Son, Inc.	97 Weeks
FOOTBALL FORECASTS	§Friday 6:15-6:30 p.m.		
NEWS TIME with Sam Hayes <i>News broadcast</i>	§§Sun. thru Fri 10:00-10:15 p.m. PST	Charles R. Stuart	22 Weeks
THE FUN BUG, with Billy Franz, Male Chorus and Orchestra <i>Comedy and music</i>	Sunday 2:00-2:30 p.m.	Co-Operative Advertising, Inc.	96 Weeks
YOUR UNSEEN FRIEND, with Harry Salter's Orchestra <i>Dramatizations and music</i>	Saturday 8:00-8:30 p.m.	Albert Frank - Guenther Law, Inc.	57 Weeks
Neal O'Hara's RADIO GAZETTE <i>News broadcast</i>	§Mon. and Fri. 7:30-7:45 p.m.	Batten, Barton, Durstine & Osborn, Inc.	19 Weeks

*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

THE CARBORUNDUM COMPANY

Abrasives

CHESEBROUGH MANUFACTURING
COMPANY

"Vaseline" Preparations

CHEVROLET MOTOR COMPANY

Chevrolet Cars

CHRYSLER CORPORATION

Chrysler, DeSoto, Dodge
and Plymouth Cars

THE COCA-COLA COMPANY

Coca-Cola

COLGATE-PALMOLIVE-PEET CO.

Palmolive Shave Cream

Super Suds and Concentrated
Super Suds

Palmolive Soap

PROGRAM	TIME	AGENCY	ON CBS*
HOLLYWOOD HOTEL, with Frances Langford; Jerry Cooper; Anne Amerson; Ken Niles; and Raymond Raige's Orchestra, with Ken Murray and "Oswald" <i>Dramatic musical revue with guest stars</i>	Friday 9:00-10:00 p.m.	F. Wallis Armstrong Company	157 Weeks
THE CARBORUNDUM BAND, Edward D'Arna, conductor; Francis Bowman, commentator <i>Band music and Indian legends</i>	Saturday 7:30-8:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	149 Weeks
DR. CHRISTIAN, starring Jean Iersholt <i>Dramatic</i>	Sunday 2:30-3:00 p.m. Rebr. 5:30-6:00 p.m.	McCann-Erickson, Inc.	Starts Nov. *
ROMANTIC RHYTHM, with Seymour Simon's Orchestra, Sally Nelson and Barry McKinley; Basil Ruysaert, MC <i>Musical</i>	Sunday 6:30-7:00 p.m.	Campbell-Ewald Company	71 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.	87 Weeks
THE SONGSHOP, starring Kitty Carlisle; with Frank Crumit, MC; Reed Kennedy, Alice Cornett, Songshop Quartet, Glee Club and Gustave Haenschen and Orchestra <i>Musical</i>	Friday 10:00-10:45 p.m.	D'Arcy Advertising Co., Inc.	35 Weeks
KANG BUSTERS with Phillips Lord <i>Police-file dramatizations</i>	Wednesday 10:00-10:30 p.m.	Benton & Bowles, Inc.	95 Weeks
MYRT AND MARGE <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. Rebr. 4:00-4:15 p.m.		88 Weeks
HILLTOP HOUSE, starring Bess Johnson <i>Dramatic serial</i>	Mon. thru Fri. 5:45-6:00 p.m.		

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**CBS
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PROGRAMS**

CLIENT

PRODUCT

CONTINENTAL BAKING CO., INC.

Wonder Bread and Hostess Ca

THE CUDAHY PACKING COMPANY

Old Dutch Cleanser

R. B. DAVIS COMPANY

Cocomalt

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

Institutional Advertising

DURKEE'S FAMOUS FOODS, INC.

Food Products

F & F LABORATORIES, INC.

F & F Cough Drops

THE FLORIDA CITRUS COMMISSION

"Florida" Grapefruit, Orange
Tangerines

FORD MOTOR COMPANY

Ford, Lincoln and
Lincoln Zephyr Motor Cars

PROGRAM	TIME	AGENCY	ON CBS*
PRETTY KITTY KELLY <i>Serial drama</i>	Mon. thru Fri. 10:00-11:15 a.m. Rebr. 4:15- 4:30 p.m.	Benton & Bowles, Inc.	139 Weeks
BACHELOR'S CHILDREN <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m.	Roche, Williams & Cunnyngham, Inc.	149 Weeks
BOE PENNER, with Gene Austin, Julie Gibson and Jimmy Grier's Orchestra <i>Comedy and music</i>	Sunday 6:00-6:30 p.m.	Ruthrauff & Ryan, Inc.	178 Weeks
CAVALCADE OF AMERICA, with Don Voorhees' Orchestra <i>Dramatizations and music</i>	Wednesday 8:00-8:30 p.m. Rebr. 12 mid.- 12:30 a.m.	Batten, Barton, Durstine & Osborn, Inc.	121 Weeks
GOOD AFTERNOON, NEIGHBORS, with Tom Breneman and Orchestra <i>Serial drama and music</i>	†Tues. and Thurs. 2:30-2:45 p.m. PST	Botsford, Constantine & Gardner	74 Weeks
HENNY PEABODY <i>Serial drama</i>	Mon., Wed., Fri. 3:30-3:45 p.m.	Blackett-Sample-Hummert, Inc.	2 Weeks
Family Post, HOW TO GET THE MOST OUT OF LIFE <i>Talks</i>	Tues. and Thurs. 10:30-10:45 a.m.	Ruthrauff & Ryan, Inc.	2 Weeks
SUNDAY EVENING HOUR, Ford Sym- phony Orchestra and Chorus, Eugene Ormandy, conductor; Guest Soloists <i>Symphonic music, and talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m.	N. W. Ayer & Son, Inc.	196 Weeks
Al Pearce and His Gang in WATCH THE FUN GO BY <i>Comedy and variety</i>	Tuesday 9:00-9:30 p.m. Rebr. 12 mid.- 12:30 a.m.		

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CLIENT

PRODUCT

J. B. FORD COMPANY

"Wyandotte" Cleaning Products

GENERAL BAKING COMPANY

Bond Bread

GENERAL FOODS CORPORATION

Sanka Coffee

Swans Down Cake Flour,
Calumet Baking Powder

Minute Tapioca

GENERAL MILLS, INC.

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

GULF OIL CORPORATION

Motor Oil and Gas

PROGRAM	TIME	AGENCY	ON CBS*
PETTICOAT OF THE AIR <i>Woman commentator</i>	Tues. and Thurs. 2:00-2:15 p.m.	N. W. Ayer & Son, Inc.	21 Weeks
Bond Bakers Present GUY LOMBARDO and His Orchestra <i>Popular music</i>	Sunday 5:30-6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	356 Weeks
WE, THE PEOPLE <i>Radio Listeners' Committee, Gabriel Heatter, director, presents real-life experiences</i>	Thursday 7:30-8:00 p.m. Rebr. 10:30-11:00 p.m.	Young & Rubicam, Inc.	141 Weeks
KATE SMITH HOUR, with Henry Youngman, Comedian; Jim Crowley, Football Forum; Jack Miller's Orchestra; Dramas and Guest Stars <i>Variety show</i>	Thursday 8:00-9:00 p.m. Rebr. 11:15-12:15 a.m.		
MARY MARGARET MCBRIDE <i>Radio columnist</i>	Mon., Wed., Fri. 12 noon-12:15 p.m.		
GOLD MEDAL FEATURE HOUR Betty and Bob <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m.	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	348 Weeks
Hymns of All Churches <i>Choir</i>	Mon., Tues., Thu. 1:15-1:30 p.m.		
Betty Crocker <i>Cooking expert</i>	Wed. and Fri. 1:15-1:30 p.m.		
Arnold Grimm's Daughter <i>Serial drama</i>	Mon. thru Fri. 1:30-1:45 p.m.		
Hollywood in Person Capt. Bob Baker, <i>commentator</i>	1:45-2:00 p.m.		
PHIL BAKER, with Oscar Bradley's Orchestra, and Guest Star <i>Variety show</i>	Sunday 7:30-8:00 p.m.	Young & Rubicam, Inc.	195 Weeks

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**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

H. J. HEINZ COMPANY

"57 Varieties" Pure Food Products

HUDSON MOTOR CAR COMPANY

Hudson and Terraplane Motors

INTERNATIONAL SILVER COMPANY

1847 Rogers Bros.

LADY ESTHER COMPANY

Cosmetics

LAMBERT PHARMACAL COMPANY

Listerine Toothpaste

LEHN & FINK PRODUCTS COMPANY

Lysol

Pebeco Toothpaste

Hind's Honey and Almond Cream

Tussy Lipstick

PROGRAM	TIME	AGENCY	ON CBS
<p>HEINZ MAGAZINE OF THE AIR Carol Kennedy's Romance <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:15-11:30 a.m. Rebr. 3:15-3:30 p.m.</p>	Maxon, Inc.	87 Weeks
<p>Lia Sanderson and Frank Cummit; B. A. Rolfe's Orchestra; Guest; Bill Adams, Food Editor</p>	<p>Wed. and Fri. 11:00-11:15 a.m. Rebr. 3:00-3:15 p.m.</p>		
<p>BOBBY LOBBY, with Dave Elman, interviewer; Hudson Orchestra <i>Musical and interviews</i></p>	<p>Wednesday 7:15-7:45 p.m. Rebr. 10:30- 11:00 p.m.</p>	Brooke, Smith & French, Inc.	35 Weeks
<p>EVERETT THEATRE, with guest stars; Conrad Nagel, director and nar- ator; Felix Mills' Orchestra <i>Dramatic</i></p>	<p>Sunday 5:00-5:30 p.m.</p>	Young & Rubicam, Inc.	7 Weeks
<p>WAYNE KING and his Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m.</p>	Lord and Thomas	113 Weeks
<p>THE NEWLYWEDS <i>Serial drama</i></p>	<p>†Mon. thru Fri. 12:45-1:00 p.m. PST</p>	Lambert & Feasley, Inc.	22 Weeks
<p>DR. ALLAN ROY DAFOE <i>Talks</i></p>	<p>Mon., Wed., Fri. 4:45-5:00 p.m.</p>	Lennen & Mitchell, Inc.	69 Weeks
<p>FOLLOW THE MOON, with Isie Hitz and Nick Dawson <i>Serial drama</i></p>	<p>Mon. thru Fri. 5:00-5:15 p.m.</p>		152 Weeks
<p>LIFE OF MARY SOTHERN <i>Serial drama</i></p>	<p>Mon. thru Fri. 5:15-5:30 p.m.</p>	William Esty & Company, Inc.	70 Weeks
<p>HAWAIIAN MOON CASINO <i>Serial drama, with music</i></p>	<p>§Mon., Wed., Fri. 5:30-5:45 p.m. PST</p>		5 Weeks

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**CBS
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CLIENT

PRODUCT

LEVER BROTHERS COMPANY

Lux Toilet Soap

Rinso

Lifebuoy

Rinso

Spry

LIGGETT & MYERS TOBACCO CO.

Chesterfields

Chesterfields & Granger Tolz

P. LORILLARD COMPANY

Old Gold Cigarettes

PROGRAM	TIME	AGENCY	ON CBS ¹
THE LUX RADIO THEATRE, with stars of stage and screen <i>Dramatic; Cecil B. De Mille, director</i>	Monday 9:00-10:00 p.m.	J. Walter Thompson Company	110 Weeks
Edward G. Robinson in BIG TOWN, with Claire Trevor and others <i>Dramatic</i>	Tuesday 8:00-8:30 p.m.	Ruthrauff & Ryan, Inc.	2 Weeks
THE JOHNSON SHOW with Martha Raye, Benny Branner, Victor Young's orchestra and guest stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. Rebr. 11:30 p.m. 12:00 mid.		76 Weeks
THE BIG SISTER <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. Rebr. 2-2:15 p.m.		60 Weeks
THE MOUNT JENNY'S REAL LIFE STORIES <i>Dramatic</i>	Mon. thru Fri. 11:45 a.m.- 12 noon Rebr. 2:15- 2:30 p.m.		42 Weeks
THE HESTERFIELD PRESENTS Andre Kostelanetz's Concert Or- chestra; guest soloists; Deems Taylor, commentator; Paul Douglas, announcer <i>Orchestral and vocal music</i>	Wednesday 9:00-9:30 p.m.	Newell-Emmett Co., Inc.	250 Weeks
MUSIC FROM HOLLYWOOD, starring Alice Faye with Hal Kemp's orchestra <i>Popular music</i>	Friday 8:30-9:00 p.m. Rebr. 11:30- 12:00 p.m.		
Reddie Dooley's LAST-MINUTE FOOTBALL NEWS <i>Scores, forecasts, guests</i>	Thurs. and Sat. 6:30-6:45 p.m. Rebr. 8:30- 8:45 p.m.		29 Weeks
HOLLYWOOD SCREEN SCOOPS, George McCall, commentator Starting November 16	Tues. and Thurs. 7:15-7:30 p.m. Rebr. 11:15- 11:30 p.m.	Lennen & Mitchell, Inc.	96 Weeks

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**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

NASH-KELVINATOR CORPORATION

Nash Motor Cars

PET MILK SALES CORPORATION

Irradiated Pet Milk

PHILCO RADIO & TELEVISION CORP.

Philco Radios and Radio Acces

PHILIP MORRIS & CO., LTD.

Philip Morris Cigarettes

PHILLIPS PETROLEUM COMPANY

Phillips 66, Ethyl, etc.

PROGRAM	TIME	AGENCY	ON CBS*
PROFESSOR QUIZ, with Bob Trout <i>Questions and answers</i>	Saturday 9:00-9:30 p.m. Rebr. 12:00- 12:30 a.m.	Geyer, Cornell & Newell, Inc.	35 Weeks
MARY LEE TAYLOR, home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. Rebr. 3:00- 3:15 p.m.	Gardner Advertising Company	209 Weeks
SATURDAY NIGHT SERENADE, with Mary Eastman, soprano; Bill Perry, tenor, and Gustave Haenschen's Orchestra <i>Musical</i>	Saturday 9:30-10:00 p.m.		
HOOVER 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.	329 Weeks
JOHNNY PRESENTS Russ Morgan's Orchestra, "Front Page News", dramatizations; vocalists and mixed ensemble <i>Variety and dramatic interludes</i>	Saturday 8:30-9:00 p.m. Rebr. 11:30- 12:00 p.m.	The Biow Company, Inc.	64 Weeks
PHILLIPS POLY FOLLIES, with Ben Feld's Orchestra <i>Variety</i>	Tuesday 10:30-11:00 p.m.	Lambert & Feasley, Inc.	76 Weeks

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CLIENT

PRODUCT

PONTIAC MOTOR COMPANY

Pontiac Cars

RAYMONDS, INC.

Dona Ray Cosmetics, New Ray
Machineless Permanent Wave

R. J. REYNOLDS TOBACCO COMPANY

Camel Cigarettes and
Prince Albert Smoking Tobac

RIO GRANDE OIL, INC.

Petroleum Products

SKELLY OIL COMPANY

Petroleum Products

STERLING PRODUCTS, INC.

Bayer Aspirin

STEWART-WARNER CORPORATION

Radios, Alemite, Refrigerator

PROGRAM	TIME	AGENCY	ON CBS*
NEWS THROUGH A WOMAN'S EYES - Kathryn Cravens <i>News comments</i>	Mon., Wed., Fri. 2:00-2:15 p.m. Rebr. 5:30- 5:45 p.m.	MacManus, John & Adams, Inc.	104 Weeks
LOYD PANTAGES COVERS HOLLYWOOD <i>Motion picture news</i>	Sunday 1:45-2:00 p.m. Rebr. 11:00- 11:15 p.m.	Milton Weinberg Advertising Company	2 Weeks
AMEL CARAVAN JACK OAKIE'S COLLEGE, with Stuart Erwin, Raymond Hatton, Patsy Flick and Helen Lynd; Harry Borris, Glee Club and Georgie Stoll's Orchestra <i>Music and guest comedians</i>	Tuesday 9:30-10:00 p.m.	William Esty & Company, Inc.	227 Weeks
SWING SCHOOL, with Benny Goodman's Orchestra <i>Music and guests</i>	Tuesday 10:00-10:30 p.m.		
CALLING ALL CARS <i>Police file dramatizations</i>	§Tuesday 7:30-8:00 p.m. PST	Hixson-O'Donnell, Inc.	217 Weeks
KELLY COURT OF MISSING HEIRS <i>Dramatic</i>	Monday 7:00-7:30 p.m.	Blackett-Sample-Hummert, Inc.	3 Weeks
Famous Actors' Guild Presents SECOND HUSBAND starring Helen Menken <i>Dramatic</i>	Tuesday 7:30-8:00 p.m.	Blackett-Sample-Hummert, Inc.	321 Weeks
FLEMITE HALF HOUR, with Horace Heidt's Brigadiers <i>Popular music</i>	Monday 8:00-8:30 p.m. Rebr. 12:00- 12:30 a.m.	Hays MacFarland & Company	139 Weeks

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**CBS
SPONSORED
PROGRAMS**

CLIENT

PRODUCT

THE TEXAS COMPANY

"Texaco" Petroleum Products

TIDE WATER ASSOCIATED
OIL COMPANY

Petroleum Products

U. S. TOBACCO COMPANY

Model Pipe Tobacco

VICK CHEMICAL COMPANY

Vicks VapoRub,
Vicks Va-tro-nol

WM. WRIGLEY JR., COMPANY

Wrigley's Gum

PROGRAM

TIME

AGENCY

ON CBS*

EXACO TOWN, with Eddie Cantor,
Deanna Durbin, Pinky Tomlin,
Jimmy Wallington, Jacques Renard
and His Orchestra
Comedy and music

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

Buchanan and Company, Inc.

59 Weeks

Broadcasts of PACIFIC COAST CON-
FERENCE Football Games
Play by play reports

†Saturday
Approx. 2:00-
5:00 p.m.
PST

Lord and Thomas

221 Weeks

DICK AND PAT IN PIPE SMOKING
TIME with Benny Kreuger's Or-
chestra
"Blackface" comedy and music

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

Arthur Kudner, Inc.

127 Weeks

Ticks Open House, with
EANNETTE MACDONALD and
Josef Pasternack's Orchestra
and Chorus
Musical

Sunday
7:00-7:30 p.m.

Morse International, Inc.

77 Weeks

Ticks Presents
TONY WONS AND HIS SCRAPBOOK
Talks and readings

Mon., Wed., Fri.
10:30-10:45 a.m.

POETIC MELODIES, with
Jack Fulton, tenor; Franklyn
MacCormack, reader; and
Orchestra
Poetry readings and light music

Mon. thru Fri.
7:00-7:15 p.m.
Rebr. 11:00-
11:15 p.m.

Neiser-Meyerhoff, Inc.

284 Weeks

CATTERGOOD BAINES
Serial drama

†Mon. thru Fri.
8:00-8:15 p.m.
PST

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

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

1. DRAMATIC SERIES Page 22
 2. SERIOUS MUSIC Page 23
 3. PUBLIC AFFAIRS Page 27
 4. EDUCATIONAL PROGRAMS. Page 30
 5. CHILDREN'S PROGRAMS . . Page 34
 6. SPECIAL EVENTS Page 35
 7. RELIGIOUS BROADCASTS . Page 36
 8. PERSONALITIES. Page 37
 9. LIGHT MUSIC Page 38
- ADDENDA: OCTOBER PROGRAMS . Page 40

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

PROGRAM AND TIME

DESCRIPTION

DRAMATIC
SERIESTHE COLUMBIA
WORKSHOP

8:00-8:30 p.m.

EACH SUNDAY

The Columbia Workshop, now in its second year, continues to present unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art. Irving Reis is director.

NOVEMBER 7: "Come of Age," verse fantasy by Clemence Dane.

NOVEMBER 14: "Mr. Justice," a dramatization by Irving Reis.

NOVEMBER 21: "Georgia Transport," verse play by John Williams Andrews.

NOVEMBER 28: "9th Avenue L," an original radio play by Charles Tazewell.

"BRAVE NEW
WORLD"

10:30-11:00 p.m.

EACH MONDAY

The history of South America, as represented in the lives of its great heroes, is dramatized in this new series presented with the cooperation of the United States Office of Education. Irving Reis directs the cast and Victor Bay conducts the orchestra.

CONQUISTADORS, 1492-1532

NOVEMBER 1: "Conquerors of a New World."

NOVEMBER 8: "The Empire of the Sun."

NOVEMBER 15: "The Magnificent Mayans."

COLONIAL PERIOD, 1532-1810

NOVEMBER 22: "Voices in the Wilderness."

LIBERATORS, 1810-1826

NOVEMBER 29: "Torchbearers of Freedom."

"TISH"

9:30-10:00 p.m.

EACH WEDNESDAY

Mary Roberts Rinehart's famous character, Letitia ("Tish") Carberry and her friends, Lizzie and Aggie, are the hilarious heroines of adventures dramatized by Joel Hammil and Leo Fontaine of the Federal Radio Theatre. William Robson is the director.

PROGRAM AND TIME

DESCRIPTION

**SERIOUS
MUSIC**

NEW YORK
PHILHARMONIC-
SYMPHONY ORCHESTRA
3:00-5:00 p.m.
EACH SUNDAY

From Carnegie Hall the New York Philharmonic-Symphony Orchestra presents its eighth consecutive season of Sunday concerts over the Columbia Network. John Barbirolli is conductor, and Deems Taylor, Columbia's Musical Consultant, is program commentator. The November schedule:

NOVEMBER 7: Elgar, Introduction and Allegro for Strings; Schumann, Symphony No. 4; Tchaikowsky, Symphony No. 6 ("Pathétique").

NOVEMBER 14: Rachmaninoff, Concerto No. 2 in C Minor, *Walter Gieseking, pianist*; Mozart, Symphony No. 34 in C Major; Debussy, Iberia from "Images" for Orchestra.

NOVEMBER 21: Tchaikowsky, Concerto for Pianoforte No. 1, *Artur Rubinstein, pianist*; Scriabine, Reverie; Liadoff, Scene from "The Apocalypse"; Rimsky-Korsakoff, Suite from "Le Coq d'Or."

NOVEMBER 28: Haydn, Symphony No. 92 ("Oxford"); Poulenc, Concerto for Two Pianos, *Ethel Bartlett and Rae Robertson, pianists*; Franck, Symphony in D Minor.

NEW YORK
PHILHARMONIC-
SYMPHONY ORCHESTRA
CHILDREN'S CONCERT
11:00-12:15 a.m.
SATURDAY, NOVEMBER 20

Ernest Schelling conducts the Philharmonic-Symphony Orchestra of New York in the first of six Saturday morning Children's and Young People's Concerts. This is Mr Schelling's eighth consecutive season on the Columbia Network.

PROGRAM AND TIME

DESCRIPTION

SERIOUS
MUSIC*(Continued)*

"ESSAYS IN MUSIC"

10:00-10:30 p.m.

EACH THURSDAY

This unusual new series, under the direction of Victor Bay, presents on single programs widely varying compositions devoted to the same subject-matter. Mr. Bay conducts the Columbia Symphony Orchestra and features soloists and choruses.

NOVEMBER 4: *Waltzes.*

Johann Strauss, Artist's Life; Sibelius, Valse Triste; Arditi, Il Bacio; Ravel, Waltzes from "L'Enfant et les Sortilèges"; Tschaikowsky, Waltz from "Eugene Onegin."

NOVEMBER 11: *Transportation.*

Charpentier, A Mules; Tschaikowsky, Troika en Traineaux; Franck, Chorus of Camel Drivers from "Rebecca"; Honegger, Pacific 231.

NOVEMBER 18: *Impressions of Italy.*

Mendelssohn, Saltarello from "Italian Symphony"; Tschaikowsky, Italian Capriccio; Charpentier, Serenade from "Impressions of Italy."

CURTIS INSTITUTE
OF MUSIC

4:00-4:45 p.m.

EACH WEDNESDAY

The Curtis Institute of Music, of which Dr. Josef Hofmann is director, is presenting a series of thirty Wednesday concerts in its eighth consecutive season on CBS. Fritz Reiner conducts the Curtis Symphony Orchestra, Dr. Louis Bailly plans the chamber music programs, and distinguished faculty members and students perform.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**SERIOUS
MUSIC**

(Continued)

CHAMBER MUSIC

3:00-3:30 p.m.

EACH FRIDAY

The *Columbia Concert Hall* presents the following groups this month:

NOVEMBER 5: The Lazanne Trio, in a program of 17th and 18th century dance

NOVEMBER 12: Piano and String Quartet directed by Bernard Herrmann.

NOVEMBER 19: The Kreiner Quartet.

CONCERT SINGERS

6:00-6:30 p.m.

EACH FRIDAY

During November these noted singers appear with Howard Barlow and the Columbia Concert Orchestra:

NOVEMBER 5: John Feeney, tenor, in a program of Irish songs.

NOVEMBER 12: Maria Maximovitch, soprano, makes her first American radio appearance following engagements at the Paris, Prague, Berlin and other opera

NOVEMBER 19 AND 26: Margaret Daur, young Metropolitan Opera star.

**CINCINNATI
CONSERVATORY
OF MUSIC**

11:00-12:00 a.m.

EACH SATURDAY

EXCEPT NOVEMBER 20

The Cincinnati Conservatory of Music presents its third season of symphonic concert on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured as soloists.

**CINCINNATI
SYMPHONY ORCHESTRA**

3:30-4:00 p.m.

TUESDAY, NOVEMBER 9

Eugene Goosens conducts the Cincinnati Symphony Orchestra in an all Wagner program, the first of a group of five concerts for children. This is the only broadcast in the series to be heard in November.

PROGRAM AND TIME

DESCRIPTION

SERIOUS
MUSIC*(Continued)*

HOLLACE SHAW

3:30-4:00 p.m.

EACH TUESDAY

EXCEPT NOVEMBER 9

Hollace Shaw, soprano, who recently created the principal role in Louis Gruenberg's radio opera, "Green Mansions," is featured weekly on this series of programs with the Columbia Concert Orchestra under the direction of Howard Barlow.

HELLMUT BAERWALD

6:00-6:25 p.m.

SATURDAY, NOVEMBER 6

The *Columbia Concert Hall* presents Hellmut Baerwald, German pianist and composer, in his first radio concert in the United States. His program is all-Beethoven, consisting of Busoni's arrangement of the "Eccossaises" and the "Appassionata" Sonata.

THE COOLIDGE QUARTET
—"HAYDN TO DEBUSSY"

5:45-6:25 p.m.

EACH SATURDAY

BEGINNING NOVEMBER 13

The Coolidge Quartet (William Kroll and Nicolai Berezowski, violinists; Nicolas Moldavan, violist and Victor Gottlieb, cellist) are assisted by distinguished guest artists in this series of six programs surveying chamber music from the classic through the impressionistic period. The programs are sponsored by the Elizabeth Sprague Coolidge Foundation in the Library of Congress.

SALT LAKE CITY
TABERNACLE CHOIR

12:30-1:00 p.m.

EACH SUNDAY

This world-famous choir sings weekly from one of America's greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper, Tabernacle organist, accompanies the choir.

**CBS
SUSTAINING
PROGRAMS**

	PROGRAM AND TIME	DESCRIPTION
<p>PUBLIC AFFAIRS</p>	<p>HOUSING ACT 10:45-11:00 p.m. WEDNESDAY, NOVEMBER 3</p>	<p>Joseph Milner, real estate advisor to the New York City Housing Authority, discusses the Wagner-Steagall Federal Housing Act in a talk entitled "Housing, a Public Challenge."</p>
	<p>NEUTRALITY ACT 6:00-6:25 p.m. THURSDAY, NOVEMBER 4</p>	<p>Senator Thomas of Utah speaks from Salt Lake City on the negative, and George I. Soule Jr., editor of the <i>New Republic</i>, speaks from New York on the affirmative of the subject, "Should the President Approve the Neutrality Act?"</p>
	<p>E. W. HULLINGER 6:35-6:45 p.m. FRIDAY, NOVEMBER 5</p>	<p>From Geneva, Switzerland a CBS international broadcast presents Edwin Waugh Hullinger on "The Situation in Europe Today."</p>
	<p>DR. HALVDAN KOHT 10:45-11:00 p.m. FRIDAY, NOVEMBER 5</p>	<p>Foreign Minister Koht of Norway, completing his official visit to America, delivers his only address in this country, "Norway's View of the World Crisis."</p>
	<p>WILLIAM BENTON 10:45-11:00 p.m. WEDNESDAY, NOVEMBER 10</p>	<p>William Benton, former head of Benton & Bowles, speaks from Chicago on his plans in the field of radio education at the University of Chicago.</p>
	<p>ARMISTICE DAY 4:30-5:00 p.m. THURSDAY, NOVEMBER 11</p>	<p>A special Armistice Day program presented by Col. Alva J. Brasted, chaplain-general of the U. S. Army and Bishop John Taylor Smith, chaplain-general of the British Army.</p>

PROGRAM AND TIME

DESCRIPTION

PUBLIC
AFFAIRS*(Continued)*

FAMILY OF NATIONS

3:00-4:00 p.m.

THURSDAY, NOVEMBER 11

On Armistice Day the Columbia Broadcasting System presents a world-wide broadcast in cooperation with the Carnegie Endowment for International Peace on the general subject, "The Family of Nations." The speakers include:

FOR CHINA: V. K. Wellington Koo, *Ambassador of China to France.*

FOR GREAT BRITAIN: The Marquess of Lothian, *Secretary of the Rhodes Trust.*

FOR HUNGARY: Count Paul Teleki, *former Prime Minister of Hungary.*

FOR ITALY: Signora Margherita Sarfatti, *writer and critic.*

FOR SWITZERLAND: William E. Rappard, *director of the Institut des Hautes Etudes Internationales, Geneva.*

FOR THE UNITED STATES: Nicholas Murray Butler, *president of Columbia University and of the Carnegie Endowment for International Peace.*

"HEADLINES AND
BYLINES"

10:30-11:00 p.m.

EACH SUNDAY

A trio of expert reporters of public affairs combine their talents on this weekly series of news and the makers of news. H. V. Kaltenborn analyzes foreign affairs, Bob Trout summarizes the latest news, and Lewis Browne and Paul Bedard alternately interpret domestic events. The Columbia Symphony Orchestra provides background music.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**PUBLIC
AFFAIRS**

(Continued)

**"SHOULD ONE
JOIN A PARTY?"**
7:30-7:45 p.m.
FRIDAY, NOVEMBER 12

Frederick M. Davenport, state senator of New York speaks from the Syracuse University School for Citizenship on "Should One Join a Political Party?"

BYRD ASSOCIATES
10:45-11:00 p.m.
FRIDAY, NOVEMBER 12

World peace is the subject of discussion by representatives of Byrd Associates, the peace organization founded by Admiral Richard E. Byrd, noted explorer.

PRESIDENT ROOSEVELT
10:30-10:45 p.m.
SUNDAY, NOVEMBER 14

President Franklin D. Roosevelt addresses the nation in his tenth radio "Fireside Chat" on the eve of the convening of the special session of Congress.

**WORLD ECONOMIC
COOPERATION**
2:00-2:30 p.m.
SUNDAY, NOVEMBER 14
SUNDAY, NOVEMBER 28

Two international broadcasts this month consider the question of world economic cooperation and its relation to peace. On November 14 noted labor leaders discuss the subject, and on November 28 prominent figures in public affairs are scheduled to speak.

PRESS-RADIO NEWS
Various times
DAILY

The Associated Press, United Press and the International News Service gather, and the Press-Radio Bureau edits, the latest news.

PROGRAM AND TIME

DESCRIPTION

EDUCATIONAL PROGRAMS

AMERICAN SCHOOL
OF THE AIR

2:30-3:00 p.m.

MONDAY THRU FRIDAY

The *American School of the Air* in its ninth consecutive season, presents an expanded schedule in which the National Education Association, the Progressive Education Association, the national councils of Teachers of English and of Geography, the Junior Program group, and the National Vocational Guidance Association cooperate.

MONDAYS: *History, "Exits and Entrances."*

History and current events for Junior and Senior High School students on November 1, 8, 15, 22 and 29.

TUESDAYS: *Literature, Music.*

November 2: Interview on "Critical Writing" with John Farrar.

November 9: Music, "Songs of Israel."

November 16: H. L. Mencken on "Americanisms" and Cabell Greet, CBS Consultant on Speech, on "American Dialects."

November 23: Music, "Cathedral and Cloister."

November 30: American Indian literature, "Kuruks Pahitu's Story" and Constance Lindsey Skinner, interview.

WEDNESDAYS: *Geography.*

November 3: The Keweenaw Peninsula and Its Iron and Copper.

November 10: Canadian Lumber Camps and Our Newspapers.

November 17: Iceland and Its High Civilization.

November 24: The Scotch Highlands.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**EDUCATIONAL
PROGRAMS**

(Continued)

**AMERICAN SCHOOL
OF THE AIR** *(Continued)*

THURSDAYS: *Primary Music, Literature.*
November 4: Dorothy Gordo
"Around the World in Dance and
Song," 2:30 p.m. "How the Land
Saved the World," 2:45 p.m.
November 18: Dorothy Gordo
Thanksgiving Day Party, 2:30 p.m.
"The Magic Pot," 2:45 p.m.

FRIDAYS: *Vocational Guidance, Science*
November 5: Interview with two boys
in wheat farming, 2:30 p.m. "How
Water Gets Up a Tree," 2:45 p.m.
November 12: Interview with boy and
girl from a flour milling plant, 2:30
p.m. "Why Leaves Turn Red in Au-
tumn," 2:45 p.m.
November 19: Interview with boy and
girl from a baking plant, 2:30 p.m.
"Why Evergreens Stay Green," 2:45
p.m.

"NEW HORIZONS"

6:15-6:30 p.m.

EACH MONDAY

Famous scientists and explorers unite
presenting this new series of vivid accounts
of adventure in far places. The American
Museum of Natural History cooperates.

NOVEMBER 1: Col. Theodore Roosevelt
"Hunting Jaguars in Brazil."

NOVEMBER 8: Barnum Brown on "Trail
the Mystery Dinosaur."

NOVEMBER 15: Dr. Harold E. Anthony
"Exploring the Sky Islands."

NOVEMBER 22: Van Campen Heilner
"Battling with Big Game Fish."

NOVEMBER 29: Dr. G. Kingsley Noble, pi-
mal psychologist.

PROGRAM AND TIME

DESCRIPTION

EDUCATIONAL
PROGRAMS*(Continued)*"THE STORY OF
INDUSTRY"

4:30-5:00 p.m.

EACH TUESDAY

The U. S. Department of Commerce cooperates in this presentation of "The Story of Industry." Harry R. Daniel again acts as narrator and each talk contains short episodes in dramatized form. The series also includes talks by outstanding figures of American industry, scheduled by the Business Advisory Council of the department. Music is furnished by one of the Army, Navy and Marine Corps bands. The industries under discussion this month include:

NOVEMBER 2: Motor Vehicles.

NOVEMBER 9: Carpets and Rugs.

NOVEMBER 16: Petroleum.

NOVEMBER 23: Dairy Products.

NOVEMBER 30: Commodity Distribution.

NEW YORK ACADEMY
OF MEDICINE

3:45-4:00 p.m.

EACH WEDNESDAY

The New York Academy of Medicine presents during November:

NOVEMBER 3: Dr. Maurice Lenz, in charge of radiation therapy at Presbyterian Hospital: "The Story of X-Ray."

NOVEMBER 10: Dr. Mather Cleveland, attending orthopedic surgeon at St. Luke's Hospital: "The Cripple's Place in the Community."

NOVEMBER 17: Dr. Anthony Bassler, consulting gastroenterologist at St. Vincent's Hospital: "Sense and Nonsense in Diet."

NOVEMBER 24: Dr. G. Randolph Manning, clinical professor of gastroenterology at Polyclinic Medical School and Hospital: "The Importance of Nutrition in Life's Span."

PROGRAM AND TIME

DESCRIPTION

EDUCATIONAL
PROGRAMS*(Continued)*

SCIENCE SERVICE

3:30-3:45 p.m.

EACH THURSDAY

The Science Service Association of Washington, D. C. cooperates in scheduling talks. Watson Davis, director, presents speaker on each broadcast.

NOVEMBER 4: Capt. E. W. Brown of the Naval Medical School: "Living Under the Sea."

NOVEMBER 11: Rev. Edward Ward of Catholic University of America: "Why by the Dozen—in Africa."

NOVEMBER 18: C. C. Concannon, chief of the Chemical Division, U. S. Bureau of Foreign and Domestic Commerce: "Romance of Tung Oil."

"FIGHTING CRIME"

6:45-7:00 p.m.

EACH SATURDAY

Prosecutors, penologists, government officials and criminal experts join in this series of talks on crime prevention. This month's speakers are:

NOVEMBER 6: Gerald S. Morris, Superintendent of Telegraph, New York City Police.

NOVEMBER 13: Sir James Mac Brien, Commissioner of Royal Canadian Mounted Police.

NOVEMBER 20: John W. Studebaker, U. S. Commissioner of Education: "Preventing Juvenile Delinquency."

PROGRAM AND TIME

DESCRIPTION

SUNDAY MORNING AT
AUNT SUSAN'S

9:00-9:55 a.m.

EACH SUNDAY

These informal weekly visits with Aunt Susan are written by Nila Mack. Concert music, songs, news and guests make up a full program for children which has won a large family audience, as well. Guests this month include Cameron King, Frank Guhnay, John Tasker Howard, composer; Christopher Coates, curator of New York Aquarium.

"DEAR TEACHER"

5:30-5:45 p.m.

EACH TUESDAY AND THURSDAY

Question and answer games for contestants from 8 to 12 years are featured on this new series. Each broadcast considers one subject and four children appear on each show. Subjects for questions during November include beavers, costumes of different lands, turkeys and Thanksgiving.

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:

NOVEMBER 6: "The Giant Who Had No Heart."

NOVEMBER 13: "Water of Life."

NOVEMBER 20: "Princess Moonbeam."

NOVEMBER 27: "Sleeping Beauty."

DOROTHY GORDON

MONDAY, WEDNESDAY,

FRIDAY

5:30-5:45 p.m.

Dorothy Gordon, winner of the 1937 Women's National Radio Award for the best juvenile air show, tells stories and sings songs beloved by youngsters, on her Monday and Friday programs. On Wednesdays she presents her original "Sing Together Club," featuring young visitors to the studio.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**SPECIAL
EVENTS**

**UNIVERSITY OF
MARYLAND RADIO
SCHOOL**

3:00-3:30 p.m.

FRIDAY, NOVEMBER 5

This special program marks the dedication of the radio school and studios at the University of Maryland, to be conducted by A. D. Willard, Jr., manager of Columbia station WJSV in the Capital. Speakers include Dr. H. C. Byrd, president of Maryland University; and Professor Charles S. Richardson and Dr. Ray Ehrensberger of the University's Department of Speech. The University of Maryland Band and Glee Club participate.

FOOTBALL GAMES

Various hours

EACH SATURDAY

On Columbia's partial football schedule for November are the following outstanding games.

NOVEMBER 13: Army-Notre Dame.

NOVEMBER 20: Yale-Harvard.

NOVEMBER 27: Army-Navy.

**"HUMAN INTEREST
GUARANTEED"**

10:30-11:00 p.m.

THURSDAY, NOVEMBER 11

The annual Roll Call of the American Red Cross is inaugurated on this program commemorating Red Cross services, enacted by a large cast and directed by Earl McGill, CBS producer, under the title "Human Interest Guaranteed."

**"THE CAVALCADE
OF FEDERATION"**

11:00-11:45 p.m.

SUNDAY, NOVEMBER 14

The cavalcade of the Federation of Jewish Charities, written and directed by Charles Martin, radio producer, includes a cast of distinguished actors and music by Howard Barlow and the Columbia Symphony Orchestra.

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 presenting its 7th consecutive year of Sunday morning and afternoon religious broadcasts on CBS. Services, conducted by representatives of the major faiths, conform as nearly as possible to regular church services. Speakers on the services in November are:

NOVEMBER 7: *Morning*—Rev. Jacob S. Payton, editor of The National Methodist Press, Washington.

Afternoon — Rabbi Joseph L. Fink, Ph.D., Temple Beth Zion, Buffalo.

NOVEMBER 14: *Morning*—Rev. Clarence M. Gallup, Recording Secretary, Northern Baptist Convention, New York City.

Afternoon—Rt. Rev. Monsignor Joseph M. Corrigan, Rector of Catholic University of America, Washington.

NOVEMBER 21: *Morning*—Rev. Bart R. Van Zyl, First Reformed Church, Cicero, Illinois.

Afternoon—Dr. Frederick M. Smith, president of Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.

NOVEMBER 28: *Morning*—Episcopal service, guest speaker, Dr. C. M. Wei, director of the Central China University, Wu-chang, China, speaking from New York.

Afternoon — Most Rev. Bernard J. Mahoney, D.D., Bishop of Sioux Falls, South Dakota.

PROGRAM AND TIME

DESCRIPTION

PERSONALITIES

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

Host on one of radio's oldest and most widely-known presentations, Major Bowes celebrates his fourteenth consecutive year as paterfamilias of his Capitol Family.

COLONEL JACK MAJOR
3:00-3:30 p.m.
EACH TUESDAY

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.

**"BUDDY CLARK
ENTERTAINS"**
10:00-10:30 p.m.
EACH THURSDAY

The familiar singing voice of Buddy Clark is on the air each Thursday in this new series of informal shows. Buddy plays host, announces his own program, and presents outstanding guest artists.

RICHARD MAXWELL
9:30-9:45 a.m.
TUESDAY, THURSDAY, SATURDAY
9:15-9:25 a.m.
WEDNESDAY AND FRIDAY

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 1934. Mr. Maxwell is currently dedicating programs to "good neighbors" whom listeners single out for honor.

**TED MALONE'S
"BETWEEN THE
BOOKENDS"**
4:00-4:15 p.m.
MONDAY, TUESDAY,
THURSDAY, 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.

PROGRAM AND TIME

DESCRIPTION

LIGHT
MUSICSATURDAY NIGHT
SWING CLUB

7:00-7:30 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 entertain as soloists this month: Tommy Dorsey; Sharkey Bananas of the Dixieland Band; soloists from Benny Goodman's band, and a return engagement of the Raymond Scott Quintet. Phil Cohan and Ed Cashman are the producers.

HOLLYWOOD
SHOW CASE

10:00-10:30 p.m.
EACH SUNDAY

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.

SONG TIME

7:15-7:30 p.m.
MONDAY, TUESDAY,
THURSDAY, FRIDAY

6:45-7:00 p.m.
MONDAY THRU FRI.
BEGINNING NOVEMBER 15

These new vocal periods feature two outstanding CBS artists in novel song presentations. The Thursday period originates from St. Louis, the Friday from Hollywood and the others from New York.

MONDAY: Hollace Shaw and Del Casino.

TUESDAY: Ruth Carhart and Bill Perry.

WEDNESDAY: Doris Kerr and Howard Phillips, beginning Nov. 17.

THURSDAY: Lorraine Grimm and Harry Cool.

FRIDAY: Betty Grable and John Payne.

**CBS
SUSTAINING
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

LIGHT
MUSIC

"MILESTONES"
WITH DAVID ROSS
8:30-9:00 p.m.
EACH SUNDAY

David Ross is narrator of these birthda celebrations of the careers of outstanding personalities, present and past. The show are produced by Martin Gosch.

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

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

DALTON BROTHERS,
ETON BOYS,
FOUR CLUBMEN AND
FOUR STARS
Various hours

These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and they continue to be network favorites of 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 following top-ranking bands are scheduled for November:

- | | |
|---------------|-----------------|
| Cab Calloway | George Hamilton |
| Bob Crosby | Richard Himber |
| Frank Dailey | Sammy Kaye |
| Tom Dorsey | Henry King |
| Happy Felton | Guy Lombardo |
| Ted Fiorito | Frankie Masters |
| Jay Freeman | Red Norvo |
| Benny Goodman | George Olsen |
| Glen Gray | Orrin Tucker |

A D D E N D A : O C T O B E R 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 partial list of *October* programs which were arranged too late for inclusion in last month's issue of this booklet.

OCTOBER 2: J. Edgar Hoover, director of the Federal Bureau of Investigation, led a round-table discussion of the issues considered by the convention of the International Association of Identification at Montreal, 12 noon-12:30 p.m.

Robert Bellaire, Far Eastern correspondent of the United Press, reported the latest developments in the Sino-Japanese conflict, 7:00-7:15 p.m.

OCTOBER 4: William Green, president of the A.F.L., and Governor Teller Ammons of Colorado spoke from Denver on the occasion of the labor convention in that city, 10:30-11:00 p.m.

OCTOBER 5: From Shanghai Dr. Alfred Sze, former Chinese ambassador to the United States, discussed his government's position in the current conflict, 6:15-6:30 p.m.

Ceremonies connected with the dedica-

tion of Chicago's new Outer Drive Link Bridge were broadcast from several vantage points by an expert crew of WBBM staff announcers, 10:30-10:45 a.m.

President Roosevelt addressed the New York *Herald-Tribune* Forum on Current Problems from Ohio, 10:45-11:00 p.m.

OCTOBER 6: A broadcast from St. Louis described the ceremonies of the Veiled Prophet Ball, a festival celebrated annually in that city, 11:30-11:45 p.m.

OCTOBER 8: In connection with the 100th anniversary of the founding of Oberlin College and co-education, two seniors discussed "Co-Education, Past and Present," 10:45-11:00 a.m.

OCTOBER 9: Ted Husing covered the Michigan-Northwestern football game at Evanston, Illinois, 4:00-5:30 p.m.

John Neblett and Gary Breckner cov-

ered the Southern California-Ohio State football game at Los Angeles, 5:30-7:30 p.m.

OCTOBER 10: From London the Rt. Hon. Herbert Stanley Morrison of the British Labor Party discussed "The Possible Effectiveness of the Japanese Boycott in England." 1:30-1:45 p.m.

A program sponsored by the Pennsylvania Publicity Commission presented Governor Earle and Warren van Dyke, the state's Secretary of Highways, 10-10:15 p.m.

OCTOBER 11: President Roosevelt, Secretary of War Harry H. Woodring and Count Jerzy Potocki, Polish Ambassador to the United States were heard in a Pulaski Day Program, 11:45 a.m.-12 noon.

OCTOBER 12: From the White House President Roosevelt delivered the ninth in his series of "Fireside Chats" on the state of the nation, 9:30-10:00 p.m.

OCTOBER 13: James W. Gerard, former ambassador to Germany, explained his new post as collaborator of the United States Tourist Bureau of the Department of Interior, 10:45-11:00 p.m.

The first reading "clinic" of the air, with celebrities from many fields sub-

mitting to a test of their memory powers, presented Dr. Ruth Strang and Bruce Barton, Judge Jeanette Brill, Princess Kropotkin and Alice Hughes, 6:15-6:30 p.m.

OCTOBER 14: Allan Cruickshank, ornithologist, discussed bird lore at the 33rd annual convention of the National Association of Audubon Societies, 2:30-2:45 p.m.

From Shanghai Dr. Wang Chung-hui, Foreign Minister of China, delivered "China's Appeal to the World," 6:15-6:25 p.m.

OCTOBER 15: The Washington String Quartet played the Gliere-Balalaieff quartet in a *Columbia Concert Hall* presentation, 3:00-3:30 p.m.

From the 26th National Safety Congress at Kansas City a panel discussion on the "Driver of the Future" was led by Sidney J. Williams, director of publicity safety for the National Safety Council, 3:30-4:00 p.m.

Secretary of Interior Harold L. Ickes spoke at the annual banquet of the Independent Petroleum Association of America at Houston, 11:30-12 mid.

OCTOBER 16: From the Municipal Stadium in Baltimore Ted Husing described the

football game between Navy and Harvard, 1:45-4:30 p.m.

Postmaster General James A. Farley spoke at the Jackson Club breakfast in Portland, Oregon, 12 noon-12:30 p.m.

OCTOBER 17: From the National Negro Congress in Philadelphia were presented a talk by John P. Davis, national secretary of the Congress; interviews with prominent Negroes, and selections by a 200-voice chorus, 2:00-2:30 p.m.

OCTOBER 19: Rep. Emanuel Celler and Maurice Tremaine, Comptroller of New York State discussed "Capital Gains and Losses in Taxes," 10:45-11 p.m.

OCTOBER 20: Roger N. Carter, president of the Institute of Chartered Accountants of England and Wales, the oldest society of its kind in the world, spoke on the occasion of the 50th anniversary of the American Institute of Accountants, 6:15-6:30 p.m.

The significance of National Pharmacy Week (October 18-23) was explained by Jerry McQuade, first vice-president and editor of *Drug Topics*, 10:45-11 p.m.

OCTOBER 21: The educational conference at Muskingum College, Ohio, discussed

the topic "Is Liberal Arts Educational Failing?" 3:30-4:00 p.m.

From London Lord Strabolgi, president of the United Kingdom Pilots Association, gave a summary of the full-dress Parliamentary debate on foreign affairs, 6:00-6:15 p.m.

From Shanghai Dr. W. W. Yen, former ambassador to Soviet Russia, delivered another in the series of CBS talks on the Far Eastern situation, 6:45-7 p.m.

In a special broadcast sponsored by the Elgin National Watch Company, Lord Elgin of England delivered from London a message to the Illinois city named after his ancestor, 7:15-7:30 p.m.

OCTOBER 22: William Hodson, Commissioner of Public Welfare of New York City, discussed "National Trends in Public Welfare," 6:35-6:45 p.m.

John Barbirolli, brilliant young conductor of the Philharmonic-Symphony Orchestra whose Sunday concerts are being broadcast over the Columbia Network for the eighth consecutive year, was interviewed by Deems Taylor on his plans for the current musical season, 6:45-7:00 p.m.

Dr. Walter Van Kirk, director general of the National Peace Conference, explained "What the Peace Societies

Think of Roosevelt's Foreign Policy," 7:30-7:45 p.m.

Dr. William Heard Kilpatrick, noted educator, was interviewed in Chicago by Mrs. B. F. Langworthy of the Parents and Teachers Association on "Progressive Education," 10:45-11:00 p.m.

OCTOBER 23: From Vatican station HJV at Rome Archbishop Celso Costantini, president of the Pontifical Society for the Propagation of the Faith, delivered an address on "Catholic Missions," 12 noon-12:15 p.m.

At the Ohio Stadium in Columbus Ted Husing described the football game between Ohio State and Northwestern, 1:45-4:00 p.m.

Postmaster General James A. Farley addressed a distinguished group of Nebraska political leaders and postal officials at a banquet in Lincoln on "Political Economy," 10:45-11:15 p.m.

OCTOBER 24: Dr. James L. Clark, director of preparation of the American Museum of Natural History, spoke on "Grizzly Bears versus Science," 1:30-1:45 p.m.

"The Future of Sailing Ships" was the subject discussed on this Sailors' Day program by Captains Alan Villiers and

Felix Riesenberg and Rear Admiral Reginald R. Belknap, retired, 2-2:30 p.m.

A special program of the *Columbia Workshop* presented Mark Blitzstein's original radio operetta, "I've Got the Tune." The cast included Blitzstein in the leading role of Mr. Musiker, Shirley Booth as Beetzle, Norman Lloyd as Private Schnook and Lotta Leyna as the Suicide. Irving Reis directed and Bernard Herrmann conducted a large orchestra and chorus of 20 voices, 8-8:30 p.m.

OCTOBER 25: From Chicago a round-table discussion of "Your Family Doctor" was presented on the occasion of the 27th annual session of the Clinical Congress of the American College of Surgeons, 3:00-3:15 p.m.

From Washington Robert Horton, well-known correspondent, reported on the opening day of the conference between leaders of the C.I.O. and the A.F.L. in that city, 7:30-7:45 p.m.

OCTOBER 26: J. Edgar Hoover addressed the International World Police Conference on "Federal Cooperation with State, Municipal and Foreign Police," 12 noon-12:15 p.m.

Mrs. Franklin D. Roosevelt spoke on a

program arranged in cooperation with the American Society for the Hard of Hearing which, during the week of October 24-30, dedicated the activities of 166 cooperating societies to the aid of its members, 10:45-11:00 p.m.

OCTOBER 27: On the opening day of the 38th National Automobile Show, the first in a series of seven programs which continue daily, except Sunday, until November 2, featured interviews with visitors to the show by Mel Allan and Charley Stark. On the subsequent programs in this series W.C. Cowling, general sales manager of the Ford Motor Company; Harry G. Moock, general sales manager of Plymouth; W. R. Tracy, general sales manager of Hudson; and a representative of the Willys-Overland Company were scheduled to speak, and a dramatization depicting the industry's place in the American scene was presented, 3:15-3:30 p.m.

Ceremonies at the U. S. Naval Academy's official celebration of Navy Day, including the presentation of 53 flags by the national chairman of the D.A.R., were described by Bob Trout, 3:45-4:15 p.m.

Three Junior League officers, Mrs. Peter L. Harvie, Miss Helen Leovy and Mrs. Guido Pantaleoni spoke on the

league's nationwide Children's Theatre work, 6:15-6:30 p.m.

State Senator J. Kenneth Bradley of Connecticut, national chairman of the Young Republican National Federation spoke on "The Future of the Republican Party," 6:45-7:00 p.m.

From Washington Hiroshi Saito, Japanese ambassador to the United States discussed his nation's position of the Sino-Japanese conflict in a talk, "Japan's Purposes and Methods in China," 10:45-11:00 p.m.

OCTOBER 28: From Shanghai Madame H. H. Kung, wife of the Chinese Minister of Finance and acting Premier of China was heard on the CBS series of talks on the Far Eastern situation, 6:45-7 p.m.

OCTOBER 29: "The Next Step Forward," a joint memorial broadcast in honor of the late Edward A. Filene, was presented by leaders of the organizations with which he was affiliated. The speakers included Dr. James Warbasse, Flint Carrison and Claude R. Orchard, 10:45-11:00 p.m.

OCTOBER 30: At Northrup Stadium in Minneapolis Ted Husing described the Minnesota-Notre Dame game, 2:45-5:30 p.m.

