

First Davis Cup Finals in U. S. in 11 years:  
a Columbia sports "exclusive". See Page 20.

NATIONAL BROADCASTING COMPANY  
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CBS PROGRAM BOOK · SEPTEMBER, 1938



SEPTEMBER, 1938

**THE COLUMBIA  
PROGRAM BOOK**

**CBS SPONSORED PROGRAMS: pp. 3 to 18**

**CBS SUSTAINING PROGRAMS: pp. 19 to 39**

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# CBS SPONSORED PROGRAMS

CLIENT	PROD
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Co
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes
ANACIN COMPANY	Anacin
ATLANTIC REFINING COMPANY	Atlantic White Flash Gas Atlantic Motor Oil
BAYER COMPANY	Bayer Aspirin
A. S. BOYLE COMPANY	Hill's Nose Drops
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.

PROGRAM	TIME	AGENCY	ON CBS*
ROMANCE OF HELEN TRENT <i>serial drama</i> (also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM, CHICAGO	Blackett-Sample-Hummert, Inc.	247 Weeks
GREAT HIT PARADE, Goodman's Orchestra; First Star; Buddy Clark, Freda Gibson and the Songsmiths <i>popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC, NEW YORK	Lord and Thomas	122 Weeks
GAL, SUNDAY <i>serial drama</i> (COLYNOS COMPANY also, page 9)	Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	369 Weeks
FOOTBALL CROSS-PROVIDENCE COLLEGE Football Game at Worcester <i>play-by-play description</i>	†Saturday Sept. 24 only 2:00-4:30 p.m. ORIGINATES: WORC, WORCESTER	N. W. Ayer & Son, Inc.	111 Weeks
WIFE AND HUSBAND Helen Menken, presented by the Famous Actors' Guild <i>dramatic</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	364 Weeks
ROMANCE OF HELEN TRENT <i>serial drama</i> (also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	172 Weeks
NIGHTER, Barbara Luddy and Remayne <i>drama at the "Little Theater            Times Square"</i> (starting September 2)	Friday 8:00-8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	31 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHRYSLER CORPORATION	Chrysler DeSoto Dodge Plymouth
COLGATE-PALMOLIVE-PEET COMPANY	Concentrated Super Suds  Palmolive Shave Cream Palmolive Brushless Shave  Palmolive Soap  Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake



PROGRAM	TIME	AGENCY	ON CBS
<p>LYWOOD HOTEL,  bert Marshall, MC; Frances  ford, Jean Sablon, Victor  g's Orchestra  ramatic musical revue  (Starting September 9)</p>	<p>Friday  9:00-10:00 p.m.  ORIGINATES:  KNX, LOS ANGELES</p>	Ward Wheelock Company	195 Weeks
<p>OR BOWES' AMATEUR HOUR  ateurs, with Major Bowes  Master of Ceremonies</p>	<p>Thursday  9:00-10:00 p.m.  ORIGINATES: WABC</p>	Ruthrauff & Ryan, Inc.	130 Weeks
<p>Y AND MARGE  rial drama</p>	<p>Mon. thru Fri.  10:15-10:30 a.m.  Rebroadcast  4:00-4:15 p.m.;  4:15-4:30, beg.  September 26  ORIGINATES: WABC</p>	Benton & Bowles, Inc.	131 Weeks
<p>AG BUSTERS  lice-file dramatizations</p>	<p>Wednesday  8:00-8:30 p.m.  Rebroadcast  12:00-12:30 a.m.  ORIGINATES: WABC</p>		129 Weeks
<p>TOP HOUSE,  aing Bess Johnson  ramatic serial</p>	<p>Mon. thru Fri.  10:30-10:45 a.m.  Rebroadcast  4:30-4:45 p.m.  ORIGINATES: WABC</p>		133 Weeks
<p>MOTHER  ramatic serial</p>	<p>Mon. thru Fri.  10:45-11:00 a.m.  ORIGINATES: WBBM</p>	Benton & Bowles-Chicago, Inc.	74 Weeks
<p>TY KITTY KELLY  rial drama</p>	<p>Mon. thru Fri.  10:00-10:15 a.m.  Rebroadcast  4:15-4:30 p.m.;  4-4:15, beg. Sept. 26  ORIGINATES: WABC</p>	Benton & Bowles, Inc.	182 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PROD
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Confectionery
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr
GENERAL FOODS CORPORATION	Huskies  Calumet Baking Powder Swans Down Cake Flour  Sanka Coffee  La France Satina  Postum

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
<b>HELOR'S CHILDREN</b> <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WEBM	Roche, Williams & Cunnyng- ham, Inc.	192 Weeks
<b>MAX MANNING</b> <i>Commentator</i>	†Tuesday 5:45-6:00 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	41 Weeks
<b>WEDNESDAY EVENING HOUR.</b> and Symphony Orchestra and chorus, Eugene Ormandy, con- ductor; Guest Soloists: Sept. 11: John Charles Thomas Sept. 18: Gladys Swarthout Sept. 25: Jose and Amparo Iturbi <i>Symphonic music, and talks by</i> <i>F. J. Cameron</i>	Sunday 9:00-10:00 p.m. ORIGINATES: WJR, DETROIT	N. W. Ayer & Son, Inc.	231 Weeks
<b>JOHN PENNER and company, with</b> <b>Pollack's Orchestra</b> <i>Comedy and music</i> (Starting September 29)	Thursday 7:30-8:00 p.m. ORIGINATES: KNX	Benton & Bowles, Inc.	184 Weeks
<b>THE KEITH SMITH HOUR</b> <i>Variety show</i> (Starting September 29)	Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30-12:30 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
<b>THE PEOPLE</b> <i>Real-life experiences</i> (Starting September 27)	Thursday 9:00-9:30 p.m. ORIGINATES: WABC		
<b>MARY MARGARET McBRIDE</b> <i>Radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. <i>Rebroadcast</i> 4:45-5:00 p.m. ORIGINATES: WABC		
<b>ALYCE and ABNER</b> <i>Serial drama</i> (Starting September 5)	Mon., Wed., Fri. 6:45-7:00 p.m. <i>Beg. September 26.</i> 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: WBBM		

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

# CBS SPONSORED PROGRAMS

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

PROGRAM	TIME	AGENCY	ON CBS
<p>IE TO SHINE,  with Hal Kemp and his Orchestra,  ly Starr and Bob Allen  <i>Musical</i></p>	<p>Tuesday  10:00-10:30 p.m.  ORIGINATES: WABC</p>	<p>Birmingham, Castleman &amp;  Pierce, Inc.</p>	<p>20 Weeks</p>
<p>THE PASSING PARADE,  with John Booth Nesbitt,  Garr, tenor,  Ear Bradley's Orchestra  <i>Drama and music</i></p>	<p>Sunday  7:30-8:00 p.m.  ORIGINATES: KNX</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>238 Weeks</p>
<p>WHAT CAN BE DONE,  with Edgar A. Guest,  Fonkie Masters' Orchestra  Full Dramatic Cast  <i>Poetry and drama</i></p>	<p>Wednesday  10:30-11:00 p.m.  ORIGINATES: WBBM</p>	<p>Batten, Barton, Durstine &amp;  Osborn, Inc.</p>	<p>35 Weeks</p>
<p>THE WARRIOR GAL, SUNDAY  <i>Serial drama</i>  (See ANACIN COMPANY also, page 3)</p>	<p>Thurs. and Fri.  12:45-1:00 p.m.  ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>221 Weeks</p>
<p>THE WYNE KING and his Orchestra  <i>Popular music</i></p>	<p>Monday  10:00-10:30 p.m.  ORIGINATES: WBBM</p>	<p>Lord and Thomas</p>	<p>156 Weeks</p>
<p>THE GRAND CENTRAL STATION  <i>Serial drama</i></p>	<p>Tuesday  9:00-9:30 p.m.  After Sept. 30,  Fri., 10-10:30 p.m.  ORIGINATES: WABC</p>	<p>Lambert &amp; Feasley, Inc.</p>	<p>61 Weeks</p>

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

# CBS SPONSORED PROGRAMS

CLIENT	PRODI
<b>LEVER BROTHERS COMPANY</b>	Lux Toilet Soap  Rinso  Lifebuoy  Rinso  Spry
<b>LIGGETT &amp; MYERS TOBACCO COMPANY</b>	Chesterfield Cigarettes

PROGRAM	TIME	AGENCY	ON CBS
<p>LUX RADIO THEATRE  stars of stage and screen  Drama; Cecil B. DeMille, <i>director</i>  (Starting September 12)</p>	<p>Monday  9:00-10:00 p.m.  ORIGINATES: KNX</p>	<p>J. Walter Thompson Company</p>	<p>112 Weeks</p>
<p>TOWN  starring Edward G. Robinson,  Claire Trevor  Dramatic  (Starting September 20)</p>	<p>Tuesday  8:00-8:30 p.m.  Rebroadcast  11:30-12 a.m.  ORIGINATES: KNX</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>112 Weeks</p>
<p>JOLSON SHOW,  starring Martha Raye, Parkyakarkus  orchestra  Comedy and music  (Starting September 20)</p>	<p>Tuesday  8:30-9:00 p.m.  Rebroadcast  12:00-12:30 a.m.  ORIGINATES: KNX</p>		<p>112 Weeks</p>
<p>SISTER,  starring Alice Frost and Martin Gabel  Serial drama</p>	<p>Mon. thru Fri.  11:30-11:45 a.m.  Rebroadcast  2:00-2:15 p.m.  ORIGINATES: WABC</p>		<p>103 Weeks</p>
<p>STANT JENNY'S REAL LIFE STORIES  Dramatic</p>	<p>Mon. thru Fri.  11:45-12 noon  Rebroadcast  2:15-2:30 p.m.  ORIGINATES: WABC</p>		<p>85 Weeks</p>
<p>PHIL WHITEMAN'S PROGRAM,  starring Joan Edwards; Paul Douglas;  Modernaires; Guests  Musical Variety</p>	<p>Wednesday  8:30-9:00 p.m.  Rebroadcast  11:30-12 mid.  ORIGINATES: WABC</p>	<p>Newell-Emmett Co., Inc.</p>	<p>72 Weeks</p>
<p>BURNS AND ALLEN  (Starting September 30)</p>	<p>Friday  8:30-9:00 p.m.  Rebroadcast  11:30-12 mid.  ORIGINATES: WABC</p>		

\*1. figures indicate the total number of weeks which the client has used CBS facilities.

# CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
<b>P. LORILLARD COMPANY</b>	Old Gold Cigarettes
<b>MASSACHUSETTS VOTERS CAMPAIGN COMMITTEE FOR JAMES M. CURLEY</b>	Candidate for Governor
<b>McKESSON &amp; ROBBINS, INC.</b>	Calox Toothpowder Solidified Albolene
<b>NASH-KELVINATOR CORPORATION</b>	Nash Motor Cars
<b>PENICK &amp; FORD, LTD.</b>	My-T-Fine Dessert
<b>PET MILK SALES CORPORATION</b>	Irradiated Pet Milk

†Columbia New England Network



PROGRAM	TIME	AGENCY	ON CBS
<b>LYWOOD SCREENSCOOPS,</b> <i>George McCall, commentator</i> <i>motion-picture news</i>	Tues. and Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX	Lennen & Mitchell, Inc.	139 Weeks
<b>CAMPAIGN TALKS</b>	†Tuesday, Sept. 13 6:15-6:30 p.m. Wed., Sept. 14 7:00-7:15 p.m. ORIGINATES: WEEI	H. M. Frost Company	
<b>CE JORDAN, GIRL INTERNE</b> <i>serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	44 Weeks
<b>PROFESSOR QUIZ,</b> <i>with Bob Trout</i> <i>questions and answers</i>	Saturday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC	Geyer, Cornell & Newell, Inc.	78 Weeks
<b>THE MIGHTY SHOW</b> <i>big-top drama</i> <i>(Starting September 12)</i>	Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	26 Weeks
<b>MARY LEE TAYLOR,</b> <i>the economist</i> <i>household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX, ST. LOUIS	Gardner Advertising Company	252 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
<p><b>PHILIP MORRIS &amp; COMPANY, LTD.</b></p>	<p>Philip Morris Cigarettes</p>
<p><b>THE PROCTER &amp; GAMBLE COMPANY</b></p>	<p>Oxydol</p> <p>Crisco</p> <p>Chipso</p> <p>Ivory</p>
<p><b>R. J. REYNOLDS TOBACCO COMPANY</b></p>	<p>Camel Cigarettes</p> <p>Prince Albert Smoking Tobacco</p>
<p><b>RIO GRANDE OIL, INC.</b></p>	<p>Petroleum Products</p>

††Columbia California Network Only

PROGRAM	TIME	AGENCY	ON CBS
NNY PRESENTS s Morgan's Orchestra, Jack nstone's Dramatizations, Frances ir, Genevieve Rowe, "Beverly", nn Cross and Ray Bloch's Swing rteen <i>Variety and dramatic interludes</i>	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC	The Biow Company, Inc.	103 Weeks
: GOLDBERGS <i>erial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	196 Weeks
& SADE <i>erial drama</i>	1:15-1:30 p.m. ORIGINATES: WBBM	Compton Advertising, Inc.	
D OF LIFE <i>erial drama</i>	1:30-1:45 p.m. ORIGINATES: WABC	Pedlar & Ryan, Inc.	
PEL SINGER <i>ymns</i>	1:45-2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
NNY GOODMAN his Orchestra <i>usic and guests</i>	Tuesday 9:30-10:00 p.m. ORIGINATES: WABC	William Esty & Company, Inc.	270 Weeks
LING ALL CARS <i>olice file dramatizations</i>	††Thursday 8:30-9:00 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	260 Weeks

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
SOIL-OFF MANUFACTURING COMPANY	Cleaning Fluid
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
RICHARD WHITCOMB	Candidate for Governor of Massachusetts
JOSEPH WHITE	Candidate for Lieutenant- Governor of Massachusetts
WM. WRIGLEY JR., COMPANY	Wrigley's Gum

†Columbia Pacific Network Only  
 ††Columbia New England Network Only

PROGRAM	TIME	AGENCY	ON CBS
<p>ATCHER WILEY <i>News commentator</i></p>	<p>†Thursday 12:45-1.00 p.m. PST ORIGINATES: KNX</p>	<p>Hillman-Shane Advertising Agency, Inc.</p>	<p>Starts Sept. 8</p>
<p>CK AND PAT IN PIPE SMOKING IE, with Edward Roecker, bari- e and Benny Kreuger's Orchestra <i>"Blackface" comedy and music</i></p>	<p>Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC</p>	<p>Arthur Kudner, Inc.</p>	<p>170 Weeks</p>
<p>MPAIGN TALKS</p>	<p>††Sept. 6, 18, 19 <i>Various hours</i> ORIGINATES: WEEI</p>	<p>Dowd-Ostreicher, Inc.</p>	<p>3 Weeks</p>
<p>MPAIGN TALK</p>	<p>††Sept. 13 only, 7:00-7:15 p.m. ORIGINATES: WEEI</p>	<p>C. Brewer Smith Advertising Agency</p>	
<p>LE LAUGH LINER, string Billy House with Jk Fulton, tenor and Cl Hohengarten's Orchestra <i>Comedy and music</i></p>	<p>Sunday, 6:30-7:00 p.m. ORIGINATES: WBBM</p>	<p>Frances Hooper Advertising Agency</p>	<p>327 Weeks</p>
<p>SATTERGOOD BAINES <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 3:30-3:45 p.m. ORIGINATES: WBBM</p>		

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

# CBS SUSTAINING PROGRAMS

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

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

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**SPECIAL EVENTS**

PROGRAM AND TIME	DESCRIPTION
<p><b>Davis Cup Challenge Round</b> <i>Various hours</i> SEPTEMBER 3 THRU 5</p>	<p>The Davis Cup Challenge Round, annual highlight of the tennis world, is brought to the nation from the Germantown Cricket Club in an exclusive Columbia sports presentation. Ted Husing tells the stroke-by-stroke story of the American team's effort, led by Don Budge, to retain the trophy against Australia's players, Adrian Quist and John Bromwich. America is represented by Budge and Bobby Riggs in the singles, and Budge and Gene Mako in the doubles, with Joe Hunt as alternate. The broadcasting schedule:</p> <p>SEPTEMBER 2: Davis Cup Draw, deciding which Australians meet which Americans, 12:25-12:30 p.m.</p> <p>Preview broadcast—Ted Husing interviews athletes and officials at Germantown, 6:45-7 p.m.</p> <p>SEPTEMBER 3: Davis Cup Matches, 2:15-4:00 p.m.; 4:30-5:30 p.m.</p> <p>SEPTEMBER 4: Davis Cup Matches, 3-5 p.m.</p> <p>SEPTEMBER 5: Davis Cup Matches, 2:30-3:30 p.m.; 5:00-5:30 p.m. To be broadcast if matches affect result.</p>
<p><b>National Singles Championships</b> <i>Various hours</i> SEPTEMBER 12 THRU 17</p>	<p>At Forest Hills, where the world's leading men and women amateur tennis players are competing for the singles titles, Ted Husing describes Don Budge's struggle to defend his title, and the efforts of Alice Marble, Helen Jacobs, Jadwiga Jedrzejowska and Kay Stammers to win the crown vacated by Anita Lizana.</p>

# CBS SUSTAINING PROGRAMS

## SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p><b>Aqueduct and Jamaica Races</b>                      4:30-5:00 p.m.                      SATURDAYS, SEPTEMBER 3, 10, 17                      MONDAY, SEPTEMBER 5</p>	<p>Bryan Field, Columbia's racing reporter, turns from a month at the Spa to broadcast turf highlights of the Metropolitan Fall meetings at Aqueduct and Jamaica. Field also gives a summary of each day's races.</p> <p>SEPTEMBER 3: BAY SHORE HANDICAP and view of Stony Brook Stakes, at Aqueduct.</p> <p>SEPTEMBER 5: AQUEDUCT HANDICAP and view of Babylon Handicap, at Aqueduct.</p> <p>SEPTEMBER 10: JUNIOR CHAMPION STAKES and review of Edgemere Handicap, at Aqueduct.</p> <p>SEPTEMBER 17: JEROME HANDICAP, at Jamaica.</p>
<p><b>National Air Races</b>  <i>Various hours</i>                      SEPTEMBER 4 AND 5</p>	<p>Columbia broadcasts the National Air Races from Cleveland, with all its speed and thrills. The Thompson Trophy and the Bendix Trans-Continental Race are among the events carried.</p>
<p><b>Polo at Meadowbrook</b>                      5:30-6:00 p.m.                      SUNDAYS, SEPTEMBER 11 AND 18</p>	<p>At Meadowbrook, Ted Husing follows the polo ball for CBS in finals of the Open Championship and Monty Waterbury Cup. Leading players of many nations compete.</p>
<p><b>National Amateur Golf Championship</b>  <i>Various hours</i>                      SEPTEMBER 12 THRU 17</p>	<p>From the green slopes of Oakmont's golf course, just outside of Pittsburgh, Harry Nathan, sports writer and CBS sports commentator, brings to Columbia's listeners a daily summary of the play in this year's Amateur Championship, with a running description of the final match. Johnny Goodman is defending his title against a fine field, including Charles Yates, British Amateur titleholder.</p>



**SPECIAL EVENTS**

PROGRAM AND TIME	DESCRIPTION
<p><b>Women's Amateur Golf Championship</b> <i>Various hours</i> SEPTEMBER 19 THRU 24</p>	<p>This year the Women's Championship is being held at the Westmoreland Country Club, Wilmette, Illinois. Harry Nash moves there to summarize the week's play, concluding with an actual description of part of the finals. Mrs. Estelle Lawson Page is defending champion.</p>
<p><b>Football—Minnesota vs. Washington</b> 2:30–5:00 p.m. SATURDAY, SEPTEMBER 24</p>	<p>As the football season opens, Columbia again brings to its audience Ted Husing in his thrilling accounts of the biggest games throughout the country. Leading off the CBS grid schedule this year is a bruising battle between two sectional leaders, Minnesota and Washington, at Minneapolis.</p>
<p><b>Men Against Death</b> 8:00–8:30 p.m. EACH THURSDAY SEPTEMBER 1 THRU 22</p>	<p>The heroes of Paul de Kruif's well-known books are brought to life in dramas presented in association with the Federal Theater's Radio Division. George Zachary directs, Bernard Herrmann is musical director, and Leon Fontaine prepares the scripts.</p> <p>SEPTEMBER 1: David Bruce—"Trail of the Tsetse." SEPTEMBER 8: Ross vs. Grassi—"Malaria." SEPTEMBER 15: Walter Reed—"Fight on Yellow Jack." SEPTEMBER 22: Walter Reed—"Five Against Death."</p>

**DRAMATIC SERIES**

# CBS SUSTAINING PROGRAMS

## DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
<p><b>Orson Welles – Mercury Theater of the Air</b>            9:00–10:00 p.m.            MONDAY, SEPTEMBER 5            8:00–9:00 p.m.            SUNDAYS, SEPTEMBER 11, 18, 25</p>	<p>Orson Welles, brilliant young actor-producer, this month shifts his Mercury Theater of the Air to Sunday night, continuing the experiments in radio drama which he undertook at the invitation of the Columbia Network. On September 5 he and the Mercury Theater Company dramatize G. K. Chesterton's "The Man Who Was Thursday." The Sunday program is to be announced later.</p>
<p><b>Four Corners Theater</b>            8:00–8:30 p.m.            TUESDAYS, SEPTEMBER 6, 13</p>	<p>Drama which has played to America's radio audiences in more performances than any other greatest Broadway hits is featured on the stage of Columbia's "Four Corners Theater," directed by Earle McGill.</p> <p>SEPTEMBER 6: "Simple Simon Simple," by Henry Roland.</p> <p>SEPTEMBER 13: "Among the Breakers," by M. Baker.</p>
<p><b>Buffalo Players</b>            3:00–3:30 p.m.            EACH FRIDAY</p>	<p>The Buffalo Players, one of the oldest dramatic groups in the country, take to the air with original dramas especially written for the Buffalo Summer Theatre.</p>
<p><b>"The Ghost of Benjamin Sweet"</b>            10:00–10:30 p.m.            EACH SUNDAY</p>	<p>This amiable spectre is the hero of incorporated adventures conceived by Pauline Gibson and Frederick Gilsdorf. The cast includes Karl Swenson as Benjamin Sweet and Ed Latimer as his "accomplice," Theobald Tubbs; Walter Geer as Mortimer, the Rocky Mt. ghost and Bob Strauss, chairman of the Ghost Board.</p>

**EDUCATIONAL  
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p><b>CBS ADULT EDUCATION BOARD</b></p>	<p>Programs on this and the following pages are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:</p> <table border="0"> <tr> <td>LYMAN BRYSON, <i>chairman</i></td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. CANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, <i>chairman</i>	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. CANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
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HENRY R. LUCE	JOSEPH H. WILLITS														
<p><b>"Living History"</b> 7:30-7:45 p.m. EACH WEDNESDAY</p>	<p>Radio, seeking the significant events that have made our world of today, goes into the past and recreates it in the living form of "news broadcasts." Professor Harry J. Carman of Columbia University acts as guest historian.</p> <p>SEPTEMBER 7: The Hartford Convention. SEPTEMBER 14: Rise of the Federalists. SEPTEMBER 21: Conquest of the West. SEPTEMBER 28: Missouri Compromise.</p>														
<p><b>"Americans at Work"</b> 10:30-11:00 p.m. EACH THURSDAY</p>	<p>Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land.</p>														
<p><b>"Adventures in Science"</b> 7:30-7:45 p.m. EACH FRIDAY</p>	<p>This program enables the American public to listen in on the greatest scientists of our time as they narrate to Paul C. Woodbridge of Columbia's staff the stories of important developments in their fields.</p>														

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p><b>The People's Platform</b> 7:00-7:30 p.m. EACH SUNDAY</p>	<p>Columbia presents a novel series in which typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner during which solutions to social and political problems are sought through an exchange of ideas.</p> <p>SEPTEMBER 4: "Success in the Creative Arts" Guests include Orson Welles, Rockwell Kent and Deems Taylor.</p> <p>SEPTEMBER 11, 18 AND 25: "Public Opinion and Foreign News; Domestic News; the Magazine."</p>
<p><b>Of Men and Books</b> 4:00-4:15 p.m. EACH THURSDAY</p>	<p>Current books and authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University.</p> <p>SEPTEMBER 8: "The Autobiography of William Butler Yeats."</p> <p>SEPTEMBER 15: Irving Stone's "Sailor on Horseback," and Marquis James' "Life of Andrew Jackson."</p> <p>SEPTEMBER 22: Constance Robertson's "Sea No-Further;" Vincent Sheean's "Day of Battle"</p>
<p><b>The Farmer Takes the Mike</b> 2:30-3:00 p.m. EACH SUNDAY</p>	<p>A new nationwide farm forum, in which an American farmer and his family participate in informal discussions of farming conditions, social problems and subjects of human interest. This month the farmer takes the mike</p> <p>SEPTEMBER 4: Syracuse.</p> <p>SEPTEMBER 11: Topeka.</p> <p>SEPTEMBER 18: Dallas.</p> <p>SEPTEMBER 25: Denver.</p>

**EDUCATIONAL  
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p><b>New Horizons</b> 5:45-6:00 p.m. EACH MONDAY</p>	<p>The American Museum of Natural History presents famous explorers and scientists. Hans Christian Adamson arranges the programs.</p>
<p><b>Highways to Health</b> 4:00-4:15 p.m. EACH TUESDAY</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. Iago Galdston, executive secretary, is in charge.</p> <p>SEPTEMBER 6: Dr. Sidney P. Schwartz, Montefiore Hospital, "Child With Heart Disease."</p> <p>SEPTEMBER 13: Dr. Arthur Krida, Bellevue Hospital, "Preventive Orthopedics."</p>
<p><b>Exploring Space</b> 5:45-6:00 p.m. EACH WEDNESDAY</p>	<p>The planets and satellites are the subjects of these dramatized broadcasts, presented by Prof. William H. Barton, executive curator of the Hayden Planetarium, and Hans Christian Adamson, of the American Museum.</p>
<p><b>World Economic Cooperation</b> 4:45-5:00 p.m. FRIDAYS, SEPTEMBER 2, 9, 16</p>	<p>Columbia this month concludes these talks by prominent spokesmen for world economic cooperation, presented under the auspices of National Peace Conference.</p> <p>SEPTEMBER 2: Mrs. Elizabeth G. Whiting, member of the Council for Social Action of the Congregational and Christian Churches, speaks on "The Economic Plebiscite."</p> <p>SEPTEMBER 9: A round-table discussion by members of the National Committee on the Cause and Cure of War considers "Propaganda and the Trade Agreement Program."</p> <p>SEPTEMBER 16: Walter W. Van Kirk, director of Conference, concludes the present series with "A Summary of the Year's Work."</p>

**PUBLIC AFFAIRS**

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p><b>Rep. Emanuel Celler</b> 10:45-11:00 p.m. FRIDAY, SEPTEMBER 2</p>	<p>"German-American Trade Policies" are examined by Representative Emanuel Celler (D-N.Y.) of New York.</p>
<p><b>Madame Secretary Perkins</b> 10:45-11:00 p.m. MONDAY, SEPTEMBER 5</p>	<p>Frances Perkins, Secretary of Labor, delivers her customary annual talk on the occasion of Labor Day, speaking from Boston.</p>
<p><b>James A. Horton</b> 10:45-11:00 FRIDAY, SEPTEMBER 9</p>	<p>James A. Horton, chief examiner of the Federal Trade Commission, discusses National Advertisers Week, observed Sept. 1-10.</p>
<p><b>Lena Madessin Phillips</b> 7:15-7:30 p.m. MONDAY, SEPTEMBER 12</p>	<p>"Central Europe in Suspense" is described by Lena Madessin Phillips, president of the International Federation of Business and Professional Women's Clubs.</p>
<p><b>Herbert Hoover</b> 9:30-10:30 p.m. WEDNESDAY, SEPTEMBER 28</p>	<p>Ex-President Herbert Hoover is heard in a special talk from the Municipal Auditorium, Kansas City, Missouri.</p>
<p><b>Europe Calling!</b> 1:30-1:45 p.m. EACH SUNDAY</p>	<p>Expert observations on international affairs by prominent national spokesmen. SEPTEMBER 4: James R. Heavey, visiting Irish delegate to the Youth Congress. SEPTEMBER 11: From Geneva, Clark Eichelberger of the League of Nations Association.</p>
<p><b>Headlines and Bylines</b> 10:30-11:00 p.m. EACH SUNDAY</p>	<p>H. V. Kaltenborn, Bob Trout and Gill Seldes, a trio of expert reporters on public affairs, combine their talents on this weekly series of world news and newsmakers.</p>

**SERIOUS  
MUSIC**

**PROGRAM AND TIME**

**Everybody's Music**

3:00-4:00 p.m.

EACH SUNDAY

EXCEPT SEPT. 4

**DESCRIPTION**

Howard Barlow conducts the Columbia Broadcasting Symphony Orchestra and Henry M. Neely is commentator. In this series the premieres of works written for the second COLUMBIA COMPOSERS COMMISSION are performed.

SEPTEMBER 11: *William Schuman*: Symphony No. 2; *Max Reger*: Variations on a Theme by Mozart.

SEPTEMBER 18: *Haydn*: "London" Symphony; *Franck*: Symphonic Variations; *Jerome Moross*: "A Tall Tale," premiere of the fourth COLUMBIA COMPOSERS COMMISSION work.

SEPTEMBER 25: *Carl Mathes*: Five Tone Poems; *Shostakovitch*: Symphony No. 1.

**Berkshire Festival  
of Chamber Music**

4:00-5:00 p.m.

SEPTEMBER 21 THRU 23

Columbia joins in the 20th anniversary of the Berkshire Chamber Music Festival (1918-1938), sponsored by Mrs. Elizabeth Sprague Coolidge, with three programs at Pittsfield.

SEPTEMBER 21: The Berkshire String Quartet plays Beethoven's Quartet in E Flat, op. 127 and his Scotch and Irish Songs, with trio.

SEPTEMBER 22: The Barrère Woodwind Ensemble plays Mozart's Quintet in E Flat Major K. 452, with Jesús Maria Sanroma as pianist; and Georg Philip Telemann's Sonata for Flute and Piano, with Georges Barrère and Mr. Sanroma.

SEPTEMBER 23: The Roth Quartet plays Haydn's Quartet in D Major, No. 5 and Ernst Toch's Quintet for Piano and String Quartet, with the composer at the piano.

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p><b>Story of the Song</b> 8:30-9:00 p.m. EACH THURSDAY</p>	<p>The world's greatest songs are interpreted by outstanding singers of the concert stage.</p> <p>SEPTEMBER 1: Léon Rothier, basso.</p> <p>SEPTEMBER 8: Margaret Daum, soprano; Paul Lechner, baritone.</p> <p>SEPTEMBER 15: Elizabeth Wysor, contralto.</p> <p>SEPTEMBER 22: Jeannette Vreeland, soprano.</p>
<p><b>Keyboard Concerts</b> 5:00-5:30 p.m. THURSDAYS, SEPTEMBER 1 AND 8</p>	<p>This series presents outstanding concert artists on the keyboard instruments.</p> <p>SEPTEMBER 1: Julius Chajes, piano.</p> <p>SEPTEMBER 8: Ernst Victor Wolff, harpsichord and piano.</p>
<p><b>Essays in Music</b> 10:00-10:30 p.m. THURSDAYS, SEPTEMBER 1 AND 8</p>	<p>This unusual series, under the direction of Victor Bay, presents on each program with varying compositions devoted to a single subject. George Zachary produces the program.</p> <p>SEPTEMBER 1: <i>The Sea</i>. Eugene Lowenthal, baritone.</p> <p>SEPTEMBER 8: <i>Chinese Impressions</i>. Louis Cores, violin; Margaret Daum, soprano.</p>
<p><b>Columbia Concert Hall —Chamber Music</b> 12 noon-12:45 p.m. EACH SATURDAY</p>	<p>Outstanding instrumental ensembles and soloists are presented each week in the COLUMBIA CONCERT HALL programs of Chamber Music.</p> <p>SEPTEMBER 3: Kreauter String Quartet, with Katherine Bacon as solo pianist in the <i>Fritz Kreisler Bridge Quintet</i>.</p> <p>SEPTEMBER 10: Stradivarius Quartet, in works by <i>Purcell</i> and <i>Beethoven</i>.</p> <p>SEPTEMBER 17: Viola Mitchell, violinist.</p>



**SERIOUS  
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p><b>"Music for Fun"</b> 6:00-6:30 p.m. SUNDAY, SEPTEMBER 4</p>	<p>Music designed to please younger listeners as well as the family group is presented on this series under the direction of Howard Barlow. A visiting family appears on each program to express reactions to the music, with William Spier acting as interlocutor.</p>
<p><b>Moussorgsky's "Fair at Sorochinsk"</b> 2:30-3:30 p.m. WEDNESDAY, SEPTEMBER 7</p>	<p>Concluding its series of four rarely-performed chamber operas, given in association with the Art of Musical Russia, Columbia presents a concert version of Moussorgsky's "Fair at Sorochinsk." Josef Blatt directs and Dr. Paul Berl and Walter Bricht accompany the soloists.</p>
<p><b>Grant Park Concerts</b> 10:30-11:00 p.m. EACH TUESDAY ALSO SUNDAY, SEPTEMBER 4</p>	<p>These famous outdoor concerts in Grant Park feature Chicago's distinguished orchestras and bands, sponsored by the Chicago Park Board. Special concert is scheduled for Sunday, Sept. 4 at 8:30-10:00 p.m.</p>
<p><b>From the Organ Loft</b> 9:00-9:30 a.m. SUNDAY, SEPTEMBER 4</p>	<p>Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music.</p>
<p><b>Salt Lake City Tabernacle Choir</b> 12:30-1:00 p.m. EACH SUNDAY</p>	<p>This world famous choir sings weekly from one of America's greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper, Tabernacle organist, accompanies the choir.</p>
<p><b>CBC Singers</b> 4:30-5:00 p.m. SUNDAYS, SEPTEMBER 4, 11, 18</p>	<p>The CBS Singers, choral group of the Canadian Broadcasting Corporation, present their recitals from Toronto each week. The singers are under the direction of Albert W. Whitehead.</p>

# CBS SUSTAINING PROGRAMS

## CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p><b>"So You Want to Be—"</b>                      5:45-6:00 p.m.                      FRIDAYS, SEPTEMBER 2 AND 9                      5:00-5:30 p.m.                      EACH FRIDAY THEREAFTER</p>	<p>Successful persons in all walks of life are subjects of interviews by youngsters who wish to follow in their footsteps. The program is presented with the cooperation of <i>Young America</i> magazine, and produced by Nila Mack.</p> <p>SEPTEMBER 2: Frank Gallop of CBS—"So You Want to Be a Radio Announcer."                      SEPTEMBER 9: L. H. Webking, dean of train drivers—"So You Want to Be a Train Engineer."                      SEPTEMBER 16: Robert Hall of Grumman—"So You Want to Be a Test Pilot."</p>
<p><b>"March of Games"</b>                      5:00-5:30 p.m.                      EACH MONDAY AND WEDNESDAY</p>	<p>Children who like asking questions and children who prefer answering them are given an opportunity on this new bi-weekly CBS program. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded.</p>
<p><b>"Let's Pretend"</b>                      5:00-5:30 p.m.                      EACH TUESDAY AND THURSDAY</p>	<p>The world's great fairy tales are dramatized by Nila Mack and presented on a new schedule of twice weekly. The casts include child actors from juvenile stock companies. These dramas have been a Columbia Network children's feature for eight years.</p> <p>SEPTEMBER 1: Snow White, Rose Red.                      SEPTEMBER 6 AND 8: Three Feathers; Babes in the Woods.                      SEPTEMBER 13 AND 15: Aladdin, Parts I and II.                      SEPTEMBER 20 AND 22: Donkey Skin; Brother and Sister.                      SEPTEMBER 27 AND 29: Ali Baba; Youth Who Learned to Shiver.</p>

**RELIGIOUS  
BROADCASTS**

PROGRAM AND TIME	DESCRIPTION
<p><b>Church of the Air</b> 10:00-10:30 a.m. 1:00-1:30 p.m. EACH SUNDAY</p>	<p>The <i>Church of the Air</i> is presenting its 7th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.</p> <p>SEPTEMBER 4: <i>Morning</i>—Rev. Harold E. Fey, Disciples of Christ, secretary of the Fellowship of Reconciliation, New York. <i>Afternoon</i>—Rev. W. Coleman Nevils, S. J., Rector, Church of St. Ignatius Loyola, New York.</p> <p>SEPTEMBER 11: <i>Morning</i>—Rev. Robert I. Wilson, First Baptist Church of Kansas City, Missouri. <i>Afternoon</i>—Rabbi Jonah B. Wise, Central Synagogue, New York.</p> <p>SEPTEMBER 18: <i>Morning</i>—Rev. Harry T. Scherer, Webster Groves Presbyterian Church, Webster Groves, Missouri. <i>Afternoon</i>—Rev. Hugh A. Donohoe, Ph.D., Catholic Professor of Industrial Ethics, St. Patrick's Seminary, Menlo Park, Calif.</p> <p>SEPTEMBER 25: <i>Morning</i>—Rev. Daniel A. McGregor, Episcopal, executive secretary of the Department of Religious Education, New York. <i>Afternoon</i>—Mr. B. Palmer Lewis, Christian Science Committee on Publication for the State of New York.</p>
<p><b>Rosh Hoshanah Program</b> 4:00-4:30 p.m. SUNDAY, SEPTEMBER 25</p>	<p>Special Rosh Hoshanah (Jewish New Year) services, with choir, soloists and prominent speakers, are held under the auspices of the United Palestine Appeal.</p>

# CBS SUSTAINING PROGRAMS

## PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p><b>Irene Beasley's R. F. D. #1</b> 12:15-12:30 p.m. MONDAY THRU FRIDAY</p>	<p>This intimate and informal "one-woman" show of music and homely commentary. Irene Beasley is dedicated to America's farm women. One of the features is the Friday "meetin'-day" with guests and studio audience.</p>
<p><b>Max Eastman — "The Word Game"</b> 10:00-10:30 p.m. EACH WEDNESDAY</p>	<p>Max Eastman, noted author and critic, is the center of ceremonies on this unusual new series. Besides mere spelling, this "Word Game" covers definitions, correct usage, and slang.</p>
<p><b>Richard Maxwell</b> 9:00-9:15 a.m. MONDAY THRU SATURDAY</p>	<p>Richard Maxwell presents four programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose accompanies the songs of the CBS tenor, who composes most of the verses which he reads.</p>
<p><b>Phil Cook's Almanac</b> SUNDAYS, SEPTEMBER 4 AND 25 5:30-6:00 p.m. SUNDAYS, SEPTEMBER 11 AND 18 6:00-6:30 p.m.</p>	<p>Starring Phil Cook and his six characters—Office Boy Pete, Porter Sleepy Simps, Pop Time, Sandy MacTavish, and Abner and Eloise—the Sunday evening "Almanac" features the music of Ray Block's orchestra.</p>
<p><b>David Ross in "Poet's Gold"</b> 1:45-2:00 p.m. EACH SUNDAY</p>	<p>This series of verse readings by David Ross, prize announcer, has been a Columbia Network feature for five years. Ross gives his readings against a background of string music.</p>
<p><b>Major Bowes' Capitol Family</b> 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Dalton Bothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Hermanson, xylophonist, and Waldo Mayo's Orchestra.</p>

**PERSONALITIES****PROGRAM AND TIME****DESCRIPTION****East and Dumke –  
“Meet the Champ”**

9:00–9:30 p.m.  
EACH WEDNESDAY

Ed East and Ralph Dumke, renowned as the “Sisters of the Skillet,” are featured in a new CBS variety show presenting little-known (for a good reason) champions. The two jovial comedians act as masters of ceremony and commentators as they present contestants vying for “championship” honors in their unique fields.

**LIGHT MUSIC****Blue Velvet Music**

9:30–10:00 p.m.  
EACH WEDNESDAY

Mark Warnow, brilliant young CBS conductor, presents his fourth series of “Blue Velvet Music” programs, with Hollace Shaw as vocalist. The familiar “Swing Fugues” are featured and new novelties, “Fables in Rhythm” and “Little Symphonies” are introduced.

**Hollywood Showcase**

9:00–10:00 p.m.  
FRIDAY, SEPTEMBER 2

Lud Gluskin’s orchestra, the Raymond Scott Quintet, the Simeone Chorus, Tito Guizar as soloist, Edmund McDonald as MC and Bill Lawrence as director make up the “Hollywood Showcase” of music, drama and guest performances. The program originates at Columbia’s new KNX-Hollywood headquarters.

**“Junior Musicomedy”**

11:30 a.m.–12 noon  
EACH SATURDAY

The Junior Musicomedies are directed by Morden Buck, program director of WHEC, CBS Rochester outlet. The scripts are by Charlotte Edwards, Kenneth Sparnon is musical director, and Matt Pierce and Ken French write words and music.

# CBS SUSTAINING PROGRAMS

## LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p><b>Saturday Night Swing Club</b> 8:00-8:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens as band director and M. Allen as swing commentator, the Swing Club guests this month include Artie Shaw, Mildred Bailey and Red Norvo.</p>
<p><b>Ray Heatherton</b> 7:00-7:15 p.m. MONDAY THRU FRIDAY</p>	<p>Ray Heatherton, young baritone of stage and radio, is starred in this new series of his on five evenings a week.</p>
<p><b>Al Bernard's Merry Minstrels</b> FRIDAYS, 2:15-2:30 p.m.</p>	<p>A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headliner in this field of entertainment, is starred.</p>
<p><b>Ray Block's Varieties</b> 3:30-4:00 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p><b>Deep River Boys, Eton Boys, Four Clubmen, The Symphonettes</b></p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>
<p><b>"Dear Columbia"</b> 3:00-3:30 p.m. EACH MONDAY</p>	<p>Audience mail requests for old and new songs are performed by Ray Block's orchestra and Audrey Marsh, with Bert Parks, MC.</p>
<p><b>All Hands on Deck</b> 7:00-7:30 p.m. SATURDAYS, BEG. SEPT. 17</p>	<p>Lorraine Grimm and Harry Cool are featured with Ben Feld's Orchestra in this nautical show from Columbia's St. Louis station, KMC.</p>

**LIGHT MUSIC**

<b>PROGRAM AND TIME</b>	<b>DESCRIPTION</b>
<b>CBS Vocalists</b> Various hours MONDAY THRU SATURDAY	The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:  Ruth Carhart            Bill Perry Del Casino                Doris Rhodes Edith Dick                Sonny Schuyler Lois Elliman              Jack Shannon Ramiro Gomez             Barry Wood Audrey Marsh             Nan Wynn
<b>Lyn Murray's Show</b> 4:00-4:30 p.m. SUNDAYS, SEPTEMBER 11, 18, 25	With Barry Wood as singing emcee and Nan Wynn and the Four Clubmen as vocalists, Lyn Murray's Orchestra presents instrumental specialties and features "interview-doubles" wherein Murray interviews a guest conductor, Wood a guest baritone and so on.
<b>Dance Orchestras</b> Various hours MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for September:  Count Basie                Kay Kyser Henry Busse                Guy Lombardo Jack Denny                 Johnny Long Benny Goodman            Vincent Lopez Glen Gray                  Will McCune Hal Kemp                    Red Norvo Henry King                 Ted Weems Gene Krupa                 Paul Pendarvis

# ADDENDA: AUGUST PROGRAMS

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

## PUBLIC AFFAIRS

● AUGUST 2 AND 16: Richard Whitcomb, candidate for Governor of Massachusetts, was heard in two sponsored political talks over the Columbia New England Network, 8-8:30 p.m.

● AUGUST 2, 16, 23 AND 29: Frank F. Merriam, campaigning for renomination as Governor of California, spoke three times over the Columbia California Network, 7:30-7:45 p.m.

● AUGUST 4: Captain R. W. Dempwolf, Commander of the N. Y. Division of the U. S. Coast Guard, celebrated the 148th anniversary of its founding, 6:15-6:30 p.m.

"Taking Relief Out of Politics" was the topic of Robert L. Johnson, former Pennsylvania relief administrator, 8:30-8:45 p.m.

● AUGUST 5: Maurice G. Hindus, noted author, was interviewed from Prague, Czechoslovakia, on international affairs by William L. Shirer, 6:45-7 p.m.

Harry Hopkins, WPA Administrator, discussed "Economic Problem No. 1—The South," 10:30-11 p.m.

● AUGUST 7: John Whittaker, *Herald Tribune*

foreign correspondent, spoke on "Anglo-French Initiatives," 1:30-1:45 p.m.

● AUGUST 8: Carmel Snow, editor of *Harper's Bazaar*, reported direct from Paris on Fall and Winter fashions, 7:15-7:30 p.m.

● AUGUST 11: President Roosevelt dedicated the Rural Electrification Project at Barnesville, Ga., 4-4:30 p.m.

● AUGUST 12: Governor George D. Aiken of Vermont, discussed the Social Security Act, 10:45-11 p.m.

● AUGUST 14: Professor Frederick L. Schumann of Williams College, described "War-1938 Model," 1:30-1:45 p.m.

● AUGUST 15: "How the Labor Board Suppresses Free Speech and a Free Press" was the subject of Representative Clare E. Hoffman (R) of Michigan, 7:15-7:30 p.m.

● AUGUST 18: Representative John J. O'Connor (D) of New York asked "Will the 'Purge' Work in America?" 8:45-9 p.m.

● AUGUST 19: Thurman Arnold, Assistant U. S. Attorney General discussed "Anti-Trust Laws—Their Past and Future," 10:30-11 p.m.



● AUGUST 21: William L. Shirer analyzed "Europe's New Tension" from Prague, Czechoslovakia, 1:30-1:45 p.m.

● AUGUST 22: Dr. Reinhold Schairer of London University explained "The World Need or Democracy," 7:15-7:30 p.m.

Ray L. Riley, candidate for U. S. Senator from California, spoke over the Columbia California Network in a sponsored political speech, 7:15-7:30 p.m.

Admiral Emory S. Land, chairman of the U. S. Maritime Commission, spoke on "The Good Neighbor Fleet," 10:45-11 p.m.

● AUGUST 23: Mayor Fiorello H. LaGuardia discussed "The Constitutional Convention and the People of the City of New York," 7:15 p.m.

James H. Fay, opposing Representative O'Connor for the Democratic Congressional nomination, made "A Reply to Representative John J. O'Connor," 8:45-9 p.m.

● AUGUST 24 AND 29: George Hatfield, candidate for Governor of California, was heard in two sponsored political broadcasts over the Columbia California Network, 9-9:15 p.m. and 8:45-9 p.m.

● AUGUST 25: Andrew W. Robertson, chairman of the Westinghouse Electric Company, spoke to the Veterans of Foreign Wars on "Employment for Men Over Forty," 4-4:30 p.m.

● AUGUST 25 AND 28: Sheridan Downey, candidate for U. S. Senator from California, made two sponsored political talks over the Columbia California Network, 6:15-6:30 p.m. and 8:30-8:45 p.m.

● AUGUST 26: Secretary of the Interior

Harold L. Ickes speaks from Seattle on "Alaska and the National Park," 11:30-12 mid.

● AUGUST 28: Henry Olson, candidate for Governor of California, delivered a sponsored political talk over the Columbia California Network, 8-8:15 p.m.

Brackett Lewis, director of the Masaryk Foundation at Prague, weighed "Czechoslovakia's Destiny," 8:30-8:45 p.m.

● AUGUST 29: John Preston, candidate for U. S. Senator from California, made a sponsored political speech over the Columbia California Network, 9:45-10 p.m.

The Chiefs of Police of the Canadian Royal Mounted, San Francisco, England and Wales participated in a round-table discussion at the 45th annual conference of the International Association of Chiefs of Police in Toronto, 10:30-11 p.m.

#### SPECIAL EVENTS

● AUGUST 3: Irving Berlin was honored by CBS in a special one-hour program presenting a cavalcade of his music. Joining in the tribute were Al Jolson, Eddie Cantor, Walter Winchell, Ben Bernie, Phil Baker, Sophie Tucker, Belle Baker, John Steele, Darryl Zanuck, Louella Parsons, Tyrone Power, Alice Faye, Ethel Merman, Jack Haley, Rudy Vallee, Tommy Dorsey, Paul Whiteman, Guy Lombardo and Al Goodman, with Ted Husing as announcer, 9:30-10:30 p.m.

● AUGUST 3, 4 AND 5: New York's welcome to Douglas Corrigan was covered in five broadcasts by Columbia, with two interviews aboard the *Manhattan* at sea, the official reception at City Hall, the luncheon tendered by the Advertising Club, and the civic reception held at Yankee Stadium.

● AUGUST 10: Tallulah Bankhead, brilliant actress, and her father, Representative William B. Bankhead (D) of Alabama were among those who helped celebrate the first anniversary of station WAPI, Birmingham, as a member of the Columbia Network. 11-11:30 p.m.

● AUGUST 13: The first eye-witness account of the Russo-Japanese war was given by W. R. Wills, Columbia's Far Eastern representative, from Keijo, capital of Korea, 6:45-7 p.m.

● AUGUST 18: Paavo Nurmi, the mayor of Helsingfors and other officials of Finland spoke across the sea on plans for the 1940 Olympics. 6:45-7 p.m.

● AUGUST 20: The record-breaking long catches by Frankie Pytlak and Hank Helf of the Cleveland *Indians*, who caught baseballs dropped 708 feet, were described from Cleveland. 11:15-11:30 a.m.

● AUGUST 26: Leading athletes, including Don Budge, Gene Mako, Johnny Goodman, Mrs. J. A. Page, Jr. and other tennis, golf, turf, and polo figures joined in a special "Sports Showcase" program which previewed Columbia's extensive and exclusive sports coverage plans for the remainder of the season, 10-10:30 p.m.

● AUGUST 29: Opening day at Aqueduct brought to Columbia listeners the Wood-

mere Stakes, described by Bryan Field, 2-4:30 p.m.

● AUGUST 30: "How the World Will End" was explained in a broadcast from the Fels Planetarium, Franklin Institute, Philadelphia. 6:15-6:30 p.m.

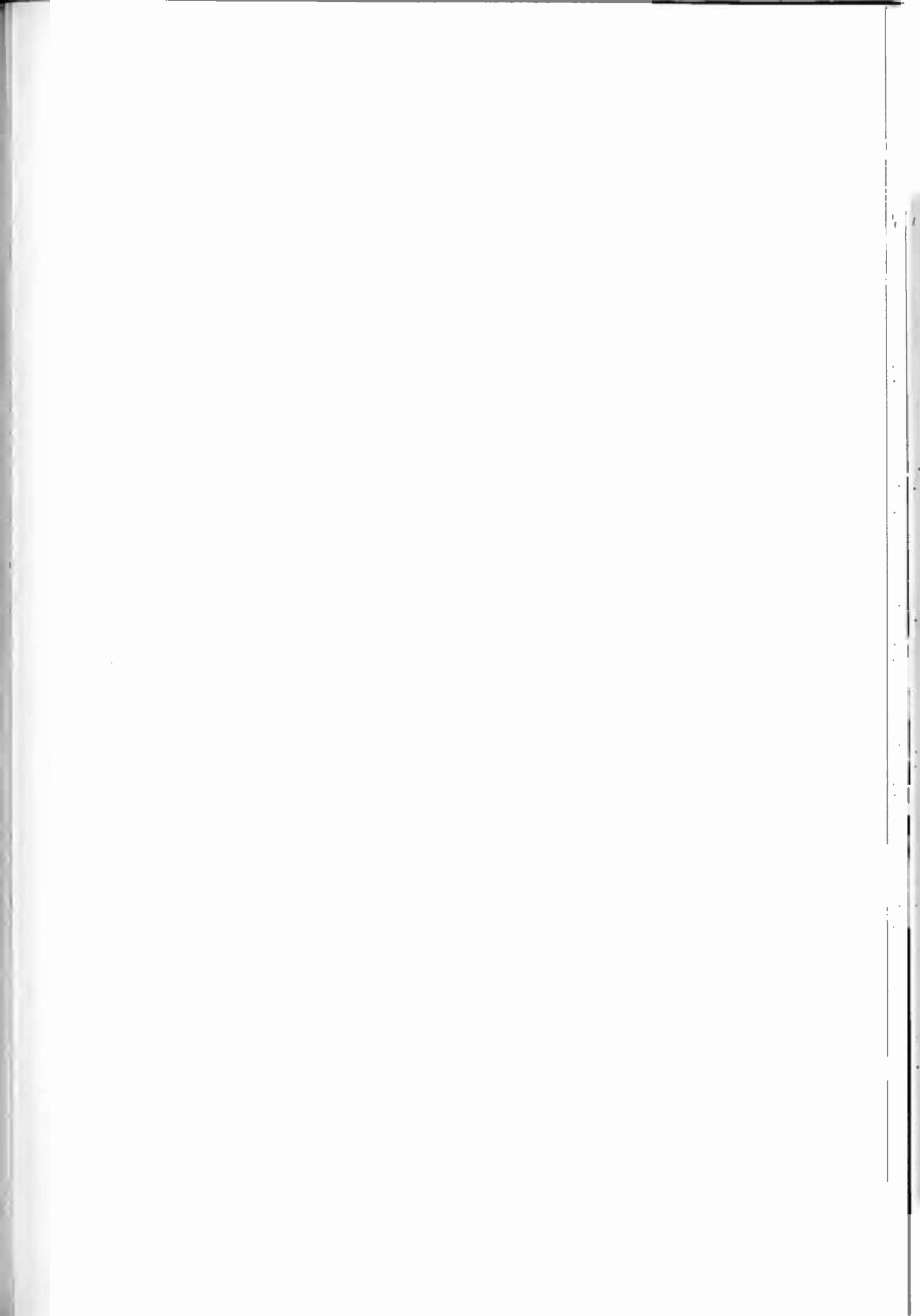
#### SERIOUS MUSIC

● AUGUST 6: The Suite in E Major of Quincy Porter, one of the six musicians composing for the second COLUMBIA COMPOSERS COMMISSION, was featured in a program by the Oxford Ensemble, 12 noon-12:45 p.m.

● AUGUST 10: Teachers College Summer Session Chorus of Columbia University, composed of 80 mixed voices, sang a program of Machaut, Stravinsky, Ravel, Lockwood, Stringham, Murphy and Roy Harris. 6:30-7 p.m.

● AUGUST 13: Yella Pessl, harpsichordist; Mitchell Miller, oboe; and Harry Friedman, violinist gave a recital of Bach, Couperin and Handel trios, 12 noon-12:45 p.m.

● AUGUST 21: Beethoven's Ninth Symphony was performed by the New York Philharmonic-Symphony Orchestra and a 600-voice chorus composed of singers from the Schola Cantorum and the Connecticut State Federated Choirs, under Eugene Ormandy, as the closing event of the Silvermine Music Festival at Norwalk, Conn., 8:45-10:30 p.m.



T H E C O L U M B I A B R O A D C A S T I N G S Y S T E M

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