

CBS PROGRAM BOOK • NOVEMBER, 1938

THE COVER: *John Barbirolli conducts
the New York Philharmonic Symphony,
in its ninth consecutive season on CBS.*

NOVEMBER, 1938

**THE COLUMBIA
PROGRAM BOOK**

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosm
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobac Roi-Tan Cigars
ANACIN COMPANY	Anacin
ATLANTIC REFINING COMPANY	Atlantic White Flash Gasoli Atlantic Motor Oil
BAYER COMPANY	Bayer Aspirin

†Columbia New England Network

PROGRAM	TIME	AGENCY	WEEKS
The Romance of Helen Trent <i>Serial drama</i> (See also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	256 Weeks
Our Hit Parade with Goodman's Orchestra C. Fields, Buddy Clark, Fredda Gibson and the Songsmiths <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC AND KNX	Lord and Thomas	131 Weeks
When Bernie and All the Lads with Lew Lehr <i>Music and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
Sophie Tucker and Her Show <i>Musical</i> Starts Nov. 7)	Mon., Wed., Fri. 6:45-7:00 p.m. ORIGINATES: WABC	Lord & Thomas	
Our Gal, Sunday <i>Serial drama</i> (See also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	378 Weeks
Holy Cross Football Games <i>Play-by-play descriptions</i>	†Saturday 2:00-4:30 p.m. ORIGINATES: WEEI	N. W. Ayer & Son, Inc.	120 Weeks
Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Dramatic</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	373 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	PROD
A. S. BOYLE COMPANY	Hill's Nose Drops
THE BREWERS' RADIO SHOW ASSOCIATION	Beer
CALIFORNIA PRUNE AND APRICOT GROWERS ASSOCIATION	Sunsweet Prunes
CARDINET CANDY COMPANY, INC.	Confectionery
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" preparations

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS*
The Romance of Helen Trent <i>Serial drama</i> (See also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	181 Weeks
The Monday Night Show with Henny Youngman, MC, and Husing, Connie Boswell, Richard Himber's Orchestra <i>Musical variety</i>	Monday 8:00-8:30 p.m. ORIGINATES: WABC	United States Advertising Corp.	35 Weeks
letcher Wiley <i>Commentator</i>	†Friday 12:45-1:00 p.m. PST ORIGINATES: KNX	Long Advertising Service	6 Weeks
ight Editor with Hal Burdick <i>Dramatic narratives</i>	†Sunday 7:45-8:00 p.m. PST ORIGINATES: KSFO	Tomaschke-Elliott, Inc.	3 Weeks
irst Nighter with Barbara Luddy and es Tremayne <i>Drama at the "Little Theater of Times Square"</i>	Friday 8:00-8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	40 Weeks
ollywood Hotel William Powell, MC; Frances Langford, Jean Sablon, Victor Young's Orchestra and guests <i>Dramatic musical revue</i>	Friday 9:00-10:00 p.m. ORIGINATES: KNX	Ward Wheelock Company	204 Weeks
Dr. Christian starring Jean Hersholt <i>Dramatic</i>	Tuesday 10:00-10:30 p.m. ORIGINATES: KNX	McCann-Erickson, Inc.	30 Weeks

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 in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CHRYSLER CORPORATION	Chrysler DeSoto Dodge Plymouth
COLGATE-PALMOLIVE-PEET COMPANY	Concentrated Super Suds Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake

PROGRAM	TIME	AGENCY	ON CBS
Major Bowes' Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	139 Weeks
Myrt and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	139 Weeks
Colgate Ask-It Basket with McWilliams, MC <i>Questions and answers</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC		80 Weeks
Crime Busters <i>Police-file dramatizations</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC		138 Weeks
Milltop House starring Bess Johnson <i>Dramatic serial</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. ORIGINATES: WABC		142 Weeks
Stepmother <i>Dramatic serial</i>	Mon. thru Fri. 10:45-11:00 a.m. ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	83 Weeks
The Wonder Show starring Jack Haley, Lucille Ball, Virginia Verrill and Ted Fiorito's Orchestra <i>Music and comedy</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX	Benton & Bowles, Inc.	189 Weeks
Pretty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC		

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CBS SPONSORED PROGRAMS

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

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
Bachelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunnyngham, Inc.	201 Weeks
Knox Manning <i>Commentator</i>	†Monday 5:45-6:00 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	50 Weeks
Sunday Evening Hour Ford Symphony Orchestra and Chorus, Eugene Ormandy, conductor. Guest Soloists: NOV. 6: Kirsten Flagstad NOV. 13: Jussi Bjoerling NOV. 20: Beniamino Gigli NOV. 27: Elisabeth Rethberg <i>Symphonic music, and talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. ORIGINATES: WJR, DETROIT	N. W. Ayer & Son, Inc.	240 Weeks
We, the People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	193 Weeks
Joe Penner with Dick Ryan, Gay Seabrooke, Tommy Lane, Margaret Brayton, Roy Atwell and Ben Pollack's Orchestra <i>Comedy and music</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 8:30-9:00 p.m. PST ORIGINATES: KNX	Benton & Bowles, Inc.	
Kate Smith Hour with Abbott and Costello, comedians; Ted Straeter Choir, Jack Miller's Orchestra and guest stars <i>Variety show</i>	Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30-12:30 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	

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CBS SPONSORED PROGRAMS

CLIENT	PRODU
GENERAL FOODS CORPORATION <i>Continued</i>	Post Toasties La France Satina Diamond Crystal Salt Postum
GENERAL MILLS, INC.	Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service

††Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
Joe E. Brown with Frank Gill and Bill Demling, comedians, Margaret McCrae, vocal- ist and Harry Sosnik's Orchestra <i>Comedy and music</i>	Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. ORIGINATES: KNX	Benton & Bowles, Inc.	193 Weeks
Mary Margaret McBride <i>Radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
Speaking Her Mind Kate Smith News Items	Tues., Thurs., Sat. 12:00-12:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	
Lum and Abner <i>Serial drama</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	
The Grouch Club with Jack Lescoulie <i>Comedy</i>	††Monday 9:00-9:30 p.m. PST ORIGINATES: KNX	Blackett-Sample-Hummert, Inc.	433 Weeks
The Passing Parade with John Booth Nesbitt, Al Garr, tenor, Oscar Bradley's Orchestra <i>Drama and music</i>	Sunday 7:30-8:00 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	247 Weeks
It Can Be Done with Edgar A. Guest, Frankie Masters' Orchestra and Dramatic Cast <i>Poetry and drama</i>	Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	44 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODU
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros. Wm. Rogers & Son
KELLOGG COMPANY	Kellogg's Corn Flakes
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso

PROGRAM	TIME	AGENCY	ON CBS
Her Honor, Nancy James <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. ORIGINATES: WABC	Lord & Thomas	70 Weeks
Silver Theater Conrad Nagel, narrator-director, with guest stars of stage and screen <i>Dramatic</i>	Sunday 6:00-6:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	53 Weeks
Howie Wing <i>Aviation Adventure</i>	Mon. thru Fri. 6:15-6:30 p.m. <i>Rebroadcast</i> 8:15-8:30 p.m. ORIGINATES: WABC	J. Walter Thompson Company	28 Weeks
Our Gal, Sunday <i>Serial drama.</i> (See also ANACIN COMPANY)	Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	230 Weeks
Guy Lombardo and his Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WBBM (BEG. NOV. 14: WABC)	Lord and Thomas	165 Weeks
Grand Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	70 Weeks
The Lux Radio Theatre with stars of stage and screen <i>Drama; Cecil B. DeMille, director</i>	Monday 9:00-10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	120 Weeks
Big Town starring Edward G. Robinson. with Claire Trevor <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 a.m. ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	119 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODU
LEVER BROTHERS COMPANY <i>Continued</i>	Lifebuoy Rinso Spry
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
P. LORILLARD COMPANY	Old Gold Cigarettes
McKESSON & ROBBINS, INC.	Calox Toothpowder Solidified Albolene

PROGRAM	TIME	AGENCY	ON CBS
Al Jolson Show with Martha Raye, Parkyakarkus, Lud Gluskin's Orchestra, Guest Stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC BEG. NOV. 22: KNX	Ruthrauff & Ryan, Inc.	119 Weeks
Big Sister with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC		112 Weeks
Aunt Jenny's Real Life Stories <i>Dramatic</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC		94 Weeks
Paul Whiteman's Program with Joan Edwards, Paul Douglas, and The Modernaires <i>Musical Variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC	Newell-Emmett Co., Inc.	81 Weeks
Burns and Allen with Tony Martin, tenor, and Ray Noble's Orchestra <i>Comedy and music</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: KNX		
Robert Benchley <i>Variety</i> (Starts Nov. 20)	Sunday 10:00-10:30 p.m. ORIGINATES: KNX	Lennen & Mitchell, Inc.	148 Weeks
Hollywood Screenscoops George McCall, commentator <i>Motion-picture news</i> (Concludes Nov. 10)	Tues. and Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 12:30-12:45 a.m. ORIGINATES: KNX		
Joyce Jordan, Girl Interne <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	53 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODU
MENNEN COMPANY	Mennen drug products
NOXZEMA CHEMICAL COMPANY	Noxzema
PENICK & FORD, LTD.	My-T-Fine Dessert
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
The People's Vote with Sam Hayes	†Monday 8:00-8:15 p.m. PST ORIGINATES: KNX	H. M. Kiesewetter Advertising Agency	18 Weeks
Professor Quiz with Bob Trout	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	26 Weeks
The Mighty Show <i>Big-top drama</i>	Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	34 Weeks
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor and Gustav Haenschen's Orchestra and Chorus <i>Musical</i> Mary Lee Taylor home economist <i>Household advice</i>	Saturday 9:30-10:00 p.m. ORIGINATES: WABC Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX	Gardner Advertising Company	261 Weeks
Johnny Presents Russ Morgan's Orchestra, Jack Johnstone's Dramatizations, Frances Adair, Genevieve Rowe, "Beverly", Glenn Cross, Ray Bloch's Swing 14 <i>Variety and dramatic interludes</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC	The Biow Company, Inc.	112 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
POLITICAL BROADCASTS	Massachusetts Democratic State Committee
	Merriam for Governor
	New York State Republican Committee—Richard B. Scandrett, candidate
	"No" on Proposition No. 1 on California State Ballot
	Philip Bancroft for Senator Committee, California
	Southern Californians, Inc.
THE PROCTER & GAMBLE COMPANY	Oxydol Ivory

††California Network Only

PROGRAM	TIME	AGENCY	ON CBS
Political Talks	Nov. 1, 3, 5 and 7 only <i>Various hours</i> ORIGINATES: WEEI	H. M. Frost Company	1 Week
Political Talk	††Sat., Nov. 5 only 9:30-9:45 p.m. PST ORIGINATES: KNX	Joe Lowe Agency	4 Weeks
Political Talk	Thursday Nov. 3 only 4:30-4:45 p.m. ORIGINATES: WABC	William Esty & Company	1 Week
Political Talks	††Nov. 1 & 3 only 7:30-7:45 p.m. PST ORIGINATES: KSFO	Larsen & Aurrecoechea	1 Week
Political Talks	††Nov. 3 & 7 only 8:00-8:15 p.m. ORIGINATES: KSFO	Walter Biddick Company	4 Weeks
Political Talk	††Mon., Nov. 7 only 10:15-10:30 p.m. PST ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	1 Week
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	205 Weeks
Life Can Be Beautiful <i>Serial drama</i>	1:15-1:30 p.m. ORIGINATES: WBBM	Compton Advertising, Inc.	

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
THE PROCTER & GAMBLE COMPANY <i>Continued</i>	Chipso Crisco Drene
THE PURE OIL COMPANY	Petroleum Products
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco
RIO GRANDE OIL, INC.	Petroleum Products
S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Goods
SOIL-OFF MANUFACTURING COMPANY	Cleaning Fluid

†Columbia Pacific Network Only
 ††Columbia California Network Only

PROGRAM	TIME	AGENCY	ON CBS
Road of Life <i>Serial drama</i>	1:30-1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	205 Weeks
This Day Is Ours <i>Serial drama</i>	1:45-2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Jimmie Fidler <i>Hollywood Commentator</i> (Starts Nov. 15)	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 10:30-10:45 p.m. ORIGINATES: KNX	H. W. Kastor & Sons	
Red Grange Forecasts and Scores <i>Football news</i>	Thurs. and Sat. 6:00-6:15 p.m. ORIGINATES: WBBM	Leo Burnett Company, Inc.	7 Weeks
Eddie Cantor's Camel Caravan with Bert Gordon, Walter King and Edgar Fairchild's Orchestra <i>Comedy and music</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: KNX	William Esty & Company, Inc.	279 Weeks
Benny Goodman's Orchestra <i>Music and guests</i>	Tuesday 9:30-10:00 p.m. ORIGINATES: ON TOUR		
Calling All Cars <i>Police file dramatizations</i>	††Friday 7:30-8:00 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	269 Weeks
I Want A Divorce <i>Dramatic</i>	†Sunday 7:30-7:45 p.m. ORIGINATES: KSFO	Emil Brisacher and Staff	3 Weeks
Fletcher Wiley <i>Commentator</i>	†Thursday 12:45-1:00 p.m. PST ORIGINATES: KNX	Hillman-Shane Advertising Agency, Inc.	9 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODU
THE TEXAS COMPANY	"Texaco" products
TIDE WATER ASSOCIATED OIL COMPANY	Petroleum products
TILLAMOOK COUNTY CREAMERY ASSOCIATION	Dairy products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Gum

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
Texaco Star Theater Dolph Menjou, MC: "Charlie" Huggles, Una Merkel, Ned Sparks, Benny Baker, Jane Froman. Max Reinhardt Radio-play, Harry Sime- one's Chorus, David Broekman's Orchestra <i>Musical, variety, dramatic</i>	Wednesday 9:30-10:30 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	82 Weeks
Pacific Coast Intercollegiate Football Games <i>Play-by-play accounts</i>	†Saturday 2:00-4:30 p.m. PST	Lord & Thomas	135 Weeks
Mairy Maid with Jack Moyles and Nell Parker <i>Home Economics</i>	†Thursday 1:45-2:00 p.m. PST ORIGINATES: KSFO	Botsford, Constantine & Gardner	20 Weeks
Pick and Pat in Pipe Smoking Time with Edward Roecker, baritone and Benny Kreuger's Orchestra <i>"Blackface" comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast 11:30-12 mid.</i> ORIGINATES: WABC	Arthur Kudner, Inc.	179 Weeks
The Laugh Liner starring Billy House with Mack Fulton, tenor and Carl Hohengarten's Orchestra <i>Comedy and music</i>	Sunday, Nov. 6 and 13 only 6:30-7:00 p.m. ORIGINATES: WBBM	Frances Hooper Advertising Agency	336 Weeks
Scattergood Baines <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast 3:30-3:45 p.m.</i> ORIGINATES: WBBM		

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

CBS SUSTAINING PROGRAMS

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.

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

1. SERIOUS MUSIC *Page 26*
2. PUBLIC AFFAIRS *Page 30*
3. SPECIAL EVENTS *Page 31*
4. EDUCATIONAL PROGRAMS *Page 32*
5. DRAMATIC SERIES *Page 35*
6. CHILDREN'S PROGRAMS *Page 36*
7. RELIGIOUS BROADCASTS *Page 37*
8. PERSONALITIES *Page 38*
9. LIGHT MUSIC *Page 39*

- ADDENDA: OCTOBER PROGRAMS *Page 41*

SERIOUS
MUSIC

PROGRAM AND TIME

**New York Philharmonic-
Symphony Orchestra**

3:00-5:00 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is now playing its ninth consecutive season as an exclusive Columbia Network feature. John Barbirolli, brilliant young English conductor, directs the concerts. Deems Taylor, Columbia's Music Consultant, is the program commentator. From Carnegie Hall this month:

NOVEMBER 6: *Brahms*: "Academic Festival" Overture; *Brahms*: Violin Concerto in D Major, ROBERT VIROVAL, violinist; *Sibelius*: Symphony No. 2.

NOVEMBER 13: *Schumann*: Symphony No. 4; *Schubert*: Cello Concerto, JOSEPH SCHUSTER, cellist; *Beethoven*: Symphony No. 7.

NOVEMBER 20: *All Wagner program*.

NOVEMBER 27: *Resnacek*: Overture to "Donna Diana"; *Elgar*: Viola Concerto, arranged from Lionel Tertis' Cello Concerto, ZOLTAN KORTHY, violist; *Respighi*: The Fountains of Rome; *Tschaikowsky*: Symphony No. 4.

Everybody's Music

9:00-9:30 p.m.

EACH WEDNESDAY

Howard Barlow, noted conductor of the Columbia Broadcasting Symphony, who last month concluded his third summer of Sunday afternoon *Everybody's Music* concerts, brings back this popular program as an evening series. Stanley Peyton is commentator.

NOVEMBER 2: *Baldassare Galuppi*: Adagio and Jig; and *Haydn*: Symphony No. 98.

NOVEMBER 9: *Gluck*: Overture to "Alceste"; *Henry Hadley*: "Sipapu" (Indian Ritual Dance); *Boyce*: Symphony No. 8.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Curtis Institute of Music 3:00-4:00 p.m. EACH MONDAY</p>	<p>The Curtis Institute of Music is presenting series of thirty Monday concerts in its ten consecutive season on CBS. Distinguished faculty members and students perform. Chamber music groups are directed by Dr. Louis Bail and the Curtis Symphony Orchestra is conducted by Fritz Reiner. A new feature is music commentary by students of the Institute.</p>
<p>Famous Musical Evenings 10:30-11:00 p.m. EACH MONDAY</p>	<p>This novel series creates the settings and spirit of famous concerts given in historic locale. Bernard Herrmann arranges the programs and conducts the Columbia Concert Orchestra.</p> <p>NOVEMBER 7: Versailles. NOVEMBER 14: Court of Frederick the Great. NOVEMBER 21: Bath, England. NOVEMBER 28: Court of Prince Esterhazy.</p>
<p>Story of the Song 3:00-3:30 p.m. EACH TUESDAY</p>	<p>Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Row soprano; Ruth Carhart, contralto and Hubert Hendrie, baritone are featured.</p> <p>NOVEMBER 8: <i>Songs from Shakespeare.</i> NOVEMBER 15: <i>Modern English songs.</i> NOVEMBER 22: <i>Famous Jazz songs.</i> NOVEMBER 29: <i>Irish Folk songs.</i></p>
<p>Columbia Concert Hall 3:30-4:00 p.m. EACH TUESDAY EXCEPT NOVEMBER 8</p>	<p>Guest artists and ensembles are presented in the Columbia Concert Hall each Tuesday.</p> <p>NOVEMBER 1: Stradivarius Quartet. NOVEMBER 15: Blasidell Woodwind Ensemble NOVEMBER 29: Nicolai Graudan, 'cellist.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Cincinnati Symphony Children's Concert 3:30-4:30 p.m. TUESDAY, NOVEMBER 8</p>	<p>Hans Lange directs the Cincinnati Symphony Orchestra in the first of five Tuesday young people's concerts. The program includes works by Smetana, Saint-Saens, Beethoven, Rossini and Mendelssohn.</p>
<p>"Music for Fun" 5:00-5:30 p.m. EACH TUESDAY</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. Children appear on each program to express their reactions to the music, with William Spier acting as interlocutor.</p>
<p>Keyboard Concerts 3:00-3:30 p.m. WEDNESDAY, NOVEMBER 9 AND 16 THURSDAY, NOVEMBER 3</p>	<p>Outstanding artists of all the keyboard instruments, from harpsichord to celeste, are presented on these programs. This month's schedule: NOVEMBER 3: Clifford Herzer and Jascha Zayde, duo-pianists. NOVEMBER 9: Mark d'Albert, pianist. NOVEMBER 16: Vera Brodsky, pianist.</p>
<p>Columbia Concert Orchestra 3:30-4:00 p.m. EACH WEDNESDAY EXCEPT NOVEMBER 23 AND 30</p>	<p>Under the baton of Bernard Herrmann, brilliant young CBS conductor, the Columbia Concert Orchestra presents programs of seldom heard compositions. On November 2 works by Delius, Rossini and Moussorsky are heard; on November 9 Eugene Dubois, violinist, is soloist in an all Saint-Saens program.</p>
<p>Indianapolis Symphony Orchestra 3:00-4:00 p.m. WEDNESDAY, NOVEMBER 23 AND 30</p>	<p>Two hour concerts by the Indianapolis Symphony Orchestra are presented by Columbia this month. Fabien Sevitzyk conducts. The programs are to be announced.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Columbia Concert Orchestra 3:30-4:00 p.m. EACH THURSDAY</p>	<p>Howard Barlow, Columbia's noted conductor, leads the Columbia Concert Orchestra Thursdays. The programs in November include works by Auber, Grieg, Beethoven, Chopin and Rimsky-Korsakoff.</p>
<p>United States Army and Marine Bands 3:00-3:30 p.m. EACH THURSDAY AND FRIDAY</p>	<p>Band music is played each Thursday and Friday on Columbia in half-hour programs featuring the United States Army Band. On occasion the Marine Band alternates with Friday programs.</p>
<p>Columbia Chamber Orchestra 3:30-4:00 p.m. EACH FRIDAY</p>	<p>Music for strings is played by the Columbia Chamber Orchestra under the direction of Leith Stevens. This month's schedule: NOVEMBER 4: Works by Vitali and Brahms. NOVEMBER 11: <i>All Russian program</i>. Shostakovich, Tchaikowsky, Arensky and Napravnik.</p>
<p>Cincinnati Conservatory of Music 11:00 a.m.-12:00 noon EACH SATURDAY EXCEPT NOVEMBER 19</p>	<p>The Cincinnati Conservatory of Music presents its fourth season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured each week as soloists.</p>
<p>New York Philharmonic Children's Concert 11:00 a.m.-12:30 p.m. SATURDAY, NOVEMBER 19</p>	<p>Ernest Schelling opens his season of six children's concerts by leading the New York Philharmonic Symphony in an all Wagner program. Other dates in this series are December 17, January 24 and 28, February 18 and March 18.</p>

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p>"They Can Agree On Housing" 6:45-7:00 p.m. WEDNESDAY, NOVEMBER 2</p>	<p>Mayor Fiorello H. LaGuardia and former Governor Alfred E. Smith bury political differences to unite in support of the proposed housing amendment to the N. Y. State Constitution.</p>
<p>President Roosevelt 7:30-8:00 p.m. FRIDAY, NOVEMBER 4</p>	<p>President Roosevelt speaks to the nation as a New York voter in a pre-election talk from his Hyde Park home.</p>
<p>Prime Minister Chamberlain 4:20-4:50 p.m. WEDNESDAY, NOVEMBER 9</p>	<p>Prime Minister Neville Chamberlain's speech at the annual Lord Mayor's banquet in London comes to America on Columbia.</p>
<p>Armistice Day "Family of Nations" Program 2:30-3:00 p.m. FRIDAY, NOVEMBER 11</p>	<p>Five nations are joined together by the Columbia Network in a "Family of Nations" Armistice Day broadcast. Dr. Nicholas Murray Butler presides in New York and introduces Major General John F. O'Ryan from there; Bo Osten Unden, former Foreign Affairs Minister from Sweden; David Lloyd George, from England; former Belgian Prime Minister Paul van Zeeland from New York and Mayor Henri Haye, from Versailles.</p>
<p>Europe Calling! 1:30-1:45 p.m. SUNDAYS, NOVEMBER 13 AND 20 1:30-2:00 p.m. SUNDAYS, NOVEMBER 6 AND 27</p>	<p>NOVEMBER 6: Poland's 20th anniversary. Ignatz Moscicki, President of Poland and American Ambassador A. J. Drexel-Biddle, Jr. NOVEMBER 13: Lillian T. Mowrer, "Journalist's Wife," asks "Where Is Europe Going?" NOVEMBER 27: 20th anniversary of Yugoslavia. William L. Shirer introduces U. S. Minister Arthur Bliss Lane.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p>Jan Masaryk 6:45-7:00 p.m. SATURDAY, NOVEMBER 12</p>	<p>An address by Jan Masaryk, Czechoslovak Minister to Great Britain, is broadcast Columbia from London.</p>
<p>"Today" with Bob Trout 6:30-6:45 p.m. MONDAY THRU SATURDAY</p>	<p>Bob Trout, Columbia's ace reporter, tells nightly story of what's going on in the world in his accurate news broadcasts.</p>
<p>Headlines and Bylines 10:30-11:00 p.m. EACH SUNDAY</p>	<p>H. V. Kaltenborn, Gilbert Seldes and Ralph Edwards, a trio of expert reporters on public affairs, combine their talents on this series.</p>

SPECIAL EVENTS

<p>Football—Ted Husing 1:30-4:30 p.m. EACH SATURDAY</p>	<p>Football is in the air, on Columbia, with Ted Husing describing the most important college tests held in the nation each Saturday.</p> <p>NOVEMBER 5: Fordham vs. St. Mary's. NOVEMBER 12: Notre Dame vs. Minnesota. NOVEMBER 24: Penn. vs. Cornell. NOVEMBER 26: Army vs. Navy.</p>
<p>Lunar Eclipse 4:45-5:00 p.m. MONDAY, NOVEMBER 7</p>	<p>Columbia describes a total eclipse of the moon with two observers in a TWA plane, and another on the roof of the CBS Bldg. in New York.</p>
<p>Election Night <i>Various hours</i> TUESDAY, NOVEMBER 8</p>	<p>Complete coverage of the election returns provided by Columbia, with constant bulletins and analyses given throughout the evening by H. V. Kaltenborn, Bob Trout and Ralph Edwards, and interviews at party headquarters.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</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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<p>The People's Platform 7:00-7:30 p.m. EACH SUNDAY</p>	<p>Columbia presents a novel series in which four typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which solutions to current problems are sought through an exchange of ideas.</p>														
<p>The Farmer Takes the Mike 1:45-2:00 p.m. EACH SUNDAY, STARTING NOV. 13</p>	<p>This nationwide farm forum now presents a farm leader, a farmer and a scientist, who discuss the newest uses science makes of farm products.</p>														
<p>"Americans All— Immigrants All" 2:00-2:30 p.m. EACH SUNDAY STARTING NOVEMBER 13</p>	<p>This new series dramatizes the outstanding contributions made by all races in building the America of today. John W. Studebaker, Commissioner of Education, supervises and Gilbert Seldes prepares the scripts.</p> <p>NOVEMBER 13: Opening Frontiers. NOVEMBER 20: Our English Heritage. NOVEMBER 27: Our Hispanic Heritage.</p>														

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>Highways to Health 4:00-4:15 p.m. EACH TUESDAY 4:30-4:45 p.m. TUESDAY, NOVEMBER 8</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. Isaac Galdston, executive secretary, is in charge.</p> <p>NOVEMBER 8: Dr. John V. Bohrer, Knickerbocker Hospital, "Cancer Phobia."</p> <p>NOVEMBER 15: Dr. Roy Upham, Flower Field Avenue, "Desirable and Damaging Diets."</p> <p>NOVEMBER 22: Dr. Walter Clarke, of the American Social Hygiene Association.</p>
<p>Of Men and Books 4:45-5:00 p.m. EACH TUESDAY</p>	<p>Current books and authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University.</p> <p>NOVEMBER 15: Children's books.</p> <p>NOVEMBER 29: "Benjamin Franklin," by Carl Van Doren and "Edwin Arlington Robinson" by Hermann Hagedorn.</p>
<p>"Americans at Work" 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>Men Behind the Stars 5:15-5:30 p.m. EACH FRIDAY</p>	<p>The lives and discoveries of astronomers throughout the ages are dramatized in this new "Exploring Space" series, presented by Professor William H. Barton, Jr., executive curator of the Hayden Planetarium, and Hans Christian Adamson, of the American Museum.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME

**American School
of the Air**

2:30-3:00 p.m.

MONDAY THRU FRIDAY

DESCRIPTION

THE AMERICAN SCHOOL OF THE AIR is in its eleventh consecutive season on the Columbia Network. The November schedule:

Mondays — Frontiers of Democracy.

NOVEMBER 7: Health in the Community.

NOVEMBER 14: On the Farm.

NOVEMBER 21: In Professions.

NOVEMBER 28: In Industry.

Tuesdays — The Music of America.

NOVEMBER 1: In the Southern Colonies.

NOVEMBER 8: Negro Music.

NOVEMBER 15: Westward Ho!

NOVEMBER 22: Stephen Collins Foster

NOVEMBER 29: In Days of Abraham Lincoln.

Wednesdays — This Living World.

NOVEMBER 2: European Affairs.

NOVEMBER 9: Science Comes to the Farm.

NOVEMBER 16: Wages and Hours.

NOVEMBER 23: Science in Modern Life.

NOVEMBER 30: Socialized Medicine.

Thursdays — New Horizons.

NOVEMBER 3: Riches in the Earth.

NOVEMBER 10: Conquest of Space.

NOVEMBER 17: The Life of a Tree.

Fridays — Lives Between the Lines.

NOVEMBER 4: Original radio play—Dyer.

NOVEMBER 18: Selected Poems—Frost.

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
<p>Orson Welles — Mercury Theater of the Air 8:00–9:00 p.m. EACH SUNDAY</p>	<p>Orson Welles, brilliant young actor-producer and his Mercury Theater of the Air continue their experiments in radio drama.</p> <p>NOVEMBER 6: Group of short stories.</p> <p>NOVEMBER 13: "Pickwick Papers."</p> <p>NOVEMBER 20: Ibsen's "Peer Gynt."</p> <p>NOVEMBER 27: "Life of St. Paul", based on the New Testament.</p>
<p>The Columbia Workshop 10:00–10:30 p.m. EACH THURSDAY</p>	<p><i>The Columbia Workshop</i>, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques.</p> <p>NOVEMBER 10: "A Drink of Water," by Wilbur Daniel Steele.</p> <p>NOVEMBER 17: "Luck," the second of Steele's short stories to be dramatized.</p> <p>NOVEMBER 24: "Beauty and the Beast," a radio opera by Vittorio Giannini and Robert Simon, written for the 1938 COLUMBIA COMPOSERS COMMISSION, with Genevieve Rowe, Ruth Carter, Charles Kullman and Richard Hale.</p>
<p>Four Corners Theater 10:30–11:00 a.m. EACH SATURDAY</p>	<p>Drama which has played to America's rural audiences in more performances than the greatest Broadway hits is featured on the stage of Columbia's <i>Four Corners Theater</i>.</p>
<p>Men Against Death 9:00–9:30 p.m. EACH SATURDAY</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. Earle McGill directs, Bernard Herrmann conducts, Lawrence Bearson adapts.</p>

**CHILDREN'S
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>"So You Want to Be—" 5:15-5:30 p.m. EACH WEDNESDAY</p>	<p>Successful persons in all walks of life are the subjects of interviews by youngsters who want to follow in their footsteps. The program is presented with the cooperation of <i>Young America</i> magazine.</p> <p>NOVEMBER 2: Richards Vidner, N. Y. <i>Herald-Tribune</i> sports columnist—"So You Want to Be a Sports Writer."</p> <p>NOVEMBER 9: John H. Stember, Hotel Belmont-Plaza—"So You Want to Be a Hotel Manager."</p> <p>NOVEMBER 16: Member of the N. Y. Fire Department—"So You Want to Be a Fireman."</p> <p>NOVEMBER 23: Professor Quiz—"So You Want to Be a Radio Master of Ceremonies."</p> <p>NOVEMBER 30: Maria Simkhovitch, Greenwich House—"So You Want to Be a Social Worker."</p>
<p>"March of Games" 5:00-5:15 p.m. EACH WEDNESDAY AND FRIDAY</p>	<p>Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross, 14-year-old master of ceremonies and Sybil Trent, 11-year-old "Miss Drum Major" are featured.</p>
<p>"Let's Pretend" 5:00-5:30 p.m. EACH MONDAY AND THURSDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented on a new schedule of twice weekly with a cast of child actors. These dramas have been a Columbia children's feature for eight years.</p>

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p>Church of the Air 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 8 consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.</p> <p>NOVEMBER 6: <i>Morning</i>—Rev. Peter Marshall D.D., New York Avenue Presbyterian Church, Washington, D. C.</p> <p><i>Afternoon</i>—Rev. Cornelius D. Muste, D.D., First Reformed Church, Brooklyn.</p> <p>NOVEMBER 13: <i>Morning</i>—Rev. George C. Vincent, D.D., Union Congregational Church, Upper Montclair, N. J.</p> <p><i>Afternoon</i>—Rt. Rev. Msgr. Joseph M. Corrigan, Rector, Catholic University of America, Washington, D. C.</p> <p>NOVEMBER 20: <i>Morning</i>—Rev. E. M. Hegg D.D., United Evangelical Lutheran Church, Oak Park, Illinois.</p> <p><i>Afternoon</i>—Rabbi Julian Miller, Congregation B'nai El, St. Louis.</p> <p>NOVEMBER 27: <i>Morning</i>—Rev. Christopher Jeffares McCombe, The Church of St. Paul and St. Andrew, N. Y. C.</p> <p><i>Afternoon</i>—Rev. Alfred Thomson, St. Louis Cathedral, St. Louis.</p>

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME

DESCRIPTION

"Wings Over Jordan"

9:00-9:30 a.m.

EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of 35 voices.

NOVEMBER 6: Dr. F. D. Patterson, President, Tuskegee Institute, Alabama.

NOVEMBER 13: Dr. W. L. Ransome, Pastor, First Baptist Church, South Richmond, Va.

NOVEMBER 20: Prof. Edwin B. Henderson, Head of Dept. of Health and Physical Education, Dunbar High School, Washington, D. C.

NOVEMBER 27: Dr. James E. Shepherd, President, North Carolina College for Women, Durham.

PERSONALITIES

Irene Beasley's

R. F. D. #1

2:00-2:15 p.m.

MONDAY THRU FRIDAY

This intimate and informal "one-woman" show of music and homely commentary by Irene Beasley is dedicated to America's farm women. One of the features is the Friday "meetin'-day" with guests and studio audience.

Richard Maxwell

9:00-9:15 a.m.

MONDAY, WEDNESDAY
AND FRIDAY

Richard Maxwell presents three programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor, who composes most of the verses which he reads.

Major Bowes'

Capitol Family

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

EACH SUNDAY

Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist, and Waldo Mayo's Orchestra.

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Saturday Night Swing Club 7:00-7:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens as band director and Bill Allen as swing commentator, the Swing Club guests this month include leading artists and interpreters in this field.</p>
<p>Time Out for Dancing 4:15-4:45 p.m. EACH WEDNESDAY</p>	<p>Mark Warnow, brilliant young CBS conductor, leads his band in this new series of dance programs. Barry Wood, baritone and Edith Day, popular network singer, are the vocalists.</p>
<p>Ray Block's Varieties 4:15-4:45 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p>Al Bernard's Merry Minstrels 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>Maxine Sullivan 10:30-10:45 p.m. EACH TUESDAY</p>	<p>"Recitals in Rhythm" is the title of this new series of subtle swing singing by Columbia's brilliant star, Maxine Sullivan.</p>
<p>National Hillbilly Champions 10:00-10:30 a.m. EACH SATURDAY 11:00-11:15 a.m. EACH WEDNESDAY</p>	<p>Hillbilly music, performed by the nation's leading mountaineer group, the National Hillbilly Champions, is heard each Saturday morning from station KMOX.</p>
<p>All Hands on Deck 1:00-1:30 p.m. EACH SATURDAY</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

PROGRAM AND TIME	DESCRIPTION																
<p>Buddy Clark's "Sunday Supplement" 5:00-5:30 p.m. EACH SUNDAY</p>	<p>Buddy Clark turns editor in this new CBS series and brings out a weekly radio edition of songs and comedy. His co-editors are Doris Rhodes, CBS songstress, and Leith Stevens and his musical men.</p>																
<p>CBS Vocalists Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table border="0"> <tr> <td>Jack Berch</td> <td>Doris Rhodes</td> </tr> <tr> <td>Ruth Carhart</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Edith Dick</td> <td>Jack Shannon</td> </tr> <tr> <td>Audrey Marsh</td> <td>Barry Wood</td> </tr> <tr> <td></td> <td>Nan Wynn</td> </tr> </table>	Jack Berch	Doris Rhodes	Ruth Carhart	Genevieve Rowe	Edith Dick	Jack Shannon	Audrey Marsh	Barry Wood		Nan Wynn						
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	Nan Wynn																
<p>Deep River Boys, Eton Boys, Four Clubmen <i>Various hours</i></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>Dance Orchestras Various hours MONDAY THRU SUNDAY</p>	<p>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 November:</p> <table border="0"> <tr> <td>Dick Barrie</td> <td>George Hamilton</td> </tr> <tr> <td>Count Basic</td> <td>Sammy Kaye</td> </tr> <tr> <td>Charles Baum</td> <td>Henry King</td> </tr> <tr> <td>Cab Calloway</td> <td>Kay Kyser</td> </tr> <tr> <td>Tommy Dorsey</td> <td>Glenn Miller</td> </tr> <tr> <td>Joaquim Gill</td> <td>Leighton Noble</td> </tr> <tr> <td>Benny Goodman</td> <td>Paul Pendarvis</td> </tr> <tr> <td></td> <td>Ted Weems</td> </tr> </table>	Dick Barrie	George Hamilton	Count Basic	Sammy Kaye	Charles Baum	Henry King	Cab Calloway	Kay Kyser	Tommy Dorsey	Glenn Miller	Joaquim Gill	Leighton Noble	Benny Goodman	Paul Pendarvis		Ted Weems
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ADDENDA: OCTOBER 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 *October* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

DRAMATIC SERIES

● OCTOBER 20 AND 27: *The Columbia Workshop* began its Fall and Winter schedule with two outstanding premieres.

On October 20, "The Happy Journey from Trenton to Camden," by Thornton Wilder, a fantasy starring Margalo Gilmore and directed by Earle McGill.

On October 27, Archibald MacLeish's "Air Raid," his second verse drama written especially for radio. Aline McMahon played the lead, Frank Gallop was narrator, and William N. Robson directed, 10-10:30 p.m.

PUBLIC AFFAIRS

● OCTOBER 9: Dr. Walter W. Van Kirk, director of the National Peace Conference, discussed "The International Crisis and the American Peace Movement," 1:30-1:45 p.m.

● OCTOBER 14: President Roosevelt opened the 1938 Community Mobilization for Human Needs drive with an address from the White House. Charles P. Taft, chairman of the Mobilization, also spoke and Jose Iturbi conducted the Cincinnati Symphony Orchestra, 10-10:30 p.m.

● OCTOBER 16: "Can the World Avoid a New War Crisis?" asked Clark M. Eichel-

berger, director of the League of Nations Association, 1:30-1:45 p.m.

Representative Martin Dies (D) of Texas reported on the progress of his Committee investigating un-American activities, 10-10:30 p.m.

● OCTOBER 17: Frederick Wolff Ogilvie, director-general of the British Broadcasting Corporation, spoke from London. 4:19-4:26 p.m.

● OCTOBER 18 AND 19: Columbia broadcast the following addresses to the Eucharistic Congress in New Orleans: On October 18. Pope Pius XI from Vatican City, 1:30-1:45 p.m.; Archbishop John J. Mitty of San Francisco, 10:45-11 p.m. On October 19. Bishop Lorman of Reno, Archbishop Mitty, and Charles I. Denechaud, vice-chairman of the Congress, 4:15-4:45 p.m.

● OCTOBER 19: Donald L. Richberg, former NRA Administrator, opposed the Patman Chain Store Excise Tax, answering Patman's speech of a week previous, 7-7:15 p.m.

● OCTOBER 21: Eugene P. Thomas, president of the National Foreign Trade Council, spoke on "Trade of the World Today," 3-3:30 p.m.

● OCTOBER 23: William L. Shirer, CBS Central European correspondent, spoke from Prague and Brackett Lewis, director of Masaryk Foundation spoke from New York on the 20th anniversary of the founding of the Czechoslovakian Republic. 1:30-1:45 p.m.

Elmer F. Andrews, Federal Wages and Hours Administrator, analyzed "The New Wages and Hours Act." 1:45-2 p.m.

● OCTOBER 25: Dr. C. Willard Camalier, president of the American Dental Association, talked of "Dentistry and the Public Health," 10:45-11 p.m.

● OCTOBER 26: David Lloyd George's attack on the Munich settlement was heard from a luncheon of the London Free Church Federation, 8:30-9 a.m.

"The Navy as a Training Organization" was the Navy Day topic of Admiral J. O. Richardson, Chief of the Bureau of Navigation of the Navy, 7-7:15 p.m.

President Roosevelt spoke on our foreign policy in an address from the White House to the *Herald-Tribune* Forum in New York City, 10:50-11 p.m.

● OCTOBER 28: W. R. Wills, Columbia's Far Eastern representative described the current status of the Sino-Japanese struggle, directly from Hankow, China, 7-7:15 p.m.

● OCTOBER 29: Senator Arthur Vandenberg (R) of Michigan advised "Going American" in a speech from Columbus, Ohio, 9-9:30 p.m.

● OCTOBER 30: Emil Ludwig, noted author, stated "France Looks to America" in a talk from Paris, 1:30-1:45 p.m.

SPECIAL EVENTS

● OCTOBER 22: From Black Canyon, Nevada-Arizona came a special program entitled "Boulder Dam—Two Years Old—Speaks," 4:45-5:15 p.m.

● OCTOBER 24: The titanic struggle for the Frog Jumping Championship between the East and the West was described by John Reed King, CBS frog expert, 2:15-2:30 p.m.

The 77th anniversary of transcontinental telegraph was observed with a dramatization of the efforts to achieve it, 3:45-4 p.m.

● OCTOBER 29: The Minnesota-Northwestern football game was described by John Harrington of WBBM from Dyche Stadium, Evanston, Ill., 4-5:30 p.m.

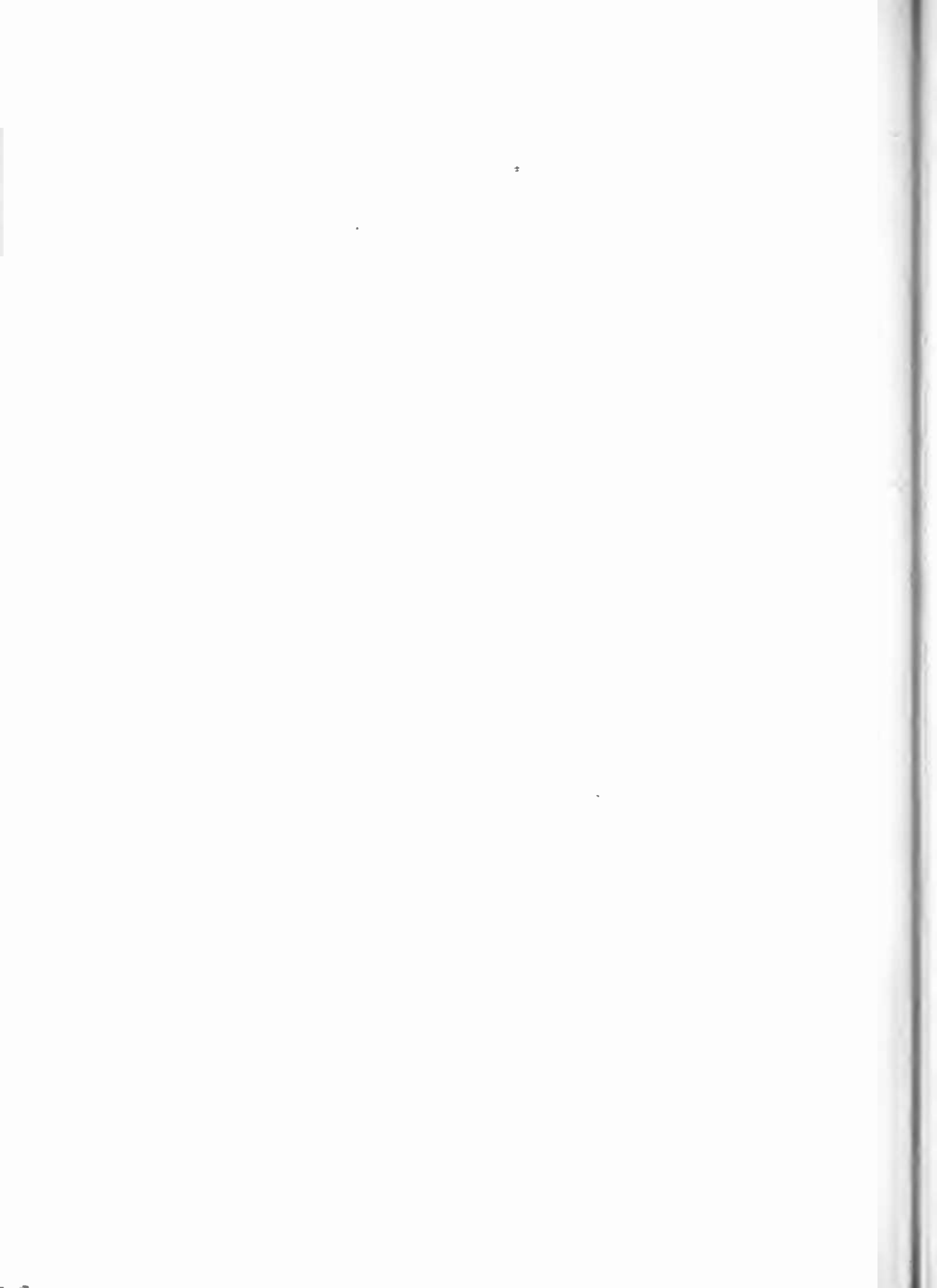
● OCTOBER 31: The modern spook paid his Halloween visit by radio, as part of Columbia's eerie, supernatural midnight Halloween program, 12-12:30 a.m.

SERIOUS MUSIC

● OCTOBER 14: Columbia brought its audience a program of Swedish Folk Music, directly from Stockholm, 3-3:30 p.m.

● OCTOBER 15: A memorial program for John Phillip Sousa, the "March King," featured B. A. Rolfe and band, George Gortlan and a band of 70 high school students, and tributes by Gene Buck, Robert L. Ripley, and Arthur Pryor, 7-7:30 p.m.

● OCTOBER 23: "A Sound Picture of Canada," representing the 5 main geographical divisions of the Dominion, included songs by the Lunenburg Choir and the Alouette Quartet, a piano recital by Ernest Seitz, cowboy music and yodels, and the sound of a giant tree being felled—as the fifth world concert of the International Broadcasting Union, 2:30-3 p.m.





THE 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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