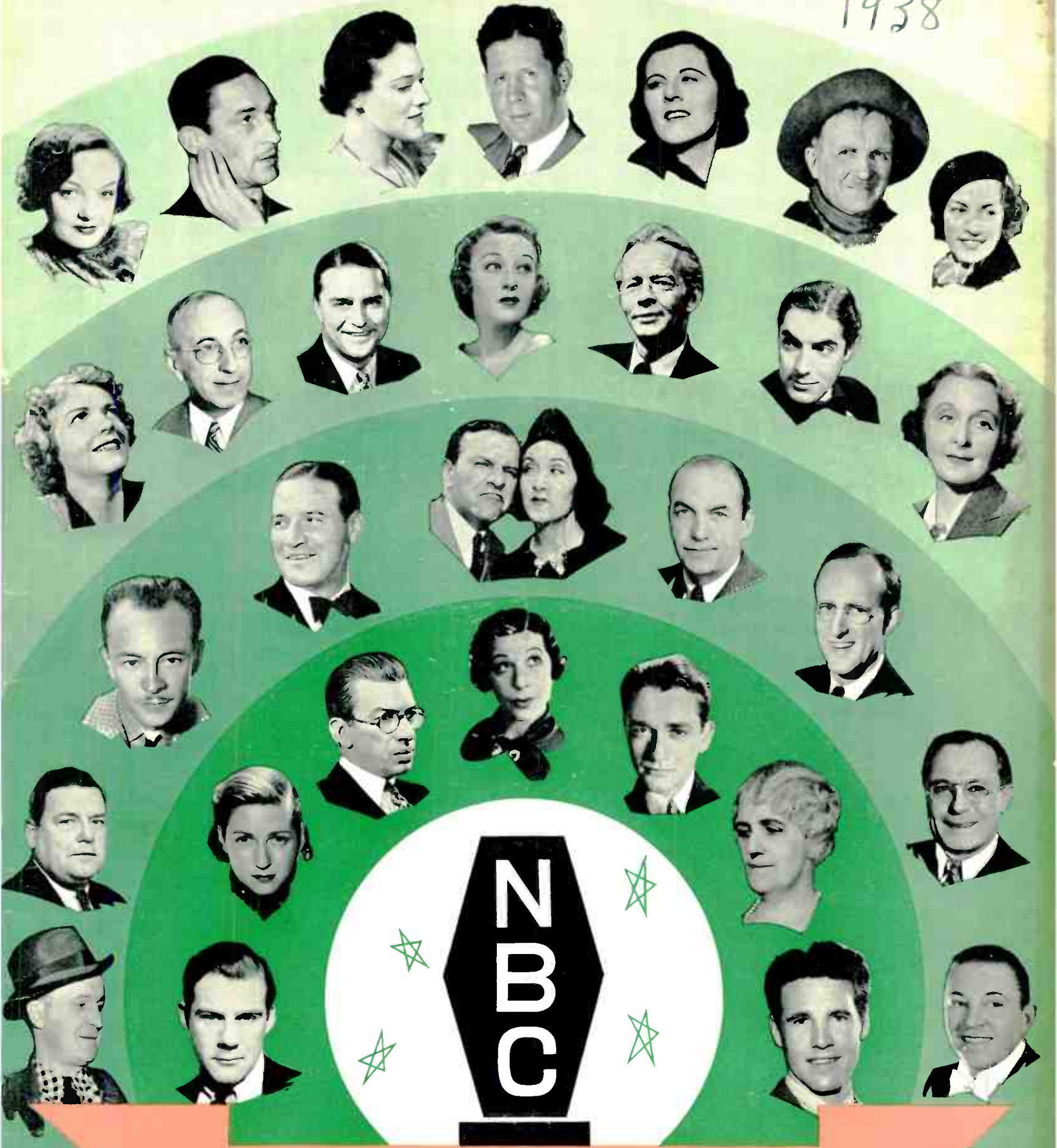


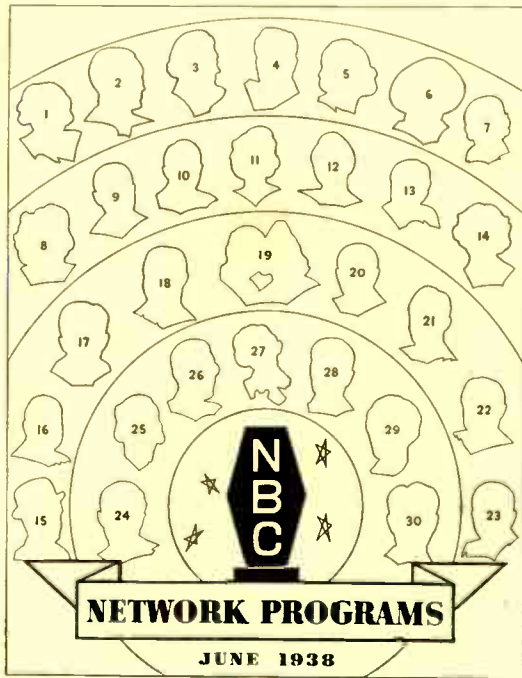
1938



# NETWORK PROGRAMS

JUNE 1938





## CAN YOU READ THE STARS?

How many of the NBC stars, whose portraits appear on the front cover, can you identify? Jot down your answers on the lines below which are numbered in accordance with the key drawing at the left. Then check the list with the names listed on this slip inside the back cover. No fair peeking!

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....
7. ....
8. ....

(over)

- |     |     |
|-----|-----|
| 9.  | 20. |
| 10. | 21. |
| 11. | 22. |
| 12. | 23. |
| 13. | 24. |
| 14. | 25. |
| 15. | 26. |
| 16. | 27. |
| 17. | 28. |
| 18. | 29. |
| 19. | 30. |

# **NBC** NETWORK PROGRAMS

**INDUSTRIES ON NBC . . . . . PAGE 2**

**SPONSORED PROGRAMS . . . . . PAGE 4**

**SUSTAINING PROGRAMS . . . . . PAGE 17**

# INDUSTRIES ON NBC

## THEY KNOW IT WORKS—

Check the list of 100 leading advertisers in 1937\* and you will find that 67 used network radio. Of these 67, 42—nearly 2 out of 3—put their broadcast sales messages on NBC.

Of more than 55 million dollars spent by these leading advertisers for network radio, 55% went into NBC time—25% more, in fact, than was invested in any other national network system.

Of the top 25 leading advertisers who used network radio, 14 used NBC. Five have been on NBC continuously for 10 years or more, two for 9 years, four for 8 years, one for 6 years, one for 3 years, and one seasonal advertiser at various times over a 7-year period.

80.6% of all the advertisers on NBC in 1937 were "repeaters" from previous years. When advertisers find a medium that really works for them year in and year out, they stay with it!

\*Variety—May 4, 1938.

## AUTOMOTIVE

Firestone Tire & Rubber Company 7

## CONFECTIONERY & BREWING

Cardinet Candy Company 6

Falstaff Brewing Corporation 6

Nehi, Inc. 11

## DRUGS

Affiliated Products, Inc. 4

Anacin Company 4

Bayer Company, Inc., The 4

BiSoDol Company, The 4

Bristol-Myers Company 5

Campana Sales Company 5

Colgate-Palmolive-Peet Co. 6

Cummer Products Company 6

Emerson Drug Company 6

Fitch, F. W., Company 7

Jergens-Woodbury Sales Corp. 8

Kolynos Company, The 9

Lady Esther, Ltd. 9

Lamont, Corliss & Company 9

Lewis-Howe Company 10

Miles Laboratories, Inc. 10

Pepsodent Company, The 11

Phillips, The Chas. H., Chemical Co. 11

Princess Pat, Ltd. 12

Procter & Gamble Company 12

Watkins, The R. L., Company 16

Williams, J. B., Company 16

Wyeth Chemical Company 16

**FOOD**

Albers Bros. Milling Company	4
Borden Company, The	5
Campbell Soup Company	5
Carnation Company	6
General Foods Corporation	7
General Mills, Inc.	8
Kellogg Company	9
Kraft-Phenix Cheese Corporation	9
National Biscuit Company	11
Pillsbury Flour Mills Company	12
Procter & Gamble Company	12
Ralston Purina Company	13
Richardson & Robbins	13
S. & W. Fine Foods, Inc.	14
Sealtest, Inc.	14
Sperry Flour Company	14
Standard Brands, Inc.	14
Tillamook County Creamery Association	15
Wander Company, The	15
Washington, G., Coffee Refining Co.	16
Welch Grape Juice Company	16
Wesson Oil & Snowdrift Sales Co.	16

**HOUSE FURNISHINGS**

General Electric Company	7
Servel, Inc.	14
Stewart-Warner	15

**LAUNDRY SOAPS & CLEANSERS**

Babbitt, B. T., Inc.	4
Drackett Company, The	6
Johnson, S. C., & Son, Inc.	9
Pacific Coast Borax Company	11
Procter & Gamble Company	12

**MACHINERY**

Allis-Chalmers Mfg. Company	4
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**PETROLEUM**

Gilmore Oil Company	8
Petroleum Advertisers, Inc.	11
Richfield Oil Co. of California	13
Signal Oil Company	14
Standard Oil Co. of California	15
Stewart-Warner Corporation	15
Sun Oil Company	15
Union Oil Co. of California	15

**RADIOS**

Radio Corporation of America	13
Stewart-Warner	15

**SHOES**

Gallenkamp Stores Company	7
International Shoe Company	8

**TOBACCO**

American Tobacco Company	4
Brown & Williamson Tobacco Corp.	5
Liggett & Myers Tobacco Co.	10
Philip Morris & Co., Ltd.	10

**MISCELLANEOUS**

Glass Container Assn. of America	8
Johnson, Carvell & Murphy	8
Midway Chemical Company	10
Regional Advertisers, Inc.	13

CLIENT AND PRODUCT	PROGRAM	TIME	DAY	NETWORK	AGENCY
<b>A</b> <b>Affiliated Products, Inc.</b> <i>Louis Phillippe Lipstick</i>	John's Other Wife	10:15 to 10:30 AM	M Tu W	RED	Blackett-Sample-Hummert, Inc.
		1:30 to 1:45 PM	M Tu W	PC RED	
<b>Albers Bros. Milling Company</b> <i>Cereals</i>	Good Morning Tonite	9:00 to 9:30 PM PST	Tu	PC RED	Erwin, Wasey & Co. of Pacific Coast
<b>Allis-Chalmers Mfg. Company</b> <i>Tractors</i>	The Family Party	10:30 to 11:00 PM		Sa BLUE	Bert S. Gittins, Advertising
<b>American Tobacco Company</b> <i>Lucky Strike Cigarettes</i>	Kay Kyser's Musical Klass & Dance	10:00 to 11:00 PM	W	RED	Lord & Thomas
<b>Anacin Company</b> <i>Anacin</i>	Easy Aces	7:00 to 7:15 PM	Tu W Th	BLUE	Blackett-Sample-Hummert, Inc.
<b>B</b> <b>B. T. Babbitt, Inc.</b> <i>Bab-O Cleanser</i>	David Harum	11:00 to 11:15 AM	M Tu W Th F	RED	Blackett-Sample-Hummert, Inc.
<b>The Bayer Company, Inc.</b> <i>Aspirin</i>	American Album of Familiar Music	9:30 to 10:00 PM	Su	RED	Blackett-Sample-Hummert, Inc.
<b>The BiSoDol Company</b> <i>BiSoDol</i>	Mr. Keen, Tracer of Lost Persons	7:15 to 7:30 PM	Tu W Th	BLUE	Blackett-Sample-Hummert, Inc.

ALL TIME SHOWN IS EASTERN DAYLIGHT SAVING TIME UNLESS OTHERWISE INDICATED. PC - PACIFIC COAST



CLIENT AND PRODUCT	PROGRAM	TIME	DAY							NETWORK	AGENCY
<b>The BiSoDol Company</b> —(Continued) <i>BiSoDol</i>	Just Plain Bill	10:30 to 10:45 AM					Th	F	RED	Blackett-Sample-Hummert, Inc.	
		1:15 to 2:00 PM					Th	F	PC RED		
<b>The Borden Company</b> <i>Milk</i>	The Hughes-reel	4:30 to 4:45 PM	M	Tu	W		Th	F	RED	Young & Rubicam, Inc.	
<b>Bristol-Myers Company</b> <i>Ipana, Sal Hepatica</i>  <i>Vitalis</i>	Town Hall Tonight	9:00 to 10:00 PM					W		RED	Young & Rubicam, Inc.	
		12:00 to 1:00 AM					W		PC RED		
	For Men Only	10:30 to 11:00 PM	M						RED	Pedlar & Ryan, Inc.	
<b>Brown &amp; Williamson Tobacco Corporation</b> <i>Kool &amp; Raleigh Cigarettes</i>	Tommy Dorsey & His Orchestra	8:30 to 9:00 PM					W		RED	Batten, Barton, Durstine & Osborn, Inc.	
		1:00 to 1:30 AM					W		PC RED		
<b>C</b> <b>Campana Sales Company</b> <i>Italian Balm</i>	First Nighter	10:00 to 10:30 PM						F	RED	Aubrey, Moore & Wallace, Inc.	
<b>Campbell Soup Company</b> <i>Soups</i>	Amos 'n' Andy	7:00 to 7:15 PM	M	Tu	W		Th	F	RED	Ward Wheelock Company	
		11:00 to 11:15 PM	M	Tu	W		Th	F	PC RED		

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CLIENT AND PRODUCT	PROGRAM	TIME	DAY	NETWORK	AGENCY
<b>Cardinet Candy Company</b> <i>Candy</i>	Night Editor	9:00 to 9:15 PM PST	Su	PC RED	Tomaschke-Elliott, Inc.
<b>Carnation Company</b> <i>Carnation Milk</i>	Carnation Contented Program	10:00 to 10:30 PM	M	RED	Erwin, Wasey & Co., Ltd.
<b>Colgate-Palmolive-Peet Company</b> <i>Colgate Rapid Shave Cream &amp; Colgate Brushless Shave Cream</i>	Dale Carnegie—How To Win Friends and Influence People	8:30 to 8:45 PM 12:00 to 12:15 AM		Sa RED Sa PC RED	Benton & Bowles-Chicago, Inc.
<b>Cummer Products Company</b> <i>Molle Shaving Cream</i>	Vox Pop	9:00 to 9:30 PM 12:30 to 1:00 AM	Tu M	RED PC RED	Stack-Goble Advertising Agency
<i>Energine Cleaning Fluid</i>	The Radio Newsreel	5:30 to 6:00 PM	Su	RED	Stack-Goble Advertising Agency
<b>D</b> <b>The Drackett Company</b> <i>Drano</i>	Hello Peggy	11:30 to 11:45 AM	W	F RED	The Ralph H. Jones Company
<b>E</b> <b>Emerson Drug Company</b> <i>Bromo Seltzer</i>	Harriet Parsons—Hollywood News	8:30 to 8:45 PM	W	BLUE	J. Walter Thompson Company
<b>F</b> <b>Falstaff Brewing Corporation</b> <i>Beer</i>	Public Hero No. 1	8:00 to 8:30 PM	M	RED	Gardner Advertising Company

ALL TIME SHOWN IS EASTERN (EXCEPT SAVING TIME UNLESS OTHERWISE INDICATED) PC - PAID PER COPY

CLIENT AND PRODUCT	PROGRAM	TIME	DAY	NETWORK	AGENCY
<b>Firestone Tire &amp; Rubber Company</b> <i>Tires and Tubes</i>	Voice of Firestone	8:30 to 9:00 PM	M	RED	Sweeney & James Company
		11:30 to 12:00 M	M	PC RED	
<b>F. W. Fitch Company</b> <i>Shampoo</i>	Interesting Neighbors	7:30 to 8:00 PM	Su	RED	L. W. Ramsey Company
<b>G</b> <b>Gallenkamp Stores Company</b> <i>Shoes</i>	Professor Puzzlewit	3:00 to 3:30 PM PST	Su	PC RED	Long Advertising Service
<b>General Electric Company</b> <i>Electrical Appliances</i>	Hour of Charm	10:00 to 10:30 PM	Su	RED	Maxon, Inc.
<b>General Foods Corporation</b> <i>Grape-Nuts</i>	Burns & Allen with Jan Garber's Orchestra	8:00 to 8:30 PM	M	RED	Young & Rubicam, Inc.
		10:30 to 11:00 PM	M	PC RED	
<i>Jell-O</i>	The Jello Program Starring Jack Benny	7:00 to 7:30 PM	Su	RED	Young & Rubicam, Inc.
		11:30 to 12:00 M	Su	PC RED	
<i>Maxwell House Coffee</i>	Maxwell House Presents Good News of 1933	9:00 to 10:00 PM		Th	Benton & Bowles, Inc.
<i>Post Bran Flakes</i>	Believe It Or Not	10:00 to 10:30 PM		Tu	Benton & Bowles, Inc.

ALL TIME SHOWN IS EASTERN DAYLIGHT SAVING TIME UNLESS OTHERWISE INDICATED. PC - PACIFIC COAST

CLIENT AND PRODUCT	PROGRAM	TIME	DAY	NETWORK	AGENCY
<b>General Mills, Inc.</b> <i>Flours and Cereals</i>	The Gold Medal Hour	2:00 to 3:00 PM	M Tu W Th F	RED & BLUE	Blackett-Sample-Hummert, Inc.
<b>Gilmore Oil Company</b> <i>Gasoline and Oil</i>	Gilmore Circus	9:00 to 9:30 PM PST	F	PC RED	Botsford, Constantine & Gardner
<b>Glass Container Association of America</b> <i>Bottles</i>	Steinie Bottle Boys (Last Program 6/16/38)	7:45 to 8:00 PM	M Th	BLUE	U. S. Advertising Corp.
<b>I</b> <b>International Shoe Company</b> <i>Peter's Shoes</i>	It's a Fact	2:45 to 3:00 PM PST	Su	PC RED	Long Advertising Service
<b>J</b> <b>Jergens-Woodbury Sales Corporation</b> <i>Woodbury's Soap</i>	Hollywood Playhouse	9:00 to 9:30 PM	Su	BLUE	Lennen & Mitchell, Inc.
<i>Jergens Lotion</i>	Jergens Journal	10:30 to 11:00 PM	Su	PC RED	
		9:30 to 9:45 PM	Su	BLUE	Lennen & Mitchell, Inc.
		11:00 to 11:15 PM	Su	PC RED	
<b>Johnson, Carvell &amp; Murphy</b> <i>Kellogg's Ant Paste</i>	Woman's Magazine of the Air	3:00 to 3:15 PM PST	M	PC RED	The Wm. A. Ingoldsby Co.

ALL TIME SHOWN IS EASTERN DAYLIGHT SAVING TIME UNLESS OTHERWISE INDICATED PC - PACIFIC COAST

CLIENT AND PRODUCT	PROGRAM	TIME	DAY	NETWORK	AGENCY
<b>S. C. Johnson &amp; Son, Inc.</b>  <i>Floor Wax</i>	Fibber McGee & Molly	9:30 to 10:00 PM	Tu	RED	Needham, Louis & Brorby, Inc.
	Ferry Regan—Attorney at Law	10:30 to 10:45 AM	M Tu W Th F	BLUE	Needham, Louis & Brorby, Inc.
<b>K</b>					
<b>Kellogg Company</b>  <i>Cereals</i>	The Singing Lady	5:30 to 5:45 PM	M Tu W Th	BLUE	N. W. Ayer & Son, Inc.
	<i>Kellogg Krispies</i>	Don Winslow of the U. S. Navy	7:00 to 7:15 PM	M Tu W Th F	RED
<b>The Kolynos Company</b>  <i>Toothpaste</i>	Just Plain Bill	10:30 to 10:45 AM	M Tu W	RED	Blackett-Sample-Hummert, Inc.
		1:45 to 2:00 PM	M Tu W	PC RED	
<b>Kraft-Phenix Cheese Corp.</b>  <i>Cheese &amp; Salad Dressing</i>	The Kraft Music Hall	10:00 to 11:00 PM	Th	RED	J. Walter Thompson Company
<b>L</b>					
<b>Lady Esther, Ltd.</b>  <i>Cosmetics</i>	Lady Esther Serenade	8:30 to 9:00 PM	Tu	RED	Lord & Thomas
<b>Lamont, Corliss &amp; Company</b>  <i>Pond's Cream and Face Powder</i>	Those We Love	8:30 to 9:00 PM	M	BLUE	J. Walter Thompson Company

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CLIENT AND PRODUCT	PROGRAM	TIME	DAY							NETWORK	AGENCY
<b>Lewis-Howe Company</b>  <i>Tums</i>	Vocal Varieties	7:15 to 7:30 PM		Tu	Th					RED	H. W. Kastor & Sons Adv. Co., Inc.
		11:15 to 11:30 PM		Tu						PC RED	
<b>Liggett &amp; Myers Tobacco Company</b>  <i>Chesterfield Cigarettes</i>	Chesterfield Daily Sports Column	6:30 to 6:45 PM	M	Tu	W	Th	F	Sa	RED & BLUE	Newell-Emmett Co., Inc.	
<b>M</b> <b>Midway Chemical Co.</b>  <i>Fly-Ded</i> (M.Tu.W.)  <i>Aero White</i> (Th.F.)	Mrs. Wiggs of the Cabbage Patch	10:00 to 10:15 AM	M	Tu	W	Th	F			RED	Blackett-Sample-Hummert, Inc.
		1:15 to 1:30 PM	M	Tu	W	Th	F			PC RED	
<b>Miles Laboratories, Inc.</b>  <i>Alka-Seltzer</i>	National Barn Dance	9:00 to 10:00 PM						Sa	BLUE	Wade Advertising Agency	
		11:00 to 12:00 M						Sa	PC RED		
	Uncle Ezra's Radio Station—E Z R A	7:15 to 7:30 PM	M		W		F			RED	Wade Advertising Agency
		11:15 to 11:30 PM	M		W		F			PC RED	
<b>Philip Morris &amp; Co., Ltd.</b>  <i>Cigarettes</i>	Philip Morris Program	8:00 to 8:30 PM		Tu						RED	The Biow Company Inc.
11:30 to 12:00 M			Tu						PC RED		

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GUEST AND PRODUCT	PROGRAM	TIME	DAY					NETWORK	AGENCY
<b>N</b> <b>National Bisenit Company</b> <i>Shredded Wheat</i>	Dan Harding's Wife	12:00 to 12:15 PM	M	Tu	W	Th	F	RED	Federal Advertising Agency, Inc.
<b>Nehi, Inc.</b> <i>Royal Crown Cola</i>	The Royal Crown Revue	9:00 to 9:30 PM 12:30 to 1:00 AM					F	BLUE PC BLUE	James A. Greene & Company
<b>P</b> <b>Pacific Coast Borax Company</b> <i>Twenty Mule Team Borax</i>	Death Valley Days	9:30 to 10:00 PM 12:00 M to 12:30 AM					F	RED PC RED	McCann-Erickson, Inc.
<b>The Pepsodent Company</b> <i>Toothpaste, Junis Cream, Antiseptic</i>	Candid Lady	2:15 to 2:30 PM PST	M	Tu	W	Th	F	PC RED	Lord & Thomas
<b>Petroleum Advertisers, Inc.</b> <i>Gasoline and Oil</i>	Cities Service Concert	8:00 to 9:00 PM					F	RED	Lord & Thomas
<b>The Chas. H. Phillips Chemical Co.</b> <i>Phillips Milk of Magnesia</i>	Waltz Time	9:00 to 9:30 PM					F	RED	Blackett-Sample-Hummert, Inc.
<i>Phillips Milk of Magnesia Tablets and Toothpaste</i>	Lorenzo Jones	11:15 to 11:30 AM	M	Tu	W	Th	F	RED	Blackett-Sample-Hummert, Inc.
<i>Phillips Milk of Magnesia &amp; Milk of Magnesia Creams</i>	Stella Dallas	1:15 to 1:30 PM	M	Tu	W	Th	F	RED	Blackett-Sample-Hummert, Inc.

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CLIENT AND PRODUCT	PROGRAM	TIME	DAY	NETWORK	AGENCY
<b>Pillsbury Flour Mills Co.</b> <i>Flour and Cereal Products</i>	The Woman in White	10:45 to 11:00 AM	M Tu W Th F	RED	Hutchinson Advertising Co.
<b>Princess Pat, Ltd.</b> <i>Cosmetics</i>	A Tale of Today	6:30 to 7:00 PM	Su	RED	McJunkin Advertising Company
<b>Procter &amp; Gamble Company</b>					
<i>Camay Soap</i>	Pepper Young's Family	11:30 to 11:45 AM	M Tu W Th F	BLUE	Pedlar & Ryan, Inc.
		3:30 to 3:45 PM	M Tu W Th F	RED	
<i>Chipso</i>	The Road of Life	11:45 AM to 12:00 N	M Tu W Th F	RED	Pedlar & Ryan, Inc.
<i>Crisco</i>	Vic and Sade	11:15 to 11:30 AM	M Tu W Th F	BLUE	Compton Advertising, Inc.
<i>Dash</i>	Woman's Magazine of the Air	2:30 to 2:45 PM PST	Various Days	PC RED	Pedlar & Ryan, Inc.
<i>Dreft</i>	Kitty Keene	11:45 AM to 12:00 N	M Tu W Th F	RED	Blackett-Sample-Hummert, Inc.
<i>Drene Shampoo</i>	Jimmy Fidler in Hollywood Gossip	10:30 to 10:45 PM	Tu F	RED	H. W. Kastor & Sons Adv. Co., Inc.
<i>Ivory Flakes</i>	The Story of Mary Marlin	11:00 to 11:15 AM	M Tu W Th F	BLUE	Compton Advertising, Inc.
		3:00 to 3:15 PM	M Tu W Th F	RED	
<i>Ivory Soap</i>	The O'Neills	12:15 to 12:30 PM	M Tu W Th F	RED	Compton Advertising, Inc.

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CLIENT AND PRODUCT	PROGRAM	TIME	DAY							NETWORK	AGENCY
<b>Procter &amp; Gamble Company</b> —(Continued)  <i>Oxydol</i>  <i>White Naphtha Soap</i>	Ma Perkins	10:45 to 11:00 AM	M	Tu	W	Th	F		BLUE	Blackett-Sample-Hummert, Inc.	
	Oxydol's Own Ma Perkins	3:15 to 3:30 PM	M	Tu	W	Th	F		RED	Blackett-Sample-Hummert, Inc.	
	The Guiding Light	3:45 to 4:00 PM	M	Tu	W	Th	F		RED	Compton Advertising, Inc.	
<b>R</b> <b>Radio Corporation of America</b>  <i>All RCA Products</i>	The Magic Key of RCA	2:00 to 3:00 PM	Su						BLUE	Direct	
	<b>Ralston Purina Company</b>  <i>Ry-Krisp</i>	Ry-Krisp Presents Marion Talley	5:00 to 5:30 PM	Su						RED	Gardner Advertising Company
<b>Regional Advertisers, Inc.</b>  <i>Gas for Cooking</i>	The Mystery Chef	9:45 to 10:00 AM			Tu		Th		RED	McCann-Erickson, Inc.	
		1:00 to 1:15 PM			Tu		Th		PC RED		
<b>Richardson &amp; Robbins</b>  <i>Boned Chicken</i>	The Revelers	6:15 to 6:25 PM		M		W		F	BLUE	Chas. W. Hoyt Co., Inc.	
<b>Richfield Oil Corporation</b>  <i>Gasoline &amp; Oil</i>	The Richfield Reporter	10:00 to 10:15 PM PST	Su	M	Tu	W	Th	F	PC RED	Hixson-O'Donnell Adv., Inc.	

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CLIENT AND PRODUCT		PROGRAM	TIME	DAY							NETWORK	AGENCY	
<b>S</b> <b>S. &amp; W. Fine Foods, Inc.</b> <i>S. &amp; W. Food Products</i>	<b>I Want a Divorce</b>	8:00 to 8:15 PM PST	Su								PC RED	Emil Brisacher & Staff	
	<b>Sealtest, Inc.</b> <i>Milk and Ice Cream</i>	<b>Your Family and Mine</b>	5:30 to 5:45 PM	M	Tu	W	Th	F				RED	McKee Albright, Inc.
<b>Servel, Inc.</b> <i>Electrolux Refrigerators</i>	<b>The March of Time</b>	8:00 to 8:30 PM					Th				BLUE	Batten, Barton, Durstine & Osborn, Inc.	
		1:15 to 1:45 AM					Th				PC RED		
<b>Signal Oil Company</b> <i>Gasoline and Oil</i>	<b>Signal Carnival</b>	6:00 to 6:30 PM PST	Su								PC RED	Logan & Stebbins	
<b>Sperry Flour Company</b> <i>Cereals and Flour</i>	<b>Dr. Kate</b>	12:45 to 1:00 PM PST		M	Tu	W	Th	F				PC RED	Westco Advertising Agency
	<b>Martha Meade</b>	1:00 to 1:15 PM PST				W		F				PC RED	Westco Advertising Agency
<b>Standard Brands, Inc.</b> <i>Chase &amp; Sanborn Coffee</i> <i>Fleischmann's Yeast for Baking</i> <i>Fleischmann's Yeast for Health</i> <i>Royal Desserts</i>	<b>The Chase &amp; Sanborn Program</b>	8:00 to 9:00 PM	Su								RED	J. Walter Thompson Company	
	<b>The Baker's Broadcast</b>	7:30 to 8:00 PM	Su								BLUE	J. Walter Thompson Company	
	<b>Getting the Most Out of Life</b>	11:45 AM to 12:00 N		M	Tu	W	Th	F				BLUE	J. Walter Thompson Company
	<b>The Royal Desserts Program</b>	8:00 to 9:00 PM					Th					RED	J. Walter Thompson Company

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CLIENT AND PRODUCT	PROGRAM	TIME	DAY	NETWORK	AGENCY
<b>Standard Brands, Inc.</b> —(Continued) <i>Tender Leaf Tea</i>	<b>One Man's Family</b>	8:00 to 8:30 PM	W	RED	J. Walter Thompson Company
		8:30 to 9:00 PM PST	Su	PC RED	
<b>Standard Oil Co. of California</b> <i>Gasoline and Oil</i>	<b>Standard Symphony</b>	8:15 to 9:15 PM PST	Th	PC RED	McCann-Erickson, Inc.
<b>Stewart-Warner Corporation</b> <i>Alemite, Radios &amp; Refrigerators</i>	<b>Horace Heidt &amp; His Brigadiers</b>	9:00 to 9:30 PM	Tu	BLUE	Hays MacFarland & Co., Inc.
<b>Sun Oil Company</b> <i>Gasoline and Oil</i>	<b>Lowell Thomas—The Day's News</b>	6:45 to 7:00 PM	M Tu W Th F	BLUE	Roche, Williams & Cunningham, Inc.
<b>T</b> <b>Tillamook County Creamery Association</b> <i>Cheese</i>	<b>Bennie Walker's Tillamook Kitchen</b>	3:00 to 3:15 PM PST	F	PC RED	Botsford, Constantine & Gardner
<b>U</b> <b>Union Oil Company</b> <i>Gasoline and Oil</i>	<b>The Passing Parade with John Nesbitt</b>	8:00 to 8:30 PM PST	M	PC RED	Lord & Thomas
<b>W</b> <b>The Wander Company</b> <i>Ovaltine</i>	<b>Little Orphan Annie</b>	5:45 to 6:00 PM	M Tu W Th F	RED	Blackett-Sample-Hummert, Inc.
		6:45 to 7:00 PM	M Tu W Th F	SUPPS	

ALL TIME SHOWN IS EASTERN DAYLIGHT SAVING TIME UNLESS OTHERWISE INDICATED. PC—PACIFIC COAST

CLIENT AND PRODUCT	PROGRAM	TIME	DAY							NETWORK	AGENCY	
<b>G. Washington Coffee Refining Co.</b> <i>Coffee</i>	Uncle Jim's Question Bee	7:30 to 8:00 PM								Sa	BLUE	Cecil, Warwick & Legler, Inc.
<b>The R. L. Watkins Company</b> <i>Dr. Lyons Toothpowder</i>	Manhattan Merry-Go-Round	9:00 to 9:30 PM	Su								RED	Blackett-Sample-Hummert, Inc.
	Alias Jimmy Valentine	7:00 to 7:30 PM		M							BLUE	Blackett-Sample-Hummert, Inc.
		11:00 to 11:30 PM		M							BLUE	
	Backstage Wife	4:00 to 4:15 PM		M	Tu	W	Th	F			RED	Blackett-Sample-Hummert, Inc.
<b>Welch Grape Juice Company</b> <i>Grape Juice</i>	Welch Presents Irene Rich	9:45 to 10:00 PM	Su								BLUE	H. W. Kastor & Sons Adv. Co., Inc.
		11:15 to 11:30 PM	Su								PC RED	
<b>Wesson Oil &amp; Snowdrift Sales Co., Inc.</b> <i>Salad Oil</i>	Hawthorne House	9:00 to 9:30 PM PST		M							PC RED	Fitzgerald Advertising Agency, Inc.
<b>J. B. Williams Company</b> <i>Glider and Williams Shaving Cream</i>	True or False (Starts 7/4/38)	10:00 to 10:30 PM		M							BLUE	J. Walter Thompson Co.
<b>Wyeth Chemical Company</b> <i>Freezone</i>	John's Other Wife	10:15 to 10:30 AM					Th	F			RED	Blackett-Sample-Hummert, Inc.
		1:30 to 1:45 PM					Th	F			PC RED	

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# NBC

## S U S T A I N I N G P R O G R A M S

### Enjoyment—by the Hour!

NBC provides many short sustaining features—programs of fifteen minutes or less—but in all major classes of programs, you will find an unusually liberal selection of set-the-dial-just-once features. In fact, the week of May 29 to June 5 presented twenty-six opportunities to listen to NBC sustaining features of one hour or longer duration. In addition NBC schedules carried for the same period three forty-five-minute shows and 168 thirty-minute sustaining programs.

Lovers of good music can spend a full hour or more listening to concerts by the NBC Symphony Orchestra, the Boston Symphony Orchestra, Radio City Music Hall Orchestra, Toronto Promenade Symphony Orchestra and others, directed by world famous conductors.

During its season, the Metropolitan Opera broadcast series provides each week an entire afternoon's enjoyment for opera enthusiasts—from three to four and one-half hours.

For those interested in current problems, America's Town Meeting of the Air makes the listener a part of the forum discussing such subjects as government regulation and foreign trade, for a full hour. For sixty minutes, six days each week, the National Farm and Home Hour is an invited guest in millions of farm and city homes.

On the following pages are included a representative cross-section of this varied sustaining program schedule and some of the "special events" already programmed.

PROGRAM AND DESCRIPTION	TIME	DAY	NETWORK
<p><b>Coast to Coast on a Bus</b></p> <p>On this mythical cross-country trip, talented child passengers travel on The White Rabbit bus, so-called because it "jumps anywhere at any time." At each stop, they put on a juvenile variety show of music, songs and patter, under the direction of Madge Tucker, and Milton J. Cross, NBC announcer, who is the genial conductor of the bus and master of ceremonies.</p>	9:00 to 10:00 AM	Su	BLUE
<p><b>Radio City Music Hall on the Air</b></p> <p>The great orchestra of New York's largest theatre is heard each week under the direction of Erno Rapee in a full hour of music from the stage of the Radio City Music Hall. Widely known soloists and a mixed chorus are brought before the microphone from time to time in varied programs of operatic and concert gems. On June 12, the Music Hall's chamber music summer series begins.</p>	12:30 to 1:30 PM	Su	BLUE
<p><b>Religious Programs</b></p> <p>NBC Networks regularly devote eleven periods each week to religious subjects, and frequent special broadcasts during the year as well. The following list includes the regularly scheduled broadcasts.</p> <p><b>HIGHLIGHTS OF THE BIBLE</b> Dr. Frederick K. Stamm, speaker; music by Radio Choristers.</p> <p><b>SUNDAY VESPERS</b> Dr. Paul Scherer, speaker; with music by mixed quartet.</p> <p><b>THE CATHOLIC HOUR</b> Various speakers, and Paulist Choir directed by Father Finn. June 5, Rev. Felix Kirsch; June 12 to July 24, Most Rev. Duane G. Hunt; others to be announced.</p> <p><b>TIME FOR THOUGHT</b> Short talks on practical religion by various guest speakers.</p> <p><b>CALL TO YOUTH</b> Guest speakers under the auspices of National Council of Catholic Women.</p> <p><b>RELIGION IN THE NEWS</b> Dr. Walter W. Van Kirk, speaker, presented in cooperation with the Federal Council of Churches of Christ in America.</p> <p><b>MESSAGE OF ISRAEL</b> Rabbi Jonah B. Wise and guest speakers.</p>	<p>10:00 to 10:30 AM</p> <p>4:00 to 4:30 PM</p> <p>6:00 to 6:30 PM</p> <p>12:30 to 12:45 PM</p> <p>12:00 to 12:15 PM</p> <p>6:45 to 7:00 PM</p> <p>7:00 to 7:30 PM</p>	<p>Su</p> <p>Su</p> <p>Su</p> <p>M Tu W Th F</p> <p>Sa</p> <p>Sa</p> <p>Sa</p>	<p>RED</p> <p>BLUE</p> <p>RED</p> <p>RED</p> <p>BLUE</p> <p>RED</p> <p>BLUE</p>

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<p><b>Empires of the Moon</b></p> <p>How a woman's kiss saved a king's life and sent a scoundrel to his death—how an open window turned the tide of revolution—how a dropped glove ended a dynasty—these and other tremendous trifles which have changed the course of history are dramatized in this new series, each program a complete story in itself. The scripts are adapted by William Hoddap of NBC continuity department from authentic material compiled by H. Bedford Jones. The advance schedule includes:</p> <p>JUNE 5—Fantasy on India            JUNE 12—Henry IV of Navarre            JUNE 19—Story of Nefertiti and the False Goddess, Hathor, in the days of The Ptolemies            JUNE 26—Plot against the Council of Ten            JULY 3—Abraham Lincoln and the story of the Knights of the Golden Circle (<i>Last program of this series.</i>)</p>	1:30 to 2:00 PM	Su	BLUE
<p><b>Sunday Drivers</b></p> <p>Directed by Arthur Fields and Fred Hall, veteran singing comedians, this program of hillbilly tunes and old-time songs is intended primarily for week-end motorists. Interspersed are homely bits of safe-driving advice, presented in a human way without preaching or scolding. Recently awarded a bronze plaque by the C.I.T. Safety Foundation for "the most important radio contribution to the traffic safety movement nationwide."</p>	3:00 to 3:30 PM	Su	RED
<p><b>The World Is Yours</b></p> <p>Under the auspices of the U. S. Office of Education, this program presents dramatizations of historical facts pertaining to the arts and sciences and based on exhibits in the Smithsonian Institute.</p>	4:30 to 5:00 PM	Su	RED
<p><b>There Was A Woman</b></p> <p>A series of dramatizations illustrating the part that women have played in the lives and careers of famous men. Statesmen, soldiers, musicians—men in every walk of life are included in these biographical sketches of the women in their lives, and each program is complete in itself.</p>	5:00 to 5:30 PM	Su	BLUE

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PROGRAM AND DESCRIPTION	TIME	DAY	NETWORK
<p><b>Spy At Large</b></p> <p>An original radio drama whose central theme is the menace to world peace of a certain foreign country made desperate by near bankruptcy. Spies and secret agents move in an atmosphere of suave intrigue, providing action and thrills aplenty in this story by George Ludlam, widely known radio writer.</p>	8:00 to 8:30 PM	Su	BLUE
<p><b>University of Chicago Round Table</b></p> <p>An interesting, informal discussion of the reasons behind current happenings. The subjects are picked by a committee of seven members of the University of Chicago faculty, headed by T. V. Smith, professor of philosophy, and discussed by two experts on the day's subject and one of the faculty who asks questions. The new Sunday evening time makes the program available to many new listeners.</p>	10:30 to 11:00 PM	Su	RED
<p><b>Norman Cloutier Presents</b></p> <p>In this late Sunday evening serenade, popular singers and instrumental soloists are heard in favorite melodies of today and yesterday accompanied by the orchestra under the direction of Norman Cloutier.</p>	10:00 to 10:30 PM	Su	RED
<p><b>Cheerio</b></p> <p>For more than a decade, "one who calls himself 'Cheerio'" has been giving his message of cheer to early morning listeners. Now heard in the evening, his music, philosophy and readings are providing inspiration for an even broader audience.</p>	10:30 to 11:00 PM	Su	BLUE
<p><b>Malcolm Claire</b></p> <p>Malcolm Claire presents his own versions of fairy tales, fables and original stories in such an amusing style that he has a great loyal audience of children, and even adults write that they find this program fascinating.</p>	8:00 to 8:15 AM	M Tu W Th F Sa	RED
<p><b>Breakfast Club</b></p> <p>Music and comedy are mixed in generous proportions in this happy, informal hour which helps millions to start the day with a "good morning." Walter Blaufuss and his orchestra, and featured vocalists, really "go to town" under the capable, good-natured M-C-ing of Don McNeill.</p>	9:00 to 9:55 AM	M Tu W Th F Sa	BLUE

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PROGRAM AND DESCRIPTION	TIME	DAY	NETWORK
<p><b>National Farm and Home Hour</b></p> <p>This daily feature, the best known agricultural program on the air, is a well-balanced combination of national farm news, educational talks, music, entertainment and special features, presented in co-operation with the U. S. Department of Agriculture and various farm organizations. Monday through Friday, NBC furnishes music and entertainment while the Department of Agriculture provides 15 to 20 minutes of informative material each day. Each Friday, known as Conservation Day, NBC cooperates with the U. S. Forestry Service in presenting a dramatic type of informative program featuring the Forest Rangers. Each Saturday during the month is given over to outside organizations as follows: 1st Saturday, 4-H Club; 2nd Saturday, American Farm Bureau Federation; 3rd Saturday, the National Grange; 4th Saturday, Farmers' Union. Other special days on the program schedule are: 1st Wednesday each month, Home Demonstration Day, appealing particularly to women; 2nd Wednesday, broadcast by Future Farmers of America; 3rd Wednesday, pick-up from one of the Land Grant Colleges.</p> <p>Special features during June and July include the following:</p> <p><b>JUNE 15</b> —Land Grant College broadcast from West Virginia University, Morgantown, W. Va.</p> <p><b>JUNE 16-22</b>—Broadcasts from National 4-H Club Camp, Washington, D. C.</p> <p><b>JUNE 27</b> —Anniversary program celebrating 3000th Broadcast of Farm and Home Hour. Organizations representing every phase of agriculture which has cooperated with NBC in presenting the program, will participate.</p> <p><b>JULY 13</b> —American Institute of Cooperation broadcast from Pullman, Washington.</p> <p><b>JULY 28</b> —Seventh World Poultry Congress advance meeting at Ohio Experiment Station, Wooster, O.</p>	<p>12:30 to 1:30 PM</p>	<p>M Tu W Th F Sa</p>	<p>BLUE</p>
<p><b>Mother-in-Law</b></p> <p>That universally maligned relative, the mother-in-law, is treated to a new role in this dramatic serial written by NBC's Elizabeth Todd. In the name role, Mrs. John Allen is portrayed as a kindly and sympathetic member of her son-in-law's household.</p>	<p>1:30 to 1:45 PM</p>	<p>M Tu W Th F</p>	<p>BLUE</p>
<p><b>Service Bands</b></p> <p>Composed of the best musicians in the nation's defensive forces, the United States Service Bands rank with the world's finest military bands. Their programs consist not only of stirring marches but also classical, semi-classical and popular music. Special concerts are frequently scheduled as well as the following regular periods:</p>			

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PROGRAM AND DESCRIPTION	TIME	DAY	NETWORK
<b>Service Bands—(Continued)</b>			
<b>UNITED STATES NAVY BAND</b> directed by Captain Charles Benter	3:00 to 4:00 PM	M	BLUE
<b>UNITED STATES ARMY BAND</b> directed by Captain Thomas Darcy	3:30 to 4:00 PM	Tu	BLUE
<b>UNITED STATES MARINE BAND</b> directed by Captain Taylor Branson	2:00 to 3:00 PM	F	BLUE
<b>Club Matinee</b>			
A variety program of fun, songs, and popular music, with Ransom Sherman as master of ceremonies and conductor of a score of "special departments" of doubtful authenticity. Regularly appearing are Annette King and Fran Allison, contraltos, and Johnnie Johnston, baritone. Other soloists and groups heard on certain days each week are Mildred Stanley, contralto; The Vagabonds; The Three Romeos; The Cadets; Bennett & Wolverton, novelty duo; and Marlowe & Lyon, two-piano team. The orchestra is directed by Joseph Gallicchio.	4:00 to 5:00 PM	M Tu W Th F Sa	BLUE
<b>Angler and Hunter</b>			
Raymond R. Camp of <i>The New York Times</i> sports staff serves as commentator and presents guest speakers on topics of special interest to hunting and fishing enthusiasts.	7:30 to 7:45 PM	M	RED
<b>If I Had The Chance</b>			
A new series of novelty interviews conducted by Cal Tinney, well-known columnist and humorist, with celebrities in all walks of life. Each person interviewed is asked what he or she would rather do or be "if you had the chance," in an attempt to uncover hidden ambitions of the great and near-great, often with humorous results.	8:00 to 8:30 PM	M	BLUE
<b>Tales of Great Rivers</b>			
In music, song and story, the romance of one of the world's great rivers is presented each week, with Lisa Sergio as commentator, and the orchestra under the direction of H. Leopold Spitalny.	9:30 to 10:00 PM	M	RED

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PROGRAM AND DESCRIPTION	TIME	DAY	NETWORK
<p><b>National Radio Forum</b></p> <p>Conceived by the late Oliver Owen Kuhn, then Managing Editor of the <i>Washington Star</i>, this weekly educational program has kept the nation informed of current legislative problems for past six years. Speakers of national prominence are presented from Washington at each session of the Forum.</p>	10:30 to 11:00 PM	M	BLUE
<p><b>General Federation of Women's Clubs</b></p> <p>Under the general theme, Education for Living, the various committees of the Federation present government officials, educators, writers and musicians of prominence in programs devoted to cultural subjects and civic welfare.</p>	11:30 to 11:45 AM	Tu	RED
<p><b>Let's Talk It Over</b></p> <p>Under the leadership of June Hynd, Alma Kitchell and Lisa Sergio on successive days, this popular women's program presents women educators, writers, musicians and women of national prominence in other fields in talks and interviews devoted to cultural subjects. Music by Josef Honti and his orchestra.</p>	2:15 to 2:30 PM	Tu W Th	BLUE
<p><b>NBC Music Guild</b></p> <p>A program designed to stimulate more general appreciation of chamber music and to familiarize its devotees with the wealth of its literature, both old and new. Outstanding American ensembles and foreign chamber music groups appearing in this country are regularly presented</p>	2:30 to 3:00 PM  12:00 to 12:30 PM	Tu	BLUE  Sa RED
<p><b>Science in the News</b></p> <p>Ten minutes of science news related in non-technical language and a five-minute interview with a leader in some scientific field; presented in cooperation with the University Broadcasting Council of Chicago. Recently given first award by Institute for Education by Radio for best talk produced by an educational organization.</p>	6:00 to 6:15 PM	Tu	RED

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PROGRAM AND DESCRIPTION	TIME	DAY	NETWORK
<p><b>Information, Please</b></p> <p>Bookworms turn on their teachers in this novel network feature. Four well-known personalities comprise the "Board of Experts" which seeks the answer to questions submitted by listeners who become guests to propound their questions in person whenever possible. Prizes are awarded for the questions accepted and an additional prize goes to the questioner whose query stumps the Board. Clifton Fadiman, literary critic for the <i>New Yorker</i> magazine, acts as master of ceremonies. The Board is picked from leaders in various fields—sports, science, education, literature—and will be shifted from time to time to include personalities from every region touched by human curiosity.</p>	8:30 to 9:00 PM	Tu	BLUE
<p><b>NBC Jamboree</b></p> <p>An hour of mirth and melody from NBC's Chicago studios, with Don McNeill heading the talent parade and Harry Kogen directing the orchestra. Usually heard on the informal roundup are Sylvia Clark, monologist; Bennett and Wolverton, novelty duo; the Escorts and Betty, with their novel song interpretations; and Little Jackie Heller, diminutive tenor.</p>	9:30 to 10:00 PM	Tu	BLUE
<p><b>Your Health</b></p> <p>Under the auspices of the American Medical Association, Dr. W. W. Bauer, director of the Bureau of Health and Public Instruction of the Association, and guest speakers present health topics in non-technical language. First award by Institute for Education by Radio for best program for use by elementary schools. (<i>Last program June 15.</i>)</p>	1:30 to 2:00 PM	W	RED
<p><b>It's News to Me</b></p> <p>Ruth Bryan Owen Rohde, former United States Minister to Denmark and daughter of the late William Jennings Bryan, inaugurated this new weekly series on Wednesday, June 8. Mrs. Rohde's talks take the form of new and human commentaries on national and international affairs as viewed by a person with her cultural background, world knowledge and experience.</p>	7:30 to 7:45 PM	W	RED
<p><b>It May Have Happened</b></p> <p>A series of half-hour historical dramas with hypothetical endings. Each broadcast deals with a peculiar historical situation in which actual events are part of a definite record—up to a certain point, where evidence and traditions diverge. The author, Burr Cook, attempts to build a solution on evidence that is historical fact.</p>	9:00 to 9:30 PM	W	BLUE

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PROGRAM AND DESCRIPTION	TIME	DAY	NETWORK
<p><b>Boston Pop Concert</b></p> <p>Once again NBC audiences will enjoy these delightful post-season concerts from Symphony Hall in Boston. The celebrated Boston Symphony Orchestra, directed in this series by Arthur Fiedler, will select semi-classics and the lighter masterworks seldom programmed during its regular season. (<i>Last program, June 29.</i>)</p>	9:30 to 10:30 PM	W	BLUE
<p><b>Toronto Promenade Concerts</b></p> <p>Heard in the United States for the first time this year, this weekly series of summer concerts by the Toronto Promenade Symphony Orchestra is an international exchange feature from the Canadian Broadcasting Corporation. The orchestra, made up of 100 musicians representing the best professional talent in Canada, is directed by Reginald Stewart, outstanding figure in Canadian music. The concerts are broadcast from the Arena of Toronto University.</p>	9:00 to 10:00 PM	Th	BLUE (Changes to RED Network beginning July 7)
<p><b>Pulitzer Prize Plays</b></p> <p>The most ambitious undertaking of its kind ever attempted on the air, this new summer series will present radio dramatizations from the pick of contemporary American dramatic literature—the plays awarded the Pulitzer Prize from 1918 to the present. The series has been arranged by Lewis H. Titterton, head of the NBC Script Division, with productions adapted and directed by members of the NBC production staff under the supervision of William S. Rainey.</p> <p>The plays already scheduled (and the year they were awarded the Pulitzer Prize) are as follows:</p> <p>JUNE 2—"Craig's Wife" by George Kelly (1926)          JUNE 9—"Anna Christie" by Eugene O'Neill (1922)          JUNE 16—"Icebound" by Owen Davis (1923)          JUNE 23—"In Abraham's Bosom" by Paul Green (1927)          JUNE 30—"Why Marry?" by Jesse Lynch Williams (1918)</p> <p style="text-align: center;"><i>(Beginning in July, the hour of the program changes to 9:00-10:00 PM)</i></p> <p>JULY 7—"Both Your Houses" by Maxwell Anderson (1933)          JULY 14—"Men in White" by Sidney Kingsley (1934)          JULY 21—"Allison's House" by Susan Glaspell (1931)          JULY 28—"Beyond the Horizon" by Eugene O'Neill (1920)</p>	10:00 to 11:00 PM	Th	BLUE
	9:00 to 10:00 PM	Th	BLUE

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PROGRAM AND DESCRIPTION	TIME	DAY	NETWORK
<p><b>Pulitzer Prize Plays</b>—(Continued)</p> <p>AUGUST 4—"They Knew What They Wanted" by Sidney Howard (1925)</p> <p>AUGUST 11—"Strange Interlude" by Eugene O'Neill (1928)—Part I</p> <p>AUGUST 18—"Strange Interlude"—Part II</p> <p>Schedule of plays to follow will be announced later.</p>	9:00 to 10:00 PM	Th	BLUE
<p><b>NBC Spelling Bee</b></p> <p>The "Little Red Schoolhouse" comes to radio in this entertaining educational program under the direction of Paul Wing, the Spelling Master. Unusual groups of spellers oppose each other for glory and cash prizes, while the listeners check their p's and q's. The "bees" scheduled during the next few weeks include the following:</p> <p>JUNE 3—Emanuel Thomson vs. the World</p> <p>JUNE 10—Traffic Cops vs. Motorists</p> <p>JUNE 17—Taxi Drivers vs. Pedestrians</p> <p>The program ends its season with the June 24th broadcast but returns to the air in September.</p>	9:30 to 10:00 PM	F	BLUE
<p><b>The Child Grows Up</b></p> <p>Katherine Lenroot provides sound advice on the proper care and rearing of children in this series of weekly talks. Miss Lenroot is Chief of the Children's Bureau of the United States Department of Labor.</p>	10:30 to 10:45 AM	Sa	BLUE
<p><b>Florence Hale's Radio Column</b></p> <p>As editor of <i>The Grade Teacher</i> and a prominent educator, Dr. Hale is well qualified to direct this NBC educational clinic, presenting as guests some of America's best known authorities on education. Produced in cooperation with the National Education Association. (Last program June 25.)</p>	11:00 to 11:15 AM	Sa	RED
<p><b>Our Barn</b></p> <p>Directed by Madge Tucker, NBC's "Lady-Next-Door", youngsters representing the cream of New York's juvenile radio talent sing and play each week before a nationwide audience.</p>	11:30 to 12:00 AM	Sa	BLUE

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<p><b>Kaltenmeyer's Kindergarten</b></p> <p>Since 1932, Bruce Kamman as Professor Kaltenmeyer has been instructing his hilarious class before NBC Chicago microphones. The comic dialects of the professor and his pupils add to the merriment caused by the weird answers to the professor's quizzing. Music is supplied by Harry Kogen and his orchestra, and The Escorts and Betty, vocal quartet.</p>	8:00 to 8:30 PM	Sa	RED
<p><b>Original Dramas</b></p> <p>From hundreds of original radio plays submitted to them, Lewis H. Titterton, head of NBC's Script Division, and his committee of readers have selected this interesting series of dramatic offerings. Many of the plays to be produced are the work of well-known radio writers; others have been written by members of NBC's continuity staff. While a number of the chosen scripts require unique and sometimes unprecedented technical handling, entertainment value is the sole requirement on which the selection of each drama is based. The plays now scheduled include:</p> <p>JUNE 4—"The Story of Auguste Rodin" by Samm S. Baker          JUNE 11—"Surrealism" by Roland Bradley          JUNE 18—"Ethel and Her Engine" by Jack Clarke and John Pudney</p>	8:30 to 9:00 PM	Sa	BLUE
<p><b>NBC Symphony Orchestra</b></p> <p>The first full-size, full-time symphony orchestra established by an American broadcasting organization brings to a close its successful inaugural season on the last Saturday in June. Throughout its series which began last September, the orchestra has won the plaudits of music critics and public alike, and has presented many seldom-heard symphonic works as well as the better known compositions. Guest conductors for the balance of the season are:</p> <p>JUNE 4, 11, 18—Bernardino Molinari, director of the Augusteo Concerts in Rome          JUNE 25—Hans W. Steinberg, one of the directors of the Palestine Symphony Orchestra</p> <p>The orchestra will begin its fall season late in September, and shortly thereafter, Toscanini will return for a series of ten concerts.</p>	9:00 to 10:15 PM	Sa	RED
<p><b>Al Roth and His Orchestra</b></p> <p>The well known NBC staff conductor presents his interesting program of unusual arrangements of popular melodies, for which he has long been noted.</p>	10:00 to 10:30 PM	Sa	BLUE

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<p><b>Cincinnati Zoo Opera</b></p> <p>Leading artists from the roll of the Metropolitan Opera Company have made this annual summer series a real treat for opera lovers in Cincinnati and vicinity. During its six weeks season in July and August, listeners across the country may also enjoy these concerts as NBC broadcasts a performance each week direct from the auditorium in the Cincinnati Zoological Gardens. <i>(Starts July 2)</i></p>	11:00 to 12:00 PM	Sa	RED
<b>AMONG SPECIAL EVENTS SCHEDULED</b>			
<b>Outstanding Sports Broadcasts</b>			
<p>During the summer months, NBC will present a full schedule of important broadcasts for sports fans. Many championship events will be broadcast exclusively by NBC—while others will be shared with other networks. Time of broadcast and network—Blue or Red—are not available in many cases at this time; where these program details are not given below, consult your newspaper.</p>			
<b>TRACK MEETS</b>			
National Collegiate Track Meet from University of Minnesota Stadium, Minneapolis, Minn. . . . . JUNE 18	4:00 to 5:00 PM	Sa	BLUE
Princeton University Invitation Track Meet from Princeton, N. J. . . . . JUNE 18	5:30 to 6:30 PM	Sa	BLUE
National A.A.U. Championships, Buffalo, N. Y. . . . . JULY 2-3-4			
World Labor Track Meet, Randall's Island Stadium, New York, N. Y. . . . . JULY 9			
<b>HORSE RACING</b>			
Premier Handicap, opening race at the Hollywood Turf Club, California's new million-dollar race track, at Inglewood Park, California . . . . . JUNE 10	8:30 to 9:00 PM	F	BLUE
<p>Massachusetts Handicap, from Suffolk Downs, Boston, Mass.—This meeting of champions will be an exclusive NBC broadcast, and particularly interesting this year. Since the cancellation of the Seabiscuit—War Admiral Memorial Day match race, this is the first race in which both horses are entered. In addition, the entries in this mile and one-eighth classic include such crack handicap horses as Stage Hand, winner of the Santa Anita Handicap; Dauber, winner of the Preakness Stakes; and Lawrin, surprise winner of the Kentucky Derby. Clem McCarthy, NBC turf expert, will describe the race . . . . . JUNE 29</p>			
Kent Handicap, from Delaware Park, Del. . . . . JULY 2			

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PROGRAM AND DESCRIPTION	TIME	DAY	NETWORK
<b>Outstanding Sports Broadcasts—(Continued)</b>			
<b>HORSE RACING (Continued)</b>			
Stars and Stripes Handicap, from Arlington Park, Chicago, Ill.			
		JULY 4	
Sussex Handicap, from Delaware Park, Del. . . . .		JULY 9	
Hollywood Gold Cup Race, from Hollywood Park, Cal. . .		JULY 16	
Classic Stakes, from Arlington Park, Chicago, Ill. . . .		JULY 23	
Futurity and Handicap (2 races), from Arlington Park, Chicago, Illinois . . . . .		JULY 30	
Ladies' Cup for Trotters, from Good Time Park, Goshen, N. Y.		AUG. 16	
Hambletonian Stakes—premier event of the trotting race world— from Good Time Park, Goshen, N. Y. . . . .		AUG. 17	
<b>TENNIS</b>			
Wightman Cup Matches, from England . . . . .		JUNE 10-11	
National Clay Court Tennis Finals, from Chicago, Ill.		JUNE 18-26	
Wimbledon Tennis Tournament, from Wimbledon, England		JUNE 20-JULY 2	
North American Zone Tennis Finals, from Germantown, Pa.		AUG. 11-12-13	
Inter Zone Tennis Finals, from Germantown, Pa.		AUG. 18-19-20	
National Doubles for Men and Women, from Longwood Tennis Club, Boston, Mass. . . . .		AUG. 22-28	
<b>GOLF</b>			
National Open Golf Championships—Play will be summarized over NBC Red Network on the final three days of the tournament, broadcast direct from the clubhouse of the Cherry Hills Club, Englewood, Colorado, where the competition is held this year. Lawson Little, internationally known golfer, and Bill Stulla, sports announcer of NBC's Denver station KOA, will handle the four broadcasts at various times on Thursday, Friday and Saturday.		JUNE 9-10-11	
<b>BOXING</b>			
Heavyweight Championship Fight—Max Schmeling vs. Joe Louis— —an exclusive NBC broadcast from Yankee Stadium, New York, N. Y. (Sponsored by Buick Motor Co.) . . . . .	Starts 10:00 PM	W	BLUE and RED
		JUNE 22	

ALL TIME SHOWN IS EASTERN DAYLIGHT SAVING TIME UNLESS OTHERWISE INDICATED.

PROGRAM AND DESCRIPTION	TIME	DAY	NETWORK
<b>Outstanding Sports Broadcasts—(Continued)</b>			
<b>BOAT RACES</b>			
Yale-Harvard Crew Races, from New London, Conn. . . . .	JUNE 24	6:05 to 6:30 PM	F  RED
Poughkeepsie Regatta, from Poughkeepsie, New York . . . . .	JUNE 27		
International Fishermen's Race, off Grand Banks, Newfoundland . . . . .	AUG. 21		
<b>BASEBALL</b>			
6th Annual All-Star Baseball Game—between the best players of the National and American Leagues, one of the big attractions of the season—from Cincinnati, Ohio . . . . .			
	JULY 6		
NBC stations cover games in their respective communities, in addition to network broadcasts; sports and news commentators give daily scores and reviews from local NBC stations.			
<b>MISCELLANEOUS</b>			
Soap Box Derby—annual event in which boys race their home-built boy-power autos for scholarships at college as prizes—from Akron, Ohio . . . . .			
	AUG. 14		
 <b>Tercentenary Celebration of Landing of First Swedish and Finnish Colonists in America</b>			
Representatives of the Swedish, Finnish and United States governments will speak during two programs commemorating the 300th anniversary of the landing of the first Swedish and Finnish colonists in America . . . . .			
	JUNE 27		
During the first broadcast, President Roosevelt will accept monuments from Sweden and Finland for the States of Delaware and Pennsylvania, which originally were settled by natives of those countries. He will then present them to Governor McMullen of Delaware and Governor Earle of Pennsylvania. Broadcast originates from site in Wilmington where colonists landed in 1638.	10:30 to 11:00 AM	M	BLUE
Crown Prince Gustaf Adolf of Sweden, and Rudolf Holsti, Finland's Minister for Foreign Affairs, who will speak on the morning broadcast, will again be heard in the afternoon from ceremonies in which Secretary of State Cordell Hull will participate.	3:00 to 3:45 PM	M	BLUE

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PROGRAM AND DESCRIPTION	TIME	DAY	NETWORK
<h3>Gettysburg Diamond Jubilee</h3> <p>To observe the seventy-fifth anniversary of the Battle of Gettysburg, members of the Grand Army of the Republic and the Union of Confederate Soldiers will meet at the scene of this historic battle from June 29 to July 3. NBC will be on hand to broadcast over its coast-to-coast networks a series of special programs commemorating this diamond anniversary. Among the programs already scheduled are:</p>			
<p><b>EVENING RETREAT</b>—NBC announcers will interview veterans of both armies visiting the battlefield and will broadcast the playing of various musical instruments by the boys of the Blue and the Gray . . . . . JUNE 30</p>	<p>8:45 to 9:00 PM</p>	Th	BLUE
<p><b>REUNION DAY</b>—The program will include addresses by Secretary of War Harry Woodring; Dr. Overton Mennett of Los Angeles, Commander in Chief of the G.A.R.; and Commander in Chief General John N. Claypool of St. Louis, head of the United Confederate Veterans . . . . . JULY 1</p>	<p>2:00 to 2:30 PM</p>	F	BLUE
<p><b>THE STORY OF GETTYSBURG</b>—Radio's salute to the veterans of the Blue and the Gray continues with this NBC dramatization of the story of the Civil War's most famous battle . . . . JULY 1</p>	<p>9:30 to 10:00 PM</p>	F	BLUE
<p><b>GRAND PARADE OF THE BLUE AND THE GRAY</b>—A description of the parade by veterans of both forces and troops of the Regular Army . . . . . JULY 2</p>	<p>2:00 to 2:15 PM</p>	Sa	RED
<p><b>DEDICATION OF PEACE MEMORIAL</b>—The climax of the ceremonies observing the Gettysburg anniversary will be the dedication of the "Eternal Light" Peace Memorial on Sunday, July 3, by President Roosevelt. A description of the ceremony and the President's dedicatory speech will be the chief features of this broadcast . . . . . JULY 3</p>	<p>6:30 to 7:30 PM</p>	Su	BLUE

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## READING FROM LEFT TO RIGHT

<i>NBC Star</i>	<i>Playing in</i>	<i>Product Advertised</i>
1. Betty Garde	"Lorenzo Jones"	Phillips Milk of Magnesia
2. Westbrook Van Voorhis	"The March of Time"	Servel Refrigerators
3. Adele Rosson	"John's Other Wife"	Louis Phillipe Lipstick
4. Rudy Vallee	"The Royal Desserts Program"	Royal Desserts
5. Anne Seymour	"The Story of Mary Marlin"	Ivory Flakes
6. Harry Humphrey ( <i>The Old Ranger</i> )	"Death Valley Days"	Twenty Mule Team Borax
7. Lucille Wall	"Your Family and Mine"	Scaltest Milk and Ice Cream
8. Eunice Howard	"Hello Peggy"	Dran-o
9. Art Van Harvey	"Vic and Sade"	Crisco
10. Rush Hughes	"The Hughesreel"	Borden's Milk
11. Peg La Centra	"For Men Only"	Vitalis
12. Arthur Hughes	"Just Plain Bill"	Kolynos Toothpaste
13. Tyrone Power	"Hollywood Playhouse"	Woodbury Soap
14. Isabel Randolph	"Dan Harding's Wife"	Shredded Wheat
15. Joe Kelly	"National Barn Dance"	Alka-Seltzer
16. Wilmer Walter	"David Harum"	Bab-O
17. Les Tremayne	"First Nighter"	Campana Italian Balm

(over)

<i>NBC Star</i>	<i>Playing in</i>	<i>Product Advertised</i>
18. Horace Heidt	"Horace Heidt and His Brigadiers"	Alemite, Stewart-Warner Radios and Refrigerators
19. George Burns and Gracie Allen	"Burns and Allen with Jan Garber's Orchestra"	Grape-Nuts
20. Jim McWilliams	"Uncle Jim's Question Bee"	G. Washington Coffee
21. Kay Kyser	"Kay Kyser's Musical Klass and Dance"	Lucky Strike Cigarettes
22. Bennett Kilpack	"Mr. Keen, Tracer of Lost Persons"	Bi-So-Dol
23. George Olsen	"Royal Crown Revue"	Royal Crown Cola
24. Paul Douglas	"Chesterfield Daily Sports Column"	Chesterfield Cigarettes
25. Harriet Parsons	"Hollywood News"	Bromo-Seltzer
26. Frank Black	"The Magic Key of RCA"	All RCA Products
27. Fannie Brice	"Good News of 1938"	Maxwell House Coffee
28. Bob Guilbert	"Don Winslow of the U. S. Navy"	Kellogg Krispies
29. Kate McComb	"The O'Neills"	Ivory Soap
30. Ozzie Nelson	"The Baker's Broadcast"	Fleischmann's Yeast for Baking

What's your score? .....

*(The next issue of NBC NETWORK PROGRAMS will introduce more NBC stars.)*



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# NATIONAL BROADCASTING COMPANY

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BROADCASTING HEADQUARTERS



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