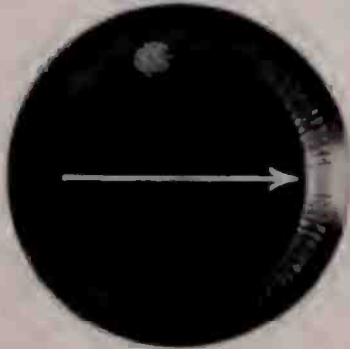


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JANUARY, 1940



JANUARY, 1940

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 29

WABC SPONSORED PROGRAMS: pp. 29 to 32

CBS SUSTAINING PROGRAMS: pp. 33 to 48

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

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AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobacco
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

<p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 33 CBS stations ORIGINATES: WBBM</p>	<p>Blackett-Sample Hummert, Inc.</p>	<p>317 Weeks</p>
<p>The Human Side of the News, Edwin C. Hill <i>News</i></p>	<p>Mon. thru Fri. 6:05-6:15 p.m. 42 CBS stations ORIGINATES: WARC</p>	<p>The Joseph Katz Company</p>	<p>74 Weeks</p>
<p>Our Hit Parade Mark Warnow's Orchestra, Harry Wood, Bea Wain, Orrin Walker's Orchestra. Bonnie Baker, The Paraders Chorus <i>Popular music and vocalists</i></p> <p>On Bernie and All the Lads with Lew Lehr, Buddy Clark, Mary Small, Manny Prager and the Bailey Sisters <i>Music and comedy</i></p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 100 CBS stations ORIGINATES: WABC</p> <p>Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 53 CBS stations ORIGINATES: WABC</p>	<p>Lord & Thomas</p> <p>Young & Rubicam, Inc.</p>	<p>192 Weeks</p>
<p>Star Gal, Sunday <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 33 CBS stations ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>153 Weeks</p>
<p>Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i></p>	<p>Tuesday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>373 Weeks</p>

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

CBS SPONSORED PROGRAMS

BOWEY'S. INC.	Dari-Rich Products
BROWN & WILLIAMSON TOBACCO CORPORATION	Raleigh Cigarettes
CALIFORNIA FRUIT GROWERS EXCHANGE	Sunkist Oranges Sunkist Lemons
CAMPANA SALES COMPANY	Campana Hand Cream Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice

<p>News and Rhythm with Todd Hunter, reporter; Dave Bacal, instrumentalist, and Carl Hohengarten's Orchestra <i>Talk and music</i></p>	<p>Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:30-2:55 p.m. 33 CBS stations ORIGINATES: WBBM</p>	<p>Sorensen & Company</p>	<p>31 Weeks</p>
<p>Paul Sullivan Reviews the News <i>News</i></p>	<p>Sun. thru Fri. 11:00-11:15 p.m. <i>Rebroadcasts</i> 12:00-12:15 a.m. 1:00-1:15 a.m. 38 CBS stations ORIGINATES: WHAS</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>39 Weeks</p>
<p>Sunkist Presents Hedda Hopper's Hollywood <i>Film news and interviews</i></p>	<p>Mon., Wed., Fri. 6:15-6:30 p.m. 28 CBS stations ORIGINATES: KNX</p>	<p>Lord & Thomas</p>	<p>35 Weeks</p>
<p>First Nighter with Barbara Luddy and Les Tremayne <i>Drama at the "Little Theatre off Times Square"</i></p>	<p>Friday 9:30-10:00 p.m. 25 CBS stations ORIGINATES: WBBM</p>	<p>Aubrey, Moore & Wallace, Inc.</p>	<p>101 Weeks</p>
<p>Grand Hotel <i>Original two-act plays</i></p>	<p>Sunday 1:35-2:00 p.m. 31 CBS stations ORIGINATES: WBBM</p>		
<p>Campbell Playhouse Orson Welles, director, and guest stars <i>Drama</i></p>	<p>Sunday 8:00-8:55 p.m. <i>Rebroadcast</i> 10:00-11:00 p.m. 70 CBS stations 14 CBC stations ORIGINATES: KNX</p>	<p>Ward Wheelock Company</p>	<p>265 Weeks</p>

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

CBS SPONSORED PROGRAMS

CAMPBELL SOUP COMPANY

Continued

Campbell's Soups

Franco-American Spaghetti

**CHESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED**

Vaseline Preparations

CHRYSLER CORPORATION

Plymouth

Dodge

DeSoto

Chrysler

COLGATE-PALMOLIVE-PEET COMPANY

Colgate Dental Cream

Palmolive Shave Cream

Palmolive Brushless Shave

<p>Tommy 'n' Andy <i>Serial comedy-drama</i></p>	<p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 58 CBS stations ORIGINATES: KNX</p>	<p>Ward Wheelock Company</p>	<p>265 Weeks</p>
<p>Linda Curtis <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 56 CBS stations ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	
<p>Lonny Ross <i>Songs</i></p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 52 CBS stations ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	
<p>Dr. Christian with Jean Hersholt <i>Drama</i></p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 61 CBS stations ORIGINATES: KNX</p>	<p>McCann-Erickson, Inc.</p>	<p>60 Weeks</p>
<p>Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i></p>	<p>Thursday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>200 Weeks</p>
<p>Colgate Ask-It Basket with Jim McWilliams <i>Variety quiz program</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 62 CBS stations ORIGINATES: WABC</p>	<p>Benton & Bowles, Inc.</p>	<p>203 Weeks</p>
<p>Strange As It Seems <i>Dramatizations of unusual facts</i></p>	<p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC</p>		

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

CBS SPONSORED PROGRAMS

COLGATE-PALMOLIVE-PEET COMPANY

Continued

Cue Liquid Dentifrice

Cashmere Bouquet Products
Halo

Octagon Products

Concentrated Super Suds
Super Suds

Palmolive Soap

Colgate Tooth Powder

COLUMBIA RECORDING CORPORATION

Columbia Records

<p>King Busters <i>Police-file dramatizations</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Benton & Bowles, Inc.</p>	<p>203 Weeks</p>
<p>Wayne King's Orchestra with Buddy Clark, baritone <i>Popular music</i></p>	<p>Saturday 8:30-8:55 p.m. 65 CBS stations 29 CBC stations ORIGINATES: WBBM</p>	<p>Benton & Bowles-Chicago, Inc. Lord & Thomas, Toronto</p>	
<p>Woman of Courage <i>Serial drama</i></p>	<p>Mon. thru Fri. 9:00-9:15 a.m. <i>Rebroadcast</i> 10:45-11:00 a.m. 40 CBS stations ORIGINATES: WABC</p>	<p>Benton & Bowles, Inc.</p>	
<p>Myrt and Marge <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 78 CBS stations ORIGINATES: WABC</p>		
<p>Milltop House starring Bess Johnson <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 78 CBS stations ORIGINATES: WABC</p>		
<p>Stepmother <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 38 CBS stations ORIGINATES: WBBM</p>	<p>Benton & Bowles-Chicago, Inc.</p>	
<p>Young Man With A Band guest orchestra, with Sam Seymour, MC <i>Music and comments</i></p>	<p>Friday 10:30-11:00 p.m. 32 CBS stations ORIGINATES: WABC</p>	<p>No Agency (CBS Subsidiary)</p>	<p>15 Weeks</p>

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CBS SPONSORED PROGRAMS

CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake Wonder Bread
CORN PRODUCTS SALES COMPANY	Kre-Mel Dessert Linit
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
DOUBLEMINT GUM	Doublemint Gum
ETHYL GASOLINE CORPORATION	"Ethyl" Gasoline
FELS & COMPANY	Fels Naptha Soap

<p>pretty Kitty Kelly <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 45 CBS stations ORIGINATES: WABC</p>	<p>Benton & Bowles, Inc.</p>	<p>250 Weeks</p>
<p>ky Blazers with Col. Roscoe Turner, MC <i>Dramatizations</i></p>	<p>Saturday 7:30-8:00 p.m. 48 CBS stations ORIGINATES: WABC</p>		
<p>ociety Girl with Charlotte Manson and Dickie Coogan <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 3:15-3:30 p.m. 46 CBS stations ORIGINATES: WABC</p>	<p>Hellwig-Miller Company</p>	<p>262 Weeks</p>
<p>achelor's Children <i>Serial drama</i></p>	<p>Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM</p>	<p>Roche, Williams & Cunnyng- ham, Inc.</p>	<p>262 Weeks</p>
<p>elody Ranch with Gene Autry <i>Western dramatic series</i></p>	<p>Sunday 6:30-7:00 p.m. 66 CBS stations ORIGINATES: WABC</p>	<p>J. Walter Thompson Company</p>	<p>394 Weeks</p>
<p>une-Up Time starring Tony Martin, Andre Kostelanetz's Orchestra, and chorus <i>Musical variety</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>47 Weeks</p>
<p>obby Lobby with Dave Elman, Harry Salter's Orchestra and guests <i>Interviews and music</i></p>	<p>Sunday 5:00-5:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 57 CBS stations ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	<p>134 Weeks</p>

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CBS SPONSORED PROGRAMS

FORD MOTOR COMPANY

Ford
Lincoln
Lincoln Zephyr
Mercury

GENERAL FOODS CORPORATION

Grape Nuts

Sanka

Diamond Crystal Salt
Calumet Baking Powder
Swans Down Cake Flour

Calumet Baking Powder
Swans Down Cake Flour

La France
Satina
Minute Tapioca

Postum

<p>Sunday Evening Hour Ford Symphony Orchestra and Chorus, with Fritz Reiner, guest conductor, and soloists <i>With Talks by W. J. Cameron</i></p>	<p>Sunday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WJR</p>	<p>N. W. Ayer & Son, Inc.</p>	<p>301 Weeks</p>
<p>Kate Smith Hour with the Group Theater, Abbott and Costello, Parker Fennelly and Arthur Allen in "Snow Village Sketches," Ted Collins, Jack Miller and His Orchestra, and guests <i>Music, comedy, and drama</i></p>	<p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 78 CBS stations ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	<p>254 Weeks</p>
<p>We, the People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i></p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 75 CBS stations ORIGINATES: WABC</p>		
<p>Kate Smith Speaks <i>Talks and interviews</i></p>	<p>Mon. thru Fri. 12:00-12:15 p.m. 66 CBS stations ORIGINATES: WABC</p>	<p>Benton & Bowles, Inc. Young & Rubicam, Inc.</p>	
<p>My Son and I with Betty Garde and Kingsley Colton <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:45-3:00 p.m. 67 CBS stations ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	
<p>Joyce Jordan, Girl Intern <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 53 CBS stations ORIGINATES: WABC</p>		
<p>Lum and Abner <i>Comedy sketches</i></p>	<p>Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations ORIGINATES: KNX</p>		

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CBS SPONSORED PROGRAMS

GENERAL MILLS, INC.	Wheaties Corn Kix
GILLETTE SAFETY RAZOR CO.	Gillette Products
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple Juice "Gems"
GEORGE A. HORMEL & COMPANY, MAKERS OF SPAM	Spam

<p>by Kathleen Norris <i>Dramatization of novels</i></p>	<p>Mon. thru Fri. 5:00-5:15 p.m. 31 CBS stations ORIGINATES: WABC</p>	<p>Knox Reeves Advertising, Inc.</p>	<p>474 Weeks</p>
<p>Billy and Betty <i>Serial drama</i></p>	<p>Mon. thru Fri. 5:15-5:30 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 14 CBS stations ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	
<p>Orange Bowl Game described by Ted Husing</p>	<p>Mon., Jan. 1 2:00-4:30 p.m. 77 CBS stations ORIGINATES: WQAM</p>	<p>Maxon, Inc.</p>	<p>52 Weeks</p>
<p>Green Guild Theatre with Roger Pryor, MC, Green stars as guests, and Oscar Bradley's Orchestra <i>Variety and drama</i></p>	<p>Sunday 7:30-8:00 p.m. 64 CBS stations ORIGINATES: KXX</p>	<p>Young & Rubicam, Inc.</p>	<p>308 Weeks</p>
<p>Al Pearce and His Gang with Billy House, Arlene Harris, Marie and Her Merry Men, Don Reid, Senor, and Carl Hoff's orchestra <i>Music and comedy</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations ORIGINATES: KXX</p>	<p>N. W. Ayer & Son, Inc.</p>	<p>51 Weeks</p>
<p>What Happened in Hollywood with Martha Mears, John Conte, Guest stars, and Eddie Dunstedter's Orchestra <i>Musical variety</i></p>	<p>Mon. thru Fri. 5:30-5:15 p.m. 37 CBS stations ORIGINATES: KXX</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>124 Weeks</p>

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

CBS SPONSORED PROGRAMS

COMPANY	PROGRAMS
INTERNATIONAL SILVER COMPANY	International Sterling and 1847 Rogers Bros. Silverplate
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEHN & FINK PRODUCTS CORPORATION	Hind's Honey and Almond Cre
LEVER BROTHERS COMPANY	Rinso Lux Toilet Soap

Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars <i>Drama</i>	Sunday 6:00-6:30 p.m. 53 CBS stations 29 CBC stations ORIGINATES: KNX	Young & Rubicam, Inc.	95 Weeks
Guy Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 50 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	317 Weeks
Grand Central Station <i>Dramatic programs</i>	Friday 10:00-10:30 p.m. 52 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	131 Weeks
Burns and Allen with Ray Noble and his orchestra Frank Parker, tenor, and Truman Bradley, announcer <i>Music and comedy</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 52 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	216 Weeks
Big Town starring Edward G. Robinson with Ona Munson <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 69 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	173 Weeks
Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i>	Monday 9:00-10:00 p.m. 63 CBS stations 26 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	

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

<p>Big Sister with Alice Frost and Martin Gabel <i>Serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 72 CBS stations 26 CBC stations ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>173 Weeks</p>
<p>Count Jenny's Real Life Stories <i>Dramatic sketches</i></p>	<p>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	
<p>Glenn Miller and His Orchestra with the Andrews Sisters, Marion Hutton, Ray Eberly</p>	<p>Tues., Wed., Thurs. 10:00-10:15 p.m. 96 CBS stations ORIGINATES: WABC</p>	<p>Newell-Emmett Co., Inc.</p>	<p>366 Weeks</p>
<p>Job Trout <i>News</i> (This series ends January 5)</p>	<p>Mon., Wed., Fri. 3:30-3:35 p.m. 38 CBS stations ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>60 Weeks</p>
<p>Box Pop arks and Wally <i>Interviews</i></p>	<p>Thursday 7:30-8:00 p.m. 53 CBS stations ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>13 Weeks</p>
<p>Doc Barclay's Daughters <i>Serial drama</i> (This series ends January 19)</p>	<p>Mon. thru Fri. 2:00-2:15 p.m. 29 CBS stations ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>113 Weeks</p>

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

CBS SPONSORED PROGRAMS

PET MILK SALES CORPORATION

Pet Evaporated Milk

PHILIP MORRIS & COMPANY, LTD.

Philip Morris Cigarettes

THE PROCTER & GAMBLE COMPANY

Teel
Drene

Oxydol

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<p>Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus <i>Musical</i></p>	<p>Saturday 9:45-10:15 p.m. 54 CBS stations ORIGINATES: WABC</p>	<p>Gardner Advertising Company</p>	<p>322 Weeks</p>
<p>Mary Lee Taylor Home economist <i>Household advice</i></p>	<p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 65 CBS stations ORIGINATES: KMOX</p>		
<p>Johnny Presents Johnny Green's Orchestra, Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Genevieve Rowe, Beverly, Glenn Cross, Ray Bloch's wing 14 <i>Musical variety and dramatic interludes</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 80 CBS stations ORIGINATES: WABC</p>	<p>The Biow Company, Inc.</p>	<p>174 Weeks</p>
<p>Professor Quiz with Bob Trout <i>Questions and Answers</i></p>	<p>Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 9:00-9:30 p.m. 54 CBS stations ORIGINATES: WABC</p>	<p>H. W. Kastor & Sons</p>	<p>266 Weeks</p>
<p>The Goldbergs <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:00-1:15 p.m. 30 CBS stations ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	
<p>Life Can Be Beautiful <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:15-1:30 p.m. 32 CBS stations ORIGINATES: WABC</p>	<p>Compton Advertising, Inc.</p>	

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CBS SPONSORED PROGRAMS

THE PROCTER & GAMBLE CO.

Continued

Crisco

Chipso
Oxydol

Chipso

Drene

**PRUDENTIAL INSURANCE COMPANY
OF AMERICA**

Insurance Services

THE PURE OIL COMPANY

Petroleum Products

PURITY BAKERIES SERVICE CORP.

Taystee Bread

<p>This Day Is Ours <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:30-1:45 p.m. 47 CBS stations ORIGINATES: WABC</p>	<p>Compton Advertising, Inc.</p>	<p>266 Weeks</p>
<p>Road of Life <i>Serial Drama</i></p>	<p>Mon. thru Fri. 1:45-2:00 p.m. 36 CBS stations ORIGINATES: WBBM</p>	<p>Pedlar & Ryan, Inc. Blackett-Sample-Hummert, Inc.</p>	
<p>Manhattan Mother <i>Serial Drama</i></p>	<p>Mon. thru Fri. 1:30-4:45 p.m. 9 CBS stations ORIGINATES: WABC</p>	<p>Pedlar & Ryan, Inc.</p>	
<p>Jimmie Fidler <i>Hollywood news reporter</i></p>	<p>Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 62 CBS stations ORIGINATES: KNX</p>	<p>H. W. Kastor & Sons</p>	
<p>When a Girl Marries <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:15-12:30 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Benton & Bowles, Inc.</p>	<p>32 Weeks</p>
<p>Kaltenborn Edits The News <i>News Analysis</i></p>	<p>Mon., Wed., Fri. 6:30-6:45 p.m. 35 CBS stations ORIGINATES: WABC</p>	<p>Leo Burnett Company, Inc.</p>	<p>36 Weeks</p>
<p>Smilin' Ed McConnell <i>Songs and talks</i></p>	<p>Mon. thru Fri. 4:45-5:00 p.m. 17 CBS stations ORIGINATES: WBBM</p>	<p>Campbell-Mithun, Inc.</p>	<p>40 Weeks</p>

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CBS SPONSORED PROGRAMS

R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco
SEALTEST, INC.	Sealtest System of Laboratory Control of Milk and Ice Cream
SPEARMINT GUM	Spearmint Gum
STERLING PRODUCTS, INC.	Ironized Yeast
TEXAS COMPANY	"Texaco" Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco

<p>"Blondie" with Penny Singleton and Arthur Lake <i>Domestic comedy</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 93 CBS stations ORIGINATES: KNX</p>	<p>William Esty & Company, Inc.</p>	<p>340 Weeks</p>
<p>Your Family and Mine <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:30-2:45 p.m. 36 CBS stations ORIGINATES: WABC</p>	<p>McKee & Albright, Inc.</p>	<p>36 Weeks</p>
<p>Scattergood Baines <i>Serial drama</i></p>	<p>Mon. thru Fri. 5:45-6:00 p.m. 73 CBS stations ORIGINATES: WBBM</p>	<p>Neisser Meyerhoff, Inc.</p>	<p>394 Weeks</p>
<p>Court of Missing Heirs <i>Drama</i></p>	<p>Tuesday 8:30-8:55 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>373 Weeks</p>
<p>Texaco Star Theatre with Ken Murray, MC, Frances Langford, Kenny Baker, Irene Noble, Ryan, James Wallington, and David Broekman's Orchestra; Drama with Broadway and Hollywood Stars, Burns Mantle, commentator <i>Variety and drama</i></p>	<p>Wednesday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: KNX AND WABC</p>	<p>Buchanan & Co.</p>	<p>134 Weeks</p>
<p>Model Minstrels with Tom Howard and George Shelton, Ray Bloch's Orchestra <i>Comedy and music</i></p>	<p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 54 CBS stations ORIGINATES: WABC</p>	<p>Arthur Kudner, Inc.</p>	<p>240 Weeks</p>

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CBS SPONSORED PROGRAMS

**COLUMBIA
PACIFIC
NETWORK**

ALBERS BROS. MILLING CO.	Friskies Dog Food
AXTON-FISHER TOBACCO CO.	Twenty Grand Cigarettes
BATHASWEET CORPORATION	Bathasweet Products
MENNEN COMPANY	Mennen Shave Products
COLONIAL DAMES, INC.	Cosmetics
GENERAL MILLS, INC. (Sperry Flour Co.)	Wheaties
LOS ANGELES SOAP COMPANY	White King Soap Sierra Pine Toilet Soap
STEPHANO BROTHERS	"Marvels" Cigarettes
UNION OIL COMPANY	Union 76 Gasoline Triton Motor Oil

Adventures of Dr. Hunt <i>Dramatic series</i> Beginning January 14)	Sunday 2:30-2:45 p.m. PST ORIGINATES: KNX	Erwin. Wasey & Co.	Starts Jan. 1
"Bob Garred Reporting" <i>News</i>	Mon., Wed., Thurs., Fri. 5:45-5:55 p.m. PST	McCann-Erickson, Inc.	15 Weeks
	Tues., Thurs. 7:30-7:45 a.m. PST	H. M. Kiesewetter Advertising Agency	12 Weeks
	Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX		57 Weeks
Return to Romance with Frank Graham <i>Episodes in lives of famous women</i>	Sunday 2:45-3:00 p.m. PST ORIGINATES: KNX	Glasser Advertising Agency	3 Weeks
My Children <i>Dramatic serial</i>	Mon. thru Fri. 8:45-9:00 a.m. PST ORIGINATES: KSFO	Westco Advertising Agency	474 Weeks
Dealer in Dreams with Phil Stewart <i>Poetry and philosophy</i>	Mon. thru Fri. 5:30-5:45 p.m. PST ORIGINATES: KSFO	Raymond R. Morgan Co.	13 Weeks
Spelling Beeliner with Tom Breneman <i>Old-fashioned spelling bee</i>	Sunday 2:00-2:30 p.m. PST ORIGINATES: KNX		
"Sports Huddle" with Tom Breneman and Braven Dyer <i>Sports news</i>	Tues., Thurs., Sat. 7:45-8:00 p.m. PST ORIGINATES: KNX	The Aitkin-Kynett Co.	23 Weeks
"Union Oil Program" <i>Opera and light opera in tabloid form</i>	Thursday 9:30-10:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	13 Weeks

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CBS SPONSORED PROGRAMS

**COLUMBIA
CALIFORNIA
NETWORK**

RIO GRANDE OIL, INC.

Petroleum Products

**COLUMBIA
MIDWESTERN
NETWORK**

CHAMBERLAIN LABORATORIES, INC.

Chamberlain Lotion

GENERAL MILLS, INC.

Gold Medal Flour

WABC

ANNUAL MOTOR BOAT SHOW

Annual Motor Boat Show

J. W. BEARDSLEY SONS

Foods and Canned Foods

BOND STORES, INC.

Men's Clothing

LIGGETT DRUG COMPANY, INC.

Fountain Service

QUAKER OATS COMPANY

Aunt Jemima's Pancake Flour

BULOVA WATCH COMPANY

Bulova Watches

Calling All Cars <i>Police file dramatizations</i>	Saturday 6:00-6:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell Advertising, Inc.	318 Weeks
Ransom Weeks' Orchestra <i>Popular music</i>	Sunday 2:30-2:55 p.m. ORIGINATES: WBBM	L. W. Ramsey Company	30 Weeks
Caroline's Golden Store <i>Dramatic serial</i>	Mon. thru Fri. 4:15-4:30 p.m. CST ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	474 Weeks
Press News (Beginning January 8)	Mon., Wed., Fri. Jan. 8, 10, 12 3:30-3:35 p.m.	Cowan & Dengler	Starts Jan. 8
The Morning Almanac featuring Phil Cook	Tues, Thurs., Sat. 7:30-7:45 a.m.	Neff-Rogow, Inc.	15 Weeks
	Mon. thru Sat. 7:15-7:30 a.m.		17 Weeks
	Mon., Wed., Fri. 7:30-7:45 a.m.		51 Weeks
	Tues. thru Sat. 8:30-8:45 a.m.	Sherman K. Ellis, Inc.	26 Weeks
Time Signals	Mon. thru Sun. 10 Times Daily	The Biow Company	539 Weeks

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WABC SPONSORED PROGRAMS

KONDON MANUFACTURING COMPANY	Kondon's Nasal Jelly
KRUG BAKING COMPANY	Bakery Products Coffee
THOMAS LEEMING & CO.	Baume Bengue Pacquin's Hand Cream
MARYLAND PHARMACEUTICAL CO.	Rem, Rel
PATON CORPORATION	Yuban Coffee
MELVILLE SHOE COMPANY	Thom McAn Shoes
OLSON RUG COMPANY	Rugs
OXO (U. S. A.), LTD.	Beef Cubes Meat Extracts
PEPSI-COLA COMPANY	Pepsi-Cola

Weather Reports	Mon., Wed., Fri. 6:59-7:00 a.m.	Addison Lewis & Associates	7 Weeks
Deliaide Hawley—Woman's Page of the Air (Beginning January 8)	Mon., Wed., Fri. 8:45-9:00 a.m.	Elnor L. Cline	Starts Jan. 8
Richard Maxwell <i>Hymns and talks</i>	Mon., Wed., Fri. 3:45-4:00 p.m.	William Esty & Company, Inc.	66 Weeks
Early Evening News with Paul Parks	Tues., Thurs., Sat. 6:00-6:05 p.m.	The Joseph Katz Company	13 Weeks
	Mon., Wed., Fri. 6:00-6:05 p.m.	Campbell-Ewald of New York, Inc.	1 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	57 Weeks
Odd Side of the News (Beginning January 30)	Tues., Thurs., Sat. 8:25-8:30 a.m.	Presba, Fellers & Presba, Inc.	25 Weeks
Old Fashioned Favorites <i>Popular music</i>	Mon. thru Sat. 8:15-8:20 a.m.	Platt-Forbes, Inc.	3 Weeks
Have You Forgotten? <i>Popular music</i>	Mon. thru Sat. 8:20-8:25 a.m.	Newell-Emmett Company	4 Weeks

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CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

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

1. PUBLIC AFFAIRS *Page 34*
2. NEWS BROADCASTS *Page 35*
3. SPECIAL EVENTS *Page 35*
4. VARIETY *Page 36*
5. DRAMATIC SERIES *Page 36*
6. CHILDREN'S PROGRAMS *Page 37*
7. EDUCATIONAL PROGRAMS *Page 38*
8. SERIOUS MUSIC *Page 41*
9. RELIGIOUS BROADCASTS *Page 44*
10. PERSONALITIES *Page 45*
11. LIGHT MUSIC *Page 46*
- CBS SHORT WAVE BROADCASTS *Page 47*
- ADDENDA: DECEMBER PROGRAMS *Page 49*

**PUBLIC
AFFAIRS**

Prime Minister Chamberlain

9:45-10:30 a.m.

TUESDAY, JANUARY 9

Prime Minister Neville Chamberlain, who has recently returned from an inspection trip of the Western Front, reports to the British Empire on the progress and prospects of the war. CBS sets up microphones in the Mansion House, London, to transmit this address to America.

**President's Message
to Congress**

AT 1:00 p.m.

WEDNESDAY, JANUARY 3

President Roosevelt's annual message to Congress is broadcast to the nation in its entirety by CBS. Bob Trout again introduces the President and covers the opening of the seventy-seventh session of Congress.

Jackson Day Dinner

10:00-10:30 p.m.

MONDAY, JANUARY 8

President Roosevelt is heard in his politically significant address at the annual Jackson Day Dinner in Washington, one of the year's biggest events for the Democratic Party. He is presented by Postmaster General James A. Farley.

Lord Lothian

10:15-6:25 p.m.

THURSDAY, JANUARY 4

An address by Lord Lothian, British ambassador to the United States, at a banquet of the Chicago Council on Foreign Relations, is broadcast over Columbia's nationwide network. Lord Lothian discusses war in Europe and British policy.

Dr. Weizmann

6:15-6:25 p.m.

SATURDAY, JANUARY 6

Dr. Chaim Weizmann, president of the Jewish Agency for Palestine, pleads the cause of the Holy Land as a refuge for oppressed Jews in this broadcast from Washington, D. C.

Representative Ditter

10:45-11:00 p.m.

SATURDAY, JANUARY 6

Representative J. William Ditter (R) of Pennsylvania discusses the national debt in a broadcast originating at the nation's capital.

CBS SUSTAINING PROGRAMS

NEWS BROADCASTS

News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS
MONDAY THRU SUNDAY

Columbia's staff reporters cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. The schedule:

European Broadcasts: Edward R. Murrow from London; William L. Shirer from Berlin; Eric Sevareid, Thomas Grandin from Paris; William L. White from Helsinki; Elmer Davis, Bob Trout from New York; Albert Warner from Washington: 8:00-8:15 a.m., 6:45-7:00 p.m., MONDAY THRU SATURDAY: 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY.

News Summaries: 6:30 a.m., 6:00 p.m., 1:55 a.m., MONDAY THRU FRIDAY; also 3:30 p.m., TUESDAY AND THURSDAY: 6:30, 11:00 a.m., 3:30, 6:00, 11:00 p.m., 1:55 a.m., SATURDAY: 8:00, 11:00 a.m., 2:55 p.m., 1:55 a.m., SUNDAY.

News Analyses: H. V. Kaltenborn and Major G. F. Eliot, 6:30-6:45 p.m., TUESDAY AND THURSDAY; Elmer Davis, 8:55-9:00 p.m., MONDAY THRU SUNDAY; Albert Warner, 6:05-6:15 p.m., SATURDAY.

SPECIAL EVENTS

Pennsylvania University Bicentennial

10:30-11:00 p.m.
WEDNESDAY, JANUARY 17

Associate Justice Owen J. Roberts of the Supreme Court and Governor Arthur H. James of Pennsylvania head the list of speakers on the University of Pennsylvania bicentennial celebration broadcast. Dr. Thomas S. Gates, president of the University, will be heard during the broadcast.

St. Paul Winter Carnival

4:30-5:00 p.m.
SATURDAY, JANUARY 27

Columbia sets up microphones in St. Paul, Minn., for a description of the village's well known annual winter carnival.

VARIETY

"The Pursuit of Happiness"

Approximately 4:30 p.m.
EACH SUNDAY
(Immediately following
Philharmonic Broadcast)

This unique, spirited series is dedicated to the brightness and happiness in America's way of life. Each week the program features distinguished guests, who are introduced by Burgess Meredith, permanent master of ceremonies and one of America's most brilliant and versatile young actors. Mark Warnow's orchestra and Lyn Murray's chorus furnish music for the program. Norman Corwin directs and Eric Barnouw writes the script. On January 7 the featured guest is Ruth Gordon. On January 14, Mr. Meredith and Lon Chaney, Jr., will present a scene from their new picture, "Of Mice and Men," and Bert Lahr and Ethel Merman will provide comedy and song.

Columbia Gay Nineties Revue

10:30-11:00 p.m.
EACH SATURDAY

Columbia entertainers get into bowlers and bustles and revert to the songs and comedy of the nineties in this swift, picturesque variety show. Joe Howard, master of ceremonies and veteran song-writer, introduces soprano Genevieve Rowe, comedienne Beatrice Kay, and the sturdy slapstick comedy team, Latimer and Costello. Ray Bloch is the conductor and Al Rinker the producer.

DRAMATIC SERIES

Ellery Queen

10:00-11:00 p.m.
EACH SUNDAY
8:00-8:55 p.m.
BROADCAST TO WEST

The adventures of Ellery Queen and his copper-haired assistant Nikki are dramatized before a jury of four guest "armchair detectives," drawn from the studio audience, who try to determine the identity of the culprit before the true solution is enacted. George Zachary is director and producer.

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

Continued

Columbia Workshop

10:15-10:45 p.m.

EACH THURSDAY

BEGINNING JANUARY 11

The Columbia Workshop, shifting to a new time, presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. The Workshop continues to present original radio plays and operas as well as dramatizations of well-known books. Douglas Coulter, CBS assistant director of broadcasts, supervises production and direction of the plays and selection of the scripts.

CHILDREN'S PROGRAMS

"March of Games"

10:30-11:00 a.m.

EACH SUNDAY

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 is schoolboy master-of-ceremonies and Sybil Trent, 11-year-old "Miss Drum Major" of the program.

"Let's Pretend"

12:30-1:00 p.m.

EACH SATURDAY

The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors.

"So You Want To Be—"

4:30-4:45 p.m.

EACH THURSDAY

Successful persons in various professions are interviewed by a group of youngsters eager to follow in their footsteps. The program is presented by CBS in cooperation with *Young America* magazine.

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

The programs on this page 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:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. GANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Americans at Work

10:30-11:00 p.m.

THURSDAY, JANUARY 4

10:15-10:45 p.m.

EACH TUESDAY

BEGINNING JANUARY 9

CBS presents authentic accounts of many of the jobs which make up America's intricate industrial life. These programs are highlighted by colorful interviews of workers and craftsmen directly from laboratories, tunnels, shops, and offices all over the country. The schedule for January:

JANUARY 4: Map Maker

JANUARY 9: House Maid

JANUARY 16: Cabinet Maker

JANUARY 23: Citrus Grower

The People's Platform

7:00-7:30 p.m.

EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems. Topics for January include: "The Congressional Issues of 1940," the removal of state trade barriers, present-day opportunities for women in business, and the crime problem.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

American School of the Air

9:15-9:45 a.m.

Rebroadcast

3:35-4:00 p.m.

MONDAY THRU FRIDAY

The American School of the Air, now in eleventh year, is heard regularly in 150.0 classrooms. The December schedule:

MONDAYS—*Frontiers of Democracy*

JANUARY 8: Racing to Feed a Nation.

JANUARY 15: Living on Wheels.

JANUARY 22: Steep Flight and Stratospheric Flying.

JANUARY 29: Progress—Who Benefits?

TUESDAYS—*Folk Music of America*

JANUARY 2: Nonsense and Animal Songs.

JANUARY 9: Square Dances.

JANUARY 16: Play Parties and Negro Reels.

JANUARY 23: British Ballads in America.

JANUARY 30: Love Songs.

WEDNESDAYS—*New Horizons*

JANUARY 3: Yankee Sailors Round Cape Horn.

JANUARY 10: Conquest of the Great Divide.

JANUARY 17: Boom Days in the Fur Trade.

JANUARY 24: Wonderland of the Sierras.

JANUARY 31: "Terror" in the Arctic Seas.

THURSDAYS—*Tales from Far and Near*

JANUARY 4: Grey Owl—"Sajo and the Beaver People."

JANUARY 11: Morse—"The Coconut Monkey"

JANUARY 18: Dr. Seuss—"The 500 Hats of Bartholomew Collins."

JANUARY 25: Dodge—"Hans Brinker."

FRIDAYS—*This Living World*

JANUARY 5: America's Foreign Trade.

JANUARY 12: Defending Our Shores.

JANUARY 19: Keeping Out of War.

JANUARY 26: Must We Defend Our Treaties?

**EDUCATIONAL
PROGRAMS**

What's Art to Me?

6:30-6:45 p.m.

SATURDAY, JANUARY 6, 13, 20

CBS joins the Museum of Modern Art in presenting this unusual series of drama, talks, quizzes, and interviews about contemporary art. Holger Cahill, as master of ceremonies, leads discussions of painting and motion pictures, sculpture and practical design.

Highways to Health

4:15-4:30 p.m.

EACH WEDNESDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen. Scheduled for January 3 is an address by Dr. Bernard Glueck, physician in charge of Stony Lodge in Ossining, on "The Emotional Side of Good and Bad Health."

Adventures in Science

4:15-4:30 p.m.

EACH THURSDAY

Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc. On January 4, Mr. Davis is heard in a prognosis of scientific developments in 1940.

Men Behind the Stars

4:15-4:30 p.m.

EACH FRIDAY

Legends of the constellations are dramatized in this series, prepared by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum of Natural History.

Of Men and Books

4:15-4:30 p.m.

EACH TUESDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.

Bull Session

4:00-4:30 p.m.

EACH SATURDAY

Students at a group of mid-western universities hold extemporaneous, informal discussions of important social and political problems.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

Which Way to Lasting Peace?

6:30-6:45 p.m.

EACH SATURDAY

BEGINNING JANUARY 27

This new series brings important phases of the problem of war and peace into public discussion, under the general supervision of Dr. James T. Shotwell, Professor of International Relations at Columbia University, who presides over each meeting.

Democracy in Action

2:00-2:30 p.m.

EACH SUNDAY

This unique series, presented by CBS in cooperation with the United States Office of Education, describes America's fight against economic insecurity in its current programs.

What Price America?

1:00-1:30 p.m.

EACH SATURDAY

These documentary programs, prepared by CBS and the Department of the Interior, dramatize America's effort to conserve natural resources.

Columbia's Country Journal

12:00-12:30 p.m.

EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a weekly roundup of farm news and interviews distinguished agricultural authorities and leaders.

SERIOUS MUSIC

Cincinnati Conservatory

11:05 a.m.-12:00 noon

SATURDAY, JANUARY 6 AND 13

4:00-4:30 p.m.

MONDAY, JANUARY 29

The Cincinnati Conservatory of Music continues its sixth season of broadcasts over the Columbia network. A symphony orchestra and string orchestra perform on the program. Alexander von Kreisler is regular conductor.

Curtis Institute of Music

4:00-4:30 p.m.

MONDAY, JANUARY 8 AND 15

10:30-11:00 p.m.

MONDAY, JANUARY 22 AND 29

The Curtis Institute of Music presents a series of thirty Monday concerts in its eleventh season on the Columbia network. Faculty members and students perform in a symphony orchestra and in several chamber music groups.

**SERIOUS
MUSIC**

**New York Philharmonic-
Symphony Orchestra**

AT 3:00 p.m.
EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is in its tenth consecutive year of broadcasting as an exclusive Columbia network feature. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra, and Deems Taylor, CBS music consultant, is intermission commentator. Igor Stravinsky, eminent Russian composer-pianist, is guest conductor on January 7 in a program commemorating the centenary of Tschai-kowsky's birth. From Carnegie Hall:

JANUARY 7: All *Tschai-kowsky*: Symphony No. 2, in C minor; Violin Concerto in D major, ERICA MORINI, soloist; "Nutcracker" Suite.

**New York Philharmonic
Young People's Concerts**

11:05 a.m.-12:15 p.m.
SATURDAY, JANUARY 20
3:45-4:30 p.m.
MONDAY, JANUARY 22

Rudolph Ganz conducts the Philharmonic-Symphony Orchestra in the third of a series of Saturday morning concerts especially prepared for young people. A supplementary concert, added to accommodate the overflow audience of the popular series, is heard Monday afternoon, January 22.

**Library of Congress
Concert**

3:00-4:00 p.m.
SATURDAY, JANUARY 20

Adolf Busch, violinist, and Rudolf Serkin, pianist, are heard in selections by Max Reger and Robert Schumann in a special Columbia broadcast from Washington.

**Indianapolis Symphony
Orchestra**

10:30-11:00 p.m.
EACH WEDNESDAY

The Indianapolis Symphony Orchestra, under the direction of Fabien Sevitsky, continues its series of Wednesday evening broadcasts over the Columbia network.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

New England Conservatory

10:05 a.m.—12:00 noon

SATURDAY, JANUARY 27

The New England Conservatory of Music Symphony Orchestra is heard in a Saturday program of classical selections. Wallace Goorich regularly conducts its concerts.

Vera Brodsky

3:35—4:00 p.m.

EACH SATURDAY

Vera Brodsky, internationally famous concert and radio pianist, strives for the exceptional in material in this new series of Saturday afternoon piano recitals.

Columbia Concert Orchestra

5:00—5:30 p.m.

EACH SATURDAY

The Columbia Concert Orchestra, under the direction of Howard Barlow, continues to present its series of varied selections from classical and serious modern composers.

Columbia Concert Hall

10:30—11:00 p.m.

MONDAY, JANUARY 1 AND 15

Columbia's Concert Hall features outstanding musicians in varied programs of serious music. On New Year's Day, Muriel Kerr appears in the program in a piano recital.

Salt Lake City Tabernacle Choir

12:30—1:00 p.m.

EACH SUNDAY

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

Greenfield Village Chapel

8:15—9:00 a.m.

EACH WEDNESDAY

This new Columbia series features the singing of the Greenfield Village Chapel children's choir. The broadcast originates in Greenfield Village and is brought to the network in a remote from WJR, Columbia's station in Detroit.

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. Services are conducted by representatives of the major faiths, and the speakers include clergymen from every section of the United States. The schedule for January:

JANUARY 7: *Morning*—Rev. Samuel Macaulay Lindsay, Brookline Baptist Church, Boston.

Afternoon—Most Rev. James Hugh Ryan, Bishop of Omaha, Nebraska.

JANUARY 14: *Morning*—Rev. Richard L. Shipley, D.D., editor, the Methodist Protestant-Recorder, Baltimore.

Afternoon—Rev. Harry C. Graham, O.P., national director, Holy Name Societies, New York City.

JANUARY 21: *Morning*—Dr. Monroe G. Everett, D.D., director, Westminster Foundation, Philadelphia.

Afternoon—Rabbi Rudolph M. Rosenthal, Temple on the Heights, Cleveland Heights, O.

JANUARY 28: *Morning*—Dr. T. O. Burntvedt, president, Lutheran Free Church, Augsburg Seminary, Minneapolis.

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

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

Continued

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

This program of religious talks and spiritual is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.

JANUARY 7: Judge Armand Scott, Municipal Court, Washington, D. C. (9:15-10:00 a.m.)

JANUARY 14: Mrs. Addie W. Dickerson, president, International Council of Women of Darker Races, Philadelphia.

JANUARY 21: Professor Francis M. Wood, director of Colored Schools, Baltimore.

JANUARY 28: Rev. P. S. Wilkinsen, chairman, Education Board, National Baptist Conventions, San Antonio.

PERSONALITIES

"Uncle Jonathan"

3:35-3:45 p.m.

MONDAY THRU FRIDAY

Uncle Jonathan, editor of the Bottsville Bug, orates and theorizes from BBNF, key station of the mythical Alfalfa Network.

Major Bowes' Capitol Family

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

EACH SUNDAY

Major Bowes' Capitol Family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo—orchestra—present a spirited musical program each Sunday.

Richard Maxwell

9:00-9:15 a.m., SATURDAY

3:45-4:00 p.m.

MONDAY THRU FRIDAY

Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy on week-day afternoons and Saturday mornings.

Outdoors with Bob Edge

9:15-9:30 a.m.

EACH SUNDAY

Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts each Sunday.

LIGHT MUSIC

Concert in Rhythm

9:30-10:00 p.m.

EACH TUESDAY

Columbia's "Concert in Rhythm" orchestra presents original and arranged precision music in concert style and setting. The program, conceived and directed by Raymond Scott, features selections by Nan Wynn, popular CBS soloist, in its January schedule. Ed Cashman produces these weekly concerts.

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

Hubert Hendrie

Genevieve Rowe

Michael Loring

Nan Wynn

Golden Gate Jubilee Singers, Four Clubmen

VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each has a distinctive vocal style and continues to be a network favorite.

Dance Orchestra

VARIOUS HOURS

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for January:

Louis Armstrong

Sammy Kaye

Mitchell Ayres

Vincent Lopez

Richard Bono

Carl Lorch

Bob Chester

Leighton Noble

Bob Crosby

Harry Owens

Eddie Duchin

Pinky Tomlin

Ted Fiorito

Tommy Tucker

Everett Hoagland

Lawrence Welk

Paul Whiteman

CBS SHORT WAVE PROGRAMS

CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners, as well as selected programs heard regularly over the network. The present schedule includes 63½ hours of short-wave broadcasts each week to Europe and 45½ to South America.

SPECIAL CBS BROADCASTS TO EUROPE

News Broadcasts

1:30-1:45 p.m.

5:00-5:50 p.m.

5:50-6:00 p.m.

MONDAY THRU FRIDAY

11:00 a.m.-12 noon

SATURDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available on the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange prices and closing prices.

Hollywood News

MONDAY, 2:30-2:45 p.m.

TUESDAY, 8:15-8:30 p.m.

THURSDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Spanish, and Portuguese respectively. Information for the program is furnished by many producing companies.

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

News in Spanish

6:45-7:00 p.m.

MONDAY THRU SUNDAY

This program of world-wide news events is broadcast in Spanish. Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, and Saturday and Sunday by Americo Lugo-Romero.

News in Portuguese

7:15-7:30 p.m.

MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

**Carmen Castelo's Broadway
Column in Spanish**
FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

**Women's Program
in Spanish**
9:30-9:45 p.m.
EACH TUESDAY AND THURSDAY

Presented under the auspices of the Human Relations Committee of the National Council of Women of the United States, this series features news of special interest to the women of Latin and South America.

Cultural News in Spanish
8:15-8:30 p.m.
EACH WEDNESDAY

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

**TYPICAL CBS
PROGRAMS TO
EUROPE AND
SOUTH AMERICA**

**New York Philharmonic
Symphony Orchestra**
SUNDAY AT 3:00 p.m.

The regular Sunday afternoon concerts by the New York Philharmonic-Symphony from Carnegie Hall are broadcast in full to South America and to Europe.

Other Program Highlights
VARIOUS HOURS
MONDAY THRU SUNDAY

To Europe: SUNDAYS: Democracy in Action; MONDAYS: American School of the Air, Adventures in Science, Americans at Work (recorded rebroadcast); WEDNESDAYS: Bob Crosby's Orchestra (recorded rebroadcast).
To South America: DAILY: Elmer Davis and European News Broadcasts; MONDAY THRU FRIDAY: H. V. Kaltenborn; SUNDAYS: Sunday Evening Hour; MONDAYS: Columbia Concert Hall; WEDNESDAYS: Columbia Concert Hall, Burns and Allen, Star Theatre; THURSDAYS: Kate Smith Hour; SATURDAYS: Your Hit Parade.

DECEMBER 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 December programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

DECEMBER 6: Miss Anne Morgan, daughter of the late J. Pierpont Morgan and head of the American Friends of France, described the efforts of that organization to alleviate suffering of French civilians, 3:35-3:45 p.m.

DECEMBER 6: Charles Hook, chairman of the board of the National Association of Manufacturers, spoke over CBS in connection with the 44th annual Congress of American Industry, then in session in New York City, 6:15-6:30 p.m.

DECEMBER 12: Walter D. Fuller, president of the Curtis Publishing Company, probed into the problem of hidden taxes in an address over the Columbia network. The talk was part of the "What Helps Business. Helps You" campaign, 6:15-6:30 p.m.

DECEMBER 14: Senator Joseph C. O'Mahoney (D) of Wyoming, chairman of the Temporary National Economic Committee, discussed the preservation of free enterprise over the Columbia network, 3:35-3:45 p.m.

DECEMBER 14: Columbia presented eyewitness reports of the scuttling of the Graf

Spee in a special broadcast from Montevideo, Uruguay, 6:30-6:45 p.m.

DECEMBER 15: Commodore Adolf Ahrens, skipper of the Bremen, described that ship's circuitous flight from New York to Germany, and its success in eluding British cruisers in the Atlantic, in a special Columbia broadcast from Germany, 6:45-7 p.m.

DECEMBER 15: Interviews with British officers, released in Uruguay after the scuttling of the Graf Spee, featured another CBS broadcast from Montevideo, 12-12:15 a.m.

DECEMBER 18: Winston Churchill, Britain's First Lord of the Admiralty, delivered his report on the Battle of the River Plata (official designation for the Graf Spee incident) from London, 4:15-4:30 p.m.

DECEMBER 19: Secretary of War Harry H. Woodring joined in the cause of world-wide Moral Re-Armament with a radio address on national security, 10:45-11 p.m.

DECEMBER 23: Representative Clarence F. Lea (R) of California spoke over a nationwide CBS network under the auspices of the American Good Government Society, 10:45-11 p.m.

SPECIAL EVENTS

DECEMBER 8: Elsa Schiaparelli, eminent French fashion designer, described the influence of blackouts and drills on Parisian fashions in a special Columbia broadcast, 4:15-4:30 p.m.

DECEMBER 9: Eduice Shapiro was heard in a violin recital from the studios of WKBW, Buffalo, 3-3:15 p.m.

DECEMBER 15: Dr. James E. West, chief scout executive, and Dr. E. K. Fretwell, professor of education at Teachers College, key-noted "Boys' Life Week" in a CBS broadcast under the auspices of the Boy Scouts of America, 4-4:15 p.m.

DECEMBER 16: The Committee for Celebration of the President's Birthday presented four noted speakers in an appeal for funds for the scientific fight against infantile paralysis. Speakers were Keith Morgan, committee national chairman, Kate Smith, Bill Cornum, and Bob Trout, 10:15-11 p.m.

DECEMBER 16: Al Jolson and other motion picture stars joined in a gala radio celebration of the opening of the Arrowhead Springs Hotel in Palm Springs, 11:05-11:30 p.m.

DECEMBER 23: Catholic, Protestant and Jewish representatives of the National Conference of Christians and Jews participated in a roundtable discussion of "The Meaning of Good Will at Christmastime" over the Columbia network. Speakers were the Rev. Vincent Donovan, O.P., Director of the Catholic Thought Association of New York; Dr. Charles Shulman, Rabbi of the North Shore Congregation Israel, Glencoe, Illinois, and Bishop Francis J. McConnell of the Methodist Church, 1:45-2 p.m.

DECEMBER 24: Lanny Ross joined French, Russian, and English choral groups in a special Christmas Eve broadcast from a unique service at the Washington Square Methodist Episcopal Church in New York, 11:15-11:45 p.m.

DECEMBER 24: Three great carillons, including the world's largest such chimes instrument, were played on Christmas Eve from Chicago, Springfield, Mass., and New York as part of Columbia's Christmas Caravan, 11:45-12 p.m.

DECEMBER 26: Archibald MacLeish, Librarian of Congress and Pulitzer Prize winning poet, reviewed plans for the 1940 American observance of the 500th anniversary of the Gutenberg press, 4:30-4:45 p.m.

DECEMBER 26 AND 29: Dr. Wesley C. Mitchell and Dr. Walter D. Cannon, retiring and new president of the American Association for the Advancement of Science respectively, were heard in a preview of the organization's 105th meeting on December 26 (6:15-6:30 p.m.). A second broadcast from the one-week session was heard December 29, when Dr. F. R. Moulton, astronomer, and Waton Davis, director of Science Service, interviewed leading scientists, 4-4:15 p.m.

DECEMBER 28 AND 30: Ted Husing, assisted by Jimmy Dolan, previewed the Orange Bowl football classic between Georgia Tech and the University of Missouri in two broadcasts from Miami. Mayor E. G. Sewell of Miami and Bill Alexander, Tech coach, were interviewed on the December 28 program (6:15-6:30 p.m.), while the second preview was described from the stadium, as one of the elevens worked out, 3:15-3:30 p.m.





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