

CBS PROGRAM BOOK · DECEMBER, 1940

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DECEMBER, 1940

THE COLUMBIA PROGRAM BOOK

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Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

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All time listed on the following pages is current New York time unless otherwise indicated.

<p>AFFILIATED PRODUCTS, INC. (408th Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 42 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY (123rd Week on CBS)</p> <p>The Human Side of the News by Edwin C. Hill <i>News</i></p>	<p>Mon. thru Fri. 6:05-6:15 p.m. 45 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (239th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Hit Paraders Chorus <i>Popular music and vocalists</i></p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 102 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (190th Week on CBS)</p> <p>Our Gal, Sunday <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>BAYER COMPANY (270th Week on CBS)</p> <p>Second Husband with Helen Menken, presented by the Famous Actors' Guild</p>	<p>Tuesday 7:30-8:00 p.m. 73 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>THE BEST FOODS, INC. (64th Week on CBS)</p> <p>We the Abbotts <i>Serial drama</i></p>	<p>Mon. thru Fri. 4:15-4:30 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 57 CBS stations ORIGINATES: WABC</p>	<p>Nucoa, Margarine. Hellman's Mayonnaise <i>Benton & Bowles, Inc.</i></p>
<p>BOWEY'S, INC. (79th Week on CBS)</p> <p>News and Rhythm with Dale Evans, vocalist, Todd Hunter, news commentator, Tommy Bartlett, Dari-Rich Orchestra</p>	<p>Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:35-3:00 p.m. 32 CBS stations ORIGINATES: WBBM</p>	<p>Dari-Rich Products <i>Sorensen & Company</i></p>

BROWN & WILLIAMSON TOBACCO CORPORATION

(114th Week on CBS)

**Paul Sullivan Reviews
the News**

Mon. thru Fri.
6:30-6:45 p.m.
Rebroadcast
1:00-1:15 a.m.
57 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes

*Batten, Barton, Durstine
& Osborn, Inc.*

CALIFORNIA FRUIT GROWERS EXCHANGE

(82nd Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**

Mon., Wed., Fri.
6:15-6:30 p.m.
30 CBS stations
ORIGINATES: KNX

Sunkist Oranges

Sunkist Lemons

Lord & Thomas

CAMPANA SALES COMPANY

(137th Week on CBS)

First Nighter
with Barbara Luddy and
Les Tremayne
Drama

Tuesday
8:30-8:55 p.m.
53 CBS stations
ORIGINATES: WBBM

Campana Hand Cream,
Italian Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries

*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY

(312th Week on CBS)

Campbell Playhouse
with guest stars

Campbell's Short Short Story

Short story dramatizations

Amos 'n' Andy
Serial comedy-drama

Martha Webster
with Bess Flynn
Dramatic serial

Fletcher Wiley
Talks

Friday
9:30-10:00 p.m.
63 CBS stations
ORIGINATES: WABC

Mon., Wed., Fri.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
53 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
60 CBS stations
ORIGINATES: KNX

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:00-3:15 p.m.
57 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:30-2:45 p.m.
35 CBS stations
ORIGINATES: KNX

Campbell's Soups

*Ward Wheelock
Company*

Campbell's Tomato Juice

*Ward Wheelock
Company*

Campbell's Soups

*Ward Wheelock
Company*

<p>CAMPBELL SOUP COMPANY <i>Continued</i> Lanny Ross <i>Songs</i></p>	<p>Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 57 CBS stations ORIGINATES: WABC</p>	<p>Franco-American Macaroni and Spaghetti <i>Ruthrauff & Ryan, Inc.</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(108th Week on CBS)</i> Dr. Christian with Jean Hersholt</p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 64 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION <i>(247th Week on CBS)</i> Major Bowes' Original Amateur Hour</p>	<p>Thursday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WABC</p>	<p>Plymouth Dodge DeSoto Chrysler <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY <i>(67th Week on CBS)</i> Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists</p>	<p>Sunday 4:30-5:00 p.m. 95 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY <i>(255th Week on CBS)</i> Colgate Ask-It-Basket with Ed East <i>Variety-quiz program</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 64 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Benton & Bowles, Inc.</i></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. 57 CBS stations ORIGINATES: WABC</p>	<p>Palmolive Shave Cream Palmolive Brushless Shave <i>Benton & Bowles, Inc.</i></p>
<p>Woman of Courage <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:45-11:00 a.m. 41 CBS stations ORIGINATES: WABC</p>	<p>Octagon Products <i>Benton & Bowles, Inc.</i></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. 81 CBS stations ORIGINATES: WABC</p>	<p>Concentrated Super Suds Super Suds <i>Benton & Bowles, Inc.</i></p>

**COLGATE-PALMOLIVE-PEET
COMPANY**

Continued

Hilltop House

starring Bess Johnson

Serial drama

Wayne King's Orchestra

with Buddy Clark

Music

Stepmother

Serial drama

Mon. thru Fri.
4:30-4:45 p.m.
78 CBS stations
ORIGINATES: WABC

Saturday
8:30-8:55 p.m.
66 CBS stations
29 CBC stations
ORIGINATES: WBBM

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:45-5:00 p.m.
38 CBS stations
ORIGINATES: WBBM

Palmolive Soap
Benton & Bowles, Inc.

Cashmere Bouquet Products
Halo
*Sherman & Marquette,
Inc.*

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

COMMERCIAL CREDIT COMPANY
(36th Week on CBS)

Bob Trout

News

Mon., Wed., Fri.
6:00-6:05 p.m.
Rebroadcasts
11:00-11:05 p.m.
11:55-12 mid.
Saturday
10:30-10:35 p.m.
64 CBS stations
ORIGINATES: WABC

Automobile Finance
Service
*O'Dea, Sheldon &
Canaday, Inc.*

CONTINENTAL BAKING CO., INC.
(308th Week on CBS)

Your Marriage Club

with Haven MacQuarrie

Quiz

Saturday
8:00-8:30 p.m.
Rebroadcast
11:00-11:30 p.m.
47 CBS stations
ORIGINATES: WABC

Wonder Bread
Benton & Bowles, Inc.

THE CUDAHY PACKING COMPANY
(309th Week on CBS)

Bachelor's Children

Serial drama

Mon. thru Fri.
9:45-10:00 a.m.
18 CBS stations
ORIGINATES: WBBM

Old Dutch Cleanser
*Blackett-Sample-
Hummert, Inc.*

DOUBLEMINT GUM
(441st Week on CBS)

Melody Ranch

with Gene Autry

Western dramatic series

Sunday
6:30-7:00 p.m.
68 CBS stations
ORIGINATES: KNX

Doublemint Gum
*J. Walter Thompson
Company*

EVERSHARP, INC.
61st Week on CBS)

Take It or Leave It

with Bob Hawk, MC, David Ross

Quiz

Sunday
10:00-10:30 p.m.
56 CBS stations
ORIGINATES: ON TOUR

Eversharp Pens and Pencils
The Biow Company

<p>FLORIDA CITRUS COMMISSION (40th Week on CBS)</p> <p>Mary Margaret McBride <i>Talks</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 39 CBS stations (Tues. and Thurs. 21 CBS stations) ORIGINATES: WABC</p>	<p>Florida Citrus Fruit <i>Arthur Kudner, Inc.</i></p>
<p>FORD MOTOR COMPANY (346th Week on CBS)</p> <p>Sunday Evening Hour Ford Symphony Orchestra and Chorus, guest conductors, and soloists <i>With Talks by W. J. Cameron</i></p>	<p>Sunday 9:00-10:00 p.m. 56 CBS stations ORIGINATES: WJR</p>	<p>Ford Lincoln Lincoln Zephyr Mercury <i>McCann-Erickson, Inc.</i></p>
<p>GENERAL FOODS CORPORATION (288th Week on CBS)</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. 81 CBS stations ORIGINATES: WABC</p>	<p>Sanka <i>Young & Rubicam, Inc.</i></p>
<p>Kate Smith Hour with Kate Smith, Nan Rae, Maude Davis, Ted Collins, Jack Miller and his orchestra, Ted Streater and his chorus, Andre Baruch <i>Music, comedy, and drama</i></p>	<p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 84 CBS stations ORIGINATES: WABC</p>	<p>Grape Nuts <i>Young & Rubicam, Inc.</i></p>
<p>Kate Smith Speaks; News <i>Talks and news</i></p>	<p>Mon. thru Fri. 12:00-12:15 p.m. 68 CBS stations ORIGINATES: WABC</p>	<p>Swansdown Cake Flour <i>Young & Rubicam, Inc.</i> Diamond Crystal Salt <i>Benton & Bowles, Inc.</i></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. 82 CBS stations ORIGINATES: WABC</p>	<p>Calumet Baking Powder Swansdown Cake Flour <i>Young & Rubicam, Inc.</i></p>
<p>Joyce Jordan, Girl Interne <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:30-6:45 p.m. 52 CBS stations ORIGINATES: WABC</p>	<p>La France Satina Minute Tapioca <i>Young & Rubicam, Inc.</i></p>

GENERAL FOODS CORPORATION*Continued***Young Dr. Malone***Serial drama***Kate Hopkins***Serial drama***Portia Faces Life***Serial drama*

Mon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
6:00-6:15 p.m.
71 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
4:45-5:00 p.m.
Rebroadcast
3:30-3:45 p.m.
43 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
4:00-4:15 p.m.
83 CBS stations
ORIGINATES: WABC

Post's 40% Bran Flakes
Benton & Bowles, Inc.

Maxwell House Coffee
Benton & Bowles, Inc.

Post Toasties
Benton & Bowles, Inc.

GENERAL MILLS, INC.*(520th Week on CBS)***By Kathleen Norris***Dramatization of her novels*

Mon. thru Fri.
10:00-10:15 a.m.
Rebroadcast
11:45 a.m.-12:00 noon
39 CBS stations
ORIGINATES: WABC

Wheaties
Knox Reeves
Advertising, Inc.

GILLETTE SAFETY RAZOR COMPANY*(80th Week on CBS)***Elmer Davis***News*

Tues., Fri.
8:55-9:00 p.m.
57 CBS stations
ORIGINATES: WABC

Gillette Shaving Cream,
Safety Razors and Blades
Maxon, Inc.

GULF OIL CORPORATION*(355th Week on CBS)***Gulf Screen Guild Theatre**

with Roger Pryor, MC, screen stars,
Oscar Bradley's Orchestra,
John Heistand

Sunday
7:30-8:00 p.m.
75 CBS stations
ORIGINATES: WABC

Motor Oil and Gas
Young & Rubicam, Inc.

INTERNATIONAL SILVER COMPANY*(142nd Week on CBS)***Silver Theatre**

Conrad Nagel, Narrator-director,
and guest stage and screen stars

Sunday
6:00-6:30 p.m.
55 CBS stations
ORIGINATES: KNX

International Sterling and
1847 Rogers Bros.
Silverplate
Young & Rubicam, Inc.

IRONIZED YEAST CO., INC.*(62nd Week on CBS)***Court of Missing Heirs***Drama*

Tuesday
8:00-8:30 p.m.
Rebroadcast
11:30-12:00 mid.
74 CBS stations
ORIGINATES: WABC

Ironized Yeast
Ruthrauff & Ryan, Inc.

LADY ESTHER, LTD.
(364th Week on CBS)

Guy Lombardo and His Orchestra
Popular music

Monday
10:00-10:30 p.m.
63 CBS stations
ORIGINATES: WABC

Face Powder, Face Cream,
Rouge, Lipstick and
Nail Polish
Pedlar & Ryan, Inc.

LEVER BROTHERS COMPANY
(278th Week on CBS)

Lux Radio Theatre
Cecil B. DeMille, director,
with stars of stage and screen
Drama

Big Town
with Edward G. Robinson, Ona
Munson, Leith Stevens' Orchestra
Drama

Meet Mister Meek
Drama

Big Sister
with Alice Frost, Martin Gabel
Serial drama

Aunt Jenny's Real Life Stories
Dramatic sketches

Monday
9:00-10:00 p.m.
65 CBS stations
29 CBC stations
ORIGINATES: KNX

Wednesday
8:00-8:30 p.m.
Rebroadcast
9:30-10:00 p.m.
73 CBS stations
30 CBC stations
ORIGINATES: KNX

Wednesday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
63 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
11:30-11:45 a.m.
Rebroadcast
2:00-2:15 p.m.
73 CBS stations
31 CBC stations
ORIGINATES: WABC

Mon. thru Fri.
11:45-12:00 noon
Rebroadcast
2:15-2:30 p.m.
66 CBS stations
ORIGINATES: WABC

Lux Toilet Soap
J. Walter Thompson Company

Rinso
Ruthrauff & Ryan, Inc.

Lifebuoy
William Esty & Company, Inc.

Rinso
Ruthrauff & Ryan, Inc.

Spry
Ruthrauff & Ryan, Inc.

LIBBEY-OWENS-FORD GLASS COMPANY
(10th Week on CBS)

Design for Happiness
with 65-piece Chicago Woman's
Symphony Orchestra, directed by
Izler Solomon, and guest soloists
Symphonic music

Sunday
5:00-5:30 p.m.
75 CBS stations
ORIGINATES: WBBM

Flat glass products
United States Advertising Corporation

LIGGETT & MYERS TOBACCO COMPANY

(412th Week on CBS)

Glenn Miller and His Orchestra
with Marion Hutton, Ray Eberle

Tues., Wed., Thurs.
10:00-10:15 p.m.
95 CBS stations
ORIGINATES: WABC

Chesterfield Cigarettes
Newell-Emmett Co., Inc.

Professor Quiz
with Bob Trout
Questions and answers

Tuesday
9:30-10:00 p.m.
68 CBS stations
ORIGINATES: WABC

Velvet Pipe and Cigarette
Tobacco
Newell-Emmett Co., Inc.

THOMAS J. LIPTON, INC.
(10th Week on CBS)

Helen Hayes Theater
starring Helen Hayes, with Mark
Warnow's Orchestra, and Harry
von Zell

Sunday
8:00-8:30 p.m.
Rebroadcast
10:30-11:00 p.m.
66 CBS stations
ORIGINATES: WABC

Lipton's Tea and
Tea Bags
Young & Rubicam, Inc.

MENNEN COMPANY
(85th Week on CBS)

**Colonel Stoopnagle's
Quixie-Doodles**
Comedy and quiz

Sunday
5:30-6:00 p.m.
45 CBS stations
ORIGINATES: WABC

Mennen Shave Products
*H. M. Kiesewetter
Advertising Agency, Inc.*

PENN TOBACCO COMPANY
(61st Week on CBS)

Vox Pop
Parks and Wally
Interviews

Thursday
7:30-8:00 p.m.
50 CBS stations
ORIGINATES: ON TOUR

Kentucky Club Pipe
Tobacco
Ruthrauff & Ryan, Inc.

PET MILK SALES CORPORATION
(367th Week on CBS)

Saturday Night Serenade
Mary Eastman, soprano; Bill Perry,
tenor; Bob Trout, Gustave Haen-
schen's Orchestra and Chorus

Saturday
9:45-10:15 p.m.
55 CBS stations
ORIGINATES: WABC

Pet Evaporated Milk
*Gardner Advertising
Company*

Mary Lee Taylor
home economist
Household advice

Tues. and Thurs.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
66 CBS stations
ORIGINATES: KMOX

PHILIP MORRIS & COMPANY, LTD.
(225th Week on CBS)

Johnny Presents

Ray Block's Orchestra
Dramatized "Perfect Crime," Floyd
Sherman, Roger Kinney, Audrey
Marsh, "Beverly," Glenn Cross,
Swing 14 Chorus
Musical variety and dramatic interlude

The Crime Doctor

Dramatic programs

Friday
9:00-9:30 p.m.
Rebroadcast
11:30-12:00 p.m.
78 CBS stations
ORIGINATES: WABC

Sunday
8:30-8:55 p.m.
Rebroadcast
11:00-11:25 p.m.
69 CBS stations
ORIGINATES: WABC

Philip Morris Cigarettes
The Biow Company, Inc

THE PROCTER & GAMBLE CO.
(318th Week on CBS)

Those We Love

with Nan Grey, Donald Woods,
Richard Cromwell
Drama

The Goldbergs

Serial drama

The O'Neills

Serial drama

Life Can Be Beautiful

Serial drama

Woman in White

Serial drama

Right to Happiness

Serial drama

Road of Life

Serial drama

Monday
8:00-8:30 p.m.
Rebroadcast
12:00-12:30 a.m.
69 CBS stations
ORIGINATES: KNX

Mon. thru Fri.
5:00-5:15 p.m.
Rebroadcast
11:30-11:45 a.m.
24 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
5:15-5:30 p.m.
17 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
1:00-1:15 p.m.
34 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
1:15-1:30 p.m.
32 CBS stations
ORIGINATES: WBBM

Mon. thru Fri.
1:30-1:45 p.m.
36 CBS stations
17 CBS stations
ORIGINATES: WBBM

Mon. thru Fri.
1:45-2:00 p.m.
24 CBS stations
ORIGINATES: WBBM

Teel
Drene
H. W. Kastor & Sons

Oxydol
*Blackett-Sample-
Hummert, Inc.*

Ivory Soap
*Compton Advertising,
Inc.*

Ivory Soap
*Compton Advertising,
Inc.*

Camay
Pedlar & Ryan, Inc.

Crisco
*Compton Advertising,
Inc.*

Chipso
Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE COMPANY
OF AMERICA**

(79th Week on CBS)

When a Girl Marries

Serial drama

Mon. thru Fri.
12:15-12:30 p.m.
51 CBS stations
ORIGINATES: WABC

Insurance Services
Benton & Bowles, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY**

(395th Week on CBS)

Blondie

with Penny Singleton and
Arthur Lake

Domestic comedy

Monday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
59 CBS stations
ORIGINATES: KNX

Camel Cigarettes
Prince Albert Smoking
Tobacco
*William Esty &
Company, Inc.*

Al Pearce and His Gang

with Margaret Brayton, Artie
Auerbach, Arthur Q. Bryan,
Carl Hoff and His Orchestra,
and guests

Variety

Friday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
82 CBS stations
ORIGINATES: KNX

SPEARMINT GUM

(441st Week on CBS)

Scattergood Baines

Serial drama

Mon. thru Fri.
5:45-6:00 p.m.
78 CBS stations
ORIGINATES: WBRM

Spearmint Gum
Neisser Meyerhoff, Inc.

TEXAS COMPANY

(183rd Week on CBS)

Texaco Star Theatre

starring Fred Allen, with Kenny
Baker, Portland Hoffa, Al Goodman's
Orchestra, "Mighty Allen Art
Players", Martin Singers

Variety

Wednesday
9:00-10:00 p.m.
Rebroadcast
12:00-1:00 a.m.
87 CBS stations
ORIGINATES: WABC

Texaco Products
Buchanan & Co.

U. S. TOBACCO COMPANY

(287th Week on CBS)

Pipe Smoking Time

with Arthur Fields, Fred Hall,
Edward Roecker, and Woody Guthrie

Monday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
55 CBS stations
ORIGINATES: WABC

Dill's Best
Model Smoking Tobacco
Arthur Kudner, Inc.

**COLUMBIA
PACIFIC
NETWORK**

<p>ALBERS BROS. MILLING COMPANY <i>(24th Week on CBS)</i></p> <p>Adventures of Dr. Hunt <i>Mystery Dramas</i></p>	<p>Sunday 4:30-4:45 p.m. PST ORIGINATES: KNX</p>	<p>Friskies Dog Food <i>Erwin, Wasey & Co.</i></p>
<p>BATHASWEET CORPORATION <i>(60th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Bathasweet Products <i>H. M. Kiesewetter Advertising Agency</i></p>
<p>COLONIAL DAMES, INC. <i>(51st Week on CBS)</i></p> <p>"Find the Woman" with Knox Manning</p>	<p>Friday 9:55-10:00 p.m. PST ORIGINATES: KNX</p>	<p>Cosmetics <i>Classer Advertising Agency</i></p>
<p>GENERAL FOODS CORPORATION <i>(288th Week on CBS)</i></p> <p>Second Wife <i>Dramatic Serial</i></p>	<p>Mon. thru Fri. 4:00-4:15 p.m. PST ORIGINATES: KNX</p>	<p>Postum <i>Young & Rubicam, Inc.</i></p>
<p>GENERAL PETROLEUM CORP. <i>(10th Week on CBS)</i></p> <p>Pigskin Preview with Sam Hayes</p>	<p>Wednesday 6:15-6:30 p.m. PST ORIGINATES: KNX</p>	<p>Mobilgas, Mobiloil <i>Smith & Drum, Inc.</i></p>
<p>P. LORILLARD COMPANY <i>(235th Week on CBS)</i></p> <p>Texas Rangers with Martha Mears</p>	<p>Wed., Fri. 6:00-6:15 p.m. PST ORIGINATES: KNX</p>	<p>Old Gold Cigarettes <i>Lennen & Mitchell, Inc.</i></p>
<p>LOS ANGELES SOAP COMPANY <i>(61st Week on CBS)</i></p> <p>Knox Manning <i>News</i></p>	<p>Mon. thru Fri. 12:15-1:00 p.m. PST ORIGINATES: KNX</p>	<p>White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i></p>
<p>LUDEX'S, INC. <i>(49th Week on CBS)</i></p> <p>Elmer Davis <i>News</i></p>	<p>Tues., Fri. 5:55-6:00 p.m. PST ORIGINATES: WABC</p>	<p>Menthol Cough Drops <i>J. M. Mathes, Inc.</i></p>
<p>THE MENNEN COMPANY <i>(85th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Mennen Shaving Cream <i>H. M. Kiesewetter Advertising Agency</i></p>

PETER PAUL, INC.
(20th Week on CBS)

Mon., Wed., Fri.
5:45-5:55 p.m. PST
ORIGINATES: KNX

Mounds Candy
Ten Crown Gum
*Brisacher, Davis
& Staff*

Bob Garred Reporting
News

**PLANTERS NUT AND
CHOCOLATE COMPANY**
(8th Week on CBS)

Thursday
7:15-7:45 p.m. PST
ORIGINATES: KNX

Planters Salted Peanuts
Planters Peanut Oil
Raymond R. Morgan Co.

What's On Your Mind?

SMITH BROTHERS
(47th Week on CBS)

Sunday
8:25-8:30 p.m. PST
Mon., Tues., Thurs.
9:30-9:35 p.m. PST
ORIGINATES: KNX

Cough Drops
*J. D. Tarcher &
Company*

Knox Manning
News

AMERICAN CHICLE COMPANY
(13th Week on CBS)

Mon. thru Sat.
8:00-8:01:30 a.m.

Chiclets and Dentyne
*Badger, Browning &
Hersey, Inc.*

Announcements

BARBASOL COMPANY
(9th Week on WABC)

Tues., Thurs.
6:00-6:05 p.m.

Barbasol Shaving Cream
Erwin, Wasey & Co., Inc.

Sports News
with Mel Allen

BATHASWEET CORPORATION
(3rd Week on WABC)

Tuesday
6:15-6:30 p.m.

"Bathasweet" Toilet Goods
*H. M. Kiesewetter
Advertising Agency, Inc.*

Ted Steele and his Novachord

BOND STORES, INC.
(35th Week on WABC)

Tues., Thurs., Sat.
7:30-7:45 a.m.

Men's Clothing
Neff-Rogow, Inc.

Morning Almanac
with Phil Cook
(One week only)

Midnight News
(One week only)

Mon. thru Fri.
12:00 mid.-
12:05 a.m.

BOSCO, INC.
(40th Week on WABC)

Tues., Thurs.
10:45-11:00 p.m.

"Bosco" Milk Amplifier
Kenyon & Eckhardt, Inc.

News of the World
with Elmer Davis, Major George
Fielding Eliot, and Albert Warner
(Starting December 17)

**WABC
SPONSORED
PROGRAMS**

**WABC
SPONSORED
PROGRAMS**

Continued

<p>BULOVA WATCH COMPANY <i>(58th Week on WABC)</i></p> <p>Time Signals</p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p>CHILDS COMPANY <i>(6th Week on WABC)</i></p> <p>Morning Almanac with Phil Cook</p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m.</p>	<p>Childs Restaurants <i>Geyer, Cornell & Newell, Inc.</i></p>
<p>DREZMA, INC. <i>(4th Week on WABC)</i></p> <p>Lessons in Loveliness with Nell Vinick</p>	<p>Tues., Thurs., Sat. 8:25-8:30 a.m. Tues. and Thurs. 11:00-11:15 a.m.</p>	<p>"Drezina" Cosmetics <i>Lynn Baker Company</i></p>
<p>GORDON BAKING COMPANY <i>(58th Week on WABC)</i></p> <p>John Nesbitt's Passing Parade</p>	<p>Mon. thru Sat. 8:20-8:25 a.m.</p>	<p>Silvercup Bread <i>Barton A. Stebbins</i></p>
<p>GROVE LABORATORIES, INC. <i>(9th Week on WABC)</i></p> <p>Odd Side of the News</p>	<p>Mon., Wed., Fri. 8:25-8:30 a.m.</p>	<p>Bromo Quinine Cold Tablets <i>J. Walter Thompson Company</i></p>
<p>KRUG BAKING COMPANY <i>(49th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley</p>	<p>Friday 8:45-9:00 a.m.</p>	<p>Bakery Products and Coffee <i>Elmer L. Cline</i></p>
<p>LUDEX, INC.* <i>(8th Week on WABC)</i></p> <p>News of the World with Elmer Davis, Major George Fielding Eliot, and Albert Warner</p>	<p>Mon., Wed. 10:45-11:00 p.m.</p>	<p>Luden's Menthol Cough Drops <i>J. M. Mathes, Inc.</i></p>
<p>MANUFACTURERS' TRUST COMPANY <i>(12th Week on WABC)</i></p> <p>News of the World with Elmer Davis, Major George Fielding Eliot, and Albert Warner (This series ends December 17)</p>	<p>Tues., Thurs. 10:45-11:00 p.m.</p>	<p>Banking Services <i>McCann-Erickson, Inc.</i></p>

* In addition to number of weeks in which the client has used CBS Network facilities.

<p>MELVILLE SHOE COMPANY <i>(106th Week on WABC)</i></p> <p>Early Morning News</p>	<p>Mon. thru Sat. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p>DR. MILES LABORATORIES, INC. <i>(Starting December 19)</i></p> <p>Afternoon News Mid-Morning News</p>	<p>Mon. thru Fri. 3:55-4:00 p.m.</p> <p>Saturday 11:00-11:05 a.m.</p>	<p>Alka-Seltzer and One-A-Day Vitamins <i>Wade Advertising Agency</i></p>
<p>NEW YORK STATE BUREAU OF MILK PUBLICITY <i>(11th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley</p>	<p>Tuesday 8:45-9:00 a.m.</p>	<p>Milk Publicity <i>J. M. Mathes, Inc.</i></p>
<p>PETER PAUL COMPANY <i>(38th Week on WABC)</i></p> <p>Early Riser's News</p>	<p>Mon., Wed., Fri. 6:30-6:35 a.m.</p>	<p>Mounds <i>Platt-Forbes, Inc.</i></p>
<p>SELECT THEATRES CORPORATION <i>(24th Week on WABC)</i></p> <p>Musical Comedy Favorites</p>	<p>Mon., Wed., Fri. 8:15-8:20 a.m.</p>	<p>"New Hellzapoppin" <i>Blaine-Thompson Company, Inc.</i></p>
<p>VICK CHEMICAL COMPANY <i>(8th Week on WABC)</i></p> <p>Rising Sun with Larry Elliott <i>Announcements</i></p>	<p>Mon., Wed., Fri. 6:35-7:00 a.m.</p>	<p>Vick's Menthol Cough Drops <i>Morse International, Inc.</i></p>
<p>WHITE LABORATORIES, INC. <i>(12th Week on WABC)</i></p> <p>Jack Berch <i>Variety</i></p>	<p>Tues., Thurs., Sat. 8:15-8:20 a.m.</p>	<p>"Chooz" <i>William Esty & Company, Inc.</i></p>
<p>F. W. WOOLWORTH COMPANY <i>(Starts December 3—one week only)</i></p> <p>Afternoon News Mid-Morning News</p>	<p>Mon. thru Fri. 3:55-4:00 p.m.</p> <p>Saturday 11:00-11:05 a.m.</p>	<p>Christmas Catalogue <i>Lynn Baker Company</i></p>

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. COLUMBIA'S CHRISTMAS CARAVAN	Page 18
2. NEWS BROADCASTS	Page 19
3. PUBLIC AFFAIRS	Page 19
4. SPECIAL EVENTS	Page 20
5. DRAMATIC SERIES	Page 20
6. RELIGIOUS BROADCASTS	Page 21
7. SERIOUS MUSIC	Page 22
8. EDUCATIONAL PROGRAMS	Page 24
9. VARIETY PROGRAMS	Page 26
10. PERSONALITIES	Page 26
11. CHILDREN'S PROGRAMS	Page 27
12. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: NOVEMBER PROGRAMS	Page 29

**COLUMBIA'S
CHRISTMAS
CARAVAN**

Annual Carol Service

12:00-12:55 a.m.

TUESDAY, DECEMBER 24

(Actually Christmas Day)

Rise Stevens, young American contralto and Metropolitan Opera singer, joins the CBS Broadcasting Symphony and the Carol Singers in Columbia's annual Christmas Eve carol service. Howard Barlow conducts.

Vatican City

Choral Program

1:00-1:30 p.m.

SUNDAY, DECEMBER 22

The Sistine Chapel Choir of 55 voices is heard in a program of religious music by Palestrina, Vittoria, and Perosi in the regular "Church of the Air" afternoon session.

Night Before Christmas

6:15-6:30 p.m.

TUESDAY, DECEMBER 24

Nila Mack presents an unusual radio drama, based upon the famous and popular poem by Clement Moore, "The Night Before Christmas."

Christmas Music by Bach

2:35-3:00 p.m.

SUNDAY, DECEMBER 22

The Bach Choir of Bethlehem, Pennsylvania, once more presents a coast-to-coast program of hymns and Christmas music by Johann Sebastian Bach.

Handel's Messiah

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

SUNDAY, DECEMBER 22

Handel's "Messiah" is sung by the Stone Church Choir of Kansas City and played by an orchestra drawn from the Kansas City Philharmonic and directed by Paul Craig.

Indianapolis Symphony

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

SATURDAY, DECEMBER 23

The Indianapolis Symphony Orchestra broadcasts a special holiday program, including works by Dvorak, Bach, McCollin, and Rimsky-Korsakoff.

Choral Programs

VARIOUS HOURS

DECEMBER 14 THRU DECEMBER 31

During the Christmas season, CBS presents many of America's outstanding school and seminary choirs in special holiday programs. Among the groups scheduled so far are the following: St. Peter's Boys' Choir, Philadelphia; David Lipscomb College Chapel Choir, Nashville; Broad Street Presbyterian Church Choir, Columbus; SS. Cyril and Methodius Seminary Chorus, Detroit; Columbus Boy Choir School, Columbus; Ilion (N. Y.) High School A Cappella Choir; Schoolfield (Va.) High School Glee Club; and Greenwich (Conn.) High School Opera Club.

(Many more Christmas programs are to be scheduled by CBS.)

**NEWS
BROADCASTS**

**News Summaries, Analyses
and Broadcasts from Europe**

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe.

News Broadcasts: Edward R. Murrow, Eric Sevareid from London; Edwin Hartrich from Paris; William L. Shirer, Harry W. Flannery, Joseph C. Harsch from Berlin; Cecil Brown from Rome; Larry Leseur from R.A.F. headquarters in Great Britain; Frank Stevens from Budapest; Spencer Williams from Bucharest; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot from New York; Albert Warner from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY: 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY, 10:45-11:00 p.m. MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:00 midnight; 12:55 a.m., MONDAY THRU FRIDAY; 6:00 p.m., TUESDAY AND THURSDAY; 6:30, 9:00 a.m., 11:00 a.m., 3:55, 6 p.m., 12:00 midnight, 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Elmer Davis. 8:55-9:00 p.m., SATURDAY, SUNDAY; Albert Warner, 6:05-6:15 p.m., SATURDAY; Elmer Davis. 6:30-6:45 p.m., SATURDAY.

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

In this new Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

**PUBLIC
AFFAIRS**

Report to the Nation

6:00-6:30 p.m.

EACH SATURDAY

This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in handling a problem or event rich with public interest. The series originates in Washington and is produced by Brewster Morgan.

**PUBLIC
AFFAIRS**

**Broadcasts from Mexico's
Inaugural Ceremonies**

12:00-1:00 p.m., 2:00-2:30 p.m.

SUNDAY, DECEMBER 1

5:30-5:45 p.m.

MONDAY, DECEMBER 2

CBS covers the inaugural of His Excellency, General Manuel Avila Camacho, as President of Mexico. The first broadcast is of General Camacho's inaugural address, with a running translation by Alberto Zalanea. The second Sunday broadcast is directed by Sterling Fisher, while Eric Sevareid handles news reports on the inaugural from Mexico City.

**SPECIAL
EVENTS**

Sports-Time

11:00-11:15 p.m.

MONDAY THROUGH SATURDAY

"Sports-Time" presents news and features from every field of sport - from baseball to chess, football to yachting. Ted Husing, Mel Allen, and Warren Sweeney are among the "Sports-Time" reporters.

"We Who Serve"

2:00-2:15 p.m.

SATURDAY, DECEMBER 7

Three Y.M.C.A. leaders speak on "We Who Serve." The two scheduled so far are S. C. Leung, national general secretary of the Chinese Y.M.C.A., and A. Hugo Grassi, general secretary of the South American Y.M.C.A.

**DRAMATIC
SERIES**

Columbia Workshop

10:30-11:00 p.m.

EACH SUNDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. Davidson Taylor supervises production of the plays and selection of the scripts.

DECEMBER 1: "And to Think That I Saw It on Mulberry Street," by Dr. Seuss, directed by Nila Mack, original music by Charles Paul.

DECEMBER 8: Euripides' "Trojan Women," translated by Edith Hamilton, adapted and directed by John Houseman.

DECEMBER 15: Ring Lardner's "Symptoms of Being 35," dramatized by Vera Eikel.

DECEMBER 22: "Plot to Overthrow Christmas," by Norman Corwin.

"Honest Abe"

9:30-10:00 a.m.

EACH SATURDAY

This Saturday morning series dramatizes episodes in the early life of Abraham Lincoln. Written by E. P. Conkle, the series stars Ray Middleton, prominent young American baritone.

**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. In December:

DECEMBER 1: *Morning*: Dr. Henry Sloane Coffin, D.D., president, Union Theological Seminary, New York City (Presbyterian).

Afternoon: Rev. Frederick May Eliot, D.D., president, American Unitarian Association, Boston.

DECEMBER 8: *Morning*: Rev. Charles W. Gilkey, B.D., Dean of Rockefeller Memorial Chapel, University of Chicago (Baptist).

Afternoon: Most Rev. Duane G. Hunt, D.D., Bishop of Salt Lake City (Catholic).

DECEMBER 15: *Morning*: Dr. Torney Otto Nall, Jr., D.D., editor, *The Christian Advocate*, Kansas City (Methodist).

Afternoon: Dr. Abba Hillel Silver, D.D., Rabbi of the Temple of Cleveland.

DECEMBER 22: *Morning*: Dr. Otto Paul Kretzmann, S.T.M., president, Valparaiso University, Valparaiso, Indiana (Lutheran).

DECEMBER 29: *Morning*: Rev. Roelif H. Brooks, D.D., Rector of St. Thomas Church, New York (Episcopal).

Afternoon: Dr. Paul Henry Fall, Ph.D., president, Hiram College, Hiram, Ohio (Disciples of Christ).

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

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

DECEMBER 1: Dr. Edward Warner Brice, president, Clinton College, Rock Hill, S. C.

DECEMBER 8: Dr. U. C. Hodges, secretary, American Bible Society, Cleveland Division.

DECEMBER 15: Miss Bertha M. Black, grand Bassileus, Sigma Gamma Rho, St. Louis.

DECEMBER 22: Christmas music.

DECEMBER 29: Miss Hulda M. Lyttle, dean, School of Nursing, Meharry Medical College, Nashville.

**New York Philharmonic-
Symphony Orchestra**

3:00-4:30 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is in its eleventh consecutive year of broadcasting exclusively on CBS. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra. Dimitri Mitropoulos is guest conductor of the last two concerts in December. Deems Taylor is again intermission commentator. From Carnegie Hall in December:

DECEMBER 1: From Washington: *Foote*: Suite in E-major for String Orchestra; *Bach*: "Sheep May Safely Graze;" *Tschaikowsky*: Overture-Fantasy, "Romeo and Juliet;" *Beethoven*: Symphony in C-minor, No. 5.

DECEMBER 8: *Sibelius*: Legend for Orchestra, "The Return of Lemminkainen," and Symphony in E-minor, No. 1; *Rachmaninoff*: Rhapsody on a Theme of Paganini for Piano and Orchestra. GITTA GRADOVA, pianist.

DECEMBER 15: *Weber*: Overture to Oberon; *Mozart*: Concerto in D-major for 'Cello and Orchestra, JOSEPH SCHUSTER, 'Cellist; *Brahms*: Symphony in D-major, No. 2.

DECEMBER 22: *Bach*: Three Fugues from the Art of Fugue: Triple Fugue, Double Fugue, Quadruple Fugue; *Reger*: Four Tone Poems after Pictures by Arnold Boecklin; *Strauss*: Sinfonia Domestica.

DECEMBER 29: *Dukas*: Symphonic Poem, "La Peri"; *Chausson*: Poeme, for Violin and Orchestra, ALBERT SPALDING, violinist; *Saint-Saëns*: Rondo Capriccioso, ALBERT SPALDING, violinist; *Zemlinsky*: Sinfonietta (first performance in the United States).

Youth Orchestras

10:30-11:00 a.m.

EACH SUNDAY

NYA orchestras in large American cities present this new Sunday morning series of symphonic music. The first three Sundays of December feature the orchestras of Atlanta, Providence, and Pittsburgh respectively.

**Philharmonic Young
People's Concert**

11:05 a.m.-12:15 p.m.

SATURDAY, DECEMBER 14

The Philharmonic-Symphony Orchestra of New York presents one concert a month especially for young people. Rudolph Gans conducts, and on December 14 Paul Leysac is narrator.

**SERIOUS
MUSIC**

**Cincinnati Conservatory
of Music**

11:15 a.m.—12:00 noon
SATURDAY, DECEMBER 7 AND 21

The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra, and many of the broadcasts feature chamber music groups and soloists. The December 7 broadcast includes works of Sibelius and Dvorak.

**Columbia Concert
Orchestra**

5:15—5:45 p.m.
MONDAY, TUESDAY,
WEDNESDAY, AND FRIDAY

The winter schedule for the Columbia Concert Orchestra includes several half-hour broadcasts of symphonic music each week. The orchestra is directed Monday and Wednesday by Howard Barlow. Tuesday and Friday by Victor Bay.

Hall of Song

9:45—10:15 p.m.
EACH SATURDAY

Genevieve Rowe and David Elwynn are heard in this new series of song. They are accompanied by the Columbia Concert Orchestra, conducted by Howard Barlow.

Golden Treasury of Song

3:15—3:30 p.m.
MONDAY THROUGH FRIDAY
STARTING DECEMBER 9

Jan Peerce, popular American tenor, is heard in this regular afternoon series on CBS. David Ross is narrator, and Victor Bay and his orchestra provide accompaniment.

Yella Pessl

VARIOUS HOURS

Yella Pessl, one of the musicians who saved the harpsichord from retirement as a museum piece, is heard in five broadcasts a week principally of seventeenth and eighteenth century compositions.

Genevieve Rowe

6:15—6:30 p.m.
EACH WEDNESDAY

Each Wednesday evening Genevieve Rowe, CBS soprano, is accompanied by the Columbia Concert Orchestra in a program of songs and operatic selections.

Clyde Barrie

9:15—9:30 a.m.
EACH SUNDAY

Clyde Barrie, distinguished Negro baritone, is heard over CBS each Sunday morning, with the Salon Orchestra conducted by Alexander Semmler.

American School of the Air

9:15-9:45 a.m.
(Eastern Time Zone)
2:30-2:55 p.m.
(Central Time Zone)
9:30-10:00 a.m.
(Mountain Time Zone)
2:00-2:30 p.m.
(Pacific Time Zone)
MONDAY THRU FRIDAY

The American School of the Air, broadcast for the first time to the Latin American Republics, is in its twelfth year of broadcasting on CBS. An estimated 8,000,000 students in the United States alone listen regularly to the series.

MONDAYS—*Americans at Work*

DECEMBER 2: Cotton.
DECEMBER 9: Newsprint.
DECEMBER 16: Coffee.

TUESDAYS—*Wellsprings of Music*

DECEMBER 3: Animal Fantasies.
DECEMBER 10: Lyric Songs.
DECEMBER 17: Lyric Music.

WEDNESDAYS—*New Horizons*

DECEMBER 4: Key to the Great Lakes.
DECEMBER 11: Moody River of Shifting Sands.
DECEMBER 18: River of Silver and Broken Hopes.

THURSDAYS—*Tales from Far and Near*

DECEMBER 5: Winterbound.
DECEMBER 12: Manga.
DECEMBER 19: Petite Suzanne.

FRIDAYS—*This Living World*

DECEMBER 6: Natural Resources and Conservation.
DECEMBER 13: Power for All.
DECEMBER 20: Agriculture and Government.

Adventures in Science

3:45-3:55 p.m.
EACH THURSDAY

Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.

Of Men and Books

1:00-1:15 p.m.
EACH SATURDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, and Dr. Bergen Evans, Northwestern Department of English, discuss modern books and the world's greatest classics.

Exploring Space

3:45-3:55 p.m.
EACH FRIDAY

This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

"Invitation to Learning" and "The People's Platform" 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 RONDE
WILLIAM BENTON	THOMAS V. SMITH
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ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Invitation to Learning

10:15-10:45 p.m.
EACH TUESDAY

This new series invites listeners to read or re-read the world's great books. On each program, outstanding scholars discuss famous books—emphasizing their living quality. Huntington Cairns, Allen Tate, and Mark Van Doren are the regular participants, and guests will occasionally discuss the books with them.

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 and informal exchange of ideas.

Children Also Are People

3:45-3:55 p.m.
EACH MONDAY AND WEDNESDAY

CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too. Among the early broadcasts is an interview of a boy scout by Lanny Ross on what boys like to read.

Columbia's Country Journal

12:00-12:30 p.m.
EACH SATURDAY

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

Highways to Health

1:15-1:30 p.m.
EACH SATURDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.

Flow Gently Sweet Rhythm

2:35-3:00 p.m.

SUNDAYS

2:00-2:30 p.m.

SUNDAY, DECEMBER 22

Maxine Sullivan, famous for her swing version of "Loch Lomond" and other ballads, joins John Kirby's six-piece band in this new series of jazz chamber music. The Golden Gate Quartet sings Negro spirituals, and Canada Lee serves as MC.

"Singing Bee"

10:00-10:30 a.m.

EACH SATURDAY

Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto and one of radio's most unusual soloists. Contestants are selected from the studio audience and get cash awards for being able to identify a song and then singing, humming, or whistling it.

Back Where I Come From

10:30-10:45 p.m.

EACH MONDAY,

WEDNESDAY AND FRIDAY

Burl Ives and the Golden Gate Quartet are featured in this program of lesser-known American folk music, directed by Nicholas Ray. The series was first heard as one of the experimental "Forecast" programs.

A Friend in Deed

3:30-3:45 p.m.

MONDAY THRU FRIDAY

Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.

Major Bowes' Family

11:30-12:30 p.m.

EACH SUNDAY

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

Outdoors with Bob Edge

6:15-6:30 p.m.

EACH THURSDAY

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

The Old Dirt-Dobber

10:30-11 a.m.

EACH SATURDAY

Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds, and insects on this unusual new Saturday morning feature.

PERSONALITIES

**CHILDREN'S
PROGRAMS**

Let's Pretend

12:30-1:00 p.m.

EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors. "Let's Pretend" has already in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

"March of Games"

1:30-2:00 p.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvin Prager, Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

LIGHT MUSIC

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:

David Elwyn Jack Leonard
Genevieve Rowe

**Golden Gate Quartet,
Four Clubmen, Symphonettes**

VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS 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 December:

Les Brown Sammy Kaye
Henry Busse Joey Kearns
Bill Carlsen Kay Kyser
Jack Coffey Will McCune
Eddie Duchin Jose Morand
Everett Hoagland Paul Pendarvis
Tommy Reynolds

**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 and programs heard regularly over the network.

News Broadcasts

(In English)

10:15-10:25, 11:30-11:40 a.m.

1:30-1:45, 5:45-6:00,

6:30-6:45 p.m.

MONDAY THRU FRIDAY

(In Italian, German, Polish,
French)

12:00 noon-1 p.m., 4:30-5:30 p.m.

MONDAY THRU SUNDAY

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 to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

**SPECIAL CBS
BROADCASTS
TO EUROPE**

Hollywood News

MONDAY, 2:45-3:00 p.m.

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

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

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

News in Spanish

10:00-10:05 p.m.

MONDAY THRU SUNDAY

6:45-7:00 p.m.

SUNDAY THRU FRIDAY

7:00-7:15 p.m., SAT. (WCBX)

12:30-12:45 p.m., 2:30-2:45 p.m.

5:45-6:00 p.m.

MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

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 American
Travelogues in Spanish**

FIRST WEDNESDAY OF EACH

MONTH, 8-8:15 p.m.

Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.

Cultural News in Spanish

FRIDAY, 9:00-9:15 p.m.

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

**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.

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

PUBLIC AFFAIRS

NOVEMBER 6: CBS and the Council for Democracy joined the day after President Roosevelt's election in a three-quarter-hour broadcast demonstrating American unity. Democratic and Republican leaders rallied to the call "United We Stand" in this special broadcast, which was arranged before Election Day. Alf M. Landon, Newbold Morris, and Raymond Gram Swing were among those heard in addresses, while Irving Berlin and Paul Whiteman were featured in the musical portions of the program. 10:15-11 p.m.

NOVEMBER 7: CBS broadcast a special on-the-scene description of Washington's rousing reception to President Roosevelt after his election to a third term. The President was heard briefly during the program. 8:30-9 a.m.

NOVEMBER 9: Theodore Dreiser, eminent American novelist, urged the repeal of the Conscription Act in an address under the auspices of the American Peace Mobilization. Dreiser advocated support of Representative Vito Marcantonio's bill for repealing the Act. 2-2:15 p.m.

NOVEMBER 11: President Roosevelt was heard from the Amphitheater of the Arlington Cemetery in a special address on Armistice Day. 10:59-11:15 a.m.

NOVEMBER 11: President Roosevelt was heard for the second time in one day over CBS in an address in connection with the cornerstone exercises for the new Naval Medical Center at Bethesda, Maryland. 3:30-3:45 p.m.

NOVEMBER 11: Wendell L. Willkie urged his followers to maintain a "loyal opposition" to the Democratic administration in a special address from New York City. 10:30-11 p.m.

NOVEMBER 15: The Hon. Herbert C. Hoover, ex-president of the United States, broadcast from Vassar College in Poughkeepsie. 9:30-10 p.m.

NOVEMBER 19: Governor Harold E. Stassen of Minnesota submitted to the nationwide Columbia audience his program for economies in local government as a means of reducing the tax burdens created by national defense. His address was broadcast from Springfield, Mass., where the National Municipal League had opened a three-day convention. 10:30-10:45 p.m.

NOVEMBER 20: The Committee to Defend America by Aiding the Allies presented its program of strenuous aid to Great Britain in a special quarter-hour broadcast from New York and Boston, 11:15-11:30 p.m.

NOVEMBER 22: Philip Murray, head of the Steel Workers Organizing Committee and newly-elected President of the C. I. O., was heard in an address from Atlantic City, where the C. I. O. elected him to succeed John L. Lewis as its leader, 9:45-10 p.m.

NOVEMBER 23: Frank T. Bow, General Counsel of the National Council of Independent Unions, spoke on "Undominated Labor" from the studios of WGAR, Columbia's station in Cleveland, Ohio. 10:15-10:30 p.m.

NOVEMBER 27: The food industry's important role in national defense and the measures being taken to safeguard the public from profiteering during emergency periods were discussed by Paul S. Willis, president of the Associated Grocery Manufacturers of America, in a special CBS broadcast. 10:15-10:30 p.m.

NOVEMBER 30: Franklin D. Roosevelt, Jr., Betsy Barton, and Dr. Frank Kingdon were heard in a special broadcast jointly arranged by CBS and the newly-formed Committee of Thirty Million, "A Roll Call of Youth for Democracy." 10:15-10:30 p.m.

SPECIAL EVENTS

NOVEMBER 12: Columbia broadcast a special program in connection with the "National

Conference of Catholic Charities," from Washington, 5:30-5:45 p.m.

NOVEMBER 15: Norman Corwin's verse-drama, "Seems Radio Is Here To Stay," was again given as a tribute to the industry as part of the National Association of Broadcasters' observance of radio's twentieth anniversary. The play was first presented in April, 1939, and since has won enthusiastic applause from a host of coast-to-coast listeners, 9:30-10 p.m.

NOVEMBER 17: The American Red Cross' 1940 drive was heralded by a special program originating in the studios of KNX, CBS station in Hollywood. Many screen stars participated in the program which urged Americans to support the Red Cross, 1:30-2:30 p.m.

NOVEMBER 19: Kate Smith was heard in an appeal for the American Red Cross from Hollywood, 5:30-5:45 p.m.

NOVEMBER 22: Columbia broadcast a special program in connection with the Texas State Teachers Conference and the Virginia State Teachers Conference. 3:15-3:30 p.m.

NOVEMBER 25: CBS covered the arrival of draftees at Fort Dix with a special broadcast originating at the camp's Recruit Reception Center. Draftees were interviewed on the program, and the first days at camp were graphically described, 9-9:15 a.m., 10:45-11 p.m.

