

CBS SPONSORED
AND SUSTAINING PROGRAMS
DECEMBER 1937

NATIONAL BROADCASTING COMPANY INC.
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HORACE HEIDT'S BR...
ARCE AND HIS GANG IN WATCH THE FUN...
SCHOOL OF THE AIR • AL JOLSON SHOW WITH MARTHA RAYE...
COLUMBIA WORKSHOP • CHESTERFIELD PRESENTS ANDRE KOSTELANETZ' CONCERT...
ST • FORD SUNDAY EVENING HOUR • GANG BUSTERS...
... PRESENTS RUSS MORGAN'S ORCHESTRA • EDWIN C HILL IN YOUR NEWS PA...
...ND • YOUR HIT PARA...
...THE LUX RADIO THEA...
...R • HOLLYWOOD HO...
...R BOWES AMATEUR F...
...A-COLA PRESENTS THE SE...
...HELEN MENKEN IN "SECOND HUSBAND"...
...MERSTEIN MUSIC HALL • HEINZ MAGAZINE OF THE AIR • HOBBY...
...R WITH OSCAR BRADLEY'S ORCHESTRA • ZENITH FOUNDATION • DICKENS A CHRISTMAS CAR...
...CO TOWN STARRING EDDIE CANTOR • JEANNETTE MACDONALD • WE, THE PEOPLE • BUDDY CLARY...
...ESSOR QUIZ • PICK AND PAT • SILVER THEATRE • SATURDAY NIGHT SERENADE WITH MARY EAST...
...YIE'S COLLEGE • KATE SMITH HOUR • LADY ESTHER PRESENTS WAYNE KING'S ORCHESTRA...
...OVERS HOLLYWOOD • NEW YORK PHILHARMONIC-SYMPHONY ORCHE...
...OM HOLLYWOOD WITH ALICE FAYE AND HAL KE...
... WITH JIMMY GRIERS ORC...
...ANNIN

CBS SPONSORED
AND SUSTAINING PROGRAMS
D E C E M B E R 1937



published monthly for advertising executives by

The COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE • NEW YORK CITY, N. Y.

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CLIENT

PRODUCT

AMERICAN HOME PRODUCTS CO.

Edna Wallace Hopper Cosmetics

Anacin

Kolynos Toothpaste

Kolynos Toothpaste

AMERICAN TOBACCO COMPANY

Lucky Strike Cigarettes

Roi-Tan Cigars

BANK OF AMERICA NATIONAL
TRUST & SAVINGS ASSOCIATION

Banking Service

BARNSDALL REFINING CORP.

Petroleum Products

BENEFICIAL MANAGEMENT CORP.

Personal Loans

PROGRAM	TIME	AGENCY	ON CBS*
THE ROMANCE OF HELEN TRENT <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m.	Blackett-Sample-Hummert, Inc.	208 Weeks
OUR GAL SUNDAY <i>Serial drama</i>	Mon., Tues., Wed. 12:45-1:00 p.m.		36 Weeks
OUR GAL SUNDAY <i>Serial drama</i>	Thurs. and Fri. 12:45-1:00 p.m.		182 Weeks
HAMMERSTEIN MUSIC HALL, with Ted Hammerstein as MC, Jerry Mann and guest stars <i>Variety show</i>	Friday 8:00-8:30 p.m.		330 Weeks
YOUR HIT PARADE, with Harry Salter's Orchestra; guest star; Buddy Clark and Fredda Gibson, vocalists† <i>Popular music and vocalists</i> †Beginning Dec. 25, Leo Reisman's Orchestra	Saturday 10:00-10:45 p.m.	Lord and Thomas	83 Weeks
Edwin C. Hill in YOUR NEWS PARADE <i>News commentator</i>	Mon. thru Fri. 12:15-12:30 p.m.		
MAN TO MAN SPORTS, with Mark Kelly and Tom Hanlon <i>Talks</i>	†Wednesday 6:45-7:00 p.m. PST	Lawrence C. Gumbinner Agency	21 Weeks
NEWSTIME, with Sam Hayes <i>News broadcast</i>	††Sun. thru Fri. 10:00-10:15 p.m. PST	Charles R. Stuart	26 Weeks
THE FUN BUG, with Billy Franz, Male Chorus and Orchestra <i>Comedy and music</i>	Sunday 2:00-2:30 p.m.	Co-Operative Advertising, Inc.	100 Weeks
YOUR UNSEEN FRIEND, with Harry Salter's Orchestra <i>Dramatizations and music</i>	Saturday 8:00-8:30 p.m.	Albert Frank—Guenther Law, Inc.	61 Weeks

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CBS

SPONSORED

PROGRAMS

CLIENT

PRODUCT

CAMPBELL SOUP COMPANY

Campbell's Soups
Campbell's Beans
Campbell's Tomato Juice

THE CARBORUNDUM COMPANY

Abrasives

**CHESEBROUGH MANUFACTURING
COMPANY**

"Vaseline" Preparations

CHEVROLET MOTOR COMPANY

Chevrolet Cars

CHRYSLER CORPORATION

Chrysler, DeSoto, Dodge
and Plymouth Cars

THE COCA-COLA COMPANY

Coca-Cola

PROGRAM	TIME	AGENCY	ON CBS*
HOLLYWOOD HOTEL, with Frances Langford; Jerry Cooper; Anne Amison; Ken Niles; and Raymond Raige's Orchestra, with Ken Murray and "Oswald"	Friday 9:00-10:00 p.m. Except Dec. 24	F. Wallis Armstrong Company	161 Weeks
SPECIAL CHRISTMAS BROADCAST The HOLLYWOOD HOTEL show, advanced from December 24	Saturday, Dec. 25 4:00-5:00 p.m.		
Annual Presentation of Dickens' A CHRISTMAS CAROL, with Lionel Barrymore	5:00-5:45 p.m.		
THE CARBORUNDUM BAND, Edward D'Anna, conductor; Francis Bowman, commentator; guest speakers <i>Band music and Indian legends</i>	Saturday 7:30-8:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	153 Weeks
DR. CHRISTIAN OF RIVER'S END, starring Jean Hersholt <i>Dramatic</i>	Sunday 2:30-3:00 p.m. Rebr. 5:30-6:00 p.m.	McCann-Erickson, Inc.	4 Weeks
ROMANTIC RHYTHM, with Seymour Simons' Orchestra; Sally Nelson and Barry McKinley, vocalists; Basil Ruysdael, MC† †This program ends Dec. 26, to be replaced by a program sponsored by the Wm. Wrigley, Jr. Company. See page 20.	Sunday 6:30-7:00 p.m.	Campbell-Ewald Company	75 Weeks
MAJOR BOWES' AMATEUR HOUR <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m.	Ruthrauff & Ryan, Inc.	91 Weeks
THE SONGSHOP, starring Kitty Carlisle; with Frank Crumit, MC; Reed Kennedy, Alice Cornett, Songshop Quartet, Glee Club and Gustave Haenschen and Orchestra <i>Musical</i>	Friday 10:00-10:45 p.m.	D'Arcy Advertising Co., Inc.	39 Weeks

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**CBS
SPONSORED
PROGRAMS**

CLIENT	PRODUCT
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream Super Suds, Concentrated Super Suds Palmolive Soap
CONTINENTAL BAKING CO., INC.	Wonder Bread and Hostess Cakes
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
R. B. DAVIS COMPANY	Cocomalt
E. I. du PONT de NEMOURS & CO., INC.	Institutional Advertising
DURKEE FAMOUS FOODS, INC.	Food Products
EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
F & F LABORATORIES, INC.	F & F Cough Drops
THE FLORIDA CITRUS COMMISSION	"Florida" Grapefruit, Oranges Tangerines

PROGRAM

TIME

AGENCY

ON CBS* 1

GANG BUSTERS with Phillips Lord <i>Police-file dramatizations</i>	Wednesday 10:00-10:30 p.m.	Benton & Bowles, Inc.	99 Weeks
MYRT AND MARGE <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. Rebr. 4:00- 4:15 p.m.		92 Weeks
HILLTOP HOUSE, starring Bess Johnson <i>Dramatic serial</i>	Mon. thru Fri. 5:45-6:00 p.m.		94 Weeks
PRETTY KITTY KELLY <i>Serial drama</i>	Mon. thru Fri. 10:00-11:15 a.m. Rebr. 4:15- 4:30 p.m.	Benton & Bowles, Inc.	143 Weeks
BACHELOR'S CHILDREN <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m.	Roche, Williams & Cunnyngham, Inc.	153 Weeks
JOE PENNER, with Jimmy Grier's Orchestra <i>Comedy and music</i>	Sunday 6:00-6:30 p.m.	Ruthrauff & Ryan, Inc.	182 Weeks
CAVALCADE OF AMERICA, with Don Voorhees' Orchestra <i>Dramatizations and music</i>	Wednesday 8:00-8:30 p.m. Rebr. 12 mid.- 12:30 a.m.	Batten, Barton, Durstine & Osborn, Inc.	125 Weeks
GOOD AFTERNOON, NEIGHBORS, with Tom Breneman and Orchestra <i>Serial drama and music</i>	†Tues. and Thurs. 2:30-2:45 p.m. PST	Botsford, Constantine & Gardner	78 Weeks
KNOX MANNING <i>Commentator</i>	††Tuesday 5:30-5:45 p.m. PST	Sidney Garfinkel Advertising Agency	2 Weeks
JENNY PEABODY <i>Serial drama</i>	Mon., Wed., Fri. 3:30-3:45 p.m.	Blackett-Sample-Hummert, Inc.	6 Weeks
Emily Post, HOW TO GET THE MOST OUT OF LIFE <i>Talks</i>	Tues. and Thurs. 10:30-10:45 a.m.	Ruthrauff & Ryan, Inc.	6 Weeks

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SPONSORED
PROGRAMS**

CLIENT

PRODUCT

FORD MOTOR COMPANY

Ford, Lincoln and
Lincoln Zephyr Motor Cars

J. B. FORD COMPANY

"Wyandotte" Cleaning Products

GENERAL BAKING COMPANY

Bond Bread

GENERAL FOODS CORPORATION

Sanka Coffee

Swans Down Cake Flour,
Calumet Baking Powder

Minute Tapioca

GENERAL MILLS, INC.

Wheaties, Bisquick, Softasilk, C
Medal Kitchen-Tested Flour

PROGRAM	TIME	AGENCY	ON CBS*
SUNDAY EVENING HOUR, Ford Symphony Orchestra and Chorus, Eugene Ormandy, con- ductor; Guest Soloists <i>Symphonic music, and talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m.	N. W. Ayer & Son, Inc.	200 Weeks
WATCH THE FUN GO BY, Presenting Al Pearce and His Gang; Guest; Nick Lucas, guitar- ist; Arlene Harris; Carl Hoff's Orchestra. <i>Comedy and variety</i>	Tuesday 9:00-9:30 p.m. Rebr. 12 mid.- 12:30 a.m.		
PETTICOAT ON THE AIR <i>Woman commentator</i>	Tues. and Thurs. 2:00-2:15 p.m.	N. W. Ayer & Son, Inc.	25 Weeks
Bond Bakers Present GUY LOMBARDO and His Orchestra <i>Popular music</i>	Sunday 5:30-6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	360 Weeks
WE, THE PEOPLE <i>Radio Listeners' Committee, Gabriel Heatter, director, presents real-life experiences</i>	Thursday 7:30-8:00 p.m. Rebr. 10:30- 11:00 p.m.	Young & Rubicam, Inc.	145 Weeks
KATE SMITH HOUR, with Henny Youngman, Comedian; Jim Crowley, Football Forum; Jack Miller's Orchestra; Dramas and Guest Stars <i>Variety show</i>	Thursday 8:00-9:00 p.m. Rebr. 11:30- 12:30 a.m.		
MARY MARGARET MCBRIDE <i>Radio columnist</i>	Mon., Wed., Fri. 12 noon- 12:15 p.m.		
GOLD MEDAL FEATURE HOUR		Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	352 Weeks
Betty and Bob <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m.		
Hymns of All Churches <i>Choir</i>	Mon., Tues., Thu. 1:15-1:30 p.m.		
Betty Crocker <i>Cooking expert</i>	Wed. and Fri. 1:15-1:30 p.m.		
Arnold Grimm's Daughter <i>Serial drama</i>	Mon. thru Fri. 1:30-1:45 p.m.		
Hollywood in Person Capt. Bob Baker, <i>commentator</i>	1:45-2:00 p.m.		

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PROGRAMS**

CLIENT

PRODUCT

GULF OIL CORPORATION

Motor Oil and Gas

H. J. HEINZ COMPANY

"57 Varieties" Pure Food Products

HUDSON MOTOR CAR COMPANY

Hudson and Terraplane Motor Cars

INTERNATIONAL SILVER COMPANY

1847 Rogers Bros.

LADY ESTHER COMPANY

Cosmetics

LAMBERT PHARMACAL COMPANY

Listerine Toothpaste

LEHN & FINK PRODUCTS COMPANY

Lysol

Pebeco Toothpaste

Hind's Honey and Almond Cream

Tussy Lipstick

PROGRAM

TIME

AGENCY

ON CBS*

PHIL BAKER, with Oscar Bradley's Orchestra, and Guest Star <i>Variety show</i>	Sunday 7:30-8:00 p.m.	Young & Rubicam, Inc.	199 Weeks
HEINZ MAGAZINE OF THE AIR, with Mark Warnow's Orchestra and Channing Pollock	Thursday 3:30-4:00 p.m.	Maxon, Inc.	91 Weeks
CAROL KENNEDY'S ROMANCE <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m.		
HOBBY LOBBY, with Dave Elman, interviewer; Harry Salter's Orchestra <i>Musical and interviews</i>	Wednesday 7:15-7:45 p.m. Rebr. 10:30- 11:00 p.m.	Brooke, Smith & French, Inc.	39 Weeks
SILVER THEATRE, with guest stars; Conrad Nagel, director and nar- rator; Felix Mills' Orchestra <i>Dramatic</i>	Sunday 5:00-5:30 p.m.	Young & Rubicam, Inc.	11 Weeks
WAYNE KING and his Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m.	Lord and Thomas	117 Weeks
THE NEWLYWEDS <i>Serial drama</i>	†Mon., Tues., Wed., Fri. 12:45-1:00 p.m. PST	Lambert & Feasley, Inc.	26 Weeks
DR. ALLAN ROY DAFOE <i>Talks</i>	Mon., Wed., Fri. 4:45-5:00 p.m.	Lennen & Mitchell, Inc.	73 Weeks
FOLLOW THE MOON, with Elsie Hitz and Nick Dawson <i>Serial drama</i>	Mon. thru Fri. 5:00-5:15 p.m.		156 Weeks
LIFE OF MARY SOTHERN <i>Serial drama</i>	Mon. thru Fri. 5:15-5:30 p.m.	William Esty & Company, Inc.	74 Weeks
HAWAIIAN MOON CASINO <i>Serial drama, with music</i>	††Tues. & Thur. 9:45-10:00 p.m. PST		9 Weeks

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PROGRAMS**

CLIENT

PRODUCT

LEVER BROTHERS COMPANY

Lux Toilet Soap

Rinso

Lifebuoy

Rinso

Spry

LIGGETT & MYERS TOBACCO CO.

Chesterfields

Chesterfields & Granger Tobacco

P. LORILLARD COMPANY

Old Gold Cigarettes

PROGRAM

TIME

AGENCY

ON CBS*

THE LUX RADIO THEATRE, with stars of stage and screen <i>Dramatic; Cecil B. De Mille, director</i>	Monday 9:00-10:00 p.m.	J. Walter Thompson Company	114 Weeks
Edward G. Robinson in BIG TOWN, with Claire Trevor <i>Dramatic</i>	Tuesday 8:00-8:30 p.m.	Ruthrauff & Ryan, Inc.	6 Weeks
AL JOLSON SHOW with Martha Raye, Parkyakarkus, Victor Young's Orchestra and guest stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. Rebr. 11:30 p.m.- 12:00 mid.		80 Weeks
BIG SISTER <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. Rebr. 2-2:15 p.m.		64 Weeks
AUNT JENNY'S REAL LIFE STORIES <i>Dramatic</i>	Mon. thru Fri. 11:45 a.m.- 12 noon Rebr. 2:15- 2:30 p.m.		46 Weeks
CHESTERFIELD PRESENTS Andre Kostelanetz's Concert Or- chestra; guest soloists; Deems Taylor, commentator; Paul Douglas, announcer <i>Orchestral and vocal music</i>	Wednesday 9:00-9:30 p.m.	Newell-Emmett Co., Inc.	254 Weeks
MUSIC FROM HOLLYWOOD, starring Alice Faye with Hal Kemp's Orchestra† <i>Popular music</i>	Friday 8:30-9:00 p.m. Rebr. 11:30- 12:00 p.m.		
†Beginning Dec. 31, Paul Whiteman and guests			
Eddie Dooley's LAST-MINUTE FOOTBALL NEWS <i>Scores, forecasts, guests</i>	Thurs. and Sat. 6:30-6:45 p.m. Dec. 2, 4, 9 and 11 only		33 Weeks
HOLLYWOOD SCREENSCOOPS, George McCall, commentator <i>Motion-picture news</i>	Tues. and Thurs. 7:15-7:30 p.m. Rebr. 11:15- 11:30 p.m.	Lennen & Mitchell, Inc.	100 Weeks

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CLIENT

PRODUCT

NASH-KELVINATOR CORPORATION

Nash Motor Cars

PET MILK SALES CORPORATION

Irradiated Pet Milk

PHILCO RADIO & TELEVISION CORP.

Philco Radios, Radio Accessori

PHILIP MORRIS & COMPANY, LTD.

Philip Morris Cigarettes

PHILLIPS PETROLEUM COMPANY

**Phillips 66, Ethyl, 77 Aviation,
Motor Oils**

PROGRAM

TIME

AGENCY

ON CBS*

PROFESSOR QUIZ,
with Bob Trout

Questions and answers

Saturday
9:00-9:30 p.m.
Rebr. 12:00-
12:30 a.m.

Geyer, Cornell & Newell, Inc.

39 Weeks

MARY LEE TAYLOR,
home economist

Household advice

Tues. and Thurs.
11:00-11:15 a.m.
Rebr. 3:00-
3:15 p.m.

Gardner Advertising Company

213 Weeks

SATURDAY NIGHT SERENADE,
Mary Eastman, soprano; Bill Perry,
tenor, and Gustave Haenschen's
Orchestra and Mixed Chorus

Musical

Saturday
9:30-10:00 p.m.

BOAKE CARTER

News commentator

Mon., Wed., Fri.
7:45-8:00 p.m.
Rebr. 11:15-
11:30 p.m.

Hutchins Advertising Co., Inc.

333 Weeks

JOHNNY PRESENTS
Russ Morgan's Orchestra, Charles
Martin's Dramatizations; Frances
Adair and Glenn Cross and mixed
ensemble

Variety and dramatic interludes

Saturday
8:30-9:00 p.m.
Rebr. 11:30-
12:00 p.m.

The Biow Company, Inc.

68 Weeks

PHILLIPS POLY FOLLIES,
with Ben Feld's Orchestra; Lorraine
Grimm, soprano; Robert Parsons
and Joe Karnes, tenors;
Al Cameron, MC

Variety

Tuesday
10:30-11:00 p.m.

Lambert & Feasley, Inc.

80 Weeks

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in which the client has used CBS facilities.

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PRODUCT

PONTIAC MOTOR COMPANY

Pontiac Cars

R. J. REYNOLDS TOBACCO COMPANY

Camel Cigarettes,
Prince Albert Smoking Tobacc

RIO GRANDE OIL, INC.

Petroleum Products

SKELLY OIL COMPANY

Petroleum Products

STERLING PRODUCTS, INC.

Bayer Aspirin

STEWART-WARNER CORPORATION

Radios, Alemite, Refrigerators

THE TEXAS COMPANY

"Texaco" Petroleum Products

PROGRAM	TIME	AGENCY	ON CBS*
NEWS THROUGH A WOMAN'S EYES —Kathryn Cravens <i>News comments</i>	Mon., Wed., Fri. 2:00–2:15 p.m. Rebr. 5:30– 5:45 p.m.	MacManus, John & Adams, Inc.	108 Weeks
CAMEL CARAVAN JACK OAKIE'S COLLEGE, with Stuart Erwin, Raymond Hatton, Patsy Flick and Helen Lynd; Harry Barris, Glee Club and Georgie Stoll's Orchestra <i>Music and guest comedians</i> SWING SCHOOL, with Benny Goodman's Orchestra <i>Music and guests</i>	Tuesday 9:30–10:00 p.m. 10:00–10:30 p.m.	William Esty & Company, Inc.	231 Weeks
CALLING ALL CARS <i>Police file dramatizations</i>	§Tuesday 7:30–8:00 p.m. PST	Hixson-O'Donnell, Inc.	221 Weeks
SKELLY COURT OF MISSING HEIRS <i>Dramatic</i>	Sunday 10:30–11:00 p.m.	Blackett-Sample-Hummert, Inc.	7 Weeks
Famous Actors' Guild Presents Helen Menken in SECOND HUSBAND <i>Dramatic</i>	Tuesday 7:30–8:00 p.m.	Blackett-Sample-Hummert, Inc.	325 Weeks
ALEMITE HALF HOUR, with Horace Heidt's Brigadiers <i>Popular music</i>	Monday 8:00–8:30 p.m. Rebr. 12:00– 12:30 a.m.	Hays MacFarland & Company	143 Weeks
TEXACO TOWN, with Eddie Cantor, Deanna Durbin, Pinky Tomlin, Jimmy Wallington, Jacques Renard and His Orchestra <i>Comedy and music</i>	Wednesday 8:30–9:00 p.m. Rebr. 11:30 p.m.– 12 mid.	Buchanan and Company, Inc.	63 Weeks

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in which the client has used CBS facilities.

**CBS
SPONSORED
PROGRAMS**

CLIENT	PRODUCT
TIDE WATER ASSOCIATED OIL COMPANY	Petroleum Products
U. S. TOBACCO COMPANY	Model Pipe Tobacco
VICK CHEMICAL COMPANY	Vicks VapoRub, Vicks Va-tro-nol
WM. WRIGLEY JR., COMPANY	Wrigley's Gum
ZENITH RADIO CORPORATION	Zenith Radios

PROGRAM	TIME	AGENCY	ON CBS'
Southern California vs. University of California at Los Angeles football game <i>Play by play report</i>	†Saturday, Dec. 4 Approx. 2:00–5:00 p.m. PST	Lord and Thomas	225 Weeks
PICK AND PAT IN PIPE SMOKING TIME, with Edward Roecker, baritone and Benny Kreuger's Orchestra <i>"Blackface" comedy and music</i>	Monday 8:30–9:00 p.m. Rebr. 11:30–12 mid.	Arthur Kudner, Inc.	131 Weeks
VICKS OPEN HOUSE, with Jeannette MacDonald; Wilbur Evans; Josef Pasternack's Orchestra and Chorus <i>Musical</i>	Sunday 7:00–7:30 p.m.	Morse International, Inc.	81 Weeks
Vicks Presents TONY WONS AND HIS SCRAPBOOK <i>Talks and readings</i>	Mon., Wed., Fri. 10:30–10:45 a.m.		
POETIC MELODIES, Jack Fulton, tenor; Franklyn MacCormack, reader; and Carl Hohengarten's Orchestra† <i>Poetry readings and light music</i> †Beginning Dec. 26, the new Wrigley show will be heard Sundays, 6:30–7:00 p.m.	Mon. thru Fri. 7:00–7:15 p.m. Rebr. 11:00–11:15 p.m.	Neiser-Meyerhoff, Inc.	288 Weeks
SCATTERGOOD BAINES <i>Serial drama</i>	†Mon. thru Fri. 8:00–8:15 p.m. PST		
ZENITH FOUNDATION, with orchestra and dramatic cast <i>Experiments in telepathy</i>	Sunday 10:00–10:30 p.m.	J. Walter Thompson Company	Starts Dec. 5

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

PROGRAMS "BY COLUMBIA"

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these ten classifications, including a partial schedule of special *Christmas* programs:

1. CHRISTMAS PROGRAMS . . . Page 22
 2. SPECIAL EVENTS Page 25
 3. PUBLIC AFFAIRS Page 27
 4. EDUCATIONAL PROGRAMS. Page 31
 5. SERIOUS MUSIC Page 35
 6. DRAMATIC SERIES Page 40
 7. CHILDREN'S PROGRAMS. . . Page 41
 8. RELIGIOUS BROADCASTS . Page 42
 9. PERSONALITIES. Page 43
 10. LIGHT MUSIC Page 44
- ADDENDA: NOVEMBER PROGRAMS . . Page 46

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

PROGRAM AND TIME

DESCRIPTION

TROUT IN TOYLAND

3:00-3:15 p.m.

SATURDAY, DECEMBER 18

Bob Trout, CBS announcer, visits the James Flanagan Youth Center where New York's policemen and firemen are repairing toys for distribution during the Christmas season.

NUREMBERG TOYS

1:30-1:45 p.m.

SUNDAY, DECEMBER 19

From Nuremberg, Germany, famous world center of toy-making, Columbia brings a special international broadcast describing the making of Christmas toys.

HANDEL'S "MESSIAH"

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

SUNDAY, DECEMBER 19

For the third consecutive year on CBS, the choir of the Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Missouri, sings Handel's "Messiah."

**"HAPPY CHRISTMAS
TO YOU ALL"**

3:00-3:30 p.m.

MONDAY, DECEMBER 20

From London a special international music-hall program, "Happy Christmas to You All," presents Gracie Fields, famous English comedienne, and Vic Oliver, MC.

**SYRACUSE CHILDREN'S
CHORUS**

2:30-3:00 p.m.

WEDNESDAY, DECEMBER 22

The chorus of 5,000 high-school children participating in the Syracuse Christmas Carol Festival will be heard over CBS for the fifth consecutive year.

BROADSTREET CHOIR

2:30-3:00 p.m.

THURSDAY, DECEMBER 23

The Broadstreet Presbyterian Church Choir of Columbus, Ohio, presents a program of Christmas music by Gustav Holst, conducted by Herbert Huffman.

CBS
SUSTAINING
PROGRAMS

PROGRAM AND TIME

DESCRIPTION

CHRISTMAS
PROGRAMS

(Continued)

"BETHLEHEM, TODAY
AND THEN"

2:15-2:30 p.m.

FRIDAY, DECEMBER 24

"Bethlehem, Today and Then" is the subject of a Christmas address by the Very Reverend Charles T. Bridgeman, Canon of St. George's Cathedral, Jerusalem.

RUSSIAN CHRISTMAS

2:30-3:00 p.m.

FRIDAY, DECEMBER 24

This special program features a group of Russian male voices from the Art of Musical Russia in selections from the Christmas music of their country.

CAROLS FROM GRAND
CENTRAL STATION

4:30-4:45 p.m.

FRIDAY, DECEMBER 24

Seventy-five school children will participate in this program of Christmas carols sung from the balcony of huge Grand Central Station in the heart of New York City.

LIGHTING THE NATION'S
CHRISTMAS TREE

5:00-5:30 p.m.

FRIDAY, DECEMBER 24

The fifteenth annual lighting of the National Community Christmas Tree in Lafayette Park, Washington, D. C. is described to Columbia listeners in this special broadcast. The President is scheduled to speak on this occasion.

CHRISTMAS MESSAGE
FROM IRELAND

6:00-6:15 p.m.

FRIDAY, DECEMBER 24

From Dublin comes a special Christmas message from President Eamon DeValera of Ireland and a program of Irish carols by the Plain Songsters Male Choir.

CARILLON MUSIC

11:50 p.m.-12 midnight

FRIDAY, DECEMBER 24

Nora Johnston, noted English carillon player, here on a visit from London, will usher in Christmas Day with a program of carillon music.

PROGRAM AND TIME

DESCRIPTION

CHRISTMAS
PROGRAMS*(Continued)*ANNUAL CAROL
SERVICE12 midnight-1:00 a.m.
FRIDAY, DECEMBER 24

On Christmas Eve, the annual Carol Service, a long-standing CBS tradition, will be conducted by a choir under Howard Barlow's direction, with Julius Mattfeld at the organ.

BBC SINGERS

9:00-9:30 a.m.
SATURDAY, DECEMBER 25

From London on Christmas morning the BBC Singers, the choral group of the British radio organization, presents a program of English carols directed by Leslie Woodgate.

VATICAN BROADCAST

1:00-2:00 p.m.
SATURDAY, DECEMBER 25

A special international broadcast from Vatican City is scheduled to include Beniamino Gigli and the Sistine Chapel Choir.

CHILDREN ABROAD

2:00-2:30 p.m.
SATURDAY, DECEMBER 25

The children of American journalists who work in foreign capitals and spend their Christmas abroad will be visited by Columbia in Paris, London and Vienna.

POLISH CAROLS

2:30-3:00 p.m.
SATURDAY, DECEMBER 25

This program of Polish carols by Genia Zielinska, concert artist, is accompanied by Leon Goldman's string orchestra.

BOY CHORISTERS

3:45-4:00 p.m.
SATURDAY, DECEMBER 25

The Boy Choristers, a group of English boy singers, presents a program of Christmas music from the Waldorf-Astoria.

CHRISTMAS-HOLY DAY
AND HOLIDAY5:45-6:25 p.m.
SATURDAY, DECEMBER 25

This special musical program under the direction of Bernard Herrmann includes unusual Christmas compositions arranged for small vocal and instrumental groups.

PROGRAM AND TIME

DESCRIPTION

SPECIAL
EVENTS

NATIONAL BRIDGE
CHAMPIONSHIPS

3:45-4:00 p.m.

SATURDAY, DECEMBER 4

At the 11th National Contract Bridge Championships in Washington, William E. McKenney, bridge authority and columnist, interviews notables of the game.

HERBERT HODGE,
LONDON CABBY

1:30-1:45 p.m.

SUNDAY, DECEMBER 5

Life at the wheel of a London cab is the subject of this unique interview from London with Herbert Hodge, who has piloted Americans around his town for over a decade.

JOHN HEISMAN
MEMORIAL TROPHY

10:30-10:45 p.m.

TUESDAY, DECEMBER 7

Ted Husing acts as toastmaster at the third annual presentation of the John Heisman Trophy to the country's outstanding football player by the Downtown Athletic Club.

INVENTORS CONGRESS

6:15-6:30 p.m.

TUESDAY, DECEMBER 7

The 23rd National Inventors Congress in Hollywood is covered by Gary Breckner who will describe some of the 700 items, including snore-eliminators and other ingenious contraptions, on display.

ALL-AMERICA
FOOTBALL TEAM

10:45-11:00 p.m.

SATURDAY, DECEMBER 11

The 13th annual team chosen by the All-America Board of Football (which includes Coaches Zuppke, Thomas, Warner and Jones and chairman Christy Walsh) takes a bow on this program.

PROGRAM AND TIME

DESCRIPTION

SPECIAL
EVENTS*(Continued)*DEXTER FELLOWS
MEMORIAL

4:15-4:30 p.m.

TUESDAY, DECEMBER 14

Tributes to the late Dexter W. Fellows, probably the best-known circus promoter in the world, will be paid by O. O. McIntyre, Edwin C. Hill and other speakers at the Commodore Hotel.

TWELVE CROWDED
MONTHS

9:00-10:00 p.m.

FRIDAY, DECEMBER 24

The twelve biggest news events of 1937, as selected by newspaper editors and press associations throughout the country, will be dramatized in a full-hour broadcast with an outstanding cast of radio actors, with the accompaniment of a symphony orchestra.

NEW YEAR'S EVE

11:00 p.m.-4:00 a.m.

FRIDAY, DECEMBER 31

Crowds in New York, Chicago, Denver, Hollywood and Honolulu will carry their welcome of 1938 over CBS microphones as the New Year moves across the country. Paul Douglas begins the broadcast at Times Square, followed by an hour of music by Benny Goodman, Eddie Duchin and Cab Calloway from various night spots. When midnight reaches Chicago, celebrations in the Loop will be followed by the music of Frankie Masters and Orrin Tucker in Chicago, and George Hall and Richard Himber in New York. The New Year's celebration in the Rocky Mountain region will be followed by a switch to Memphis, Tennessee, then to Jay Freeman's orchestra. Midnight in Hollywood will then be broadcast and, after a glimpse of festivities in Honolulu, the program will be concluded from the Palace Hotel in San Francisco.

**CBS
SUSTAINING
PROGRAMS**

	PROGRAM AND TIME	DESCRIPTION
PUBLIC AFFAIRS	<p>SENATOR AUSTIN 2:15-2:30 p.m. WEDNESDAY, DECEMBER 1</p>	<p>Senator Warren R. Austin (R) of Vermont is heard in a talk from Washington on the subject, "Dewey Day."</p>
	<p>NORMAN THOMAS 10:45-11:00 p.m. WEDNESDAY, DECEMBER 1</p>	<p>Norman Thomas, leader of the Socialist Party, discusses international affairs under the heading, "Can America Keep Out?"</p>
	<p>WORKERS OVER FORTY 6:15-6:30 p.m. THURSDAY, DECEMBER 2 6:35-6:45 p.m. MONDAY, DECEMBER 6</p>	<p>Senator Hattie W. Caraway (D) of Arkansas explains the work of the Foundation for Americans of Mature Age in aiding jobless over 40. On December 6, Newbold Noyes speaks on the same subject, "The Worker Over Forty—What Is to Be His Fate?"</p>
	<p>REP. MAURY MAVERICK 7:30-7:45 p.m. FRIDAY, DECEMBER 3</p>	<p>Representative Maury Maverick (D) of Texas draws a parallel between current problems and those which confronted Andrew Jackson, in a talk, "History Repeats Itself."</p>
	<p>CHARLES F. HASFORD 10:45-11:00 p.m. FRIDAY, DECEMBER 3</p>	<p>Charles F. Hasford, Jr., chairman of the National Bituminous Coal Commission discusses "What the Coal Commission Is Doing and Why."</p>
	<p>"HARVARD GUARDIAN" CONFERENCE 3:00-3:30 p.m. SATURDAY, DECEMBER 4</p>	<p>Senator Lundeen (F-L) of Minnesota, Professor Payson S. Wild, Jr., Nathaniel Peffer and William Hancock speak at the Conference on America's Foreign Policy held by the <i>Harvard Guardian</i>.</p>

PROGRAM AND TIME

DESCRIPTION

PUBLIC
AFFAIRS
(Continued)

**JOURNEYMEN BARBERS
UNION**

7:30-7:45 p.m.
MONDAY, DECEMBER 6

The Journeymen Barbers International Union celebrate their 50th anniversary with a short dramatization of their history and a talk by president William C. Birthright.

MAKING OUR ROADS SAFE

10:45-11:00 p.m.
WEDNESDAY DECEMBER 8

This program on traffic safety, "Making Our Roads Safe," presents Major Charles Spencer Hart, Grand Exalted Ruler of the B.P.O.E.; Paul C. Hoffman and David M. Goodrich of the B. F. Goodrich Company.

COLBY M. CHESTER

10:00-10:30 p.m.
THURSDAY, DECEMBER 9

Colby M. Chester, chairman of the board of General Foods Corporation and head of the National Association of Manufacturers speaks at the dinner of the Congress of American Industry.

FRANK GANNETT

10:45-11:00 p.m.
FRIDAY, DECEMBER 10

Frank Gannett, newspaper publisher and participant in activities of New York State Republican Clubs, speaks on "Labor and Prosperity."

**FARM PROBLEMS AND
FOREIGN POLICY**

12:15-12:30 p.m.
SATURDAY, DECEMBER 11

Charles P. Taft 2nd, chairman of the Mobilization for Human Needs, and Walter Laves of the League of Nations Association discuss "Farm Problems and Foreign Policy."

**CARNEGIE INSTITUTE
EXHIBITION**

3:00-3:15 p.m.
SATURDAY, DECEMBER 11

At the annual exhibition of the Carnegie Institute, three speakers discuss a problem in terrestrial magnetism, "Radio and Magnetic Effects of Solar Eruption."

PROGRAM AND TIME

DESCRIPTION

**PUBLIC
AFFAIRS**

(Continued)

TOM M. GIRDLER

10:30-10:45 p.m.

TUESDAY, DECEMBER 14

Tom M. Girdler, president of the American Iron and Steel Institute and chairman of the Republic Steel Corporation, addresses the annual banquet of the Illinois Manufacturers Association.

**AMERICAN ARTISTS
CONGRESS**

10:45-11:00 p.m.

WEDNESDAY, DECEMBER 15

William Gropper, artist; Philip Youtz, director of the Brooklyn Museum and Jerome Klein, art editor of the *New York Post* speak in connection with the American Artists Congress in Carnegie Hall.

JENNIE M. FLEXNER

2:00-2:15 p.m.

THURSDAY, DECEMBER 16

Jennie M. Flexner, Readers' Adviser of the New York Public Library, speaks on "Readers and Books."

HERBERT HOOVER

10:00-10:30 p.m.

THURSDAY, DECEMBER 16

Former President Herbert Hoover is scheduled to make an address from Chicago on "Economic Security and the Individual."

BOY SCOUT PROGRAM

6:35-6:45 p.m.

FRIDAY, DECEMBER 17

Col. Theodore Roosevelt, Jr. and Dr. West of the Boy Scouts of America join in a discussion of the Boy Scout reading program.

**"BRITISH YOUTH
VIEWS AMERICA"**

4:30-4:45 p.m.

SATURDAY, DECEMBER 18

Paddy Crookshank and Hon. Michael Astor, son of Lady Astor, present the views of British youth on America.

PROGRAM AND TIME

DESCRIPTION

PUBLIC
AFFAIRS
(Continued)

PRESS-RADIO NEWS

Various times
DAILY

The Associated Press, United Press and the International News Service gather, and the Press-Radio Bureau edits, the latest news.

LEWIS BROWNE

7:15-7:30 p.m.
EACH MONDAY

Lewis Browne, author and journalist, is heard weekly in interpretative news comments on current events, with particular insight into the personalities involved.

INTERNATIONAL
EXCHANGE BROADCASTS

1:30-1:45 p.m.
EACH SUNDAY

Expert observers of international affairs, including prominent statesmen and journalists, appear on this regular Sunday period of talks from foreign capitals.

HEADLINES AND
BYLINES

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

A trio of expert reporters of public affairs combine their talents on this weekly series of news and the makers of news. H. V. Kaltenborn analyzes foreign affairs, Bob Trout summarizes the latest news, and Pierre Bedard interprets domestic events.

CURRENT QUESTIONS
BEFORE CONGRESS

The Senate—4:30-4:45 p.m.
EACH FRIDAY

The House—4:30-4:45 p.m.
EACH MONDAY

Leading members of the Senate and of the House of Representatives discuss, in separate weekly broadcasts, current legislation and business under consideration by their bodies. Speakers are selected for special knowledge of the issues involved.

PROGRAM AND TIME

DESCRIPTION

EDUCATIONAL
PROGRAMS

AMERICAN SCHOOL
OF THE AIR
2:30-3:00 p.m.
MONDAY THRU FRIDAY

The *American School of the Air* in its ninth consecutive season, presents an expanded schedule in which the National Education Association, the Progressive Education Association, the national councils of Teachers of English and of Geography, the Junior Program group, and the National Vocational Guidance Association cooperate.

MONDAYS: *History*, "Exits and Entrances."
History and current events for Junior and Senior High School students on December 6 and 13.

TUESDAYS: *Literature, Music*.
December 7: Music of the Minstrels and Troubadours.
December 14: Carl Carmer on "American Folklore."

WEDNESDAYS: *Geography*.
December 1: Steady, Sturdy Finland.
December 8: A Friend Who Crossed Siberia.
December 15: Slovakia and the Carpathian Mountains.

THURSDAYS: *Primary Music, Literature*.
December 2: Dorothy Gordon, "Finger and Hand Rhythms"; "The Legend of the Ice Palace."
December 9: Dorothy Gordon, "Indian Songs and Dances"; "The Reward of the Sun God."
December 16: Dorothy Gordon, "A Christmas Party"; "The Golden Pebbles."

PROGRAM AND TIME

DESCRIPTION

AMERICAN SCHOOL
OF THE AIR *(Continued)*

(Continued)

COLLEGE LIFE

4:15-4:45 p.m.

SATURDAY, DECEMBER 4

NEW HORIZONS

6:15-6:30 p.m.

EACH MONDAY

FRIDAYS: *Vocational Guidance, Science.*

December 3: "Earning While Learning"; "Soil Formation."

December 10: "Can We Ever Know Enough?"; "How to Make a Miniature Volcano."

December 17: "Do We Know Ourselves?"; "How to Make a Miniature Earthquake."

Campus social life, athletic and outside activities, and the problem of making them balance without slighting responsibilities are the topics discussed on this program by a group of collegians and alumni.

The American Museum of Natural History presents this series under the direction of Hans Christian Adamson. Famous explorers and scientists unite in recounting adventures in far places.

DECEMBER 6: In connection with the 50th anniversary of the Museum, F. Trubee Davison discusses "The First Museum Expedition" and Roy Chapman Andrews describes "Changes in Methods of Exploring."

DECEMBER 13: Dr. James Chapin, returned from Africa, relates his discovery of the Congo Peacock.

DECEMBER 20: Dr. Harry L. Shapiro on "Pitcairn Island."

DECEMBER 27: Dr. H. C. Raven on "Tracking and Tackling Gorillas in Congo."

PROGRAM AND TIME

DESCRIPTION

EDUCATIONAL
PROGRAMS
(Continued)

THE STORY OF
INDUSTRY
4:30-5:00 p.m.
EACH TUESDAY

The U. S. Department of Commerce cooperates in this presentation of "The Story of Industry." Harry R. Daniel is narrator. The series also includes talks by outstanding figures of American industry.

DECEMBER 7: Chemicals. *Guest:* E. R. Stettinius, Jr., "Are You Developing an Executive in Your Family?"

DECEMBER 14: Tobacco. *Guest:* J. T. Trippe, president Pan-American Airways, "Your Grandmother's Day and Your Granddaughter's."

DECEMBER 21: Toys. *Guest:* R. J. Hamilton, president American Radiator Company, "Industry Hopes You Are Not Satisfied."

DECEMBER 28: Motion Pictures. *Guest:* Will Hays, president MPPDA, "Motion Pictures Today."

NEW YORK ACADEMY
OF MEDICINE
3:45-4:00 p.m.
EACH WEDNESDAY

DECEMBER 1: Dr. Samuel Weiss, N. Y. Polyclinic Medical School and Hospital, "Difficulties and Deficiencies in Diet."

DECEMBER 8: Dr. Roy Upham of the Flower-Fifth Avenue Hospital, "Desirable and Damaging Diets."

DECEMBER 15: Dr. Leo Schwartz, Department of Otolaryngology, Beth Israel Hospital: "Sinus Trouble."

DECEMBER 22: Dr. Alfred E. Cohn, Rockefeller Institute for Medical Research, "Heart Disease."

DECEMBER 29: Dr. Ralph Almour, N.Y. Polyclinic Medical School and Hospital, "Sinus Disease."

PROGRAM AND TIME

DESCRIPTION

SCIENCE SERVICE

4:15-4:30 p.m.

EACH THURSDAY

The Science Service Association of Washington, D. C. cooperates in scheduling these talks. Watson Davis, director, presents the speaker on each broadcast.

DECEMBER 2: Dr. John A. Skladowsky of the Baltimore Health Department, "Keep Well at Christmas."

DECEMBER 9: Dr. H. C. Bryant of the National Park Service, "Big Game in the National Parks."

DECEMBER 16: Rev. Edward Ward of the Catholic University of America, "Wives by the Dozen—in Africa."

DECEMBER 23: Mr. James Stokley of the Franklin Institute; "The Christmas Star."

DECEMBER 30: Watson Davis, director of Science Service, reviews "The Year in Science."

"FIGHTING CRIME"

6:45-7:00 p.m.

EACH SATURDAY

Prosecutors, penologists, government officials and criminal experts join in this series of talks on crime prevention. This month's speakers are:

DECEMBER 4: Commissioner Sir James H. MacBrien of the Royal Canadian Mounted Police explains the problems and methods of his organization, in a talk from Ottawa.

DECEMBER 11: Representative Emanuel Celler (D) of New York and Brien McMahon, Assistant U.S. Attorney in Charge of Criminal Prosecution, "The Sale of Firearms."

EDUCATIONAL PROGRAMS

(Continued)

PROGRAM AND TIME

DESCRIPTION

SERIOUS
MUSIC

NEW YORK
PHILHARMONIC-
SYMPHONY ORCHESTRA
3:00-5:00 p.m.
EACH SUNDAY

From Carnegie Hall the New York Philharmonic-Symphony Orchestra presents its eighth consecutive season of Sunday concerts over the Columbia Network. John Barbirolli is conductor, and Deems Taylor, Columbia's Musical Consultant, is program commentator. The December schedule:

DECEMBER 5: *Mozart*: Overture to the "Marriage of Figaro"; *Lalo*: Symphonic Espagnole, *Mishel Pastro*, violinist; *Dvorak*: Symphonic Variations on an Original Theme; *Cadman*: The Dark Dancers of the Mardi Gras, *Charles Wakefield Cadman*, pianist; *Fauré*: Pavane; *Wagner*: Overture to "Rienzi."

DECEMBER 12: *All Wagner program*. Preludes to Acts I and II of "Lohengrin"; Overture and Bacchanale from "Tannhäuser"; Siegfried's Rhine Journey from "Götterdämmerung"; Preludes to Acts I and III of "Tristan und Isolde"; Ride of the Valkyries from "Die Walküre"; Excerpts from "Die Meistersinger": Prelude to Act III Dance of the Apprentices, Entrances of the Masters, and Homage to Sachs.

DECEMBER 19: *Beethoven*: "Coriolanus" Overture and Symphony No. 6 ("Pastoral"); *Sibelius*: Symphony No. 1.

DECEMBER 26: *Corelli*: Concerto Grosso No. 8; *Beethoven*: Piano Concert No. 4; *Guiomar Novaes*, pianist; *Tschaikowsky*: Symphony No. 5.

PROGRAM AND TIME

DESCRIPTION

YOUNG PEOPLE'S
SYMPHONY CONCERTS

3:30-4:30 p.m.

TUESDAY, DECEMBER 7

11:00 a.m.-12:15 p.m.

SATURDAY, DECEMBER 18

Two concerts in the young people's series of two great orchestras are scheduled this month.

DECEMBER 7: Eugene Goossens conducts the Cincinnati Symphony Orchestra in the second of a series of five concerts. Theo Gannon is commentator on this program: *Berlioz*: "Roman Carnival" Overture; *Franck*: Finale, Symphony in D Minor; *Scarlatti*: "The Good-Humored Ladies" Suite; *Bach*: Air for the G String; *Debussy*: Fetes from the "Nocturnes"; *Rossini*: Overture to "The Italian in Algiers."

DECEMBER 18: John Barbiolli conducts the New York Philharmonic-Symphony Orchestra in the first program in the eighth consecutive season of the Young People's Concerts over CBS. The concert originates in Carnegie Hall.

WALBERG BROWN
STRINGS

10:00-10:30 a.m.

EACH SUNDAY

Walberg Brown, musical director of WGAR, Columbia's station in Cleveland, leads the string quartet in this series of concert music. The players are all members of the Cleveland Symphony Orchestra. (Not on WABC)

"ROMANTIC MUSIC"

3:00-3:30 p.m.

EACH MONDAY

EXCEPT DECEMBER 20

Noted guest singers are featured in this series presenting the music of romantic composers of France, Germany, Italy and Russia.

DECEMBER 6: Myron Taylor, tenor; Pauline Pierce, mezzo-soprano.

DECEMBER 13: Fritz Lechner, baritone; Alice Plumlee, violinist.

PROGRAM AND TIME

DESCRIPTION

**SERIOUS
MUSIC**
(Continued)

HOLLACE SHAW
3:30-4:00 p.m.
TUESDAY, DECEMBER 14 AND 28

Hollace Shaw, soprano, who recently created the principal role in Louis Gruenberg's radio opera, "Green Mansions," is featured weekly on this series of programs with the Columbia Concert Orchestra under the direction of Howard Barlow.

**SELECTIONS FROM
LIGHT OPERA**
6:35-6:45 p.m.
EACH TUESDAY

This series of selections from famous light operas is played by the Columbia Symphony Orchestra under Victor Bay.

DECEMBER 7: "Countess Maritza," by Kalman.

DECEMBER 14: "Mikado," by Gilbert and Sullivan.

DECEMBER 21: "The Beggar Student," by Millocker.

DECEMBER 28: "A Connecticut Yankee," by Rodgers and Hart.

**"A LITTLE
NIGHT MUSIC"**
10:45-11:00 p.m.
TUESDAY, DECEMBER 7, 21, 28

Ernst Wolff, noted German baritone, presents three intimate recitals this month under a heading translated from Mozart's "Eine Kleine Nachtmusik." Mr. Wolff is his own accompanist.

**CURTIS INSTITUTE
OF MUSIC**
4:00-4:45 p.m.
EACH WEDNESDAY

The Curtis Institute of Music, of which Dr. Josef Hofmann is director, is presenting a series of thirty Wednesday concerts in its eighth consecutive season on CBS. Distinguished faculty members and students perform. Selma Amansky is soprano soloist on December 8 with a chamber music group directed by Dr. Louis Bailly. Fritz Reiner conducts the Curtis Symphony Orchestra on December 15.

PROGRAM AND TIME

DESCRIPTION

SERIOUS
MUSIC*(Continued)*

ESSAYS IN MUSIC

10:00-10:30 p.m.

THURSDAY, DECEMBER 2

6:00-6:30 p.m.

EACH FRIDAY

BEGINNING DECEMBER 10

This unusual new series, under the direction of Victor Bay, presents on single programs widely varying compositions devoted to the same subject-matter. Mr. Bay conducts the Columbia Symphony Orchestra and features soloists and choruses. David Ross is narrator.

DECEMBER 2: *Impressions of Italy.*

Margaret Daum, soloist.

DECEMBER 10: *Dreams.*

Theo Karle, soloist.

DECEMBER 17: *Famous Rivers.*

Soloist and Male Quartet.

DECEMBER 24: *Toys.*

Hollace Shaw, soloist (6:15-6:40 p.m.)

DECEMBER 31: *Love.*

Ruth Carhart and Hollace Shaw, soloists with Male Quartet.

MARGARET DAUM

7:15-7:45 p.m.

EACH FRIDAY

EXCEPT DECEMBER 24

This young prima donna of the Metropolitan Opera Company Spring Season is heard in a repertoire of favorite songs and arias. This month she includes selections by Durante, Massenet, Ronald and Sadero.

COLUMBIA CONCERT
HALL

3:00-3:30 p.m.

EACH FRIDAY

The *Columbia Concert Hall* presents this month:

DECEMBER 3: The Lazanne Trio.

DECEMBER 10: The Sutro Sisters, duopianists.

DECEMBER 17: Trio-Kneisel, Alden and Turner.

DECEMBER 24: The Kreiner String Quartet.

PROGRAM AND TIME

DESCRIPTION

SERIOUS
MUSIC

(Continued)

CINCINNATI
CONSERVATORY
OF MUSIC

11:00-12:00 a.m.
EACH SATURDAY

The Cincinnati Conservatory of Music presents its third season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured as soloists. During December they present compositions by Mozart, Chopin, Corelli, Trunk, Gliere and Schumann.

THE COOLIDGE QUARTET
—"HAYDN TO DEBUSSY"

5:45-6:25 p.m.
EACH SATURDAY

The Coolidge Quartet (William Kroll and Nicolai Berezowski, violinists; Nicolas Moldavan, violist and Victor Gottlieb, cellist) are assisted by distinguished guest artists in this series of six programs surveying chamber music from the classic through the impressionistic period. The programs are sponsored by the Elizabeth Sprague Coolidge Foundation in the Library of Congress.

DECEMBER 4: Schumann, Piano Quartet and Mendelssohn, String Quartet. *Frank Sberidan, pianist.*

DECEMBER 11: Brahms, Clarinet Quintet and Wolf, Italian Serenade. *Gustave Lan-genus, clarinetist.*

DECEMBER 18: Dvorak, Terzetto and Debussy, String Quartet.

SALT LAKE CITY
TABERNACLE CHOIR

12:30-1:00 p.m.
EACH SUNDAY

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

PROGRAM AND TIME

DESCRIPTION

DRAMATIC
SERIES

"BRAVE NEW
WORLD"

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

The history of South America, as represented in the lives of its great heroes, is dramatized in this new series presented with the cooperation of the United States Office of Education. Earl McGill directs the cast.

DECEMBER 6: America's Most Famous Interview.

DECEMBER 13: Early Efforts for an American League of Nations, 1826.

DECEMBER 20: Christ of the Andes.

DECEMBER 27: The Schoolmaster President.

"TISH"

9:30-10:00 p.m.
EACH WEDNESDAY

Mary Roberts Rinehart's famous character, Letitia ("Tish") Carberry, and Lizzie and Aggie, her friends, are the heroines of adventures dramatized from the author's latest series, recently published as "Tish Marches On." Joel Hammil and Leo Fontaine of the Federal Radio Theatre adapt the stories and William Robson is the director.

THE COLUMBIA
WORKSHOP

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

The Columbia Workshop, now in its second year, continues to present unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art. Irving Reis is director.

DECEMBER 9: "Marconi, the Man and His Wireless," a dramatization of Orrin E. Dunlap's biography of the inventor.

DECEMBER 16: "Mr. Justice," the life of Oliver Wendell Holmes, dramatized by Irving Reis.

PROGRAM AND TIME

DESCRIPTION

CHILDREN'S
PROGRAMS

SUNDAY MORNING AT
AUNT SUSAN'S
9:00-9:55 a.m.
EACH SUNDAY

These informal weekly visits with Aunt Susan are written by Nila Mack. Concert music, songs, news and guests make up a full program for children which has won a large family audience, as well. Guests this month include Rosebud Yellowrobe, Cameron King, Richard Blondell and Mr. Robin, bird imitator.

"DEAR TEACHER"
5:30-5:45 p.m.
EACH TUESDAY AND THURSDAY

Question and answer games for contestants from 8 to 12 years are featured on this new series. Each broadcast considers one subject and four children appear on each show. Subjects for questions during December include Holland, diamonds, whales, Benjamin Franklin and Westminster Abbey.

LET'S PRETEND
10:30-11:00 a.m.
EACH SATURDAY

The world's great fairy tales are dramatized by Nila Mack and enacted by children from seven to sixteen. Plays for this month are:
DECEMBER 5: "Water of Life."
DECEMBER 11: "Bremen Town Musicians."
DECEMBER 18: "Snow White and Rose Red."
DECEMBER 25: "House of the World."

DOROTHY GORDON
5:30-5:45 p.m.
MONDAY, WEDNESDAY,
FRIDAY

Dorothy Gordon, winner of the 1937 Women's National Radio Award for the best juvenile air show, tells stories and sings songs beloved by youngsters, on her Monday and Friday programs. On Wednesday she presents her original "Sing Together Club," featuring young visitors to the studio.

PROGRAM AND TIME

DESCRIPTION

RELIGIOUS
BROADCASTS

CHURCH OF THE AIR

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

DECEMBER 5: *Morning*—Rev. Laurence R. Plank, Church of the Unity, St. Louis.
Afternoon—Arthur A. Kelhenny, Former First Reader of First Church of Christ Scientist, Detroit.

DECEMBER 12: *Morning*—Rev. Edgar De Witt Jones, D.D., Central Woodward Christian Church, Detroit.

Afternoon—Most Reverend John F. Noll, Bishop of Fort Wayne, Indiana.

DECEMBER 19: *Morning*—Rev. George M. Gibson, First Congregational Church, Webster Groves, Mo.

Afternoon—Rabbi Henry J. Berkowitz, Temple Beth Israel, Portland, Oregon.

DECEMBER 26: *Morning*—Rev. Henry W. Snyder, D.D., St. Paul's Lutheran Church, Washington, D. C.

Afternoon—Special Sunday School program from Mormon Tabernacle, Dr. Adam S. Bennion, speaker.

UNIVERSAL BIBLE

SUNDAY

1:30-1:45 p.m.

SUNDAY, DECEMBER 12

Secretary of State Cordell Hull is the principal speaker on this program arranged under the auspices of the American Bible Society for Universal Bible Sunday.

CATHOLIC PHILOSOPHY
CONFERENCE

4:00-4:15 p.m.

THURSDAY, DECEMBER 30

From the American Catholic Philosophical Association Conference, a panel discussion will be held by Dr. Gerald Phelan of Toronto University; Dr. Louis Mercier of Harvard and Dr. Miltner of Notre Dame.

PROGRAM AND TIME

DESCRIPTION

PERSONALITIES

**MAJOR BOWES'
CAPITOL FAMILY**
11:30 a.m.-12:30 p.m.
EACH SUNDAY

Host on one of radio's oldest and most widely-known presentations, Major Bowes celebrates his fourteenth consecutive year as paterfamilias of his Capitol Family.

COLONEL JACK MAJOR
3:00-3:30 p.m.
EACH TUESDAY

Singer, yodeler, whistler, tall-story-teller poetry-reader and hill-billy philosopher young Colonel Jack Major acts as Master of Ceremonies for his half hour radio revue with Freddie Rich's orchestra.

RICHARD MAXWELL
9:30-9:45 a.m.
TUESDAY, THURSDAY, SATURDAY
9:15-9:25 a.m.
WEDNESDAY AND FRIDAY

Soloist of "Songs of Comfort and Cheer," Richard Maxwell presents five programs of hymns and inspirational songs each week. He was first heard on Columbia in 1928. Mr. Maxwell is currently dedicating programs to "good neighbors."

TED MALONE
4:00-4:15 p.m.
MONDAY, TUESDAY,
THURSDAY, FRIDAY

Ted Malone brings to the reading of poetry a vibrant voice and a deep sincerity which have won for him one of the widest followings in radio. His recitals are delivered against a background of organ music.

**"BUDDY CLARK
ENTERTAINS"**
10:00-10:30 p.m.
EACH THURSDAY
EXCEPT DECEMBER 9 AND 16

The familiar singing voice of Buddy Clark is on the air each Thursday in this new series of informal shows. Buddy plays the host, announces his own program, and presents outstanding guest artists.

PROGRAM AND TIME

DESCRIPTION

LIGHT
MUSIC

"THE PEOPLE'S CHOICE"

8:00-8:30 p.m.

EACH SUNDAY

BEGINNING DECEMBER 5

This new series presents highlights from the week's best CBS programs as chosen by the vote of listeners, including the outstanding comedy sequence, dramatic scene, dance band arrangement, serious music, singing, news commentary and novelty of the week. "The People's Choice" originates in Columbia's station in Hollywood. Charles Vanda is producer and Lud Gluskin musical director.

"EARACHES OF 1938"

8:30-9:00 p.m.

EACH SUNDAY

Harry Conn, comedian, portrays the role of a hapless musical comedy producer on this new series of variety programs. The cast includes Beatrice Kay, comedy songstress; Barry Wood, singer; Charles Cantor and Mark Warnow's Orchestra.

**SATURDAY NIGHT
SWING CLUB**

7:00-7:30 p.m.

EACH SATURDAY

With Leith Stevens and Paul Douglas as band director and swing commentator, the Swing Club guests this month include: Maxine Sullivan, negro singer; Tommy Dorsey and Art Tatum, pianist.

THEATRE MATINEE

3:00-3:30 p.m.

EACH THURSDAY

Ben Hawthorne is master of ceremonies of this informal half-hour's entertainment, including Freddie Rich's Orchestra, the songs of Claire Sherman and Jack Shannon.

"DEAR COLUMBIA"

9:00-9:25 a.m.

EACH THURSDAY

Audience mail requests for songs and selections old and new are gratified on this program by Ray Block's orchestra.

PROGRAM AND TIME

DESCRIPTION

LIGHT
MUSIC
(Continued)

SONG TIME
6:45-7:00 p.m.
MONDAY THRU FRIDAY

These new vocal periods feature two outstanding CBS artists in novel song presentations. The Thursday period originates from St. Louis, the Friday from Hollywood and the others from New York.

MONDAY: Hollace Shaw and Ray Heatherton

TUESDAY: Ruth Carhart and Bill Perry.

WEDNESDAY: Doris Kerr and Howard Phillips.

THURSDAY: Lorraine Grimm and Harry Cool

FRIDAY: Betty Grable and John Payne.

DEEP RIVER BOYS,
ETON BOYS, FOUR
CLUBMEN, FOUR STARS
Various hours

These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.

DANCE ORCHESTRAS
Various hours
MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners throughout the week in the late evening hours. The following top-ranking bands are scheduled for December:

- | | |
|---------------|-----------------|
| Bert Block | George Hall |
| Cab Calloway | George Hamilton |
| Emery Deutsch | Richard Himber |
| Tom Dorsey | Sammy Kaye |
| Ted Fiorito | Henry King |
| Jay Freeman | Frankie Masters |
| Benny Goodman | Leighton Noble |
| Glen Gray | Orrin Tucker |
| | Sterling Young |

A D D E N D A : N O V E M B E R P R O G R A M S

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 last month's issue of this booklet.

NOVEMBER 3: Robert J. Bulkley, senior Senator from Ohio, addressed the Bankers' Luncheon of the 24th National Foreign Trade Convention at Cleveland, 2:15-2:30 p.m.

From Brussels, Belgium, Norman H. Davis, U. S. Ambassador at Large, spoke as chief delegate to the Nine Power Conference from this country, 6:15-6:30 p.m.

NOVEMBER 4: Dr. Cheng Ling T. Wang, Chinese Ambassador to the United States, made "A Reply to the Japanese Ambassador" in the CBS series on the Far Eastern situation, 6:45-7 p.m.

NOVEMBER 5: Sights and sounds of the Paris Exposition were presented in a special transatlantic program, 3:45-4 p.m.

A round-table discussion of "Republican Party Plans" was held at Chicago by four prominent national committeemen and women, led by Leo Casey, director of publicity for the Republican National Committee, 7:30-7:45 p.m.

NOVEMBER 6: The successful attempt of Captain George Eyston to break the world's automobile speed-record was described from the Bonneville Salt Flats, 10-10:45 a.m.

From the National Book Fair in New York several prominent literary figures participated in a round-table discussion, 9:30-9:45 p.m.

NOVEMBER 8: The first broadcast of naturalization ceremonies was presented from the U. S. District Court in New York, with 300 new citizens, the largest group ever naturalized at one time, 10:45-11:15 a.m.

A group of eminent educators was heard in a discussion of "The Federal Government and Education," under the auspices of the National Education Association, 3-3:30 p.m.

Hitoshi Ashida, member of the Lower House of the Japanese Parliament, spoke from New York in the CBS series on the Far Eastern situation, 6:35-6:45 p.m.

NOVEMBER 10: Walter White, executive secretary of the National Association for Advancement of Colored People, spoke on "Educational Opportunities for Negro Youth" in connection with National Education Week, observed during November 7 to 13, 3:15-3:30 p.m.

A tribute to the late British statesman, Ramsay MacDonald, was paid by Lord

Allen of Hertwood in a broadcast from London, 4:40-4:45 p.m.

Two discussions of the national employment census were presented from Washington: Monsignor Michael Ready, 6:35-6:45 p.m.; Frank R. Wilson, 10:45-11 p.m.

NOVEMBER 11: Ceremonies connected with President Roosevelt's official observance of Armistice Day were carried to the nation from the Tomb of the Unknown Soldier, 10:45-11 a.m.

NOVEMBER 12: Another talk in the CBS series on the national unemployment census presented Lucius Wilson from Washington, 2:15-2:30 p.m.

An English expert's view of Proportional Representation was given by John H. Humphreys in a discussion of New York City's recent elections, 6:35-6:45 p.m.

NOVEMBER 14: The fifth international broadcast on world economic cooperation presented over the Columbia Network included Lord Cecil, president of the League of Nations Union, from Washington; Clark M. Eichelberger of the National Peace Conference, from New York; Pierre Cot, French Minister of Aviation, from Paris; R. B. Inch, director of the League of Nations Society in Canada, from Toronto; and Albert Munay of Oxford University, from England, 2-2:30 p.m.

NOVEMBER 15: Roderick Stephens, director of the New York Chapter of the Amer-

ican Red Cross, spoke on the organization's annual Roll Call, 6:35-6:45 p.m.

NOVEMBER 16: Two broadcasts in the CBS series on the national unemployment census presented Bob Trout, 2:15-2:30 p.m. and interviews with mayors attending the National Conference at Washington, 10:45-11 p.m.

Maurice P. Davidson, chairman of the Progressive Party, delivered a talk on "Progressive Thoughts in Nation and State," 10:45-11 p.m.

NOVEMBER 19: A group of "old-time" automobilists spoke from the Pennsylvania Hotel at a luncheon tendered by the American Automobile Association, 2:15-2:30 p.m.

Senator Joseph C. O'Mahoney (D) of Wyoming spoke from Washington on "Economic Freedom, the Essential Basis of Prosperity," in the first of the regular *Current Questions Before the Senate* series on CBS each Friday, 4:30-4:45 p.m.

F. L. Kerran, British labor leader, returning to England from a tour of the Far Eastern war front, described his experiences to American listeners, 6:35-6:45 p.m.

Representative John Taber of New York spoke on "The Administration and the Financial Situation," 7:30-7:45 p.m.

Representative Henry Ellenbogen of Pennsylvania spoke from Pittsburgh on "Low Cost Housing," 10:45-11 p.m.

NOVEMBER 20: James H. R. Cromwell spoke from New York on "What Should Congress Do about Wages and Hours?" 11-11:15 p.m.

NOVEMBER 21: From London Vernon Bartlett discussed the "British Reaction to the Proposed Trade Pact with the United States," 1:30-1:45 p.m.

Dr. Charles T. Loram of Yale led a roundtable discussion by YMCA leaders, "Youth on the March," 2-2:30 p.m.

NOVEMBER 22: Ben Ames, veteran foreign correspondent recently returned from a tour of the Spanish front, presented "An Uncensored View of Spain," 6:35-6:45 p.m.

NOVEMBER 23: A broadcast demonstrating the work of the newly organized Mobile Emergency Radio Corps originated from one of their short-wave radio equipped trailers travelling around New York City, 4:15-4:30 p.m.

George S. Viereck, author and lecturer, was heard in a talk on "The Reawakening of Asia," 6:35-6:45 p.m.

NOVEMBER 24: The 43rd Old Glory Sale, annual auction of trotters and pacers, was described by Bob Trout from Squadron A Armory in New York City, 2:15-2:30 p.m.

A Thanksgiving Eve broadcast presented Dr. John H. Finley, editor of the *New York Times*, and Rev. Harold H. Kelley of the Seamen's Church In-

stitute on "The Captain and the Crew of the Mayflower," 10:45-11 p.m.

NOVEMBER 26: Sir Evelyn Wrench spoke from New York on "English Speaking Cooperation and World Peace," 2:30-2:45 p.m.

Professor Albert H. Marckwardt spoke from Buffalo on "What Is Good English Today?" 4:15-4:30 p.m.

Representative Allen T. Treadway of Massachusetts spoke from Washington on "Repeal the Undivided Profits Tax Now," 10:45-11 p.m.

NOVEMBER 28: John D. M. Hamilton, chairman of the Republican National Committee, spoke from Washington on "How to Reverse the Recession," 12:45-1 p.m.

From Vienna, Austria, Walter Duranty, foreign correspondent, discussed the current situation in Europe, 1:30-1:45 p.m.

Senator Pope of Idaho and Milburn Wilson, Under-Secretary of Agriculture, spoke on "The Farmer's Place in Solving World Economic Problems," 2-2:30 p.m.

Dr. Charles Stelzle, labor expert and director of the Good Neighbor League, was heard in a talk, "Can Labor Get Together?" 7:30-7:45 p.m.

NOVEMBER 30: A special program on the anniversary of Mark Twain's birthday presented Bob Sherwood, an intimate of the famous American writer and humorist, 6:15-6:30 p.m.



ED MALONE
 IARD G ROBINSON IN "BIG TOWN"
 THE PEOPLES CHOICE • PHILLIPS POLY FOLLIES • PO
 OF HELEN TRENT • SKELLY COURT OF MISSING HEIRS • "DEAR TEACHER"
 WIS BROWNE • FOLLOW THE MOON WITH ELSIE HITZ AND NICK DAWSON • GOOD AFTERNOON
 NSTITUTE OF MUSIC • DOROTHY GORDON • EARACHES OF 1938 • ESSAYS IN MUSIC • BOAKE
 DLINES AND BYLINES • SATURDAY NIGHT SWING CLUB •
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 CATTERGOOD BAINES • NEW HORIZONS •
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 ETTY KITTY KELLY • CURRENT QUESTIONS • BBC SINGERS
 SUNDAY • JACK BERCH AND HIS BOYS • JACK AND LORETTA • SE • MARY LEE TA
 RS • EAMON DEVALERA CHRISTMAS MESSAGE AND IRISH CAROLS • GOOD AFTERNOON NEIG
 BACHELOR'S CHILDREN • BIG SISTER • CINCINNATI CONSERVATORY OF MUSIC • BUDDY CLAF
 ONE CHAPEL CHOIR • NEWS THROUGH A WOMAN'S EYES—KATHRYN CRAVENS • OUR GAL SUNT
 DE • MYRT AND MARGE • MARY LEE TAYLOR • NEWS TIME—SAM HAYES • NEW HC
 IAL CAROL SERVICE • HOLLYWOOD SHOWCASE • JENNY PEAB
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 EWLYWEDS • TONY W