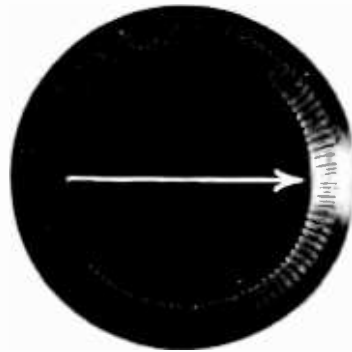
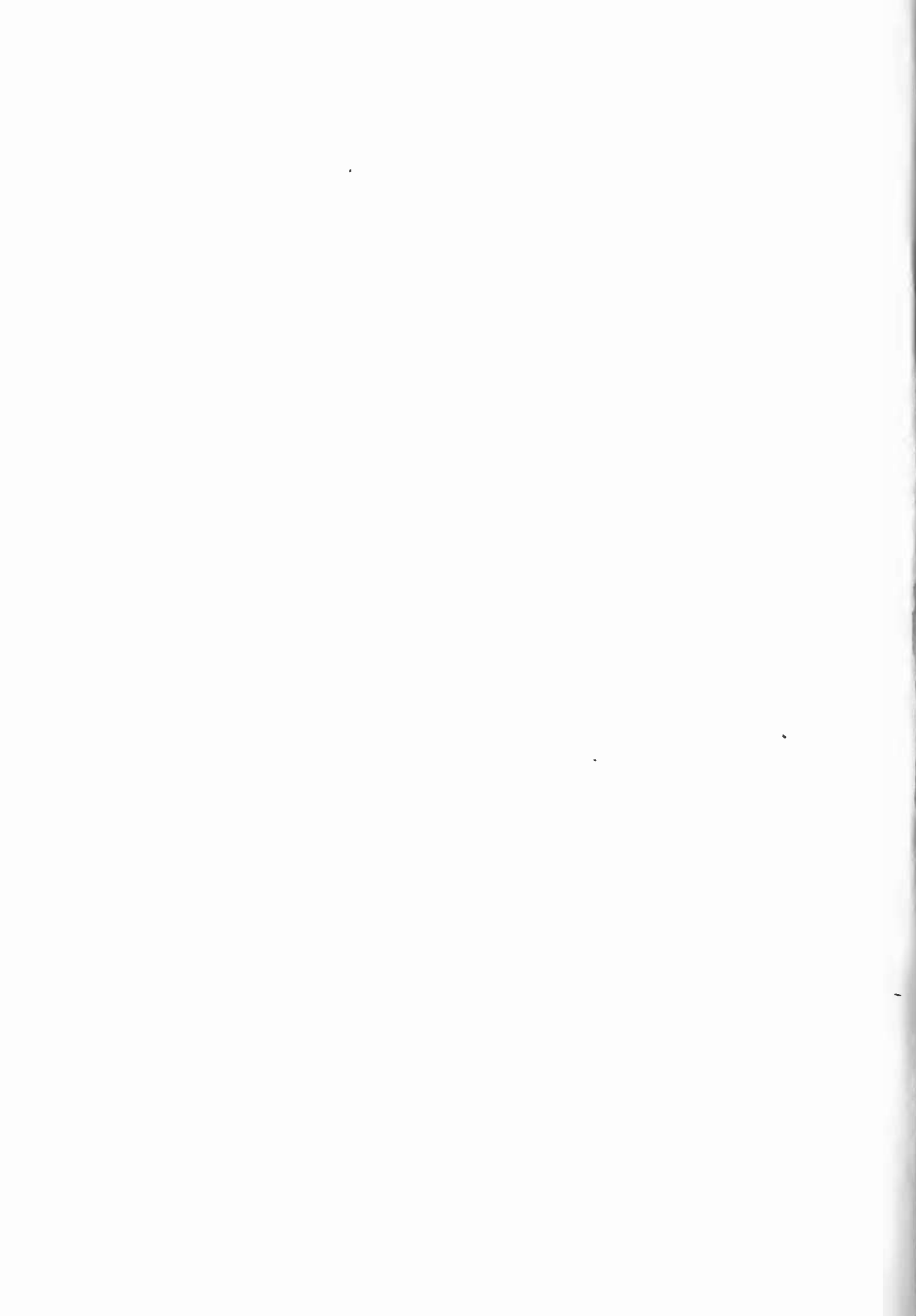


THE COLUMBIAN
PROGRAM BOOK



JANUARY, 1938



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P R O G R A M B O O K**

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CBS SPONSORED PROGRAMS

CLIENT	PRODU
<p>AMERICAN HOME PRODUCTS CO.</p>	<p>Edna Wallace Hopper Cosm Anacin Kolynos Toothpaste Kolynos Toothpaste</p>
<p>AMERICAN TOBACCO COMPANY</p>	<p>Lucky Strike Cigarettes Roi-Tan Cigars</p>
<p>BARBASOL COMPANY</p>	<p>Barbasol Shaving Cream</p>
<p>CAMPBELL SOUP COMPANY</p>	<p>Campbell's Soups Campbell's Beans Campbell's Tomato Juice</p>

†Columbia Pacific Network On

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.	212 Weeks
THE GAL SUNDAY <i>Serial drama</i>	Mon., Tues., Wed. 12:45-1:00 p.m.		40 Weeks
THE GAL SUNDAY <i>Serial drama</i>	Thurs. and Fri. 12:45-1:00 p.m.		186 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.		334 Weeks
THE HIT PARADE, with Leo Reisman's Orchestra; The Star; Buddy Clark and Hilda Gibson, vocalists† <i>Popular music and vocalists</i> Beginning January 15, Richard Himber's Orchestra	Saturday 10:00-10:45 p.m.	Lord and Thomas	87 Weeks
Walter Winchell in THE NEWS PARADE <i>News commentator</i>	Mon. thru Fri. 12:15-12:30 p.m.		
TWO MEN SPORTS, with Mark Kelly and Tom Hanlon <i>Talks</i>	†Thursday 7:00-7:15 p.m. PST	Lawrence C. Gumbinner Agency	25 Weeks
THUR GODFREY <i>Songs and Patter</i> Starting January 24	Mon. and Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> <i>Fri., 12-12:15 a.m.</i>	Erwin, Wasey & Company, Inc.	265 Weeks
THE HOLLYWOOD HOTEL, with Frances Ford; Jerry Cooper; Anne Sullivan; Ken Niles; and Raymond Whelan's Orchestra <i>Dramatic musical</i>	Friday 9:00-10:00 p.m.	F. Wallis Armstrong Company	165 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
THE CARBORUNDUM COMPANY	Abrasives
GEO. W. CASWELL COMPANY	Coffee
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" Preparations
CHRYSLER CORPORATION	Chrysler, DeSoto, Dodge and Plymouth Cars
THE COCA-COLA COMPANY	Coca-Cola
COLGATE-PALMOLIVE-PEET CO.	Palmolive Shave Cream, Palmolive Brushless Shave Concentrated Super Suds Colgate Tooth Powder Palmolive Soap

††Columbia California Network 0

PROGRAM	TIME	AGENCY	WEEKS*
THE CARBORUNDUM BAND, Edward D'Anna, conductor; Francis Bowman, commentator; Guest speakers <i>Band music, Indian legends, talks</i>	Saturday 7:30-8:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	157 Weeks
PARTY BUREAU, with Elma Latta Hackett <i>Party suggestions</i>	††Tuesday 2:30-2:45 p.m. PST	Long Advertising Service	Starts January 4
THE CHRISTIAN OF RIVER'S END, starring Jean Hersholt <i>Dramatic</i>	Sunday 2:30-3:00 p.m. <i>Rebroadcast</i> 5:30-6:00 p.m.	McCann-Erickson, Inc.	9 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.	95 Weeks
THE SONGSHOP, starring Kitty Carlisle; with Frank Crumit, MC; Ted Kennedy, Alice Cornett, Songshop Quartet, Glee Club and stave Haenschen and Orchestra	Friday 10:00-10:45 p.m.	D'Arcy Advertising Co., Inc.	43 Weeks
THE POLICE BUSTERS <i>Police-file dramatizations</i>	Wednesday 10:00-10:30 p.m.	Benton & Bowles, Inc.	103 Weeks
THE ART AND MARGE <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m.		96 Weeks
THE STEPMOTHER <i>Dramatic serial</i> Starts January 17	Mon. thru Fri. 5:30-5:45 p.m.		39 Weeks
THE HILLTOP HOUSE, starring Bess Johnson <i>Dramatic serial</i>	5:45-6:00 p.m.		98 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CONTINENTAL BAKING CO., INC.	Wonder Bread and Hostess C
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, Orange Tangerines

†Columbia Pacific Network
 ††Columbia California Network

PROGRAM	TIME	AGENCY	WEEKS*
NETTY KITTY KELLY <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m.	Benton & Bowles, Inc.	147 Weeks
SCHLOR'S CHILDREN <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m.	Roche, Williams & Cunningham, Inc.	157 Weeks
MC PENNER, with Jimmy Grier's Orchestra <i>Comedy and music</i>	Sunday 6:00-6:30 p.m.	Ruthrauff & Ryan, Inc.	186 Weeks
MARCADE OF AMERICA, with Don Voorhees' Orchestra <i>Dramatizations and music</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m.	Batten, Barton, Durstine & Osborn, Inc.	129 Weeks
SECRET AMBITION, with Tom Breneman and Orchestra <i>Musical</i>	†Sunday 7:30-8:00 p.m. PST	Botsford, Constantine & Gardner	82 Weeks
BOB MANNING <i>Commentator</i>	††Tuesday 5:30-5:45 p.m. PST	Sidney Garfinkel Advertising Agency	6 Weeks
MINY PEABODY <i>Serial drama</i>	Mon., Wed., Fri. 3:30-3:45 p.m.	Blackett-Sample-Hummert, Inc.	10 Weeks
Family Post, HOW TO GET THE MOST OUT OF LIFE <i>Talks</i>	Tues. and Thurs. 10:30-10:45 a.m.	Ruthrauff & Ryan, Inc.	10 Weeks

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

CBS SPONSORED PROGRAMS

FORD MOTOR COMPANY	Ford and Lincoln Motor Cars Lincoln Zephyr
GENERAL BAKING COMPANY	Bond Bread
GENERAL FOODS CORPORATION	Sanka Coffee Swans Down Cake Flour, Calumet Baking Powder Minute Tapioca, La France, Satina*
GENERAL MILLS, INC.	Wheaties, Bisquick, Softasil Gold Medal Kitchen-Tested Flour

**Minute Tapioca is advertised on Mondays, Wednesdays and Fridays; La France on Wednesdays and Fridays; Satina on Tuesdays and Thursdays.*

PROGRAM	TIME	AGENCY	WEEKS*
SUNDAY EVENING HOUR, Ford Symphony Orchestra and Chorus, Fritz Reiner, conductor; Guest Soloists <i>Symphonic music, and talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m.	N. W. Ayer & Son, Inc.	204 Weeks
WATCH THE FUN GO BY, Presenting Al Pearce and His Band; Guest; Arlene Harris; "Tizzie Lish"; Carl Hoff's Orchestra <i>Comedy and variety</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast 12 mid.-12:30 a.m.</i>		
Grand Bakers Present FRANK LOMBARDO and His Orchestra <i>Popular music</i>	Sunday 5:30-6:00 p.m.	Batten, Barton, Durstine & Osborn, Inc.	364 Weeks
WE, THE PEOPLE <i>Radio Listeners' Committee, Gabriel Heatter, director, presents real-life experiences</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast 10:30-11:00 p.m.</i>	Young & Rubicam, Inc.	149 Weeks
LATE SMITH HOUR, with Fanny Youngman, Comedian; Jack Miller's Orchestra; Dramas and Guest Stars <i>Variety show</i>	Thursday 8:00-9:00 p.m. <i>Rebroadcast 11:30-12:30 a.m.</i>		
MARY MARGARET McBRIDE <i>Radio columnist</i>	Mon. thru Fri. 12 noon- 12:15 p.m.		
OLD MEDAL FEATURE HOUR Betty and Bob <i>Serial drama</i> Hymns of All Churches <i>Choir</i> Betty Crocker <i>Cooking expert</i> Arnold Grimm's Daughter <i>Serial drama</i> Hollywood in Person Capt. Bob Baker, <i>commentator</i>	Mon. thru Fri. 1:00-1:15 p.m. Mon., Tues., Thu. 1:15-1:30 p.m. Wed. and Fri. 1:15-1:30 p.m. Mon. thru Fri. 1:30-1:45 p.m. 1:45-2:00 p.m.	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	356 Weeks

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

CBS SPONSORED 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 Hudson Terraplan Motor Cars
LADY ESTHER COMPANY	Cosmetics
LAMBERT PHARMACAL COMPANY	Listerine Toothpaste, Listerine Antiseptic
LEHN & FINK PRODUCTS COMPANY	Lysol Pebeco Toothpaste Hind's Honey and Almond Cream Tussy Lipstick

†Columbia Pacific Network (C)
 ††Columbia California Netwo. O

PROGRAM	TIME	AGENCY	WEEKS*
PHIL BAKER, with Oscar Bradley's Orchestra, and Guest Star <i>Variety show</i>	Sunday 7:30-8:00 p.m.	Young & Rubicam, Inc.	203 Weeks
HEINZ MAGAZINE OF THE AIR, with Mark Warnow's Orchestra and Channing Pollock	Sunday 5:00-5:30 p.m.	Maxon, Inc.	95 Weeks
MAROL KENNEDY'S ROMANCE <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m.		
BOBBY LOBBY, with Dave Elman, interviewer; Harry Salter's Orchestra <i>Musical and interviews</i>	Wednesday 7:15-7:45 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m.	Brooke, Smith & French, Inc.	43 Weeks
WAYNE KING and his Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m.	Lord and Thomas	121 Weeks
THE NEWLYWEDS <i>Serial drama</i>	†Mon., Tues., Wed., Fri. 12:45-1:00 p.m. PST	Lambert & Feasley, Inc.	30 Weeks
R. ALLAN ROY DAFOE <i>Talks</i>	Mon., Wed., Fri. 4:45-5:00 p.m.	Lennen & Mitchell, Inc.	77 Weeks
FOLLOW THE MOON, with Elsie Hitz and Nick Dawson <i>Serial drama</i>	Mon. thru Fri. 5:00-5:15 p.m.		160 Weeks
THE LIFE OF MARY SOTHERN <i>Serial drama</i>	Mon. thru Fri. 5:15-5:30 p.m.	William Esty & Company, Inc.	78 Weeks
HAWAIIAN MOON CASINO <i>Serial drama, with music</i>	††Mon. & Thur. 9:45-10:00 p.m. PST		13 Weeks

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which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso Lifebuoy Rinso Spry
LIGGETT & MYERS TOBACCO CO.	Chesterfields
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	118 Weeks
Edward G. Robinson BIG TOWN, with Claire Trevor <i>Dramatic</i>	Tuesday 8:00-8:30 p.m.	Ruthrauff & Ryan, Inc.	10 Weeks
BURL JOLSON SHOW with Martha Raye, Markyarkarkus, Victor Young's Orchestra and guest stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid.		84 Weeks
THE BIG SISTER <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m.		68 Weeks
THE LATE JENNY'S REAL LIFE STORIES <i>Dramatic</i>	Mon. thru Fri. 11:45 a.m.- 12 noon <i>Rebroadcast</i> 2:15-2:30 p.m.		50 Weeks
WESTERFIELD 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.	258 Weeks
PAUL WHITEMAN'S PROGRAM, Ginger Wakefield, MC; Guest Star <i>Variety</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m.		37 Weeks
HOLLYWOOD SCREENSCOOPS, George McCall, commentator <i>Motion-picture news</i>	Tues. and Thurs. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m.	Lennen & Mitchell, Inc.	104 Weeks

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which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
NASH-KELVINATOR CORPORATION	Nash Motor Cars
PET MILK SALES CORPORATION	Irradiated Pet Milk
PHILCO RADIO & TELEVISION CORP.	Philco Radios, Radio Accessories
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
PHILLIPS PETROLEUM COMPANY	Phillips 66, Ethyl, 77 Aviation Motor Oils
PONTIAC MOTOR COMPANY	Pontiac Cars

PROGRAM	TIME	AGENCY	ON CBS*
PROFESSOR QUIZ, with Bob Trout <i>Questions and answers</i>	Saturday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m.	Geyer, Cornell & Newell, Inc.	43 Weeks
MARY LEE TAYLOR, home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 3:00-3:15 p.m.	Gardner Advertising Company	217 Weeks
FRIDAY NIGHT SERENADE, Mary Eastman, soprano; Bill Perry, tenor, and Gustave Haenschen's Orchestra and Mixed Chorus <i>Musical</i>	Saturday 9:30-10:00 p.m.		
BOAKE CARTER <i>News commentator</i>	Mon., Wed., Fri. 7:45-8:00 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m.	Hutchins Advertising Co., Inc.	337 Weeks
JOHNNY PRESENTS Russ Morgan's Orchestra, Charles Martin's Dramatizations; Frances Fair and Glenn Cross and mixed ensemble <i>Variety and dramatic interludes</i>	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m.	The Biow Company, Inc.	72 Weeks
HILLIPS POLY FOLLIES, with Ben Feld's Orchestra; Lorraine Himm, soprano; Robert Parsons and Joe Karnes, tenors; Bill Cameron, MC <i>Variety</i>	Tuesday 10:30-11:00 p.m.	Lambert & Feasley, Inc.	84 Weeks
NEWS THROUGH A WOMAN'S EYES Kathryn Cravens <i>News comments</i>	Mon., Wed., Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 5:30-5:45 p.m.	MacManus, John & Adams, Inc.	112 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
THE PROCTER & GAMBLE COMPANY	Chipso Oxydol Ivory Soap Oxydol Dreft
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes, Prince Albert Smoking Tobacco
RIO GRANDE OIL, INC.	Petroleum Products
ROMA WINE COMPANY	Cella Grape Juice
SKELLY OIL COMPANY	Petroleum Products
STERLING PRODUCTS, INC.	Bayer Aspirin
TEA GARDEN PRODUCTS CO.	Jams, Jellies, Preserves

†Columbia Pacific Network O.
 ††Columbia California Network

PROGRAM	TIME	AGENCY	WKS. CBS*
THE ROAD OF LIFE <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m.	Pedlar & Ryan, Inc.	165 Weeks
MA PERKINS <i>Serial drama</i>	10:45-11:00 p.m.	Blackett-Sample-Hummert, Inc.	
THE O'NEILLS <i>Serial drama</i>	2:15-2:30 p.m.	Compton Advertising, Inc.	
THE GOLDBERGS <i>Serial drama</i>	4:30-4:45 p.m.	Blackett-Sample-Hummert, Inc.	
BITTY KEENE <i>Serial drama</i>	4:30-4:45 p.m. (Not on WABC)		
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>	Tuesday 9:30-10:00 p.m.	William Esty & Company, Inc.	235 Weeks
SWING SCHOOL, with Benny Goodman's Orchestra <i>Music and guests</i>	10:00-10:30 p.m.		
ROLLING ALL CARS <i>Police file dramatizations</i>	††Tuesday 7:30-8:00 p.m. PST	Hixson-O'Donnell, Inc.	225 Weeks
THE TOAST OF THE TOWN, with Wilbur Hatch's Orchestra <i>Musical</i>	††Sunday 9:00-9:30 p.m. PST	James Houlihan, Inc.	3 Weeks
THE BELLY COURT OF MISSING HEIRS <i>Dramatic</i>	Sunday 10:30-11:00 p.m.	Blackett-Sample-Hummert, Inc.	11 Weeks
Anonymous Actor's Guild Presents Helen Menken in SECOND HUSBAND <i>Dramatic</i>	Tuesday 7:30-8:00 p.m.	Blackett-Sample-Hummert, Inc.	329 Weeks
WOMEN'S PAGE OF THE AIR, with Helen Thurston <i>Women's activities</i>	†Thursday 1:45-2:00 p.m. PST	Botsford, Constantine & Gardner	Starts January 13

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
THE TEXAS COMPANY	"Texaco" Petroleum Products
UNITED STATES RUBBER PRODUCTS, INC.	U. S. Tires
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

††Columbia Pacific Network (y

PROGRAM	TIME	AGENCY	ON AIR
TEXACO TOWN, with Eddie Cantor, Jeanna Durbin, Pinky Tomlin, Jimmy Wallington, Jacques Renard and His Orchestra <i>Comedy and music</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid.	Buchanan and Company, Inc.	67 Weeks
GEN BERNIE AND ALL THE LADS, with Lew Lehr, comedian; Buddy Hark and Jane Pickens, vocalists <i>Music and comedy</i>	Wednesday 9:30-10:00 p.m.	Campbell-Ewald Company	Starts January 12
ICK AND PAT IN 'PIPE SMOKING TIME, with Edward Roecker, baritone and Benny Kreuger's Orchestra <i>"Blackface" comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid.	Arthur Kudner, Inc.	135 Weeks
ICKS OPEN HOUSE, with Jeannette MacDonald and Josef Pasternack's Orchestra <i>Musical</i>	Sunday 7:00-7:30 p.m.	Morse International, Inc.	85 Weeks
icks Presents ONY WONS AND HIS SCRAPBOOK <i>Talks and readings</i>	Mon., Wed., Fri. 10:30-10:45 a.m.		
DOUBLE EVERYTHING, with Al Shaw and Stan Lee; Jack Brooks and Paul Small; Betty and Jean; Sutton and Bliss, piano duo and Carl Hohengarten's Orchestra <i>Musical</i>	Sunday 6:30-7:00 p.m.	Frances Hooper Advertising Agency	292 Weeks
POETIC MELODIES, Jack Fulton, tenor; Franklyn MacCoimack, reader <i>Poetry readings and light music</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m.	Neiser-Meyerhoff, Inc.	
CATTERGOOD BAINES <i>Serial drama</i>	†† Mon. thru Fri. 8:00-8:15 p.m. PST		
ENITH FOUNDATION, with orchestra and dramatic cast <i>Experiments in telepathy</i>	Sunday 10:00-10:30 p.m.	J. Walter Thompson Company	4 Weeks

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

CBS SUSTAINING PROGRAMS

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

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

1. PUBLIC AFFAIRS *Page 22*
2. EDUCATIONAL PROGRAMS *Page 25*
3. SPECIAL EVENTS *Page 28*
4. SERIOUS MUSIC *Page 29*
5. DRAMATIC SERIES *Page 33*
6. CHILDREN'S PROGRAMS *Page 35*
7. RELIGIOUS BROADCASTS *Page 36*
8. PERSONALITIES *Page 37*
9. LIGHT MUSIC *Page 38*
- ADDENDUM: DECEMBER PROGRAMS *Page 39*

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
LEON HENDERSON 5:45-6:00 p.m. SATURDAY, JANUARY 1	Leon Henderson, Consulting Economist of the WPA, is heard from Washington in a discussion of "What Has Happened to Recovery."
HECTOR BOLITHO 1:30-1:45 p.m. SUNDAY, JANUARY 2	Hector Bolitho, English biographer, speaking from London, compares the personality of King George VI as he is today and as he was as the Duke of York.
PRESIDENT ROOSEVELT 1:30-2:00 p.m. MONDAY, JANUARY 3	President Roosevelt's message to the second session of the Seventy-Fifth Congress is carried to the nation by CBS.
REP. FRED BIERMANN 10:45-11:00 p.m. FRIDAY, JANUARY 7	Representative Fred Biermann (D) of Iowa is heard from Washington in a discussion of the foreign policy of the United States.
JACKSON DAY ADDRESS 9:30-10:00 p.m. SATURDAY, JANUARY 8	President Roosevelt's annual Jackson Day address to Democratic banquets all over the country is made from Hotel Mayflower. He is to be introduced by Postmaster General Farley, speaking from Hotel Commodore, New York.
PROF. LYMAN BRYSON 7:15-7:30 p.m. MONDAY, JANUARY 10	Lyman Bryson, Professor of Education, Teachers College, Columbia University, makes an important educational announcement for the Columbia Network.
MERVIN K. HART 10:45-11:00 p.m. TUESDAY, JANUARY 11	Mervin K. Hart, president of the New York State Economic Council, speaks on "The Threat to Private Enterprise."

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p>REP. HAMILTON FISH 10:45-11:00 p.m. FRIDAY, JANUARY 14</p>	<p>Representative Hamilton Fish (R) of New York is heard in a discussion of the "Depression and Its Cure."</p>
<p>HERBERT HOOVER 3:00-3:30 p.m. SATURDAY, JANUARY 15</p>	<p>Former President Herbert Hoover speaks from Hotel Astor at the annual luncheon of the Women's National Republican Club.</p>
<p>CONFERENCE OF JOINT COMMITTEE 2:00-2:30 p.m. SATURDAY, JANUARY 15</p>	<p>The conference of the Joint Committee on Unemployment and Taxation presents the following speakers: Senator Robert LaFollette on "How to Spend Relief Finances"; Senator Ernest Lundeen, "Needed Changes in the Social Security Act"; and Representative Herbert S. Bigelow, "How to Increase Jobs."</p>
<p>WILLIAM B. BENTON 10:45-11:00 p.m. FRIDAY, JANUARY 21 AND 28</p>	<p>William B. Benton, former head of Benton & Bowles and at present vice-president of the University of Chicago, continues his discussion of "The Further Education of a Business Man" in two broadcasts this month.</p>
<p>PROF. IRWIN EDMAN 2:15-2:30 p.m. SATURDAY, JANUARY 22</p>	<p>Irwin A. Edman, Professor of Philosophy at Columbia University, and two members of the student body discuss "The Place of the Humanities in the College Curriculum Today."</p>
<p>SWEDENBORG ANNIVERSARY 1:30-1:45 p.m. SUNDAY, JANUARY 23</p>	<p>Thomas Chadwick, comptroller of the British Treasury, speaks in connection with the 250th commemoration of the birthday of the philosopher, Swedenborg.</p>

PUBLIC AFFAIRS

PROGRAM AND TIME	RECEPTION
<p>ASSOCIATION OF COST ACCOUNTANTS Various hours JANUARY 11, 21 AND 28</p>	<p>The National Association of Cost Accountants presents three speakers during January:</p> <p>January 11: John T. Madden, Dean of the School of Commerce, N. Y. U., "General Survey of Our Tax System and Means of Improvement" (6:15-6:30 p.m.).</p> <p>January 21: An outstanding financial expert is scheduled to speak on "The Capital Gains Tax" (3:00-3:15 p.m.).</p> <p>January 28: Frederick H. Clausen, "The Undistributed Profits Tax" (4:00-4:15 p.m.).</p>
<p>WORLD ECONOMIC COOPERATION 2:00-2:30 p.m. SUNDAY, JANUARY 9</p>	<p>Another program in the CBS series on "World Economic Cooperation" presents Professor James T. Shotwell of Columbia University and Thomas Watson on the subject, "Merchants of Peace."</p>
<p>PRESS-RADIO NEWS Various times DAILY</p>	<p>The Associated Press, United Press and the International News Service gather, and the Press-Radio Bureau edits, the latest news.</p>
<p>INTERNATIONAL EXCHANGE BROADCASTS 1:30-1:45 p.m. EACH SUNDAY</p>	<p>Expert observers of international affairs, including prominent statesmen and journalists, appear on this regular Sunday period of talks from foreign capitals.</p>
<p>HEADLINES AND BYLINES 10:30-11:00 p.m. EACH SUNDAY</p>	<p>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 Edwin Canham interprets domestic events.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME

CURRENT QUESTIONS BEFORE CONGRESS

The Senate—4:45–5:00 p.m.

EACH THURSDAY

The House—4:45–5:00 p.m.

EACH TUESDAY

DESCRIPTION

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.

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 Geography, the Junior Programs, Inc., and the National Vocational Guidance Association cooperate.

MONDAYS: *History*, "Exits and Entrances." History and current events for Junior and Senior High School students on January 3, 10, 17, 24 and 31.

TUESDAYS: *Literature, Music*.

January 4 and 18: Minnesingers and Master singers; A New Creed and New Song.

January 11 and 25: The American Novel—Zona Gale; American Poetry—Robert P. Tristram Coffin.

WEDNESDAYS: *Geography*.

January 5: The Peasant Kingdom of Rumania

January 12: Istanbul, a Decapitated Capital.

January 19: Pennsylvania Farms, Flowers and Seeds.

January 26: Tropical Products in New York City.

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
	<p>THURSDAYS: <i>Primary Music and Literature.</i> January 6: Dorothy Gordon—Game Songs in England; Mexican folk story, "The Helpful Mouse." January 13: Dorothy Gordon—Animal Songs and Games; "The Jaguar and the Buzzard." January 20: Dorothy Gordon—Songs and Games of Winter; "An Alaskan Eskimo Tale." January 27: Dorothy Gordon—Mozart's Birthday; "The Sacred Fool."</p> <p>FRIDAYS: <i>Vocational Guidance, Science.</i> January 7: Interview with workers in cotton fields; "What Holds the Earth in Space?" January 14: Interview with textile worker and dress designer; "What Are the Planets?" January 21: Interview with workers in dress manufacturing; "What Are the Stars?" January 28: Preparing for the Job-Hunt; "The Madgeburg Spheres."</p>
<p>NEW HORIZONS 6:15–6:30 p.m. EACH MONDAY</p>	<p>The American Museum of Natural History cooperates with Columbia in presenting famous explorers and scientists. The programs are arranged by Hans Christian Adamson.</p> <p>January 3: Dr. Harry L. Shapiro, "Descendants of the Mutineers of the Bounty." January 10: Dr. Harlan T. Stetson, "Astronomical Events of 1937." January 17: Dr. James L. Clark, "Experiences with Mongolian Bandits." January 24: Dr. George C. Vaillant, "Hidden History." January 31: Dr. C. H. Curran, "Gigantic and Queer Members of the Insect World."</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAMS AND TIME

DESCRIPTION

**THE NEW YORK
ACADEMY OF MEDICINE**
4:00-4:15 p.m.
EACH TUESDAY

Medical talks for the layman are arranged on this series with the cooperation of the New York Academy of Medicine.

January 4: Dr. Richard Kovacs, Clinical Professor of Physical Therapy, Polyclinic Hospital, "Radio in Medicine."

January 11: Dr. Jacob Buckstein, Attending Physician, Bellevue Hospital, "How Emotions Affect Digestion." (3:15-3:30 p.m.)

SCIENCE SERVICE
4:00-4:15 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.

January 6: Dr. W. R. Gregg, chief of the U. S. Weather Bureau, "Where Cold Waves Come From."

January 13: Dr. Z. M. Labensohn, St. Elizabeth Hospital, "Saving Minds with Insulin."

January 20: Dr. Harry M. Johnson, Highway Research Board, "How Safe Are Young Drivers?"

January 27: Dr. Harrison E. Howe, editor of *Industrial and Engineering Chemistry*, "What New in Chemistry?"

**THE STORY
OF INDUSTRY**
5:00-5:30 p.m.
EACH SATURDAY

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 industrial figures, arranged by the Business Advisory Council. Office of Education actors, under the direction

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

tion of Earl McGill, assist in the presentations and the Columbia Symphony Orchestra furnishes the musical backgrounds.

January 8: The Shoe Manufacturing Industry. *Guest*, George A. Sloan, "Tolerance and Moderation."

January 15: The Canning Industry. *Guest*, R. R. Deupree, president of Procter & Gamble, "Uncle Sam, Industry and the Home."

January 22: The Tea, Coffee and Spices Industry.

January 29: The Printing Industry.

**SPECIAL
EVENTS**

SALUTE TO WAPI
1:30-2:00 p.m.
SATURDAY, JANUARY 1

A salute to Station WAPI, Birmingham, on the occasion of its joining the Columbia Network will include a brief talk by Governor Bibb Graves of Alabama, music by Oliver Naylor's orchestra, the Symphonettes and Barry Wood.

**ORANGE BOWL AND
COTTON BOWL GAMES**
Approx. 2 p.m. and 5 p.m.
SATURDAY, JANUARY 1

Ted Husing will cover the Michigan State-Auburn game at the Orange Bowl Stadium in Miami in a play-by-play broadcast on New Year's Day, at the conclusion of which the network will shift to Dallas where Byron Saam will describe the last half of the Rice-Colorado game at the Cotton Bowl.

FORECASTING 1938
10:45-11:00 p.m.
SATURDAY, JANUARY 1

Ten experts in various fields look ahead into the new year in a special program of "Forecasting 1938." Bob Trout is master of ceremonies, Freddie Rich provides the music, and

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

	PROGRAM AND TIME	DESCRIPTION
	<p>NATIONAL THRIFT WEEK 4:15-4:30 p.m. MONDAY, JANUARY 17</p>	<p>the forecasters are "Bugs" Baer, William Hillman, Barry Faris, Prunella Wood, George Holmes, Harrison Carroll, Davis J. Walsh, and J. E. "Dinty" Doyle, journalists; and H. V. Kaltenborn and Alfredo Zalamea, commentators.</p> <p>In connection with the celebration of National Thrift Week a group of average citizens from several walks of life, including a child, college-student, working-girl, factory-worker, white-collar worker, farmer and elderly person, will describe their efforts to be thrifty.</p>
<p>SERIOUS MUSIC</p>	<p>NEW YORK PHILHARMONIC- SYMPHONY ORCHESTRA 3:00-5:00 p.m. EACH SUNDAY</p>	<p>From Carnegie Hall the New York Philharmonic-Symphony Orchestra presents its eighth consecutive season of Sunday concerts over the Columbia Network. This month Georges Enesco replaces John Barbirolli as guest conductor. Deems Taylor, Columbia's Musical Consultant is the program commentator.</p> <p>January 2: <i>Respighi</i>: Ancient Airs and Dances Suite No. 3; <i>Tschaikowsky</i>: Violin Concerto in D Major. MISCHA ELMAN, violinist; <i>Beethoven</i>: Symphony No. 2 in D Major; <i>Berlioz</i>: Overture, "The Roman Carnival."</p> <p>January 9: Guest Conductor, GEORGES ENESCO (a) <i>J. S. Bach</i>: Concerto for Violin and String Orchestra in A Minor and (b) <i>Chaussor</i>: "Poeme", for Violin and Orchestra. GEORGES ENESCO, violinist, and MISHÉL PIASTRO, conductor. <i>Franck</i>: Symphonic Piece from "The Redemption"; <i>Beethoven</i>: Symphony No. 3.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>BORIS MORRIS STRING QUARTET 2:00-2:30 p.m. EACH SUNDAY EXCEPT JANUARY 9</p>	<p>January 16: Guest Conductor, GEORGES ENESCO. <i>Saint-Saens</i>: Concertstück for Violin in A Major. GEORGES ENESCO, violinist. <i>Mozart</i>: Symphony in D Major ("Haffner"); <i>Sabin Dragoi</i>: Christmas Song and Wedding Song from "Suite Rustique" (American première); <i>Beethoven</i>: Symphony No. 4 in B-flat Major. January 23: Guest Conductor, GEORGES ENESCO. <i>MacDowell</i>: Symphonic Poem, "Lancelot and Elaine"; <i>Enesco</i>: Suite for Orchestra, No. 1; <i>Berlioz</i>: Symphonie Fantastique.</p>
<p>LOS ANGELES PHILHARMONIC CONCERT 6:00-6:55 p.m. SATURDAY, JANUARY 1</p>	<p>The Los Angeles Philharmonic Orchestra, conducted by Dr. Otto Klemperer, present a program saluting the cooperation which exists between radio and cinema. The Overture to "Benvenuto Cellini" by Berlioz; the "Haffner" Symphony by Mozart; the "Afternoon of a Faun" by Debussy and "Till Eulenspiegel" by Richard Strauss compose the program.</p>
<p>YOUNG PEOPLE'S SYMPHONY CONCERTS 11:00 a.m.-12:15 p.m. SATURDAY, JANUARY 15 AND 29 3:30-4:30 p.m. TUESDAY, JANUARY 11</p>	<p>Rudolph Ganz, eminent Swiss pianist, composer and conductor, leads the Philharmonic-Symphony Orchestra in two Saturday morning concerts on January 15 and 29. This is the eighth season of the Young People's Concerts on CBS. On January 11 Eugene Goossens con-</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>COOLIDGE QUARTET— BEETHOVEN CYCLE 3:00-3:45 p.m. EACH MONDAY BEGINNING JANUARY 10</p>	<p>ducts the Cincinnati Symphony Orchestra in the second of a series of five concerts for young people.</p> <p>A series of six all-Beethoven concerts by the Coolidge String Quartet is inaugurated this month. Members of the group are William Kroll and Nicolai Berezowski, violinists; Nicolas Moldavan, violist and Victor Gottlieb, cellist. The programs are arranged in cooperation with G. Schirmer, Inc., music publishers.</p>
<p>HOLLACE SHAW MONDAY, 6:45-7:00 p.m. TUESDAY, 3:30-4:00 p.m.</p>	<p>Hollace Shaw, soprano, who last Summer created the principal role in Louis Gruenberg's opera, "Green Mansions," is featured weekly on this series of concert programs.</p>
<p>SELECTIONS FROM LIGHT OPERA 6:35-6:45 p.m.</p>	<p>This series of selections from famous light operas is played by the Columbia Symphony Orchestra under Victor Bay.</p> <p>January 4: "La Belle Helène," by Offenbach January 11: "No, No, Nanette," by Youmans January 18: "Chu Chin Chow," by Norton. January 25: "A Connecticut Yankee," by Rogers and Hart.</p>
<p>CURTIS INSTITUTE OF MUSIC 3:45-4:30 p.m. EACH WEDNESDAY</p>	<p>The Curtis Institute of Music, of which 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. Chamber</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>ESSAYS IN MUSIC 10:30-11:00 p.m. EACH THURSDAY</p>	<p>music groups are directed by Dr. Louis Bailly and Fritz Reiner conducts the Curtis Symphony Orchestra.</p> <p>This unusual new series, under the direction of Victor Bay, presents on single programs widely varying compositions devoted to the same subjects. David Ross is narrator.</p> <p>January 6: <i>Love</i>. Margaret Daum, Ruth Carhart and sextet.</p> <p>January 13: <i>Famous Rivers</i>. Helen Marshall, soprano and male quartet.</p> <p>January 20: <i>Music by the Bachs</i>. Alexander Semmler, pianist.</p>
<p>MARGARET DAUM 7:15-7:45 p.m. EACH FRIDAY</p>	<p>This young prima donna of the Metropolitan Opera Company spring season is heard in a repertoire of favorite songs and arias.</p>
<p>CINCINNATI CONSERVATORY OF MUSIC 11:00-12:00 a.m. EACH SATURDAY</p>	<p>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.</p>
<p>COLUMBIA CHORUS QUEST 6:00-6:25 p.m. EACH SATURDAY BEGINNING JANUARY 8</p>	<p>A new series of concerts by choral groups throughout the country is presented by Columbia this month. The following groups will be heard:</p> <p>January 8: Pomona College Glee Club.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAMS AND TIME	DESCRIPTION
<p>WALBERG BROWN STRINGS 10:00-10:30 a.m. EACH SUNDAY</p>	<p>January 15: Syracuse University Singers. January 22: Apollo Boys Choir, Birmingham. January 29: Susquehanna University Motet Choir.</p> <p>Walberg Brown, musical director of WGAF, 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.)</p>
<p>SALT LAKE CITY TABERNACLE CHOIR 12:30-1:00 p.m. EACH SUNDAY</p>	<p>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.</p>
<p>THE COLUMBIA WORKSHOP 10:30-11:00 p.m. EACH THURSDAY</p>	<p>With the New Year, <i>The Columbia Workshop</i> acquires a new director and a new policy. William N. Robson, CBS writer and director, has been appointed supervising head of the Workshop and will explore broadcasting techniques in an effort to widen the scope of the show. This month's schedule follows:</p> <p>January 8: "The Ghost of Benjamin Sweet" by Pauline Gibson. A comedy which reverses the usual representation of ghosts and human beings.</p> <p>January 15: "The House That Jack Did Build," by Alfred Kreymbourg. A verse play written especially for the Workshop by the leading poet.</p> <p>January 22: "Alexander the Great," an experiment</p>

DRAMA

DRAMA

PROGRAM	DESCRIPTION
<p>"BRAVE NEW WORLD" 10:30-11:00 p.m. EACH MONDAY</p>	<p>ment in education through biography. A group composition by the Radio Writing Division of the N. Y. U. Department of Adult Education. Dr. Harry Woodburn Chase introduces the program.</p> <p>January 29: "Madame Curie," an adaptation of Eva Curie's recent biography of her mother, by Mr. Robson.</p> <p>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.</p> <p>January 3: The Beloved Ruler. January 10: The Little Indian of Mexico. January 17: A Caribbean Pilgrim. January 24: Highlights in a Century of Pan-Americanism. January 31: "Ariel" and Latin American Idealists.</p>
<p>"TISH" 9:30-10:00 p.m. EACH WEDNESDAY</p>	<p>Mary Roberts Rinehart's famous character, Letitia ("Tish") Carberry, and Lizzie and Aggie, her friends, are heroines of adventures dramatized by members of the Federal Radio Theatre. Lawrence Menkin is the director.</p>
<p>"THE PEOPLE'S CHOICE" 8:00-8:30 p.m. EACH SUNDAY</p>	<p>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</p>

CBS SUSTAINING PROGRAMS

DRAMA

PROGRAM AND TIME

DESCRIPTION

arrangement, serious music, singing, new 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.

CHILDREN'S PROGRAMS

"DEAR TEACHER"

5:30-5:45 p.m.

EACH TUESDAY AND THURSDAY

6:00-6:15 p.m.

EACH MONDAY AND WEDNESDAY

BEGINNING JANUARY 17

Questions by young listeners are answered by young contestants of grade-school age on the series of twice-weekly broadcasts. Listeners compete in submitting the best list of questions on a single topic, and four children compete in answering them on each show. The subjects for questions during January include:

January 4 and 6: Buffalo Bill.

January 11 and 13: Mississippi River.

January 17 and 19: Rubber.

LET'S PRETEND

10:30-11:00 p.m.

EACH SATURDAY

6:00-6:30 p.m.

EACH TUESDAY AND THURSDAY

BEGINNING JANUARY 18

The world's great fairy tales are dramatized by Nila Mack and enacted by children from seven to sixteen. Plays for this month are:

January 1: "Nuremberg Stove."

January 8: "The Tinder-box."

January 18: "One Eye, Two Eyes and Three Eyes."

January 20: "Thrushbeard."

CONCERTS FOR CHILDREN

6:00-6:30 p.m.

EACH FRIDAY

BEGINNING JANUARY 21

Howard Barlow will lead the Columbia Symphony Orchestra in these programs of music especially planned for children. It is planned to have a child speak on each program, giving his reactions to the music.

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME

DESCRIPTION

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 7th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths. Speakers on the services in January are:

January 2: *Morning*—Rt. Rev. Henry St. George Tucker, Bishop of Virginia and Presiding Bishop of the Episcopal Church of the United States, in his inaugural address, New York.

Afternoon—Rabbi Edward N. Calisch, Congregation Beth Ahabah, Richmond, Va.

January 9: *Morning*—Rev. Theodore C. Speers of the Central Presbyterian Church, New York.

Afternoon—Very Rev. T. S. McDermott, O.P., Provincial of the Dominican Fathers, in a Holy Name Society program.

January 16: *Morning*—Rev. John W. Elliott, D.D., Secretary of Christian Education, American Baptist Publication Society, Philadelphia.

Afternoon—Rev. Wilfrid Parsons, S.J., Professor of History, Graduate School of Georgetown University, Washington, D. C.

January 23: *Morning*—Dr. Lynn Harold Hough, Dean of Drew Theological Seminary (Methodist), Madison, N. J.

Afternoon—Rabbi Harry J. Stern, Temple Emanu-El, Montreal.

January 30: *Morning*—Rev. Carl H. Kopf, Mt. Vernon Church of Boston (Congregational).

Afternoon—Rev. Finis S. Idleman, D.D., Central Church of Disciples of Christ, New York.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME

DESCRIPTION

"WINGS OVER JORDAN"

9:00-9:30 a.m.

EACH SUNDAY

This program of Negro spirituals and religious talks is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators. This month the speakers are:

January 9: Rev. Joseph Gomez, pastor of St. James A. M. E. Church, Cleveland.

January 16: Rev. Dr. Charles D. Hubert, Atlanta, Ga.

January 23: Rev. L. K. Williams, pastor of Olivet Baptist Church, Chicago.

January 30: Dr. Mordecai W. Johnson, president of Howard University, Washington, D. C.

PERSONALITIES

HARRY CONN IN "EARACHES OF 1939"

8:30-9:00 p.m.

EACH SUNDAY

Harry Conn, comedian, portrays the role of hapless musical comedy producer in this Sunday night variety program. His supporting cast includes Beatrice Kay, comedy songstress, Barry Wood, Mary Kelley, Billy Jones, Char Cantor and Freddie Rich's Orchestra.

DAVID ROSS IN "POET'S GOLD"

1:45-2:00 p.m.

EACH SUNDAY

This series of verse readings by David Ross, prize announcer, has been a Columbia Broadcasting System work feature for five years. Ross gives his readings against a background of string music.

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 recently celebrated his fifteenth consecutive year as father of his Capitol Family.

PERSONALITIES

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																
<p>BEN AND BESSIE 3:00-3:30 p.m. EACH THURSDAY</p>	<p>On this new series of variety programs, Ben Hawthorne presents character comedy, assisted by Claire Sherman and Bob Gibson, vocalists and Franklin Roberts' orchestra.</p>																
<p>SATURDAY NIGHT SWING CLUB 7:00-7:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens and Paul Douglas as band director and swing commentator, the Swing Club guests this month include the Raymond Scott Quintette, Paul Whiteman and Tommy Dorsey. Phil Cohan and Ed Cashman are the producers.</p>																
<p>"DEAR COLUMBIA" 9:00-9:25 a.m. EACH THURSDAY</p>	<p>Audience mail requests for songs and selections old and new are performed by Ray Block's orchestra. Bert Parks acts as M.C.</p>																
<p>DEEP RIVER BOYS, ETON BOYS, FOUR CLUBMEN Various hours</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>																
<p>DANCE ORCHESTRAS Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners throughout the week in the late evening hours. The following top-ranking bands are scheduled for January:</p> <table data-bbox="921 1560 1408 1862"> <tr> <td>Cab Calloway</td> <td>Glen Gray</td> </tr> <tr> <td>Emery Deutsch</td> <td>George Hall</td> </tr> <tr> <td>Tom Dorsey</td> <td>Sammy Kaye</td> </tr> <tr> <td>Ted Fiorito</td> <td>Henry King</td> </tr> <tr> <td>Eddie Fitzgerald</td> <td>Leighton Noble</td> </tr> <tr> <td>Jay Freeman</td> <td>Buddy Rogers</td> </tr> <tr> <td>Benny Goodman</td> <td>Orrin Tucker</td> </tr> <tr> <td></td> <td>Sterling Young</td> </tr> </table>	Cab Calloway	Glen Gray	Emery Deutsch	George Hall	Tom Dorsey	Sammy Kaye	Ted Fiorito	Henry King	Eddie Fitzgerald	Leighton Noble	Jay Freeman	Buddy Rogers	Benny Goodman	Orrin Tucker		Sterling Young
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	Sterling Young																

ADDENDA: DECEMBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *December* programs which were arranged too late for inclusion in the last issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

☉ DECEMBER 11: Senator Josh Lee (D) of Oklahoma spoke from Washington on "Streamlining Democracy," 2:15-2:30 p.m.

A panel discussion of "The People vs. the High Cost of Living" was held at the conference of the Consumers National Federation, 4:15-4:45 p.m.

☉ DECEMBER 12: In the CBS series on *World Economic Cooperation* Malcolm W. Davis discussed "Trends Toward World Cooperation in Europe," 2-2:15 p.m.

☉ DECEMBER 13: From Washington, Erwin Canham spoke on "The Sinking of the U. S. Merchant Vessel *Panay* in China Waters," 4:15-4:30 p.m.

In the CBS series *Current Questions before the House* Rep. H. Jerry Voorhis (D) of California proposed "What Congress Ought to Do to Meet the Business Recession," 4:30-4:45 p.m.

Dr. John Dewey, chairman of the Commission of Inquiry into the Charges Made Against Leon Trotsky in the Moscow Trials,

made a report of their investigation, 6:35-6:45 p.m. He was followed by Corliss Lamont, chairman of the Friends of the Soviet Union, 6:50-7 p.m.

Keith Morgan, chairman of the Committee for the Celebration of the President's Birthday, discussed the "Organization of the 1938 Campaign Against Infantile Paralysis," 7:30-7:45 p.m.

☉ DECEMBER 14: Dr. A. J. Cronin, physician and novelist, was heard in a talk, "Adequate Medical Care for All," 2:15-2:30 p.m.

A special international broadcast from Shanghai presented eye-witness accounts of the sinking of the *Panay*, 6:15-6:30 p.m.

Senator Edward R. Burke (D) of Nebraska spoke from the banquet of the National Women's Party on the "Equal Rights Amendment," 10:45-11 p.m.

☉ DECEMBER 17: Mary E. Woolley, former president of Mt. Holyoke College, made the United Christmas Appeal sponsored by the Federal Council of the Churches of Christ

in America, speaking on "A Christian Witness to a World at War," 4:15-4:30 p.m.

Norman Alley, photographer of the bombing of the *Panay*, spoke from Shanghai of his experiences during the gun-fire, 6-6:15 p.m.

Major Maple T. Harl, National Commander of Disabled American War Veterans, spoke from Washington on "The Employment of Veterans," 10:45-11 p.m.

DECEMBER 18: Hadassah Founder's Day, celebrating the birthday of Henrietta Szold, was discussed by Mrs. Moses P. Epstein, national president of this Zionist charitable organization, 5:30-5:45 p.m.

DECEMBER 19: Fred G. Clark, National Commander of the Crusaders, was heard in a talk, "Repression, Not Recession," 2-2:15 p.m.

DECEMBER 20: In the CBS series on *Current Questions before the House* Rep. James E. O'Connor (D) of Montana discussed "Workings of the Pending Farm Legislation as Applied to Wheat," 4:30-4:45 p.m.

From London Clement R. Atlee, foreign correspondent, told "What I Found in My Survey of the Situation in Spain," 6:15-6:30 p.m.

Clarence A. Hathaway, editor of the *Daily Worker*, spoke on "Collective Security, the Road to World Peace," 10:45-11 p.m.

DECEMBER 23: An informal discussion of "Christmas in a Democracy" presented Senator Theodore F. Green (D) of Rhode

Island and Frances Farmer and Burgess Meredith, stage stars, under the auspices of the American Union for Democracy, 6:15-6:40 p.m.

€ DECEMBER 25: King George VI of Great Britain sent Christmas greetings to the Dominions and his subjects in the United States, 10-10:15 a.m.

Haile Selassie, deposed emperor of Abyssinia, sent a Christmas message to America in a special broadcast from London, 12:30-12:45 p.m.

Manuel Quezon, President of the Philippine Commonwealth, was heard in a trans-Pacific broadcast on "Philippine Freedom in the Light of the Far Eastern Crisis," 6:30-6:45 p.m.

● DECEMBER 26: Pierre de Lanux, foreign correspondent, spoke from New York on "What Will France Do in the Present Far Eastern Crisis?," 1:30-1:45 p.m.

"Can Labor Promote Economic Cooperation Between Nations?" was the topic of an international round-table discussion over the Columbia Network and the Canadian Broadcasting Corporation, including such labor leaders as Robert J. Watt from Boston; P.M. Draper from Ottawa; Isidor Lubin from Washington; and former Governor John G. Winant from Geneva, 2-2:30 p.m.

DECEMBER 27: Dr. Harold G. Moulton, president of the Brookings Institute, spoke at the American Association for the Advancement of Science on "Controlled Factors in Economic Development," 4:15-4:30 p.m.

● DECEMBER 28: In an exclusive CBS broadcast, the newsreel pictures of the bombing of the *Panay* were previewed at the 20th Century-Fox Studios in Hollywood immediately following their arrival in America. This broadcast marked the first time that a motion picture was described to listeners via radio, 6:35-7 p.m.

● DECEMBER 29: Eamon de Valera, President of the Irish Free State, was heard from Dublin in a discussion of "Ireland under Its New Constitution," 2:45-3 p.m.

Rep. Sam D. McReynolds (D) of Tennessee, chairman of the Foreign Affairs Committee of the House, spoke from Washington on "Our Far Eastern Policy," 6:15-6:40 p.m.

● DECEMBER 30: Dr. Walmar Falcao, Minister of Labor, Industry and Commerce of Brazil, representing Dictator-President Getulio Vargas, was heard in a talk on his country's new government, 6-6:15 p.m.

EDUCATIONAL PROGRAMS

● DECEMBER 24: Dr. William Moulton Marston, noted psychologist, took a stand against the current "success" writers in a talk, "Try Living—Success vs. Happiness," 10:45-11 p.m.

● DECEMBER 30: Dr. Arthur Jersild, Associate Professor of Education at Teachers College, Columbia University, reported on his experiences as CBS consultant on children's programs in a talk, "Children's Radio Programs," 6:30-6:45 p.m.

● DECEMBER 31: Capt. Charles B. Scully, head of the Life-Saving Division of the American Red Cross, spoke on "Ice Hazards," 6:35-6:45 p.m.

SPECIAL EVENTS

● DECEMBER 10: From the sixth annual Miami-Biltmore Fashion Show at the Waldorf-Astoria, the benefit performance of the "Cavalcade of Melody" was presented, 11:30 p.m.-12:15 a.m.

● DECEMBER 11: Station CKAC, Montreal, was saluted on its fifteenth anniversary by Sir Herbert Marler, Minister Plenipotentiary to the United States and by Benny Goodman and his band, 11:30 p.m.-12 mid.

● DECEMBER 28, 30: Two preview programs of the Orange Bowl football match were presented by Ted Husing. The first featured interviews with the coaches and players of Auburn and Michigan State teams, 2:30-3 p.m. The second was devoted to sporting figures, newspapermen and other personalities gathered in Miami for the game, 2:45-3 p.m.

● DECEMBER 31: A group of celebrities in the theatre, radio and journalism participated in a special program of "Resolutions of 1938", explaining how they intended to turn over a new leaf during the coming year, 3:45-4 p.m.

RELIGIOUS PROGRAMS

● DECEMBER 26: Christmas services from the Church of Nativity, built on the site of the birth of Christ in Bethlehem, were

brought to this country by Columbia, 12 noon-12:30 p.m.

DECEMBER 25: Solemn Pontifical Mass, celebrated by His Eminence George Cardinal Mundelein, Archbishop of Chicago, was broadcast from the Holy Name Cathedral in that city, 1-2 p.m.

DRAMA

DECEMBER 24: "Why the Chimes Rang," adapted by Elizabeth Apthorp McFadden from the story by Raymond Allen, was directed by Larry Menkin, 7:30-7:45 p.m.

DECEMBER 23, 30: A two-part dramatization of Lewis Carroll's "Through the Looking Glass" was presented on the *Columbia Workshop* under the direction of William Robson with a large cast and music specially composed by Leith Stevens and Paul Starrett, 10:30-11 p.m.

DECEMBER 30: A dramatic reproduction of a New Year's Eve "Watch Meeting" as conducted by Negroes in the Santee Swamp of South Carolina was presented by the Evanssyde Choir, with spiritual singing, sermons and other ceremonies alternating with the periodic refrain, "What time is it?" The

program was concluded with a Negro New Year's Eve song, 10-10:30 p.m.

MUSICAL

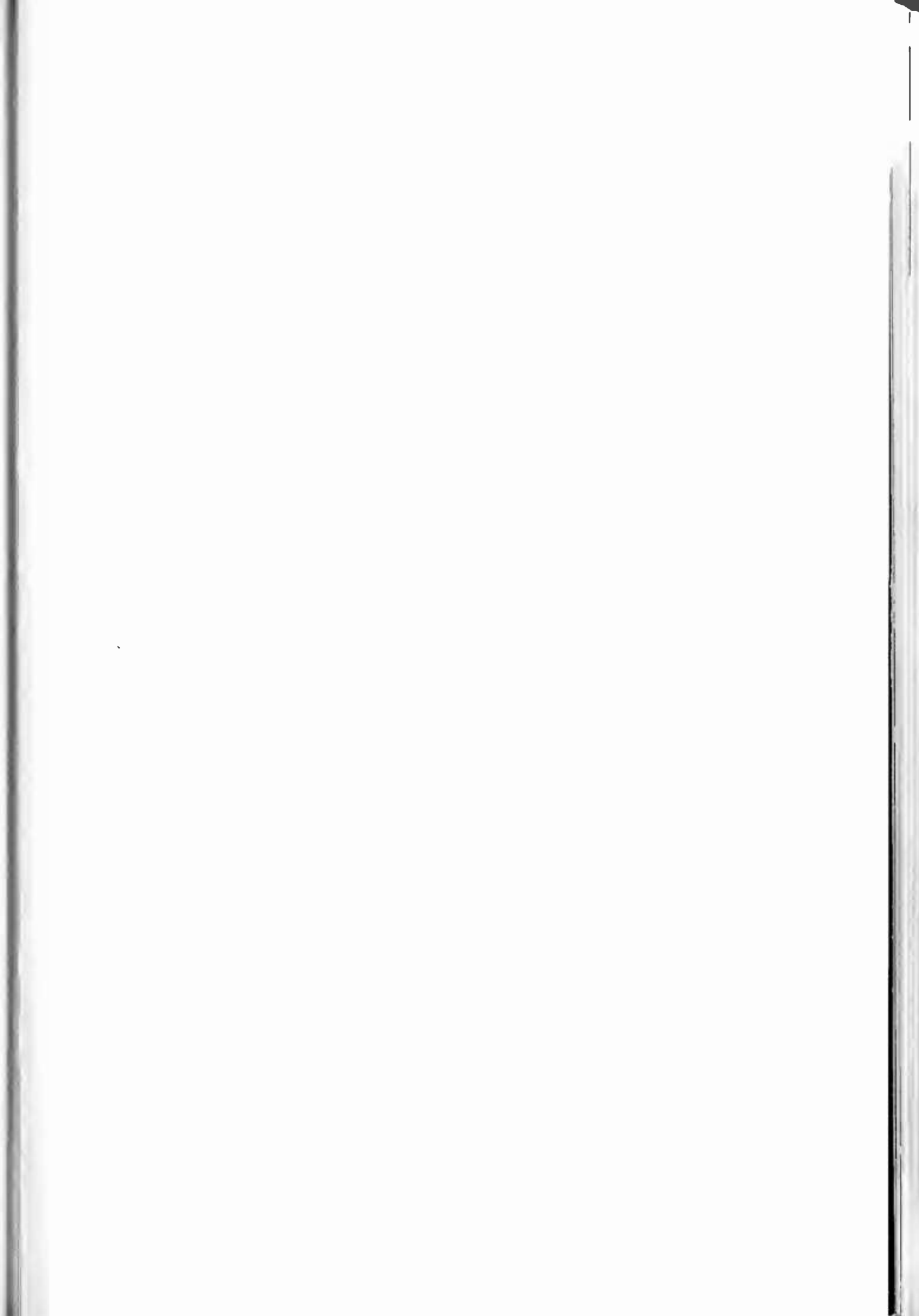
● DECEMBER 4: The Lehigh University Glee Club, one of the oldest groups of its kind in the country, presented a program under the direction of Dr. T. E. Shields, 12:30-12:45 p.m.

● DECEMBER 9: The Drake University Male Quartet of Des Moines presented a special concert from Chicago, 2:15-2:30 p.m.

● DECEMBER 11: A concert by the Pomona College Men's Glee Club in connection with Pomona's fiftieth anniversary was presented from Hollywood, 1-1:30 p.m.

● DECEMBER 18: The Branscombe Choral of sixty women's voices were heard in a program featuring the radio premiere of "Wreath the Holly, Crown the Bay," a new carol by Gena Branscombe, 4-4:30 p.m.

● DECEMBER 31: The world premiere of Serenade for String Quartet, written by Vladimir Dukelsky on commission from CBS, was performed by the Kreiner String Quartet, 3-3:30 p.m.



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