

JANUARY, 1939

**THE COLUMBIA
PROGRAM BOOK**

CBS SPONSORED PROGRAMS: pp. 3 to 24

CBS SUSTAINING PROGRAMS: pp. 25 to 47

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosmetics
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes
	Half & Half Smoking Tobacco
	Roi-Tan Cigars
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin
BENEFICIAL MANAGEMENT CORP.	Personal Finance
A. S. BOYLE COMPANY	Hill's Nose Drops

PROGRAM	TIME	AGENCY	ON CBS*
The Romance of Helen Trent <i>Serial drama</i> (Produced by A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	264 Weeks
Your Hit Parade with Russican's Orchestra, Lewy Ross, Raymond Scott's Quartet, and the Songsmiths <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC	Lord & Thomas	139 Weeks
How Bernie and All the Lads with Lew Lehr <i>Musical and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> <i>12 mid., 12:30 a.m.</i> ORIGINATES: WABC	Young & Rubicam, Inc.	
Marjorie Tucker and Her Show <i>Musical</i>	Mon., Wed., Fri. 6:45-7:00 p.m. ORIGINATES: WABC	Lord & Thomas	
The Gal, Sunday <i>Serial drama</i> (Produced by POLYNES COMPANY)	Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	100 Weeks
Second Husband with Bettye Monkton, presented by the Eugene O'Neale Actors' Guild <i>Comedy</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	331 Weeks
The Bartley's Daughters <i>Serial drama</i> (Produced by J. M. ...)	Mon. thru Fri. 2:00-2:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	63 Weeks
The Romance of Helen Trent <i>Serial drama</i> (Produced by A. S. BOYLE CO.)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	139 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	PRODUCTS
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CARDINET CANDY COMPANY, INC.	Confectionery
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" preparations
CHRYSLER CORPORATION	Chrysler DeSoto Dodge Plymouth
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave Concentrated Super Suds

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS*
First Nighter with Barbara Luddy and Lee Truax <i>Presented at the Little Theater of Times Square</i>	Friday 8:00-8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	18 Weeks
Campbell Playhouse Opened by Wellby, director, and guest stars <i>In various programs</i>	Friday 9:00-10:00 p.m. ORIGINATES: WABC	Ward Wheelock Company	212 Weeks
Night Editor with Mel Burdick <i>Presented by Mel Burdick</i>	†Saturday 7:45-8:00 p.m. PST ORIGINATES: KSEF	Tomaskie-Elliott, Inc.	11 Weeks
Dr. Christian starring Just Herholt <i>Drama</i>	Tuesday 10:00-10:30 p.m. ORIGINATES: WABC	McCann-Frickson, Inc.	38 Weeks
Major Bowes' Amateur Hour Hosted by Major Bowes <i>in various programs</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	147 Weeks
Colgate Ask-It Basket Hosted by William MC <i>Presented by William MC</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	38 Weeks
Long Riders <i>Presented by dramatization</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC		146 Weeks
Mary and Marge <i>Presented by Marge</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC		117 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
COLGATE-PALMOLIVE-PEET COMPANY <i>(continued)</i>	Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
E. I. DU PONT DE NEMOURS & COMPANY	Institutional Advertising
ETHYL GASOLINE CORP.	"Ethyl" Gasoline

PROGRAM	TIME	AGENCY	ON CBS*
Willtop House Starring Bess Johnson <i>Dramatic serial</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	150 Weeks
Stepmother <i>Dramatic serial</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 1:45-5:00 p.m. ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	88 Weeks
The Wonder Show Starring Jack Haley, Lucille Ball, Virginia Verrill, Artie Auerbach and Ted Fio Rito's Orchestra <i>Music and comedy</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX	Benton & Bowles, Inc.	197 Weeks
Pretty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC		
Bagdad Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	209 Weeks
Carols of America Hanson Chalmer's Narrator, National Harmony Chorus and Orchestra <i>and dramatic song</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	146 Weeks
Beauty Time Starring Walter O'Keefe and Orchestra <i>and guest stars</i> <i>and musical comedy</i>	Thursday 10:00-10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	Starts Jan. 12

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

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
<p>EUCLID CANDY COMPANY OF CALIFORNIA, INC.</p>	<p>Confectionery</p>
<p>FORD MOTOR COMPANY</p>	<p>Ford Lincoln Lincoln Zephyr</p>
<p>GENERAL FOODS CORPORATION</p>	<p>Sanka Coffee</p> <p>Huskies</p> <p>Calumet Baking Powder Swans Down Cake Flour</p> <p>Post Toasties</p>

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
Knox Manning <i>Commentator</i>	Monday 5:45-6:00 p.m. PST ORIGINATES: KNY	Sidney Garfinkel Advertising Agency	58 Weeks
Sunday Evening Hour Grand Symphony Orchestra and Chorus, Fritz Reiner, conductor* <i>Guest Soloists:</i> Oct. 1: Lily Pons Feb. 8: Georges Enesco Oct. 15: Jussi Bjoerling Feb. 22: Helen Jorgensen Feb. 29: Richard Taubert <i>Symphonic music, and talks by</i> <i>W. J. Cameron</i> *Also, Jan. 22, Wilfred P. Healy, conductor.	Sunday 9:00-10:00 p.m. ORIGINATES: WJR	N. W. Aver & Son, Inc.	248 Weeks
See the People with Gabriel Heatter, Harry von Zell and Guests <i>Realistic experiments</i>	Tuesday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	201 Weeks
See Pinner with Dick Ryan, Gay Soderstrom, Tommy Lane, Margaret Bryant, Myra Arnold and Ben Pollack's Orchestra <i>Comedy and music</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 8:30-9:00 p.m. PST ORIGINATES: KNY	Benton & Bowles, Inc.	
See Smith Star with Robert Paul Connolly, comedians: "The Aldrich Family," comedy club, Ted Strauss, Larry, Jack Miller's Orchestra and guest stars <i>Comedy club</i>	Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30-12:30 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
See K. Brown with Frank Gill and Bill Dunline, comedians, Paula Winslow, "The Good McCreas, vocalist and "The Good McCreas' Quartet" <i>Comedy and music</i>	Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. ORIGINATES: KNY	Benton & Bowles, Inc.	201 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
GENERAL FOODS CORPORATION <i>Continued</i>	La France Satina Diamond Crystal Salt Postum
GENERAL MILLS, INC.	Institutional Advertising Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
Mary Margaret McBride <i>Radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	201 Weeks
Kate Smith—Noonday Chats <i>News and features</i>	Tues., Thurs., Sat. 12:00-12:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	
Lam and Abner <i>Serial drama</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	
Altenborn Comments <i>News</i> (Starts Jan. 1)	Sunday 10:30-10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	441 Weeks
The Grouch Club with Jack Lesconic <i>Comedy</i>	Tuesday 9:30-10:00 p.m. PST ORIGINATES: KNX	Blackett-Sample-Hummert, Inc.	
Hollywood Guild with stars of stage and screen and Oscar Bradley's Orchestra <i>Original dramatic production</i>	Sunday 7:30-8:00 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	255 Weeks
Honolulu Bound featuring Phil Baker and company <i>Comedy musical</i>	Saturday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	Starts Jan. 14
It Can Be Done with Edgar A. Gussat, Frankie Martore's Orchestra, Maxine Francisco and Dramatic Cast <i>Comedy and drama</i>	Wednesday 10:00-10:30 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	52 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros. Wm. Rogers & Son
KELLOGG COMPANY	Kellogg's Corn Flakes
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Litterite Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso

PROGRAM	TIME	AGENCY	ON CBS
Her Honor, Nancy James Starring Barbara Weeks and Fred Weyer <i>Social drama</i>	Mon. thru Fri. 12:15-12:30 p.m. ORIGINATES: WABC	Lord & Thomas	78 Weeks
Silver Theater Narrated by Conrad Nagel, narrator-director, with guest stars of stage and screen <i>Dramatic</i>	Sunday 6:00-6:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	61 Weeks
Howie Wing <i>Sensation Adventure</i>	Mon. thru Fri. 6:15-6:30 p.m. <i>Rebroadcast</i> 8:15-8:30 p.m. ORIGINATES: WABC	J. Walter Thompson Company	36 Weeks
Our Gal, Sunday <i>Social drama</i> Produced by ANACIN COMPANY	Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	367 Weeks
Ray Lombardo and his Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WABC	Lord & Thomas	264 Weeks
Radio Central Station <i>Humorous sketches</i>	Friday 10:00-10:30 p.m. ORIGINATES: WABC	Lambert & Feaslev, Inc.	78 Weeks
The Lux Radio Theatre <i>Best of stage and screen drama, with B. D. Mitchell, director</i>	Monday 9:00-10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	162 Weeks
Big Town Starring Edward G. Robinson, with Charles Tröler <i>Drama</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-12 a.m. ORIGINATES: KNX (SINCE JAN. 10: WABC)	Ruthrauff & Ryan, Inc.	127 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
LEVER BROTHERS COMPANY <i>Continued</i>	Lifebuoy Rinso Spry
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
P. LORILLARD COMPANY	Old Gold Cigarettes
McKESSON & ROBBINS, INC.	Calumet Solidified Albitone

PROGRAM	TIME	AGENCY	ON CBS*
Ed Jolson Show with Martha Raye, Parkyakarkus, and Gluskin's Orchestra. Guest Stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	127 Weeks
Big Sister with Alice Frost and Martin Gabel <i>Serialized drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC		120 Weeks
Edent Jenny's Real Life Stories <i>Dramas</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC		102 Weeks
Paul Whiteman and his Orchestra, with Joseph Edwards, The Mulanbains and Fred Ullal <i>Musical variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC	Newell-Emmett Co., Inc.	311 Weeks
Barstow and Allen with Frank Parker, Ray Nulde's Orchestra and Paul Douglas <i>Comedy and music</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: KNX		
Melody and Business with Robert Buckley, Artie Shaw and His Orchestra and Dick Todd, vocalist <i>Comedy</i>	Sunday 10:00-10:30 p.m. ORIGINATES: WABC	Lennen & Mitchell, Inc.	216 Weeks
Joyce Jordan, Girl Reporter <i>Serialized drama</i>	Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	61 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
MENNEN COMPANY	Mennen drug products
NOXZEMA CHEMICAL COMPANY	Noxzema
PENICK & FORD, LTD.	My-T-Fine Dessert
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
The People's Vote with Sam Hayes	†Monday 8:00-8:15 p.m. PST ORIGINATES: KSY	H. M. Kieseewetter Advertising Agency	26 Weeks
Professor Quiz with Bob Trout	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	34 Weeks
The Mighty Show <i>1952 p. drama</i>	Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	12 Weeks
Saturday Night Serenade Mary Eastman, soprano; Bill Perry tenor; Ed Gungor, Harlan's Orchestra and Chorus <i>Weekly</i> Mary Lee Taylor <i>Home economist</i> <i>Healthful recipes</i>	Saturday 9:30-10:00 p.m. ORIGINATES: WABC Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX	Gardner Advertising Company	269 Weeks
Johnny Presents Stan Morgan's Orchestra, Jack Robinson's Drum Majors, Francis Miller, Genevieve Ruff, "Honey Ivy", Miss Crane, Ray Blich's Swing 14 <i>Friday and Saturday nights</i> <i>From 10:30-11:00 p.m. Grand's Orchestra</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC	The Biow Company, Inc.	120 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
<p>THE PROCTER & GAMBLE COMPANY</p>	<p>Oxydol</p> <p>Ivory</p> <p>Chipso</p> <p>Crisco</p> <p>Drene</p>
<p>RALSTON PURINA CO.</p>	<p>Cereal products</p>
<p>R. J. REYNOLDS TOBACCO COMPANY</p>	<p>Camel Cigarettes</p> <p>Prince Albert Smoking Tobacco</p>
<p>RIQ. GRANDE OIL, INC.</p>	<p>Petroleum Products</p>

‡Columbia Pacific Network Only
 ††Columbia California Network Only

PROGRAM	TIME	AGENCY	ON CBS*
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	213 Weeks
Life Can Be Beautiful <i>Serial drama</i>	1:15-1:30 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life <i>Serial drama</i>	1:30-1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
This Day Is Ours <i>Serial drama</i>	1:45-2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Himmie Fidler <i>Hollywood commentator</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 10:30-10:45 p.m. ORIGINATES: KNY	H. W. Kastor & Sons	
The Inside Story <i>Musical, dramatic</i>	†Thursday 8:00-8:30 p.m. PST ORIGINATES: WBBM	Gardner Advertising Company	1 Weeks
Eddie Cantor's Camel Caravan with Bert Gordon, Sid Fields and Major Fairchild's Orchestra <i>Comedy and music</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC RSC JAN. 16, KNY	William Esty & Company, Inc.	287 Weeks
Tommy Goodman's Orchestra <i>Music and guests</i>	Tuesday 9:30-10:00 p.m. ORIGINATES: WABC		
Follow All Cars <i>Video film dramatizations</i>	††Friday 7:30-8:00 p.m. PST ORIGINATES: KNY	Hixson-O'Donnell, Inc.	99 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Goods
THE TEXAS COMPANY	"Texaco" products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Gum

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
Get A Divorce <i>Dramatic</i>	Sunday 7:30-7:45 p.m. PST ORIGINATES: KSFQ	Emil Brisacher and Staff	11 Weeks
Radio Star Theater Bob Barrymore, MC; Charlie Huggles, Frances Langford, Paul Sparks, Kenny Baker, Harry Simeone's Chorus, David Broekman's Orchestra <i>Musical variety dramatic</i>	Wednesday 9:00-10:00 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	90 Weeks
Radio Minstrels Fred and Pat in Pipe Smoking Time Bill Double Quartet and orchestra <i>Radio Minstrel comedies and music</i>	Monday 8:30-9:00 p.m. <i>Retroadcast</i> 11:40-12 mid ORIGINATES: WABC	Arthur Kudner, Inc.	187 Weeks
Summary to Hollywood <i>Summary of the latest news of Hollywood (Sat. 8)</i> Good Business <i>Local drama</i>	Sunday 6:30-7:00 p.m. ORIGINATES: KNX Mon. thru Fri. 11:15-11:30 a.m. <i>Retroadcast</i> 3:0-3:45 p.m. ORIGINATES: WRBM	Frances Hopper Advertising Agency Neisser-Meyerhoff, Inc.	344 Weeks

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

WABC SPONSORED PROGRAMS

	CLIENT	PRODUCT
	ANNUAL MOTOR BOAT SHOW	Motor Boat Shows
	BULOVA WATCH CO.	Bulova Watches
	CAMPBELL SOUP CO.	Soups
	B. FISCHER COMPANY	Aster Cakes
	HORN & HARDART CO.	Antique Restaurants
	LIGGETT DRUG CO., INC.	Fountain Sweets
	MELVILLE SHOE COMPANY	Thomas McAn Shoes
	OISEN RUG CO.	Olsen Rugs
	PETER PAUL, INC.	Moose's Candy Bars
	THOMAS LEEHING CO.	Thomas LeeHing

PROGRAM	TIME	AGENCY	ON WABC
Early Evening News	Fri. thru Thur. 6:00-6:05 p.m.	Chas. J. Cutajar	Jan. 6th thru 12th
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	186 Weeks
Early Evening News	Mon. thru Sat. 6:00-6:05 p.m.	Ward Wheelock Co.	Starts Jan. 16
The Morning Almanac, hosting Phil Cook	Tues., Thurs., Sat. 7:30-7:45 a.m.	Neff-Rogow, Inc.	Starts Jan. 10
Children's Hour	Sunday 10:30-11:30 a.m.	The Clements Co.	103 Weeks
Hot Morning Almanac hosting Phil Cook	Mon., Wed., Fri. 7:30-7:45 a.m.	Neff-Rogow, Inc.	Starts Jan. 16
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	1 Weeks
Medical Program	Mon., Wed., Fri. 8:05-8:10 a.m.	Presba, Fellers & Presba, Inc.	Starts Jan. 23
Politics in the News	Mon. thru Sat. 8:00-8:05 a.m.	Platt-Forbes, Inc.	11 Weeks
Richard Maxwell hosting Phil Cook	Tues., Thurs., Sat. 9:00-9:15 a.m.	Wm. Esty & Co., Inc.	37 Weeks

*The figures indicate the total number of weeks in which the client has used WABC 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 ten classifications:

1. PUBLIC AFFAIRS Page 26
2. SPECIAL EVENTS Page 28
3. DRAMATIC SERIES Page 29
4. SERIOUS MUSIC Page 31
5. EDUCATIONAL PROGRAMS Page 35
6. CHILDREN'S PROGRAMS Page 39
7. RELIGIOUS BROADCASTS Page 40
8. PERSONALITIES Page 42
9. LIGHT MUSIC Page 43
- ADDENDA: DECEMBER PROGRAMS Page 45

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
President's Message to Congress 1:00-1:45 p.m. WEDNESDAY, JANUARY 1	President Roosevelt's annual message to Congress is broadcast to the nation by CBS. Following the message, Bob Trout interviews various Congressmen for their reactions.
Jackson Day Tea 5:00-5:15 p.m. SATURDAY, JANUARY 7	Mrs. Franklin D. Roosevelt speaks to a gathering of women in Washington at the Jackson Day tea, preceding the dinner.
Jackson Day Dinner 9:30-10:00 p.m. SATURDAY, JANUARY 7	President Roosevelt and Postmaster-General Farley speak from the Mayflower Hotel, Washington, during the Jackson Day dinner.
Representative Martin 10:45-11:00 p.m. TUESDAY, JANUARY 10	Representative Joseph W. Martin (R) of Massachusetts discusses "The Republican Objectives in this Session of Congress."
Governor Stassen 10:45-11:00 p.m. THURSDAY, JANUARY 12	Governor Harold E. Stassen (R) of Minnesota speaks to the national radio audience following his inaugural at St. Paul.
Senator Wiley 2:15-2:30 p.m. SATURDAY, JANUARY 11	Senator Alexander Wiley (R) of Wisconsin, a freshman recruit to the Senate, talks at a lunch of the Women's National Republican Club.
Jan Masaryk 6:15-6:30 p.m. SATURDAY, JANUARY 11	Jan Masaryk, former Czechoslovakian Minister to London, addresses the National Conference for Palestine, in Washington.
Col. Louis Johnson 10:45-11:00 p.m. TUESDAY, JANUARY 17	Assistant Secretary of War, Colonel Johnson addresses his aeronautical conference in St. Louis on "American Wings."

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p>"Bull Session" 1:00-1:30 p.m. SATURDAY, JANUARY 14 AND 21</p>	<p>Students from a group of mid-western universities, including Chicago, Northwestern, De Pauw and others, hold an informal discussion on lively subjects, in Chicago.</p>
<p>"Un-American Activities" 10:45-11:00 p.m. THURSDAY, JANUARY 19</p>	<p>A representative of the American Civil Liberties Union discusses the work of the Committee Investigating Un-American Activities, headed by Representative Dies.</p>
<p>A. L. Altmeyer 10:45-11:00 p.m. THURSDAY, JANUARY 26</p>	<p>A. L. Altmeyer, chairman of the Social Security Board, discusses the board's work, from Washington.</p>
<p>Saluting the World's Fair 1:30-2:00 p.m. EACH SUNDAY</p>	<p>The rulers and heads of seventeen nations join in a weekly series of salutes to the New York World's Fair 1939. The schedule for January JANUARY 1: Finland. JANUARY 8: Ireland. JANUARY 15: Denmark. JANUARY 22: Netherlands. JANUARY 29: U.S.S.R.</p>
<p>Current Questions Before Congress <i>The Senate</i>—5:00-5:15 p.m. EACH TUESDAY <i>The House</i>—5:00-5:15 p.m. EACH THURSDAY</p>	<p>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 their special knowledge of the issues involved.</p>
<p>"Today" with Bob Trout 6:30-7:15 p.m. MONDAY THROUGH SATURDAY</p>	<p>Bob Trout, Columbia's top reporter, tells a nightly story of what's going on in the world in his accurate news broadcasts.</p>

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>Orange Bowl Football Game 2:15-5:00 p.m. MONDAY, JANUARY 2</p>	<p>The football season comes to a close under the shining sun in Miami, where Ted Husing, minus an overcoat and plus a coat of tan, describes the moist efforts of the unbeaten Tennessee and Oklahoma teams to sully each other's record.</p>
<p>"Forecasting 1939" 5:15-5:45 p.m. MONDAY, JANUARY 2</p>	<p>Seers from Columbia, including H. V. Kaltenborn, Edward R. Murrow, Bob Trout and William R. Shirer, in Geneva, Switzerland, join with prophets from King Features and International News Service, including Miss Prunella Wood, George R. Holmes, James R. Young and B. C. Forbes, in foretelling what is to happen in 1939 to everything from the map of the world to milady's hats.</p>
<p>Colorado River Aqueduct 1:00-4:30 p.m. SATURDAY, JANUARY 7</p>	<p>The initial diversion of water into the first leg of the giant Colorado River Aqueduct, from the river to Gene Basin Reservoir, is described from four different points en route. Senator Hiram W. Johnson (R) of California, "father" of the dam, speaks briefly from Washington.</p>
<p>Inaugural Handicap 1:00-4:15 p.m. WEDNESDAY, JANUARY 11</p>	<p>Busily engaged in acquiring his mid-winter sunburn, Bryan Field steals away from his cabana long enough to recount with brilliant accuracy the running of the inaugural Handicap at Hialeah Park, Miami.</p>

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

PROGRAM AND TIME

DESCRIPTION

The Columbia Workshop

10:00-10:30 p.m.

THURSDAY, JANUARY 5

10:30-11:00 p.m.

MONDAYS, BEG. JANUARY 9

The Columbia Workshop, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques.

JANUARY 5: "Maxie Makes a Splash," an adaptation by Leslie Urbach of Arnold Mannoff's short story, directed by William N. Robson.

JANUARY 9: "Forgot in the Rain," an original drama by William Merrick, directed by Brewster Morgan.

JANUARY 16: "Mr. Whipple Is Worried," an original comedy by James Frederick, directed by Mr. Morgan.

JANUARY 23: "Sooth," a short story by Wilbur Daniel Steele, adapted by Sylvia Marks, NYU student and directed by Mr. Robson.

JANUARY 30: "Now Playing Tomorrow," an original comedy drama by Arthur Laurents, student at NYU in Mr. Robson's class. Mr. Robson directs.

Ray Collins in "County Seat"

7:00-7:15 p.m.

MONDAY THROUGH FRIDAY

Ray Collins, one of radio's foremost actors, stars in this new dramatic series as "Doc Hackett, small town druggist. The story, "County Seat," written by Milton Geiter and directed by Norman Corwin, delineates a character who has a genius for getting tangled up in the lives of people who cross his path.

**DRAMATIC
SERIES**

PROGRAM AND TIME	DESCRIPTION
<p>Men Against Death 2:00-2:30 p.m. EACH SATURDAY 2:30-3:00 p.m. SATURDAY, JANUARY 11</p>	<p>The heroes of Paul de Kruif's well-known books are brought to life in dramas presented in association with the Federal Theater's Radio Division. William N. Robson directs. Lawrence Bearson adapts. Charles Paul is organist.</p> <p>JANUARY 7: Banting - Who Found Insulin. JANUARY 11: Minot - Against Death. JANUARY 21: Spence - In the Happy Valley. JANUARY 23: Evans - Death in Milk.</p>
<p>Norman Corwin's "Words Without Music" 5:00-5:30 p.m. EACH SUNDAY</p>	<p><i>Words Without Music</i> was introduced in a Columbia Workshop performance. Directed by Norman Corwin, these unusual programs experiment with the drama of words and aim to vitalize poetry for a larger audience.</p> <p>JANUARY 1: "The Highwaymen," by Alfred Noyes. JANUARY 8: "Jazz Oratorio," an original by Norman Corwin. JANUARY 15: Robert Browning's "Pied Piper Of Hamelin." JANUARY 22: First performance of spirituals without music, including works by James Weldon Johnson. JANUARY 29: Trial scene from "Scarlet Anne," by Theda Kenyon.</p>
<p>Four Corners Theater 10:30-11:00 a.m. EACH SATURDAY</p>	<p>Drama which has played to America's rural audiences in more performances than the greatest Broadway hits is featured on the stage of Columbia's <i>Four Corners Theater</i>; produced by Earle McGill.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Curtis Institute of Music 3:00-4:00 p.m. EACH MONDAY</p>	<p>The Curtis Institute of Music is presenting a series of thirty Monday concerts in its tenth consecutive season on CBS. Distinguished faculty members and students perform. Chamber music groups are directed by Dr. Louis Bailly and the Curtis Symphony Orchestra is conducted by Fritz Reiner. A new feature is music commentary by students of the Institute.</p>
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY</p>	<p>Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Rowe, soprano; Ruth Carhart, contralto; Morton Bowe, tenor and Hubert Hendrie, baritone are featured. On January 3, Irish Folk Songs.</p>
<p>Cincinnati Symphony Children's Concert 3:30-4:30 p.m. TUESDAY, JANUARY 10</p>	<p>Eugene Goosens directs the Cincinnati Symphony Orchestra in the third of five Tuesday young people's concerts. The program includes works by Bach, Tchaikowsky, Bizet, Grainger, Saint-Saëns and Wagner.</p>
<p>"Music for Fun" 5:00-5:30 p.m. EACH TUESDAY</p>	<p>Music designed to please younger listeners as well as the family group is presented on this series under the direction of Howard Barker. Children appear on each program to express their reactions to the music, with Willie Spicer acting as interviewer.</p>
<p>Keyboard Concerts 3:00-3:30 p.m. WEDNESDAY, JANUARY 25</p>	<p>Outstanding artists of all the keyboard instruments, from harpsichord to celeste, are presented on these programs.</p>

SERIOUS
MUSIC

PROGRAM AND TIME

New York Philharmonic-
Symphony Orchestra

3:00-5:00 p.m.

EACH SUNDAY

DESCRIPTION

The New York Philharmonic Symphony Orchestra is now playing its ninth consecutive season as an exclusive Columbia Network feature. John Barbirolli, brilliant young English conductor, directs the concerts. Deems Taylor, Columbia's Music Consultant, is the program commentator. From Carnegie Hall this month:

JANUARY 1: *Schubert*: Symphony No. 5; *Glazounoff*: Concerto in A minor. **MISHEL PIASTRO**, violinist; *Johann Strauss*: Overtures to "Die Fledermaus" and "Der Zigeunerbaron," and "Joys of Life" Waltz

JANUARY 8: *Schubert*: Five German Dances for Strings; *Sibelius*: Concerto for Violin, **GUILA BUSTARO**, violinist; *Debussy*: Preludes and Entr'actes to "Pelléas et Mélisande," Acts I, II, and IV; *Wagner*: Overture to "Tannhäuser."

JANUARY 15: *Beethoven*: Overture to "Prometheus"; *Paderewski*: Polish Fantasia, **ERNEST SCHEFFLING**, pianist; *Schonberg*: "Transfigured Night"; *Debussy*: Petite Suite; *Mendelssohn*: "Hebrides" Symphony

JANUARY 22: *All Tschaikowsky*: "Souvenir de Florence," Suite for Strings; Concerto for Violin, **NATHAN MILSTEIN**, violinist; Symphony No. 5

JANUARY 29: **GEORGES ENESCO**, guest conductor; *Beethoven*: Overture to "Coriolanus"; *Enesco*: Symphony Concertante for Cello and Orchestra, **FELIX SALMOND**, cellist; *Beethoven*: Symphony No. 7

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Columbia Concert Orchestra 3:30-4:00 p.m. EACH FRIDAY</p>	<p>Howard Barlow, Columbia's noted conductor, leads the Columbia Concert Orchestra on Fridays. On January 6, Purcell, Handel, and Frank Bridge. On January 13, Cofelli, Vitali, Tenaglia, and Mozart.</p>
<p>United States Army and Marine Bands 3:00-3:30 p.m. EACH THURSDAY AND FRIDAY</p>	<p>Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army Band. On occasion the Marine Band alternates with Friday programming.</p>
<p>Columbia Chamber Orchestra FRIDAYS, 3:30-4:00 p.m.</p>	<p>Music for strings is played by the Columbia Chamber Orchestra under the direction of Leith Stevens.</p>
<p>Cincinnati Conservatory of Music 11:00 a.m.-12:00 noon EACH SATURDAY EXCEPT JANUARY 7</p>	<p>The Cincinnati Conservatory of Music presents its fourth 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 each week as soloists.</p>
<p>New York Philharmonic Young People's Concert 11:00 a.m.-12:30 p.m. SATURDAY, JANUARY 14 AND 28</p>	<p>Ernest Schelling conducts the third and fourth in his series of six young people's concerts by the New York Philharmonic Symphony, broadcast by CBS exclusively.</p> <p>JANUARY 14: <i>Mendelssohn</i>: Overture to "Fingert's Cave," Violin Concerto (2nd and 3rd movements), GIULIA BUSTARO, violinist; <i>Beethoven</i>: "Pastoral" Symphony (2nd movement)</p> <p>JANUARY 28: A program of music played by the Szoldo Harp Ensemble.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Faure's "Requiem" 2:30-3:00 p.m. SUNDAY, JANUARY 15</p>	<p>A special performance of Faure's Requiem Mass is sung by the Broad Street Presbyterian Church Choir of Columbia, Ohio on Jan. 15th.</p>
<p>Bucknell Mixed Chorus 3:00-3:30 p.m. SATURDAY, JANUARY 21</p>	<p>The Mixed Chorus of Bucknell University School of Music gives a concert on the 75th anniversary of Dr. Robert Lowry, composer of hymns.</p>
<p>Indianapolis Symphony Orchestra 3:00-4:00 p.m. EACH WEDNESDAY</p>	<p>Fabien Sevitzky conducts the Indianapolis Symphony Orchestra in these hour concerts. JANUARY 4: <i>Bach</i>, Prelude and Fuge; <i>Chadwick</i>: Noel; <i>Dvorak</i>: Symphony No. 5. JANUARY 11: <i>Berlioz</i>: "Roman Carnival" Overture; <i>McCollin</i>: Two Preludes; <i>Sibelius</i>, Symphony No. 5; <i>Dukas</i>: The Sorcerer's Apprentice.</p>
<p>Columbia Concert Orchestra 10:30-11:00 p.m. MONDAY, JANUARY 2</p>	<p>Harriet Kohen, noted pianist, is heard in a concert of two works which were composed for her: <i>Vaughan Williams</i>' "Charterhouse Suite" and <i>Arnold Bax</i>'s "Saga, Fragment."</p>
<p>League of Composers 3:00-3:30 p.m. TUESDAYS, JANUARY 17 THRU 31</p>	<p>These special concerts are arranged by the League of Composers. The programs of music by younger American composers will be heard from such musical points as Cleveland, San Francisco and Chicago and announced in detail later.</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</p>	<p>Programs on this and the following pages are presentations of the Department of Education arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:</p> <table border="0"> <tr> <td>LYMAN BRYSON, <i>chairman</i></td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCE</td> </tr> <tr> <td>ROBERT I. GANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, <i>chairman</i>	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCE	ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
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<p>"Americans at Work" 10:30-11:00 p.m. THURSDAY, JANUARY 5 7:00-7:30 p.m. EACH SATURDAY, BEGINNING JANUARY 14</p>	<p>Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The January schedule:</p> <p>JANUARY 5: Pullman Porter. JANUARY 14: Ship Worker. JANUARY 21: Cartoon Animator. JANUARY 28: Glass Worker.</p>														
<p>The People's Platform 7:00-7:30 p.m. EACH SUNDAY</p>	<p>Columbia presents a novel series in which typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinners during which solutions to current problems are sought through an exchange of ideas.</p> <p>JANUARY 8: "How Much Relief?" JANUARY 15: "Change the Wagner Act?" JANUARY 22: "What Should Be Our Foreign Policy?" JANUARY 29: "How Safe Are Civil Liberties?"</p>														

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>Of Men and Books 4:45-5:00 p.m. EACH TUESDAY</p>	<p>Current books and authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University.</p> <p>JANUARY 3: "Radio Writing," by Max Wyllie.</p> <p>JANUARY 10: Books by Clark B. Firestone, Russell Lord and Florence Page Jaques.</p> <p>JANUARY 17: Books by Richard Hughes and Norbert Gastaret.</p> <p>JANUARY 24: Books by Careta Busey, Edith Ludora Kohl and David McLaughlin.</p> <p>JANUARY 31: "The Dissenting Opinions of Mister Westbrook Pegler."</p>
<p>Men Behind the Stars 5:15-5:30 p.m. EACH FRIDAY</p>	<p>The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Prof. William H. Barton, Jr. of the Hayden Planetarium, and Hans Christian Adamson of the American Museum.</p> <p>JANUARY 6: Caroline Herschel.</p> <p>JANUARY 13: John Herschel.</p> <p>JANUARY 20: Adams.</p> <p>JANUARY 27: LeVerrier.</p>
<p>"Americans All - Immigrants All" 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This new series dramatizes the outstanding contributions made by all races in building the America of today. John W. Studebaker, Commissioner of Education, supervises and Gilbert Selles prepares the scripts.</p> <p>JANUARY 8: The Irish in the United States.</p> <p>JANUARY 15: Celts in the United States.</p> <p>JANUARY 22: Scandinavians.</p> <p>JANUARY 29: Closing Frontiers.</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>American School of the Air 2:30-3:00 p.m. MONDAY THRU FRIDAY</p>	<p>THE AMERICAN SCHOOL OF THE AIR is in its eleventh consecutive season on the Columbia Network. The January schedule:</p> <p style="text-align: center;"><i>Mondays—Frontiers of Democracy.</i></p> <p>JANUARY 9: Community Planning: "Recreation."</p> <p>JANUARY 16: Education: "Education and the Nation."</p> <p>JANUARY 23: "Children and Youth in a Democracy."</p> <p>JANUARY 30: (<i>Second Semester</i>) "Go West Young Man!"</p> <p style="text-align: center;"><i>Tuesdays—The Music of America.</i></p> <p>JANUARY 3: American Grand Opera.</p> <p>JANUARY 10 AND 17: American Symphony Music.</p> <p>JANUARY 24: Music Composed by American High School Students.</p> <p>JANUARY 31: (<i>Second Semester</i>) <i>Music of the Friendly Arts</i>—"Music and Dancing."</p> <p style="text-align: center;"><i>Wednesdays—This Living World</i></p> <p>JANUARY 4: Issues before the New Congress.</p> <p>JANUARY 11: Science in Modern Life.</p> <p>JANUARY 18: Neutrality—America's Foreign Policy.</p> <p>JANUARY 25: To be announced.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>American School of the Air <i>(Continued)</i></p>	<p><i>Thursdays - New Horizons.</i></p> <p>JANUARY 5: Reptiles of Land and Water.</p> <p>JANUARY 12: Wings Over the World.</p> <p>JANUARY 19: Our Remaining Wild Life.</p> <p>JANUARY 26: The Vanishing Wilderness.</p> <p><i>Fridays - Lives Between the Lines.</i></p> <p>JANUARY 6: "Giants in the Earth," by Ole E. Roivaaag.</p> <p>JANUARY 13: "Under the Lion's Paw," by Hamlin Garland.</p> <p>JANUARY 20: "Nine Prisoners," by William March.</p> <p>JANUARY 27: "In Dixon's Kitchen," by Wilbur Stout.</p>
<p>Highways to Health</p> <p>4:00-4:15 p.m. EACH TUESDAY</p> <p>4:30-4:45 p.m. TUESDAY, JANUARY 10</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. Iago Galdston, executive secretary, is in charge.</p> <p>JANUARY 3: Dr. Eugene Bernstein, Beth David Hospital: "How Your Mind and Nerves Affect Your Skin."</p> <p>JANUARY 10: Dr. Edward K. Hartung, Post Graduate Medical School and Hospital: "Arthritis Can Be Cured."</p> <p>JANUARY 17: Dr. Frank C. Yoemans, Poly-Hill: "Warning Flashes from the Digestive Tract."</p>

CBS SUSTAINING PROGRAMS

CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>"So You Want to Be—" 5:15-5:30 p.m. EACH WEDNESDAY</p>	<p>Successful persons in all walks of life are the subjects of interviews by youngsters who wish to follow in their footsteps. The program is presented with the cooperation of <i>Young America</i> magazine.</p> <p>JANUARY 4: Dr. Roy Chapman Anderson, U. S. National Museum of Natural History—"So You Want to Be an Explorer and Naturalist."</p> <p>JANUARY 11: H. V. Kaltefleiter, CBS commentator—"So You Want to Be a Radio News Commentator."</p> <p>JANUARY 18: Admiral Richard E. Byrd—"So You Want to Be an Arctic Explorer."</p> <p>JANUARY 25: Dean John T. Madden, N. Y. U. School of Commerce—"So You Want to Be an Accountant."</p>
<p>"March of Games" 5:15-5:30 p.m. EACH WEDNESDAY AND FRIDAY</p>	<p>Children who like asking questions and children who prefer answering them are given an opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross, 14-year-old master of ceremonies and Sybil Trent, 11-year-old "Miss Dress Major" are featured.</p>
<p>"Let's Pretend" 5:15-5:45 p.m. EACH MONDAY AND THUESDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented on a regular schedule of twice weekly on a cast of child actors. These dramas have been a Columbia children's feature for eight years.</p>

**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 8th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.

JANUARY 1: *Morning* - Rt. Rev. Henry St. George Tucker, Bishop of Virginia and Presiding Bishop of the Episcopal Church in the United States.

Afternoon - Dr. Joseph E. Merrill, Member of the Council of the Twelve, Church of Jesus Christ of Latter Day Saints, Salt Lake City.

JANUARY 8: *Morning* - Rev. Henry H. Bagger, D.D., President of the Pittsburgh Synod of the Evangelical Lutheran Church.

Afternoon - Rev. Thomas F. Conlon, O. P., National Director, Holy Name Societies and editor of the Holy Name Journal, N.Y.C.

JANUARY 15: *Morning* - Bishop Charles L. Mead, Methodist Episcopal Church, Kansas City.

Afternoon - Rabbi Leo Jung, Jewish Center, N.Y.C.

JANUARY 22: *Morning* - Rev. A. M. MacDonnald, D.D., Executive Secretary, Chicago City Society (Baptist).

Afternoon - Most Rev. Hugh C. Boyle, D.D., Bishop of Pittsburgh.

JANUARY 29: *Morning* - Rev. J. W. G. Ward, D.D., Litt.D., First Presbyterian Church, Oak Park, Illinois.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p>Church of the Air <i>Continued</i></p>	<p><i>Afternoon</i>—Dr. Frederick M. Smith, President, Reorganized Church of Latter Day Saints (Reorganized Mormon), Independence, Mo.</p>
<p>"Wings Over Jordan" 9:00-9:30 a.m. EACH SUNDAY</p>	<p>This program of religious talks and spiritual music is presented by outstanding Negro leaders and educators and a choir of 35 voices.</p> <p>JANUARY 1: John Wesley Dobbs, Grand Master, Ancient Free and Accepted Masons, Atlanta, Ga.</p> <p>JANUARY 8: Special anniversary musical program by the "Wings Over Jordan" Choir.</p> <p>JANUARY 15: Rev. R. L. Bradby, Pastor, Second Baptist Church, Detroit.</p> <p>JANUARY 22: James E. Gayle, music and book distributor, New Orleans.</p> <p>JANUARY 29: S. Albert Jackson, Knoxville.</p>
<p>National Convention of Evangelists 4:45-5:00 p.m. FRIDAY, JANUARY 6</p>	<p>Dr. Harry W. Vom Bruch, president of the International Association of Evangelists, is the speaker; Mrs. "Ma Billy" Sunday says the invocation prayer.</p>
<p>Russian Christmas Service 11:00-12:00 Noon SATURDAY, JANUARY 7</p>	<p>A service in observance of Christmas, celebrated by Russians on January 7, is broadcast from the Holy Virgin Church, Philadelphia. The Very Rev. Evdokim Polyoov intones the prayer, and an unaccompanied choir of 30 voices chants.</p>

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>"This Is New York" 8:00-9:00 p.m. EACH SUNDAY</p>	<p>The new CBS variety show, "This Is New York," draws its stars and its material directly from the Big City and brings to the microphone such entertainingly divergent personalities as Mayor LaGuardia, Elsa Maxwell, ex-Mayor James J. Walker, Louis Armstrong and Alexander Woolcott. Deems Taylor is the current master of ceremonies, while Leith Stevens and his orchestra supply the music. The entire show is produced by Ed Gardner, who also appears as "Archie," a heckler.</p>
<p>Irene Beasley's R. E. D. #1 2:00-2:15 p.m. MONDAY THRU FRIDAY BEG. JAN. 16, 2:15-2:30 p.m.</p>	<p>This intimate and informal "one-woman" show of music and homely commentary by Irene Beasley is dedicated to America's farm women. One of the features is the Friday "meetin'-day" with guests and studio audience.</p>
<p>Richard Maxwell 9:00-9:15 a.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>Richard Maxwell presents three programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor.</p>
<p>Major Bowes' Capitol Family 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herran, xylophonist, and Waldo Mayo's Orchestra.</p>
<p>Bob Byron 8:00-8:15 a.m. MONDAY THRU SATURDAY</p>	<p>Bob Byron helps the Columbia audience to waken in a cheerful mood with his songs, whistling and merry banter.</p>

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Saturday Night Swing Club 7:00-7:30 p.m. EACH SATURDAY</p>	<p>With Walter Gross as band director and D. Seymour as swing commentator, the Swing Club guests this month include Kay Thomson, the Andrews Sisters, Louis Armstrong, Bobby Hackett and Jack Jenney.</p>
<p>Time Out for Dancing 4:15-4:45 p.m. EACH WEDNESDAY</p>	<p>Mark Warnow, brilliant young CBS conductor, leads his band in this new series of dance programs. Barry Wood, baritone and Edith Day, popular network singer, are the vocalists.</p>
<p>Ray Block's Varieties 4:15-4:45 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p>Al Bernard's Merry Minstrels FRIDAYS, 2:15-2:30 p.m.</p>	<p>A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headliner in this field of entertainment, is starred.</p>
<p>Jack Berch TUESDAY, 10:30-10:45 p.m. FRIDAY, 6:15-7:00 p.m.</p>	<p>Jack Berch, Columbia's baritone star, is heard with Leith Stevens and his orchestra in this new twice-weekly program.</p>
<p>National Hillbilly Champions SATURDAY, 10:00-10:30 a.m.</p>	<p>Hillbilly music, performed by the nation's leading mountaineer group, Pappy Cheshire's National Hillbilly Champions, is heard on Saturday morning from station KMOX.</p>
<p>"Musical Weekly" 10:30-11:00 p.m. EACH WEDNESDAY</p>	<p>Buddy Clark's "Musical Weekly" features Wynne, Joe Spdja and Leith Stevens' orchestra and instrumentalists.</p>

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																		
<p>Moods for Moderns 1:30-2:00 p.m. EACH SATURDAY</p>	<p>Lyn Murray, outstanding young conductor, directs these programs of original arrangements of modern music, and features guest soloists and choruses.</p>																		
<p>CBS Vocalists Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table border="0" data-bbox="905 814 1413 1035"> <tr> <td>Ruth Carhart</td> <td>Doris Rhodes</td> </tr> <tr> <td>Edith Dick</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Ray Heatherton</td> <td>Jack Shannon</td> </tr> <tr> <td>Audrey Marsh</td> <td>Barry Wood</td> </tr> <tr> <td></td> <td>Nan Wynn</td> </tr> </table>	Ruth Carhart	Doris Rhodes	Edith Dick	Genevieve Rowe	Ray Heatherton	Jack Shannon	Audrey Marsh	Barry Wood		Nan Wynn								
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<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 MONDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for January:</p> <table border="0" data-bbox="905 1521 1429 1920"> <tr> <td>Dick Barrie</td> <td>George Hamilton</td> </tr> <tr> <td>Charles Baum</td> <td>Herbie Holmes</td> </tr> <tr> <td>Carl Calloway</td> <td>Sammy Kaye</td> </tr> <tr> <td>Bob Chester</td> <td>Henry King</td> </tr> <tr> <td>Tommy Dorsey</td> <td>Kay Kyser</td> </tr> <tr> <td>Eddie Duchin</td> <td>Enoch Light</td> </tr> <tr> <td>Ted Fiorito</td> <td>Vincent Lopez</td> </tr> <tr> <td>Glen Gray</td> <td>Leighton Noble</td> </tr> <tr> <td>George Hall</td> <td>Buddy Rogers</td> </tr> </table>	Dick Barrie	George Hamilton	Charles Baum	Herbie Holmes	Carl Calloway	Sammy Kaye	Bob Chester	Henry King	Tommy Dorsey	Kay Kyser	Eddie Duchin	Enoch Light	Ted Fiorito	Vincent Lopez	Glen Gray	Leighton Noble	George Hall	Buddy Rogers
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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 month's issue of THE COLUMBIA PROGRAM BOOK.

PAN-AMERICAN CONFERENCE

- DECEMBER 8: From the Eighth International Conference of American States at Lima, Peru, CBS broadcast talks by the Mexican, Argentine and Brazilian Ambassadors to Peru, 6:45-7 p.m.
- DECEMBER 10: Secretary of State Cordell Hull reported to the American people the progress of the Conference, 5-5:30 p.m. Alfred M. Landon, former Governor of Kansas, followed with a talk, 6:45-7 p.m.
- DECEMBER 11: Father John F. O'Hara, president of Notre Dame, spoke from Lima as a representative to the Conference, addressing his talk to communion breakfasts of Notre Dame alumni, 9:45-10 p.m.
- DECEMBER 12: Dr. Samuel Guy Inman, Latin American expert and CBS representative at the Conference spoke from Lima, 7-7:15 p.m.
- DECEMBER 13: Secretary Hull made a second CBS broadcast from Lima, 10:45-11 p.m.

Dr. Walter Van Kirk, director of the National Peace Conference and Mrs. William Dick Sporburg of the National Committee on the Cause and Cure of War. Carlos Concha,

foreign minister of Peru and Lawrence A. Steinhardt, U. S. Ambassador to Peru, spoke from Lima on International Golden Rule Week, 10:45-11 p.m.

● DECEMBER 18: H. V. Kaltenborn, CBS news analyst, interviewed Don Tracy, president of the Electrical Workers Union of America and Prof. Charles G. Fenwick of Bryn Mawr, delegates to the Conference, in a two-way hook-up between Lima and New York, 1:30-1:45 p.m.

● DECEMBER 23: Mrs. Elise F. Musser, Iowa state senator, and Don Tracy were introduced from Lima by Dr. Inman, 10:45-11 p.m.

● DECEMBER 24 and 25: Two final broadcasts from the Eighth International Conference of American States were heard on Christmas eve, 6:45-7 p.m. and Christmas, 7-7:30 p.m.

PUBLIC AFFAIRS

● DECEMBER 4: Jacques Kayser, Radical Socialist party leader, was interviewed from Paris by William L. Shirer, 1:30-1:45 p.m.

● DECEMBER 7: Raymond Moley spoke on "The Elections" before a luncheon of the National Association of Manufacturers, 2:15-2:30 p.m.

W. Gibson Carey, Jr., president of the Yale and Towne Manufacturing Company, stated "What Helps Business Helps You," 6:05-6:15 p.m.

I. M. Ornburn, secretary-treasurer of the Union Label Trades Department of the A. F. of L., urged Christmas shoppers to buy only American-made, union-made articles, 5:30-5:45 p.m.

Anthony Eden talked of "Democracy and the Modern World" before the Annual Congress of American Industry in New York, 10:30-11 p.m.

● DECEMBER 10: From Geneva, John G. Winant of the International Labor Office, discussed "Social Changes," 2:15-2:30 p.m.

Senator Harry Byrd (D) of Virginia, took up "The National Issues in the Light of the November Elections," 3:30-4 p.m.

"Democracy in the Western World" was the topic of Thurman Arnold, Assistant United States Attorney General, 10:45-11 p.m.

● DECEMBER 15: President Roosevelt made a brief speech at the ground-breaking ceremonies for the Thomas Jefferson Memorial in Washington, 2:30-2:45 p.m.

General Hugh S. Johnson discussed his work as a member of the President's Birthday Ball Committee, 7:15-7:30 p.m.

● DECEMBER 16: J. Edgar Hoover, director of the Federal Bureau of Investigation, spoke about his G-Men, 10:45-11 p.m.

● DECEMBER 17: A. L. Easterman, British journalist, described the French-Italian crisis on the scene at Tunis, 6:15-6:30 p.m.

Representative Martin Dies (D) of Texas, spoke on "Plans for Continuing the Investigation of un-Americanism," 9-9:30 p.m.

Representative Arthur P. Lamneck (D) of Ohio, shed light on "What a Retiring Congressman Thinks About," 10:45-11 p.m.

● DECEMBER 19: Ruth Brine interviewed Dr. W. F. Ogburn and C. W. Eliot 2nd of the Public Affairs Committee, on the technology report of the National Resources Committee, 2:30-3 p.m.

● DECEMBER 20: William McC. Martin, President of the Stock Exchange made his first radio speech, from St. Louis, 10:45-11:15 p.m.

● DECEMBER 27: Keith Morgan and George Riley discussed preparations for the President's Birthday Ball, 10:45-11 p.m.

● DECEMBER 28: Dr. James T. Shotwell estimated "Woodrow Wilson's Place in History," 5-5:15 p.m.

● DECEMBER 29: Sir Richard Gregory, British scientist, discussed "Religion in Science," from Richmond, Virginia, 6:45-7 p.m.

● DECEMBER 30: Representative Samuel B. Pettengill (D) of Indiana explored "America's Bill of Rights," 10:45-11 p.m.

● DECEMBER 31: Premier Juan Negrin of Spain, spoke in a special broadcast from Barcelona. 3:00-3:30 p.m.

Two broadcasts from Washington acquainted the nation with the freshman members of Congress. The Representatives had their hour, 4:30-5:30 p.m., while the babies among the elder statesmen of the Senate told the United States what they plan to do for it, 9-9:30 p.m.

SPECIAL EVENTS

● DECEMBER 2: The Rubber Ball, held in Akron, the "Rubber City," was described by Bob Trout, 10:45-11 p.m.

● DECEMBER 7: France Laux, ace CBS baseball announcer, moved to ringside to report the battle between Tony Galento and Otis Thomas in St. Louis, 11:10-12 midnight.

● DECEMBER 10: The Secretary of War and Mrs. Harry H. Woodring were heard during the launching of the S. S. *Ancon*, latest addition to the Merchant Marine, 12:30-12:45 p.m.

The All-America Board of Football presented its fifteenth annual team to the nation in a coast-to-coast broadcast, with interviews of the eleven members, under the guidance of Christy Walsh, chairman of the board, and Ted Husing, 9-9:30 p.m.

● DECEMBER 13: The annual auction of unclaimed articles in the N. Y. Post Office was broadcast from the auction room with description by Charles Stark, 11-11:15 a.m.

● DECEMBER 31: Ted Husing interviewed coaches Tom Stidham and Major Bob Neyland, of Oklahoma and Tennessee, on the eve of the Orange Bowl football game in Miami, 2:30-3:00 p.m.