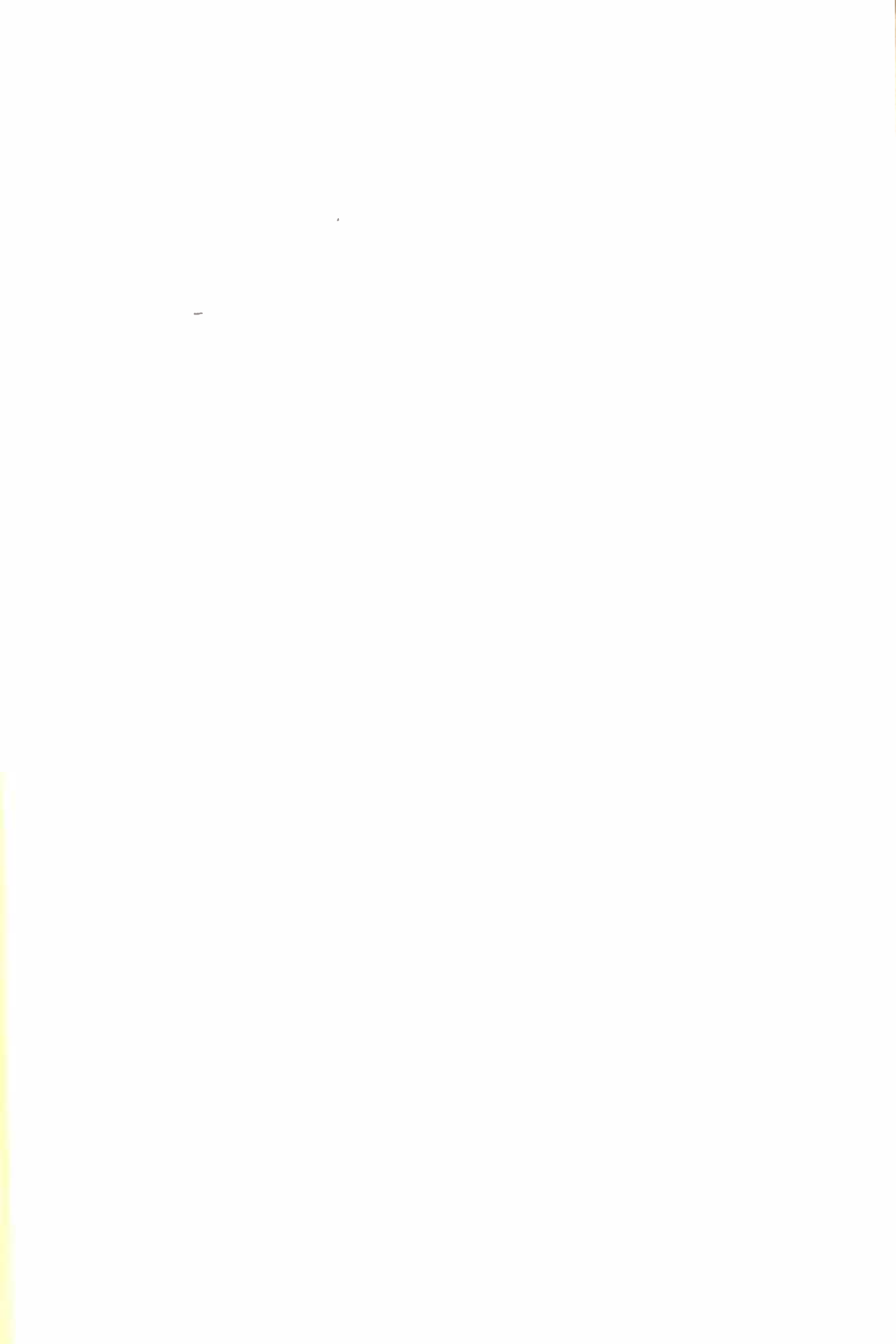




CBS PROGRAM BOOK • JANUARY, 1941

CBS Church of the Air
— *tenth year (see page 21)*



JUN 15 1941
NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
485 MADISON AVENUE, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 13

WABC SPONSORED PROGRAMS: pp. 14 to 16

CBS SUSTAINING PROGRAMS: pp. 17 to 28

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

COLUMBIA NETWORK CLIENTS

AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 5

FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr,
Mercury Page 7

CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes Page 3

BROWN & WILLIAMSON TOBACCO CORP.:
Raleigh Cigarettes Page 4

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes,
Velvet Cigarette and Pipe Tobacco Page 10

P. LORILLARD COMPANY:
Old Gold Cigarettes Page 13

PENN TOBACCO COMPANY:
Kentucky Club Pipe Tobacco Page 10

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 11

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Page 12

U. S. TOBACCO COMPANY:
Dill's Best, Model Tobacco Page 13

CONFECTIONERY

DOUBLEMINT GUM:
Doublemint Gum Page 6

SPEARMINT GUM:
Spearmint Gum Page 12

DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics,
Louis Philippe, Kolynos Page 3

ANACIN COMPANY:
Anacin Page 3

BATHASWEET CORPORATION:
Bathasweet Products Page 13

BAYER COMPANY:
Bayer Aspirin Page 3

CAMPANA SALES COMPANY:
Campana Hand Cream,
Italian Balm, Dreskin, Coolies,
D.D.D., Old South Toiletries Page 4

CHESEBROUGH MANUFACTURING COMPANY:
Vaseline Preparations Page 5

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Palmolive Soap,
Colgate Tooth Powder,
Cashmere Bouquet, Halo Pages 5, 6

COLONIAL DAMES, INC.:
Cosmetics Page 13

GILLETTE SAFETY RAZOR COMPANY:
Gillette Shaving Cream,
Safety Razors and Blades Page 8

LADY ESTHER LTD.:
Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish Page 10

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap, Lifebuoy Page 9

LOS ANGELES SOAP COMPANY:
White King Soap,
Sierra Pine Toilet Soap Page 11

LUDEN'S, INC.:
Menthol Cough Drops Page 11

MENNEN COMPANY:
Mennen Shave Products Pages 10, 11

THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Teel, Drene, Ivory, Camay Page 12

SMITH BROTHERS:
Cough Drops Page 12

E. R. SQUIBB & SONS:
Squibb Products Page 12

FOODS & BEVERAGES

THE BEST FOODS, INC.:
 Nucoa, Margarine, Hellman's
 Mayonnaise Page 3

BOWEY'S, INC.:
 Dari-Rich Products Page 3

BREAKFAST CLUB COFFEE:
 Coffee Page 14

CALIFORNIA FRUIT GROWERS EXCHANGE:
 Sunkist Oranges, Lemons Page 4

CAMPBELL SOUP COMPANY:
 Campbell's Soups,
 Beans, and Tomato Juice Page 4
 Franco-American Macaroni
 and Spaghetti Page 5

COCA-COLA COMPANY:
 Coca-Cola Page 5

CONTINENTAL BAKING COMPANY, INC.:
 Wonder Bread Page 6

CURTISS CANDY COMPANY:
 Candy Page 6

FLORIDA CITRUS COMMISSION:
 Florida Citrus Fruit Page 7

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
 Grape Nuts, Post Toasties, Sanka,
 Minute Tapioca, Postum,
 Diamond Crystal Salt,
 Maxwell House Coffee,
 Post's 40% Bran Flakes,
 Post Toasties, Calumet,
 Swansdown Pages 7, 8
 Postum Page 13

GENERAL MILLS, INC.:
 Wheaties Page 8

IRONIZED YEAST, INC.:
 Ironized Yeast Page 9

LEVER BROTHERS COMPANY:
(See also Drugs; Laundry Soaps)
 Spry Page 9

THOMAS J. LIPTON, INC.:
 Lipton's Tea and Tea Bags Page 10

PETER PAUL, INC.:
 Mounds Page 14

PET MILK SALES CORPORATION:
 Pet Evaporated Milk Pages 10, 11

PLANTERS NUT & CHOCOLATE COMPANY:
 Planters Salted Peanuts,
 Planters Peanut Oil Page 14

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
 Crisco Page 12

LAUNDRY SOAPS & ACCESSORIES

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Toilet Goods)
 Concentrated Super Suds,
 Octagon Products Page 5

THE CUDAHY PACKING COMPANY:
 Old Dutch Cleanser Page 6

GENERAL FOODS CORPORATION:
(See also Foods)
 La France, Satina Page 7

LEVER BROTHERS COMPANY:
(See also Drugs; Foods)
 Rinso Page 9

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
 Ivory, Oxydol, Chipso Pages 5, 11, 12

LUBRICANTS

AMERICAN OIL COMPANY:
 Amoco-Gas, Orange American Gas Page 3

GULF OIL CORPORATION:
 Motor Oil and Gas Page 8

TEXAS COMPANY:
 Texaco Products Page 13

MISCELLANEOUS

COMMERCIAL CREDIT COMPANY:
 Automobile Finance Service Page 6

EVERSHARP, INC.:
 Eversharp Pens and Pencils Page 7

INTERNATIONAL SILVER COMPANY:
 International Sterling and
 1847 Rogers Bros. Silverplate Page 8

LIBBEY-OWENS-FORD GLASS COMPANY:
 Flat Glass Products Page 10

**PRUDENTIAL INSURANCE COMPANY
 OF AMERICA:**
 Insurance Services Page 12

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

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p>AFFILIATED PRODUCTS, INC. (413th Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 42 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY (128th Week on CBS)</p> <p>The Human Side of the News by Edwin C. Hill</p>	<p>Mon. thru Fri. 6:05-6:15 p.m. 45 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (244th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Hit Paraders Chorus</p> <p>Broadcast from military training camps featuring Jerry Lester, Dean Janis, Floria Vestoff, Gali Gali, and name band-of-the-week.</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 104 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (195th Week on CBS)</p> <p>Our Gal, Sunday <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>BAYER COMPANY (275th Week on CBS)</p> <p>Second Husband with Helen Menken. presented by the Famous Actors' Guild</p>	<p>Tuesday 7:30-8:00 p.m. 73 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>THE BEST FOODS, INC. (69th Week on CBS)</p> <p>We the Abbotts <i>Serial drama</i></p>	<p>Mon. thru Fri. 4:15-4:30 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 58 CBS stations ORIGINATES: WABC</p>	<p>Nucoa, Margarine, Hellman's Mayonnaise <i>Benton & Bowles, Inc.</i></p>
<p>BOWEY'S, INC. (84th Week on CBS)</p> <p>News and Rhythm with Dale Evans, vocalist, Todd Hunter, news commentator, Tommy Bartlett, Dari-Rich Orchestra</p>	<p>Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:35-3:00 p.m. 32 CBS stations ORIGINATES: WBBM</p>	<p>Dari-Rich Products <i>Sorensen & Compan</i></p>

CROWN & WILLIAMSON TOBACCO CORPORATION

(19th Week on CBS)

**Paul Sullivan Reviews
the News**

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

Raleigh Cigarettes

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

**CALIFORNIA FRUIT GROWERS
& EXCHANGE**

(17th Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**

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

Sunkist Oranges

Sunkist Lemons

Lord & Thomas

CAMPANA SALES COMPANY

(12nd Week on CBS)

First Nighter
with Barbara Luddy and
Les Tremayne
Drama

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

Campana Hand Cream,

Italian Balm, Dreskin,

Coolies, D.D.D., Old South

Toiletries

*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY

(17th Week on CBS)

Campbell Playhouse
with guest stars

Charlie and Jessie

Serial drama

Amos 'n' Andy

Serial comedy-drama

Martha Webster

with Bess Flynn

Dramatic serial

Fletcher Wiley

Talks

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

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

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

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

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

Campbell's Soups

Ward Wheelock

Company

Campbell's Tomato Juice

Ward Wheelock

Company

Campbell's Soups

Ward Wheelock

Company

PROGRAM	TIME	PRODUCT AND AGENT
CAMPBELL SOUP COMPANY <i>Continued</i> Lanny Ross <i>Songs</i>	Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 57 CBS stations ORIGINATES: WABC	Franco-American Macaroni and Spaghetti <i>Ruthrauff & Ryan, Inc.</i>
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(113th Week on CBS)</i> Dr. Christian with Jean Hersholt	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 64 CBS stations ORIGINATES: WABC THRU JANUARY 29	Vaseline Preparations <i>McCann-Erickson, Inc.</i>
CHRYSLER CORPORATION <i>(252nd Week on CBS)</i> Major Bowes' Original Amateur Hour	Thursday 9:00-10:00 p.m. 85 CBS stations ORIGINATES: WABC	Plymouth Dodge DeSoto Chrysler <i>Ruthrauff & Ryan, Inc.</i>
COCA-COLA COMPANY <i>(72nd Week on CBS)</i> Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 4:30-5:00 p.m. 99 CBS stations ORIGINATES: WABC	Coca-Cola <i>D'Arcy Advertising Company, Inc.</i>
COLGATE-PALMOLIVE-PEET COMPANY <i>(260th Week on CBS)</i> Colgate Ask-It-Basket with Ed East <i>Variety-quiz program</i> City Desk <i>Drama</i> Woman of Courage <i>Serial drama</i> Myrt and Marge <i>Serial drama</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 68 CBS stations ORIGINATES: WABC Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 68 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:45-11:00 a.m. 63 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 81 CBS stations ORIGINATES: WABC	Colgate Dental Cream <i>Ted Bates, Inc.</i> Palmolive Shave Cream Palmolive Brushless S <i>Ted Bates, Inc.</i> Octagon Products <i>Ted Bates, Inc.</i> Crystal White <i>Sherman & Marqu</i> <i>Inc.</i> New Concentrated Su Suds Super Suds <i>Sherman & Marqu</i> <i>Inc.</i>

**COLGATE-PALMOLIVE-PEET
COMPANY**

Continued

Hilltop House

starring Bess Johnson

Serial drama

Wayne King's Orchestra

with Buddy Clark

Music

(This series ends January 25)

Stepmother

Serial drama

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

Palmolive Soap
*Ward Wheelock
Company*

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

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

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

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

COMMERCIAL CREDIT COMPANY

(1st Week on CBS)

Bob Trout

News

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

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

CONTINENTAL BAKING CO., INC.

(13th Week on CBS)

Your Marriage Club

with Haven MacQuarrie

Quiz

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

Wonder Bread
Ted Bates, Inc.

THE CUDAHY PACKING COMPANY

(14th Week on CBS)

Bachelor's Children

Serial drama

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

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

MURTISS CANDY COMPANY

(5th Week on CBS)

News

with Jackson Wheeler

Sat., Sun.
11:00-11:05 a.m.
38 CBS stations
ORIGINATES: WABC

Candy
C. L. Miller Company

DOUBLEMINT GUM

(146th Week on CBS)

Melody Ranch

with Gene Autry

Western dramatic series

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

Doublemint Gum
*J. Walter Thompson
Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>EVERSHARP, INC. <i>(66th Week on CBS)</i></p> <p>Take It or Leave It with Bob Hawk, MC, David Ross <i>Quiz</i></p>	<p>Sunday 10:00-10:30 p.m. 58 CBS stations ORIGINATES: ON TOUR</p>	<p>Eversharp Pens and Pencils <i>The Biow Company</i></p>
<p>FLORIDA CITRUS COMMISSION <i>(45th Week on CBS)</i></p> <p>Mary Margaret McBride <i>Talks</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 39 CBS stations (Tues. and Thurs. 21 CBS stations) ORIGINATES: WABC</p>	<p>Florida Citrus Fruit <i>Arthur Kudner, Inc.</i></p>
<p>FORD MOTOR COMPANY <i>(351st Week on CBS)</i></p> <p>Sunday Evening Hour Ford Symphony Orchestra and Chorus, guest conductors, and soloists <i>With Talks by W. J. Cameron</i></p>	<p>Sunday 9:00-10:00 p.m. 56 CBS stations ORIGINATES: WJR</p>	<p>Ford Lincoln Lincoln Zephyr Mercury <i>McCann-Erickson, Inc.</i></p>
<p>GENERAL FOODS CORPORATION <i>(293rd Week on CBS)</i></p> <p>We, the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i></p> <p>Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus, Andre Baruch, Charlie Cantor and Minerva Pious <i>Music, comedy, and drama</i></p> <p>Kate Smith Speaks; News <i>Talks and news</i></p> <p>Home of the Brave <i>Serial drama</i></p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 81 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 84 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:00-12:15 p.m. 68 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:45-3:00 p.m. 82 CBS stations ORIGINATES: WABC</p>	<p>Sanka <i>Young & Rubicam, Inc.</i></p> <p>Grape Nuts <i>Young & Rubicam, Inc.</i></p> <p>Swansdown Cake Flour <i>Young & Rubicam, Inc.</i></p> <p>Diamond Crystal Salt <i>Benton & Bowles, Inc.</i></p> <p>Calumet Baking Powder Swansdown Cake Flour <i>Young & Rubicam, Inc.</i></p>

GENERAL FOODS CORPORATION

Continued

Joyce Jordan, Girl Interne

Serial drama

Young Dr. Malone

Serial drama

Kate Hopkins

Serial drama

Portia Faces Life

Serial drama

Mon. thru Fri.

2:15-2:30 p.m.

Rebroadcast

6:30-6:45 p.m.

52 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:00-2:15 p.m.

Rebroadcast

6:00-6:15 p.m.

71 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

4:45-5:00 p.m.

Rebroadcast

3:30-3:45 p.m.

43 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

4:00-4:15 p.m.

83 CBS stations

ORIGINATES: WABC

La France

Satina

Minute Tapioca

Young & Rubicam, Inc.

Post's 40% Bran Flakes

Benton & Bowles, Inc.

Maxwell House Coffee

Benton & Bowles, Inc.

Post Toasties

Benton & Bowles, Inc.

GENERAL MILLS, INC.

525th Week on CBS)

By Kathleen Norris

Dramatization of her novels

Mon. thru Fri.

10:00-10:15 a.m.

Rebroadcast

11:45 a.m.-12:00 noon

39 CBS stations

ORIGINATES: WABC

Wheaties

Knox Reeves

Advertising, Inc.

GILLETTE SAFETY RAZOR COMPANY

85th Week on CBS)

Elmer Davis

News

Orange Bowl Game—

Georgetown vs. Mississippi State

Play-by-play account by Ted Husing

Tues., Fri.

8:55-9:00 p.m.

57 CBS stations

ORIGINATES: WABC

Wed., Jan. 1

2:00-4:30 p.m.

71 CBS stations

ORIGINATES: MIAMI

Gillette Shaving Cream,

Safety Razors and Blades

Maxon, Inc.

GULF OIL CORPORATION

360th Week on CBS)

Gulf Screen Guild Theatre

with Roger Pryor, MC, screen stars,

Oscar Bradley's Orchestra,

John Heistand

Sunday

7:30-8:00 p.m.

75 CBS stations

ORIGINATES: KNX

Motor Oil and Gas

Young & Rubicam, Inc.

INTERNATIONAL SILVER COMPANY

147th Week on CBS)

Silver Theatre

Conrad Nagel, Narrator-director,

and guest stage and screen stars

Sunday

6:00-6:30 p.m.

56 CBS stations

ORIGINATES: KNX

International Sterling and

1847 Rogers Bros.

Silverplate

Young & Rubicam, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>IRONIZED YEAST CO., INC. <i>(67th Week on CBS)</i></p> <p>Court of Missing Heirs <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 74 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>
<p>LADY ESTHER, LTD. <i>(369th Week on CBS)</i></p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Face Powder, Face Cream Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>LEVER BROTHERS COMPANY <i>(283rd Week on CBS)</i></p> <p>Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i></p> <p>Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra <i>Drama</i></p> <p>Meet Mister Meek <i>Drama</i></p> <p>Big Sister with Alice Frost, Martin Gabel <i>Serial drama</i></p> <p>Aunt Jenny's Real Life Stories <i>Dramatic sketches</i></p>	<p>Monday 9:00-10:00 p.m. 65 CBS stations 29 CBC stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 9:30-10:00 p.m. 73 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 63 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 73 CBS stations 31 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:45-12:00 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Lifebuoy <i>William Esty & Company, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Spry <i>Ruthrauff & Ryan, Inc.</i></p>

<p>BBEY-OWENS-FORD GLASS COMPANY (5th Week on CBS)</p> <p>Design for Happiness with 65-piece Chicago Woman's Symphony Orchestra. directed by Izler Solomon, and guest soloists <i>Symphonic music</i></p>	<p>Sunday 5:00-5:30 p.m. 75 CBS stations ORIGINATES: WBBM</p>	<p>Flat glass products <i>United States Advertising Corporation</i></p>
<p>EMMETT & MYERS TOBACCO COMPANY (17th Week on CBS)</p> <p>Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle</p> <p>Professor Quiz with Bob Trout <i>Questions and answers</i></p>	<p>Tues., Wed., Thurs. 10:00-10:15 p.m. 97 CBS stations ORIGINATES: WABC</p> <p>Tuesday 9:30-10:00 p.m. 68 CBS stations ORIGINATES: WABC</p>	<p>Chesterfield Cigarettes <i>Newell-Emmett Co., Inc.</i></p> <p>Velvet Pipe and Cigarette Tobacco <i>Newell-Emmett Co., Inc.</i></p>
<p>THOMAS J. LIPTON, INC. (5th Week on CBS)</p> <p>Helen Hayes Theater starring Helen Hayes, with Mark Warnow's Orchestra, and George Bryan</p>	<p>Sunday 8:00-8:30 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 92 CBS stations ORIGINATES: WABC</p>	<p>Lipton's Tea and Tea Bags <i>Young & Rubicam, Inc.</i></p>
<p>MENNEN COMPANY (10th Week on CBS)</p> <p>Colonel Stoopnagle's Quixie-Doodles <i>Comedy and quiz</i></p>	<p>Sunday 5:30-6:00 p.m. 45 CBS stations ORIGINATES: WABC</p>	<p>Mennen Shave Products <i>H. M. Kiesewetter Advertising Agency, Inc.</i></p>
<p>KENTUCKY TOBACCO COMPANY (56th Week on CBS)</p> <p>Vox Pop Parks and Wally <i>Interviews</i></p>	<p>Thursday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: ON TOUR</p>	<p>Kentucky Club Pipe Tobacco <i>Ruthrauff & Ryan, Inc.</i></p>
<p>PET MILK SALES CORPORATION (372nd Week on CBS)</p> <p>Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Gustave Haenschen's Orchestra and Chorus</p>	<p>Saturday 9:45-10:15 p.m. 55 CBS stations ORIGINATES: WABC</p>	<p>Pet Evaporated Milk <i>Gardner Advertising Company</i></p>

TITLE AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>PET MILK SALES CORPORATION <i>Continued</i></p> <p>Mary Lee Taylor home economist <i>Household advice</i></p>	<p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 66 CBS stations ORIGINATES: KMOX</p>	<p>Pet Evaporated Milk <i>Gardner Advertising Company</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. <i>(230th Week on CBS)</i></p> <p>Johnny Presents Ray Block's Orchestra Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh. "Beverly," Glenn Cross, Swing 14 Chorus <i>Musical variety and dramatic interlude</i></p> <p>The Crime Doctor <i>Dramatic programs</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 78 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 69 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. <i>(323rd Week on CBS)</i></p> <p>Those We Love with Nan Grey, Donald Woods, Richard Cromwell <i>Drama</i></p> <p>The Goldbergs <i>Serial drama</i></p> <p>The O'Neills <i>Serial drama</i></p> <p>Life Can Be Beautiful <i>Serial drama</i></p> <p>Woman in White <i>Serial drama</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 69 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 5:00-5:15 p.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 24 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 5:15-5:30 p.m. 17 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 37 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 1:15-1:30 p.m. 31 CBS stations ORIGINATES: WBBM</p>	<p>Teel Drene <i>H. W. Kastor & Sons</i></p> <p>Oxydol <i>Blackett-Sample-Hummert, Inc.</i></p> <p>Ivory Soap <i>Compton Advertising Inc.</i></p> <p>Ivory Soap <i>Compton Advertising Inc.</i></p> <p>Camay <i>Pedlar & Ryan, Inc.</i></p>

THE PROCTER & GAMBLE CO.

Continued

Right to Happiness

Serial drama

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

Crisco

*Compton Advertising,
Inc.*

Road of Life

Serial drama

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

Chipso

Pedlar & Ryan, Inc.

RUDENTIAL INSURANCE COMPANY
OF AMERICA

34th Week on CBS)

When a Girl Marries

Serial drama

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

Insurance Services

Benton & Bowles, Inc.

J. REYNOLDS TOBACCO
COMPANY

100th Week on CBS)

Blondie

with Penny Singleton and
Arthur Lake

Domestic comedy

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

Camel Cigarettes
Prince Albert Smoking
Tobacco

*William Esty &
Company, Inc.*

Al Pearce and His Gang

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

Variety

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

PEARMINT GUM

145th Week on CBS)

Scattergood Baines

Serial drama

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

Spearmint Gum

Neisser Meyerhoff, Inc.

R. SQUIBB & SONS

26th Week on CBS)

Golden Treasury of Song

with Jan Peerce

Musical

Mon. thru Fri.
3:15-3:30 p.m.
42 CBS stations
ORIGINATES: WABC

Squibb Products

*Geyer, Cornell &
Newell, Inc.*

**COLUMBIA
PACIFIC
NETWORK**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>TEXAS COMPANY (188th Week on CBS)</p> <p>Texaco Star Theatre starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra, "Mighty Allen Art Players", Martin Singers <i>Variety</i></p>	<p>Wednesday 9:00-10:00 p.m. <i>Rebroadcast</i> 12:00-1:00 a.m. 87 CBS stations ORIGINATES: WABC</p>	<p>Texaco Products <i>Buchanan & Co.</i></p>
<p>U. S. TOBACCO COMPANY (292nd Week on CBS)</p> <p>Pipe Smoking Time with Arthur Fields, Fred Hall, and Edward Roecker</p>	<p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 55 CBS stations ORIGINATES: WABC</p>	<p>Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p>
<p>BATHASWEET CORPORATION (65th Week on CBS)</p> <p>Bob Garred Reporting <i>News</i></p>	<p>Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Bathasweet Products <i>H. M. Kiesewetter Advertising Agency</i></p>
<p>COLONIAL DAMES, INC. (56th Week on CBS)</p> <p>"Find the Woman" with Knox Manning</p>	<p>Friday 9:55-10:00 p.m. PST ORIGINATES: KNX</p>	<p>Cosmetics <i>Glasser Advertising Agency</i></p>
<p>GENERAL FOODS CORPORATION (293rd Week on CBS)</p> <p>Second Wife <i>Dramatic Serial</i></p>	<p>Mon. thru Fri. 4:00-4:15 p.m. PST ORIGINATES: KNX</p>	<p>Postum <i>Young & Rubicam, Inc.</i></p>
<p>P. LORILLARD COMPANY (240th Week on CBS)</p> <p>Talk Your Way Out of This One</p> <p>Don't Be Personal</p>	<p>Friday 6:00-6:15 p.m. PST ORIGINATES: KNX</p> <p>Wednesday 6:00-6:15 p.m. PST ORIGINATES: KNX</p>	<p>Sensation Cigarettes <i>Lennen & Mitchell,</i></p>
<p>LOS ANGELES SOAP COMPANY (66th Week on CBS)</p> <p>Knox Manning <i>News</i></p>	<p>Mon. thru Fri. 2:30-2:45 p.m. PST ORIGINATES: KNX</p>	<p>White King Soap Sierra Pine Soap <i>Knox-Manning, Inc.</i></p>

**COLUMBIA
PACIFIC
NETWORK**
Continued

<p>LUDEX'S, INC. <i>54th Week on CBS)</i></p> <p>Elmer Davis <i>News</i></p>	<p>Tues., Fri. 5:55-6:00 p.m. PST ORIGINATES: WABC</p>	<p>Menthol Cough Drops <i>J. M. Mathes, Inc.</i></p>
<p>THE MENNEN COMPANY <i>90th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Mennen Shaving Cream <i>H. M. Kiesewetter Advertising Agency</i></p>
<p>PETER PAUL, INC. <i>25th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. PST ORIGINATES: KNX</p>	<p>Mounds Candy Ten Crown Gum <i>Brisacher, Davis & Staff</i></p>
<p>PLANTERS NUT AND CHOCOLATE COMPANY <i>13th Week on CBS)</i></p> <p>What's On Your Mind?</p>	<p>Thursday 7:15-7:45 p.m. PST ORIGINATES: KNX</p>	<p>Planters Salted Peanuts Planters Peanut Oil <i>Raymond R. Morgan Co.</i></p>
<p>SMITH BROTHERS <i>52nd Week on CBS)</i></p> <p>Knox Manning <i>News</i></p>	<p>Sunday 8:25-8:30 p.m. PST Mon., Tues., Thurs. 9:30-9:35 p.m. PST ORIGINATES: KNX</p>	<p>Cough Drops <i>J. D. Tarcher & Company</i></p>
<p>BREAKFAST CLUB COFFEE, INC. <i>(Beginning January 7)</i></p> <p>Voice of Friendship with Rita Murray</p>	<p>Tues., Thurs. 7:45-8:00 a.m. ORIGINATES: KNX</p>	<p>Breakfast Club Coffee <i>Lockwood-Shackleford Advertising Agency</i></p>
<p>AMERICAN CHICLE COMPANY <i>18th Week on CBS)</i></p> <p>Announcements</p>	<p>Mon. thru Sat. 8:00-8:01:30 a.m.</p>	<p>Chiclets and Dentyne <i>Badger, Browning & Hersey, Inc.</i></p>
<p>BARBASOL COMPANY <i>(14th Week on WABC)</i></p> <p>Sports News with Mel Allen</p>	<p>Tues., Thurs. 6:00-6:05 p.m. Saturday 5:55-6:00 p.m.</p>	<p>Barbasol Shaving Cream <i>Erwin, Wasey & Co., Inc.</i></p>
<p>BATHASWEET CORPORATION <i>(8th Week on WABC)</i></p> <p>Ted Steele and his Novachord</p>	<p>Tuesday 6:15-6:30 p.m.</p>	<p>"Bathasweet" Toilet Goods <i>H. M. Kiesewetter Advertising Agency, Inc.</i></p>

**WABC
SPONSORED
PROGRAMS**

**WABC
SPONSORED
PROGRAMS**

Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BOSCO, INC. <i>(45th Week on WABC)</i> News of the World with Elmer Davis, Major George Fielding Eliot, and Albert Warner	Tues., Thurs. 10:45-11:00 p.m.	"Bosco" Milk Amplifier <i>Kenyon & Eckhardt, Inc.</i>
BULOVA WATCH COMPANY <i>(593rd Week on WABC)</i> Time Signals	Sun. thru Sat. 10 Times Daily	Bulova Watches <i>The Biow Company</i>
CHILDS COMPANY <i>(11th Week on WABC)</i> Morning Almanac with Phil Cook	Mon., Wed., Fri. 7:30-7:45 a.m.	Childs Restaurants <i>Geyer, Cornell & Newell, Inc.</i>
DREZMA, INC. <i>(9th Week on WABC)</i> Lessons in Loveliness with Nell Vinick	Tues., Thurs., Sat. 8:25-8:30 a.m. Tues. and Thurs. 11:00-11:15 a.m.	"Drezma" Cosmetics <i>Lynn Baker Company</i>
FEDERAL SAVINGS & LOAN ASSOCIATION The March Through Life	Monday 10:30-10:45 p.m.	Savings Accounts and Home Loans <i>Heffelfinger Agency</i>
GROVE LABORATORIES, INC. <i>(14th Week on WABC)</i> Odd Side of the News	Mon., Wed., Fri. 8:25-8:30 a.m.	Bromo Quinine Cold Tab <i>J. Walter Thompson Company</i>
KRUG BAKING COMPANY <i>(54th Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley	Friday 8:45-9:00 a.m.	Bakery Products and Coffee <i>Elmer L. Cline</i>
LUDEN'S, INC.* <i>(13th Week on WABC)</i> News of the World with Elmer Davis, Major George Fielding Eliot, and Albert Warner	Mon., Wed. 10:45-11:00 p.m.	Luden's Menthol Cough Drops <i>J. M. Mathes, Inc.</i>

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

**WABC
SPONSORED
PROGRAMS**

Continued

<p>DELVILLE SHOE COMPANY <i>11th Week on WABC</i> Early Morning News</p>	<p>Mon. thru Sat. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p>DR. MILES LABORATORIES, INC. <i>4th Week on WABC</i> Afternoon News</p>	<p>Mon. thru Fri. 3:55-4:00 p.m. Saturday 3:30-3:35 p.m.</p>	<p>Alka-Seltzer and One-A-Day Vitamins <i>Wade Advertising Agency</i></p>
<p>J. F. MUELLER COMPANY Morning News</p>	<p>Mon. thru Fri. 9:00-9:15 a.m.</p>	<p>Mueller's Macaroni Products <i>Kenyon & Eckhardt, Inc.</i></p>
<p>NEW YORK STATE BUREAU OF MILK PUBLICITY <i>16th Week on WABC</i> Woman's Page of the Air with Adelaide Hawley</p>	<p>Tuesday 8:45-9:00 a.m.</p>	<p>Milk Publicity <i>J. M. Mathes, Inc.</i></p>
<p>PETER PAUL COMPANY* <i>(43rd Week on WABC)</i> Early Riser's News</p>	<p>Mon., Wed., Fri. 6:30-6:35 a.m.</p>	<p>Mounds <i>Platt-Forbes, Inc.</i></p>
<p>SMITH BROTHERS Morning Almanac with Phil Cook</p>	<p>Tues., Thurs., Sat. 7:30-7:45 a.m.</p>	<p>"S. B." Cough Drops and Cough Syrup <i>J. D. Tarcher & Co., Inc.</i></p>
<p>VICK CHEMICAL COMPANY <i>(13th Week on WABC)</i> Rising Son with Larry Elliott <i>Announcements</i></p>	<p>Mon., Wed., Fri. 6:35-7:00 a.m.</p>	<p>Vick's Menthol Cough Drops <i>Morse International, Inc.</i></p>

CBS SUSTAINING PROGRAMS

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

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

1. NEWS BROADCASTS	Page 18
2. PUBLIC AFFAIRS	Page 19
3. SPECIAL EVENTS	Page 20
4. DRAMATIC SERIES	Page 20
5. RELIGIOUS BROADCASTS	Page 21
6. SERIOUS MUSIC	Page 22
7. EDUCATIONAL PROGRAMS	Page 23
8. VARIETY PROGRAMS	Page 26
9. PERSONALITIES	Page 26
10. CHILDREN'S PROGRAMS	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: DECEMBER PROGRAMS	Page 29

News Summaries, Analyses
and Broadcasts from Europe

SCHEDULED PERIODS
MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Larry Leseur from London; Harry W. Flannery from Berlin; Cecil Brown from Rome; Leigh White from Budapest; Betty Wason from Athens; Winston Burdette from Belgrade; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, Eric Sevareid, William L. Shirer, Spencer Williams, Paul Sullivan from New York; Albert Warner from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY, 10:45-11:00 p.m., MONDAY THRU SATURDAY.

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

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

Headlines and Bylines

11:00-11:15 p.m.
EACH SUNDAY

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

**NEWS
BROADCASTS**

**News from
All the Americas**
2:00-2:15 p.m.
SATURDAY, JANUARY 4
4:45-5:00 p.m.
EACH SATURDAY

With the expansion of Columbia's "American School of the Air" to South and Central America and the formation of a Latin-American Network, CBS takes another step toward inter-American unity and friendship in this new series of news roundups from the important Latin American capitals.

**PUBLIC
AFFAIRS**

Report to the Nation
6:00-6:30 p.m.
EACH SATURDAY

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

**Inauguration of
The President**
MONDAY, JANUARY 20

CBS reporters bring an immediate description of the third inauguration of Franklin D. Roosevelt as President of the United States. Albert Warner and Elmer Davis are the leaders of a large staff of reporters who give a vivid account of the historical ceremony.

New Congress
4:00-5:00 p.m.
SATURDAY, JANUARY 4

Albert Warner conducts this hour-long broadcast of interviews with new members of Congress, which convenes once more on January 4. Warner quizzes the newly-elected Senators and Representatives on their stand on current problems and on the directions they expect Congressional legislation this year.

John R. Steelman
5:30-5:45 p.m.
WEDNESDAY, JANUARY 1

John R. Steelman, director of conciliation, United States Department of Labor, speaks on "Methods and Objectives of Conciliation Conferences in the Promotion of Industrial Peace." His talk, which originates at the studios of WJSV, Washington, is under the auspices of the National Association of Teachers of Speech, who are currently holding their annual convention in Washington.

**PUBLIC
AFFAIRS**

Securities Markets

10:15-10:30 p.m.

FRIDAY, JANUARY 4

Jerome Frank, chairman of the S.E.C., Kenneth Hogate, publisher of the Wall Street Journal, and E. A. Pierce of a prominent stock exchange firm join in a discussion of government regulation of the securities markets.

Representative Wadsworth

1:00-2:30 p.m.

FRIDAY, JANUARY 18

Representative James W. Wadsworth, Jr., speaks on "A Challenge to Courageous Citizenship," from a luncheon of the Women's National Republican Club.

Talks

10:15-10:30 p.m.

FRIDAY WEDNESDAY AND SATURDAY

10:00-10:15 p.m.

FRIDAY

Columbia has set aside three broadcast periods a week for talks on public affairs and for special addresses. Included in the series are many prominent Senators and Representatives.

Sports-Time

11:00-11:15 p.m.

FRIDAY THROUGH SATURDAY

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

**SPECIAL
EVENTS**

Columbia Workshop

10:30-11:00 p.m.

FRIDAY SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. In its fourth year, the Workshop continues to present unusual dramas which employ the most recent broadcasting techniques. Davidson Taylor, who supervises production of the plays, announces that in January opportunities are to be given to a number of young writers and directors who have never been represented on the Workshop before. First of these, on January 5, is "Love in Thirty Two Bars," with script and music by Perry Lafferty.

**DRAMATIC
SERIES**

'Honest Abe'

10:30-10:00 a.m.

FRIDAY SATURDAY

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

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In January:

JANUARY 5: *Morning:* Rev. Allan Knight Chalmers, Broadway Tabernacle, New York City.

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

JANUARY 12: *Morning:* Mr. John Randall Dunn, former First Reader, First Church of Christ Scientist, Boston.

Afternoon: The Very Rev. Terence S. McDermott, O.P., Provincial of St. Joseph's Province, New York City.

JANUARY 19: *Morning:* Rev. Henry G. Smith, D.D., Calvary Baptist Church, Denver, Colo.

Afternoon: Rabbi William H. Fineshriber, D.D., Reform Congregation Keneseth Israel, Philadelphia.

JANUARY 26: *Morning:* Rev. Dr. H. Ray Anderson, Fourth Presbyterian Church, Chicago.

Afternoon: The Very Rev. Msgr. Edward A. Freking, Editor, Catholic Telegraph-Register, Cincinnati.

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

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

JANUARY 5: Judge Myles A. Paige, Brooklyn, N. Y.

JANUARY 12: The Honorable John W. Bricker, Governor of Ohio.

JANUARY 19: Dr. Harvard D. Gregg, president, Edwin Water College, Jacksonville, Fla.

JANUARY 26: Rev. C. Leroy Hacher, Bethune Cookman College, Daytona Beach, Fla.

**New York Philharmonic-
Symphony Orchestra**

12:00-4:30 p.m.

EACH SUNDAY

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

JANUARY 5: *Castelnuovo-Tedesco*: Overture, "The Merchant of Venice;" *Reger*: Four Tone Poems after Pictures by Arnold Boecklin; *Liszt*: Concerto in E-flat Major, for Piano and Orchestra, No. 1, DALIES FRANTZ, pianist; *Ravel*: Rhapsodie Espagnole.

JANUARY 12: *Beethoven*: Overture to "Leonore," No. 2; *Schumann*: Symphony in C Major, No. 2; *Roussel*: Symphony in G Minor, No. 2.

JANUARY 19: To Be Announced.

JANUARY 26: To Be Announced.

**Philharmonic Young
People's Concert**

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

EVERY SATURDAY, JANUARY 11

The Philharmonic-Symphony Orchestra of New York presents one concert a month especially designed for young people. Rudolph Ganz conducts, and the January 11 program is devoted to the concerto. Scheduled on the broadcast are concerti by Handel, Mozart, Mendelssohn, and Grieg, as well as "Where e'er you walk" and Saint-Saëns' "Marche Militaire Francaise." Soloists include John Amans, flautist, Theodore Cella, harpist, David Nadien, violinist, and Valdine Conde, pianist.

Genevieve Rowe

8:15-6:30 p.m.

EACH WEDNESDAY

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

Clyde Barrie

8:15-9:30 a.m.

EACH SUNDAY

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

**SERIOUS
MUSIC**

**Cincinnati Conservatory
of Music**

11:15 a.m.—12 noon
SATURDAY, JANUARY 4, 18, 25

The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra, and many of the broadcasts feature chamber music groups and soloists. JANUARY 4: *Brahms: First Piano Quartet in G Minor*, KARIN DAYAS, pianist; HOWARD COLF, violinist; MIHAIL STOLAREVSKY, violist; ARTHUR BOWEN, 'cellist; *Brahms: Sonata for 'Cello and Piano in E Minor*, ARTHUR BOWEN, 'cellist; KARIN DAYAS, pianist.

**Columbia Concert
Orchestra**

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

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

Hall of Song

9:45—10:15 p.m.
EACH SATURDAY

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

Yella Pessl

VARIOUS HOURS

Yella Pessl, one of the foremost performers on the harpsichord, is heard in four broadcasts a week principally of seventeenth and eighteenth century compositions.

**EDUCATIONAL
PROGRAMS**

Bull Session

4:00—4:30 p.m.
EACH SATURDAY

"Bull Session," Columbia's student forum on current events, has returned to the air for a new series.

Exploring Space

3:45—3:55 p.m.
EACH FRIDAY

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

**EDUCATIONAL
PROGRAMS**

The American School of the Air

7:15-9:45 a.m.
(Eastern Time Zone)
12:30-2:55 p.m.
(Central Time Zone)
7:30-10:00 a.m.
(Mountain Time Zone)
2:00-2:30 p.m.
(Pacific Time Zone)
MONDAY THRU FRIDAY

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

MONDAYS — Americans at Work

JANUARY 6: Nuts.
JANUARY 13: Bananas.
JANUARY 20: Grain.
JANUARY 27: Sugar.

TUESDAYS — Wellsprings of Music

JANUARY 7: British Ballads in America.
JANUARY 14: The Composer Looks Abroad.
JANUARY 21: Voyageur Songs.
JANUARY 28: French-Canadian Music.

WEDNESDAYS — New Horizons.

JANUARY 8: Monument to the Might of Water.
JANUARY 15: Stronghold of the Buccaneers.
JANUARY 22: River of Magnificent Mystery.
JANUARY 29: Starving Time on the James.

THURSDAYS — Tales from Far and Near

JANUARY 9: Traplines North.
JANUARY 16: Meggy MacIntosh.
JANUARY 23: Aztec Drums.
JANUARY 30: Rebecca of Sunnybrook Farm.

FRIDAYS — This Living World

JANUARY 10: Agriculture and the Young Farmer.
JANUARY 17: Self Sufficiency versus Trade Expansion.
JANUARY 24: America Trades Abroad.
JANUARY 31: Trade Agreements.

Adventures in Science

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

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

Of Men and Books

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

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

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</p>	<p>“Invitation to Learning” and “The People’s Platform” are presentations of the Department of Education, arranged with the counsel of Columbia’s Adult Education Board. Members of the Board, representative of the nation’s leading educators and publicists, are:</p> <table border="0" data-bbox="974 403 1542 672"> <tr> <td>LYMAN BRYSON, chairman</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 VINCENT</td> </tr> <tr> <td>ROBERT I. CANNON, 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, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
LYMAN BRYSON, chairman	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
WILLIAM BENTON	THOMAS V. SMITH														
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT														
ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE														
ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p>Invitation to Learning 10:15–10:45 p.m. EACH TUESDAY</p>	<p>This new series invites listeners to read or re-read the world’s great books. On each program, outstanding scholars discuss famous books—emphasizing their living quality. Huntington Cairns, Allen Tate, and Mark Van Doren are the regular participants, and guests occasionally discuss the books with them.</p>														
<p>The People’s Platform 7:00–7:30 p.m. EACH SATURDAY</p>	<p>Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas.</p>														
<p>Children Also Are People 3:45–3:55 p.m. EACH MONDAY AND WEDNESDAY</p>	<p>CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.</p>														
<p>Columbia’s Country Journal 12:00–12:30 p.m. EACH SATURDAY</p>	<p>Charles Stookey, Columbia’s director of agricultural programs, presents a weekly round up of farm news and interviews distinguished agricultural authorities and leaders.</p>														
<p>Highways to Health 1:15–1:30 p.m. EACH SATURDAY</p>	<p>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talk for laymen.</p>														

Low Gently Sweet Rhythm

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

2:35-3:00 p.m.
EACH SUNDAY

"Singing Bee"

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

10:00-10:30 a.m.
EACH SATURDAY

Back Where I Come From

Burl Ives and the Golden Gate Quartet are featured in this program of American folk music and folk humor, directed by Nicholas Ray.

10:30-10:45 p.m.
EACH MONDAY,
WEDNESDAY AND FRIDAY

A Friend in Deed

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

2:30-3:45 p.m.
MONDAY THRU FRIDAY

Major Bowes' Family

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

11:30-12:30 p.m.
EACH SUNDAY

Outdoors with Bob Edge

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

5:15-6:30 p.m.
EACH THURSDAY

The Old Dirt-Dobber

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

10:30-11 a.m.
EACH SATURDAY

PERSONALITIES

**CHILDREN'S
PROGRAMS**

Let's Pretend
12:30-1:00 p.m.
EACH SATURDAY

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

"March of Games"
1:30-2:00 p.m.
EACH SUNDAY

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

LIGHT MUSIC

CBS Vocalists
VARIOUS HOURS
MONDAY THRU SATURDAY

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

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

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

Dance Orchestra
VARIOUS HOURS
MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for January:
Bill Carlsen Joey Kearns
Eddie Duchin Clyde Lucas
George Hamilton Jose Morand
Everett Hoagland Dick Stabile
Sammy Kaye Jack Teagarden

**BS SHORT WAVE
ROADCAST SCHEDULE
O EUROPE AND
OUTH AMERICA**

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

ews Broadcasts
(In English)
10:15-10:30, 11:30-11:45 a.m.
11:30-1:45, 5:45-6:00,
6:30-6:45 p.m.
MONDAY THRU FRIDAY
(In Italian, German, French,
Polish)
12:00 noon-1 p.m., 4:30-5:30 p.m.
MONDAY THRU SUNDAY

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

**SPECIAL CBS
BROADCASTS
TO EUROPE**

Hollywood News
MONDAY, 2:45-3:00 p.m.
TUESDAY, 7:45-8:00 p.m.
WEDNESDAY, 7:45-8:00 p.m.

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

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

ews in Spanish
10:00-10:05 p.m.
MONDAY THRU SUNDAY
11:45-7:00 p.m.
MONDAY THRU FRIDAY
12:00-7:15 p.m., SAT. (WCBX)
12:30-12:45 p.m., 2:30-2:45 p.m.
3:45-6:00 p.m.
MONDAY THRU FRIDAY (WCAB)

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

ews in Portuguese
11:15-7:30 p.m.
MONDAY THRU FRIDAY

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

**Carmen Castelo's American
Travelogues in Spanish**
FIRST WEDNESDAY OF EACH
MONTH, 8-8:15 p.m.

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

Cultural News in Spanish
FRIDAY, 9:00-9:15 p.m.

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

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

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

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.

CHRISTMAS PROGRAMS

DECEMBER 22: Her Royal Highness, Princess Mary, sister of King George VI, was heard in a special trans-Atlantic broadcast arranged under the auspices of the Girl Scouts of America. The Princess Royal, president of the Girl Guides of Great Britain, heard Betty Bredon of the Girl Scouts tell of gifts they presented to the Girl Guides. 10:45-11 a.m.

DECEMBER 23: Spiritual leaders of the great faiths in the United States joined in a program called "Among Men of Good Will," arranged under auspices of the National Conference of Christians and Jews. The speakers were the Right Rev. James E. Freeman, D.D., Episcopal Bishop of Washington, the Rev. Dr. Maurice S. Sheehy of the Catholic University of America, and Rabbi Edward L. Israel, LL.D., of the Congregation Har Sinai, Baltimore. 5:30-5:45 p.m.

DECEMBER 24: President Roosevelt's Yuletide greetings to the nation were broadcast over CBS from the 18th annual community Christmas tree-lighting ceremonies in Washington, 5-5:30 p.m.

DECEMBER 24: Milo J. Warner, national commander of the American Legion, was

heard over CBS in a Christmas message. 5:30-5:45 p.m.

DECEMBER 24: Columbia broadcast a special program, called "Christmas in the New World," with pickups from Buenos Aires, Montreal, Rio de Janeiro, and New York City. 11-11:30 p.m.

DECEMBER 25: King George VI's Christmas message to his empire climaxed seventy-minute broadcast portraying "Christmas Under Fire." Pickups from war-torn Coventry, from a flying boat on patrol, from Palestine, and from Cairo were included on the broadcast. 8-9:10 a.m.

DECEMBER 25: CBS and the British Broadcasting Corporation joined in a cheerful Yuletide "Boomerang" program. Olive Wakefield broadcast from England, as well as the Sid Phillips Quintet and Gerald Orchestra, while Colonel Stoopnagle, Lam Ross, and Benny Goodman broadcast from the United States. 3:30-4 p.m.

DECEMBER 25: Eamon de Valera, American-born prime minister of Eire, extended Christmas greetings to the United States in a special CBS broadcast from Dublin. 5:35-5:45 p.m.

DECEMBER 25: Lum and Abner, familiar radio figures, were heard in a Christmas broadcast from Hollywood. 10:15-10:30 p.m.

DECEMBER 25: CBS presented an original play by William Saroyan, "Christmas in America," as part of Columbia's Christmas Caravan. Norman Corwin produced the play and Betzy Tuthill directed. 11:05-11:30 p.m.

PUBLIC AFFAIRS

DECEMBER 4: Senator Rush D. Holt, Democrat of West Virginia, assailed what he called "America's War Hawks" in a special CBS broadcast. 10:15-10:30 p.m.

DECEMBER 7: Representative John Grant Alexander, Republican of Minnesota, spoke over CBS on "What Are We Fighting For?". 10:15-10:30 p.m.

DECEMBER 8: Ignace Paderewski, eminent Polish pianist and statesman, spoke over CBS on "Alien Registration." 2-2:15 p.m.

DECEMBER 12: CBS broadcast a special news program from Lisbon, Portugal. 11:15-11:30 p.m.

DECEMBER 13: Charles F. Kettering, vice president in charge of research for the General Motors Corporation, discussed "The World Ahead," a forecast of mankind's progress following the restoration of peace, from the 45th Congress of American Industry. 3:30-3:45 p.m.

DECEMBER 13: William Knudsen, production coordinator of the National Defense Commission, spoke on "Industry Meets the Challenge of Defense," from the annual dinner of the National Association of Manufacturers. 10-10:30 p.m.

DECEMBER 11: James G. Blaine, banker and philanthropist, was heard over CBS in a plea for the Salvation Army's annual Christmas fund drive. 5:15-5:30 p.m.

DECEMBER 14: Representative Clare E. Hoffman, Republican of Michigan, discussed his bill dealing with labor on defense projects in a CBS address entitled "Democracy and the Defense Program." 10:15-10:30 p.m.

DECEMBER 15: Abner H. Ferguson, newly-appointed Administrator of the Federal Housing Authority, surveyed the Government's accomplishments and the work ahead in providing the nation with better housing. 2-2:15 p.m.

DECEMBER 16: William Green, beginning his 17th term as president of the American Federation of Labor, spoke on "Labor and Defense, Now and in 1941." 10:30-10:45 p.m.

DECEMBER 17: Fannie Hurst, the novelist, and Col. Theodore Roosevelt, Jr., national chairman of the American Bureau for Medical Aid to China, spoke in behalf of that organization's work. 5:30-5:45 p.m.

DECEMBER 19: Lewis W. Douglas, former U. S. Director of the Budget, spoke against appeasement in a special CBS broadcast, titled "No Covenant with Tyranny." 10:15-10:30 p.m.

DECEMBER 21: Sir Walter Citrine, general secretary of the British Trades Union Congress, told the CBS audience of "Britain's Fight for Democracy." 3:15-3:30 p.m.

DECEMBER 21: Malcolm W. Davis of the Carnegie Endowment for International Peace discussed children as victims of war and new relief problems created by the present conflict, in a CBS address. 4:30-4:45 p.m.

DECEMBER 21: Attorney General Robert H. Jackson presented the official views of the Department of Justice on problems concerning alien registration in a CBS broadcast, 10:15-10:30 p.m.

DECEMBER 22: CBS broadcast a special summary of 1940, with pickups from Philadelphia, Miami, and Washington, 2-2:30 p.m.

DECEMBER 23: Prime Minister Winston Churchill of Great Britain was heard in a broadcast from London, addressed principally to the people of Italy, 3-3:15 p.m.

DECEMBER 28: Herbert Agar, editor of the Louisville Courier-Journal, spoke in behalf of aid to Britain by this country, 10:15-10:30 p.m.

DECEMBER 29: "Twelve Crowded Months," a review of the important events of 1940, was broadcast over the Columbia Network. Among the correspondents participating

were Edward R. Murrow, Eric Sevareid, Bob Trout, William L. Shirer, Linton Wells, Albert Warner, Major George Fielding Eliot, Mel Allen, and Elmer Davis, 1:30-2:30 p.m.

DECEMBER 29: President Roosevelt called the United States "the arsenal of democracy" in a fireside chat on the present emergency, 9:30-10 p.m.

SPECIAL EVENTS

DECEMBER 3 AND 4: Columbia carried two special broadcasts from the International Livestock Exposition in Chicago, 8:30-8:45 a.m.

DECEMBER 7: Ted Husing described the Rice-Southern Methodist football game for the Columbia audience, 3:15 p.m.

DECEMBER 14: John Charles Daly described the launching and christening of the United States Navy's newest aircraft carrier, the Hornet, 11:15-11:30 a.m.

ire
de
El
p.
ral
er
ed
ati
ed
me
er
Ur
er.

THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building,
Detroit • Mart Building, St. Louis • 625 Second Avenue, South Minneapolis • Wilder
Building, Charlotte, North Carolina • 817 Earle Building, Washington • Columbia
Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. I. London