

CBS PROGRAM BOOK • JANUARY, 1942



CBS short wave "listening post" on 24-hour duty for news from abroad

THE COVER: *From 45 countries, and in 21 different languages, the CBS "listening posts" in New York and San Francisco gather in the news of foreign short wave broadcasts to relay to American audiences.*

JANUARY, 1942

NATIONAL BROADCASTING COMPANY, INC.
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THE COLUMBIA PROGRAM BOOK

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Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

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

<p>AMERICAN OIL COMPANY (180th Week on CBS)</p> <p>The Human Side of the News by Edwin C. Hill</p>	<p>Mon., Wed., Fri. 6:00-6:10 p.m. 53 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (296th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid. 12:45 a.m. 109 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (247th Week on CBS)</p> <p>Our Gal, Sunday</p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>ARMOUR & CO. (47th Week on CBS)</p> <p>Treat Time with Buddy Clark</p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. 50 CBS stations ORIGINATES: WBBM</p>	<p>Treet <i>Lord & Thomas</i></p>
<p>ARMSTRONG CORK COMPANY (13th Week on CBS)</p> <p>Armstrong's Theatre of Today <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 105 CBS stations ORIGINATES: WABC</p>	<p>Armstrong's Quaker Rug <i>Batten, Barton, Durstir & Osborn, Inc.</i></p>
<p>BAYER COMPANY (327th 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. 76 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>BISODOL COMPANY (465th Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Wed., Thurs., Fri. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM</p>	<p>Bisodol <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>BOWEY'S, INC. (136th Week on CBS)</p> <p>Stars Over Hollywood Original drama with Knox Manning, MC, and guest stars</p>	<p>Saturday 12:30-1:00 p.m. 45 CBS stations ORIGINATES: KNX</p>	<p>Dari-Rich Products <i>Sorensen & Company</i></p>

<p>CALIFORNIA FRUIT GROWERS EXCHANGE <i>139th Week on CBS)</i></p> <p>Sunkist Presents Hedda Hopper's Hollywood</p>	<p>Mon., Wed., Fri. 6:15-6:30 p.m. 40 CBS stations ORIGINATES: KNX</p>	<p>Sunkist Oranges Sunkist Lemons <i>Lord & Thomas</i></p>
<p>CAMPANA SALES COMPANY <i>194th Week on CBS)</i></p> <p>First Nighter with Barbara Luddy and Les Tremayne <i>Drama</i></p>	<p>Friday 9:30-9:55 p.m. 53 CBS stations ORIGINATES: WBBM</p>	<p>Campana Hand Cream, Campana Balm. Dreskin. Coolies, D.D.D., Old South Toiletries <i>Aubrey, Moore & Wallace, Inc.</i></p>
<p>CAMPBELL SOUP COMPANY <i>369th Week on CBS)</i></p> <p>Arkansas Traveler starring Bob Burns</p> <p>Amos 'n' Andy <i>Serial comedy-drama</i></p> <p>The Man I Married <i>Dramatic serial</i></p> <p>Fletcher Wiley <i>Talks</i></p> <p>Lanny Ross <i>Songs</i></p>	<p>Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:30-12:55 a.m. 64 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 61 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 3:00-3:15 p.m. 57 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:30-2:45 p.m. 35 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 57 CBS stations (Mon. and Wed. 56 CBS stations) ORIGINATES: WABC</p>	<p>Campbell's Soups <i>Ruthrauff & Ryan, Inc.</i></p> <p>Campbell's Soups Campbell's Pork and Beans <i>Ward Wheelock Company</i></p> <p>Campbell's Soups Campbell's Pork and Beans <i>Ward Wheelock Company</i></p> <p>Campbell's Soups Campbell's Tomato Juice Campbell's Pork and Beans Franco-American Macaroni and Spaghetti <i>Ward Wheelock Company</i></p> <p>Franco-American Macaroni and Spaghetti <i>Ruthrauff & Ryan, Inc.</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>*CELANESE CORPORATION OF AMERICA</p> <p>*Great Moments in Music with Jan Peerce and Jean Tennyson <i>Musical program</i> (Begins January 7)</p>	<p>Wednesday 10:15-10:45 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Celanese Products <i>Young & Rubicam, Inc.</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (165th Week on CBS)</p> <p>Dr. Christian with Jean Hersholt</p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION (304th Week on CBS)</p> <p>Major Bowes' Original Amateur Hour</p>	<p>Thursday 9:00-10:00 p.m. 84 CBS stations ORIGINATES: WABC</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY (124th Week on CBS)</p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists</p>	<p>Sunday 4:30-5:00 p.m. 115 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (312th Week on CBS)</p> <p>Guy Lombardo and His Orchestra Popular Music</p> <p>Hobby Lobby with Dave Elman and Harry Salter's Orchestra</p> <p>Woman of Courage <i>Serial drama</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 71 CBS stations ORIGINATES: WABC</p> <p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 68 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Ted Bates, Inc.</i></p> <p>Palmolive Shave Cream Palmolive Brushless Shave <i>Ted Bates, Inc.</i></p> <p>Octagon Products Crystal White <i>Ted Bates, Inc.</i></p>

**COLGATE-PALMOLIVE-PEET
COMPANY**

Continued

Myrt and Marge

Serial drama

Stepmother

Serial drama

Mon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
4:15-4:30 p.m.
79 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:00-4:15 p.m.
54 CBS stations
ORIGINATES: WBBM

Concentrated Super Suds
*Sherman & Marquette,
Inc.*

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

CONTINENTAL BAKING CO., INC.
(365th Week on CBS)

Maudie's Diary

with Mary Mason

Thursday
7:30-8:00 p.m.
Rebroadcast
11:30-12:00 mid.
46 CBS stations
ORIGINATES: WABC

Wonder Bread
Hostess Cake
Ted Bates, Inc.

CURTISS CANDY COMPANY
(66th Week on CBS)

News

with Jackson Wheeler

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

Candy
C. L. Miller Company

DOUBLEMINT GUM
(498th Week on CBS)

Melody Ranch

with Gene Autry

Western dramatic series

Sunday
6:30-7:15 p.m.
70 CBS stations
ORIGINATES: KNX

Doublemint Gum
*J. Walter Thompson
Company*

EMERSON DRUG COMPANY
(87th Week on CBS)

Vox Pop

with Parks and Wally

Interviews

Monday
8:00-8:30 p.m.
74 CBS stations
ORIGINATES: ON TOUR

Bromo-Seltzer
Ruthrauff & Ryan, Inc.

EVERSHARP, INC.
(118th Week on CBS)

Take It or Leave it

with Phil Baker, MC; David Ross

Quiz

Sunday
10:00-10:30 p.m.
72 CBS stations
ORIGINATES: WABC

Eversharp Pens and Pencils
The Biow Company

<p>FORD MOTOR COMPANY <i>(403rd 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. 58 CBS stations ORIGINATES: WJR</p>	<p>Ford motor cars, trucks and tractors Mercury Lincoln <i>McCann-Erickson, Inc.</i></p>
<p>GENERAL FOODS CORPORATION <i>(345th Week on CBS)</i></p> <p>We, the People with Eddie Dowling <i>Real-life experiences</i></p> <p>Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, and guest stars <i>Music, comedy, and drama</i></p> <p>William L. Shirer <i>News</i></p> <p>Kate Smith Speaks; News <i>Talks and news</i></p> <p>Joyce Jordan, Girl Interne <i>Serial drama</i></p> <p>Young Dr. Malone <i>Serial drama</i></p> <p>Kate Hopkins <i>Serial drama</i></p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 68 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12 mid.-12:55 a.m. 91 CBS stations ORIGINATES: WABC</p> <p>Sunday 5:45-6:00 p.m. 67 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:00-12:15 p.m. 79 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 75 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 86 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:45-3:00 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Sanka Coffee <i>Young & Rubicam, Inc.</i></p> <p>Grape Nuts, Grape Nuts Flakes <i>Young & Rubicam, Inc.</i></p> <p>Sanka Coffee <i>Young & Rubicam, Inc.</i></p> <p>Swansdown Cake Flour Calumet <i>Young & Rubicam, Inc.</i></p> <p>Diamond Crystal Salt <i>Benton & Bowles, Inc.</i></p> <p>La France Satina Postum <i>Young & Rubicam, Inc.</i></p> <p>Post Toasties <i>Benton & Bowles, Inc.</i></p> <p>Maxwell House Coffee <i>Benton & Bowles, Inc.</i></p>

<p>GENERAL MILLS, INC. (397th Week on CBS)</p> <p>Stories America Loves <i>Drama</i></p> <p>Hymns of All Churches with Joe Emerson</p> <p>Betty Crocker <i>Homemaker program</i></p>	<p>Mon. thru Fri. 9:45-10:00 a.m. <i>Rebroadcast</i> 11:45-12 noon 39 CBS stations ORIGINATES: WABC</p> <p>Mon., Tues., Thurs. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 40 CBS stations ORIGINATES: WBBM</p> <p>Wed., Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 40 CBS stations ORIGINATES: WBBM</p>	<p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p> <p>Gold Medal Flour <i>Blackett-Sample-Hummert, Inc.</i></p> <p>Bisquick <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>GILLETTE SAFETY RAZOR CO. (106th Week on CBS)</p> <p>*Orange Bowl Football Game with Ted Husing <i>Play-by-play description</i></p>	<p>Thursday, January 1 58 CBS stations ORIGINATES: WQAM</p>	<p>Razors, Blades and Shaving Cream <i>Maxon, Inc.</i></p>
<p>GULF OIL CORPORATION (412th Week on CBS)</p> <p>Gulf Screen Guild Theatre with Roger Pryor, MC, screen stars, Oscar Bradley's orchestra, John Hiestand</p>	<p>Sunday 7:30-8:00 p.m. 80 CBS stations ORIGINATES: KNX</p>	<p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p>
<p>INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY (123rd Week on CBS)</p> <p>Ginny Simms <i>Songs</i></p>	<p>Friday 9:55-10:00 p.m. 53 CBS stations ORIGINATES: KNX</p>	<p>Kleenex <i>Lord & Thomas</i></p>
<p>INTERNATIONAL SILVER COMPANY (199th Week on CBS)</p> <p>Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars</p>	<p>Sunday 6:00-6:30 p.m. 56 CBS stations 32 CBC stations ORIGINATES: KNX</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>
<p>IRONIZED YEAST CO., INC. (123rd Week on CBS)</p> <p>Are You a Missing Heir? <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 74 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>

* Program or client not listed in CBS Program Book for December.

<p>IRONIZED YEAST <i>Continued</i></p> <p>A Helping Hand <i>Drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 4 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>
<p>JOHNS-MANVILLE CORPORATION <i>(22nd Week on CBS)</i></p> <p>Elmer Davis <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 58 CBS stations ORIGINATES: WABC</p>	<p>Insulation <i>J. Walter Thompson Company</i></p>
<p>JOHNSON & JOHNSON <i>(39th Week on CBS)</i></p> <p>Voice of Broadway with Dorothy Kilgallen and guest stars</p>	<p>Saturday 11:30-11:45 a.m. <i>Rebroadcast</i> 1:30-1:45 p.m. 58 CBS stations</p> <p>Tuesday 6:15-6:30 p.m. 65 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, Inc.</i></p>
<p>KOLYNOS COMPANY <i>(465th Week on CBS)</i></p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. and Tues. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM</p>	<p>Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>LADY ESTHER, LTD. <i>(421st Week on CBS)</i></p> <p>Lady Esther Presents Orson Welles <i>Variety</i></p>	<p>Monday 10:00-10:30 p.m. 63 CBS stations ORIGINATES: KNX</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>LEVER BROTHERS COMPANY <i>(335th Week on CBS)</i></p> <p>Lux Radio Theater 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>Bright Horizon with Richard Kollmar <i>Serial drama</i></p>	<p>Monday 9:00-10:00 p.m. 68 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 9:30-10:00 p.m. 72 CBS stations 31 CBC stations ORIGINATES: KNX</p> <p>Wednesday 7:30-8:00 p.m. 59 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. 48 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 Health Soap <i>Ruthrauff & Ryan, Inc.</i></p> <p>Silver Dust <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>

LEVER BROTHERS COMPANY

Continued

Bright Horizon

Continued

Aunt Jenny's Real Life Stories

Dramatic sketches

Big Sister

Serial drama

Mon. thru Fri.
2:00-2:15 p.m.
10 CBS stations
ORIGINATES: WABC

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

Mon. thru Fri.
12:15-12:30 p.m.
73 CBS stations
31 CBC stations
ORIGINATES: WABC

Swan Soap
Young & Rubicam, Inc.

Spry
Ruthrauff & Ryan, Inc.

Rinso
Ruthrauff & Ryan, Inc.

LIGGETT & MYERS TOBACCO COMPANY

(479th Week on CBS)

Glenn Miller and His Orchestra
with Marion Hutton, Ray Eberle,
and the Modernaires

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

Chesterfield Cigarettes
Newell-Emmett Co., Inc.

THOMAS J. LIPTON, INC.

(52nd Week on CBS)

Helen Hayes Theater
starring Helen Hayes, with Mark
Warnow's Orchestra

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

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

LUXOR, LTD.

(47th Week on CBS)

Wayne King and His Orchestra
Music

Saturday
7:30-8:00 p.m.
35 CBS stations
ORIGINATES: WRBM

Luxor Products
Lord & Thomas

MACFADDEN PUBLICATIONS, INC.

(298th Week on CBS)

Paul Sullivan Reviews the News

Tues., Thurs.
6:00-6:10 p.m.
19 CBS stations
ORIGINATES: WABC

Liberty Magazine
Erwin Wasey & Company, Inc.

MAGAZINE REPEATING RAZOR COMPANY

(31st Week on CBS)

Duffy's Tavern
starring Ed Gardner as "Archie",
Shirley Booth, Eddie Green,
"Fats" Waller, guest stars

Thursday
8:30-8:55 p.m.
Rebroadcast
12 mid.-12:25 a.m.
61 CBS stations
ORIGINATES: WABC

Schick Injector
Razors and Blades
J. M. Mathes, Inc.

C. F. MUELLER COMPANY

(125th Week on CBS)

Mark Hawley and the News

Wed., Thurs., Fri.
4:45-5:00 p.m.
11 CBS stations
ORIGINATES: WABC

Macaroni Products
Maxon, Inc.

<p>PACIFIC COAST BORAX CO. (26th Week on CBS)</p> <p>Death Valley Days <i>Drama</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 58 CBS stations ORIGINATES: WABC</p>	<p>20 Mule Team Borax, Boraxo 20 Mule Team Borax Flakes <i>McCann-Erickson, Inc.</i></p>
<p>PET MILK SALES CORPORATION (424th Week on CBS)</p> <p>Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus</p> <p>Mary Lee Taylor home economist <i>Household advice</i></p>	<p>Saturday 9:45-10:15 p.m. 55 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 64 CBS stations ORIGINATES: KMOX</p>	<p>Pet Irradiated Milk <i>Gardner Advertising Company</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. (282nd Week on CBS)</p> <p>The Philip Morris Playhouse Directed by Charles Martin with guest stars and Ray Bloch's Orchestra <i>Dramas</i></p> <p>The Crime Doctor <i>Dramatic programs</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. 93 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 68 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. (375th Week on CBS)</p> <p>+Hap Hazard starring Ransom Sherman, with Martha Tilton and Gordon Jenkins' Orchestra <i>Variety</i> (Starts on CBS Pacific Network Jan. 2; on CBS Network, Jan. 23)</p> <p>The Story of Mary Marlin <i>Serial drama</i></p>	<p>Friday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 5:00-5:15 p.m. 20 CBS stations ORIGINATES: WABC</p>	<p>Ivory Soap <i>Compton Advertising, Inc.</i></p> <p>Ivory Snow <i>Benton & Bowles, Inc.</i></p>

THE PROCTER & GAMBLE CO.

Continued

The Goldbergs

Serial drama

The O'Neills

Serial drama

Life Can Be Beautiful

Serial drama

Woman in White

Serial drama

Vic and Sade

Serial drama

Road of Life

Serial drama

Mon. thru Fri.

5:15-5:30 p.m.

35 CBS stations

7 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

5:30-5:45 p.m.

34 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

1:00-1:15 p.m.

48 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

1:15-1:30 p.m.

51 CBS stations

25 CBC stations

ORIGINATES: WBBM

Mon. thru Fri.

1:30-1:45 p.m.

46 CBS stations

17 CBC stations

ORIGINATES: WBBM

Mon. thru Fri.

1:45-2:00 p.m.

25 CBS stations

ORIGINATES: WBBM

Duz

*Compton Advertising,
Inc.*

Dreft

*Blackett-Sample-
Hummert, Inc.*

Ivory Soap

*Compton Advertising,
Inc.*

Ivory Soap

*Compton Advertising,
Inc.*

Oxydol

*Blackett-Sample-
Hummert, Inc.*

Crisco

*Compton Advertising,
Inc.*

Chipso

Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE
COMPANY OF AMERICA**

(135th Week on CBS)

Prudential Family Hour

with Gladys Swarthout and
Deems Taylor, Al Goodman's
Orchestra, Ross Graham, and
a chorus of mixed voices

Sunday

5:00-5:45 p.m.

59 CBS stations

ORIGINATES: WABC

Insurance Services

Benton & Bowles, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY**

(452nd Week on CBS)

Blondie

with Penny Singleton and
Arthur Lake

Domestic comedy

†**How Am I Doing?**

with Bob Hawk and Vaughn
Monroe's Orchestra

Quiz

(Starts January 9)

Monday

7:30-8:00 p.m.

Rebroadcast

10:30-11:00 p.m.

80 CBS stations

ORIGINATES: KNX

Camel Cigarettes

Prince Albert Smoking
Tobacco

*William Esty &
Company, Inc.*

Friday

7:30-8:00 p.m.

Rebroadcast

10:30-11:00 p.m.

100 CBS stations

ORIGINATES: WABC

† Program or client not listed in CBS Program Book for December.

SPEARMINT GUM
(497th Week on CBS)

***U. S. Navy Program**
Informational series

Scattergood Baines
Serial drama

Thursday
10:15-10:45 p.m.
69 CBS stations
ORIGINATES: WBBM

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

Spearmint Gum
Arthur Meyerhoff & Co

E. R. SQUIBB & SONS
(78th Week on CBS)

Frank Parker
Songs

Mon., Wed., Fri.
6:30-6:45 p.m.
49 CBS stations
ORIGINATES: WABC

Squibb Products
*Geyer, Cornell &
Newell, Inc.*

TEXAS COMPANY
(240th Week on CBS)

Texaco Star Theatre
starring Fred Allen, with Kenny
Baker, Portland Hoffa, Al Goodman's
Orchestra and the Texaco
Workshop Players
Variety

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

Texaco Products
Buchanan & Co.

U. S. TOBACCO COMPANY
(344th Week on CBS)

Gay Nineties Revue
starring Beatrice Kay,
Joe Howard, MC, Billy M. Greene,
Florodora Girls, Elm City Four,
Jenny Lynn

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

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

VICK CHEMICAL COMPANY
(120th Week on CBS)

News For Women
with Andre Baruch

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

Vicks VapoRub
Vicks Va-tro-nol
*Morse International,
Inc.*

**COLUMBIA
PACIFIC
NETWORK**

AMERICAN CHICLE COMPANY
(43rd Week on CBS)

By the Way
with Bill Henry

Tues., Thurs.
5:30-5:45 p.m. PST
Saturday
9:45-10:00 p.m. PST
ORIGINATES: KNX

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

*Program or client not listed in CBS Program Book for December.

BATHASWEET CORPORATION
(117th Week on CBS)

Bob Garred Reporting
News

Tues., Thurs.
7:30-7:45 a.m. PST
ORIGINATES: KNX

Bathasweet Products
*H. M. Kieseewetter
Advertising Agency*

COLONIAL DAMES, INC.
(108th Week on CBS)

"Find the Woman"
with Knox Manning

Friday
9:55-10:00 p.m. PST
ORIGINATES: KNX

Cosmetics
Glasser, Gailey & Co.

GENERAL FOODS CORPORATION
(345th Week on CBS)

The Second Mrs. Burton
Dramatic serial

Mon. thru Fri.
4:00-4:15 p.m. PST
ORIGINATES: KNX

Jello
Young & Rubicam, Inc.

**GENERAL PETROLEUM
CORPORATION OF CALIFORNIA**
(53rd Week on CBS)

I Was There
News dramatizations

Sunday
8:30-9:00 p.m. PST
ORIGINATES: KNX

Mobilgas, Mobiloil
Smith & Drum, Inc.

RICHARD HUDNUT
(105th Week on CBS)

Hollywood Showcase

Monday
9:30-10:00 p.m. PST
ORIGINATES: KNX

Marvelous Cosmetics
Benton & Bowles, Inc.

LOS ANGELES SOAP COMPANY
(117th Week on CBS)

Knox Manning
News

Mon. thru Fri.
12:15-12:30 p.m. PST
ORIGINATES: KNX

White King Soap
Sierra Pine Soap
Raymond R. Morgan Co.

MACFADDEN PUBLICATIONS, INC.
(298th Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
7:30-7:45 a.m. PST
ORIGINATES: KNX

Liberty Magazine
Erwin Wasey & Co.

PETER PAUL, INC.
(77th Week on CBS)

Bob Garred Reporting
News

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

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

**PLANTERS NUT AND
CHOCOLATE COMPANY**
(65th Week on CBS)

What's On Your Mind?

Friday
6:00-6:30 p.m. PST
ORIGINATES: KNX

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

**COLUMBIA
PACIFIC
NETWORK**

Continued

**COLUMBIA
CALIFORNIA
NETWORK**

<p>SMITH BROTHERS (85th Week on CBS)</p> <p>Bob Anderson <i>News</i></p>	<p>Mon., Wed., Sat. 8:55-9:00 p.m. PST Sunday 8:25-8:30 p.m. PST ORIGINATES: KNX</p>	<p>"SB" Cough Drops and Cough Syrup <i>J. D. Tarcher & Co., Inc.</i></p>
<p>SOIL OFF MANUFACTURING COMPANY (48th Week on CBS)</p> <p>Bob Garred Reporting <i>News</i></p>	<p>Thursday 5:45-5:55 p.m. ORIGINATES: KNX</p>	<p>Cleaning Fluid for Walls and Woodwork <i>Hillman-Shane Advertising Agency, Inc.</i></p>
<p>BEKINS VAN AND STORAGE CO. (15th Week on CBS)</p> <p>Bill Henry <i>News analyst</i></p>	<p>Mon., Wed., Fri. 5:30-5:45 p.m. PST ORIGINATES: KNX</p>	<p>Moving and Storage <i>Brooks Advertising Agency</i></p>
<p>BREAKFAST CLUB COFFEE, INC. (52nd Week on CBS)</p> <p>Voice of Friendship with Rita Murray</p>	<p>Tues., Thurs. 8:00-8:15 a.m. PST ORIGINATES: KNX</p>	<p>Breakfast Club Coffee <i>Lockwood-Shackleford Advertising Agency</i></p>
<p>EAGLE OIL & REFINING CO., INC. (8th Week on CBS)</p> <p>The World Today</p>	<p>Sunday 11:30 a.m.-12 noon PST ORIGINATES: KNX</p>	<p>Golden Eagle Gasoline <i>General Advertising Agency, Inc.</i></p>
<p>LU DEN'S, INC. (73rd Week on CBS)</p> <p>Dave Lane <i>Songs</i></p>	<p>Tuesday 9:55-10:00 p.m. PST Thursday 9:25-9:30 p.m. PST ORIGINATES: KNX</p>	<p>Menthol Cough Drops <i>J. M. Mathes, Inc.</i></p>
<p>SEASIDE OIL COMPANY (38th Week on CBS)</p> <p>Seaside Spelling Bee Liner</p>	<p>Sunday 5:30-5:55 p.m. PST ORIGINATES: KNX</p>	<p>Seaside Ethyl Gasoline and Silverol Motor Oil <i>The McCarty Company</i></p>
<p>+SUNNYVALE PACKING COMPANY (1st Week on CBS)</p> <p>Jane Endicott, reporter <i>Serial drama</i></p>	<p>Mon., Wed., Fri. 10:45-11:00 a.m. PST ORIGINATES: KNX</p>	<p>Rancho Soups <i>Lord & Thomas</i></p>
<p>UNION OIL COMPANY (57th Week on CBS)</p> <p>Nelson Pringle <i>News analysis</i></p>	<p>Mon. thru Fri. 7:45-8:00 a.m. PST ORIGINATES: KNX</p>	<p>Gas and Oil <i>Lord & Thomas</i></p>

**Program or client not listed in CBS Program Book for December.*

**WABC
SPONSORED
PROGRAMS**

<p>AMERICAN CIGARETTE AND CIGAR CO., INC. (33rd Week on WABC)</p> <p>*Music in the Modern Design *Announcements</p>	<p>Tues., Thurs., Sat. 8:20-8:25 a.m. Sunday 8:05-8:10 a.m. Mon. thru Sat. 6:28-6:29 a.m.</p>	<p>Pall Mall Cigarettes <i>Ruthrauff & Ryan, Inc.</i></p>
<p>B.C. REMEDY COMPANY (17th Week on WABC)</p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:30 a.m.</p>	<p>B.C. <i>Charles W. Hoyt & Co., Inc.</i></p>
<p>BOOK HOUSE FOR CHILDREN (35th Week on WABC)</p> <p>Woman's Page of The Air with Adelaide Hawley <i>Participations</i></p>	<p>Friday 8:45-9:00 a.m.</p>	<p>Book House <i>Presba, Fellers & Presba, Inc.</i></p>
<p>BULOVA WATCH COMPANY (645th Week on WABC)</p> <p>Time Signals</p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p>DREZMA, INC. (61st Week on WABC)</p> <p>Lessons in Loveliness with Nell Vinick</p>	<p>Tues., Thurs. 11:00-11:15 a.m.</p>	<p>"Drezma" Cosmetics <i>Blaine-Thompson Co., Inc.</i></p>
<p>GENERAL BAKING COMPANY* (15th Week on WABC)</p> <p>*Announcements</p>	<p>Mon. thru Sat. 8:00-8:00:30 a.m. 8:13:15-8:14:30 a.m.</p>	<p>Bond Bread <i>Newell Emmett, Inc.</i></p>
<p>GRIFFIN MANUFACTURING CO., INC.* (16th Week on WABC)</p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Tues., Thurs., Sat. 7:00-7:30 a.m.</p>	<p>Shoe Polish, Whitener, and Dressing <i>Birmingham, Castleman, and Pierce, Inc.</i></p>
<p>GROVE LABORATORIES, INC. (35th Week on WABC)</p> <p>Odd Side of the News</p>	<p>Mon., Wed., Fri. 8:25-8:30 a.m.</p>	<p>Bromo-Quinine Cold Tablets <i>J. Walter Thompson Co., Inc.</i></p>
<p>ILLINOIS MEAT COMPANY (9th Week on WABC)</p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 6:30-6:55 a.m.</p>	<p>Broadcast Brand Canned Meats <i>Arthur Meyerhoff & Co.</i></p>

*n addition to number of weeks in which the client has used CBS Network facilities.
program or client not listed in CBS Program Book for December.

**WABC
SPONSORED
PROGRAMS**

<p>*INTERNATIONAL TELEPHONE AND TELEGRAPH COMPANY <i>(1st Week on WABC)</i></p> <p>*Good Neighbor News</p>	<p>Mon. thru Fri. 6:10-6:15 p.m.</p>	<p>Institutional <i>Marschalk & Pratt, Inc.</i></p>
<p>V. LA ROSA & SONS, INC. <i>(6th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Wed., Thurs., Fri. 8:45-9:00 a.m.</p>	<p>La Rosa "Grade A" Macaroni Products <i>M. H. Hackett, Inc.</i></p>
<p>LEHN AND FINK PRODUCTS CORP.*</p> <p>Arthur Godfrey <i>Participations</i> (Begins January 8)</p>	<p>Mon. thru Fri. 7:00-7:30 a.m.</p>	<p>Hind's Honey and Almond Cream <i>William Esty & Co., Inc.</i></p>
<p>P. LORILLARD COMPANY* <i>(25th Week on WABC)</i></p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:30 a.m.</p>	<p>Old Gold Cigarettes <i>J. Walter Thompson Co., Inc.</i></p>
<p>LUDEN'S, INC. <i>(31st Week on WABC)</i></p> <p>The World Today</p>	<p>Saturday 6:45-7:00 p.m.</p>	<p>"Luden's Menthol" Cough Drops <i>J. M. Mathes, Inc.</i></p>
<p>*MARLIN FIREARMS COMPANY <i>(34th Week on WABC)</i></p> <p>*Early Riser's News (Starts January 5)</p>	<p>Mon. thru Sat. 6:55-7:00 a.m.</p>	<p>Marlin Razor Blades <i>Craven & Hedrick, Inc.</i></p>
<p>MARYLAND PHARMACEUTICAL CO. <i>(39th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Tues., Thurs., Sat. 8:45-9:00 a.m.</p>	<p>Rem and Rel <i>The Joseph Katz Co.</i></p>
<p>MELVILLE SHOE COMPANY <i>(163rd Week on WABC)</i></p> <p>Early Morning News</p>	<p>Mon. thru Sat. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p>JOHN MORRELL AND COMPANY <i>(20th Week on WABC)</i></p> <p>The Missus Goes A-Shopping Quiz</p>	<p>Tues., Thurs., Sat. 8:30-8:45 a.m.</p>	<p>Morrell E-Z Cut Ham <i>Henri, Hurst and McDonald, Inc.</i></p>

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

* Program or client not listed in CBS Program Book for December.

**WABC
SPONSORED
PROGRAMS**
Continued

<p>NEW YORK STATE BUREAU OF MILK PUBLICITY <i>(42nd Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Mon. and Wed. 8:45-9:00 a.m.</p>	<p>Milk and Milk Products <i>J. M. Mathes, Inc.</i></p>
<p>NOXZEMA CHEMICAL CO., INC.* <i>(34th Week on WABC)</i></p> <p>Battle of the Boroughs <i>Quiz</i></p>	<p>Saturday 9:45-10:15 p.m.</p>	<p>Noxzema Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>PEPSI-COLA COMPANY* <i>(75th Week on WABC)</i></p> <p>The Missus Goes A-Shopping <i>Quiz</i></p>	<p>Mon., Wed., Fri. 8:30-8:45 a.m.</p>	<p>Pepsi-Cola <i>Newell Emmett, Inc.</i></p>
<p>QUAKER OATS COMPANY* <i>(54th Week on WABC)</i></p> <p>The Aunt Jemima Program</p>	<p>Mon. thru Sat. 8:15-8:20 a.m.</p>	<p>Aunt Jemima Pancake Flour <i>Sherman K. Ellis & Co., Inc.</i></p>
<p>SELECT THEATRES CORP. <i>(69th Week on WABC)</i></p> <p>Announcement</p>	<p>Tues., Fri. 11:58:50 p.m. 12 mid.</p>	<p>"Sons of Fun" <i>Blaine-Thompson Co., Inc.</i></p>
<p>SMITH BROTHERS* <i>(23rd Week on WABC)</i></p> <p>Arthur Godfrey Afternoon News</p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m.</p> <p>Mon., Wed., Fri. 3:55-4:00 p.m.</p>	<p>"SB" Cough Drops and Cough Syrup <i>J. D. Tarcher & Co., Inc.</i></p>
<p>SOCONY-VACUUM OIL CO., INC.* <i>(22nd Week on WABC)</i></p> <p>News with Mark Hawley</p>	<p>Mon. thru Sat. 10:45-11:00 p.m.</p>	<p>Gasoline, Oil and Specialties <i>J. Stirling Getchell, Inc.</i></p>
<p>WASTE PAPER CONSUMING INDUSTRIES <i>(17th Week on WABC)</i></p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:30 a.m.</p>	<p>Paper Conservation <i>Olian Advertising Co.</i></p>
<p>WEST DISINFECTING COMPANY</p> <p>*It Takes a Woman with Frances Scott (Starts January 5)</p>	<p>Mon., Wed., Fri. 8:20-8:25 a.m.</p>	<p>CN <i>Moser & Cotins, Inc.</i></p>

*n addition to number of weeks in which the client has used CBS Network facilities.
Program or client not listed in CBS Program Book for December.

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 classifications:

1. NEWS BROADCASTS	Page 21
2. DRAMATIC SERIES	Page 22
3. NATIONAL DEFENSE	Page 22
4. LIGHT ENTERTAINMENT	Page 23
5. SERIOUS MUSIC	Page 24
6. EDUCATIONAL PROGRAMS	Page 25
7. CHILDREN'S PROGRAMS	Page 27
8. PERSONALITIES	Page 27
9. RELIGIOUS BROADCASTS	Page 28
CBS SHORT WAVE BROADCASTS	Page 29
ADDENDA: DECEMBER PROGRAMS	Page 30

News Summaries, Analyses
and Broadcasts from Abroad

SCHEDULED PERIODS
MONDAY THRU SUNDAY

Columbia's staff of air reporters in foreign capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. The schedule is supplemented with special events and sharpened by frequent addresses by public figures, historians, and political or military experts.

News Broadcasts: Bob Trout and Charles Collingwood from London; Ford Wilkins and Thomas Worthin from Manila; Webb Edwards from Honolulu; John Raleigh from Batavia; Cecil Brown from Singapore; Larry Lesueur from Russia; Howard K. Smith and Charles Barbe from Berne; Bernard Valery from Stockholm; Edward Chorlian from Cairo; Winston Burdett from Ankara; Herbert Clark from Buenos Aires; William Dunn in the Far East; Elmer Davis, Edward R. Murrow, Linton Wells, Major George Fielding Eliot, William L. Shirer, Harry W. Flannery and John Charles Daly from New York; Albert Warner and Eric Sevareid from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 2:30-3:00 p.m., SUNDAY; 9:00-9:15 a.m., SUNDAY THRU SATURDAY; 10:45-11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 12:55 a.m., MONDAY THRU SATURDAY; 3:55 p.m., 4:45 p.m., MONDAY THRU FRIDAY; 2:00 p.m., 4:30 p.m., 6:00 p.m., SATURDAY; 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Linton Wells, 12:00-12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 8:55-9:00 p.m., SATURDAY AND SUNDAY; 6:30-6:45 p.m., SATURDAY; Albert Warner, 6:00-6:10 p.m., TUESDAY AND THURSDAY; William L. Shirer, 6:15-6:30 p.m., THURSDAY.

(See also sponsored news programs.)

**NEWS
BROADCASTS**

Continued

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

In this Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of the war, Albert Warner describes the Washington scene, and Warren Sweeney reviews the week's news.

**DRAMATIC
SERIES**

Columbia Workshop

8:00-8:30 p.m. to the West

10:30-11:00 p.m. to the East

EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Davidson Taylor is producer.

JANUARY 4: Howard Barnes directs "The Fish on the Bathroom Floor", by Thomas Lyle Collins. Music is by Walter Gross.

JANUARY 11: Earle McGill directs "Freedom of Speech". The music is by Earl Robinson and the words by Carl Sandburg, William White and John Tallman.

**NATIONAL
DEFENSE**

Report to the Nation

9:30-10:00 p.m.

EACH TUESDAY

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 a problem or event rich in public interest. The series is produced by Brewster Morgan.

Spirit of '42

2:00-2:30 p.m.

EACH SUNDAY

Broadcast in the interest of national defense, this series singles out each week a unit of the Army, Navy or Marines, and, in dramatic form, traces its history and development. Brewster Morgan directs the program which is written by Willis Cooper. The narrator is Burgess Meredith.

Calling Pan-America

6:00-6:30 p.m.

EACH SATURDAY

The Columbia Broadcasting System takes another step toward bringing the Americas closer together through radio. Heard throughout the western hemisphere, this new series originates in a different capital each week, "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.

The People's Platform

7:00-7:30 p.m.

EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and an informal exchange of ideas.

<p>What's New At The Zoo? 10:30-11:00 a.m. EACH SATURDAY</p>	<p>John Reed King interviews, in their native habitat, the men and women who collect and care for the animal inmates of the Bronx Zoo.</p>												
<p>Matinee at Meadowbrook 2:00-5:00 p.m. EACH SATURDAY</p>	<p>An hour jamboree of dance music for "young minded" Columbia listeners, featuring the orchestras of Alvino Rey and Harry James during January.</p>												
<p>Burl Ives Coffee Club 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Burl Ives plays host to a circle of musical personalities with varied talents. Among the "regulars" are Jerry Wayne, Louise Wilcher, Bobby Tucker and the Symphonettes.</p>												
<p>Renfro Valley Folks 2:30-3:45 p.m. MONDAY THRU FRIDAY</p>	<p>Inhabitants of the Kentucky hills provide the talent for this program of folk songs, which is broadcast from an old-time log cabin settlement in the heart of the Renfro Valley.</p>												
<p>Ray Thompson and Co. 11:05-11:30 a.m. EACH SATURDAY</p>	<p>This series presents Miss Thompson in a many-sided role—as choral director, soloist, comedienne, and composer. Music is under the direction of Walter Gross, and Perry Lafferty directs the program.</p>												
<p>Singing Along 3:30-4:45 p.m. MONDAY THRU FRIDAY</p>	<p>This program provides a golden opportunity for all bathroom baritones. It invites the listener to act as soloist, with the accompaniment of the Landt Trio.</p>												
<p>Golden Gate Quartet, Four Clubmen, Symphonettes VARIOUS HOURS</p>	<p>These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.</p>												
<p>Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY</p>	<p>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:</p> <table border="0"> <tr> <td>Blue Barron</td> <td>Frankie Masters</td> </tr> <tr> <td>Cab Calloway</td> <td>Vaughn Monroe</td> </tr> <tr> <td>Sonny Dunham</td> <td>Alvino Rey</td> </tr> <tr> <td>Benny Goodman</td> <td>Raymond Scott</td> </tr> <tr> <td>Harry James</td> <td>Dick Stabile</td> </tr> <tr> <td>Guy Lombardo</td> <td>Claude Thornhill</td> </tr> </table>	Blue Barron	Frankie Masters	Cab Calloway	Vaughn Monroe	Sonny Dunham	Alvino Rey	Benny Goodman	Raymond Scott	Harry James	Dick Stabile	Guy Lombardo	Claude Thornhill
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Harry James	Dick Stabile												
Guy Lombardo	Claude Thornhill												

**SERIOUS
MUSIC**

**New York Philharmonic-
Symphony Orchestra**

3:00-4:30 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra, broadcasting for the twelfth consecutive year on CBS, is celebrating its centennial season. During January, Dimitri Mitropoulos, Fritz Busch and Serge Koussevitzky conduct. Deems Taylor is intermission commentator.

Cleveland Orchestra

5:00-6:00 p.m.

EACH SATURDAY

This weekly series of symphony concerts is heard from Severance Hall in Cleveland. Programs are conducted by Dr. Artur Rodzinski.

**Philharmonic Young
People's Concert**

3:45-4:45 p.m.

MONDAY, JANUARY 19

The New York Philharmonic-Symphony Orchestra presents one concert a month especially for young people. Rudolph Ganz will be the conductor.

**From Columbia's Concert
Hall**

4:00-4:30 p.m.

MONDAY THRU FRIDAY

This is an unusual series of programs, embracing great symphonic, operatic, vocal and chamber music works. It includes seldom-performed American works, orchestral and vocal excerpts from great operas, little-known concerti, and music and songs for small ensembles. The participating groups of artists vary.

MONDAYS: "Stars in the Orchestra", devoted to concerti and shorter solo works played by individual members of the Columbia Concert Orchestra, under Howard Barlow's direction.

TUESDAYS: "Milestones in American Music" comprising historic American composition performed by orchestral, chamber and vocal groups from the Eastman School of Music in Rochester.

WEDNESDAYS: "Songs of the Centuries", with songs of the masters sung by vocal soloists. Howard Barlow will conduct.

THURSDAYS: Cincinnati Conservatory of Music presents orchestral and chamber music ensembles with occasional choruses and vocalists.

FRIDAYS: "British-American Music Series" with Howard Barlow playing music, old and new, from Purcell to Britten and from Paine to Roy Harris.

**SERIOUS
MUSIC**

**Eileen Farrell and The
Columbia Concert Orchestra**

10:00-10:30 p.m.

FRIDAYS: JAN. 2, 9, 16

This young soprano was selected as the most promising of the many singers, who have appeared on the "Songs of the Centuries" program. Howard Barlow conducts the orchestra.

From the Organ Loft

10:15-9:45 a.m.

ONCE EACH SUNDAY

Famous organist Julius Mattfeld in Columbia's well known series of organ recitals with a vast repertory of works for the instrument.

**CBS ADULT
EDUCATION BOARD**

"Invitation to Learning", "The People's Platform" and "Report to the Nation" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	HENRY R. LICE
STRINGFELLOW BARR	SPENCER MILLER, JR.
WILLIAM BENTON	RUTH BRYAN ROHDE
HARRY WOODBURN CHASE	THOMAS V. SMITH
ROBERT I. GANSON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR

JOSEPH H. WILLITS

**EDUCATIONAL
PROGRAMS**

**School of the Air of the
Americas**

10:15-9:45 a.m.

(Eastern Time Zone)

2:30-2:55 p.m.

(Central Time Zone)

10:30-10:00 a.m.

(Mountain Time Zone)

11:30-2:00 p.m.

(Pacific Time Zone)

MONDAY THRU FRIDAY

The School of the Air of the Americas, now broadcast in the Latin American Republics under the guidance of a Pan American Council, is in its thirteenth year on CBS. An estimated 5,000,000 students in the United States alone listen regularly to the series.

MONDAYS—*Americans at Work*

JANUARY 5: Fishermen.
JANUARY 12: Hard Rock Miners.
JANUARY 19: Farmers.
JANUARY 26: Radio Men.

TUESDAYS—*Music of the Americas*

JANUARY 6: The Ballad and Romance.
JANUARY 13: Love Songs.
JANUARY 20: Humor.
JANUARY 27: Patriotic Tunes.

**WEDNESDAYS—*New Horizons: Lands of
New World Neighbors***

JANUARY 7: Waters of Storm and Stress.
JANUARY 14: The Realm of the Inca.
JANUARY 21: Land on the Roof of America.
JANUARY 28: Land on the Equator.

**EDUCATIONAL
PROGRAMS**

Continued

**School of the Air of the
Americas**

Continued

THURSDAYS—*Tales from Far and Near*

JANUARY 8: Mr. Popper's Penguins.

JANUARY 15: More Selected American Ballads.

JANUARY 22: Early American.

JANUARY 29: Salute.

FRIDAYS—*This Living World*

JANUARY 9: Congress at Work.

JANUARY 16: Refugees.

JANUARY 23: Crime.

JANUARY 30: The Migratory Worker.

Invitation to Learning

11:30–12:00 noon

EACH SUNDAY

This series invites listeners to read or re-read the world's great books discussed by Mark Van Doren and special guests.

Columbia's Country Journal

3:00–3:30 p.m.

EACH SATURDAY

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

Spotlight on Asia

3:45–3:55 p.m.

EACH MONDAY

With the outbreak of war in the Pacific, this series on the Far East has assumed a new importance. Experts speak through the cooperation of the American Council of the Institute of Pacific Relations.

What Freedom Means

3:45–3:55 p.m.

EACH TUESDAY

Distinguished leaders in public life appear on this program and discuss the questions which are currently affecting the freedom of America and the World.

Children Also Are People

3:45–3:55 p.m.

EACH WEDNESDAY

CBS presents a series of broadcasts by child experts and various celebrities to show parents that children are people, too.

Highways to Health

3:45–3:55 p.m.

EACH THURSDAY

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

EDUCATIONAL PROGRAMS

Americans Map the Skies

45-3:55 p.m.
EACH FRIDAY

Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, traces the development of research by American astronomers in this series on popular astronomy.

Life of Men and Books

10:05-2:30 p.m.
EACH SATURDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.

Adventures in Science

10:30-1:45 p.m.
EACH SATURDAY

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

CHILDREN'S PROGRAMS

Let's Pretend

10:00-1:30 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 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.

PERSONALITIES

The Old Dirt-Dobber

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

Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects.

Outdoors with Bob Edge

10:30-6:45 p.m.
EACH TUESDAY

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

Juan Arvizu

10:30-10:45 p.m.
MONDAY, TUESDAY, WEDNESDAY
10:45-2:00 p.m.
SATURDAY

Juan Arvizu, singing idol of Latin America, is presented by CBS with Alfredo Antonini's Tipica Orchestra and, on Tuesdays, the Trio Flores del Rio.

Diga Coelho

10:30-10:45 p.m.
FRIDAY AND SATURDAY

This internationally famous Brazilian singer and guitarist sings in English, Spanish, Portuguese, French, German, and Italian.

**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 has completed its tenth consecutive year of Sunday morning and afternoon religious broadcasts. In January:

JANUARY 4: *Morning:* Bishop Francis J. McConnell of the Methodist Church, New York Area.

Afternoon: Dr. Frederick M. Smith, President of the Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Missouri.

JANUARY 11: *Morning:* Congregational Service.

Afternoon: Rev. Harry C. Graham, O.P., National Director, Holy Name Society, New York, N. Y.

JANUARY 18: *Morning:* Mr. Harry C. Browne, former First Reader in the Mother Church, First Church of Christ Scientist, Boston, Mass.

Afternoon: Jewish Service.

JANUARY 25: *Morning:* Rev. V. Carney Hargroves, Second Baptist Church, Germantown, Philadelphia, Pa.

Afternoon: Rev. Joseph M. Lynch, National Office, Propagation of the Faith Society, New York, N. Y.

Wings Over Jordan

10:30-11:00 a.m.

EACH SUNDAY

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

JANUARY 4: J. Finley Wilson, Grand Exalted Ruler, I. B. P. O. E., Washington, D. C.

JANUARY 11: Fourth Anniversary Program with Mayor Fiorello H. LaGuardia of New York City.

JANUARY 18: Dr. M. O. Bousfield, Director of Negro Health, Julius Rosenwald Fund, Chicago, Illinois.

JANUARY 25: To Be Announced.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO EUROPE**

WCBX New York

WCRC New York

News in twelve languages — a comprehensive schedule of forty-four fifteen-minute periods per day, three hundred and eight per week — is now directed to shortwave listeners in Europe, Africa, and the Near East by Columbia's international station, WCBX, and the new CBS fifty-kilowatt transmitter, WCRC. The seven-day-a-week, "around the clock" schedule begins at midnight in New York and ends in the late afternoon, which is from dawn to late evening in Europe. The languages include English, French, Italian, German, Spanish, Portuguese, Polish, Serbo-Croatian, Dutch, Swedish, Arabic, and Turkish. A staff of fifty persons is required to build these broadcasts, all news stemming from a central news room located in newly-constructed quarters in the CBS Studio Building. All the news services and facilities available to the network itself have been installed there.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO LATIN
AMERICA**

WCBX New York

WCRC New York

From late afternoon to late evening, WCBX and WCRC direct their powerful beams to Latin America. And soon a fifty-kilowatt companion to WCRC will be placed in operation, another link in the continental solidarity of the Americas. CBS news broadcasts to Latin America are in three languages — Spanish, Portuguese, and English.

News Broadcasts

News in English:

2:00-12:15 a.m., 1:00-1:15 a.m.

6:00-6:15 a.m., 7:00-7:15 a.m.

11:30-11:45 a.m., 11:45-12 noon,

2:30-3:45 p.m.

News in French:

2:15-12:30 a.m., 1:15-1:30 a.m.,

5:00-5:15 a.m.,

8:00-8:15 a.m., 8:15-8:30 a.m.,

11:00-11:15 a.m., 11:15-11:30

a.m., 2:00-2:15 p.m.

News in Italian:

2:30-12:45 a.m., 1:30-1:45 a.m.,

9:00-9:15 a.m.,

12:15-9:30 a.m., 12:00-12:15 p.m.,

2:15-12:30 p.m., 3:00-3:15 p.m.

News in German:

2:15-1:00 a.m., 1:45-2:00 a.m.,

10:00-4:15 a.m., 10:00-10:15 a.m.,

10:15-10:30 a.m., 1:00-1:15 p.m.,

4:15-1:30 p.m., 4:00-4:15 p.m.

News in Spanish:

11:45-11:00 a.m., 2:45-3:00 p.m.

News in Portuguese:

2:30-12:45 p.m.

News in Polish:

11:45-2:00 p.m., 3:15-1:00 p.m.

News in Serbo-Croatian:

10:30-10:45 a.m., 1:30-1:45 p.m.

News in Dutch:

11:15-3:30 p.m.

News in Swedish:

11:45-10:00 a.m., 12:45-1:00 p.m.

News in Arabic:

11:15-2:30 p.m.

News in Turkish:

11:30-2:45 p.m.

News Broadcasts

News in Spanish:

11:00-5:15 p.m., 7:00-7:15 p.m.,

8:15-7:30 p.m., 9:00-9:15 p.m.,

11:00-11:15 p.m.

News in Portuguese:

11:30-5:45 p.m., 7:30-7:45 p.m.,

8:45-8:00 p.m., 9:30-9:15 p.m.

News in English:

11:00-6:15 p.m., 6:15-6:30 p.m.,

11:00-10:15 p.m.

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.

PUBLIC AFFAIRS

DECEMBER 4: Lamot duPont and Harvey Firestone, Jr., were interviewed by Edwin C. Hill about "Jobs After Defense", from the N.A.M. convention, 3:30-3:45 p.m.

DECEMBER 4: Representative Vito Marcantonio of New York discussed "Price Control and National Defense", 6:30-6:45 p.m.

DECEMBER 5: Senator Tom Connally, Democrat from Texas, talked on American foreign policy. 10:30-10:45 p.m.

DECEMBER 6: W. P. Witherow, newly elected president of the N.A.M., spoke on "Industry Looks to 1942", 10:15-10:30 p.m.

DECEMBER 8: Claire Boothe discussed her recent trip to the Far East, 4:35-4:45 p.m.

DECEMBER 10: R. J. Thomas, Vice-President of the C.I.O. and President of the United Automobile Workers, discussed strike control legislation, 10:15-10:30 p.m.

DECEMBER 11: Norman Thomas discussed "The Bill of Rights in War Time", 11:00-11:15 p.m.

DECEMBER 13: Walter Reuther, United Automobile Worker labor leader, spoke on his plan for airplane production, under the auspices of the Union for Democratic Action, 2:30-2:45 p.m.

DECEMBER 13: Dr. James T. Shotwell, chairman of the Commission to Study the Organization of Peace, considered the subject of "America After the War", 10:15-10:30 p.m.

DECEMBER 14: Senator James J. Davis of Pennsylvania spoke in cooperation with the American Bible Society on Universal Bible Sunday. 9:45-10:00 p.m.

DECEMBER 16: A dramatization entitled "The Children's Front" was presented, with Fredric March and Diana Forbes-Robertson in connection with a drive for funds by the National Association of Day Nurseries 3:30-3:45 p.m.

DECEMBER 17: John T. Flynn, chairman of the New York Chapter of the American First Committee spoke, 10:15-10:30 p.m.

DECEMBER 18: Claire Boothe, Vincen Sheean and Dorothy Thompson discussed the Far Eastern situation from a meeting of the New York Women's Division of United China Relief, 4:30-4:45 p.m.

DECEMBER 18: A panel discussion on "What We Are Fighting For: The Bill of Rights" was participated in by Representative Joseph C. Baldwin of New York; Charles S. Whitman, Jr.; Robert F. Wagner, Jr., and Alfred M. Lilienthal. The broadcast wa

held in cooperation with United Youth for Defense, Inc., 6:30-6:45 p.m.

DECEMBER 19: W. J. Brown, general secretary, Civil Service Clerical Association of Great Britain, spoke on "The Labor Movement in Great Britain", 11:00-11:15 p.m.

DECEMBER 20: Wendell L. Willkie talked about "The Fight For Freedom", 10:15-10:45 p.m.

DECEMBER 21: The Most Reverend Francis J. Spellman, D.D., Archbishop of New York and Military Vicar of the United States armed forces, sent his Christmas message to these forces on the occasion of his formal blessing of the National Catholic Community Service Clubhouse, 1:45-2:00 p.m.

DECEMBER 23: Lynn U. Stambaugh, National Commander of the American Legion, and Brigadier General Frank T. Hines, Administrator of Veterans' Affairs, sent Christmas greetings to veterans of the first World War, 3:30-3:45 p.m.

DECEMBER 23: Dr. William Agar, member of the Associated Leagues for a Declared War spoke, 10:15-10:30 p.m.

DECEMBER 27: Colston E. Warne, president of the Consumers Union of the United States, Inc., and associate professor of economics at Amherst College, discussed "The Consumer Looks at Advertising", 10:15-10:30 p.m.

SPECIAL EVENTS

DECEMBER 1: Governor Herbert H. Lehman of New York spoke at the christening of the New York Central Railroad's new streamlined Empire State Express, 9:00-9:15 a.m.

DECEMBER 1: The Annual 4-H Club Awards were broadcast from Chicago's stockyards, 4:30-5:00 p.m.

DECEMBER 2: Proceedings at CBS President William S. Paley's Testimonial Dinner for Edward R. Murrow were broadcast, 9:30-10:00 p.m.

DECEMBER 6: A broadcast depicting the American school's role in defense was carried with pickups from Chicago, Detroit, Los Angeles and Washington, 1:30-2:00 p.m.

DECEMBER 7: Numerous unscheduled round-ups of news, both domestic and foreign, followed closely upon Japan's attack on Pearl Harbor.

DECEMBER 8: President Roosevelt's statement to the Joint Session of Congress, asking that the existence of a state of war with Japan be recognized, was heard, 12:15-12:40 p.m.

DECEMBER 8: Winston Churchill's comments on the American entrance into the war were carried, 3:00-3:20 p.m.

DECEMBER 9: President Roosevelt's address to the nation was broadcast, 10:00-10:30 p.m.

DECEMBER 13, 20, 27, 29, 30: Mel Allen covered five major college basketball double-headers from Madison Square Garden, 11:00-11:15 p.m.

DECEMBER 15: Attorney General Francis Biddle and Archibald MacLeish, Librarian of Congress, participated in the dedication of the Jefferson Murals Room of the Library of Congress, 3:00-3:45 p.m.

DECEMBER 15: A speech by President Roosevelt provided a fitting climax to a special program in honor of the 150th Anniversary of the American Bill of Rights. Norman Corwin directed his radio drama, "We Hold These Truths", with Lionel Barrymore, Walter Huston, Edward G. Robinson and Bob Burns heading the list of stage and screen stars who appeared in it. Leopold

Stokowski and the NBC Symphony Orchestra concluded the program with "The Star Spangled Banner". 10:00-11:00 p.m.

DECEMBER 19: Senator Walter F. George, of Georgia, and workers who helped build the new Southeastern Pipeline from Florida to Chattanooga, joined in the dedication of this defense project, 4:30-4:45 p.m.

DECEMBER 24: Nila Mack directed a dramatization of "The Night Before Christmas", 3:30-3:45 p.m.

DECEMBER 24: President Roosevelt and Winston Churchill participated in the annual ceremony of the White House Christmas tree lighting, 5:00-5:30 p.m.

DECEMBER 24: The General Motors' Inland Division Children's Chorus broadcast a program of Christmas music from Dayton, Ohio, 10:15-10:45 p.m.

DECEMBER 24: Eamon de Valera, American-born Prime Minister of Eire, sent his Christmas greetings to the United States. 11:00-11:15 p.m.

DECEMBER 24: The Schola Cantorum at the Seminarie of Philosophy of St. Sulpice in Montreal, sang a midnight mass, 11:30-12 midnight.

DECEMBER 25: Sir Thomas Beecham conducted the Columbia Concert Orchestra and Columbia Chorus in a Christmas Carol program, 12 midnight-1:00 a.m.

DECEMBER 25: The 1941 Christmas Day message of King George VI of England was heard, 9:00-9:10 a.m.

DECEMBER 25: Washington children, whose fathers are U. S. Army officers on war duty in London, exchanged Christmas greetings, 9:15-9:45 a.m.

DECEMBER 25: American "little people" discussed the war with their English counterparts, 3:30-3:55 p.m.

DECEMBER 25: Norman Corwin's radio classic, "The Plot to Overthrow Christmas", was presented from Hollywood under the author's direction, 6:15-6:45 p.m.

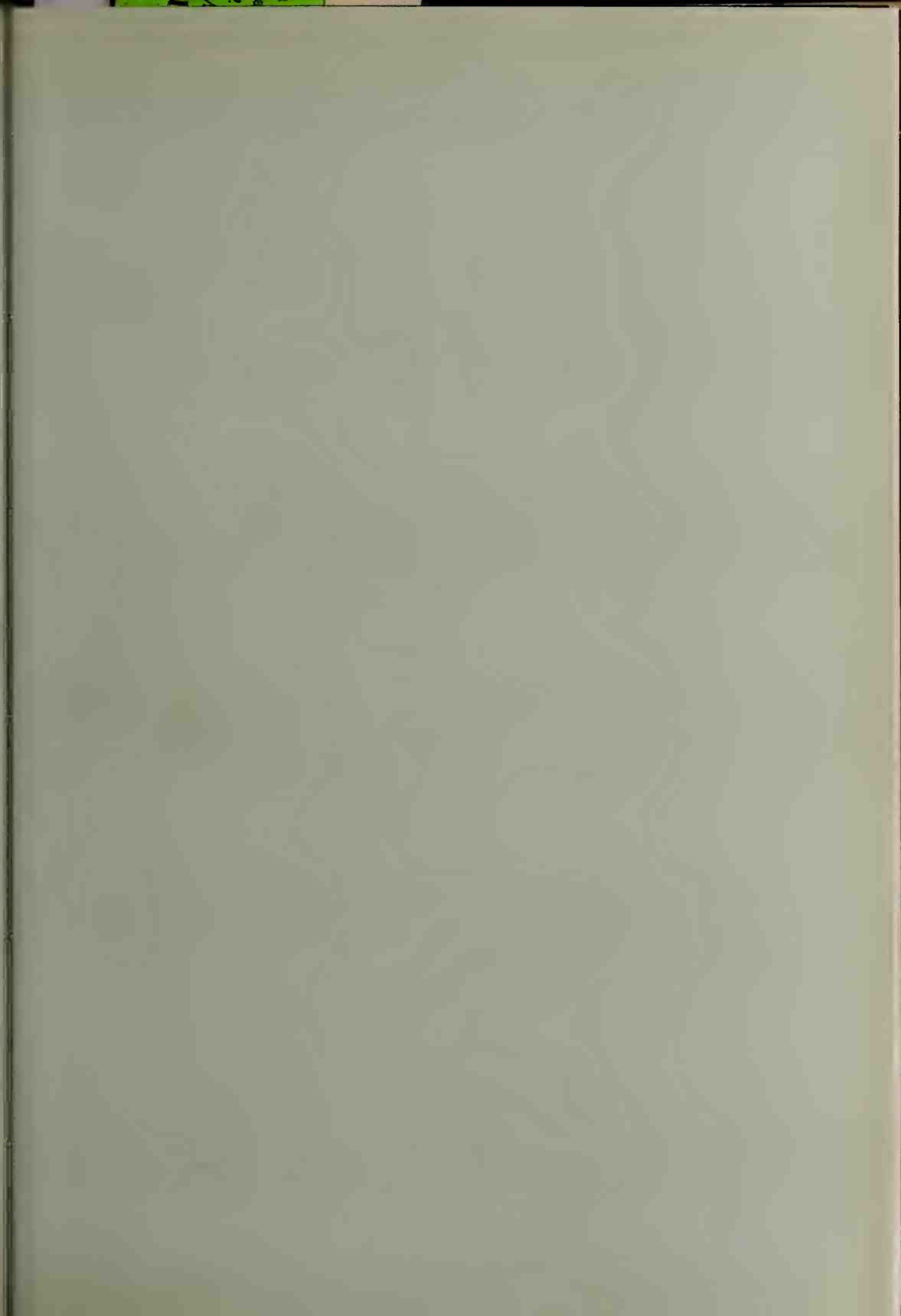
DECEMBER 25: William Saroyan's special Christmas play, "There's Something I Got to Tell You", was carried, 10:20-10:45 p.m.

DECEMBER 26: Winston Churchill addressed a Joint Session of the United States Congress in Washington, 12:30-1:10 p.m.

DECEMBER 26: A Salvation Army program, complete with band and women's vocal trio, was broadcast, 11:00-11:30 p.m.

DECEMBER 27, 29, 31: Ted Husing broadcast three previews of the Orange Bowl football game from Miami.

DECEMBER 30: "Twelve Crowded Months", a review of the past year's events, featuring Elmer Davis, Major George Fielding Eliot, Albert Warner, Bob Trout, Edward R. Murrow, Deems Taylor, Mel Allen, William L. Shirer and John Daly was presented, 9:30-10:00 p.m. and 10:15-10:45 p.m.



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

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