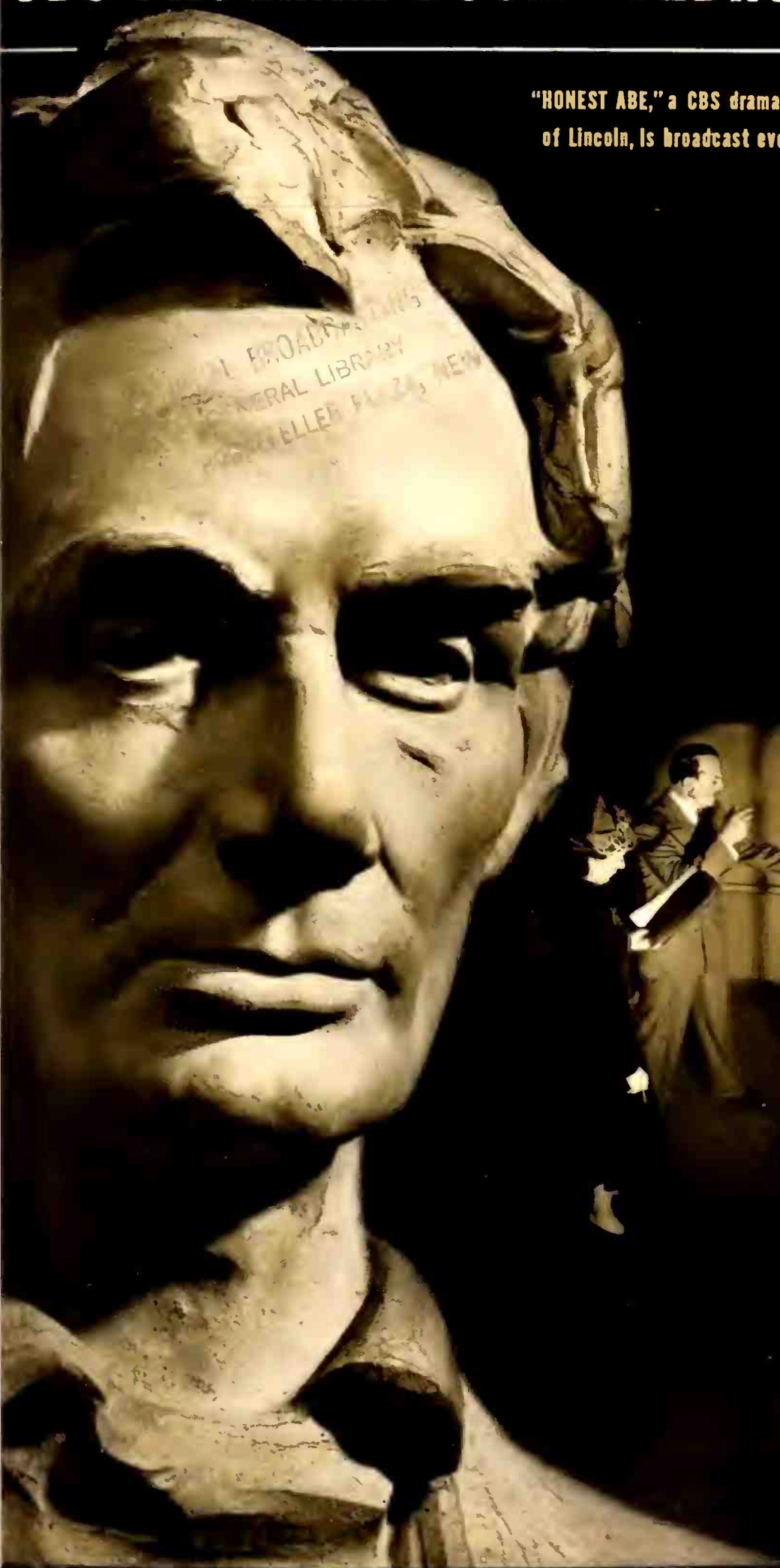
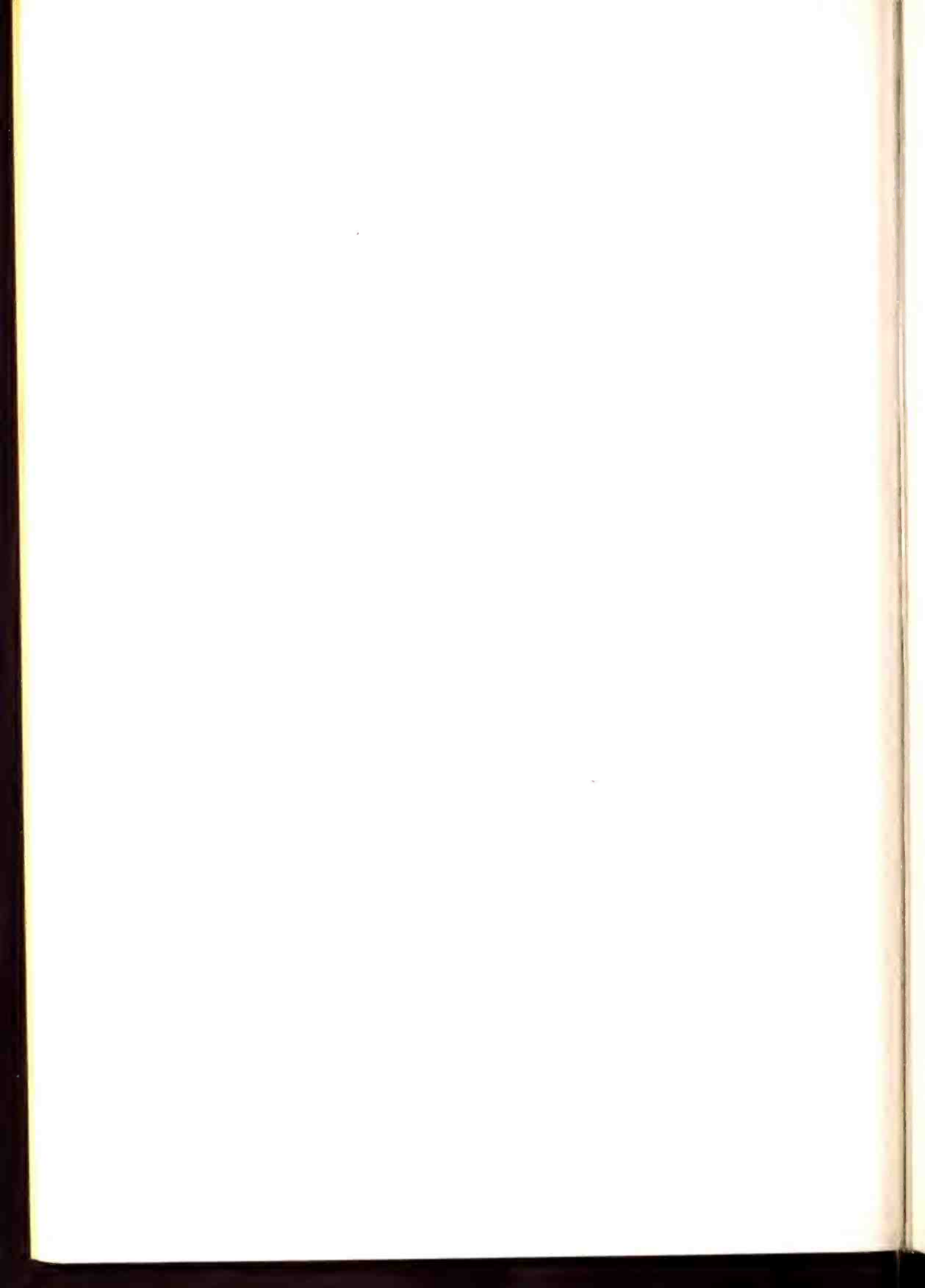


# CBS PROGRAM BOOK • FEBRUARY, 1941

"HONEST ABE," a CBS dramatic series based on the life of Lincoln, is broadcast every Saturday (See Page 20).



E. M.  
Boston  
Boild-  
Wilder  
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FEBRUARY, 1944

CENTRAL BROADCASTING COMPANY, INC.  
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ROCKEFELLER PLAZA, NEW YORK, N. Y.

# THE COLUMBIA PROGRAM BOOK

**CBS SPONSORED PROGRAMS:** pp. 3 to 13

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Published monthly for advertising executives by

**THE COLUMBIA BROADCASTING SYSTEM**

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# COLUMBIA NETWORK CLIENTS

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- CHRYSLER CORPORATION:**  
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All time listed on the following pages is current New York time unless otherwise indicated.



CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>AFFILIATED PRODUCTS, INC.</b> (417th Week on CBS)</p> <p><b>'The Romance of Helen Trent</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 43 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p><b>AMERICAN OIL COMPANY</b> (132nd Week on CBS)</p> <p><b>The Human Side of the News</b> by Edwin C. Hill</p>	<p>Mon. thru Fri. 6:05-6:15 p.m. 48 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p><b>AMERICAN TOBACCO COMPANY</b> (248th Week on CBS)</p> <p><b>Your Hit Parade</b> 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. 106 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord &amp; Thomas</i></p>
<p><b>ANACIN COMPANY</b> (199th Week on CBS)</p> <p><b>Our Gal, Sunday</b> <i>Serial drama</i></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><b>ARMOUR SOAP WORKS</b> (Beginning February 22)</p> <p><b>Wayne King and His Orchestra</b> <i>Music</i></p>	<p>Saturday 7:30-8:00 p.m. 35 CBS stations ORIGINATES: WBBM</p>	<p>Luxor Toiletries <i>Lord &amp; Thomas</i></p>
<p><b>BAYER COMPANY</b> (279th Week on CBS)</p> <p><b>Second Husband</b> with Helen Menken, presented by the Famous Actors' Guild</p>	<p>Tuesday 7:30-8:00 p.m. 74 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p><b>THE BEST FOODS, INC.</b> (73rd Week on CBS)</p> <p><b>We the Abbotts</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 4:15-4:30 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 57 CBS stations ORIGINATES: WABC</p>	<p>Nucoa, Margarine, Hellman's Mayonnaise <i>Benton &amp; Bowles, Inc.</i></p>

## CLIENT AND PROGRAM

## TIME

## PRODUCT AND AGENCY

DWEY'S, INC.

*8th Week on CBS)***News and Rhythm**

with Dale Evans, vocalist, Todd Hunter, news commentator, Tommy Bartlett, Dari-Rich Orchestra

Sunday

11:05-11:30 a.m.

*Rebroadcast*

2:35-3:00 p.m.

34 CBS stations

ORIGINATES: WBBM

Dari-Rich Products

*Sorensen & Company*

BROWN &amp; WILLIAMSON TOBACCO CORPORATION

*3rd Week on CBS)***Paul Sullivan Reviews the News**

Mon. thru Thurs.

6:30-6:45 p.m.

*Rebroadcast*

1:00-1:15 a.m.

29 CBS stations

ORIGINATES: WHAS

Raleigh Cigarettes

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

CALIFORNIA FRUIT GROWERS CHANGE

*1st Week on CBS)***Sunkist Presents Hedda Hopper's Hollywood**

Mon., Wed., Fri.

6:15-6:30 p.m.

41 CBS stations

ORIGINATES: KNX

Sunkist Oranges

Sunkist Lemons

*Lord & Thomas*

CAMPANA SALES COMPANY

*6th Week on CBS)***First Nighter**

with Barbara Luddy and Les Tremayne

*Drama*

Tuesday

8:30-8:55 p.m.

54 CBS stations

ORIGINATES: WBBM

Campana Hand Cream,

Italian Balm, Dreskin,

Coolies, D.D.D., Old South

Toiletries

*Aubrey, Moore & Wallace, Inc.*

CAMPBELL SOUP COMPANY

*1st Week on CBS)***Campbell Playhouse**

with guest stars

**Amos 'n' Andy***Serial comedy-drama***Martha Webster**

with Bess Flynn

*Dramatic serial***Fletcher Wiley***Talks*

Friday

9:30-10:00 p.m.

65 CBS stations

ORIGINATES: WABC

Campbell's Soups

*Ward Wheelock Company*

Mon. thru Fri.

7:00-7:15 p.m.

*Rebroadcast*

11:00-11:15 p.m.

61 CBS stations

ORIGINATES: KNX

Campbell's Soups

*Ward Wheelock Company*

Mon. thru Fri.

11:15-11:30 a.m.

*Rebroadcast*

3:00-3:15 p.m.

58 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:30-2:45 p.m.

35 CBS stations

ORIGINATES: KNX

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>CAMPBELL SOUP COMPANY</b> <i>Continued</i></p> <p><b>Lanny Ross</b> <i>Songs</i></p>	<p>Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations ORIGINATES: WABC</p>	<p>Franco-American Macaroni and Spaghetti <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</b> <i>(117th Week on CBS)</i></p> <p><b>Dr. Christian</b> with Jean Hersholt</p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 65 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p><b>CHRYSLER CORPORATION</b> <i>(256th Week on CBS)</i></p> <p><b>Major Bowes?</b> <b>Original Amateur Hour</b></p>	<p>Thursday 9:00-10:00 p.m. 86 CBS stations ORIGINATES: WABC</p>	<p>Plymouth Dodge DeSoto Chrysler <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>COCA-COLA COMPANY</b> <i>(76th Week on CBS)</i></p> <p><b>Pause That Refreshes</b> <b>On the Air</b> with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists</p>	<p>Sunday 4:30-5:00 p.m. 105 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p><b>COLGATE-PALMOLIVE-PEET COMPANY</b> <i>(264th Week on CBS)</i></p> <p><b>Colgate Ask-It-Basket</b> with Ed East <i>Variety-quiz program</i></p> <p><b>City Desk</b> <i>Drama</i></p> <p><b>Woman of Courage</b> <i>Serial drama</i></p> <p><b>Myrt and Marge</b> <i>Serial drama</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 68 CBS stations ORIGINATES: WABC</p> <p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 68 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:45-11:00 a.m. 64 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 82 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Ted Bates, Inc.</i></p> <p>Palmolive Shave Cream Palmolive Brushless Shave Cream <i>Ted Bates, Inc.</i></p> <p>Octagon Products <i>Ted Bates, Inc.</i></p> <p>Crystal White <i>Sherman &amp; Marquett Inc.</i></p> <p>New Concentrated Super Suds Super Suds <i>Sherman &amp; Marquett Inc.</i></p>



**COLGATE-PALMOLIVE-PEET  
COMPANY***Continued***Hilltop House**

starring Bess Johnson

*Serial drama***Stepmother***Serial drama*

Mon. thru Fri.

4:30-4:45 p.m.

81 CBS stations

ORIGINATES: WABC

Palmolive Soap

*Ward Wheelock**Company*

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***15th 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.***17th 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***18th 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***9th 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***50th Week on CBS)***Melody Ranch**

with Gene Autry

*Western dramatic series*

Sunday

6:30-6:55 p.m.

69 CBS stations

ORIGINATES: KNX

Doublemint Gum

*J. Walter Thompson**Company***EVERSHARP, INC.***10th Week on CBS)***Take It or Leave It**

with Bob Hawk, MC, David Ross

*Quiz*

Sunday

10:00-10:30 p.m.

59 CBS stations

ORIGINATES: ON TOUR

Eversharp Pens and Pencils

*The Biow Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>FLORIDA CITRUS COMMISSION</b> (49th Week on CBS)</p> <p><b>Mary Margaret McBride</b> <i>Talks</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 38 CBS stations (Tues. and Thurs. 21 CBS stations) ORIGINATES: WABC</p>	<p>Florida Citrus Fruit <i>Arthur Kudner, Inc.</i></p>
<p><b>FORD MOTOR COMPANY</b> (355th Week on CBS)</p> <p><b>Sunday Evening Hour</b> Ford Symphony Orchestra and Chorus, guest conductors, and solists <i>With Talks by W. J. Cameron</i></p>	<p>Sunday 9:00-10:00 p.m. 57 CBS stations ORIGINATES: WJR</p>	<p>Ford motor cars, trucks, and tractors Mercury Lincoln <i>McCann-Erickson, Inc.</i></p>
<p><b>GENERAL FOODS CORPORATION</b> (297th Week on CBS)</p> <p><b>We, the People</b> with Gabriel Heatter and guests <i>Real-life experiences</i></p> <p><b>Kate Smith Hour</b> with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus, Charlie Cantor and Minerva Pious <i>Music, comedy, and drama</i></p> <p><b>Kate Smith Speaks; News</b> <i>Talks and news</i></p> <p><b>Home of the Brave</b> <i>Serial drama</i></p> <p><b>Joyce Jordan, Girl Interne</b> <i>Serial drama</i></p> <p><b>Young Dr. Malone</b> <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. 91 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. 2:45-3:00 p.m. 80 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:30-6:45 p.m. 59 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 84 CBS stations ORIGINATES: WABC</p>	<p>Sanka <i>Young &amp; Rubicam, Inc.</i></p> <p>Grape Nuts <i>Young &amp; Rubicam, Inc.</i></p> <p>Swansdown Cake Flour <i>Young &amp; Rubicam, Inc.</i></p> <p>Diamond Crystal Salt <i>Benton &amp; Bowles, Inc.</i></p> <p>Calumet Baking Powder Swansdown Cake Flour <i>Young &amp; Rubicam, Inc.</i></p> <p>La France Satina Minute Tapioca <i>Young &amp; Rubicam, Inc.</i></p> <p>Post's 40% Bran Flakes <i>Benton &amp; Bowles, Inc.</i></p>

**GENERAL FOODS CORPORATION***Continued***Kate Hopkins***Serial drama***Portia Faces Life***Serial drama*

Mon. thru Fri.

4:45-5:00 p.m.

*Rebroadcast*

3:30-3:45 p.m.

41 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

4:00-4:15 p.m.

84 CBS stations

ORIGINATES: WABC

Maxwell House Coffee

*Benton & Bowles, Inc.*

Post Toasties

*Benton & Bowles, Inc.***GENERAL MILLS, INC.***529th 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

40 CBS stations

ORIGINATES: WABC

Wheaties

*Knox Reeves**Advertising, Inc.***GILLETTE SAFETY RAZOR COMPANY***39th Week on CBS)***Elmer Davis***News*

Tues., Fri.

8:55-9:00 p.m.

57 CBS stations

ORIGINATES: WABC

Gillette Shaving Cream,  
Safety Razors and Blades*Maxon, Inc.***GULF OIL CORPORATION***364th Week on CBS)***Gulf Screen Guild Theatre**with Roger Pryor, MC, screen stars,  
Oscar Bradley's Orchestra,  
John Hiestand

Sunday

7:30-8:00 p.m.

78 CBS stations

ORIGINATES: KNX

Motor Oil and Gas

*Young & Rubicam, Inc.***INTERNATIONAL SILVER COMPANY***51st Week on CBS)***Silver Theatre**Conrad Nagel, Narrator-director,  
and guest stage and screen stars

Sunday

6:00-6:30 p.m.

57 CBS stations

ORIGINATES: KNX

International Sterling and  
1847 Rogers Bros.  
Silverplate*Young & Rubicam, Inc.***IRONIZED YEAST CO., INC.***1st Week on CBS)***Court of Missing Heirs***Drama*

Tuesday

8:00-8:30 p.m.

*Rebroadcast*

11:30-12:00 mid.

74 CBS stations

ORIGINATES: WABC

Ironized Yeast

*Ruthrauff & Ryan, Inc.***ADY ESTHER, LTD.***73rd Week on CBS)***Guy Lombardo and His  
Orchestra***Popular music*

Monday

10:00-10:30 p.m.

64 CBS stations

ORIGINATES: WABC

Face Powder, Face Cream,  
Rouge, Lipstick and  
Nail Polish*Pedlar & Ryan, Inc.*

**LEVER BROTHERS COMPANY**  
(287th Week on CBS)

**Lux Radio Theatre**

Cecil B. DeMille, director,  
with stars of stage and screen

*Drama*

**Big Town**

with Edward G. Robinson, Ona  
Munson, Leith Stevens' Orchestra

*Drama*

**Meet Mister Meek**

*Drama*

**Big Sister**

with Alice Frost, Martin Gabel

*Serial drama*

**Aunt Jenny's Real Life Stories**

*Dramatic sketches*

Monday

9:00-10:00 p.m.

66 CBS stations

29 CBC stations

ORIGINATES: KNX

Wednesday

8:00-8:30 p.m.

*Rebroadcast*

9:30-10:00 p.m.

75 CBS stations

30 CBC stations

ORIGINATES: KNX

Wednesday

7:30-8:00 p.m.

*Rebroadcast*

10:30-11:00 p.m.

64 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

11:30-11:45 a.m.

*Rebroadcast*

2:00-2:15 p.m.

75 CBS stations

31 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

11:45-12:00 noon

*Rebroadcast*

2:15-2:30 p.m.

63 CBS stations

ORIGINATES: WABC

Lux Toilet Soap

*J. Walter Thompson  
Company*

Rinso

*Ruthrauff & Ryan, Inc.*

Lifebuoy

*William Esty &  
Company, Inc.*

Rinso

*Ruthrauff & Ryan, Inc.*

Spry

*Ruthrauff & Ryan, Inc.*

**LIBBEY-OWENS-FORD GLASS  
COMPANY**

(19th Week on CBS)

**Design for Happiness**

with 65-piece Chicago Woman's  
Symphony Orchestra, directed by  
Izler Solomon, and guest soloists

*Symphonic music*

Sunday

5:00-5:30 p.m.

80 CBS stations

ORIGINATES: WBBM

Flat Glass Products

*United States Advert  
ing Corporation*

**LIGGETT & MYERS TOBACCO  
COMPANY**

(421st Week on CBS)

**Glenn Miller and His Orchestra**

with Dorothy Claire, Ray Eberle

**Professor Quiz**

with Bob Trout

*Questions and answers*

Tues., Wed., Thurs.

10:00-10:15 p.m.

97 CBS stations

ORIGINATES: WABC

Chesterfield Cigarettes

*Newell-Emmett Co.,*

Tuesday

9:30-10:00 p.m.

70 CBS stations

ORIGINATES: WABC

Velvet Pipe and Cigaret  
Tobacco

*Newell-Emmett Co.,*



**THOMAS J. LIPTON, INC.***19th Week on CBS)***Helen Hayes Theater**

starring Helen Hayes, with Mark Warnow's Orchestra, and George Bryan

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

Lipton's Tea and  
Tea Bags

*Young & Rubicam, Inc.***MENNEN COMPANY***94th Week on CBS)***Colonel Stoopnagle's  
Quixie-Doodles***Comedy and quiz*

Sunday  
5:30-6:00 p.m.  
46 CBS stations  
ORIGINATES: WABC

Mennen Shave Products

*H. M. Kiesewetter  
Advertising Agency, Inc.*

**PENN TOBACCO COMPANY***70th Week on CBS)***Vox Pop**

Parks and Wally  
Quiz

Thursday  
7:30-8:00 p.m.  
50 CBS stations  
ORIGINATES: ON TOUR

Kentucky Club Pipe  
Tobacco

*Ruthrauff & Ryan, Inc.***PET MILK SALES CORPORATION***376th Week on CBS)***Saturday Night Serenade**

Mary Eastman, soprano; Bill Perry,  
tenor; Bob Trout, Gustave Haen-  
schen's Orchestra and Chorus

**Mary Lee Taylor**

home economist  
*Household advice*

Saturday  
9:45-10:15 p.m.  
55 CBS stations  
ORIGINATES: WABC

Pet Irradiated Milk

*Gardner Advertising  
Company*

Tues. and Thurs.  
11:00-11:15 a.m.  
*Rebroadcast*  
1:45-2:00 p.m.  
67 CBS stations  
ORIGINATES: KMOX

**PHILIP MORRIS & COMPANY, LTD.***234th Week on CBS)***Johnny Presents**

Ray Block's Orchestra  
Dramatized "Perfect Crime," Floyd  
Sherman, Roger Kinney, Audrey  
Marsh, "Beverly," Glenn Cross,  
Swing 14 Chorus  
*Musical variety and dramatic interlude*

Friday  
9:00-9:30 p.m.  
*Rebroadcast*  
11:30-12:00 p.m.  
90 CBS stations  
ORIGINATES: WABC

Philip Morris Cigarettes

*The Biow Company, Inc.*

<p><b>PHILIP MORRIS &amp; COMPANY, LTD.</b> <i>Continued</i></p> <p><b>The Crime Doctor</b> <i>Dramatic programs</i></p>	<p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 71 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company, Inc.</i></p>
<p><b>THE PROCTER &amp; GAMBLE CO.</b> <i>(327th Week on CBS)</i></p> <p><b>Those We Love</b> with Nan Grey, Donald Woods, Richard Cromwell <i>Drama</i></p> <p><b>The Goldbergs</b> <i>Serial drama</i></p> <p><b>The O'Neills</b> <i>Serial drama</i></p> <p><b>Life Can Be Beautiful</b> <i>Serial drama</i></p> <p><b>Woman in White</b> <i>Serial drama</i></p> <p><b>Right to Happiness</b> <i>Serial drama</i></p> <p><b>Road of Life</b> <i>Serial drama</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 71 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 5:00-5:15 p.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 22 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. 24 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 1:30-1:45 p.m. 38 CBS stations 17 CBC stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 1:45-2:00 p.m. 26 CBS stations ORIGINATES: WBBM</p>	<p>Teel Drene <i>H. W. Kastor &amp; 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 &amp; Ryan, Inc.</i></p> <p>Crisco <i>Compton Advertising Inc.</i></p> <p>Chipso <i>Pedlar &amp; Ryan, Inc.</i></p>
<p><b>PRUDENTIAL INSURANCE COMPANY OF AMERICA</b> <i>(88th Week on CBS)</i></p> <p><b>When a Girl Marries</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:15-12:30 p.m. 52 CBS stations ORIGINATES: WABC</p>	<p>Insurance Services <i>Benton &amp; Bowles, Inc.</i></p>

**R. J. REYNOLDS TOBACCO COMPANY***404th Week on CBS)***Blondie**

with Penny Singleton and Arthur Lake

*Domestic comedy***Al Pearce and His Gang**

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

*Variety*Monday  
7:30-8:00 p.m.  
*Rebroadcast*  
10:30-11:00 p.m.  
60 CBS stations  
ORIGINATES: KNXFriday  
7:30-8:00 p.m.  
*Rebroadcast*  
10:30-11:00 p.m.  
83 CBS stations  
ORIGINATES: KNXCamel Cigarettes  
Prince Albert Smoking  
Tobacco*William Esty &  
Company, Inc.***SPEARMINT GUM***449th Week on CBS)***Scattergood Baines***Serial drama***Dear Mom**

with John Walsh, Dolph Nelson

*Drama*Mon. thru Fri.  
5:45-6:00 p.m.  
79 CBS stations  
ORIGINATES: WBBMSunday  
6:55-7:15 p.m.  
69 CBS stations  
ORIGINATES: WBBM

Spearmint Gum

*Neisser Meyerhoff, Inc.***E. R. SQUIBB & SONS***30th Week on CBS)***Golden Treasury of Song**

with Jan Peerce

*Musical*Mon. thru Fri.  
3:15-3:30 p.m.  
43 CBS stations  
ORIGINATES: WABC

Squibb Products

*Geyer, Cornell &  
Newell, Inc.***TEXAS COMPANY***192nd Week on CBS)***Texaco Star Theatre**

starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra, "Mighty Allen Art Players", Martin Singers

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

Texaco Products

*Buchanan & Co.***J. S. TOBACCO COMPANY***296th Week on CBS)***Pipe Smoking Time**

with Arthur Fields, Fred Hall, and Edward Roecker

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

Dill's Best

Model Smoking Tobacco

*Arthur Kudner, Inc.*

**COLUMBIA  
NEW  
ENGLAND  
NETWORK**

**ALEXANDER SMITH & SONS  
CARPET COMPANY**

**The New England Home**  
with Clara Dudley  
*Talks on interior decoration*  
(Beginning February 10)

Mon., Wed., Fri.  
3:30-3:45 p.m.  
ORIGINATES: WEEI

Carpets  
*Anderson, Davis &  
Platte, Inc.*

**COLUMBIA  
PACIFIC  
NETWORK**

**BATHASWEET CORPORATION**  
(69th Week on CBS)

**Bob Garred Reporting**  
*News*

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

Bathasweet Products  
*H. M. Kiesewetter  
Advertising Agency*

**COLONIAL DAMES, INC.**  
(60th Week on CBS)

**"Find the Woman"**  
with Knox Manning

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

Cosmetics  
*Glasser Advertising  
Agency*

**GENERAL FOODS CORPORATION**  
(297th Week on CBS)

**Second Wife**  
*Dramatic Serial*

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

Postum  
*Young & Rubicam, Inc.*

**P. LORILLARD COMPANY**  
(244th Week on CBS)

**Talk Your Way Out of This One**

**Don't Be Personal**

Friday  
6:00-6:15 p.m. PST  
ORIGINATES: KNX

Wednesday  
6:00-6:15 p.m. PST  
ORIGINATES: KNX

Sensation Cigarettes  
*Lennen & Mitchell, Inc.*

**LOS ANGELES SOAP COMPANY**  
(70th Week on CBS)

**Knox Manning**  
*News*

Mon. thru Fri.  
2:30-2:45 p.m. PST  
ORIGINATES: KNX

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

**LUDEN'S, INC.**  
(58th Week on CBS)

**Elmer Davis**  
*News*

Tues., Fri.  
5:55-6:00 p.m. PST  
ORIGINATES: WABC

Menthol Cough Drops  
*J. M. Mathes, Inc.*

**THE MENNEN COMPANY**  
(94th Week on CBS)

**Bob Garred Reporting**  
*News*

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

Mennen Shaving Cream  
*H. M. Kiesewetter  
Advertising Agency*



## CLIENT AND PROGRAM

## TIME

## PRODUCT AND AGENCY

**COLUMBIA  
PACIFIC  
NETWORK**

*Continued*

**NATIONAL LEAD COMPANY**  
*30th Week on CBS)*

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

National Lead Products  
*Erwin Wasey & Co.*

**Answer Auction**  
*Quiz*  
(Beginning February 13)

**ETER PAUL, INC.**  
*29th Week on CBS)*

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

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

**Bob Garred Reporting**  
*News*

**PLANTERS NUT AND  
CHOCOLATE COMPANY**  
*7th Week on CBS)*

Thursday  
7:15-7:45 p.m. PST  
ORIGINATES: KNX

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

**What's On Your Mind?**

**KNOX BROTHERS**  
*6th Week on CBS)*

Sunday  
8:25-8:30 p.m. PST  
Mon., Tues., Thurs.  
9:30-9:35 p.m. PST  
ORIGINATES: KNX

Cough Drops  
*J. D. Tarcher &  
Company*

**Knox Manning**  
*News*

**OIL OFF MANUFACTURING  
COMPANY**

Thursday  
5:45-5:55 p.m. PST  
Saturday  
7:30-7:45 a.m. PST  
ORIGINATES: KNX

Cleaning Fluid for  
Walls and Woodwork  
*Hillman-Shane  
Advertising Agency, Inc.*

**Bob Garred Reporting**  
*News*  
(Beginning February 6)

**BREAKFAST CLUB COFFEE, INC.**  
*4th Week on CBS)*

Tues., Thurs.  
7:45-8:00 a.m.  
ORIGINATES: KNX

Breakfast Club Coffee  
*Lockwood-Shackleford  
Advertising Agency*

**Rita Murray**

**AMERICAN CHICLE COMPANY**  
*2nd Week on WABC)*

Mon. thru Sat.  
8:00-8:01:30 a.m.

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

**Announcements**

**BARBASOL COMPANY**  
*8th Week on WABC)*

Tues., Thurs.  
6:00-6:05 p.m.  
Saturday  
5:55-6:00 p.m.

Barbasol Shaving Cream  
*Erwin, Wasey & Co., Inc.*

**Sports News**  
with Mel Allen

**BATHASWEET CORPORATION**  
*2th Week on WABC)*

Tuesday  
6:15-6:30 p.m.

"Bathasweet" Toilet Goods  
*H. M. Kiesewetter  
Advertising Agency, Inc.*

**Ted Steele and his Novachord**

**WABC  
SPONSORED  
PROGRAMS**

**WABC  
SPONSORED  
PROGRAMS**

*Continued*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>BOSCO, INC.</b> <i>(49th Week on WABC)</i></p> <p><b>News of the World</b> with Elmer Davis, Major George Fielding Eliot, and Albert Warner</p>	<p>Tues., Thurs. 10:45-11:00 p.m.</p>	<p>"Bosco" Milk Amplifier <i>Kenyon &amp; Eckhardt, Inc.</i></p>
<p><b>BULOVA WATCH COMPANY</b> <i>(597th Week on WABC)</i></p> <p><b>Time Signals</b></p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p><b>CALIFORNIA FRUIT GROWERS EXCHANGE</b> <i>(3rd Week on WABC)</i></p> <p><b>Morning Almanac</b> with Phil Cook</p>	<p>Mon. thru Sat. 7:15-7:30 a.m.</p>	<p>"Sunkist" Citrus Fruit <i>Lord &amp; Thomas— San Francisco</i></p>
<p><b>DREZMA, INC.</b> <i>(13th Week on WABC)</i></p> <p><b>Lessons in Loveliness</b> with Nell Vinick</p>	<p>Tues., Thurs., Sat. 8:25-8:30 a.m. Tues. and Thurs. 11:00-11:15 a.m.</p>	<p>"Drezma" Cosmetics <i>Lynn Baker Company</i></p>
<p><b>FEDERAL SAVINGS &amp; LOAN ASSOCIATION</b> <i>(3rd Week on WABC)</i></p> <p><b>The March Through Life</b></p>	<p>Monday 10:30-10:45 p.m.</p>	<p>Savings Accounts and Home Loans <i>Heffelfinger Agency</i></p>
<p><b>GROVE LABORATORIES, INC.</b> <i>(18th Week on WABC)</i></p> <p><b>Odd Side of the News</b></p>	<p>Mon., Wed., Fri. 8:25-8:30 a.m.</p>	<p>Bromo Quinine Cold Tablets <i>J. Walter Thompson Company</i></p>
<p><b>KRUG BAKING COMPANY</b> <i>(58th Week on WABC)</i></p> <p><b>Woman's Page of the Air</b> with Adelaide Hawley</p>	<p>Friday 8:45-9:00 a.m.</p>	<p>Bakery Products and Coffee <i>Elmer L. Cline</i></p>
<p><b>LUDEX'S, INC.*</b> <i>(17th Week on WABC)</i></p> <p><b>News of the World</b> with Elmer Davis, Major George Fielding Eliot, and Albert Warner</p>	<p>Mon., Wed. 10:45-11:00 p.m.</p>	<p>Ludex's Menthol Cough Drops <i>J. M. Mathes, Inc.</i></p>
<p><b>MELVILLE SHOE COMPANY</b> <i>(115th Week on WABC)</i></p> <p><b>Early Morning News</b></p>	<p>Mon. thru Sat. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>

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

## CLIENT AND PROGRAM

## TIME

## PRODUCT AND AGENCY

WABC  
SPONSORED  
PROGRAMS*Continued*

R. MILES LABORATORIES, INC.

*13th Week on WABC)*

Afternoon News

Mon. thru Fri.  
3:55-4:00 p.m.  
Saturday  
5:50-5:55 p.m.Alka-Seltzer and  
One-A-Day Vitamins  
*Wade Advertising  
Agency*

J. F. MUELLER COMPANY

*5th Week on WABC)*

Morning News

Mon. thru Fri.  
9:00-9:15 a.m.Mueller's Macaroni  
Products  
*Kenyon & Eckhardt, Inc.*NEW YORK STATE BUREAU OF  
MILK PUBLICITY*20th Week on WABC)*Woman's Page of the Air  
with Adelaide HawleyTuesday  
8:45-9:00 a.m.Milk Publicity  
*J. M. Mathes, Inc.*

OLSON RUG CO.

*29th Week on WABC)*

Music of Today

Mon., Wed., Fri.  
8:15-8:20 a.m.Rugs  
*Presba, Fellers &  
Presba, Inc.*

EPSI-COLA COMPANY

*27th Week on WABC)*The Missus Goes A-Shopping  
Quiz  
(Beginning February 10)Mon., Wed., Fri.  
8:30-8:45 a.m.Pepsi-Cola  
*Newell-Emmett, Inc.*

ETER PAUL COMPANY\*

*17th Week on WABC)*

Early Riser's News

Mon., Wed., Fri.  
6:30-6:35 a.m.Mounds  
*Platt-Forbes, Inc.*

MITH BROTHERS

*5th Week on WABC)*Morning Almanac  
with Phil CookTues., Thurs., Sat.  
7:30-7:45 a.m."S. B." Cough Drops and  
Cough Syrup  
*J. D. Tarcher & Co., Inc.*

ICK CHEMICAL COMPANY

*17th Week on WABC)*Rising Son  
with Larry Elliott  
*Announcements*Mon., Wed., Fri.  
6:35-7:00 a.m.Vick's Menthol  
Cough Drops  
*Morse International, Inc.*

D WYNN

*14th Week on WABC)*

Music of Today

Tues., Thurs., Sat.  
8:15-8:20 a.m.Musical Comedy  
"Boys & Girls Together"  
*The Blaine-Thompson  
Co., Inc.*

# 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:

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2. PUBLIC AFFAIRS . . . . .	Page 19
3. SPECIAL EVENTS . . . . .	Page 19
4. DRAMATIC SERIES . . . . .	Page 20
5. SERIOUS MUSIC . . . . .	Page 21
6. EDUCATIONAL PROGRAMS . . . . .	Page 22
7. RELIGIOUS BROADCASTS . . . . .	Page 25
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10. CHILDREN'S PROGRAMS . . . . .	Page 27
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CBS SHORT WAVE BROADCASTS . . . . .	Page 28
ADDENDA: JANUARY 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, Joseph C. Harsch, Charles Barbe from Berlin; Cecil Brown from Rome; Leigh White from Bucharest; Betty Wason from Athens; Winston Burdette from Belgrade; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams, Paul Sullivan from New York; Albert Warner, Eric Sevareid 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., 2:35-3:00 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 SATURDAY; 5:50-5:55 p.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., MONDAY, WEDNESDAY, THURSDAY, SATURDAY, SUNDAY; Elmer Davis, 6:30-6:45 p.m., SATURDAY; Paul Sullivan, 6:30-6:45 p.m., FRIDAY.

### Headlines and Bylines

6:15-7:30 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  
BROADCASTS**

**PROGRAM AND TIME**

**DESCRIPTION**

**News from  
All the Americas**  
5:00-5:15 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 a problem of event rich in public interest. The series, which originates in Washington, is produced by Brewster Morgan.

**Governor Stassen**  
10:15-10:30 p.m.  
SATURDAY, FEBRUARY 1

Governor Harold E. Stassen, Republican of Minnesota, speaks before the National Convention of Young Republicans from the Savery Hotel in Des Moines.

**Don Luis Quintanilla**  
10:00-10:15 p.m.  
FRIDAY, FEBRUARY 28

Senor Dr. Don Luis Quintanilla, Mexican minister to the United States, discusses "Step Toward Pan American Unity." The broadcast originates at the Museum of Modern Art, from the session of the First International Conference of the School of the Air of the Americas.

**Talks**  
10:15-10:30 p.m.  
EACH WEDNESDAY AND SATURDAY  
10:00-10:15 p.m.  
EACH 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.

**SPECIAL  
EVENTS**

**St. Paul's Winter  
Carnival**  
3:45-4:00 p.m.  
SATURDAY, FEBRUARY 1

The color and thrills of the St. Paul Winter Carnival are described by Clellan Card and corps of staff men of WCCO, Columbia Minneapolis-St. Paul station.

SPECIAL  
EVENTS**Boy Scouts of America  
Anniversary**

7:30-7:45 p.m.

SATURDAY, FEBRUARY 8

President Roosevelt speaks from Washington in a program celebrating the 31st Anniversary of the founding of the Boy Scouts of America. He is followed by Walter W. Head, President of the Scouts National Council, and Dr. James E. West, Chief Scout Executive.

**American Legion  
Pilgrimage**

7:30-5:45 p.m.

WEDNESDAY, FEBRUARY 12

Carl Sandburg, American-poet and biographer of Abraham Lincoln, reads passages about Lincoln from the President's tomb in Springfield, Illinois, in connection with the American Legion's annual pilgrimage to Springfield.

**Sports-Time**

11:00-11:15 p.m.

MONDAY 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. During the winter months, some broadcasts are devoted to last-period descriptions of the Madison Square Garden basketball games.

**Columbia Workshop**

10:30-11:00 p.m.

EACH 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 supervises production of the plays.

FEBRUARY 2: "Help Me Hannah", by Charles Monroe, directed by Betzy Tuthill.

FEBRUARY 9: "Dress Rehearsal", by Jack Mosman and Charles Jackson, directed by Jack Mosman.

FEBRUARY 16: "A Crop of Beans," by Marjorie Kinnan Rawlings, adapted by Draper Lewis.

DRAMATIC  
SERIES**"Honest Abe"**

7:30-10:00 a.m.

EACH 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.

**SERIOUS  
MUSIC**

**PROGRAM AND TIME**

**DESCRIPTION**

<p><b>New York Philharmonic-Symphony Orchestra</b> 3:00-4:30 p.m. EACH SUNDAY</p>	<p>The New York Philharmonic-Symphony Orchestra is in its eleventh consecutive year of broadcasting exclusively on CBS. Bruno Walter is guest conductor of the first two concerts in February. John Barbirolli, regular conductor, returns on February 16. Deems Taylor is again intermission commentator. From Carnegie Hall this month:</p> <p>FEBRUARY 2: <i>Sibelius</i>: Legend for Orchestra, "The Swan of Tuonela", MICHEL NAZZI, English Horn solo; <i>Schumann</i>: Symphony in E-flat major, No. 3; <i>Mendelssohn</i>: Concerto for Violin and Orchestra in E minor, JOSEPH SZICETI, violinist.</p> <p>FEBRUARY 9: <i>Weber</i>: Overture to "Oberon"; <i>Mozart</i>: Symphony in G minor; <i>Strauss</i>: "Don Quixote," Fantastic Variations on a Theme of Knightly Character, JOSEPH SCHUSTER, 'cellist, ZOLTAN KURTHY, violist.</p>
<p><b>Philharmonic Young People's Concert</b> 11:05 a.m.-12:15 p.m. SATURDAY, FEBRUARY 15</p>	<p>The Philharmonic-Symphony Orchestra presents one concert a month especially designed for young people. Rudolph Ganz conducts; and the February 15 concert concentrates on the opera.</p>
<p><b>Genevieve Rowe</b> 6:15-6:30 p.m. EACH WEDNESDAY</p>	<p>Each Wednesday evening Genevieve Rowe, CBS soprano, is accompanied by Charles Paul at the piano in a program of songs and operatic selections.</p>
<p><b>Clyde Barrie</b> 9:15-9:30 a.m. EACH SUNDAY</p>	<p>Clyde Barrie, distinguished Negro baritone, is heard over CBS each Sunday morning, with the Salon Orchestra conducted by Alexander Semmler.</p>
<p><b>NYA Orchestras</b> 3:00-3:55 p.m. EACH SATURDAY</p>	<p>On February 8, Leopold Stokowski conduct the NYA Orchestra of Los Angeles in compositions by Bach, Wagner, Strauss, Sibelius, and Moussorgsky. On February 15, the Cincinnati NYA Orchestra, conducted by Alexander von Kreisler, plays Haydn's Second Symphony and a Beethoven piano concerto.</p>



SERIOUS  
MUSIC**Cincinnati Conservatory  
of Music**

11:05 a.m.—12 noon

SATURDAY, JANUARY 1, 8 AND 22

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.

**Indianapolis Symphony  
Orchestra**

10:30—11:00 a.m.

EACH SUNDAY

The Indianapolis Symphony Orchestra is conducted by Fabien Sevitzky in this regular Sunday morning CBS feature. On February 2, the Orchestra plays works of Haydn, Vivaldi, and Berlioz.

**Columbia Concert  
Orchestra**

1:15—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.

**Ball of Song**

10:45—10:15 p.m.

SATURDAY, FEBRUARY 8

Genevieve Rowe and Hardesty 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 is heard in four harpsicord recitals a week principally of seventeenth and eighteenth century compositions.

**Bull Session**

12:00—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**

10:45—3:55 p.m.

EACH FRIDAY

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

EDUCATIONAL  
PROGRAMS

**EDUCATIONAL  
PROGRAMS**

**PROGRAM AND TIME**

**DESCRIPTION**

<p><b>CBS ADULT EDUCATION BOARD</b></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> <p>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>
<p><b>Invitation to Learning</b>          10:15–10:45 p.m.          EACH TUESDAY</p>	<p>This series invites listeners to read or re-read the world’s great books. Huntington Cairns, Allen Tate, and Mark Van Doren regularly discuss the books, and the program occasionally features guests.</p>
<p><b>The People’s Platform</b>          7:00–7:30 p.m.          EACH SATURDAY</p>	<p>Lyman Bryson entertains four Americans a dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas.</p>
<p><b>Children Also Are People</b>          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><b>Columbia’s Country Journal</b>          12:00–12:30 p.m.          EACH SATURDAY</p>	<p>Charles Stookey, Columbia’s director of agricultural programs, presents a weekly roundup of farm news and interviews distinguished agricultural authorities and leaders.</p>
<p><b>Highways to Health</b>          12:45–1:00 p.m.          EACH SATURDAY</p>	<p>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.</p>

**American School of the Air**

15-9:45 a.m.

(Eastern Time Zone)

30-2:55 p.m.

(Central Time Zone)

30-10:00 a.m.

(Mountain Time Zone)

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*

FEBRUARY 3: Citrus Fruits.

FEBRUARY 10: Cocoa.

FEBRUARY 17: Cattle.

FEBRUARY 24: Gold and Silver.

TUESDAYS — *Wellsprings of Music*

FEBRUARY 4: Songs of the Vaqueros.

FEBRUARY 11: Latin-American Music.

FEBRUARY 18: Negro Spirituals.

FEBRUARY 25: Religious Music.

WEDNESDAYS — *New Horizons*

FEBRUARY 5: Frozen Waters of the North.

FEBRUARY 19: River of Dreams and Destiny.

FEBRUARY 26: Frontier Days on the Ohio.

THURSDAYS — *Tales from Far and Near*

FEBRUARY 6: Drums in the Forest.

FEBRUARY 13: One String Fiddle.

FEBRUARY 20: The Red Dory.

FEBRUARY 27: Dark Star of Itza.

FRIDAYS — *This Living World*

FEBRUARY 7: Money and Trade.

FEBRUARY 14: Inter-American Communica-  
tions.

FEBRUARY 21: The Panama Canal.

FEBRUARY 28: Schools for All.

**Adventures in Science**

45-3:55 p.m.

SUNDAY THURSDAY

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

**Men and Books**

11:30-12:45 p.m.

SUNDAY SATURDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses modern books and the world's greatest classics.

**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 February:

**FEBRUARY 2:** *Morning:* Rev. Dr. Otto H. Bostrom, pastor, Church of Gustavus Adolphus, New York.

*Afternoon:* Leo J. Muir, president, Northern States Mission of the Church of Jesus Christ of Latter-Day Saints.

**FEBRUARY 9:** *Morning:* Rev. Oliver J. Hart, D.D., LL.D., rector, Trinity Church, Boston.

*Afternoons:* Rev. Edward E. Swanstrom, Ph.D., Associate Director, Catholic Charities, Diocese of Brooklyn.

**FEBRUARY 16:** *Morning:* Bishop W. T. Watkins, Atlanta, Georgia (Methodist).

*Afternoon:* Rabbi Harry Z. Zwelling, Congregation B'nai Israel, New Britain, Connecticut

**FEBRUARY 23:** *Morning:* Dr. Albert Palmer, president, Chicago Theological Seminary, Chicago.

*Afternoon:* Rev. James J. O'Mara, Archdiocesan Secretary for Catholic Charities, Detroit

**Wings Over Jordan**

9:30-10:00 a.m.

EACH SUNDAY

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

**FEBRUARY 2:** Mrs. Mary Foster McDavid, president, National Congress of Colored Parents and Teachers, Montgomery, Alabama.

**FEBRUARY 9:** Dr. L. D. Reddick, curator, Schomburg Collection, New York Public Library.

**FEBRUARY 16:** Rev. William M. Scott, vice president of Interracial Commission and pastor of First Baptist Church, Blue Ridge, Va.

**FEBRUARY 23:** Dr. Leonidas S. James, president, State Teachers College, Bowie, Maryland



## PROGRAM AND TIME

## DESCRIPTION

## VARIETY

**Meet the Music**

11:05-11:30 p.m.

EACH SUNDAY

Fredda Gibson and Jack Leonard, two of radio's outstanding song stylists, are featured vocalists with Lyn Murray and his orchestra and mixed chorus on this new musical series. Each week the program pays tribute to some modern song writer.

**Latinee at Meadowbrook**

12:00-5:00 p.m.

EACH SATURDAY

Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this new series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.

**"Singing Bee"**

10:00-10:30 a.m.

EACH SATURDAY

Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto. Contestants get cash awards for being able to identify a song and then singing, humming, or whistling it.

**Back Where I Come From**

10:30-10:45 p.m.

EACH MONDAY,

WEDNESDAY AND FRIDAY

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

**Friend in Deed**

1:30-3:45 p.m.

MONDAY THRU FRIDAY

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

**Major Bowes' Family**

11:30-12:30 p.m.

EACH SUNDAY

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

**Outdoors with Bob Edge**

1:15-6:30 p.m.

EACH THURSDAY

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

**No Politics**

1:30-2:00 p.m.

EACH SATURDAY

The series features a quiz panel drawn from members of the National Legislature matching wits on any and all subjects—except "No Politics."

## PERSONALITIES

## PERSONALITIES

**The Old Dirt-Dobber**

10:30-11 a.m.

EACH SATURDAY

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

CHILDREN'S  
PROGRAMS**Let's Pretend**

1:00-1:30 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 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 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 February:

Bobby Day

Guy Lombardo

Tommy Dorsey

Vaughn Monroe

George Duffy

José Morand

Johnny Hamp

Joe Reichman

Joey Kearns

Jerry Wald

**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 SATURDAY

12:00 noon-1 p.m., 5-6 p.m.

MONDAY

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.

MONDAY, 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.

**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.

11:45-6:00 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).

**SPECIAL CBS  
BROADCASTS  
TO SOUTH  
AMERICA**

**ews in Portuguese**

10:15-7:30 p.m.

MONDAY THRU FRIDAY

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

**armen Castelo's American  
ravelogues 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.

**ultural 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.

**armen Castelo's Broadway  
olumn 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.



# ADDENDA:

## JANUARY PROGRAMS

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

### PUBLIC AFFAIRS

JANUARY 3: Representative Sol Bloom, Democrat of New York, urged full aid to Great Britain, short of war, in a talk from Washington over the Columbia Network, 10-10:15 p.m.

JANUARY 3: CBS broadcast a special address by R. J. Thomas, president of the United Automobile Workers, vice-president of the C.I.O., and a staunch Roosevelt supporter in the 1940 election, 10:15-10:30 p.m.

JANUARY 6: President Roosevelt's message to the opening session of the 77th Congress was broadcast over the coast-to-coast Columbia Network. It was simultaneously broadcast to the rest of the world via CBS's two international short-wave stations, 12-1 p.m.

JANUARY 8: Joseph Davies discussed "The 1941 Inauguration" in a special CBS address from the studios of WJSV, Washington, 10:15-10:30 p.m.

JANUARY 10: Former Governor Alfred E. Smith of New York spoke for aid to Great Britain and called for American "dynamic non-belligerence" in a CBS address under the auspices of the Committee to Defend America by Aiding the Allies, 10-10:15 p.m.

JANUARY 11: Harriet Elliott, consumer member of the National Defense Advisory Commission, analyzed plans for preserving America's living standards during the present emergency, 2-2:15 p.m.

JANUARY 11: Dr. Frank Kingdon, educational director of the Citizenship Educational Service, spoke on the topic, "Youth's Antidote to Hate," in connection with the national conference of Camp Fire Girls executives, 2:15-2:30 p.m.

JANUARY 11: Representative Hamilton Fish, Jr., Republican of New York, answered his own query, "Is America for War or Peace?" in a special CBS broadcast. Mr. Fish, ranking Republican member of the House Foreign Affairs Committee, spoke from Washington, 10:15-10:30 p.m.

JANUARY 15: Senator James E. Murray Democrat of Montana, discussed the bill he introduced in the Senate to aid small businesses, 10:15-10:30 p.m.

JANUARY 17: Senator James F. Byrne Democrat of South Carolina, urged aid to Great Britain in a special Columbia Network address from the studios of WJSV, Washington, 10-10:15 p.m.



JANUARY 17: Senator Guy M. Gillette, Democrat of Iowa, spoke over CBS on "The Real War Issues" from Washington, 10:15-10:30 p.m.

JANUARY 18: Former Senator Ernest W. Gibson of Vermont made his first radio address since he was selected as chairman of the Committee to Defend America by Aiding the Allies over the Columbia Broadcasting System, 10:15-10:30 p.m.

JANUARY 19: Four leaders of the C.I.O. explained the views of their organization on operation in basic industries over CBS. In the program Albert Warner, Columbia's Washington correspondent, interviewed Philip Murray, president of the C.I.O., R. J. Thomas, president of the United Automobile Workers of America, Thomas Kennedy, secretary-treasurer of the United Mine Workers America, and David McDonald, secretary of the Steel Workers Organizing Committee, 2:30 p.m.

JANUARY 22: Representative Frederick C. Smith, Republican of Ohio, discussed "The Lend-Lease Bill" in a special CBS address from Washington, 10:15-10:30 p.m.

JANUARY 23: Douglas Fairbanks, Jr., movie-star and chairman of the Hollywood Branch of the Committee to Defend America by Aiding the Allies, urged aid to Great Britain in an address from Washington, 3:30-5:45 p.m.

JANUARY 24: Stephen T. Early, chief secretary and press liaison man for President Roosevelt, addressed members of the Minnesota Editorial Association, convened in St. Paul. Mr. Early talked about the President's press conferences and his relations with the newspapers, 10-10:30 p.m.

JANUARY 24: An evaluation of the Air Defense Command was broadcast over CBS

from the control room of the Air Defense at Mitchell Field, Long Island, 10:30-10:15 p.m.

JANUARY 25: CBS broadcast an address by Mrs. Franklin D. Roosevelt on "Public Housing Policies, Plans and Needs" from the luncheon meeting of the National Housing Conference in New York, 1:45-2 p.m.

JANUARY 25: General Hugh S. Johnson, columnist John T. Flynn, and James P. Warburg were heard in a discussion of the Lend-Lease Bill from Washington and New York, 2:30-3 p.m.

JANUARY 25: CBS broadcast an address by Ronald Cross, British Minister of Shipping, direct from London, 5:30-5:45 p.m.

JANUARY 25: Senator Robert A. Taft, Republican of Ohio, presented his views on the "Lend-Lease Bill" over the coast-to-coast Network of the Columbia Broadcasting System. His address originated at the main ballroom of the Waldorf-Astoria in New York, 10:15-10:45 p.m.

JANUARY 26: Three leaders of the American Federation of Labor explained how their organization cooperates for national defense in the basic industries. The A. F. of L. spokesmen, interviewed in Washington by Columbia's Albert Warner, were: William Green, president of the A. F. of L., John P. Coyne, president of the A. F. of L. Building Trades Department, and Joseph McDonough, secretary of the A. F. of L. Metal Trades Department, 2-2:30 p.m.

JANUARY 29: General Robert E. Wood, chairman of the America First Committee, spoke in opposition to the extension of aid to Great Britain beyond the limits of the cash-and-carry neutrality law. General Wood's address, which was heard under the auspices of his Committee, originated in Chicago, 10:15-10:30 p.m.

JANUARY 30: Under-Secretary of State Sumner Welles was heard over the nationwide facilities of CBS, when he addressed the Alumni Association of the New York University School of Law. 10:15-10:45 p.m.

### SPECIAL EVENTS

JANUARY 10: CBS carried a special broadcast from Buenos Aires to the convention of International Radio Engineers in New York City. 9:35-9:45 p.m.

JANUARY 12: Five governors and one mayor participated in a half-hour broadcast over CBS and the two other major networks, urging support for the infantile paralysis drive. Those who spoke, under the auspices of the Committee for the Celebration of the President's Birthday, were: Governor Leverett Saltonstall of Massachusetts, Governor Prentice Cooper of Tennessee, Governor M. D. Van Wagoner of Michigan, Governor Homer M. Adkins of Arkansas, Governor Culbert L. Olson of California, and Mayor Ben F. Stapleton of Denver, Colorado, 2-2:30 p.m.

JANUARY 18: Another broadcast under the auspices of the Committee for the Cele-

bration of the President's Birthday featured CBS newsmen William L. Shirer, Eric Sevareid, Elmer Davis, Albert Warner, and Charles Daly. 10:30-10:45 p.m.

JANUARY 25: Many stars of the entertainment world joined in "The March of Dimes" program in behalf of the annual appeal for the infantile paralysis fund. The broadcast, which originated in Hollywood, starred Eddie Cantor as master-of-ceremonies. Amos 'n' Andy, Bob Hope, Burns and Allen, Fibber McGee and Mollie, Mickey Rooney, Fannie Brice, Edgar Bergen, Dinah Shore, Jack Benny, James Cagney, Humphrey Bogart, Rudy Vallee, Connie Boswell, Lionel Barrymore, Joan Blondell, and many others, 11-12 midnight.

JANUARY 27: "The Church in the World Crisis" was the topic of a CBS broadcast under the auspices of the Congregational Christian Committee for Assistance to War Victims. 5:30-5:45 p.m.

JANUARY 30: An address by President Roosevelt climaxed the nationwide drive for the National Foundation for Infantile Paralysis. The hour-long broadcast included portions from President's Birthday balls in five cities. 11:15 p.m.-12:15 a.m.

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