

Columbia Program Book

FEBRUARY • 1940



The "Armchair Detectives"

Nikki

Ellery Queen

A nation full of "armchair detectives" (and five in the studio) try to beat Ellery Queen to the solution of a CBS mystery drama each Sunday. See Page 37.



FEBRUARY, 1940

NATIONAL BROADCASTING COMPANY,
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

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CBS SPONSORED PROGRAMS

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AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobac
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

PROGRAM	TIME	AGENCY	ON CBS*
Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 33 CBS stations ORIGINATES: WBBM	Blackett-Sample Hummert, Inc.	364 Weeks
Human Side of the News, Edwin C. Hill <i>News</i>	Mon. thru Fri. 6:05-6:15 p.m. 46 CBS stations ORIGINATES: WABC	The Joseph Katz Company	79 Weeks
Star Hit Parade Mark Warnow's Orchestra, Perry Wood, Bea Wain, Orrin Walker's Orchestra, Bonnie Baker, Paraders Chorus <i>Popular music and vocalists</i> On Bernie and All the Lads Lew Lehr, Buddy Clark, Perry Small and the Bailey Sisters <i>Music and comedy</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid. 12:45 a.m. 101 CBS stations ORIGINATES: WABC Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12:00, 12:30 a.m. 53 CBS stations ORIGINATES: WABC	Lord & Thomas Young & Rubicam, Inc.	195 Weeks
Star Gal, Sunday <i>Serial drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 34 CBS stations ORIGINATES: WABC	Blackett-Sample Hummert, Inc.	148 Weeks
Second Husband Helen Menken, presented by Famous Actors' Guild <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC	Blackett-Sample Hummert, Inc.	226 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
BOWEY'S, INC.	Dari-Rich Products
BROWN & WILLIAMSON TOBACCO CORPORATION	Raleigh Cigarettes
CALIFORNIA FRUIT GROWERS EXCHANGE	Sunkist Oranges Sunkist Lemons
CAMPANA SALES COMPANY	Campana Hand Cream Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice Campbell's Tomato Juice

PROGRAM	TIME	AGENCY	ON CBS*
Music and Rhythm with Todd Hunter, reporter; Dave Mal, instrumentalist, and Carl Hengarten's Orchestra <i>Talk and music</i>	Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:30-2:55 p.m. 32 CBS stations ORIGINATES: WBBM	Sorensen & Company	35 Weeks
Paul Sullivan Reviews News <i>News</i>	Sun. thru Fri. 11:00-11:15 p.m. <i>Rebroadcasts</i> 12:00-12:15 a.m. 1:00-1:15 a.m. 39 CBS stations ORIGINATES: WHAS	Batten, Barton, Durstine & Osborn, Inc.	70 Weeks
Rankist Presents Hedda opper's Hollywood <i>Film news and interviews</i>	Mon., Wed., Fri. 6:15-6:30 p.m. 29 CBS stations ORIGINATES: KNX	Lord & Thomas	38 Weeks
First Nighter with Barbara Luddy and Tremayne <i>Original drama at the "Little Theatre off Times Square"</i>	Friday 9:30-10:00 p.m. 50 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	105 Weeks
Grand Hotel <i>Original two-act plays</i>	Sunday 1:35-2:00 p.m. 31 CBS stations ORIGINATES: WBBM		
Empbell Playhouse with Welles, director, and stars <i>Drama</i>	Sunday 8:00-8:55 p.m. <i>Rebroadcast</i> 10:00-11:00 p.m. 70 CBS stations 14 CBC stations ORIGINATES: KNX	Ward Wheelock Company	268 Weeks
Empbell's Short Short Story" <i>Short story dramatizations</i>	Mon., Wed., Fri. 11:00-11:15 a.m. 46 CBS stations ORIGINATES: WABC		

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 in which the client has used CBS facilities.

PROGRAM	TIME	AGENCY	ON CBS*
How 'n' Andy <i>Serial comedy-drama</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 59 CBS stations ORIGINATES: KXN	Ward Wheelock Company	268 Weeks
Life Begins with Bess Flynn <i>Dramatic serial</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 56 CBS stations ORIGINATES: WABC		
Many Ross <i>Songs</i>	Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 52 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
My Christian with Jean Hersholt <i>Drama</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 61 CBS stations ORIGINATES: KXN	McCann-Erickson, Inc.	64 Weeks
Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	203 Weeks
Colgate Ask-It-Basket with Jim McWilliams <i>Variety quiz program</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 62 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	211 Weeks
Strange As It Seems <i>Dramatizations of unusual facts</i>	Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC		

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

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Cue Liquid Dentifrice Cashmere Bouquet Products Halo Octagon Products Concentrated Super Suds Super Suds Palmolive Soap Colgate Tooth Powder
COLUMBIA RECORDING CORPORATION	Columbia Records

PROGRAM	TIME	AGENCY	ON CBS*
Young Busters <i>Police-file dramatizations</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 64 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	211 Weeks
Rayne King's Orchestra with Buddy Clark, baritone <i>Popular music</i>	Saturday 8:30-8:55 p.m. 66 CBS stations 29 CBC stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc. Lord & Thomas, Toronto	
Woman of Courage <i>Serial drama</i>	Mon. thru Fri. 9:00-9:15 a.m. <i>Rebroadcast</i> 10:45-11:00 a.m. 40 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	
Myrt and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 1:15-4:30 p.m. 77 CBS stations ORIGINATES: WABC		
Hilltop House starring Bess Johnson <i>Serial drama</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 1:30-4:45 p.m. 77 CBS stations ORIGINATES: WABC		
Stepmother <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 1:45-5:00 p.m. 38 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	
Young Man With A Band with orchestra, with Ed Seymour, MC <i>Music and comments</i> (The series ends February 9)	Friday 10:30-11:00 p.m. 31 CBS stations ORIGINATES: WABC	No Agency (CBS Subsidiary)	18 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake Wonder Bread
CORN PRODUCTS SALES COMPANY	Kre-Mel Dessert Linit Mazola Salad & Cooking Oil Karo Table Syrup Argo Corn Starch for Pudd
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
DOUBLEMINT GUM	Doublemint Gum
ETHYL GASOLINE CORPORATION	"Ethyl" Gasoline

PROGRAM	TIME	AGENCY	ON CBS*
retty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 45 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	264 Weeks
ky Blazers with Col. Roscoe Turner, MC <i>Dramatizations</i>	Saturday 7:30-8:00 p.m. <i>Starting Feb. 17</i> <i>Rebroadcast</i> 11:00-11:30 p.m. 47 CBS stations ORIGINATES: WABC		
ociety Girl starring Charlotte Manson <i>Dramatic serial</i>	Mon. thru Fri. 3:00-3:15 p.m. 48 CBS stations ORIGINATES: WABC	Hellwig-Miller Company	263 Weeks
achelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunnyngham, Inc.	265 Weeks
elody Ranch with Gene Autry <i>Western dramatic series</i>	Sunday 6:30-7:00 p.m. 66 CBS stations ORIGINATES: KNX	J. Walter Thompson Company	397 Weeks
ne-Up Time starring Tony Martin, with the Kostelanetz's Orchestra, and chorus <i>Musical variety</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 67 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	49 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODU
FELS & COMPANY	Fels Naptha Soap
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Grape Nuts Sanka Diamond Crystal Salt Calumet Baking Powder Swans Down Cake Flour Calumet Baking Powder Swansdown Cake Flour

PROGRAM	TIME	AGENCY	ON CBS*
Lobby Lobby with Dave Elman, Harry Salter's orchestra and guests <i>Interviews and music</i>	Sunday 5:00-5:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 57 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	137 Weeks
Sunday Evening Hour Ford Symphony Orchestra and chorus, with Franco Ghione and Reginald Stewart, guest conductors, and soloists <i>With Talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	302 Weeks
Kate Smith Hour with Kate Smith, Abbott and Costello, Parker Fennelly and Arthur Allen in "Snow Village" sketches, "Ted Collins, Ted Strater" chorus, Jack Miller's Orchestra, and guests <i>Music, comedy, and drama</i>	Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 77 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	244 Weeks
We, the People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 78 CBS stations ORIGINATES: WABC		
Kate Smith Speaks <i>Talks and interviews</i>	Mon. thru Fri. 12:00-12:15 p.m. 66 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc. Young & Rubicam, Inc.	
My Son and I with Betty Garde and Kingsley Dalton <i>Serial drama</i>	Mon. thru Fri. 2:45-3:00 p.m. 67 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	

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CBS SPONSORED PROGRAMS

CLIENT	PRODU
GENERAL FOODS CORPORATION <i>Continued</i>	La France Satina Minute Tapioca Postum
GENERAL MILLS, INC.	Wheathearts Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple Juice "Gems"

PROGRAM	TIME	AGENCY	ON CBS*
<p>Joyce Jordan, Girl Interne with Aileen Pringle <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:30-6:45 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	<p>244 Weeks</p>
<p>Sam and Abner <i>Comedy sketches</i></p>	<p>Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 57 CBS stations ORIGINATES: KNX</p>		
<p>Story by Kathleen Norris <i>Dramatization of her novels</i></p>	<p>Mon. thru Fri. 5:00-5:15 p.m. 31 CBS stations ORIGINATES: WABC</p>	<p>Knox Reeves Advertising, Inc.</p>	<p>476 Weeks</p>
<p>Billy and Betty <i>Serial drama</i></p>	<p>Mon. thru Fri. 5:15-5:30 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 14 CBS stations ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	
<p>Gulf Screen Guild Theatre with Roger Pryor, MC, green stars as guests, and Oscar Bradley's Orchestra <i>Variety and drama</i></p>	<p>Sunday 7:30-8:00 p.m. 66 CBS stations ORIGINATES: KNX</p>	<p>Young & Rubicam, Inc.</p>	<p>311 Weeks</p>
<p>Al Pearce and His Gang with Arlene Harris, Marie and Merry Men, Don Reid, tenor, and Carl Hoff's orchestra <i>Music and comedy</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 61 CBS stations ORIGINATES: KNX</p>	<p>N. W. Ayer & Son, Inc.</p>	<p>55 Weeks</p>

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CBS SPONSORED PROGRAMS

CLIENT	PRODU
GEORGE A. HORMEL & COMPANY, MAKERS OF SPAM	Spam
INTERNATIONAL SILVER COMPANY	International Sterling and 1847 Rogers Bros. Silverplat
LADY ESTHER, LTD.	Face Powder, Face Cream, R Lipstick and Nail Polish
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEHN & FINK PRODUCTS CORPORATION	Hind's Honey and Almond C
LEVER BROTHERS COMPANY	Rinso

GENERAL LIBRARY
 30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

PROGRAM	TIME	AGENCY	ON CBS*
Happened in Hollywood with Martha Mears, John Conte, best stars, and Eddie Dunstedter's orchestra <i>Musical variety</i>	Mon. thru Fri. 5:30-5:45 p.m. 38 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	125 Weeks
Ever Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars <i>Drama</i>	Sunday 6:00-6:30 p.m. 53 CBS stations 29 CBC stations ORIGINATES: KNX	Young & Rubicam, Inc.	98 Weeks
Ray Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 48 CBS stations ORIGINATES: KNX	Pedlar & Ryan, Inc.	320 Weeks
Grand Central Station <i>Dramatic programs</i>	Friday 10:00-10:30 p.m. 52 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	131 Weeks
Burns and Allen with Ray Noble and his orchestra Frank Parker, tenor, and Norman Bradley, announcer <i>Music and comedy</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 52 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	215 Weeks
Big Town starring Edward G. Robinson and Ona Munson <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 69 CBS stations 31 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	234 Weeks

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 in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODU
LEVER BROTHERS COMPANY <i>Continued</i>	Lux Toilet Soap Rinso Spry
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
NEHI CORPORATION	Royal Crown Cola
PENN TOBACCO COMPANY	"Kentucky Club" Pipe Tobacco

PROGRAM	TIME	AGENCY	ON CBS*
Big Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i>	Monday 9:00-10:00 p.m. 63 CBS stations 29 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	234 Weeks
Big Sister with Alice Frost, Martin Gabel, Gus Pitts and Diana Barrymore <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 70 CBS stations 26 CBC stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
Great Jenny's Real Life Stories <i>Dramatic sketches</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 65 CBS stations ORIGINATES: WABC		
Penn Miller and His Orchestra with the Andrews Sisters, Marion Hutton, Ray Eberle	Tues., Wed., Thurs. 10:00-10:15 p.m. 95 CBS stations ORIGINATES: WARC	Newell-Emmett Co., Inc.	367 Weeks
Believe It Or Not with Robert Ripley <i>Drama and music</i> (start: February 16)	Friday 10:30-11:00 p.m. 89 CBS stations ORIGINATES: WARC	Batten, Barton, Durstine & Osborn, Inc.	25 Weeks
Box Pop with Wally <i>Interviews</i>	Thursday 7:30-8:00 p.m. 19 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	17 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol Ivory

PROGRAM	TIME	AGENCY	ON CBS*
<p>Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus <i>Musical</i></p> <p>Mary Lee Taylor Home economist <i>Household advice</i></p>	<p>Saturday 9:45-10:15 p.m. 52 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 65 CBS stations ORIGINATES: KMOX</p>	<p>Gardner Advertising Company</p>	<p>324 Weeks</p>
<p>Johnny Presents Johnny Green's Orchestra, Drama- tized, "Perfect Crime," Floyd Sher- man, Roger Kinney, Genevieve Rowe, Beverly," Glenn Cross, Ray Bloch's Singing 14 <i>Musical variety and dramatic interludes</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 83 CBS stations ORIGINATES: WABC</p>	<p>The Biow Company, Inc.</p>	<p>181 Weeks</p>
<p>Professor Quiz with Bob Trout <i>Questions and Answers</i></p>	<p>Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 9:00-9:30 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>H. W. Kastor & Sons</p>	<p>274 Weeks</p>
<p>The Goldbergs <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:00-1:15 p.m. 30 CBS stations ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	
<p>We Can Be Beautiful <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:15-1:30 p.m. 32 CBS stations ORIGINATES: WABC</p>	<p>Compton Advertising, Inc.</p>	

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
THE PROCTER & GAMBLE CO. <i>Continued</i>	Crisco Chipso Oxydol Chipso Drene
PRUDENTIAL INSURANCE COMPANY OF AMERICA	Insurance Services
THE PURE OIL COMPANY	Petroleum Products
PURITY BAKERIES SERVICE CORP.	Taystee Bread

PROGRAM	TIME	AGENCY	ON CBS
Light to Happiness <i>Serial drama</i>	Mon. thru Fri. 1:30-1:45 p.m. 43 CBS stations ORIGINATES: WBBM	Compton Advertising, Inc.	274 Weeks
Load of Life <i>Serial drama</i>	Mon. thru Fri. 1:45-2:00 p.m. 34 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc. Blackett-Sample-Hummert, Inc.	
Manhattan Mother <i>Serial drama</i>	Mon. thru Fri. 4:30-4:45 p.m. 9 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	
Jimmie Fidler <i>Hollywood news reporter</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations ORIGINATES: KNX	H. W. Kastor & Sons	
When a Girl Marries <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 51 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	35 Weeks
Kultenborn Edits The News <i>News analysts</i>	Mon., Wed., Fri. 6:30-6:45 p.m. 36 CBS stations ORIGINATES: WABC	Leo Burnett Company, Inc.	49 Weeks
Spilkin' Ed McConnell <i>Songs and talks</i>	Mon. thru Fri. 4:45-5:00 p.m. 18 CBS stations ORIGINATES: WBBM	Campbell-Mithun, Inc.	41 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco
SEALTEST, INC.	Sealtest System of Laboratory Control of Milk and Ice Cream
SPEARMINT GUM	Spearmint Gum
STERLING PRODUCTS, INC.	Ironized Yeast
TEXAS COMPANY	"Texaco" Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco

PROGRAM	TIME	AGENCY	ON CBS*
"Blondie" with Penny Singleton and Arthur Lake <i>Domestic comedy</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 98 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	351 Weeks
Our Family and Mine <i>Serial drama</i>	Mon. thru Fri. 2:30-2:45 p.m. 36 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	39 Weeks
Cattergood Baines <i>Serial drama</i>	Mon. thru Fri. 5:45-6:00 p.m. 76 CBS stations ORIGINATES: WBBM	Neisser Meyerhoff, Inc.	397 Weeks
Court of Missing Heirs <i>Drama</i>	Tuesday 8:30-8:55 p.m. 61 CBS stations ORIGINATES: WAHC	Ruthrauff & Ryan, Inc.	18 Weeks
Texaco Star Theatre with Ken Murray, MC, Frances Langford, Kenny Baker, Gene Noble, and James Mullington, and David Broekman's Orchestra; Drama with Broadway and Hollywood Stars, Burns Mantle. Commentator <i>Variety and drama</i>	Wednesday 9:00-10:00 p.m. 87 CBS stations ORIGINATES: KNX AND WABC	Buchanan & Co.	139 Weeks
Model Minstrels with Tom Howard and George Milton, Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	243 Weeks

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

CBS SPONSORED PROGRAMS

**COLUMBIA
PACIFIC
NETWORK**

	CLIENT	PRODUCT
	ALBERS BROS. MILLING CO.	Friskies Dog Food
	AXTON-FISHER TOBACCO CO.	Twenty Grand Cigarettes
	BATHASWEET CORPORATION	Bathasweet Products
	MENNEN COMPANY	Mennen Shave Products
	COLONIAL DAMES, INC.	Cosmetics
	GENERAL MILLS, INC. (Sperry Flour Co.)	Wheathearts
	LOS ANGELES SOAP COMPANY	White King Soap Sierra Pine Toilet Soap
	NATIONAL LEAD COMPANY	Dutch Boy Paints
	STEPHANO BROTHERS	"Marvels" Cigarettes
	UNION OIL COMPANY	Union 76 Gasoline Triton Motor Oil

PROGRAM	TIME	AGENCY	ON CBS
Adventures of Dr. Hunt <i>Dramatic series</i>	Sunday 2:30-2:45 p.m. PST ORIGINATES: KNX	Erwin, Wasey & Co.	4 Weeks
"Bob Garred Reporting" <i>News</i>	Mon., Wed., Thurs., Fri. 5:45-5:55 p.m. PST	McDougall & Weiss Advertising Agency	19 Weeks
	Tues., Thurs. 7:30-7:45 a.m. PST	H. M. Kiesewetter Advertising Agency	16 Weeks
	Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX		61 Weeks
Return to Romance with Frank Graham <i>Episodes in lives of famous women</i>	Sunday 2:45-3:00 p.m. PST ORIGINATES: KNX	Glasser Advertising Agency	7 Weeks
My Children <i>Dramatic serial</i>	Mon. thru Fri. 8:45-9:00 a.m. PST ORIGINATES: KSFO	Westco Advertising Agency	476 Weeks
Dealer in Dreams with Phil Stewart <i>Poetry and philosophy</i>	Mon. thru Fri. 5:30-5:45 p.m. PST ORIGINATES: KSFO	Raymond R. Morgan Co.	17 Weeks
Spelling Beeliner with Tom Breneman <i>Old-fashioned spelling bee</i>	Sunday 2:00-2:30 p.m. PST ORIGINATES: KNX		
Answer Auction <i>Quiz</i>	Thursday 10:15-10:45 p.m. PST ORIGINATES: KNX	Erwin, Wasey & Company	Starts Feb. 15
"Sports Huddle" with Tom Breneman and Heaven Dyer <i>Sports news</i>	Tues., Thurs., Sat. 7:45-8:00 p.m. PST ORIGINATES: KNX	The Aitkin-Kynett Co.	27 Weeks
"Union Oil Program" <i>Opera and light opera in tabloid form</i>	Thursday 9:30-10:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	17 Weeks

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

CBS SPONSORED PROGRAMS

**COLUMBIA
CALIFORNIA
NETWORK**

	CLIENT	PRODUC
	RIO GRANDE OIL, INC.	Petroleum Products

**COLUMBIA
MIDWESTERN
NETWORK**

	CHAMBERLAIN LABORATORIES, INC.	Chamberlain Lotion
	GENERAL MILLS, INC.	Gold Medal Flour

WABC

	J. W. BEARDSLEY SONS	Foods and Canned Foods
	LIGGETT DRUG COMPANY, INC.	Liggett Drug Stores and Rexall Products
	QUAKER OATS COMPANY	Aunt Jemima's Pancake Flour
	BULOVA WATCH COMPANY	Bulova Watches
	GRACE LINE, INC.	Steamship Service
	KONDON MANUFACTURING COMPANY	Kondon's Nasal Jelly

PROGRAM	TIME	AGENCY	ON AIRS
Calling All Cars <i>Police file dramatizations</i>	Saturday 6:00-6:30 p.m. PST ORIGINATES: KNX (This series ends February 10)	Hixson-O'Donnell Advertising, Inc.	322 Weeks
Anson Weeks' Orchestra <i>Popular music</i>	Sunday 2:30-2:55 p.m. ORIGINATES: WBBM	L. W. Ramsey Company	34 Weeks
Caroline's Golden Store <i>Dramatic serial</i>	Mon. thru Fri. 4:15-4:30 p.m. CST ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	176 Weeks
The Morning Almanac featuring Phil Cook	Tues, Thurs., Sat. 7:30-7:45 a.m.	Neff-Rogow, Inc.	19 Weeks
	Mon., Wed., Fri. 7:30-7:45 a.m.		55 Weeks
	Tues. thru Sat. 8:30-8:45 a.m.	Sherman K. Ellis, Inc.	30 Weeks
Time Signals	Mon. thru Sun. 10 Times Daily	The Biow Company	513 Weeks
Elmer Davis News	Mon., Wed., Fri. 6:30-6:45 p.m.	Kelly, Nason-Inc.	3 Weeks
Weather Reports "The Rising Sun"	Mon., Wed., Fri. 6:35-7:00 a.m.	Addison Lewis & Associates	11 Weeks

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

WABC SPONSORED PROGRAMS

CONTINUED
FROM
PRECEDING
PAGE

CLIENT	PRODUCT
KRUG BAKING COMPANY	Bakery Products Coffee
SELECT THEATRE'S CORPORATION	"Streets of Paris"
THOMAS LEEMING & CO.	Baume Bengue Pacquin's Hand Cream
MARYLAND PHARMACEUTICAL CO. PATON CORPORATION	Rem Rel Yuban Coffee
MELVILLE SHOE COMPANY	Thom McAn Shoes
OLSON RUG COMPANY	Rugs
OXO (U. S. A.), LTD.	Beef Cubes Meat Extracts
PEPSI-COLA COMPANY	Pepsi-Cola

PROGRAM	TIME	AGENCY	ON WABC
Deliaide Hawley—Woman's Page of the Air	Mon., Wed., Fri. 8:45-9:00 a.m.	Elmer L. Cline	3 Weeks
Odd Side of the News (this series ends February 2)	Wed., Fri. 8:25-8:30 a.m.	Blaine Thompson Co., Inc.	6 Weeks
Richard Maxwell <i>Hymns and talks</i>	Mon., Wed., Fri. 3:45-4:00 p.m.	William Esty & Company, Inc.	70 Weeks
Early Evening News with Paul Parks	Tues., Thurs., Sat. 6:00-6:05 p.m.	The Joseph Katz Company	17 Weeks
	Mon., Wed., Fri. 6:00-6:05 p.m.	Campbell-Ewald of New York, Inc.	8 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	61 Weeks
Odd Side of the News	Tues., Thurs., Sat. 8:25-8:30 a.m.	Presba, Fellers & Presba, Inc.	29 Weeks
Old Fashioned Favorites <i>Popular music</i>	Mon. thru Sat. 8:15-8:20 a.m.	Platt-Forbes, Inc.	7 Weeks
Have You Forgotten? <i>Popular music</i>	Mon. thru Sat. 8:20-8:25 a.m.	Newell-Emmett Company	8 Weeks

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

CBS SUSTAINING PROGRAMS

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

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

1. PUBLIC AFFAIRS Page 34
2. NEWS BROADCASTS Page 35
3. SPECIAL EVENTS Page 35
4. VARIETY Page 36
5. DRAMATIC SERIES Page 37
6. EDUCATIONAL PROGRAMS Page 38
7. SERIOUS MUSIC Page 41
8. CHILDREN'S PROGRAMS Page 44
9. PERSONALITIES Page 44
10. RELIGIOUS BROADCASTS Page 45
11. LIGHT MUSIC Page 46
- CBS SHORT WAVE BROADCASTS Page 47
- ADDENDA: JANUARY PROGRAMS Page 49

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
"WPA In Politics" 10:15-10:30 p.m. SATURDAY, FEBRUARY 3	WPA's Deputy Administrator Howard Hunter discusses the nettlesome question of the relation between politics and WPA.
Postmaster General James A. Farley 1:15-4:30 p.m. MONDAY, FEBRUARY 5	Columbia's Washington correspondent Albert Warner covers the Democratic National Committee meeting in Washington, interviews Postmaster General Farley.
Senator Josh Lee 10:15-10:30 p.m. WEDNESDAY, FEBRUARY 7	Oklahoma's Senator Josh Lee broadcasts a talk on "Land and National Security," from Washington.
Sen. Arthur H. Vandenberg 10:15-10:45 p.m. SATURDAY, FEBRUARY 10	Another Presidential "hopeful," Senator Vandenberg broadcasts from a pre-Lincoln Day rally, in St. Paul.
Thomas E. Dewey 12:30 p.m.-1:00 a.m. MONDAY, FEBRUARY 12	Prominent possibility for Republican Presidential nomination. District Attorney Dewey delivers his first West Coast address.
John D. M. Hamilton 1:15-4:30 p.m. FRIDAY, FEBRUARY 16	Albert Warner interviews Republican national leader John Hamilton on his Party's plans for 1940.
"Save America First?" 10:15-10:30 p.m. SATURDAY, FEBRUARY 17	Mrs. Estelle M. Sternberger, Executive Director of World Peaceways, Inc., discusses war and American isolationism.

CBS SUSTAINING PROGRAMS

NEWS BROADCASTS

PROGRAM AND TIME

News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS

MONDAY THRU SUNDAY

DESCRIPTION

Columbia's staff reporters cover the second world war according to a regular pattern—summaries, analyses, and news broadcasts from Europe. The schedule:

European Broadcasts: Edward R. Murrow, Eland Echlin from London; William L. Shirer from Berlin; Cecil Brown from Rome; Er Sevareid, Thomas Grandin from Paris; Larry Leseur from R.A.F. headquarters somewhere in France; Miss Marvin Breckinridge from Amsterdam; William L. White from Helsinki; Frank Stevens from Bucharest; W. R. Wilcox from Tokyo; Elmer Davis, Bob Trout, Lint Wells from New York; Albert Warner from Washington: 8:00–8:15 a.m., 6:45–7:00 p.m. MONDAY THRU SATURDAY; 9:00–9:15 a.m. 7:00–7:30 p.m., SUNDAY.

News Summaries: 6:30 a.m., 3:30, 6:00 p.m. 1:55 a.m., MONDAY THRU FRIDAY; 6:30, 11:45 a.m., 3:30, 6:00, 11:00 p.m., 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 1:30 p.m., 1:55 a.m. SUNDAY.

News Analyses: H. V. Kaltenborn, Lint Wells, Albert Warner, Major G. F. Eliot. 6:00–6:45 p.m., TUESDAY AND THURSDAY; Elmer Davis, 8:55–9:00 p.m., DAILY; Albert Warner 6:05–6:15 p.m., SATURDAY.

SPECIAL EVENTS

Melrose A.A. Games

9:45–10:15 p.m.

SATURDAY, FEBRUARY 3

Ted Husing brings details of the Melrose A.A. Games from Madison Square Garden. Highlight: John Wanamaker Mile Race.

**SPECIAL
EVENTS**

PROGRAM AND TIME	DESCRIPTION
<p>Spring Fashion Openings 3:00-3:15 p.m. MONDAY, FEBRUARY 5</p>	<p>From Paris Harper's Bazaar Editor Mrs. Carmel Snow brings a vivid description of the coming spring fashions.</p>
<p>Supreme Court Justice Frank Murphy 10:15-10:45 p.m. THURSDAY, FEBRUARY 15</p>	<p>President Roosevelt's latest appointee to the Supreme Court delivers the opening address at a dinner of the Tenth Anniversary of the Founding of Boston College Law School.</p>
<p>Franklin D. Roosevelt 10:30-10:45 p.m. THURSDAY, FEBRUARY 8</p>	<p>President Roosevelt delivers an address on Founders' Day celebration of the Boy Scouts of America.</p>

VARIETY

<p>"The Pursuit of Happiness" APPROXIMATELY 4:30 p.m. EACH SUNDAY (Immediately following Philharmonic Broadcast)</p>	<p>This unique, spirited series is dedicated to the brightness and happiness in America's way of life. Each week the program features distinguished guests, who are introduced by Burgess Meredith, permanent master of ceremonies and one of America's most brilliant and versatile young actors. Mark Warnow's orchestra and Lyn Murray's chorus furnish music for the program. Norman Corwin directs and Eric Barnouw writes the script. FEBRUARY 4: First performance of "Magara Charta," ballad history by Maxwell Anderson and Kurt Weill; dramatized portions of "The Grapes of Wrath"; singer Mildred Bailey. FEBRUARY 11: Carl Sandburg; excerpts from Paul Horgan's new play "Mr. President." FEBRUARY 18: Brian Aherne.</p>
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CBS SUSTAINING PROGRAMS

VARIETY

Continued

PROGRAM AND TIME

DESCRIPTION

Columbia Gay Nineties Revue

10:30-11:00 p.m.

EACH SATURDAY

Columbia entertainers get into bowlers and bustles and revert to the songs and comedy of the nineties. Veteran songwriter Joe Howard introduces soprano Genevieve Rowe, comedienne Beatrice Kay, the sturdy slapstick comedy team, Latimer and Costello. Ray Bloch is the conductor. Al Rinker the producer.

DRAMATIC SERIES

Ellery Queen

10:00-11:00 p.m.

EACH SUNDAY

8:00-8:55 p.m.

BROADCAST TO WEST

The adventures of Ellery Queen and his copper-haired assistant Nikki are dramatized before a jury of several guest "armchair detectives," drawn from the studio audience, who try to determine the identity of the culprit before the true solution is enacted. George Zuckor is director and producer. Lyn Murray composes and conducts the music.

Columbia Workshop

10:15-10:45 p.m.

EACH THURSDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques and experiments to widen the scope of radio art. The Workshop continues to present original radio plays and operas as well as dramatizations of well-known books. Douglas Coulter, CBS assistant director of broadcasts, supervises production and direction of the plays and selection of the scripts. For February:

FEBRUARY 1: "Coals to Newcastle" by Charles Monroe, directed by Brewster Morgan.

FEBRUARY 22: "Autobiography of an Egotist" by John Galsworthy, directed by Earle McGovern.

FEBRUARY 29: Special Leap Year Show, directed by Brewster Morgan.

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</p>	<p>The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:</p> <table border="0"> <tr> <td>LYMAN BRYSON, chairman</td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>BETH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN GHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. GANNON, S.J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LICE</td> <td>JOSEPH B. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	BETH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN GHASE	GEORGE EDGAR VINCENT	ROBERT I. GANNON, S.J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LICE	JOSEPH B. WILLITS
LYMAN BRYSON, chairman	SPENCER MILLER, JR.														
STRINGFELLOW BARR	BETH BRYAN ROHDE														
WILLIAM BENTON	THOMAS V. SMITH														
HARRY WOODBURN GHASE	GEORGE EDGAR VINCENT														
ROBERT I. GANNON, S.J.	WILLIAM ALLEN WHITE														
ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LICE	JOSEPH B. WILLITS														
<p>Americans at Work 10:15-10:45 p.m. EACH TUESDAY</p>	<p>CBS presents authentic accounts of many of the jobs which make up America's intricate industrial life. These programs are highlighted by colorful interviews of workers and craftsmen directly from laboratories, tunnels, shops, and offices all over the country. The schedule for February:</p> <p>FEBRUARY 6: Confectioner FEBRUARY 13: Record FEBRUARY 20: Chef FEBRUARY 27: Job Counselor</p>														
<p>The People's Platform 7:00-7:30 p.m. EACH SATURDAY</p>	<p>Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems. Topics for February include embargo on Japanese exports, Army-Navy increases, propaganda in the U.S., our educational opportunities.</p>														

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME

American School of the Air

9:15-9:45 a.m.

Rebroadcast

3:35-4:00 p.m.

MONDAY THRU FRIDAY

DESCRIPTION

The American School of the Air, now in eleventh year, is heard regularly in 150,000 classrooms. The February schedule:

MONDAYS—*Frontiers of Democracy*

FEBRUARY 5: Tomorrow's Clothing.

FEBRUARY 12: Holiday.

FEBRUARY 19: Tomorrow's Home.

FEBRUARY 26: Tomorrow's Raw Materials.

TUESDAYS—*Folk Music of America*

FEBRUARY 6: British Ballads in America

FEBRUARY 13: Negro Spirituals.

FEBRUARY 20: Negro Work Songs.

FEBRUARY 27: Railroad Work Songs, Negro

WEDNESDAYS—*New Horizons*

FEBRUARY 7: Americans Map The Skies.

FEBRUARY 14: Reading the Rocks of the Age

FEBRUARY 21: What Goes On Within The Earth.

FEBRUARY 28: Minerals Make America's Map.

THURSDAYS—*Tales from Far and Near*

FEBRUARY 1: Davison—"Children of the Dark People."

FEBRUARY 8: Brink—"Caddie Woodlawn."

FEBRUARY 15: Coatsworth—"The Golden Horseshoe."

FEBRUARY 29: Colum—"The Golden Fleece"

FRIDAYS—*This Living World*

FEBRUARY 2: States' Rights.

FEBRUARY 9: Government by Bureaus.

FEBRUARY 16: Labor and Industry.

FEBRUARY 23: Labor and Government.

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>The Human Adventure 5:00-5:30 p.m. EACH SATURDAY</p>	<p>Series dramatizing outstanding cultural and intellectual contributions of leading world universities returns to CBS, presented in cooperation with the <u>University of Chicago</u>.</p>
<p>Highways to Health 4:15-4:30 p.m. EACH WEDNESDAY</p>	<p>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen. FEBRUARY 7: "What a Psychiatrist Is!"</p>
<p>Adventures in Science 4:15-4:30 p.m. EACH THURSDAY</p>	<p>Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.</p>
<p>Men Behind the Stars 4:15-4:30 p.m. EACH FRIDAY</p>	<p>Legends of the constellations are dramatized in this series, prepared by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum of Natural History.</p>
<p>Of Men and Books 4:15-4:30 p.m. EACH TUESDAY</p>	<p>Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.</p>
<p>Which Way to Lasting Peace? 6:30-6:45 p.m. EACH SATURDAY</p>	<p>This new series brings important phases of the problem of war and peace into public discussion, under the general supervision of Dr. James T. Shotwell, Professor of International Relations at Columbia University, who presides over each meeting.</p>
<p>Bull Session 4:00-4:30 p.m. EACH SATURDAY</p>	<p>Students hold extemporaneous, informal discussions of problems raised in Which Way to Lasting Peace?</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Democracy in Action 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This unique series, presented by CBS in cooperation with the United States Office of Education, describes America's fight against economic insecurity in its current programs.</p>
<p>Columbia's Country Journal 12:00-12:30 p.m. EACH SATURDAY 12:15-12:30 p.m., FEB. 17</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>Cincinnati Conservatory 3:00-3:30 p.m. SATURDAY, FEBRUARY 3 AND 17 11:05 a.m.-12 noon SATURDAY, FEBRUARY 10 1:00-4:30 p.m. MONDAY, FEBRUARY 26</p>	<p>The Cincinnati Conservatory of Music continues its sixth season of broadcasts over the Columbia network. A symphony orchestra and string orchestra perform on the program. Alexander von Kreisler is regular conductor.</p>
<p>Curtis Institute of Music 4:00-4:30 p.m. MONDAY, FEBRUARY 5 AND 12 10:30-11:00 p.m. MONDAY, FEBRUARY 19 AND 26</p>	<p>The Curtis Institute of Music presents a series of thirty Monday concerts in its eleventh season on the Columbia network. Faculty members and students perform in a symphony orchestra and in several chamber music groups.</p>
<p>New England Conservatory 11:05 a.m. 12 noon SATURDAY, FEBRUARY 21</p>	<p>The New England Conservatory of Music Symphony Orchestra is heard in a Saturday program of classical selections. Wallace Goorich conducting.</p>
<p>League of Composers 3:00-4:00 p.m. SATURDAY, FEBRUARY 10 AND 21</p>	<p>The League starts its second year on CBS with contemporary American music, featuring works by League members; Frederick Jacol composer-conductor.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>New York Philharmonic-Symphony Orchestra AT 3:00 p.m. EACH SUNDAY</p>	<p>The New York Philharmonic-Symphony Orchestra is in its tenth consecutive year of broadcasting as an exclusive Columbia network feature. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra, and Deems Taylor, CBS music consultant, is intermission commentator.</p> <p>FEBRUARY 4: ALEXANDER BRAILOWSKY, soloist: <i>Chopin's Piano Concerto in E minor</i>; <i>Berlioz' Overture to "Beatrice and Benedict"</i>; <i>Zador's Rondo for Orchestra</i>; <i>Rimsky-Korsakoff's "Le Coq d'Or."</i></p> <p>FEBRUARY 11: ROBERT VIROVAJ, violinist; <i>Weber's Overture to "Oberon"</i>; <i>Mendelssohn's Concerto in E Minor for Violin and Orchestra</i>; <i>Brahm's Symphony in C Minor</i>.</p> <p>FEBRUARY 18: <i>Handel's Polonaise, Arietta and Passacaglia</i>; <i>Goetz's Symphony in F, Op. 9</i>; <i>Powell's Suite, "Set of Three"</i> (first time in New York); <i>Ravel's Bolero</i>.</p>
<p>Young People's Concerts 11:05 a.m.-12:15 p.m. SATURDAY, FEBRUARY 17 3:15-4:30 p.m. MONDAY, FEBRUARY 19</p>	<p>Rudolph Ganz conducts the Philharmonic-Symphony Orchestra in the third of a series of concerts especially prepared for young people. A supplementary concert, added to accommodate the overflow audience of the popular series, is heard Monday afternoon.</p>
<p>Indianapolis Symphony Orchestra 10:30-11:00 p.m. EACH WEDNESDAY</p>	<p>The Indianapolis Symphony Orchestra, under the direction of Fabien Sevitsky, continues its series of Wednesday evening broadcasts over the Columbia network.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Ohio State University Symphony Orchestra 11:05 a.m.-12 noon SATURDAY, FEBRUARY 3</p>	<p>Eugene J. Weigel conducts and Joseph Tagliapietra, pianist, is soloist. Music includes <i>Rachmaninoff</i>, <i>Bloch</i>, <i>Weber</i>, <i>Charpentier</i> and <i>Rimsky-Korsakoff</i>.</p>
<p>"So You Think You Know Music" 2:30-3:00 p.m. EACH SUNDAY</p>	<p>Ted Cott's amusing music quiz returns by popular request. Leonard Liebbling judges the finalists, two of them from the audience.</p>
<p>Vera Brodsky 3:35-4:00 p.m. SATURDAY, FEBRUARY 3</p>	<p>Vera Brodsky, internationally famous concert and radio pianist, strives for the exceptional in material in this series of piano recitals.</p>
<p>Columbia Concert Hall 10:30-11:00 p.m. MONDAY, FEBRUARY 5 AND 12</p>	<p>Columbia's Concert Hall features outstanding musicians in varied programs of serious music. FEBRUARY 5: Suzanne Stein, soprano.</p>
<p>Salt Lake City Tabernacle Choir 12:30-1:00 p.m. EACH SUNDAY</p>	<p>This world famous choir sings selections of religious music weekly from one of America's greatest auditoriums. Frank Asper, Tabernacle organist, accompanies the choir.</p>
<p>Greenfield Village Chapel 8:45-9:00 a.m. EACH WEDNESDAY</p>	<p>This new Columbia series features the singing of the Greenfield Village Chapel children's choir. The broadcast originates in Greenfield Village and is brought to the network in a remote from WJR, Columbia's station in Detroit.</p>
<p>Glee Club of Armour Institute of Technology 3:15-3:30 p.m. FRIDAY, FEBRUARY 9</p>	<p>The popular glee club of Armour Institute of Technology comes to CBS under the direction of Gordon Erickson.</p>

**CHILDREN'S
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>"March of Games" 10:30-11:00 a.m. EACH SUNDAY</p>	<p>Children who like asking questions and those who like answering get a chance on this program originated by Natalie Purvin Prager, Nila Mack directing. Questions submitted by young listeners are posed to five equally young contestants, and prizes awarded. Arthur Ross, radio's youngest master of ceremonies, presides; Sybil Trent, 12, is "Miss Drum Major."</p>
<p>"Let's Pretend" 12:30-1:00 p.m. EACH SATURDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors.</p>
<p>Major Bowes' Capitol Family 11:30-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Capitol Family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.</p>
<p>Richard Maxwell 9:00-9:15 a.m. SATURDAY 3:15-4:00 p.m. MONDAY THRU FRIDAY</p>	<p>Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy on week-day afternoons and Saturday mornings.</p>
<p>Outdoors With Bob Edge 9:15-9:30 a.m. EACH SUNDAY</p>	<p>Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts each Sunday.</p>

PERSONALITIES

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p>Church of the Air 10:00-10:30 a.m. 1:00-1:30 p.m. EACH SUNDAY</p>	<p>The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In February:</p> <p>FEBRUARY 4: <i>Morning:</i> Rev. Oswald W. McCall, New First Congregational Church, Chicago.</p> <p><i>Afternoon:</i> Dr. Vincent A. McCormick, S.J., President, Gregorian University, Vatican City.</p> <p>FEBRUARY 11: <i>Morning:</i> Rev. Arthur Lee Kingsolving, D.D., Rector Trinity Church, Boston.</p> <p><i>Afternoon:</i> Rabbi Louis Feinberg, Avondale Synagogue, Cincinnati.</p> <p>FEBRUARY 18: <i>Morning:</i> Rev. Edward B. Whittingham, Delmar Baptist Church, St. Louis.</p> <p><i>Afternoon:</i> Rev. Andrew Kelly, St. Anthony Church, Hartford.</p> <p>FEBRUARY 25: <i>Morning:</i> Rev. W. B. Selah, St. John's Methodist Church, Memphis, Tenn.</p> <p><i>Afternoon:</i> Rev. Richard Pitman Mallery, First Reformed Church, Walden, N.Y.</p>
<p>Wings Over Jordan 9:30-10:00 a.m. EACH SUNDAY</p>	<p>This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.</p> <p>FEBRUARY 4: Harry K. Parker, Director, Recreation for Negroes, Greensboro, N.C.</p> <p>FEBRUARY 11: Mayor R. Wright, Sr., President Citizens and Southern Bank and Trust Co.</p> <p>FEBRUARY 18: Rev. M. H. Jackson, Foreign Mission Board, Baptist Convention, Dallas.</p> <p>FEBRUARY 25: Dr. Thomas W. Turner, President, Federated Colored Catholics, Hampton</p>

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																		
<p>Concert in Rhythm 9:30-10:00 p.m. EACH TUESDAY</p>	<p>Columbia's "Concert in Rhythm" orchestra presents original and arranged precision music in concert style and setting. The program, conceived and directed by Raymond Scott, features selections by Nan Wynn, popular CBS soloist, in its February schedule. Ed Cashman produces these weekly concerts.</p>																		
<p>CBS Vocalists VARIOUS HOURS MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Jerry Cooper, Genevieve Rowe, Michael Loring, Nan Wynn.</p>																		
<p>Golden Gate Jubilee Singers, Four Clubmen VARIOUS HOURS</p>	<p>These harmony groups are featured on the Columbia Network through the week. Each has a distinctive vocal style and continues to be a network 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 February:</p> <table border="0" data-bbox="956 1474 1481 1856"> <tr> <td>Louis Armstrong</td> <td>Ray Herbeck</td> </tr> <tr> <td>Mitchell Ayres</td> <td>Everett Hoagland</td> </tr> <tr> <td>Count Basie</td> <td>Sammy Kaye</td> </tr> <tr> <td>Larry Clinton</td> <td>Henry King</td> </tr> <tr> <td>Bob Chester</td> <td>Vincent Lopez</td> </tr> <tr> <td>Bob Crosby</td> <td>Leighton Noble</td> </tr> <tr> <td>Navier Cugat</td> <td>Harry Owens</td> </tr> <tr> <td>Jan Garber</td> <td>Dick Stabile</td> </tr> <tr> <td></td> <td>Tommy Tucker</td> </tr> </table>	Louis Armstrong	Ray Herbeck	Mitchell Ayres	Everett Hoagland	Count Basie	Sammy Kaye	Larry Clinton	Henry King	Bob Chester	Vincent Lopez	Bob Crosby	Leighton Noble	Navier Cugat	Harry Owens	Jan Garber	Dick Stabile		Tommy Tucker
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	Tommy Tucker																		

CBS SHORT WAVE PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA</p>	<p>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, as well as selected programs heard regularly over the network. The present schedule includes 63½ hours of short-wave broadcast weekly to Europe, 45½ to South America.</p>
<p>News Broadcasts 1:30-1:45 p.m. 5:00-5:50 p.m. 5:50-6:00 p.m. MONDAY THRU FRIDAY 11:00-12 noon SATURDAY</p>	<p>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.</p>
<p>Hollywood News MONDAY 2:30-2:45 p.m. TUESDAY, 8:15-8:30 p.m. THURSDAY, 7:45-8:00 p.m.</p>	<p>In collaboration with Will Hays' office, Columbia presents news of Hollywood once a week in English, Spanish, and Portuguese respectively.</p>
<p>News in Spanish 6:45-7:00 p.m. MONDAY THRU SUNDAY</p>	<p>World-wide news events are broadcast Monday thru Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero.</p>
<p>News in Portuguese 7:15-7:30 p.m. MONDAY THRU FRIDAY</p>	<p>Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.</p>
<p>Carmen Castelo's American Travelogues in Spanish MONDAY, 8:30-8:45 p.m.</p>	<p>Carmen Castelo takes her audience on a tour of "dial trips" to interesting spots in the United States.</p>

SPECIAL CBS BROADCASTS TO EUROPE

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

PROGRAM AND TIME	DESCRIPTION
<p>Carmen Castelo's Broadway Column in Spanish FRIDAY, 7:30-7:45 p.m.</p>	<p>The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.</p>
<p>Women's Program in Spanish 9:30-9:45 p.m. EACH TUESDAY AND THURSDAY</p>	<p>Presented under the auspices of the Human Relations Committee of the National Council of Women of the United States, this series features news of special interest to the women of Latin and South America.</p>
<p>Cultural News in Spanish 8:15-8:30 p.m. EACH WEDNESDAY</p>	<p>Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.</p>
<p>New York Philharmonic-Symphony Orchestra SUNDAY AT 3:00 p.m.</p>	<p>The regular Sunday afternoon concerts by the New York Philharmonic-Symphony from Carnegie Hall are broadcast in full to South America and to Europe.</p>
<p>Other Program Highlights VARIOUS HOURS MONDAY THRU SUNDAY</p>	<p><i>To Europe:</i> SUNDAYS: Democracy in Action; MONDAYS: American School of the Air, Adventures in Science, Americans at Work (recorded rebroadcast); WEDNESDAYS: Concert in Rhythm; FRIDAYS: A series of six broadcasts by young American musicians.</p> <p><i>To South America:</i> MONDAY, WEDNESDAY, FRIDAY, Elmer Davis and European News Broadcasts; SUNDAYS: Sunday Evening Hour; MONDAYS: Columbia Concert Hall; WEDNESDAYS: Columbia Concert Hall, Burns and Allen, Star Theatre; THURSDAYS: Kate Smith Hour; SATURDAYS: Your Hit Parade.</p>

**TYPICAL CBS
PROGRAMS TO
EUROPE AND
OUTH AMERICA**

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: Albert L. Warner interviewed Speaker William B. Bankhead and Senate Minority Leader Charles L. McNary in Washington, 3:35-3:45 p.m.

JANUARY 3: C.I.O.'s General Counsel Lee Pressman discussed "The 1940 Legislative Program of the C.I.O.", 10:15-10:30 p.m.

JANUARY 10: Mrs. Franklin D. Roosevelt accepted the role of interviewer in a special CBS broadcast on "The Significance of the New Social Security Program to American Families." Answering her questions at the microphone were Miss Jane Hoey, director of the Social Security Board's Bureau of Public Assistance, and Boardmember Ellen S. Woodward.

JANUARY 13: Dr. Ray Lyman Wilbur, President of Leland Stanford University, revealed unpublished facts about the first World War from the Hoover War Library collection. 10:15-10:30 p.m.

JANUARY 17: New York's Senator James M. Mead outlined the merits of his proposal to provide small businessmen with Federal loans. 10:15 10:30 p.m.

JANUARY 18: New Mexico's Senator Carl A. Hatch, sponsor of the Hatch Law barring Federal employees from political activities, discussed extending its application to State workers. 6:15-6:30 p.m.

JANUARY 20: British First Lord of the Admiralty Winston Churchill spoke on the problems of the War, 4:15-4:30 p.m.

JANUARY 20: American Federation of Labor Vice-President Matthew H. Woll outlined A. F. of L. plans for the new year, 10:15-10:30 p.m.

JANUARY 23: Father Robert I. Gannon, President of Fordham University, delivered a talk on "Labor Law - An Instrument for Social Peace and Progress," 6:15-6:30 p.m.

JANUARY 24: Maury Maverick, Mayor of San Antonio and former Congressman from Texas delivered an address on "Democracy in a Changing World."

JANUARY 27: From Columbus, Ohio, Albert Dennis, labor expert, brought the highlights of the golden jubilee convention of the United Mine Workers of America. 10:15 10:30 p.m.

JANUARY 31: William Chevalier, John Carmody and Charles M. Upham delivered a talk on "Tomorrow's Superhighways" at the American Roadbuilders Association convention in Chicago, 3:15-3:30 p.m.

JANUARY 31: Frank T. Bow, General Counsel of the National Council of Independent Unions, former Assistant Attorney General of Ohio, spoke on "Undominated Labor", 10:15-10:30 p.m.

SPECIAL EVENTS

JANUARY 2: A gripping description of the recent earthquake disaster in Turkey was broadcast especially for CBS from Ankara, 6:15-6:30 p.m.

JANUARY 6: The thirteenth annual Indoor Track Meet of Council 126 of the Knights of Columbus was vividly described for the Columbia audience by sports announcer Mel Allen, 9:45-10:05 p.m.

JANUARY 10: Mrs. Shepard Krech, Maternity Center president, in a special Columbia broadcast analyzed the "baby drought" in America, and appealed for support of the campaign to reduce childbirth tragedies, 4:15-4:30 p.m.

JANUARY 13: Speaking from his home town of Buffalo just before his team left for training in St. Petersburg, New York Yankees manager Joe McCarthy previewed the 1940 baseball season, 4:30-5:00 p.m.

JANUARY 16: With Kate Smith acting as hostess-commentator, news analysts and reporters H. V. Kaltenborn, Elmer Davis, Raymond Gram Swing, Edwin C. Hill, Ted

Husing and Bob Trout presented a graphic account of the fight against infantile paralysis, under auspices of the Committee for the Celebration of the President's Birthday, National Foundation for Infantile Paralysis, 6:15-6:30 p.m.

JANUARY 19 AND 20: President and Mrs. Roosevelt were heard from the White House Conference on Children in a Democracy, 10:30-11:00 p.m., 9:45-10:15 a.m.

JANUARY 20: The entertainment world joined in the "March of Dimes of the Air" to help stamp out infantile paralysis: with Eddie Cantor as chairman and Jack Benny assisting, the cast included such notables as Orson Welles, Fannie Brice, Bob Hope, Rudy Valley, Mickey Rooney, Mary Livingston, 11:00 p.m.-12 mid.

JANUARY 21: Dr. Rufus W. Weaver delivered a lecture on "Religious Liberty," 2:45-3:00 p.m.

JANUARY 30: President Roosevelt in a special broadcast spoke from the White House in connection with the President's Birthday Ball, 11:15 p.m.-12:15 a.m.

SERIOUS MUSIC

JANUARY 6: From Cleveland was heard the rich and solemn music of the St. Peter and Paul Russian Orthodox Church Choir, 5:00-5:30 p.m.

JANUARY 20: Alabama celebrated the 120th anniversary of its admission into the Union with a broadcast called "A Symphony of the New South," 10:30-11:00 p.m.

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