

CBS PROGRAM BOOK • FEBRUARY, 1942

Daughter of U. S. Army Officer talks to her father overseas



THE COVER: Over a CBS shortwave hook-up in New York, several children of American Army officers held a two-way conversation with their fathers stationed in London.

FEBRUARY, 1942

**THE COLUMBIA
PROGRAM BOOK**

CBS SPONSORED PROGRAMS: pp. 4 to 16

WABC SPONSORED PROGRAMS: pp. 16 to 19

CBS SUSTAINING PROGRAMS: pp. 20 to 29

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 6

FORD MOTOR COMPANY:
Ford cars, trucks, tractors, Mercury,
Lincoln Page 8

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes Page 4

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 11

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 12

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Smoking Tobacco . Page 13

U. S. TOBACCO COMPANY:
Dill's Best, Model Tobacco Page 14

● CONFECTIONERY

AMERICAN CHICLE COMPANY:
Chiclets & Dentyne Page 14

CURTISS CANDY COMPANY:
Candy Page 7

DOUBLEMINT GUM:
Doublemint Gum Page 7

PETER PAUL, INC.:
Mounds Candy, Ten Crown Gum . Page 15

SPEARMINT GUM:
Spearmint Gum Page 13

● DRUGS & TOILET GOODS

ANACIN COMPANY:
Anacin Page 4

BATHASWEET CORPORATION:
Bathasweet Products Page 14

BAYER COMPANY:
Bayer Aspirin Page 4

BISODOL COMPANY:
Bisodol Page 4

CAMPANA SALES COMPANY:
Campana Hand Cream,
Campana Balm, Dreskin, Coolies,
D.D.D., Old South Toiletries . . Page 5

CHESEBROUGH MANUFACTURING COMPANY:
Vaseline Preparations Page 6

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Colgate Tooth Powder Pages 6, 7

COLONIAL DAMES, INC.:
Cosmetics Page 14

EMERSON DRUG CO.:
Bromo-Seltzer Page 7

RICHARD HUDNUT:
Marvelous Cosmetics Page 15

IRONIZED YEAST CO., INC.:
Ironized Yeast Page 9

JOHNSON & JOHNSON:
Band-Aid Page 10

KOLYNOS COMPANY:
Kolynos Page 10

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

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap, Swan Soap,
Lifebuoy Health Soap Pages 10, 11

LOS ANGELES SOAP COMPANY:
White King Soap,
Sierra Pine Soap Page 15

LUDEX'S, INC.:
Menthol Cough Drops Page 16

LUXOR LTD.:
Luxor Products Page 11

MAGAZINE REPEATING RAZOR CO.:
Schick Injector Razors and Blades Page 11

THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Ivory Soap Pages 12, 13

SMITH BROTHERS:
"SB" Cough Drops and
Cough Syrup Page 15

E. R. SQUIBB & SONS:
Squibb Products Page 14

● FOODS & BEVERAGES

ARMOUR & CO.:
Treet Page 4

BOWEY'S, INC.:
Dari-Rich Products Page 5

CALIFORNIA FRUIT GROWERS EXCHANGE:
 Sunkist Oranges, Lemons . . . Page 5

CALIFORNIA PACKING CORP.:
 Del Monte Products . . . Page 14

CAMPBELL SOUP COMPANY:
 Campbell's Soups, Pork and
 Beans, and Tomato Juice . . . Page 5

Franco-American Macaroni
 and Spaghetti . . . Page 5

COCA-COLA COMPANY:
 Coca-Cola . . . Page 6

CONTINENTAL BAKING COMPANY, INC.:
 Wonder Bread, Hostess Cake . . Page 7

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
 Grape Nuts, Grape Nuts Flakes.
 Sanka Coffee, Postum.
 Diamond Crystal Salt.
 Maxwell House Coffee,
 Post Toasties,
 Swansdown, Calumet . . . Page 8

Jello . . . Page 15

GENERAL MILLS, INC.:
 Wheaties, Gold Medal Flour,
 Bisquick . . . Page 9

LEVER BROTHERS COMPANY:
(See also Drugs; Laundry Soaps)
 Spry . . . Page 11

C. F. MUELLER COMPANY:
 Macaroni Products . . . Page 11

NESBITT FRUIT PRODUCTS, INC.:
 California Orange Drink . . . Page 15

PET MILK SALES CORPORATION:
 Pet Irradiated Milk . . . Page 12

PLANTERS NUT & CHOCOLATE COMPANY:
 Planters Salted Peanuts,
 Planters Peanut Oil . . . Page 15

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
 Crisco . . . Page 13

SUNNYVALE PACKING COMPANY:
 Rancho Soups . . . Page 16

UNITED FRUIT CO.:
 Bananas . . . Page 14

● **LAUNDRY SOAPS & ACCESSORIES**

B. T. BABBITT, INC.:
 Bab-O . . . Page 4

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Toilet Goods)
 Concentrated Super Suds,
 Octagon Products, Crystal White Pages 6, 7

GENERAL FOODS CORPORATION:
(See also Foods)
 La France, Satina . . . Page 8

LEVER BROTHERS COMPANY:
(See also Drugs; Foods)
 Rinso, Silver Dust . . . Pages 10, 11

PACIFIC COAST BORAX CO.:
 20 Mule Team Borax and
 Borax Flakes, Boraxo . . . Page 11

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
 Ivory Snow, Oxydol, Chipso.
 Duz, Dreft . . . Pages 12, 13

● **LUBRICANTS**

AMERICAN OIL COMPANY:
 Amoco-Gas, Orange American Gas Page 4

GENERAL PETROLEUM CORP. OF CALIFORNIA:
 Mobilgas, Mobiloil . . . Page 15

GULF OIL CORPORATION:
 Motor Oil and Gas . . . Page 9

SEASIDE OIL COMPANY:
 Seaside Ethyl Gasoline and
 Silverol Motor Oil . . . Page 16

TEXAS COMPANY:
 Texaco Products . . . Page 14

UNION OIL COMPANY:
 Gas and Oil . . . Page 16

● **MISCELLANEOUS**

ARMSTRONG CORK COMPANY:
 Armstrong's Quaker Rugs . . . Page 4

BEKINS VAN AND STORAGE CO.:
 Moving and Storage . . . Page 16

CELANESE CORPORATION OF AMERICA:
 Celanese Products . . . Page 6

EVERSHARP, INC.:
 Eversharp Pens and Pencils . . Page 7

**INTERNATIONAL CELLULOSE
 PRODUCTS CO.:**
 Kleenex . . . Page 9

INTERNATIONAL SILVER COMPANY:
 International Sterling and
 1847 Rogers Bros. Silverplate . . Page 9

JOHNS-MANVILLE CORPORATION:
 Insulation . . . Page 10

MACFADDEN PUBLICATIONS, INC.:
 Liberty Magazine . . . Pages 11, 15

**PRUDENTIAL INSURANCE COMPANY
 OF AMERICA:**
 Insurance Services . . . Page 13

SOIL OFF MANUFACTURING CO.:
 Cleaning Fluid . . . Page 16

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

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>AMERICAN OIL COMPANY (184th Week on CBS)</p> <p>The Human Side of the News by Edwin C. Hill</p>	<p>Mon., Wed., Fri. 6:00-6:10 p.m. 54 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (300th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus and guest stars</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 & Thomas</i></p>
<p>ANACIN COMPANY (251st Week on CBS)</p> <p>Our Gal, Sunday</p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>ARMOUR & CO. (51st Week on CBS)</p> <p>Treat Time with Buddy Clark</p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. 51 CBS stations ORIGINATES: WBBM</p>	<p>Treet <i>Lord & Thomas</i></p>
<p>ARMSTRONG CORK COMPANY (17th Week on CBS)</p> <p>Armstrong's Theatre of Today <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 105 CBS stations ORIGINATES: WABC</p>	<p>Armstrong's Quaker Rugs <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>*B. T. BABBITT, INC. (26th Week on CBS)</p> <p>*David Harum <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 13 CBS stations ORIGINATES: WABC</p>	<p>Bab-O <i>Maxon, Inc.</i></p>
<p>BAYER COMPANY (331st Week on CBS)</p> <p>Second Husband with Helen Menken, presented by the Famous Actors' Guild</p>	<p>Tuesday 7:30-8:00 p.m. 76 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>BISODOL COMPANY (469th Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Wed., Thurs., Fri. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM</p>	<p>Bisodol <i>Blackett-Sample-Hummert, Inc.</i></p>

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

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

OWEY'S, INC.

40th Week on CBS

Stars Over Hollywood

Original drama with Knox
Manning, MC, and guest stars

Saturday
12:30-1:00 p.m.
46 CBS stations
ORIGINATES: KNX

Dari-Rich Products
Sorensen & Company

**CALIFORNIA FRUIT GROWERS
EXCHANGE**

43rd Week on CBS

**Hedda Hopper's
Hollywood**

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

Sunkist Oranges
Sunkist Lemons
Lord & Thomas

CAMPANA SALES COMPANY

49th Week on CBS

First Nighter
with Barbara Luddy and
Les Tremayne

Drama

Friday
9:30-9:55 p.m.
54 CBS stations
ORIGINATES: WBBM

Campana Hand Cream,
Campana Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries
*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY

57th Week on CBS

Arkansas Traveler
starring Bob Burns

Amos 'n' Andy
Serial comedy-drama

The Man I Married
Dramatic serial

Fletcher Wiley
Talks

Lanny Ross
Songs

Tuesday
8:30-8:55 p.m.
Rebroadcast
12:30-12:55 a.m.
61 CBS stations
ORIGINATES: KNX

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

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

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

Mon. thru Fri.
7:15-7:30 p.m.
Rebroadcast
11:15-11:30 p.m.
58 CBS stations
(Mon. and Wed.)
57 CBS stations
ORIGINATES: WABC

Campbell's Soups
Ruthrauff & Ryan, Inc.

Campbell's Soups
Campbell's Pork and Beans
*Ward Wheelock
Company*

Campbell's Soups
Campbell's Pork and Beans
*Ward Wheelock
Company*

Campbell's Soups
Campbell's Tomato Juice
Campbell's Pork and Beans
Franco-American Macaroni
and Spaghetti
*Ward Wheelock
Company*

Franco-American
Macaroni and Spaghetti
Ruthrauff & Ryan, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>CELANESE CORPORATION OF AMERICA (4th Week on CBS)</p> <p>Great Moments in Music with Jean Tennyson and guest stars <i>Musical program</i></p>	<p>Wednesday 10:15-10:45 p.m. 57 CBS stations ORIGINATES: WABC</p>	<p>Celanese Products <i>Young & Rubicam, Inc.</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (169th Week on CBS)</p> <p>Dr. Christian with Jean Hersholt</p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 65 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION (308th Week on CBS)</p> <p>Major Bowes' Amateurs</p>	<p>Thursday 9:00-9:30 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY (128th Week on CBS)</p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding and guest soloists</p>	<p>Sunday 4:30-5:00 p.m. 110 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (316th Week on CBS)</p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p> <p>Hobby Lobby with Dave Elman and Harry Salter's Orchestra</p> <p>Woman of Courage <i>Serial drama</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 71 CBS stations ORIGINATES: WABC</p> <p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 68 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Ted Bates, Inc.</i></p> <p>Palmolive Shave Cream Palmolive Brushless Shave <i>Ted Bates, Inc.</i></p> <p>Octagon Products Crystal White <i>Ted Bates, Inc.</i></p>

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

COLGATE-PALMOLIVE-PEET
COMPANY*Continued***Myrt and Marge***Serial drama*

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

Concentrated Super Suds
*Sherman & Marquette,
Inc.*

Stepmother*Serial drama*

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

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

CONTINENTAL BAKING CO., INC.

*(1869th Week on CBS)***Maudie's Diary**

with Mary Mason

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

Wonder Bread
Hostess Cake
Ted Bates, Inc.

CURTISS CANDY COMPANY

*70th Week on CBS***News**

with Jackson Wheeler

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

Candy
C. L. Miller Company

DOUBLEMINT GUM

*502nd Week on CBS***Melody Ranch**

with Gene Autry

Western dramatic series

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

Doublemint Gum
*J. Walter Thompson
Company*

EMERSON DRUG COMPANY

*91st Week on CBS***Vox Pop**

with Parks and Wally

Interviews

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

Bromo-Seltzer
Ruthrauff & Ryan, Inc.

EVERSHARP, INC.

*122nd Week on CBS***Take It or Leave it**

with Phil Baker, MC; David Ross

Quiz

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

Eversharp Pens and Pencils
The Biou Company

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>FORD MOTOR COMPANY <i>(407th Week on CBS)</i></p> <p>Sunday Evening Hour Ford Symphony Orchestra and Chorus, guest conductors and soloists <i>With Talks by W. J. Cameron</i></p>	<p>Sunday 9:00-10:00 p.m. 58 CBS stations ORIGINATES: WJR</p>	<p>Ford motor cars, trucks and tractors Mercury Lincoln <i>McCann-Erickson, Inc.</i></p>
<p>GENERAL FOODS CORPORATION <i>(349th Week on CBS)</i></p> <p>We, the People with Eddie Dowling <i>Real-life experiences</i></p> <p>Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, and guest stars <i>Music, comedy, and drama</i></p> <p>William L. Shirer <i>News</i></p> <p>Kate Smith Speaks Ted Collins with the News <i>Talks and news</i></p> <p>Joyce Jordan, Girl Interne <i>Serial drama</i></p> <p>Young Dr. Malone <i>Serial drama</i></p> <p>Kate Hopkins <i>Serial drama</i></p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 68 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12 mid.-12:55 a.m. 91 CBS stations ORIGINATES: WABC</p> <p>Sunday 5:45-6:00 p.m. 67 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:00-12:15 p.m. 76 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 75 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 84 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:45-3:00 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Sanka Coffee <i>Young & Rubicam, Inc</i></p> <p>Grape Nuts, Grape Nuts Flakes <i>Young & Rubicam, Inc</i></p> <p>Sanka Coffee <i>Young & Rubicam, Inc</i></p> <p>Swansdown Cake Flour Calumet <i>Young & Rubicam, Inc</i></p> <p>Diamond Crystal Salt <i>Benton & Bowles, Inc.</i></p> <p>La France Satina Postum <i>Young & Rubicam, Inc</i></p> <p>Post Toasties <i>Benton & Bowles, Inc.</i></p> <p>Maxwell House Coffee <i>Benton & Bowles, Inc.</i></p>

GENERAL MILLS, INC.*(401st Week on CBS)***Stories America Loves***Drama***Hymns of All Churches**

with Joe Emerson

Betty Crocker*Homemaker program*

Mon. thru Fri.
9:45-10:00 a.m.
Rebroadcast
11:45-12 noon
39 CBS stations
ORIGINATES: WABC

Mon., Tues., Thurs.
10:00-10:15 a.m.
Rebroadcast
11:30-11:45 a.m.
40 CBS stations
ORIGINATES: WBBM

Wed., Fri.
10:00-10:15 a.m.
Rebroadcast
11:30-11:45 a.m.
40 CBS stations
ORIGINATES: WBBM

Wheaties

Knox Reeves
Advertising, Inc.

Gold Medal Flour

Blackett-Sample-
Hummert, Inc.

Bisquick

Blackett-Sample-
Hummert, Inc.

GULF OIL CORPORATION*(416th 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.
80 CBS stations
ORIGINATES: KNX

Motor Oil and Gas

Young & Rubicam, Inc.

INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY*(127th Week on CBS)***Ginny Simms***Songs*

Friday
9:55-10:00 p.m.
54 CBS stations
ORIGINATES: KNX

Kleenex

Lord & Thomas

INTERNATIONAL SILVER COMPANY*(203rd Week on CBS)***Silver Theatre**

Conrad Nagel, Narrator-director,
and guest stage and screen stars

Sunday
6:00-6:30 p.m.
59 CBS stations
34 CBC stations
ORIGINATES: KNX

International Sterling and 1847 Rogers Bros.**Silverplate**

Young & Rubicam, Inc.

IRONIZED YEAST CO., INC.*(127th Week on CBS)***Are You a Missing Heir?***Drama***A Helping Hand***Drama*

Tuesday
8:00-8:30 p.m.
Rebroadcast
11:30-12 mid.
74 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
4:00-4:15 p.m.
4 CBS stations
ORIGINATES: WABC

Ironized Yeast

Ruthrauff & Ryan, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>JOHNS-MANVILLE CORPORATION (26th Week on CBS)</p> <p>Elmer Davis <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 56 CBS stations ORIGINATES: WABC</p>	<p>Insulation <i>J. Walter Thompson Company</i></p>
<p>JOHNSON & JOHNSON (43rd Week on CBS)</p> <p>Voice of Broadway with Dorothy Kilgallen and guest stars</p>	<p>Tuesday 6:15-6:30 p.m. 65 CBS stations Thursday 6:15-6:30 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, Inc.</i></p>
<p>KOLYNOS COMPANY (469th Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. and Tues. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM</p>	<p>Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>LADY ESTHER, LTD. (425th Week on CBS)</p> <p>Orson Welles <i>Drama</i></p>	<p>Monday 10:00-10:30 p.m. 63 CBS stations ORIGINATES: KNX</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>LEVER BROTHERS COMPANY (339th Week on CBS)</p> <p>Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i></p> <p>Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra <i>Drama</i></p> <p>Meet Mister Meek <i>Drama</i></p> <p>Bright Horizon with Richard Kollmar <i>Serial drama</i></p> <p>Bright Horizon</p>	<p>Monday 9:00-10:00 p.m. 69 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Thursday 9:30-10:00 p.m. 72 CBS stations 31 CBC stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. 59 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. 49 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:00-2:15 p.m. 10 CBS stations ORIGINATES: WABC</p>	<p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Lifebuoy Health Soap <i>Ruthrauff & Ryan, Inc.</i></p> <p>Silver Dust <i>Batten, Barton, Durstine & Osborn, Inc.</i></p> <p>Swan Soap <i>Young & Rubicam, Inc.</i></p>

LEVER BROTHERS COMPANY*Continued***Aunt Jenny's Real Life Stories***Dramatic sketches***Big Sister***Serial drama*

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

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

Spry

Ruthrauff & Ryan, Inc.

Rinso

*Ruthrauff & Ryan, Inc.***LIGGETT & MYERS TOBACCO COMPANY***183rd Week on CBS*

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

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

Chesterfield Cigarettes

*Newell-Emmett Co.***LUXOR, LTD.***51st Week on CBS*

Wayne King and His Orchestra
Music

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

Luxor Products

*Lord & Thomas***MACFADDEN PUBLICATIONS, INC.***302nd Week on CBS***Paul Sullivan Reviews the News**

Tues., Thurs.
6:00-6:10 p.m.
20 CBS stations
ORIGINATES: WARC

Liberty Magazine

*Fruin Wasey & Company, Inc.***MAGAZINE REPEATING RAZOR COMPANY***35th Week on CBS*

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

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

Schick Injector
Razors and Blades*J. M. Mathes, Inc.***C. F. MUELLER COMPANY***129th Week on CBS***Mark Hawley and the News**

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

Macaroni Products

*Maxon, Inc.***PACIFIC COAST BORAX CO.***30th Week on CBS*

Death Valley Days
Drama

Thursday
8:00-8:30 p.m.
Rebroadcast
12:30-1:00 a.m.
58 CBS stations
ORIGINATES: WABC

20 Mule Team Borax.

Boraxo

20 Mule Team Borax
Flakes*McCann-Erickson, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>PET MILK SALES CORPORATION (428th Week on CBS)</p> <p>Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus</p> <p>Mary Lee Taylor home economist <i>Household advice</i></p>	<p>Saturday 9:45-10:15 p.m. 59 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 76 CBS stations ORIGINATES: KMOX</p>	<p>Pet Irradiated Milk <i>Gardner Advertising Company</i></p>
<p>PHILIP MORRIS & COMPANY, LTD. (286th Week on CBS)</p> <p>The Philip Morris Playhouse Directed by Charles Martin with guest stars and Ray Bloch's Orchestra <i>Dramas</i></p> <p>The Crime Doctor <i>Dramatic programs</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. 100 CBS stations ORIGINATES: WABC</p> <p>Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 75 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company, Inc.</i></p>
<p>THE PROCTER & GAMBLE CO. (379th Week on CBS)</p> <p>Ransom Sherman with Martha Tilton and Gordon Jenkins' Orchestra <i>Variety</i></p> <p>The Story of Mary Marlin <i>Serial drama</i></p> <p>The Goldbergs <i>Serial drama</i></p> <p>The O'Neills <i>Serial drama</i></p>	<p>Friday 10:00-10:30 p.m. 65 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 5:00-5:15 p.m. 20 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 5:15-5:30 p.m. 40 CBS stations 13 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 5:30-5:45 p.m. 27 CBS stations ORIGINATES: WABC</p>	<p>Ivory Soap <i>Compton Advertising, Inc.</i></p> <p>Ivory Snow <i>Benton & Bowles, Inc.</i></p> <p>Duz <i>Compton Advertising, Inc.</i></p> <p>Dreft <i>Blackett-Sample-Hummert, Inc.</i></p> <p>Ivory Soap <i>Compton Advertising, Inc.</i></p>

THE PROCTER & GAMBLE CO.*Continued***Life Can Be Beautiful***Serial drama***Woman in White***Serial drama***Vic and Sade***Serial drama***Road of Life***Serial drama*

Mon. thru Fri.
1:00-1:15 p.m.
58 CBS stations
25 CBC stations
ORIGINATES: WABC

Mon. thru Fri.
1:15-1:30 p.m.
58 CBS stations
25 CBC stations
ORIGINATES: WBBM

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

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

Ivory Soap

*Compton Advertising,
Inc.*

Oxydol

*Blackett-Sample-
Hummert, Inc.*

Crisco

*Compton Advertising,
Inc.*

Chipso

Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE
COMPANY OF AMERICA***(139th Week on CBS)***Prudential Family Hour**

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

Sunday
5:00-5:45 p.m.
60 CBS stations
ORIGINATES: WABC

Insurance Services

Benton & Bowles, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY***(156th Week on CBS)***Blondie**

with Penny Singleton and
Arthur Lake
Domestic comedy

How'm I Doin'?

with Bob Hawk and Vaughn
Monroe's Orchestra
Quiz

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

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

**Camel Cigarettes
Prince Albert Smoking
Tobacco**

*William Esty &
Company, Inc.*

SPEARMINT GUM*(501st Week on CBS)***The First Line***Informational series***Scattergood Baines***Serial drama*

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

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

Spearmint Gum

Arthur Meyerhoff & Co.

**COLUMBIA
PACIFIC
NETWORK**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
E. R. SQUIBB & SONS <i>(82nd Week on CBS)</i> Frank Parker <i>Songs</i>	Mon., Wed., Fri. 6:30-6:45 p.m. 50 CBS stations ORIGINATES: WABC	Squibb Products <i>Geyer, Cornell & Newell, Inc.</i>
TEXAS COMPANY <i>(244th Week on CBS)</i> Texaco Star Theatre starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra and the Texaco Workshop Players <i>Variety</i>	Wednesday 9:00-10:00 p.m. <i>Rebroadcast</i> 12:00-1:00 a.m. 83 CBS stations ORIGINATES: WABC	Texaco Products <i>Buchanan & Co.</i>
*UNITED FRUIT COMPANY *The World Today <i>News</i>	Mon. thru Fri. 6:45-7:00 p.m. 37 CBS stations ORIGINATES: WABC	Bananas <i>Batten, Barton, Durstine & Osborn, Inc.</i>
U. S. TOBACCO COMPANY <i>(348th Week on CBS)</i> Gay Nineties Revue starring Beatrice Kay, Joe E. Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 63 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i>
AMERICAN CHICLE COMPANY <i>(47th Week on CBS)</i> By the Way with Bill Henry	Tues., Thurs. 5:30-5:45 p.m. PST Saturday 9:45-10:00 p.m. PST ORIGINATES: KNX	Chiclets & Dentyne <i>Badger, Browning & Hersey, Inc.</i>
BATHASWEET CORPORATION <i>(121st Week on CBS)</i> Bob Garred Reporting <i>News</i>	Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products <i>H. M. Kiesewetter Advertising Agency</i>
*CALIFORNIA PACKING CORP. <i>(3rd Week on CBS)</i> *William Winter <i>News</i>	Mon. thru Sat. 12:30-12:45 p.m. PST ORIGINATES: KQW	Del Monte Products <i>McCann-Erickson, Inc</i>
COLONIAL DAMES, INC. <i>(112th Week on CBS)</i> Find the Woman with Knox Manning	Friday 9:55-10:00 p.m. PST ORIGINATES: KNX	Cosmetics <i>Glasser, Gailey & Co.</i>

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

GENERAL FOODS CORPORATION
(349th Week on CBS)

The Second Mrs. Burton
Dramatic serial

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

Jello
Young & Rubicam, Inc.

GENERAL PETROLEUM
CORPORATION OF CALIFORNIA
(57th Week on CBS)

I Was There
News dramatizations

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

Mobilgas, Mobiloil
Smith & Drum, Inc.

RICHARD HUDNUT
(109th Week on CBS)

Hollywood Showcase

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

Marvelous Cosmetics
Benton & Bowles, Inc.

LOS ANGELES SOAP COMPANY
(121st Week on CBS)

Knox Manning
News

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

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

MACFADDEN PUBLICATIONS, INC.
(302nd Week on CBS)

Bob Garred Reporting

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

Liberty Magazine
Eruin Wasey & Co.

*NESBITT FRUIT PRODUCTS, INC.
(5th Week on CBS)

Bob Garred Reporting

Saturday
5:45-5:55 p.m. PST
ORIGINATES: KNX

California Orange Drink
Walter K. Neill, Inc.

PETER PAUL, INC.
(81st Week on CBS)

Bob Garred Reporting

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

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

PLANTERS NUT AND
CHOCOLATE COMPANY
(69th Week on CBS)

What's On Your Mind?

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

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

SMITH BROTHERS
(89th Week on CBS)

William Winter
News

Mon., Wed., Sat.
8:55-9:00 p.m. PST
Sunday
8:25-8:30 p.m. PST
ORIGINATES: KNX

"SB" Cough Drops
and Cough Syrup
*J. D. Tarcher
& Co., Inc.*

**COLUMBIA
PACIFIC
NETWORK**

Continued

**SOIL OFF MANUFACTURING
COMPANY**

(52nd Week on CBS)

Bob Garred Reporting
News

Tues., Thurs.
5:45-5:55 p.m.
ORIGINATES: KNX

Cleaning Fluid for
Walls and Woodwork
Buchanan & Co.

SUNNYVALE PACKING COMPANY

(5th Week on CBS)

Jane Endicott, reporter
Serial drama

Mon., Wed., Fri.
10:45-11:00 a.m. PST
ORIGINATES: KNX

Rancho Soups
Lord & Thomas

UNION OIL COMPANY

(61st Week on CBS)

Nelson Pringle
News analysis

Mon. thru Fri.
7:45-8:00 a.m. PST
ORIGINATES: KNX

Gas and Oil
Lord & Thomas

**COLUMBIA
CALIFORNIA
NETWORK**

BEKINS VAN AND STORAGE CO.

(19th Week on CBS)

Bill Henry
News analyst

Mon., Wed., Fri.
5:30-5:45 p.m. PST
ORIGINATES: KNX

Moving and Storage
*Brooks Advertising
Agency*

LUDEN'S, INC.

(77th Week on CBS)

Dave Lane
Songs

Tuesday
9:55-10:00 p.m. PST
Thursday
9:25-9:30 p.m. PST
ORIGINATES: KNX

Menthol Cough Drops
J. M. Mathes, Inc.

SEASIDE OIL COMPANY

(42nd Week on CBS)

Seaside Spelling Bee Liner

Sunday
5:30-5:55 p.m. PST
ORIGINATES: KNX

Seaside Ethyl Gasoline and
Silverol Motor Oil
The McCarty Company

**WABC
SPONSORED
PROGRAMS**

AMERICAN TOBACCO CO.

(35th Week on WABC)

***Announcements**

Mon. thru Sat.
12:05-12:07 a.m.

Lucky Strike Cigarettes
Lord & Thomas

B.C. REMEDY COMPANY

(21st Week on WABC)

Arthur Godfrey
Participations

Mon. thru Sat.
7:00-7:30 a.m.

B.C.
*Charles W. Hoyt &
Co., Inc.*

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

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

BEECH-NUT PACKING COMPANY*
Odd Side of the News

Tues., Thurs., Sat.
8:25-8:30 a.m.

Beechies Gum and
Confections
Newell-Emmett Co.

BOOK HOUSE FOR CHILDREN
(39th Week on WABC)
Woman's Page of The Air
with Adelaide Hawley
Participations

Friday
8:45-9:00 a.m.

Book House
*Presba, Fellers &
Presba, Inc.*

BULOVA WATCH COMPANY
(649th Week on WABC)
Time Signals

Sun. thru Sat.
10 Times Daily

Bulova Watches
The Biow Company

DREZMA, INC.
(65th Week on WABC)
Lessons in Loveliness
with Nell Vinick

Tues., Thurs.
3:30-3:45 p.m.

"Drezma" Cosmetics
*Blaine-Thompson Co.,
Inc.*

GENERAL BAKING COMPANY*
(19th Week on WABC)
Announcements

Mon. thru Sat.
7:59:45-8:00:45
a.m.
8:13:30-8:14:30
a.m.

Bond Bread
Newell Emmett Co.

**GRIFFIN MANUFACTURING CO.,
INC*.**
(20th Week on WABC)
Arthur Godfrey
Participations

Tues., Thurs., Sat.
7:00-7:30 a.m.

Shoe Polish, Whitener,
and Dressing
*Birmingham, Castleman,
and Pierce, Inc.*

GROVE LABORATORIES, INC.
(39th Week on WABC)
Odd Side of the News

Mon., Wed., Fri.
8:25-8:30 a.m.

Bromo-Quinine Cold
Tablets
*J. Walter Thompson
Co., Inc.*

ILLINOIS MEAT COMPANY
(13th Week on WABC)
Arthur Godfrey
Participations

Mon. thru Sat.
6:30-6:55 a.m.

Broadcast Brand Canned
Meats
Arthur Meyerhoff & Co

**INTERNATIONAL TELEPHONE
AND TELEGRAPH COMPANY**
(5th Week on WABC)
Good Neighbor News

Mon. thru Fri.
6:10-6:15 p.m.

Institutional
Marschalk & Pratt, Inc.

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

*Company or client not listed in CBS Program Book for January

**WABC
SPONSORED
PROGRAMS**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>V. LA ROSA & SONS, INC. <i>(10th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Wed., Thurs., Fri. 8:45-9:00 a.m.</p>	<p>La Rosa "Grade A" Macaroni Products <i>M. H. Hackett, Inc.</i></p>
<p>LEHN AND FINK PRODUCTS CORP.* <i>(20th Week on WABC)</i></p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Fri. 7:00-7:30 a.m.</p>	<p>Hind's Honey and Almond Cream <i>William Esty & Co., Inc.</i></p>
<p>P. LORILLARD COMPANY* <i>(29th Week on WABC)</i></p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:30 a.m.</p>	<p>Old Gold Cigarettes <i>J. Walter Thompson Co., Inc.</i></p>
<p>LUDEEN'S, INC. <i>(35th Week on WABC)</i></p> <p>The World Today</p>	<p>Saturday 6:45-7:00 p.m.</p>	<p>"Luden's Menthol" Cough Drops <i>J. M. Mathes, Inc.</i></p>
<p>MARLIN FIREARMS COMPANY <i>(38th Week on WABC)</i></p> <p>Early Riser's News</p>	<p>Mon. thru Sat. 6:55-7:00 a.m.</p>	<p>Marlin Razor Blades <i>Craven & Hedrick, Inc.</i></p>
<p>MARYLAND PHARMACEUTICAL CO. <i>(43rd Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Tues., Thurs., Sat. 8:45-9:00 a.m.</p>	<p>Rem and Rel <i>The Joseph Katz Co.</i></p>
<p>MELVILLE SHOE COMPANY <i>(167th Week on WABC)</i></p> <p>Early Morning News</p>	<p>Mon. thru Sat. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p>JOHN MORRELL AND COMPANY <i>(24th Week on WABC)</i></p> <p>The Missus Goes A-Shopping <i>Quiz</i></p>	<p>Tues., Thurs., Sat. 8:30-8:45 a.m.</p>	<p>Morrell E-Z Cut Ham <i>Henri, Hurst and McDonald, Inc.</i></p>
<p>NEW YORK STATE BUREAU OF MILK PUBLICITY <i>(46th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Mon. and Wed. 8:45-9:00 a.m.</p>	<p>Milk and Milk Products <i>J. M. Mathes, Inc.</i></p>

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

**WABC
SPONSORED
PROGRAMS**
Continued

PEPSI-COLA COMPANY* <i>(79th Week on WABC)</i> The Missus Goes A-Shopping Quiz	Mon., Wed., Fri. 8:30-8:45 a.m.	Pepsi-Cola <i>Newell Emmett Co.</i>
QUAKER OATS COMPANY* <i>(58th Week on WABC)</i> The Aunt Jemima Program	Mon. thru Sat. 8:15-8:20 a.m.	Aunt Jemima Pancake Flour <i>Sherman K. Ellis & Co., Inc.</i>
SELECT THEATRES CORP. <i>(73rd Week on WABC)</i> Announcement	Tues., Fri. 11:58:50 p.m.- 12 mid.	"Sons of Fun" <i>Blaine-Thompson Co., Inc.</i>
SMITH BROTHERS* <i>(27th Week on WABC)</i> Arthur Godfrey Afternoon News	Mon., Wed., Fri. 7:30-7:45 a.m. Mon., Wed., Fri. 3:55-4:00 p.m.	"SB" Cough Drops and Cough Syrup <i>J. D. Tarcher & Co., Inc.</i>
SOCONY-VACUUM OIL CO., INC.* <i>(26th Week on WABC)</i> Mark Hawley News	Mon. thru Sat. 10:45-11:00 p.m.	Gasoline, Oil and Specialties <i>J. Stirling Getchell, Inc.</i>
THE STUDEBAKER CORPORATION *Eric Sevareid News	Tues., Thurs., Sat. 6:30-6:45 p.m.	Institutional <i>Roche, Wilhams & Cunnyngham, Inc.</i>
TERMINAL BARBER SHOP, INC. Arthur Godfrey Participations	Mon. thru Sat. 7:00-7:30 a.m.	Barber Shop Services <i>Maxon, Inc.</i>
WASTE PAPER CONSUMING INDUSTRIES <i>(21st Week on WABC)</i> Arthur Godfrey Participations	Mon. thru Sat. 7:00-7:30 a.m.	Paper Conservation <i>Olian Advertising Co.</i>
WEST DISINFECTING COMPANY <i>(30th Week on WABC)</i> It Takes a Woman with Frances Scott	Mon., Wed., Fri. 8:20-8:25 a.m.	CN <i>Moser & Cotins, Inc.</i>

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

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

CBS SUSTAINING PROGRAMS

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

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

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

NEWS
BROADCASTSNews Summaries, Analyses
and Broadcasts from Abroad

SCHEDULED PERIODS

MONDAY THRU SUNDAY

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

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

News Summaries: 6:30, 9:00 a.m., 3:15 p.m., 12:55 a.m., MONDAY THRU FRIDAY; 4:45 p.m., MONDAY AND TUESDAY; 2:00 p.m., 4:30 p.m., 6:00 p.m., SATURDAY; 8:00 a.m., 1:30 p.m., 2:55 p.m., SUNDAY; 12:55 a.m., SATURDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., SATURDAY AND SUNDAY; Linton Wells, 12:00-12:05 a.m., MONDAY THRU SATURDAY; 11:00-11:15 p.m. MONDAY, Elmer Davis; TUESDAY, William L. Shirer; WEDNESDAY, Major G. F. Eliot; THURSDAY, Albert Warner; FRIDAY, Edward Murrow; Dennis McEvoy, 6:30-6:45 p.m., SATURDAY.

(See also sponsored news programs.)

**NEWS
BROADCASTS**

Continued

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

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

**DRAMATIC
SERIES**

Columbia Workshop

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

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

SUNDAY, FEBRUARY 1

2:30-2:55 p.m.

EACH SUNDAY

(Beginning February 8)

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

FEBRUARY 1: M. Dolbier's "The Bus That Nobody Loved"; FEBRUARY 8: "Portrait of Jennie", adapted from R. Nathan's novel by G. D. Griffin.

**NATIONAL
DEFENSE**

Report to the Nation

9:30-10:00 p.m.

EACH TUESDAY

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

Spirit of '42

2:00-2:30 p.m.

EACH SUNDAY

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

They Live Forever

10:30-11:00 p.m.

EACH SUNDAY

(Beginning February 8)

A program about American sacrifice, courage, and heroism in the present war. Charles Vanda is the producer and director. Howard Teichman and Jerry Lawrence are the writers.

Calling Pan-America

6:00-6:30 p.m.

EACH SATURDAY

CBS draws the Americas closer together. Heard throughout the western hemisphere, this new series "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.

The People's Platform

7:00-7:30 p.m.

SATURDAY, FEBRUARY 8

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of "The Place of Public Criticism in Wartime."

LIGHT
ENTERTAIN-
MENT**What's New At The Zoo?**

1:35-2:00 p.m.

EACH SUNDAY

John Reed King interviews, on location, the men and women who collect and care for the animal inmates of the Bronx Zoo.

Matinee at Meadowbrook

4:00-4:30 and 4:35-5:00 p.m.

EACH SATURDAY

An hour jamboree of dance music for "young minded" Columbia listeners, featuring the orchestra of Alvino Rey during February.

God's Country

11:15-11:30 a.m.

EACH SATURDAY

Milton Bacon tells stories of America's small towns and the way of life they represent. Burl Ives sings songs of the region.

Kay Thompson and Co.

7:30-8:00 p.m.

EACH WEDNESDAY

This series presents Miss Thompson in a many-sided role—as choral director, soloist, comedienne, and composer. Music is under the direction of Walter Gross, and Perry Lafferty directs the program.

Sing Along

4:30-4:45 p.m.

MONDAY THRU FRIDAY

This program provides a golden opportunity for all bathroom baritones and kitchen contraltos. It invites the listener to act as soloist, with the accompaniment of the Landt Trio.

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

VARIOUS HOURS

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

Dance Orchestra

VARIOUS HOURS

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for February:

Blue Barron	Hal McIntyre
Shep Fields	Sonny Dunham
Benny Goodman	Vaughn Monroe
Guy Lombardo	Tommy Tucker

U. S. Marine Band

10:00-10:30 a.m.

EACH SATURDAY

Captain William Santelmann conducts the band from the auditorium of the Marine Barracks in Washington.

Wherever You Are

10:30-10:45 p.m.

EACH TUESDAY

Service men hear their favorite songs and receive recordings of them, just as they are broadcast by Walter Gross' orchestra and Gwen Davies.

**SERIOUS
MUSIC**

PROGRAM AND TIME

DESCRIPTION

New York Philharmonic-Symphony Orchestra

3:00-4:30 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra, broadcasting for the twelfth consecutive year on CBS, is celebrating its centennial season. During February, Eugene Goossens and Fritz Busch conduct. Deems Taylor is intermission commentator.

Cleveland Orchestra

5:00-6:00 p.m.

EACH SATURDAY

WGAR and CBS present the famous Cleveland Orchestra in a weekly series of symphony concerts originating from Severance Hall in Cleveland. Dr. Artur Rodzinski conducts the orchestra. Kay Halle is program commentator.

Columbia's Weekday Schedule of Fine Music

3:30-4:00 p.m.

MONDAY THRU FRIDAY

This is an unusual series of programs, embracing great symphonic, vocal and chamber music works. It includes seldom-performed American works for orchestra, standard and little-known concerti, and great songs of all the ages. The participating groups of artists vary:

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

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

WEDNESDAYS: "Songs of the Centuries", with vocal masterpieces performed by guest soloists. Howard Barlow conducts.

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

FRIDAYS: "British-American Music Series", Howard Barlow and Charles Lichter playing British music of historic significance and new scores by contemporary American composers.

FEBRUARY 1: Walberg Brown Ensemble.

FEBRUARY 8, 15: Recitals by pianist Hugo Balzo.

FEBRUARY 22: Vera Brodsky begins new series.

11:05-11:30 a.m.

EACH SUNDAY

Philharmonic Young People's Concert

3:45-4:45 p.m.

MONDAY, FEBRUARY 23

The New York Philharmonic-Symphony Orchestra presents concerts especially for young people. Rudolph Ganz is the conductor.

SERIOUS
MUSIC**Eileen Farrell and The
Columbia Concert Orchestra**

7:30-8:00 p.m.

EACH SATURDAY

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

From the Organ Loft

9:15-9:45 a.m.

EACH SUNDAY

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

**CBS ADULT
EDUCATION BOARD**

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

LYMAN BRYSON, chairman	HENRY R. LIFE
STRINGFELLOW BAHR	SPENCER MILLER, JR.
WILLIAM BENTON	EDITH BRYAN KOHDE
HARRY WOODBURN CHASE	THOMAS V. SMITH
ROBERT L. GANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
JOSEPH H. WILLITS	

EDUCATIONAL
PROGRAMS**School of the Air of the
Americas**

9:15-9:45 a.m.

(Eastern Time Zone)

2:30-2:55 p.m.

(Central Time Zone)

9:30-10:00 a.m.

(Mountain Time Zone)

1:30-2:00 p.m.

(Pacific Time Zone)

MONDAY THRU FRIDAY

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

MONDAYS—*Americans at Work*

FEBRUARY 2: Leather Workers.

FEBRUARY 9: Potters.

FEBRUARY 16: Glass Workers.

TUESDAYS—*Music of the Americas*

FEBRUARY 3: New World Instruments.

FEBRUARY 10: Dances of the Country and the City.

FEBRUARY 17: Dances of the Country and the City.

**EDUCATIONAL
PROGRAMS**
Continued
**School of the Air of the
Americas**
Continued
FEBRUARY 24: Topical Songs.

WEDNESDAYS—*New Horizons: Lands of
New World Neighbors*
FEBRUARY 4: Paradise of the Pacific.

FEBRUARY 11: Alaska, Land of Wonders.

FEBRUARY 18: Quest for the Northwest Passage.

FEBRUARY 25: Castles of Dreams in New France.

THURSDAYS—*Tales from Far and Near*
FEBRUARY 5: To and Again.

FEBRUARY 19: Haym Salomon.

FEBRUARY 26: The Red Canoe.

FRIDAYS—*This Living World*
FEBRUARY 6: Standard of Living.

FEBRUARY 13: Old Age Security.

FEBRUARY 20: Pan Americanism.

FEBRUARY 27: Canada and The United States.

Invitation to Learning

11:30-12:00 noon

EACH SUNDAY

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

FEBRUARY 1: Aeschylus "Oresteia".

FEBRUARY 8: Malthus "On Population".

FEBRUARY 15: Demosthenes' and Lincoln's Speeches.

FEBRUARY 22: Voltaire "Candide".

Columbia's Country Journal

3:00-3:30 p.m.

EACH SATURDAY

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

Spotlight on Asia

EACH MONDAY

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

What Freedom Means

EACH TUESDAY

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

EDUCATIONAL
PROGRAMS**Children Also Are People**

EACH WEDNESDAY

Talks by specialists in the field of child guidance.

Highways to Health

EACH THURSDAY

A series of instructive medical talks arranged by the N. Y. Academy of Medicine.

Americans Map the Skies

EACH FRIDAY

Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, delves into the fascinating life stories of America's great astronomers and their achievements.

Of Men and Books

2:05-2:30 p.m.

EACH SATURDAY

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

Adventures in Science

1:30-1:45 p.m.

EACH SATURDAY

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

Let's Pretend

11:30-12:00 noon

EACH SATURDAY

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

CHILDREN'S
PROGRAMS**The Old Dirt-Dobber**

9:30-10:00 a.m.

EACH SATURDAY

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

PERSONALITIES

Olga Coelho

10:30-10:45 p.m.

MONDAY AND SATURDAY

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

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is in its eleventh consecutive year of Sunday morning and afternoon religious broadcasts. In February:

FEBRUARY 1: *Morning:* The Reverend S. C. Michelfelder, Saint Paul's Lutheran Church, Toledo, Ohio.

Afternoon: Elder Gustave A. Iverson, President of the Eastern States Mission, Church of Jesus Christ of Latter Day Saints.

FEBRUARY 8: *Morning:* Dr. Harold L. Bowman, First Presbyterian Church, Chicago, Ill.

Afternoon: Catholic Service.

FEBRUARY 15: *Morning:* The Right Reverend William T. Manning, D.D., Bishop of New York, Church of St. John the Divine.

Afternoon: Jewish Service.

FEBRUARY 22: *Morning:* Congregational Service.

Afternoon: Catholic Service.

Wings Over Jordan

10:30-11:00 a.m.

EACH SUNDAY

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

FEBRUARY 1: George Dempster, Editor Knoxville Journal, Knoxville, Tennessee.

FEBRUARY 8: Dr. George E. Haynes, Federal Council of Churches of Christ in America, New York, N. Y.

FEBRUARY 15: Father William O'Donnell, Cleveland, Ohio.

FEBRUARY 22: Mr. Alva B. Johnson, Director of Public Relations, Storer College, Harpers Ferry, West Virginia.

News Broadcasts

In English:

6:30 6:45 a.m., 10:30-10:45 a.m.

2:30 2:45 p.m., 4:15-4:20 p.m.

In French:

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

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

a.m., 12:30-12:45 p.m.

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

3:30 3:45 p.m.

In German:

7:00-7:15 a.m., 7:15-7:30 a.m.

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

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

p.m.

4:00 4:15 p.m.

In Italian:

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

12 noon-12:15 p.m., 12:15-12:30

p.m.

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

In Polish:

12:45-1:00 p.m., 3:45-4:00 p.m.

In Serbo-Croatian:

9:45-10:00 a.m., 2:45-3:00 p.m.

In Dutch:

1:45-2:00 p.m.

In Swedish:

9:30-9:45 a.m., 1:30-1:45 p.m.

In Turkish:

11:30-11:45 a.m.

In Arabic:

11:45 a.m. 12 noon

News Broadcasts

News in Spanish:

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

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

11:00-11:15 p.m.

News in Portuguese:

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

7:45-8:00 p.m., 9:30 9:45 p.m.

News in English:

6:00-6:15 p.m., 10:00-10:15 p.m.

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

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

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE

WCBX New York

WCRC New York

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA

WCBX New York

WCRC New York

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 1: Dr. Louis Finkelstein of the Jewish Theological Seminary, Dr. Frederick Brown Harris of the Foundry Methodist Church, and Chief of Chaplains William R. Arnold of the War Department spoke on the "Day of Prayer" program, 6:30-6:45 p.m.

JANUARY 3: Secretary of Labor Frances Perkins discussed "Labor and Production", 10:15-10:30 p.m.

JANUARY 4: Secretary of the Treasury Henry Morgenthau, Jr., spoke from his office in the Treasury Department, 7:15-7:30 p.m.

JANUARY 4: Rep. Oscar Youngdahl, Minnesota Republican, talked about "National Unity", 7:15-7:30 p.m.

JANUARY 7: His Grace, the Archbishop of York (Anglican), opened a series of talks by American and British religious leaders on "The Underlying Spiritual Issues of the Present Crises and the Attitude of the Church", 4:15-4:30 p.m.

JANUARY 8: Jesse Jones, United States Secretary of Commerce, spoke on "The Importance of Health to American Business", under the auspices of the Committee for the Celebration of the President's Birthday, 6:30-6:45 p.m.

JANUARY 10: Senator Claude Pepper spoke in connection with the 22nd Anniversary of the date on which the Covenant of the League of Nations came into effect, 10:15-10:30 p.m.

JANUARY 11: Mrs. Ralph G. Wright, chairman of the Girl Scout National Executive Committee, conducted a discussion of "Girl Scouting in Defense", 1:30-1:45 p.m.

JANUARY 11: Paul Robeson, Herbert Agar, Mrs. Franklin D. Roosevelt, and Burgess Meredith appeared in a "Salute to Negro Troops" under the auspices of Fight for Freedom, Inc., 11:15-11:30 p.m.

JANUARY 14: Dr. Luther A. Weigle, President of the Federal Council of Churches of Christ in America and Dean of the Yale Divinity School, was the second speaker in the series of talks by American and British religious leaders, 4:15-4:30 p.m.

JANUARY 16: Mrs. Franklin D. Roosevelt spoke on "Children's Camping as I See It" for the American Camping Association, New York Section, 3:30-3:45 p.m.

JANUARY 17: Wendell L. Willkie and Governor Dwight P. Griswold of Nebraska spoke at the Annual Luncheon of the Women's National Republican Club, 2:30-3:00 p.m.

JANUARY 17: James M. Landis, former Dean of Harvard Law School, spoke for the first time since his appointment as Executive Director of Office of Civilian Defense, 10:15-10:30 p.m.

JANUARY 18: Keith Morgan and Basil O'Connor, of the Committee for the Celebration of the President's Birthday, made an appeal for "The Stamping Out of Infantile Paralysis", 7:15-7:30 p.m.

JANUARY 19: Dr. H. J. Van Mook, Lieutenant Governor, Netherlands East Indies, reported on the war in the East Indies under the auspices of the Institute of Pacific Relations, 10:30-10:45 p.m.

JANUARY 20: Merle Oberon, Ted Straeter, Barry Wood, Bea Wain, Mullen Sisters, and Harry Brandt appeared in a "March of Dimes" program under the auspices of the Committee for the Celebration of the President's Birthday, 4:30-4:45 p.m.

JANUARY 20: Clark M. Eichelberger, Director of Citizens for Victory, Rear Admiral Harry E. Yarnell and Paul V. McNutt spoke on the "Citizens for Victory" program, 10:15-10:30 p.m.

JANUARY 21: R. G. Clarkson, Vice President of the Federal Loan Bank of New York, spoke on: "National Thrift Week", 3:30-3:45 p.m.

JANUARY 21: The Most Reverend Thomas Williams, Archbishop of Birmingham (Catholic), discussed the topic "What Sort of a World Do We Want to Create After the War?", 4:15-4:30 p.m.

JANUARY 22: Wendell Willkie and R. G. Casey, Australian Minister to the United States, spoke at the opening of the new Freedom House headquarters in New York City, 11:15-11:30 p.m.

JANUARY 23: Mel Allen, Mrs. Lou Gehrig, Joe Di Maggio and Bill Corum spoke under the auspices of the Sports Division of the Committee for the Celebration of the President's Birthday, 11:15-11:30 p.m.

JANUARY 24: James B. Carey, secretary and treasurer of the C.I.O., spoke on "Labor Accepts the President's Call" for increased war production, with George Meany, secretary and treasurer, A. F. of L., Matthew Woll, second vice-president, A. F. of L., and Emil Rieve, vice-president, C.I.O., 10:15-10:45 p.m.

JANUARY 24: Mrs. Henry A. Wallace and Mrs. J. L. Whitehurst discussed "Women in the Lobby" under the auspices of the General Federation of Women's Clubs, 1:45-2:00 p.m.

JANUARY 26: At the Annual Conference of Congregational Christian Churches, Dr. Douglas Horton, Dr. Boynton Merrill, and Dr. Robert C. Calhoun delivered talks on "The Task of the Church in Wartime", 3:15-3:30 p.m.

JANUARY 27: Mrs. Estelle Sternberger, executive director of World Peaceways, Inc., urged in a talk "Win the Peace" that we study plans for the world after the war, 10:15-10:30 p.m.

JANUARY 28: Henry Pratt Fairchild, chairman Department of Sociology, N.Y.U., discussed "International Migration as a Phase of the Post War Population Problem", 3:15-3:30 p.m.

JANUARY 28: Dr. David de Sola Pool, Rabbi of New York's Spanish and Portuguese Synagogue, concluded the series of talks by American and British religious leaders with a further discussion of "What Sort of a World Do We Want to Create After the War?", 4:15-4:30 p.m.

JANUARY 31: W. P. Witherow, president of the National Association of Manufacturers and John G. Pew, president of the Sun Shipbuilding Company, spoke on "Industry is Responding to the Call for Increased War Production", 10:15-10:30 p.m.

SPECIAL EVENTS

JANUARY 1: Traditional New Year's Eve celebrations were described by announcers stationed in New York, Chicago, Denver and Los Angeles. Each of these descriptions was followed by a different topnotch dance orchestra, 12:00 mid.-4:00 a.m.

JANUARY 6: President Roosevelt addressed the Joint Session of Congress and the People of the United States. He reported on "The State of the Nation", 12:15-1:00 p.m.

JANUARY 11: "Diamond Jubilee", written by Gerald Holland and presented by the Committee for the Celebration of the President's Birthday, dramatized stories of America's great Presidents, 7:15-7:30 p.m.

JANUARY 14: From the deck of the naval auxiliary ship, the Lafayette, being converted from the luxury liner Normandie, John Daly described the work in progress and interviewed Lieutenant Commander L.C. Scott and several workmen, 3:30-3:45 p.m.

JANUARY 18: Dr. Abba Hillel Silver, National Chairman of the United Jewish Appeal, discussed "Palestine and the War"

before the National Conference for Palestine, 12:15-12:30 p.m.

JANUARY 19: From Camp Lee, Richmond, Virginia, Lieutenant Victor Lee Cary and Major General James E. Edmonds participated in a commemoration of the birth of General Robert E. Lee, 3:30-3:45 p.m.

JANUARY 20: Brigadier General John C. McDonnell and Phillips A. Turnbull launched the 1942 Finance Drive of the Boy Scouts of Greater New York at the Reveille Breakfast at the Waldorf-Astoria Hotel, 8:20-8:30 a.m.

JANUARY 21: Kate Smith, Ted Collins, and a distinguished cast dramatized "The Man Without a Country" for the American Red Cross, 7:30-8:00 p.m.

JANUARY 24: Governor Harold E. Stassen, of Minnesota, Mayor John McDonough, of St. Paul, and "King Boreas Rex VIII" broadcast from St. Paul's traditional Winter Carnival, 4:00-4:15 p.m.

JANUARY 25: Ethel Barrymore, Alexander Woollcott, Orson Welles, and Alexander Semmler's Orchestra appeared in a special broadcast for the American Red Cross, 1:30-2:00 p.m.

JANUARY 30: The Radio Division of the Committee for the Celebration of the President's Birthday presented a program, on which President Roosevelt appeared, in connection with the President's Diamond Jubilee Birthday Celebration, 11:15-12:15 a.m.



THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building
St. Louis • 625 Second Avenue, South, Minneapolis • Wilder Building, Charlotte, North
Carolina • Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel,
San Francisco • 84 Hallam Street, W.1, London • Cable address, Columbia, New York