



CBS PROGRAM BOOK • FEBRUARY, 1939

Radio makes "better neighbors" in South America. CBS inaugurates a comprehensive, new American program service by short-wave. See pg. 43



FEBRUARY, 1939

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THE COLUMBIA

WABC Local Sponsored Programs: listed on page 23

NEARLY five *billion* dollars are spent each year by the fourteen and a half million people in WABC's daytime primary listening area. In this — the world's largest market — WABC is the *best known* and *best liked* station because it carries (with very few exceptions) every Columbia Network program described on the following pages. In addition to its brilliant network schedule, WABC has CBS-created *local* programs, with ready-built audiences, available now for *local* sponsorship. A list of current WABC sponsors is given on pages 23 and 24. Would you like to know *why* these advertisers selected WABC? (A reply card is bound into the back of the book.)



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THE COLUMBIA PROGRAM BOOK

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THE COLUMBIA BROADCASTING SYSTEM

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

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AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobacco Roi-Tan Cigars
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin
A. S. BOYLE COMPANY	Hill's Nose Drops

PROGRAM	TIME	AGENCY	ON AIR
The Romance of Helen Trent <i>Serial drama</i> (See also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	269 Weeks
Our Hit Parade Mark Warnow's Orchestra, Tony Ross, Raymond Scott's Septet, Kay Lorraine and the Kingsmiths <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC	Lord & Thomas	144 Weeks
Meet the Gnomes with Lew Lehr <i>Music and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
Sophie Tucker and Her Show <i>Musical</i>	Mon., Wed., Fri. 6:45-7:00 p.m. <i>Rebroadcast</i> Mon., Wed., 12:30-12:45 a.m.; Fri., 1-1:15 a.m. ORIGINATES: WABC	Lord & Thomas	
Our Gal, Sunday <i>Serial drama</i> (See also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	105 Weeks
Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Dramatic</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	386 Weeks
The Romance of Helen Trent <i>Serial drama</i> (See also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	194 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
CALAVO GROWERS OF CALIFORNIA	Calavos
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" preparations
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave Concentrated Super Suds

PROGRAM	TIME	AGENCY	ON CBS
etcher Wiley	Thursday 12:45-1:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	4 Weeks
rst Nighter with Barbara Luddy and s. Tremayne <i>Drama at the "Little Theater off Times Square"</i>	Friday 8:00-8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	53 Weeks
ampbell Playhouse rson Welles, director: and guest stars <i>Dramatizations</i>	Friday 9:00-10:00 p.m. ORIGINATES: WABC	Ward Wheelock Company	217 Weeks
r. Christian arring Jean Hersholt <i>Dramatic</i>	Tuesday 10:00-10:30 p.m. ORIGINATES: KNX	McCann-Erickson, Inc.	43 Weeks
Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	152 Weeks
Colgate Ask-It Basket on McWilliams, M.C. <i>Questions and answers</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	93 Weeks
Lang Busters <i>Police-file dramatizations</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC		151 Weeks
Myrt and Marge <i>Sitral drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 1:15-4:30 p.m. ORIGINATES: WABC		152 Weeks

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>	Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
DUART MANUFACTURING COMPANY	"Creme of Milk" Face Cream Lotion, Lipstick, etc.
E. I. DU PONT DE NEMOURS & COMPANY	Institutional Advertising
ETHYL GASOLINE CORP.	"Ethyl" Gasoline

PROGRAM	TIME	AGENCY	ON CBS
Altop House Starring Bess Johnson <i>Dramatic serial</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	155 Weeks
Stepmother <i>Dramatic serial</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	93 Weeks
The Wonder Show Starring Jack Haley, Lucille Ball, Virginia Verrill, Artie Auerbach and Ted Fio-Rito's Orchestra <i>Music and comedy</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX	Benton & Bowles, Inc.	202 Weeks
Letty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC		
Chancellor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	214 Weeks
Human Interest	Sunday 2:30-3:00 p.m. PST ORIGINATES: KSFO	Erwin, Wasey & Co.	3 Weeks
Cavalcade of America Thomas Chalmers, narrator; Paul Ruysdael, commentator; The Voorhees' Orchestra and dramatic cast	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	151 Weeks
One-Up Time Starring Walter O'Keefe, The Kostelanetz's Orchestra, and Thompson's Rhythm Singers Guest stars <i>Musical variety</i>	Thursday 10:00-10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	3 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<p>EUCLID CANDY COMPANY OF CALIFORNIA, INC.</p>	<p>Confectionery</p>
<p>FORD MOTOR COMPANY</p>	<p>Ford Lincoln Lincoln Zephyr</p>
<p>GENERAL FOODS CORPORATION</p>	<p>Sanka Coffee</p> <p>Huskies</p> <p>Calumet Baking Powder Swans Down Cake Flour</p> <p>Post Toasties</p>

+ Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	WEEKS
noX Manning <i>Commentator</i>	†Monday 5:30-5:45 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	63 Weeks
Sunday Evening Hour Ford Symphony Orchestra and chorus, Wilfred Pelletier, con- ductor*. <i>Guest Soloists:</i> FEB. 5: Richard Crooks FEB. 12: Robert Casadesus FEB. 19: Lily Pons FEB. 26: John Charles Thomas <i>Symphonic music, and talks by</i> <i>W. J. Cameron</i> Beg. Feb. 26, Eugene Ormandy will be guest conductor.	Sunday 9:00-10:00 p.m. ORIGINATES: WJR	N. W. Aver & Son, Inc.	253 Weeks
Life, the People with Gabriel Heatter. Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	206 Weeks
Joe Penner with Dick Ryan. Gay Seabrooke, Company Lane. Margaret Brayton, Guy Atwell, Lillian Randolph, Joe Forte and Ben Pollack's Orchestra <i>Comedy and music</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 8:30-9:00 p.m. ORIGINATES: KNX	Benton & Bowles, Inc.	
Late Smith Hour with Abbott and Costello, comedians; "The Aldrich Family," comedy serial, Ted Straeter Choir, Jack Miller's Orchestra and guest stars <i>Variety show</i>	Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30-12:30 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
Joe E. Brown with Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Harry Sosnik's Orchestra <i>Comedy and music</i>	Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. ORIGINATES: KNX	Benton & Bowles, Inc.	

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CBS SPONSORED PROGRAMS

GENERAL FOODS CORPORATION <i>Continued</i>	La France Satina Diamond Crystal Salt Postum
GENERAL MILLS, INC.	Institutional Advertising Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ORIGINS
Mary Margaret McBride <i>Radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	206 Weeks
Kate Smith—Noonday Chats <i>News and features</i>	Tues, Thurs. Sat. 12:00-12:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	
Sam and Abner <i>Comedy sketches</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNY	Young & Rubicam, Inc.	
Kaltenborn Comments <i>News</i>	Sunday 10:30-10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	446 Weeks
The Grouch Club with Jack Lescoulie <i>Comedy</i>	†Tuesday 9:30-10:00 p.m. PST ORIGINATES: KNY	Blackett-Sample-Hummert, Inc.	
Screen Guild Show with screen stars as guests: George Murphy, MC. and Oscar Bradley's Orchestra <i>Variety and drama</i>	Sunday 7:30-8:00 p.m. ORIGINATES: KNY	Young & Rubicam, Inc.	260 Weeks
Honolulu Bound starring Phil Baker, "Bottle", Andrews Sisters and Eddie DeLange's Orchestra <i>Comedy, musical</i>	Saturday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	3 Weeks
It Can Be Done Edgar A. Guest, poet-philosopher, presenting dramatized lives of famous guests <i>Poetry and drama</i>	Wednesday 10:00-10:30 p.m. <i>Beg. Feb. 22:</i> 10:30-11 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	57 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros. Wm. Rogers & Son
KELLOGG COMPANY	Kellogg's Corn Flakes
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso

PROGRAM	TIME	AGENCY	ON CBS*
Golden Hour, Nancy James Co-starring Barbara Weeks and Fred Wever <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. ORIGINATES: WABC	Lord & Thomas	83 Weeks
Silver Theater Conrad Nagel, narrator-director. With guest stars of stage and screen <i>Dramatic</i>	Sunday 6:00-6:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	66 Weeks
Lowie Wing <i>Aviation Adventure</i>	Mon. thru Fri. 6:15-6:30 p.m. <i>Rebroadcast</i> 8:15-8:30 p.m. ORIGINATES: WABC	J. Walter Thompson Company	41 Weeks
Our Gal, Sunday <i>Serial drama</i> (See also ANACIN COMPANY)	Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	372 Weeks
Guy Lombardo and his Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WABC	Lord & Thomas	269 Weeks
Grand Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	83 Weeks
The Lux Radio Theatre With stars of stage and screen <i>Drama; Cecil B. DeMille, director</i>	Monday 9:00-10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	167 Weeks
Big Town Starring Edward G. Robinson, Claire Trevor <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 a.m. ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	132 Weeks

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in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
LEVER BROTHERS COMPANY <i>Continued</i>	Lifebuoy Rinso Spry
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
P. LORILLARD COMPANY	Old Gold Cigarettes
McKESSON & ROBBINS, INC.	Calox Toothpaste Solidified Albolene

PROGRAM	TIME	AGENCY	ON CBS
Olson Show with Martha Raye, Parkyakarkus, and Gluskin's Orchestra, Guest Stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: KXN	Ruthrauff & Ryan, Inc.	132 Weeks
Big Sister with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC		125 Weeks
Aunt Jenny's Real Life Stories <i>Dramatic</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC		107 Weeks
Paul Whiteman and his Orchestra, with Joan Edwards, Modernaires and Fred Uttal <i>Musical Variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	316 Weeks
Burns and Allen with Frank Parker, Ray Noble's Orchestra and Paul Douglas <i>Comedy and music</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: KXN		
Melody and Madness with Robert Benchley, Artie Shaw and his Orchestra and Dick Todd, baritone <i>Variety</i>	Sunday 10:00-10:30 p.m. ORIGINATES: WABC	Lemen & Mitchell, Inc.	221 Weeks
Grace Jordan, Girl Interne <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	66 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
MENNEN COMPANY	Mennen drug products
NOXZEMA CHEMICAL COMPANY	Noxzema
PENICK & FORD, LTD.	My-T-Fine Dessert
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	WEEKS
The People's Vote with Sam Hayes	†Monday 8:00-8:15 p.m. PST ORIGINATES: KNX	H. M. Kieseletter Advertising Agency	31 Weeks
Professor Quiz with Bob Trout	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: ON TOUR	Ruthrauff & Ryan, Inc.	39 Weeks
The Mighty Show <i>Big-top drama</i>	Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	17 Weeks
Doc Barclay's Daughters <i>Serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	65 Weeks
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor and Gustav Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:30-10:00 p.m. ORIGINATES: WABC	Gardner Advertising Company	274 Weeks
Mary Lee Taylor Home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra. Dramatized Short Stories, Floyd Sherman, Walter Kinney, Genevieve Rowe, "Beverly", Glenn Cross, Ray Bloch's Sing 14 <i>Variety and dramatic interludes</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC	The Biow Company, Inc.	125 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCTS
<p>THE PROCTER & GAMBLE COMPANY</p>	<p>Oxydol</p> <p>Ivory</p> <p>Chipso</p> <p>Crisco</p> <p>Drene</p>
<p>RALSTON PURINA COMPANY</p>	<p>Cereal products</p>
<p>R. J. REYNOLDS TOBACCO COMPANY</p>	<p>Camel Cigarettes</p> <p>Prince Albert Smoking Tobacco</p>
<p>RIO GRANDE OIL, INC.</p>	<p>Petroleum Products</p>

† Columbia Pacific Network Only
 †† Columbia California Network Only

PROGRAM	TIME	AGENCY	ON AIR
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	218 Weeks
Life Can Be Beautiful <i>Serial drama</i>	1:15-1:30 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life <i>Serial drama</i>	1:30-1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
This Day Is Ours <i>Serial drama</i>	1:45-2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Jimmie Fidler <i>Hollywood commentator</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 10:30-10:45 p.m. ORIGINATES: KNX	H. W. Kastor & Sons	
The Inside Story <i>Musical, dramatic</i>	†Thursday 8:00-8:30 p.m. PST ORIGINATES: WBBM	Gardner Advertising Company	9 Weeks
Eddie Cantor's Camel Caravan with Bert Gordon, Sid Fields and Edgar Fairchild's Orchestra <i>Comedy and music</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: KNX	William Esty & Company, Inc.	292 Weeks
Benny Goodman's Orchestra with Johnny Mercer, singer <i>Music and guests</i>	Tuesday 9:30-10:00 p.m. ORIGINATES: ON TOUR		
Calling All Cars <i>Police file dramatizations</i>	††Friday 7:30-8:00 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	104 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
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WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	WEEKS
Want A Divorce <i>Dramatic</i>	†Thursday 9:30-9:45 p.m. PST ORIGINATES: KSFQ	Emil Brisacher and Staff	16 Weeks
Texaco Star Theater Ken Murray, MC; Charlie Ruggles, Frances Langford, Ned Sparks, Kenny Baker, Texaco Star Chorus, Jimmy Wallington, David Broek- man's Orchestra <i>Musical, variety, dramatic</i>	Wednesday 9:00-10:00 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	95 Weeks
Raymond Paige's 19 Men and a Girl <i>Musical</i> (Starts Feb. 22)	Wednesday 10:00-10:30 p.m. ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	26 Weeks
Model Minstrels Pick and Pat in Pipe Smoking Time, with Double Quartet and orchestra <i>"Blackface" comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC	Arthur Kudner, Inc.	192 Weeks
Gateway to Hollywood <i>Motion-picture talent quest</i>	Sunday 6:30-7:00 p.m. ORIGINATES: KNX	Frances Hooper Advertising Agency	349 Weeks
Scattergood Baines <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 5:00-5:15 p.m. ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

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

WABC SPONSORED PROGRAMS

CLIENT	PRODUCT
BOSCO COMPANY	Bosco (Milk Amplifier)
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LIGGETT DRUG COMPANY, INC.	Fountain Service
MELVILLE SHOE COMPANY	Thom Mc An Shoes
OLSON RUG COMPANY	Olson Rugs
PETER PAUL, INC.	Mounds Candy Bars

PROGRAM	TIME	AGENCY	ON WABC*
5 P. News	Mon. thru Sat. 9:25-9:30 a.m.	Kenyon & Eckhardt, Inc.	Starts Feb. 6
Home Signals	Mon. thru Sun. 10 Times daily	The Biow Company	491 Weeks
Condensed News	Mon. thru Sat. 6:00-6:05 p.m.	Ward Wheelock Company	3 Weeks
We're Steppin' Along with Huelick, MC; Jimmy Shields, MC; Ed Smalle's "Enna-Jettick even" and D'Artega's Orchestra	Saturday 9:30-10:00 p.m.	Marschalk & Pratt, Inc.	Starts Feb. 18
The Morning Almanac, hosted by Phil Cook	Tues., Thurs., Sat. 7:30-7:45 a.m.	Neff-Rogow, Inc.	4 Weeks
Children's Hour	Sunday 10:30-11:30 a.m.	The Clements Company	408 Weeks
Richard Maxwell, a philosopher	Tues., Thurs., Sat. 9:00-9:15 a.m.	Wm. Esty & Co., Inc.	42 Weeks
The Morning Almanac, hosted by Phil Cook	Mon., Wed., Fri. 7:30-7:45 a.m.	Neff-Rogow, Inc.	3 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	9 Weeks
Tune for the Day	Mon., Wed., Fri. 8:05-8:10 a.m.	Presba, Fellers & Presba, Inc.	2 Weeks
Activities in the News	Mon. thru Sat. 8:00-8:05 a.m.	Platt-Forbes, Inc.	16 Weeks

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

CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for February are planned within a triple frame of *Interest, Timeliness, and Balance*. This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

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

1. PUBLIC AFFAIRS Page 26
2. DRAMATIC SERIES Page 27
3. SPECIAL EVENTS Page 29
4. EDUCATIONAL PROGRAMS Page 30
5. SERIOUS MUSIC Page 34
6. CHILDREN'S PROGRAMS Page 38
7. RELIGIOUS BROADCASTS Page 39
8. PERSONALITIES Page 40
9. LIGHT MUSIC Page 41
10. SOUTH AMERICAN PROGRAMS Page 43
- ADDENDA: JANUARY PROGRAMS Page 45

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p>Herbert Hoover 10:30-11:00 p.m. WEDNESDAY, FEBRUARY 1</p>	<p>Former President Herbert Clark Hoover speaks before The Council on Foreign Relations, at the Hotel Stevens, Chicago.</p>
<p>Dr. G. I. Kheiralla 6:15-6:30 p.m. SATURDAY, FEBRUARY 4</p>	<p>Dr. G. I. Kheiralla, secretary-general of the Arab National League, presents the Arabian side of the Palestine controversy.</p>
<p>Representative Celler 10:45-11:00 p.m. SATURDAY, FEBRUARY 4</p>	<p>"Conspiracy Against the Consumer" is the answer of Representative Emanuel Celler (D) of New York to Patman's anti-chain store bill.</p>
<p>Mrs. Carmel Snow 5:00-5:15 p.m. MONDAY, FEBRUARY 6</p>	<p>Mrs. Carmel Snow, editor of <i>Harper's Bazaar</i>, in Paris for the fashion shows, tells "The Whole Story of the New Paris Fashions."</p>
<p>Mrs. Roosevelt 10:45-11:00 p.m. TUESDAY, FEBRUARY 21</p>	<p>Mrs. Franklin D. Roosevelt addresses the American Youth Congress, meeting in the Murray Hill Hotel, New York.</p>
<p>Dr. John A. Sexson 10:45-11:00 p.m. TUESDAY, FEBRUARY 28</p>	<p>"The Foundations of Education" is the subject of Dr. John A. Sexson, president of the American Association of School Administrators, at their Cleveland convention.</p>
<p>Saluting the World's Fair 1:30-2:00 p.m. EACH SUNDAY</p>	<p>The rulers and heads of seventeen nations join in a weekly series of salutes to the New York World's Fair 1939. The schedule for February: FEBRUARY 5: Canada. FEBRUARY 12: Rumania. FEBRUARY 19: Norway. FEBRUARY 26: Belgium.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p>Current Questions Before Congress <i>The Senate</i>—5:00-5:15 p.m. EACH TUESDAY <i>The House</i>—5:00-5:15 p.m. EACH THURSDAY</p>	<p>Leading members of the Senate and of the House of Representatives discuss, in separate weekly broadcasts, current legislation and business under consideration by their bodies. Speakers are selected for their special knowledge of the issues involved.</p>
<p>"Today" with Bob Trout 6:30-6:45 p.m. MONDAY THRU SATURDAY</p>	<p>Bob Trout, Columbia's ace reporter, tells the story of what's going on in the world "Today" in his daily news broadcasts.</p>
<p>Capitol Opinions 10:45-11:00 p.m. EACH SATURDAY AND SUNDAY</p>	<p>Members of Congress and government officials participate in these discussions of problems of national interest. The programs originate at WJSV, Columbia's station in Washington.</p>
<p>Men Against Death 2:00-2:30 p.m. EACH SATURDAY EXCEPT FEBRUARY 18</p>	<p>The heroes of Paul de Kruif's well-known books are brought to life in dramas presented in association with the Federal Theater's Radio Division. Brewster Morgan directs. Lawrence Bearson adapts, Charles Paul is organist. FEBRUARY 4: Schaudinn—The Pale Horror. FEBRUARY 11: Wagner-Jauregg—The Friend or the Foe. FEBRUARY 25: McCoy—Should Generals Die in Bed?</p>
<p>Four Corners Theater 10:30-11:00 p.m. EACH SATURDAY</p>	<p>Drama which has played to America's rural audiences in more performances than the greatest Broadway hits is featured on the stage of Columbia's <i>Four Corners Theater</i>, produced by Earle McGill.</p>

DRAMATIC SERIES

**DRAMATIC
SERIES**

PROGRAM AND TIME	DESCRIPTION
<p>The Columbia Workshop 10:30-11:00 p.m. EACH MONDAY</p>	<p><i>The Columbia Workshop</i>, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques.</p> <p>FEBRUARY 6: "The Time Capsule," written and directed by William N. Robson.</p> <p>FEBRUARY 13: "The Nine Prisoners," adapted by Bryan Byrne from a story by William March. Earle McGill directs.</p> <p>FEBRUARY 20: "Jury Trial," an original drama by James and Elizabeth Hart, directed by Mr. Robson.</p> <p>FEBRUARY 27: "The Winged Victory," an original drama by David Redstone, directed by Brewster Morgan.</p>
<p>Ray Collins in "County Seat" 7:00-7:15 p.m. MONDAY THRU FRIDAY</p>	<p>Ray Collins, one of radio's foremost actors, stars in this new dramatic series as "Doc" Hackett, small town druggist. The story of "County Seat," written by Milton Geiger and directed by Norman Corwin, delineates a character who has a genius for getting tangled up in the lives of people who cross his path.</p>
<p>Norman Corwin's "Words Without Music" 5:00-5:30 p.m. SUNDAY, FEBRUARY 5 2:30-3:00 p.m. SUNDAYS, BEG. FEBRUARY 19</p>	<p><i>Words Without Music</i> was introduced in a Columbia Workshop performance. Directed by Norman Corwin, these unusual programs experiment with the drama of words and aim to vitalize poetry for a larger audience.</p> <p>FEBRUARY 5: "The Ballad of the Three Sons," by Amanda Benjamin Hale.</p> <p>FEBRUARY 12: No program.</p> <p>FEBRUARY 19: "They Fly Through the Air With the Greatest of Ease," an original verse-satire by Mr. Corwin.</p>

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>Lincoln's Birthday Program 2:30-3:00 p.m. SUNDAY, FEBRUARY 12</p>	<p>The American Legion pilgrimage to Lincoln tomb in Springfield, Ill., is headed by National Commander Stephen F. Chadwick and Mr. James Morris, National President of the Women's Auxiliary. From New York Raymond Massey, introduced by Elmer Rice, reads Lincoln's farewell address to his constituents before he left for Washington to become President.</p>
<p>San Francisco World's Fair 3:00-4:00 p.m. SATURDAY, FEBRUARY 18</p>	<p>The San Francisco World's Fair opens ahead of its eastern rival, with a description of the various ceremonies from Treasure Island. The official opening is made by President Roosevelt in a speech from Washington.</p>
<p>Rollins College Magazine Preview 5:00-5:30 p.m. SUNDAY, FEBRUARY 19</p>	<p>A preview of the celebrated "animated magazine" of Rollins College, in which leaders in the arts, sciences, business and professional worlds speak, is held in Columbia's studios. The actual event occurs on February 26, Winter Park, Florida.</p>
<p>Flamingo Stakes 4:15-4:45 p.m. SATURDAY, FEBRUARY 25</p>	<p>The Flamingo Stakes, richest three-year-old race of the Florida season, is described by Bryan Field, Columbia's turf reporter.</p>
<p>Brotherhood Program 5:00-5:30 p.m. SUNDAY, FEBRUARY 26</p>	<p>The National Conference of Jews and Christians, holds its annual program, with scenes from "The American Way," starring Fred March and Florence Eldridge, and speech and music.</p>

**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>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. 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. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
LYMAN BRYSON, chairman	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
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ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p>Americans at Work 7:00-7:30 p.m. EACH SATURDAY</p>	<p>Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The February schedule:</p> <p>FEBRUARY 4: The Dressmaker. FEBRUARY 11: The Plumber. FEBRUARY 18: The Silversmith. FEBRUARY 25: The School Teacher.</p>														
<p>The People's Platform 7:00-7:30 p.m. EACH SUNDAY</p>	<p>Columbia presents a novel series in which four typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which solutions to current problems are sought through an exchange of ideas.</p> <p>FEBRUARY 5: "Do We Need a National Health Program?" FEBRUARY 12: "Are Taxes Too High?" FEBRUARY 19: To be announced. FEBRUARY 26: "Propaganda."</p>														

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>Of Men and Books 4:45-5:00 p.m. EACH TUESDAY</p>	<p>Current books and authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University.</p> <p>FEBRUARY 7: Biographies of Longfellow and Goya; autobiography of Edna Ferber.</p> <p>FEBRUARY 14: Three novels by Rachel Field, Mildred Walker and Herbert Krause.</p> <p>FEBRUARY 21: H. E. Wildes' "Valley Forge"; F. Van Wyck Mason's "Three Harbours"; Cyril Harris' "Trumpets at Dawn."</p>
<p>Adventures in Science 7:15-7:30 p.m. EACH THURSDAY</p>	<p>Watson Davis interviews prominent scientists on these programs presented in cooperation with Science Service, Inc.</p> <p>FEBRUARY 2: Professor Enrico Fermi, Nobel Prize winner in Physics, 1938.</p> <p>FEBRUARY 9: Dr. Walter B. Cannon, Harvard "What Strong Emotions Do To Us."</p>
<p>Men Behind the Stars 5:15-5:30 p.m. EACH FRIDAY</p>	<p>The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Prof. William H. Barto Jr. of the Hayden Planetarium, and Hans Christian Adamson of the American Museum.</p> <p>FEBRUARY 3: Fraunhofer.</p> <p>FEBRUARY 10: Bonds (father and son).</p> <p>FEBRUARY 17: Draper, Pickering.</p> <p>FEBRUARY 24: Roemer.</p>
<p>What Price America? 5:00-5:30 p.m. EACH SATURDAY</p>	<p>The story of the natural resources of America—their original abundance, gradual depletion, and present efforts at conservation—is told through dramatizations presented by CBS in cooperation with the U. S. Dept. of Interior.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME

**American School
of the Air**

2:30-3:00 p.m.

MONDAY THRU FRIDAY

DESCRIPTION

THE AMERICAN SCHOOL OF THE AIR is in its eleventh consecutive season on the Columbia Network. The February schedule:

Mondays—Frontiers of Democracy.

FEBRUARY 6: To the Big City.

FEBRUARY 20: The Deserted Village.

FEBRUARY 27: Following the Seasons.

Tuesdays—Music and the Friendly Arts.

FEBRUARY 7: Music and Social Dancing.

FEBRUARY 14: Music and the Ballet.

FEBRUARY 21: Music Inspired by Painting.

FEBRUARY 28: Music That Attempts to Paint.

Wednesdays—New Horizons.

FEBRUARY 1: The Trail of Ancient Man.

FEBRUARY 8: Home of Dragon Bones.

FEBRUARY 15: Islands of Enchantment.

Thursdays—This Living World.

FEBRUARY 2: "National Defense" (broadcast from Richmond Hill High School).

FEBRUARY 9: "Relief and Unemployment" (from Walton Girls' High School).

FEBRUARY 16: "Road to Health Security" (from Seward Park High School).

FEBRUARY 23: "Propaganda" (from Erasmus Hall High School).

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>American School of the Air (Continued)</p>	<p>Fridays—<i>Tales from Far and Near.</i></p> <p>FEBRUARY 3: Phil Stong: "Honk the Moose"</p> <p>FEBRUARY 10: Ruth Sawyer: "Tonio Antonio"</p> <p>FEBRUARY 17: Erick Berry: "Girls in Africa"</p> <p>FEBRUARY 24: Kate Seredy: "The Good Master"</p>
<p>Highways to Health 4:00-4:15 p.m. EACH TUESDAY 4:30-4:45 p.m. TUESDAY, FEBRUARY 14</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. Isaac Galdston, executive secretary of the Medical Information Bureau, is in charge.</p> <p>FEBRUARY 7: Dr. Alexander T. Martin, Director of Diseases of Children, Roosevelt Hospital: "Crippled Children Who Do Not Limp"</p> <p>FEBRUARY 14: Dr. Jesse A. Tolmech, Associate Dermatologist, Beth Israel Hospital: "Athlete's Foot."</p>
<p>"Americans All—Immigrants All" 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This new series dramatizes the outstanding contributions made by all races in building the America of today. John W. Studebaker, Commissioner of Education, supervises and Gilbert Seldes prepares the scripts.</p> <p>FEBRUARY 5: Jews in America.</p> <p>FEBRUARY 12: Slavs in America (I).</p> <p>FEBRUARY 19: Slavs in America (II).</p> <p>FEBRUARY 26: Orientals in America.</p>

SERIOUS
MUSIC

PROGRAM AND TIME

New York Philharmonic-
Symphony Orchestra

3:00-5:00 p.m.

EACH SUNDAY

DESCRIPTION

The New York Philharmonic-Symphony Orchestra is now playing its ninth consecutive season as an exclusive Columbia Network feature. John Barbirolli, brilliant young English conductor, directs the concerts. Deems Taylor, Columbia's Music Consultant, is the program commentator. From Carnegie Hall this month:

FEBRUARY 5: GEORGES ENESCO, Guest Conductor. *Mozart*: Symphony No. 39; *Deems Taylor*: Suite from the Ballet, "Casanova"; *Debussy*: Prelude to "L'Après-midi d'une Faune"; *Dino Lipatti*: "Chef cu Lautari" ("Merry-making with Fiddlers"); *Enesco*: Symphony No. 1.

FEBRUARY 12: JOHN BARBIROLLI returns as conductor. *Berlioz*: Overture, "The Roman Carnival"; *Rachmaninoff*: Piano Concerto No. 3, WALTER GIESEKING, pianist; *Beethoven*: Symphony No. 3.

FEBRUARY 19: *Weber*: Overture to "Euryanthe"; *Beethoven*: Symphony No. 6; *Saint-Saëns*: Violin Concerto No. 3, MISCHIA ELMAN, violinist; *Tschaikowsky*: Fantasia, "Francesco da Rimini."

FEBRUARY 26: *Sanders*: Little Symphony in G; *Schumann*: Piano Concerto in A minor, EDUARDO DEL PUEYO, pianist; *Brahms*: Symphony No. 4.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Curtis Institute of Music 3:00-4:00 p.m. EACH MONDAY</p>	<p>The Curtis Institute of Music is presenting a series of thirty Monday concerts in its tenth consecutive season on CBS. Distinguished faculty members and students perform. Chamber music groups are directed by Dr. Louis Baillet and the Curtis Symphony Orchestra is conducted by Fritz Reiner. A new feature is musical commentary by students of the Institute.</p>
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY EXCEPT FEBRUARY 14</p>	<p>Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Ross, soprano; Ruth Carhart, contralto; Mort Sahl, tenor; and Hubert Hendrie, baritone.</p>
<p>Cincinnati Symphony Children's Concert FEBRUARY 14, 3:30-4:30 p.m.</p>	<p>Eugene Goosens directs the Cincinnati Symphony Orchestra in the fourth of five Tuesday young people's concerts.</p>
<p>"Music for Fun" 5:00-5:30 p.m. EACH TUESDAY</p>	<p>Music designed to please younger listeners as well as the family group is presented on this series under the direction of Howard Barlow. Children appear on each program to express their reactions to the music, with William Spier acting as interviewer.</p>
<p>Keyboard Concerts 3:00-3:30 p.m. EACH THURSDAY</p>	<p>Outstanding artists of all the keyboard instruments are presented on these programs.</p> <p>FEBRUARY 2: Jacques Jolas. FEBRUARY 9: Alice Ehlers. FEBRUARY 16: E. Robert Schmitz. FEBRUARY 23: Hall and Gruen.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Columbia Chamber Orchestra 3:30-4:00 p.m. FRIDAY, FEBRUARY 3 AND 10</p>	<p>Howard Barlow, Columbia's noted conductor, leads the Columbia Chamber Orchestra on Fridays. On February 3, Cadman's "American Suite" and Wolf-Ferrari's "Serenade." On February 10, a Scarlatti suite, six Italian dances and a Mozart Fantasia (K. 608).</p>
<p>United States Army and Marine Bands 3:00-3:30 p.m. EACH THURSDAY AND FRIDAY</p>	<p>Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army Band. On occasion the Marine Band alternates with Friday programs.</p>
<p>Cincinnati Conservatory of Music 11:00 a.m.-12:00 noon EACH SATURDAY EXCEPT FEBRUARY 18</p>	<p>The Cincinnati Conservatory of Music presents its fourth season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured each week as soloists.</p>
<p>New York Philharmonic Young People's Concert 11:00 a.m.-12:30 p.m. SATURDAY, FEBRUARY 18</p>	<p>Ernest Schelling conducts the fifth in his series of six young people's concerts by the New York Philharmonic Symphony, broadcast by CBS exclusively.</p> <p>FEBRUARY 18: <i>Bach</i>: Two Bourrées; <i>Haydn</i>: Finale from London Symphony No. 2; <i>Mozart</i>: Overture to "The Marriage of Figaro"; <i>Beethoven</i>: Scherzo from the "Eroica" Symphony; <i>Berlioz</i>: Dance of the Sylphs; <i>Strauss</i>: Till Eulenspiegel; <i>Stravinsky</i>: Selections from the "Firebird Suite."</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Indianapolis Symphony Orchestra 3:00-4:00 p.m. EACH WEDNESDAY</p>	<p>Fabien Sevitzyk conducts the Indianapolis Symphony Orchestra in these hour concerts:</p> <p>FEBRUARY 8: <i>Purcell</i>: Suite in C; <i>Beethoven</i>: Symphony No. 8; <i>Griffes</i>: Pleasure Domes; <i>Kubla Khan</i>; <i>Strauss</i>: Tales from the Vienna Woods; <i>Glinka</i>: Overture to "Russland at Ludmilla."</p> <p>FEBRUARY 15: <i>Handel</i>: Concerto Gross; <i>Mahler</i>: Adagietto, Fifth Symphony; <i>Hadley</i>: Sipapu Dance; <i>Glazounov</i>: Raymonda Suite</p> <p>FEBRUARY 22: <i>Sibelius</i>: Symphony No. 4; <i>Mary Howe</i>: Spring Pastorale; <i>Guerrini</i>: "Trifons."</p>
<p>League of Composers 3:00-3:30 p.m. TUESDAY, FEBRUARY 7</p>	<p>These special concerts, arranged by the League of Composers, feature music by younger American composers. This month a regional broadcast from San Francisco includes the following music:</p> <p>FEBRUARY 7: <i>William Denny</i>: First Movement from String Quartet; <i>John St. Edmunds</i>: Two Songs; <i>Ray Green</i>: Three Children's Pieces for Piano; <i>Domenico Brescia</i>: Eclogue No. 1 for Flute and String Quartet; <i>Henry Cowell</i>: Andante for Strings; <i>Charles Cushing</i>: Third Movement from String Quartet No. 2.</p>

**CHILDREN'S
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>"So You Want to Be—" 5:30-5:45 p.m. EACH WEDNESDAY</p>	<p>Successful persons in all walks of life are the subjects of interviews by youngsters who want to follow in their footsteps. The program is presented with the cooperation of <i>Young America</i> magazine.</p> <p>FEBRUARY 1: Dr. Carl Norcross, Board of Education, and Marie Hess, chief stewardess, United Air Lines—"So You Want to Be in Aviation."</p> <p>FEBRUARY 8: Andrew Reinhard—"So You Want to Be an Architect."</p> <p>FEBRUARY 15: John Carter—"So You Want to Be an Opera Singer."</p> <p>FEBRUARY 22: Edward S. Rudloff, president Citizens' National Bank & Trust, Englewood, N. J.—"So You Want to Be a Banker."</p>
<p>"March of Games" 5:15-5:30 p.m. EACH WEDNESDAY AND FRIDAY</p>	<p>Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross, 14-year-old master of ceremonies and Sybil Trent, 14-year-old "Miss Drum Major" are featured.</p>
<p>"Let's Pretend" 5:15-5:45 p.m. EACH MONDAY AND THURSDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented on a new schedule of twice weekly with a cast of child actors. These dramas have been a Columbia children's feature for eight years.</p>

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 <i>Church of the Air</i> is presenting its 8 consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.</p> <p>FEBRUARY 5: <i>Morning</i>—Rev. Charles Les Glenn, Rector of Christ Church (Episcopal), Cambridge, Mass. <i>Afternoon</i>—Rt. Rev. Edward J. Flanagan, Founder and Director of Father Flanagan's Boys Home, Boys Town, Nebraska</p> <p>FEBRUARY 12: <i>Morning</i>—Rev. Theodore Vogler, Bryn Mawr Community Church (Congregational), Chicago. <i>Afternoon</i>—Rabbi Abraham J. Feldman, Temple Beth Israel, Hartford, Conn.</p> <p>FEBRUARY 19: <i>Morning</i>—Rev. Frederick Meyer, D.D., Fordham Lutheran Church, New York City. <i>Afternoon</i>—Very Rev. Msgr. Joseph W. Keyes, St. James Church (Catholic), Kansas City, Mo.</p> <p>FEBRUARY 26: <i>Morning</i>—Rev. Paul S. Durham, Union Methodist Episcopal Church, St. Louis. <i>Afternoon</i>—Rev. Finis S. Idleman, D.D., Central Church of Disciples of Christ, N. Y. C.</p>
<p>"Wings Over Jordan" 9:00-9:30 a.m. EACH SUNDAY</p>	<p>This program of religious talks and spiritual music is presented by outstanding Negro leaders, educators and a choir of 35 voices.</p>

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>"This Is New York" 8:00-9:00 p.m. EACH SUNDAY</p>	<p>The new CBS variety show. "This Is New York." draws its stars and its material directly from the Big City and brings to the microphone such entertainingly divergent personalities as Mayor LaGuardia, Elsa Maxwell, ex-Mayor James J. Walker, Louis Armstrong and Alexander Woolcott. Deems Taylor is the current master of ceremonies, while Leith Stevens and his orchestra supply the music. The entire show is produced by Ed Gardner, who also appears as "Archie," a heckler.</p>
<p>Irene Beasley's R. F. D. #1 2:15-2:30 p.m. MONDAY THRU FRIDAY</p>	<p>This intimate and informal "one-woman" show of music and homely commentary by Irene Beasley is dedicated to America's farm women. One of the features is the Friday "mectin'-day" with guests and studio audience.</p>
<p>Richard Maxwell 9:00-9:15 a.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>Richard Maxwell presents three programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor.</p>
<p>Major Bowes' Capitol Family 11:30 a.m. 12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist, and Waldo Mayo's Orchestra.</p>
<p>Bob Byron 8:00-8:15 a.m. MONDAY THRU SATURDAY</p>	<p>Bob Byron helps the Columbia audience to waken in a cheerful mood with his songs, whistling and merry banter.</p>

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Saturday Night Swing Club 7:00-7:30 p.m. EACH SATURDAY</p>	<p>With Walter Gross as band director and Allen as swing commentator, the Swing Club guests this month include Benny Goodman, Artie Shaw, Mildred Bailey, Joe Marsala, Wylie and Bob Crosby.</p>
<p>"The Zany Family" 4:15-4:45 p.m. EACH WEDNESDAY</p>	<p>"The Zany Family", a talented group of songwriters, put their family antics on the air, with Charley Austen (Poppa Zany) as m.c., Ruth Carhart, Doris Rhodes, Barry Wood and Mark Warnow's orchestra.</p>
<p>Ray Block's Varieties 4:15-4:45 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p>Al Bernard's Merry Minstrels FRIDAYS, 4:45-5:00 p.m.</p>	<p>A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headline in this field of entertainment, is starred.</p>
<p>Jack Berch 10:30-10:45 p.m. EACH TUESDAY</p>	<p>Jack Berch, Columbia's baritone star, is heard with the Four Clubmen and Leith Stevens and his orchestra in this new weekly program.</p>
<p>National Hillbilly Champions 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Hillbilly music, performed by the nation's leading mountaineer group, Pappy Chesler and the National Hillbilly Champions, is heard every Saturday morning from station KMOX.</p>
<p>"Musical Weekly" 10:30-11:00 p.m. EACH WEDNESDAY</p>	<p>Buddy Clark's "Musical Weekly" features vocalists Wynne, Joe Sodja and Leith Stevens' orchestra and instrumentalists.</p>

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																				
<p>Moods for Moderns 1:30-2:00 p.m. EACH SATURDAY</p>	<p>Lyn Murray, outstanding young conductor, directs these programs of original arrangements of modern music, and features guest soloists and choruses.</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:</p> <table border="0" data-bbox="909 818 1426 995"> <tr> <td>Ruth Carhart</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Ray Heatherton</td> <td>Jack Shannon</td> </tr> <tr> <td>Audrey Marsh</td> <td>Barry Wood</td> </tr> <tr> <td>Doris Rhodes</td> <td>Nan Wynn</td> </tr> </table>	Ruth Carhart	Genevieve Rowe	Ray Heatherton	Jack Shannon	Audrey Marsh	Barry Wood	Doris Rhodes	Nan Wynn												
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<p>Deep River Boys, Eton Boys, Four Clubmen Various hours</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>																				
<p>Dance Orchestras Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for February:</p> <table border="0" data-bbox="909 1482 1426 1924"> <tr> <td>Dick Barrie</td> <td>Herbie Holmes</td> </tr> <tr> <td>Charles Baum</td> <td>Paul Kain</td> </tr> <tr> <td>Ben Bernie</td> <td>Sammy Kaye</td> </tr> <tr> <td>Archie Bleyer</td> <td>Henry King</td> </tr> <tr> <td>Cab Calloway</td> <td>Enoch Light</td> </tr> <tr> <td>Jack Denny</td> <td>Jack Marshard</td> </tr> <tr> <td>Jimmy Dorsey</td> <td>Leighton Noble</td> </tr> <tr> <td>Glen Gray</td> <td>Red Norvo</td> </tr> <tr> <td>George Hamilton</td> <td>Harry Owens</td> </tr> <tr> <td>Little Jackie Heller</td> <td>Ramona</td> </tr> </table>	Dick Barrie	Herbie Holmes	Charles Baum	Paul Kain	Ben Bernie	Sammy Kaye	Archie Bleyer	Henry King	Cab Calloway	Enoch Light	Jack Denny	Jack Marshard	Jimmy Dorsey	Leighton Noble	Glen Gray	Red Norvo	George Hamilton	Harry Owens	Little Jackie Heller	Ramona
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CBS SOUTH AMERICAN PROGRAMS

**SPECIAL CBS
PROGRAMS
SENT TO S. A.**

PROGRAM AND TIME	DESCRIPTION
<p>CBS FOREIGN LANGUAGE SCHEDULE TO SOUTH AMERICA</p>	<p>The Columbia Network's program scheduled to South America, over short-wave stations W2XE (New York) and W3XAU (Philadelphia), consists of programs designed exclusively for South American listeners, as well as selected programs heard over the regular network. The exclusively South American programs are listed below, followed by a list of some of the regular network programs carried to South America by CBS short-wave.</p>
<p>News in Spanish <i>Alberto Zalamea</i> MON. THRU FRI., 6:45-7:00 p.m.</p>	<p>This program of world-wide news events is broadcast in Spanish by Alberto Zalamea, a well-known journalist who is a native of Bogota, Colombia.</p>
<p>News in Portuguese <i>Luis Correa</i> MON. THRU FRI., 7:15-7:30 p.m.</p>	<p>This news program is reported in Portuguese by Luis Correa, native Brazilian journalist for CBS listeners in Brazil.</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 8:30-8:45 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>News in Spanish <i>Americo Lugo-Romero</i> SAT. AND SUN., 6:45-7:00 p.m.</p>	<p>World-wide and cultural news of special interest to central South American listeners is reported twice weekly by Americo Lugo-Romero.</p>

**SPECIAL CBS
PROGRAMS
SENT TO S. A.**

PROGRAM AND TIME	DESCRIPTION
<p>Carmen Castelo's Broadway Column in Spanish FRIDAY, 6:30-6:45 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>Town Hall Concerts, with Spanish Program Notes 8:30-10:30 p.m. FEBRUARY 4 AND 22</p>	<p>By special arrangement with Town Hall, Inc. in New York City, CBS broadcasts concert programs to South America at regular intervals. This month's schedule: FEBRUARY 4: Noemi Bittencourt, soprano. FEBRUARY 22: The New York Philharmonic-Symphony String Quartet.</p>
<p>Popular and Light Music Announced in Spanish MONDAY THRU SUNDAY</p>	<p>Programs of dance music, announced in Spanish, are broadcast several times daily over both W2XE and W3XAU.</p>
<p>New York Philharmonic-Symphony Orchestra, with Spanish Program Notes SUNDAY, 3:00-5:00 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, with program comments announced in Spanish.</p>
<p>Other Program Highlights <i>Various hours</i> MONDAY THRU SUNDAY</p>	<p>SUNDAYS: Church of the Air; Americans All, Immigrants All; Sunday Evening Hour. MONDAYS: Curtis Institute; Radio Theater. TUESDAYS: Current Questions. WEDNESDAYS: Star Theater. THURSDAYS: Major Bowes. FRIDAYS: Orson Welles. SATURDAYS: Prof. Quiz.</p>

**TYPICAL CBS
NETWORK
PROGRAMS
SENT TO S. A.**

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: George H. Davis, president of the U. S. Chamber of Commerce, told "What Business Asks of Congress," 10:45-11 p.m.
- JANUARY 5: Erwin Canham of the *Christian Science Monitor*, analyzed the President's budget message, 2:15-2:30 p.m.
- JANUARY 6 AND 10: Bishop James Hugh Ryan of Omaha and the Rev. Dr. Maurice Sheehy of Catholic University spoke from Rio de Janeiro January 6, 10:45-11 p.m., and from Buenos Aires, January 10, 6:45-7 p.m.
- JANUARY 7: Governor Culbert L. Olson (D) of California, gave his decision pardoning Tom Mooney, 2:30-2:45 p.m.
- JANUARY 11: Dr. Ben M. Cherrington of the State Department, Benjamin Cohen of the Chilean Foreign Office, Dr. Herbert G. Bolton of the University of California, and several American delegates to the first Inter-American Conference on Intellectual Cooperation, discussed the work from Santiago, 6-6:15 p.m.
- JANUARY 12: Erwin Canham analyzed the President's armaments message, 2:15-2:30 p.m.
- JANUARY 13: Paul Reynaud, French Finance Minister, maintained "France Is Sound," 6:45-7 p.m.
- JANUARY 13: The "appeasement" trip of Prime Minister Neville Chamberlain to Premier Mussolini in Italy was described in two broadcasts from Rome. On January 13 Father Delaney described Mr. Chamberlain's visit to Pope Pius XI, 11-11:05 a.m., and Shirer spoke of the Chamberlain-Mussolini meetings, 3-3:15 p.m.
- JANUARY 14: Representative Clarence Cannon (D) of Missouri discussed "The Relief Appropriation," 10:45-11 p.m.
- JANUARY 16: Harry B. Mitchell, president of the U. S. Civil Service Commission, spoke on "Civil Service and Democracy," on the 56th anniversary of the Civil Service law, 5-5:15 p.m.
- JANUARY 17: Dorothy Thompson gave "Re-declaration of American Faith," 6:45-7 p.m.
- JANUARY 20: "What's Next in Europe" was pondered by H. V. Kaltenborn, Maurice Hindus, Edward R. Murrow and Bob Trout with a cable from William L. Shirer in Geneva, 10:45-11 p.m.
- JANUARY 21: Mrs. Franklin D. Roosevelt

proposed "Education in Democracy," 2:30-3:45 p.m.

"The WPA" was the subject of Senator Claude Pepper (D) of Florida, 10:45-11 p.m.

JANUARY 22: Jacques Kayser, vice-president of the French Radical-Socialist party, was interviewed here by Pierre Bedard on "French-Italian Relations," 10:45-11 p.m.

JANUARY 23: Prime Minister Neville Chamberlain spoke from London at the National Service Air Raids Precaution Rally, 1:25-4:40 p.m.

JANUARY 24: Representative Wright Patman (D) of Texas advocated "The Patman Chain Store Bill," 10:45-11 p.m.

JANUARY 27: "Education—the First Line of Defense" was the topic of Dean Carl W. Ackerman of the Columbia School of Journalism, 4:45-5 p.m.

Robert Okin, AP correspondent, speaking from Perpignan, described Barcelona under Franco, 6:05-6:15 p.m.

JANUARY 28: Prime Minister Chamberlain discussed the role of the democracies in the international scene, 4:30-5 p.m.

Charles Foltz, AP correspondent, described the flight of 20,000 refugees from Spain into France, 6:15-6:30 p.m.

Senator Rush D. Holt (D) of West Virginia called "WPA—A Paradise for Bosses," 10:45-11 p.m.

SPECIAL EVENTS

JANUARY 7: The Frances Willard Centenary Celebration began with an informal

round table discussion of her career by Mrs. Ida B. Wise Smith, Mrs. Marion Strader, Miss Celia Howard, Mrs. Catherine Waugh McCullough, Mrs. J. DeForest Richards and Dr. Walter Dill Scott, president of Northwestern University, 2:45-3:15 p.m.

JANUARY 9: The Providence, R. I., Safety Celebration, featured Governor William H. Vanderbilt and Burton Marsh, director of Safety for the American Automobile Association, 2-2:30 p.m.

JANUARY 14: Governor James V. Allred (D) of Texas, conferred honorary commissions in the Texas Rangers to the musical "Texas Rangers," for two years a Columbia Network feature, 3:30-4 p.m.

JANUARY 22: "The March of Dimes" for the infantile paralysis campaign, had an hour program from Hollywood, with stars of screen and radio, 11-12 midnight.

JANUARY 28: Governor Harold E. Stassen (R) of Minnesota, Mayor William Fallon of St. Paul and Carl Gray, executive vice-president of the Omaha Railroad, were among those participating in the opening ceremonies of the annual St. Paul Winter Carnival, broadcast from the St. Paul Auditorium, 4-4:30 p.m.

JANUARY 30: CBS coverage of the Presidential Birthday Celebrations the country over included the President's speech, 11:30-11:45 p.m., talks by several other officials of the Infantile Paralysis Committee, a glimpse of the "Hardy Family" with Robert Young in Hollywood, and music by Paul Whiteman from Washington, Fred Waring from Philadelphia, and Meyer Davis from New York, 11:15-12 midnight.