



MARCH, 1940

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THE COLUMBIA PROGRAM BOOK

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WABC SPONSORED PROGRAMS: pp. 29 to 32

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Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

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AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosm Louis Philippe
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobacco
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

PROGRAM	TIME	AGENCY	ON CBS
The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 33 CBS stations ORIGINATES: WBBM	Blackett-Sample Hummert, Inc.	368 Weeks
The Human Side of the News Edwin C. Hill <i>News</i>	Mon. thru Fri. 6:05-6:15 p.m. 46 CBS stations ORIGINATES: WABC	The Joseph Katz Company	83 Weeks
Our Hit Parade Mark Warnow's Orchestra, Perry Wood, Bea Wain, Orrin Walker's Orchestra, Bonnie Baker, The Paraders Chorus <i>Popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 101 CBS stations ORIGINATES: WABC	Lord & Thomas	199 Weeks
On Bernie and All the Lads Bob Low Lehr, Buddy Clark, Perry Small and the Bailey Sisters <i>Music and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 53 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
Our Gal, Sunday <i>Serial drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 34 CBS stations ORIGINATES: WABC	Blackett-Sample Hummert, Inc.	152 Weeks
Second Husband With Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 54 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	230 Weeks

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

CBS SPONSORED PROGRAMS

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

PROGRAM	TIME	AGENCY	WEEKS
News and Rhythm with Todd Hunter, reporter; Dave Seal, instrumentalist, and Carl Bohengarten's Orchestra <i>Talk and music</i>	Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:30-2:55 p.m. 32 CBS stations ORIGINATES: WBBM	Sorensen & Company	39 Weeks
Paul Sullivan Reviews 6 News <i>News</i>	Sun. thru Fri. 11:00-11:15 p.m. <i>Rebroadcasts</i> 12:00-12:15 a.m. 1:00-1:15 a.m. 39 CBS stations ORIGINATES: WHAS	Batten, Barton, Durstine & Osborn, Inc.	74 Weeks
Linkist Presents Hedda opper's Hollywood <i>Film news and interviews</i>	Mon., Wed., Fri. 6:15-6:30 p.m. 29 CBS stations ORIGINATES: KNX	Lord & Thomas	42 Weeks
First Nighter with Barbara Luddy and es Tremayne <i>Original drama at the "Little Theatre off Times Square"</i>	Friday 9:30-10:00 p.m. 50 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	109 Weeks
Grand Hotel <i>Original two-act plays</i>	Sunday 1:35-2:00 p.m. 31 CBS stations ORIGINATES: WBBM		
Campbell Playhouse rson Welles, director, and uest stars <i>Drama</i>	Sunday 8:00-8:55 p.m. <i>Rebroadcast</i> 10:00-11:00 p.m. 70 CBS stations 14 CBC stations ORIGINATES: KNX	Ward Wheelock Company	272 Weeks
Campbell's Short Short Story <i>Short story dramatizations</i>	Mon., Wed., Fri. 11:00-11:15 a.m. 46 CBS stations ORIGINATES: WABC		

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

PROGRAM	TIME	AGENCY	WEEKS
Los 'n' Andy <i>Serial comedy-drama</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 59 CBS stations ORIGINATES: KNX	Ward Wheelock Company	272 Weeks
Life Begins with Bess Flynn <i>Dramatic serial</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 57 CBS stations ORIGINATES: WABC		
Lonny Ross <i>Songs</i>	Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 52 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
Mr. Christian with Jean Hersholt <i>Drama</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 61 CBS stations ORIGINATES: KNX	McCann-Erickson, Inc.	68 Weeks
Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	207 Weeks
Colgate Ask-It Basket with Jim McWilliams <i>Variety quiz program</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 62 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	215 Weeks
Strange As It Seems <i>Dramatizations of unusual facts</i>	Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 51 CBS stations ORIGINATES: WABC		

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Cue Liquid Dentifrice
	Cashmere Bouquet Products Halo
	Octagon Products
	Concentrated Super Suds Super Suds
	Palmolive Soap
	Colgate Tooth Powder

King Busters

Police-file dramatizations

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

Benton & Bowles, Inc.

215 Weeks

Wayne King's Orchestra

with Buddy Clark, baritone

Popular music

Saturday
8:30-8:55 p.m.
66 CBS stations
29 CBC stations
ORIGINATES: WBBM

Benton & Bowles-Chicago, Inc.
Lord & Thomas, Toronto

Woman of Courage

Serial drama

Mon. thru Fri.
9:00-9:15 a.m.
Rebroadcast
10:45-11:00 a.m.
40 CBS stations
ORIGINATES: WABC

Benton & Bowles, Inc.

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

Hilltop House

starring Bess Johnson

Serial drama

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:30-4:45 p.m.
77 CBS stations
ORIGINATES: WABC

Stepmother

Serial drama

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
4:45-5:00 p.m.
38 CBS stations
ORIGINATES: WBRM

Benton & Bowles-Chicago, Inc.

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

CBS SPONSORED PROGRAMS

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

PROGRAM	TIME	AGENCY	TOTAL 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. 45 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	268 Weeks
My Blazers with Col. Roscoe Turner, MC <i>Dramatizations</i>	Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 47 CBS stations ORIGINATES: WABC		
Society Girl starring Charlotte Manson <i>Dramatic serial</i>	Mon. thru Fri. 3:00-3:15 p.m. 48 CBS stations ORIGINATES: WABC	Hellwig-Miller Company	267 Weeks
Bachelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	269 Weeks
Melody Ranch with Gene Autry <i>Western dramatic series</i>	Sunday 6:30-7:00 p.m. 66 CBS stations ORIGINATES: KNX	J. Walter Thompson Company	401 Weeks
One-Up Time starring Tony Martin, Andre Kostelanetz's Orchestra, and chorus <i>Musical variety</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 66 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	53 Weeks

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

PROGRAM	TIME	AGENCY	ON CBS*
obby Lobby with Dave Elman, Harry Salter's Orchestra and guests <i>Interviews and music</i>	Sunday 5:00-5:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 57 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	141 Weeks
Sunday Evening Hour with the New York Philharmonic and the New York Symphony Orchestra and chorus, with Eugene Ormandy and conductor Kolar, guest conductors, and soloists <i>With Talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	306 Weeks
Kate Smith Hour with Kate Smith, Abbott and Costello, Ted Collins, Ted Strater and chorus, Jack Miller's Orchestra, and guests <i>Music, comedy, and drama</i>	Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 77 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	248 Weeks
Life, the People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 78 CBS stations ORIGINATES: WABC		
Kate Smith Speaks <i>Talks and news</i>	Mon. thru Fri. 12:00-12:15 p.m. 66 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc. Young & Rubicam, Inc.	
My Son and I with Betty Garde and Kingsley Colton <i>Serial drama</i>	Mon. thru Fri. 2:45-3:00 p.m. 67 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	

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

CBS SPONSORED PROGRAMS

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

PROGRAM	TIME	AGENCY	DAYS
Lucy Jordan, Girl Interne <i>Serial drama</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:30-6:45 p.m. 51 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	248 Weeks
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. 56 CBS stations ORIGINATES: KNX		
Kathleen Norris <i>Dramatization of her novels</i>	Mon. thru Fri. 5:00-5:15 p.m. 30 CBS stations ORIGINATES: WABC	Knox Reeves Advertising, Inc.	180 Weeks
Silly and Betty <i>Serial drama</i>	Mon. thru Fri. 5:15-5:30 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 14 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Hulft Screen Guild Theatre with Roger Pryor, MC, screen stars as guests, and Oscar Bradley's Orchestra <i>Variety and drama</i>	Sunday 7:30-8:00 p.m. 66 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	315 Weeks
Al Pearce and His Gang with Arlene Harris, Marie and her Merry Men, and Carl Hoff's Orchestra <i>Music and comedy</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations ORIGINATES: KNX	N. W. Ayer & Son, Inc.	59 Weeks

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

CBS SPONSORED PROGRAMS

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

PROGRAM	TIME	AGENCY	WEEKS*
Happened in Hollywood with Martha Mears, John Conte, and other top stars, and Eddie Dunstedter's orchestra <i>Musical variety</i>	Mon. thru Fri. 5:30-5:45 p.m. 38 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	129 Weeks
Ever Theatre with Conrad Nagel, Narrator-director, and other guest stage and screen stars <i>Drama</i>	Sunday 6:00-6:30 p.m. 53 CBS stations 30 CBC stations ORIGINATES: KNX	Young & Rubicam, Inc.	102 Weeks
Ray Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 63 CBS stations ORIGINATES: KNX	Pedlar & Ryan, Inc.	324 Weeks
Grand Central Station <i>Dramatic programs</i>	Friday 10:00-10:30 p.m. 52 CBS stations ORIGINATES: WARC	Lambert & Feasley, Inc.	138 Weeks
Turns and Allen with Ray Noble and his orchestra Frank Parker, tenor, and Norman Bradley, announcer <i>Music and comedy</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 52 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	219 Weeks
Big Town starring Edward G. Robinson with Ona Munson <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 67 CBS stations 31 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	238 Weeks

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PROGRAM	TIME	AGENCY	WEEKS
Max Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i>	Monday 9:00-10:00 p.m. 63 CBS stations 29 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	238 Weeks
My Big Sister with Alice Frost, Martin Gabel, and Luella Pitts and Diana Barrymore <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 72 CBS stations 26 CBC stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
My Aunt Jenny's Real Life Stories <i>Dramatic sketches</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 65 CBS stations ORIGINATES: WABC		
Glenn Miller and His Orchestra with the Andrews Sisters, Marion Hutton, Ray Eberle	Tues., Wed., Thurs. 10:00-10:15 p.m. 95 CBS stations ORIGINATES: WABC	Newell-Emmett Co., Inc.	371 Weeks
Believe It Or Not with Robert Ripley <i>Drama and music</i>	Friday 10:30-11:00 p.m. 89 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	29 Weeks
Box Pop Mark and Wally <i>Interviews</i>	Thursday 7:30-8:00 p.m. 49 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	21 Weeks

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CBS SPONSORED PROGRAMS

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

PROGRAM	TIME	AGENCY	WEEKS
Saturday Night Srenade Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:45-10:15 p.m. 52 CBS stations ORIGINATES: WABC	Gardner Advertising Company	328 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. 65 CBS stations ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra, Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Genevieve Rowe, "Beverly," Glenn Cross, Ray Bloch's Swing 14 <i>Musical variety and dramatic interludes</i>	Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 83 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	185 Weeks
Professor Quiz with Bob Trout <i>Questions and answers</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 9:00-9:30 p.m. 51 CBS stations ORIGINATES: WABC	H. W. Kastor & Sons	278 Weeks
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. 30 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Life Can Be Beautiful <i>Serial drama</i>	Mon. thru Fri. 1:15-1:30 p.m. 32 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	

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

CBS SPONSORED PROGRAMS

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

PROGRAM	TIME	AGENCY	ON AIR
Light to Happiness <i>Serial drama</i>	Mon. thru Fri. 1:30-1:45 p.m. 43 CBS stations ORIGINATES: WBBM	Compton Advertising, Inc.	278 Weeks
Load of Life <i>Serial drama</i>	Mon. thru Fri. 1:45-2:00 p.m. 34 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc. Blackett-Sample-Hummert, Inc.	
Manhattan Mother <i>Serial drama</i>	Mon. thru Fri. 4:30-4:45 p.m. 9 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	
Simmie Fidler <i>Hollywood news reporter</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations ORIGINATES: KNX	H. W. Kastor & Sons	
When a Girl Marries <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 51 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	39 Weeks
Kaltenborn Edits The News <i>News analysis</i>	Mon., Wed., Fri. 6:30-6:45 p.m. 35 CBS stations ORIGINATES: WABC	Leo Burnett Company, Inc.	53 Weeks
Smilin' Ed McConnell <i>Songs and talks</i>	Mon. thru Fri. 4:45-5:00 p.m. 18 CBS stations ORIGINATES: WBBM	Campbell-Mithun, Inc.	45 Weeks

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CBS SPONSORED PROGRAMS

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

PROGRAM	TIME	AGENCY	ON CBS
Blondie with Penny Singleton and Arthur Lake <i>Domestic comedy</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 98 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	355 Weeks
Four Family and Mine <i>Serial drama</i>	Mon. thru Fri. 2:30-2:45 p.m. 36 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	43 Weeks
Scattergood Baines <i>Serial drama</i>	Mon. thru Fri. 5:45-6:00 p.m. 75 CBS stations ORIGINATES: WBBM	Neisser Meyerhoff, Inc.	401 Weeks
Court of Missing Heirs <i>Drama</i>	Tuesday 8:30-8:55 p.m. 65 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	22 Weeks
Texaco Star Theatre with Ken Murray, MC, Frances Langford, Kenny Baker, Irene Noble, and James Wallington, and David Broekman's Orchestra; Drama with Broadway and Hollywood Stars; Burns Mantle, commentator <i>Variety and drama</i>	Wednesday 9:00-10:00 p.m. 88 CBS stations ORIGINATES: KNX AND WABC	Buchanan & Co.	143 Weeks
Pipe Smoking Time with Tom Howard and George Shelton, Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	247 Weeks

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

CBS SPONSORED PROGRAMS

**COLUMBIA
PACIFIC
NETWORK**

CLIENT	PROGRAM
ALBERS BROS. MILLING CO.	Friskies Dog Food
AXTON-FISHER TOBACCO CO.	Twenty Grand Cigarettes
BATHASWEET CORPORATION	Bathasweet Products
MENNEN COMPANY	Mennen Shave Products
CAMPBELL SOUP COMPANY	Campbell's Tomato Juice
COLONIAL DAMES, INC.	Cosmetics
GENERAL MILLS, INC. (Sperry Flour Co.)	Wheathearts
D. GHIRARDELLI & COMPANY	Ghirardelli's Ground Chocolate "Nu Malt" Chocolated Milk
LOS ANGELES SOAP COMPANY	White King Soap Sierra Pine Toilet Soap

PROGRAM	TIME	AGENCY	WEEKS*
Adventures of Dr. Hunt <i>Dramatic series</i>	Sunday 2:30-2:45 p.m. PST ORIGINATES: KNX	Erwin, Wasey & Co.	8 Weeks
Bob Garred Reporting <i>News</i>	Mon., Wed., Thurs., Fri. 5:45-5:55 p.m. PST	McDougall & Weiss Advertising Agency	23 Weeks
	Tues., Thurs. 7:30-7:45 a.m. PST	H. M. Kiesewetter Advertising Agency	20 Weeks
	Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX		65 Weeks
Cletcher Wiley <i>Homespun commentary</i>	Mon., Wed., Fri. 10:45-11:00 a.m. PST Tues., Thurs. 12:15-12:30 p.m. PST ORIGINATES: KNX	Ward Wheelock Company	272 Weeks
Return to Romance with Frank Graham <i>Episodes in lives of famous women</i>	Sunday 2:45-3:00 p.m. PST ORIGINATES: KNX	Glasser Advertising Agency	11 Weeks
My Children <i>Dramatic serial</i>	Mon. thru Fri. 8:45-9:00 a.m. PST ORIGINATES: KSFO	Westco Advertising Agency	480 Weeks
One-Man Theatre with Frank Graham	Thursday 8:15-8:30 p.m. PST ORIGINATES: KNX	Erwin, Wasey & Co.	1 Week
Dealer in Dreams with Phil Stewart <i>Poetry and philosophy</i>	Mon. thru Fri. 5:15-5:30 p.m. PST ORIGINATES: KSFO	Raymond R. Morgan Co.	21 Weeks
Spelling Beeliner with Tom Breneman <i>Old-fashioned spelling bee</i>	Sunday 2:00-2:30 p.m. PST ORIGINATES: KNX		

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

CBS SPONSORED PROGRAMS

CONTINUED
FROM
PRECEDING
PAGE

	CLIENT	PROGRAM
	NATIONAL LEAD COMPANY	Dutch Boy Paints
	STEPHANO BROTHERS	Marvels Cigarettes
	UNION OIL COMPANY	Union 76 Gasoline Triton Motor Oil
COLUMBIA MIDWESTERN NETWORK	CHAMBERLAIN LABORATORIES, INC.	Chamberlain Lotion
	GENERAL MILLS, INC.	Gold Medal Flour
	J. W. BEARDSLEY SONS	Foods and Canned Foods
WABC	BOND STORES, INC.	Men's Clothing
	LIGGETT DRUG COMPANY, INC.	Liggett Drug Stores and Rexall Products
	QUAKER OATS COMPANY	Aunt Jemima's Pancake Flour
	BULOVA WATCH COMPANY	Bulova Watches

PROGRAM	TIME	AGENCY	WEEKS*
Answer Auction Quiz	Thursday 7:15-7:45 p.m. PST ORIGINATES: KNX	Erwin, Wasey & Company	2 Weeks
Sports Huddle with Tom Breneman and Clyde Dyer <i>Sports news</i>	Tues., Thurs., Sat. 7:45-8:00 p.m. PST ORIGINATES: KNX	The Aitkin-Kynett Co.	31 Weeks
Union Oil Program <i>Opera and light opera in tabloid form</i>	Thursday 9:30-10:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	21 Weeks
Johnson Weeks' Orchestra <i>Popular music</i>	Sunday 2:30-2:55 p.m. ORIGINATES: WBBM	L. W. Ramsey Company	38 Weeks
Caroline's Golden Store <i>Dramatic serial</i>	Mon. thru Fri. 4:15-4:30 p.m. CST ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	180 Weeks
The Morning Almanac featuring Phil Cook Series starts March 4)	Tues, Thurs., Sat. 7:30-7:45 a.m.	Neff-Rogow, Inc.	23 Weeks
	Mon. thru Sat. 7:15-7:30 a.m.	Neff-Rogow, Inc.	17 Weeks
	Mon., Wed., Fri. 7:30-7:45 a.m.		59 Weeks
	Tues. thru Sat. 8:30-8:45 a.m.	Sherman K. Ellis, Inc.	22 Weeks
Time Signals	Mon. thru Sun. 10 Times Daily	The Biow Company	547 Weeks

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

WABC SPONSORED PROGRAMS

CONTINUED
FROM
PRECEDING
PAGE

GORDON BAKING COMPANY	Roman Meal Bread and other Bakery Products
GRACE LINE, INC.	Steamship Service
KRUG BAKING COMPANY	Bakery Products Coffee
THOMAS LEEMING & CO.	Baume Bengue Pacquin's Hand Cream
MARYLAND PHARMACEUTICAL CO.	Rem Rel
PATON CORPORATION	Yuban Coffee
MELVILLE SHOE COMPANY	Thom McAn Shoes
OLSON RUG COMPANY	Rugs
OXO (U. S. A.), LTD.	Beef Cubes Meat Extracts
PEPSI-COLA COMPANY	Pepsi-Cola

PROGRAM	TIME	AGENCY	ON AIR
The Rising Son <i>(series starts March 6)</i>	Mon., Wed., Fri. 6:35-7:00 a.m.	Barton A. Stebbins	23 Weeks
Elmer Davis <i>News</i>	Mon., Wed., Fri. 6:30-6:45 p.m.	Kelly, Nason-Inc.	7 Weeks
Deliaide Hawley—Woman's Page of the Air	Mon., Wed., Fri. 8:45-9:00 a.m.	Elmer L. Cline	8 Weeks
Richard Maxwell <i>Hymns and talks</i>	Mon., Wed., Fri. 3:45-4:00 p.m.	William Esty & Company, Inc.	74 Weeks
Early Evening News <i>with Paul Parks</i>	Tues., Thurs., Sat. 6:00-6:05 p.m.	The Joseph Katz Company	21 Weeks
	Mon., Wed., Fri. 6:00-6:05 p.m.	Campbell-Ewald of New York, Inc.	25 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	65 Weeks
Odd Side of the News	Tues., Thurs., Sat. 8:25-8:30 a.m.	Presba, Fellers & Presba, Inc.	21 Weeks
Old Fashioned Favorites <i>Popular music</i>	Mon. thru Sat. 8:15-8:20 a.m.	Platt-Forbes, Inc.	11 Weeks
Have You Forgotten? <i>Popular music</i>	Mon. thru Sat. 8:20-8:25 a.m.	Newell-Emmett Company	12 Weeks

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

CBS SUSTAINING PROGRAMS

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

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

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

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p>Rep. Hamilton Fish 10:15-10:30 p.m. SATURDAY, MARCH 2</p>	<p>New York's Congressman Fish, speaking from Washington, discusses "Americanism <i>versus</i> Internationalism."</p>
<p>Budgets and Income Taxes 1:15-1:30 p.m. SATURDAY, MARCH 2</p>	<p>Representatives Joseph Shannon of Missouri and Knute Hill of Washington address the People's Lobby in Washington on budget slashing and the income tax yield.</p>
<p>Senator Robert A. Taft 10:15-10:30 p.m. WEDNESDAY, MARCH 6</p>	<p>A leading candidate for the Republican Presidential nomination, the Senator from Ohio discusses government by law and bureau.</p>
<p>Federal Farm Relief Program 10:00-10:30 p.m. FRIDAY, MARCH 8</p>	<p>President Roosevelt joins Secretary of Agriculture Wallace and Postmaster General Farley in radio messages to the farmers of the nation, touching on the Administration's general farm program.</p>
<p>"Other People's Money" 10:15-10:30 p.m. WEDNESDAY, MARCH 13</p>	<p>Representatives Emanuel Celler of New York and John McCormack of Massachusetts jointly examine the question of taxation.</p>
<p>Col. F. C. Harrington 10:15-10:30 p.m. SATURDAY, MARCH 16</p>	<p>Works Progress Administrator Harrington delivers an address: "After Four and One Half Years of WPA."</p>
<p>Thomas E. Dewey 10:15-10:45 p.m. THURSDAY, MARCH 28</p>	<p>New York's District Attorney Dewey, prominent possibility for Republican Presidential nomination, speaks from Chicago.</p>

CBS SUSTAINING PROGRAMS

NEWS BROADCASTS

PROGRAM AND TIME

News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS
MONDAY THRU SUNDAY

DESCRIPTION

Columbia's staff reporters cover the European war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. The schedule:

News Broadcasts: Edward R. Murrow, Erlan Echlin from London; William L. Shire Russell Hill from Berlin; Cecil Brown from Rome; Eric Sevareid, Thomas Grandin from Paris; Larry Leseur from R.A.F. headquarters somewhere in France; Miss Marvin Breckinridge from Amsterdam; Edwin Hartrich from Helsinki; Frank Stevens from Bucharest; W. I. Wills from Tokyo; Elmer Davis, Bob Trout Linton Wells, Major G. F. Eliot from New York; Albert Warner from Washington: 8:00-8:15 a.m., 6:45-7:00 p.m., MONDAY THRU SATURDAY: 9:00-9:15 a.m., 7:00-7:30 p.m. SUNDAY.

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

News Analyses: Linton Wells, Albert Warner, Major G. F. Eliot, 6:30-6:45 p.m., TUESDAY AND THURSDAY; Elmer Davis, 8:55-9:00 p.m. DAILY; Albert Warner, 6:05-6:15 p.m., SATURDAY.

SPECIAL EVENTS

National Indoor Tennis Championship
2:00-5:00 p.m.
SATURDAY, MARCH 2

CBS listeners get an exclusive play-by-play description of the 11st National Indoor Tennis Championship from the Seventh Regiment Armory, New York. Ted Husing announcing

**SPECIAL
EVENTS**

PROGRAM AND TIME

DESCRIPTION

Camp Fire Girls Birthday
3:45-4:00 p.m.
SATURDAY, MARCH 9

The Camp Fire Girls celebrate their 28th Birthday with music, poetry, songs, and an address by Mrs. Arthur Vandenberg.

Easter Sunrise Services
6:00-9:00 a.m.
SUNDAY, MARCH 24

Columbia brings a series of Easter programs, beginning with a portion of the Vatican Easter Service, including the Papal blessing, and going west across the United States, concluding with a service in Glendale, California.

VARIETY

"The Pursuit of Happiness"
APPROXIMATELY 4:30 p.m.
EACH SUNDAY
(Immediately following
Philharmonic Broadcast)

This unique, spirited series is dedicated to the brightness and happiness in America's way of life. Each week the program features distinguished guests, who are introduced by Burgess Meredith, permanent master of ceremonies and one of America's most brilliant and versatile young actors. Mark Warnow's orchestra and Lyn Murray's chorus furnish music for the program. Norman Corwin directs and Eric Barnouw writes the script.

MARCH 3: Frances Farmer; Hiram Sherman in a play-version of an Horatio Alger story; Elie Siegmeister and his American Ballad Singers.

MARCH 10: "Johnny Appleseed," radio musical folk story.

**Columbia Gay Nineties
Revue**
10:30-11:00 p.m.
EACH SATURDAY

Columbia entertainers get into bowlers and bustles and revert to the songs and comedy of the nineties. Veteran songwriter Joe Howard introduces soprano Genevieve Rowe, soubrette comedienne Beatrice Kay, Billy Green, the Four Clubmen, Frank Lovejoy, and the Floradora girls. Ray Bloch is the conductor. Al Rinker the producer.

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
<p>Ellery Queen 10:00-10:30 p.m. EACH SUNDAY 8:00-8:30 p.m. BROADCAST TO WEST</p>	<p>The adventures of Ellery Queen and his cop per-haired assistant Nikki are dramatized before a jury of several guest "armchair detectives," drawn from the studio audience, who try to determine the identity of the culprit before the true solution is enacted. George Zachary is director and producer. Lyn Murray composes and conducts the music.</p>
<p>Columbia Workshop 10:15-10:45 p.m. EACH THURSDAY</p>	<p>The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. The Workshop continues to present original radio plays and operas as well as dramatizations of well-known books. Douglas Coulter, CBS assistant director of broadcasts, supervises production and direction of the plays and selection of the scripts.</p> <p>MARCH 7: "My Client, Curly" by Lucille Fletcher Herrman, adapted and directed by Norman Corwin.</p> <p>MARCH 14: An experimental broadcast written and produced by the junior staff of KXN Hollywood.</p> <p>MARCH 21: A modern "Taming of the Shrew" (featuring Burgess Meredith). Directed by Philip Cohan.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**CBS ADULT
EDUCATION BOARD**

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:

- | | |
|------------------------|----------------------|
| 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 |

Americans at Work
10:15-10:45 p.m.
EACH TUESDAY

CBS presents authentic accounts of many of the jobs which make up America's intricate industrial life. These programs are highlighted by colorful interviews of workers and craftsmen directly from laboratories, tunnels, shops, and offices all over the country. The schedule for March:

- MARCH 5: Game Warden.
MARCH 12: Dentist.
MARCH 19: Chorus Girl.
MARCH 26: Dairy Farmer.

The People's Platform
7:00-7:30 p.m.
EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems. Topics for March include a discussion on the Presidential third term.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

American School of the Air

9:15-9:45 a.m.

Rebroadcast

3:35-4:00 p.m.

MONDAY THRU FRIDAY

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

MONDAYS—*Frontiers of Democracy*

MARCH 4: Government? It's Up to Us.

MARCH 11: The Electric Eye.

MARCH 18: Telecasting America.

TUESDAYS—*Folk Music of America*

MARCH 5: Railroad Ballads.

MARCH 12: Hobo and Jailhouse Songs.

MARCH 19: Outlaw Ballads.

WEDNESDAYS—*New Horizons*

MARCH 6: Birds of Many Feathers.

MARCH 13: Animals in our Pattern of Life.

MARCH 20: The Fight for Food.

THURSDAYS—*Tales from Far and Near*

MARCH 7: Bontemps—"Sad-Faced Boy."

MARCH 14: Bennett—"Shawneen and the Gander."

FRIDAYS—*This Living World*

MARCH 1: The Farmer and the Government

MARCH 8: Immigration and the Refugees.

MARCH 15: The Age of Power.

The Human Adventure

5:00-5:30 p.m.

EACH SATURDAY

Series dramatizing outstanding cultural and intellectual contributions of leading world universities returns to CBS, presented in cooperation with the University of Chicago.

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>Highways to Health 4:15-4:30 p.m. EACH WEDNESDAY</p>	<p>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen. MARCH 6: "Baldness."</p>
<p>Adventures in Science 4:15-4:30 p.m. EACH THURSDAY</p>	<p>Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.</p>
<p>Men Behind the Stars 4:15-4:30 p.m. EACH FRIDAY</p>	<p>Legends of the constellations are dramatized in this series, prepared by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum of Natural History.</p>
<p>Of Men and Books 4:15-4:30 p.m. EACH TUESDAY</p>	<p>Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.</p>
<p>Which Way to Lasting Peace? 6:30-6:45 p.m. EACH SATURDAY</p>	<p>This new series brings important phases of the problem of war and peace into public discussion, under the general supervision of Dr. James T. Shotwell, Professor of International Relations at Columbia University, who presides over each meeting.</p>
<p>Bull Session 1:00-1:30 p.m. EACH SATURDAY</p>	<p>Students hold extemporaneous, informal discussions of problems raised in Which Way to Lasting Peace?</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Democracy in Action 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This unique series, presented by CBS in cooperation with the United States Office of Education, describes America's fight against economic insecurity in its current programs.</p>
<p>Columbia's Country Journal 12:00-12:30 p.m. EACH SATURDAY</p>	<p>Charles Stookey, Columbia's director of agricultural programs, presents a weekly round up of farm news and interviews distinguished agricultural authorities and leaders.</p>
<p>Cincinnati Conservatory 11:05 a.m.-12 noon SATURDAY, MARCH 16 AND 30 4:00-4:30 p.m. MONDAY, MARCH 25</p>	<p>The Cincinnati Conservatory of Music continues its sixth season of broadcasts over the Columbia network. A symphony orchestra and string orchestra perform on the program. Alexander von Kreisler is regular conductor.</p>
<p>Curtis Institute of Music 4:00-4:30 p.m. MONDAY, MARCH 11 AND 18</p>	<p>The Curtis Institute of Music presents a series of thirty Monday concerts in its eleventh season on the Columbia network. Faculty members and students perform in a symphony orchestra and in several chamber music groups.</p>
<p>New England Conservatory 11:05 a.m.-12 noon SATURDAY, MARCH 23</p>	<p>The New England Conservatory of Music Symphony Orchestra is heard in a Saturday program of classical selections, Wallace Goorich conducting.</p>
<p>League of Composers 3:00-3:30 p.m. SATURDAY, MARCH 9 3:00-4:00 p.m. SATURDAY, MARCH 23 AND 30</p>	<p>The League starts its second year on CBS with contemporary American music, featuring works by League members: Frederick Jacobson, composer-conductor.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>New York Philharmonic-Symphony Orchestra AT 3:00 p.m. EACH SUNDAY</p>	<p>The New York Philharmonic-Symphony Orchestra is in its tenth consecutive year of broadcasting as an exclusive Columbia network feature. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra, and Deems Taylor, CBS music consultant, is intermission commentator.</p> <p>MARCH 3: JOSEPH SCHUSTER, soloist; <i>Boccherini's</i> Concerto in B-flat Major for Cello; <i>Zoltan Kurthy's</i> "Pusztá"; <i>Schumann's</i> Symphony No. 4 in D Minor.</p> <p>MARCH 10: ROBERT CASADESUS, soloist; <i>Wagner's</i> "Flying Dutchman" overture; <i>Mozart's</i> Piano Concerto in D Major; <i>Schubert's</i> "Tragic" Symphony in C Minor; <i>Weinberger's</i> Polka and Fugue from "Schwanda."</p> <p>MARCH 17: ROSALYN TURECK, SIMEON BELLISON, soloists; <i>Vivaldi-Vene's</i> Concerto in A Minor; <i>Beethoven's</i> Concerto in E-flat Major; <i>Bizet's</i> Suite from "L'Arlesienne"; <i>Mozart-Bellison's</i> Rondino for Clarinet and Orchestra.</p>
<p>Young People's Concerts 11:05 a.m.-12:15 p.m. SATURDAY, MARCH 2 3:45-4:30 p.m. MONDAY, MARCH 4</p>	<p>Rudolph Ganz conducts the Philharmonic-Symphony Orchestra in the third of a series of concerts especially prepared for young people. A supplementary concert, added to accommodate the overflow audience of the popular series, is heard Monday afternoon.</p>
<p>Indianapolis Symphony Orchestra 10:30-11:00 p.m. EACH WEDNESDAY (Series ends March 20)</p>	<p>The Indianapolis Symphony Orchestra, under the direction of Fabien Sevitsky, continues its series of Wednesday evening broadcasts over the Columbia network.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Ohio State University Symphonic Band 11:05 a.m.—12 noon SATURDAY, MARCH 9</p>	<p>Manley R. Whitcomb conducts the Symphonic Band in a program which includes <i>Bach, Borodine, Berlioz, Moussorgsky, Lalo, Coates</i> and <i>Weinberger</i>.</p>
<p>"So You Think You Know Music" 10:30—11:00 p.m. EACH SUNDAY 8:30—8:55 p.m. BROADCAST TO WEST</p>	<p>Ted Cott's amusing musiquiz returns by popular request. Leonard Liebbling judges the four contestants, two drawn from the world of professional musicians, two from the studio audience, competing for concert tickets, books and phonograph records.</p>
<p>Vera Brodsky 3:35—4:00 p.m. SATURDAY, MARCH 9 AND 16</p>	<p>Vera Brodsky, internationally famous concert and radio pianist, strives for the exceptional in material in this series of piano recitals.</p>
<p>Columbia Concert Hall 10:30—11:00 p.m. MONDAY, MARCH 4, 11 AND 13</p>	<p>Columbia's Concert Hall features outstanding musicians in varied programs of serious music. MARCH 4: Anatol Kaminsky, violinist.</p>
<p>Salt Lake City Tabernacle Choir 12:30—1:00 p.m. EACH SUNDAY</p>	<p>This world famous choir sings selections of religious music weekly from one of America's greatest auditoriums. Frank Asper, Tabernacle organist, accompanies the choir.</p>
<p>Greenfield Village Chapel 8:45—9:00 a.m. EACH WEDNESDAY</p>	<p>This new Columbia series features the singing of the Greenfield Village Chapel children's choir. The broadcast originates in Greenfield Village and is brought to the network in a remote from WJR, Columbia's station in Detroit.</p>
<p>A Cappella Choir of the University of Dubuque 1:15—1:30 p.m. SATURDAY, MARCH 9</p>	<p>This dynamic choir of sixty voices presents the sacred music of the choral masters from the 16th century to the present time. Dr. Noel Logan conducting.</p>

**CHILDREN'S
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>"March of Games" 10:30-11:00 a.m. EACH SUNDAY</p>	<p>Children who like asking questions and those who like answering get a chance on this program originated by Natalie Purvin Prager, Nila Mack directing. Questions submitted by young listeners are posed to five equally young contestants, and prizes awarded. Arthur Ross, radio's youngest master of ceremonies, presides: Sybil Trent, 12, is "Miss Drum Major."</p>
<p>"Let's Pretend" 12:30-1:00 p.m. EACH SATURDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors.</p>

PERSONALITIES

<p>Major Bowes' Capitol Family 11:30-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Capitol Family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.</p>
<p>Richard Maxwell 9:00-9:15 a.m. SATURDAY 3:45-4:00 p.m. MONDAY THRU FRIDAY</p>	<p>Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy on week-day afternoons and Saturday mornings.</p>
<p>Outdoors With Bob Edge 9:15-9:30 a.m. EACH SUNDAY</p>	<p>Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts each Sunday.</p>

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME

SPACES AVAILABLE

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In March:

MARCH 3: *Morning*: Rev. A. J. Muste, Director, Labor Temple, New York.

Afternoon: Most Rev. John J. Cantwell, D.D. Archbishop of Los Angeles.

MARCH 10: *Morning*: Dr. Carl C. Rasmussen, Luther Place Memorial Church, Washington.

Afternoon: Rabbi Morris Silverman, Emanuel Synagogue, Hartford.

MARCH 17: *Morning*: Rev. A. J. MacKenzie, Union Congregational Church, Richmond Hill.

Afternoon: Rev. James R. Cox, A.M., Ph.D., Old St. Patrick's Church, Pittsburgh.

MARCH 24: *Morning*: Rt. Rev. Fred Ingle, Bishop of Colorado, Denver.

Afternoon: Elder Stephen L. Richards, Council of the Twelve, Church of Jesus Christ Latter Day Saints, Salt Lake City.

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

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

MARCH 3: Rev. D. W. Henry, Tindley Temple M. E. Church, Philadelphia.

MARCH 10: Dr. Charlotte Hawkins Brown, President, Palmer Memorial Institute, Sedalia.

MARCH 17: Professor Merle R. Eppse, Sociology Studies Division, A. and I. State College.

MARCH 21: Dr. Thomas W. Turner, Federation of Colored Catholics of the United States.

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																		
<p>Concert in Rhythm 9:30-10:00 p.m. EACH TUESDAY</p>	<p>Columbia's "Concert in Rhythm" orchestra presents original and arranged precision music in concert style and setting. The program, conceived and directed by Raymond Scott, features selections by Nan Wynn, popular CBS soloist, in its February schedule. Ed Cashman produces these weekly concerts.</p>																		
<p>CBS Vocalists VARIOUS HOURS MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Jack Leonard, Genevieve Rowe, Nan Wynn.</p>																		
<p>Golden Gate Quartet, Four Clubmen VARIOUS HOURS</p>	<p>These harmony groups are featured on the Columbia Network through the week. Each has a distinctive vocal style and continues to be a network favorite.</p>																		
<p>Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for March:</p> <table data-bbox="940 1493 1466 1891"> <tbody> <tr> <td>Louis Armstrong</td> <td>Sammy Kaye</td> </tr> <tr> <td>Mitchell Ayres</td> <td>Henry King</td> </tr> <tr> <td>Bob Chester</td> <td>Harlan Leonard</td> </tr> <tr> <td>Bob Crosby</td> <td>Phil Levant</td> </tr> <tr> <td>Jan Garber</td> <td>Johnny Long</td> </tr> <tr> <td>Coleman Hawkins</td> <td>Leighton Noble</td> </tr> <tr> <td>Ray Herbeck</td> <td>Ray Noble</td> </tr> <tr> <td>Everett Hoagland</td> <td>Harry Owens</td> </tr> <tr> <td>Herbie Kay</td> <td>Dick Stabile</td> </tr> </tbody> </table> <p style="text-align: center;">Tommy Tucker</p>	Louis Armstrong	Sammy Kaye	Mitchell Ayres	Henry King	Bob Chester	Harlan Leonard	Bob Crosby	Phil Levant	Jan Garber	Johnny Long	Coleman Hawkins	Leighton Noble	Ray Herbeck	Ray Noble	Everett Hoagland	Harry Owens	Herbie Kay	Dick Stabile
Louis Armstrong	Sammy Kaye																		
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Coleman Hawkins	Leighton Noble																		
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CBS SHORT WAVE PROGRAMS

SPECIAL CBS BROADCASTS TO EUROPE

CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA

Columbia's schedule of programs to Europe and South America, over short wave station WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

News Broadcasts

1:30-1:45 p.m.

5:00-5:50 p.m.

5:50-6:00 p.m.

MONDAY THRU FRIDAY

11:00-12 noon

SATURDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

Hollywood News

MONDAY 2:30-2:45 p.m.

TUESDAY, 8:15-8:30 p.m.

THURSDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Spanish, and Portuguese respectively.

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

News in Spanish

6:45-7:00 p.m.

MONDAY THRU SUNDAY (WCBX)

12:30-12:45 p.m.

2:30-2:45 p.m.

5:45-6:00 p.m.

MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well known journalist and native of Columbia. Saturday and Sunday by Americo Lugones Romero. (both of WCBX). Monday through Friday by Adriano A. Rubio (WCAB).

News in Portuguese

7:15-7:30 p.m.

MONDAY THRU FRIDAY

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

Carmen Castelo's American Travelogues in Spanish

MONDAY, 8:30-8:45 p.m.

Carmen Castelo takes her audience touring a series of "dial trips" to interesting spots throughout the United States.

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

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

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

FEBRUARY 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 February programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

FEBRUARY 1: Joseph E. Davies, State Department's new advisory expert on war emergency problems and trade negotiations, discussed national defense, 10:45-11:00 p.m.

FEBRUARY 6: Mrs. Franklin D. Roosevelt presided at a National Youth Administration round table conference on employment problems of young women, 6:15-6:30 p.m.

FEBRUARY 10: President Roosevelt addressed members of the American Youth Congress at the wind-up of a parade through Washington, 12:30-12:45 p.m.

FEBRUARY 11: Miss Kathryn Lewis, daughter of CIO leader John L. Lewis, and his executive assistant, made one of her rare public appearances in a discussion of "Labor's Social Outlook," 10:15-10:30 p.m.

FEBRUARY 15: Assistant Secretary of State A. A. Berle Jr., spoke before 1,000 delegates of the first of three Pan-American Conferences sponsored by the New York *Herald Tribune* on "Diplomatic Defenses of the Inter-Americas," 3:35-4:00 p.m.

FEBRUARY 24: Prime Minister Neville Chamberlain's report to the British empire on the progress of the war was broadcast over the Columbia network, 10:00-10:56 a.m.

FEBRUARY 24: Adolf Hitler was heard speaking at the celebration of the twentieth anniversary of the National Socialist Party, in Munich, 2:23-3:25 p.m.

FEBRUARY 26: New Hampshire's Senator H. Styles Bridges was interviewed on "Negro Hospitalization" by the Rev. Amos H. Carnegie, 3:35-3:45 p.m.

SPECIAL EVENTS

FEBRUARY 6: From a special booth on New Orleans' celebrated Canal Street a staff of CBS announcers gave the nation a first-hand account of the final day of Louisiana's week-long Mardi Gras, 3:15-3:30 p.m.

FEBRUARY 9: CBS Sports Announcer Ted Husing brought a colorful description of the Penn A. C. Relays, 11:15-11:30 p.m.

FEBRUARY 10: Representative-at-Large T. V. Smith of Illinois spoke on "Lincoln: Man and Myth," 11:30-11:45 p.m.

FEBRUARY 12: National Commander Raymond Kelly of the American Legion and Mrs. William Corwith, national president of the Auxiliary, spoke from Lincoln's Tomb at Springfield, Ill., on a Lincoln Memorial Program during annual Legion pilgrimage, 3:35-4:00 p.m.

FEBRUARY 20: Carleton Washburne and Floyd W. Reeves keynoted the Progressive Education Association's convention in two radio talks focusing the nation's attention on the cultural and economic problems of its youth, 4:00-4:15 p.m.

FEBRUARY 20: Dr. Karl T. Compton, Massachusetts Institute of Technology president, spoke on plans for nation-wide observance of the American patent system's 150th anniversary, 6:15-6:30 p.m.

FEBRUARY 21: George Washington's record as a Mason was the subject of an address by Dr. Edgar C. Powers, Supreme Council chaplain, Ancient and Accepted Scottish Rite of Masonry, 10:15-10:30 p.m.

FEBRUARY 22: Running of the Santa Anita Derby, one of the most spectacular and important events of the racing season, was described over the Columbia network by veteran racing announcer Joe Hernandez from a commanding position in a booth atop the Santa Anita stands, 7:15-7:30 p.m.

FEBRUARY 23: World-wide observance of International Day was marked by a Columbia coast-to-coast broadcast of three addresses on the role of women in war and peace, 4:00-4:15 p.m.

FEBRUARY 24: Benjamin J. Graham, retiring president of the American Association of School Superintendents, gave a talk on the problems of educating the nation's children, 10:15-10:30 p.m.

FEBRUARY 27: Dr. Edgar Mayer, Associate Professor of Clinical Medicine at Cornell Medical School and chairman of the associate medical advisory board of the National Jewish Hospital in Denver, Colorado, spoke on the 40th anniversary plans of that institution, 3:35-3:45 p.m.

FEBRUARY 28: Henry H. Hill, Lexington, Kentucky, Superintendent of Schools, officiated at a broadcast entitled "Education for Safety," from the 70th annual national conference of the American Association of School Administrators, 10:15-10:30 p.m.

SERIOUS MUSIC

FEBRUARY 10: The Arion Male Chorus of forty singers, directed by Herbert Fiss, made its initial appearance over the Columbia network in a varied program of arrangements and original compositions for male chorus, including two groups by German composers, 1:00-1:30 p.m.

FEBRUARY 24: A program of sacred works and spirituals was given by the Westminster Choir from Detroit in its third annual CBS broadcast, 1:00-1:30 p.m.

FEBRUARY 25: A program of classical music in behalf of Catholic Charities was given by operatic singers and The Blessed Sacrament Choir, 12:30-1:00 p.m.





THE COLUMBIA BROADCASTING SYSTEM

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