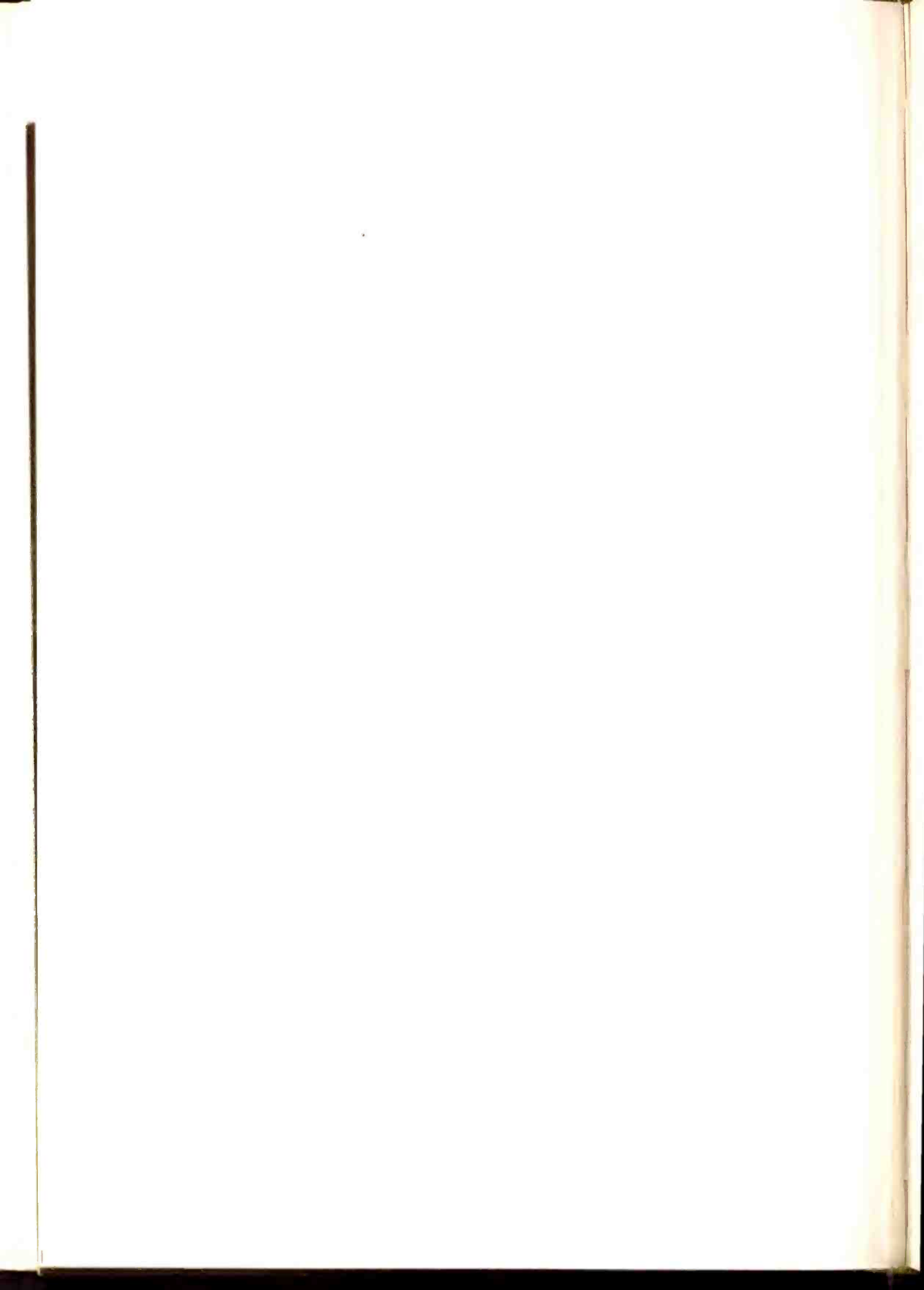


# CBS PROGRAM BOOK · APRIL, 1941

A young quiz contestant answers a "tough one" posed by Master Arthur Ross as Columbia's famed "March of Games" celebrates its third year on CBS air (see page 27).



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APR 11 1941  
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# THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 15

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Published monthly for advertising executives by

**THE COLUMBIA BROADCASTING SYSTEM**

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

# COLUMBIA NETWORK CLIENTS

## ● AUTOMOTIVE

**CHRYSLER CORPORATION:**  
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Chrysler motor cars . . . . . Page 5

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 Grape Nuts, Post Toasties, Sanka,  
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All time listed on the following pages is current New York time unless otherwise indicated.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<p><b>AFFILIATED PRODUCTS, INC.</b> (426th Week on CBS)</p> <p><b>The Romance of Helen Trent</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 43 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics, Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p><b>AMERICAN OIL COMPANY</b> (141st Week on CBS)</p> <p><b>The Human Side of the News</b> by Edwin C. Hill</p>	<p>Mon. thru Fri. 6:00-6:10 p.m. 48 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p><b>AMERICAN TOBACCO COMPANY</b> (257th Week on CBS)</p> <p><b>Your Hit Parade</b> Mark Warnow's Orchestra, Barry Wood, Bea Wain, Hit Paraders Chorus</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 106 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord &amp; Thomas</i></p>
<p><b>ANACIN COMPANY</b> (208th Week on CBS)</p> <p><b>Our Gal, Sunday</b></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p><b>ARMOUR AND COMPANY</b> (8th Week on CBS)</p> <p><b>Treat-Time</b> with Buddy Clark</p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. 51 CBS stations ORIGINATES: WBBM</p>	<p>Treet <i>Lord &amp; Thomas</i></p>
<p><b>ARMOUR SOAP WORKS</b> (7th Week on CBS)</p> <p><b>Wayne King and His Orchestra</b> <i>Music</i></p>	<p>Saturday 7:30-8:00 p.m. 35 CBS stations ORIGINATES: ON TOUR</p>	<p>Luxor Toiletries <i>Lord &amp; Thomas</i></p>
<p><b>ART METAL WORKS, INC.</b> (Beginning April 11)</p> <p><b>Paul Sullivan Reviews the News</b></p>	<p>Friday 6:30-6:45 p.m. <i>Rebroadcast</i> 1:00-1:15 a.m. 23 CBS stations ORIGINATES: WHAS</p>	<p>Ronson Lighters <i>Cecil &amp; Presbrey, Inc.</i></p>

**AYER COMPANY**  
*88th Week on CBS)*

**Second Husband**

with Helen Menken, presented  
by the Famous Actors' Guild

Tuesday  
7:30-8:00 p.m.  
74 CBS stations  
ORIGINATES: WABC

Bayer Aspirin  
*Blackett-Sample-  
Hummert, Inc.*

**THE BEST FOODS, INC.**  
*2nd Week on CBS)*

**We the Abbotts**

*Serial drama*

Mon. thru Fri.  
4:15-4:30 p.m.  
*Rebroadcast*  
7:15-7:30 p.m.  
57 CBS stations  
ORIGINATES: WABC

Hellman's Mayonnaise  
& Best Foods Mayonnaise  
*Benton & Bowles, Inc.*

**OWEY'S, INC.**  
*7th Week on CBS)*

**News and Rhythm**

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

Sunday  
11:05-11:30 a.m.  
*Rebroadcast*  
1:35-2:00 p.m.  
34 CBS stations  
ORIGINATES: WBBM

Dari-Rich Products  
*Sorensen & Company*

**BROWN & WILLIAMSON TOBACCO  
CORPORATION**  
*(32nd Week on CBS)*

**Paul Sullivan Reviews  
the News**

Mon. thru Thurs.  
6:30-6:45 p.m.  
*Rebroadcast*  
1:00-1:15 a.m.  
29 CBS stations  
ORIGINATES: WHAS

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

**CALIFORNIA FRUIT GROWERS  
EXCHANGE**  
*(10th Week on CBS)*

**Sunkist Presents Hedda  
Hopper's Hollywood**

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

Sunkist Oranges  
Sunkist Lemons  
*Lord & Thomas*

**CAMPANA SALES COMPANY**  
*(55th Week on CBS)*

**First Nighter**

with Barbara Luddy and  
Les Tremayne  
*Drama*

Tuesday  
8:30-8:55 p.m.  
55 CBS stations  
ORIGINATES: WBBM

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

**CAMPBELL SOUP COMPANY**  
*(30th Week on CBS)*

**Campbell Playhouse**

with guest stars

Friday  
9:30-10:00 p.m.  
65 CBS stations  
ORIGINATES: WABC

Campbell's Soups  
*Ward Wheelock  
Company*

<p><b>CAMPBELL SOUP COMPANY</b> <i>Continued</i></p> <p><b>Amos 'n' Andy</b> <i>Serial comedy-drama</i></p> <p><b>Martha Webster</b> with Bess Flynn <i>Dramatic serial</i></p> <p><b>Fletcher Wiley</b> <i>Talks</i></p> <p><b>Lanny Ross</b> <i>Songs</i></p>	<p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 61 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 3:00-3:15 p.m. 58 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:30-2:45 p.m. 41 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations (Mon. and Wed. 57 CBS stations) ORIGINATES: WABC</p>	<p>Campbell's Soups <i>Ward Wheelock Company</i></p> <p>Franco-American Macaroni and Spaghetti <i>Ruthrauff &amp; Ryan, Inc</i></p>
<p><b>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</b> <i>(126th Week on CBS)</i></p> <p><b>Dr. Christian</b> with Jean Hersholt</p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 65 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc</i></p>
<p><b>CHRYSLER CORPORATION</b> <i>(265th Week on CBS)</i></p> <p><b>Major Bowes'</b> <b>Original Amateur Hour</b></p> <p><b>Elmer Davis</b> <i>News</i> (Ends April 5)</p>	<p>Thursday 9:00-10:00 p.m. 86 CBS-stations ORIGINATES: WABC</p> <p>Mon., Wed., Thurs., Fri. 8:55-9:00 p.m. 100 CBS stations ORIGINATES: WABC</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff &amp; Ryan, Inc</i></p> <p>Chrysler Fluid Drive Automobiles <i>Lee Anderson Adver- tising Company</i></p>
<p><b>COCA-COLA COMPANY</b> <i>(85th Week on CBS)</i></p> <p><b>Pause That Refreshes</b> <b>On the Air</b> with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists</p>	<p>Sunday 4:30-5:15 p.m. 105 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>



**COLGATE-PALMOLIVE-PHEET  
COMPANY**

*(73rd Week on CBS)*

**Colgate Ask-It-Basket**

with Ed East

*Variety-Quiz program*

**City Desk**

*Drama*

**Woman of Courage**

*Serial drama*

**Myrt and Marge**

*Serial drama*

**The Story of Bess Johnson**

*Serial drama*

**Stepmother**

*Serial drama*

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

Thursday  
8:30-8:55 p.m.  
*Rebroadcast*  
12:00-12:25 a.m.  
69 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
10:45-11:00 a.m.  
*Rebroadcast*  
3:45-4:00 p.m.  
64 CBS stations  
ORIGINATES: WABC

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

Mon. thru Fri.  
4:30-4:45 p.m.  
81 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
10:30-10:45 a.m.  
*Rebroadcast*  
4:45-5:00 p.m.  
49 CBS stations  
ORIGINATES: WBBM

Colgate Dental Cream  
*Ted Bates, Inc.*

Palmolive Shave Cream  
Palmolive Brushless Shave  
*Ted Bates, Inc.*

Octagon Products  
*Ted Bates, Inc.*  
Crystal White  
*Sherman & Marquette,  
Inc.*

New Concentrated Super  
Suds  
Super Suds  
*Sherman & Marquette,  
Inc.*

Palmolive Soap  
*Ward Wheelock  
Company*

Colgate Tooth Powder  
*Sherman & Marquette,  
Inc.*

**COMMERCIAL CREDIT COMPANY**

*(54th Week on CBS)*

**Bob Trout**

*News*

Mon., Wed., Fri.  
6:10-6:15 p.m.  
*Rebroadcasts*  
11:00-11:05 p.m.  
11:55-12 mid.  
*Saturday*  
10:30-10:35 p.m.  
68 CBS stations  
ORIGINATES: WABC

Automobile Finance  
Service  
*O'Dea, Sheldon &  
Canaday, Inc.*

**CONTINENTAL BAKING CO., INC.**

*(326th Week on CBS)*

**Your Marriage Club**

with Haven MacQuarrie

*Quiz*

Saturday  
8:00-8:30 p.m.  
*Rebroadcast*  
11:00-11:30 p.m.  
48 CBS stations  
ORIGINATES: WABC

Wonder Bread  
*Ted Bates, Inc.*

	TIME	PRODUCT AND AGENCY
<p><b>CURTISS CANDY COMPANY</b> (28th Week on CBS)</p> <p><b>News</b> with Jackson Wheeler</p>	<p>Sat., Sun. 11:00-11:05 a.m. 38 CBS stations ORIGINATES: WABC</p>	<p>Candy <i>C. L. Miller Company</i></p>
<p><b>DOUBLEMINT GUM</b> (459th Week on CBS)</p> <p><b>Melody Ranch</b> with Gene Autry <i>Western dramatic series</i></p>	<p>Sunday 6:30-6:55 p.m. 69 CBS stations ORIGINATES: KNX</p>	<p>Doublemint Gum <i>J. Walter Thompson Company</i></p>
<p><b>EVERSHARP, INC.</b> (79th Week on CBS)</p> <p><b>Take It or Leave It</b> with Bob Hawk, MC, David Ross <i>Quiz</i></p>	<p>Sunday 10:00-10:30 p.m. 59 CBS stations ORIGINATES: ON TOUR</p>	<p>Eversharp Pens and Pencils <i>The Biow Company</i></p>
<p><b>FLORIDA CITRUS COMMISSION</b> (58th Week on CBS)</p> <p><b>Mary Margaret McBride</b> <i>Talks</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 25 CBS stations (Tues. and Thurs. 20 CBS stations) ORIGINATES: WABC</p>	<p>Florida Citrus Fruit <i>Arthur Kudner, Inc.</i></p>
<p><b>FORD MOTOR COMPANY</b> (364th Week on CBS)</p> <p><b>Sunday Evening Hour</b> Ford Symphony Orchestra and Chorus, guest conductors, and soloists <i>With Talks by W. J. Cameron</i></p>	<p>Sunday 9:00-10:00 p.m. 57 CBS stations ORIGINATES: WJR</p>	<p>Ford motor cars, trucks, and tractors Mercury Lincoln <i>McCann-Erickson, Inc.</i></p>
<p><b>GENERAL FOODS CORPORATION</b> (306th Week on CBS)</p> <p><b>We, the People</b> with Gabriel Heatter and guests <i>Real-life experiences</i></p> <p><b>Kate Smith Hour</b> with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus and guest stars <i>Music, comedy, and drama</i></p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 81 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 91 CBS stations ORIGINATES: KNX</p>	<p>Sanka <i>Young &amp; Rubicam, Inc.</i></p> <p>Grape Nuts <i>Young &amp; Rubicam, Inc.</i></p>

**GENERAL FOODS CORPORATION**

*continued*

**Kate Smith Speaks; News**

*Talks and news*

**Home of the Brave**

*Serial drama*

**Joyce Jordan, Girl Interne**

*Serial drama*

**Young Dr. Malone**

*Serial drama*

**Kate Hopkins**

*Serial drama*

**Portia Faces Life**

*Serial drama*

Mon. thru Fri.  
12:00-12:15 p.m.  
79 CBS stations  
ORIGINATES: KNX

Mon. thru Fri.  
2:45-3:00 p.m.  
80 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
2:15-2:30 p.m.  
*Rebroadcast*  
6:30-6:45 p.m.  
59 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
2:00-2:15 p.m.  
*Rebroadcast*  
6:00-6:15 p.m.  
84 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
4:45-5:00 p.m.  
*Rebroadcast*  
3:30-3:45 p.m.  
44 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
4:00-4:15 p.m.  
*Rebroadcast*  
12:15-12:30 p.m.  
84 CBS stations  
ORIGINATES: WABC

Swansdown Cake Flour  
*Young & Rubicam, Inc.*  
Diamond Crystal Salt  
*Benton & Bowles, Inc.*

Calumet Baking Powder  
Swansdown Cake Flour  
*Young & Rubicam, Inc.*

La France  
Satina  
Minute Tapioca  
*Young & Rubicam, Inc.*

Post Toasties  
*Benton & Bowles, Inc.*

Maxwell House Coffee  
*Benton & Bowles, Inc.*

Post's 40% Bran Flakes  
*Benton & Bowles, Inc.*

**GENERAL MILLS, INC.**

*38th Week on CBS)*

**By Kathleen Norris**

*Dramatization of her novels*

**Hymns of All Churches**

with Joe Emerson

**Betty Crocker**

*Homemaker program*

Mon. thru Fri.  
10:00-10:15 a.m.  
32 CBS stations  
ORIGINATES: WABC

Mon., Tues., Thurs.  
9:45-10:00 a.m.  
*Rebroadcast*  
11:45-12:00 noon  
33 CBS stations  
ORIGINATES: WBBM

Wed., Fri.  
9:45-10:00 a.m.  
*Rebroadcast*  
11:45-12:00 noon  
33 CBS stations  
ORIGINATES: WBBM

Wheaties  
*Knox Reeves*  
*Advertising, Inc.*

Gold Medal Flour  
*Blackett-Sample-*  
*Hummert, Inc.*

THE PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>GILLETTE SAFETY RAZOR COMPANY</b> (98th Week on CBS)</p> <p><b>Elmer Davis</b> <i>News</i></p>	<p>Tues.. Fri. 8:55-9:00 p.m. 57 CBS stations ORIGINATES: WABC</p>	<p>Gillette Shaving Cream, Safety Razors and Blades <i>Maxon, Inc.</i></p>
<p><b>GULF OIL CORPORATION</b> (373rd Week on CBS)</p> <p><b>Gulf Screen Guild Theatre</b> with Roger Pryor, MC, screen stars, Oscar Bradley's Orchestra. John Hiestand</p>	<p>Sunday 7:30-8:00 p.m. 79 CBS stations ORIGINATES: KNX</p>	<p>Motor Oil and Gas <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>INTERNATIONAL SILVER COMPANY</b> (160th Week on CBS)</p> <p><b>Silver Theatre</b> Conrad Nagel, Narrator-director, and guest stage and screen stars</p>	<p>Sunday 6:00-6:30 p.m. 57 CBS stations ORIGINATES: KNX</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>IRONIZED YEAST CO., INC.</b> (80th Week on CBS)</p> <p><b>Court of Missing Heirs</b> <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 75 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>JOHNSON &amp; JOHNSON</b> (Beginning April 5)</p> <p><b>Voice of Broadway</b> with Dorothy Kilgallen</p>	<p>Saturday 11:30-11:45 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 59 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>LADY ESTHER, LTD.</b> (382nd Week on CBS)</p> <p><b>Guy Lombardo and His Orchestra</b> <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar &amp; Ryan, Inc.</i></p>
<p><b>LEVER BROTHERS COMPANY</b> (296th Week on CBS)</p> <p><b>Lux Radio Theatre</b> Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i></p>	<p>Monday 9:00-10:00 p.m. 66 CBS stations 30 CBC stations ORIGINATES: KNX</p>	<p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p>



**EVER BROTHERS COMPANY**

*Continued*

**Hollywood Premiere**

with Luella Parsons and guest stars

*Drama*

**Big Town**

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

*Drama*

**Meet Mister Meek**

*Drama*

**Big Sister**

with Alice Frost, Martin Gabel

*Serial drama*

**Aunt Jenny's Real Life Stories**

*Dramatic sketches*

Friday

10:00-10:30 p.m.

71 CBS stations

ORIGINATES: KNX

Wednesday

8:00-8:30 p.m.

*Rebroadcast*

9:30-10:00 p.m.

75 CBS stations

30 CBC stations

ORIGINATES: KNX

Wednesday

7:30-8:00 p.m.

*Rebroadcast*

10:30-11:00 p.m.

64 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

11:30-11:45 a.m.

*Rebroadcast*

2:00-2:15 p.m.

75 CBS stations

31 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

11:45-12:00 noon

*Rebroadcast*

2:15-2:30 p.m.

63 CBS stations

ORIGINATES: WABC

Lifebuoy Health Soap

*William Esty &*

*Company, Inc.*

Rinso

*Ruthrauff & Ryan, Inc.*

Lifebuoy

*William Esty &*

*Company, Inc.*

Rinso

*Ruthrauff & Ryan, Inc.*

Spry

*Ruthrauff & Ryan, Inc.*

**EMMETT & MYERS TOBACCO COMPANY**

*30th Week on CBS)*

**Glenn Miller and His Orchestra**

with Paula Kelly, Ray Eberle, and the Modernaires

**Professor Quiz**

with Bob Trout

*Questions and answers*

Tues., Wed., Thurs.

10:00-10:15 p.m.

97 CBS stations

ORIGINATES: WABC

Tuesday

10:15-10:45 p.m.

70 CBS stations

ORIGINATES: WABC

Chesterfield Cigarettes

*Newell-Emmett Co., Inc.*

Velvet Pipe and Cigarette Tobacco

*Newell-Emmett Co., Inc.*

**THOMAS J. LIPTON, INC.**

*8th Week on CBS)*

**Helen Hayes Theater**

starring Helen Hayes, with Mark Warnow's Orchestra, and Harry von Zell

Sunday

8:00-8:30 p.m.

*Rebroadcast*

10:30-11:00 p.m.

94 CBS stations

ORIGINATES: WABC

Lipton's Tea and

Tea Bags

*Young & Rubicam, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
<b>MAGAZINE REPEATING RAZOR COMPANY</b> <i>(5th Week on CBS)</i>  <b>Duffy's Tavern</b> starring Ed Gardner as "Archie", Shirley Booth. John Kirby's Band, guest stars	Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 55 CBS stations ORIGINATES: WABC	Schick Injector Razors and Blades  <i>J. M. Mathes, Inc.</i>
<b>PENN TOBACCO COMPANY</b> <i>(79th Week on CBS)</i>  <b>Vox Pop</b> Parks and Wally <i>Quiz</i>	Thursday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: ON TOUR	Kentucky Club Pipe Tobacco  <i>Ruthrauff &amp; Ryan, Inc.</i>
<b>PET MILK SALES CORPORATION</b> <i>(385th Week on CBS)</i>  <b>Saturday Night Serenade</b> Bill Perry, tenor; Bob Trout, Gustave Haenschen's Orchestra and Chorus and guest stars  <b>Mary Lee Taylor</b> home economist <i>Household advice</i>	Saturday 9:45-10:15 p.m. 55 CBS stations ORIGINATES: WABC  Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 67 CBS stations ORIGINATES: KMOX	Pet Irradiated Milk  <i>Gardner Advertising Company</i>
<b>PHILIP MORRIS &amp; COMPANY, LTD.</b> <i>(243rd Week on CBS)</i>  <b>Great Moments from Great Plays</b> Directed by Charles Martin with guest stars and Ray Block's Orchestra <i>Dramas of O'Neill, Shaw, Ibsen, and others</i>  <b>The Crime Doctor</b> <i>Dramatic programs</i>	Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 90 CBS stations ORIGINATES: WABC  Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 71 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes <i>The Biow Company, Inc.</i>  Philip Morris Cigarettes <i>The Biow Company, Inc.</i>
<b>THE PROCTER &amp; GAMBLE CO.</b> <i>(336th Week on CBS)</i>  <b>Those We Love</b> with Nan Grey, Donald Woods, Richard Cromwell <i>Drama</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 71 CBS stations ORIGINATES: KNX	Teel Drene  <i>H. W. Kastor &amp; Sons</i>

**THE PROCTER & GAMBLE CO.**

*Continued*

**The Goldbergs**

*Serial drama*

Mon. thru Fri.  
5:00-5:15 p.m.  
*Rebroadcast*  
11:30-11:45 a.m.  
22 CBS stations  
ORIGINATES: WABC

**The O'Neills**

*Serial drama*

Mon. thru Fri.  
5:15-5:30 p.m.  
17 CBS stations  
ORIGINATES: WABC

**Life Can Be Beautiful**

*Serial drama*

Mon. thru Fri.  
1:00-1:15 p.m.  
37 CBS stations  
ORIGINATES: WABC

**Woman in White**

*Serial drama*

Mon. thru Fri.  
1:15-1:30 p.m.  
34 CBS stations  
ORIGINATES: WBBM

**Right to Happiness**

*Serial drama*

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

**Road of Life**

*Serial drama*

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

**Oxydol**

*Blackett-Sample-Hummert, Inc.*

**Ivory Soap**

*Compton Advertising, Inc.*

**Ivory Soap**

*Compton Advertising, Inc.*

**Camay**

*Pedlar & Ryan, Inc.*

**Crisco**

*Compton Advertising, Inc.*

**Chipso**

*Pedlar & Ryan, Inc.*

**RUDENTIAL INSURANCE COMPANY OF AMERICA**

*(17th Week on CBS)*

Mon. thru Fri.  
12:15-12:30 p.m.  
52 CBS stations  
ORIGINATES: WABC

**Insurance Services**

*Benton & Bowles, Inc.*

**When a Girl Marries**

*Serial drama*

**R. J. REYNOLDS TOBACCO COMPANY**

*(13th Week on CBS)*

**Blondie**

with Penny Singleton and Arthur Lake

*Domestic comedy*

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

**Camel Cigarettes Prince Albert Smoking Tobacco**

*William Esty & Company, Inc.*

**Al Pearce and His Gang**

with Margaret Brayton, Artie Auerbach, Arthur Q. Bryan, Wendell Niles, Dick Lane and guests

*Variety*

Friday  
7:30-8:00 p.m.  
*Rebroadcast*  
10:30-11:00 p.m.  
83 CBS stations  
ORIGINATES: KNX

**SPEARMINT GUM**  
(458th Week on CBS)

**Scattergood Baines**  
*Serial drama*

**Dear Mom**  
with John Walsh, Dolph Nelson,  
Marvin Mueller and Eloise Kummer  
*Drama*

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

Sunday  
6:55-7:15 p.m.  
69 CBS stations  
ORIGINATES: WBBM

Spearmint Gum  
*Arthur Meyerhoff & Co.*

**E. R. SQUIBB & SONS**  
(39th Week on CBS)

**Frank Parker in  
Golden Treasury of Song**  
*Musical*

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

Squibb Products  
*Geyer, Cornell &  
Newell, Inc.*

**TEXAS COMPANY**  
(201st Week on CBS)

**Texaco Star Theatre**  
starring Fred Allen, with Kenny  
Baker, Portland Hoffa, Al Goodman's  
Orchestra, "Mighty Allen Art  
Players", Wynn Murray  
*Variety*

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

Texaco Products  
*Buchanan & Co.*

**U. S. TOBACCO COMPANY**  
(305th Week on CBS)

**Gay Nineties Revue**  
starring Beatrice Kay,  
Joe Howard, MC, Billy M. Greene,  
Florodora Girls, Elm City Four,  
Jenny Lynn

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

Dill's Best  
Model Smoking Tobacco  
*Arthur Kudner, Inc.*

**COLUMBIA  
NEW  
ENGLAND  
NETWORK**

**ALEXANDER SMITH & SONS  
CARPET COMPANY**  
(9th Week on CBS)

**The New England Home**  
with Clara Dudley  
*Talks on interior decoration*

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

Carpets  
*Anderson, Davis &  
Platte, Inc.*

**COLUMBIA  
PACIFIC  
NETWORK**

**AMERICAN CHICLE COMPANY**  
(4th Week on CBS)

**By the Way**  
with Bill Henry

Wed., Fri.  
6:15-6:30 p.m. PST  
ORIGINATES: KNX

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



**ATHASWEET CORPORATION**  
*8th Week on CBS)*  
**Bob Garred Reporting**  
*News*

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

Bathasweet Products  
*H. M. Kiesewetter*  
*Advertising Agency*

**OLONIAL DAMES, INC.**  
*9th Week on CBS)*  
**"Find the Woman"**  
with Knox Manning

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

Cosmetics  
*Glasser, Gailey & Co.*

**GENERAL FOODS CORPORATION**  
*306th Week on CBS)*  
**The Second Mrs. Burton**  
*Dramatic serial*

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

Postum  
*Young & Rubicam, Inc.*

**GENERAL PETROLEUM COMPANY  
OF CALIFORNIA**  
*14th Week on CBS)*  
**I Was There**

Sunday  
9:00-9:30 p.m.  
ORIGINATES: KNX

Mobilgas, Mobiloil  
*Smith & Drum, Inc.*

**RICHARD HUDNUT**  
*56th Week on CBS)*  
**Hollywood Showcase**  
(Beginning April 27)

Tuesday  
9:30-10:00 p.m.  
ORIGINATES: KNX

Marvelous Cosmetics  
*Benton & Bowles, Inc.*

**R. LORILLARD COMPANY**  
*253rd Week on CBS)*  
**Talk Your Way Out of This One**

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

Sensation Cigarettes  
*Lennen & Mitchell, Inc.*

**Don't Be Personal**  
*Quiz*

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

**LOS ANGELES SOAP COMPANY**  
*79th Week on CBS)*  
**Knox Manning**  
*News*

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

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

**COLUMBIA  
PACIFIC  
NETWORK**

*Continued*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>THE MENNEN COMPANY</b> <i>(103rd Week on CBS)</i></p> <p><b>Bob Garred Reporting</b> <i>News</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Mennen Shaving Cream <i>H. M. Kiesewetter Advertising Agency</i></p>
<p><b>NATIONAL LEAD COMPANY</b> <i>(39th Week on CBS)</i></p> <p><b>Answer Auction</b> <i>Quiz</i></p>	<p>Thursday 9:30-10:00 p.m. PST ORIGINATES: KNX</p>	<p>National Lead Products <i>Erwin Wasey &amp; Co.</i></p>
<p><b>PETER PAUL, INC.</b> <i>(38th Week on CBS)</i></p> <p><b>Bob Garred Reporting</b> <i>News</i></p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. PST ORIGINATES: KNX</p>	<p>Mounds Candy Ten Crown Gum <i>Brisacher, Davis &amp; Staff</i></p>
<p><b>PLANTERS NUT AND CHOCOLATE COMPANY</b> <i>(26th Week on CBS)</i></p> <p><b>What's On Your Mind?</b></p>	<p>Thursday 7:15-7:45 p.m. PST Beginning April 7 Monday 9:30-10:00 p.m. ORIGINATES: KNX</p>	<p>Planters Salted Peanuts Planters Peanut Oil <i>Raymond R. Morgan</i></p>
<p><b>SOIL OFF MANUFACTURING COMPANY</b> <i>(9th Week on CBS)</i></p> <p><b>Bob Garred Reporting</b> <i>News</i></p>	<p>Thursday 5:45-5:55 p.m. PST Saturday 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Cleaning Fluid for Walls and Woodwork <i>Hillman-Shane Advertising Agency, Inc.</i></p>
<p><b>BREAKFAST CLUB COFFEE, INC.</b> <i>(13th Week on CBS)</i></p> <p><b>Voice of Friendship</b> with Rita Murray</p>	<p>Tues., Thurs. 7:45-8:00 a.m. PST ORIGINATES: KNX</p>	<p>Breakfast Club Coffee <i>Lockwood-Shacklefor Advertising Agency</i></p>
<p><b>KNOX GELATINE COMPANY</b> <i>(18th Week on CBS)</i></p> <p><b>Background for Headlines</b> with Bob Garred</p>	<p>Tues., Thurs. 7:50-8:00 p.m. PST Saturday 7:45-8:00 p.m. PST ORIGINATES: KNX</p>	<p>Knox Sparkling Gelatine <i>Kenyon &amp; Eckhardt, Inc.</i></p>
<p><b>SEASIDE OIL COMPANY</b></p> <p><b>Seaside Spelling Bee Liner</b> <i>(Begins April 13)</i></p>	<p>Sunday 5:30-5:55 p.m. PST Beginning April 27 4:30-4:55 p.m. PST ORIGINATES: KNX</p>	<p>Seaside Ethyl Gasoline and Silverol Motor Oil <i>The McCarthy Company</i></p>

**COLUMBIA  
CALIFORNIA  
NETWORK**

**WABC  
SPONSORED  
PROGRAMS**

<p><b>AMERICAN CHICLE COMPANY*</b> <i>1st Week on WABC)</i></p> <p><b>Announcements</b></p>	<p>Mon. thru Sat. 8:00-8:01:30 a.m.</p>	<p>Chiclets and Dentyne <i>Badger, Browning &amp; Hersey, Inc.</i></p>
<p><b>ARBASOL COMPANY</b> <i>7th Week on WABC)</i></p> <p><b>Sports News</b> with Mel Allen</p>	<p>Tues., Thurs. 6:10-6:15 p.m. Saturday 5:55-6:00 p.m.</p>	<p>Barbasol Shaving Cream <i>Erwin, Wasey &amp; Co., Inc.</i></p>
<p><b>BATHASWEET CORPORATION*</b> <i>1st Week on WABC)</i></p> <p><b>Ted Steele and his Novachord</b></p>	<p>Tuesday 6:15-6:30 p.m.</p>	<p>"Bathasweet" Toilet Goods <i>H. M. Kiesewetter Advertising Agency, Inc.</i></p>
<p><b>BOND STORES, INC.</b> <i>1st Week on WABC)</i></p> <p><b>Morning Almanac</b> with Phil Cook</p>	<p>Mon. thru Sat. 7:30-7:45 a.m.</p>	<p>Bond's Men's Clothing <i>Neff-Rogow, Inc.</i></p>
<p><b>THE BORDEN COMPANY</b> <b>Announcements</b> (Begins April 23)</p>	<p>Wed., Fri., Sat. 6:45-6:46:30 p.m.</p>	<p>Borden's Ice Cream <i>Pedlar &amp; Ryan, Inc.</i></p>
<p><b>BULOVA WATCH COMPANY</b> <i>06th Week on WABC)</i></p> <p><b>Time Signals</b></p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p><b>RAWFORD CLOTHES, INC.</b> <i>th Week on WABC)</i></p> <p><b>Odd Side of the News</b></p>	<p>Mon., Wed., Fri. 8:25-8:30 a.m.</p>	<p>Men's Clothing <i>Al Paul Lefton</i></p>
<p><b>REZMA, INC.</b> <i>2nd Week on WABC)</i></p> <p><b>Lessons in Loveliness</b> with Nell Vinick</p>	<p>Tues., Thurs., Sat. 8:25-8:30 a.m. Tues. and Thurs. 11:00-11:15 a.m.</p>	<p>"Drezma" Cosmetics <i>Lynn Baker Company</i></p>

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

**WABC  
SPONSORED  
PROGRAMS**

*Continued*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>FEDERAL SAVINGS &amp; LOAN ASSOCIATION</b> (12th Week on WABC)</p> <p><b>The March Through Life</b></p>	<p>Monday 10:30-10:45 p.m.</p>	<p>Savings Accounts and Home Loans <i>Heffelfinger Agency</i></p>
<p><b>KRUG BAKING COMPANY</b> (67th Week on WABC)</p> <p><b>Woman's Page of the Air</b> with Adelaide Hawley</p>	<p>Friday 8:45-9:00 a.m.</p>	<p>Bakery Products and Coffee <i>Elmer L. Cline</i></p>
<p><b>P. LORILLARD COMPANY*</b> (4th Week on WABC)</p> <p><b>Record of the Day</b></p>	<p>Mon., Wed., Fri. 8:20-8:25 a.m.</p>	<p>Old Gold Cigarettes <i>J. Walter Thompson Co.</i></p>
<p><b>MARLIN FIREARMS COMPANY</b> (19th Week on WABC)</p> <p><b>Rising Son</b> with Larry Elliott <i>Announcements</i></p>	<p>Tues., Thurs., Fri. 6:35-7:00 a.m.</p>	<p>Marlin Razor Blades <i>Craven &amp; Hedrick, Inc.</i></p>
<p><b>MELVILLE SHOE COMPANY</b> (124th Week on WABC)</p> <p><b>Early Morning News</b></p>	<p>Mon. thru Sat. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p><b>MILES LABORATORIES, INC.</b> (17th Week on WABC)</p> <p><b>Afternoon News</b></p>	<p>Mon. thru Fri. 3:55-4:00 p.m. Saturday 5:50-5:55 p.m.</p>	<p>Alka-Seltzer and One-a-Day Vitamins <i>Wade Advertising Agency</i></p>
<p><b>C. F. MUELLER COMPANY</b> (14th Week on WABC)</p> <p><b>Morning News</b></p>	<p>Mon. thru Fri. 9:00-9:15 a.m.</p>	<p>Mueller's Macaroni Products <i>Kenyon &amp; Eckhardt, Inc.</i></p>
<p><b>NEW YORK STATE BUREAU OF MILK PUBLICITY</b> (24th Week on WABC)</p> <p><b>Woman's Page of the Air</b> with Adelaide Hawley</p>	<p>Tuesday 8:45-9:00 a.m.</p>	<p>Milk Publicity <i>J. M. Mathes, Inc.</i></p>

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**WABC  
SPONSORED  
PROGRAMS**

<p><b>NOXZEMA CHEMICAL CO., INC.</b> (Beginning April 12) <b>Battle of the Boroughs</b></p>	<p>Saturday 9:45-10:15 p.m.</p>	<p>Noxzema Products <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>ELSON RUG CO.</b> <i>8th Week on WABC</i> <b>Music of Today</b></p>	<p>Mon., Wed., Fri. 8:15-8:20 a.m.</p>	<p>Rugs <i>Presba, Fellers &amp; Presba, Inc.</i></p>
<p><b>EPSI-COLA COMPANY*</b> <i>6th Week on WABC</i> <b>The Missus Goes A-Shopping</b> <i>Quiz</i></p>	<p>Mon., Wed., Fri. 8:30-8:45 a.m.</p>	<p>Pepsi-Cola <i>Newell-Emmett, Inc.</i></p>
<p><b>ETER PAUL COMPANY*</b> <i>6th Week on WABC</i> <b>Early Riser's News</b></p>	<p>Mon., Wed., Fri. 6:30-6:35 a.m.</p>	<p>Mounds <i>Platt-Forbes, Inc.</i></p>
<p><b>ELECT THEATRES CORP.</b> <i>0th Week on WABC</i> <b>Midnight News</b></p>	<p>Mon., Tues., Wed. 12:00-12:05 a.m.</p>	<p>Hellzapoppin <i>Blaine-Thompson Co., Inc.</i></p>
<p><b>EST DISINFECTING COMPANY</b> (Beginning April 7) <b>It Takes a Woman</b></p>	<p>Mon., Wed., Fri. 8:25-8:30 a.m.</p>	<p>CN <i>Moser &amp; Cotins, Inc.</i></p>

\*In addition to number of weeks in which the client has used CBS Network 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. NEWS BROADCASTS . . . . .	Page 20
2. PUBLIC AFFAIRS . . . . .	Page 21
3. DRAMATIC SERIES . . . . .	Page 21
4. SERIOUS MUSIC . . . . .	Page 22
5. EDUCATIONAL PROGRAMS . . . . .	Page 23
6. RELIGIOUS BROADCASTS . . . . .	Page 25
7. VARIETY PROGRAMS . . . . .	Page 26
8. PERSONALITIES . . . . .	Page 26
9. CHILDREN'S PROGRAMS . . . . .	Page 27
10. LIGHT MUSIC . . . . .	Page 27
CBS SHORT WAVE BROADCASTS . . . . .	Page 28
ADDENDA: MARCH PROGRAMS . . . . .	Page 29

**ews Summaries, Analyses  
id Broadcasts from Europe**

**SCHEDULED PERIODS**

**MONDAY THRU SUNDAY**

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

*News Broadcasts:* Edward R. Murrow, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery, Joseph C. Harsch, Charles Barbe from Berlin; Cecil Brown from Rome; Leigh White from Athens; Betty Wason from Athens; Winston Burdette from Ankara; Farnsworth Fowle from Belgrade; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams from New York; Albert Warner, Eric Sevareid from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 2:35-3:00 p.m., SUNDAY. 2:30-3:00, 10:45-11:00 p.m., MONDAY THRU SATURDAY.

*News Summaries:* 6:30, 9:00 a.m., 3:55 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 5:50-5:55 p.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:55 a.m., SUNDAY.

*News Analyses:* Linton Wells, 12:00-12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 8:55-9:00 p.m., SUNDAY, 6:30-6:45 p.m., SATURDAY; Paul Sullivan, 6:30-6:45 p.m., FRIDAY. (See also sponsored news programs.)

**Headlines and Bylines**

**7:15-7:30 p.m.**

**EACH SUNDAY**

In this Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

**NEWS  
BROADCASTS**

**NEWS  
BROADCASTS**

**News from  
All the Americas**  
5:00-5:15 p.m.  
EACH SATURDAY

CBS takes another step toward inter-American unity and friendship in this new series of news roundups from the important Latin American capitals.

**PUBLIC  
AFFAIRS**

**Report to the Nation**  
6:00-6:30 p.m.  
EACH SATURDAY

This informal, factual series, produced by Brewster Morgan, shows the American people the inside workings of their own government

**Your Town and Ours**  
7:30-8:00 p.m.  
EACH MONDAY

The nation's capital, in terms of the men and women who work and live there, is dramatically presented in this new series with Eric Sevareid and a distinguished cast.

**DRAMATIC  
SERIES**

**Columbia Workshop**  
10:30-11:00 p.m.  
EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Davidson Taylor supervises production.

APRIL 6: "The Rocking-Horse Winner" by D. H. Lawrence, adapted by W. H. Auden.

APRIL 13: "The Glory Machine" by Eric Arthur, and "The House" by André Maurois, both directed by Howard Barnes; "The Brooklyn Cantata" by George Kleinsinger, lyrics by Michael Stratton, conducted by Bernard Herrmann.

APRIL 27: "26 By Corwin" series begins, with Norman Corwin as director and writer.

**Free Company Presents**  
2:00-2:30 p.m.  
EACH SUNDAY

The Free Company, a group of American playwrights and actors eager to combat hostile propaganda, presents a radio play on CBS each Sunday afternoon. In April:

APRIL 6: A play by Orson Welles.

APRIL 13: "The States Talking" by Archibald MacLeish.

APRIL 20: "The Miracle of the Danube" by Maxwell Anderson.

APRIL 27: "A Start in Life" by Paul Green.

**"Honest Abe"**  
11:05-11:30 a.m.  
EACH SATURDAY

This Saturday morning series, written by E. P. Conkle, starring Wesley Addy, dramatizes episodes in the early life of Abraham Lincoln.



**SERIOUS  
MUSIC**

**New York Philharmonic-  
Symphony Orchestra**

10-4:30 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is in its eleventh consecutive year on CBS. John Barbirolli is conductor, Deems Taylor intermission commentator.

APRIL 6: *Wolf-Ferrari; Grieg; Franck.*

APRIL 13: *All Wagner program.*

**Genevieve Rowe**

4:45-5:00 p.m.

EACH WEDNESDAY

Each Wednesday Genevieve Rowe, CBS soprano, is accompanied by Charles Paul at the piano in a program of songs.

**Cincinnati Conservatory  
Music**

7:30-8:00 p.m.

TURSDAY, APRIL 5

SUNDAYS, 10:30-11:00 a.m.

The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra.

**Southern Serenade**

7:15-9:45 a.m.

EACH WEDNESDAY

A half hour of song and rhythm from the South, with the mellow voices of the Four Clubmen, Louise Wilcher at the organ.

**Columbia Concert Orchestra**

7:15-5:45 p.m.

MONDAY, TUESDAY,

THURSDAY AND FRIDAY

The concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed by Howard Barlow and Bernard Herrmann.

**Symphony Club Orchestra  
of Philadelphia**

7:30-8:00 p.m.

MONDAY, APRIL 12, 19, 26

An amateur group of 100 talented players, sponsored by Edwin Fleisher of the Free Library of Philadelphia, perform under the able direction of William S. Happich.

**Library of Congress**

2:00-3:55 p.m.

EACH SATURDAY

This series, under the auspices of the Whittall Foundation, features the Budapest Quartet in well-known compositions for strings.

**CBS Easter Program**

12:00-12:55 a.m.

THURSDAY, APRIL 10

The Columbia Concert Orchestra with soloists and chorus, conducted by Howard Barlow, is heard in a performance of *Rossini's "Stabat Mater."*

**Choir of All Angels' Church**

11:00-11:30 p.m.

FRIDAY, APRIL 11

Andrew Tietjen conducts this famous choir in a celebration of Easter Week with the "German Requiem" by *Brahms.*

**CBS ADULT  
EDUCATION BOARD**

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

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

<p><b>Invitation to Learning</b> 9:30–10:00 p.m. EACH TUESDAY</p>	<p>This series invites listeners to read the world’s great book discussed by Huntington Cairns, Allen Tate, and Mark Van Doren.</p>
<p><b>The People’s Platform</b> 7:00–7:30 p.m. EACH SATURDAY</p>	<p>Lyman Bryson entertains four Americans at a dinner and draws them into an extemporaneous discussion of current problems.</p>
<p><b>Children Also Are People</b> 3:45–3:55 p.m. EACH WEDNESDAY</p>	<p>CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.</p>
<p><b>Columbia’s Country Journal</b> 12:00–12:30 p.m. EACH SATURDAY</p>	<p>Charles Stookey, Columbia’s director of agricultural programs, presents a weekly roundup of farm news and interviews.</p>
<p><b>Highways to Health</b> 12:30–12:45 p.m. EACH SATURDAY 2:50–3:00 p.m., APRIL 12</p>	<p>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.</p>
<p><b>Exploring Space</b> 3:45–3:55 p.m. EACH FRIDAY</p>	<p>This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.</p>
<p><b>Columbia’s Lecture Hall</b> 3:45–3:55 p.m. EACH MONDAY</p>	<p>Lectures on a variety of subjects by eminent speakers, many of whom are chosen from the lists of the Columbia Lecture Bureau.</p>
<p><b>America in Transition</b> 3:45–3:55 p.m. EACH TUESDAY</p>	<p>This new series features interviews of artists, scientists and technologists by John Allen Wolf on their work.</p>

**EDUCATIONAL  
PROGRAMS**

**American School of the Air**

7:15-9:45 a.m.

(Eastern Time Zone)

12:30-2:55 p.m.

(Central Time Zone)

6:30-10:00 a.m.

(Mountain Time Zone)

12:00-2:30 p.m.

(Pacific Time Zone)

MONDAY THRU FRIDAY

The American School of the Air, now broadcast to the Latin American Republics, is in its twelfth year on CBS. An estimated 3,000,000 students in the United States alone listen regularly to the series.

MONDAYS—*Americans at Work*

APRIL 7: Nitrates

APRIL 14: Aluminum.

APRIL 21: Pan-American Resources.

TUESDAYS—*Wellsprings of Music*

APRIL 1: Western Songs.

APRIL 8: Music of the Plains.

APRIL 15: Railroad Songs.

APRIL 22: Music of Motion.

WEDNESDAYS—*New Horizons*

APRIL 2: Foods for the New World.

APRIL 9: River of Gold.

APRIL 16: Boom Days in the Jungle.

APRIL 23: Streams of Green Gold.

THURSDAYS—*Tales from Far and Near*

APRIL 3: The Wonderful Locomotive.

APRIL 17: Red Horse Hill.

APRIL 21: To be selected.

FRIDAYS—*This Living World*

APRIL 4: The Monroe Doctrine.

APRIL 18: Working for Permanent Peace.

APRIL 25: The American Way.

**Adventures in Science**

7:45-8:55 p.m.

ONCE THURSDAY

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

**Club of Men and Books**

7:30-8:00 p.m.

ONCE SATURDAY

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

**Clubs for Defense**

7:45-8:00 p.m.

ONCE SATURDAY

A new series, in cooperation with the Office of Production Management, to aid the Government's drive for defense industry workers.

**RELIGIOUS  
BROADCASTS**

**Church of the Air**

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

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

APRIL 6: *Morning*: The Rev. Maurice W Fogle, Hamilton Avenue Christian Church, S Louis, Mo.

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

APRIL 13: *Morning*: The Very Rev. Kirk I O'Ferrall, D.D., Dean, St. Paul's Cathedral, Detroit, Mich.

*Afternoon*: Special Catholic Easter Service.

APRIL 20: *Morning*: Dr. Louis D. Newton, Druid Hills Baptist Church, Atlanta, Ga.

*Afternoon*: The Most Rev. Gerald P. O'Hara, Bishop of the Diocese of Savannah-Atlanta.

APRIL 27: *Morning*: Rev. Dr. W. Galawa Tyson, District Superintendent, Philadelphia Conference, The Methodist Church.

*Afternoon*: Rabbi Herbert S. Goldstein, West Side Institutional Synagogue, N. Y. C.

**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.

APRIL 6: Alva Tabor, Head Itinerant Teacher Trainer Fort Valley State College, Fort Valley Georgia.

APRIL 13: Bishop B. G. Shaw, A.M.E., Zion Church, Birmingham, Alabama.

APRIL 20: Mr. R. J. Reynold, Guide Rig Commission, Topeka, Kansas.

APRIL 27: The Honorable James H. Price, Governor of Virginia.

**Passover Program**

11:00-11:30 p.m.

THURSDAY, APRIL 10

Dr. Louis Finkelstein, Jewish Theological Seminary of America; Cantor David Puttmann and Choir; Mr. Karl J. Austrian, American Jewish Committee.



**Net the Music**

1:05-11:30 p.m.

TELEVISION SUNDAY

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

**Antique at Meadowbrook**

4:00-5:00 p.m.

TELEVISION SATURDAY

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

**"Singing Bee"**

1:00-10:30 a.m.

TELEVISION SATURDAY

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

**Girl About Town**

9:30-10:45 p.m.

TELEVISION MONDAY,  
TUESDAY, WEDNESDAY AND FRIDAY

Joan Edwards, singing star and pianist, is the "Girl About Town" in this new musical series. She is accompanied by Cy Walters and Johnny Garde, duo-pianists.

**Friend in Deed**

2:30-3:45 p.m.

TELEVISION MONDAY THRU FRIDAY

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

**Major Bowes' Family**

11:30-12:30 p.m.

TELEVISION SUNDAY

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

**Outdoors with Bob Edge**

6:15-6:30 p.m.

TELEVISION THURSDAY

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

**Quiz Politics**

1:30-2:00 p.m.

TELEVISION SATURDAY

The series features a quiz panel drawn from members of the National Legislature matching wits on any and all subjects—except that "politics" is barred.

PERSONALITIES

**PERSONALITIES**

*Continued*

**The Old Dirt-Dobber**

9:30-10:00 a.m.

EACH SATURDAY

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

**CHILDREN'S PROGRAMS**

**Let's Pretend**

1:00-1:30 p.m.

EACH SATURDAY

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

**"March of Games"**

1:30-2:00 p.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvin Prager, Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

**LIGHT MUSIC**

**CBS Vocalists**

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

- |              |                |
|--------------|----------------|
| Joan Edwards | Jack Leonard   |
| Burl Ives    | Genevieve Rowe |
| Bob Hannen   |                |

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

VARIOUS HOURS

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

**Dance Orchestra**

VARIOUS HOURS

MONDAY THRU SUNDAY

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

- |               |                |
|---------------|----------------|
| Shep Fields   | Vaughn Monroe  |
| Walter Gross  | José Morand    |
| Joey Kearns   | George Olsen   |
| Guy Lombardo  | Tommy Reynolds |
| Vincent Lopez | Raymond Scott  |
| Jerry Wald    |                |

**CBS SHORT WAVE  
BROADCAST SCHEDULE  
TO EUROPE AND  
SOUTH AMERICA**

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

**News Broadcasts**  
(in English)  
9:15-10:30, 11:30-11:45 a.m.  
10-1:45, 5:45-6:00,  
6-6:45 p.m.  
MONDAY THRU FRIDAY  
(Italian, German, French, Polish)  
12:00 noon-1 p.m., 4:30-5:30 p.m.  
MONDAY THRU SATURDAY  
12:00 noon-1 p.m., 5-6 p.m.  
SUNDAY

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, 2:45-3:00 p.m.  
TUESDAY, 7:45-8:00 p.m.  
WEDNESDAY, 7:45-8:00 p.m.

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

**News in Spanish**  
12:00-10:05 p.m.  
MONDAY THRU SUNDAY  
6:45-7:00 p.m.  
MONDAY THRU FRIDAY  
12:00-7:15 p.m., SAT. (WCBX)  
12:30-12:45 p.m., 2:30-2:45 p.m.  
6:45-6:00 p.m.  
MONDAY THRU FRIDAY (WCAB)

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

**News in Portuguese**  
12:15-7:30 p.m.  
MONDAY THRU FRIDAY

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

**News of Latin America**  
**Spanish**  
12:00-8:15 p.m.  
MONDAY, WEDNESDAY, FRIDAY

Mr. Roberto Unane tells the Latin American republics the news about their own Latin American neighbors.

**Cultural News in Spanish**  
WEDNESDAY, 9:00-9:15 p.m.

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

**Carmen Castelo's Broadway**  
**Column in Spanish**  
WEDNESDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

**SPECIAL CBS  
BROADCASTS  
TO EUROPE**

**SPECIAL CBS  
BROADCASTS  
TO SOUTH  
AMERICA**

# ADDENDA:

## MARCH 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 March programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

### PUBLIC AFFAIRS

MARCH 1: Speaking in opposition to the Lend-Lease Bill, Senator John A. Danaher, Republican of Connecticut, listed the reasons he thought the Bill should not be passed, 2:00-2:15 p.m.

MARCH 4: Senator James M. Tunnell, Democrat of Delaware, delivered an address in favor of passage of the pending Lend-Lease Bill, 5:30-5:45 p.m.

MARCH 5: In a speech entitled "The Lend-Lease Bill is a Move Toward Peace," Senator Scott Lucas, Democrat of Illinois, outlined the arguments in favor of the Bill and urged that it be passed, 10:15-10:30 p.m.

MARCH 6: Another advocate of passage of the contested Lend-Lease Bill, Senator Josh Lee, Democrat of Oklahoma, presented the affirmative position in the nationwide argument, 10:15-10:30 p.m.

MARCH 6: Answering the proponents of the Lend-Lease Bill, Republican Senator George D. Aiken of Vermont delivered an address entitled "Will H.R. 1776 Aid England in the Most Effective Way Possible?" giving his earnest opinion that that would not be the case, 10:30-10:45 p.m.

MARCH 8: Mrs. Dwight W. Morrow, widow of the late Ambassador to Mexico,

former acting president of Smith College (1939-40), author of several well known books, addressed a coast-to-coast Columbia network audience in behalf of the then pending Lend-Lease Bill, 12:45-1:00 p.m.

MARCH 9: Senator Robert A. Taft, Republican of Ohio, delivered an address giving his reasons why the Lend-Lease Bill should not be passed, 1:30-2:00 p.m.

MARCH 19: Representative Jennings Randolph, Democrat of West Virginia, in an address entitled "A Separate Air Force Now" explained the many reasons he deemed it urgent that a separate air force be established right away, 10:00-10:15 p.m.

MARCH 15: President Roosevelt was heard by the Columbia audience speaking at the White House Correspondents Dinner in Washington, 9:30-10:00 p.m.

MARCH 21: Norman Thomas, National Chairman of the Socialist Party in the United States, presented his views on "Next Steps in the Fight Against War," advocating a pledge by Congress to await advisory referendum by the people before any declaration of war, 10:00-10:15 p.m.

MARCH 22: Richard G. Casey, Minister from Australia to the United States, discussed his country's participation in the



vr. speaking from WJSV, Columbia's station for the nation's capital, over a CBS coast-to-coast hook-up. 10:15-10:30 p.m.

MARCH 26: Colonel William J. Donovan, President Roosevelt's personal representative returned from abroad, delivered a report to the American people on the result of his three-and-a-half-month trip to study British war efforts and European and Near East conditions. 10:30-11:00 p.m.

MARCH 29: President Roosevelt's Jackson Day address was broadcast throughout the world over the network and international short-wave facilities of the Columbia Broadcasting System. Mr. Roosevelt spoke from the famous annual Jackson Day dinner at the Mayflower Hotel in Washington, which was attended by the leaders of the Democratic Party. 9:30-9:45 p.m.

#### SPECIAL EVENTS

MARCH 8: Carmel Snow, editor of *Harper's Bazaar*, fashion authority, gave the average woman—housewife as well as career girl—some expert advice on how to choose clothes suitable for all occasions, yet stay within her budget. 5:15-5:30 p.m.

MARCH 15: From Oberlin College the Columbia Broadcasting System brought its audience the program of the Intercollegiate in American Congress, broadcasting the speeches of the Pan American Union's Chief Labor Division, Dr. Ernesto Galarza, and Mrs. Aline Kistler, Executive Secretary of the American National Committee of Encouraging, 10:35-10:45 p.m.

MARCH 17: Eamon de Valera, American-born Prime Minister of Eire, extended St. Patrick's Day greetings to the people of the United States in a special Columbia broadcast from Dublin, 11:15-11:30 p.m.

MARCH 19: In connection with the series meetings held by the National Associa-

tion of Manufacturers throughout the South on "National Defense Clinics," the Columbia Broadcasting System brought before its audience a round table discussion led by the Association's President, Walter D. Fuller, featuring such prominent speakers as Walter B. Weisenburger, Thurmond Chatham, Lamot du Pont. 10:15-10:30 p.m.

MARCH 20: Accompanying an extraordinary "hunt for Spring," Columbia set up its microphone in New York's Central Park while a quintet of distinguished scientists from the Museum of Natural History sought out evidence of the new season (such as crocus, budding pussy-willow, skunk cabbage, activity among the zoo reptiles), on Spring's official first day. Conducting the Spring hunt were Hans Christian Adamson, Dr. Roy Chapman Andrews, Dr. Harold E. Anthony, Dr. James F. Chapin, Dr. Charles Russel and Dr. C. H. Curran—all members of the Museum staff. 3:30-3:45 p.m.

MARCH 20: In speech, music and drama Columbia broadcast an appeal for aid to the 450,000,000 persons affected by the war in China. Former Ambassador William C. Bullitt made the keynote address. A stirring radio drama written by noted lyricist John LaTouche, with musical portions by the Columbia Concert Orchestra, was presented, 10:15-10:45 p.m.

MARCH 22: Prunella Wood, Woman's Editor of *King Features*, interviewed several of the 1941 Fashion Academy Award winners on their wardrobe preferences during Columbia's broadcast announcing the best dressed women in America. What they planned to wear in the Easter parade, as well as their own particular clothes preferences, were revealed by the best-dressed debutante, night club entertainer, radio star, business girl, opera singer, and all-American girl. 2:00-2:15 p.m.

MARCH 22: From Chicago the Columbia

Broadcasting System brought the exciting second-by-second description of the mid-west's big indoor track event, "Bankers Mile," 11:15-11:30 p.m.

MARCH 24: From Washington the Rt. Rev. Msgr. Michael J. Ready delivered a speech in behalf of the Bishops' Relief Committee, which coordinates Catholic effort in refugee work. 5:35-5:45 p.m.

MARCH 25: Lord Halifax, British Ambassador to the United States, speaking at the famed Pilgrim Society dinner in New York, was heard all around the world through the facilities of the Columbia Broadcasting System, 10:15-11:00 p.m.

MARCH 27: The greatest "moving day" in the nation's history—shifting the dial settings of radio stations throughout the country on more than 50,000,000 receiving sets—was heralded over the CBS network with a half-hour dramatic program entitled "Radio's Moving Day," 10:15-10:45 p.m.

MARCH 29: The first radio network to be honored by the University of Georgia with the George Foster Peabody Radio Award, for its public service activities during 1940, the Columbia Broadcasting System brought

before the nation the acceptance speech of CBS President William S. Paley, as well as the other principal addresses at the Award dinner, 10:15-10:45 p.m.

MARCH 30: The nation's foremost Negro artists, including Marian Anderson, Ethel Waters, Joe Louis, Duke Ellington, The Golden Gate Quartet and a host of others, joined in an exclusive CBS coast-to-coast broadcast in behalf of the National Urban League's campaign to focus the country's attention on the unemployment problem of the Negroes. 5:00-6:00 p.m.

MARCH 30: Columbia listeners heard Vice President Henry A. Wallace deliver an address on "Democracy and the Dignity of Man" before the triennial national convention of B'nai Brith, Jewish fraternal organization, from the Civic Opera House, Chicago, 11:05-11:30 p.m.

## MUSIC

MARCH 29: From Columbia's station WJSV in Washington, the nation heard the beautifully trained voices of the Birmingham-Southern College A Cappella Choir of Birmingham, Alabama, in a varied program of songs, 5:15-5:30 p.m.



## THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

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