

CBS PROGRAM BOOK • MARCH, 1942



"Wings Over Jordan"

THE COVER: *“Wings Over Jordan,”* after a nationwide poll, was placed on the 1941 Honor Roll of the Schomburg Collection of Negro Literature for its contribution to “the improvement of race relations in terms of real democracy.” The only radio program to be so honored, “Wings Over Jordan” originates from Station WGAR in Cleveland, and is directed by Rev. Glenn T. Settle.

MARCH, 1942

THE COLUMBIA PROGRAM BOOK

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THE COLUMBIA BROADCASTING SYSTEM

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

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Cleaning Fluid Page 16

All time listed on the following pages is Eastern War Time unless otherwise indicated.

<p>AMERICAN OIL COMPANY (188th Week on CBS)</p> <p>The Human Side of the News by Edwin C. Hill</p>	<p>Mon., Wed., Fri. 6:00-6:10 p.m. 53 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (304th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus and guest stars</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 106 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (255th Week on CBS)</p> <p>Our Gal, Sunday</p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert</i></p>
<p>ARMSTRONG CORK COMPANY (21st Week on CBS)</p> <p>Armstrong's Theatre of Today <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 105 CBS stations ORIGINATES: WABC</p>	<p>Armstrong's Quaker Rugs <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>B. T. BABBITT, INC. (30th Week on CBS)</p> <p>David Harum <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 13 CBS stations ORIGINATES: WABC</p>	<p>Bab-O <i>Maxon, Inc.</i></p>
<p>BAYER COMPANY (335th Week on CBS)</p> <p>Second Husband with Helen Menken, presented by the Famous Actors' Guild</p>	<p>Tuesday 7:30-8:00 p.m. 76 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert</i></p>
<p>BISODOL COMPANY (473rd Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Wed., Thurs., Fri. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM</p>	<p>Bisodol <i>Blackett-Sample-Hummert</i></p>

BOWEY'S, INC.
(144th Week on CBS)

Stars Over Hollywood
Original drama with Knox
Manning, MC, and guest stars

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

Dari-Rich Products
Sorensen & Company

**CALIFORNIA FRUIT GROWERS
EXCHANGE**
(147th Week on CBS)

**Hedda Hopper's
Hollywood**

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

Sunkist Oranges
Sunkist Lemons
Lord & Thomas

CAMPANA SALES COMPANY
(202nd Week on CBS)

First Nighter
with Barbara Luddy and
Les Tremayne
Drama

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

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

CAMPBELL SOUP COMPANY
(377th Week on CBS)

Bob Burns
Comedy

Amos 'n' Andy
Serial comedy-drama

The Man I Married
Dramatic serial

Fletcher Wiley
Talks

Lanny Rose
Songs

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

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

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

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

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

Campbell's Soups
Ruthrauff & Ryan, Inc.

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

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

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

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

<p>CELANESE CORPORATION OF AMERICA (8th Week on CBS)</p> <p>Great Moments in Music with Jean Tennyson and guest stars <i>Musical program</i></p>	<p>Wednesday 10:15-10:45 p.m. 57 CBS stations ORIGINATES: WABC</p>	<p>Celanese Products <i>Young & Rubicam, Inc.</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED (173rd Week on CBS)</p> <p>Dr. Christian with Jean Hersholt</p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 65 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION (312th Week on CBS)</p> <p>Major Bowes' Amateurs</p>	<p>Thursday 9:00-9:30 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, Inc.</i></p>
<p>COCA-COLA COMPANY (132nd Week on CBS)</p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists</p>	<p>Sunday 4:30-5:00 p.m. 112 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY (320th Week on CBS)</p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p> <p>Hobby Lobby with Dave Elman and Harry Salter's Orchestra</p> <p>Woman of Courage <i>Serial drama</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 73 CBS stations ORIGINATES: WABC</p> <p>Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 69 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Ted Bates, Inc.</i></p> <p>Palmolive Shave Cream Palmolive Brushless Shave <i>Ted Bates, Inc.</i></p> <p>Octagon Products Crystal White <i>Ted Bates, Inc.</i></p>

**COLGATE-PALMOLIVE-PEET
COMPANY***Continued***Myrt and Marge**
*Serial drama*Mon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
4:15-4:30 p.m.
77 CBS stations
ORIGINATES: WABCConcentrated Super Suds
*Sherman & Marquette,
Inc.***Stepmother**
*Serial drama*Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:00-4:15 p.m.
54 CBS stations
ORIGINATES: WBBMColgate Tooth Powder
*Sherman & Marquette,
Inc.***CONTINENTAL BAKING CO., INC.**
*(373rd Week on CBS)***Maudie's Diary**
with Mary MasonThursday
7:30-8:00 p.m.
Rebroadcast
12:30-1:00 a.m.
47 CBS stations
ORIGINATES: WABCWonder Bread
Hostess Cake
*Ted Bates, Inc.***CURTISS CANDY COMPANY**
*(74th Week on CBS)***News**
with Jackson WheelerSat., Sun.
11:00-11:05 a.m.
39 CBS stations
ORIGINATES: WABCCandy
*C. L. Miller Company***DOUBLEMINT GUM**
*(506th Week on CBS)***Melody Ranch**
with Gene Autry
*Western dramatic series*Sunday
6:30-7:15 p.m.
68 CBS stations
ORIGINATES: KNXDoublemint Gum
*J. Walter Thompson
Company***EMERSON DRUG COMPANY**
*(95th Week on CBS)***Vox Pop**
with Parks and Wally
*Interviews*Monday
8:00-8:30 p.m.
75 CBS stations
ORIGINATES: ON TOURBromo-Seltzer
*Ruthrauff & Ryan, Inc.***EVERSHARP, INC.**
*(126th Week on CBS)***Take It or Leave It**
with Phil Baker, MC; David Ross
*Quiz*Sunday
10:00-10:30 p.m.
73 CBS stations
ORIGINATES: WABCEversharp Pens and Pencils
The Biow Company

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p>*GENERAL ELECTRIC CO.</p> <p>*G. E. News Program with Frazier Hunt</p>	<p>Tues., Thurs., Sat. 6:00-6:15 p.m. <i>Rebroadcast</i> 10:45-11:00 p.m. 48 CBS stations ORIGINATES: WABC</p>	<p>Institutional <i>Maxon, Inc.</i></p>
<p>GENERAL FOODS CORPORATION <i>(353rd Week on CBS)</i></p> <p>We, the People with Eddie Dowling <i>Real-life experiences</i></p> <p>Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, and guest stars <i>Music, comedy, and drama</i></p> <p>William L. Shirer <i>News</i></p> <p>Kate Smith Speaks Ted Collins with the News <i>Talks and news</i></p> <p>Joyce Jordan, Girl Interne <i>Serial drama</i></p> <p>Young Dr. Malone <i>Serial drama</i></p> <p>Kate Hopkins <i>Serial drama</i></p>	<p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 68 CBS stations ORIGINATES: WABC</p> <p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12 mid.-12:55 a.m. 91 CBS stations ORIGINATES: WABC</p> <p>Sunday 5:45-6:00 p.m. 67 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:00-12:15 p.m. 76 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 3:30-3:45 p.m. 75 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 84 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:45-3:00 p.m. 51 CBS stations ORIGINATES: WABC</p>	<p>Sanka Coffee <i>Young & Rubicam, Inc.</i></p> <p>Grape Nuts, Grape Nuts Flakes <i>Young & Rubicam, Inc.</i></p> <p>Sanka Coffee <i>Young & Rubicam, Inc.</i></p> <p>Swansdown Cake Flour Calumet <i>Young & Rubicam, Inc.</i></p> <p>Diamond Crystal Salt <i>Benton & Bowles, Inc.</i></p> <p>La France Satina Postum <i>Young & Rubicam, Inc.</i></p> <p>Post Toasties <i>Benton & Bowles, Inc.</i></p> <p>Maxwell House Coffee <i>Benton & Bowles, Inc.</i></p>

<p>GENERAL MILLS, INC. <i>(405th Week on CBS)</i></p> <p>Stories America Loves <i>Drama</i></p> <p>Hymns of All Churches with Joe Emerson</p> <p>Betty Crocker <i>Homemaker program</i></p>	<p>Mon. thru Fri. 9:45-10:00 a.m. <i>Rebroadcast</i> 11:45-12 noon 40 CBS stations ORIGINATES: WABC</p> <p>Mon., Tues., Thurs. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 40 CBS stations ORIGINATES: WBBM</p> <p>Wed., Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 40 CBS stations ORIGINATES: WBBM</p>	<p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p> <p>Softasilk <i>Blackett-Sample-Hummert</i></p> <p>Gold Medal Flour Bisquick <i>Blackett-Sample-Hummert</i></p>
<p>GULF OIL CORPORATION <i>(420th Week on CBS)</i></p> <p>Gulf Screen Guild Theatre with Roger Pryor, MC, screen stars, Oscar Bradley's orchestra, John Hiestand</p>	<p>Sunday 7:30-8:00 p.m. 80 CBS stations ORIGINATES: KNY</p>	<p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p>
<p>INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY <i>(131st Week on CBS)</i></p> <p>Ginny Simms <i>Songs</i></p>	<p>Friday 9:55-10:00 p.m. 54 CBS stations ORIGINATES: KNY</p>	<p>Kleenex <i>Lord & Thomas</i></p>
<p>INTERNATIONAL SILVER COMPANY <i>(207th Week on CBS)</i></p> <p>Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars</p>	<p>Sunday 6:00-6:30 p.m. 60 CBS stations 32 CBC stations ORIGINATES: KNY</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>
<p>IRONIZED YEAST CO., INC. <i>(131st Week on CBS)</i></p> <p>Are You a Missing Heir? <i>Drama</i></p> <p>A Helping Hand <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 74 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 4:00-4:15 p.m. 4 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>

<p>JOHNS-MANVILLE CORPORATION (30th Week on CBS)</p> <p>Elmer Davis <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 56 CBS stations ORIGINATES: WABC</p>	<p>Insulation <i>J. Walter Thompson Company</i></p>
<p>JOHNSON & JOHNSON (47th Week on CBS)</p> <p>Voice of Broadway with Dorothy Kilgallen and guest stars</p>	<p>Tuesday 6:15-6:30 p.m. 65 CBS stations Thursday 6:15-6:30 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Band-Aid <i>Young & Rubicam, Inc.</i></p>
<p>KOLYNOS COMPANY (473rd Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. and Tues. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM</p>	<p>Kolynos <i>Blackett-Sample-Hummert</i></p>
<p>LADY ESTHER, LTD. (429th Week on CBS)</p> <p>Freddy Martin and his orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 65 CBS stations ORIGINATES: WABC</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>LEVER BROTHERS COMPANY (343rd Week on CBS)</p> <p>Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i></p> <p>Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra <i>Drama</i></p> <p>Meet Mister Meek <i>Drama</i></p> <p>Bright Horizon with Richard Kollmar <i>Serial drama</i></p> <p>Bright Horizon</p>	<p>Monday 9:00-10:00 p.m. 69 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Thursday 9:30-10:00 p.m. 70 CBS stations 31 CBC stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. 59 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. 49 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:00-2:15 p.m. 10 CBS stations ORIGINATES: WABC</p>	<p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Lifebuoy Health Soap <i>Ruthrauff & Ryan, Inc.</i></p> <p>Silver Dust <i>Batten, Barton, Durstine & Osborn, Inc.</i></p> <p>Swan Soap <i>Young & Rubicam, Inc.</i></p>

LEVER BROTHERS COMPANY

Continued

Aunt Jenny's Real Life Stories

Dramatic sketches

Big Sister

Serial drama

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

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

Spry
Ruthrauff & Ryan, Inc.

Rinso
Ruthrauff & Ryan, Inc.

LIGGETT & MYERS TOBACCO COMPANY

(487th Week on CBS)

Glenn Miller and His Orchestra

with Marion Hutton, Ray Eberle,
and the Modernaires

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

Chesterfield Cigarettes
Newell-Emmett Co.

MAGAZINE REPEATING RAZOR COMPANY

(39th Week on CBS)

Duffy's Tavern

starring Ed Gardner as "Archie",
Shirley Booth, Eddie Green,
"Fats" Waller, guest stars

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

Schick Injector
Razors and Blades
J. M. Mathes, Inc.

C. F. MUELLER COMPANY

(133rd Week on CBS)

Mark Hawley and the News

Wed., Thurs., Fri.
3:15-3:30 p.m.
11 CBS stations
ORIGINATES: WABC

Macaroni Products
Maxon, Inc.

PACIFIC COAST BORAX CO.

(34th Week on CBS)

Death Valley Days

Drama

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

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

PET MILK SALES CORPORATION

(432nd Week on CBS)

Saturday Night Serenade

Bill Perry, tenor; Jessica
Dragonette, soprano; Warren
Sweeney, Gustave Haenschen's
Orchestra and Chorus

Mary Lee Taylor

home economist
Household advice

Saturday
9:45-10:15 p.m.
61 CBS stations
ORIGINATES: WABC

Tues. and Thurs.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
75 CBS stations
ORIGINATES: KMOX

Pet Irradiated Milk
*Gardner Advertising
Company*

PHILIP MORRIS & COMPANY, LTD.
(290th Week on CBS)

The Philip Morris Playhouse

Directed by Charles Martin with
guest stars and Ray Bloch's
Orchestra

Dramas

The Crime Doctor

Dramatic programs

Friday

9:00-9:30 p.m.

Rebroadcast

11:30 p.m.-12 mid.

100 CBS stations

ORIGINATES: WABC

Sunday

8:30-8:55 p.m.

Rebroadcast

11:00-11:25 p.m.

76 CBS stations

ORIGINATES: WABC

Philip Morris Cigarettes

The Biow Company, Inc.

THE PROCTER & GAMBLE CO.

(383rd Week on CBS)

Shirley Temple in Junior Miss

Drama

Ransom Sherman

with Martha Tilton and Gordon
Jenkins' Orchestra

Variety

The Story of Mary Marlin

Serial drama

The Goldbergs

Serial drama

The O'Neills

Serial drama

Life Can Be Beautiful

Serial drama

Woman in White

Serial drama

Wednesday

9:00-9:30 p.m.

70 CBS stations

ORIGINATES: KNX

Wednesday

9:30-10:00 p.m.

73 CBS stations

ORIGINATES: KNX

Mon. thru Fri.

5:00-5:15 p.m.

20 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

5:15-5:30 p.m.

40 CBS stations

13 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

5:30-5:45 p.m.

27 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

1:00-1:15 p.m.

58 CBS stations

25 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

1:15-1:30 p.m.

59 CBS stations

26 CBC stations

ORIGINATES: WBBM

Ivory Snow

Benton & Bowles, Inc.

Dreft

*Blackett-Sample-
Hummert*

Ivory Soap

*Compton Advertising,
Inc.*

Ivory Snow

Benton & Bowles, Inc.

Duz

*Compton Advertising,
Inc.*

Dreft

*Blackett-Sample-
Hummert*

Ivory Soap

*Compton Advertising,
Inc.*

Ivory Soap

*Compton Advertising,
Inc.*

Oxydol

*Blackett-Sample-
Hummert*

<p>THE PROCTER & GAMBLE CO. <i>Continued</i></p> <p>Vic and Sade <i>Serial drama</i></p> <p>Road of Life <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:30-1:45 p.m. 46 CBS stations 17 CBC stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 1:45-2:00 p.m. 25 CBS stations ORIGINATES: WBBM</p>	<p>Crisco <i>Compton Advertising, Inc.</i></p> <p>Chipso <i>Pedlar & Ryan, Inc.</i></p>
<p>PRUDENTIAL INSURANCE COMPANY OF AMERICA <i>(143rd Week on CBS)</i></p> <p>Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, Ross Graham, and a chorus of mixed voices</p>	<p>Sunday 5:00-5:45 p.m. 60 CBS stations ORIGINATES: WABC</p>	<p>Insurance Services <i>Benton & Bowles, Inc.</i></p>
<p>*THE QUAKER OATS COMPANY <i>(14th Week on CBS)</i></p> <p>*That Brewster Boy <i>Drama</i></p>	<p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:00 mid.-12:30 a.m. 66 CBS stations ORIGINATES: WBBM</p>	<p>Quaker Food Products <i>Ruthrauff & Ryan, Inc.</i></p>
<p>R. J. REYNOLDS TOBACCO COMPANY <i>(460th Week on CBS)</i></p> <p>Blondie with Penny Singleton and Arthur Lake <i>Domestic comedy</i></p> <p>The Bob Hawk Quiz with Vaughn Monroe's Orchestra <i>Quiz</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 79 CBS stations ORIGINATES: KNX</p> <p>Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 99 CBS stations ORIGINATES: WABC</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i></p>
<p>SPEARMINT GUM <i>(505th Week on CBS)</i></p> <p>The First Line <i>Informational series</i></p> <p>Scattergood Baines <i>Serial drama</i></p>	<p>Thursday 10:15-10:45 p.m. 69 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 5:45-6:00 p.m. 77 CBS stations ORIGINATES: WBBM</p>	<p>Spearmint Gum <i>Arthur Meyerhoff & Co.</i></p>

**COLUMBIA
PACIFIC
NETWORK**

<p>E. R. SQUIBB & SONS (86th Week on CBS)</p> <p>Frank Parker <i>Songs</i></p>	<p>Mon., Wed., Fri. 6:30-6:45 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Squibb Products <i>Geyer, Cornell & Newell, Inc.</i></p>
<p>TEXAS COMPANY (248th Week on CBS)</p> <p>Texaco Star Theatre starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra and the Texaco Workshop Players <i>Variety</i></p>	<p>Sunday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WABC</p>	<p>Texaco Products <i>Buchanan & Co.</i></p>
<p>UNITED FRUIT COMPANY (4th Week on CBS)</p> <p>The World Today <i>News</i></p>	<p>Mon. thru Fri. 6:45-7:00 p.m. 37 CBS stations ORIGINATES: WABC</p>	<p>Bananas <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>U. S. TOBACCO COMPANY (352nd Week on CBS)</p> <p>Gay Nineties Revue starring Beatrice Kay, Joe E. Howard, MC, Billy M. Greene. Florodora Girls, Elm City Four, Jenny Lynn</p>	<p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p>
<p>AMERICAN CHICLE COMPANY (51st Week on CBS)</p> <p>By the Way with Bill Henry</p>	<p>Tues., Thurs. 5:30-5:45 p.m. PWT Saturday 7:45-8:00 p.m. PWT ORIGINATES: KNX</p>	<p>Chiclets & Dentyne <i>Badger, Browning & Hersey, Inc.</i></p>
<p>BATHASWEET CORPORATION (125th Week on CBS)</p> <p>Bob Garred Reporting <i>News</i></p>	<p>Tues., Thurs. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Bathasweet Products <i>H. M. Kiesewetter Advertising Agency</i></p>
<p>CALIFORNIA PACKING CORP. (7th Week on CBS)</p> <p>William Winter <i>News</i></p>	<p>Mon. thru Sat. 2:00-2:15 p.m. PWT ORIGINATES: KQW</p>	<p>Del Monte Products <i>McCann-Erickson, Inc.</i></p>
<p>COLONIAL DAMES, INC. (116th Week on CBS)</p> <p>Find the Woman with Knox Manning</p>	<p>Friday 9:55-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>Cosmetics <i>Classer, Gailey & Co.</i></p>

<p>GENERAL FOODS CORPORATION <i>(353rd Week on CBS)</i></p> <p>The Second Mrs. Burton <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 4:00-4:15 p.m. PWT ORIGINATES: KNX</p>	<p>Jello <i>Young & Rubicam, Inc.</i></p>
<p>GENERAL PETROLEUM CORPORATION OF CALIFORNIA <i>(61st Week on CBS)</i></p> <p>I Was There <i>News dramatizations</i></p>	<p>Monday 9:00-9:30 p.m. PWT ORIGINATES: KNX</p>	<p>Mobilgas, Mobiloil <i>Smith & Drum, Inc.</i></p>
<p>RICHARD HUDNUT <i>(113th Week on CBS)</i></p> <p>Hollywood Showcase</p>	<p>Monday 9:30-10:00 p.m. PWT ORIGINATES: KNX</p>	<p>Marvelous Cosmetics <i>Benton & Bowles, Inc.</i></p>
<p>LOS ANGELES SOAP COMPANY <i>(125th Week on CBS)</i></p> <p>Knox Manning <i>News</i></p>	<p>Mon. thru Fri. 12:15-12:30 p.m. PWT ORIGINATES: KNX</p>	<p>White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i></p>
<p>MACFADDEN PUBLICATIONS, INC. <i>(306th Week on CBS)</i></p> <p>Bob Garred Reporting</p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PWT ORIGINATES: KNX</p>	<p>Liberty Magazine <i>Erwin Wasey & Co.</i></p>
<p>McKESSON & ROBBINS, INC. <i>(82nd Week on CBS)</i></p> <p>News</p>	<p>Mon., Wed. 8:55-9:00 p.m. PWT Sunday 8:25-8:30 p.m. PWT</p>	<p>Calox Toothpowder <i>J. D. Tarcher & Co., Inc.</i></p>
<p>NESBITT FRUIT PRODUCTS, INC. <i>(9th Week on CBS)</i></p> <p>Bob Garred Reporting</p>	<p>Saturday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>California Orange Drink <i>Walter K. Neill, Inc.</i></p>
<p>PETER PAUL, INC. <i>(85th Week on CBS)</i></p> <p>Bob Garred Reporting</p>	<p>Mon., Wed., Fri. 5:15-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Mounds Candy Ten Crown Gum <i>Brisacher, Davis & Staff</i></p>
<p>PLANTERS NUT AND CHOCOLATE COMPANY <i>(73rd Week on CBS)</i></p> <p>What's on Your Mind?</p>	<p>Friday 6:00-6:30 p.m. PWT ORIGINATES: KNX</p>	<p>Planters Salted Peanuts Planters Peanut Oil <i>Raymond R. Morgan Co.</i></p>

**COLUMBIA
PACIFIC
NETWORK**

Continued

**SOIL OFF MANUFACTURING
COMPANY**

(56th Week on CBS)

Bob Garred Reporting

News

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

Cleaning Fluid for
Walls and Woodwork
Buchanan & Co.

SUNNYVALE PACKING COMPANY

(9th Week on CBS)

Jane Endicott, reporter

Serial drama

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

Rancho Soups
Lord & Thomas

UNION OIL COMPANY

(65th Week on CBS)

Nelson Pringle

News analysis

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

Gas and Oil
Lord & Thomas

**COLUMBIA
CALIFORNIA
NETWORK**

BEKINS VAN AND STORAGE CO.

(23rd Week on CBS)

Bill Henry

News analyst

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

Moving and Storage
*Brooks Advertising
Agency*

LUDEN'S, INC.

(81st Week on CBS)

Dave Lane

Songs

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

Menthol Cough Drops
J. M. Mathes, Inc.

SEASIDE OIL COMPANY

(46th Week on CBS)

Seaside Spelling Bee Liner

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

Seaside Ethyl Gasoline and
Silverol Motor Oil
The McCarty Company

**WABC
SPONSORED
PROGRAMS**

AMERICAN TOBACCO CO.*

(39th Week on WABC)

Announcements

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

Lucky Strike Cigarettes
Lord & Thomas

THE BARBASOL CO.

(41st Week on WABC)

Arthur Godfrey

Participations

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

Shaving Cream
Erwin Wasey & Co., Inc.

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

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

<p>B.C. REMEDY COMPANY (25th Week on WABC) Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:30 a.m.</p>	<p>B.C. <i>Charles W. Hoyt & Co., Inc.</i></p>
<p>BEECH-NUT PACKING COMPANY* (4th Week on WABC) Odd Side of the News</p>	<p>Tues., Thurs., Sat. 8:25-8:30 a.m.</p>	<p>Beechies Gum and Confections <i>Newell-Emmett Co.</i></p>
<p>BOOK HOUSE FOR CHILDREN (43rd Week on WABC) Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Monday 8:45-9:00 a.m.</p>	<p>Book House <i>Presba, Fellers & Presba, Inc.</i></p>
<p>BULOVA WATCH COMPANY (653rd Week on WABC) Time Signals</p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p>GENERAL BAKING COMPANY* (23rd Week on WABC) Announcements</p>	<p>Mon. thru Sat. 7:59:45-8:00:45 a.m. 8:13:30-8:14:30 a.m.</p>	<p>Bond Bread <i>Newell-Emmett Co.</i></p>
<p>GRIFFIN MANUFACTURING CO., INC.* (24th Week on WABC) Arthur Godfrey <i>Participations</i></p>	<p>Tues., Thurs., Sat. 7:00-7:30 a.m.</p>	<p>Shoe Polish, Whitener, and Dressing <i>Birmingham, Castleman, and Pierce, Inc.</i></p>
<p>ILLINOIS MEAT COMPANY (17th Week on WABC) Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 6:30-6:55 a.m.</p>	<p>Broadcast Brand Canned Meats <i>Arthur Meyerhoff & Co.</i></p>
<p>V. LA ROSA & SONS, INC. (14th Week on WABC) Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Wed., Thurs., Fri. 8:45-9:00 a.m.</p>	<p>La Rosa "Grade A" Macaroni Products <i>M. H. Hackett, Inc.</i></p>
<p>LEHN AND FINK PRODUCTS CORP.* (24th Week on WABC) Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Fri. 7:00-7:30 a.m.</p>	<p>Hind's Honey and Almond Cream <i>William Esty & Co., Inc.</i></p>

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

**WABC
SPONSORED
PROGRAMS**
Continued

<p>P. LORILLARD COMPANY* <i>(33rd Week on WABC)</i></p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:30 a.m.</p>	<p>Old Gold Cigarettes <i>J. Walter Thompson Co., Inc.</i></p>
<p>MARLIN FIREARMS COMPANY <i>(42nd Week on WABC)</i></p> <p>Early Riser's News</p>	<p>Mon. thru Sat. 6:55-7:00 a.m.</p>	<p>Marlin Razor Blades <i>Craven & Hedrick, Inc.</i></p>
<p>MARYLAND PHARMACEUTICAL CO. <i>(47th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Tues., Thurs., Sat. 8:45-9:00 a.m.</p>	<p>Rem and Rel <i>The Joseph Katz Co.</i></p>
<p>MELVILLE SHOE COMPANY <i>(171st Week on WABC)</i></p> <p>Early Morning News</p>	<p>Mon., Wed., Fri. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p>JOHN MORRELL AND COMPANY <i>(28th Week on WABC)</i></p> <p>The Missus Goes A-Shopping <i>Quiz</i></p>	<p>Tues., Thurs., Sat. 8:30-8:45 a.m.</p>	<p>Morrell E-Z Cut Ham <i>Henri, Hurst and McDonald, Inc.</i></p>
<p>NEW YORK STATE BUREAU OF MILK PUBLICITY <i>(50th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Mon. and Wed. 8:45-9:00 a.m.</p>	<p>Milk and Milk Products <i>J. M. Mathes, Inc.</i></p>
<p>PEPSI-COLA COMPANY* <i>(83rd Week on WABC)</i></p> <p>The Missus Goes A-Shopping <i>Quiz</i></p>	<p>Mon., Wed., Fri. 8:30-8:45 a.m.</p>	<p>Pepsi-Cola <i>Newell Emmett Co.</i></p>
<p>QUAKER OATS COMPANY* <i>(62nd Week on WABC)</i></p> <p>The Aunt Jemima Program</p>	<p>Mon. thru Sat. 8:15-8:20 a.m.</p>	<p>Aunt Jemima Pancake Flou <i>Sherman K. Ellis & Co., Inc.</i></p>
<p>SELECT THEATRES CORP. <i>(77th Week on WABC)</i></p> <p>Announcement</p>	<p>Tues., Fri. 11:58:50 p.m.- 12 mid.</p>	<p>"Sons of Fun" <i>Blaine-Thompson Co., Inc.</i></p>

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

<p>*SHEFFIELD FARMS COMPANY, INC. (2nd Week on WABC)</p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Tues., Thurs. 8:45-9:00 a.m.</p>	<p>Cottage Cheese <i>N. W. Ayer & Son, Inc.</i></p>
<p>SMITH BROTHERS* (31st Week on WABC)</p> <p>Arthur Godfrey Afternoon News</p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m.</p> <p>Tues., Thurs. 3:15-3:30 p.m.</p>	<p>"SB" Cough Drops and Cough Syrup <i>J. D. Tarcher & Co., Inc.</i></p>
<p>SOCONY-VACUUM OIL CO., INC.* (30th Week on WABC)</p> <p>Mark Hawley <i>News</i></p> <p>John Allen Wolf <i>News</i></p>	<p>Mon. thru Sat. 10:45-11:00 p.m.</p> <p>Tues., Thurs., Sat. 7:45-8:00 a.m.</p>	<p>Gasoline, Oil, and Specialties <i>J. Stirling Getchell, Inc.</i></p>
<p>THE STUDEBAKER CORPORATION* (4th Week on WABC)</p> <p>Eric Sevareid <i>News</i></p>	<p>Tues., Thurs., Sat. 6:00-6:10 p.m.</p>	<p>Institutional <i>Roche, Williams & Cunningham, Inc.</i></p>
<p>TERMINAL BARBER SHOPS, INC.* (4th Week on WABC)</p> <p>Arthur Godfrey <i>Participations</i></p> <p>Woman's Page of the Air with Adelaide Hawley <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:30 a.m.</p> <p>Tuesday 8:45-9:00 a.m.</p>	<p>Barber Shop Services <i>Maxon, Inc.</i></p> <p>Beauty Salons <i>Maxon, Inc.</i></p>
<p>WASTE PAPER CONSUMING INDUSTRIES (25th Week on WABC)</p> <p>Arthur Godfrey <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:30 a.m.</p>	<p>Paper Conservation <i>Olian Advertising Co.</i></p>
<p>WEST DISINFECTING COMPANY (34th Week on WABC)</p> <p>It Takes a Woman with Frances Scott</p>	<p>Mon., Wed., Fri. 8:25-8:30 a.m.</p>	<p>CN <i>Moser & Cotins, Inc.</i></p>

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

CBS SUSTAINING PROGRAMS

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

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

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

**The category of National Defense has been eliminated from this program listing. A new category, War Programs, appears. This does not mean that only the programs listed under this heading have to do with the war. It merely means that these are some of the outstanding Columbia network productions devoted exclusively to the war effort.*

**News Summaries, Analyses
and Broadcasts from Abroad**

SCHEDULED PERIODS

MONDAY THRU SUNDAY

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

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

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

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

(See also sponsored news programs.)

**NEWS
BROADCASTS**

**NEWS
BROADCASTS**

Continued

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

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

**DRAMATIC
SERIES**

Columbia Workshop

2:30-2:55 p.m.

EACH SUNDAY

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

MARCH 1: "When the Bough Breaks" by Henry Denker and Ralph Berkey. MARCH 8: "The Test" by Joseph Ruscoll. MARCH 15: "A Child's History of Hot Music" by Ensign B. A. Brown.

1:35-2:30 p.m.

SUNDAY, MARCH 29

The Columbia Workshop presents the debut of Randall Thompson's opera "Solomon and Balkis". This work was commissioned jointly by the Columbia Broadcasting System and the League of Composers and is based on "The Butterfly that Stamped" from the "Just So Stories" by Rudyard Kipling.

**WAR
PROGRAMS**

Report to the Nation

9:30-10:00 p.m.

EACH TUESDAY

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

Spirit of '42

2:00-2:30 p.m.

EACH SUNDAY

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

Victory Begins at Home

11:00-11:15 a.m.

MONDAY, WEDNESDAY, FRIDAY

Using facts secured from authoritative government sources, Arthur Godfrey presents an informative program relating the government's war activities to the lives of every consumer.

**WAR
PROGRAMS**

They Live Forever

10:30-11:00 p.m.

EACH SUNDAY

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

This Is War!

7:00-7:30 p.m.

EACH SATURDAY

Directed by Norman Corwin, and sponsored jointly by the four major networks, this series is designed to dramatize and to interpret the wartime resources and activities of the United States to the American people and to the entire world.

Calling Pan-America

6:15-6:45 p.m.

EACH SATURDAY

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

God's Country

11:15-11:30 a.m.

EACH SATURDAY

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

U. S. Marine Band

10:00-10:30 a.m.

EACH SATURDAY

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

What's New At The Zoo?

1:35-2:00 p.m.

EACH SUNDAY

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

Matinee at Meadowbrook

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

EACH SATURDAY

An hour jamboree of dance music for "young minded" Columbia listeners, featuring the orchestras of Harry James and Glen Gray during March.

Sing Along

4:30-4:45 p.m.

MONDAY THRU FRIDAY

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

**LIGHT
ENTERTAIN-
MENT**

**LIGHT
ENTERTAIN-
MENT**
Continued

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.

**The Romance of
Latin America**
10:30-10:45 p.m.
EACH SATURDAY

This program features Alfredo Antonini's orchestra and Olga Coelho's singing. It also presents each week a legend of South America with special music composed by Terig Tucci. Joe Gratz is the writer-director.

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 March:

Cab Calloway	Hal McIntyre
Shep Fields	Harry James
Benny Goodman	Henry King
Glen Gray	Ray Kinney
Guy Lombardo	Vaughn Monroe
	Tony Pastor

**SERIOUS
MUSIC**

**New York Philharmonic-
Symphony Orchestra**
3:00-4:30 p.m.
EACH SUNDAY

The New York Philharmonic-Symphony Orchestra, broadcasting for the twelfth consecutive year on CBS, is celebrating its centennial season. During March, Eugene Goossens and John Barbarolli conduct. Deenis Taylor is intermission commentator.

Cleveland Orchestra
5:00-6:00 p.m.
EACH SATURDAY

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

**Philharmonic Young
People's Concert**
11:05-12:00 noon
SATURDAY, MARCH 28

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

**Eileen Farrell and The
Columbia Concert Orchestra**
7:30-8:00 p.m.
EACH SATURDAY

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

**Columbia's Weekday
Schedule of Fine Music**

3:30-4:00 p.m.

MONDAY THRU FRIDAY

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

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

TUESDAY: Fabien Sevitzky conducts the Indianapolis Symphony Orchestra in a series of programs which will include compositions of American composers in addition to the regular symphonic repertory.

WEDNESDAYS: Keyboard Concerts by well known guest pianists.

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

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

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

11:05-11:30 a.m.

EACH SUNDAY

From the Organ Loft

9:15-9:45 a.m.

EACH SUNDAY

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

**CBS ADULT
EDUCATION BOARD**

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

- | | |
|------------------------|---------------------|
| LYMAN BRYSON, chairman | HENRY R. LUCE |
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| WILLIAM BENTON | RUTH BRYAN ROHDE |
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| ROBERT I. CANNON, S.J. | WILLIAM ALLEN WHITE |
| ALVIN S. JOHNSON | RAY LYMAN WILBER |

JOSEPH H. WILLITS

**EDUCATIONAL
PROGRAMS**

**EDUCATIONAL
PROGRAMS**

Continued

**School of the Air of the
Americas**

9:15-9:45 a.m.

(Eastern Time Zone)

2:30-2:55 p.m.

(Central Time Zone)

9:30-10:00 a.m.

(Mountain Time Zone)

1:30-2:00 p.m.

(Pacific Time Zone)

MONDAY THRU FRIDAY

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

MONDAYS — *Americans at Work*

MARCH 2: Teachers.

MARCH 9: Clothing Workers.

MARCH 16: Doctors.

MARCH 23: Nurses.

MARCH 30: Druggists.

TUESDAYS — *Music of the Americas*

MARCH 3: Musical Comedy, Zarzuelas.

MARCH 10: Opera.

MARCH 17: Chamber Music.

MARCH 24: Oratorio.

MARCH 31: Symphonic Compositions.

WEDNESDAYS — *New Horizons: Lands of
New World Neighbors*

MARCH 4: Wealth in the Wilderness.

MARCH 11: People of the Morning Light.

MARCH 18: Settlers of the Southern Seaboard.

MARCH 25: Red Men and Blue Grass.

THURSDAYS — *Tales from Far and Near*

MARCH 5: The Fair American.

MARCH 12: Sea-Bird Island.

MARCH 19: The Story of Captain DeKay.

MARCH 26: The Tin Maker Man.

FRIDAYS — *This Living World*

MARCH 6: Mexico and the United States.

MARCH 13: Inter-American Cultural Ties.

MARCH 20: Foreign Trade.

MARCH 27: Inter-American Trade.

Invitation to Learning

11:30-12:00 noon

EACH SUNDAY

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

MARCH 1: Voltaire "Candide".

MARCH 8: Montesquieu "Spirit of the Laws".

MARCH 15: Aesop "Fables" and "La Fontaine".

MARCH 22: Fielding "Tom Jones".

MARCH 29: Audubon "American Character and Scenery".

Columbia's Country Journal

3:00-3:30 p.m.

EACH SATURDAY

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

Spotlight on Asia

4:15-4:30 p.m.

EACH MONDAY

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

Children Also Are People

4:15-4:30 p.m.

EACH WEDNESDAY

Talks by specialists in the field of child guidance.

Highways to Health

4:15-4:30 p.m.

EACH THURSDAY

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

Americans Map the Skies

4:15-4:30 p.m.

EACH FRIDAY

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

Of Men and Books

2:05-2:30 p.m.

EACH SATURDAY

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

The Golden Page

11:00-11:15 p.m.

EACH SATURDAY

John T. Frederick reads from American books, both wise and witty, the words that are the bread and meat of democracy.

Adventures in Science

1:30-1:45 p.m.

EACH SATURDAY

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

**CHILDREN'S
PROGRAMS**

Let's Pretend
11:30-12:00 noon
EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by 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.

PERSONALITIES

The Garden Gate
9:30-10:00 a.m.
EACH SATURDAY

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

Olga Coelho and Burl Ives
10:30-10:45 p.m.
EACH MONDAY

These two outstanding folk singers present to their own guitar accompaniment songs of the people of the twenty-one American republics.

RELIGIOUS

BROADCASTS

Church of the Air
10:00-10:30 a.m.
1:00-1:30 p.m.
EACH SUNDAY

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

MARCH 1: *Morning*: Methodist Service.
Afternoon: Disciples of Christ Service.

MARCH 8: Congregational Service.
Afternoon: Catholic Service.

MARCH 15: *Morning*: Baptist Service.
Afternoon: Jewish Service.

MARCH 22: *Morning*: Presbyterian Service.
Afternoon: Dutch Reform Service.

MARCH 29: *Morning*: Lutheran Service.
Afternoon: Catholic Service.

Wings Over Jordan
10:30-11:00 a.m.
EACH SUNDAY

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

MARCH 1: P. L. Prattis, Executive Editor of the Pittsburgh Courier.

MARCH 8: Edwin R. Embree, Director of the Julius Rosenwald Fund.

MARCH 15: Isaac Fisher, Director of Research and Publication of the Florida A. & M. College, Tallahassee, Florida.

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO EUROPE**

WCBX New York

WCRC New York

WCDA New York

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

**SPECIAL CBS
SHORT WAVE
BROADCASTS
TO LATIN
AMERICA**

WCBX New York

WCRC New York

WCDA New York

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

News Broadcasts

In English:

5:30-6:45 a.m., 10:30-10:45 a.m.

2:30-2:45 p.m., 2:45-3:00 p.m.

4:30-4:45 p.m., 6:45-7:00 a.m.

In French:

3:00-8:15 a.m., 8:15-8:30 a.m.

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

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

4:15-4:30 p.m.

In German:

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

10:00-10:15 a.m., 10:15-10:30 a.m., 1:00-1:15 p.m., 1:15-1:30 p.m.

4:00-4:15 p.m.

In Italian:

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

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

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

In Polish:

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

In Serbo-Croatian:

12:30-12:45 p.m., 3:30-3:45 p.m.

In Dutch:

1:45-2:00 p.m.

In Swedish:

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

In Turkish:

11:45-12 noon

In Arabic:

11:30-11:45 a.m.

News Broadcasts

News in Spanish:

4:00-4:15 p.m., 7:00-7:15 p.m.,

6:45-7:00 p.m., 8:45-9:00 p.m.,

10:00-10:15 p.m.

News in Portuguese:

4:00-4:15 p.m., 6:45-7:00 p.m.,

8:45-9:00 p.m.

News in English:

9:00-9:15 p.m., 10:45-11:00 p.m.

ADDENDA: 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: Francis Biddle, Attorney General of the United States, spoke on "The Identification Program for Enemy Aliens", 7:15-7:30 p.m.

FEBRUARY 3: Representative Earl Wilson, Republican of Indiana, delivered an address on "The Curfew for Government Workers", 10:15-10:30 p.m.

FEBRUARY 4: Dr. Thomas Parran, Surgeon-General of the United States, discussed the "Wartime Attack on Venereal Disease", 11:30-11:45 p.m.

FEBRUARY 6: Mrs. Mary K. Simkhovitch, President of the National Public Housing Conference, and Leon H. Keyserling, Acting Administrator of the U. S. Housing Authority, delivered talks on "Public Housing Takes Stock", 4:30-4:45 p.m.

FEBRUARY 7: Representative Emanuel Celler, Democrat of New York, delivered a talk on "Censorship", 10:15-10:30 p.m.

FEBRUARY 7: Dr. William D. Coolidge, vice-president of the General Electric Company and member of the National Inventors Council, told "Why Inventions Are Needed in the Current War Crises", 1:30-1:45 p.m.

FEBRUARY 10: Representative Walter Ploeser, Missouri Republican, spoke against the proposed St. Lawrence Seaway, 10:15-10:30 p.m.

FEBRUARY 12: Wendell L. Willkie spoke in connection with the Annual Lincoln Day Dinner of the Middlesex Club of Boston, 11:00-11:30 p.m.

FEBRUARY 13: Senator Claude Pepper, Democrat of Florida, asked the democracies to throw their united strength against the Axis powers, in a talk on "Fighting for Peace", 11:15-11:30 p.m.

FEBRUARY 13: Under Secretary of War Robert P. Patterson announced the organization of the "Army Emergency Fund", in an address from Washington, 10:30-10:45 p.m.

FEBRUARY 14: Norman Thomas, introduced by Harry W. Laidler, spoke under the auspices of the League for Industrial Democracy on "Maximum Production; Warfare and Welfare", 1:45-2:00 p.m.

FEBRUARY 14: Senator Raymond E. Willis, Republican of Indiana, spoke in connection with the Celebration of Lincoln's Birthday, 10:30-10:45 p.m.

FEBRUARY 14: Dr. James T. Shotwell, Chairman of the Commission to Study the Organization of Peace, delivered a talk, "Underwriting the Victory", under the auspices of the Commission, 3:45-4:00 p.m.

FEBRUARY 15: Walter Nash, New Zealand Minister to the United States, spoke from Washington for the Institute of Pacific Relations, 7:15-7:30 p.m.

FEBRUARY 17: Owen Lattimore, personal adviser to Generalissimo Chiang Kai-shek, and Dr. E. N. Van Kleffens, Netherlands Minister of Foreign Affairs, spoke under the auspices of the Institute of Pacific Relations, 10:15-10:45 p.m.

FEBRUARY 17: Miss Gertrude Lawes, author and adviser to the Parent Teachers Association, and Mrs. William Kletzer, President of the National Congress of Parents and Teachers, discussed the topic "Protecting America's Children", 6:30-6:45 p.m.

FEBRUARY 21: Edgar Snow, well-known authority on the Far East, and Mr. W. R. Herod, new President of the United China Relief, discussed the "Purpose and Means of the United China Relief", 1:00-1:15 p.m.

FEBRUARY 21: Paul Seghers, member of the National Association of Cost Accountants, spoke on "Your Federal Income Tax Return", 1:45-2:00 p.m.

FEBRUARY 21: Alexander J. Stoddard discussed "A War Policy for American Schools" in connection with the National Association of School Administrators Convention, 10:15-10:30 p.m.

FEBRUARY 22: Senator Tom Connally, Democrat of Texas, spoke on "George Washington as a Man and a Mason", under the auspices of the Supreme Council of the 33rd Degree Masons, 7:15-7:30 p.m.

FEBRUARY 22: Dr. Clarence Manion, Dean of Law, Notre Dame University, introduced by Timothy P. Galvin, Supreme Master of the Fourth Degree of K. of C., discussed "Service to God and to Country", 12:15-12:30 p.m.

FEBRUARY 28: Senator George T. Aiken, Republican of Vermont, spoke from Washington on "The Consumer's Interest in the Farm Problem", 10:15-10:30 p.m.

FEBRUARY 28: Miss Mary Winslow, advisor for Civic Projects, Coordinator of Inter-American Affairs, discussed "Women in Inter-American Affairs", 1:45-2:00 p.m.

SPECIAL EVENTS

FEBRUARY 3: Allan S. Haywood, Director of the C.I.O., and Mrs. Fay Stephenson, President of the C.I.O. Auxiliary, were the guest speakers on the C.I.O. "Beat Hitler Week" program, 6:30-6:45 p.m.

FEBRUARY 7: Senator Arthur Capper, Republican from Kansas, spoke to the nation on "Boy Scout Week", 1:45-2:00 p.m.

FEBRUARY 7: From the track at the Millrose Games held at the Madison Square Garden, Ted Husing described the "Two-Mile Special", 10:30-10:45 p.m.

FEBRUARY 8: J. Edgar Hoover, Director of the FBI, discussed the "Anniversary of the Founding of the Boy Scout Movement", 7:15-7:30 p.m.

FEBRUARY 9: Ernest O. Hauser, journalist and former research associate for the Institute of Pacific Relations, and Don Brown, former news editor of "The Japanese Advertiser" told what the Japanese are like in their discussion of "The People of Japan", 4:15-4:30 p.m.

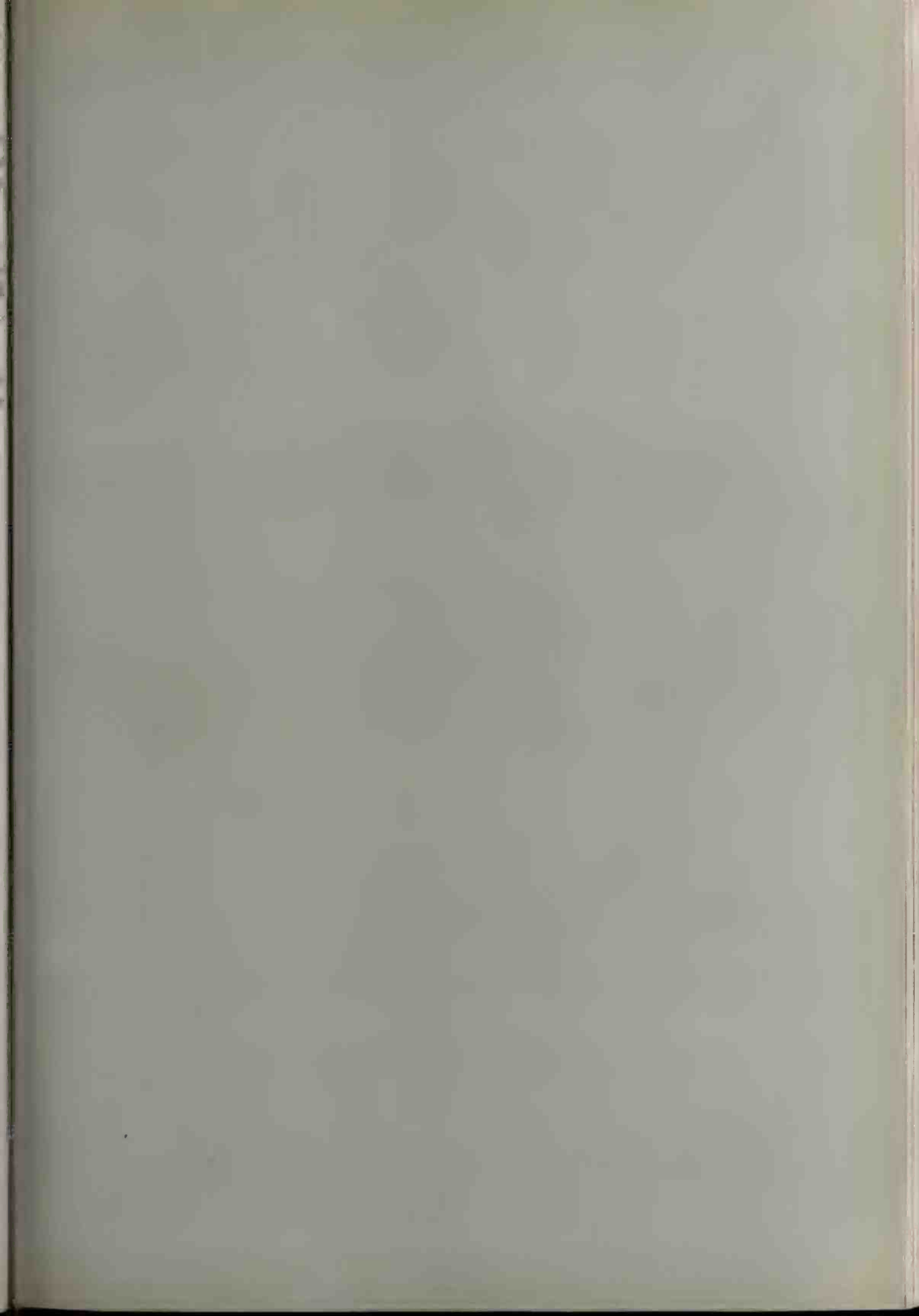
FEBRUARY 12: On this American Red Cross Blood Plasma Broadcast the following people were heard: Seaman George Clark, one of the men wounded in Pearl Harbor, Anthony J. Broderick, who gave the record number of ten blood donations, and Harry Marble, announcer, 9:30-9:45 a.m.

FEBRUARY 14: Secretary of the Treasury Henry Morgenthau, Jr., introduced by Herbert R. O'Conner, Governor of Maryland, discussed "Defense Bonds" at the Annual Banquet of the Advertising Club of Baltimore, 10:15-10:30 p.m.

FEBRUARY 21: From the Press Club of the Madison Square Garden, Ted Husing gave a summary of the New York Athletic Club Track Meet, 11:15-11:30 p.m.

FEBRUARY 23: President Franklin D. Roosevelt spoke from the White House to the people of America and to the entire world about the United States' Wartime Activities, 10:00-10:30 p.m.

FEBRUARY 24: Secretary of the Navy Frank Knox spoke from the Dinner of the Navy Relief Society, 10:30-10:45 p.m.



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