

IN THE MID





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# THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 24

CBS SUSTAINING PROGRAMS: pp. 25 to 47

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## APRIL, 1938

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# CBS SPONSORED PROGRAMS

<b>AFFILIATED PRODUCTS, INC.</b>	Edna Wallace Hopper Co
<b>AMERICAN TOBACCO COMPANY</b>	Lucky Strike Cigarettes  Roi-Tan Cigars
<b>ANACIN COMPANY</b>	Anacin
<b>BARBASOL COMPANY</b>	Barbasol Shaving Cream
<b>BAYER COMPANY</b>	Bayer Aspirin

†Columbia Pacific Network Only

<p>ROMANCE OF HELEN TRENT <i>Social drama</i></p> <p>(See S. BOYLE CO. also, page 5)</p>	<p>Mon., Tues., Wed. 12:30-12:45 p.m.</p> <p>ORIGINATES: WBBM, CHICAGO</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>225 Weeks</p>
<p>HIT PARADE, with Peter Van Steeden's Orchestra†; Guest Star; Buddy Clark, Fredda Johnson and the Songsmiths <i>Popular music and vocalists</i></p> <p>Apr. 23 and 30. Mark Warnow's Orchestra</p>	<p>Saturday 10:00-10:45 p.m.</p> <p>ORIGINATES: WABC, NEW YORK</p>	<p>Lord and Thomas</p>	<p>100 Weeks</p>
<p>NEWS PARADE with Edwin C. Hill <i>News commentator</i></p>	<p>April 1, only 12:15-12:30 p.m.</p> <p>ORIGINATES: WABC, NEW YORK</p>		
<p>MAN SPORTS, with Mark Kelly and Tom Hanlon <i>7 ks</i></p>	<p>†Thursday 7:00-7:15 p.m. PST (Starting April 26, Tuesday, 9-9:15 p.m.)</p> <p>ORIGINATES: KNX, HOLLYWOOD</p>	<p>Lawrence C. Gumbinner Agency</p>	<p>38 Weeks</p>
<p>URGAL, SUNDAY <i>Social drama</i></p> <p>(See POLYNOS COMPANY also, page 13)</p>	<p>Mon., Tues., Wed. 12:45-1:00 p.m.</p> <p>ORIGINATES: WABC, NEW YORK</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>347 Weeks</p>
<p>ERIEUR GODFREY <i>Sigs and Patter</i></p>	<p>Mon. and Fri. 7:15-7:30 p.m.</p> <p><i>Rebroadcast</i> Fri., 12-12:15 a.m.</p> <p>ORIGINATES: WJSV, WASH., D.C.</p>	<p>Erwin, Wasey &amp; Company, Inc.</p>	<p>278 Weeks</p>
<p>OLD HUSBAND with Helen Menken, presented by the Famous Actors' Guild <i>Comedies</i></p>	<p>Tuesday 7:30-8:00 p.m.</p> <p>ORIGINATES: WABC, NEW YORK</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>342 Weeks</p>

†Figures indicate the total number of weeks  
in which the client has used CBS facilities.

# CBS SPONSORED PROGRAMS

CLIENTS	PROGRAMS
<b>BAYUK CIGARS, INC.</b>	Phillies Cigars
<b>A. S. BOYLE COMPANY</b>	Old English No-Rubbing Floor Wax
<b>BREWERS' RADIO SHOW ASSOCIATION</b>	Beer
<b>CAMPBELL SOUP COMPANY</b>	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
<b>GEORGE W. CASWELL COMPANY</b>	Coffee
<b>CHESEBROUGH MANUFACTURING COMPANY</b>	Vaseline Preparations
<b>CHRYSLER CORPORATION</b>	Chrysler DeSoto Dodge Plymouth

††Columbia California Network Of



<p>CALIFORNIA SPORTS REVIEW, with Sam Balter <i>sport comment</i></p>	<p>††Mon., Wed., Fri. 9:30-9:45 p.m. PST ORIGINATES: KNX, HOLLYWOOD</p>	<p>McKee, Albright &amp; Ivey, Inc.</p>	<p>5 Weeks</p>
<p>THE ROMANCE OF HELEN TRENT <i>serial drama</i> (see AFFILIATED PRODUCTS, INC. also, page 3)</p>	<p>Thurs. and Fri. 12:30-12:45 p.m.</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>150 Weeks</p>
<p>DO SAID IT with Lou Holtz, Ted Husing, Ray Thompson and trio, Richard Kirner's Orchestra <i>(comedy and Music)</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC, NEW YORK</p>	<p>United States Advertising Corp.</p>	<p>4 Weeks</p>
<p>HOLLYWOOD HOTEL, with Frances Farford, Frank Parker, Anne Jami- son Ken Niles, Raymond Paige's Orchestra, Ken Murray &amp; "Oswald" <i>dramatic musical revue</i></p>	<p>Friday 9:00-10:00 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>Ward Wheelock Company</p>	<p>178 Weeks</p>
<p>DAILY BUREAU, with Elma Latta Hackett <i>arty suggestions</i></p>	<p>††Tuesday 2:30-2:45 p.m. PST ORIGINATES: KSFO, SAN FRANCISCO</p>	<p>Long Advertising Service</p>	<p>11 Weeks</p>
<p>DR. CHRISTIAN OF RIVER'S END, starring Jean Hersholt <i>dramatic</i></p>	<p>Sunday 2:30-3:00 p.m. <i>Rebroadcast</i> 5:30-6:00 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>McCann-Erickson, Inc.</p>	<p>22 Weeks</p>
<p>MAJOR BOWES' AMATEUR HOUR <i>Amateurs, with Major Bowes</i> <i>Master of Ceremonies</i></p>	<p>Thursday 9:00-10:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>108 Weeks</p>

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
THE COCA-COLA COMPANY	Coca-Cola
COLGATE-PALMOLIVE-PEET COMPANY	Palmolive Shave Cream Palmolive Brushless Shave  Concentrated Super Suds  Palmolive Soap  Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
R. B. DAVIS COMPANY	Cocomalt

<p>SONSHOP, Nadine Connor, soprano; Kennedy, Alice Cornett, ve Haenschen's Orchestra <i>Musical</i></p>	<p>Friday 10:00-10:45 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>D'Arcy Advertising Co., Inc.</p>	<p>56 Weeks</p>
<p>AN BUSTERS <i>Office-file dramatizations</i></p>	<p>Wednesday 10:00-10:30 p.m. (Starting April 27, Rebr. 1-1:30 a.m.) ORIGINATES: WABC, NEW YORK</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>116 Weeks</p>
<p>Y AND MARGE <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>109 Weeks</p>
<p>ILTOP HOUSE, aring Bess Johnson <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 5:45-6:00 p.m. (Starting April 25, 10:30-10:45 a.m.) ORIGINATES: WABC, NEW YORK</p>		<p>111 Weeks</p>
<p>TEMOTHER <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 5:30-5:45 p.m. (Starting April 25, 10:45-11:00 a.m.) ORIGINATES: WBBM, CHICAGO</p>	<p>Benton &amp; Bowles-Chicago, Inc.</p>	<p>52 Weeks</p>
<p>RITY KITTY KELLY <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Benton &amp; Bowles, Inc.</p>	<p>160 Weeks</p>
<p>ACELOR'S CHILDREN <i>Serial drama</i></p>	<p>Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Roche, Williams &amp; Cunnyngham, Inc.</p>	<p>170 Weeks</p>
<p>OE'ENNER, it Ben Pollack's Orchestra, er Austin and "Peegee" Gayle <i>Comedy and music</i></p>	<p>Sunday 6:00-6:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>199 Weeks</p>

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# CBS SPONSORED PROGRAMS

<b>E. I. du PONT de NEMOURS &amp; CO., INC.</b>	Institutional Advertising
<b>DURKEE FAMOUS FOODS, INC.</b>	Food Products
<b>EUCLID CANDY COMPANY OF CALIFORNIA, INC.</b>	Confectionery
<b>THE FLORIDA CITRUS COMMISSION</b>	Florida Grapefruit Florida Oranges Florida Tangerines
<b>FORD MOTOR COMPANY</b>	Ford Lincoln Lincoln Zephyr
<b>GENERAL BAKING COMPANY</b>	Bond Bread

†Columbia Pacific Network Only

<p>PARADE OF AMERICA,  with Don Voorhees' Orchestra  <i>Dramatizations and music</i></p>	<p>Wednesday  8:00-8:30 p.m.  <i>Rebroadcast</i>  12 mid.-12:30 a.m.  ORIGINATES:  WARC, NEW YORK</p>	<p>Batten, Barton, Durstine &amp;  Osborn, Inc.</p>	<p>142 Weeks</p>
<p>SECRET AMBITION,  with Tom Breneman and Orchestra  <i>Musical</i></p>	<p>†Sunday  7:30-8:00 p.m.  PST  (Starting April 24,  6:30-7 p.m. PST)  ORIGINATES:  KSFO, SAN FRANCISCO</p>	<p>Botsford, Constantine &amp;  Gardner</p>	<p>95 Weeks</p>
<p>KNX MANNING  <i>Commentator</i></p>	<p>†Tuesday  5:30-5:45 p.m.  PST  (Starting April 27,  Wed., 5:45-6 p.m.)  ORIGINATES:  KNX, HOLLYWOOD</p>	<p>Sidney Garfinkel  Advertising Agency</p>	<p>19 Weeks</p>
<p>Early Post, HOW TO GET THE  MOST OUT OF LIFE  <i>talks</i>  (Through April 19 only)</p>	<p>Tues. and Thurs.  10:30-10:45 a.m.  ORIGINATES:  WABC, NEW YORK</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>23 Weeks</p>
<p>SUNDAY EVENING HOUR,  with Pol Symphony Orchestra and  Chrus. Jose Iturbi, conductor;  Guest Soloists  <i>Symphonic music, and talks by</i>  W. J. Cameron  (Beginning April 24, Fritz Reiner  , guest conductor)</p>	<p>Sunday  9:00-10:00 p.m.  ORIGINATES:  WJR, DETROIT</p>	<p>N. W. Ayer &amp; Son, Inc.</p>	<p>217 Weeks</p>
<p>WATCH THE FUN GO BY,  presenting Al Pearce and His  Gag; Guest; Arlene Harris; "Tizzie  Linn"; Carl Hoff's Orchestra  <i>Comedy and variety</i></p>	<p>Tuesday  9:00-9:30 p.m.  <i>Rebroadcast</i>  12 mid.-12:30 a.m.  ORIGINATES:  WABC, NEW YORK</p>		
<p>GI LOMBARDO  with His Orchestra  <i>Popular music</i></p>	<p>Sunday  5:30-6:00 p.m.  ORIGINATES:  WABC, NEW YORK</p>	<p>Batten, Barton, Durstine &amp;  Osborn, Inc.</p>	<p>377 Weeks</p>

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

# CBS SPONSORED PROGRAMS

## GENERAL FOODS CORPORATION

Sanka Coffee

Swans Down Cake Flour  
Calumet Baking Powder

La France  
Minute Tapioca  
Satina\*

Postum

Huskies

## GENERAL MILLS, INC.

Bisquick  
Gold Medal Kitchen-Tested Flour  
Softasilk  
Wheaties

*\*La France and Satina are advertised on Mondays, Wednesdays and Fridays; Minute Tapioca on Tuesdays and Thursdays.*

PROGRAM	TIME	AGENCY	WEEKS
<p>THE PEOPLE with Gabriel Heatter, director and Mark Warnow's Orchestra <i>Real-life experiences</i></p>	<p>Thursday 7:30-8:00 p.m. ORIGINATES: WABC, NEW YORK</p>	Young & Rubicam, Inc.	162 Weeks
<p>THE SMITH HOUR, with Jack Miller's Orchestra, Dimitas and Guest Stars <i>Variety show</i></p>	<p>Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30-12:30 a.m. ORIGINATES: WABC, NEW YORK</p>		
<p>MARY MARGARET McBRIDE <i>Radio columnist</i></p>	<p>Mon. thru Fri. 12:00-12:15 p.m. ORIGINATES: WABC, NEW YORK</p>		
<p>LU AND ABNER <i>Serial drama</i></p>	<p>Mon., Wed., Fri. 6:45-7:00 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX, HOLLYWOOD</p>		
<p>BOCKE CARTER <i>News commentator</i></p>	<p>Mon. thru Fri. 6:30-6:45 p.m. <i>Rebroadcast</i> 8:45-9:00 p.m. ORIGINATES: WCAU, PHILADELPHIA</p>	Benton & Bowles, Inc.	
<hr/>			
<p>GOLD MEDAL FEATURE HOUR</p>			
<p>Betty and Bob <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:00-1:15 p.m.</p>	Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.	369 Weeks
<p>Hymns of All Churches <i>Choir</i></p>	<p>Mon., Tues., Thu. 1:15-1:30 p.m.</p>		
<p>Betty Crocker <i>Cooking expert</i></p>	<p>Wed. and Fri. 1:15-1:30 p.m.</p>		
<p>Arnold Grimm's Daughter <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:30-1:45 p.m. ORIGINATES: WBBM, CHICAGO</p>		
<p>Valiant Lady <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:45-2:00 p.m. ORIGINATES: WABC, NEW YORK</p>		

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CLIENT	PROGRAM
<b>GRIFFIN MANUFACTURING COMPANY</b>	Griffin Allwite Griffin Wax Polishes
<b>GULF OIL CORPORATION</b>	Motor Oil and Gas
<b>H. J. HEINZ COMPANY</b>	57 Varieties
<b>HOUSEHOLD FINANCE CORPORATION</b>	Personal Loan Service
<b>KOLYNOS COMPANY</b>	Kolynos Toothpaste
<b>LADY ESTHER COMPANY</b>	Cosmetics
<b>THE LAMBERT COMPANY</b>	Listerine Products Prophylactic Brushes



<p><b>TIE TO SHINE,</b> w/ Hal Kemp and his Orchestra, Nanine Gray and Bob Allen <i>Musical</i></p>	<p>Tuesday 10:00-10:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Birmingham, Castleman &amp; Pierce, Inc.</p>	<p>Starts April 19</p>
<p><b>PIL BAKER and company,</b> w/ Oscar Bradley's Orchestra <i>Variety show</i></p>	<p>Sunday 7:30-8:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Young &amp; Rubicam, Inc.</p>	<p>216 Weeks</p>
<p><b>HIT MAGAZINE OF THE AIR,</b> w/ Channing Pollock, editor; C de Barrie, Negro baritone; and Mark Warnow's Orchestra (Through April 10 only)</p>	<p>Sunday 5:00-5:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Maxon, Inc.</p>	<p>108 Weeks</p>
<p><b>IT CAN BE DONE,</b> w/ Edgar A. Guest, Frankie Masters' Orchestra and Dramatic Club <i>Poetry and drama</i></p>	<p>Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Batten, Barton, Durstine &amp; Osborn, Inc.</p>	<p>13 Weeks</p>
<p><b>FOR GAL, SUNDAY</b> <i>Serial drama</i> (See ANACIN COMPANY also, page 3)</p>	<p>Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>199 Weeks</p>
<p><b>WYNE KING and his Orchestra</b> <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Lord and Thomas</p>	<p>134 Weeks</p>
<p><b>GAND CENTRAL STATION</b> <i>Serial drama</i> Beginning April 24)</p>	<p>Sunday 10:00-10:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Lambert &amp; Feasley, Inc.</p>	<p>39 Weeks</p>

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# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<b>LEHN &amp; FINK PRODUCTS COMPANY</b>	Lysol  Pebeco Toothpaste  Hind's Honey & Almond Cream
<b>LEVER BROTHERS COMPANY</b>	Lux Toilet Soap  Rinso  Lifebuoy  Rinso  Spry

<p>ALLAN ROY DAFOE <i>talks</i></p>	<p>April 1, only 4:45-5:00 p.m. ORIGINATES: CALLANDER, ONT.</p>	<p>Lennen &amp; Mitchell, Inc.</p>	<p>90 Weeks</p>
<p>FOLLOW THE MOON, with Elsie Hitz and Nick Dawson <i>serial drama</i></p>	<p>April 1, only 5:00-5:15 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>173 Weeks</p>
<p>LIFE OF MARY SOTHERN <i>serial drama</i></p>	<p>April 1, only 5:15-5:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>William Esty &amp; Company, Inc.</p>	<p>91 Weeks</p>
<p>LUX RADIO THEATRE, with stars of stage and screen <i>dramatic; Cecil B. De Mille, director</i></p>	<p>Monday 9:00-10:00 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>J. Walter Thompson Company</p>	<p>131 Weeks</p>
<p>Edward G. Robinson in BIG TOWN, with Claire Trevor <i>dramatic</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>Ruthrauff &amp; Ryan, Inc.</p>	<p>23 Weeks</p>
<p>AMOLSON SHOW with Martha Raye, Pacyakarkus, Victor Young's Orchestra and guest stars <i>comedy and music</i></p>	<p>Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. ORIGINATES: KNX, HOLLYWOOD</p>		<p>97 Weeks</p>
<p>THE SISTER, with Alice Frost and Martin Gabel <i>serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>81 Weeks</p>
<p>WHAT JENNY'S REAL LIFE STORIES <i>dramatic</i></p>	<p>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>63 Weeks</p>

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<b>LIGGETT &amp; MYERS TOBACCO COMPANY</b>	Chesterfield Cigarettes
<b>P. LORILLARD COMPANY</b>	Old Gold Cigarettes
<b>NASH-KELVINATOR CORPORATION</b>	Nash Motor Cars
<b>PET MILK SALES CORPORATION</b>	Irradiated Pet Milk

<p>CHESTERFIELD PRESENTS          Aire Kostelanetz's Concert          Orchestra; Grace Moore and guest;          Dms Taylor, commentator;          Paul Douglas, announcer  <i>Orchestral and vocal music</i></p> <p>PIL WHITEMAN'S PROGRAM,          Over Wakefield, MC; Guest Star  <i>Variety show</i></p>	<p>Wednesday          9:00-9:30 p.m.          ORIGINATES:          WABC, NEW YORK</p> <p>Friday          8:30-9:00 p.m.  <i>Rebroadcast</i>          11:30-12:00 p.m.          ORIGINATES:          WABC, NEW YORK</p>	<p>Newell-Emmett Co., Inc.</p>	<p>271 Weeks</p> <p>50 Weeks</p>
<p>HOLLYWOOD SCREENSCOOPS,          George McCall, commentator  <i>Motion-picture news</i></p>	<p>Tues. and Thurs.          7:15-7:30 p.m.  <i>Rebroadcast</i>          11:15-11:30 p.m.          ORIGINATES:          KNX, HOLLYWOOD</p>	<p>Lennen &amp; Mitchell, Inc.</p>	<p>117 Weeks</p>
<p>PROFESSOR QUIZ,          with Bob Trout  <i>Questions and answers</i></p>	<p>Saturday          9:00-9:30 p.m.  <i>Rebroadcast</i>          12:00-12:30 a.m.          ORIGINATES:          WABC, NEW YORK</p>	<p>Geyer, Cornell &amp; Newell, Inc.</p>	<p>56 Weeks</p>
<p>MARY LEE TAYLOR,          Home economist  <i>Household advice</i></p> <p>SATURDAY NIGHT SERENADE,          Mary Eastman, soprano; Bill Perry,          tenor, and Gustave Haenschen's          Orchestra and Mixed Chorus  <i>Musical</i></p>	<p>Tues. and Thurs.          11:00-11:15 a.m.  <i>Rebroadcast</i>          3:00-3:15 p.m.          ORIGINATES:          KMOX, ST. LOUIS</p> <p>Saturday          9:30-10:00 p.m.          ORIGINATES:          WABC, NEW YORK</p>	<p>Gardner Advertising Company</p>	<p>230 Weeks</p>

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

# CBS SPONSORED PROGRAMS

<b>PHILIP MORRIS &amp; COMPANY, LTD.</b>	Philip Morris Cigarettes
<b>PHILLIPS PETROLEUM COMPANY</b>	Phillips 66 Phillips 66 Motor Oil
<b>PONTIAC MOTOR COMPANY</b>	Pontiac Cars
<b>THE PROCTER &amp; GAMBLE COMPANY</b>	Chipso  Ivory Soap  Oxydol   Dreft   Oxydol

PROGRAM	TIME	CLIENT	WEEKS
<b>TONNY PRESENTS</b> Re: Morgan's Orchestra, E. R. Loestone's Dramatizations, Frances Air, Genevieve Rowe, Glenn Cross on Ray Block's Swing Fourteen <i>Variety and dramatic interludes</i>	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC, NEW YORK	The Biow Company, Inc.	85 Weeks
<b>PHILIPS POLY FOLLIES,</b> with Ben Feld's Orchestra; Lorraine Gram, soprano; Al Cameron, MC <i>Variety</i>	Tuesday 10:30-11:00 p.m. ORIGINATES: KMOX, ST. LOUIS	Lambert & Feasley, Inc.	97 Weeks
<b>NEWS THROUGH A WOMAN'S EYES</b> Cathryn Cravens <i>News comments</i> (through April 8 only)	Mon., Wed., Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 5:30-5:45 p.m. ORIGINATES: WABC, NEW YORK	MacManus, John & Adams, Inc.	125 Weeks
<b>THE ROAD OF LIFE</b> <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m.	Pedlar & Ryan, Inc.	178 Weeks
<b>THE O'NEILLS</b> <i>Serial drama</i>	2:15-2:30 p.m.	Compton Advertising, Inc.	
<b>THE GOLDBERGS</b> <i>Serial drama</i>	4:30-4:45 p.m. (Starting April 11, 12:15-12:30 a.m.) ORIGINATES: WABC, NEW YORK	Blackett-Sample-Hummert, Inc.	
<b>KIMMY KEENE</b> <i>Serial drama</i>	4:30-4:45 p.m. (Starting April 11, 12:15-12:30 a.m.)		
<b>MARY PERKINS</b> <i>Serial drama</i>	10:45-11:00 a.m. (Starting April 11, 2:00-2:15 p.m.) ORIGINATES: WRBM, CHICAGO		

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

# CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
<b>R. J. REYNOLDS TOBACCO COMPANY</b>	Camel Cigarettes Prince Albert Smoking Tobacco
<b>RIO GRANDE OIL, INC.</b>	Petroleum Products
<b>SKELLY OIL COMPANY</b>	Petroleum Products
<b>TILLAMOOK COUNTY CREAMERY ASSN.</b>	Tillamook Cheese

††Columbia California Network Only



<p>CANTOR'S CAMEL CARAVAN Elie Cantor with Edgar Fairchild's Orchestra; Fairchild and Carroll, piano team; Bert Gordon and Walter King</p> <p>BENNY GOODMAN and his Orchestra <i>Music and guests</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC, NEW YORK</p> <p>Tuesday 9:30-10:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>William Esty &amp; Company, Inc.</p>	<p>248 Weeks</p>
<p>CALLING ALL CARS <i>Police file dramatizations</i></p>	<p>††Tuesday 7:30-8:00 p.m. PST (Starting April 28, Thursday, 8:30- 9 p.m. PST) ORIGINATES: KNX, HOLLYWOOD</p>	<p>Hixson-O'Donnell, Inc.</p>	<p>238 Weeks</p>
<p>THE SILLY COURT OF MISSING HEIRS <i>Dramatic</i></p>	<p>Sunday 10:30-11:00 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>24 Weeks</p>
<p>THE DRY MAID, with Jack Moyles and Nell Parker <i>Home Economics</i></p>	<p>††Thursday 2:30-2:45 p.m. PST ORIGINATES: KSFO, SAN FRANCISCO</p>	<p>Botsford, Constantine &amp; Gardner</p>	<p>4 Weeks</p>

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

# CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<b>UNITED STATES TIRE DEALERS MUTUAL CORPORATION</b>	<b>U. S. Royal Master Tires</b>
<b>U. S. TOBACCO COMPANY</b>	<b>Model Pipe Tobacco</b>
<b>WM. WRIGLEY JR., COMPANY</b>	<b>Wrigley's Gum</b>

†Columbia Pacific Network Only

PROGRAM	TIME	SPONSOR	DAYS
<b>B; BERNIE AND ALL THE LADS,</b> with Lew Lehr, comedian; Buddy Clark, vocalist and Agnes Moorehead <i>Music and comedy</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC, NEW YORK	Campbell-Ewald Company of New York, Inc.	11 Weeks
<b>BOB AND PAT IN PIPE SMOKING</b> Time, with Edward Roecker, bari- tone; and Benny Kreuger's Orchestra <i>"Blackface" comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. ORIGINATES: WABC, NEW YORK	Arthur Kudner, Inc.	148 Weeks
<b>JOEY ENTERTAINMENT,</b> Jack Fulton, tenor; the Andrews Sisters and Carl Hohengarten's Orchestra <i>Poetry readings and light music</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. ORIGINATES: WBBM, CHICAGO	Neiser-Meyerhoff, Inc.	305 Weeks
<b>SPATTERGOOD BAINES</b> <i>Serial drama</i>	†Mon. thru Fri. 8:00-8:15 p.m. PST ORIGINATES: KNX, HOLLYWOOD		

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

# CBS SUSTAINING PROGRAMS

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

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

1. PUBLIC AFFAIRS . . . . . *Page 26*
2. EDUCATIONAL PROGRAMS . . . . . *Page 30*
3. SPECIAL EVENTS . . . . . *Page 32*
4. SERIOUS MUSIC . . . . . *Page 34*
5. DRAMATIC SERIES . . . . . *Page 38*
6. CHILDREN'S PROGRAMS . . . . . *Page 39*
7. RELIGIOUS BROADCASTS . . . . . *Page 40*
8. PERSONALITIES . . . . . *Page 41*
9. LIGHT MUSIC . . . . . *Page 42*
  
- ADDENDA: MARCH PROGRAMS . . . . . *Page 45*

**PUBLIC AFFAIRS**

<p><b>WILLIAM S. PALEY</b> 10:00-10:20 p.m. TUESDAY, APRIL 5</p>	<p>William S. Paley, president of the Columbia Broadcasting System, addresses his annual report to the listening public as well as to the company's stockholders.</p>
<p><b>DR. THOMAS PARRAN</b> 10:45-11:00 p.m. TUESDAY, APRIL 5</p>	<p>Dr. Thomas Parran, surgeon general of the U. S. Public Health Service, in behalf of the National Tuberculosis Association proposes "Turning Back the Threat of Tuberculosis."</p>
<p><b>NATIONAL COUNCIL FOR PREVENTION OF WAR</b> 12:15-12:30 p.m. WEDNESDAY, APRIL 6</p>	<p>Four members of Congress who opposed our entry into the World War explain why "I'd Still Vote No." Speaking under the auspices of the National Council for Prevention of War are Sen. Ernest Lundeen and Rep. Harold Knutson of Minnesota, and former representatives Jeanette Rankin and Edward Keating.</p>
<p><b>PAN-AMERICAN DAY</b> 10:30-11:00 p.m. THURSDAY, APRIL 7</p>	<p>Secretary of State Cordell Hull addresses the Latin American diplomats gathered in the Pan-American Building for official observance of Pan-American Day. The United States Service bands provide the music.</p>
<p><b>"MARCHING TOWARD SOCIAL SECURITY"</b> 2:00-2:30 p.m. SATURDAY, APRIL 9</p>	<p>Speakers at the Social Security Luncheon at the Hotel Astor include Senator Guy M. Gillette of Iowa and Mr. Marion B. Folsom, treasurer of the Eastman Kodak Company on "Marching Toward Social Security."</p>
<p><b>JAMES A. FARLEY</b> 9:30-10:00 p.m. WEDNESDAY, APRIL 13</p>	<p>Postmaster-General James A. Farley addresses the Jefferson Day banquets, held by Democratic Clubs throughout the country, on "Jefferson and Roosevelt."</p>

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

PROGRAM AND TIME	SCHEDULE
<p><b>PEOPLE'S LOBBY</b> 5:00-5:30 p.m. SATURDAY, APRIL 16</p>	<p>David Cushman Coyle and Rep. William Lemke, speaking under the auspices of the People's Lobby, discuss "Taxes or Bonds."</p>
<p><b>INTERNATIONAL RED CROSS PROGRAM</b> 2:00-2:30 p.m. SATURDAY, APRIL 16</p>	<p>President Edouard Benes of Czechoslovakia and Alice Masaryk, daughter of the founder of the Republic, speak from Prague on behalf of the International Red Cross.</p>
<p><b>ALFRED J. KENNEDY</b> 8:00-8:15 p.m. SUNDAY, APRIL 24</p>	<p>On the fortieth anniversary of the Spanish American War, Alfred J. Kennedy, National Commander of the Spanish-American War Veterans, is interviewed by Bob Trout.</p>
<p><b>ANNE O'HARE McCORMICK</b> 10:45-11:00 p.m. TUESDAY, APRIL 26</p>	<p>Anne O'Hare McCormick, foreign correspondent of the <i>New York Times</i>, is heard under the auspices of the Girls Service League.</p>
<p><b>AMERICAN VIEWPOINTS</b> 7:15-7:30 p.m. EACH WEDNESDAY 10:45-11:00 p.m. EACH FRIDAY</p>	<p>Individual viewpoints on social, political and economic questions are expressed by prominent Americans in many fields of endeavor, during these weekly periods of discussion. The Columbia Network invites these speakers with the aim of presenting all sides of the subjects.</p> <p>APRIL 1: Rep. Scott Lucas of Illinois speaks from Columbia's Chicago studios on "What is Spain's Future?"</p> <p>APRIL 6: Under the auspices of the American Labor Party, Herbert Morrison, M. P., on his visit to this country, speaks from New York on "British Labor and the European Crisis."</p>

**AMERICAN VIEWPOINTS**

*(Continued)*

APRIL 8: Hon. Ferdinand S. Pecora, president-elect of the National Lawyers Guild, is the chief speaker at a testimonial dinner given in his honor by that organization.

APRIL 13: Mrs. Franklin D. Roosevelt, Mrs. Marjorie Illig and Dr. Frank E. Adair present "A Challenge to Cancer," in a program under the auspices of the American Society for the Control of Cancer.

APRIL 20: Professor Harold D. Lasswell of Chicago University discusses countries under military control in a talk, "America Looks at the Garrison State."

APRIL 22: Frank Gannett, newspaper publisher and member of the Republican National Committee, speaks on a topic to be announced.

APRIL 27: Dean James K. Landis of Harvard Law School speaks on a topic to be announced.

**EUROPE CALLING!**

1:30-1:45 p.m.

EACH SUNDAY

Expert observers of international affairs appear on this regular Sunday period of talks from foreign capitals. Budapest and Vienna are heard from this month.

APRIL 3: Tibor Ekhardt, leader of the Opposition Party in Hungary—"Hungary and the Central European Crisis."

APRIL 10: William L. Shirer, Columbia's Continental representative—"The Results of the Austrian Plebiscite."

# CBS SUSTAINING PROGRAMS

## PUBLIC AFFAIRS

### CAPITAL OPINIONS

10:45-11:00 p.m.

EACH SATURDAY

Members of Congress and Government officials participate in these discussions of problems of national interest. The programs originate from WJSV, Columbia's station in Washington.

APRIL 2: Rep. Henry G. Teigan (F-L) of Minnesota "The Farmer-Labor Viewpoint of Present Session of Congress."

APRIL 9: Dr. Ales Hrdlicka of the National Museum in Washington, a prominent American of Bohemian origin—"The Situation in Czechoslovakia."

APRIL 16, 23, 30: "Economic and Defense Problems of United States Possessions" is the general topic of three talks by Samuel King, Delegate from Hawaii; Santiago Iglesias, Resident Commissioner from Puerto Rico; and Anthony J. Dimond, Delegate from Alaska.

### HEADLINES AND BYLINES

10:30-11:00 p.m.

EACH SUNDAY

A trio of expert reporters of public affairs combine their talents on this weekly series of news and the makers of news. H. V. Kaltenbach analyzes foreign affairs, Bob Trout summarizes the latest news, and Edwin Canham interprets domestic events.

### CURRENT QUESTIONS BEFORE CONGRESS

*The House*—4:45-5:00 p.m.

EACH TUESDAY

*The Senate*—4:45-5:00 p.m.

EACH THURSDAY

Leading members of the Senate and of the House of Representatives discuss, in separate weekly broadcasts, current legislation and business under consideration by their bodies. Speakers on this series are selected for special knowledge of the issues involved.



**EDUCATIONAL  
PROGRAMS**

**AMERICAN SCHOOL  
OF THE AIR**

2:30-3:00 p.m.

MONDAY THRU FRIDAY

The *American School of the Air* is in its ninth consecutive season as a Columbia Educational Feature. This month's schedule:

MONDAYS: *Human Relations Forum.*

Round-table discussions by high-school students, following a short dramatization of the topic.

TUESDAYS: (a) *Literature.* (b) *Music.*

(a) April 12: *The American Drama*—Paul Green. (b) April 5: Operatic Debut (the beginnings of Italian Opera). April 26: Operatic Flowering (19th Century Opera).

WEDNESDAYS: *Geography.*

April 6: Uruguay, Land of Cattle. April 13: The Argentine Fruit Country. April 27: Haiti and Its People.

THURSDAYS: (a) *Intermediate Music.* (b) *Primary Literature.*

April 7: (a) Short-wave musical broadcast from Helsingfors, Finland. (b) "The Hungry Witch of the Purple Land." April 14: (a) Short-wave musical broadcast from Oslo, Norway. (b) "The Trained Tornado." April 28: (a) Short-wave musical broadcast from Cardiff, Wales. (b) "The Rabbit in Business."

FRIDAYS: (a) *Vocational Guidance.* (b) *Science.*

April 1: (a) Interview with Young Workers in Air Conditioning and Refrigeration Plants. (b) "*Lighter-than-Air Craft.*" April 8: Special Pan-American Day program. April 29: (a) Interview with Young Workers in Modern Industrial Chemistry. (b) "How Do Airplanes Fly?"

# CBS SUSTAINING PROGRAMS

## EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p><b>NEW HORIZONS</b>                      5:15-5:30 p.m.                      MONDAY, APRIL 4, 11 AND 18                      5:45-6:00 p.m.                      MONDAY, APRIL 25</p>	<p>APRIL 4: Dr. H. E. Vokes—"Restless Earth"                      APRIL 11: Dr. Will H. Carr—"Trailside Paleontology"                      APRIL 18: William Van Dusen—"Exploring the                      Oceanic Airways."                      APRIL 25: Van Campen Heilner—"Fish Tales"</p>
<p><b>HIGHWAYS TO HEALTH</b>                      4:00-4:15 p.m.                      TUESDAY, APRIL 5, 12 AND 26                      2:30-2:45 p.m.                      TUESDAY, APRIL 19</p>	<p>APRIL 5: Dr. M. H. Dawson, Columbia University, "Arthritis."                      APRIL 12: Dr. Halford Hallock, New York Orthopedic Hospital, "Why Good Posture Matters."                      APRIL 19: Dr. Harvey B. Matthews, Ithaca College, "Cancer in Women."                      APRIL 26: Dr. Irving Wright, Columbia University, "Circulatory Disturbances."</p>
<p><b>EXPLORING SPACE</b>                      5:15-5:30 p.m.                      EACH WEDNESDAY                      BEGINNING APRIL 6</p>	<p>This new series dramatizes conditions on other planets, and space in general. Prof. William H. Barton, executive curator of the Hayden Planetarium, and Hans Christian Adamson of the American Museum, are the speakers.</p>
<p><b>ADVENTURES IN SCIENCE</b>                      4:00-4:15 p.m.                      EACH THURSDAY</p>	<p>APRIL 7: Dr. David Lumsden of the Department of Agriculture—"Orchids For You."                      APRIL 14: Dr. H. C. Shetrone, director of the Ohio State Museum—"Lost Stone Age Animals."                      APRIL 21: Dr. W. H. Hobbs of the University of Michigan—"The Antarctica."</p>
<p><b>THE STORY OF INDUSTRY</b>                      5:00-5:30 p.m.                      SATURDAY, APRIL 2</p>	<p>The final program in this series presents the story of "The Airplane Industry." William Whitfield Wood, president of the Institute of American Meat Packers, is guest speaker.</p>

**SPECIAL EVENTS**

<b>PROGRAM AND TIME</b>	<b>DESCRIPTION</b>
<p><b>JAMAICA RACES</b> Approx. 4:15 p.m. SATURDAY, APRIL 16 AND 30</p>	<p>Bryan Field. Columbia's racing reporter, describes the opening day Paumonok Handicap at the Jamaica Race Track and, two weeks later, the Wood Memorial Stakes.</p>
<p><b>VATICAN EASTER SERVICE</b> 6:00-6:30 p.m. SUNDAY, APRIL 17</p>	<p>The Columbia Network opens on Easter Sunday with a program of liturgical music from the Vatican, sung by the Choir of the Sistine Chapel and the Benedictine Choir.</p>
<p><b>EASTER SUNRISE SERVICES</b> 7:00-9:30 a.m. SUNDAY, APRIL 17</p>	<p>Easter Sunday Services across the continent are broadcast by the Columbia Network in a two and a half hour program. From the Central Park Mall Rev. Dr. Norman Vincent Peale, of the Marble Collegiate Church delivers a sermon as part of the Easter observance of the Greater New York Federation of Churches. The St. Louis Church Federation then presents a service from Opera Bowl in Forest Park, St. Louis. From Provo, Utah, a 90-piece orchestra and a 100-voice choral group broadcast from Brigham Young University under the auspices of the Church of Jesus Christ of Latter Day Saints. The program concludes with a full hour of services from Forest Lawn Memorial Park, Glendale, California, with Dr. Otto Klemperer leading the Los Angeles Philharmonic Orchestra.</p>
<p><b>EASTER PARADE</b> 12:30-12:45 p.m. SUNDAY, APRIL 17</p>	<p>Bob Trout, CBS special events announcer, accompanied by Cobina Wright, Jr., strolls along Fifth Avenue with a lapel microphone, reporting spring styles of New York Society.</p>

# CBS SUSTAINING PROGRAMS

## SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p><b>"PENNANT PREVIEWS"</b>                      4:00-5:00 p.m.                      MONDAY, APRIL 18</p>	<p>Baseball enthusiasts get a last minute pick of their favorite team's chances in the pennant race when Columbia brings base experts to its microphones in eight localities, the day before the season officially opens. Speakers on the National League: Mel Allen from New York, discussing the <i>Giants</i> and the <i>Boston Bees</i>; Bill Dyer from Philadelphia on the <i>Phillies</i> and the <i>Brooklyn Dodgers</i>; Walter Van Winkle from Cincinnati on the <i>Chicago Cubs</i> and the <i>Cincinnati Reds</i>; and France Laux from St. Louis on the <i>Cardinals</i> and the <i>Pittsburgh Pirates</i>. In the American League, Jay Westley discusses the <i>York Yankees</i> and the <i>Red Sox</i>, in Boston; Tom Flanagan the <i>White Sox</i> and the <i>Detroit Tigers</i>, in Chicago; Franklin Lewis the <i>Cleveland Indians</i> and the <i>St. Louis Browns</i>, in Cleveland; and Arch MacDonald, in Washington, describes the opening game between the <i>Red Sox</i> and the <i>Philadelphia Athletics</i>.</p>
<p><b>CREW RACE</b>                      2:00-2:30 p.m.                      SATURDAY, APRIL 23</p>	<p>From the top of a bus, Ted Husing, courageous CBS sports commentator, covers the Columbia Navy crew race, over a mile and a half course on the Harlem River.</p>
<p><b>KNX COLUMBIA SQUARE STUDIOS DEDICATION</b>                      11:30 p.m.-1:30 a.m.                      SATURDAY, APRIL 30</p>	<p>A two-hour broadcast, dedicating the new Columbia Square studios of KNX in Hollywood, features radio, stage and screen stars and various prominent figures in Southern Californian life. The new studios are designed to provide the most nearly perfect conditions for modern broadcasting.</p>

SERIOUS  
MUSIC

PROGRAM AND TIME

NEW YORK  
PHILHARMONIC-  
SYMPHONY ORCHESTRA

3:00-5:00 p.m.

EACH SUNDAY

DEFINITION

The New York Philharmonic-Symphony Orchestra is now in its eighth consecutive season of Sunday afternoon concerts on the Columbia Network. The orchestra is under the direction of John Barbirolli, noted English conductor. Deems Taylor, Columbia's Music Consultant, is the program commentator.

APRIL 3: *Wolf-Ferrari*: Overture, "The Secret of Suzanne"; *Quincy Porter*: Symphony No. 1; *Liszt*: Concerto No. 1 for Piano, MISCHA LEVITZKI, pianist; *Mozart*: Divertimento No. 11 in D Major; *Delius*: Prelude, "Irmelin" (first performance in America); *De Falla*: Three Dances from "The Three Cornered Hat."

APRIL 10: *John Ireland*: A London Overture (first time in America); *Dubensky*: Fugue for Violins; *Chasins*: Concerto No. 2 for Piano, ABRAM CHASINS, pianist; *Bach*: Brandenburg Concerto No. 3; *Beethoven*: Symphony No. 5.

APRIL 17: *Delius*: Variations on an Old Slave Song, "Appalachia," for full orchestra with final Chorus by THE SCHOLA CANTORUM (first time in New York); *Wagner*: Prelude, Transformation Scene and Grail Scene from Act I of "Parsifal," with RICHARD BONELLI, soloist, the Men's Chorus of THE SCHOLA CANTORUM and the Boy's Choir of ST. PAUL'S CHORISTERS.

APRIL 24: *Weber*: Overture to "Der Freischutz;" *Ravel*: Piano Concerto in G Major, EUGENE LIST, pianist; *Mendelssohn*: Overture, Nocturne and Scherzo from "Midsummer Night's Dream;" *Maganini*: "Tuolomne," HARRY GLANTZ, trumpeter; *Stravinsky*: "Fire Bird Suite."

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

### EASTER PROGRAMS

*Various hours*

APRIL 11 TO 17

Columbia presents the following cho groups and works during Easter Week.

APRIL 11: A concert by the University of Pennsylvania A Capella Choir. (4:30-5 p.m.)

APRIL 13: Palestrina's "Missa Brevis" will be sung by the boys' choir of the Cathedral All Saints, Albany. (4:30-4:45 p.m.)

APRIL 14: A concert of Gregorian chants by Moreau Seminary Choir, Notre Dame University. (4:30-4:45 p.m.)

APRIL 14: Haydn's "The Seven Words of Christ from the Cross" will be sung by Margaret Daum, Rebecca Crawford, William Perry, Eugene Lowenthal and the Columbia Choristers, accompanied by the Columbia Symphony Orchestra under the direction of Bernard Herrmann. (12 mid.-1 a.m.)

APRIL 15: Andre Caplet's "Mass for Ten Voices" and Verdi's "Ave Maria" and "Stabat Mater," sung *a capella* by the choir of St. Mark's in the Bouwerie. (2:30-3 p.m.)

APRIL 15: Bach's cantata, "Christ lag in Todesbanden," sung by the choir of Broad Street Presbyterian Church, Columbus. (4:30-5 p.m.)

APRIL 16: Excerpts from the Brahms Requiem performed by the St. Thomas Chapel Choir, New York. (7-7:30 p.m.)

### ESSAYS IN MUSIC

10:00-10:30 p.m.

THURSDAY, APRIL 7 AND 21

TUESDAY, APRIL 12

This series is under the direction of Victor F.

APRIL 7: *The Nocturne.*

APRIL 12: *The Easter Holiday.*

APRIL 21: *The Shepherd.*

**SERIOUS  
MUSIC**

**COLUMBIA CHAMBER  
ORCHESTRA**

4:00-4:30 p.m.

EACH MONDAY

The twelve famous Concerti Grossi for strings by Georg Friedrich Handel are being played by the Columbia Chamber Orchestra, under Bernard Herrmann's direction, in this series. Herrmann also directs on each program contrasting works, including this month Delius, Purcell, Dowland and Dr. Thomas Arne.

**STORY OF THE SONG**

3:30-4:00 p.m.

EACH TUESDAY

BEGINNING APRIL 12

The world's greatest songs are interpreted by outstanding singers of the concert stage in this series which begins on April 12. The soloists and their programs will be announced later.

**CURTIS INSTITUTE  
OF MUSIC**

3:45-4:30 p.m.

EACH WEDNESDAY

The Curtis Institute of Music, of which Dr. Josef Hofmann is director, is presenting a series of thirty Wednesday concerts in its eighth consecutive season on CBS. Distinguished faculty members and students perform. Chamber music groups are directed by Dr. Louis Bailly and the Curtis Symphony Orchestra is conducted by Fritz Reiner.

**HOLLACE SHAW**

7:30-8:00 p.m.

EACH FRIDAY

Hollace Shaw, soprano, who last Summer created the principal role in Louis Gruenberg's opera, "Green Mansions," is featured weekly on this series of concert programs.

**CINCINNATI  
CONSERVATORY  
OF MUSIC**

11:00-12:00 a.m.

EACH SATURDAY

The Cincinnati Conservatory of Music presents its third season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured each week as soloists.

# CBS SUSTAINING PROGRAMS

## SERIOUS MUSIC

<p><b>COLUMBIA CHORUS QUEST</b> 6:00-6:25 p.m. SATURDAY, APRIL 2 TO 23</p>	<p>The <i>Columbia Chorus Quest</i> is a competition among young choral groups throughout the country. At the end of the series this month, a board of judges will make the awards. The concluding groups are the following:</p> <p>APRIL 2: Symphonic Choir of Ohio State University.</p> <p>APRIL 9: Bethany College Choir of Lindsborg, Kansas.</p> <p>APRIL 16: Cathedral Choir of the Cathedral of All Saints, Albany.</p> <p>APRIL 23: Princeton University Glee Club.</p>
<p><b>WALBERG BROWN STRINGS</b> 9:30-9:55 a.m. EACH SUNDAY</p>	<p>Walberg Brown, musical director of WGBX, Columbia's station in Cleveland, leads a string quartet in this series of concert music. (NOT ON WABC.)</p>
<p><b>SALT LAKE CITY TABERNACLE CHOIR</b> 12:30-1:00 p.m. EACH SUNDAY</p>	<p>This world famous choir sings weekly from one of America's greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper, Tabernacle organist, accompanies the choir.</p>
<p><b>BORIS MORRIS STRING QUARTET</b> 2:00-2:30 p.m. EACH SUNDAY</p>	<p>The Boris Morris String Quartet, consisting of John Pennington, first violinist; Jack Pennington, second violinist; Philip Kahgan, viola; and Alexander Borisoff, cellist continue the series of string music concerts.</p>
<p><b>LINCOLN CATHEDRAL CHOIR</b> 3:45-4:00 p.m. FRIDAY, APRIL 1, 8, 15</p>	<p>The Lincoln Cathedral Choir, composed of University of Nebraska students directed by John Rosborough, concludes a series of Lenten concerts. The programs, which are sung <i>a capella</i>, bear the title. "Whither, Youth."</p>



**DRAMATIC  
SERIES**

**THE COLUMBIA  
WORKSHOP**

7:30-8:00 p.m.  
EACH SATURDAY

*The Columbia Workshop*, now in its second year, presents unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art. William N. Robson is the director.

APRIL 2: "Seven Waves Away," adapted by Margaret Lewerth from a short story by Richard Sale.

APRIL 9: "The Broken Feather," a fantasy by Michael Carroll, with an original score for bell instruments.

APRIL 16: "The Fisherman and His Soul," by Oscar Wilde, with special music by Thomas Bennett.

APRIL 23: "Never Come Monday," by Eric Knight. Adapted from a story in *Esquire*, this drama features Sir Cedric Hardwicke, Whitford Kane, and a group of leading actors.

**"BRAVE NEW WORLD"**

10:30-11:00 p.m.  
EACH MONDAY

The history of South America is dramatized in this series presented with the cooperation of the United States Offices of Education.

APRIL 4: Art Endures.

APRIL 11: Romance of Science.

APRIL 18: The Struggle for Learning.

APRIL 25: Merchants of Light.

**"THE GHOST OF  
BENJAMIN SWEET"**

8:00-8:30 p.m.  
EACH FRIDAY

This amiable spectre, first heard on the Columbia Workshop, is the hero of adventures which *reverse* the usual representations of ghosts and human beings. The episodes are conceived by Pauline Gibson and Frederick Gilsdorf and portrayed by Karl Swenson.

# CBS SUSTAINING PROGRAMS

## CHILDREN'S PROGRAMS

### "DEAR TEACHER"

5:00-5:15 p.m.

EACH MONDAY AND WEDNESDAY

Questions by young listeners are answered by young contestants of grade-school age on the series of twice-weekly broadcasts. Listeners compete in submitting the best list of questions on a single topic, and four children compete in answering them on each show. The subjects for questions during April include:

APRIL 4 AND 6: Switzerland.

APRIL 11 AND 13: Thomas Jefferson.

APRIL 18 AND 20: Barnum and the Circus.

APRIL 25 AND 27: Lumbering.

### "LET'S PRETEND"

5:00-5:30 p.m.

EACH TUESDAY AND THURSDAY

The world's great fairy tales are dramatized by Nila Mack and presented on a new schedule of twice weekly. The casts include child actors from seven to sixteen. Plays for this month:

APRIL 5: Rosanella.

APRIL 7: Six Swans.

APRIL 12: Childe Roland.

APRIL 14: Heavenly Music.

APRIL 19: Flying Trunk.

APRIL 21: Bluebeard.

APRIL 26: White Cat.

APRIL 28: Jack and the Beanstalk.

### "MUSIC FOR FUN"

5:00-5:30 p.m.

EACH FRIDAY

Music especially planned for children is presented on this new series under the direction of Howard Barlow. A young visitor appears on each program to express his or her reactions to the music, with William Spier acting as interlocutor. The average length of selections is three minutes, to fit the brief attention span of children from five to twelve years old.

**RELIGIOUS  
BROADCASTS**

**PROGRAM AND TIME**

**DESCRIPTION**

**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 7th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths. Speakers on the services in April are:

APRIL 3: *Morning*—Dr. Warren Grafton, Walnut Hills Christian Church (Disciples of Christ), Cincinnati. *Afternoon*—Elder Albert E. Bowen, Council of the Twelve, Church of Jesus Christ of Latter Day Saints, Salt Lake City.

APRIL 10: *Morning*—Rev. Stanley B. Hazzard, associate secretary, New York City Baptist Mission Society. *Afternoon*—Rev. Clarence Reed, First Unitarian Church, Oakland, Calif.

APRIL 17: *Morning*—Rt. Rev. William T. Manning, Bishop of New York, conducts the Easter Sunday services at the Cathedral of St. John the Divine. The Cathedral Choir will participate. *Afternoon*—Rev. Philip J. Furlong, Ph.D., dean of Cathedral College, New York.

APRIL 24: *Morning*—Rev. W. Clyde Howard, D.D., Second Presbyterian Church, Chicago. *Afternoon*—Rev. Dr. David de Sola Pool, Spanish and Portuguese Synagogue, New York City.

**PASSOVER PROGRAM**

10:00-10:30 p.m.

THURSDAY, APRIL 14

With Dr. Stephen S. Wise as guest speaker, this program under the auspices of the United Palestine Appeal presents Friedrich Schorr of the Metropolitan Opera Company, accompanied by the Free Synagogue Choir.

# CBS SUSTAINING PROGRAMS

## RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p><b>"WINGS OVER JORDAN"</b> 9:00-9:30 a.m. EACH SUNDAY</p>	<p>This program of spirituals and religious is presented by a Negro choir of 35 y from Cleveland and by outstanding N leaders and educators. This month's speal</p> <p>APRIL 3: Rev. D. C. Jones of Langston, (homa speaking in behalf of the new Farme America.</p> <p>APRIL 10: The Honorable Ben A. Green, m of Mound Bayou, Mississippi.</p> <p>APRIL 17: Rev. Charles H. Crable, presi of the Baptist General Association, in a sp Easter message.</p> <p>APRIL 24: Thomas A. Dorsey of Chic Negro Gospel composer.</p>

## PERSONALITIES

<p><b>MAJOR BOWES' CAPITOL FAMILY</b> 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes is host on one of radio's o and most widely known presentations, and recently celebrated his fifteenth consec year as father of his Capitol Family. The ily includes the Dalton Brothers (Kelly, and Pete). Helen Alexander, soprano; K olas Cosentino, tenor; Charles Magante, a dionist; Sam Herman, xylophonist, and W Mayo's Orchestra.</p>
<p><b>DAVID ROSS IN "POET'S GOLD"</b> 1:45-2:00 p.m. EACH SUNDAY</p>	<p>This series of verse readings by David lsc prize announcer, has been a Columbia et work feature for five years. Ross gives his ut ings against a background of string musi</p>

**PERSONALITIES**

**PHIL COOK'S ALMANAC**

6:30-7:00 p.m.

EACH SUNDAY

Starring Phil Cook and his six characterizations—Office Boy Pete. Porter Sleepy Simpson. Pop Time, Sandy MacTavish, and Abner and Eloise—the Sunday evening “Almanac” features John Reed King, commentator and Ray Block’s orchestra.

**KATE SMITH'S COLUMN**

3:30-3:45 p.m.

MONDAY, WEDNESDAY AND FRIDAY

Kate Smith makes her debut as an air columnist in a new program of events and personalities, mostly from her own experience. Ted Collins, her manager, is the announcer. Miss Smith assumes her new role on the air in addition to her current duties as mistress of ceremonies of the “Kate Smith Hour” on Thursday evenings.

**RICHARD MAXWELL**

10:30-10:45 a.m.

MONDAY, WEDNESDAY AND FRIDAY

9:15-9:30 a.m.

EACH SATURDAY

Soloist of “Songs of Comfort and Cheer,” Richard Maxwell, who was first heard on Columbia in 1928, presents four programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor, who writes his own continuity and composes most of the verses which he reads.

**LIGHT MUSIC**

**TIN PAN ALLEY PRESENTS—**

3:00-3:30 p.m.

EACH TUESDAY

BEGINNING APRIL 12

The latest tunes off Tin Pan Alley presses are presented on these programs. Before the public’s reactions have been determined, the radio audience will have a chance to judge its own abilities in the art of picking hit tunes.

# CBS SUSTAINING PROGRAMS

## LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p><b>SATURDAY NIGHT SWING CLUB</b> 8:00-8:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens and Paul Douglas as b director and swing commentator, the Sw Club guests this month include the Raym Scott Quintet, Helen Ward, Gene Krupa. "Fats" Waller. Phil Cohan and Ed Cash are the producers.</p>
<p><b>LYN MURRAY'S MUSICAL GAZETTE</b> 8:30-9:00 p.m. EACH SUNDAY</p>	<p>News is the background for the lively continuity and original musical interpretation this new weekly series. The staff of the "Mus Gazette" includes Lyn Murray as editor; B Wood, baritone, as star reporter; Nan Wy songstress, as "lovelorn editor"; and four men impersonated by the Four Clubmen.</p>
<p><b>RAY BLOCK'S VARIETIES</b> 3:00-3:30 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these var programs, assisted by Claire Sherman, Je nine, Art Gentry and Bob Gibson, vocalists</p>
<p><b>DEEP RIVER BOYS, ETON BOYS, FOUR CLUBMEN</b> VARIOUS HOURS</p>	<p>These harmony groups are featured on Columbia Network throughout the week. E has a distinctive vocal style, and all conti to be network favorites.</p>
<p><b>"DEAR COLUMBIA"</b> 9:00-9:25 a.m. EACH MONDAY</p>	<p>Audience mail requests for songs and sections old and new are performed by Block's orchestra. Bert Parks acts as M.C.</p>
<p><b>ST. LOUIS BLUES</b> 8:00-8:30 p.m. EACH SUNDAY</p>	<p>Lorraine Grimm and Harry Cool, vocalis the Six Little Girls and Ben Feld's Orchest are featured on this show from Columbia's Louis station, KMOX.</p>

**LIGHT MUSIC**

	DESCRIPTION																		
<p><b>CBS VOCALISTS</b>            Various hours            MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Ruth Carhart, Edith Dick, Lois Elliman, Doris Rhodes. Jack Shannon, Barry Wood, Nan Wynn.</p>																		
<p><b>AMONG MY SOUVENIRS</b>            6:00-6:30 p.m.            EACH MONDAY</p>	<p>Henry M. Neely, radio's "Old Stager," acts as commentator on this series of three programs of ever-popular songs. Ray Heatherton is the vocalist with Freddie Rich's orchestra.</p>																		
<p><b>UNITED STATES BANDS</b>            Various hours            EACH THURSDAY AND FRIDAY</p>	<p>The three bands of the United States defensive forces are featured each week in half-hour programs of band music over the Columbia Network. Their schedule is as follows:</p> <p style="padding-left: 40px;">ARMY BAND—Thursday, 3:30-4:00 p.m.            MARINE BAND—Friday, 3:00-3:30 p.m.            NAVY BAND—Thursday, 1:00-1:30 p.m.</p>																		
<p><b>DANCE ORCHESTRAS</b>            Various hours            MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for April:</p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td>Frank Dailey</td> <td>Sammy Kaye</td> </tr> <tr> <td>Jimmy Dorsey</td> <td>Henry King</td> </tr> <tr> <td>Duke Ellington</td> <td>Larry Lee</td> </tr> <tr> <td>Happy Felton</td> <td>Abe Lyman</td> </tr> <tr> <td>Ted Fiorito</td> <td>Will McCune</td> </tr> <tr> <td>Benny Goodman</td> <td>Red Norvo</td> </tr> <tr> <td>George Hall</td> <td>Harry Owens</td> </tr> <tr> <td>Art Kassel</td> <td>Paul Pendarvis</td> </tr> <tr> <td colspan="2" style="text-align: center;">Artie Shaw</td> </tr> </table>	Frank Dailey	Sammy Kaye	Jimmy Dorsey	Henry King	Duke Ellington	Larry Lee	Happy Felton	Abe Lyman	Ted Fiorito	Will McCune	Benny Goodman	Red Norvo	George Hall	Harry Owens	Art Kassel	Paul Pendarvis	Artie Shaw	
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## 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

### THE AUSTRIAN SITUATION

● MARCH 11: Following the German army's march into Austria on this day, James Austin, United Press correspondent, spoke from New York on its effect on the international situation, 11:15-11:30 p.m.

● MARCH 12: Arriving in London from Vienna, William Shirer, CBS Central European Director, gave an eye-witness description of events in the Austrian capital, 6:30-6:45 p.m.

Paul Ward, foreign correspondent of the *Baltimore Sun*, spoke from London on the British reaction to Hitler's coup, 11:15-11:30 p.m.

● MARCH 13: A transcription of the speech which Hitler made at Linz on the day previous was broadcast from Vienna, 12:48-1:10 p.m.

An international discussion from five world capitals presented the following speakers on the Austrian situation: Ellen Wilkinson of the British Parliament and William Shirer, LONDON; Pierre J. Huss of the International News Service staff, BERLIN; Edward R. Murrow, CBS European Director, VIENNA; Edgar Mowrer of the *Chicago*

*Daily News*, PARIS; Senator Lewis Schwellenbach, WASHINGTON, 8-8:40 p.m.

● MARCH 14: Sir Frederick Whyte, British journalist, spoke from London, 6:30-6:45 a.m.

A report of Prime Minister Chamberlain's speech before Parliament was given by Sir Frederick Whyte from London, 12:30-12:45 p.m.

Edward R. Murrow, stationed in Vienna, reported the latest developments in the capital, 3-3:10 p.m.

A second international discussion from five world capitals presented Philip Jord of the *News Chronicle* and William Shirer, LONDON; Kenneth Downs of the International News Service staff, PARIS; Albion Ross, *New York Times* correspondent, BERLIN; Edward R. Murrow, VIENNA and Senator F. Ryan Duffy, WASHINGTON, 10:30-11 p.m.

● MARCH 15: Adolf Hitler spoke from Vienna, 5:08-5:28 a.m. A translation followed from New York, 7:30-7:45 p.m.

Edward R. Murrow again reported on the latest developments from Vienna, 7-7:15 a.m.

An eye-witness account of the celebratic



Austria and a description of the parade in Vienna were broadcast. 8-8:30 a.m.

MARCH 16: Premier Benito Mussolini's speech to the Italian Chamber of Deputies, stating Italy's stand on the Austrian situation, was broadcast from Rome. 11-11:15 p.m.

MARCH 17: Secretary of State Cordell Hull addressed the National Press Club at Washington in a previously scheduled discussion of "America's Foreign Policy." with particular reference to the developments in Austria, 1:30-2:15 p.m.

MARCH 18: A translation of Adolf Hitler's second speech in Vienna, 3-3:15 p.m.

MARCH 20: William Shirer, having returned to the Austrian capital from London, spoke on "Vienna, Today and Yesterday," 4:45-2 p.m.

MARCH 22: Dr. Stephen S. Wise, returning from abroad, spoke on "What the Austrian Coup Means to Jews." 10:45-11 p.m.

MARCH 26: A faculty-student symposium on "Austria and the Balance of Power in Europe." presented under the auspices of the *Harvard Guardian*, included Professor Rodney B. Fay and Dr. Alfred Vagts of Harvard, Professor Hans Kohn of Smith and Malcolm Wilkie, Harvard '40, 3-3:30 p.m.

MARCH 29: Harold J. Laski, Professor of Political Science in University of London, spoke on "The Prospect of Peace," 10:15-10:30 p.m.

#### OTHER PUBLIC AFFAIRS

MARCH 2: Edward A. O'Neal, president of

the American Farm Bureau Federation, discussed "Marketing Quotas Under the New Farm Bill," 7:45-8 p.m.

● MARCH 4: Senator Harry S. Truman of Missouri spoke on "Railroad Reorganization" in the CBS series, *Current Questions Before the Senate*, 3:30-3:45 p.m.

Senator Joseph C. O'Mahoney of Wyoming reviewed "The Government Reorganization Bill," 7:45-8 p.m.

● MARCH 6: Representative Fred M. Vinson of Kentucky analyzed "The New Tax Bill." 8-8:15 p.m.

● MARCH 8: M. L. Wilson, Under Secretary of Agriculture, discussed the significance of the first referendum ever held under the new Farm Act, 7:30-7:45 p.m.

Senator Claude Pepper of Florida spoke on "A System of Industrial Banks to Afford Additional Credit and Capital Facilities for Business," 10:45-11 p.m.

● MARCH 12: Dr. Edmund Prince Fowler, president of the American Society for the Hard of Hearing, gave a list of rules and suggestions for the deaf. 2-2:05 p.m.

● MARCH 13: Edward Startz, chief announcer and studio manager of PHI and PCJ, short-wave stations in Holland, was interviewed by Bob Trout, 1:30-1:45 p.m.

Representative Maury Maverick of Texas spoke on "Too Many Battleships and War," 8:45-9:00 p.m.

● MARCH 16: Charles McGehee, deputy administrator of the Federal Housing Administration discussed "The Modernization and Repair Program of the FHA." 7:45-8 p.m.

● MARCH 18: Senator Theodore F. Green of Rhode Island and David Lasser, president of the Workers Alliance spoke on the subject "What Program for Unemployment?", 7:45-8 p.m.

● MARCH 19: Representative Samuel Dickstein of New York gave his views on "How to Curb Un-Americanism," 10:45-11 p.m.

● MARCH 23: The Soviet explorers, recently rescued after a nine-months stay on an ice-floe, were interviewed from Moscow, 7:45-8 p.m.

● MARCH 25: Miss Hilda Yen, aviatrix niece of Dr. W. W. Yen, Chinese diplomat, was interviewed by Bob Trout concerning her plans to instruct her countrymen in the art of flying. 4-4:15 p.m.

● MARCH 26: Representative Wright D. Patman of Texas spoke in support of his "Chain Store Bill," 10:45-11 p.m.

● MARCH 30: Senator Joseph F. Guffey of Pennsylvania spoke on Founders' Day, commemorating the 300th anniversary of the founding of Pennsylvania by the Swedes, 10:45-11 p.m.

#### SPECIAL EVENTS

● MARCH 3: "National Used Car Exchange Week" was discussed by Edsel Ford, W. S. Knudsen of General Motors and K. T. Keller, president of Chrysler Corp., 10:15-10:30 p.m.

● MARCH 3: Radio reports from the flood-stricken area in and around Los Angeles were broadcast over special emergency facilities during two periods, the first at 3:15-3:30 p.m. and the second at 10-10:15 p.m.

● MARCH 4: Movie stars Errol Flynn and Walter Connolly raced each other on the world's biggest model railroad, being used in a forthcoming Warner Brothers film. 3:45-4 p.m.

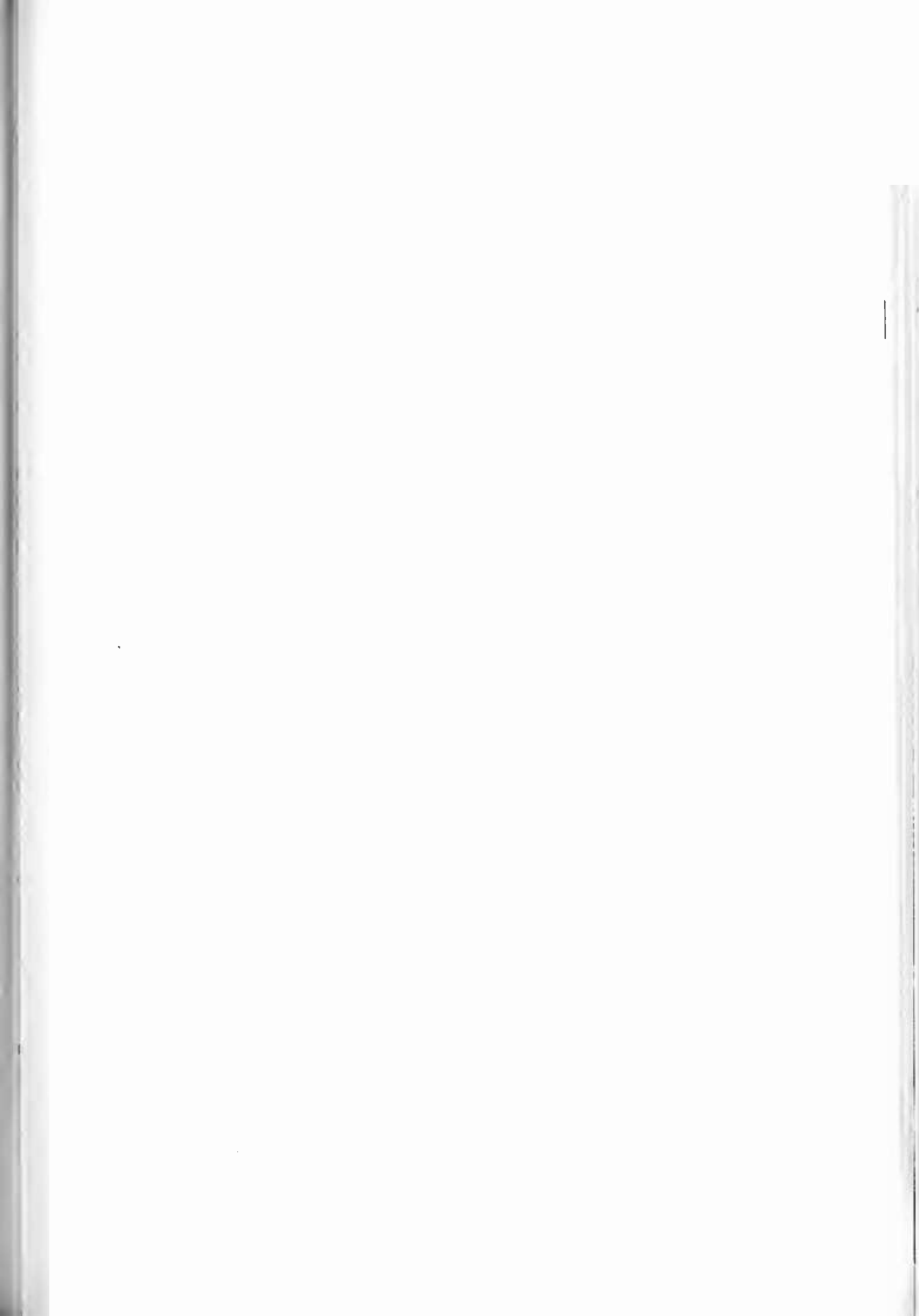
● MARCH 10: Mary Pickford, Edward G. Robinson, Edward Arnold, Robert Montgomery, Tyrone Power and Henry King, and the Danish Consul in Los Angeles, joined Jean Hersholt in celebrating his 25th anniversary in Hollywood. in a CBS *Hollywood Showcase* feature, 10:30-11 p.m.

● MARCH 11: A program marking the fiftieth anniversary of the blizzard of 1888 presented two survivors, D. A. Woodhouse and Dr. S. M. Strong in an interview with Bob Trout. 4:15-4:30 p.m.

● MARCH 14 AND 29: Two special "Scenic Shows" sponsored by the Pennsylvania Publicity Commission were presented last month, in celebration of the state's 300th anniversary. Governor George H. Earle, Edwin Lindstrom, Swedish baritone; the Scandinavian Glee Club of Philadelphia and Bob Golden's Orchestra participated. 7:45-8 p.m.

● MARCH 26: A broadcast of the Banker's Mile of the Chicago Relays, in which Glenn Cunningham, Archie San Romani, Gene Venzke, Jimmy Smith and Charles Fenske competed, was heard from the International Amphitheater, 11-11:15 p.m.

● MARCH 31: John Barbirolli, conductor of the New York Philharmonic Orchestra, whose Sunday afternoon concerts are a weekly CBS feature, spoke at a dinner given in his honor by the Lotos Club, 10-10:15 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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