



Amos 'n' Andy
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CBS PROGRAM BOOK • APRIL, 1939



APRIL, 1939

THE COLUMBIA PROGRAM BOOK

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THE COLUMBIA BROADCASTING SYSTEM

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CBS SPONSORED PROGRAMS

COMPANY	PROGRAMS
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosm
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobac Roi-Tan Cigars
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin
A. S. BOYLE COMPANY	Hill's Nose Drops
BROWN & WILLIAMSON TOBACCO CORPORATION	Wings Cigarettes

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON AIR*
Romance of Helen Trent <i>Serial drama</i> (also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	277 Weeks
Our Hit Parade Ark Warnow's Orchestra, Benny Ross, Raymond Scott's Sextet, Kay Lorraine and the Songsmiths <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC	Lord & Thomas	152 Weeks
Bernie and All the Lads Lew Lehr <i>Music and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
Phyllis Tucker and Her Show <i>Gaiety</i>	Mon., Wed., Fri. 6:45-7:00 p.m. <i>Rebroadcast</i> 12:30-12:45 a.m. ORIGINATES: WABC	Lord & Thomas	
Gal, Sunday <i>Serial drama</i> (also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	113 Weeks
Second Husband Helen Menken, presented by the Famous Actors' Guild <i>Dramatic</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	394 Weeks
Romance of Helen Trent <i>Serial drama</i> (also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	202 Weeks
News, Views and Sport <i>Views by Hughes</i>	†Sun., Mon., Wed. and Thursday 9:45-10 p.m. PST ORIGINATES: KNX	Russell M. Seeds Co., Inc.	26 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	SPONSOR
CALAVO GROWERS OF CALIFORNIA	Calavos
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHAMBERLAIN LABORATORIES, INC.	Hand Lotion
CHIESEBROUGH MANUFACTURING COMPANY	"Vaseline" preparations
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave

PROGRAM	TIME	AGENCY	ON AIR
Her Wiley <i>news and features</i>	Thursday 12:45-1:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	12 Weeks
at Nighter Barbara Luddy and Tremayne <i>drama at the "Little Theater Times Square"</i>	Friday 8:00-8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	61 Weeks
phell Playhouse en Welles, director; guest stars <i>dramatizations</i>	Friday 9:00-10:00 p.m. ORIGINATES: WABC	Ward Wheelock Company	225 Weeks
8 'n' Andy <i>musical comedy</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m.		Starts April 3
ie Albright <i>operator</i>	Mon., Wed., Fri. 5:45-6 p.m. PST ORIGINATES: KNX	John H. Dunham Company	17 Weeks
Christian ing Jean Hersholt <i>dramatic</i>	Tuesday, April 4th and 11th Only 10:00-10:30 p.m. ORIGINATES: KNX	McCann-Erickson, Inc.	51 Weeks
or Bowes' ginal Amateur Hour <i>amateurs, with Major Bowes Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	160 Weeks
ate Ask-It Basket McWilliams, MC <i>questions and answers</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WARC	Benton & Bowles, Inc.	101 Weeks
ig Busters <i>color file dramatizations</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC		159 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Concentrated Super Suds Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY COMPANY	Old Dutch Cleanser
DUART MANUFACTURING COMPANY	"Creme of Milk" Face Cream Lotion, Lipstick, Cosmetics
E. I. DU PONT DE NEMOURS & COMPANY	Institutional Advertising

PROGRAM	TIME	AGENCY	ORIGINS*
Art and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	160 Weeks
Clitop House starring Bess Johnson <i>Dramatic serial</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. ORIGINATES: WABC		163 Weeks
Empmother <i>Dramatic serial</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	101 Weeks
The Wonder Show starring Jack Haley, Lucille Ball, Norma Verrill, Artie Auerbach and Ted Fio-Rito's Orchestra <i>Music and comedy</i>	Friday, April 7th Only 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX	Benton & Bowles, Inc.	210 Weeks
Betty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC		
Bachelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	222 Weeks
Edgem Clinic	Sunday 2:30-3:00 p.m. PST ORIGINATES: KSFO	Erwin, Wasey & Co.	11 Weeks
Galvalcade of America Stuart Chalmers, narrator; Hans Ruysdael, commentator; The Voorhees' Orchestra <i>Dramatic cast</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid. 12:30 a.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	159 Weeks

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CBS SPONSORED PROGRAMS

CITY	PROGRAM
ETHYL GASOLINE CORP.	"Ethyl" Gasoline
EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Sanka Coffee Post Toasties Calumet Baking Powder Swans Down Cake Flour

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	WEEKS
Line-Up Time starring Walter O'Keefe. Andre Kostelanetz's Orchestra. by Thompson's Rhythm Singers and guest stars <i>Musical variety</i>	Thursday 10:00-10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	11 Weeks
Headlines on Parade with Knox Manning <i>News</i>	†Monday 5:30-5:45 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	71 Weeks
Sunday Evening Hour Third Symphony Orchestra and Ferrus. Franco Ghione*, con- ductor. <i>Guest Soloists:</i> APRIL 2: Lawrence Tibbett APRIL 9: Jose Iturbi APRIL 16: Gladys Swarthout APRIL 23: Ezio Pinza APRIL 30: Alec Templeton with talks by W. J. Cameron On April 23, Fritz Reiner is conductor	Sunday 9:00-10:00 p.m. ORIGINATES: WJR	N. W. Ayer & Son, Inc.	261 Weeks
...the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	214 Weeks
...E. Brown with Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and the Sosnik's Orchestra <i>Comedy and music</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:30 12 mid. ORIGINATES: KNX	Benton & Bowles, Inc.	
...the Smith Hour with Abbott and Costello, comedians; "The Aldrich Family," comedy and Ted Straeter Choir, Jack Her's Orchestra and guest stars <i>Variety show</i>	Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 12 mid-1:00 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
GENERAL FOODS CORPORATION <i>Continued</i>	La France Satina Diamond Crystal Salt Postum
GENERAL MILLS, INC.	Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service

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PROGRAM	TIME	AGENCY	ON CBS
Mary Margaret McBride <i>Radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	214 Weeks
Kate Smith—Noonday Chats <i>News and features</i>	Tues., Thurs., Sat. 12:00-12:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	
Sam and Abner <i>Comedy sketches</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	
The Grouch Club Jack Lescoulie <i>Comedy</i>	†Tuesday 9:30-10:00 p.m. PST ORIGINATES: KNX	Blackett-Sample-Hummert, Inc.	151 Weeks
Hollywood Guild On-screen stars as guests; George C. Scobey, MC, and Oscar Bradley's orchestra <i>Variety and drama</i>	Sunday 7:30-8:00 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	268 Weeks
Honolulu Bound Featuring Phil Baker, "Bottle", and the Andrews Sisters <i>Comedy, musical</i>	Saturday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	11 Weeks
Early and Romance "Eddie Dunstedter and Mary & Harvey" (started April 3)	Mon., Wed., Fri. 11:00-11:15 a.m. ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	84 Weeks
Can Be Done Featuring A. Guest, poet-philosopher, presenting dramatized lives of various guests <i>Variety and drama</i>	Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	65 Weeks

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CBS SPONSORED PROGRAMS

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

PROGRAM	TIME	AGENCY	ON CBS
Honor, Nancy James Starring Barbara Weeks and Ed Wever <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. ORIGINATES: WABC	Lord & Thomas	91 Weeks
Over Theater Conrad Nagel, narrator-director, Guest stars of stage and screen <i>Dramatic</i>	Sunday 6:00-6:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	74 Weeks
Twie Wing <i>Aviation Adventure</i>	Mon. thru Fri. 6:15-6:30 p.m. <i>Rebroadcast</i> 8:15-8:30 p.m. ORIGINATES: WABC	J. Walter Thompson Company	49 Weeks
Star Gal, Sunday <i>Serial drama</i> (also ANACIN COMPANY)	Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	380 Weeks
by Lombardo and his Theatra <i>Popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WABC	Lord & Thomas	277 Weeks
and Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	91 Weeks
by Lux Radio Theatre stars of stage and screen <i>Drama</i> ; Cecil B. DeMille, director	Monday 9:00-10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	175 Weeks
g Town Starring Edward G. Robinson, Claire Trevor <i>Drama</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 a.m. ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	140 Weeks

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CBS SPONSORED PROGRAMS

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

PROGRAM	TIME	AGENCY	ON CBS
Jack Powell with Martha Raye, Parkyakarkus, and Gluskin's Orchestra, Guest Stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	140 Weeks
Big Sister with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC		133 Weeks
Count Jenny's Real Life Stories <i>Dramatic</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC		115 Weeks
Life and Love of Dr. Susan <i>Dramatic</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 5:15-5:30 p.m. ORIGINATES: WABC	J. Walter Thompson Co.	7 Weeks
Sam Whiteman and his Orchestra, with Joan Edwards, Modernaires and Fred Uttal <i>Musical Variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	324 Weeks
Les and Allen with Frank Parker, Ray Noble's Orchestra and Paul Douglas <i>Comedy and music</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: KNX		
Lady and Madness with Robert Benchley and Artie Shaw's Orchestra <i>Variety</i>	Sunday 10:00-10:30 p.m. ORIGINATES: KNX	Lennen & Mitchell, Inc.	229 Weeks
Grace Jordan, Girl Interne <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	74 Weeks

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in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

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

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	WEEKS
The People's Vote with Sam Hayes	†Tuesday 8:15-8:30 p.m. PST ORIGINATES: KNX	H. M. Kiesewetter Advertising Agency	39 Weeks
Believe It or Not Ripley <i>Music and variety</i>	Friday 10:30-11:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	1 Week
Professor Quiz with Bob Trout	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	17 Weeks
The Mighty Show <i>Big-top drama</i>	Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	55 Weeks
The Barclay's Daughters <i>Serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	73 Weeks
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor and Gustav Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:30-10:00 p.m. ORIGINATES: WABC	Gardner Advertising Company	282 Weeks
Mary Lee Taylor The economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX		
Tommy Presents Tommy Green's Orchestra, Drama- tized Short Stories, Floyd Sherman, Bar Kinney, Genevieve Rowe, "Coverly", Glenn Cross, Ray Bloch's Big 14 <i>Variety and dramatic interludes</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC	The Biow Company, Inc.	133 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
THE PROCTER & GAMBLE COMPANY	Oxydol Ivory Chipso Crisco Drene Chipso
THE PURE OIL COMPANY	Petroleum Products
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Toba

PROGRAM	TIME	AGENCY	WEEKS
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	226 Weeks
Life Can Be Beautiful <i>Serial drama</i>	1:15-1:30 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life <i>Serial drama</i>	1:30-1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
This Day Is Ours <i>Serial drama</i>	1:45-2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Hummie Fidler <i>Hollywood commentator</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 10:30-10:45 p.m. ORIGINATES: KNX	H. W. Kastor & Sons	
Manhattan Mother <i>Serial drama</i>	Mon. thru Fri. 9:15-9:30 a.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
V. Kaltenborn <i>News analyst</i>	Sun. and Tues. 10:30-10:45 p.m. ORIGINATES: WABC	Leo Burnett Company, Inc.	Starts April 30
Reddie Cantor's Camel Caravan with Bert Gordon, Sid Fields, Court Parks and Edgar Fairchild's Orchestra <i>Comedy and music</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: KNX	William Esty & Company, Inc.	300 Weeks
Johnny Goodman's Orchestra with Johnny Mercer, singer <i>Music and guests</i>	Tuesday 9:30-10:00 p.m. ORIGINATES: WABC		

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

CBS SPONSORED PROGRAMS

RIO GRANDE OIL, INC.	Petroleum Products
S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Goods
THE TEXAS COMPANY	"Texaco" products
UNITED STATES RUBBER COMPANY	Rubber products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	WEEKS
Calling All Cars <i>Police file dramatizations</i>	Sunday 8:00-8:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	278 Weeks
Want A Divorce <i>Dramatic</i>	†Thursday 8:15-8:30 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	24 Weeks
Texaco Star Theater Bill Murray, MC; Frances Langford, Red Sparks, Kenny Baker, Texaco Star Chorus, Jimmy Wallington, David Broekman's Orchestra <i>Musical, variety, dramatic</i>	Wednesday 9:00-10:00 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	103 Weeks
Symphony Paige, Men and a Girl <i>Musical</i>	Wednesday 10:00-10:30 p.m. ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	34 Weeks
Model Minstrels Tom Howard and George Kellton, the Eton Boys and Guy Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC	Arthur Kudner, Inc.	200 Weeks
Gateway to Hollywood <i>Motion-picture talent quest</i>	Sunday 6:30-7:00 p.m. <i>April 2nd only:</i> 6:30-7:30 p.m. ORIGINATES: KNX	Frances Hooper Advertising Agency	357 Weeks
Wattergood Baines <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 5:00-5:15 p.m. ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

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

WABC SPONSORED PROGRAMS

CLIENT	PROGRAM
GENERAL MILLS, INC. PROCTER & GAMBLE COMPANY SOCONY-VACUUM OIL COMPANY	Wheaties Ivory Mobiloil and Mobilgas
BROWN & WILLIAMSON TOBACCO CORPORATION	Tobacco Products
BOSCO COMPANY	Bosco (Milk Amplifier)
BULOVA WATCH COMPANY	Bulova Watches
CAMPBELL SOUP COMPANY	Campbell's Clam Chowder
DUNN & McCARTHY, INC.	Enna-Jettick Shoes
B. FISCHER COMPANY	Astor Coffee
FRIGIDAIRE CORPORATION	Electric Refrigerators

PROGRAM	TIME	AGENCY	ON WABC
All home games of New York Yankees and New York Giants <i>Play by-play description by Arch McDonald</i>	Approx. 3:10-5:15 p.m.	Knox-Reeves, Inc. Compton Advertising, Inc. J. Stirling Getchell	Starts April 18
Port Review	Mon., Wed., Fri. 6:05-6:15 p.m.	Russell M. Seeds Company	Starts April 3
News Program <i>(series starts April 17th)</i>	Mon. thru Sat. 6:00-6:05 p.m.	Kenyon & Eckhardt, Inc.	8 Weeks
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	499 Weeks
News Program	Mon. thru Sat. thru April 15th only 6:00-6:05 p.m.	Ward Wheelock Company	11 Weeks
We're Steppin' Along <i>Host: Parker, MC; Jimmy Shields, Emcee; Ed Smalle's "Enna-Jettick Band" and D'Artega's Orchestra</i>	Saturday 9:30-10:00 p.m.	Marschalk & Pratt, Inc.	6 Weeks
The Morning Almanac, <i>Host: Phil Cook</i>	Tues., Thurs., Sat. thru April 8th only 7:30-7:45 a.m.	Neff-Rogow, Inc.	12 Weeks
Midnight Melody Time	Mon., Wed., Fri. 8:45-9:00 a.m.	Lord & Thomas	2 Weeks

Week figures indicate the total number of weeks which the client has used WABC facilities.

WABC SPONSORED PROGRAMS

HORN & HARDART COMPANY	Automat Restaurants
THOMAS LEEMING COMPANY	Baume Bengué
LIGGETT DRUG COMPANY, INC.	Fountain Service
MELVILLE SHOE COMPANY	Thom McAn Shoes
OLSON RUG COMPANY	Olson Rugs
PACKERS TAR SOAP, INC.	Packers Tar Soap Packers Scalptone
PETER PAUL, INC.	Mounds Candy Bars
S. STROOCK & COMPANY, INC.	Stroock Fine Fabrics

PROGRAM	TIME	AGENCY	ON WABC*
Children's Hour	Sunday 10:30-11:30 a.m.	The Clements Company	116 Weeks
Richard Maxwell, War philosopher	Tues., Thurs., Sat. 9:00-9:15 a.m.	Wm. Esty & Company, Inc.	50 Weeks
7 th Morning Almanac, hosted by Phil Cook	Mon., Wed., Fri. 7:30-7:45 a.m.	Neff-Rogow, Inc.	11 Weeks
7 th Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	17 Weeks
8 th Odd Side of the News	Mon., Wed., Fri. 8:00-8:05 a.m.	Presba, Fellers & Presba, Inc.	10 Weeks
9 th Sports Review	Tues., Thurs., Sat. 6:05-6:15 p.m.	Stack-Goble Agency	5 Weeks
10 th Odd Side of the News	Tues., Thurs., Sat. 8:00-8:05 a.m.	Platt-Forbes, Inc.	24 Weeks
11 th Rollins in the News	Mon., Wed., Fri. 11:00-11:15 p.m. April 3rd, 5th and 7th only	Weill & Wilkins, Inc.	3 Weeks

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

CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for 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. SPECIAL EVENTS *Page 28*
2. PUBLIC AFFAIRS *Page 30*
3. EDUCATIONAL PROGRAMS *Page 32*
4. DRAMATIC SERIES *Page 37*
5. SERIOUS MUSIC *Page 38*
6. CHILDREN'S PROGRAMS *Page 41*
7. RELIGIOUS BROADCASTS *Page 42*
8. PERSONALITIES *Page 43*
9. LIGHT MUSIC *Page 43*

- ADDENDA: MARCH PROGRAMS *Page 45*

SPECIAL EVENTS

PROGRAM AND TIME	SPECIFICATION
<p>Easter Sunrise Service 6:00-9:30 a.m. SUNDAY, APRIL 9</p>	<p>Easter services from Rome to California are followed half way across the world by CBS on Easter morning. The three and a half hour schedule follows:</p> <p>ROME, 6:00-7:00 a.m.: Easter mass and the blessing of Pope Pius XII from the Vatican.</p> <p>CENTRAL PARK, NEW YORK, 7:00-7:30 a.m.: Sunrise ceremonies on the Mall conducted by the Federation of Churches of Greater New York.</p> <p>ST. LOUIS, 7:30-8:00 a.m.: Choral works by Sibelius and Nevn. sung by the St. Louis High School Choir.</p> <p>PROVO, UTAH, 8:00-8:30 a.m.: Brigham Young University Orchestra and Choir.</p> <p>FOREST LAWN MEMORIAL PARK, GLENDALE, CALIFORNIA, 8:30-9:30 a.m.: Los Angeles Philharmonic Orchestra, conducted by Otto Klemperer; 500-voice chorus, with Anne Jamison, soloist; reading by William Farnum; Easter message by Dr. Edgar J. Goodspeed of the University of California.</p>
<p>Russian Easter Service 12:15-1:00 a.m. SUNDAY, APRIL 9</p>	<p>From the Russian Orthodox Cathedral in New York, the Russian Easter midnight service is to be heard. Most Reverend Theophilus, Archbishop of San Francisco and Metropolitan of America and Canada, is presiding and a choir of 35 voices presents a choral program under the direction of S. E. Andreeff.</p>

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
WIBW Dedication 12:00-12:30 p.m. SUNDAY, APRIL 2	The new transmitter of station WIBW, Topeka, Kansas, is dedicated with a speech by Senator Arthur Capper (R), in Washington, and music by Wayne King, in Chicago.
International Rifle Match 4:40-5:00 p.m. MONDAY, APRIL 3	An international rifle match between Great Britain and the United States is carried on short wave, as the six-man teams shoot simultaneously, separated by the Atlantic.
Army Day Program 3:15-3:30 p.m. THURSDAY, APRIL 6	The ceremonies held at Wright Field, Dayton, Ohio, celebrating Army Day are described to Columbia's audience.
WGAR Safety Award 4:00-4:15 p.m. THURSDAY, APRIL 6	WGAR, Columbia's Cleveland station, is giving the annual safety award of the Commercial Investment Trust for the best safety program to a short wave mobile unit, warning of driving hazards.
Radio Improvement 6:45-7:00 p.m. THURSDAY, APRIL 6	Radio editors and feature writers meet with E. K. Cohan, Columbia's engineering director, to discuss means of improving radio reception.
Glider Championship 3:00-3:30 p.m. SATURDAY, APRIL 8	The second annual Southern California Soaring Association glider championship is described from Arvin, California.
National Safety Council Annual Awards 10:45-11:00 p.m. TUESDAY, APRIL 11	The annual National Safety Council Award dinner, honoring the safest cities per population, at the Mayflower Hotel, Washington, features a speech by Dr. George H. Gallup, and a talk by Eddie Cantor from Hollywood.

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p>Jacques Kayser 2:30-2:45 p.m. THURSDAY, APRIL 6</p>	<p>Jacques Kayser, leader of the French Radical Socialist party, discusses the European situation from Paris.</p>
<p>Secretary Ickes 10:30-11:00 p.m. TUESDAY, APRIL 11</p>	<p>Secretary of the Interior Harold L. Ickes takes up the topic of "Columnitis" at a meeting of the New York Newspaper Guild, held at the Astor Hotel, with Carl Randau, president, introducing the speaker.</p>
<p>President Roosevelt 11:00-11:40 p.m. 2:30-2:45 p.m. FRIDAY, APRIL 14</p>	<p>President Roosevelt takes to the air twice in speeches before the governing board of the Pan-American Union and commemorating the 150th anniversary of George Washington's notification, at Mount Vernon.</p>
<p>Col. Johnson 1:00-1:30 p.m. SATURDAY, APRIL 15</p>	<p>Colonel Louis Johnson, Assistant Secretary of War, speaks at the upper Monongahela Valley Association convention, Fairmont, West Va.</p>
<p>Women's National Radio Committee 3:00-3:30 p.m. WEDNESDAY, APRIL 19</p>	<p>The Women's National Radio Committee has a round-table discussion on "The Use of Radio in Promoting International and Domestic Good Will," in which H. V. Kaltenborn, Columbia commentator, Alfred J. McCosker, Mutual chairman, and Frank Mason, NBC vice-president, take part, with Sterling Fisher, Columbia's director of education and radio talks, presiding.</p>
<p>Kaltenborn Edits the News 10:30-10:45 p.m. EACH SUNDAY, THRU APRIL 23</p>	<p>H. V. Kaltenborn, Columbia's ace commentator, edits the news each week, in this series of broadcasts on events here and abroad.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p>Foundations of Democracy 6:30-7:00 p.m. EACH TUESDAY</p>	<p>Columbia presents Senator Robert A. Taft (R) of Ohio and Representative T. V. Smith (D) of Illinois in a new and important series of talks on economic and social questions. Intended to demonstrate "the democratic method of mutual criticism and controversy."</p>
<p>Saluting the World's Fair 1:30-2:00 p.m. EACH SUNDAY THRU APRIL 23</p>	<p>The rulers and heads of seventeen nations join in a weekly series of salutes to the New York World's Fair 1939. The schedule for April is:</p> <p>APRIL 2: Japan. APRIL 9: Sweden. APRIL 16: Brazil. APRIL 23: Great Britain.</p>
<p>Current Questions Before Congress <i>The Senate</i>—5:00-5:15 p.m. EACH TUESDAY <i>The House</i>—5:00-5:15 p.m. EACH THURSDAY</p>	<p>Leading members of the Senate and of the House of Representatives discuss, in separate weekly broadcasts, current legislation and business under consideration by their bodies. Speakers are selected for their special knowledge of the issues involved.</p>
<p>"Today" with Bob Trout MONDAY, WEDNESDAY, THURSDAY, FRIDAY, 6:30-6:45 p.m.</p>	<p>Bob Trout, Columbia's ace reporter, tells the story of what's going on in the world "Today" in his daily news broadcasts.</p>
<p>Capital Opinions 10:45-11:00 p.m. EACH SATURDAY AND SUNDAY</p>	<p>Members of Congress and government officials participate in these discussions of problems of national interest. The programs originate from WJSV, Columbia's station in Washington.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</p>	<p>The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:</p> <table border="0"> <tr> <td>LYMAN BRYSON, chairman</td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. CANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. CANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
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STRINGFELLOW BARR	RUTH BRYAN ROHDE														
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ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p>Americans at Work 7:30-8:00 p.m. EACH SATURDAY</p>	<p>Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The April schedule:</p> <p>APRIL 1: Pineapple Worker. APRIL 8: Grocer. APRIL 15: Meat Packer. APRIL 22: Ice Patrol. APRIL 29: Horse Trainer.</p>														
<p>The People's Platform 7:00-7:30 p.m. EACH SUNDAY, EXCEPT APRIL 2</p>	<p>Columbia presents a novel series in which four typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which solutions to current problems are sought through an exchange of ideas.</p> <p>APRIL 2: "Free Speech: A Right or a Privilege?" (5:00-5:30 p.m.) APRIL 9: "Will Economic Boycotts Work?" APRIL 16: "What Is the American Way?" APRIL 23: "Radio and the Public Interest."</p>														

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Of Men and Books 1:00-1:15 p.m. EACH THURSDAY</p>	<p>Current books and authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University.</p> <p>APRIL 6: Novels by J. P. Marquand, Jay Boyd and Bess Streeter Aldrich.</p> <p>APRIL 13: Memoirs by Edith Boling Wilson, Walter Dyk, Ludwig Bemelmans and Logan Pearsall Smith.</p> <p>APRIL 20: Books by Robert Penn Warren, William Faulkner, Allen Tate, Katherine Anne Porter and R. P. Harris.</p> <p>APRIL 27: Stories by Carl Birdenbaugh and G. G. Coulton.</p>
<p>Men Behind the Stars 5:15-5:30 p.m. FRIDAY, APRIL 7 AND 14 5:30-5:45 p.m. EACH FRIDAY THEREAFTER</p>	<p>The lives and discoveries of astronauts throughout the ages are dramatized in this series, presented by Prof. William H. Bart Jr. of the Hayden Planetarium, and Harold Christian Adamson of the American Museum of Natural History.</p> <p>APRIL 7: Henriette Leavitt.</p> <p>APRIL 14: Lowell.</p> <p>APRIL 21: The Big Bear.</p> <p>APRIL 28: The Little Bear.</p>
<p>What Price America? 6:30-7:00 p.m. EACH SATURDAY</p>	<p>The story of the natural resources of America—their original abundance, gradual depletion and present efforts at conservation—is told through dramatizations presented by CBS in cooperation with the U. S. Dept. of Interior.</p> <p>APRIL 8: We Listen to Science.</p> <p>APRIL 15: We, Young Men, Go West.</p> <p>APRIL 22: We Settle Arid Lands.</p> <p>APRIL 29: We Have No More Frontiers.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME

**American School
of the Air**

2:30-3:00 p.m.

MONDAY THRU FRIDAY

DESCRIPTION

THE AMERICAN SCHOOL OF THE AIR is in its tenth consecutive season on the Columbia Network. Among the groups cooperating are the National Education Association, the Progressive Education Association, the National Council of Teachers of English and the American Library Association. The schedule for each school-day of the month:

MONDAYS—Frontiers of Democracy.

APRIL 3: New Voices.

APRIL 10: (Not heard: Easter holiday).

APRIL 17: Machines and Men.

APRIL 24: Planning for the Future.

TUESDAYS—Music and the Friendly Arts.

APRIL 4: Music and the Prose Narrative.

APRIL 11: (Easter holiday).

APRIL 18: Music in Fairy Tale and Legend.

APRIL 25: Music and Architecture.

WEDNESDAYS—New Horizons.

APRIL 5: Arctic Quest and Conquest.

APRIL 12: (Easter holiday).

APRIL 19: Land of Lions.

APRIL 26: Wonders of the South Seas.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>American School of the Air (Continued)</p>	<p>THURSDAYS—<i>This Living World</i>.</p> <p>APRIL 6, 13: (Easter holidays).</p> <p>APRIL 20: Broadcast from the High School Automotive Trades.</p> <p>APRIL 27: From the James Monroe I School.</p> <p>FRIDAYS—<i>Tales from Far and Near</i>.</p> <p>APRIL 7, 14: (Easter holidays).</p> <p>APRIL 21: "Gone Is Gone," by Wanda Gag.</p> <p>APRIL 28: "Johnny and His Mule," by Ed Credle.</p>
<p>Adventures in Science 6:15-6:30 p.m. EACH SATURDAY</p>	<p>Watson Davis interviews prominent scientists on these programs presented in cooperation with Science Service, Inc.</p> <p>APRIL 1: Dr. Gustav Egloff, Universal Products: "Motor Fuels of the Future."</p> <p>APRIL 8: Lewis W. Waters, General Foods: "Better Meals Tomorrow."</p> <p>APRIL 15: Professor Ernest Orlando Lawrence, University of California: "Atom-smash With the Cyclotron."</p> <p>APRIL 22: Sir William Bragg, scientist: "Growth of Science."</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>Highways to Health 4:00-4:15 p.m. EACH TUESDAY</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. Iago Galdston, executive secretary of the Medical Information Bureau, is in charge.</p> <p>APRIL 4: Dr. Edward S. McSweeney, chairman, tuberculosis committee, New York Tuberculosis and Health Association: "Help Find Early Tuberculosis."</p> <p>APRIL 11: Dr. Robert L. Levy, Professor of Clinical Medicine, College of Physicians and Surgeons, Columbia University: "Pain in the Region of the Heart."</p> <p>APRIL 18: Dr. C. C. Little, director, American Society for Control of Cancer; Dr. Stanley P. Reimann, director, Lankenau Institute, Philadelphia: "Cancer Research."</p> <p>APRIL 25: Dr. Frank E. Adair, secretary, American Society for Control of Cancer; Dr. Anna C. Palmer, president, Cured Cancer Club and Mr. James P. Roe: "Cured Cancer Clubs."</p>
<p>"Americans All— Immigrants All" 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This new series dramatizes the outstanding contributions made by all races in building the America of today. John W. Studebaker, Commissioner of Education, supervises and Gilbert Seldes prepares the scripts.</p> <p>APRIL 2: Contributions in Science.</p> <p>APRIL 9: Arts and Crafts.</p> <p>APRIL 16: Social Progress.</p> <p>APRIL 23: A New England Town.</p> <p>APRIL 30: An Industrial City.</p>

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
<p>The Columbia Workshop 10:30-11:00 p.m. EACH MONDAY</p>	<p><i>The Columbia Workshop</i>, now in its third year, presents unusual radio dramas, employing latest broadcasting techniques.</p> <p>APRIL 3: "Kit Carson," by Elaine Ryan, directed by Brewster Morgan.</p> <p>APRIL 10: A repeat performance of "They Came Through the Air With the Greatest of Ease," an original satire by Norman Corwin.</p> <p>APRIL 17: "Wet Saturday," adapted by William Robson from John Collier's short story, and "Private Throgg," by Parker Finley. Both directed by Mr. Robson.</p> <p>APRIL 24: "Wild Man," by David Redstone, directed by Mr. Morgan.</p>
<p>Ray Collins in "County Seat" 7:30-8:00 p.m. EACH SATURDAY BEGINNING APRIL 8</p>	<p>Ray Collins, one of radio's foremost actors, stars in this new dramatic series as "Doc Hackett, small town druggist. The story "County Seat" is written by Milton Geary.</p>
<p>Norman Corwin's "Words Without Music" 2:30-3:00 p.m. EACH SUNDAY, EXCEPT APRIL 2</p>	<p><i>Words Without Music</i> was introduced in its first Columbia Workshop performance. Directed by Norman Corwin, these unusual programs are an experiment with the drama of words and music to vitalize poetry for a larger audience.</p>
<p>Men Against Death 2:00-2:30 p.m. EACH SATURDAY</p>	<p>The heroes of Paul de Kruif's well-known books are brought to life in dramas presented in association with the Federal Theater's Radio Division. Brewster Morgan directs. Leo F. Hartigan and Harold Hartogensis adapt. Charles Paul is organist.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME

**New York Philharmonic-
Symphony Orchestra**

3:00-5:00 p.m.

EACH SUNDAY

DESCRIPTION

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

APRIL 2: *Nicolai*: Overture to "The Merry Wives of Windsor"; *Liszt*: Piano Concerto No. 1. JOSE ITURBI, pianist; *Sibelius*: Symphony No. 1.

APRIL 9: Easter Program — *Rossini*: "Petite Messe Solennelle," with RIA GINSTER, soprano; BRUNA CASTAGNA, contralto; CHARLES KULLMAN, tenor; LEONARD WARREN, bass; and the Westminster Choir, directed by JOHN FINLEY WILLIAMSON.

APRIL 16: *Wagner*: Act II of "Tristan und Isolde," with KIRSTEN FLAGSTAD, as Isolde; EYVIND LAHOLM as Tristan; ENIB SZANTHO as Brangaene; JOHN GURNEY as King Mark and DANIEL HARRIS as Melot.

APRIL 23: *Beethoven*: Violin Concerto, played by ADOLPH BUSCH.

APRIL 30 (final concert): *Mendelssohn*: Piano Concerto in G Minor, played by RUDOLF SERKIN.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Choral Music <i>Various hours</i> THRU APRIL 15</p>	<p>APRIL 1: Southern California Junior College Music Festival, 3:00-3:30 p.m.</p> <p>APRIL 2: University of Michigan Sunday Morning Hymn Sing, 9:00-9:25 a.m.</p> <p>APRIL 6: The Plainsong Choir of Con Christi School, 4:45-5:00 p.m.</p> <p>APRIL 7: Symphonic Chorus of Ohio State University, 2:30-3:00 p.m. Choir of Angels Church, New York, 11:30 p.m.-12:15 a.m.</p> <p>APRIL 8: Jefferson County Children's Choir, Louisville, 1:00-1:30 p.m. Pasadena Children's Choir, 3:30-4:00 p.m.</p> <p>APRIL 10: Choir of Bennett College, Greboro, N. C., 5:00-5:15 p.m.</p> <p>APRIL 11: Harrisburg Symphony Choir, 2:30-3 p.m.</p> <p>APRIL 15: Concordia College Choir, Mehead, Minn., 3:00-3:30 p.m.</p>
<p>Curtis Institute of Music 3:00-4:00 p.m. EACH MONDAY</p>	<p>The Curtis Institute of Music is presenting a series of thirty Monday concerts in its tenth consecutive season on CBS. Distinguished faculty members and students perform. Chamber music groups are directed by Dr. Louis Bellugi and the Curtis Symphony Orchestra is conducted by Fritz Reiner. A new feature is musical commentary by students of the Institute.</p>
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY</p>	<p>Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Rogers, soprano; Ruth Carhart, contralto; Morton Lowie, tenor and Hubert Hendrie, baritone.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Sonata Recital 3:30-4:00 p.m. EACH THURSDAY</p>	<p>Eugene Dubois, violinist and Alexander Semmler, pianist, are presented in weekly chamber music programs. On April 6, they play the Cesar Franck Sonata and on April 13, a Mozart sonata.</p>
<p>Keyboard Concerts 3:30-4:00 p.m. EACH FRIDAY</p>	<p>Outstanding artists of all the keyboard instruments are presented on these programs. APRIL 7: Stanislaw Szpinalski, in an all-Polish program. APRIL 14: Helen Schafmeister and Federico Longas, pianists.</p>
<p>Columbia Concert Orchestra FRIDAY, 10:30-11:00 p.m.</p>	<p>Howard Barlow, Columbia's noted conductor, leads the Columbia Concert Orchestra in a series of Friday evening concerts.</p>
<p>United States Army and Marine Bands THURSDAY, FRIDAY, 3-3:30 p.m.</p>	<p>Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army Band. On occasion the Marine Band alternates with Friday programs.</p>
<p>Cincinnati Conservatory of Music 11:00 a.m.-12:00 noon EACH SATURDAY</p>	<p>The Cincinnati Conservatory of Music presents its fourth season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured each week as soloists.</p>
<p>From the Organ Loft 9:00-9:30 a.m. EACH SUNDAY</p>	<p>Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music.</p>

CBS SUSTAINING PROGRAMS

CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>"So You Want to Be—" 5:15-5:30 p.m. WEDNESDAY, APRIL 5 AND 12 5:30-5:45 p.m. EACH WEDNESDAY THEREAFTER</p>	<p>Successful persons in all walks of life are subjects of interviews by youngsters who wish to follow in their footsteps. The program presented with the cooperation of <i>Young America</i> magazine.</p> <p>APRIL 5: "So You Want to Be a Nurse?"—A. D. Wolf of New York Hospital, Guest.</p> <p>APRIL 12: "So You Want to Be an Orchestral Leader?"—Andre Kostelanetz, Guest.</p> <p>APRIL 19: "So You Want to Be an Air Officer?"</p> <p>APRIL 26: "So You Want to Be a Publisher"</p>
<p>"March of Games" WED. & FRI., 5:15-5:30 p.m. BEGINNING APRIL 18, TUES. AND THURS., 5:30-5:45 p.m.</p>	<p>Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross, schoolboy master of ceremonies and Sybil Trent, 11-year-old "Miss Drift Major" are featured.</p>
<p>"Let's Pretend" MON. & THURS., 3:15-5:45 p.m. BEGINNING APRIL 22 SATURDAY, 12:30-1:00 p.m.</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors. These dramas have been a Columbia children's feature for eight years. Beginning April 22, they will be heard on Saturday afternoons.</p>

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME

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

DESCRIPTION

The *Church of the Air* is presenting its 8th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.

APRIL 2: *Morning*—Rev. Ernest G. Richardson, Bishop of the Methodist Episcopal Church, Philadelphia.

Afternoon—Most Rev. James A. McFadden, D.D., Auxiliary Bishop of Cleveland.

APRIL 9: *Morning*—Rt. Rev. William T. Manning, Bishop of New York, Cathedral of St. John the Divine.

Afternoon—President J. Reuben Clark, Jr., First Counselor of the First Presidency of the Church of Jesus Christ of Latter Day Saints, Salt Lake City.

APRIL 16: *Morning*—Rev. Frederick L. Fagley, General Council of the Congregational and Christian Churches, New York.

Afternoon—Rev. Dr. Joseph A. Daly, Church of St. Gregory the Great, New York.

APRIL 23: Rev. Augustus P. Reccord, Church of Our Father (Unitarian), Detroit.

Afternoon—Rev. Dr. David de Sola Pool, Spanish and Portuguese Synagogue, New York.

APRIL 30: *Morning*—Rev. Grove G. Johnson, National Baptist Memorial Church, Washington, D. C.

Afternoon—Rt. Rev. Mgr. John J. Hunt, Visitation Rectory (Catholic), Detroit.

CBS SUSTAINING PROGRAMS

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>Richard Maxwell 9:00-9:15 a.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>Richard Maxwell presents three programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose comments the songs of the CBS tenor.</p>
<p>Outdoors with Bob Edge 7:15-7:30 p.m. EACH THURSDAY</p>	<p>Bob Edge, popular young sportsman, is featured in this series of informal talks dedicated to hunting and fishing enthusiasts.</p>
<p>Major Bowes' Capitol Family 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the DeBros Brothers (Kelly, Jack and Pete), Helen Anderson, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herlihy, xylophonist, and Waldo Mayo's Orchestra.</p>
<p>Ray Block's Varieties 4:15-4:45 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p>Al Bernard's Merry Minstrels TUESDAY, 4:15-4:45 p.m.</p>	<p>A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headliner in this field of entertainment, is starred.</p>
<p>National Hillbilly Champions 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Hillbilly music, performed by the nation's leading mountaineer group, Pappy Chesnut and the National Hillbilly Champions, is heard on Saturday morning from station KMOX.</p>
<p>Nan Wynn MONDAY, 4:45-5:00 p.m. THURSDAY, 6:45-7:00 p.m.</p>	<p>Nan Wynn, Columbia's sweet-swing singer, is heard twice weekly in her own program of stylized songs.</p>

LIGHT MUSIC

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																		
<p>Moods for Moderns 1:30-2:00 p.m. EACH SATURDAY UNTIL APRIL 15</p>	<p>Lyn Murray, outstanding young conductor, directs these programs of original arrangements of modern music, and features guest soloists and choruses.</p>																		
<p>CBS Vocalists Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table border="0" data-bbox="893 818 1401 1028"> <tr> <td>Clyde Barrie</td> <td>Audrey Marsh</td> </tr> <tr> <td>Ruth Carhart</td> <td>Doris Rhodes</td> </tr> <tr> <td>Buddy Clark</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Ray Heatherton</td> <td>Jack Shannon</td> </tr> <tr> <td colspan="2" style="text-align: center;">Barry Wood</td> </tr> </table>	Clyde Barrie	Audrey Marsh	Ruth Carhart	Doris Rhodes	Buddy Clark	Genevieve Rowe	Ray Heatherton	Jack Shannon	Barry Wood									
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Ray Heatherton	Jack Shannon																		
Barry Wood																			
<p>Deep River Boys, Eton Boys, Four Clubmen Various hours</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>																		
<p>Dance Orchestras Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for April:</p> <table border="0" data-bbox="877 1504 1370 1891"> <tr> <td>Dick Barrie</td> <td>Kay Kyser</td> </tr> <tr> <td>Charles Baum</td> <td>Enoch Light</td> </tr> <tr> <td>Archie Bleyer</td> <td>Matty Malneck</td> </tr> <tr> <td>Henry Busse</td> <td>Jack Marshard</td> </tr> <tr> <td>Cab Calloway</td> <td>Ozzie Nelson</td> </tr> <tr> <td>Shep Fields</td> <td>Leighton Noble</td> </tr> <tr> <td>Paul Kain</td> <td>Red Norvo</td> </tr> <tr> <td>Sammy Kaye</td> <td>Jack Teagarden</td> </tr> <tr> <td>Wayne King</td> <td>Dick Stabile</td> </tr> </table>	Dick Barrie	Kay Kyser	Charles Baum	Enoch Light	Archie Bleyer	Matty Malneck	Henry Busse	Jack Marshard	Cab Calloway	Ozzie Nelson	Shep Fields	Leighton Noble	Paul Kain	Red Norvo	Sammy Kaye	Jack Teagarden	Wayne King	Dick Stabile
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APPENDIX: 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 EUROPEAN SITUATION

Wednesday, March 15

CBS flashed news of the partition of Czecho-Slovakia by the German government, 6:36 a.m. H. V. Kaltenborn, CBS expert on international affairs, analyzed the changed map of Europe, 3 p.m.

Thursday, March 16

CHICAGO-NEW YORK — Jan C. Masaryk, former Czech ambassador to Great Britain, made his first public pronouncement on the partition on his homeland, in a two-way radio interview with Mr. Kaltenborn, 6:45–7 p.m.

Friday, March 17

WASHINGTON — Ernest K. Lindley, journalist, reported developments in the nation's capital, 3–3:15 p.m.

LONDON — Prime Minister Chamberlain made a 10-minute speech on the stand of his government, 3:15–3:55 p.m. NEW YORK — Mr. Kaltenborn followed with an analysis, 3:55–4 p.m.

LONDON-NEW YORK — Edward R. Murrow, chief of Columbia's European staff, discussed developments with Mr. Kaltenborn

across the Atlantic, 7–7:15 p.m.

PARIS — Walter Kerr, *Herald-Tribune* correspondent, reported reactions in the French capital, 11:15–11:30 p.m.

Saturday, March 18

SAN FRANCISCO — Maurice Hindus, who reported for CBS from Prague last Fall, spoke from the West Coast, 4:45–5 p.m.

LONDON — Edward R. Murrow reported from the British capital, 6:15–6:30 p.m.

PARIS — William L. Shirer, CBS European representative, took up his post in the French capital, 11:15–11:30 p.m.

Sunday, March 19

BUDAPEST — Baron Sigismund Perenyi spoke from Hungary, one of the chief danger spots in Europe, 1:30–2 p.m.

LONDON-PARIS-PRAGUE-CHICAGO — Another CBS "first" linked four capitals simultaneously, with Mr. Kaltenborn in Chicago, Mr. Murrow in London, Mr. Shirer in Prague, and Melvin Whiteleather, AP correspondent in Prague, 5–5:30 p.m.

WASHINGTON — Senator Key Pittman (D) of Nevada, chairman of Foreign Relations Committee, spoke on "Revising the Neutrality Act," 10:45–11 p.m.

Monday, March 20

LONDON—Pertinax, noted European journalist, gave his opinion of the European situation. 4:45–5 p.m.

WASHINGTON—Erwin R. Canham, correspondent for the *Christian Science Monitor*, spoke from the nation's capital, 11:15–11:30 p.m.

Tuesday, March 21

LONDON—The arrival of President Lebrun of France in London was described by Edward R. Murrow, 5:40–5:45 p.m.

Wednesday, March 22

CHICAGO—Mr. Kaltenborn was heard in an analysis of new developments, 4:35–4:45 p.m.

LONDON—Mr. Murrow reported on the results of the Lebrun visit. 6:30–6:35 p.m.

BERLIN—From the German capital itself, Pierre J. Huss, International News Service correspondent, reported to CBS listeners, 7–7:15 p.m.

Thursday, March 23

MEMEL—Adolf Hitler spoke from the annexed Lithuanian city of Memel, 8:22–8:42 a.m.

BERLIN-PARIS-LONDON-NEW YORK—A second CBS European roundup brought to America the voices of Wallace R. Deuel, Berlin chief of the *Chicago Daily News*; Mr. Murrow from London and Mr. Shirer from Paris, with Mr. Kaltenborn presiding in New York, 6:45–7 p.m.

WASHINGTON—Representative Emanuel Celler (D) of New York proposed "More Retaliation Against Hitler," 10:15–11 p.m.

Saturday, March 25

BUDAPEST AND WARSAW—CBS moved into the danger zone of Europe for talks by Michael Kwapiszewski on the Polish viewpoint and by Rupert Gosling on the Hungarian situation, 4:30–4:45 p.m.

Sunday, March 26

ROME—Benito Mussolini's long-awaited speech, outlining Italy's demands, was broadcast by Columbia, 5–5:30 a.m.

PARIS-LONDON-ROME-NEW YORK—The third CBS European roundup presented the views of Sir Frederick Whyte and Mr. Murrow in London; Reynolds Packard, United Press correspondent, from Rome; Mr. Shirer in Paris and Mr. Kaltenborn in New York, 5–5:30 p.m.

Tuesday, March 28

WASHINGTON-NEW YORK—"American Reactions to Nazi Aggression" were given by General Hugh S. Johnson, William Green, Senator Elbert D. Thomas (D) of Utah, speaking from the capital, and Wythe Williams, editor of the *Greenwich Tribune*, and Colonel Theodore Roosevelt, in New York, 10:45–11:15 p.m.

Wednesday, March 29

PARIS—Premier Edouard Daladier of France presented the attitude of his government, in the face of Italian demands, 2:45–3:30 p.m.

THE PAPAL ELECTION

● MARCH 1: William L. Shirer described the scene outside the Vatican during the Conclave of Cardinals, 5:30–5:45 p.m.

● MARCH 2: For the first time in history, the voice of the newly-elected Pope was carried

to the world by radio, as Pius XII gave the Papal blessing "Urbi et Orbi" from the Vatican. 11:27 a.m.-12:27 p.m.

Arnoldo Cortesi, former *New York Times* correspondent, reviewed the career of the new Pope. 3-3:15 p.m.

Bishop James H. Ryan of Omaha and the Rev. Dr. Robert I. Gannon, president of Fordham University, described the character of the new Pope in the light of their personal contact with him on his visit to this country, 6:45-7:15 p.m.

● MARCH 12: The coronation of the Pope was covered by Columbia on a special 24-hour schedule. The broadcasts began with selected music by the Minneapolis Symphony Orchestra, directed by Dmitri Mitropoulos, 1:00-2:00 a.m., followed by the choir of St. Meinrad Monastery, Indiana, who chanted the Gregorian "Liturgy on the Day of the Coronation of the Pope" from their choir stalls for the first time on radio, 2-2:30 a.m. The entire coronation ceremonies from St. Peter's in Rome were described by the Rev. John P. Delaney, of New York, now attached to Vatican radio station HVJ, assisted by William L. Shirer, Columbia's Central European representative, 2:30-7:15 a.m.

PUBLIC AFFAIRS

● MARCH 11: Senator Sheridan Downey (D) of California, Representative Robert Luce (R) of Massachusetts and Lawrence Dennis, economist-publicist, discussed "America's Fiscal Policy," under the auspices of The People's Lobby, Inc., 1-1:30 p.m.

● MARCH 14: "The Popes Condemn Anti-Semitism" asserted the Rev. Dr. Maurice S.

Sheehy of Catholic University, 10:45-11 p.m.

● MARCH 18: "Why Should I Go To College?" was the question answered by Miss Marion Edwards Park, president of Bryn Mawr. Miss Constance Warren, president of Sarah Lawrence, and Ordway Tead, chairman of the New York City Board of Higher Education, 2:45-3 p.m.

Senator Edward R. Burke (D) of Nebraska gave his opinion on "What Shall We Do with the Wagner Act?" 10:45-11 p.m.

● MARCH 23: "National Rivers and Harbors" was the subject of Representative Robert Alexis Green (D) of Florida, 5-5:15 p.m.

● MARCH 25: Governor Blanton Winship of Puerto Rico gave "A Report from Puerto Rico," 10:45-11 p.m.

● MARCH 27: Colonel Theodore Roosevelt spoke in behalf of National Jewish Hospital Week, 4:55-5 p.m.

SPECIAL EVENTS

● MARCH 11: Ted Husing reported the highlights of the 20th annual Knights of Columbus track meet, from Madison Square Garden. 11-11:15 p.m.

● MARCH 12: The addition of station WKAQ, San Juan, Puerto Rico to the Columbia Network was observed with speeches by Governor Blanton Winship in San Juan and Ernest Gruening of the Department of the Interior in Washington, and some native music from the West Indies island. 10:45-11:15 p.m.

● MARCH 14: The new Yankee Clipper, flying over New York in a test flight before entering trans-Atlantic service, was contacted by shortwave, 3-3:05 p.m.

● MARCH 17: CBS station WRVA, of Richmond, Virginia, dedicated its new transmitter in a special program featuring Senator Harry F. Byrd (D) of Virginia, speaking from Washington, Governor James H. Priece (D), the Crossroads Symphony Orchestra and the Shrine Chanters, from Richmond, and Albert Alley and Guy Repp, the Four Clubmen and Leith Stevens and his orchestra from New York, 10:30-11 p.m.

● MARCH 18: The Fashion Academy's annual awards to America's best-dressed women were announced for the fourth consecutive year over Columbia by Emil Alvin Hartman, director, from the Waldorf-Astoria, 1:15-1:30 p.m.

● MARCH 20: Frank Buck, Eltinge Warner, Lynn Bogue Hunt, and Billy Lares, 10, competed in a quiz on "Fur, Fins or Feathers?" being questioned on various bird, animal and fish calls by Bob Edge, CBS commentator, under the auspices of the National Wild Life League, 4-4:15 p.m.

● MARCH 29: The Intercity Golden Gloves championships between the winners from New York and Chicago, was described blow-by-blow from Chicago Stadium by Pat

Flanagan and John Harrington, CBS sports announcers, 11:15 p.m.-12 midnight.

SERIOUS MUSIC

● MARCH 11: The Interecollegiate Music Guild of America presented works by college students, some of whom played their own compositions, 12:30-1 p.m.

● MARCH 12: Ernest Bloch's "Avodeth Hakobesh," a Sabbath Service, was performed in Boston by 30 mixed voices of the St. Cecilia Society and the Temple Ohabei Shalom Choir, directed by Arthur Fiedler, with the composer as speaker, 5-5:30 p.m.

● MARCH 17: The Linnets Chorus of men's voices of Notre Dame University, directed by Orville R. Foster, sang a group of Irish songs, 4:45-5 p.m.

● MARCH 25: The *a cappella* choir of Beaver College, Jenkintown, Pa., composed of 25 girls directed by Ruth Bampton, gave a recital, 1-1:30 p.m.

The glee club of 100 students of St. Elizabeth College, New Rochelle, under the direction of Frederick Joslyn and accompanied by Axelina McKinlay, presented a variety of chorals, 3:30-4 p.m.

● MARCH 31: The Evansville College *a cappella* choir broadcast from Evansville, Indiana, 4:45-5 p.m.

T H E 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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