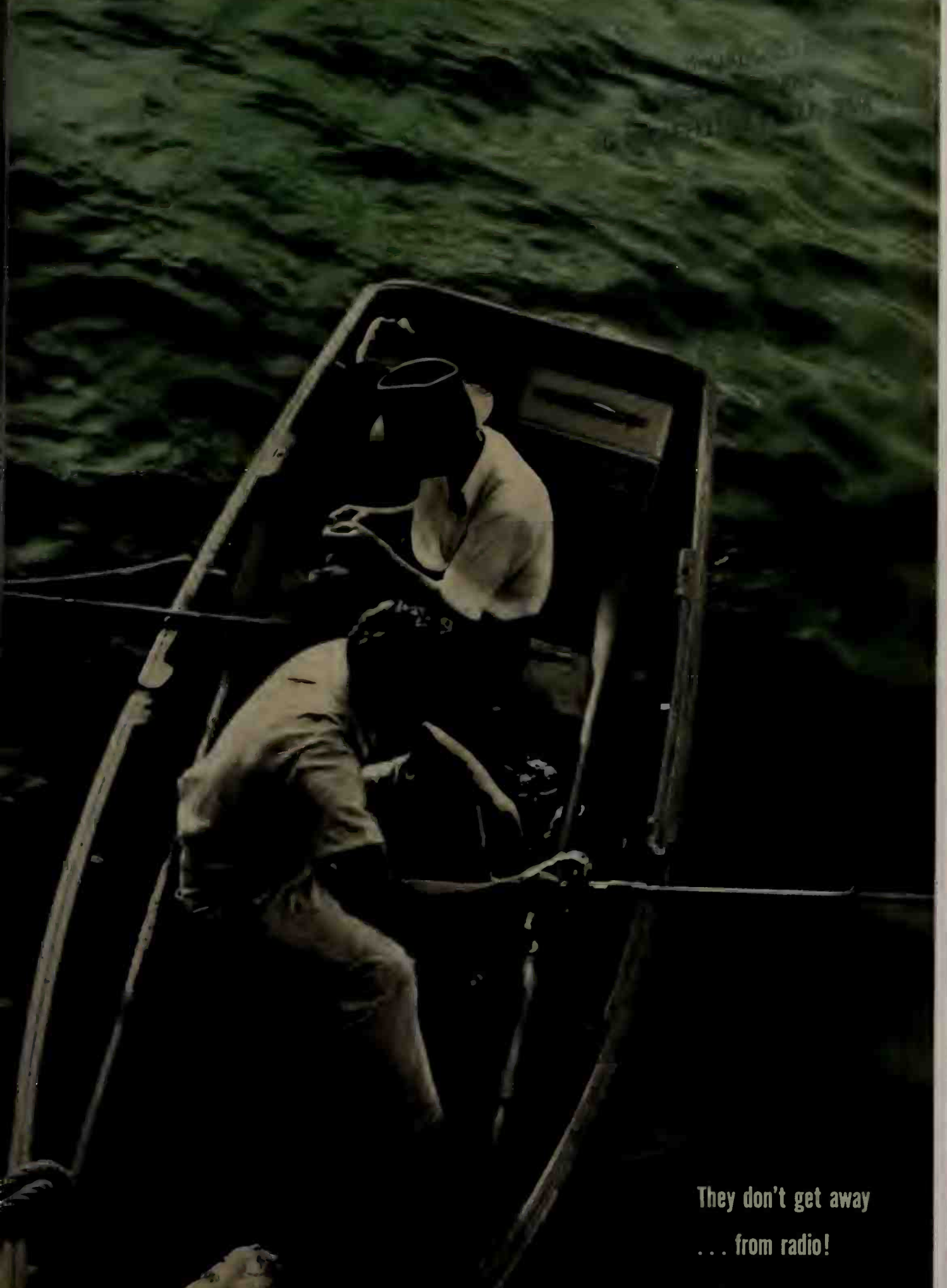


# COLUMBIA PROGRAM BOOK · APRIL 1940



They don't get away  
... from radio!



APRIL 1940  
NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

# THE COLUMBIA PROGRAM BOOK

**CBS SPONSORED PROGRAMS:** pp. 3 to 15

**WABC SPONSORED PROGRAMS:** pp. 15 to 16

**CBS SUSTAINING PROGRAMS:** pp. 17 to 28

Published monthly for advertising executives by

**THE COLUMBIA BROADCASTING SYSTEM**

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

# INDEX: COLUMBIA NETWORK CLIENTS

## ● AUTOMOTIVE

- CHRYSLER CORPORATION:**  
Plymouth, Dodge, DeSoto,  
Chrysler motor cars . . . . . Page 5
- FORD MOTOR COMPANY:**  
Ford, Lincoln, Lincoln Zephyr,  
Mercury . . . . . Page 7

## ● CIGARETTES & TOBACCO

- AMERICAN TOBACCO COMPANY:**  
Lucky Strike Cigarettes,  
Half & Half Smoking Tobacco . . Page 3
- ANTON-FISHER TOBACCO COMPANY:**  
Twenty Grand Cigarettes . . . Page 13
- BROWN & WILLIAMSON TOBACCO CORP.:**  
Raleigh Cigarettes . . . . . Page 4
- LIGGETT & MYERS TOBACCO COMPANY:**  
Chesterfield Cigarettes . . . . Page 10
- PENN TOBACCO COMPANY:**  
Kentucky Club Pipe Tobacco . . Page 10
- PHILIP MORRIS & COMPANY, LTD.:**  
Philip Morris Cigarettes . . . . Page 10
- R. J. REYNOLDS TOBACCO COMPANY:**  
Camel Cigarettes,  
Prince Albert Tobacco . . . . . Page 12
- STEFANO BROTHERS:**  
Marvels Cigarettes . . . . . Page 14
- U. S. TOBACCO COMPANY:**  
Dill's Best, Model Tobacco . . . Page 13

## ● CONFECTIONERY

- DOUBLEMINT GUM:**  
Doublemint Gum . . . . . Page 7
- SPEARMINT GUM:**  
Spearmint Gum . . . . . Page 12

## ● DRUGS & TOILET GOODS

- AFFILIATED PRODUCTS, INC.:**  
Edna Wallace Hopper Cosmetics,  
Louis Philippe . . . . . Page 3
- ANACIN COMPANY:**  
Anacin . . . . . Page 3
- BATHASWEET CORPORATION:**  
Bathasweet Products . . . . . Page 13
- BAYER COMPANY:**  
Bayer Aspirin . . . . . Page 3

## CAMPANA SALES COMPANY:

- Italian Balm, Dreskin,  
Coolies, D.D.D., Hand Cream . . Page 4

- CHAMBERLAIN LABORATORIES, INC.:**  
Chamberlain Lotion . . . . . Page 13

- CHESEBROUGH MANUFACTURING COMPANY:**  
Vaseline Preparations . . . . . Page 5

## COLGATE-PALMOLIVE-PEET COMPANY: (See also Laundry Soaps)

- Colgate Dental Cream,  
Palmolive Shave Cream,  
Palmolive Brushless Shave . . . Page 5
- Cue Liquid Dentifrice . . . . . Page 5
- Cashmere Bouquet Products,  
Halo, Palmolive Soap,  
Colgate Tooth Powder . . . Pages 5, 6

- COLONIAL DAMES, INC.:**  
Cosmetics . . . . . Page 14

- LADY ESTHER LTD.:**  
Face Powder, Face Cream,  
Rouge, Lipstick and Nail Polish . Page 9

- THE LAMBERT COMPANY:**  
Listerine Products,  
Prophylactic Brushes . . . . . Page 9

- LEHN & FINK PRODUCTS CORP.:**  
Hind's Honey & Almond Cream . Page 9

- LEVER BROTHERS COMPANY:**  
(See also Foods; Laundry Soaps)  
Lux Toilet Soap . . . . . Page 9

- LOS ANGELES SOAP COMPANY:**  
White King Soap,  
Sierra Pine Toilet Soap . . . . . Page 14

- MENNEN COMPANY:**  
Mennen Shave Products . . . . . Page 14

- THE PROCTER & GAMBLE COMPANY:**  
(See also Laundry Soaps; Foods)  
Teel, Drene, Ivory . . . . . Page 11

## ● FOODS & BEVERAGES

- ALBERS BROS. MILLING CO.:**  
Friskies Dog Food . . . . . Page 13

- BOWEY'S, INC.:**  
Dari-Rich Products . . . . . Page 3

- CALIFORNIA FRUIT GROWERS EXCHANGE:**  
Sunkist Oranges, Lemons . . . Page 4

**CAMPBELL SOUP COMPANY:**  
Campbell's Soups.  
Beans, and Tomato Juice . . . Pages 4, 13  
Franco-American Spaghetti . . . Page 4

**CHOCOLATE PRODUCTS COMPANY:**  
Syrups . . . . . Page 15

**CONTINENTAL BAKING COMPANY, INC.:**  
Wonder Bread. Hostess Cake . . Page 6

**CORN PRODUCTS SALES CO.:**  
*(See also Laundry Soaps)*  
Kre-Mel Dessert, Mazola Salad &  
Cooking Oil. Karo Table Syrup.  
Argo Corn Starch for Puddings . Page 6

**GENERAL FOODS CORPORATION:**  
*(See also Laundry Soaps)*  
Grape Nuts. Sanka. Diamond Crystal  
Salt. Calumet Baking Powder,  
Swansdown Cake Flour,  
Minute Tapioca. Postum . . . Pages 7, 8

**GENERAL MILLS, INC.:**  
Wheaties, Corn Kix . . . . . Pages 8, 14  
Gold Medal Flour . . . . . Page 13

**HAWAIIAN PINEAPPLE COMPANY:**  
Dole Pineapple Juice. Gems . . Page 8

**GEO. A. HORMEL & COMPANY,**  
**MAKERS OF SPAM:**  
Spam . . . . . Page 8

**KNOX GELATINE COMPANY:**  
Knox Sparkling Gelatine . . . Page 14

**LEVER BROTHERS COMPANY:**  
*(See also Drugs; Laundry Soaps)*  
Spry . . . . . Page 9

**NEHI CORPORATION:**  
Royal Crown Cola . . . . . Page 10

**PEPSI-COLA COMPANY:**  
Pepsi-Cola . . . . . Page 10

**PET MILK SALES CORPORATION:**  
Pet Evaporated Milk . . . . . Page 10

**THE PROCTER & GAMBLE COMPANY:**  
*(See also Toilet Goods; Laundry Soaps)*  
Crisco . . . . . Page 11

**PURITY BAKERIES SERVICE CORP.:**  
Taystee Bread . . . . . Page 12

**SEALTEST, INC.:**  
Sealtest System . . . . . Page 12

**STERLING PRODUCTS, INC.:**  
Ironized Yeast . . . . . Page 12

● **LAUNDRY SOAPS & ACCESSORIES**

**COLGATE-PALMOLIVE-PEET COMPANY:**  
*(See also Toilet Goods)*  
Concentrated Super Suds.  
Octagon Products . . . . . Page 5

**CORN PRODUCTS SALES CO.:**  
*(See also Foods)*  
Linit . . . . . Page 6

**THE CUDAHY PACKING COMPANY:**  
Old Dutch Cleanser . . . . . Page 6

**GENERAL FOODS CORPORATION:**  
*(See also Foods)*  
La France. Satina . . . . . Page 8

**LEVER BROTHERS COMPANY:**  
*(See also Drugs; Foods)*  
Rinso . . . . . Page 9

**THE PROCTER & GAMBLE COMPANY:**  
*(See also Toilet Goods; Foods)*  
Ivory. Oxydol. Chipso . . . . . Page 11

● **LUBRICANTS**

**AMERICAN OIL COMPANY:**  
Amoco-Gas. Orange American Gas Page 3

**ETHYL GASOLINE CORPORATION:**  
Ethyl Gasoline . . . . . Page 7

**GULF OIL CORPORATION:**  
Motor Oil and Gas . . . . . Page 8

**THE PURE OIL COMPANY:**  
Petroleum Products . . . . . Page 11

**SINCLAIR REFINING COMPANY:**  
Sinclair Oil and Gas . . . . . Page 12

**TEXAS COMPANY:**  
Texaco Products . . . . . Page 12

**UNION OIL COMPANY:**  
Union 76 Gasoline, Triton  
Motor Oil . . . . . Page 14

● **MISCELLANEOUS**

**COMMERCIAL CREDIT COMPANY:**  
Automobile Finance Service . . Page 6

**EVERSHARP, INC.:**  
Eversharp Pens and Pencils . . Page 7

**INTERNATIONAL SILVER COMPANY:**  
International Sterling and  
1847 Rogers Bros. Silverplate . . Page 9

**NATIONAL LEAD COMPANY:**  
Dutch Boy Paints . . . . . Page 14

**PRUDENTIAL INSURANCE COMPANY**  
**OF AMERICA:**  
Insurance Services . . . . . Page 11

All time listed on the following pages is current New York time unless otherwise indicated.



<p>AFFILIATED PRODUCTS, INC.</p> <p><b>The Romance of Helen Trent</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics Louis Philippe <i>Blackett-Sample Hummert, Inc.</i></p>	<p>373 Weeks</p>
<p>AMERICAN OIL COMPANY</p> <p><b>The Human Side of the News</b> by Edwin C. Hill <i>News</i></p>	<p>Mon. thru Fri. 6:05-6:15 p.m. 46 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>	<p>88 Weeks</p>
<p>AMERICAN TOBACCO COMPANY</p> <p><b>Your Hit Parade</b> Mark Warnow's Orchestra, Barry Wood, Bea Wain, Orrin Tucker's Orchestra, Bonnie Baker, Hit Paraders Chorus <i>Popular music and vocalists</i></p> <p><b>Ben Bernie and All the Lads</b> with Lew Lehr, Dinah Shore, and the Bailey Sisters <i>Music and comedy</i></p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 102 CBS stations ORIGINATES: WABC</p> <p>Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. Beginning April 10 Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 54 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord &amp; Thomas</i></p> <p>Half &amp; Half Smoking Tobacco <i>Young &amp; Rubicam, Inc.</i></p>	<p>204 Weeks</p>
<p>ANACIN COMPANY</p> <p><b>Our Gal, Sunday</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 37 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample Hummert, Inc.</i></p>	<p>157 Weeks</p>
<p>BAYER COMPANY</p> <p><b>Second Husband</b> with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i></p>	<p>Tuesday 7:30-8:00 p.m. 54 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample Hummert, Inc.</i></p>	<p>235 Weeks</p>
<p>BOWEY'S, INC.</p> <p><b>News and Rhythm</b> with Todd Hunter, reporter; Dave Bacal, instrumentalist, and Carl Hohengarten's Orchestra <i>Talk and music</i></p>	<p>Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:30-2:55 p.m. 32 CBS stations ORIGINATES: WBBM</p>	<p>Dari-Rich Products <i>Sorensen &amp; Company</i></p>	<p>44 Weeks</p>

<p><b>BROWN &amp; WILLIAMSON TOBACCO CORPORATION</b></p> <p><b>Paul Sullivan Reviews the News</b> <i>News</i></p>	<p>Sun. thru Fri. 11:00-11:15 p.m. <i>Rebroadcasts</i> 12:00-12:15 a.m. 1:00-1:15 a.m. Beginning April 26 Mon. thru Fri. 6:30-6:45 p.m. <i>Rebroadcasts</i> 7:15-7:30 p.m. 1:00-1:15 a.m. 39 CBS stations ORIGINATES: WHAS</p>	<p>Raleigh Cigarettes <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i></p>	<p>79 Weeks</p>
<p><b>CALIFORNIA FRUIT GROWERS EXCHANGE</b></p> <p><b>Sunkist Presents Hedda Hopper's Hollywood</b> <i>Film news and interviews</i></p>	<p>Mon., Wed., Fri. 6:15-6:30 p.m. 29 CBS stations ORIGINATES: KNX</p>	<p>Sunkist Oranges Sunkist Lemons <i>Lord &amp; Thomas</i></p>	<p>47 Weeks</p>
<p><b>CAMPANA SALES COMPANY</b></p> <p><b>First Nighter</b> with Barbara Luddy and Les Tremayne <i>Original drama at the "Little Theatre off Times Square"</i></p>	<p>Friday 9:30-10:00 p.m. 54 CBS stations ORIGINATES: WBBM</p>	<p>Campana Hand Cream Italian Balm Dreskin Coolies D.D.D. <i>Aubrey, Moore &amp; Wallace, Inc.</i></p>	<p>114 Weeks</p>
<p><b>CAMPBELL SOUP COMPANY</b></p> <p><b>Campbell's Short Short Story</b> <i>Short story dramatizations</i></p> <p><b>Amos 'n' Andy</b> <i>Serial comedy-drama</i></p> <p><b>Life Begins</b> with Bess Flynn <i>Dramatic serial</i></p> <p><b>Lanny Ross</b> <i>Songs</i></p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. 47 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 59 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 57 CBS stations ORIGINATES: WABC</p> <p>Mon., Wed., Thurs., Fri. (Beginning April 30 Mon. thru Fri.) 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 54 CBS stations ORIGINATES: WABC</p>	<p>Campbell's Tomato Juice <i>Ward Wheelock Company</i></p> <p>Campbell's Soups <i>Ward Wheelock Company</i></p> <p>Franco-American Spaghetti <i>Ruthrauff &amp; Ryan, Inc.</i></p>	<p>277 Weeks</p>

<p><b>CHIESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</b></p> <p><b>Dr. Christian</b> with Jean Hersholt <i>Drama</i></p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 61 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p> <p>73 Weeks</p>
<p><b>CHRYSLER CORPORATION</b></p> <p><b>Major Bowes'</b> Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i></p>	<p>Thursday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WABC</p>	<p>Plymouth Dodge DeSoto Chrysler <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>212 Weeks</p>
<p><b>COLGATE-PALMOLIVE-PEET COMPANY</b></p> <p><b>Colgate Ask-It Basket</b> with Jim McWilliams <i>Variety quiz program</i></p> <p><b>Strange As It Seems</b> <i>Dramatizations of unusual facts</i></p> <p><b>Gang Busters</b> <i>Police-file dramatizations</i></p> <p><b>Wayne King's Orchestra</b> with Buddy Clark, baritone <i>Popular music</i></p> <p><b>Woman of Courage</b> <i>Serial drama</i></p> <p><b>Myrt and Marge</b> <i>Serial drama</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 62 CBS stations ORIGINATES: WABC</p> <p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC</p> <p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 64 CBS stations ORIGINATES: WABC</p> <p>Saturday 8:30-8:55 p.m. 66 CBS stations 29 CBC stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 9:00-9:15 a.m. <i>Rebroadcast</i> 10:45-11:00 a.m. 40 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 77 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Benton &amp; Bowles, Inc.</i></p> <p>Palmolive Shave Cream Palmolive Brushless Shave <i>Benton &amp; Bowles, Inc.</i></p> <p>Cue Liquid Dentifrice <i>Benton &amp; Bowles, Inc.</i></p> <p>Cashmere Bouquet Products Halo <i>Benton &amp; Bowles-Chicago, Inc.</i> <i>Lord &amp; Thomas, Toronto</i></p> <p>Octagon Products <i>Benton &amp; Bowles, Inc.</i></p> <p>Concentrated Super Suds Super Suds <i>Benton &amp; Bowles, Inc.</i></p> <p>220 Weeks</p>



**COLGATE-PALMOLIVE-PEET  
COMPANY** *Continued*

**Hilltop House**  
starring Bess Johnson  
*Serial drama*

**Stepmother**  
*Serial drama*

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

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

Palmolive Soap  
*Benton & Bowles, Inc.*

Colgate Tooth Powder  
*Benton & Bowles-  
Chicago, Inc.*

220 Weeks

**COMMERCIAL CREDIT COMPANY**

**Bob Trout**  
*News*

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

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

1 Week

**CONTINENTAL BAKING CO., INC.**

**Pretty Kitty Kelly**  
*Serial drama*

**Sky Blazers**  
with Col. Roscoe Turner, MC  
*Dramatizations*

Mon. thru Fri.  
10:00-10:15 a.m.  
*Rebroadcast*  
4:00-4:15 p.m.  
45 CBS stations  
ORIGINATES: WABC

Saturday  
7:30-8:00 p.m.  
*Rebroadcast*  
11:00-11:30 p.m.  
47 CBS stations  
ORIGINATES: WABC

Wonder Bread  
Hostess Cake  
*Benton & Bowles, Inc.*

Wonder Bread  
*Benton & Bowles, Inc.*

273 Weeks

**CORN PRODUCTS SALES COMPANY**

**Society Girl**  
starring Charlotte Manson  
*Dramatic serial*

Mon. thru Fri.  
3:00-3:15 p.m.  
48 CBS stations  
ORIGINATES: WABC

Kre-Mel Dessert  
Linit  
Mazola Salad & Cooking  
Oil  
Karo Table Syrup  
Argo Corn Starch for  
Puddings  
*Hellwig-Miller Company*

272 Weeks

**THE CUDAHY PACKING COMPANY**

**Bachelor's Children**  
*Serial drama*

Mon. thru Fri.  
9:45-10:00 a.m.  
18 CBS stations  
ORIGINATES: WBBM

Old Dutch Cleanser  
*Roche, Williams &  
Cunningham, Inc.*

274 Weeks

<p><b>DOUBLEMINT GUM</b></p> <p><b>Melody Ranch</b> with Gene Autry <i>Western dramatic series</i></p>	<p>Sunday 6:30-7:00 p.m. 66 CBS stations ORIGINATES: KNX</p>	<p>Doublemint Gum <i>J. Walter Thompson Company</i></p> <p>406 Weeks</p>
<p><b>ETHYL GASOLINE CORPORATION</b></p> <p><b>Tune-Up Time</b> starring Tony Martin, Andre Kostelanetz's Orchestra, and chorus <i>Musical variety</i></p>	<p>Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 66 CBS stations ORIGINATES: KNX</p>	<p>Ethyl Gasoline <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i></p> <p>58 Weeks</p>
<p><b>EVERSHARP, INC.</b></p> <p><b>Take It or Leave It</b> with Bob Hawk, MC <i>Quiz</i> (Beginning April 21)</p>	<p>Sunday 10:00-10:30 p.m. <i>Rebroadcast</i> 12:30-1:00 p.m. 27 CBS stations ORIGINATES: WABC</p>	<p>Eversharp Pens and Pencils <i>The Biow Company</i></p> <p>26 Weeks</p>
<p><b>FORD MOTOR COMPANY</b></p> <p><b>Sunday Evening Hour</b> Ford Symphony Orchestra and Chorus, with Eugene Ormandy and Victor Kolar, guest conductors, and soloists <i>With Talks by W. J. Cameron</i></p>	<p>Sunday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WJR</p>	<p>Ford Lincoln Lincoln Zephyr Mercury <i>N. W. Ayer &amp; Son, Inc.</i></p> <p>311 Week</p>
<p><b>GENERAL FOODS CORPORATION</b></p> <p><b>Kate Smith Hour</b> with Kate Smith, Abbott and Costello, Ted Collins, Ted Straeter Singers, Jack Miller's Orchestra, Minerva Pious, and guests <i>Music, comedy, and drama</i></p> <p><b>We, the People</b> with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i></p> <p><b>Kate Smith Speaks; News</b> <i>Talks and news</i></p>	<p>Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 77 CBS stations ORIGINATES: WABC</p> <p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 78 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:00-12:15 p.m. 66 CBS stations ORIGINATES: WABC</p>	<p>Grape Nuts <i>Young &amp; Rubicam, Inc.</i></p> <p>Sanka <i>Young &amp; Rubicam, Inc.</i></p> <p>Diamond Crystal Salt Calumet Baking Powder Swans Down Cake Flour <i>Benton &amp; Bowles, Inc.</i> <i>Young &amp; Rubicam, Inc.</i></p> <p>253 Week</p>

**GENERAL FOODS CORPORATION***Continued***My Son and I**with Betty Garde and  
Kingsley Colton*Serial drama***Joyce Jordan, Girl Interne***Serial drama*Mon. thru Fri.  
2:45-3:00 p.m.  
67 CBS stations  
ORIGINATES: WABCCalumet Baking Powder  
Swans Down Cake Flour  
*Young & Rubicam, Inc.*

253 Weeks

Mon. thru Fri.  
2:15-2:30 p.m.  
*Rebroadcast*  
6:30-6:45 p.m.  
51 CBS stations  
ORIGINATES: WABCLa France  
Satina  
Minute Tapioca  
*Young & Rubicam, Inc.***GENERAL MILLS, INC.****By Kathleen Norris***Dramatization of her novels***Billy and Betty***Serial drama*

(This series ends April 19)

Mon. thru Fri.  
5:00-5:15 p.m.  
30 CBS stations  
ORIGINATES: WABCWheaties  
*Knox Reeves*  
*Advertising, Inc.*

485 Weeks

Mon. thru Fri.  
5:15-5:30 p.m.  
*Rebroadcast*  
6:00-6:15 p.m.  
14 CBS stations  
ORIGINATES: WABCCorn Kix  
*Blackett-Sample*  
*Hummert, Inc.***GULF OIL CORPORATION****Gulf Screen Guild Theatre**with Roger Pryor, MC,  
screen stars as guests,  
and Oscar Bradley's Orchestra*Variety and drama*

(This series ends April 21)

**Adventures of Ellery Queen***Detective dramatizations*

(Beginning April 28)

Sunday  
7:30-8:00 p.m.  
67 CBS stations  
ORIGINATES: KXXMotor Oil and Gas  
*Young & Rubicam, Inc.*

320 Weeks

Sunday  
7:30-8:00 p.m.  
66 CBS stations  
ORIGINATES: WABC**HAWAIIAN PINEAPPLE COMPANY****Al Pearce and His Gang**with Arlene Harris, Marie and  
Her Merry Men, and Carl Hoff's  
Orchestra*Music and comedy*

(This series ends April 3)

Wednesday  
8:00-8:30 p.m.  
*Rebroadcast*  
12:00-12:30 a.m.  
63 CBS stations  
ORIGINATES: KXXDole Pineapple Juice  
Gems  
*V. W. Ayer & Son, Inc.*

64 Weeks

**GEORGE A. HORMEL & COMPANY,  
MAKERS OF SPAM****It Happened in Hollywood**with Betty Jane Rhodes, John Conte,  
guest stars, and Eddie Dunstedter's  
Orchestra*Musical variety*Mon. thru Fri.  
5:30-5:15 p.m.  
Beginning April 29  
3:15-3:30 p.m.  
38 CBS stations  
ORIGINATES: KXXSpam  
*Batten, Barton,*  
*Durstine & Osborn, Inc.*

134 Weeks

<p><b>INTERNATIONAL SILVER COMPANY</b></p> <p><b>Silver Theatre</b></p> <p>Conrad Nagel, Narrator-director, and guest stage and screen stars</p> <p><i>Drama</i></p>	<p>Sunday 6:00-6:30 p.m. 53 CBS stations 30 CBC stations ORIGINATES: KNX</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young &amp; Rubicam, Inc.</i></p>	<p>107 Weeks</p>
<p><b>LADY ESTHER, LTD.</b></p> <p><b>Guy Lombardo and His Orchestra</b></p> <p><i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 63 CBS stations ORIGINATES: KNX</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar &amp; Ryan, Inc.</i></p>	<p>329 Weeks</p>
<p><b>THE LAMBERT COMPANY</b></p> <p><b>Grand Central Station</b></p> <p><i>Dramatic programs</i></p>	<p>Friday 10:00-10:30 p.m. 52 CBS stations ORIGINATES: WABC</p>	<p>Listerine Products Prophylactic Brushes <i>Lambert &amp; Feasley, Inc.</i></p>	<p>143 Weeks</p>
<p><b>LEHN &amp; FINK PRODUCTS CORPORATION</b></p> <p><b>Burns and Allen</b> with Ray Noble and his orchestra Frank Parker, tenor, and Truman Bradley, announcer</p> <p><i>Music and comedy</i></p>	<p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 52 CBS stations ORIGINATES: KNX</p>	<p>Hind's Honey and Almond Cream <i>William Esty &amp; Company, Inc.</i></p>	<p>224 Weeks</p>
<p><b>LEVER BROTHERS COMPANY</b></p> <p><b>Big Town</b> starring Edward G. Robinson with Ona Munson</p> <p><i>Dramatic</i></p> <p><b>Lux Radio Theatre</b> Cecil B. DeMille, director, with stars of stage and screen</p> <p><i>Drama</i></p> <p><b>Big Sister</b> with Alice Frost, Martin Gabel, and Zasu Pitts</p> <p><i>Serial drama</i></p> <p><b>Aunt Jenny's Real Life Stories</b> <i>Dramatic sketches</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 67 CBS stations 31 CBC stations ORIGINATES: KNX</p> <p>Monday 9:00-10:00 p.m. 63 CBS stations 29 CBC stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 72 CBS stations 26 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 65 CBS stations ORIGINATES: WABC</p>	<p>Rinso <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p> <p>Rinso <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>Spry <i>Ruthrauff &amp; Ryan, Inc.</i></p>	<p>213 Weeks</p>

<p><b>LIGGETT &amp; MYERS TOBACCO COMPANY</b></p> <p><b>Glenn Miller and His Orchestra</b> with Marion Hutton, Ray Eberle <i>Popular music</i></p>	<p>Tues., Wed., Thurs. 10:00-10:15 p.m. 94 CBS stations ORIGINATES: ON TOUR</p>	<p>Chesterfield Cigarettes <i>Newell-Emmett Co., Inc.</i></p>	<p>376 Weeks</p>
<p><b>NEHI CORPORATION</b></p> <p><b>Believe It Or Not</b> with Robert Ripley <i>Drama and music</i></p>	<p>Friday 10:30-11:00 p.m. 89 CBS stations ORIGINATES: WABC</p>	<p>Royal Crown Cola <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i></p>	<p>34 Weeks</p>
<p><b>PENN TOBACCO COMPANY</b></p> <p><b>Vox Pop</b> Parks and Wally <i>Interviews</i></p>	<p>Thursday 7:30-8:00 p.m. 49 CBS stations ORIGINATES: WABC</p>	<p>Kentucky Club Pipe Tobacco <i>Ruthrauff &amp; Ryan, Inc.</i></p>	<p>26 Weeks</p>
<p><b>PEPSI-COLA COMPANY</b></p> <p><b>News</b> (Beginning April 30)</p>	<p>Tues., Thurs., Sat. 6:00-6:05 p.m. <i>Rebroadcasts</i> 10:55-11:00 p.m. 11:00-11:05 p.m. 112 CBS stations ORIGINATES: WABC</p>	<p>Pepsi-Cola <i>Newell-Emmett Co., Inc.</i></p>	<p>17 Weeks</p>
<p><b>PET MILK SALES CORPORATION</b></p> <p><b>Saturday Night Serenade</b> Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus <i>Musical</i></p> <p><b>Mary Lee Taylor</b> home economist <i>Household advice</i></p>	<p>Saturday 9:45-10:15 p.m. 52 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 65 CBS stations ORIGINATES: KMOX</p>	<p>Pet Evaporated Milk <i>Gardner Advertising Company</i></p> <p>Pet Evaporated Milk <i>Gardner Advertising Company</i></p>	<p>333 Weeks</p> <p>333 Weeks</p>
<p><b>PHILIP MORRIS &amp; COMPANY, LTD.</b></p> <p><b>Johnny Presents</b> Johnny Green's Orchestra, Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Ray Bloch's Swing 14 <i>Musical variety and dramatic interlude</i></p>	<p>Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 78 CBS stations ORIGINATES: WABC</p>	<p>Philip Morris Cigarettes <i>The Biow Company, Inc.</i></p>	<p>190 Weeks</p>



**THE PROCTER & GAMBLE CO.****Professor Quiz**

with Bob Trout

*Questions and answers*

Friday

7:30-8:00 p.m.

*Rebroadcast*

9:00-9:30 p.m.

Beginning April 30

Tuesday

9:30-10:00 p.m.

51 CBS stations

ORIGINATES: WABC

**Truth and Consequences***Quiz*

Saturday

9:45-10:15 p.m.

4 CBS stations

ORIGINATES: WABC

**The Goldbergs***Serial drama*

Mon. thru Fri.

1:00-1:15 p.m.

24 CBS stations

ORIGINATES: WABC

**Life Can Be Beautiful***Serial drama*

Mon. thru Fri.

1:15-1:30 p.m.

32 CBS stations

ORIGINATES: WABC

**Right to Happiness***Serial drama*

Mon. thru Fri.

1:30-1:45 p.m.

36 CBS stations

ORIGINATES: WBBM

**Road of Life***Serial drama*

Mon. thru Fri.

1:45-2:00 p.m.

26 CBS stations

ORIGINATES: WBBM

**Manhattan Mother***Serial drama*

(This series ends April 5)

Mon. thru Fri.

4:30-4:45 p.m.

9 CBS stations

ORIGINATES: WABC

**Jimmie Fidler***Hollywood news reporter*

(This series ends April 23)

Tuesday

7:15-7:30 p.m.

*Rebroadcast*

11:15 11:30 p.m.

58 CBS stations

ORIGINATES: ON TOUR

Teel

Drene

*H. W. Kastor & Sons*

283 Weeks

Ivory Soap

*Compton Advertising,  
Inc.*

Oxydol

*Blackett-Sample-  
Hummert, Inc.*

Ivory

*Compton Advertising,  
Inc.*

Crisco

*Compton Advertising,  
Inc.*

Chipso

*Pedlar & Ryan, Inc.*

Chipso

*Pedlar & Ryan, Inc.*

Drene

*H. W. Kastor & Sons***PRUDENTIAL INSURANCE COMPANY  
OF AMERICA****When a Girl Marries***Serial drama*

Mon. thru Fri.

12:15-12:30 p.m.

51 CBS stations

ORIGINATES: WABC

Insurance Services

*Benton & Bowles, Inc.*

44 Weeks

**THE PURE OIL COMPANY****Kaltenborn Edits the News***News analysis*

(This series ends April 26)

Mon., Wed., Fri.

6:30-6:45 p.m.

35 CBS stations

ORIGINATES: WABC

Petroleum Products

*Leo Burnett Company,  
Inc.*

58 Weeks

<p><b>PURITY BAKERIES SERVICE CORP.</b></p> <p><b>Smilin' Ed McConnell</b> <i>Songs and talks</i> (This series ends April 12)</p>	<p>Mon. thru Fri. 4:45-5:00 p.m. 18 CBS stations ORIGINATES: WBBM</p>	<p>Taystee Bread <i>Campbell-Mithun, Inc.</i></p>	<p>50 Weeks</p>
<p><b>R. J. REYNOLDS TOBACCO COMPANY</b></p> <p><b>Blondie</b> with Penny Singleton and Arthur Lake <i>Domestic comedy</i></p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 98 CBS stations ORIGINATES: KNX</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty &amp; Company, Inc.</i></p>	<p>360 Weeks</p>
<p><b>SEALTEST, INC.</b></p> <p><b>Your Family and Mine</b> <i>Serial drama</i> (This series ends April 26)</p>	<p>Mon. thru Fri. 2:30-2:45 p.m. 36 CBS stations ORIGINATES: WABC</p>	<p>Sealtest System of Laboratory Control of Milk and Ice Cream <i>McKee &amp; Albright, Inc.</i></p>	<p>48 Weeks</p>
<p><b>SINCLAIR REFINING COMPANY</b></p> <p><b>The World Today</b> <i>European news</i></p>	<p>Mon., Wed., Fri. 6:45-7:00 p.m. 67 CBS stations ORIGINATES: WABC, WJSV AND EUROPE</p>	<p>Sinclair Oil and Gas <i>Federal Advertising Agency, Inc.</i></p>	<p>20 Weeks</p>
<p><b>SPEARMINT GUM</b></p> <p><b>Scattergood Baines</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 5:45-6:00 p.m. 75 CBS stations ORIGINATES: WBBM</p>	<p>Spearmint Gum <i>Neisser Meyerhoff, Inc.</i></p>	<p>106 Weeks</p>
<p><b>STERLING PRODUCTS, INC.</b></p> <p><b>Court of Missing Heirs</b> <i>Drama</i></p>	<p>Tuesday 8:30-8:55 p.m. 65 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff &amp; Ryan, Inc.</i></p>	<p>27 Weeks</p>
<p><b>TEXAS COMPANY</b></p> <p><b>Texaco Star Theatre</b> with Ken Murray, MC, Frances Langford, Kenny Baker, Irene Noblette Ryan, James Wallington, and David Broekman's Orchestra: Drama with Broadway and Hollywood Stars: Burns Mantle, commentator <i>Variety and drama</i></p>	<p>Wednesday 9:00-10:00 p.m. 88 CBS stations ORIGINATES: KNX AND WABC</p>	<p>Texaco products <i>Buchanan &amp; Co.</i></p>	<p>148 Weeks</p>

<b>U. S. TOBACCO COMPANY</b> <b>Pipe Smoking Time</b> with Tom Howard and George Shelton, Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 53 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i>	252 Weeks
--	---	--	-----------

### COLUMBIA MIDWESTERN NETWORK

<b>CHAMBERLAIN LABORATORIES, INC.</b> <b>Anson Weeks' Orchestra</b> <i>Popular music</i>	Sunday 2:30-2:55 p.m. ORIGINATES: WBBM	Chamberlain Lotion <i>L. W. Ramsey Company</i>	43 Weeks
<b>GENERAL MILLS, INC.</b> <b>Caroline's Golden Store</b> <i>Dramatic serial</i>	Mon. thru Fri. 4:15-4:30 p.m. CST ORIGINATES: WBBM	Gold Medal Flour <i>Blackett-Sample-Hummert, Inc.</i>	485 Weeks

### COLUMBIA PACIFIC NETWORK

<b>ALBERS BROS. MILLING CO.</b> <b>Adventures of Dr. Hunt</b> <i>Dramatic series</i>	Sunday 2:30-2:45 p.m. PST ORIGINATES: KNX	Friskies Dog Food <i>Erwin, Wasey &amp; Co.</i>	13 Weeks
<b>AXTON-FISHER TOBACCO CO.</b> <b>Bob Garred Reporting</b> <i>News</i>	Mon., Wed., Thurs., Fri. 5:45-5:55 p.m. PST ORIGINATES: KNX	Twenty Grand Cigarettes <i>McDougall &amp; Weiss Advertising Agency</i>	28 Weeks
<b>BATHASWEET CORPORATION</b> <b>Bob Garred Reporting</b> <i>News</i>	Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products <i>H. M. Kieswetter Advertising Agency</i>	25 Weeks
<b>CAMPBELL SOUP COMPANY</b> <b>Fletcher Wiley</b> <i>Homespun commentary</i>	Mon., Wed., Fri. 10:45-11:00 a.m. PST Tues., Thurs. 12:15-12:30 p.m. PST ORIGINATES: KNX	Campbell's Tomato Juice <i>Ward Wheelock Company</i>	277 Weeks

<p><b>COLONIAL DAMES, INC.</b></p> <p><b>Return to Romance</b> with Frank Graham <i>Episodes in lives of famous women</i></p>	<p>Sunday 2:45-3:00 p.m. PST ORIGINATES: KNX</p>	<p>Cosmetics <i>Glasser Advertising Agency</i></p>	<p>16 Weeks</p>
<p><b>GENERAL MILLS, INC.</b></p> <p>(Sperry Flour Co.) <b>My Children</b> <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 8:45-9:00 a.m. PST ORIGINATES: KSFO</p>	<p>Wheathearts <i>Westco Advertising Agency Inc.</i></p>	<p>485 Weeks</p>
<p><b>KNOX GELATINE COMPANY</b></p> <p><b>Bob Garred Reporting</b> <i>News</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Knox Sparkling Gelatine <i>Kenyon &amp; Eckhardt</i></p>	<p>49 Weeks</p>
<p><b>LOS ANGELES SOAP COMPANY</b></p> <p><b>Dealer in Dreams</b> with Phil Stewart <i>Poetry and philosophy</i></p> <p><b>Spelling Beeliner</b> with Tom Breneman <i>Old-fashioned spelling bee</i></p>	<p>Mon. thru Fri. 5:15-5:30 p.m. PST ORIGINATES: KNX</p> <p>Sunday 2:00-2:30 p.m. PST ORIGINATES: KNX</p>	<p>White King Soap <i>Raymond R. Morgan Co.</i></p> <p>Sierra Pine Toilet Soap <i>Raymond R. Morgan Co.</i></p>	<p>26 Weeks</p>
<p><b>MENNEN COMPANY</b></p> <p><b>Bob Garred Reporting</b> <i>News</i> (This series ends April 12)</p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Mennen Shave Products <i>H. M. Kieswetter Advertising Agency</i></p>	<p>70 Weeks</p>
<p><b>NATIONAL LEAD COMPANY</b></p> <p><b>Answer Auction</b> <i>Quiz</i></p>	<p>Thursday 7:15-7:45 p.m. PST ORIGINATES: KNX</p>	<p>Dutch Boy Paints <i>Erwin, Wasey &amp; Company</i></p>	<p>7 Weeks</p>
<p><b>STEPHANO BROTHERS</b></p> <p><b>Sports Huddle</b> with Tom Breneman and Braven Dyer <i>Sports news</i></p>	<p>Tues., Thurs., Sat. 7:45-8:00 p.m. PST ORIGINATES: KNX</p>	<p>Marvels Cigarettes <i>The Aitkin-Kynett Co.</i></p>	<p>36 Weeks</p>
<p><b>UNION OIL COMPANY</b></p> <p><b>Union Oil Program</b> <i>Opera and light opera in tabloid form</i> (This series ends April 25)</p>	<p>Thursday 9:30-10:00 p.m. PST ORIGINATES: KNX</p>	<p>Union 76 Gasoline Triton Motor Oil <i>Lord &amp; Thomas</i></p>	<p>26 Weeks</p>

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

**COLUMBIA CALIFORNIA NETWORK**

<p><b>CHOCOLATE PRODUCTS COMPANY</b> <b>Stillicious Kids Quizaroo</b> with Art Linkletter <i>Quiz</i></p>	<p>Saturday 10:00-10:30 a.m. ORIGINATES: KNX AND KSFO</p>	<p>Syrups <i>The McCord Company, Inc.</i></p>	<p>7 Weeks</p>
<p><b>WABC SPONSORED PROGRAMS</b></p>			
<p><b>AMERICAN TOBACCO COMPANY</b> <b>Your Hit Parade</b> (Time and Tunes) <i>Two-and-one-half minute transcriptions</i></p>	<p>Mon. thru Sat. AT 7:00 a.m., 1:00 a.m., 2:00 a.m.</p>	<p>Lucky Strike Cigarettes <i>Lord &amp; Thomas</i></p>	<p>204 Weeks</p>
<p><b>BOND STORES, INC.</b> <b>The Morning Almanac</b> featuring Phil Cook</p>	<p>Mon., Wed., Fri. 7:15-7:30 a.m. Tues., Thurs., Sat. 7:30-7:45 a.m.</p>	<p>Men's Clothing <i>Neff-Rogow, Inc.</i></p>	<p>22 Weeks</p>
<p><b>BROWN &amp; WILLIAMSON CORP.</b> <b>Waite Hoyt</b> <i>Sports review</i></p>	<p>Tues., Thurs., Sat. 6:15-6:30 p.m.</p>	<p>Avalon Cigarettes <i>Russel M. Seeds, Inc.</i></p>	<p>79 Weeks</p>
<p><b>BULOVA WATCH COMPANY</b> <b>Time Signals</b></p>	<p>Mon. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>	<p>552 Weeks</p>
<p><b>GORDON BAKING COMPANY</b> <b>The Rising Sun</b> (Series starts March 6)</p>	<p>Mon., Wed., Fri. 6:35-7:00 a.m.</p>	<p>Roman Meal Bread and other Bakery Products <i>Barton A. Stebbins</i></p>	<p>28 Weeks</p>
<p><b>GRACE LINE, INC.</b> <b>Elmer Davis</b> <i>News</i></p>	<p>Mon., Wed., Fri. 6:30-6:45 p.m.</p>	<p>Steamship Service <i>Kelly, Nason Inc.</i></p>	<p>12 Weeks</p>
<p><b>KRUG BAKING COMPANY</b> <b>Adelaide Hawley—Woman's Page of the Air</b></p>	<p>Mon., Wed., Fri. 8:15-9:00 a.m.</p>	<p>Bakery Products Coffee <i>Elmer L. Cline</i></p>	<p>13 Weeks</p>



<b>THOMAS LEEMING &amp; CO.</b> <b>Richard Maxwell</b> <i>Hymns and talks</i> (This series ends April 12)	Mon., Wed., Fri. 3:45—4:00 p.m.	Baume Bengue Pacquin's Hand Cream <i>William Esty &amp; Company, Inc.</i>	79 Weeks
<b>LIGGETT DRUG COMPANY, INC.</b> <b>The Morning Almanac</b> featuring Phil Cook	Mon., Wed., Fri. 7:30—7:45 a.m.	Liggett Drug Stores and Rexall Products <i>Neff-Rogow, Inc.</i>	64 Weeks
<b>MELVILLE SHOE COMPANY</b> <b>Early Morning News</b>	Mon. thru Sat. 7:45—8:00 a.m.	Thom McAn Shoes <i>Neff-Rogow, Inc.</i>	70 Weeks
<b>OLSON RUG COMPANY</b> <b>Odd Side of the News</b>	Tues., Thurs., Sat. 8:25—8:30 a.m.	Rugs <i>Presba, Fellers &amp; Presba, Inc.</i>	26 Weeks
<b>OXO (U. S. A.), LTD.</b> <b>Old Fashioned Favorites</b> <i>Popular music</i>	Mon. thru Sat. 8:15—8:30 a.m.	Beef Cubes Meat Extracts <i>Platt-Forbes, Inc.</i>	16 Weeks
<b>PEPSI-COLA COMPANY</b> <b>Have You Forgotten?</b> <i>Popular music</i>	Mon. thru Sat. 8:20—8:25 a.m.	Pepsi-Cola <i>Newell-Emmett Company</i>	17 Weeks
<b>QUAKER OATS COMPANY</b> <b>The Morning Almanac</b> featuring Phil Cook	Tues. thru Sat. 8:30—8:45 a.m.	Aunt Jemina's Pancake Flour <i>Sherman K. Ellis, Inc.</i>	27 Weeks
<b>RAPINWAX COMPANY</b> <b>Woman's Page of the Air</b> with Adelaide Hawley (Beginning April 11)	Thursday 8:45—9:00 a.m.	Rapinwax Paper <i>W. I. Tracy</i>	Starts April 11
<b>R. J. REYNOLDS TOBACCO COMPANY</b> <b>Home Games of New York Giants and Yankees</b> <i>Eye-witness accounts by Mel Allen</i> (Beginning April 16)	Mon. thru Sat. approximately 3:15—5:30 p.m.	Camels Prince Albert Smoking Tobacco <i>William Esty &amp; Company, Inc.</i>	360 Weeks

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

# CBS SUSTAINING PROGRAMS

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

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

1. NEWS BROADCASTS . . . . .	Page 18
2. PUBLIC AFFAIRS . . . . .	Page 18
3. SPECIAL EVENTS . . . . .	Page 19
4. VARIETY . . . . .	Page 20
5. DRAMATIC SERIES . . . . .	Page 21
6. SERIOUS MUSIC . . . . .	Page 21
7. RELIGIOUS BROADCASTS . . . . .	Page 23
8. EDUCATIONAL PROGRAMS . . . . .	Page 24
9. CHILDREN'S PROGRAMS . . . . .	Page 26
10. PERSONALITIES . . . . .	Page 27
11. LIGHT MUSIC . . . . .	Page 27
CBS SHORT WAVE BROADCASTS . . . . .	Page 28
ADDENDA: MARCH PROGRAMS . . . . .	Page 29

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

SCHEDULED PERIODS  
MONDAY THRU SUNDAY

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

*News Broadcasts:* Edward R. Murrow, Erland Echlin from London; William L. Shirer, Russell Hill from Berlin; Cecil Brown from Rome; Eric Sevareid, Thomas Grandin from Paris; Larry Leseur from R.A.F. headquarters somewhere in France; Miss Mary Marvin Breckinridge from Amsterdam; Edwin Hart- rich from Paris; Frank Stevens from Buchar- est; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot from New York; Albert Warner from Washing- ton: 8:00-8:15 a.m., MONDAY THRU SATUR- DAY; 6:45-7:00 p.m., TUESDAY, THURSDAY AND SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY.

*News Summaries:* 6:30 a.m., 3:30 p.m., 1:55 a.m., MONDAY THRU FRIDAY; 6:00 p.m., TUES- DAY AND THURSDAY; 6:30, 11:00 a.m., 3:30, 6:00, 11:00 p.m., 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:55 p.m., 1:55 a.m., SUNDAY.

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

---

**Attorney General Jackson**

9:30-10:00 p.m.  
TUESDAY, APRIL 9

Attorney General Robert Jackson delivers the key address in the Boston Law School's tenth anniversary celebration.

---

**President Roosevelt**

12:00-12:15 p.m.  
MONDAY, APRIL 15

President Roosevelt, introduced by Secretary of State Hull, discusses inter-American rela- tions on a Pan-American Day program.

---

**Thomas E. Dewey**

10:15-10:45 p.m.  
SATURDAY, APRIL 20

New York City's District Attorney is heard in another of his series of campaign speeches— this time from Los Angeles.

**NEWS  
BROADCASTS**

**PUBLIC  
AFFAIRS**

**PUBLIC  
AFFAIRS**

*Continued*

**President Roosevelt**

10:45-11:00 p.m.

SATURDAY, APRIL 20

The President addresses gatherings of the Young Democrats throughout the country in a broadcast celebrating Jefferson's birthday.

**Burton K. Wheeler**

9:30-10:00 p.m.

TUESDAY, APRIL 23

Senator Burton K. Wheeler of Montana, prominent possibility for Democratic Presidential nomination, speaks from Chapel Hill, N. C.

**Socialist Convention**

10:00-10:30 a.m.

SATURDAY, APRIL 6

7:00-7:15 p.m.

SUNDAY, APRIL 7

Following a broadcast of the Socialist Convention's keynote speech by Professor Maynard E. Krueger on April 6, CBS broadcasts an interview of the Party's standard-bearer on Sunday, after the close of the Convention.

**SPECIAL  
EVENTS**

**Ring Eclipse of Sun**

5:00-5:15 p.m.

SUNDAY, APRIL 7

CBS microphones ride above the clouds, as staff announcers describe the American Museum's scientific expedition during the Annular or Ring Eclipse of the Sun.

**A. A. U. Championships**

11:15-12:00 midnight

WEDNESDAY, APRIL 10

Ted Husing gives a rapid eye-witness account of the final rounds of the National A. A. U. boxing tournament in Boston.

**Safety Council Award**

10:45-11:00 p.m.

THURSDAY, APRIL 11

Edward G. Robinson receives a special award from the National Safety Council for his activities in behalf of accident prevention.

**Herbert Hoover**

10:45-11:00 p.m.

MONDAY, APRIL 29

Former president Herbert Hoover is heard in the dedication ceremonies of the Madison Square Boys' Club's new building in New York.

**Salutes of the Americas**

2:00-2:30 p.m.

EACH SUNDAY

This new World's Fair series of "Salutes of the Americas" features addresses by Government heads of twelve Latin-American countries, as well as a selection of each nation's distinctive music. Opening the series on April 7 will be Dr. Getulio Vargas, president of Brazil.

**"The Pursuit of Happiness"**

APPROXIMATELY 4:30 p.m.

EACH SUNDAY

(Immediately following  
Philharmonic Broadcast)

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

APRIL 7: Roy Atwell in sketch about census-takers by Nat Curtis; Rex Ingram in Langston Hughes' dramatization of life of Booker T. Washington.

APRIL 14: Orson Welles in "My Little Boy" by Carl Ewald; repeat performance of "A Cow in the Trailer" by Jerome Moross; comedians from "Reunion in New York."

APRIL 21: Premieres of "American Baby" by Perry Lafferty and "Paul Revere's Ride" by Paul Belanger.

**Columbia Gay Nineties  
Revue**

10:30-11:00 p.m.

EACH SATURDAY

EXCEPT APRIL 20

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

**Choose Up Sides**

5:00-5:30 p.m.

EACH SUNDAY

BEGINNING APRIL 14

Sports experts vie in this novel quiz program about all the games that Americans play. Famous athletes and distinguished commentators will compete in the question-and-answer tourneys.

**John Kirby's Orchestra  
with Maxine Sullivan**

5:30-6:00 p.m.

EACH SUNDAY

Maxine Sullivan, famous for her swing version of "Loch Lomond," joins John Kirby's six-piece band in a new program of songs and "Jazz chamber music." The Golden Gate Quartet participates with Negro spirituals.



**DRAMATIC  
SERIES**

**Ellery Queen**

10:00-10:30 p.m.  
SUNDAY, APRIL 7 AND 14

The adventures of Ellery Queen and his cop per-haired assistant Nikki are dramatized before a jury of guest "armchair detectives." George Zachary directs; Lyn Murray composes and conducts the music.

**Columbia Workshop**

10:15-10:45 p.m.  
EACH THURSDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. Douglas Coulter supervises production of the plays and selection of scripts.

APRIL 4: "My Client, Curly," by Lucille Fletcher Herrmann, adapted by Norman Corwin.

APRIL 11: To be announced.

APRIL 18: "Three Strikes, You're Out," by Vernon Delston.

APRIL 25: "America Was Promises," by Archibald MacLeish; score by Nicholas Nabokoff.

**SERIOUS  
MUSIC**

**New York Philharmonic-  
Symphony Orchestra**

AT 3:00 p.m.  
EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is in its tenth consecutive year of broadcasting as an exclusive Columbia network feature. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra, and Deems Taylor, CBS music consultant, is intermission commentator.

APRIL 7: *All-Stravinsky* program. Igor Stravinsky conducting: Suites from "Petrouchka." "The Firebird"; "The Rite of Spring."

APRIL 14: *Bernard Herrmann's* "Moby Dick" (text arranged from Melville's novel by W. Clark Harrington); *Mozart's* Overture to "La Clemenza di Tito"; *Haydn's* Symphony in D Major.

**Young People's Concerts**

11:05 a.m.-12:15 p.m.  
SATURDAY, APRIL 13

Rudolph Ganz conducts the Philharmonic-Symphony Orchestra in another of a series of concerts especially prepared for young people.

**Cincinnati Conservatory**

1:05 a.m.—12 noon

1:00—4:30 p.m.

MONDAY, APRIL 15 AND 22

The Cincinnati Conservatory of Music continues its sixth season of broadcasts over the Columbia network. A symphony orchestra and string orchestra perform on the programs. Alexander von Kreisler is regular conductor.

**Curtis Institute of Music**

1:00—4:30 p.m.

10:30—11:00 p.m.

MONDAY, APRIL 1, 8, 29

MONDAY, APRIL 15 AND 22

WEDNESDAY, APRIL 24

The Curtis Institute of Music presents a series of thirty Monday concerts in its eleventh season on the Columbia network. Faculty members and students perform in a symphony orchestra and in several chamber music groups. Alexander Hilsberg and Samuel Barber are guest conductors on April 15 and 22, respectively.

**“So You Think  
You Know Music”**

8:30—8:55 p.m.

EACH SUNDAY

Ted Cott's amusing musiquiz returns by popular request. Leonard Lieblich judges the four contestants, two drawn from the world of professional musicians, two from the studio audience, competing for concert tickets, books, phonograph records.

**Vera Brodsky**

3:35—4:00 p.m.

EACH SATURDAY

Vera Brodsky, internationally famous concert and radio pianist, strives for the exceptional in material in this series of piano recitals.

**Columbia Concert Orchestra**

10:30—11:00 p.m.

MONDAY, APRIL 8

WEDNESDAY, APRIL 3, 10, 17

Columbia's Concert Hall features outstanding musicians in varied programs of serious music. Howard Barlow conducting.

**Salt Lake City  
Tabernacle Choir**

12:30—1:00 p.m.

EACH SUNDAY

This world famous choir sings selections of religious music weekly from one of America's greatest auditoriums. Frank Asper, Tabernacle organist, accompanies the choir.

**Genevieve Rowe and  
Columbia Concert Orchestra**

6:15—6:30 p.m.

EACH THURSDAY

Genevieve Rowe, popular CBS soprano, is heard with the Columbia Concert Orchestra in a fifteen-minute program of classical selections each Thursday evening.

**RELIGIOUS  
BROADCASTS**

**Church of the Air**

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

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

APRIL 7: *Morning*: Rev. Charles M. Crowe, Centenary Methodist Church, St. Louis.

*Afternoon*: Very Rev. Joseph Hickey, Assistant General, Augustinian Order, Rome.

APRIL 14: *Morning*: Rev. Earl L. Douglass, D.D., Summit Presbyterian Church, Germantown, Pennsylvania.

*Afternoon*: Rev. Dr. D. de Sola Pool, Spanish and Portuguese Synagogue, New York City.

APRIL 21: *Morning*: Rev. Ernst F. Pihlblad, president, Bethany College, Lindsborg, Kansas (Lutheran).

*Afternoon*: Rev. Edward J. Hickey, Ph.D., Chancellor, Diocese of Detroit (Catholic).

APRIL 28: *Morning*: Rt. Rev. George Craig Stewart, Bishop of Chicago (Episcopal).

*Afternoon*: Mr. Arthur Perrow, former First Reader, Christian Science Church, Highland Park, Ill.

---

**Passover Program**

2:30-2:55 p.m.

SUNDAY, APRIL 21

A special Passover Service broadcast, under the auspices of the United Palestine Appeal, will be broadcast over CBS.

---

**Wings Over Jordan**

9:30-10:00 a.m.

EACH SUNDAY

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

APRIL 7: Dr. S. B. Simmons, executive secretary, National Farmers Association of America, Greensboro, N. C.

APRIL 14: Dr. J. C. Bruce, supervising principal, 13th Division Public Schools of District of Columbia, Washington.

APRIL 21: Dr. Carl G. Robert, Commission on Legislation, National Medical Association, Chicago.

APRIL 28: Rev. J. P. Reeder, corresponding secretary, Foreign Mission Board of National Baptist Convention of America, Columbia, S. C.

**CBS ADULT  
EDUCATION BOARD**

"Americans at Work" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. GANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

**Americans at Work**

10:15-10:45 p.m.  
EACH TUESDAY

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

APRIL 2: Make-up Specialist.

APRIL 9: Circus Worker.

**The People's Platform**

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

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems. In April:

APRIL 6: Business Recovery and Unemployment.

APRIL 13: Can the Americas Cooperate for World Peace?

APRIL 20: Can You Make People Think?

APRIL 27: Propaganda.

**The Human Adventure**

5:00-5:30 p.m.  
EACH SATURDAY

This series dramatizes outstanding cultural and scientific achievements of the world's leading universities, presents the fruits of scholarly research in a clear, vivid style. The first two programs in April consider infantile paralysis and the origin of the earth.

**EDUCATIONAL  
PROGRAMS**

*Continued*

**American School  
of the Air**

9:15-9:45 a.m.

*Rebroadcast*

3:35-4:00 p.m.

MONDAY THRU FRIDAY

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

MONDAYS—*Frontiers of Democracy*

APRIL 1: Face to Face by Telephone.

APRIL 8: Tomorrow's Newspaper.

APRIL 15: Printing by Radio.

APRIL 22: Planning for the World of Tomorrow.

TUESDAYS—*Folk Music of America*

APRIL 2: Poor Farmer Songs.

APRIL 9: "Blues" Songs.

APRIL 16 AND 23: Folk Music Submitted by Listeners.

WEDNESDAYS—*New Horizons*

APRIL 3: Fish—A Food for Thought.

APRIL 10: Insects—Friends or Foes.

APRIL 17: Reptiles—Then and Now.

APRIL 24: S. O. S. for a Continent.

THURSDAYS—*Tales from Far and Near*

APRIL 4: Coatsworth—"The Peddler's Cart."

APRIL 11: Ransome—"We Didn't Mean to Go to Sea."

APRIL 18: de la Mare: "Mr. Bumps and His Monkey."

APRIL 25: Meigs: "Wind in the Chimney."

FRIDAYS—*This Living World*

APRIL 5: Enforcing the Law.

APRIL 12: Our Civil Liberties.

APRIL 19: The Two-Party System.

APRIL 26: Making Democracy Work.

**Which Way to Lasting  
Peace?**

6:30-6:45 p.m.

EACH SATURDAY

This new series brings important phases of the problem of war and peace into public discussion, under the general supervision of Dr. James T. Shotwell, Professor of International Relations at Columbia University, who presides over each meeting.

**Bull Session**

1:00-1:30 p.m.

EACH SATURDAY

Students hold extemporaneous, informal discussions of problems raised in **Which Way to Lasting Peace?**



**EDUCATIONAL  
PROGRAMS**

**Highways to Health**

4:15-4:30 p.m.

EACH WEDNESDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen. April's schedule includes discussions of cancer, tuberculosis, and rheumatism.

**Adventures in Science**

4:15-4:30 p.m.

EACH THURSDAY

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

**Men Behind the Stars**

4:15-4:30 p.m.

EACH FRIDAY

Legends of the constellations are dramatized in this series, prepared by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum of Natural History.

**Of Men and Books**

4:15-4:30 p.m.

EACH TUESDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.

**Democracy in Action**

2:00-2:30 p.m.

EACH SUNDAY

This unusual program, presented by CBS in cooperation with the United States Office of Education, describes American housing in "Roof Over America," its current series.

**Columbia's Country Journal**

12:00-12:30 p.m.

EACH SATURDAY

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

**"March of Games"**

10:30-11:00 a.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this program originated by Natalie Purvin Prager, Nila Mack directing. Questions submitted by young listeners are posed to five equally young contestants, and prizes awarded. Arthur Ross, radio's youngest master of ceremonies, presides: Sybil Trent, 12, is "Miss Drum Major."

**"Let's Pretend"**

12:30-1:00 p.m.

EACH SATURDAY

The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors.

**CHILDREN'S  
PROGRAMS**

**PERSONALITIES**

**Major Bowes' Family**

11:30-12:30 p.m.

EACH SUNDAY

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

**Richard Maxwell**

9:00-9:15 a.m. SATURDAY

3:45-4:00 p.m.

MONDAY THRU FRIDAY

Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy on week-day afternoons and Saturday mornings.

**Outdoors With Bob Edge**

9:15-9:30 a.m.

EACH SUNDAY

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

**LIGHT MUSIC**

**Concert in Rhythm**

8:00-8:30 p.m.

EACH SUNDAY

Columbia's "Concert in Rhythm" orchestra presents original and arranged precision music in concert style and setting. The program features Raymond Scott's new orchestra, with vocalists Nan Wynn and Jack Leonard. Phil Cohan is producer.

**CBS Vocalists**

VARIOUS HOURS

MONDAY THRU SATURDAY

The CBS schedule of vocal programs for April includes broadcasts featuring Jack Leonard, Michael Loring, Genevieve Rowe, Nan Wynn.

**Golden Gate Quartet,  
Four Clubmen**

VARIOUS HOURS

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

**Dance Orchestra**

VARIOUS HOURS

MONDAY THRU SUNDAY

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

Louis Armstrong	Ray Herbeck
Mitchell Ayres	Herbie Kay
Al Donahue	Sammy Kaye
Eddie Duchin	Clyde Lucas
George Duffy	Ray Noble
Ted Fiorito	Lonis Prima
Larry Funk	Orrin Tucker

Tommy Tucker

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

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

**News Broadcasts**

10:15-10:25 a.m.  
11:30-11:40 a.m.  
1:30-1:45 p.m., 5:00-5:50 p.m.  
5:50-6:00 p.m.  
MONDAY THRU FRIDAY  
11:00-12 noon  
SATURDAY

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

**SPECIAL CBS  
BROADCASTS  
TO EUROPE**

**Hollywood News**

MONDAY, 2:30-2:45 p.m.  
TUESDAY, 8:15-8:30 p.m.  
THURSDAY, 7:45-8:00 p.m.

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

**SPECIAL CBS  
BROADCASTS  
TO SOUTH  
AMERICA**

**News in Spanish**

6:45-7:00 p.m.  
MONDAY THRU SUNDAY (WCBX)  
12:30-12:45 p.m., 2:30-2:45 p.m.  
5:45-6:00 p.m.  
MONDAY THRU FRIDAY (WCAB)

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

**News in Portuguese**

7:15-7:30 p.m.  
MONDAY THRU FRIDAY

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

**Feature Programs in Spanish**

VARIOUS HOURS  
MONDAY THRU FRIDAY

Columbia's short wave stations broadcast Carmen Castelo's American Travelogues in Spanish (Monday, 8:30-8:45 p.m.); her Broadway Column in Spanish (Friday, 7:30-7:45 p.m.); a feature women's program in Spanish, under the auspices of the Human Relations Committee of the National Council of Women (Tuesday and Thursday, 9:30-9:45 p.m.); and Americo Lugo-Romero in a quarter-hour digest of cultural news (Wednesday, 8:15-8:30 p.m.).

## MARCH PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of March programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

## PUBLIC AFFAIRS

MARCH 5: Representative Roy O. Woodruff (R) of Michigan delivered a special address from Washington on "Bureaucratic Tariff Making," 6:15-6:30 p.m.

MARCH 9: Representative Jack Nichols (D) of Oklahoma spoke from Washington in connection with the thirty-fifth annual Convention of the Rivers and Harbors Congress, 1:00-1:15 p.m.

MARCH 9: Senator Charles W. Tobey (R) of New Hampshire assailed the right of Federal census-takers to ask individuals about private incomes and home mortgages in an address titled "Census Snooping," 10:15-10:30 p.m.

MARCH 16: Queen Wilhelmina of Holland and President Franklin D. Roosevelt joined prominent churchmen in praise of the church as a medium for peace in a special hour-and-a-half broadcast.

The program, dedicated to the cause of world peace, was arranged under the auspices of the Foreign Missions Conference of North America. In addition to addresses by

the Queen and the President, the broadcast featured the singing of Marian Anderson and selections by the Westminster and Tuskegee Choirs, 2:00-3:30 p.m.

MARCH 19: Senator Arthur Capper (R) of Kansas replied to President Roosevelt's recent address on farm relief measures in a special broadcast from Washington. Capper, leading minority member of the Senate Agriculture and Forestry Committee, has been prominent in formulating Republican farm policies. 9:30-10:00 p.m.

MARCH 20: Mrs. Franklin D. Roosevelt reviewed the development of vocational service in an address from the 50th anniversary dinner of the Vocational Service for Juniors in New York City, 10:15-10:30 p.m.

MARCH 23: Representative Bertrand W. Gearhart (R) of California discussed reciprocal trade agreements in a broadcast from Washington, 10:15-10:30 p.m.

MARCH 26: Robert H. Hinckley, chairman of the Civil Aeronautics Authority, was heard over CBS in a talk from Salt Lake City, 6:15-6:30 p.m.

MARCH 30: Winston Churchill, First Lord of the Admiralty, reported to the British Empire on the progress of the war in a broadcast from London. He discussed the blockade of Germany and movement of food and supplies from English colonies to the British Isles, 3:20-3:40 p.m.

MARCH 30: Secretary of Labor Frances Perkins delivered a report from the Labor Department to the nation in a radio talk from Washington, 10:15-10:30 p.m.

### SPECIAL EVENTS

MARCH 5: A swift dramatization of the "First Hundred Days" of President Roosevelt's administration highlighted a special CBS tribute to WJSV, Columbia station in Washington. The program, which was part of a week-long celebration of WJSV's increase in power from 10,000 to 50,000 watts, featured a number of WJSV "alumni," including Professor Quiz and Bob Trout, as well as prominent public figures, 9:30-10:00 p.m.

MARCH 16: Eamon de Valera, Prime Minister of Eire, was heard exclusively over the Columbia Network in a St. Patrick's Day message to Americans from Dublin, 4:15-5:00 p.m.

MARCH 23: America's best-dressed women, winners of the Fashion Academy Awards for 1940, were announced by Emil Alvin Hartman, director of the Academy, in an exclusive broadcast on the Columbia Network, 1:15-1:30 p.m.

MARCH 27: Leopold Stokowski was heard over CBS in an address in connection with the Latin American Tour of the All-American Youth Orchestra, which he will supervise, 10:15-10:30 p.m.

MARCH 29: Representative Edith Nourse Rogers of Massachusetts and Dr. Thomas Parran, Surgeon General of the United States, launched a national offensive against cancer with talks on "Cancer Control and the Public." The broadcast was the first step of a month-long educational campaign against cancer, 3:15-3:30 p.m.

### SERIOUS MUSIC

MARCH 16: A program of traditional and modern hymns was broadcast over the Columbia Network by the Utica Free Academy A Cappella Choir, 50 mixed voices under the direction of Marcella Tally, 1:15-1:30 p.m.

MARCH 22, 25, 26, 27 AND 28: During Easter vacation, the American School of the Air's morning broadcast period was filled by a series of choral recitals by the Broad Street Church Choir of Columbus, St. Peter's Boys Choir of Philadelphia, Glee Club of Women's College of the University of North Carolina, Chestnut Hill College Glee Club, and Bennett College Choir of Greensboro, 9:15-9:45 a.m.

MARCH 22: The All Angels' Church Choir of New York City was heard in a Good Friday broadcast of devotional music, 11:30-12:00 midnight.







GENERAL LIBRARY  
COLUMBIA BROADCASTING COMPANY, INC.  
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

**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**

*Sales and administrative offices:* 485 Madison Avenue, New York • 132 Tremont Street, Boston  
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building, St. Louis • 625 Second Avenue, South Minneapolis • Wilder Building, Charlotte, North Carolina • 817 Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. 1, London