

# CBS PROGRAM BOOK • SPRING, 1942



World Premiere of "Solomon and Balkis"

**THE COVER:** *The world premiere of "Solomon and Balkis," a one-act opera by Randall Thompson, was broadcast Sunday, March 29, conducted by Howard Barlow. The opera was commissioned jointly by CBS and the League of Composers.*

# THE COLUMBIA PROGRAM BOOK

**CBS SPONSORED PROGRAMS: page 4**

**CBS PACIFIC NETWORKS SPONSORED PROGRAMS: page 14**

**CBS SUSTAINING PROGRAMS: page 20**

Published quarterly for advertising executives by

**THE COLUMBIA BROADCASTING SYSTEM**

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

*April 1, 1942*

# COLUMBIA NETWORK CLIENTS

## ● AUTOMOTIVE

**CHRYSLER CORPORATION:**  
Plymouth, Dodge, DeSoto,  
Chrysler motor cars . . . . . Page 6

## ● CIGARETTES & TOBACCO

**AMERICAN TOBACCO COMPANY:**  
Lucky Strike Cigarettes . . . . . Page 4

**BROWN & WILLIAMSON TOBACCO CORP.:**  
Avalon Cigarettes . . . . . Page 14

**LIGGETT & MYERS TOBACCO COMPANY:**  
Chesterfield Cigarettes . . . . . Page 11

**PHILIP MORRIS & COMPANY, LTD.:**  
Philip Morris Cigarettes . . . . . Page 12

**R. J. REYNOLDS TOBACCO COMPANY:**  
Camel Cigarettes,  
Prince Albert Smoking Tobacco . Page 13

**U. S. TOBACCO COMPANY:**  
Dill's Best, Model Tobacco . . . . . Page 14

## ● CONFECTIONERY

**CURTISS CANDY COMPANY:**  
Candy . . . . . Page 7

**DOUBLEMINT GUM:**  
Doublemint Gum . . . . . Page 7

**PETER PAUL, INC.:**  
Mounds Candy, Ten Crown Gum . Page 16

**SPEARMINT GUM:**  
Spearmint Gum . . . . . Page 13

## ● DRUGS & TOILET GOODS

**ANACIN COMPANY:**  
Anacin . . . . . Page 4

**BATHASWEET CORPORATION:**  
Bathasweet Products . . . . . Page 14

**BAYER COMPANY:**  
Bayer Aspirin . . . . . Page 4

**BISODOL COMPANY:**  
Bisodol . . . . . Page 4

**CAMPANA SALES COMPANY:**  
Campana Hand Cream,  
Campana Balm, Dreskin, Coolies,  
D.D.D., Old South Toiletries . . Page 5

**CHESEBROUGH MANUFACTURING COMPANY:**  
Vaseline Preparations . . . . . Page 6

**COLGATE-PALMOLIVE-PEET COMPANY:**  
*(See also Laundry Soaps)*  
Colgate Dental Cream,

Palmolive Shave Cream,  
Palmolive Brushless Shave,  
Colgate Tooth Powder . . . . . Page 6

**COLONIAL DAMES, INC.:**  
Cosmetics . . . . . Page 15

**EMERSON DRUG CO.:**  
Bromo-Seltzer . . . . . Page 7

**RICHARD HUDNUT:**  
Marvelous Cosmetics . . . . . Page 15

**IRONIZED YEAST CO., INC.:**  
Ironized Yeast . . . . . Page 9

**JOHNSON & JOHNSON:**  
Band-Aid . . . . . Page 10

**KOLYNOS COMPANY:**  
Kolynos . . . . . Page 10

**LADY ESTHER LTD.:**  
Face Powder, Face Cream,  
Rouge, Lipstick and Nail Polish . Page 10

**LEVER BROTHERS COMPANY:**  
*(See also Foods; Laundry Soaps)*  
Lux Toilet Soap, Swan Soap,  
Lifebuoy Health Soap . . . . . Page 10

**LOS ANGELES SOAP COMPANY:**  
White King Soap,  
Sierra Pine Soap . . . . . Page 15

**LUDEX'S, INC.:**  
Menthol Cough Drops . . . . . Page 17

**MCKESSON & ROBBINS, INC.:**  
Calox Tooth Powder . . . . . Page 15

**THE PROCTER & GAMBLE COMPANY:**  
*(See also Laundry Soaps; Foods)*  
Ivory Soap . . . . . Page 12

**E. R. SQUIBB & SONS:**  
Squibb Products . . . . . Page 14

## ● FOODS & BEVERAGES

**BOWEY'S, INC.:**  
Dari-Rich Products . . . . . Page 5

**CALIFORNIA FRUIT GROWERS EXCHANGE:**  
Sunkist Oranges, Lemons . . . . . Page 5

**CALIFORNIA PACKING CORP.:**  
Del Monte Products . . . . . Page 14

**CALIFORNIA PRUNE AND APRICOT  
GROWERS ASSOCIATION:**  
Sunsweet Prunes . . . . . Page 14

**CAMPBELL SOUP COMPANY:**  
Campbell's Soups, Pork and  
Beans, and Tomato Juice . . . . . Page 5

**COCA-COLA COMPANY:**  
Coca-Cola . . . . . Page 6

**CONTINENTAL BAKING COMPANY, INC.:**  
Wonder Bread, Hostess Cake . . . Page 7

**J. A. FOLGER & CO.:**  
Folger's Coffee . . . . . Page 15

**GENERAL FOODS CORPORATION:**  
*(See also Laundry Soaps)*  
Grape Nuts, Grape Nuts Flakes,  
Sanka Coffee, Postum,  
Diamond Crystal Salt,  
Maxwell House Coffee,  
Post Toasties, Wheatmeal,  
Swansdown, Calumet . . . . . Page 8  
Jello . . . . . Page 15

**GENERAL MILLS, INC.:**  
Wheaties . . . . . Page 8  
Gold Medal Flour,  
Bisquick, Softasilk . . . . . Page 9

**GOLDEN STATE COMPANY LTD.:**  
Golden-V Vitamin Milk . . . . . Page 16

**LEVER BROTHERS COMPANY:**  
*(See also Drugs; Laundry Soaps)*  
Spry, Lipton's Tea . . . . . Pages 10, 11

**C. F. MUELLER COMPANY:**  
Macaroni Products . . . . . Page 11

**NESBITT FRUIT PRODUCTS, INC.:**  
California Orange Drink . . . . . Page 16

**PET MILK SALES CORPORATION:**  
Irradiated Pet Milk . . . . . Page 11

**PLANTERS NUT & CHOCOLATE COMPANY:**  
Planters Salted Peanuts,  
Planters Peanut Oil . . . . . Page 16

**THE PROCTER & GAMBLE COMPANY:**  
*(See also Toilet Goods; Laundry Soaps)*  
Crisco . . . . . Page 13

**THE QUAKER OATS CO.:**  
Quaker Food Products . . . . . Page 13

**SUNNYVALE PACKING COMPANY:**  
Rancho Soups . . . . . Page 16

**UNITED FRUIT CO.:**  
Bananas . . . . . Page 14

## ● LAUNDRY SOAPS & ACCESSORIES

**B. T. BABBITT INC.:**  
Bab-O . . . . . Page 4

**COLGATE-PALMOLIVE-PEET COMPANY:**  
*(See also Toilet Goods)*  
Octagon Products, Crystal White . . . . . Page 6

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

**LEVER BROTHERS COMPANY:**  
*(See also Drugs; Foods)*  
Rinso, Silver Dust . . . . . Pages 10, 11

**PACIFIC COAST BORAX CO.:**  
20 Mule Team Borax and  
Borax Soap Chips, Boraxo . . . . . Page 11

**THE PROCTER & GAMBLE COMPANY:**  
*(See also Toilet Goods; Foods)*  
Ivory Snow, Oxydol, Chipso,  
Duz, Drest . . . . . Pages 12, 13

## ● LUBRICANTS

**AMERICAN OIL COMPANY:**  
Amoco Gas and Oil, American Gas . . . . . Page 4

**GENERAL PETROLEUM CORP. OF CALIFORNIA:**  
Mobilgas, Mobiloil . . . . . Page 15

**GULF OIL CORPORATION:**  
Motor Oil and Gas . . . . . Page 9

**SEASIDE OIL COMPANY:**  
Seaside Ethyl Gasoline and  
Silverol Motor Oil . . . . . Page 17

**TEXAS COMPANY:**  
Texaco Products . . . . . Page 14

**UNION OIL COMPANY:**  
Gas and Oil . . . . . Page 16

## ● MISCELLANEOUS

**ARMSTRONG CORK COMPANY:**  
Armstrong's Quaker Rugs . . . . . Page 4

**BEKINS VAN AND STORAGE CO.:**  
Moving and Storage . . . . . Page 16

**CELANESE CORPORATION OF AMERICA:**  
Celanese Products . . . . . Page 5

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

**GALLENKAMP STORES CO.:**  
Gallenkamp's Shoes . . . . . Page 15

**GENERAL ELECTRIC CO.:**  
Institutional . . . . . Page 7

**INTERNATIONAL CELLULOSE  
PRODUCTS CO.:**  
Kleenex . . . . . Page 9

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

**JOHNS-MANVILLE CORPORATION:**  
Insulation . . . . . Page 10

**MACFADDEN PUBLICATIONS, INC.:**  
Liberty Magazine . . . . . Page 15

**MODE O'DAY CORPORATION:**  
Mode O'Day Products . . . . . Page 16

**PRUDENTIAL INSURANCE COMPANY  
OF AMERICA:**  
Insurance Services . . . . . Page 13

**SOIL OFF MANUFACTURING CO.:**  
Cleaning Fluid . . . . . Page 16

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

"Weeks on CBS"  
as of April 1, 1942

<p><b>AMERICAN OIL COMPANY</b> (193rd Week on CBS)</p> <p><b>The Human Side of the News</b> by Edwin C. Hill</p>	<p>Mon., Wed., Fri. 6:00-6:10 p.m. 53 CBS stations ORIGINATES: WABC</p>	<p>Amoco Gas American Gas Amoco Motor Oils <i>The Joseph Katz Company</i></p>
<p><b>AMERICAN TOBACCO COMPANY</b> (309th Week on CBS)</p> <p><b>Your Hit Parade</b> Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus and guest stars</p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 106 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord &amp; Thomas</i></p>
<p><b>ANACIN COMPANY</b> (260th Week on CBS)</p> <p><b>Our Gal, Sunday</b></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert</i></p>
<p><b>ARMSTRONG CORK COMPANY</b> (26th Week on CBS)</p> <p><b>Armstrong's Theatre of Today</b> <i>Drama</i></p>	<p>Saturday 12 noon-12:30 p.m. 105 CBS stations ORIGINATES: WABC</p>	<p>Armstrong's Quaker Rugs <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i></p>
<p><b>B. T. BABBITT, INC.</b> (35th Week on CBS)</p> <p><b>David Harum</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 3:00-3:15 p.m. 13 CBS stations ORIGINATES: WABC</p>	<p>Bab-O <i>Maxon, Inc.</i></p>
<p><b>BAYER COMPANY</b> (340th Week on CBS)</p> <p><b>Second Husband</b> with Helen Menken, presented by the Famous Actors' Guild</p>	<p>Tuesday 7:30-8:00 p.m. 76 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert</i></p>
<p><b>BISODOL COMPANY</b> (478th Week on CBS)</p> <p><b>The Romance of Helen Trent</b> <i>Serial drama</i></p>	<p>Wed., Thurs., Fri. 12:30-12:45 p.m. 42 CBS stations ORIGINATES: WBBM</p>	<p>Bisodol <i>Blackett-Sample-Hummert</i></p>

**BOWEY'S, INC.***(149th Week on CBS)***Stars Over Hollywood**

Original drama with Knox Manning, MC, and guest stars

Saturday

12:30-1:00 p.m.

45 CBS stations

ORIGINATES: KNX

Dari-Rich Products

*Sorensen & Company***CALIFORNIA FRUIT GROWERS EXCHANGE***(152nd Week on CBS)***Hedda Hopper's Hollywood**

Mon., Wed., Fri.

6:15-6:30 p.m.

40 CBS stations

ORIGINATES: KNX

Sunkist Oranges

Sunkist Lemons

*Lord & Thomas***CAMPANA SALES COMPANY***(207th Week on CBS)***First Nighter**

with Barbara Luddy and Les Tremayne

*Drama*

Friday

9:30-9:55 p.m.

54 CBS stations

ORIGINATES: WBBM

Campana Hand Cream,

Campana Balm, Dreskin,

Coolies, D.D.D., Old South

Toiletries

*Aubrey, Moore &**Wallace, Inc.***CAMPBELL SOUP COMPANY***(382nd Week on CBS)***Bob Burns***Comedy***Amos 'n' Andy***Serial comedy-drama***Lanny Ross***Songs*

Tuesday

8:30-8:55 p.m.

*Rebroadcast*

12:30-12:55 a.m.

65 CBS stations

ORIGINATES: KNX

Campbell's Soups

*Ruthrauff & Ryan, Inc.*

Mon. thru Fri.

7:00-7:15 p.m.

*Rebroadcast*

11:00-11:15 p.m.

62 CBS stations

ORIGINATES: KNX

Campbell's Soups

Campbell's Tomato Juice

Campbell's Pork and Beans

*Ward Wheelock**Company*

Mon. thru Fri.

7:15-7:30 p.m.

*Rebroadcast*

11:15-11:30 p.m.

58 CBS stations

(Mon. and Wed.)

57 CBS stations)

ORIGINATES: WABC

Campbell's Soups

*Ward Wheelock**Company***CELANESE CORPORATION OF AMERICA***(13th Week on CBS)***Great Moments in Music**

with Jean Tennyson and guest stars

*Musical program*

Wednesday

10:15-10:45 p.m.

59 CBS stations

ORIGINATES: WABC

Celanese Products

*Young & Rubicam, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</b> <i>(178th Week on CBS)</i>  <b>Dr. Christian</b> with Jean Hersholt	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 65 CBS stations ORIGINATES: KNX	Vaseline Preparations <i>McCann-Erickson, Inc.</i>
<b>CHRYSLER CORPORATION</b> <i>(317th Week on CBS)</i>  <b>Major Bowes' Amateurs</b>	Thursday 9:00-9:30 p.m. 61 CBS stations ORIGINATES: WABC	Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff &amp; Ryan, Inc.</i>
<b>COCA-COLA COMPANY</b> <i>(137th Week on CBS)</i>  <b>Pause That Refreshes</b> <b>On the Air</b> with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 4:30-5:00 p.m. 112 CBS stations ORIGINATES: WABC	Coca-Cola <i>D'Arcy Advertising Company, Inc.</i>
<b>COLGATE-PALMOLIVE-PEET COMPANY</b> <i>(325th Week on CBS)</i>  <b>Guy Lombardo and His Orchestra</b> <i>Popular music</i>  <b>Hobby Lobby</b> with Dave Elman and Harry Salter's Orchestra  <b>Woman of Courage</b> <i>Serial drama</i>  <b>Stepmother</b> <i>Serial drama</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 73 CBS stations ORIGINATES: ON TOUR  Saturday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 69 CBS stations ORIGINATES: WABC  Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 3:45-4:00 p.m. 61 CBS stations ORIGINATES: WABC  Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 54 CBS stations ORIGINATES: WBBM	Colgate Dental Cream <i>Ted Bates, Inc.</i>  Palmolive Shave Cream Palmolive Brushless Shave <i>Ted Bates, Inc.</i>  Octagon Products Crystal White <i>Ted Bates, Inc.</i>  Colgate Tooth Powder <i>Sherman &amp; Marquette, Inc.</i>



**CONTINENTAL BAKING CO., INC.**  
(378th Week on CBS)

**Maudie's Diary**  
with Mary Mason

Thursday  
7:30-8:00 p.m.  
*Rebroadcast*  
12:30-1:00 a.m.  
47 CBS stations  
ORIGINATES: WABC

Wonder Bread  
Hostess Cake  
*Ted Bates, Inc.*

**CURTISS CANDY COMPANY**  
(79th Week on CBS)

**News**  
with Jackson Wheeler

Sat., Sun.  
11:00-11:05 a.m.  
40 CBS stations  
ORIGINATES: WABC

Candy  
*C. L. Miller Company*

**DOUBLEMINT GUM**  
(511th Week on CBS)

**Melody Ranch**  
with Gene Autry  
*Western dramatic series*

Sunday  
6:30-7:15 p.m.  
68 CBS stations  
ORIGINATES: KNX

Doublemint Gum  
*J. Walter Thompson  
Company*

**EMERSON DRUG COMPANY**  
(100th Week on CBS)

**Vox Pop**  
with Parks and Wally  
*Interviews*

Monday  
8:00-8:30 p.m.  
75 CBS stations  
ORIGINATES: ON TOUR

Bromo-Seltzer  
*Ruthrauff & Ryan, Inc.*

**EVERSHARP, INC.**  
(131st Week on CBS)

**Take It or Leave It**  
with Phil Baker, MC; David Ross  
*Quiz*

Sunday  
10:00-10:30 p.m.  
76 CBS stations  
ORIGINATES: WABC

Eversharp Pens and Pencils  
*The Biow Company*

**GENERAL ELECTRIC CO.**  
(5th Week on CBS)

**Frazier Hunt**  
*News and comments*

Tues., Thurs., Sat.  
6:00-6:15 p.m.  
*Rebroadcast*  
10:45-11:00 p.m.  
51 CBS stations  
ORIGINATES: WABC

Institutional  
*Maxon, Inc.*

**GENERAL FOODS CORPORATION**  
(358th Week on CBS)

**Duffy's Tavern**

starring Ed Gardner as "Archie,"  
Shirley Booth, Eddie Green,  
Teddy Wilson and his orchestra  
Comedy

**Kate Smith Hour**

with Kate Smith, Ted Collins, Jack  
Miller and his orchestra, and  
guest stars  
*Music, comedy, and drama*

**William L. Shirer**

*News*

**Kate Smith Speaks**

Ted Collins with the News  
*Talks and news*

**Joyce Jordan**

*Serial drama*

**Young Dr. Malone**

*Serial drama*

**We Love and Learn**

*Serial drama*

**GENERAL MILLS, INC.**  
(410th Week on CBS)

**Stories America Loves**

*Drama*

**TIME**

Tuesday

9:00-9:30 p.m.

*Rebroadcast*

12 mid.-12:30 a.m.

67 CBS stations

ORIGINATES: WABC

Friday

8:00-8:55 p.m.

*Rebroadcast*

12 mid.-12:55 a.m.

91 CBS stations

ORIGINATES: WABC

Sunday

5:45-6:00 p.m.

55 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

12:00-12:15 p.m.

76 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:15-2:30 p.m.

*Rebroadcast*

3:30-3:45 p.m.

75 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:00-2:15 p.m.

*Rebroadcast*

7:15-7:30 p.m.

84 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:30-2:45 p.m.

90 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

10:15-10:30 a.m.

*Rebroadcast*

11:45-12 noon

40 CBS stations

ORIGINATES: WABC

**PRODUCT AND AGENCY**

Sanka Coffee

*Young & Rubicam, Inc.*

Grape Nuts,

Grape Nuts Flakes

*Young & Rubicam, Inc.*

Sanka Coffee

*Young & Rubicam, Inc.*

Swansdown Cake Flour

Calumet

*Young & Rubicam, Inc.*

Diamond Crystal Salt

*Benton & Bowles, Inc.*

La France

Satina

Postum

*Young & Rubicam, Inc.*

Post Toasties

*Benton & Bowles, Inc.*

Grape Nuts Flakes

Wheatmeal

*Young & Rubicam, Inc.*

Wheaties

*Knox Reeves*

*Advertising, Inc.*

**GENERAL MILLS, INC.**

*Continued*

**Valiant Lady**

*Serial drama*

**Harvey and Dell**

*Serial drama*

**Thus We Live**

*Informational series*

Mon. thru Fri.  
10:00-10:15 a.m.  
*Rebroadcast*  
11:30-11:45 a.m.  
40 CBS stations  
ORIGINATES: WABC

Mon., Tues., Wed.  
9:45-10:00 a.m.  
31 CBS stations  
ORIGINATES: WABC

Thurs., Fri.  
9:45-10:00 a.m.  
31 CBS stations  
ORIGINATES: WBBM,  
WJSV

**Softasilk**

*Blackett-Sample-  
Hummert*

**Gold Medal Flour  
Bisquick**

*Blackett-Sample-  
Hummert*

**Red Cross**

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

**GULF OIL CORPORATION**

*(425th Week on CBS)*

**Gulf Screen Guild Theatre**

with Roger Pryor, MC, screen stars,  
Oscar Bradley's orchestra,  
John Hiestand

Sunday  
7:30-8:00 p.m.  
80 CBS stations  
ORIGINATES: KNX

**Motor Oil and Gas**

*Young & Rubicam, Inc.*

**INTERNATIONAL CELLUCOTTON  
PRODUCTS COMPANY**

*(136th Week on CBS)*

**Ginny Simms**

*Songs*

Friday  
9:55-10:00 p.m.  
54 CBS stations  
ORIGINATES: KNX

**Kleenex**

*Lord & Thomas*

**INTERNATIONAL SILVER COMPANY**

*(212th Week on CBS)*

**Silver Theatre**

Conrad Nagel, Narrator-director,  
and guest stage and screen stars

Sunday  
6:00-6:30 p.m.  
60 CBS stations  
ORIGINATES: KNX

**International Sterling and  
1847 Rogers Bros.  
Silverplate**

*Young & Rubicam, Inc.*

**IRONIZED YEAST CO., INC.**

*(136th Week on CBS)*

**Are You a Missing Heir?**

*Drama*

**A Helping Hand**

*Drama*

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

Mon. thru Fri.  
4:00-4:15 p.m.  
4 CBS stations  
ORIGINATES: WABC

**Ironized Yeast**

*Ruthrauff & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>JOHNS-MANVILLE CORPORATION</b> (35th Week on CBS)</p> <p><b>Elmer Davis</b> <i>News</i></p>	<p>Mon. thru Fri. 8:55-9:00 p.m. 56 CBS stations ORIGINATES: WABC</p>	<p>Insulation <i>J. Walter Thompson Company</i></p>
<p><b>JOHNSON &amp; JOHNSON</b> (52nd Week on CBS)</p> <p><b>Voice of Broadway</b> with Dorothy Kilgallen and guest stars</p>	<p>Tuesday 6:15-6:30 p.m. 65 CBS stations</p>	<p>Band-Aid <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>KOLYNOS COMPANY</b> (478th Week on CBS)</p> <p><b>The Romance of Helen Trent</b> <i>Serial drama</i></p>	<p>Mon. and Tues. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM</p>	<p>Kolynos <i>Blackett-Sample-Hummert</i></p>
<p><b>LADY ESTHER, LTD.</b> (434th Week on CBS)</p> <p><b>Freddy Martin and his orchestra</b> <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 65 CBS stations ORIGINATES: WABC</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar &amp; Ryan, Inc.</i></p>
<p><b>LEVER BROTHERS COMPANY</b> (348th Week on CBS)</p> <p><b>Lux Radio Theater</b> Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i></p> <p><b>Big Town</b> with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra <i>Drama</i></p> <p><b>Bright Horizon</b> with Richard Kollmar <i>Serial drama</i></p>	<p>Monday 9:00-10:00 p.m. 70 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Thursday 9:30-10:00 p.m. 70 CBS stations ORIGINATES: KNX</p> <p>Mon. thru Fri. 11:30-11:45 a.m. 49 CBS stations ORIGINATES: WABC</p> <p><i>Rebroadcast</i> 2:00-2:15 p.m. 10 CBS stations ORIGINATES: WABC</p>	<p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p> <p>Rinso <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>Lipton's Tea Swan Soap <i>Young &amp; Rubicam, Inc.</i></p> <p>Swan Soap <i>Young &amp; Rubicam, Inc.</i></p>

**LEVER BROTHERS COMPANY**

*Continued*

**Aunt Jenny's Real Life Stories**

*Dramatic sketches*

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

Spry  
*Ruthrauff & Ryan, Inc.*

**Big Sister**

*Serial drama*

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

Rinso  
*Ruthrauff & Ryan, Inc.*

**LIGGETT & MYERS TOBACCO COMPANY**

*(192nd Week on CBS)*

**Glenn Miller and His Orchestra**  
with Marion Hutton, Ray Eberle,  
and the Modernaires

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

Chesterfield Cigarettes  
*Newell-Emmett Co.*

**C. F. MUELLER COMPANY**

*(138th Week on CBS)*

**Mark Hawley and the News**

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

Macaroni Products  
*Duane Jones Co.*

**PACIFIC COAST BORAX CO.**

*(39th Week on CBS)*

**Death Valley Days**

*Drama*

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

20 Mule Team Borax,  
Boraxo  
20 Mule Team Borax  
Soap Chips  
*McCann-Erickson, Inc.*

**PET MILK SALES CORPORATION**

*(437th Week on CBS)*

**Saturday Night Serenade**

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

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

Irradiated Pet Milk  
*Gardner Advertising  
Company*

**Mary Lee Taylor**

home economist  
*Household advice*

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

**PHILIP MORRIS & COMPANY, LTD.**  
*(295th Week on CBS)*

**The Philip Morris Playhouse**  
Directed by Charles Martin with  
guest stars and Ray Bloch's  
Orchestra  
*Dramas*

**The Crime Doctor**  
*Dramatic programs*

**Friday**  
9:00-9:30 p.m.  
*Rebroadcast*  
11:30 p.m.-12 mid.  
100 CBS stations  
ORIGINATES: WABC

**Sunday**  
8:30-8:55 p.m.  
*Rebroadcast*  
11:00-11:25 p.m.  
76 CBS stations  
ORIGINATES: WABC

**Philip Morris Cigarettes**  
*The Biow Company, Inc.*

**THE PROCTER & GAMBLE CO.**  
*(388th Week on CBS)*

**Shirley Temple in Junior Miss**  
*Drama*

**Ransom Sherman**  
with Martha Tilton and Gordon  
Jenkins' Orchestra  
*Variety*

**The Goldbergs**  
*Serial drama*

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

**Woman in White**  
*Serial drama*

**Wednesday**  
9:00-9:30 p.m.  
70 CBS stations  
ORIGINATES: KNX

**Wednesday**  
9:30-10:00 p.m.  
73 CBS stations  
ORIGINATES: KNX

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

**Mon. thru Fri.**  
1:00-1:15 p.m.  
58 CBS stations  
25 CBC stations  
ORIGINATES: WABC

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

**Ivory Snow**  
*Benton & Bowles, Inc.*  
**Dreft**  
*Blackett-Sample-  
Hummert*

**Ivory Soap**  
*Compton Advertising,  
Inc.*

**Duz**  
*Compton Advertising,  
Inc.*

**Ivory Soap**  
*Compton Advertising,  
Inc.*

**Oxydol**  
*Blackett-Sample-  
Hummert*

**THE PROCTER & GAMBLE CO.***Continued***Vic and Sade***Serial drama***Road of Life***Serial drama*

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

Crisco

*Compton Advertising,  
Inc.*

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

Chipso

*Pedlar & Ryan, Inc.*

**PRUDENTIAL INSURANCE  
COMPANY OF AMERICA***(148th Week on CBS)***Prudential Family Hour**

with Gladys Swarthout and  
Deems Taylor, Al Goodman's  
Orchestra, and a chorus of mixed  
voices

Sunday  
5:00-5:45 p.m.  
60 CBS stations  
ORIGINATES: WABC

Insurance Services

*Benton & Bowles, Inc.*

**THE QUAKER OATS COMPANY***(19th Week on CBS)***That Brewster Boy***Drama*

Wednesday  
7:30-8:00 p.m.  
*Rebroadcast*  
12:00 mid.-12:30 a.m.  
67 CBS stations  
ORIGINATES: WBBM

Quaker Food Products

*Ruthrauff & Ryan, Inc.*

**R. J. REYNOLDS TOBACCO  
COMPANY***(465th Week on CBS)***Blondie**

with Penny Singleton and  
Arthur Lake  
*Domestic comedy*

**The Bob Hawk Quiz**

with Vaughn Monroe's Orchestra  
*Quiz*

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

Camel Cigarettes  
Prince Albert Smoking  
Tobacco

*William Esty &  
Company, Inc.*

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

**SPEARMINT GUM***(510th Week on CBS)***The First Line***Informational series***Scattergood Baines***Serial drama*

Thursday  
10:15-10:45 p.m.  
69 CBS stations  
ORIGINATES: WBBM

Spearmint Gum

*Arthur Meyerhoff & Co.*

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

**COLUMBIA  
PACIFIC  
NETWORK**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<b>E. R. SQUIBB &amp; SONS</b> <i>(91st Week on CBS)</i>  <b>Frank Parker</b> <i>Songs</i>	Mon., Wed., Fri. 6:30-6:45 p.m. 50 CBS stations ORIGINATES: WABC	<b>Squibb Products</b> <i>Geyer, Cornell &amp; Newell, Inc.</i>
<b>TEXAS COMPANY</b> <i>(253rd Week on CBS)</i>  <b>Texaco Star Theatre</b> starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra and the Texaco Workshop Players <i>Variety</i>	Sunday 9:00-10:00 p.m. 85 CBS stations 11 CBC stations ORIGINATES: WABC	<b>Texaco Products</b> <i>Buchanan &amp; Co.</i>
<b>UNITED FRUIT COMPANY</b> <i>(9th Week on CBS)</i>  <b>The World Today</b> <i>News</i>	Mon. thru Fri. 6:45-7:00 p.m. 37 CBS stations ORIGINATES: WABC	<b>Bananas</b> <i>Batten, Barton, Durstine &amp; Osborn, Inc.</i>
<b>U. S. TOBACCO COMPANY</b> <i>(357th Week on CBS)</i>  <b>Gay Nineties Revue</b> starring Beatrice Kay, Joe E. Howard, MC, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 63 CBS stations ORIGINATES: WABC	<b>Dill's Best</b> <b>Model Smoking Tobacco</b> <i>Arthur Kudner, Inc.</i>
<b>BATHASWEET CORPORATION</b> <i>(130th Week on CBS)</i>  <b>Bob Garred Reporting</b> <i>News</i>	Tues., Thurs. 7:30-7:45 a.m. PWT ORIGINATES: KNX	<b>Bathasweet Products</b> <i>H. M. Kiesewetter Advertising Agency</i>
<b>+BROWN &amp; WILLIAMSON TOBACCO CORPORATION</b>  <b>+Harry W. Flannery</b> <i>News analyst</i>	Saturday 5:30-5:45 p.m. PWT ORIGINATES: KNX	<b>Avalon Cigarettes</b> <i>Russell, M. Seeds Co.</i>
<b>CALIFORNIA PACKING CORP.</b> <i>(12th Week on CBS)</i>  <b>William Winter</b> <i>News</i>	Mon. thru Sat. 2:00-2:15 p.m. PWT ORIGINATES: KQW	<b>Del Monte Products</b> <i>McCann-Erickson, Inc.</i>
<b>+CALIFORNIA PRUNE &amp; APRICOT GROWERS ASSOCIATION</b> <i>(3rd Week on CBS)</i>  <b>Dick Joy and the News</b> <i>News analyst</i>	Saturday 8:55-9:00 p.m. PWT ORIGINATES: KNX	<b>Sunsweet Prunes</b> <i>Long Advertising Service</i>

\*Program or client not listed in previous CBS Program Book.



<b>COLONIAL DAMES, INC.</b> <i>(121st Week on CBS)</i>  <b>Find the Woman</b> with Knox Manning	Friday 9:55-10:00 p.m. PWT ORIGINATES: KNX	Cosmetics <i>Classer, Gailey &amp; Co.</i>
* <b>J. A. FOLGER &amp; COMPANY</b>  * <b>America's Home Front</b> <i>Informational series</i>	Tuesday 5:15-5:30 p.m. PWT ORIGINATES: KNX	Folgers Coffee <i>Raymond R. Morgan Company</i>
* <b>GALLENKAMP STORES COMPANY</b>  <b>Dick Joy and the News</b> <i>News analyst</i>	Sunday 11:55-12:00 noon PWT ORIGINATES: KNX	Gallenkamp's Shoes <i>Long Advertising Service</i>
<b>GENERAL FOODS CORPORATION</b> <i>(358th Week on CBS)</i>  <b>The Second Mrs. Burton</b> <i>Dramatic serial</i>	Mon. thru Fri. 4:00-4:15 p.m. PWT ORIGINATES: KNX	Jello <i>Young &amp; Rubicam, Inc.</i>
<b>GENERAL PETROLEUM CORPORATION OF CALIFORNIA</b> <i>(66th Week on CBS)</i>  <b>I Was There</b> <i>News dramatizations</i>	Monday 9:00-9:30 p.m. PWT ORIGINATES: KNX	Mobilgas, Mobiloil <i>Smith &amp; Druni, Inc.</i>
<b>RICHARD HUDNUT</b> * <i>118th Week on CBS)</i>  <b>Hollywood Showcase</b>	Monday 9:30-10:00 p.m. PWT ORIGINATES: KNX	Marvelous Cosmetics <i>Benton &amp; Bowles, Inc.</i>
<b>LOS ANGELES SOAP COMPANY</b> <i>(130th Week on CBS)</i>  <b>Knox Manning</b> <i>News</i>	Mon. thru Fri. 12:15-12:30 p.m. PWT ORIGINATES: KNX	White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co</i>
<b>MACFADDEN PUBLICATIONS, INC.</b> <i>(311th Week on CBS)</i>  <b>Bob Garred Reporting</b>	Mon., Wed., Fri. 7:30-7:45 a.m. PWT ORIGINATES: KNX	Liberty Magazine <i>Erwin Wasey &amp; Co.</i>
<b>McKESSON &amp; ROBBINS, INC.</b> <i>(87th Week on CBS)</i>  <b>Dick Joy and the News</b> <i>News analyst</i>	Mon., Wed. 8:55-9:00 p.m. PWT Sunday 8:25-8:30 p.m. PWT	Calox Toothpowder <i>J. D. Tarcher &amp; Co., Inc.</i>

**COLUMBIA  
PACIFIC  
NETWORK**

*Continued*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>*MODE O'DAY CORPORATION</b> <b>Knox Manning</b> <i>News</i> (Starts April 12)</p>	<p>Sunday 5:45-5:55 p.m. PWT</p>	<p>Mode O'Day Products <i>Glasser, Gailey &amp; Company</i></p>
<p><b>NESBITT FRUIT PRODUCTS, INC.</b> (14th Week on CBS) <b>Bob Garred Reporting</b></p>	<p>Saturday 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>California Orange Drink <i>Walter K. Neill, Inc.</i></p>
<p><b>PETER PAUL, INC.</b> (90th Week on CBS) <b>Bob Garred Reporting</b></p>	<p>Mon., Wed., Fri. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Mounds Candy Ten Crown Gum <i>Brisacher, Davis &amp; Staff</i></p>
<p><b>PLANTERS NUT AND CHOCOLATE COMPANY</b> (78th Week on CBS) <b>What's on Your Mind?</b></p>	<p>Friday 6:00-6:30 p.m. PWT ORIGINATES: KNX</p>	<p>Planters Salted Peanuts Planters Peanut Oil <i>Raymond R. Morgan Co</i></p>
<p><b>SOIL OFF MANUFACTURING COMPANY</b> (61st Week on CBS) <b>Bob Garred Reporting</b> <i>News</i></p>	<p>Tues., Thurs. 5:45-5:55 p.m. PWT ORIGINATES: KNX</p>	<p>Cleaning Fluid for Walls and Woodwork <i>Buchanan &amp; Co.</i></p>
<p><b>SUNNYVALE PACKING COMPANY</b> (14th Week on CBS) <b>Jane Endicott, reporter</b> <i>Serial drama</i></p>	<p>Mon., Wed., Fri. 10:45-11:00 a.m. PWT ORIGINATES: KNX</p>	<p>Rancho Soups <i>Lord &amp; Thomas</i></p>
<p><b>UNION OIL COMPANY</b> (70th Week on CBS) <b>Nelson Pringle</b> <i>News analysis</i></p>	<p>Mon. thru Fri. 7:45-8:00 a.m. PWT ORIGINATES: KNX</p>	<p>Gas and Oil <i>Lord &amp; Thomas</i></p>
<p><b>BEKINS VAN AND STORAGE CO.</b> (28th Week on CBS) <b>+Harry W. Flannery</b> <i>News analyst</i></p>	<p>Mon., Wed., Fri. 5:30-5:45 p.m. PWT ORIGINATES: KNX</p>	<p>Moving and Storage <i>Brooks Advertising Agency</i></p>
<p><b>+GOLDEN STATE COMPANY LTD.</b> <b>Dave Lane</b> <i>Songs</i></p>	<p>Mon., Wed., Fri. 3:00-3:15 p.m. PWT ORIGINATES: KNX</p>	<p>Golden-V Vitamin Milk <i>Ruthrauff &amp; Ryan Inc.</i></p>

**COLUMBIA  
CALIFORNIA  
NETWORK**

\*Program or client not listed in previous CBS Program Book.

COLUMBIA  
CALIFORNIA  
NETWORKLUDEN'S, INC.  
(86th Week on CBS)Dave Lane  
SongsTuesday  
9:55-10:00 p.m. PWT  
Thursday  
9:25-9:30 p.m. PWT  
ORIGINATES: KNXMenthol Cough Drops  
J. M. Mathes, Inc.SEASIDE OIL COMPANY  
(51st Week on CBS)

Seaside Spelling Bee Liner

Sunday  
5:30-5:55 p.m. PWT  
ORIGINATES: KNXSeaside Ethyl Gasoline and  
Silverol Motor Oil  
The McCarty CompanyAMERICAN TOBACCO CO.\*  
(44th Week on WABC)

Announcements

Mon. thru Sat.  
12:05-12:07 a.m.Lucky Strike Cigarettes  
Lord & ThomasWABC  
SPONSORED  
PROGRAMSTHE BARBASOL CO.\*  
(15th Week on WABC)Arthur Godfrey  
ParticipationsMon. thru Sat.  
7:00-7:45 a.m.Shaving Cream  
Erwin Wasey & Co., Inc.B.C. REMEDY COMPANY  
(30th Week on WABC)Arthur Godfrey  
ParticipationsMon. thru Sat.  
7:00-7:45 a.m.B.C.  
Charles W. Hoyt &  
Co., Inc.BEECH-NUT PACKING COMPANY\*  
(9th Week on WABC)

Odd Side of the News

Tues., Thurs., Sat.  
8:25-8:30 a.m.Beechies Gum and  
Confections  
Newell-Emmett Co.BOOK HOUSE FOR CHILDREN  
(48th Week on WABC)Woman's Page of the Air  
with Adelaide Hawley  
ParticipationsMonday  
8:45-9:00 a.m.Book House  
Presba, Fellers &  
Presba, Inc.BULOVA WATCH COMPANY  
(658th Week on WABC)

Time Signals

Sun. thru Sat.  
10 Times DailyBulova Watches  
The Biow Company\*EATON PAPER CORP.  
(3rd Week on WABC)Arthur Godfrey  
ParticipationsTues., Thurs., Fri.  
7:00-7:45 a.m."Eaton's Highland"  
Writing Paper  
Grey Advertising  
Agency Inc.\*In addition to the number of weeks in which the client has used CBS Network facilities.  
\*Program or client not listed in previous CBS Program Book.

**WABC  
SPONSORED  
PROGRAMS**  
*Continued*

<p><b>*I. J. FOX*</b> <i>(70th Week on WABC)</i> <b>Announcements</b></p>	<p>Tues., thru Sun. 1:00-2:00 a.m.</p>	<p>Furs</p>
<p><b>GENERAL BAKING COMPANY*</b> <i>(28th Week on WABC)</i> <b>Announcements</b></p>	<p>Mon. thru Sat. 8:00-8:00:40 a.m. 8:13:30-8:14:30 a.m.</p>	<p>Bond Bread <i>Newell-Emmett Co.</i></p>
<p><b>GRIFFIN MANUFACTURING CO., INC.*</b> <i>(29th Week on WABC)</i> <b>Arthur Godfrey</b> <i>Participations</i></p>	<p>Tues., Thurs., Sat. 7:00-7:45 a.m.</p>	<p>Shoe Polish, Whitener, and Dressing <i>Birmingham, Castleman and Pierce, Inc.</i></p>
<p><b>ILLINOIS MEAT COMPANY</b> <i>(22nd Week on WABC)</i> <b>Arthur Godfrey</b> <i>Participations</i></p>	<p>Mon. thru Sat. 6:30-6:55 a.m.</p>	<p>Broadcast Brand Canned Meats <i>Arthur Meyerhoff &amp; Co.</i></p>
<p><b>V. LA ROSA &amp; SONS, INC.</b> <i>(19th Week on WABC)</i> <b>Woman's Page of the Air</b> with Adelaide Hawley <i>Participations</i></p>	<p>Wed., Thurs., Fri. 8:45-9:00 a.m.</p>	<p>La Rosa "Grade A" Macaroni Products <i>M. H. Hackett, Inc.</i></p>
<p><b>P. LORILLARD COMPANY*</b> <i>(38th Week on WABC)</i> <b>Arthur Godfrey</b> <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:45 a.m.</p>	<p>Old Gold Cigarettes <i>J. Walter Thompson Co., Inc.</i></p>
<p><b>MARLIN FIREARMS COMPANY</b> <i>(47th Week on WABC)</i> <b>Early Riser's News</b></p>	<p>Mon. thru Sat. 6:55-7:00 a.m.</p>	<p>Marlin Razor Blades <i>Craven &amp; Hedrick, Inc.</i></p>
<p><b>MELVILLE SHOE COMPANY</b> <i>(176th Week on WABC)</i> <b>Early Morning News</b></p>	<p>Mon., Wed., Fri. 7:45-8:00 a.m.</p>	<p>Thom McAn Shoes <i>Neff-Rogow, Inc.</i></p>
<p><b>*MUTUAL BENEFIT HEALTH AND ACCIDENT ASSOCIATION</b> <b>Arthur Godfrey</b> <i>Participations</i></p>	<p>Mon. thru Sat. 7:00-7:45 a.m.</p>	<p>Health and Accident Policies <i>M. H. Hackett, Inc.</i></p>

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

\*Program or client not listed in previous CBS Program Book.

**PEPSI-COLA COMPANY\****(88th Week on WABC)***The Missus Goes A-Shopping**  
*Quiz*Mon., Wed., Fri.  
8:30-8:45 a.m.Pepsi-Cola  
*Newell Emmett Co.***SHEFFIELD FARMS COMPANY, INC.***(7th Week on WABC)***Woman's Page of the Air**  
with Adelaide Hawley  
*Participations*Tues., Thurs.  
8:45-9:00 a.m.Cottage Cheese  
*N. W. Ayer & Son, Inc.***SOCONY-VACUUM OIL CO., INC.\****(35th Week on WABC)***Mark Hawley**  
*News***John Allen Wolf**  
*News*Mon. thru Sat.  
10:45-11:00 p.m.Gasoline, Oil, and  
Specialties  
*J. Stirling Getchell, Inc.***THE STUDEBAKER CORPORATION\****(9th Week on WABC)***Eric Severeid**  
*News*Mon., Wed., Fri.  
6:10-6:15 p.m.  
Sunday  
12:00-12:15 p.m.Institutional  
*Roche, Williams &  
Cunningham, Inc.***TERMINAL BARBER SHOPS, INC.\****(9th Week on WABC)***Arthur Godfrey**  
*Participations***Woman's Page of the Air**  
with Adelaide Hawley  
*Participations*Mon. thru Sat.  
7:00-7:45 a.m.Barber Shop Services  
*Maxon, Inc.*Tuesday  
8:45-9:00 a.m.Beauty Salons  
*Maxon, Inc.***WASTE PAPER CONSUMING  
INDUSTRIES***(30th Week on WABC)***Arthur Godfrey**  
*Participations*Mon. thru Sat.  
7:00-7:45 a.m.Paper Conservation  
*Olian Advertising Co.***WEST DISINFECTING COMPANY***(39th Week on WABC)***It Takes a Woman**  
with Frances ScottMon., Wed., Fri.  
8:25-8:30 a.m.CN  
*Moser & Cotins, Inc.*

# 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 from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

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

1. NEWS BROADCASTS . . . . .	Page 21
2. DRAMATIC SERIES . . . . .	Page 22
3. WAR PROGRAMS . . . . .	Page 22
4. LIGHT ENTERTAINMENT . . . . .	Page 23
5. SERIOUS MUSIC . . . . .	Page 24
6. EDUCATIONAL PROGRAMS . . . . .	Page 26
7. CHILDREN'S PROGRAMS . . . . .	Page 28
8. PERSONALITIES . . . . .	Page 28
9. RELIGIOUS BROADCASTS . . . . .	Page 28
CBS SHORT WAVE BROADCASTS . . . . .	Page 29
SPECIAL BROADCASTS: MARCH . . . . .	Page 30

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

SCHEDULED PERIODS

MONDAY THRU SUNDAY

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

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

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

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

*(See also sponsored news programs.)*

**Headlines and Bylines**

11:00-11:15 p.m.

EACH SUNDAY

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

**DRAMATIC  
SERIES**

**Columbia Workshop**

2:30-2:55 p.m.

EACH SUNDAY

4:30-5:00 p.m.

EACH SUNDAY

(Starts May 31)

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

APRIL 5: "Miracle of the Danube" by Maxwell Anderson. Charles Vanda directs.

APRIL 12: "He Shoulda Stood in Elba" by Ralph Tolleris.

APRIL 19: "Play Ball" by Lou Hazam, Earl McGill directs.

APRIL 26: "Looking for Susie" by Fifi Garbat and Carol Warner. Guy Della-Cioppa directs.

Previously performed Workshop productions of unusual interest and merit are presented in a summer series of Columbia Workshop Revivals.

**WAR  
PROGRAMS**

**Report to the Nation**

9:30-10:00 p.m.

EACH TUESDAY

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

**Spirit of '42**

2:00-2:30 p.m.

EACH SUNDAY

Concerts given by the Navy, Marine, and Army Bands are broadcast each week with brief addresses by high-ranking officers.

**Victory Begins at Home**

11:00-11:15 a.m.

MONDAY, WEDNESDAY, FRIDAY

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

**They Live Forever**

10:30-11:00 p.m.

EACH SUNDAY

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

**Calling Pan-America**

6:15-6:45 p.m.

EACH SATURDAY

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



**WAR  
PROGRAMS**

**This Is War!**

7:00-7:30 p.m.

EACH SATURDAY

*(Ends May 2)*

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

**Women in War**

7:00-7:30 p.m.

EACH SATURDAY

*(Starts May 9)*

Produced by the CBS Hollywood studios, this program is designed to give a clear and inspiring picture of women's effort in the war program.

**God's Country**

11:15-11:30 a.m.

EACH SATURDAY

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

**F.O.B.**

3:30-4:00 p.m.

EACH SATURDAY

WJR and CBS present a program of music by the WJR orchestra, songs by the WJR chorus, and a report by a leading industrial leader on the progress Detroit is making in the production of war material.

**U. S. Marine Band**

10:00-10:30 a.m.

EACH SATURDAY

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

**The United States' War Aims**

6:15-6:30 p.m.

EACH THURSDAY

*(Starts April 2)*

What we are fighting for is discussed by notable speakers in a series of six weekly programs arranged at the request of the War Department and designed to make our fighting men the best informed in the world.

APRIL 2: Edward R. Murrow, "The Road to War"; APRIL 9: Leigh White, "The War to Date"; APRIL 16: William L. Shirer, "Your Enemies, the Fascists"; APRIL 23: Quentin Reynolds, "Our Allies, Your Comrades in Arms"; APRIL 30: Herbert Agar, "What We Are Fighting For"; MAY 7: Sergeant Alvin C. York, "A Freedom Worth Fighting For".

**What's New At The Zoo?**

1:35-2:00 p.m.

EACH SUNDAY

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

**LIGHT  
ENTERTAIN-  
MENT**

**LIGHT  
ENTERTAIN-  
MENT**  
*Continued*

<p><b>Matinee at Meadowbrook</b> 4:00-4:30 and 4:35-5:00 p.m. EACH SATURDAY</p>	<p>An hour jamboree of dance music for "young minded" Columbia listeners, featuring the orchestra of Glen Gray.</p>
<p><b>Sing Along</b> 5:30-5:45 p.m. MONDAY THRU FRIDAY</p>	<p>This program provides a golden opportunity for all bathroom baritones and kitchen contraltos. It invites the listener to act as soloist, with the accompaniment of the Landt Trio.</p>
<p><b>Vera Barton</b> 6:30-6:45 p.m. TUESDAY AND THURSDAY</p>	<p>Miss Barton, young song stylist, is featured in a series of programs of popular songs. Walter Gross conducts the orchestra.</p>
<p><b>Golden Gate Quartet</b> <b>Four Clubmen, Symphonettes</b> VARIOUS HOURS</p>	<p>These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.</p>
<p><b>The Romance of Latin America</b> 10:30-10:45 p.m. EACH MONDAY</p>	<p>This program features Alfredo Antonini's orchestra and Olga Coelho's singing. It also presents each week a legend of South America with special music composed by Terig Tucci. Joe Gratz is the writer-director.</p>
<p><b>Dance Orchestra</b> VARIOUS HOURS MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening.</p>

**SERIOUS  
MUSIC**

<p><b>New York Philharmonic-Symphony Orchestra</b> 3:00-4:30 p.m. EACH SUNDAY <i>(Ends April 19)</i></p>	<p>The New York Philharmonic-Symphony Orchestra, broadcasting for the twelfth consecutive year on CBS, is celebrating its centennial season. Bruno Walter and John Barbarolli conduct. Deems Taylor is intermission commentator.</p>
<p><b>Columbia Broadcasting Symphony</b> 3:00-4:30 p.m. EACH SUNDAY <i>(Starts April 26)</i></p>	<p>Howard Barlow, brilliant conductor, brings back the Columbia Broadcasting Symphony for its seventh series of summer concerts.</p>
<p><b>Cleveland Orchestra</b> 5:00-6:00 p.m. EACH SATURDAY</p>	<p>WGAR and CBS present the famous Cleveland Orchestra in a weekly series of symphony concerts originating from Severance Hall in Cleveland. Dr. Artur Rodzinski conducts the orchestra. Kay Halle is program commentator.</p>

**Philharmonic Young  
People's Concert**11:05-12:00 noon  
SATURDAY, APRIL 18

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

**Budapest String Quartet**5:00-6:00 p.m.  
EACH SATURDAY  
(Starts April 25)

From the Library of Congress in Washington, D. C., CBS airs these programs of chamber music by this famed instrumental group.

**Columbia's Weekday  
Schedule of Fine Music**3:30-4:00 p.m.  
SUNDAY THRU SATURDAY

This is an unusual series of programs, embracing great symphonic, vocal and chamber music works. It includes seldom-performed American works, standard and little-known concerti, and great songs of all the ages.

**SUNDAYS:** 11:05 to 11:30 a.m., April 5-May 3, Milestones in American Music; May 10-June 28, Vera Brodsky, pianist.

**MONDAYS:** 3:30 to 4:00 p.m., April 6, Stars in the Orchestra, Vera Brodsky, pianist; April 13-April 27, League of Composers with the Columbia Concert Orchestra, Howard Barlow conducting; May 4, Columbia Concert Orchestra conducted by Francisco Mignone; May 11-May 25, One-act operas, Bernard Herrmann conducting; June 1-June 29, Compositions with voice, Bernard Herrmann conducting.

**TUESDAYS:** 3:30 to 4:00 p.m., April 7-April 21, Eileen Farrell, Robert Nicholson, with the Deutsch Ensemble; April 28-June 30, Navy Band.

**WEDNESDAYS:** 3:30 to 4:00 p.m., April 8-April 22, Keyboard Concert Series; April 29-July 1, Eileen Farrell and Columbia Concert Orchestra, Howard Barlow conducting.

**THURSDAYS:** 3:30 to 4:00 p.m., April 9-May 28, Cincinnati Conservatory of Music; June 4-July 2, Keyboard Concerts.

**FRIDAYS:** 3:30 to 4:00 p.m., April 11-July 3, British-American Festival Series, Bernard Herrmann conducting.

**SATURDAYS:** 5:00 to 5:30 p.m., June 6-July 4, The Columbia String Orchestra.

**SERIOUS  
MUSIC**  
*Continued*

**From the Organ Loft**  
9:15-9:45 a.m.  
EACH SUNDAY

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

**EDUCATIONAL  
PROGRAMS**

**CBS ADULT  
EDUCATION BOARD**

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

**School of the Air of the Americas**  
9:15-9:45 a.m.  
(Eastern Time Zone)  
2:30-2:55 p.m.  
(Central Time Zone)  
9:30-10:00 a.m.  
(Mountain Time Zone)  
1:30-2:00 p.m.  
(Pacific Time Zone)  
MONDAY THRU FRIDAY

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

**MONDAYS — *Americans at Work***

- APRIL 6: Waterpower Workers.
- APRIL 13: Forest Rangers.
- APRIL 20: Coastguards.

**TUESDAYS — *Music of the Americas***

- APRIL 7: Symphonic Compositions.
- APRIL 14: The Abstract Modernists.
- APRIL 21: A Résumé and Speculation on the Future.

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

- APRIL 8: The Lone Star Rises.
- APRIL 15: Gateway to the Setting Sun.
- APRIL 22: Wheels Roll Westward.

**THURSDAYS — *Tales from Far and Near***

- APRIL 9: The Kid from Tomkinsville.
- APRIL 16: To be announced.
- APRIL 23: Oscar, the Trained Seal and Oscar in the Hospital.

**FRIDAYS — *This Living World***

- APRIL 10: The Americas and the Far East.
- APRIL 17: The European Struggle.
- APRIL 24: The World to Come.

(These programs suspend for the summer April 24, and they will be resumed October 5.)

EDUCATIONAL  
PROGRAMS**Invitation to Learning**

11:30-12:00 noon

EACH SUNDAY

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

APRIL 5: Doyle "Sherlock Holmes".

APRIL 12: Horace "Odes and Satires".

APRIL 19: Rabelais "Gargantua and Pantagruel".

APRIL 26: Descartes "Discourse on Method".

MAY 3: James "Turn of the Screw".

MAY 10: Bible "Psalms".

MAY 17: Ibsen "Wild Duck".

MAY 24: Rousseau "Social Contract".

MAY 31: U. S. Grant "Memoirs".

**The People's Platform**

8:30-8:55 p.m.

EACH THURSDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and an informal exchange of ideas.

**Columbia's Country Journal**

3:00-3:30 p.m.

EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a roundup of farm news, and interviews distinguished agricultural authorities and leaders. From Washington, Charles Worcester summarizes the week's agricultural news.

**Spotlight on Asia**

4:15-4:30 p.m.

EACH MONDAY

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

**Living History**

4:15-4:30 p.m.

EACH TUESDAY

An outstanding historian is invited to the microphone to discuss and interpret recent happenings in terms of the past history.

**Children Also Are People**

4:15-4:30 p.m.

EACH WEDNESDAY

Weekly talks are presented by specialists in the field of child guidance.

**Highways to Health**

4:15-4:30 p.m.

EACH THURSDAY

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

**EDUCATIONAL  
PROGRAMS***Continued***Exploring Space**

4:15-4:30 p.m.

EACH FRIDAY

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

**Of Men and Books**

2:05-2:30 p.m.

EACH SATURDAY

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

**Adventures in Science**

1:30-1:45 p.m.

EACH SATURDAY

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

**CHILDREN'S  
PROGRAMS****Let's Pretend**

11:30-12:00 noon

EACH SATURDAY

1:00-1:30 p.m.

SATURDAY, APRIL 18 ONLY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has in 1941 won awards from the Women's Press Club, Motion Picture Daily, and Ohio State University.

**PERSONALITIES****The Garden Gate**

9:30-10:00 a.m.

EACH SATURDAY

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

**Olga Coelho and Burl Ives**

10:30-10:45 p.m.

EACH FRIDAY

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

**RELIGIOUS  
BROADCASTS****Church of the Air**

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is in its eleventh consecutive year of Sunday morning and afternoon religious broadcasts. The pulpit of Columbia's Church of the Air is available, impartially, to all religious faiths in America, and speakers who use this pulpit enjoy freedom of expression, so long as their messages in no way attack the religious faith of others.

**Wings Over Jordan**

10:30-11:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals presents talks by outstanding Negro leaders in all fields of endeavor. Rev. Glenn T. Settle conducts the program which also features the 30 voice Wings Over Jordan Choir.

**News and News Features**

In English:

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

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

4:30-4:45 p.m.

In French:

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

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

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

4:15-4:30 p.m.

In German:

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

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

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

4:00-4:15 p.m.

In Italian:

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

12:00 noon-12:15 p.m., 12:15-12:30 p.m.

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

In Polish:

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

In Serbo-Croatian

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

In Dutch:

1:30-1:45 p.m.

In Swedish:

9:45-10:00 a.m., 1:45-2:00 p.m.

In Turkish:

11:45-12:00 noon

In Arabic:

11:30-11:45 a.m.

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

**SPECIAL CBS  
SHORT WAVE  
BROADCASTS  
TO EUROPE  
AND THE  
NEAR EAST***WCBX New York**WCRC New York**WCDA New York***News and News Features**

In Spanish:

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

7:00-7:15 p.m., 8:45-9:00 p.m.

10:00-10:15 p.m.

In Portuguese:

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

8:45-9:00 p.m.

In English:

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

From late afternoon to late evening, WCBX, WCRC, and WCDA direct their powerful beams to Latin America. These broadcasts, in Spanish and Portuguese, bring to Columbia's new Network of the Americas—Cadenas de las Americas—a growing parade of the best entertainment in the hemisphere. News leads off Columbia's Latin American broadcasting each day, and other news and news-feature periods are transmitted throughout the evening.

**SPECIAL CBS  
SHORT WAVE  
BROADCASTS  
TO LATIN  
AMERICA***WCBX New York**WCRC New York**WCDA New York*

# SPECIAL BROADCASTS: MARCH

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 issue of THE COLUMBIA PROGRAM BOOK.

## PUBLIC AFFAIRS

MARCH 1: Miss Irene Ward, chairman of the British Woman Power Committee, and Dr. Lena M. Phillips spoke on the Eighth Annual Observance of International Day of International Federation of Business and Professional Women, 7:15-7:30 p.m.

MARCH 1: Assistant Secretary of War John J. McCloy spoke on "The Army Seeks Officers", from Washington, 12:15-12:30 p.m.

MARCH 3: Senator Edwin C. Johnson, under the auspices of World Peaceways, Inc., delivered an address on "A People's War and Peace", 10:30-10:45 p.m.

MARCH 5: Floyd B. Odlum spoke in connection with the annual dinner of the Greater New York Safety Council on the topic "Safety Speeds Victory", 11:15-11:30 p.m.

MARCH 6: Henry F. Pringle, Acting Assistant Director, Bureau of Production, Office of Facts and Figures, spoke on "The Strategy of Truth" before the National Council of Women of the U. S. Inc., 4:30-4:45 p.m.

MARCH 7: Miss Julia C. Stimson, chairman of the Nursing Council on National Defense, discussed the need for recruitment of student nurses, 1:25-1:30 p.m.

MARCH 7: Mrs. L. Frissell, Miss Mildred Lynn, and Dr. Henry Darlington spoke on "Salvage for the Defense Program", 11:05-11:15 a.m.

MARCH 7: C. A. Barnett, Director of Associated National Press and William I. Bibson, Managing Editor of Afro-American Newspaper discussed the National Negro Newspaper Week, 10:15-10:30 p.m.

MARCH 7: Mr. Joseph T. Higgins, Collector of Internal Revenue, Third District of New York, spoke on "Your Income Tax", 1:45-2:00 p.m.

MARCH 8: Sir Girja Shankar Bajpai, Agent General of the Government of India in U. S., spoke under the auspices of the Institute for Pacific Relations, 7:15-7:30 p.m.

MARCH 10: Senator James E. Murray discussed the problems of small business in these times under the auspices of the American Business Congress, 10:30-10:45 p.m.

MARCH 14: Celebrating the 13th Anniversary of the Camp Fire Girls of America, Vincent Price and a supporting cast dramatized the work of this group, 1:15-1:30 p.m.

MARCH 14: Miss Erika Mann, daughter of Thomas Mann, spoke on "Music in Wartime" in reply to Deems Taylor's Philharmonic broadcast of February 22, 10:15-10:30 p.m.



**MARCH 14:** Dr. Hu Shih, Ambassador of the Chinese Republic to the United States, spoke on "China, Too, Is Fighting to Preserve a Way of Life", at the Annual Joint Luncheon of the High School Teachers Association of New York City, 2:30-3:00 p.m.

**MARCH 17:** Mrs. Carmel Snow, Editor of Harper's Bazaar spoke on "Women's Fashions in Wartime", 6:30-6:45 p.m.

**MARCH 21:** L. W. Tomarkin, National Chairman and Founder of the Legion of Alien Volunteer Blood Donors for the American Red Cross, discussed "Alien Physicians Blood Donors Day", 2:50-3:00 p.m.

**MARCH 21:** Under Secretary of the Navy James V. Forrestall and Vice Admiral S. M. Robinson, Chief of Procurement and Material, delivered talks on "The Navy's Production Needs", 10:15-10:30 p.m.

**MARCH 23:** Attorney General Francis Biddle discussed the subject "Internal Tolerance", from the Mayflower Hotel in Washington, 10:30-10:45 p.m.

**MARCH 24:** Representative Charles I. Faddis, Democrat of Pennsylvania, delivered an address on "The Shortage of Scrap Iron in the United States", 10:30-10:45 p.m.

**MARCH 28:** Dr. H. V. Evatt, Attorney General and Minister for External Affairs in Australian Government, spoke from the Overseas Writers Banquet. He was introduced by Barret Never, President of the Overseas Writers Club, 10:15-10:30 p.m.

**MARCH 29:** Edward R. Murrow, Chief of the CBS Foreign Correspondents, introduced Ambassador John G. Winant, who spoke about conditions in England, 7:15-7:30 p.m.

## **SPECIAL EVENTS**

**MARCH 9:** President Roosevelt, Vice President Wallace, and Secretary of Agriculture Wickard spoke to farmers and to consumers of farm products on "Speeding Wartime Farm Production", 9:45-10:03 p.m.

**MARCH 10:** Ed (Archie) Gardner, George Jessel, Sophie Tucker, and Dinah Shore were heard in a network preview of the Navy Relief Show in New York's Madison Square Garden, 11:30-12:00 midnight.

**MARCH 29:** CBS, mindful of the travail of a world at war, hailed the recurring miracle of the Resurrection in seventeen programs broadcast during the Holy Week, from Palm Sunday through Easter. Included in these broadcasts were the sunrise Easter service from Arlington Cemetery, Easter messages from Prelates of many creeds, and the traditional performance of Brahms' "Requiem".

**MARCH 29:** The world premiere of Randall Thompson's "Solomon and Ballris", an opera commissioned jointly by the Columbia Broadcasting System and the League of Composers, was performed under the direction of Howard Barlow. Mona Paulee, Nadine Conner, John Gurney, and Carlo Corelli were soloists, 1:35-2:30 p.m.

**MARCH 29:** Mme. Maria Kurenko, internationally famed soprano, was soloist on the Russian War Relief program from Chicago, 11:15-11:30 p.m.

**MARCH 31:** Admiral E. J. Marquart, commandant of the Third Naval District, and Dr. David de Sola Pool, official advisor to the War and Navy Departments on religious matters pertaining to men in the armed forces were heard on a special program on the eve of the Feast of the Passover, 10:00-10:30 p.m.





## THE COLUMBIA BROADCASTING SYSTEM

*Sales and administrative offices:* 485 Madison Avenue, New York • 182 Tremont Street, Boston  
410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building  
St. Louis • 625 Second Avenue, South, Minneapolis • Wilder Building, Charlotte, North  
Carolina • Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel,  
San Francisco • 84 Hallam Street, W.1, London • Cable address, Columbia, New York