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THE COLUMBIA PROGRAM BOOK

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CBS SUSTAINING PROGRAMS: pp. 25 to 47

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CBS SPONSORED PROGRAMS

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

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ADVERT
PERFORMANCE OF HELEN TRENT <i>Sial drama</i> See S. BOYLE CO. also, page 5)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM, CHICAGO	Blackett-Sample-Hummert, Inc.	221 Weeks
YOU HIT PARADE, with Carl Hoff's Orchestra; The Star; Buddy Clark, Fredda Johnson and the Songsmiths <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC, NEW YORK	Lord and Thomas	96 Weeks
YOU NEWS PARADE with Edwin C. Hill <i>News commentator</i>	Mon. thru Fri. 12:15-12:30 p.m. ORIGINATES: WABC, NEW YORK		
MANO MAN SPORTS, with Mark Kelly and Tom Hanlon <i>Tkts</i>	†Thursday 7:00-7:15 p.m. PST ORIGINATES: KNX, HOLLYWOOD	Lawrence C. Gumbinner Agency	34 Weeks
HAMMERSTEIN MUSIC HALL, with Ed Hammerstein as MC, The Stars and Orchestra <i>Variety show</i>	Friday, March 4, 11 and 18 only 8:00-8:30 p.m. ORIGINATES: WABC, NEW YORK	Blackett-Sample-Hummert, Inc.	343 Weeks
URGAL, SUNDAY <i>Sial drama</i> See DOLYNOS COMPANY also, page 13)	Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC, NEW YORK		49 Weeks
ARTHUR GODFREY <i>Songs and Patter</i>	Mon. and Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> <i>Fri., 12-12:15 a.m.</i> ORIGINATES: WJSV, WASH., D.C.	Erwin, Wasey & Company, Inc.	274 Weeks
SECOND HUSBAND with Helen Menken, presented by the Famous Actors' Guild <i>Dramatic</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC, NEW YORK	Blackett-Sample-Hummert, Inc.	338 Weeks

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

CBS SPONSORED PROGRAMS

BAYUK CIGARS, INC.	Philadelphia Bayuk Cigar
A. S. BOYLE COMPANY	Old English No-Rubbing Floor Wax
BREWERS' COOPERATIVE	Beer
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
GEORGE W. CASWELL COMPANY	Coffee
CHESEBROUGH MANUFACTURING COMPANY	Vaseline Preparations
CHRYSLER CORPORATION	Chrysler DeSoto Dodge Plymouth

PROGRAM	TIME	AGENCY	WEEKS
CALIFORNIA SPORTS REVIEW, with Sam Balter <i>Sport comment</i>	†† Mon., Wed., Fri. 9:30-9:45 p.m. PST ORIGINATES: KNX, HOLLYWOOD	McKee, Albright & Ivey, Inc.	1 Week
THE ROMANCE OF HELEN TRENT <i>Social drama</i> (see FILIATED PRODUCTS, INC. also, page 3)	Thurs. and Fri. 12:30-12:45 p.m.	Blackett-Sample-Hummert, Inc.	146 Weeks
THE MONDAY NIGHT SHOW with Lou Holtz, Ted Husing, Ray Thompson Trio and Richard Kirner's Orchestra <i>Comedy and Music</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC, NEW YORK	United States Advertising Corp.	Starts March 7
HOLLYWOOD HOTEL, with Frances Ford, Jerry Cooper, Anne Brown, Ken Niles, Raymond Whitt's Orchestra, Ken Murray and Oswald," and Guests <i>Dramatic musical revue</i>	Friday 9:00-10:00 p.m. ORIGINATES: KNX, HOLLYWOOD	Ward Wheelock Company	174 Weeks
THE TALKING BUREAU, with Elma Latta Hackett <i>Party suggestions</i>	†† Tuesday 2:30-2:45 p.m. PST ORIGINATES: KSFO, SAN FRANCISCO	Long Advertising Service	7 Weeks
THE CHRISTIAN OF RIVER'S END, starring Jean Hersholt <i>Dramatic</i>	Sunday 2:30-3:00 p.m. <i>Rebroadcast</i> 5:30-6:00 p.m. ORIGINATES: KNX, HOLLYWOOD	McCann-Erickson, Inc.	18 Weeks
MAJOR BOWES' AMATEUR HOUR <i>Amateurs, with Major Bowes</i> <i>Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC, NEW YORK	Ruthrauff & Ryan, Inc.	104 Weeks

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

CBS SPONSORED PROGRAMS

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

<p>THE SONGSHOP, with Frank Crumit, MC; with Ed Kennedy, Alice Cornett, with the Choral Ensemble, with the Haenschen's Orchestra and Cest Star <i>Musical</i></p>	<p>Friday 10:00-10:45 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>D'Arcy Advertising Co., Inc.</p>	<p>52 Weeks</p>
<p>THE JUSTERS <i>Poet-file dramatizations</i></p>	<p>Wednesday 10:00-10:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Benton & Bowles, Inc.</p>	<p>112 Weeks</p>
<p>THE GRAND MARGE <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>105 Weeks</p>
<p>THE LLOP HOUSE, with Bess Johnson <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>107 Weeks</p>
<p>THE EPOTHER <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 5:30-5:45 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Benton & Bowles-Chicago, Inc.</p>	<p>48 Weeks</p>
<p>THE KITTY KELLY <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Benton & Bowles, Inc.</p>	<p>156 Weeks</p>
<p>THE SCOLOR'S CHILDREN <i>Serial drama</i></p>	<p>Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Roche, Williams & Cunningham, Inc.</p>	<p>166 Weeks</p>
<p>THE ENNER, with Jimmy Grier's Orchestra, and Austin and Julie Gibson <i>Comedy and music</i></p>	<p>Sunday 6:00-6:30 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>195 Weeks</p>

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in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

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

† Columbia Pacific Network Only
†† Columbia California Network Only

<p>CACADE OF AMERICA, th on Voorhees' Orchestra <i>D. natizations and music</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC, NEW YORK</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>138 Weeks</p>
<p>SECRET AMBITION, th om Breneman and Orchestra <i>Mical</i></p>	<p>†Sunday 7:30-8:00 p.m. PST ORIGINATES: KSFO, SAN FRANCISCO</p>	<p>Botsford, Constantine & Gardner</p>	<p>91 Weeks</p>
<p>NO MANNING <i>Commentator</i></p>	<p>††Tuesday 5:30-5:45 p.m. PST ORIGINATES: KNX, HOLLYWOOD</p>	<p>Sidney Garfinkel Advertising Agency</p>	<p>15 Weeks</p>
<p>ni Post, HOW TO GET THE OS OUT OF LIFE <i>Tics</i></p>	<p>Tues. and Thurs. 10:30-10:45 a.m. ORIGINATES: WABC, NEW YORK</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>19 Weeks</p>
<p>ENY EVENING HOUR, or Symphony Orchestra and no s, Sir Ernest MacMillan, nector; Guest Soloists <i>Siphonic music, and talks by</i> V. Cameron</p> <p>ATH THE FUN GO BY, esenting Al Pearce and His an; Guest; Arlene Harris; "Tizzie st; Carl Hoff's Orchestra <i>Comedy and variety</i></p>	<p>Sunday 9:00-10:00 p.m. ORIGINATES: WBBM, CHICAGO</p> <p>Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC, NEW YORK</p>	<p>N. W. Ayer & Son, Inc.</p>	<p>213 Weeks</p>
<p>Y LOMBARDO d is Orchestra <i>Popular music</i></p>	<p>Sunday 5:30-6:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>373 Weeks</p>

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
GENERAL FOODS CORPORATION	Sanka Coffee Swans Down Cake Flour Calumet Baking Powder La France Minute Tapioca Satina* Postum Huskies
GENERAL MILLS, INC.	Bisquick Gold Medal Kitchen-Tested Softasilk Wheaties

**Minute Tapioca is advertised on Mondays, Wednesdays and Fridays; La France and Satina on Tuesdays and Thursday*

<p>THE PEOPLE with Gabriel Heatter, director and Mark Warnow's Orchestra <i>Real-life experiences</i></p>	<p>Thursday 7:30-8:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Young & Rubicam, Inc.</p>	<p>158 Weeks</p>
<p>THE SMITH HOUR, with Mack Miller's Orchestra, Frank Sinatra and Guest Stars <i>Variety show</i></p>	<p>Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30-12:30 a.m. ORIGINATES: WABC, NEW YORK</p>		
<p>MARGARET MCBRIDE <i>Bio columnist</i></p>	<p>Mon. thru Fri. 12:00-12:15 p.m. ORIGINATES: WABC, NEW YORK</p>		
<p>MAND ABNER <i>Serial drama</i></p>	<p>Mon., Wed., Fri. 6:45-7:00 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX, HOLLYWOOD</p>		
<p>BOE CARTER <i>Nus commentator</i></p>	<p>Mon. thru Fri. 6:30-6:45 p.m. <i>Rebroadcast</i> 8:45-9:00 p.m. ORIGINATES: WCAU, PHILADELPHIA</p>	<p>Benton & Bowles, Inc.</p>	
<p>SOI MEDAL FEATURE HOUR</p>			
<p>Itty and Bob <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:00-1:15 p.m.</p>	<p>Blackett-Sample-Hummert, Inc. Knox Reeves Advertising, Inc.</p>	<p>365 Weeks</p>
<p>Hymns of All Churches <i>Choir</i></p>	<p>Mon., Tues., Thu. 1:15-1:30 p.m.</p>		
<p>Itty Crocker <i>Cooking expert</i></p>	<p>Wed. and Fri. 1:15-1:30 p.m.</p>		
<p>Arnold Grimm's Daughter <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:30-1:45 p.m.</p>		
<p>Valiant Lady <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:45-2:00 p.m. ORIGINATE: WBBM, CHICAGO</p>		

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
GULF OIL CORPORATION	Motor Oil and Gas
H. J. HEINZ COMPANY	57 Varieties
HUDSON MOTOR CAR COMPANY	Hudson Hudson Terraplane
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
LEHN & FINK PRODUCTS COMPANY	Lysol Pebeco Toothpaste

BAKER and company, Oscar Bradley's Orchestra <i>Variety show</i>	Sunday 7:30-8:00 p.m. ORIGINATES: KNX, HOLLYWOOD	Young & Rubicam, Inc.	212 Weeks
THE Z MAGAZINE OF THE AIR, Channing Pollock, editor; Leon Bowe, tenor and Warshawsky's Orchestra	Sunday 5:00-5:30 p.m. ORIGINATES: WABC, NEW YORK	Maxon, Inc.	104 Weeks
L KENNEDY'S ROMANCE <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. ORIGINATES: WABC, NEW YORK		
BOY LOBBY, Dave Elman, interviewer; May Salter's Orchestra <i>Musical and interviews</i> (March 9, ORIGINATES: WJR, DETROIT)	Wednesday 7:15-7:45 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC, NEW YORK	Brooke, Smith & French, Inc.	52 Weeks
DU GAL, SUNDAY <i>Serial drama</i> (See NACIN COMPANY also, page 3)	Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC, NEW YORK	Blackett-Sample-Hummert, Inc.	195 Weeks
WINE KING and his Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WBBM, CHICAGO	Lord and Thomas	130 Weeks
DALLAN ROY DAFOE <i>Talks</i>	Mon., Wed., Fri. 4:45-5:00 p.m. ORIGINATES: CALLANDER, ONT.	Lennen & Mitchell, Inc.	86 Weeks
OLLOW THE MOON, Elsie Hitz and Nick Dawson <i>Serial drama</i>	Mon. thru Fri. 5:00-5:15 p.m. ORIGINATES: WABC, NEW YORK		169 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
LEHN & FINK PRODUCTS COMPANY <i>Continued</i>	Hind's Honey & Almond Cr Tussy Lipstick
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso Lifebuoy Rinso Sprv

††Columbia California Network O

<p>OF MARY SOTHERN <i>serial drama</i></p>	<p>Mon. thru Fri. 5:15-5:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>William Esty & Company, Inc.</p>	<p>87 Weeks</p>
<p>HAWAIIAN MOON CASINO <i>revue</i></p>	<p>††March 3 only 9:45-10:00 p.m. PST ORIGINATES: KNX, HOLLYWOOD</p>		<p>22 Weeks</p>
<p>LUX RADIO THEATRE, stars of stage and screen <i>dramatic; Cecil B. De Mille, director</i></p>	<p>Monday 9:00-10:00 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>J. Walter Thompson Company</p>	<p>127 Weeks</p>
<p>Edward G. Robinson MAGIC TOWN, with Claire Trevor <i>dramatic</i></p>	<p>Tuesday 8:00-8:30 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>19 Weeks</p>
<p>A JOLSON SHOW with Martha Raye, Pakyarkus, Victor Young's Orchestra and guest stars <i>Comedy and music</i></p>	<p>Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. ORIGINATES: KNX, HOLLYWOOD</p>		<p>93 Weeks</p>
<p>B SISTER <i>serial drama</i></p>	<p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>77 Weeks</p>
<p>ANT JENNY'S REAL LIFE STORIES <i>Dramatic</i></p>	<p>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC, NEW YORK</p>		<p>59 Weeks</p>

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CBS SPONSORED PROGRAMS

LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
P. LORILLARD COMPANY	Old Gold Cigarettes
NASH-KELVINATOR CORPORATION	Nash Motor Cars
PET MILK SALES CORPORATION	Irradiated Pet Milk

<p>STERFIELD PRESENTS are Kostelanetz's Concert Orchestra; Lawrence Tibbett; ns Taylor, commentator; al Douglas, announcer <i>Orchestral and vocal music</i></p>	<p>Wednesday 9:00-9:30 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Newell-Emmett Co., Inc.</p>	<p>267 Weeks</p>
<p>AL WHITEMAN'S PROGRAM, Mer Wakefield, MC; Guest Star <i>Variety show</i></p>	<p>Friday 8:30-9:00 p.m. <i>Rebroadcast 11:30-12:00 p.m.</i> ORIGINATES: WABC, NEW YORK</p>		<p>46 Weeks</p>
<p>HOLLYWOOD SCREENSCOOPS, Gerge McCall, commentator <i>Motion-picture news</i></p>	<p>Tues. and Thurs. 7:15-7:30 p.m. <i>Rebroadcast 11:15-11:30 p.m.</i> ORIGINATES: KNX, HOLLYWOOD</p>	<p>Lennen & Mitchell, Inc.</p>	<p>113 Weeks</p>
<p>PROFESSOR QUIZ, w/ Bob Trout <i>Questions and answers</i></p>	<p>Saturday 9:00-9:30 p.m. <i>Rebroadcast 12:00-12:30 a.m.</i> ORIGINATES: WABC, NEW YORK</p>	<p>Geyer, Cornell & Newell, Inc.</p>	<p>52 Weeks</p>
<p>MARY LEE TAYLOR, hae economist <i>Household advice</i></p>	<p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast 3:00-3:15 p.m.</i> ORIGINATES: KMOX, ST. LOUIS</p>	<p>Gardner Advertising Company</p>	<p>226 Weeks</p>
<p>SATURDAY NIGHT SERENADE, My Eastman, soprano; Bill Perry, tor, and Gustave Haenschen's Orchestra and Mixed Chorus <i>Musical</i></p>	<p>Saturday 9:30-10:00 p.m. ORIGINATES: WABC, NEW YORK</p>		

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
PHILLIPS PETROLEUM COMPANY	Phillips 66 Phillips 66 Motor Oil
PONTIAC MOTOR COMPANY	Pontiac Cars
THE PROCTER & GAMBLE COMPANY	Chipso Ivory Soap Oxydol Dreft Oxydol
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco

<p>SONNY PRESENTS Mrs Morgan's Orchestra, Charles Martin's Dramatizations, Frances Blair, Genevieve Rowe, Glenn Cross and Ray Block's Swing Fourteen <i>Variety and dramatic interludes</i></p>	<p>Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>The Biow Company, Inc.</p>	<p>81 Weeks</p>
<p>PHILLIPS POLY FOLLIES, with Ben Feld's Orchestra; Lorraine Gunn, soprano; Al Cameron, MC <i>Variety</i></p>	<p>Tuesday 10:30-11:00 p.m. ORIGINATES: KMOX, ST. LOUIS</p>	<p>Lambert & Feasley, Inc.</p>	<p>93 Weeks</p>
<p>NEWS THROUGH A WOMAN'S EYES Kathryn Cravens <i>News comments</i></p>	<p>Mon., Wed., Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 5:30-5:45 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>MacManus, John & Adams. Inc.</p>	<p>121 Weeks</p>
<p>THE ROAD OF LIFE <i>Serial drama</i></p>	<p>Mon. thru Fri. 9:30-9:45 a.m.</p>	<p>Pedlar & Ryan, Inc.</p>	<p>174 Weeks</p>
<p>THE O'NEILLS <i>Serial drama</i></p>	<p>2:15-2:30 p.m.</p>	<p>Compton Advertising, Inc.</p>	
<p>THE GOLDBERGS <i>Serial drama</i></p>	<p>4:30-4:45 p.m. ORIGINATE: WABC, NEW YORK</p>	<p>Blackett-Sample-Hummert, Inc.</p>	
<p>KATY KEENE <i>Serial drama</i></p>	<p>4:30-4:45 p.m.</p>		
<p>M. PERKINS <i>Serial drama</i></p>	<p>10:45-11:00 a.m. ORIGINATE: WBBM, CHICAGO</p>		
<p>THE MICHEL CARAVAN JACK OAKIE with Stuart Erwin, Bob Stafford, Raymond Hatton, Helen Lynd, Harry Barris, Glee Club and Georgie Stoll's Orchestra† <i>Music and guest comedians</i> †through March 22 only. Beginning March 28, Eddie Cantor will broadcast for the sponsor, Mondays, 7:30-8:00 p.m.</p>	<p>Tuesday 9:30-10:00 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>William Esty & Company, Inc.</p>	<p>244 Weeks</p>

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

CBS SPONSORED PROGRAMS

<p>R. J. REYNOLDS TOBACCO COMPANY <i>Continued</i></p>	<p>Camel Cigarettes Prince Albert Smoking Tobac</p>
<p>RIO GRANDE OIL, INC.</p>	<p>Petroleum Products</p>
<p>ROMA WINE COMPANY</p>	<p>Cella Grape Juice</p>
<p>SKELLY OIL COMPANY</p>	<p>Petroleum Products</p>
<p>TEA GARDEN PRODUCTS COMPANY</p>	<p>Tea Garden Products</p>
<p>THE TEXAS COMPANY</p>	<p>Texaco Petroleum Products</p>
<p>UNITED STATES TIRE DEALERS MUTUAL CORPORATION</p>	<p>U. S. Royal Master Tires</p>

†Columbia Pacific Network Only
††Columbia California Network Onl

<p>BENNY GOODMAN with his Orchestra <i>Music and guests</i></p>	<p>Tuesday 10:00-10:30 p.m. (Starting March 29, 9:30-10:00 p.m.) ORIGINATES: WABC, NEW YORK</p>	<p>William Esty & Company, Inc.</p>	<p>244 Weeks</p>
<p>CALLING ALL CARS <i>Police file dramatizations</i></p>	<p>††Tuesday 7:30-8:00 p.m. PST ORIGINATES: KNX, HOLLYWOOD</p>	<p>Hixson-O'Donnell, Inc.</p>	<p>234 Weeks</p>
<p>THE TOAST OF THE TOWN, with Albert White's Orchestra <i>Musical</i></p>	<p>††March 6 only 9:00-9:30 p.m. PST ORIGINATES: KNX, HOLLYWOOD</p>	<p>James Houlihan, Inc.</p>	<p>12 Weeks</p>
<p>THE LITTLE COURT OF MISSING HEIRS <i>Dramatic</i></p>	<p>Sunday 10:30-11:00 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>20 Weeks</p>
<p>WOMEN'S PAGE OF THE AIR, with Helen Thurston <i>Women's activities</i></p>	<p>†Thursday 1:45-2:00 p.m. PST ORIGINATES: KSFO, SAN FRANCISCO</p>	<p>Botsford, Constantine & Gardner</p>	<p>7 Weeks</p>
<p>THE RICO TOWN, with Eddie Cantor, Donna Durbin, Pinky Tomlin, Jimmy Wallington, Jacques Renard and His Orchestra† <i>Comedy and music</i> † Through March 23 only. Beginning March 28, Eddie Cantor will broadcast for the R. J. Rohndes Tobacco Company (see page 19).</p>	<p>Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. ORIGINATES: WABC, NEW YORK</p>	<p>Buchanan and Company, Inc.</p>	<p>76 Weeks</p>
<p>BOB BERNIE AND ALL THE LADS, with Lew Lehr, comedian; Buddy Clark and Jane Pickens, vocalists <i>Music and comedy</i></p>	<p>Wednesday 9:30-10:00 p.m. ORIGINATES: WABC, NEW YORK</p>	<p>Campbell-Ewald Company of New York, Inc.</p>	<p>7 Weeks</p>

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

CBS SPONSORED PROGRAMS

U. S. TOBACCO COMPANY	Model Pipe Tobacco
VICK CHEMICAL COMPANY	Vicks VapoRub Vicks Va-tro-nol
WM. WRIGLEY JR., COMPANY	Wrigley's Gum
ZENITH RADIO CORPORATION	Zenith Radios

†Columbia Pacific Network Only

<p>AND PAT IN PIPE SMOKING ME, with Edward Roecker, bari- on and Benny Kreuger's Orchestra <i>"blackface" comedy and music</i></p>	<p>Monday 8:30- 9:00 p.m. <i>Rebroadcast</i> 11:30 p.m.-12 mid. ORIGINATES: WABC, NEW YORK</p>	<p>Arthur Kudner, Inc.</p>	<p>144 Weeks</p>
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<p>KS OPEN HOUSE, Jeannette MacDonald, Our Evans, baritone and of Pasternack's Orchestra <i>Musical</i></p>	<p>Sunday 7:00-7:30 p.m. ORIGINATES: KNX, HOLLYWOOD</p>	<p>Morse International, Inc.</p>	<p>94 Weeks</p>
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<p>Y WONS AND HIS SCRAPBOOK <i>talks and readings</i></p>	<p>Mon., Wed., Fri. 10:30-10:45 a.m. ORIGINATES: WABC, NEW YORK</p>		
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<p>DOUBLE EVERYTHING, Al Shaw and Stan Lee; Jack Brooks and Paul Small; Betty and ea.; Sutton and Bliss, piano duo an Carl Hohengarten's Orchestra <i>Musical</i></p>	<p>Sunday 6:30-7:00 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Frances Hooper Advertising Agency</p>	<p>301 Weeks</p>
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<p>POETIC MELODIES, Ma. Fulton, tenor; Franklyn M Cormack. reader <i>poetry readings and light music</i></p>	<p>Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>Neiser-Meyerhoff, Inc.</p>	
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<p>SCOTTERGOOD BAINES <i>erial drama</i></p>	<p>†Mon. thru Fri. 8:00-8:15 p.m. PST ORIGINATES: KNX, HOLLYWOOD</p>		
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<p>ZETH FOUNDATION, wi orchestra and dramatic cast <i>xperiments in telepathy</i></p>	<p>Sunday 10:00-10:30 p.m. ORIGINATES: WBBM, CHICAGO</p>	<p>J. Walter Thompson Company</p>	<p>13 Weeks</p>
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†† figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SUSTAINING PROGRAMS

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

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

1. PUBLIC AFFAIRS *Page 26*
2. EDUCATIONAL PROGRAMS *Page 29*
3. SPECIAL EVENTS *Page 33*
4. SERIOUS MUSIC *Page 34*
5. DRAMATIC SERIES *Page 39*
6. CHILDREN'S PROGRAMS *Page 40*
7. RELIGIOUS BROADCASTS *Page 41*
8. PERSONALITIES *Page 42*
9. LIGHT MUSIC *Page 43*
- ADDENDA: FEBRUARY PROGRAMS *Page 45*

AMERICAN VIEWPOINTS

10:45-11:00 p.m.

EACH WEDNESDAY AND FRIDAY

Individual viewpoints on social, political and economic questions are expressed by prominent Americans in many fields of endeavor, on these weekly periods of discussion. The Columbia Network invites these speakers with the aim of presenting all sides of the subjects.

MARCH 2: Rep. Jennings Randolph (D) of West Virginia speaks on "Making Democracy Work" by providing a wider program of adult civic education forums.

MARCH 4: Senator George McGill, member of the Senate Committee on Agriculture and Forestry, discusses "Farm Legislation."

MARCH 9: Dr. Harry E. Ward, Professor of Christian Ethics at Union Theological Seminary and national chairman of the American League for Peace and Democracy, considers the question, "Can We Avoid War?"

MARCH 11: Norman Thomas and Dr. Mordecai Ezekiel speak in connection with National Sharecroppers Week under the auspices of the Southern Tenant Farmers Union.

MARCH 16: George St. Jean, vice chairman of the Smaller Business Association in the New York District, has entitled his talk, "Breaking the Backbone of the Nation."

MARCH 18: Dr. Joseph F. Thorning of the Department of Social Sciences at Mt. St. Mary's College discusses "The New Spain."

MARCH 25: Several outstanding delegates to the National Peace Conference in Washington are scheduled to explain the work of that organization in various parts of the country.

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p>"WHY WOMEN WORK" 1:00-1:15 p.m. SATURDAY, MARCH 5</p>	<p>Participants in the round-table discussion the findings of the "Why Women Work" survey of the National Federation of Professional and Business Women's Clubs are: Miss E. lene White, president of the Federation; Mrs. Emma Hirth, associate general secretary of the National Board of the Y.W.C.A. and Maxwell S. Stewart, editor of <i>Public Affairs Committee</i> which is publishing the survey.</p>
<p>DR. WILLIAM E. DODD 3:00-3:30 p.m. SATURDAY, MARCH 5</p>	<p>Dr. William E. Dodd, former Ambassador to Berlin, is heard from Chicago in a discussion of "The Dilemma of Modern Civilization."</p>
<p>SENATOR ROBERT F. WAGNER 10:45-11:00 p.m. SATURDAY, MARCH 5</p>	<p>Senator Robert F. Wagner (D) of New York speaks in connection with the twenty-fifth anniversary of the U. S. Department of Labor on "Labor Problems."</p>
<p>EUROPE CALLING! 1:30-1:45 p.m. EACH SUNDAY</p>	<p>Expert observers on international affairs appear on this regular Sunday period of talks from foreign capitals. This month the words of two American newspaper correspondents are heard from Paris and Geneva respectively.</p> <p>MARCH 6: Mrs. Edgar A. Mowrer, author of <i>Journalist's Wife</i>, discusses that subject.</p> <p>MARCH 20: Mrs. Reynolds Packard speaks on "A Journalist's Wife to the Wars."</p>
<p>GIRL SCOUT ANNIVERSARY 3:30-3:45 p.m. SATURDAY, MARCH 12</p>	<p>In connection with Girl Scout Anniversary Week, Mrs. Paul Rittenhouse, national director; Dr. Lillian Gilbreth, board member, and a Girl Scout speak on this program.</p>

PUBLIC AFFAIRS

THE McCORMACK BILL

11:00-11:15 p.m.

SATURDAY, MARCH 12

Rep. Emanuel Celler (D) of New York and Rep. John W. McCormack (D) of Massachusetts discuss the latter's proposed bill regarding foreign propaganda.

WORLD ECONOMIC COOPERATION

2:00-2:30 p.m.

SATURDAY, MARCH 19

Eugene Staley. Professor of International Economics at Harvard Business School. and Clark J. Eichelberger, director of the League of Nations Association, speaking from the National Peace Conference. offer "A Practical Program for World Economic Cooperation."

HEADLINES AND BYLINES

10:30-11:00 p.m.

EACH SUNDAY

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

CURRENT QUESTIONS BEFORE CONGRESS

The Senate-3:30-3:45 p.m.

EACH FRIDAY

The House-4:45-5:00 p.m.

EACH TUESDAY

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

PRESS-RADIO NEWS

Various times

DAILY

The Associated Press, United Press and the International News Service gather, and the Press-Radio Bureau edits, the latest news.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

"WHY GO TO COLLEGE?"

2:15-2:30 p.m.

SATURDAY, MARCH 5, 12, 19, 26

Addressing their talks to the high-school student, four university and college presidents consider the general topic "Why Go to College?" from the viewpoints of the modern university, the liberal arts college and the technical school. The speakers are as follows:

MARCH 5: President G. K. Chalmers of Kenyon College on "A University Bound in a Small Volume."

MARCH 12: President Henry M. Wriston of Brown University on "The University and the Secondary School Graduate."

MARCH 19: President Harvey N. Davis of Stevens Institute of Technology discusses the value of a training in science.

MARCH 26: President A. D. Henderson of Antioch College discusses the benefits of a liberal education.

NATIONAL EDUCATION ASSOCIATION CONVENTION

2:30-3:00 p.m.

THURSDAY, MARCH 3

From the annual convention of the National Education Association, Rear-Admiral Richard E. Byrd presents the story of polar expeditions in a broadcast entitled "Frontiersmen of the Antarctic." The program is presented from the huge Atlantic City Auditorium where the E. A. convention opened on February 25, 1938, which day CBS broadcast the discussion "Uncle Sam and His Share in Vocational Guidance."

**EDUCATIONAL
PROGRAMS**

**AMERICAN SCHOOL
OF THE AIR**

2:30-3:00 p.m.

MONDAY THRU FRIDAY

The *American School of the Air*, in its ninth consecutive season, presents an expanded schedule in which the National Education Association, the Progressive Education Association, the national councils of Teachers English and Geography, the Junior Programs, Inc., and the National Vocational Guidance Association cooperate. The month's schedule:

MONDAYS: *Human Relations Forum*.

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

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

(a) March 1: *The American Student Writes*. Columbia Scholastic Press Conference. "What Constitutes a Good School Paper." March 15: *The American Newspaper*, John T. Finley; a drama, "Deadline." March 29: "American Stories for Youth." Helen Ferris. (b) March 8: French Roundelay. March 22: Guillotine, Drum and Bugle.

WEDNESDAYS: *Geography*.

March 2: Guadalajara and the Ideal Tropics. March 9: Nicaragua and the Long-Proposed Canal. March 16: Maracaibo and the Venezuelan Oil Fields. March 23: Head Hunting Tribes of the Upper Orinoco. March 30: Brazilian Rubber Plantations.

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

March 3: Special broadcast of the National Education Association Convention (see page 29). March 10: (a) International music broad-

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

AMERICAN SCHOOL OF THE AIR

(Continued)

cast by short-wave from Ljubljana, Yugoslavia. (b) "The Frog and the Butterfly" March 17: (a) Short-wave musical broadcast from Kaunas, Lithuania. (b) "The Bush and the Mouse." March 24: (a) Short-wave musical broadcast from Riga, Latvia. (b) "The Place of Fireflies." March 31: (a) Short-wave musical broadcast from Tartu, (Tallinn) Estonia. (b) "The Magic Emerald."

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

March 4: (a) Interviews with Young Women in Modern Transportation—Automotive Transportation. (b) "What Is Static?" March 11: (a) Airplane Services (other than piloting). (b) Controlling Temperature—Air Conditioning. March 18: (a) Merchant Marine Training. (b) Electric Refrigerators. March 25: (a) "Can Personality Be Put On?" (b) "What Is Dry Ice?"

NEW HORIZONS

6:05-6:15 p.m.

EACH MONDAY

The American Museum of Natural History operates with CBS in presenting famous explorers and scientists. The programs are arranged by Hans Christian Adamson.

MARCH 7: Charles R. Knight—"Animals and Artists' Models."

MARCH 14: Dr. Herbert P. Whitlock—"The Drama of Diamonds."

MARCH 21: Dr. Barnum Brown—"Footprints of Time."

MARCH 28: Dr. Edward M. Weyre—"Natural History Anecdotes."

**EDUCATIONAL
PROGRAMS**

HIGHWAYS TO HEALTH

4:00-4:15 p.m.

EACH TUESDAY

Medical talks for the layman are arranged on this series with the cooperation of the New York Academy of Medicine, Dr. Iago Galdston, Executive Secretary. Speakers this month are:

MARCH 1: Dr. Lucy Porter Sutton of Bellevue Hospital: "Rheumatic Fever and Heart Disease."

MARCH 8: Dr. Joseph Alexander of the Vanderbilt Clinic: "Tuberculosis Today."

MARCH 15: Dr. Robert Chobot, Post-Graduate Medical School: "Allergy in Children."

ADVENTURES OF SCIENCE

4:00-4:15 p.m.

EACH THURSDAY

Watson Davis, director of Science Service, acts as interviewer on these programs.

MARCH 3: Julian Steward, U. S. National Museum: "Indian Picture Writing."

MARCH 10: Miss May T. Cooke, Bureau of Biological Survey: "How Fast Do Birds Fly?"

MARCH 17: Dr. Philip R. White, Rockefeller Institute for Medical Research: "Roots Without Plants."

THE STORY OF INDUSTRY

5:00-5:30 p.m.

EACH SATURDAY

The U. S. Department of Commerce cooperates in this presentation of "The Story of Industry."

MARCH 5: The Optical Glass Industry. *Guest*—Wm. Dickerman, American Locomotive Co.

MARCH 12: The Synthetic Products Industry. *Guest*—Geo. H. Mead, Mead Corporation.

MARCH 19: The Electric Power Industry. *Guest*—H. P. Kendall, Kendall Company.

MARCH 26: Sailing Yachts and Motorboats Industry. *Guest*—Sidney J. Weinberg, of Goldman, Sachs Company.

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

PROGRAMS	DISCUSSION
<p>TRACK EVENTS 11:15-11:30 p.m. SATURDAY, MARCH 5 10:45-11:00 p.m. SATURDAY, MARCH 12</p>	<p>A summary of the Intercollegiate A.A.A. indoor track championships will be given Ted Husing from Madison Square Garden March 5. A week later Husing will cover Casey 600 of the Knights of Columbus Track Meet at the Garden.</p>
<p>SANTA ANITA HANDICAP, WIDENER CUP 4:15-4:45 p.m. 7:00-7:45 p.m. SATURDAY, MARCH 5</p>	<p>The Santa Anita Handicap and the Widener Cup, highspots of the Winter horse-racing season, will be covered for CBS listeners in exclusive broadcasts on March 5. Bing Crosby and Joe Hernandez cover the Santa Anita run and Bryan Field covers the Widener Cup at Hialeah Park.</p>
<p>SUN VALLEY SLALOM RACE 1:45-2:00 p.m. SUNDAY, MARCH 13</p>	<p>The Slalom Race at Sun Valley, Idaho, outstanding American skiing event, will be described to network listeners in an exclusive CBS broadcast.</p>
<p>ST. PATRICK'S DAY 4:15-4:30 p.m. THURSDAY, MARCH 17</p>	<p>A special St. Patrick's Day message will be addressed to this country over the Columbia Network by President Eamon De Valera speaking from Dublin.</p>
<p>FASHION ACADEMY AWARDS 1:00-1:15 p.m. SATURDAY, MARCH 19</p>	<p>The annual awards of the Fashion Academy of New York for the best-dressed women in such fields as business, theatre, radio, society and sports will be announced and many of the winners interviewed in this special broadcast.</p>

SERIOUS
MUSIC

NEW YORK
PHILHARMONIC-
SYMPHONY ORCHESTRA

3:00-5:00 p.m.

EACH SUNDAY

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

MARCH 6: *Humperdinck*: Overture to "Hansel and Gretel"; *Sibelius*: Concerto for Violin, EFREM ZIMBALIST, soloist; *Schubert*: Symphony No. 2; *Weinberger*: Polka and Fugue from "Schwanda."

MARCH 13: *Purcell*: Dances from "The Fairy Queen"; *Chopin*: Concerto in E Minor, JOSEF HOFMANN, pianist; *Schubert*: "Unfinished" Symphony; *Balfour Gardiner*: Shepherd Fennel's Dance (first time in New York); *Tchaikowsky*: Theme and Variations from Suite No. 3.

MARCH 20: *Mozart-Busoni*: Suite, "Ideome-neo"; *Mozart*: Concerto in A Major, ROBERT CASADESUS, pianist; *Ravel*: Ma Mere l'Oye (Mother Goose); *Ravel*: Concerto for the Left Hand, ROBERT CASADESUS, pianist; *Berlioz*: Rakoczy March.

MARCH 27: *Schumann*: Concerto in A minor, GREGOR PIATIGORSKY, 'cellist. The remainder of the program will be announced later.

YOUNG PEOPLE'S
SYMPHONY CONCERT

11:00 a.m.-12:15 p.m.

SATURDAY, MARCH 12

Rudolph Ganz, eminent Swiss pianist, composer and conductor, leads the Philharmonic-Symphony Orchestra in the final program of the Young People's Concerts on CBS this season. Mr. Ganz will conduct an all-request program.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	CELEBRITY
<p>COLUMBIA CHAMBER ORCHESTRA 4:00-4:30 p.m. EACH MONDAY, BEGINNING MARCH 7</p>	<p>The twelve famous Concerti Grossi for strings by Georg Friedrich Handel will be played by the Columbia Chamber Orchestra, under Leonard Herrmann's direction, in this new series beginning March 7. Herrmann will also direct on each program contrasting works, including this month compositions by Purcell, Charles Ives, Prokofieff, Gossec and Mozart.</p>
<p>AUSTRALIAN WORLD CONCERT 11:00-11:30 a.m. SUNDAY, MARCH 6</p>	<p>This concert presented by the Commonwealth of Australia is the fourth in the series of World Concerts broadcast over the Columbia network in cooperation with the Union Internationale de Radiodiffusion, Geneva. This program from Australia includes a group of ballads, Aboriginal songs collected and arranged by Dr. H. O. Lothbridge, "The Stockrider Song" and "Bush Night Song" by W. J. James, Roy Agnew's "Drifting Mists" and "Rabbit Hill" played by the composer. Also featured is the "Gum Suckers March" by Percy Grainger.</p>
<p>ORSON WELLES AND HAMILTON COLLEGE GLEE CLUB 2:00-2:30 p.m. SUNDAY, MARCH 6</p>	<p>Orson Welles reads two Scriptural passages, accompanied by the Hamilton College Glee Club, as part of this choral program. Vocal selections include works by Palestrina, Alexander Lvov, Franz Abt, Bach, Schubert and Dvořák. Alexander Woolcott acts as M.C.</p>
<p>HOLLACE SHAW TUESDAY, 3:30-4:00 p.m. FRIDAY, 7:30-8:00 p.m.</p>	<p>Hollace Shaw, soprano, who last Summer played the principal role in Louis Gruenberg's opera, "Green Mansions," is featured weekly on this series of concert programs.</p>

**SERIOUS
MUSIC**

**SELECTIONS FROM
LIGHT OPERA**

6:35-6:45 p.m.

EACH TUESDAY

This series of selections from famous light operas is played by the Columbia Symphony Orchestra under Bernard Herrmann.

March 8: "Music in the Air," Kern.

March 15: "The Bohemian Girl," Balfe.

March 22: "The Cat and the Fiddle," Kern.

March 29: "Pirates of Penzance," Sullivan.

**CURTIS INSTITUTE
OF MUSIC**

3:45-4:30 p.m.

EACH WEDNESDAY

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

ESSAYS IN MUSIC

10:00-10:30 p.m.

EACH THURSDAY

This unusual new series, under the direction of Victor Bay, presents on single programs widely varying compositions devoted to the same subjects. David Ross is narrator.

March 3: *The Composer in the Ballroom.* (10:30-11:00 p.m.)

March 10: *Lent.* Doda Conrad, bass.

March 17: *Gypsies.* Manuel Quiroga, violinist.

March 24: *Spring.* Margaret Daum, soprano.

March 31: *Persia.*

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

MAJOR J. A. WARNER

7:30-8:00 p.m.

FRIDAY, MARCH 11

Maor John A. Warner, distinguished concert pianist who is also superintendent of the New York State Police appears as soloist with Columbia Symphony Orchestra under Howard Barlow, in a performance of Cesar Franck's Symphonic Variations. Major Warner appears as a guest on the regular Hollace Shaw program (see page 35).

CINCINNATI CONSERVATORY OF MUSIC

11:00-12:00 a.m.

EACH SATURDAY

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

COLUMBIA CHORUS QUEST

6:00-6:25 p.m.

EACH SATURDAY

The *Columbia Chorus Quest* is a competition among young choral groups throughout the country, sponsored jointly by CBS and Columbia Concerts Corporation. At the end of the series, which will continue for several months, an outstanding board of judges will make the awards. Among the groups to be heard this month are the following:

March 5: The Friars' Choir of St. Anthony's Church, the-Hudson.

March 12: University of Washington Men's Glee Club.

March 19: Amherst College Glee Club.

March 26: Mills College Women's Glee Club.

**SERIOUS
MUSIC**

**LINCOLN CATHEDRAL
CHOIR**

FRIDAY, 3:45-4:00 p.m.
BEGINNING MARCH 11

The Lincoln Cathedral Choir, composed of University of Nebraska students directed by John Rosborough, is heard in a series of six Lenten concerts, starting March 11. The programs, which will be sung *a capella*, bear the general title, "Whither, Youth."

**CINCINNATI SYMPHONY
CHILDREN'S CONCERT**

3:30-4:30 p.m.
TUESDAY, MARCH 22

Eugene Goosens conducts the Cincinnati Symphony Orchestra in the fourth of a series of concerts for young people. This month he performs an all-request program. Theo Gannon, manager of the orchestra, is the commentator.

**WALBERG BROWN
STRINGS**

10:00-10:30 a.m.
EACH SUNDAY

Walberg Brown, musical director of WGAR, Columbia's station in Cleveland, leads the string quartet in this series of concert music. The players are all members of the Cleveland Symphony Orchestra. (NOT ON WABC.)

**SALT LAKE CITY
TABERNACLE CHOIR**

12:30-1:00 p.m.
EACH SUNDAY

This world famous choir sings weekly from one of America's greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper, Tabernacle organist, accompanies the choir.

**BORIS MORRIS
STRING QUARTET**

2:00-2:30 p.m.
EACH SUNDAY

The Boris Morris String Quartet, consisting of John Pennington, first violinist; Jack Pepper, second violinist; Philip Kahgan, viola; and Alexander Borisoff, cellist continue their series of string music concerts.

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

PROGRAM AND TIME

**THE COLUMBIA
WORKSHOP**

8:00-8:30 p.m.

EACH SATURDAY

7:30-8:30 p.m.

SATURDAY, MARCH 12

DESCRIPTION

The Columbia Workshop, now in its second year, presents unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art. William N. Robson returns from vacation this month to resume his post as director of the *Workshop*. The schedule prior to his return is as follows:

MARCH 5: "The Ghost of Benjamin Sweet," by Pauline Gibson. This character is featured in another episode which *reverses* the usual representation of ghosts and homo sapiens. Nil Mack directs.

MARCH 12: "Hassan," by James Elroy Flecker. This poetic tragedy will be presented for the first time in America with the music especially composed for it by Frederick Delius. Under the direction of Earle McGill, the special full hour radio adaptation will be given with a cast of twelve actors, an eight-voice chorus, and the full Columbia Symphony Orchestra under the direction of Bernard Herrmann.

"BRAVE NEW WORLD"

10:30-11:00 p.m.

EACH MONDAY

The history of South America as represented in the lives of its great heroes, is dramatized in this new series presented with the cooperation of the United States Offices of Education. Earle McGill directs the cast.

MARCH 7: Down the Pan-American Highway

MARCH 14: Inter-American Commerce.

MARCH 21: *Ariel* and the Idealists.

MARCH 28: The Land of Music.

**CHILDREN'S
PROGRAMS**

"DEAR TEACHER"

6:00-6:15 p.m.

EACH MONDAY AND WEDNESDAY

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

MARCH 7 AND 9: Autos. (All boy program.)

MARCH 14 AND 16: Tea. (All girl program.)

MARCH 21 AND 23: Dogs.

MARCH 28 AND 30: Captain Kidd.

"LET'S PRETEND"

6:00-6:30 p.m.

EACH TUESDAY AND THURSDAY

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

MARCH 8: Yellow Dwarf.

MARCH 10: Beauty and the Beast.

MARCH 15: Childe Roland.

MARCH 17: Leprechaun.

MARCH 22 AND 24: Snow Queen, Parts I and II.

MARCH 29: Table, Donkey and Stick.

MARCH 31: Bluebeard.

"MUSIC FOR FUN"

6:05-6:30 p.m.

EACH FRIDAY

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

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME

DESCRIPTION

CHURCH OF THE AIR

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The *Church of the Air* is presenting its consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths. Speakers on the services in March are:

MARCH 6: *Morning*—Rev. John W. MacFarland, The Second Presbyterian Church, Westminster Place, St. Louis. *Afternoon*—Rev. Dr. John A. Daly, Professor of Psychology, College of Mt. St. Vincent, New York.

MARCH 13: *Morning*—Rev. Douglas H. Hooper, D.D., The United Church of Hyde Park (Congregationalist), Chicago. *Afternoon*—Rev. Abraham J. Feldman, Temple Beth Israel, Hartford.

MARCH 20: *Morning*—Rev. Charles H. Johnson, D.D., Holy Trinity Lutheran Church, Brooklyn. *Afternoon*—Rev. John A. Ingham, Stated Clerk, General Synod of the Reformed Church in America, New York.

MARCH 27: *Morning*—Rev. Robert L. Tufts, Indianola Methodist Episcopal Church, Columbus, Ohio. *Afternoon*—Very Rev. Rev. I. Gannon, S.J., president of Fordham University.

JOINT DISTRIBUTION COMMITTEE

4:45-5:00 p.m.

THURSDAY, MARCH 17

This special broadcast, in observance of Passover, includes as speaker Edward M. M. Warshawsky, chairman of the Joint Distribution Committee, and music by Cantor Pinchos Jassinowski of the Jewish Center and a choir of ten cantors.

**RELIGIOUS
BROADCASTS**

"WINGS OVER JORDAN"

9:00-9:30 a.m.

EACH SUNDAY

This program of Negro spirituals and religious talks is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators. This month's speakers:

MARCH 6: Rev. Henry Collins, pastor of the First A. M. E. Church of Los Angeles and former U. S. Army Chaplain.

MARCH 13: James W. Geater of Anderson, Indiana, executive secretary of the Negro Welfare Association.

MARCH 20: Dr. Mordecai W. Johnson, president of Howard University, Washington, D. C.

MARCH 27: Rev. Charles H. Crable, pastor of the Mount Haven Baptist Church, Cleveland, and president of the Ohio Baptist General Association.

PERSONALITIES

**DAVID ROSS IN
"POET'S GOLD"**

1:45-2:00 p.m.

EACH SUNDAY

This series of verse readings by David Ross, prize announcer, has been a Columbia Network feature for five years. Ross gives his readings against a background of string music.

**MAJOR BOWES'
CAPITOL FAMILY**

11:30 a.m.-12:30 p.m.

EACH SUNDAY

Host on one of radio's oldest and most widely-known presentations, Major Bowes just recently celebrated his fifteenth consecutive year as father of his Capitol Family. The Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist and Waldo Mayo's Orchestra.

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>SATURDAY NIGHT SWING CLUB 7:00-7:30 p.m. EACH SATURDAY</p>	<p>With Leith Stevens and Paul Douglas as director and swing commentator, the Swing Club guests this month include Maxine Sullivan and the Onyx Club Band, Jimmy Dorsey, Ramona and the Merry Macs. Phil Cohran and Ed Cashman are the producers.</p>
<p>LYN MURRAY'S MUSICAL GAZETTE 8:30-9:00 p.m. EACH SUNDAY</p>	<p>News is the background for the lively continuity and original musical interpretation of this new weekly series. The staff of the "Musical Gazette" includes Lyn Murray as editor; Bill Wood, baritone, as star reporter; Nan Wynn as songstress, as "lovelorn editor"; and four men impersonated by the Four Clubmen.</p>
<p>RAY BLOCK'S VARIETIES 3:00-3:30 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by Claire Sherman, soprano, Art Gentry and Bob Gibson, vocalists.</p>
<p>DEEP RIVER BOYS, ETON BOYS, FOUR CLUBMEN VARIOUS HOURS</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. The Four Clubmen has a distinctive vocal style, and all combinations to be network favorites.</p>
<p>"DEAR COLUMBIA" 9:00-9:25 a.m. EACH MONDAY</p>	<p>Audience mail requests for songs and compositions old and new are performed by Ray Block's orchestra. Bert Parks acts as M.C.</p>
<p>ST. LOUIS BLUES 8:00-8:30 p.m. EACH SUNDAY</p>	<p>Lorraine Grimm and Harry Cool, vocalists, the Six Little Girls and Ben Feld's Orchestra are featured on this show from Columbia's St. Louis station, KMOX.</p>

LIGHT MUSIC

PROGRAM NAME	DESCRIPTION																
<p>CBS VOCALISTS Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Ruth Carhart, Jeannine, Howard Phillips, Doris Rhodes, Jack Shannon, Barry Wood, Nan Wynn.</p>																
<p>AMONG MY SOUVENIRS 7:30-8:00 p.m. MONDAY, MARCH 7, 14 AND 21</p>	<p>Henry M. Neely, radio's "Old Stager," acts as commentator on this series of three programs of ever-popular songs. Ray Heatherton is the vocalist with Freddie Rich's orchestra.</p>																
<p>UNITED STATES BANDS Various hours EACH THURSDAY AND FRIDAY</p>	<p>The three bands of the United States defensive forces are featured each week in half-hour programs of band music over the Columbia Network. Their schedule is as follows:</p> <p>ARMY BAND—Thursday, 3:30-4:00 p.m. MARINE BAND—Friday, 3:00-3:30 p.m. NAVY BAND—Thursday, 1:00-1:30 p.m.</p>																
<p>DANCE ORCHESTRAS Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for March:</p> <table data-bbox="893 1528 1401 1900"><tbody><tr><td>Cab Calloway</td><td>Sammy Kaye</td></tr><tr><td>Jack Crawford</td><td>Henry King</td></tr><tr><td>Frank Dailey</td><td>Abe Lyman</td></tr><tr><td>Jimmy Dorsey</td><td>Leighton Noble</td></tr><tr><td>Ted Fiorito</td><td>Red Norvo</td></tr><tr><td>Benny Goodman</td><td>Harry Owens</td></tr><tr><td>George Hall</td><td>Buddy Rogers</td></tr><tr><td>Jimmy Joy</td><td>Orrin Tucker</td></tr></tbody></table>	Cab Calloway	Sammy Kaye	Jack Crawford	Henry King	Frank Dailey	Abe Lyman	Jimmy Dorsey	Leighton Noble	Ted Fiorito	Red Norvo	Benny Goodman	Harry Owens	George Hall	Buddy Rogers	Jimmy Joy	Orrin Tucker
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ADDENDA: FEBRUARY PROGRAMS

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

PUBLIC AFFAIRS

- FEBRUARY 1: Senator Rush D. Holt (D) of West Virginia spoke from Washington on "You Pay the Federal Budget," 10:45-11 p.m.
 - FEBRUARY 2: A program in behalf of the Red Cross Drive for China Relief presented as speakers Mrs. Franklin D. Roosevelt and Rt. Rev. Monsignor John C. Grady of Catholic University, 6:30-6:40 p.m.
 - FEBRUARY 4: Dr. Stanley High, economist and former Brain-Truster, gave the first of two talks entitled "America Is Like That," a discussion of the "back-stage, back-roads America," 10:45-11 p.m.
 - FEBRUARY 5: Senator E. D. Thomas (D) of Utah and Oswald Garrison Villard, former editor of "The Nation," spoke on disarmament in the CBS series, *World-Economic Cooperation*, 3-3:30 p.m.
 - FEBRUARY 8: Rep. Otha D. Wearin (D) of Iowa spoke on the subject of "Soils" in the regular CBS *Current Questions before the House* series, 4:45-5 p.m.
 - FEBRUARY 9: Merrill Denison, journalist, author and critic, took the negative viewpoint on the question. "Shall We Economize on CCC?," 10:45-11 p.m.
 - FEBRUARY 10: Miss Alice M. Wright, personnel analyst, spoke on "Hard-to-Fill Jobs For Hard-To-Find People," 2-2:15 p.m.
 - FEBRUARY 11: Dr. Emory Luccock spoke from Washington on behalf of the Red Cross Drive for China Relief, 6:35-6:45 p.m.
 - FEBRUARY 12: Five Republican party leaders participated in a Lincoln's Birthday broadcast, including Representatives Reece of New York, Allen of Illinois, Reese of Tennessee and Stefan of Nebraska, all of whom spoke from Washington, and Representative Charles W. Tobey, former Governor of New Hampshire, speaking from Boston, 2-2:30 p.m.
 - FEBRUARY 14: De Witt M. Emery, founder and president of the National Small Business Men's Association, discussed the development and aims of his organization, 6:35-6:45 p.m.
 - FEBRUARY 15: "Preservation of Our Inland Waterways" was the subject of a talk by Rep. George D. O'Brien (D) of Michigan in the CBS series on *Current Questions before the House*, 4:45-5 p.m.
- Dr. Stanley High concluded his series of two talks on "America Is Like That," 10:45-11 p.m.

FEBRUARY 16: "What the Non-Profit Hospital Service Plan Means to America" was explained by Frank Van Dyk, director of the Associated Hospital Service of New York and Dr. C. Rufus Rorein and Dr. Basil C. McLean of the American Hospital Association, 10:45-11 p.m.

FEBRUARY 18: Senator Carl A. Hatch (D) of New Mexico spoke on "The Farm Bill" in the CBS series on *Current Questions before the Senate*, 3:30-3:45 p.m.

Anthony J. Dimond (D), Alaskan delegate to Congress, analyzed "Japanese Invasion of Our Fisheries," 6:35-6:45 p.m.

FEBRUARY 19: "Van Zeeland's Plan - Would It Prevent World Conflict?" was the topic discussed by Stephen Raushenbush, chief investigator of the Nye Committee and I. Esther Caulkin Brunauer, of the National Peace Conference in the CBS series, *World Economic Cooperation*, 3-3:15 p.m.

Senator Joseph C. O'Mahoney (D) of Wyoming analyzed the Federal Incorporation bill which is pending before Congress, 1:45-11 p.m.

FEBRUARY 20: A broadcast from Paris presented Edgar A. Mowrer, European correspondent of the Chicago *Daily News*, interviewed by Edward R. Murrow on "Germany's Advance in Austria," 1:30-1:45 p.m.

FEBRUARY 21: H. Wickham Steed, former editor of the London *Times*, spoke from London on "Hitler and Britain's Cabinet Crisis," 7:45-8 p.m.

FEBRUARY 22: Brigadier-General Walter P. Prosser, Commander of the Sixth Field Artillery Brigade, discussed "National Defense," 6:35-6:45 p.m.

FEBRUARY 23: Lieutenant Hanson Bald-

win. of the U. S. Naval Reserve. gave a talk on "Military Lessons of the Wars in Spain and China," 10:45-11 p.m.

● FEBRUARY 25: Professor Charles A. Beard and his wife, Mary, discussed "American Civilization and War," under the auspices of the National Council for the Prevention of War, 10:45-11 p.m.

Senator Francis T. Maloney (D) of Connecticut was heard from Washington in a discussion of "The Over-the-Counter Security Markets," 7:45-8:00 p.m.

● FEBRUARY 26: The CBS series, *World Economic Cooperation*, continued with a discussion of "The Consumer" by Miss Mary Taylor, editor of *Consumer's Guide*, and James Myers, Jr., secretary of the Federal Council of Churches, 3-3:30 p.m.

Senator William Gibbs McAdoo of California addressed the Federal Bar Association dinner in Washington, 10:45-11 p.m.

● FEBRUARY 27: Miss Muriel Currey, British journalist currently touring America, spoke on "News of Europe," 1:30-1:45 p.m.

SPECIAL EVENTS

● FEBRUARY 3: The drawing to determine the schedule of play for nations entered in the Davis Cup competition was described from the Pan-American Union Building, Washington, D. C., 3-3:15 p.m.

● FEBRUARY 13: Frances Frost, poetess; Rockwell Kent, painter; Brock Pemberton, producer, and Barclay Acheson of *Readers Digest* took part in a miniature preview broadcast of the annual Rollins College "Animated Magazine," in which articles and stories are read to audiences gathered on the campus at Winter Park, Fla., 2-2:30 p.m.

● FEBRUARY 16: The varied thrills encountered in their daily work were described by three press-photographers, Sammy Andre, of "Pic" magazine, Murray Becker, of the Associated Press, and Phil Levine, of the New York "Daily News", in an interview with Bob Trout, prior to their annual ball, 6:45-7 p.m.

● FEBRUARY 19: African tribal warfare and the chant of the Witch Doctor were heard in a broadcast from the big game hunting exhibit of the annual Sportsmen's Show, Grand Central Palace, 1-1:15 p.m.

● FEBRUARY 21: Don Budge, No. 1 ranking tennis player of the world, and his fellow travelers, Dorothy Bundy and Gene Mako, were interviewed on their return from their successful tennis tour of Australia, 11-11:15 a.m.

● FEBRUARY 22: George Washington's views on armaments and foreign affairs were read by Bob Trout and applied to the current international situation by a group of educators, in this special Washington's Day program, 2:30-3 p.m.

Colonel David G. Arnold, chief examiner for the Federal Communications Commission and formerly Major of the 42nd Rainbow Division, and Col. J. Monroe Johnson, Assistant Secretary of Commerce and formerly commanding officer of the 117th Engineers of the Rainbow Division, were among those who spoke commemorating the Twentieth Anniversary of the Division's entering the front-line trenches, 10:45-11 p.m.

● FEBRUARY 24: The Bacardi Room in the Empire State Building was opened on this, Cuba's Independence Day, the "Grito de Baire," with messages from Dr. Laredo Bru, President of Cuba, broadcast from Havana, and Martinez Fraga, Cuban Ambassador to

the United States, 4:45-5 p.m.

● FEBRUARY 25: Kate Smith, dubbed "Amateur Photography Fan No. 1," was interviewed by Bob Trout in connection with the current Amateur Photography Exhibit, Rockefeller Center, 6:35-6:45 p.m.

● FEBRUARY 26: The Flamingo Stakes, one of the outstanding races of the winter season was described by Bryan Field, from Hialeah Track, Miami, 4:15-4:45 p.m.

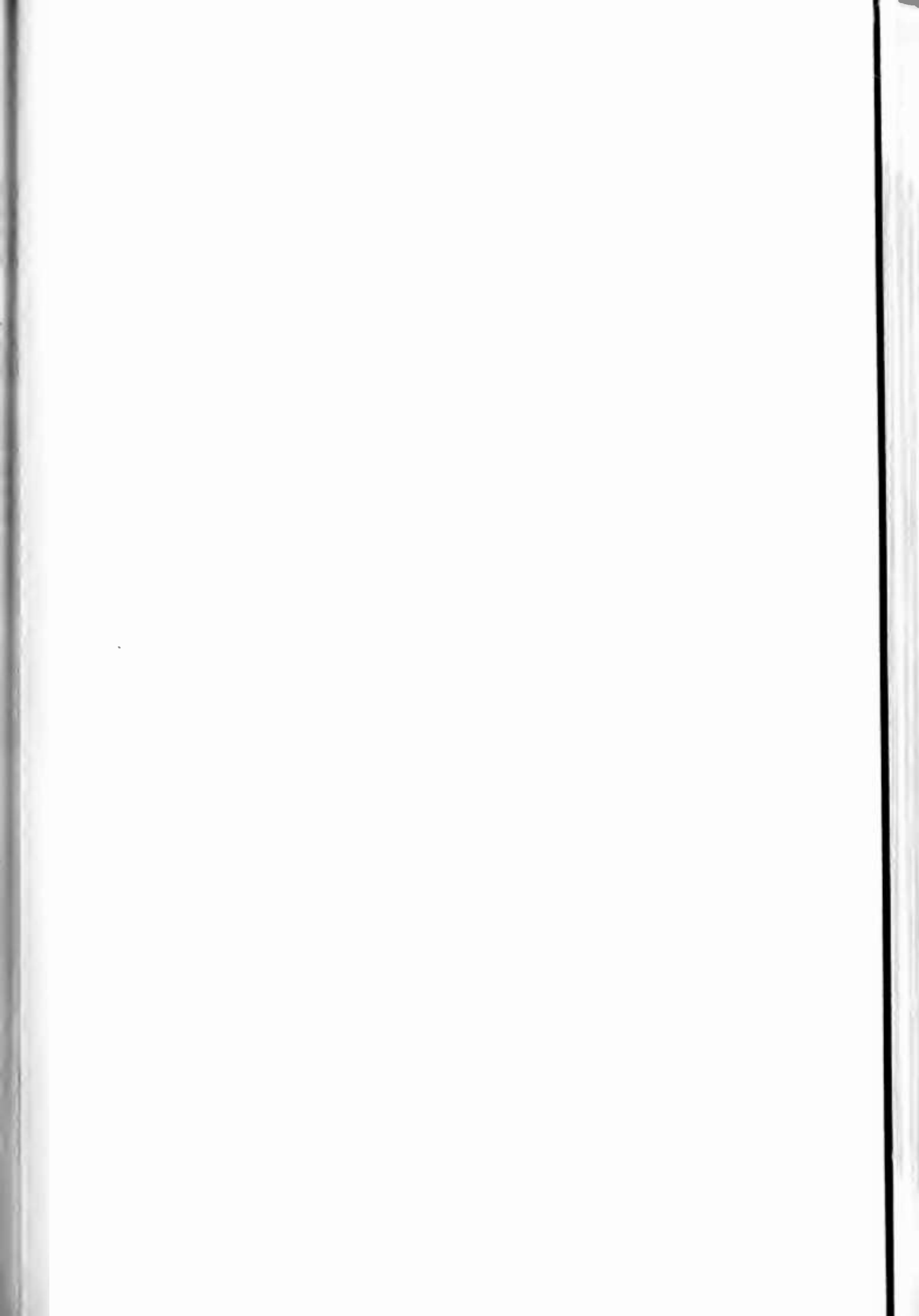
"Water vs. Water," picturing the difficulties involved in completing the world's largest domestic water supply system, extending 392 miles from Parker Dam, Ariz., to Compton, near Los Angeles, Cal., was broadcast from several points in the San Jacinto tunnel, itself thirteen miles long. Engineers and officials connected with construction were interviewed, and the undertaking dramatized, 6:30-7 p.m.

● FEBRUARY 26: A summary of the track and field events of the National A. A. U. senior championships, held at Madison Square Garden, was given by Ted Husin, 11:15-11:30 p.m.

SERIOUS MUSIC

● FEBRUARY 26: The fifth Children's and Young People's Concert of the New York Philharmonic-Symphony Orchestra presented Theodor Cella, harpist, and Melchiorre Mauro-Cottone, organist, as soloists and included selections by Handel, Ravel, Grainger, Wagner, Johann Strauss and Foster, 11 a.m.-12:30 p.m.

A 330-voice choral group, composed of the combined choirs of the Westminster Church of Detroit, was heard in a program under the direction of Federal Whittlesey, 1-1:30 p.m.



THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

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