

Of the People

Wanted!



Wanted! of the People. H. N. ... TVS ... left ... Robert Taft ... right, discuss national problems weekly. See page 26

CBS PROGRAM BOOK • MARCH, 1939



MARCH, 1939

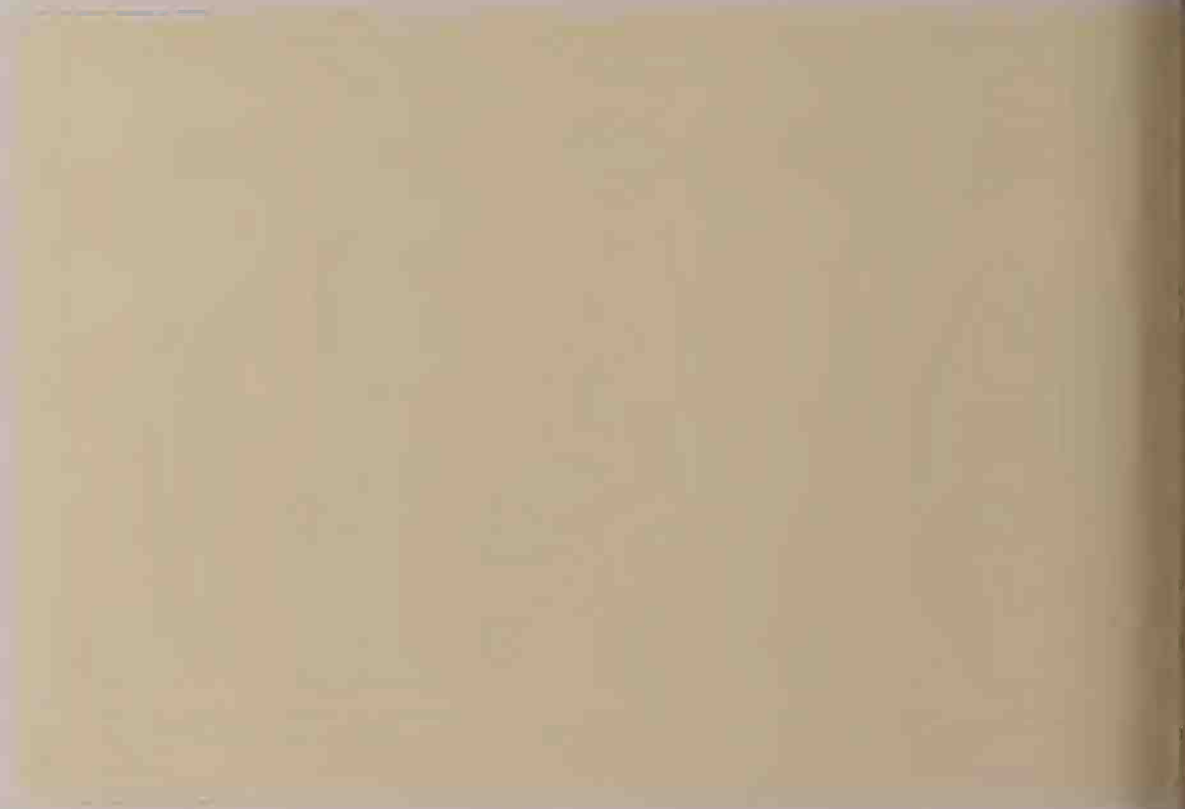
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THE COLUMBIA

DDOCDAM DOOK

WABC's *Local Business Surges UP!* (See page 23)

SINCE WABC's dramatic entrance into the *local* advertising scene in 1938, twelve sponsors have bought programs on New York's *best known* and *best liked* station. In the world's largest market, WABC carries every Columbia Network program (with very few exceptions) described on the following pages. In addition to its brilliant network schedule, WABC has CBS-created *local* programs, with ready-built audiences, available now for *local* sponsorship. A list of current WABC sponsors is given on pages 23 and 24. Would you like to know *why* these advertisers selected WABC for selling the nation's first market? (A reply card is bound into the back of the book.)



MARCH, 1939

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THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 24

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Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosmetics
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobacco Roi-Tan Cigars
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin
A. S. BOYLE COMPANY	Hill's Nose Drops

PROGRAM	TIME	AGENCY	ON CBS*
The Romance of Helen Trent <i>Serial drama</i> (Also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	273 Weeks
Our Hit Parade Mark Warnow's Orchestra, Benny Ross, Raymond Scott's Sextet, Kay Lorraine and the Logansmiths <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC	Lord & Thomas	148 Weeks
On Bernie and All the Lads Lew Lehr <i>Music and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> <i>12 mid.-12:30 a.m.</i> ORIGINATES: WABC	Young & Rubicam, Inc.	
Phyllis Tucker and Her Show <i>Musical</i>	Mon., Wed., Fri. 6:45-7:00 p.m. <i>Rebroadcast</i> <i>Mon., Wed., 12:30-12:45</i> <i>a.m.; Fri., 1-1:15 a.m.</i> ORIGINATES: WABC	Lord & Thomas	
Mr. Gal, Sunday <i>Serial drama</i> (Also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	109 Weeks
Second Husband Helen Menken, presented the Famous Actors' Guild <i>Dramatic</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	390 Weeks
The Romance of Helen Trent <i>Serial drama</i> (Also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	198 Weeks

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

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
CALAVO GROWERS OF CALIFORNIA	Calavos
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" preparations
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave Concentrated Super Suds

PROGRAM	TIME	AGENCY	ON AIR
Teacher Wiley	Thursday 12:45-1:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	8 Weeks
1st Nighter by Barbara Luddy and Tremayne <i>Drama at the "Little Theater off Times Square"</i>	Friday 8:00-8:30 p.m. ORIGINATES: WBRM	Aubrey, Moore & Wallace, Inc.	57 Weeks
Campbell Playhouse by Orson Welles, director; Guest stars <i>Dramatizations</i>	Friday 9:00-10:00 p.m. ORIGINATES: WABC	Ward Wheelock Company	221 Weeks
1st Christian by Irving Jean Hersholt <i>Dramatic</i>	Tuesday 10:00-10:30 p.m. ORIGINATES: KNX	McCann-Erickson, Inc.	47 Weeks
Major Bowes' Original Amateur Hour <i>by Major Bowes</i> <i>Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	156 Weeks
1st Minute Ask-It Basket by McWilliams, MC <i>Questions and answers</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	97 Weeks
1st Ring Busters <i>Police file dramatizations</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC		155 Weeks
1st Art and Marge <i>Short drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC		156 Weeks

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

CBS SPONSORED PROGRAMS

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

PROGRAM	TIME	AGENCY	ON CBS*
Top House starring Bess Johnson <i>Dramatic serial</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	159 Weeks
Brother <i>Dramatic serial</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	97 Weeks
The Wonder Show starring Jack Haley, Lucille Ball, Virginia Verrill, Artie Auerbach and Ted Fio-Rito's Orchestra <i>Music and comedy</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX	Benton & Bowles, Inc.	206 Weeks
Metty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC		
Whelan's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	218 Weeks
Problem Clinic	Sunday 2:30-3:00 p.m. PST ORIGINATES: KSFQ	Erwin, Wasey & Co.	7 Weeks
Parade of America starring Chalmers, narrator; and Ruysdael, commentator; and Voorhees' Orchestra and dramatic cast	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	155 Weeks
One-Up Time starring Walter O'Keefe, Andre Kostelanetz's Orchestra, Ray Thompson's Rhythm Singers and guest stars <i>Musical variety</i>	Thursday 10:00-10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	7 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<p>EUCLID CANDY COMPANY OF CALIFORNIA, INC.</p>	<p>Candy Bars</p>
<p>FORD MOTOR COMPANY</p>	<p>Ford Lincoln Lincoln Zephyr Mercury</p>
<p>GENERAL FOODS CORPORATION</p>	<p>Sanka Coffee</p> <p>Huskies</p> <p>Calumet Baking Powder Swans Down Cake Flour</p> <p>Post Toasties</p>

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS*
Headlines on Parade with Knox Manning <i>News</i>	†Monday 5:30-5:45 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	67 Weeks
Sunday Evening Hour with Symphony Orchestra and chorus, Eugene Ormandy*, con- ductor. <i>Guest Soloists:</i> RCH 5: Robert Virovai RCH 12: Bidu Sayao RCH 19: Walter Gieseking RCH 26: Richard Tauber <i>Symphonic music, and talks by</i> <i>W. J. Cameron</i> e.g. March 26, Franco Ghione is conductor	Sunday 9:00-10:00 p.m. ORIGINATES: WJR	N. W. Ayer & Son, Inc.	257 Weeks
For the People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	210 Weeks
Joe Penner with Dick Ryan, Gay Seabrooke, Jimmy Lane, Margaret Brayton, Ivy Atwell, Lillian Randolph, Joe Tate and Ben Pollack's Orchestra <i>Comedy and music</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 8:30-9:00 p.m. ORIGINATES: KNX	Benton & Bowles, Inc.	
Late Smith Hour with Abbott and Costello, comedians; the "Aldrich Family," comedy troupe, Ted Straeter Choir, Jack Heller's Orchestra and guest stars <i>Variety show</i>	Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30-12:30 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
Joe E. Brown with Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Harry Sosnik's Orchestra <i>Comedy and music</i>	Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. ORIGINATES: KNX	Benton & Bowles, Inc.	

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
GENERAL FOODS CORPORATION <i>Continued</i>	La France Satina Diamond Crystal Salt Postum
GENERAL MILLS, INC.	Institutional Advertising Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
Mary Margaret McBride <i>Radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	210 Weeks
Kate Smith—Noonday Chats <i>News and features</i>	Tues., Thurs., Sat. 12:00-12:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	
Tim and Abner <i>Comedy sketches</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	
Milttenborn Comments <i>News</i>	Sunday 10:30-10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	450 Weeks
The Grouch Club with Jack Lescoulie <i>Comedy</i>	†Tuesday 9:30-10:00 p.m. PST ORIGINATES: KNX	Blackett-Sample-Hummert, Inc.	
Hollywood Guild with 17 screen stars as guests; George Murphy, MC, and Oscar Bradley's Orchestra <i>Variety and drama</i>	Sunday 7:30-8:00 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	264 Weeks
Honolulu Bound featuring Phil Baker, "Bottle", Andrews Sisters and Eddie Large's Orchestra <i>Comedy, musical</i>	Saturday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	7 Weeks
Can Be Done with A. Guest, poet-philosopher, presenting dramatized lives of living guests <i>Variety and drama</i>	Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	61 Weeks

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CBS SPONSORED PROGRAMS

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

PROGRAM	TIME	AGENCY	ON CBS
Her Honor, Nancy James Starring Barbara Weeks and Fred Wever <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. ORIGINATES: WABC	Lord & Thomas	87 Weeks
Over Theater Conrad Nagel, narrator-director, with guest stars of stage and screen <i>Dramatic</i>	Sunday 6:00-6:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	70 Weeks
Howie Wing <i>Aviation Adventure</i>	Mon. thru Fri. 6:15-6:30 p.m. <i>Rebroadcast</i> 8:15-8:30 p.m. ORIGINATES: WABC	J. Walter Thompson Company	45 Weeks
Our Gal, Sunday <i>Serial drama</i> (see also ANACIN COMPANY)	Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	376 Weeks
Luigi Lombardo and his Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WABC	Lord & Thomas	273 Weeks
Grand Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	87 Weeks
The Lux Radio Theatre with stars of stage and screen <i>Drama; Cecil B. DeMille, director</i>	Monday 9:00-10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	171 Weeks
Big Town Starring Edward G. Robinson, with Claire Trevor <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 a.m. ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	136 Weeks

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CBS SPONSORED PROGRAMS

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

PROGRAM	TIME	AGENCY	ON CBS*
Jolson Show with Martha Raye, Parkyakarkus, and Gluskin's Orchestra. Guest Stars <i>Comedy and music</i> March 21. Dick Powell acts as MC	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: KNY	Ruthrauff & Ryan, Inc.	136 Weeks
Big Sister with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC		129 Weeks
Great Jenny's Real Life Stories <i>Dramatic</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC		111 Weeks
The Life and Love of Dr. Susan <i>Dramatic</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 5:15-5:30 p.m. ORIGINATES: WABC	J. Walter Thompson Co.	3 Weeks
Paul Whiteman and his Orchestra with Joan Edwards, The Modernaires and Fred Uzal <i>Musical Variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	320 Weeks
Frank and Allen with Frank Parker, Ray Noble's Orchestra and Paul Douglas <i>Comedy and music</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: KNY		
Melody and Madness with Robert Benchley and Artie Towers Orchestra <i>Comedy</i>	Sunday 10:00-10:30 p.m. ORIGINATES: WABC	Lennen & Mitchell, Inc.	225 Weeks
Over Jordan, Girl Internae <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	70 Weeks

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in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

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

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS*
The People's Vote with Sam Hayes	†Monday 8:00-8:15 p.m. PST ORIGINATES: KNX	H. M. Kieseletter Advertising Agency	35 Weeks
Professor Quiz with Bob Trout	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: KNX March 4, 11, 18	Ruthrauff & Ryan, Inc.	43 Weeks
The Mighty Show <i>Big-top drama</i>	Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	51 Weeks
The Barclay's Daughters <i>Serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	69 Weeks
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, baritone and Gustav Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:30-10:00 p.m. ORIGINATES: WABC	Gardner Advertising Company	278 Weeks
Mary Lee Taylor Home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra, Drama- tized Short Stories, Floyd Sherman, Lester Kinney, Genevieve Rowe, "Saverly", Glenn Cross, Ray Bloch's Company <i>Variety and dramatic interludes</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC	The Biow Company, Inc.	129 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
THE PROCTER & GAMBLE COMPANY	Oxydol Ivory Chipso Crisco Drene Chipso
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco
RIO GRANDE OIL, INC.	Petroleum Products

†† Columbia California Network Only

PROGRAM	TIME	AGENCY	ON CBS
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	222 Weeks
Life Can Be Beautiful <i>Serial drama</i>	1:15-1:30 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life <i>Serial drama</i>	1:30-1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
This Day Is Ours <i>Serial drama</i>	1:45-2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Mamie Fidler <i>Hollywood commentator</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 10:30-10:45 p.m. ORIGINATES: KNX	H. W. Kastor & Sons	
Manhattan Mother <i>Serial drama</i> (Starts March 6)	Mon. thru Fri. 9:15-9:30 a.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
Reddie Cantor's Camel Caravan with Bert Gordon, Sid Fields, and Parks and Edgar Fairchild's Orchestra <i>Comedy and music</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: KNX	William Esty & Company, Inc.	296 Weeks
Benny Goodman's Orchestra with Johnny Mercer, singer <i>Music and guests</i>	Tuesday 9:30-10:00 p.m. ORIGINATES: ON TOUR		
Calling All Cars <i>Police file dramatizations</i>	††Friday 7:30-8:00 p.m. PST <i>Beginning, March 30.</i> <i>Thursday, 8-8:30 p.m.</i> ORIGINATES: KNX	Hixson-O'Donnell, Inc.	108 Weeks

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

CBS SPONSORED PROGRAMS

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WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
Want A Divorce <i>Dramatic</i>	†Thursday 9:30-9:45 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	20 Weeks
Texaco Star Theater Don Murray, MC; Charlie Ruggles, Frances Langford, Ned Sparks, Penny Baker, Texaco Star Chorus, Jimmy Wallington, David Broek- man's Orchestra <i>Musical, variety, dramatic</i>	Wednesday 9:00-10:00 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	99 Weeks
Raymond Paige, 9 Men and a Girl <i>Musical</i>	Wednesday 10:00-10:30 p.m. ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	30 Weeks
Model Minstrels With Tom Howard and George Soltani, the Eton Boys and Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC	Arthur Kudner, Inc.	196 Weeks
Hiway to Hollywood <i>Motion-picture-talent quest</i>	Sunday 6:30-7:00 p.m. ORIGINATES: KNX	Frances Hooper Advertising Agency	353 Weeks
Buttergood Baines <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 5:00-5:15 p.m. ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

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

WABC SPONSORED PROGRAMS

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BOSCO COMPANY	Bosco (Milk Amplifier)
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OLSON RUG COMPANY	Olson Rugs
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PETER PAUL, INC.	Mounds Candy Bars
PRACTICAL AIRCRAFT & DIESEL TRAINING, INC.	Correspondence Course

PROGRAM	TIME	AGENCY	ON WABC*
5 P. News	Mon. thru Sat. 9:25-9:30 a.m.	Kenyon & Eckhardt, Inc.	4 Weeks
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	495 Weeks
Condensed News	Mon. thru Sat. 6:00-6:05 p.m.	Ward Wheelock Company	7 Weeks
We're Steppin' Along Old Hulick, MC; Jimmy Shields, MC; Ed Smalle's "Emma-Jettick Band" and D'Artega's Orchestra	Saturday 9:30-10:00 p.m.	Marschalk & Pratt, Inc.	2 Weeks
The Morning Almanac, starring Phil Cook	Tues., Thurs., Sat. 7:30-7:45 a.m.	Neff-Rogow, Inc.	8 Weeks
Children's Hour	Sunday 10:30-11:30 a.m.	The Clements Company	412 Weeks
Richard Maxwell, Car-philosopher	Tues., Thurs., Sat. 9:00-9:15 a.m.	Wm. Esty & Company, Inc.	46 Weeks
The Morning Almanac, starring Phil Cook	Mon., Wed., Fri. 7:30-7:45 a.m.	Neff-Rogow, Inc.	7 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	13 Weeks
One for the Day	Mon., Wed., Fri. 8:05-8:10 a.m.	Presba, Fellers & Presba, Inc.	6 Weeks
Trackers Sports Review	Tues., Thurs., Sat. 6:05-6:15 p.m.	Stack-Goble Agency	1 Week
Activities in the News	Mon. thru Sat. 8:00-8:05 a.m.	Platt-Forbes, Inc.	20 Weeks
One Opportunity	Saturday 6:15-6:30 p.m.	Richard, Mulberger & Picks, Inc.	1 Week

*The figures indicate the total number of weeks
which the client has used WABC 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. SPECIAL EVENTS Page 28
3. EDUCATIONAL PROGRAMS Page 30
4. DRAMATIC SERIES Page 35
5. SERIOUS MUSIC Page 36
6. CHILDREN'S PROGRAMS Page 39
7. RELIGIOUS BROADCASTS Page 40
8. PERSONALITIES Page 42
9. LIGHT MUSIC Page 43

- ADDENDA: FEBRUARY PROGRAMS Page 45

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p>Foundations of Democracy 6:30-7:00 p.m. EACH TUESDAY</p>	<p>Columbia presents Senator Robert A. Taft (R) of Ohio and Representative T. V. Smith (D) of Illinois in a new and important series of talks on economic and social questions, intended to demonstrate "that the democratic method of mutual criticism and controversy is, at its best, not destructive but constructive." The March schedule: MARCH 7: "Congress - Showmanship and Statesmanship." MARCH 14: "The Executive - Tradition or Initiative?" MARCH 21: "The Courts - Umpire or Guide?" MARCH 28: "The States - Sovereign or Subsidiary?"</p>
<p>Lyman Bryson 10:45-11:00 p.m. THURSDAY, MARCH 2</p>	<p>"Educators View America's Future" is the subject of Professor Lyman Bryson, summarizing the convention of the American Association of School Administrators.</p>
<p>150th Anniversary of Congress 12 noon-1:15 p.m. SATURDAY, MARCH 4</p>	<p>President Roosevelt addresses a joint session of Congress, gathered together in celebration of the 150th anniversary of the first United States Congress. Other prominent figures participating include Chief Justice Charles Evans Hughes, Senator Key Pitman (D) of Nevada, president pro tempore of the Senate, Speaker of the House, William B. Bankhead, and Gladys Swarthout and John Charles Thomas, who sing in the House of Representatives.</p>
<p>Governor Bricker 10:45-11:00 p.m. SATURDAY, MARCH 4</p>	<p>Governor John W. Bricker (R) of Ohio speaks on "The 150th Anniversary of the First Convention of Congress" from Columbus.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p>Charles P. Melvoin 10:45-11:00 p.m. TUESDAY, MARCH 7</p>	<p>Charles P. Melvoin, C. P. A., of DePaul University, helps Columbia's listeners, with "Income Tax Economies" for the third year.</p>
<p>William O. Douglas 2:30-3:00 p.m. SATURDAY, MARCH 25</p>	<p>William O. Douglas, chairman of the Securities and Exchange Commission, addresses the National Democratic Club of New York.</p>
<p>Saluting the World's Fair 1:30-2:00 p.m. EACH SUNDAY</p>	<p>The rulers and heads of seventeen nations join in a weekly series of salutes to the New York World's Fair 1939. The schedule for March:</p> <p>MARCH 5: Yugoslavia. MARCH 12: Italy. MARCH 19: Hungary. MARCH 26: Poland.</p>
<p>Current Questions Before Congress <i>The Senate</i>—5:00-5:15 p.m. EACH TUESDAY <i>The House</i>—5:00-5:15 p.m. EACH THURSDAY</p>	<p>Leading members of the Senate and of the House of Representatives discuss, in separate weekly broadcasts, current legislation and business under consideration by their bodies. Speakers are selected for their special knowledge of the issues involved.</p>
<p>"Today" with Bob Trout 6:30-6:45 p.m. MONDAY, WEDNESDAY, THURSDAY, FRIDAY</p>	<p>Bob Trout, Columbia's ace reporter, tells the story of what's going on in the world "Today" in his daily news broadcasts. Trout speaks from Hollywood until March 17.</p>
<p>Capitol Opinions 10:45-11:00 p.m. EACH SATURDAY AND SUNDAY</p>	<p>Members of Congress and government officials participate in these discussions of problems of national interest. The programs originate WJSV, Columbia's station in Washington.</p>

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
Papal Election Various Hours BEGINNING MARCH 1	The Papal election, beginning on the first of March with the Conclave of Cardinals, is covered by Columbia direct from the Vatican, where William L. Shirer and Thomas Grandin describe developments to America.
Yankee Clipper Christening 3:00-3:30 p.m. 4:15-4:30 p.m. FRIDAY, MARCH 3	The new Pan American Yankee Clipper, largest commercial plane ever built, which will be used for trans-Atlantic service, is christened in Washington by Mrs. Franklin D. Roosevelt. Speakers include Postmaster General James A. Farley, and Senator Josiah W. Bailey (D) of North Carolina. Later Mrs. Roosevelt and others make a test flight, during which a conversation from plane to ground is heard.
Widener Cup 4:15-4:45 p.m. SATURDAY, MARCH 4	The \$50,000 Widener Challenge Cup, held at Hialeah Park, Miami, brings together Stagehand, Pasteurized, Bull Lea and perhaps War Admiral, in a mile and a quarter thriller described by Bryan Field.
Santa Anita Handicap 7:00-7:30 p.m. SATURDAY, MARCH 4	Columbia takes its audience from Florida to California for the \$100,000 Santa Anita Handicap. Filled with an assortment of thoroughbreds from the United States and the Argentine, this race is described by race caller Joe Hernandez.
Girl Scouts' 27th Anniversary 4:15-4:45 p.m. WEDNESDAY, MARCH 15	The national "Birthday Party" of the Girl Scouts, is broadcast by Columbia, featuring Alice Frost, Jessica Dragonette and Morton Downey, Mrs. Herbert C. Hoover and Mrs. Frederick H. Brooke, president of the Scouts, are the guests of honor.

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>Armstrong-Feldman Title Bout 11:00-12 midnight THURSDAY, MARCH 16</p>	<p>France Laux returns to Columbia's mike as fight reporter again as he describes the fifteen round title bout between Henry Armstrong world's light and welterweight champion and Lew Feldman, challenger, in St. Louis.</p>
<p>American Legion 20th Anniversary 11:00-11:15 a.m. FRIDAY, MARCH 17</p>	<p>Columbia brings to its American audience broadcast of the ceremonies during the unveiling of a plaque, in Paris, commemorating the 20th anniversary of the American Legion.</p>
<p>President DeValera 4:15-4:45 p.m. FRIDAY, MARCH 17</p>	<p>President Eamon DeValera of Ireland speaks to America in a special St. Patrick's Day program, with Irish music from Dublin.</p>
<p>University of Michigan Centennial 3:00-3:45 p.m. SATURDAY, MARCH 18</p>	<p>The centennial of the University of Michigan, the first state university, features Senator Arthur H. Vandenberg (R) of Michigan and Attorney-General Frank Murphy, speaking from Washington, Professor Lyman Bryson and Benny Friedman, famed Michigan backfield star, who will throw an "aerial pass" from New York to his old receiver, Benny Oosterbaan, at Ann Arbor.</p>
<p>Refugee Program 10:45-11:00 p.m. TUESDAY, MARCH 21</p>	<p>Columbia carries a special program in connection with the drive for funds to aid refugees from lands of persecution.</p>
<p>President Lebrun in London 6:15-7:00 p.m. THURSDAY, MARCH 23</p>	<p>Edward R. Murrow, Columbia's European director, describes the reception in London to President Albert Lebrun of France, and discusses the significance of Lebrun's visit.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</p>	<p>The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:</p> <table border="0"> <tr> <td>LYMAN BRYSON, chairman</td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. GANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
LYMAN BRYSON, chairman	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
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ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p>Americans at Work 7:00-7:30 p.m. EACH SATURDAY</p>	<p>Portrayals of many of the varied jobs that make up the intricate web of American industrial life: with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The March schedule:</p> <p>MARCH 4: The Carpenter. MARCH 11: The Barber. MARCH 18: The Auto Worker. MARCH 25: The Florist.</p>														
<p>The People's Platform 7:00-7:30 p.m. EACH SUNDAY</p>	<p>Columbia presents a novel series in which four typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which solutions to current problems are sought through an exchange of ideas.</p> <p>MARCH 5: "Amend the Neutrality Law?" MARCH 12: "How Shall Labor Disputes Be Settled?" MARCH 19: "Is the League of Nations a Failure?" MARCH 26: "Increase the National Debt?"</p>														

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>Of Men and Books 4:45-5:00 p.m. EACH WEDNESDAY</p>	<p>Current books and authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University.</p> <p>MARCH 8: Books by George W. Bagby and William Murrell.</p> <p>MARCH 15: Social action books by Lynn Bryson, Lewis Mumford, Chester M. Wright and H. A. Overstreet.</p> <p>MARCH 22: Works by Gordon Dunthorne and Allison Dorrance.</p> <p>MARCH 29: Humorous fiction by E. B. White, William March and Don Marquis.</p>
<p>Adventures in Science 7:15-7:30 p.m. EACH THURSDAY</p>	<p>Watson Davis interviews prominent scientists on these programs presented in cooperation with Science Service, Inc.</p> <p>MARCH 2: Professor George D. Stoddard, Iowa State University: "Cultivating the Child's Mind."</p> <p>MARCH 9: Dr. Otto Struve, Chicago U.: "The Most Important Exploration of the Universe."</p>
<p>Men Behind the Stars 5:15-5:30 p.m. EACH FRIDAY</p>	<p>The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Prof. William H. Bartlett Jr. of the Hayden Planetarium, and Harold Christian Adamson of the American Museum of Natural History.</p> <p>MARCH 3: Bessel.</p> <p>MARCH 10: Arabian Astronomers.</p> <p>MARCH 17: Horrocks.</p> <p>MARCH 24: Halley.</p> <p>MARCH 31: Schiaparelli.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME

**American School
of the Air**

2:30-3:00 p.m.

MONDAY THRU FRIDAY

DESCRIPTION

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

Mondays—Frontiers of Democracy.

MARCH 6: Merging Streams.

MARCH 13: Keeping Them Alive.

MARCH 20: Our Aging Population.

MARCH 27: The Emergence of Women.

Tuesdays—Music and the Friendly Arts.

MARCH 7: Music and Poetry (Poetry Settings).

MARCH 14: Music and Poetry (Tone Poems).

MARCH 21: Music and Drama (Incidental Music).

MARCH 28: Music and Drama (Opera).

Wednesdays—New Horizons.

MARCH 1: Haunts of the Gorilla.

MARCH 8: Descendants of the Mutineers.

MARCH 15: The Frozen Continent.

MARCH 22: Jungle Corners.

MARCH 29: Empire of the Feathered Serpent.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>American School of the Air <i>(Continued)</i></p>	<p>Thursdays—<i>This Living World</i>.</p> <p>MARCH 2: "Democracy" (broadcast from Manual Training High School).</p> <p>MARCH 9: "Labor Relations" (from Girls' Commercial High School).</p> <p>MARCH 16: "Immigration" (from Groves Cleveland High School).</p> <p>MARCH 23: Program from Girls' High School.</p> <p>MARCH 30: Program from Evander Childs High School.</p> <p>Fridays—<i>Tales from Far and Near</i>.</p> <p>MARCH 3: Laura Benet: "The Hidden Valley."</p> <p>MARCH 10: Elizabeth Coatsworth—"The Boy With the Parrot."</p> <p>MARCH 17: Richard Bennett—"Shawneen and the Gander."</p> <p>MARCH 24: Berta and Elmer Hader—"Bitter Butter."</p> <p>MARCH 31: Charles J. Finger—"Give a Man a Horse."</p>
<p>What Price America? 5:00-5:30 p.m. EACH SATURDAY</p>	<p>The story of the natural resources of America—their original abundance, gradual depletion, and present efforts at conservation—is told through dramatizations presented by CBS in cooperation with the U. S. Dept. of Interior.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>Highways to Health 4:00-4:15 p.m. EACH TUESDAY 4:30-4:45 p.m. TUESDAY, MARCH 7</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. Iago Galdston, executive secretary of the Medical Information Bureau, is in charge.</p> <p>MARCH 7: Dr. George C. Andrews, Chief Dermatologist, Vanderbilt Clinic: "Skin Troubles of the Young."</p> <p>MARCH 14: Dr. Anthony Bassler, Consulting Gastroenterologist, St. Vincent's Hospital: "Can Emotional Disturbance Cause Indigestion?"</p> <p>MARCH 21: Dr. Russell Cecil, Professor of Clinical Medicine, Cornell University Medical College: "Chronic Arthritis."</p> <p>MARCH 28: Dr. Conrad Berens, New York Eye and Ear Infirmary: "Must I Wear Glasses— and All the Time?"</p>
<p>"Americans All— Immigrants All" 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This new series dramatizes the outstanding contributions made by all races in building the America of today. John W. Studebaker, Commissioner of Education, supervises and Gilbert Seldes prepares the scripts.</p> <p>MARCH 5: Italians in America (Mayor LaGuardia, guest speaker).</p> <p>MARCH 12: Near Eastern People.</p> <p>MARCH 19: Other Groups.</p> <p>MARCH 26: Contributions in Industry.</p>

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
<p>The Columbia Workshop 10:30-11:00 p.m. EACH MONDAY</p>	<p><i>The Columbia Workshop</i>, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques.</p> <p>MARCH 6: "The Winged Victory," by Dav Redstone, directed by Brewster Morgan.</p> <p>MARCH 13: "In the Train," adapted by Hu Hunt, directed by Norman Corwin.</p> <p>MARCH 22: "A Letter from Home," by Charl R. Jackson, directed by William N. Robson.</p> <p>MARCH 29: "Flight from Home," by Willi Merrick, directed by Norman Corwin.</p>
<p>Ray Collins in "County Seat" 7:00-7:15 p.m. MONDAY THRU FRIDAY</p>	<p>Ray Collins, one of radio's foremost actor stars in this new dramatic series as "Doc Hackett, small town druggist. The story "County Seat" is written by Milton Gelb.</p>
<p>Norman Corwin's "Words Without Music" 2:30-3:00 p.m. EACH SUNDAY</p>	<p><i>Words Without Music</i> was introduced in Columbia Workshop performance. Directed by Norman Corwin, these unusual program experiment with the drama of words and act to vitalize poetry for a larger audience.</p>
<p>Men Against Death 2:00-2:30 p.m. EACH SATURDAY EXCEPT MARCH 4</p>	<p>The heroes of Paul de Kruif's well-known books are brought to life in dramas presented in association with the Federal Theater's Radio Division. Brewster Morgan directs, Leo F. taine adapts, Charles Paul is organist.</p>
<p>Four Corners Theater 10:30-11:00 p.m. EACH SATURDAY</p>	<p>Drama which has played to America's rural audiences in more performances than the greatest Broadway hits is featured on the stage of Columbia's <i>Four Corners Theater</i>, produced by Earle McGill.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME

**New York Philharmonic-
Symphony Orchestra**

3:00-5:00 p.m.

EACH SUNDAY

DESCRIPTION

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

MARCH 5: *Schubert*: Overture to "Rosamunde"; *Brahms*: Symphony No. 3; *Chausson*: Poeme for Violin and Orchestra and *Ravel*: Tzigane for Violin and Orchestra. JOSEPH KNITZER, violinist; *Weinberger*: Polka and Fugue from "Schwanda."

MARCH 12: *Weber*: Overture to "Oberon"; *Beethoven*: "Emperor" Concerto, ARTUR SCHNABEL, pianist; *Bach*: Brandenburg Concerto No. 3; *Elgar*: Variations on an Original Theme from "Enigma."

MARCH 19: *Handel*: Concerto Grosso for Strings No. 6; *Saint-Saëns*: Piano Concerto No. 2, ARTUR RUBINSTEIN, pianist; *De Falla*: "Nights in the Gardens of Spain," Symphonic Impressions for Piano and Orchestra; *Borodin*: Polovetsian Dances from "Prince Igor."

MARCH 26: *Beethoven*: Overture to "Egmont"; *Brahms*: Double Concerto for Violin and Cello, ALBERT SPALDING, violinist and GASPAR CASSADO, cellist; *Schubert*: Symphony No. 4 in C minor ("Tragic"); *Wagner*: Overture to "The Flying Dutchman."

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Curtis Institute of Music 3:00-4:00 p.m. EACH MONDAY</p>	<p>The Curtis Institute of Music is presenting a series of thirty Monday concerts in its ten consecutive seasons on CBS. Distinguished faculty members and students perform. Chamber music groups are directed by Dr. Louis Baillet and the Curtis Symphony Orchestra is conducted by Fritz Reiner. A new feature is musical commentary by students of the Institute.</p>
<p>Music of the Restoration 5:00-5:30 p.m. EACH MONDAY</p>	<p>Bernard Herrman conducts the Columbia Chamber Orchestra in music of the Restoration period, featuring the quartets of Matthew Locke and music of Purcell, Young and others.</p>
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY EXCEPT MARCH 7</p>	<p>Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Rowland soprano; Ruth Carhart, contralto; Morton Lowie, tenor and Hubert Hendrie, baritone.</p>
<p>Cincinnati Symphony Children's Concert MARCH 7, 3:30-4:30 p.m.</p>	<p>Eugene Goossens directs the Cincinnati Symphony Orchestra in the final of five Tuesday young people's concerts.</p>
<p>"Music for Fun" 5:00-5:30 p.m. EACH TUESDAY</p>	<p>Music designed to please younger listeners as well as the family group is presented on this series under the direction of Howard Barlow. Children appear on each program to express their reactions to the music, with William Spier acting as interviewer.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Indianapolis Symphony Orchestra WEDNESDAY, 3:00-4:00 p.m.</p>	<p>Fabien Sevitzy conducts the Indianapolis Symphony Orchestra in these hour concerts. On March 1, he performs the Haydn Symphony No. 17 in F major.</p>
<p>Keyboard Concerts 3:30-4:00 p.m. EACH FRIDAY</p>	<p>Outstanding artists of all the keyboard instruments are presented on these programs. MARCH 3: Grace Castagnetta. MARCH 10: Marc Albert. MARCH 17: Adele Marcus.</p>
<p>Columbia Concert Orchestra 10:30-11:00 p.m. EACH FRIDAY</p>	<p>Howard Barlow, Columbia's noted conductor, leads the Columbia Concert Orchestra in a new series of Friday evening concerts.</p>
<p>United States Army and Marine Bands THURSDAY, FRIDAY, 3-3:30 p.m.</p>	<p>Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army Band. On occasion the Marine Band alternates with Friday programs.</p>
<p>Cincinnati Conservatory of Music 11:00 a.m.-12:00 noon EACH SATURDAY</p>	<p>The Cincinnati Conservatory of Music presents its fourth season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured each week as soloists.</p>
<p>New York Philharmonic Young People's Concert 11:00 a.m.-12:30 p.m. SATURDAY, MARCH 18</p>	<p>Ernest Schelling conducts the final in his series of six young people's concerts by the New York Philharmonic Symphony, broadcast by CBS exclusively. This is an all-request program.</p>

CBS SUSTAINING PROGRAMS

CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>"So You Want to Be—" 5:30-5:45 p.m. EACH WEDNESDAY</p>	<p>Successful persons in all walks of life are subjects of interviews by youngsters who wish to follow in their footsteps. The program is presented with the cooperation of <i>Young America</i> magazine.</p> <p>MARCH 1: Gilbert Miller, producer and Ed Mills, actor—"So You Want to Be a Theater Producer?"</p> <p>MARCH 15: Christopher W. Coates, aquarist, New York Aquarium—"So You Want to Be an Aquarist?"</p> <p>MARCH 22: James Edwards, of Balcom Associates—"So You Want to Be a Civil Engineer?"</p> <p>MARCH 29: Ford Frick, president, National Football League—"So You Want to Be a Professional Football Player?"</p>
<p>"March of Games" 5:15-5:30 p.m. EACH WEDNESDAY AND FRIDAY</p>	<p>Children who like asking questions and children who prefer answering them are given an opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross, 14-year-old master of ceremonies and Sybil Trent, 11-year-old "Miss Dignity Major" are featured.</p>
<p>"Let's Pretend" 5:15-5:45 p.m. EACH MONDAY AND THURSDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented on a new schedule of twice weekly with a cast of child actors. These dramas have been a Columbia children's feature for eight years.</p>

**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 8th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.

MARCH 5: *Morning*—Rev. G. Vander Linden, First Reformed Church of Englewood, Chicago.

Afternoon—Rev. Edgar Schmiedeler, O.S.B., Director Rural Life Bureau, Family Life Section, National Catholic Welfare Conference, Washington, D. C.

MARCH 12: *Morning*—Rev. Edwin McNeil Poteat, D.D., Euclid Avenue Baptist Church, Cleveland.

Afternoon—Mr. Frederick William Booger, Former First Reader, Christian Science Church, Toronto.

MARCH 19: *Morning*—Rt. Rev. Francis M. Taitt, Bishop of Pennsylvania, Philadelphia (Episcopal).

Afternoon—Rev. Thomas J. Tobin, Chancellor, Archdiocese of Portland, Oregon (Catholic).

MARCH 26: *Morning*—Rev. O. A. Geiseman, Grace Lutheran Church, River Forest, Illinois.

Afternoon—Rabbi Norman Gerstenfeld, Washington Hebrew Congregation, Washington, D. C.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p>"Wings Over Jordan" 9:00-9:30 a.m. EACH SUNDAY</p>	<p>This program of religious talks and spiritual music is presented by outstanding Negro leaders, educators and a choir of 35 voices.</p> <p>MARCH 5: Mrs. Jennie Moton, president of the National Association of Colored Women, Capahosie, Va.</p> <p>MARCH 12: Lafayette E. Ford, president, National Alliance of Postal Employees, St. Louis.</p> <p>MARCH 19: Channing H. Tobias, director, Colored YMCAs, New York City.</p> <p>MARCH 26: C. C. Spaulding, president, National Negro Business Association, Durham, N. C.</p>
<p>Christian Work in Arabia 4:00-4:15 p.m. FRIDAY, MARCH 10</p>	<p>A special program, in connection with the 50th anniversary of the opening of Christian work in Arabia, features talks by Rev. Luther A. Shafer, associate secretary of the Board of Foreign Missions, Reformed Church in America and Dr. William Wells Thoms, missionary director and explorer in Arabia, who speaks from Chicago on "Bridge Building in Arabia."</p>
<p>Catholic Charities 4:15-4:45 p.m. MONDAY, MARCH 13</p>	<p>A special program under the auspices of the Catholic Charities of New York will be devoted to the problems of youth. Participating in the round-table discussion are Miss Helen Harris, director of the National Youth Administration of New York City and Dr. Robert Edwards Moore, director of the Division of Social Action, New York Catholic Charities.</p>

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>"This Is New York" 8:00-9:00 p.m. EACH SUNDAY</p>	<p>The new CBS variety show, "This Is New York," draws its stars and its material directly from the Big City and brings to the microphone such entertainingly divergent personalities as Mayor LaGuardia, Elsa Maxwell, ex-Mayor James J. Walker, Louis Armstrong and Alexander Woolcott. Deems Taylor is the current master of ceremonies, while Leith Stevens and his orchestra supply the music. The entire show is produced by Ed Gardner, who also appears as "Archie," a heckler.</p>
<p>Richard Maxwell 9:00-9:15 a.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>Richard Maxwell presents three programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor.</p>
<p>Major Bowes' Capitol Family 11:30 a.m. 12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' 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.</p>
<p>Bob Byron 8:15-8:30 a.m. MONDAY THRU SATURDAY</p>	<p>Bob Byron helps the Columbia audience to waken in a cheerful mood with his songs, whistling and merry banter.</p>

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 Walter Gross as band director and Allen as swing commentator, the Swing Club guests this month include Kay Thompson, Jack Benny, Louis Armstrong, and stars from the "Swing Mikado."</p>
<p>"The Zany Family" 4:15-4:45 p.m. EACH WEDNESDAY</p>	<p>"The Zany Family", a talented group of comedians, put their family antics on the air. Charley Austen (Poppa Zany) as m.c., Ruth Carhart, Audrey Marsh, Barry Wood and Mark Warnow's orchestra.</p>
<p>Ray Block's Varieties 4:15-4:45 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p>Al Bernard's Merry Minstrels FRIDAYS, 4:45-5:00 p.m.</p>	<p>A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headline in this field of entertainment, is starred.</p>
<p>Buddy Clark 10:30-10:45 p.m. EACH TUESDAY</p>	<p>Buddy Clark, Columbia's baritone star, is heard with Leith Stevens and his orchestra in this new weekly program.</p>
<p>National Hillbilly Champions 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Hillbilly music, performed by the nation's leading mountaineer group, Pappy Chesnut and the National Hillbilly Champions, is heard every Saturday morning from station KMOX.</p>
<p>Nan Wynn MONDAY, 4:45-5:00 p.m. THURSDAY, 6:45-7:00 p.m.</p>	<p>Nan Wynn, Columbia's sweet-swing singer, is heard twice weekly in her own program of stylized songs.</p>

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																				
<p>Moods for Moderns 1:30-2:00 p.m. EACH SATURDAY</p>	<p>Lyn Murray, outstanding young conductor, directs these programs of original arrangements of modern music, and features guest soloists and choruses.</p>																				
<p>CBS Vocalists Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table border="0" data-bbox="905 836 1413 1004"> <tr> <td>Clyde Barrie</td> <td>Doris Rhodes</td> </tr> <tr> <td>Ruth Carhart</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Ray Heatherton</td> <td>Jack Shannon</td> </tr> <tr> <td>Audrey Marsh</td> <td>Barry Wood</td> </tr> </table>	Clyde Barrie	Doris Rhodes	Ruth Carhart	Genevieve Rowe	Ray Heatherton	Jack Shannon	Audrey Marsh	Barry Wood												
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<p>Deep River Boys, Eton Boys, Four Clubmen Various hours</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>																				
<p>Dance Orchestras Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for March:</p> <table border="0" data-bbox="905 1493 1413 1920"> <tr> <td>Charles Baum</td> <td>Paul Kain</td> </tr> <tr> <td>Ben Bernie</td> <td>Sammy Kaye</td> </tr> <tr> <td>Archie Bleyer</td> <td>Henry King</td> </tr> <tr> <td>Gab Calloway</td> <td>Wayne King</td> </tr> <tr> <td>Jimmy Dorsey</td> <td>Enoch Light</td> </tr> <tr> <td>Tommy Dorsey</td> <td>Jack Marshard</td> </tr> <tr> <td>Glen Gray</td> <td>Ozzie Nelson</td> </tr> <tr> <td>Herbie Holmes</td> <td>Leighton Noble</td> </tr> <tr> <td>Harry James</td> <td>Harry Owens</td> </tr> <tr> <td></td> <td>Dick Stabile</td> </tr> </table>	Charles Baum	Paul Kain	Ben Bernie	Sammy Kaye	Archie Bleyer	Henry King	Gab Calloway	Wayne King	Jimmy Dorsey	Enoch Light	Tommy Dorsey	Jack Marshard	Glen Gray	Ozzie Nelson	Herbie Holmes	Leighton Noble	Harry James	Harry Owens		Dick Stabile
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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 2: Father Maurice S. Sheehy of Catholic University described "Latin America as I Saw It," 10:45-11 p.m.

● FEBRUARY 3: Mrs. Ruth Baker Pratt, chairman of the New York Philharmonic-Symphony League, spoke of its work, 5-5:15 p.m.

Representative Thomas C. Hennings, Jr. (D) of Missouri discussed "The President on America's Foreign Policy," 10:30-10:45 p.m.

"The Mediterranean Problem" was the subject of Frank Gervasi, INS foreign correspondent, 10:45-11 p.m.

● FEBRUARY 8 AND 14: Boy Scout Week was celebrated with speeches by President Roosevelt, Walter W. Head, Scout President, and Dr. James West, Chief Scout Executive, on February 8, 10-10:15 p.m., and "A Message to Parents" by former President Herbert Hoover and Colonel Theodore Roosevelt on February 14, 10:45-11 p.m.

● FEBRUARY 9: Clarence Streit of the *New York Times* gave his views on "Which Way World Order." 10:45-11 p.m.

● FEBRUARY 10, 11, 12 AND 14: "Tributes to Pope Pius XI" were made by Arnaldo Corresi, former New York Times correspondent from Rome, February 10, 2:15-2:30 p.m. and later, by former President Herbert Clark Hoover and Bernard M. Baruch from New York, and Secretary of Agriculture Henry A. Wallace, Bishop James E. Freeman and the Rev. Dr. Maurice S. Sheehy from Washington, 10:30-11 p.m. On February 11 Cecil Brown, INS correspondent spoke from Rome, 5:45-6 p.m., and on February 12 William L. Shirer broadcast from Rome 9:15-9:30 a.m. On February 14 the funeral service was described from Vatican City by Father Delaney, 10:15-11 a.m.

● FEBRUARY 12: Representative Sol Bloom (D) of New York discussed plans for the 150th anniversary of Congress, to be observed March 4, 10:45-11 p.m.

● FEBRUARY 13: Republican hopefuls joined in a Lincoln "Victory Dinner" at the Waldorf-Astoria. Those heard celebrating included Governor Julius P. Heil of Wisconsin, Governor Frank D. Fitzgerald of Michigan, District Attorney Thomas Alva Dewey of New York and C. Wayland Brooks, unsuccessful 1936 gubernatorial candidate of Illinois, 10:30-11 p.m.

FEBRUARY 16: "The President's New Army Air Corps Program" was the topic of Brigadier-General George H. Brett, 10:45-11 p.m.

FEBRUARY 18: The third annual National Farm Institute panel discussion on the government's farm program held at Des Moines, featured Fred H. Clausen of the Farm Equipment Manufacturers Institute, Charlton Ogurn of the A. F. of L., Edward A. O'Neal of the American Farm Bureau Federation and Allan B. Kline of the Iowa Farm Bureau Federation, 4:30-5 p.m.

FEBRUARY 23: Carson Ryan, president of the Progressive Education Association, discussed "The National Education for Democratic America." 6:45-7 p.m.

FEBRUARY 24: A trans-oceanic round table on current affairs brought together Thelma Tazelet, Lady Davidson and Irene Ward, all conservatives, and Jennie L. Adamson, Agnes Hardie, Dr. Edith Summerskill and Ellen Wilkinson, Laborites, speaking from England, and Senator Hattie W. Caraway (D) of Arkansas, and Representatives Mary T. Norton (D) of New Jersey, Caroline O'Day (D) of New York and Jessie L. Sumner (R) of Illinois. Miss Lena Madesin Phillips, president of the International Federation of Business and Professional Women, which arranged the broadcast, opened the program, 1:15-4:15 p.m.

FEBRUARY 24: Secretary of Commerce Harry L. Hopkins spoke on "Government and Business" before the Des Moines Economic Club, 10:30-11:15 p.m.

William Green, president of the A. F. of L., addressed a meeting of the Brotherhood of Electrical Workers, Local No. 3, in New York City, 11:15-11:30 p.m.

● FEBRUARY 25: Colonel Francis P. Harrington, new WPA Administrator, discussed future plans, 10:45-11 p.m.

SPECIAL EVENTS

● FEBRUARY 10: Ted Husing described the victory of Glenn Cunningham in the Penn A. C. Mile, run in Convention Hall, Philadelphia, and summarized the other events, 10:30-10:45 p.m.

● FEBRUARY 18: National Defense Week began with a rumble when tanks maneuvered in Times Square. Major Henry C. Bates described the unusual scene. Major Hugo J. Endres spoke of national defense, 2:30-2:45 p.m.

Vernon "Lefty" Gomez of the New York *Yankees* was among the sportsmen interviewed by Bob Edge at the Sportsmen's Show, in Grand Central Palace, 2:45-3 p.m.

Mark O'Dea, chairman of the 1938 Jury of Awards for *Advertising & Selling* magazine, presented the gold medal for distinguished services to advertising to Philip L. Thomson of Western Electric, and for the best radio program to "The March of Minnesota." re-enacted on the program, 6:15-7 p.m.

● FEBRUARY 20 AND 21: Columbia flew from the coast with the new trans-Atlantic clipper, broadcasting at the take-off in San Francisco on February 20, 3:45-4 p.m., and also calling the United States from over Baltimore on February 21, 2:30-2:35 p.m.

A mule auction at Franklin, Kentucky, was described by George Walsh, as 3,500 mules were sold "down the river," 4-4:15 p.m.

● FEBRUARY 21: The first broadcast from

Albania ever heard in this country featured native music from Tirana. 4:45-5 p.m.

● FEBRUARY 22: The Chesapeake & Ohio Canal was rededicated as a national waterways for recreation, with an enactment of the saga of the original ill-fated canal, and a speech by Oscar L. Chapman, Assistant Secretary of the Interior, introduced by Frederic A. Delano, chairman of the National Capital Parks and Planning Commission. 2:30-3 p.m.

A variety of salutes to the memory of George Washington was carried by Columbia, including "It's a Fib," in which four contestants tried to detect five errors of fact in short dramatizations on the First President's life, 4:15-4:45 p.m.; and speeches by Ambassador William H. Bullitt and Premier Edouard Daladier before the American Club in Paris. 5-5:30 p.m.

A special celebration of the 21st anniversary of the Rainbow Division's entry into battle in France was heard from Indianapolis. 11-11:15 p.m.

● FEBRUARY 23: Governor John W. Bricker (R) of Ohio discussed the history of the rubber industry during the past hundred

years, and Dr. James Shelby Thomas envisioned its next hundred years, in a program dedicated to Akron's Rubber Centennial, 10:45-11 p.m.

● FEBRUARY 25: The 21st anniversary of Estonia's Declaration of Independence featured a talk by Karl Kuusik, Consul General in New York and folksongs by the Estonian Men's Choir of New York, 3:15-3:30 p.m.

SERIOUS MUSIC

● FEBRUARY 13: 500 Utah high school and college singers led by Lorin F. Wheelwright, and an 80-piece symphony orchestra directed by Professor Leroy J. Robert, participated in "A Lincoln Memorial Music Festival" from the Salt Lake City Tabernacle, 2:30-2:45 p.m.

● FEBRUARY 18: The Hunter College Choir sang various selections, from New York, 4-4:30 p.m.

● FEBRUARY 25: The combined glee clubs of Shadyside Academy, of Pittsburgh, and Arlington Hall, of Arlington, Virginia, gave a recital, under the direction of Robert V. Howard, 12:15-12:30 p.m.