

CBS PROGRAM BOOK MARCH, 1941

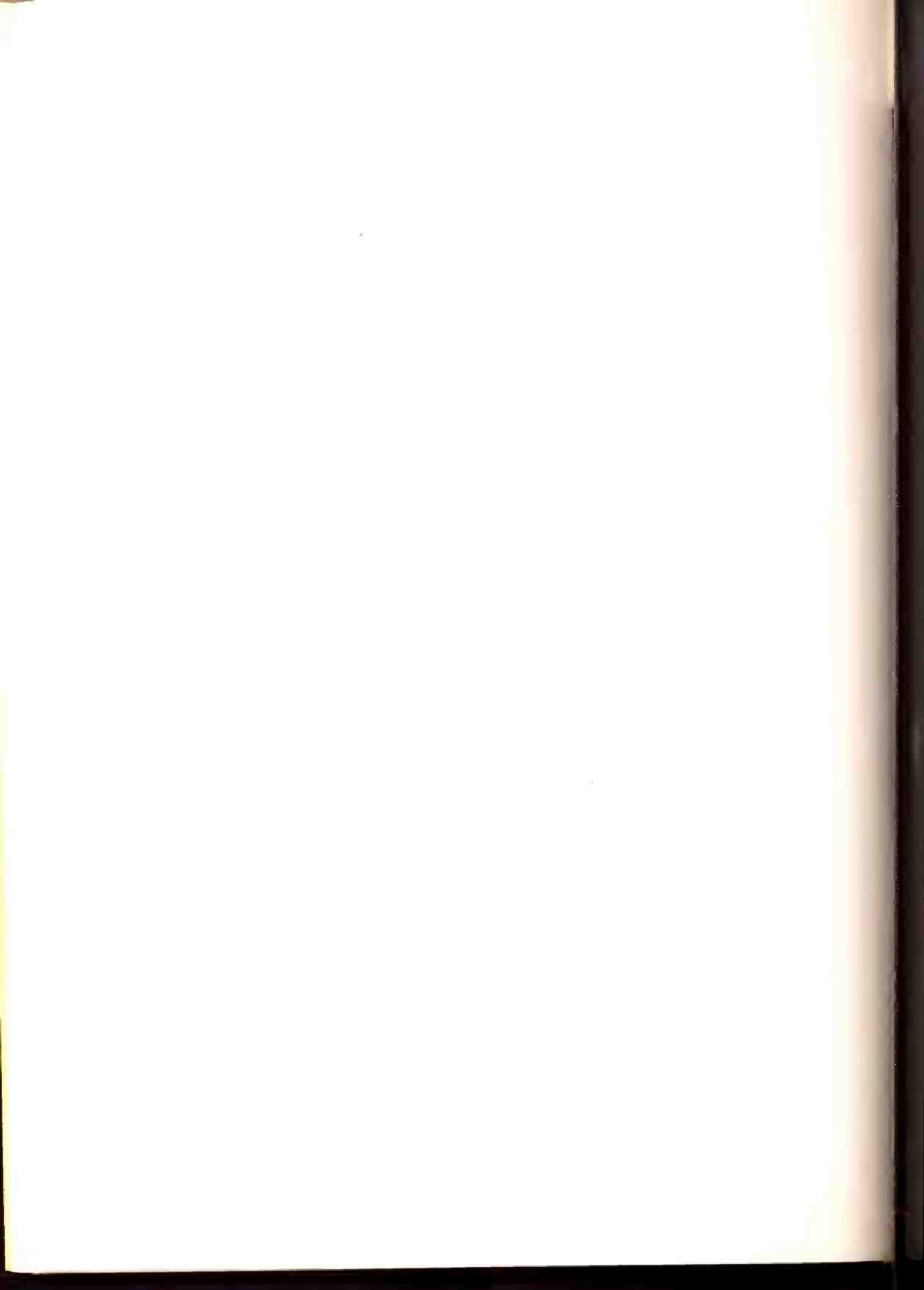


Beatrice Kay

Who is starring with Joe Howard

In Columbia's "Gay Nineties"

Now sponsored by Model Tobacco (see p. 13)





HERE'S A PRECISE ANSWER TO THE QUESTION:



The COLUMB

"Where's the best place to get the largest network audiences, against all competition on the air, today?"

Current program ratings give the answer impartially for all networks. And every grouping of them tells the same story.

COLUMBIA IS FIRST—by wide margins!

Take the most tensely competitive of all program hours: 8:00 to 10:00 in the evening.

Current program ratings (in *both* the standard rating services) show that on week-day evenings:

CBS delivers the largest audience to its sponsors, against all direct competition on the air, five times more often than the second network.

Here's the exact score (by quarter hour periods) from the most widely accepted rating service:

30 "firsts" for CBS... 6 "firsts" for Network B... 4 "firsts" for Network C.

For the *entire* week-day evenings (six o'clock through midnight) the score remains better than *three to one* in Columbia's favor.

For *all* seven evenings of the week, the data show:

CBS — 71 quarter-hour "firsts"
Network B—41 quarter-hour "firsts"
Network C—15 quarter-hour "firsts"

And CBS maintains its substantial lead in program-firsts through the *entire* day.

THIS IS NETWORK LEADERSHIP...

Each CBS sponsor directly benefits from the strongest program schedule in radio—passing on great audiences from one program to the next, more often than any other network.

You find its obvious reflection in the advertiser's, as well as the audience's, preference for CBS.

Most sharply, perhaps, in the fact that the country's *largest* advertisers—those with the highest jobs to do—chose *Columbia* more often than they chose any other network.

In 1941, as in 1940, 1939, 1938, 1937, 1936, 1935 and 1934.

BROADCASTING SYSTEM PACE-SETTER OF THE NETWORKS



THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 13

WABC SPONSORED PROGRAMS: pp. 14 to 16

CBS SUSTAINING PROGRAMS: pp. 17 to 28

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

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

COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 5

FORD MOTOR COMPANY:
Ford cars, trucks, tractors, Mercury,
Lincoln Page 7

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes Page 3

BROWN & WILLIAMSON TOBACCO CORP.:
Raleigh Cigarettes Page 4

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes,
Velvet Cigarette and Pipe Tobacco Page 10

P. LORILLARD COMPANY:
Old Gold Cigarettes Page 13

PENN TOBACCO COMPANY:
Kentucky Club Pipe Tobacco Page 10

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 11

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
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U. S TOBACCO COMPANY:
Dill's Best, Model Tobacco Page 13

● CONFECTIONERY

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DOUBLEMINT GUM:
Doublemint Gum Page 6

PETER PAUL, INC.:
Mounds Page 14

SPEARMINT GUM:
Spearmint Gum Page 12

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics,
Louis Philippe, Kolynos Page 3

ANACIN COMPANY:
Anacin Page 3

ARMOUR SOAP WORKS:
Luxor Toiletries Page 3

BATHASWEET CORPORATION:
Bathasweet Products Page 13

BAYER COMPANY:
Bayer Aspirin Page 3

CAMPANA SALES COMPANY:
Campana Hand Cream,
Italian Balm, Dreskin, Coolies,
D.D.D., Old South Toiletries Page 4

CHESEBROUGH MANUFACTURING COMPANY:
Vaseline Preparations Page 1

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Palmolive Soap,
Colgate Tooth Powder Pages 5, 1

COLONIAL DAMES, INC.:
Cosmetics Page 1

GILLETTE SAFETY RAZOR COMPANY:
Gillette Shaving Cream,
Safety Razors and Blades Page 1

LADY ESTHER LTD.:
Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish Page 1

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap, Lifebuoy Page 1

LOS ANGELES SOAP COMPANY:
White King Soap,
Sierra Pine Toilet Soap Page 1

MAGAZINE REPEATING RAZOR CO.:
Schick Injector Razors and Blades Page 1

MENNEN COMPANY:
Mennen Shave Products Pages 10, 1

THE PROCTOR & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
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Squibb Products Page 1

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 Sunkist Oranges, Lemons Page 4

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 Beans, and Tomato Juice Page 4
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 and Spaghetti Page 5

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CORTISS CANDY COMPANY:
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 Florida Citrus Fruit Page 7

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
 Cape Nuts, Post Toasties, Sanka,
 Minute Tapioca, Postum,
 Diamond Crystal Salt,
 Maxwell House Coffee,
 Post's 40% Bran Flakes,
 Post Toasties, Calumet,
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 Wheaties Page 8

IONIZED YEAST, INC.:
 Ionized Yeast Page 8

KNOX GELATINE COMPANY:
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LEVER BROTHERS COMPANY:
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 Planters Salted Peanuts,
 Planters Peanut Oil Page 11

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(See also Toilet Goods; Laundry Soaps)
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COLGATE-PALMOLIVE-PEET COMPANY:
(See also Toilet Goods)
 Concentrated Super Suds, Crystal White,
 Octagon Products Pages 5, 6

THE CUDAHY PACKING COMPANY:
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GENERAL FOODS CORPORATION:
(See also Foods)
 La France, Satina Page 7

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

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

● **LUBRICANTS**

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 Amoco-Gas, Orange American Gas Page 3

GULF OIL CORPORATION:
 Motor Oil and Gas Page 8

TEXAS COMPANY:
 Texaco Products Page 12

● **MISCELLANEOUS**

COMMERCIAL CREDIT COMPANY:
 Automobile Finance Service Page 6

EVERSHARP, INC.:
 Eversharp Pens and Pencils Page 7

INTERNATIONAL SILVER COMPANY:
 International Sterling and
 1847 Rogers Bros. Silverplate Page 8

LIBBEY-OWENS-FORD GLASS COMPANY:
 Flat Glass Products Page 9

NATIONAL LEAD COMPANY:
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 OF AMERICA:**
 Insurance Services Page 12

**ALEXANDER SMITH & SONS CARPET
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SOIL OFF MANUFACTURING CO.:
 Cleaning Fluid Page 11

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

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
AFFILIATED PRODUCTS, INC. <i>(421st Week on CBS)</i> The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 43 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics, Kolynos <i>Blackett-Sample-Hummert, Inc.</i>
AMERICAN OIL COMPANY <i>(136th Week on CBS)</i> The Human Side of the News by Edwin C. Hill	Mon. thru Fri. 6:05-6:15 p.m. 48 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i>
AMERICAN TOBACCO COMPANY <i>(252nd Week on CBS)</i> Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Hit Paraders Chorus Broadcast from military training camps featuring Jerry Lester, Dean Janis, Floria Vestoff, Gali Gali, and name band-of-the-week	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 106 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Lord & Thomas</i>
ANACIN COMPANY <i>(203rd Week on CBS)</i> Our Gal, Sunday	Mon. thru Fri. 12:45-1:00 p.m. 51 CBS stations ORIGINATES: WABC	Anacin <i>Blackett-Sample-Hummert, Inc.</i>
ARMOUR AND COMPANY <i>(3rd Week on CBS)</i> Treat-Time with Buddy Clark	Mon., Wed., Fri. 11:00-11:15 a.m. 51 CBS stations ORIGINATES: WBBM	Treet <i>Lord & Thomas</i>
ARMOUR SOAP WORKS <i>(2nd Week on CBS)</i> Wayne King and His Orchestra <i>Music</i>	Saturday 7:30-8:00 p.m. 35 CBS stations ORIGINATES: WBBM	Luxor Toiletries <i>Lord & Thomas</i>
BAYER COMPANY <i>(283rd Week on CBS)</i> Second Husband with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30-8:00 p.m. 74 CBS stations ORIGINATES: WABC	Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i>
THE BEST FOODS, INC. <i>(77th Week on CBS)</i> We the Abbotts <i>Serial drama</i>	Mon. thru Fri. 4:15-4:30 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 57 CBS stations ORIGINATES: WABC	Nucoa, Margarine, Hellman's Mayonnaise <i>Benton & Bowles, c.</i>

DWEY'S, INC.
(2nd Week on CBS)
News and Rhythm
with Dale Evans, vocalist, Todd Hunter, news commentator, Tommy Bartlett. Dari-Rich Orchestra

Sunday
11:05-11:30 a.m.
Rebroadcast
1:35-2:00 p.m.
34 CBS stations
ORIGINATES: WBBM

Dari-Rich Products
Sorensen & Company

BROWN & WILLIAMSON TOBACCO CORPORATION
(27th Week on CBS)
Paul Sullivan Reviews the News

Mon. thru Thurs.
6:30-6:45 p.m.
Rebroadcast
1:00-1:15 a.m.
29 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes
Batten, Barton, Durstine & Osborn, Inc.

CALIFORNIA FRUIT GROWERS EXCHANGE
(5th Week on CBS)
Sunkist Presents Hedda Hopper's Hollywood

Mon., Wed., Fri.
6:15-6:30 p.m.
41 CBS stations
ORIGINATES: KNX

Sunkist Oranges
Sunkist Lemons
Lord & Thomas

CAMPANA SALES COMPANY
(50th Week on CBS)
First Nighter
with Barbara Luddy and Les Tremayne
Drama

Tuesday
8:30-8:55 p.m.
55 CBS stations
ORIGINATES: WBBM

Campana Hand Cream,
Italian Balm, Dreskin,
Coolies, D.D.D., Old South Toiletries
Aubrey, Moore & Wallace, Inc.

CAMPBELL SOUP COMPANY
(35th Week on CBS)
Campbell Playhouse
with guest stars
Amos 'n' Andy
Serial comedy-drama

Friday
9:30-10:00 p.m.
65 CBS stations
ORIGINATES: WABC

Campbell's Soups
Ward Wheelock Company

Martha Webster
with Bess Flynn
Dramatic serial

Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
61 CBS stations
ORIGINATES: KNX

Campbell's Soups
Ward Wheelock Company

Fletcher Wiley
Talks

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:00-3:15 p.m.
58 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:30-2:45 p.m.
36 CBS stations
ORIGINATES: KNX

<p>CAMPBELL SOUP COMPANY <i>Continued</i></p> <p>Lanny Ross <i>Songs</i></p>	<p>Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations (Mon. and Wed. 57 CBS stations) ORIGINATES: WABC</p>	<p>Franco-American Macaroni and Spaghetti <i>Ruthrauff & Ryan, Inc.</i></p>
<p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(121st Week on CBS)</i></p> <p>Dr. Christian with Jean Hersholt</p>	<p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 65 CBS stations ORIGINATES: KNX</p>	<p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p>
<p>CHRYSLER CORPORATION <i>(260th Week on CBS)</i></p> <p>Major Bowes' Original Amateur Hour</p> <p>Elmer Davis <i>News</i></p>	<p>Thursday 9:00-10:00 p.m. 86 CBS stations ORIGINATES: WABC</p> <p>Mon., Wed., Thurs., Fri. 8:55-9:00 p.m. 100 CBS stations ORIGINATES: ON TOUR</p>	<p>Plymouth, Dodge, DeSoto, Chrysler <i>Ruthrauff & Ryan, Inc.</i></p> <p>Chrysler Fluid Drive Automobiles <i>Lee Anderson Advertising Company</i></p>
<p>COCA-COLA COMPANY <i>(80th Week on CBS)</i></p> <p>Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists</p>	<p>Sunday 4:30-5:00 p.m. 105 CBS stations ORIGINATES: WABC</p>	<p>Coca-Cola <i>D'Arcy Advertising Company, Inc.</i></p>
<p>COLGATE-PALMOLIVE-PEET COMPANY <i>(268th Week on CBS)</i></p> <p>Colgate Ask-It-Basket with Ed East <i>Variety-Quiz program</i></p> <p>City Desk <i>Drama</i></p> <p>Woman of Courage <i>Serial drama</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 68 CBS stations ORIGINATES: WABC</p> <p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 69 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:45-11:00 a.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Colgate Dental Cream <i>Ted Bates, Inc.</i></p> <p>Palmolive Shave Cream Palmolive Brushless Shave <i>Ted Bates, Inc.</i></p> <p>Octagon Products <i>Ted Bates, Inc.</i> Crystal White <i>Sherman & Marquardt, Inc.</i></p>

<p>COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i></p> <p>Myrt and Marge <i>Serial drama</i></p> <p>Hilltop House starring Bess Johnson <i>Serial drama</i></p> <p>Stepmother <i>Serial drama</i></p>	<p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 82 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 4:30-4:45 p.m. 81 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 49 CBS stations ORIGINATES: WBBM</p>	<p>New Concentrated Super Suds Super Suds <i>Sherman & Marquette, Inc.</i></p> <p>Palmolive Soap <i>Ward Wheelock Company</i></p> <p>Colgate Tooth Powder <i>Sherman & Marquette, Inc.</i></p>
<p>COMMERCIAL CREDIT COMPANY <i>9th Week on CBS)</i></p> <p>Bob Trout <i>News</i></p>	<p>Mon., Wed., Fri. 6:00-6:05 p.m. <i>Rebroadcasts</i> 11:00-11:05 p.m. 11:55-12 mid. <i>Saturday</i> 10:30-10:35 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Automobile Finance Service <i>O'Dea, Sheldon & Canaday, Inc.</i></p>
<p>CONTINENTAL BAKING CO., INC. <i>21st Week on CBS)</i></p> <p>Your Marriage Club with Haven MacQuarrie <i>Quiz</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 48 CBS stations ORIGINATES: WABC</p>	<p>Wonder Bread <i>Ted Bates, Inc.</i></p>
<p>THE CUDAHY PACKING COMPANY <i>22nd Week on CBS)</i></p> <p>Bachelor's Children <i>Serial drama</i></p>	<p>Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM</p>	<p>Old Dutch Cleanser <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>MURTISS CANDY COMPANY <i>3rd Week on CBS)</i></p> <p>News with Jackson Wheeler</p>	<p>Sat., Sun. 11:00-11:05 a.m. 38 CBS stations ORIGINATES: WABC</p>	<p>Candy <i>C. L. Miller Company</i></p>
<p>DOUBLEMINT GUM <i>54th Week on CBS)</i></p> <p>Melody Ranch with Gene Autry <i>Western dramatic series</i></p>	<p>Sunday 6:30-6:55 p.m. 69 CBS stations ORIGINATES: KNX</p>	<p>Doublemint Gum <i>J. Walter Thompson Company</i></p>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
EVERSHARP, INC. <i>(74th Week on CBS)</i> Take It or Leave It with Bob Hawk, MC, David Ross <i>Quiz</i>	Sunday 10:00-10:30 p.m. 59 CBS stations ORIGINATES: ON TOUR	Eversharp Pens and Pencils <i>The Biow Company</i>
FLORIDA CITRUS COMMISSION <i>(53rd Week on CBS)</i> Mary Margaret McBride <i>Talks</i>	Mon. thru Fri. 3:00-3:15 p.m. 38 CBS stations (Tues. and Thurs. 21 CBS stations) ORIGINATES: WABC	Florida Citrus Fruit <i>Arthur Kudner, Inc.</i>
FORD MOTOR COMPANY <i>(359th Week on CBS)</i> Sunday Evening Hour Ford Symphony Orchestra and Chorus, guest conductors, and soloists <i>With Talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. 57 CBS stations ORIGINATES: WJR	Ford motor cars, trucks, and tractors Mercury Lincoln <i>McCann-Erickson, Inc.</i>
GENERAL FOODS CORPORATION <i>(301st Week on CBS)</i> We, the People with Gabriel Heatter and guests <i>Real-life experiences</i> Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus, Charlie Cantor and Minerva Pious <i>Music, comedy, and drama</i> Kate Smith Speaks; News <i>Talks and news</i> Home of the Brave <i>Serial drama</i> Joyce Jordan, Girl Interrupted <i>Serial drama</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 81 CBS stations ORIGINATES: WABC Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 91 CBS stations ORIGINATES: WABC Mon. thru Fri. 12:00-12:15 p.m. 79 CBS stations ORIGINATES: WABC Mon. thru Fri. 2:45-3:00 p.m. 80 CBS stations ORIGINATES: WABC Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:30-6:45 p.m. 59 CBS stations ORIGINATES: WABC	Sanka <i>Young & Rubicam, Inc.</i> Grape Nuts <i>Young & Rubicam, Inc.</i> Swansdown Cake Flour <i>Young & Rubicam, Inc.</i> Diamond Crystal Salt <i>Benton & Bowles, Inc.</i> Calumet Baking Powder Swansdown Cake Flour <i>Young & Rubicam, Inc.</i> La France Satina Minute Tapioca <i>Young & Rubicam, Inc.</i>

<p>GENERAL FOODS CORPORATION <i>continued</i></p> <p>Young Dr. Malone <i>Serial drama</i></p> <p>Kate Hopkins <i>Serial drama</i></p> <p>Portia Faces Life <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 84 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 4:45-5:00 p.m. <i>Rebroadcast</i> 3:30-3:45 p.m. 44 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 4:00-4:15 p.m. <i>Rebroadcast</i> 12:15-12:30 p.m. 84 CBS stations ORIGINATES: WABC</p>	<p>Post's 40% Bran Flakes <i>Benton & Bowles, Inc.</i></p> <p>Maxwell House Coffee <i>Benton & Bowles, Inc.</i></p> <p>Post Toasties <i>Benton & Bowles, Inc.</i></p>
<p>GENERAL MILLS, INC. <i>53rd Week on CBS)</i></p> <p>By Kathleen Norris <i>Dramatization of her novels</i></p>	<p>Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 11:45 a.m.-12:00 noon 40 CBS stations ORIGINATES: WABC</p>	<p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p>
<p>GILLETTE SAFETY RAZOR COMPANY <i>(3rd Week on CBS)</i></p> <p>Elmer Davis <i>News</i></p>	<p>Tues., Fri. 8:55-9:00 p.m. 57 CBS stations ORIGINATES: WABC</p>	<p>Gillette Shaving Cream, Safety Razors and Blades <i>Maxon, Inc.</i></p>
<p>GULF OIL CORPORATION <i>368th Week on CBS)</i></p> <p>Gulf Screen Guild Theatre with Roger Pryor, MC, screen stars, Oscar Bradley's Orchestra, John Hiestand</p>	<p>Sunday 7:30-8:00 p.m. 79 CBS stations ORIGINATES: KNX</p>	<p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p>
<p>INTERNATIONAL SILVER COMPANY <i>155th Week on CBS)</i></p> <p>Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars</p>	<p>Sunday 6:00-6:30 p.m. 57 CBS stations ORIGINATES: KNX</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p>
<p>IRONIZED YEAST CO., INC. <i>75th Week on CBS)</i></p> <p>Court of Missing Heirs <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 75 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p>

CURRENT TIME PROGRAM	TIME	PRODUCT AND AGENTS
<p>LADY ESTHER, LTD. (377th Week on CBS)</p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Face Powder, Face Cream Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p>
<p>LEVER BROTHERS COMPANY (291st Week on CBS)</p> <p>Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i></p> <p>Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra <i>Drama</i></p> <p>Meet Mister Meek <i>Drama</i></p> <p>Big Sister with Alice Frost, Martin Gabel <i>Serial drama</i></p> <p>Aunt Jenny's Real Life Stories <i>Dramatic sketches</i></p>	<p>Monday 9:00-10:00 p.m. 66 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 9:30-10:00 p.m. 75 CBS stations 30 CBC stations ORIGINATES: KNX</p> <p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 64 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 75 CBS stations 31 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:45-12:00 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Lux Toilet Soap <i>J. Walter Thompson Company</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Lifebuoy <i>William Esty & Company, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Spry <i>Ruthrauff & Ryan, Inc.</i></p>
<p>LIBBEY-OWENS-FORD GLASS COMPANY (23rd Week on CBS)</p> <p>Design for Happiness with 65-piece Chicago Woman's Symphony Orchestra, directed by Izler Solomon, and guest soloists <i>Symphonic music</i> (This series ends March 23)</p>	<p>Sunday 5:00-5:30 p.m. 81 CBS stations ORIGINATES: WBBM</p>	<p>Flat Glass Products <i>Fuller and Smith and Ross, Inc.</i></p>

**JIGGETT & MYERS TOBACCO
COMPANY**

425th Week on CBS)

Glenn Miller and His Orchestra
with Dorothy Claire, Ray Eberle

Professor Quiz
with Bob Trout

Questions and answers

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

Chesterfield Cigarettes
Newell-Emmett Co., Inc.

Thursday
10:15-10:45 p.m.
70 CBS stations
ORIGINATES: WABC

Velvet Pipe and Cigarette
Tobacco
Newell-Emmett Co., Inc.

THOMAS J. LIPTON, INC.

23rd Week on CBS)

Helen Hayes Theater
starring Helen Hayes, with Mark
Warnow's Orchestra. and
George Bryan

Sunday
8:00-8:30 p.m.
Rebroadcast
10:30-11:00 p.m.
94 CBS stations
ORIGINATES: WABC

Lipton's Tea and
Tea Bags
Young & Rubicam, Inc.

**MAGAZINE REPEATING RAZOR
COMPANY**

(Starting March 1)

Duffy's Tavern
starring Ed Gardner as "Archie",
John Kirby's Band, guest stars

Saturday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
55 CBS stations
ORIGINATES: WABC

Schick Injector
Razors and Blades
J. M. Mathes, Inc.

MENNEN COMPANY

98th Week on CBS)

**Colonel Stoopnagle's
Quixie-Doodles**

Comedy and quiz

(This series ends March 23)

Sunday
5:30-6:00 p.m.
46 CBS stations
ORIGINATES: WABC

Mennen Shave Products
H. M. Kiesewetter
Advertising Agency, Inc.

PENN TOBACCO COMPANY

74th Week on CBS)

Vox Pop
Parks and Wally
Quiz

Thursday
7:30-8:00 p.m.
50 CBS stations
ORIGINATES: ON TOUR

Kentucky Club Pipe
Tobacco
Ruthrauff & Ryan, Inc.

PET MILK SALES CORPORATION

380th Week on CBS)

Saturday Night Serenade
Bill Perry, tenor; Bob Trout,
Gustave Haenschen's Orchestra
and Chorus and guest stars

Mary Lee Taylor
home economist
Household advice

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

Pet Irradiated Milk
Gardner Advertising
Company

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

PROGRAM	TIME	PRODUCT AND AGENCY
PHILIP MORRIS & COMPANY, LTD. <i>(238th Week on CBS)</i> Johnny Presents Ray Block's Orchestra Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Swing 14 Chorus <i>Musical variety and dramatic interlude</i> The Crime Doctor <i>Dramatic programs</i>	Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 90 CBS stations ORIGINATES: WABC Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 71 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes <i>The Biow Company, Inc.</i> Philip Morris Cigarettes <i>The Biow Company, Inc.</i>
THE PROCTER & GAMBLE CO. <i>(331st Week on CBS)</i> Those We Love with Nan Grey, Donald Woods, Richard Cromwell <i>Drama</i> The Goldbergs <i>Serial drama</i> The O'Neills <i>Serial drama</i> Life Can Be Beautiful <i>Serial drama</i> Woman in White <i>Serial drama</i> Right to Happiness <i>Serial drama</i> Road of Life <i>Serial drama</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 71 CBS stations ORIGINATES: KNX Mon. thru Fri. 5:00-5:15 p.m. <i>Rebroadcast</i> 11:30-11:45 a.m. 22 CBS stations ORIGINATES: WABC Mon. thru Fri. 5:15-5:30 p.m. 17 CBS stations ORIGINATES: WABC Mon. thru Fri. 1:00-1:15 p.m. 37 CBS stations ORIGINATES: WABC Mon. thru Fri. 1:15-1:30 p.m. 34 CBS stations ORIGINATES: WBBM Mon. thru Fri. 1:30-1:45 p.m. 38 CBS stations 17 CBC stations ORIGINATES: WBBM Mon. thru Fri. 1:45-2:00 p.m. 26 CBS stations ORIGINATES: WBBM	Teel Drene <i>H. W. Kastor & Sons</i> Oxydol <i>Blackett-Sample-Hummert, Inc.</i> Ivory Soap <i>Compton Advertising, Inc.</i> Ivory Soap <i>Compton Advertising, Inc.</i> Camay <i>Pedlar & Ryan, Inc.</i> Crisco <i>Compton Advertising, Inc.</i> Chipso <i>Pedlar & Ryan, Inc.</i>

**PRUDENTIAL INSURANCE COMPANY
OF AMERICA**

92nd Week on CBS)

When a Girl Marries

Serial drama

Mon. thru Fri.
12:15-12:30 p.m.
52 CBS stations
ORIGINATES: WABC

Insurance Services
Benton & Bowles, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY**

108th Week on CBS)

Blondie

with Penny Singleton and
Arthur Lake

Domestic comedy

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

Camel Cigarettes
Prince Albert Smoking
Tobacco

*William Esty &
Company, Inc.*

Al Pearce and His Gang

with Margaret Brayton, Artie
Auerbach, Arthur Q. Bryan,
Carl Hoff and His Orchestra,
and guests

Variety

Friday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
83 CBS stations
ORIGINATES: KNX

SPEARMINT GUM

453rd Week on CBS)

Scattergood Baines

Serial drama

Dear Mom

with John Walsh, Dolph Nelson,
Marvin Mueller and Eloise Kummer

Drama

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

Spearmint Gum
Arthur Meyerhoff & Co.

Sunday
6:55-7:15 p.m.
69 CBS stations
ORIGINATES: WBBM

E. R. SQUIBB & SONS

34th Week on CBS)

**Frank Parker in
Golden Treasury of Song**

with Jan Peerce

Musical

Mon. thru Fri.
3:15-3:30 p.m.
43 CBS stations
ORIGINATES: WABC

Squibb Products
*Geyer, Cornell &
Newell, Inc.*

TEXAS COMPANY

196th Week on CBS)

Texaco Star Theatre

starring Fred Allen, with Kenny
Baker, Portland Hoffa, Al Goodman's
Orchestra, "Mighty Allen Art
Players", Martin Singers

Variety

Wednesday
9:00-10:00 p.m.
Rebroadcast
12:00-1:00 a.m.
88 CBS stations
ORIGINATES: WABC

Texaco Products
Buchanan & Co.

**COLUMBIA
NEW
ENGLAND
NETWORK**

U. S. TOBACCO COMPANY
(300th Week on CBS)

Gay Nineties Revue
starring Beatrice Kay,
Joe Howard, mc, Billy M. Greene,
Florodora Girls, Elm City Four,
Jenny Lynn

Monday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
52 CBS stations
ORIGINATES: WABC

Dill's Best
Model Smoking Tobacco
Arthur Kudner, Inc.

**ALEXANDER SMITH & SONS
CARPET COMPANY**
(4th Week on CBS)

The New England Home
with Clara Dudley
Talks on interior decoration

Mon., Wed., Fri.
3:30-3:45 p.m.
ORIGINATES: WEEI

Carpets
*Anderson, Davis &
Platte, Inc.*

**COLUMBIA
PACIFIC
NETWORK**

AMERICAN CHICLE COMPANY
(Beginning March 5)

By the Way
with Bill Henry

Wed., Fri.
6:15-6:30 p.m. PST
ORIGINATES: KNX

Chiclets & Dentyne
*Badger, Browning
& Hersey, Inc.*

BATHASWEET CORPORATION
(73rd Week on CBS)

Bob Garred Reporting
News

Tues., Thurs.
7:30-7:45 a.m. PST
ORIGINATES: KNX

Bathasweet Products
*H. M. Kiesewetter
Advertising Agency*

COLONIAL DAMES, INC.
(64th Week on CBS)

"Find the Woman"
with Knox Manning

Friday
9:55-10:00 p.m. PST
ORIGINATES: KNX

Cosmetics
*Glasser Advertising
Agency*

GENERAL FOODS CORPORATION
(301st Week on CBS)

Second Wife
Dramatic serial

Mon. thru Fri.
4:00-4:15 p.m. PST
ORIGINATES: KNX

Postum
Young & Rubicam, In

P. LORILLARD COMPANY
(248th Week on CBS)

Talk Your Way Out of This One
Don't Be Personal

Friday
6:00-6:15 p.m. PST
ORIGINATES: KNX

Wednesday
6:00-6:15 p.m. PST
ORIGINATES: KNX

Sensation Cigarettes
Lennen & Mitchell, In

LOS ANGELES SOAP COMPANY
(74th Week on CBS)

Knox Manning
News

Mon. thru Fri.
2:30-2:45 p.m. PST
ORIGINATES: KNX

White King Soap
Sierra Pine Soap
Raymond R. Morgan C

**COLUMBIA
PACIFIC
NETWORK**

Continued

THE MENNEN COMPANY

98th Week on CBS)

Bob Garred Reporting

News

Mon., Wed., Fri.
7:30-7:45 a.m. PST
ORIGINATES: KNX

Mennen Shaving Cream

*H. M. Kiesewetter
Advertising Agency*

NATIONAL LEAD COMPANY

34th Week on CBS)

Answer Auction

Quiz

Thursday
9:30-10:00 p.m. PST
ORIGINATES: KNX

National Lead Products

Erwin Wasey & Co.

PETER PAUL, INC.

33rd Week on CBS)

Bob Garred Reporting

News

Mon., Wed., Fri.
5:45-5:55 p.m. PST
ORIGINATES: KNX

Mounds Candy
Ten Crown Gum

*Brisacher, Davis
& Staff*

**PLANTERS NUT AND
CHOCOLATE COMPANY**

21st Week on CBS)

What's On Your Mind?

Thursday
7:15-7:45 p.m. PST
ORIGINATES: KNX

Planters Salted Peanuts
Planters Peanut Oil

Raymond R. Morgan Co.

**OIL OFF MANUFACTURING
COMPANY**

4th Week on CBS)

Bob Garred Reporting

News

Thursday
5:45-5:55 p.m. PST
Saturday
7:30-7:45 a.m. PST
ORIGINATES: KNX

Cleaning Fluid for
Walls and Woodwork

*Hillman-Shane
Advertising Agency, Inc.*

BREAKFAST CLUB COFFEE, INC.

3th Week on CBS)

Rita Murray

Tues., Thurs.
7:45-8:00 a.m. PST
ORIGINATES: KNX

Breakfast Club Coffee

*Lockwood-Shackleford
Advertising Agency*

KNOX GELATINE COMPANY

15th Week on CBS)

Background for Headlines

News

Tues., Thurs.
7:50-8:00 p.m. PST
Saturday
7:45-8:00 p.m. PST
ORIGINATES: KNX

Knox Sparkling Gelatine

Kenyon & Eckhardt, Inc.

AMERICAN CHICLE COMPANY*

26th Week on WABC)

Announcements

Mon. thru Sat.
8:00-8:01:30 a.m.

Chiclets and Dentyne

*Badger, Browning &
Hersey, Inc.*

**COLUMBIA
CALIFORNIA
NETWORK**

**WABC
SPONSORED
PROGRAMS**

**WABC
SPONSORED
PROGRAMS**

Continued

<p>BARBASOL COMPANY <i>(22nd Week on WABC)</i></p> <p>Sports News with Mel Allen</p>	<p>Tues., Thurs. 6:00-6:05 p.m. Saturday 5:55-6:00 p.m.</p>	<p>Barbasol Shaving Cream <i>Erwin, Wasey & Co., Inc.</i></p>
<p>BATHASWEET CORPORATION* <i>(16th Week on WABC)</i></p> <p>Ted Steele and his Novachord</p>	<p>Tuesday 6:15-6:30 p.m.</p>	<p>"Bathasweet" Toilet Goods <i>H. M. Kiesewetter Advertising Agency, Inc.</i></p>
<p>BOND STORES, INC. <i>(36th Week on WABC)</i></p> <p>Morning Almanac with Phil Cook</p>	<p>Mon. thru Sat. 7:30-7:45 a.m.</p>	<p>Bond's Men's Clothing <i>Neff-Rogow, Inc.</i></p>
<p>BOSCO, INC. <i>(53rd Week on WABC)</i></p> <p>News of the World with Elmer Davis, Major George Fielding Eliot, and Albert Warner</p>	<p>Tues., Thurs. 10:45-11:00 p.m.</p>	<p>"Bosco" Milk Amplifier <i>Kenyon & Eckhardt, Inc.</i></p>
<p>BULOVA WATCH COMPANY <i>(601st Week on WABC)</i></p> <p>Time Signals</p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p>DREZMA, INC. <i>(17th Week on WABC)</i></p> <p>Lessons in Loveliness with Nell Vinick</p>	<p>Tues., Thurs., Sat. 8:25-8:30 a.m. Tues. and Thurs. 11:00-11:15 a.m.</p>	<p>"Drezma" Cosmetics <i>Lynn Baker Company</i></p>
<p>FEDERAL SAVINGS & LOAN ASSOCIATION <i>(7th Week on WABC)</i></p> <p>The March Through Life</p>	<p>Monday 10:30-10:45 p.m.</p>	<p>Savings Accounts and Home Loans <i>Heffelfinger Agency</i></p>
<p>GROVE LABORATORIES, INC. <i>(22nd Week on WABC)</i></p> <p>Odd Side of the News</p>	<p>Mon., Wed., Fri. 8:25-8:30 a.m.</p>	<p>Bromo Quinine Cold Tablets <i>J. Walter Thompson Company</i></p>

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

**WABC
SPONSORED
PROGRAMS**

Continued

RUG BAKING COMPANY

52nd Week on WABC)

Woman's Page of the Air
with Adelaide Hawley

Friday
8:45-9:00 a.m.

Bakery Products
and Coffee
Elmer L. Cline

MARLIN FIREARMS COMPANY

Rising Sun
with Larry Elliott
Announcements

Tues., Thurs., Fri.
6:35-7:00 a.m.

Marlin Razor Blades
Craven & Hedrick, Inc.

DELVILLE SHOE COMPANY

119th Week on WABC)

Early Morning News

Mon. thru Sat.
7:45-8:00 a.m.

Thom McAn Shoes
Neff-Rogow, Inc.

DR. MILES LABORATORIES, INC.

12th Week on WABC)

Afternoon News

Mon. thru Fri.
3:55-4:00 p.m.
Saturday
5:50-5:55 p.m.

Alka-Seltzer and
One-a-Day Vitamins
*Wade Advertising
Agency*

J. F. MUELLER COMPANY

9th Week on WABC)

Morning News

Mon. thru Fri.
9:00-9:15 a.m.

Mueller's Macaroni
Products
Kenyon & Eckhardt, Inc.

**NEW YORK STATE BUREAU OF
MILK PUBLICITY**

24th Week on WABC)

Woman's Page of the Air
with Adelaide Hawley

Tuesday
8:45-9:00 a.m.

Milk Publicity
J. M. Mathes, Inc.

DOLSON RUG CO.

33rd Week on WABC)

Music of Today

Mon., Wed., Fri.
8:15-8:20 a.m.

Rugs
*Presba, Fellers &
Presba, Inc.*

EPSI-COLA COMPANY*

31st Week on WABC)

**The Missus Goes A-Shopping
Quiz**

Mon., Wed., Fri.
8:30-8:45 a.m.

Pepsi-Cola
Newell-Emmett, Inc.

PETER PAUL COMPANY*

51st Week on WABC)

Early Riser's News

Mon., Wed., Fri.
6:30-6:35 a.m.

Mounds
Platt-Forbes, Inc.

CBS SUSTAINING PROGRAMS

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

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

1. NEWS BROADCASTS	Page 18
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5. SERIOUS MUSIC	Page 21
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9. PERSONALITIES	Page 26
10. CHILDREN'S PROGRAMS	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: FEBRUARY PROGRAMS	Page 29

News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Larry Leseur from London; Harry W. Flannery, Joseph C. Harsch, Charles Barbe from Berlin; Cecil Brown from Rome; Leigh White from Bucharest; Betty Wason from Athens; Winston Burdette from Belgrade; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams, Paul Sullivan from New York; Albert Warner, Eric Sevareid from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 2:35-3:00 p.m., SUNDAY, 10:45-11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:00 midnight, 12:55 a.m., MONDAY THRU SATURDAY; 5:50-5:55 p.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., SUNDAY; Elmer Davis, 6:30-6:45 p.m., SATURDAY; Paul Sullivan, 6:30-6:45 p.m., FRIDAY. (See also sponsored news programs.)

Leadlines and Bylines

6:15-7:30 p.m.

MONDAY THRU SUNDAY

In this new Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

NEWS BROADCASTS

**NEWS
BROADCASTS**

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p>News from All the Americas 5:00-5:15 p.m. EACH SATURDAY</p>	<p>CBS takes another step toward inter-American unity and friendship in this new series of new roundups from the important Latin American capitals.</p>
<p>Report to the Nation 6:00-6:30 p.m. EACH SATURDAY</p>	<p>This informal, factual series brings the American people a report each week on the inside workings of their government. The series is produced by Brewster Morgan.</p>
<p>Walter S. Mack 5:15-5:30 p.m. SATURDAY, MARCH 1</p>	<p>Mr. Mack, president of the Pepsi-Cola Company, charts out a prophecy of the trend of American business in this war year.</p>
<p>School of Air International Conference 10:15-10:45 p.m. SATURDAY, MARCH 1</p>	<p>Dr. Leo S. Rowe, director general of the Pan American Union, Nelson Rockefeller, coordinator among the American republics for the Defense Council, and W. B. Lewis, vice-president of CBS, speak in connection with the first International Conference of the School of the Air.</p>
<p>Income Tax Program 5:30-5:45 p.m. TUESDAY, MARCH 3</p>	<p>Paul D. Seghers and Alfred R. Marks, two well-known accountants, speak on "Your U. S. Income Tax Return."</p>
<p>R. J. Thomas 10:00-10:15 p.m. FRIDAY, MARCH 7</p>	<p>R. J. Thomas, president of the United Automobile Workers, discusses the defense policies of his organization.</p>
<p>Senator Bankhead 10:15-10:30 p.m. SATURDAY, MARCH 8</p>	<p>John H. Bankhead, 2nd, of Alabama speaks before the Founders Day Banquet of Sigma Alpha Epsilon, largest college fraternity.</p>
<p>President Roosevelt 10:30-11:00 p.m. SATURDAY, MARCH 8</p>	<p>President Roosevelt, Vice-President Wallace and Secretary of Agriculture Wickard observe the eighth anniversary of the present Administration's farm program.</p>
<p>President Roosevelt 10:00-10:30 p.m. MONDAY, MARCH 17</p>	<p>An address by the President at dedication ceremonies marks the formal opening of the National Gallery of Art in Washington.</p>

**SPECIAL
EVENTS**

Track Meets

7:45-10:15 p.m.

FRIDAY, MARCH 1 AND 8

Ted Husing covers the intercollegiate indoor championships on March 1, and the Knights of Columbus meet on March 8, for the CBS sports audience.

Sports-Time

11:00-11:15 p.m.

MONDAY THRU SATURDAY

Sports-Time presents news from every field of sport. Ted Husing, Mel Allen, Warren Sweeney are among the reporters; some broadcasts describe the last period of Madison Square Garden basketball games.

Columbia Workshop

10:30-11:00 p.m.

ONCE EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Davidson Taylor supervises production.

MARCH 2: "Roadside," by Lynn Riggs, adapted by Alan Fishburn, directed by Earle McGill.

MARCH 9: "The Still, Small Voice," written and directed by John E. Mosman.

MARCH 16: "Cassidy and the Devil," by Basil Heatter, directed by Guy della Cioppa.

MARCH 23: "The Conga," by Vachel Lindsay, adapted by Katherine Lane Anderson, directed by George Zachary; "The Creation," by James Weldon Johnson.

**DRAMATIC
SERIES**

Free Company Presents

1:00-2:30 p.m.

ONCE EACH SUNDAY

The Free Company, a group of American playwrights and actors eager to combat hostile propaganda, presents a radio play on CBS each Sunday afternoon. In March:

MARCH 2: "The Mole on Lincoln's Cheek," by Marc Connelly.

MARCH 9: "An American Crusader," by Robert E. Sherwood.

MARCH 16: "A Boy Named John," by James Boyd.

MARCH 23: A play by Maxwell Anderson.

MARCH 30: A play by Sherwood Anderson.

"Honest Abe"

10:30-10:00 a.m.

ONCE EACH SATURDAY

This Saturday morning series dramatizes episodes in the early life of Abraham Lincoln. Written by E. P. Conkle, the series stars Wesley Addy, new Broadway matinee idol.

**SERIOUS
MUSIC**

**New York Philharmonic-
Symphony Orchestra**

3:00-4:30 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is in its eleventh consecutive year of broadcasting on CBS. John Barbirolli is conductor, Deems Taylor intermission commentator. From Carnegie Hall this month:

MARCH 2: *Van Vactor*: Overture to a Comedy; *Miaskovsky*: Concerto for Violin and Orchestra, MICHEL PIASTRO, violinist; *Ravel*: Mother Goose Suite.

MARCH 9: *Wagenaar*: Symphony in D, No. 3; *Schumann*: Concerto in A minor for piano and orchestra; *Roy Harris*: Three pieces for orchestra.

MARCH 16: *Wagner*: Prelude to Lohengrin; *Beethoven*: Third Piano Concerto, SIDNEY FOSTER, pianist; *Mozart*: Symphony in A major.

MARCH 23: All *Tchaikowsky* program: Suite for Strings, "Souvenir de Florence"; Concerto in B flat minor, JOSE ITURBI, pianist; Suite from the Ballet "Swan Lake".

**Philharmonic Young
People's Concert**

11:05 a.m.-12:15 p.m.

SATURDAY, MARCH 22

The Philharmonic-Symphony Orchestra presents one concert a month especially designed for young people. Rudolph Ganz conducts.

Genevieve Rowe

4:45-5:00 p.m.

EACH WEDNESDAY

Each Wednesday Genevieve Rowe, CBS soprano, is accompanied by Charles Paul at the piano in a program of songs.

Clyde Barrie

9:15-9:30 a.m.

EACH SUNDAY

Clyde Barrie, Negro baritone, is heard over CBS each Sunday morning, with the Salon Orchestra conducted by Alexander Semmler.

**Cincinnati Conservatory
of Music**

11:05 a.m.-12 noon

SATURDAY, MARCH 1, 8, 15, 29

The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra, and many of the broadcasts feature chamber music groups and soloists.

**SERIOUS
MUSIC**

Indianapolis Symphony

10:30-11:00 a.m.

EACH SUNDAY

The Indianapolis Symphony Orchestra is conducted by Fabien Sevitsky in this regular Sunday morning CBS feature.

Columbia Concert Orchestra

1:15-5:45 p.m.

MONDAY, TUESDAY,
WEDNESDAY AND FRIDAY

The winter schedule for the Columbia Concert Orchestra includes several half-hour broadcasts of symphonic music each week. The orchestra is directed by Howard Barlow and Bernard Herrmann.

Ball of Song

7:30-8:00 p.m.

FRIDAY, MARCH 8 AND 15

Genevieve Rowe is heard in this new series of song. On March 8 her singing partner is John Tyers, on March 15 Earl Wrightson. Howard Barlow and the Columbia Concert Orchestra accompany.

**National Federation
of Music Clubs**

3:30-5:45 p.m.

EACH WEDNESDAY

This series of six programs by leading American choral groups concludes in March. The March 5 broadcast originates in Cincinnati, March 12 in Louisville. The series was arranged with the cooperation of the National Federation.

Yella Pessl

SERIOUS HOURS

Yella Pessl is heard in four harpsichord recitals a week principally of seventeenth and eighteenth century compositions. Conductor

Library of Congress

12:00-3:55 p.m.

EACH SATURDAY

This series, which starts March 1, features the Budapest Quartet in well-known compositions for strings. The series is under the auspices of the Whittall Foundation.

Bull Session

12:00-4:30 p.m.

EACH SATURDAY

"Bull Session," Columbia's student forum on current events, has returned to the air for a new series.

America in Transition

1:45-3:55 p.m.

EACH TUESDAY

This new series features interviews of artists, scientists and technologists by John Allen Wolf on their work. The program was originated by Beatrice Chinnock.

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

“Invitation to Learning” and “The People Platform” are presentations of the Department of Education, arranged with the counsel of Columbia’s Adult Education Board. Members of the Board, representative of the nation’s leading educators and publicists, are:

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

Invitation to Learning
10:15–10:45 p.m.
EACH TUESDAY

This series invites listeners to read the world’s great books. Huntington Cairns, Allen Tate and Mark Van Doren discuss the books, and the program occasionally features guests.

The People’s Platform
7:00–7:30 p.m.
EACH SATURDAY

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

Children Also Are People
3:45–3:55 p.m.
EACH WEDNESDAY

CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.

Columbia’s Country Journal
12:00–12:30 p.m.
EACH SATURDAY

Charles Stookey, Columbia’s director of agricultural programs, presents a weekly roundup of farm news and interviews distinguished agricultural authorities and leaders.

Highways to Health
12:45–1:00 p.m.
EACH SATURDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.

Exploring Space
3:45–3:55 p.m.
EACH FRIDAY

This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.

**EDUCATIONAL
PROGRAMS**

American School of the Air

15-9:45 a.m.
(Eastern Time Zone)
30-2:55 p.m.
(Central Time Zone)
30-10:00 a.m.
(Mountain Time Zone)
00-2:30 p.m.
(Pacific Time Zone)
MONDAY THRU FRIDAY

The American School of the Air, broadcast for the first time to the Latin American Republics, is in its twelfth year of broadcasting on CBS. An estimated 8,000,000 students in the United States alone listen regularly to the series.

MONDAYS—Americans at Work

- MARCH 3: Coal.
- MARCH 10: Iron.
- MARCH 17: Precious Stones.
- MARCH 24: Tin.
- MARCH 31: Copper.

TUESDAYS—Wellsprings of Music

- MARCH 4: Negro Work Songs.
- MARCH 11: Work Rhythms and Marches.
- MARCH 18: Sailor Songs.
- MARCH 25: Music of the Sea.

WEDNESDAYS—New Horizons

- MARCH 5: Man-Made Waterways.
- MARCH 12: Steam Conquers Wind and Current.
- MARCH 19: Waters for Green Pastures.
- MARCH 26: Oil on Quiet Waters.

THURSDAYS—Tales from Far and Near

- MARCH 6: The Great Geppy.
- MARCH 13: Presented in Cooperation with "Junior Programs, Inc."
- MARCH 20: America's Traditional Folk Ballads.
- MARCH 27: The Dauntless Liberator.

FRIDAYS—This Living World

- MARCH 7: Immigrants All.
- MARCH 14: New Culture in the Americas.
- MARCH 21: America's Health.
- MARCH 28: Pan-American Relations.

Adventures in Science

45-3:55 p.m.
EACH THURSDAY

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

Men and Books

30-3:00 p.m.
EACH SATURDAY

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

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

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

MARCH 2: *Morning*: Dr. Carey S. Osborne, North Baptist Church, Port Chester, N. Y.

Afternoon: Rev. L. K. Bishop, Central Church of Christ, Des Moines.

MARCH 9: *Morning*: Rev. Dr. Arnold Lowe, King's Highway Presbyterian Church, St. Louis.

Afternoon: Rev. Cornelius P. Teulings, Associate professor of philosophy and religion, St. Joseph College, West Hartford, Conn.

MARCH 16: *Morning*: Dr. C. Franklin Koch, Board of Social Missions, New York City (Lutheran).

Afternoon: Rev. Dr. John Klaaren, First Reformed Church of Roseland, Chicago.

MARCH 23: *Morning*: Bishop Adna Wright Leonard, Methodist Church, Washington (D. C.) Area.

Afternoon: Rev. Thomas F. Coakley, D.D., Sacred Heart Church, Pittsburgh.

MARCH 30: *Morning*: Rev. Dr. Howard Stone Anderson, First Congregational Church, Washington, D. C.

Afternoon: Rabbi David de Sola Pool, Spanish and Portuguese Synagogue, New York City

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

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

MARCH 2: Prof. F. D. Wilkinson, Washington, D. C. (74th anniversary of Howard University).

MARCH 9: Attorney Leon P. Miller, Welch, West Virginia.

MARCH 16: Moss Kyles Hendrix, Atlanta, Ga.

MARCH 23: Mr. A. L. Lewis, Jacksonville, Fla.

MARCH 30: Mrs. Cordelia Green Johnson, President, National Beauty Culturists League, Jersey City, N. J.

VARIETY

Meet the Music

11:05-11:30 p.m.

1 CH SUNDAY

Fredda Gibson and Jack Leonard, two of radio's outstanding song stylists, are featured vocalists with Lyn Murray and his orchestra and mixed chorus on this new musical series. Each week the program pays tribute to some modern song writer.

Latinee at Meadowbrook

10:00-5:00 p.m.

1 CH SATURDAY

Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this new series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.

"Singing Bee"

9:00-10:30 a.m.

1 CH SATURDAY

Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto. Contestants get cash awards for being able to identify a song and then singing, humming, or whistling it.

Girl About Town

9:30-10:45 p.m.

1 CH MONDAY,
WEDNESDAY AND FRIDAY

Joan Edwards, singing star and pianist, is the "Girl About Town" in this new musical series. She is accompanied by Cy Walters and Johnny Garde, duo-pianists.

Friend in Deed

3:30-3:45 p.m.

1 CH MONDAY THRU FRIDAY

Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.

Major Bowes' Family

11:30-12:30 p.m.

1 CH SUNDAY

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

Outdoors with Bob Edge

6:15-6:30 p.m.

1 CH THURSDAY

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

No Politics

1:30-2:00 p.m.

1 CH SATURDAY

The series features a quiz panel drawn from members of the National Legislature matching wits on any and all subjects—except "No Politics."

PERSONALITIES

PERSONALITIES

The Old Dirt-Dobber

10:30-11:00 a.m.

EACH SATURDAY

Tom Williams, horticultural expert of WLA in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds, and insect

CHILDREN'S PROGRAMS

Let's Pretend

1:00-1:30 p.m.

EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has already in 1941 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

"March of Games"

1:30-2:00 p.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvin Prager, Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

LIGHT MUSIC

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

Joan Edwards

Jack Leonard

Burl Ives

Genevieve Rowe

**Golden Gate Quartet,
Four Clubmen, Symphonettes**

VARIOUS HOURS

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

Dance Orchestra

VARIOUS HOURS

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites on the Columbia Network each evening. These top ranking bands are scheduled for March:

George Duffy

Guy Lombardo

Shep Fields

Vincent Lopez

Walter Gross

Vaughn Monroe

Gene Krupa

José Morand

Joey Kearns

Jerry Wald

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

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

News Broadcasts
(in English)
10:15-10:30, 11:30-11:45 a.m.
1:30-1:45, 5:45-6:00,
6:30-6:45 p.m.
MONDAY THRU FRIDAY
(in Italian, German, French, Polish)
12:00 noon-1 p.m., 4:30-5:30 p.m.
MONDAY THRU SATURDAY
12:00 noon-1 p.m., 5-6 p.m.
SUNDAY

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

**SPECIAL CBS
BROADCASTS
TO EUROPE**

Hollywood News
MONDAY, 2:45-3:00 p.m.
TUESDAY, 7:45-8:00 p.m.
WEDNESDAY, 7:45-8:00 p.m.

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

News in Spanish
10:00-10:05 p.m.
MONDAY THRU SUNDAY
11:45-7:00 p.m.
MONDAY THRU FRIDAY
12:00-7:15 p.m., SAT. (WCBX)
12:30-12:45 p.m., 2:30-2:45 p.m.
11:45-6:00 p.m.
MONDAY THRU FRIDAY (WCAB)

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

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

News in Portuguese
11:15-7:30 p.m.
MONDAY THRU FRIDAY

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

**Carmen Castelo's American
Travelogues in Spanish**
FIRST WEDNESDAY OF EACH
MONTH, 8-8:15 p.m.

Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.

Cultural News in Spanish
FRIDAY, 9:00-9:15 p.m.

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

**Carmen Castelo's Broadway
Column in Spanish**
FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

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: I. M. Ornburn, secretary-treasurer of the Union Label Trades Department of the American Federation of Labor, discussed "Union Label Buying Power" in a special CBS address. 2-2:15 p.m.

FEBRUARY 1: CBS broadcast a roundtable discussion, pro and con, on the lend-lease bill now before the Senate. Participants were Senator Gerald P. Nye, a staunch foe of the measure; Alf M. Landon, 1936 Republican candidate for the presidency; and Clark M. Eichelberger, a leading member of the Committee to Defend America by Aiding the Allies, 2:30-3 p.m.

FEBRUARY 7: Senator Arthur Capper (R) of Kansas posed the question "Shall Uncle Sam Police the World?" and answered it in a special CBS address from Washington, 10:30-10:45 p.m.

FEBRUARY 8 & 15: CBS broadcast two special programs, entitled "Calling All Citizens," in an effort to stimulate greater interest on the part of American women in the affairs of government and the defense of democracy. The programs, arranged in cooperation with the newly-formed Active Citizens' League, featured Kate Smith, Paul V. McNutt, Mrs. Wendell Willkie, and others, 2:30-3 p.m.

FEBRUARY 8: Rev. Maurice Sheehy of the Catholic University of America assailed "The Fence Sitters," his name for American isolationists, in a special CBS address from Washington, 5:40-5:50 p.m.

FEBRUARY 9: Douglas Fairbanks, Jr., Dr. Harry Gideonse, president of Brooklyn College, Admiral William H. Standley, and other publicists, veterans, labor leaders, government workers, and business men were heard in an eight-city roundup in behalf of aid to Britain. The symposium, held under the auspices of the Committee to Defend America by Aiding the Allies, included pickups from New York, Washington, Detroit, Hollywood, Boston, Louisville, and Chicago. 2-2:30 p.m.

FEBRUARY 12: Frank Knox, Secretary of the Navy, spoke on "Anti-American Activities," in a special Lincoln's Birthday address on CBS. 10:15-10:30 p.m.

FEBRUARY 12: Governor Philip LaFollette of Wisconsin discussed the implications of the Lend-Lease Bill in a special CBS address from Chicago, 10:30-10:45 p.m.

FEBRUARY 14: Estelle M. Sternberger executive director of World Peaceways spoke on the topic, "Can America Turn the Tide?". 10:10-10:15 p.m.

FEBRUARY 15: Three million members of the Parent Teachers Association throughout the nation were urged to cooperate in the solution of local problems growing out of the national defense program. The speaker was Mrs. William Kletzer, president of the National Congress of Parents and Teachers. 30-5:45 p.m.

FEBRUARY 15: Quentin Reynolds, London correspondent who recently returned to the United States from the British capital, was heard in a talk on Britain under fire from the BBC. Chicago. 10:30-10:45 p.m.

FEBRUARY 16: Herbert C. Hoover, former president of the United States, was heard in an address entitled, "The March of Hunger in Europe—With New Proposals of Relief for the Invaded Democracies." His talk was arranged by the National Committee on Food for the Small Democracies, of which Mr. Hoover is national chairman. 10:30-11 p.m.

FEBRUARY 20: Senator Claude A. Pepper (D) of Florida urged support of the Lend-Lease Bill in a special CBS address. 10:15-10:30 p.m.

FEBRUARY 20: Immediately after Senator Pepper's address, Senator Bennett Champ Clark (D) of Missouri assailed the Lend-Lease Bill, at present being deliberated upon by the U. S. Senate. 10:30-10:45 p.m.

FEBRUARY 21: Senator John A. Danaher (R) of Connecticut and Fred Harris, National Commander of the Jewish War Veterans, joined in a fifteen-minute broadcast on national defense. 10-10:15 p.m.

FEBRUARY 22: In the first of several Washington's Birthday political addresses, Senator James Mead (D) of New York urged passage of the President's Lend-Lease Bill in the U. S. Senate. 2:45-3 p.m.

FEBRUARY 22: National Brotherhood Week was ushered in with an address by Dr. Frank

Kingdon, under the auspices of the National Conference of Christians and Jews, on "Our Union—Strength Through Freedom." 5:15-5:30 p.m.

FEBRUARY 22: Archibald MacLeish, Librarian of Congress and one of the nation's leading poets, presented his conception of "The New Americanism" in a Washington's Birthday address from the nation's capital. 5:30-5:45 p.m.

FEBRUARY 22: Senator Harry S. Truman, Grand Master of the Grand Lodge of Missouri, discussed "Washington as a Man and a Mason" in a special broadcast on the anniversary of the first president's birthday. 10:15-10:30 p.m.

FEBRUARY 22: Senator Burton K. Wheeler (D) of Montana, leader of the Senate bloc which is waging a vigorous struggle against passage of the Lend-Lease Bill, discussed the reasons for his position in a special CBS address. 10:35-10:45 p.m.

FEBRUARY 25: Dr. Aurelio Fernandez Concheso, recently-appointed Cuban Ambassador to the United States, told Columbia Network listeners of his own nation's Independence Day. Speaking in English from Washington, the Cuban envoy entitled his talk, "The 24th of February—Cuba's 4th of July," 5:30-5:45 p.m.

FEBRUARY 27: Senator Charles W. Tobey (R) of New Hampshire posed the question, "Which Way America?" in a special half-hour talk on the international situation. 10:15-10:45 p.m.

FEBRUARY 28: The Joint Army and Navy Committee on Welfare and Recreation discussed problems of entertainment and morale among America's armed forces in a special roundtable broadcast from Washington. Participants were Frederick H. Osborn, chairman of the committee; Dr. Clarence Dykstra, director of the Selective Service

System; Robert E. Sherwood, playwright; and Charles P. Taft of the Cincinnati City Council, 11:30-12 midnight.

SPECIAL EVENTS

FEBRUARY 6: CBS broadcast the 100th edition of the N. Y. A. Varieties from the National Youth Administration Radio Workshop in New York. Aubrey Williams, national administrator of the Youth Act, spoke from Washington, 5:15-5:45 p.m.

FEBRUARY 8: From the snug quarters of the Hanover Inn Ski Hut, Bob Edge presided over a special CBS broadcast describing the annual Dartmouth College Winter Carnival. Chilean, Norwegian, and Canadian teams joined the Dartmouth skiers in this year's carnival, and members of these teams were brought to the microphone, 10:30-10:45 p.m.

FEBRUARY 19: CBS listeners heard the first in a series of regularly scheduled broadcasts by Music Clubs all over the country, 5:30-5:45 p.m.

FEBRUARY 20: Columbia listeners heard a preview to the Rio de Janeiro carnival, originating at the propaganda ministry of the Brazilian Government, 5:30-5:45 p.m.

FEBRUARY 22: The golden anniversary of the American debut of Ignace Jan Paderewski, great Polish pianist and statesman, was celebrated on CBS by a special program of Polish music. Nicolai Berezowsky conducted the Columbia Concert Orchestra in the program and assisting artists were Hubert Hendrie, baritone; Vera Brodsky, accompanist, and Miecio Horozowsky, pianist, 7:30-8 p.m.

FEBRUARY 22: Ted Husing described the National Indoor A. A. U. Track and Field Championships in a special CBS sports broadcast from Madison Square Garden, 9:45-10:15 p.m.

FEBRUARY 24 AND 26: Four special broadcasts were heard on CBS from the annual convention of the American Association of School Administrators in Atlantic City. The first on February 24 features the Detroit Schoolmen's Club Chorus in a program of chorals (3:45-3:55 p.m.) and the second on the same day brought President Isaiah Bowman of Johns Hopkins University and Dean W. F. Russell of Columbia University to the microphone in special addresses. On February 26, Chairman Henry H. Hill and Secretary Frank W. Hubbard of the Convention Summarization Committee were heard in a report on Convention News, (3:45-3:55 p.m.) and later in the evening three educational leaders—Joseph Rosier, Ben G. Graham, and Nicholas Bauer—were heard in a forum on the subject. "Education and Defense," 10:15-10:30 p.m.

FEBRUARY 27: An address by President Roosevelt in connection with the annual awards of the Motion Picture Academy of Arts and Sciences was broadcast over CBS. On the same broadcast, stars and films will receive the awards, popularly called "Little Oscars," 11:45-12 midnight.

FEBRUARY 28: Mary Margaret McBride, CBS "Columnist of the Air," was heard in a special broadcast from the General Electric Company's "House of Better Living" in Bridgeport, Connecticut, 3-3:15 p.m.

FEBRUARY 28: CBS devoted a special program to the World Day of Prayer, held under the auspices of the National Conference of Churchwomen and observed simultaneously in 51 countries throughout the world, 5:30-5:45 p.m.

FEBRUARY 28: John H. Whitney, newly-elected President of the Museum of Modern Art, was heard over CBS in an address from the museum's auditorium, 10-10:15 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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