A young quiz contestant answers a "tough one" posed by Master Arthur Ross as Columbia's famed "March of Games" celebrates its third year on CBS air (see page 27).
THE COLUMBIA
PROGRAM BOOK

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WABC SPONSORED PROGRAMS: pp. 16 to 18
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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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<th>Time</th>
<th>Product and Agent</th>
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<td><strong>AFFILIATED PRODUCTS, INC.</strong>&lt;br&gt;(426th Week on CBS)</td>
<td>Mon. thru Fri. 12:30–12:45 p.m. 43 CBS stations</td>
<td>Edna Wallace Hopper Cosmetics, Kolynos Blackett-Sample-Hummert, Inc.</td>
</tr>
<tr>
<td><strong>The Romance of Helen Trent</strong>&lt;br&gt;Serial drama</td>
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</tr>
<tr>
<td>AMERICAN OIL COMPANY&lt;br&gt;(141st Week on CBS)</td>
<td>Mon. thru Fri. 6:00–6:10 p.m. 48 CBS stations</td>
<td>Amoco-Gas Orange American Gas The Joseph Katz Company</td>
</tr>
<tr>
<td><strong>The Human Side of the News</strong>&lt;br&gt;by Edwin C. Hill</td>
<td></td>
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</tr>
<tr>
<td>AMERICAN TOBACCO COMPANY&lt;br&gt;(257th Week on CBS)</td>
<td>Saturday 9:00–9:45 p.m. Rebroadcast 12 mid.–12:45 a.m. 106 CBS stations</td>
<td>Lucky Strike Cigarettes Lord &amp; Thomas</td>
</tr>
<tr>
<td><strong>Your Hit Parade</strong>&lt;br&gt;Mark Warnow’s Orchestra, Barry Wood, Bea Wain, Hit Paraders Chorus</td>
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</tr>
<tr>
<td>ANACIN COMPANY&lt;br&gt;(208th Week on CBS)</td>
<td>Mon. thru Fri. 12:45–1:00 p.m. 51 CBS stations</td>
<td>Anacin Blackett-Sample-Hummert, Inc.</td>
</tr>
<tr>
<td><strong>Our Gal, Sunday</strong></td>
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<tr>
<td>ARMOUR AND COMPANY&lt;br&gt;(8th Week on CBS)</td>
<td>Mon., Wed., Fri. 11:00–11:15 a.m. 51 CBS stations</td>
<td>Treet Lord &amp; Thomas</td>
</tr>
<tr>
<td><strong>Treat-Time</strong>&lt;br&gt;with Buddy Clark</td>
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</tr>
<tr>
<td>ARMOUR SOAP WORKS&lt;br&gt;(7th Week on CBS)</td>
<td>Saturday 7:30–8:00 p.m. 35 CBS stations</td>
<td>Luxor Toiletries Lord &amp; Thomas</td>
</tr>
<tr>
<td><strong>Wayne King and His Orchestra</strong>&lt;br&gt;Music</td>
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</tr>
<tr>
<td>ART METAL WORKS, INC.&lt;br&gt;(Beginning April 11)</td>
<td>Friday 6:30–6:45 p.m. Rebroadcast 1:00–1:15 a.m. 23 CBS stations</td>
<td>Ronson Lighters Cecil &amp; Presbrey, Inc.</td>
</tr>
<tr>
<td><strong>Paul Sullivan Reviews the News</strong></td>
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</tbody>
</table>
| COMPANY/PRODUCTION | DAY | TIME | ORIGIANE | COMPANY/PRODUCT
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<tbody>
<tr>
<td>AYER COMPANY</td>
<td>Tuesday</td>
<td>7:30–8:00 p.m.</td>
<td>74 CBS stations</td>
<td>Bayer Aspirin, Blackett-Sample-Hummert, Inc.</td>
</tr>
<tr>
<td>Second Husband</td>
<td>Monday–Friday</td>
<td>4:15–4:30 p.m.</td>
<td>57 CBS stations</td>
<td>Hellman's Mayonnaise, &amp; Best Foods Mayonnaise, Benton &amp; Bowles, Inc.</td>
</tr>
<tr>
<td>HE BEST FOODS, INC.</td>
<td>Sunday</td>
<td>11:05–11:30 a.m.</td>
<td>34 CBS stations</td>
<td>Dari-Rich Products, Sorensen &amp; Company</td>
</tr>
<tr>
<td>OWEN'S, INC.</td>
<td>Monday–Thursday</td>
<td>6:30–6:45 p.m.</td>
<td>29 CBS stations</td>
<td>Raleigh Cigarettes, Batten, Barton, Durstine &amp; Osborn, Inc.</td>
</tr>
<tr>
<td>Sunkist Presents Hedda Hopper's Hollywood</td>
<td>Monday, Wednesday, Friday</td>
<td>6:15–6:30 p.m.</td>
<td>41 CBS stations</td>
<td>Sunkist Oranges, Sunkist Lemons, Lord &amp; Thomas</td>
</tr>
<tr>
<td>CAMPBELL SALES COMPANY</td>
<td>Tuesday</td>
<td>8:30–8:55 p.m.</td>
<td>55 CBS stations</td>
<td>Campana Hand Cream, Italian Balm, Dreskin, Coolies, D.D.D., Old South Toiletries, Aubrey, Moore &amp; Wallace, Inc.</td>
</tr>
<tr>
<td>CAMPBELL SOUP COMPANY</td>
<td>Friday</td>
<td>9:30–10:00 p.m.</td>
<td>65 CBS stations</td>
<td>Campbell's Soups, Ward Wheelock Company</td>
</tr>
<tr>
<td>Network/Program</td>
<td>Time</td>
<td>Notes</td>
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<tr>
<td><strong>Amos 'n' Andy</strong></td>
<td>Mon. thru Fri. 7:00–7:15 p.m.</td>
<td>Campbell's Soups Ward Wheelock Company&lt;br&gt;CAMPELLO SOUP COMPANY&lt;br&gt;Continued&lt;br&gt;&lt;br&gt;Serial comedy-drama&lt;br&gt;&lt;br&gt;Martha Webster&lt;br&gt;with Bess Flynn&lt;br&gt;Dramatic serial&lt;br&gt;&lt;br&gt;Fletcher Wiley&lt;br&gt;Talks&lt;br&gt;&lt;br&gt;Lanny Ross&lt;br&gt;Songs&lt;br&gt;&lt;br&gt;Mon. thru Fri. 11:15–11:30 a.m.</td>
<td>61 CBS stations&lt;br&gt;Rebroadcast 3:00–3:15 p.m.&lt;br&gt;58 CBS stations&lt;br&gt;ORIGINATES: WABC&lt;br&gt;&lt;br&gt;Mon. thru Fri. 2:30–2:45 p.m.&lt;br&gt;41 CBS stations&lt;br&gt;ORIGINATES: KNX&lt;br&gt;&lt;br&gt;Mon. thru Fri. 7:15–7:30 p.m.&lt;br&gt;Rebroadcast 11:15–11:30 p.m.&lt;br&gt;57 CBS stations&lt;br&gt;(Mon. and Wed.)&lt;br&gt;ORIGINATES: WABC</td>
<td></td>
</tr>
<tr>
<td><strong>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</strong></td>
<td>Wednesday 8:30–8:55 p.m.</td>
<td>Vaseline Preparations&lt;br&gt;Mccann-Erickson, Inc.&lt;br&gt;CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED&lt;br&gt;(126th Week on CBS)&lt;br&gt;&lt;br&gt;Dr. Christian&lt;br&gt;with Jean Hersholt&lt;br&gt;&lt;br&gt;Mon., Wed., Thurs., Fri. 8:55–9:00 p.m.&lt;br&gt;100 CBS stations&lt;br&gt;ORIGINATES: WABC&lt;br&gt;&lt;br&gt;Mon. thru Fri. 7:15–7:30 p.m.&lt;br&gt;Rebroadcast 11:15–11:30 p.m.&lt;br&gt;58 CBS stations&lt;br&gt;(Mon. and Wed.)&lt;br&gt;ORIGINATES: WABC</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CHRYSLER CORPORATION</strong></td>
<td>Thursday 9:00–10:00 p.m.</td>
<td>Plymouth, Dodge, DeSoto, Chrysler&lt;br&gt;Ruthrauff &amp; Ryan, Inc.&lt;br&gt;CHRYSLER CORPORATION&lt;br&gt;(265th Week on CBS)&lt;br&gt;&lt;br&gt;Major Bowes' Original Amateur Hour&lt;br&gt;&lt;br&gt;Elmer Davis&lt;br&gt;News&lt;br&gt;(Ends April 5)&lt;br&gt;&lt;br&gt;Mon., Wed., Thurs., Fri. 8:55–9:00 p.m.&lt;br&gt;100 CBS stations&lt;br&gt;ORIGINATES: WABC&lt;br&gt;&lt;br&gt;Mon. thru Fri. 11:15–11:30 a.m.&lt;br&gt;Rebroadcast 3:00–3:15 p.m.&lt;br&gt;58 CBS stations&lt;br&gt;ORIGINATES: WABC</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>COCA-COLA COMPANY</strong></td>
<td>Sunday 4:30–5:15 p.m.</td>
<td>Coca-Cola&lt;br&gt;D'Arcy Advertising Company, Inc.&lt;br&gt;COCA-COLA COMPANY&lt;br&gt;(85th Week on CBS)&lt;br&gt;&lt;br&gt;Pause That Refreshes&lt;br&gt;On the Air&lt;br&gt;&lt;br&gt;with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists&lt;br&gt;&lt;br&gt;Sunday 4:30–5:15 p.m.&lt;br&gt;105 CBS stations&lt;br&gt;ORIGINATES: WABC&lt;br&gt;&lt;br&gt;Mon. thru Fri. 7:00–7:15 p.m.</td>
<td>105 CBS stations&lt;br&gt;Rebroadcast 11:15–11:30 a.m.</td>
<td></td>
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</tbody>
</table>
OLGATE-PALMOLIVE-PFET
OMANY
(73rd Week on CBS)

Colgate Ask-It-Basket
with Ed East
Variety-Quiz program

City Desk
Drama

Thursday
3:00–3:30 p.m.
Rebroadcast
11:30–12 mid.
68 CBS stations
ORIGINATES: WABC

Palmolive Shave Cream
Palmolive Brushless Shave
Ted Bates, Inc.

Woman of Courage
Serial drama

Mon. thru Fri.
10:45–11:00 a.m.
Rebroadcast
3:45–4:00 p.m.
64 CBS stations
ORIGINATES: WABC

Octagon Products
Ted Bates, Inc.

Myrt and Marge
Serial drama

Mon. thru Fri.
10:15–10:30 a.m.
Rebroadcast
4:15–4:30 p.m.
82 CBS stations
ORIGINATES: WABC

Crystal White
Sherman & Marquette, Inc.

The Story of Bess Johnson
Serial drama

Mon. thru Fri.
4:30–4:45 p.m.
81 CBS stations
ORIGINATES: WABC

New Concentrated Super
Suds
Super Suds
Sherman & Marquette, Inc.

Stepmother
Serial drama

Mon. thru Fri.
10:30–10:45 a.m.
Rebroadcast
4:45–5:00 p.m.
49 CBS stations
ORIGINATES: WBBM

Palmolive Soap
Ward Wheelock Company

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

COMMERCIAL CREDIT COMPANY
54th Week on CBS)

Bob Trout
News

Mon., Wed., Fri.
6:10–6:15 p.m.
Rebroadcasts
11:00–11:05 p.m.
11:55–12 mid.
Saturday
10:30–10:35 p.m.
68 CBS stations
ORIGINATES: WABC

Wonder Bread
Ted Bates, Inc.

CONTINENTAL BAKING CO., INC.
326th Week on CBS)

Your Marriage Club
with Haven MacQuarrie
Quiz

Saturday
8:00–8:30 p.m.
Rebroadcast
11:00–11:30 p.m.
48 CBS stations
ORIGINATES: WABC
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<th>Show</th>
<th>Day and Time</th>
<th>Agency</th>
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</thead>
<tbody>
<tr>
<td><strong>CURTISS CANDY COMPANY</strong></td>
<td>Sat., Sun. 11:00-11:05 a.m.</td>
<td>Candy C. L. Miller Company</td>
</tr>
<tr>
<td><strong>News</strong></td>
<td>38 CBS stations</td>
<td>ORIGINATES: WABC</td>
</tr>
<tr>
<td><strong>DOUBLEMINT GUM</strong></td>
<td>Sunday 6:30-6:55 p.m.</td>
<td>Doublemint Gum J. Walter Thompson Company</td>
</tr>
<tr>
<td><strong>Melody Ranch</strong></td>
<td>69 CBS stations</td>
<td>ORIGINATES: KNX</td>
</tr>
<tr>
<td><strong>EVERSHARP, INC.</strong></td>
<td>Sunday 10:00-10:30 p.m.</td>
<td>Evershar Pen and Pent The Biow Company</td>
</tr>
<tr>
<td><strong>Take It or Leave It</strong></td>
<td>59 CBS stations</td>
<td>ORIGINATES: ON TOUR</td>
</tr>
<tr>
<td><strong>FLORIDA CITRUS COMMISSION</strong></td>
<td>Mon. thru Fri. 3:00-3:15 p.m.</td>
<td>Florida Citrus Fruit Arthur Kudner, Inc.</td>
</tr>
<tr>
<td><strong>Mary Margaret McBride</strong></td>
<td>25 CBS stations</td>
<td>ORIGINATES: WABC</td>
</tr>
<tr>
<td><strong>Take It or Leave It</strong></td>
<td>(Tues. and Thurs. 20 CBS stations)</td>
<td>ORIGINATES: ON TOUR</td>
</tr>
<tr>
<td><strong>FORD MOTOR COMPANY</strong></td>
<td>Sunday 9:00-10:00 p.m.</td>
<td>Ford motor cars, trucks, and tractors</td>
</tr>
<tr>
<td><strong>Sunday Evening Hour</strong></td>
<td>57 CBS stations</td>
<td>Mercury Lincoln</td>
</tr>
<tr>
<td><strong>Ford Symphony Orchestra and Chorus</strong></td>
<td>ORIGINATES: WJR</td>
<td>McCann-Erickson, Inc.</td>
</tr>
<tr>
<td><strong>We, the People</strong></td>
<td>Tuesday 9:00-9:30 p.m.</td>
<td>Sanka Young &amp; Rubicam, Inc</td>
</tr>
<tr>
<td><strong>with Gabriel Heatter and guests</strong></td>
<td>Rebroadcast 12:00-12:30 a.m.</td>
<td>ORIGINATES: WABC</td>
</tr>
<tr>
<td><strong>Kate Smith Hour</strong></td>
<td>81 CBS stations</td>
<td>ORIGINATES: KNX</td>
</tr>
<tr>
<td><strong>with Kate Smith, Ted Collins, Jack</strong></td>
<td>Rebroadcast 12:00-12:55 a.m.</td>
<td>Grape Nuts Young &amp; Rubicam, Inc</td>
</tr>
<tr>
<td><strong>Miller and his orchestra, Ted Straeter</strong></td>
<td>91 CBS stations</td>
<td>ORIGINATES: KNX</td>
</tr>
<tr>
<td><strong>and his chorus and guest stars</strong></td>
<td>ORIGINATES: KNX</td>
<td></td>
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<tr>
<td><strong>Music, comedy, and drama</strong></td>
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</tr>
<tr>
<td>Time</td>
<td>Station</td>
<td>Program</td>
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<tr>
<td>12:00–12:15 p.m.</td>
<td>KNX</td>
<td>Kate Smith Speaks; News</td>
</tr>
<tr>
<td>2:45–3:00 p.m.</td>
<td>WABC</td>
<td>Home of the Brave</td>
</tr>
<tr>
<td>2:15–2:30 p.m.</td>
<td>WABC</td>
<td>Joyce Jordan, Girl Interne</td>
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<tr>
<td>2:00–2:15 p.m.</td>
<td>WABC</td>
<td>Young Dr. Malone</td>
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<tr>
<td>4:45–5:00 p.m.</td>
<td>WABC</td>
<td>Kate Hopkins</td>
</tr>
<tr>
<td>4:00–4:15 p.m.</td>
<td>WABC</td>
<td>Portia Faces Life</td>
</tr>
<tr>
<td>10:00–10:15 a.m.</td>
<td>CBS</td>
<td>Hymns of All Churches</td>
</tr>
<tr>
<td>9:45–10:00 a.m.</td>
<td>WBMM</td>
<td>Betty Crocker</td>
</tr>
<tr>
<td>9:45–10:00 a.m.</td>
<td>WBMM</td>
<td>Hymns of All Churches</td>
</tr>
<tr>
<td>11:45–12:00 noon</td>
<td>WBMM</td>
<td>Betty Crocker</td>
</tr>
<tr>
<td>PRODUCT AND AGENCY</td>
<td>TIME</td>
<td>PROGRAM</td>
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</tbody>
</table>
| **GILLETTE SAFETY RAZOR COMPANY**  
(98th Week on CBS) | Tues. Fri.  
8:55–9:00 p.m.  
57 CBS stations  
ORIGINATES: WABC | Gillette Shaving Cream, Safety Razors and Blades  
*Maxon, Inc.* |
| Elmer Davis  
*News* | | |
| **GULF OIL CORPORATION**  
(373rd Week on CBS) | Sunday  
7:30–8:00 p.m.  
79 CBS stations  
ORIGINATES: KNX | Motor Oil and Gas  
*Young & Rubicam, Inc.* |
| **Gulf Screen Guild Theatre**  
with Roger Pryor, mc, screen stars,  
Oscar Bradley’s Orchestra.  
John Hiestand | | |
| **INTERNATIONAL SILVER COMPANY**  
(160th Week on CBS) | Sunday  
6:00–6:30 p.m.  
57 CBS stations  
ORIGINATES: KNX | International Sterling an  
1847 Rogers Bros.  
Silverplate  
*Young & Rubicam, Inc.* |
| **Silver Theatre**  
Conrad Nagel, Narrator-director,  
and guest stage and screen stars | | |
| **IRONIZED YEAST CO., INC.**  
(80th Week on CBS) | Tuesday  
8:00–8:30 p.m.  
Rebroadcast  
11:30–12:00 mid.  
75 CBS stations  
ORIGINATES: WABC | Ironized Yeast  
*Ruthrauff & Ryan, Inc.* |
| **Court of Missing Heirs**  
*Drama* | | |
| **JOHNSON & JOHNSON**  
(Beginning April 5) | Saturday  
11:30–11:45 a.m.  
Rebroadcast  
2:30–2:45 p.m.  
59 CBS stations  
ORIGINATES: WABC | Band-Aid  
*Young & Rubicam, Inc.* |
| **Voice of Broadway**  
with Dorothy Kilgallen | | |
| **LADY ESTHER, LTD.**  
(382nd Week on CBS) | Monday  
10:00–10:30 p.m.  
64 CBS stations  
ORIGINATES: WABC | Face Powder, Face Crew  
Rouge, Lipstick and  
Nail Polish  
*Pedlar & Ryan, Inc.* |
| **Guy Lombardo and His Orchestra**  
*Popular music* | | |
| **LEVER BROTHERS COMPANY**  
(296th Week on CBS) | Monday  
9:00–10:00 p.m.  
66 CBS stations  
30 CBC stations  
ORIGINATES: KNX | Lux Toilet Soap  
*I. Walter Thompson Company* |
EVER BROTHERS COMPANY

**Hollywood Premiere**
with Luella Parsons and guest stars

*Drama*

**Big Town**
with Edward G. Robinson, Ona Munson, Leith Stevens’ Orchestra

*Drama*

**Meet Mister Meek**

*Drama*

**Big Sister**
with Alice Frost, Martin Gabel

*Serial drama*

**Aunt Jenny’s Real Life Stories**

*Dramatic sketches*

---

**IGGET & MYERS TOBACCO COMPANY**

30th Week on CBS

**Glenn Miller and His Orchestra**
with Paula Kelly, Ray Eberle, and the Modernaires

**Professor Quiz**
with Bob Trout

*Questions and answers*

---

**HOMAS J. LIPTON, INC.**

8th Week on CBS

**Helen Hayes Theater**

starring Helen Hayes, with Mark Warnow’s Orchestra, and Harry von Zell

---

**EVER BROTHERS COMPANY continued**

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with Luella Parsons and guest stars

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with Edward G. Robinson, Ona Munson, Leith Stevens’ Orchestra

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*Dramatic sketches*
<table>
<thead>
<tr>
<th>Client and Program</th>
<th>Time</th>
<th>Product and Agent</th>
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</thead>
<tbody>
<tr>
<td><strong>MAGAZINE REPEATING RAZOR COMPANY</strong></td>
<td>Saturday 8:30-8:55 p.m.</td>
<td>Schick Injector Razors and Blades J. M. Mathes, Inc.</td>
</tr>
<tr>
<td>(5th Week on CBS)</td>
<td>Rebroadcast 11:30-11:55 p.m.</td>
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<tr>
<td>Duffy's Tavern</td>
<td>55 CBS stations</td>
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<tr>
<td>starring Ed Gardner as “Archie”, Shirley Booth, John Kirby's Band, guest stars</td>
<td>ORIGINATES: WABC</td>
<td></td>
</tr>
<tr>
<td><strong>PENN TOBACCO COMPANY</strong></td>
<td>Thursday 7:30-8:00 p.m.</td>
<td>Kentucky Club Pipe Tobacco Ruthrauff &amp; Ryan, Inc.</td>
</tr>
<tr>
<td>(79th Week on CBS)</td>
<td>50 CBS stations</td>
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<tr>
<td>Vox Pop</td>
<td>ORIGINATES: ON TOUR</td>
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<tr>
<td>Parks and Wally Quiz</td>
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</tr>
<tr>
<td><strong>PET MILK SALES CORPORATION</strong></td>
<td>Saturday 9:45-10:15 p.m.</td>
<td>Pet Irradiated Milk Gardner Advertising Company</td>
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<tr>
<td>(385th Week on CBS)</td>
<td>55 CBS stations</td>
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<tr>
<td>Saturday Night Serenade</td>
<td>ORIGINATES: WABC</td>
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<tr>
<td>Bill Perry, tenor; Bob Trout, Gustave Haenschen's Orchestra and Chorus and guest stars</td>
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<tr>
<td>Mary Lee Taylor</td>
<td>Tues. and Thurs. 11:00-11:15 a.m.</td>
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<tr>
<td>home economist</td>
<td>Rebroadcast 1:45-2:00 p.m.</td>
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<tr>
<td>Household advice</td>
<td>67 CBS stations</td>
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<tr>
<td>ORIGINATES: KMOX</td>
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<tr>
<td><strong>PHILIP MORRIS &amp; COMPANY, LTD.</strong></td>
<td>Friday 9:00-9:30 p.m.</td>
<td>Philip Morris Cigarettes The Biow Company, Inc.</td>
</tr>
<tr>
<td>(243rd Week on CBS)</td>
<td>Rebroadcast 11:30-12:00 p.m.</td>
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<tr>
<td>Great Moments from Great Plays</td>
<td>90 CBS stations</td>
<td></td>
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<tr>
<td>Directed by Charles Martin with guest stars and Ray Block's Orchestra</td>
<td>ORIGINATES: WABC</td>
<td></td>
</tr>
<tr>
<td>Dramas of O'Neill, Shaw, Ibsen, and others</td>
<td></td>
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</tr>
<tr>
<td>The Crime Doctor</td>
<td>Sunday 8:30-8:55 p.m.</td>
<td>Philip Morris Cigarettes The Biow Company, Inc.</td>
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<tr>
<td>Dramatic programs</td>
<td>Rebroadcast 11:00-11:25 p.m.</td>
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<tr>
<td>ORIGINATES: WABC</td>
<td>71 CBS stations</td>
<td></td>
</tr>
<tr>
<td><strong>THE PROCTER &amp; GAMBLE CO.</strong></td>
<td>Monday 8:00-8:30 p.m.</td>
<td>Teel Drene H. W. Kastor &amp; Son.</td>
</tr>
<tr>
<td>(336th Week on CBS)</td>
<td>Rebroadcast 12:00-12:30 a.m.</td>
<td></td>
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<tr>
<td>Those We Love</td>
<td>71 CBS stations</td>
<td></td>
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<tr>
<td>with Nan Grey, Donald Woods, Richard Cromwell</td>
<td>ORIGINATES: KNX</td>
<td></td>
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<tr>
<td>Drama</td>
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<tr>
<td>SHOW</td>
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<tr>
<td>The Goldbergs</td>
<td>Mon. thru Fri.</td>
<td>5:00–5:15 p.m.</td>
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<tr>
<td>Life Can Be Beautiful</td>
<td>Mon. thru Fri.</td>
<td>1:00–1:15 p.m.</td>
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<tr>
<td>Woman in White</td>
<td>Mon. thru Fri.</td>
<td>1:15–1:30 p.m.</td>
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<tr>
<td>Right to Happiness</td>
<td>Mon. thru Fri.</td>
<td>1:30–1:45 p.m.</td>
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<tr>
<td>Road of Life</td>
<td>Mon. thru Fri.</td>
<td>1:45–2:00 p.m.</td>
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<tr>
<td>RUDENTIAL INSURANCE COMPANY OF AMERICA</td>
<td>Mon. thru Fri.</td>
<td>12:15–12:30 p.m.</td>
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<tr>
<td>(7th Week on CBS)</td>
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**THE PROCTER & GAMBLE CO. continued**

<table>
<thead>
<tr>
<th>SHOW</th>
<th>TIME</th>
<th>STATIONS</th>
<th>ORIGINATES</th>
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<tr>
<td></td>
<td>11:30–11:45 a.m.</td>
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<td></td>
<td>22 CBS stations</td>
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**J. REYNOLDS TOBACCO COMPANY**

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<tr>
<th>SHOW</th>
<th>TIME</th>
<th>STATIONS</th>
<th>ORIGINATES</th>
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<td></td>
<td>10:30–11:00 p.m.</td>
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<td></td>
<td>60 CBS stations</td>
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**Insurance Services**

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<th>SHOW</th>
<th>DAY</th>
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<th>STATIONS</th>
<th>ORIGINATES</th>
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**Blondie**

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<th>SHOW</th>
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**Camel Cigarettes**

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<tr>
<th>SHOW</th>
<th>DAY</th>
<th>TIME</th>
<th>STATIONS</th>
<th>ORIGINATES</th>
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</table>

**Pedlar & Ryan, Inc.**
<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>TIME</th>
<th>PRODUCT AND AGENCY</th>
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</thead>
<tbody>
<tr>
<td><strong>SPEARMINT GUM</strong>&lt;br&gt;(458th Week on CBS)</td>
<td>Mon. thru Fri. 5:45–6:00 p.m.</td>
<td>Spearmint Gum&lt;br&gt;Arthur Meyerhoff &amp; t&lt;br&gt;ORIGINATES: WBMM</td>
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<tr>
<td><strong>Scattergood Baines</strong>&lt;br&gt;Serial drama</td>
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<tr>
<td><strong>Dear Mom</strong>&lt;br&gt;with John Walsh, Dolph Nelson, Marvin Mueller and Eloise Kummer&lt;br&gt;Drama</td>
<td>Sunday 6:55–7:15 p.m.</td>
<td>Squibb Products&lt;br&gt;Geyer, Cornell &amp; Newell, Inc.</td>
</tr>
<tr>
<td><strong>E. R. SQUIBB &amp; SONS</strong>&lt;br&gt;(39th Week on CBS)</td>
<td>Mon. thru Fri. 3:15–3:30 p.m.</td>
<td>Texaco Products&lt;br&gt;Buchanan &amp; Co.</td>
</tr>
<tr>
<td><strong>Frank Parker in Golden Treasury of Song</strong>&lt;br&gt;Musical</td>
<td>43 CBS stations</td>
<td>ORIGINATES: WABC</td>
</tr>
<tr>
<td><strong>TEXAS COMPANY</strong>&lt;br&gt;(201st Week on CBS)</td>
<td>Wednesday 9:00–10:00 p.m.</td>
<td>Dill's Best&lt;br&gt;Model Smoking Tobacco&lt;br&gt;Arthur Kudner, Inc.</td>
</tr>
<tr>
<td><strong>Texaco Star Theatre</strong>&lt;br&gt;starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman’s Orchestra, “Mighty Allen Art Players”, Wynn Murray&lt;br&gt;Variety</td>
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<tr>
<td><strong>U. S. TOBACCO COMPANY</strong>&lt;br&gt;(305th Week on CBS)</td>
<td>Monday 8:30–8:55 p.m.</td>
<td>Carpets&lt;br&gt;Anderson, Davis &amp; Platte, Inc.</td>
</tr>
<tr>
<td><strong>Gay Nineties Revue</strong>&lt;br&gt;starring Beatrice Kay, Joe Howard, mc, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn</td>
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<tr>
<td><strong>ALEXANDER SMITH &amp; SONS CARPET COMPANY</strong>&lt;br&gt;(9th Week on CBS)</td>
<td>Mon., Wed., Fri. 3:30–3:45 p.m.</td>
<td>Chiclets &amp; Dentyne&lt;br&gt;Badger, Browning &amp; Hersey, Inc.</td>
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<tr>
<td><strong>The New England Home</strong>&lt;br&gt;with Clara Dudley&lt;br&gt;Talks on interior decoration</td>
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<tr>
<td><strong>AMERICAN CHICLE COMPANY</strong>&lt;br&gt;(4th Week on CBS)</td>
<td>Wed., Fri. 6:15–6:30 p.m. PST</td>
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<tr>
<td><strong>By the Way</strong>&lt;br&gt;with Bill Henry</td>
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<tr>
<td>Program Name</td>
<td>Days and Times</td>
<td>Originates</td>
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<tr>
<td>ATHSWEET CORPORATION</td>
<td>9th Week on CBS, Tues., Thurs.</td>
<td>Bathasweet Products</td>
</tr>
<tr>
<td>Bob Garred Reporting</td>
<td>9:30-7:45 a.m. PST</td>
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<tr>
<td>OLONIAL DAMES, INC.</td>
<td>9th Week on CBS, Friday</td>
<td>Cosmetics</td>
</tr>
<tr>
<td>“Find the Woman” with Knox Manning</td>
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<tr>
<td>ENERAL FOODS CORPORATION</td>
<td>506th Week on CBS, Mon. thru Fri.</td>
<td>Postum</td>
</tr>
<tr>
<td>The Second Mrs. Burton</td>
<td>4:00-4:15 p.m. PST</td>
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<tr>
<td>ENERAL PETROLEUM COMPANY OF CALIFORNIA</td>
<td>Sunday 9:00-9:30 p.m.</td>
<td>Mobilgas, Mobiloil</td>
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<tr>
<td>I Was There</td>
<td></td>
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<tr>
<td>RICHARD HUDNUT</td>
<td>56th Week on CBS, Tuesday</td>
<td>Marvelous Cosmetics</td>
</tr>
<tr>
<td>Hollywood Showcase</td>
<td>9:30-10:00 p.m. PST</td>
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<tr>
<td>(Beginning April 27)</td>
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<tr>
<td>LORILLARD COMPANY</td>
<td>253rd Week on CBS, Friday</td>
<td>Sensation Cigarettes</td>
</tr>
<tr>
<td>Talk Your Way Out of This One</td>
<td>6:00-6:15 p.m. PST</td>
<td></td>
</tr>
<tr>
<td>Don’t Be Personal</td>
<td>Sunday 9:30-10:00 p.m. PST</td>
<td>White King Soap</td>
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<td></td>
<td>ORIGINATES: KNX</td>
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</tr>
<tr>
<td>LOS ANGELES SOAP COMPANY</td>
<td>79th Week on CBS, Mon. thru Fri.</td>
<td></td>
</tr>
<tr>
<td>Knox Manning</td>
<td>2:30-2:45 p.m. PST</td>
<td></td>
</tr>
<tr>
<td>[News]</td>
<td>ORIGINATES: KNX</td>
<td></td>
</tr>
</tbody>
</table>
| **THE MENNEN COMPANY**  
| (103rd Week on CBS)  
| Bob Garred Reporting  
| **News** | **TIME** | **PRODUCT AND AGENCY** | **CLIENT AND PROGRAM** |
| Mon., Wed., Fri. 7:30–7:45 a.m. PST | Mennen Shaving Cream  
| **ORIGINATES: KNX** | H. M. Kiesewetter Advertising Agency |
| **NATIONAL LEAD COMPANY**  
| (39th Week on CBS)  
| Answer Auction  
| **Quiz** | **TIME** | **PRODUCT AND AGENCY**  
| Thursday 9:30–10:00 p.m. PST | National Lead Products  
| **ORIGINATES: KNX** | Erwin Wasey & Co. |
| **PETER PAUL, INC.**  
| (38th Week on CBS)  
| Bob Garred Reporting  
| **News** | **TIME** | **PRODUCT AND AGENCY**  
| Mon., Wed., Fri. 5:45–5:55 p.m. PST | Mounds Candy  
| Ten Crown Gum  
| **ORIGINATES: KNX** | Brisacher, Davis & Staff |
| **PLANTERS NUT AND CHOCOLATE COMPANY**  
| (26th Week on CBS)  
| What's On Your Mind? | **TIME** | **PRODUCT AND AGENCY**  
| Thursday 7:15–7:45 p.m. PST  
| Beginning April 7 Monday  
| 9:30–10:00 p.m. | Planters Salted Peanuts  
| Planters Peanut Oil  
| **ORIGINATES: KNX** | Raymond R. Morgan |
| **SOIL OFF MANUFACTURING COMPANY**  
| (9th Week on CBS)  
| Bob Garred Reporting  
| **News** | **TIME** | **PRODUCT AND AGENCY**  
| Thursday 5:45–5:55 p.m. PST  
| Saturday 7:30–7:45 a.m. PST | Cleaning Fluid for  
| Walls and Woodwork  
| **ORIGINATES: KNX** | Hillman-Shane Advertising Agency, Inc. |
| **BREAKFAST CLUB COFFEE, INC.**  
| (13th Week on CBS)  
| Voice of Friendship  
| with Rita Murray | **TIME** | **PRODUCT AND AGENCY**  
| Tues., Thurs. 7:45–8:00 a.m. PST | Breakfast Club Coffee  
| **ORIGINATES: KNX** | Lockwood-Shacklefor Advertising Agency |
| **KNOX GELATINE COMPANY**  
| (18th Week on CBS)  
| Background for Headlines  
| with Bob Garred | **TIME** | **PRODUCT AND AGENCY**  
| Tues., Thurs. 7:50–8:00 p.m. PST  
| Saturday 7:45–8:00 p.m. PST | Knox Sparkling Gelatine  
| **ORIGINATES: KNX** | Kenyon & Eckhardt, Inc. |
| **SEASIDE OIL COMPANY**  
| Seaside Spelling Bee Liner  
| (Begins April 13) | **TIME** | **PRODUCT AND AGENCY**  
| Sunday 5:30–5:55 p.m. PST  
| Beginning April 27  
| 4:30–4:55 p.m. PST | Seaside Ethyl Gasoline  
| Silverol Motor Oil  
<p>| <strong>ORIGINATES: KNX</strong> | The McCarthy Company |</p>
<table>
<thead>
<tr>
<th>Client/Agency</th>
<th>Start Date</th>
<th>End Date</th>
<th>Time/Day</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Chicle Company*</td>
<td>Mon. thru Sat.</td>
<td>8:00-8:01:30 a.m.</td>
<td>Chiclets and Dentyne</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Badger, Browning &amp; Hersey, Inc.</td>
<td></td>
</tr>
<tr>
<td>Arbasol Company 7th Week on WABC)</td>
<td>Tues., Thurs.</td>
<td>6:10-6:15 p.m.</td>
<td>Barbasol Shaving Cream</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday</td>
<td>Erwin, Wasey &amp; Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Atomic Sweet Corporation*</td>
<td>Tues.</td>
<td>6:15-6:30 p.m.</td>
<td>&quot;Bathasweet&quot; Toilet Goods</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>H. M. Kiesewetter Advertising Agency, Inc.</td>
<td></td>
</tr>
<tr>
<td>Bond Stores, Inc. 1st Week on WABC)</td>
<td>Mon. thru Sat.</td>
<td>7:30-7:45 a.m.</td>
<td>Bond's Men's Clothing</td>
<td></td>
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<tr>
<td></td>
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<td></td>
<td>Neff-Rogow, Inc.</td>
<td></td>
</tr>
<tr>
<td>Borden's Company</td>
<td>Wed., Fri., Sat.</td>
<td>6:45-6:46:30 p.m.</td>
<td>Borden's Ice Cream</td>
<td></td>
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<td></td>
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<td></td>
<td>Pedlar &amp; Ryan, Inc.</td>
<td></td>
</tr>
<tr>
<td>Bulova Watch Company 6th Week on WABC)</td>
<td>Sun. thru Sat.</td>
<td>10 Times Daily</td>
<td>Bulova Watches</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>The Biow Company</td>
<td></td>
</tr>
<tr>
<td>Rawford Clothes, Inc. 3rd Week on WABC)</td>
<td>Mon., Wed., Fri.</td>
<td>8:25-8:30 a.m.</td>
<td>Men's Clothing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Al Paul Lefston</td>
<td></td>
</tr>
<tr>
<td>Rezma, Inc. 2nd Week on WABC)</td>
<td>Tues., Thurs., Sat.</td>
<td>8:25-8:30 a.m.</td>
<td>&quot;Drezma&quot; Cosmetics</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>Lynn Baker Company</td>
<td></td>
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<td></td>
<td></td>
<td>Tues. and Thurs.</td>
<td>11:00-11:15 a.m.</td>
<td></td>
</tr>
</tbody>
</table>

*In addition to number of weeks in which the client has used CBS Network facilities.
<table>
<thead>
<tr>
<th>Client and Program</th>
<th>Time</th>
<th>Product and Reps</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FEDERAL SAVINGS &amp; LOAN ASSOCIATION</strong></td>
<td>Monday 10:30-10:45 p.m.</td>
<td>Savings Accounts and Home Loans</td>
</tr>
<tr>
<td>(12th Week on WABC)</td>
<td></td>
<td>Heffelfinger Agency</td>
</tr>
<tr>
<td>The March Through Life</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>KRUG BAKING COMPANY</strong></td>
<td>Friday 8:45-9:00 a.m.</td>
<td>Bakery Products and Coffee</td>
</tr>
<tr>
<td>(67th Week on WABC)</td>
<td></td>
<td>Elmer L. Cline</td>
</tr>
<tr>
<td>Woman's Page of the Air</td>
<td></td>
<td></td>
</tr>
<tr>
<td>with Adelaide Hawley</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>P. LORILLARD COMPANY</strong></td>
<td>Mon., Wed., Fri. 8:20-8:25 a.m.</td>
<td>Old Gold Cigarettes</td>
</tr>
<tr>
<td>(4th Week on WABC)</td>
<td></td>
<td>J. Walter Thompson C</td>
</tr>
<tr>
<td>Record of the Day</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MARLIN FIREARMS COMPANY</strong></td>
<td>Tues., Thurs., Fri. 6:35-7:00 a.m.</td>
<td>Marlin Razor Blades</td>
</tr>
<tr>
<td>(19th Week on WABC)</td>
<td></td>
<td>Craven &amp; Hedrick, Inc.</td>
</tr>
<tr>
<td>Rising Son</td>
<td></td>
<td></td>
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<tr>
<td>with Larry Elliott</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Announcements</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MELVILLE SHOE COMPANY</strong></td>
<td>Mon. thru Sat. 7:45-8:00 a.m.</td>
<td>Thom McAn Shoes</td>
</tr>
<tr>
<td>(124th Week on WABC)</td>
<td></td>
<td>Neff-Rogow, Inc.</td>
</tr>
<tr>
<td>Early Morning News</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MILES LABORATORIES, INC.</strong></td>
<td>Mon. thru Fri. 3:55-4:00 p.m. Saturday 5:50-5:55 p.m.</td>
<td>Alka-Seltzer and One-a-Day Vitamins</td>
</tr>
<tr>
<td>(17th Week on WABC)</td>
<td></td>
<td>Wade Advertising Agency</td>
</tr>
<tr>
<td>Afternoon News</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>C. F. MUELLER COMPANY</strong></td>
<td>Mon. thru Fri. 9:00-9:15 a.m.</td>
<td>Mueller’s Macaroni Products</td>
</tr>
<tr>
<td>(14th Week on WABC)</td>
<td></td>
<td>Kenyon &amp; Eckhardt, Inc.</td>
</tr>
<tr>
<td>Morning News</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NEW YORK STATE BUREAU OF MILK PUBLICITY</strong></td>
<td>Tuesday 8:45-9:00 a.m.</td>
<td>Milk Publicity</td>
</tr>
<tr>
<td>(24th Week on WABC)</td>
<td></td>
<td>J. M. Mathes, Inc.</td>
</tr>
<tr>
<td>Woman’s Page of the Air</td>
<td></td>
<td></td>
</tr>
<tr>
<td>with Adelaide Hawley</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*In addition to number of weeks in which the client has used CBS Network facilities.
<table>
<thead>
<tr>
<th>Company</th>
<th>Day(s)</th>
<th>Time(s)</th>
<th>Advertisement/Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAXZEMA CHEMICAL CO., INC.</td>
<td>Saturday</td>
<td>9:45-10:15 p.m.</td>
<td>Noxema Products, Ruthrauff &amp; Ryan, Inc.</td>
</tr>
<tr>
<td>Battle of the Boroughs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LSON RUG CO.</td>
<td>Mon., Wed., Fri.</td>
<td>8:15-8:20 a.m.</td>
<td>Rugs, Presba, Fellers &amp; Presba, Inc.</td>
</tr>
<tr>
<td>8th Week on WABC)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Music of Today</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>EPSI-COLA COMPANY*</td>
<td>Mon., Wed., Fri.</td>
<td>8:30-8:45 a.m.</td>
<td>Pepsi-Cola, Newell-Emmett, Inc.</td>
</tr>
<tr>
<td>6th Week on WABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Missus Goes A-Shopping Quiz</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>ETER PAUL COMPANY*</td>
<td>Mon., Wed., Fri.</td>
<td>6:30-6:35 a.m.</td>
<td>Mounds, Platt-Forbes, Inc.</td>
</tr>
<tr>
<td>6th Week on WABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Early Riser's News</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ELECT THEATRES CORP</td>
<td>Mon., Tues., Wed.</td>
<td>12:00-12:05 a.m.</td>
<td>Hellzapoppin, Blaine-Thompson Co., Inc.</td>
</tr>
<tr>
<td>0th Week on WABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Midnight News</td>
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</tr>
<tr>
<td>EST DISINFECTING COMPANY</td>
<td>Mon., Wed., Fri.</td>
<td>8:25-8:30 a.m.</td>
<td>CN, Moser &amp; Cotins, Inc.</td>
</tr>
<tr>
<td>(Beginning April 7)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>It Takes a Woman</td>
<td></td>
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</tbody>
</table>
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 20
2. PUBLIC AFFAIRS .................................................. Page 21
3. DRAMATIC SERIES .................................................. Page 21
4. SERIOUS MUSIC ................................................... Page 22
5. EDUCATIONAL PROGRAMS ....................................... Page 23
6. RELIGIOUS BROADCASTS ......................................... Page 25
7. VARIETY PROGRAMS ............................................... Page 26
8. PERSONALITIES ................................................... Page 26
9. CHILDREN'S PROGRAMS .......................................... Page 27
10. LIGHT MUSIC ..................................................... Page 27
CBS SHORT WAVE BROADCASTS .................................... Page 28
ADDENDA: MARCH PROGRAMS ....................................... Page 29
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. Charles Collingwood. Larry Lesueur from London: Harry W. Flannery, Joseph C. Harsch. Charles Barbe from Berlin; Cecil Brown from Rome; Leigh White from Athens; Betty Wason from Athens; Winston Burdette from Ankara; Farnsworth Fowle from Belgrade: 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 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. 2:30–3:00, 10:45–11:00 p.m., MONDAY THRU SATURDAY.

**News Summaries:** 6:30, 9:00 a.m., 3:55 p.m., 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:** Linton Wells, 12:00–12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 3:55–9:00 p.m., SUNDAY, 6:30–6:45 p.m., SATURDAY; Paul Sullivan, 6:30–6:45 p.m., FRIDAY. (See also sponsored news programs.)

In this 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.
<table>
<thead>
<tr>
<th>NEWSROADCASTS</th>
<th>Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>News from All the Americas</td>
<td>CBS takes another step toward inter-America unity and friendship in this new series of new roundups from the important Latin American capitals.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PUBLIC AFFAIRS</th>
<th>Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report to the Nation</td>
<td>This informal, factual series, produced by Brewster Morgan, shows the American people the inside workings of their own government.</td>
</tr>
<tr>
<td>Your Town and Ours</td>
<td>The nation’s capital, in terms of the men and women who work and live there, is dramatically presented in this new series with Eric Severeid and a distinguished cast.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DRAMATIC SERIES</th>
<th>Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia Workshop</td>
<td>The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Davidson Taylor supervises production.</td>
</tr>
<tr>
<td>Free Company Presents</td>
<td>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 April:</td>
</tr>
<tr>
<td></td>
<td>APRIL 6: A play by Orson Welles.</td>
</tr>
<tr>
<td></td>
<td>APRIL 27: “A Start in Life” by Paul Green.</td>
</tr>
<tr>
<td>“Honest Abe”</td>
<td>This Saturday morning series, written by E. P. Conklee, starring Wesley Addy, dramatizes episodes in the early life of Abraham Lincoln.</td>
</tr>
</tbody>
</table>
New York Philharmonic-Symphony Orchestra
9:00-4:30 p.m.
SUNDAY

The New York Philharmonic-Symphony Orchestra is in its eleventh consecutive year on CBS. John Barbirolli is conductor; Deems Taylor intermission commentator.

APRIL 6: Wolf-Ferrari; Grieg; Franck.
APRIL 13: All Wagner program.

Genevieve Rowe
4:15-5:00 p.m.
WEDNESDAY

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

Cincinnati Conservatory of Music
30-8:00 p.m.
TUESDAY, APRIL 5
SUNDAYS, 10:30-11:00 a.m.

The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra.

Southern Serenade
15-9:45 a.m.
WEDNESDAY

A half hour of song and rhythm from the South, with the mellow voices of the Four Clubmen, Louise Wilcher at the organ.

Columbia Concert Orchestra
15-5:45 p.m.
MONDAY, TUESDAY, THURSDAY AND FRIDAY

The concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed by Howard Barlow and Bernard Herrmann.

Symphony Club Orchestra of Philadelphia
30-8:00 p.m.
SUNDAY, APRIL 12, 19, 26

An amateur group of 100 talented players, sponsored by Edwin Fleisher of the Free Library of Philadelphia, perform under the able direction of William S. Happich.

Library of Congress
3:00-3:55 p.m.
SATURDAY

This series, under the auspices of the Whittall Foundation, features the Budapest Quartet in well-known compositions for strings.

BS Easter Program
2:00-12:55 a.m.
THURSDAY, APRIL 10

The Columbia Concert Orchestra with soloists and chorus, conducted by Howard Barlow, is heard in a performance of Rossini’s “Stabat Mater.”

Choir of All Angels’ Church
1:00-11:30 p.m.
THURSDAY, APRIL 11

Andrew Tietjen conducts this famous choir in a celebration of Easter Week with the “German Requiem” by Brahms.
### CBS ADULT EDUCATION BOARD

#### "Invitation to Learning" and "The People Platform"

These presentations are 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
- Stringfellow Barr
- William Benton
- Harry Woodburn Chase
- Robert I. Gannon, S.J.
- Alvin S. Johnson
- Henry R. Luce
- Spencer Miller, Jr.
- Ruth Bryan Rohde
- Thomas V. Smith
- George Edgar Vincent
- William Allen White
- Ray Lyman Wilbur
- Joseph H. Willits

#### Invitations to Learning

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30–10:00 p.m.</td>
<td>This series invites listeners to read the world's great book discussed by Huntington Cairns, Allen Tate, and Mark Van Doren.</td>
</tr>
<tr>
<td>Each Tuesday</td>
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</tbody>
</table>

#### The People's Platform

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00–7:30 p.m.</td>
<td>Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems.</td>
</tr>
<tr>
<td>Each Saturday</td>
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</tbody>
</table>

#### Children Also Are People

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
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<tbody>
<tr>
<td>3:45–3:55 p.m.</td>
<td>CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.</td>
</tr>
<tr>
<td>Each Wednesday</td>
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</table>

#### Columbia's Country Journal

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00–12:30 p.m.</td>
<td>Charles Stookey, Columbia's director of agricultural programs, presents a weekly round up of farm news and interviews.</td>
</tr>
<tr>
<td>Each Saturday</td>
<td></td>
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</tbody>
</table>

#### Highways to Health

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30–12:45 p.m.</td>
<td>Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.</td>
</tr>
<tr>
<td>Each Saturday</td>
<td></td>
</tr>
<tr>
<td>2:50–3:00 p.m., April 12</td>
<td></td>
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</tbody>
</table>

#### Exploring Space

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>3:45–3:55 p.m.</td>
<td>This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.</td>
</tr>
<tr>
<td>Each Friday</td>
<td></td>
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</tbody>
</table>

#### Columbia's Lecture Hall

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:45–3:55 p.m.</td>
<td>Lectures on a variety of subjects by eminent speakers, many of whom are chosen from the lists of the Columbia Lecture Bureau.</td>
</tr>
<tr>
<td>Each Monday</td>
<td></td>
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</tbody>
</table>

#### America in Transition

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
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<tr>
<td>3:45–3:55 p.m.</td>
<td>This new series features interviews of artists, scientists, and technologists by John Allen Wolf on their work.</td>
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<tr>
<td>Each Tuesday</td>
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</table>
The American School of the Air, now broadcast to the Latin American Republics, is in its twelfth year on CBS. An estimated 8,000,000 students in the United States alone listen regularly to the series.

**Mondays—Americans at Work**

**April 7**: Nitrates

**April 14**: Aluminum.

**April 21**: Pan-American Resources.

**Tuesdays—Wellsprings of Music**

**April 1**: Western Songs.

**April 8**: Music of the Plains.

**April 15**: Railroad Songs.

**April 22**: Music of Motion.

**Wednesdays—New Horizons**

**April 2**: Foods for the New World.

**April 9**: River of Gold.

**April 16**: Boom Days in the Jungle.

**April 23**: Streams of Green Gold.

**Thursdays—Tales from Far and Near**

**April 3**: The Wonderful Locomotive.

**April 17**: Red Horse Hill.

**April 21**: To be selected.

**Fridays—This Living World**

**April 4**: The Monroe Doctrine.

**April 18**: Working for Permanent Peace.

**April 25**: The American Way.

**Adventures in Science**

4:45–3:55 p.m.

CH Thursday

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

**Of Men and Books**

3:30–3:00 p.m.

CH 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.

**Jobs for Defense**

4:45–1:00 p.m.

CH Saturday

A new series, in cooperation with the Office of Production Management, to aid the Government's drive for defense industry workers.
### 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 eight consecutive year of Sunday morning and afternoon religious broadcasts. In April:

**April 6: Morning**: The Rev. Maurice W. Fogle, Hamilton Avenue Christian Church, St. Louis, Mo.

**Afternoon**: Elder Stephen L. Richards, Council of The Twelve, Church of Jesus Christ of Latter Day Saints, Salt Lake City, Utah.


**Afternoon**: Special Catholic Easter Service.

**April 20: Morning**: Dr. Louis D. Newton, Druid Hills Baptist Church, Atlanta, Ga.

**Afternoon**: The Most Rev. Gerald P. O’Har, Bishop of the Diocese of Savannah-Atlanta.

**April 27: Morning**: Rev. Dr. W. Galaway Tyson, District Superintendent, Philadelph Conference, The Methodist Church.

**Afternoon**: Rabbi Herbert S. Goldstein, We Side Institutional Synagogue, N. Y. C.

### 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.

**April 6**: Alva Tabor, Head Itinerant Teacher, Fort Valley State College, Fort Valley, Georgia.

**April 13**: Bishop B. G. Shaw, A.M.E., Zion Church, Birmingham, Alabama.

**April 20**: Mr. R. J. Reynold, Guide Rig Commission, Topeka, Kansas.

**April 27**: The Honorable James H. Pric, Governor of Virginia.

### Passover Program

11:00–11:30 p.m.

**Thursday, April 10**

Dr. Louis Finkelstein, Jewish Theologic Seminary of America; Cantor David Putman and Choir; Mr. Karl J. Austrian, American Jewish Committee.
**Singing Bee**
1:00-10:30 a.m.
ICH SATURDAY

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.

**Mimee at Meadowbrook**
1:00-5:00 p.m.
ICH 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.

**Girl About Town**
1:30-10:45 p.m.
ICH 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.
MONDAY THRU FRIDAY

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

**Major Bowes' Family**
3:30-12:30 p.m.
ICH 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.
ICH THURSDAY

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

**Politics**
3:30-2:00 p.m.
ICH SATURDAY

The series features a quiz panel drawn from members of the National Legislature matching wits on any and all subjects—except that "politics" is barred.
### PERSONALITIES

**Continued**

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
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<tbody>
<tr>
<td>The Old Dirt-Dobber</td>
<td>Tom Williams, horticultural expert of WLA in Nashville, &quot;the old dirt-dobber,&quot; answers queries about trees, plants, birds, and insects.</td>
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### CHILDREN'S PROGRAMS

<table>
<thead>
<tr>
<th>Program</th>
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<tbody>
<tr>
<td>Let's Pretend</td>
<td>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 children, &quot;Let's Pretend&quot; has in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard national poll of radio editors, and the Women's National Radio Committee Award.</td>
</tr>
<tr>
<td>&quot;March of Games&quot;</td>
<td>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; Syb Trent, 12, is &quot;Miss Drum Major.&quot;</td>
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### LIGHT MUSIC

<table>
<thead>
<tr>
<th>Program</th>
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<tbody>
<tr>
<td>CBS Vocalists</td>
<td>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, Bob Hannen.</td>
</tr>
<tr>
<td>Golden Gate Quartet,</td>
<td>These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is CBS favorite.</td>
</tr>
<tr>
<td>Four Clubmen, Symphonettes</td>
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### Dance Orchestra

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
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<tbody>
<tr>
<td>Dance Orchestra</td>
<td>America's leading dance bands provide a full schedule of current hits and old favorites. These top-ranking bands are scheduled for April: Shep Fields, Vaughn Monroe; Walter Gross, José Morand; Joe Kearns, George Olsen; Guy Lombardo, Tommy Reynolds; Vincent Lopez, Raymond Scott; Jerry Wald.</td>
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<thead>
<tr>
<th>Schedule</th>
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<tr>
<td>MONDAY THRU SATURDAY</td>
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<tr>
<td>MONDAY THRU SUNDAY</td>
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</table>
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.

<table>
<thead>
<tr>
<th>News Broadcasts (in English)</th>
<th>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.</th>
</tr>
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<tbody>
<tr>
<td>Mondy, 2:45-3:00 p.m.</td>
<td>In collaboration with Will Hays’ office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.</td>
</tr>
<tr>
<td>Thrusday, 7:45-8:00 p.m.</td>
<td>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).</td>
</tr>
<tr>
<td>Friday, 7:45-8:00 p.m.</td>
<td>Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia’s audience in Brazil.</td>
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<tr>
<td>Hollywood News</td>
<td>Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.</td>
</tr>
<tr>
<td>News in Spanish</td>
<td>The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.</td>
</tr>
<tr>
<td>12:00-10:05 p.m.</td>
<td>Mr. Roberto Unane tells the Latin American republics the news about their own Latin American neighbors.</td>
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<tr>
<td>Monday thru Sunday</td>
<td>Cultural News in Spanish</td>
</tr>
<tr>
<td>11:45-7:00 p.m.</td>
<td>Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.</td>
</tr>
<tr>
<td>Monday thru Thursday</td>
<td>The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.</td>
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<tr>
<td>12:00-11:00 p.m.</td>
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<tr>
<td>Tuesday, 12:00-12:15 p.m.</td>
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<tr>
<td>Wednesday, 12:00-12:15 p.m.</td>
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<tr>
<td>Thursday, 12:00-12:15 p.m.</td>
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<tr>
<td>Friday, 12:00-12:15 p.m.</td>
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<tr>
<td>News in Portuguese</td>
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<tr>
<td>15-7:30 p.m.</td>
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<tr>
<td>Monday thru Friday</td>
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<tr>
<td>News of Latin America</td>
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<tr>
<td>Spanish</td>
<td></td>
</tr>
<tr>
<td>12:00-8:15 p.m.</td>
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<tr>
<td>Monday, Wednesday, Friday</td>
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<tr>
<td>Carmen Castelo’s Broadway</td>
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<tr>
<td>Column in Spanish</td>
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<tr>
<td>7:30-7:45 p.m.</td>
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<tr>
<td>Monday</td>
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ADDITIONAL MARCH PROGRAMS

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

PUBLIC AFFAIRS

MARCH 1: Speaking in opposition to the Lend-Lease Bill. Senator John A. Danaher, Republican of Connecticut, listed the reasons he thought the Bill should not be passed, 2:00–2:15 p.m.

MARCH 4: Senator James M. Tunnell, Democrat of Delaware, delivered an address in favor of passage of the pending Lend-Lease Bill, 5:30–5:45 p.m.

MARCH 5: In a speech entitled “The Lend-Lease Bill is a Move Toward Peace,” Senator Scott Lucas, Democrat of Illinois, outlined the arguments in favor of the Bill and urged that it be passed, 10:15–10:30 p.m.

MARCH 6: Another advocate of passage of the contested Lend-Lease Bill, Senator Josh Lee, Democrat of Oklahoma, presented the affirmative position in the nationwide argument, 10:15–10:30 p.m.

MARCH 6: Answering the proponents of the Lend-Lease Bill, Republican Senator George D. Aiken of Vermont delivered an address entitled “Will H.R. 1776 Aid England in the Most Effective Way Possible?” giving his earnest opinion that that would not be the case, 10:30–10:45 p.m.

MARCH 8: Mrs. Dwight W. Morrow, widow of the late Ambassador to Mexico, former acting president of Smith College (1939–40), author of several well known books, addressed a coast-to-coast Columbia network audience in behalf of the then pending Lend-Lease Bill, 12:45–1:00 p.m.

MARCH 9: Senator Robert A. Taft, Republican of Ohio, delivered an address giving his reasons why the Lend-Lease Bill should not be passed, 1:30–2:00 p.m.

MARCH 19: Representative Jennings Randolph, Democrat of West Virginia, in an address entitled “A Separate Air Force Now” explained the many reasons he deemed it urgent that a separate air force be established right away, 10:00–10:15 p.m.

MARCH 15: President Roosevelt was heard by the Columbia audience speaking at the White House Correspondents Dinner in Washington, 9:30–10:00 p.m.

MARCH 21: Norman Thomas, National Chairman of the Socialist Party in the United States, presented his views on “Nex Steps in the Fight Against War,” advocating a pledge by Congress to await advisory referendum by the people before any declaration of war, 10:00–10:15 p.m.

MARCH 22: Richard G. Casey, Minister from Australia to the United States, discussed his country’s participation in th
Mr. speaking from WJSV, Columbia's station for the nation's capital, over a CBS cast-to-coast hook-up. 10:15-10:30 p.m.

MARCH 26: Colonel William J. Donovan, President Roosevelt's personal representative returned from abroad, delivered a report to the American people on the result of a three-and-a-half-month trip to study British war efforts and European and Near East conditions. 10:30-11:00 p.m.

MARCH 29: President Roosevelt's Jackson Day address was broadcast throughout the world over the network and international short-wave facilities of the Columbia Broadcasting System. Mr. Roosevelt spoke from his famous annual Jackson Day dinner at the Mayflower Hotel in Washington, which was attended by the leaders of the Democratic Party, 9:30-9:45 p.m.

SPECIAL EVENTS

MARCH 8: Carmel Snow, editor of Harper's Bazaar, fashion authority, gave the average woman—housewife as well as career girl—some expert advice on how to choose clothes suitable for all occasions, yet stay within her budget. 5:15-5:30 p.m.

MARCH 15: From Oberlin College the Columbia Broadcasting System brought its audience the program of the Intercollegiate American Congress, broadcasting the speeches of the Pan American Union's Chief Labor Division, Dr. Ernesto Galarza, and Mrs. Aline Kistler, Executive Secretary of the American National Committee of Enaving. 10:35-10:45 p.m.

MARCH 17: Eamon de Valera, American-born Prime Minister of Eire, extended St. Patrick's Day greetings to the people of the United States in a special Columbia broadcast from Dublin, 11:15-11:30 p.m.

MARCH 19: In connection with the series of meetings held by the National Association of Manufacturers throughout the South on "National Defense Clinics," the Columbia Broadcasting System brought before its audience a round table discussion led by the Association's President, Walter D. Fuller, featuring such prominent speakers as Walter B. Weisenburger, Thurmond Chatham, Lammot du Pont. 10:15-10:30 p.m.

MARCH 20: Accompanying an extraordinary "hunt for Spring," Columbia set up its microphone in New York's Central Park while a quintet of distinguished scientists from the Museum of Natural History sought out evidence of the new season (such as crocus, budding pussy-willow, skunk cabbage, activity among the zoo reptiles) on Spring's official first day. Conducting the Spring hunt were Hans Christian Adamson, Dr. Roy Chapman Andrews, Dr. Harold E. Anthony, Dr. James F. Chapin, Dr. Charles Russel and Dr. C. H. Curran—all members of the Museum staff. 3:30-3:45 p.m.

MARCH 20: In speech, music and drama Columbia broadcast an appeal for aid to the 150,000,000 persons affected by the war in China. Former Ambassador William C. Bullitt made the keynote address. A stirring radio drama written by noted lyricist John La Touche, with musical portions by the Columbia Concert Orchestra, was presented, 10:15-10:45 p.m.

MARCH 22: Prunella Wood, Woman's Editor of King Features, interviewed several of the 1941 Fashion Academy Award winners on their wardrobe preferences during Columbia's broadcast announcing the best dressed women in America. What they planned to wear in the Easter parade, as well as their own particular clothes preferences, were revealed by the best-dressed debutante, night club entertainer, radio star, business girl, opera singer, and all-American girl. 2:00-2:15 p.m.

MARCH 22: From Chicago the Columbia
Broadcasting System brought the exciting second-by-second description of the midwest’s big indoor track event, “Bankers Mile,” 11:15–11:30 p.m.

MARCH 24: From Washington the Rt. Rev. Msgr. Michael J. Ready delivered a speech in behalf of the Bishops’ Relief Committee, which coordinates Catholic effort in refugee work. 5:35–5:15 p.m.

MARCH 25: Lord Halifax, British Ambassador to the United States, speaking at the famed Pilgrim Society dinner in New York, was heard all around the world through the facilities of the Columbia Broadcasting System, 10:15–11:00 p.m.

MARCH 27: The greatest “moving day” in the nation’s history—shifting the dial settings of radio stations throughout the country on more than 50,000,000 receiving sets—was heralded over the CBS network with a half-hour dramatic program entitled “Radio’s Moving Day,” 10:15–10:45 p.m.

MARCH 29: The first radio network to be honored by the University of Georgia with the George Foster Peabody Radio Award, for its public service activities during 1910, the Columbia Broadcasting System brought before the nation the acceptance speech of CBS President William S. Paley, as well as the other principal addresses at the Award dinner, 10:15–10:45 p.m.

MARCH 30: The nation’s foremost Negro artists, including Marian Anderson, Ethel Waters, Joe Louis, Duke Ellington. The Golden Gate Quartet and a host of others joined in an exclusive CBS coast-to-coast broadcast in behalf of the National Urban League’s campaign to focus the country’s attention on the unemployment problem of the Negroes. 5:00–6:00 p.m.

MARCH 30: Columbia listeners heard Vice President Henry A. Wallace deliver an address on “Democracy and the Dignity of Man” before the triennial national convention of B’nai Brith, Jewish fraternal organization, from the Civic Opera House, Chicago, 11:05–11:30 p.m.

MUSIC

MARCH 29: From Columbia’s station WJSV in Washington, the nation heard the beautifully trained voices of the Birmingham-Southern College A Cappella Choir of Birmingham, Alabama, in a varied program of songs, 5:15–5:30 p.m.
Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building, St. Louis • 625 Second Avenue South, Minneapolis • Wilder Building, Charlotte, North Carolina • Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco • 84 Hallam Street, W1, London • Cable address, Columbia, New York