Three Television "Firsts" Show Possibilities
In Public Service Field

Three striking examples of what television can do in the field of public service programs were provided by the National Broadcasting Company's Station W2XBS last month. These television "firsts" were presented during March when 1) The Metropolitan Opera was seen and heard every Wednesday evening. 2) a special "School's Out" program was broadcast for the first time, 3) the first televised service was held. The Esso Television Reporter, first sponsored news series with music by the Metropolitan Opera Fund, and Richard Bonelli were the principal figures.

The premier venture to be undertaken by American television, the first act of "Paganini," was seen and heard on Sunday, March 10. The setting in NBC's Radio City television studio was modeled after the Metropolitan's foyer and designed by Frank L. Steger conducting. Armand Tokatyan, Hilda Burke, and Mrs. Frederick Bak, president of the Federation, officiated at the birthday celebrations.

"Story of All of Us," New History Series, In Debut Over NBC

A new children's series, "The Story of All of Us," dramatizing the history of the world, was inaugurated over the NBC-Red Network on March 10. Based on V. H. Hilfiger's "A Child's History of the World," the series is heard Sundays, from 12:00 to 12:15 P.M., EST.

The series is designed to give children an understanding of world history, to acquaint them with major events and great names, and to fix these educational possibilities. The pictorial items are flashed to an anxious American public.

NBC News-Special Events Division Renders Distinctive Public Service

ONE of the prime contributions to service in the last two years was the radio presentation of history in the making. Beginning in the mid-1930's with the use by radio into homes and schools, programs, through the words of living participants or eyewitness reporters, total reality of which listeners feel themselves a part.

"Radio is a two-way means of presenting the daily news to its listeners," explains A. A. Schechter, director of NBC's News and Special Events Division. "By the reading of prepared bulletins and by bringing eyewitness accounts, it is a service to the TV medium. The news bulletins are prepared from the reports of the Associated Press, United Press, and International News Service teleprinter machines which pour into NBC's News Room an unceasing stream of yellow ticker-tape. These bulletins are corrected and rewritten especially for the eye. Schechter is careful to point out that news cannot be presented to listeners in the same manner as it is printed in a newspaper. For one thing, only one story, by its very nature, time is of such great importance; for another, people listen to radio, they don't read it.

"From the bulletins which flow in on the incessantly clattering teleprinter machines, the new medium makes a program, follows a balanced pattern and selection of news to a wide and varied audience-world events, sports, political activities, activities, human interest stories, and so on. The new medium broadcasts and serves three fundamental standards in this respect: news value, reliability, news sources, responsibility, editing, and 3) an unbiased presentation. News becomes special events when it is picked up from the scoop of action either than from the studio microphone. Covering a news event from the press box is, as a rule, a difficult and a laborious job. There are many things that can go wrong during a news event broadcast, a number of which are beyond the control of the reporter that it seems a miracle it is ever accomplished.

Coordinate Rewrite

"At one time it was quite a difficult thing to get a feature broadcast from an airplane or a ship. But that's really unimportant. We have developed the type of equipment which is used. "Press events" are "Special Events" because of the type of program which call for perfect coordination between news-gathering and the program departments to assure good shows."

Station Newsroom is heavily on its own staff for foreign coverage. There is Jack Ford, NBC's continental representative, in Berlin; Fred Haste in London; Harry S. Phillips in Rome; Harry S. Phillips in Rome; and John McKenzie in London. These men set up broadcasts periodically from the foreign press. The monitor room is part of the American Press by short-wave. The monitor room is part of the American Press by short-wave. The monitor room is part of the American Press by short-wave. The monitor room is part of the American Press by short-wave.

A. A. Schechter, NBC's Director of News and Special Events, has been a member of the American Press by short-wave. The monitor room is part of the American Press by short-wave. The monitor room is part of the American Press by short-wave. The monitor room is part of the American Press by short-wave.

"Firsts" in the Field of Television Services

First Student Television

The observance of Easter this year by NBC was marked by the first televised religious services. Special half-hour services, intended for shut-ins and persons unable to attend church services, were presented Sunday, March 24.

Dr. Samuel Marcuse, president of the Federal Council of Churches of Christ, delivered the first televised service, with the Westminister Abbey choir being heard in the New York studio with music by the Paulist Choristers. The 15-minute program was part of a sponsored news series specially designed for television, which had its first test run on this year's first Easter Sunday.

First Television Shopping Guide

"Second Hand" magazine's shopping guide to television equipment was presented on NBC during March. The program, to be repeated every Thursday afternoon during the month, has been prepared by NBC's Special Events Division and presented on NBC's Red Network.

First Educational Possibilities

American Education Forum To Be Heard From Schools and Colleges

"School's Out" for Education In a Democracy will be the third and final phase of this year's American Education Forum round table discussions when the Forum turns to representative American schools and colleges for its final program from April 4 through May 11.

Outstanding illustrations of educational programs that are preparing American youth to live in a better democracy will be presented by the faculties of at least 14 American schools and colleges. They are the Menlo School and Junior College, Menlo Park, California; the Special Junior High School, Long Beach, California; Lincoln School, New York City; the Baker Junior High School, Denver, Colorado; Barst Lawrence College, Bronxville, New York; and Stanford University.

First Television Shopping Guide

Women's Clubs To Celebrate Jubilee

The General Federation of Women's Clubs will celebrate its golden jubilee in a broadcast on Wednesday, April 27. The pictures will follow each other on the television screen in rapid succession, as the above picture. The program will feature a day of entertainment which will offer the opportunity to a large number of programs prepared for such an occasion. The program is sponsored by the NBC-Red Network, and it will be the first of its kind to be broadcast on a national scale.

Mrs. Harold B. Angell pointed out that the wide-scale use of radio in the schools is for an educational program prepared for school use. "Our schools," he said, "must be able to keep abreast of the new developments and to take advantage of the opportunities offered by the new medium."

It is true that radio is the new medium, it is true that radio is the new medium, it is true that radio is the new medium. In conclusion, we say that radio is the new medium, it is true that radio is the new medium, it is true that radio is the new medium.

Crosby Broadcast Service, Inc.

RCA BUILDING, RADIO CITY, N.Y.
APRIL 1940

Classroom Use of Radio Needs Careful Planning, Dr. Angell Asserts

THE status of the radio as an educational tool has long since passed the point at which it is considered an educational tool. The question is no longer merely whether radio is an educational tool. It is a question of how to use it to good effect.

Dr. Angell Asserts

Schools and colleges are beginning to ask how they can best use radio in their work. In his address to the New York School Principals Association, Dr. Angell pointed out that the wide-scale use of radio in the schools is for an educational program prepared for school use. "Our schools," he said, "must be able to keep abreast of the new developments and to take advantage of the opportunities offered by the new medium."

One of the most important factors to be considered in the use of radio as an educational tool is its adaptability to a variety of educational needs. The new medium makes it possible for educators to present educational material in a way that is more effective than that of traditional teaching methods.

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American Broadcaster, Inc.
These Programs Sponsored and Presented by the
*Listener's aids available. (See Special Attention page.)

NATIONAL BROADCASTING COMPANY
RADIO CITY, NEW YORK
### PUBLIC AFFAIRS AND NEWS

**Newscasts**
- National Radio News: Monday - Friday, 5:30 - 6:00 p.m.
- NBC: Weekends, 10:00 - 10:30 a.m.

**Music**
- U.S. Navy Band: Monday, 1:30 - 2:00 p.m.
- Roanoke Civic Orchestra: Tuesday, 8:00 - 8:30 p.m.
- Chicago Symphony Orchestra: Tuesday, 8:00 - 8:30 p.m.
- National Band: Wednesday, 7:00 - 7:30 p.m.
- National Band: Thursday, 7:00 - 7:30 p.m.
- National Band: Friday, 7:00 - 7:30 p.m.
- National Band: Saturday, 7:00 - 7:30 p.m.
- National Band: Sunday, 7:00 - 7:30 p.m.

**Special Services**
- Children's stories: Monday, 8:30 - 9:00 p.m.
- Children's stories: Tuesday, 8:30 - 9:00 p.m.
- Children's stories: Wednesday, 8:30 - 9:00 p.m.
- Children's stories: Thursday, 8:30 - 9:00 p.m.
- Children's stories: Friday, 8:30 - 9:00 p.m.
- Children's stories: Saturday, 8:30 - 9:00 p.m.
- Children's stories: Sunday, 8:30 - 9:00 p.m.

### RELIGION

**Music**
- Music for the Masses: Monday, 1:30 - 2:00 p.m.
- Music for the Masses: Tuesday, 1:30 - 2:00 p.m.
- Music for the Masses: Wednesday, 1:30 - 2:00 p.m.
- Music for the Masses: Thursday, 1:30 - 2:00 p.m.
- Music for the Masses: Friday, 1:30 - 2:00 p.m.
- Music for the Masses: Saturday, 1:30 - 2:00 p.m.
- Music for the Masses: Sunday, 1:30 - 2:00 p.m.

### MUSIC

**Orchestras**
- Milwaukee Symphony: Tuesday, 8:00 - 8:30 p.m.
- Chicago Symphony Orchestra: Tuesday, 8:00 - 8:30 p.m.
- National Band: Wednesday, 7:00 - 7:30 p.m.
- National Band: Thursday, 7:00 - 7:30 p.m.
- National Band: Friday, 7:00 - 7:30 p.m.
- National Band: Saturday, 7:00 - 7:30 p.m.
- National Band: Sunday, 7:00 - 7:30 p.m.

**Concerts**
- National Band: Wednesday, 7:00 - 7:30 p.m.
- National Band: Thursday, 7:00 - 7:30 p.m.
- National Band: Friday, 7:00 - 7:30 p.m.
- National Band: Saturday, 7:00 - 7:30 p.m.
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TEN ETHER TOPICS

LISTENING TO LEARN

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WOMEN AND CHILDREN AND RADIO

HOW SCHOOLS CAN USE RADIO

CARVALHO OF AMERICA

EDUCATION ON THE AIR

TUESDAY FEATURES

ARTS & SCIENCES

THE NEXT STEP FORWARD

NATURE SKETCHES: RETURN

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MUSIC TOSCN

REPORTER'S AIDS

AMERICAN SYMPHONY CONCERTS

FOR SPECIAL ATTENTION

PUBLIC AFFAIRS AND NEWS

SPECIAL BROADCASTS

National Audiences to be heard over NBC networks during April include: President Roosevelt, April 15 to close out "The Year of the Federal Radio," Postmaster General James Farley, April 1; Norman Thomas, April 8 delivering the keynote speech of the Socialist National Convention; and Secretary of War Harry H. Woodring, April 29.

Further details concerning these special broadcasts will be found on the enclosed "Day by Day" schedule. For current booking of special events, consult your daily newspaper.
Services Offered Women By American Radio Unequilled in Any Land

(Continued)

The Federal Radio Educational Script includes information concerning the school and college "radio workshops" educational material recommended of U. S. "Quilting Bee", "Consumer's Program", "Let's Talk culture, etc. The list of programs them:

More than a hundred such organizations and agencies have participated in this enterprise, among them: the General Federation of Women's Clubs, National Council of Women, both the National and International Federations of Business and Professional Women, Camp Fire Girls, American Association of University Women, National League for Women Voters, American Legion Auxiliary, National Women's Bureau of Education, the United States Department of Agriculture, and the Library of Congress, etc.

The list of programs of interest to women to be heard over NBC's networks during March is a long one. It includes such features as: "Gallant American Women", "This Is Your Age", "How to Grow Up", "Echoes of History", "Quilting Bee", "Consumers' Column", "Let's Talk It Over", "Alma Elkhoff's Streamline Journal", "Travelling Chef", "Alma Elkhoff's Cookbook", "Blind in America's Society's Most Common Ills and How to Cure Them", "The Blind One's Guide to the Metropolitan's Campaign Fund NBC, "The Metropolitan Opera's Season 1940-41".

Programs in the Public Interest

Programs in the Public Interest

RCA Building, Radio City, N. Y.
MARCH, 1940

Vol. II No. 6

Opera Letter Winners To Be NBC's Guests At Met's Next Opening

American Radio Offers Services To Women Unrivalled Elsewhere

A ME RICAN women, now generally and genuinely appreciative of the fact that they are enjoying a service through radio which is unparalleled by any other land, can take pride in the knowledge that they have assisted in developing the many and varied opportunities which radio is making available to them.

The list of programs of interest to women now being broadcast under the National Broadcasting Company's newly patterned schedule of public service programs is the result not only of thoughtful planning, but of the action of NBC's listeners but of suggestions, advice and cooperation received from many women and women's organizations.

"Women have expressed their ideas about programs much more freely, and with common interest to Margaret Cuthbert, director of the National Broadcasting's Women's Department, with the result that their letters have been more meaningful and, perhaps, more something specific to them—a service, education and relaxation. They have franked to them what they do not like, and while they may not always agree with what bores them they have always stood ready to champion what they like."

It was this spirit of voluntary cooperation on the part of American women which has prompted NBC to establish its Department of Women's Activities in 1939. The purpose of this department has been to discover the needs and how radio should expand its services to meet these needs. This has been accomplished through working directly with various women's organizations by analyzing personal communications which offer criticism and commendation, inquiries and suggestions.

Today, NBC's and its affiliate stations employ 86 women as program directors, commentators, shoppers, guides, fashion, beauty and home editors.

With the adoption of NBC's new, single schedule of public service programs, patterned to cover different educational, entertaining and service interests in systematic ways, the Women's Activities Department has been able to extend the "listening" to more women, to effect a more valuable cooperating and coordinating the branch of women's business, under the same roof which has been NBC's since 1920. By this means the needs and opinions, at the same time securing a closer view of the how these services could be broadened and improved through their various great national organizations.

This new scheduled program of public service programs includes only programs designed to serve those areas which have already been included in the in 1939. It will be a further effort to encourage new and worthwhile interests to the Department, in the world of radio, in order to the Met, as a reminder of the Metropolitan's Campaign Fund NBC. Each of the six winners will receive this award for self and companions.

For the purpose of this contest the United States has been divided into five areas. Canada forming a sixth, and one winner will be selected from each. Should the winner in the same in New York and vicinity prefer two season tickets to the Metropolitan's Campaign Fund NBC, the Metropolitan's Campaign Fund NBC, the Metropolitan's Campaign Fund NBC, the Metropolitan's Campaign Fund NBC.

Listening to the Metropolitan's Campaign Fund NBC, the Metropolitan's Campaign Fund NBC, the Metropolitan's Campaign Fund NBC.

"The Metropolitan's Campaign Fund NBC, the Metropolitan's Campaign Fund NBC, the Metropolitan's Campaign Fund NBC."

As a result of the two hundred consecutive Sunday broadcasts over the NBC Blue Network in March 31, 1941, to announce the opening night performance of the Metropolitan's Campaign Fund NBC, the Metropolitan's Campaign Fund NBC.

It has been announced that the Metropolitan's Campaign Fund NBC, the Metropolitan's Campaign Fund NBC.

The Metropolitan's Campaign Fund NBC, the Metropolitan's Campaign Fund NBC.
These Programs Sponsored and Presented by the
Listeners's available. (See Special Attention page.)

NATIONAL BROADCASTING COMPANY
RADIO CITY, NEW YORK
A Radio Corporation of America Service
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<td>General Education—On Your Job: The World is Yours.</td>
<td>Day of Days, Sundays on the Catholic Channel.</td>
<td>Yoichi Hirooka, xylophonist. 8:00-8:30 p.m. RED.</td>
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<td>Literature and Drama—The Pig Active.</td>
<td>A Man For All Seasons, BBC.</td>
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<td>General Education—National Farm and Home Show.</td>
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<td>United States Navy Band, Lunenburg.</td>
<td>United States Navy Band, Lunenburg. 12:00 noon—1:00 p.m. Red.</td>
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<tr>
<td>Music—Washington, National Symphony Orchestra.</td>
<td>Rochester Civic Orchestra, conducted by Lloyd H. Johnson.</td>
<td>Rochester Civic Orchestra, conducted by Lloyd H. Johnson. 12:00 noon—1:00 p.m. Red.</td>
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<td>Literature and Drama—Between the Bookends.</td>
<td>National Farm and Home Show.</td>
<td>Glasses, America. 1:00-2:00 p.m. Red.</td>
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<td><strong>THURSDAY</strong></td>
<td><strong>RELIGION</strong></td>
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<td>General Education—National Farm and Home Show.</td>
<td>Our Spiritual Life.</td>
<td>Glasses, America. 1:00-2:00 p.m. Red.</td>
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<td>Literature and Drama—Between the Bookends.</td>
<td>Rochester Civic Orchestra, conducted by Lloyd H. Johnson.</td>
<td>Glasses, America. 1:00-2:00 p.m. Red.</td>
</tr>
<tr>
<td>Music—Washington, National Symphony Orchestra.</td>
<td>Rochester Civic Orchestra, conducted by Lloyd H. Johnson.</td>
<td>Glasses, America. 1:00-2:00 p.m. Red.</td>
</tr>
<tr>
<td><strong>FRIDAY</strong></td>
<td><strong>PUBLIC AFFAIRS AND NEWS</strong></td>
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</tr>
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<td>General Education—National Farm and Home Show.</td>
<td>The Traveling Cook.</td>
<td>Glasses, America. 1:00-2:00 p.m. Red.</td>
</tr>
<tr>
<td>Literature and Drama—Between the Bookends.</td>
<td>National Farm and Home Show.</td>
<td>Glasses, America. 1:00-2:00 p.m. Red.</td>
</tr>
<tr>
<td>Music—Washington, National Symphony Orchestra.</td>
<td>National Farm and Home Show.</td>
<td>Glasses, America. 1:00-2:00 p.m. Red.</td>
</tr>
<tr>
<td><strong>SATURDAY</strong></td>
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<td><strong>MUSIC</strong></td>
</tr>
<tr>
<td>General Education—National Farm and Home Show.</td>
<td>Galant American Women.</td>
<td>Glasses, America. 1:00-2:00 p.m. Red.</td>
</tr>
<tr>
<td>Literature and Drama—Between the Bookends.</td>
<td>National Farm and Home Show.</td>
<td>Glasses, America. 1:00-2:00 p.m. Red.</td>
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<td>Glasses, America. 1:00-2:00 p.m. Red.</td>
</tr>
</tbody>
</table>

**NOTES:**
- Red indicates programs broadcast over the National Association of Broadcasters system.
- Blue indicates programs broadcast over the Mutual Broadcasting System system.
- Grey indicates programs broadcast over both systems.
- Black indicates programs broadcast over the American Broadcasters Association system.

**ADVERTISING:**
- For information on advertising in this publication, please contact American Radio History at 1-800-453-0132.
"We recognize that radio is a great instrument for education. It comes into the home; it goes into the school; it is on the street corner; it is every place where people congregate."

—MRS. SAIDIE ORI DUNBAR, President, General Federation of Women's Clubs.
Appeal Made to Radio’s Opera Audience To Help Metropolitan

(Copied from page 1)

“Today the Metropolitan faces a critical financial situation, as the great opera house has incurred a large deficit over the past season and is unable to operate without additional capital. As a member of the Board of Directors of the Metropolitan Opera Association, I have been asked to explain this situation to radio audiences. As a radio man, who knows from experience that radio is the greatest advertising medium in the world, I appreciate the opportunity of speaking to you on this subject. It is my hope that my experience and the recognition that I have enjoyed in the national and international opera world will help to make this campaign a success, and thereby to insure the continuance of the Metropolitan Opera.”

The programs consist of dramatizations based upon famous operas in the Field Museum, in which curators assume the role of detectives following clues that may be a million or more years old.

These broadcasts, supervised by Clifford C. Gregg, director of the museum’s educational department, are non-technical programs planned to serve and entertain children and adults.

The Twentieth Century Fund’s Special Survey Commission, in cooperation with the museum, will explain their recommendations for “The Next Step Forward.”

The purpose of this series is to acquaint Americans with the great music that has been produced in this country, in familiar and less familiar aspects of American music, for the enjoyment of all.

“The American system of public education is a tremendous educational agency, and its most important function is to produce better informed citizens.”

David Samoff Opens Drive to Metropolitian Opera

An appeal to help one of this country’s most highly publicized cultural institutions is available to millions throughout this country and abroad, was made by David Samoff on January 27 during an intermission of the Saturday matinee radio broadcast of "Lehar's" "Lohengrin," when he aired radio stations everywhere to rally to the financial aid of the Metropolitan Opera.

Speaking as a director of the Metropolitan Opera Association and chairman of the Radio Division of the Metropolitan Opera Company, which sponsors the National Broadcasting Company, which sponsors the heroic enterprise, he urged radio listeners to contribute to this fund by sending $1,000 each to the Metropolitan Opera Association, 1417 Broadway, New York.

Following is in context of Mr. Samoff’s appeal:

"The American system of broadcasting is a tremendous educational agency, and its most important function is to produce better informed citizens."

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For Special Attention

For detailed listing of programs, see inside pages—

"We recognize that radio is a great instrument for education. It comes into the home; it goes into the school; it is on the street corner; it is everywhere where people congregate."

—MRS. SAIDIE ORR HUNBAR, President, General Federation of Women's Clubs.

For Special Attention

PUBLIC AFFAIRS AND NEWS

SPECIAL BROADCASTS
Addresses by national leaders and opinion makers, newscasts and daily programs, and weekly programs scheduled to be heard over NBC's network will be used in the stressing of the important, public services of American radio. The following dates and times are for New York, the other time zones are given according to their respective time zones:

20-21 FEBRUARY / 11:00 AM-1:00 PM / President Herbert Hoover will speak on "The Radio and Its Importance in the Development of American Democracy".

NEW BOOKS ABOUT RADIO


MEDICINE IN THE NEWS

Interesting and valuable information concerning the development and progress of medical science is being discussed in the "Medical Minute" series, broadcast every Tuesday on NBC's network. The series covers a wide range of topics, from the latest research to practical applications in the field of medicine.

ARTS & SCIENCES

ECHOES OF HISTORY

Two historic orations will echo through every household in the nation during the holiday season, as NBC presents the "Great Men of History" series. The orations will be broadcast on consecutive days, beginning on Thursday, February 17, and concluding on Sunday, February 20. The series will feature readings from some of the most famous speeches in history, including those of Martin Luther King Jr., Winston Churchill, and Mahatma Gandhi.

MUSIC APPRECIATION SERIES

The "Music Appreciation" series, presented by the League of American Orchestras, continues with its exploration of classical music. This week's program features the music of Chopin, with guest conductor Maestro John Adams. The broadcast is scheduled for Saturday, February 19, at 8:00 PM. The program airs on NBC's network.

LISTENER'S AIDS AVAILABLE

The National Broadcasting Company is proud to offer a variety of listener aids to help you enjoy your radio programs. These aids include print material, such as programs guides and listener's aids, in large print and Braille. Additionally, the National Broadcasting Company provides audio descriptions of programs, which are available on request. Learn more at www.americanradiohistory.com.
TUNE IN * THURSDAY NIGHTS

"MUSICAL AMERICANA"

A Program of Popular Music
In Appreciation of Things American

Musical Americana, the new all-American musical program broadcast over the NBC BLUE Network every Thursday night, is designed to make the American people better acquainted with the truly fine music which this country has produced and is producing.

Keyed to all musical tastes, Musical Americana hopes to win over those who are disposed to look down on American popular music and at the same time inspire a keener appreciation of serious music in those who “can’t understand it” or “just don’t care for it.”

Under superb direction, a full symphony orchestra of 102 men, plus a swing choir of 24 mixed voices, will interpret the best of American music both serious and popular. Each week’s program will be selected with a view to proving that native artistry is one of the country’s great natural resources; and that American music is based on sound musical ideas, whether it be in serious or in modern dance style.

In keeping with its educational intent, Musical Americana will each week present some outstanding student from a college or conservatory of music as instrumental soloist on the program.

DEEMS TAYLOR IS THE MASTER OF CEREMONIES

No one in America has done more to make good music understood and enjoyed by millions of people than Deems Taylor, master of ceremonies of Musical Americana. "Most Americans," says Mr. Taylor, "are too likely to draw a sharp vertical line between classical and popular music. In Musical Americana we hope to make this line horizontal. In other words, when the
Whether he’s discussing the composer of a great opera or commenting on the hit tune of a musical comedy this eminent critic-composer has a way of transmitting his enthusiasm and translating his deep knowledge of music into comfortable, understandable talk.

RAYMOND PAIGE IS THE MUSICAL DIRECTOR

Raymond Paige, musical director of Musical Americana, has been a crusader throughout his career for American music, composers and artists. It has been his dream for years to conduct just such a program as that being offered by Musical Americana.

Besides the all-American concerts which he conducted for the Los Angeles Philharmonic Orchestra, Paige has directed such well-known radio shows as “Hollywood Hotel,” “Ninety-Nine Men and a Girl” and the “Packard Hour.” He was also one of the outstanding conductors of the Hollywood Bowl “Symphony Under The Stars” concerts.

No dyed-in-the-wool traditionalist, Paige plans to introduce novelty numbers that will vary from program to program. In one instance it may be a popular American dance number arranged in symphonic style to demonstrate that such music can be good music although written in popular or “swing” style. Or again it may be a classical number arranged in modern dance style to prove that the old masters knew as much about “swing” as contemporary composers.

“WHERE ELSE BUT HERE” DRAMATIZED EACH WEEK

A regular feature of the Musical Americana radio program will be a short dramatic interlude entitled “Where Else But Here.”

Each week tribute will be paid to some phase of American life, some opportunity or privilege which is available only in this country.

As the story unfolds from week to week radio listeners will gain a greater appreciation of America’s free institutions, its splendid educational advantages, its unequalled technological achievements and its proud attainments in the fields of science and art.

MUSIC STUDENTS FEATURED AS GUEST SOLOISTS

Each week an outstanding instrumentalist from a college or conservatory of music will appear on Musical Americana program as a guest soloist.

The principal music schools throughout America are being invited to recommend their star graduate students as possible soloists, and these artists will become a representative cross section of the best material available in this country’s music departments. Not only will these promising youngsters occupy a featured spot on the program but they will also enjoy the rare privilege of being introduced by Deems Taylor, master of ceremonies.

"MUSICAL AMERICANA"

Is Sponsored By


NBC BLUE NETWORK—THURSDAY NIGHTS

8 P.M. E.S.T. 7 P.M. C.S.T. 9:30 P.M. M.S.T. 8:30 P.M. P.S.T.
Today the Metropolitan faces a critical financial situation, if grand opera of the highest class is to continue in America. As a member of the Board of Directo- 

rs of the Metropolitan Opera Association, I have been asked to explain this situation to you. It is a situation which affects every man, woman, and child from coast to coast. The situation has been brought about by the fact that the Metropolitan Opera, which has been a national institution for many years, now finds itself in a position where it must look to the public for a substantial part of its support.

The Directors of the Metropolitan have been faced with the problem of raising $500,000, an amount which is needed to cover the cost of presenting several of the greatest operas of the past season. The Metropolitan is a national institution, and its success is dependent upon the support of the public. The Directors have therefore decided to make a public appeal for financial assistance, asking each member of the Metropolitan Opera Association to contribute $1.00 to help meet this emergency.

The Metropolitan Opera Association has been at the forefront of the movement to bring opera to the people. It has been responsible for the development of a national opera audience, and it has been instrumental in the creation of a new form of opera, called "American Opera," which has been widely accepted and enjoyed by the American public.

We are confident that with your support, the Metropolitan Opera will be able to continue to provide the highest quality opera for the American public. The Metropolitan Opera is a national institution, and its success is dependent upon the support of the public. We ask each member of the Metropolitan Opera Association to contribute $1.00 to help meet this emergency.

Thank you for your support.

Social Science Series Added to NBC's Planned Curriculum

Questions that touch us all in one way or another will be the subject of the new social science series to be presented each Thursday at 11:30 p.m. EST, over the NBC Red Network, beginning February 11th.

To be known as "The Next Step Forward," this series will be a series of programs dealing with current social problems. The series will be presented in cooperation with the National Council for Social Research.

The series will consist of dramatizations based upon different situations, each of which will be presented in a way that is understandable to the average listener. The series will be sponsored by the Metropolitan Opera Association, and the programs will be presented in cooperation with the American Association for the Advancement of Science.

The first program will deal with the problem of crime, and the second will deal with the problem of poverty. The series will be presented each Thursday at 11:30 p.m. EST, and will be repeated on Sunday at 3:00 p.m. EST.

The program will be sponsored by the Metropolitan Opera Association, and the series will be presented in cooperation with the American Association for the Advancement of Science.

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The program will be sponsored by the Metropolitan Opera Association, and the series will be presented in cooperation with the American Association for the Advancement of Science.

"Musical America" Introduces Novel Music Educational Series

Educators are following with interest the new series on "Musical America" sponsored by the National Broadcasting Company and the Metropolitan Opera Association. The series is designed to bring the world's great music to the American public in an educational and enjoyable manner.

The series is called "Musical America," and it is the first of its kind. The series is to be broadcast over the NBC Red Network during the fall and winter months.

The series will be presented in a form which is both educational and entertaining. Each week, the series will present a new opera, or a group of operas, for the audience to enjoy. The operas will be presented in a way that is understandable to the average listener.

The series will be sponsored by the Metropolitan Opera Association, and the programs will be presented in cooperation with the American Association for the Advancement of Science.

The first opera to be presented will be "Carmen," by Georges Bizet. The opera will be presented on the first week of the series, and will be repeated on the second and third weeks of the series. The opera will be presented in a way that is understandable to the average listener.

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"We recognize that radio is a great instrument for education. It comes into the home; it goes into the school; it is on the street corner; it is everywhere where people congregate."

—Mrs. SAIDIE ORR DUNBAR, President, General Federation of Women's Clubs.
New "Cavalcade of America" Series
To Be Heard Over NBC Stations

A BRAND-NEW series of "Cavalcade of America" programs will be broadcast over a nationwide network of NBC stations. The first series, covering the "Life in the Gulf," will be heard on Tuesday, December 5, at 11 a.m. Eastern Standard Time, in the "Second Series." The networks will be heard on NBC stations in the following cities:

- New York
- Chicago
- Los Angeles
- Boston
- San Francisco
- Philadelphia
- Baltimore
- Washington
- Detroit
- Cleveland

The "Cavalcade of America" series is produced and directed by Dr. Frank Monahan, Director of NBC Educational Programs. The series will be heard over the NBC Red Network, which includes a total of 68 NBC stations in various parts of the country. The series consists of 26 half-hour programs, each containing 12 one-minute segments. The segments are designed to meet the needs of educators and school administrators, as well as those interested in the field of education. They are written, directed, and produced by NBC Educational Consultants, with the assistance of NBC Educational Counselors.

The series is based on Dr. Monahan's "Propaganda" series, which was broadcast on NBC from January 1, 1939, to November 17, 1939. The series was widely praised by critics and educators alike, and it received numerous awards, including the "Outstanding Educational Program" citation from the American Radio Conference of 1939. The series is also noted for its high-quality productions, featuring eminent authors and experts in the field of education.

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These Programs Sponsored and Presented by the NATIONAL BROADCASTING COMPANY

RADIO CITY. NEW YORK

A Radio Corporation of America Service
## Day by Day

### Programs in the Public Interest

#### January

**All Times Eastern Standard**

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### News Broadcasts

- **Blue**: 4:00 a.m.
- **Red**: 5:00 a.m.
- **Green**: 6:00 a.m.
- **Gold**: 7:00 a.m.
- **Silver**: 8:00 a.m.
- **Black**: 9:00 a.m.
- **Brown**: 10:00 a.m.

### National Education

- **On Your Job Winston Cigarettes**
- **On Your Job Tobacco**
- **On Your Job Coca-Cola**

### Foreign Languages

- **NBC International Broadcasts**
- **W509**
- **WNBC**
- **W2100**

### Special Programs

- **Arms Around Bobbie**
- **Voice of the World**
- **I Want to Be a Soldier**

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**Additional Programs and Specials**

- **YOSHI HIROI**: Xylophonist. 8:00-10:00 p.m., RED.
- **Music and American Youth**: Distinguished ... and other groups. 7:00-9:00 p.m., BLUE.
- **Catholic Hour**
- **Literary and Drama**
- **Physics and Chemistry**

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**Final Note**: The text contains a detailed schedule of radio programs, including news broadcasts, public affairs, religious programs, and music concerts. The focus is on educational and cultural content, providing a comprehensive overview of the programming offered during the specified time period.
NEW BOOKS ABOUT AMERICA

An all-new book on broadcast and television history, "The Victo of Television," reveals some of the significant contributions to television by the creators of television. Written by James T. West, the book is available at major bookstores or directly from the publisher.

EDUCATION IN AMERICAN SCHOOLS


MUSIC FOR SCHOOLS

A new book on music for schools, "Music for Schools," is available at bookstores and from the publisher.

For Special Attention

"The force of radio in education is contained in its unique power to create a sense of reality, a vital ingredient in learning."

—DR. FRANKLIN DUNHAM, National Broadcasting Company.
Vocational Guidance Series Pleads Fundamental Problems

Back of the National Broadcasting Company’s weekly voca-
tional guidance series, “On Your Job,” which is a multithreaded \field of endeavor that thrives on the social problem-solv-
ing attributes of radio’s broadest audience, a background of
problems centered in various fields of work and an emphasis
on understanding between employed and unemployed.

These dramatizations, written by Frank E. Talbot and Broadcast
Donogh, and broadcast over NBC’s Red Network on Sundays at 5 P.M.
in cooperation with the National Vocational Guidance Association,
are a part of the broad and basic problem of human relation-
s in a livelihood. They attempt to show that “work” is much more
than the price of bread. They aim at an understanding that
one’s satisfaction comes from the application of his abilities to
work.

Based upon research in various fields of economic organiza-
tions, these dramatizations reveal that a study of one’s work
will help one to understand interests and create new opportunities,
that the varied fields bring one closer to all, and that his
work gives one a greater understanding of those foreign problems
of adjustment one’s self intelligently to life. Their purpose
is to encourage one to discover, through self-analysis, his real
abilities and thereby acquire the desire for further
personical development.

Upon reading this in-terest, “On Your Job” also aids
America’s young men and women who are about to embark upon
their careers, giving them a more intelligent approach to
work and a broader understanding of the opportunities
and responsibilities that await them.

NBC Publishes Catalogue Of Listeners’ Aids Which Are Now Available

A Catalogue of all listeners’ aids, supplementary study ma-
terial and teachers’ manuals now in use in connection with the National
Broadcasting Company’s education series, is available.

Representa
tion throughout the country is included in this catalogue and
prepared for them, to be used in connection with the NBC
Information Department, 30 Rockefeller Plaza, New York City.

This catalogue lists and describes all such aids, study ma-
terial and other educational programs now in use and distributed
by Columbia University Press, Schuyler Press, the Radio Office of
the University of Chicago, and the General Education Book
Company. The catalogue also describes the special local
libraries of educational materials, including the

New Camera Series Stimulates Creative Art

Immediately following the suc-
cess of its recently inaugurated art
education series, “Art For Yo-

sake,” the National Broadcasting
Company has announced an additional
series designed to stimulate interest in
Photography. This series, called “Ad-
ventures in Photography,” is being
broadcast over the NBC Broad-

casting Network on Sundays
at 10:30 P.M.

Pierce, who has been for several years Director of
the Western Division of NBC, has announced the appointment of
James E. Pierce as Director of Edu-
cation for the Western Division of NBC.

The National Art Society, which
co-operates with NBC in its cultural
enterprise by making available at cost
color reproductions of the canvases
discussed in these programs, sold over
100,000 points during the first six weeks
of this series.

Among the many educators and di-
rectors of art museums who have
expressed enthusiastic endorsement of
the broadcast project, Herbert J. C. McCoy, dean of the New York
Institute of Fine Arts, described the
“Adventures in Photography” series
as “a method of bringing the best of
the canvases, prints, etc., direct to
masters of ceremonies.

Parent Discusses Radio’s Influence in the Home

Miss Kitchell quoted letters from many
American mothers which give spec-
ifications of the influence of radio on
their homes. She said that radio has
contributed to the education and betterment of parents as
well as children of all ages. It has
improved family relations, helped students in the
afternoon to look forward to something
new and interesting, provided new
topics for family discussions and
stimulated an interest in the
artistic productions of children.

In response to a demand on the part of
art educators and art students, NBC
has announced the publication of
“Adventures in Photography,” a
manual which was written for
Commissioner on Education; Howard E. Benson, Chief
of the Philadelphia Art Institute; E. B. Benson, Chief of the Philadel-
phia Museum of Art Division of Educa-
tion; Grace E. McCann Morley, Direc-
tor of the Art and Educational Service; and
Howard R. H. Fay, Director of the
University of Iowa, and E. A. Schuyler, as
an additional radio series, to be
broadcast over the NBC Broad-

casting Network at 10:30 P.M.

At the time Miss Kitchell reached the
point in her discussion where she
was defending the influence of radio
on American life, Mrs. Kitchell
went on to quote letters from many
American mothers which give spec-
ifications of the influence of radio
on their homes.

Miss Kitchell began her article by
reading letters from many
American mothers which give
specifications of the influence of
radio on their homes. She said that
radio has contributed to the
education and betterment of parents
as well as children of all ages.

In discussing the influence of radio
on children, Miss Kitchell explained
that radio is an excellent means of
stimulating interest in the
artistic productions of children. She
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Miss Kitchell concluded her article
by stating that radio is an excellent
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Typical American Mother Discusses Radio’s Influence in the Home

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WEDNESDAY

SERVICE TO SCHOOLS

PUBLIC AFFAIRS AND NEWS

RELIGION

MUSIC

ARTS AND SCIENCES

SPECIAL SERVICES

GENERAL EDUCATION - On Your Job: The World In Review.

LITERATURE AND DRAMA - Pilgrimage of Poetry, Great Poets.

MUSIC - Yoichi Hiraoka: Music of the Hour; Dec. 11.


SPECIAL PROGRAMS - All Saints Day Observance.

FOREIGN LANGUAGES - NBC Short Wave Broadcasts.

TEN BEST NEWS STORIES OF THE WEEK, as reported by the Associated Press: Dec. 15, 2:00 p.m.

MONDAY

GENERAL EDUCATION - National Farm and Home Show: Science on the March.

LITERATURE AND DRAMA - Prisoner of the Rockies.

MUSIC - Paul Newman: Music of the Hour; Dec. 17.

FOREIGN LANGUAGES - NBC Short Wave Broadcasts.

RADIO, THE VOICE OF THE WORLD.

YOUTH IN CHARGE - National and International News.

WEDNESDAY

GENERAL EDUCATION - National Farm and Home Show: America's Women.

LITERATURE AND DRAMA - A Sense of Humor.

MUSIC - Charles Dresser: Music of the Hour; Dec. 18.

FOREIGN LANGUAGES - NBC Short Wave Broadcasts.

RELIGION AND THE NEW WORLD - Americas Prospect of Christian Civilization.

CATHOLIC HOUR - American Catholic Church.

MUSIC - Various Serenaders.

ARTS AND SCIENCES - Pianos for Children.

SPECIAL SERVICES - Animal News Club.

THURSDAY

GENERAL EDUCATION - National Farm and Home Show: America's Women.

LITERATURE AND DRAMA - Westward the Course.

MUSIC - Various Serenaders.

FOREIGN LANGUAGES - NBC Short Wave Broadcasts.

MUSIC - Various Serenaders.

ARTS AND SCIENCES - Pianos for Children.

SPECIAL SERVICES - Turn Back the Clock.

FRIDAY

GENERAL EDUCATION - National Farm and Home Show: America's Women.

LITERATURE AND DRAMA - Crime and Punishment.

MUSIC - Various Serenaders.

FOREIGN LANGUAGES - NBC Short Wave Broadcasts.

RELIGION - The Spirit of the Age.

MUSIC - Various Serenaders.

ARTS AND SCIENCES - Pianos for Children.

SPECIAL SERVICES - Turn Back the Clock.

SATURDAY

GENERAL EDUCATION - National Farm and Home Show: America's Women.

LITERATURE AND DRAMA - A Sense of Humor.

MUSIC - Various Serenaders.

FOREIGN LANGUAGES - NBC Short Wave Broadcasts.

RELIGION - The Spirit of the Age.

MUSIC - Various Serenaders.

ARTS AND SCIENCES - Pianos for Children.

SPECIAL SERVICES - Turn Back the Clock.
J. heard discussing announce his candidacy for president dress over the same network on the ern Corporation. Wendell L. Wilkie, chairman Oil of the Commonwealth South-
public. The original announcement of the formation of NBC contained this statement:

"In order that the National Broadcasting Company may be advised as to the proper performance of its duties, its officers have been given wide discretion in the employment of personnel and in the expenditure of funds. The company shall always be directed to bring the network shall serve the many and not an endowed institution."

These principles, the directors of the NBC organization believed, would guide the company in its efforts to benefit the public.

While Mr. Owen Young and its members had no claim to being well informed on the broadcasting field, they were dedicated to the belief that education, information, culture, and inspiration to the American people was a public service which entered daily the lives of its members.

There are not always to be found, but it cannot teach them how to think.

Aims of Broadcasters and Educators

The usefulness of broadcasting in education is now clearly established.

It is an educational tool and the ultimate aims of the radio and TV educational programs, useful classroom material, educational programs, useful classroom.

Radio is one of those things that keep it open or closed. In the open sense of the world, it is an educational experience to learn a beautiful piano concerto.

In the closed sense, concerto becomes educational only when the listener perceives it on the radio or studies its construction from a score.

Dr. Angell had asked him to give his definition of educational programs. After pointing out the necessity for distinguishing between the use of radio, Dr. Angell provided the following definition:

"Any program may be regarded as educational in purpose if its aim is to increase knowledge, to stimulate thinking, to teach technique, to cultivate, to develop, to train, to appreciate, to taste, to enrich character by sensitization, and by inspiring critical thought, to raise the issue of constructive conduct in life."

Dr. Angell acknowledged that just as the individual stations were the heart of a network, so were the educational programs the heart of an educational service. Whether the individual stations were large or small, whether they were in the big cities or in the small communities, the educational programs were the key to the educational service.

The educational programs were designed to provide a variety of educational services, including classes in music, art, and science, as well as lectures and discussions by experts in various fields.

These programs were intended to reach all parts of the country, from the rural areas to the big cities, and to appeal to all ages and backgrounds. The educational programs were not just for the rich and famous, but for everyone who was willing to learn.

In conclusion, Dr. Angell's definition of educational programs was that they were programs that aimed to increase knowledge, stimulate thinking, teach technique, cultivate, train, and enrich character by sensitization, and inspire critical thought to raise the issue of constructive conduct in life. These educational programs were the heart of the educational service, and they were designed to reach all parts of the country, from the rural areas to the big cities, and to appeal to all ages and backgrounds.

The Educational Programs Institute

The educational programs institute was established to provide a forum for the discussion of educational issues and to foster the development of educational programs. The institute was made up of educational leaders from all over the country, including professors, educators, and experts in various fields.

The institute held meetings and symposiums to discuss educational issues and to develop educational programs. It was also active in supporting educational research and in advocating for the funding of educational programs.

The Educational Programs Institute was an important organization in the development of educational programs, and it played a key role in shaping the educational programs of NBC and other networks.

David Sarnoff Explains Aims and Purposes of Radio in Education

David Sarnoff, Chairman of NBC, explained the aims and purposes of radio in education in an article for the United States magazine. Sarnoff believed that radio had a unique role to play in education, and that it could provide educational programs that were not possible with any other medium.

Sarnoff noted that radio had the ability to reach a large audience, and that it could provide educational programs that were not possible with any other medium.

"The ability of radio to reach a large audience is one of its greatest advantages in the field of education," said Sarnoff. "Radio can reach all parts of the country, from the rural areas to the big cities, and it can reach all age groups."
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*NATIONAL BROADCASTING COMPANY RF: RIO CITY, NEW YORK*
THE ART AND SCIENCE OF RADIO

ART AND SCIENCE

ART FOR YOUR BAKE

Immediate and enthusiastic has been the response to NBC's current series of Great Plays. It contains an interesting variety of plays, some serious and some essentially good... The program is being broadcast on the NBC network, on Monday nights at 8:30 p.m. through the month of December.

GREAT PLAYS

The great Sunday afternoon audience with NBC's current series of Great Plays contains an interesting variety of plays, some serious and some essentially good. It is being broadcast on the NBC network, on Monday nights at 8:30 p.m. through the month of December.

PROS AND CONS

Those who tune in to a American's Town Meeting of the Air every Thursday night to obtain information on both current and future events, are not alone in their interest. A recent report indicates that the show is presented by the American Broadcasting Company. Available from Address: NBC.

NEW BOOKS ABOUT RADIO

SCHOOL RADIO SCRIPTS

First American collection of program material for elementary school radio. The series is copyrighted and distributed by the Educational Press, Inc. Price $1.00.

LOGS AND LISTENERS

A survey, report and comments on radio activities of the National Broadcasting Company. Available from Address: NBC.

INTERPRETATION OF NRC POLICIES AS APPLIED TO BROADCASTS DURING WARTIME

Available gratis, Address: National Broadcast Council, 50 Park Row, New York, N. Y.

DEVELOPMENT OF RADIO EDUCATION AND TRAINING PROGRAMS FOR PUBLIC SCHOOL SYSTEMS

By Paul W. Bird. Published by the Educational Press, Inc. Price $2.00.

EDUCATION BY RADIO IN AMERICAN SCHOOLS

A survey by Dr. Carroll Atchison. Published by the Educational Press, Inc. Price $2.00.

THE EDUCATIONAL AIDS AND PRACTICES OF THE NATIONAL COOPERATIVE BROADCASTING AGENCIES

Compiled by Will W. Bird, Published by the Educational Press, Inc. Price $2.00.

ROADS TO READING

Julie L. Ream's talks about Library books. Available from Address: NBC.

ART AND SCIENCE

ART FOR YOUR BAKE

Immediate and enthusiastic has been the response to NBC's current series of Great Plays. It contains an interesting variety of plays, some serious and some essentially good... The program is being broadcast on the NBC network, on Monday nights at 8:30 p.m. through the month of December.

GREAT PLAYS

The great Sunday afternoon audience with NBC's current series of Great Plays contains an interesting variety of plays, some serious and some essentially good. It is being broadcast on the NBC network, on Monday nights at 8:30 p.m. through the month of December.

PROS AND CONS

Those who tune in to a American's Town Meeting of the Air every Thursday night to obtain information on both current and future events, are not alone in their interest. A recent report indicates that the show is presented by the American Broadcasting Company. Available from Address: NBC.

NEW BOOKS ABOUT RADIO

SCHOOL RADIO SCRIPTS

First American collection of program material for elementary school radio. The series is copyrighted and distributed by the Educational Press, Inc. Price $1.00.

LOGS AND LISTENERS

A survey, report and comments on radio activities of the National Broadcasting Company. Available from Address: NBC.

INTERPRETATION OF NRC POLICIES AS APPLIED TO BROADCASTS DURING WARTIME

Available gratis, Address: National Broadcast Council, 50 Park Row, New York, N. Y.

DEVELOPMENT OF RADIO EDUCATION AND TRAINING PROGRAMS FOR PUBLIC SCHOOL SYSTEMS

By Paul W. Bird. Published by the Educational Press, Inc. Price $2.00.

EDUCATION BY RADIO IN AMERICAN SCHOOLS

A survey by Dr. Carroll Atchison. Published by the Educational Press, Inc. Price $2.00.

THE EDUCATIONAL AIDS AND PRACTICES OF THE NATIONAL COOPERATIVE BROADCASTING AGENCIES

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ROADS TO READING

Julie L. Ream's talks about Library books. Available from Address: NBC.
Music Calendar Again Features Many Outstanding Series

Music's most magic name, Arturo Toscanini, again headlines the National Broadcasting Company's calendar of outstanding music events for the Fall and Winter.

Maestro Toscanini resumes leadership of his NBC Symphony Orchestra for its third season of Saturday night broadcasts on October 14. That will be one day after Dr. Walter Damrosch inaugurates the Metropolitan Opera Company's season of his NBC Music Appreciation Hour.

The following week, the Rochester Civic Orchestra, NBC's new feature for the eleventh consecutive season, will resume its Monday night broadcasts and its Educational Concerts, the latter on Tuesday, October 17. The Rochester Philharmonic broadcasts will commence October 31.

The first of Dr. Howard Hanson's American Music series, an NBC feature for the eleventh consecutive season, will resume its Monday night broadcasts and its Educational Concerts, the latter on Tuesday, October 17. The Rochester Philharmonic broadcasts will commence on October 31.

A new music appreciation series for children younger than those for whom Dr. Damrosch's programs are intended. This series, directed by Margaret J. Donlon, will originate from the Toledo (Ohio) Art Museum. It is being presented under the auspices of the Toledo Children's Museum and the Toledo Symphony. While Margaret J. Donlon's Saturday morning broadcasts will be continued until December, performances of opera by the Chicago Opera Company will be broadcast over NBC's networks in October and November. Dates for these presentations will be announced through the press as soon as they are announced.

The usual Thursday radio recital program is being changed to present a series of programs by America's most gifted instrumental artists, virtuosos and cellists as well as pianists.

Each regular feature of the Radio City Music Hall, Horace Silver's xylophone broadcasts, the Symphony Orchestra of the Metropolitan Opera House, the String Symphony, Morning Musicals, Walter Latham's Musicals, Sunday Symphonette, Popular Classics, Taunton Musical, Orchestra of the Concert Saloon and Golden Melodies, featuring the classics, semi-classics and music of other lands, continue. These programs, together with those important series recently announced for October and similar series yet to be added form a public service in music that remains outstanding in America.

June Hynd Conducts Novel Series

Comment received from listeners indicates that Guest Books, conducted by June Hynd, Director of the National Broadcasting Company's Educational Department, on Thursday afternoons, has a rapidly increasing audience. Her intimate conversation about radio programs was such a hit that requests for additional hours of broadcasting is both entertaining and informing.

A recent portrait of Arturo Toscanini by Ray St. John. The Maestro will inaugurated his third consecutive season of Saturday night broadcasts with the NBC Symphony Orchestra on October 14.

Radio and Television Films Released for School Use

THROUGH the cooperation of the National Broadcasting Company, the Metropolitan Opera Company and the RCA Manufacturing Company, two new public service series have been made available to schools, churches and clubs at reasonable rates.

Both films were produced under the direction of Dr. L. A. Dett, formerly Director of the Institute of Motion Picture Division of the Educational Department of the National Broadcasting Company. It is an important film, designed to bring into the classroom the objects and ideas of the various cultures of the world in audio-visual form, with a script and a dramatic sequence that will bring the cultures to life.

It is a film that can be used in many different ways, with a primary emphasis on the understanding of the cultures of the world, the differences and similarities between them, and the values of each culture.

Radio and Television Films Released for School Use

NRC Begins New Planned Service

In Field Of Radio Education

The National Broadcasting Company announced the start of a new public service program aimed at helping students to develop critical thinking skills in a systematic way. The program, called "Critical Political Issues," will air on NBC networks and provide an open forum for discussing political issues.

The program will consist of dramatizations of the lives of great painters and discussions of their masterworks. Through special arrangements with the American Art Association, NBC will present to listeners the story of the lives of great painters and their masterworks. Each week a new painter will be introduced, and listeners will be able to listen to the story of his life and his work. The program will be presented over NBC's networks during the fall and winter seasons.

The program will be presented over NBC's networks during the fall and winter seasons. It will be sponsored by the American Art Association, and will feature dramatizations of the lives of great painters and discussions of their masterworks. Each week a new painter will be introduced, and listeners will be able to listen to the story of his life and his work. The program will be presented over NBC's networks during the fall and winter seasons.
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**Note:** This is a day-by-day list of radio programs broadcast by NBC, including religious, news, special events, and public affairs. The schedule includes various time slots and channels, with a focus on the Royal Air Force and the BBC. The content spans from Oct. 15 to Oct. 22, 1939.
For Special Attention

"To bring to the consciousness of the coming generation something of the potential significance of the life of today, to transmute it from outward just into intelligent perception, is the final step in the evolution of a culture."

—JOHN DEWEY in The New Republic

PUBLIC SERVICE MULTIPLIED

In the race for listeners, American radio has been informed of a critical development. The National Broadcasting Company has increased its public-service broadcasting capacity to such an extent that it has more than tripled its weekly hours of public-service broadcast, as reported in the New York Times. News broadcasts (see day-by-day listings of public-service programs on reversing pages) are presented throughout the day on NBC's Blue and Red networks, and the show "Pilgrimage of Poetry" is broadcast every Thursday on NBC's Red Network. The increase in public-service broadcasting is due to the increased popularity of the "Town Meeting" series, which has grown from a weekly half-hour program to a daily half-hour program on NBC's Blue network. The "Town Meeting" series is followed by a daily half-hour program on NBC's Red network, and the show "Pilgrimage of Poetry" is broadcast every Thursday on NBC's Red Network.

NEW BOOKS TO RANGER

Additional news broadcasts in English are presented daily over NBC's short wave stations WNCB and WNBC. These broadcasts are available in time zones during this period.

GENERAL EDUCATION AND SCIENCES

TRENCH OF PROGRESS
Dr. Edward Howard Griggs, whose distinguished position as Head of the English Department at the University of Chicago is well known, will be the speaker at the October 6, in this series, which will deal with the history of the American people. Dr. Griggs, in a series of lectures, will trace the development of the American people from the time of the Pilgrims to the present day. The first lecture will be given on October 6, and the second lecture will be given on October 13.

NEW BOOKS TO RADIO AND STUDENTS' AIDS AVAILABLE

New Books to Radio and Students' Aids Available

MUSIC EVENTS

Music events are occasionally booked at the Weather Bureau for their timeliness. In this series of events, music will be presented in its most interesting and entertaining form. The program will be presented on NBC's Blue network.

LITERATURE AND DRAMA

PIGLIGNE OF POETRY
Ted Melon's "Pilgrimage of Poetry" will start in the Library of Congress on October 13. The series will consist of readings of the work of American poets, and will continue weekly through the month of October. The readings will be followed by a discussion of the poet's biography and work, and the series will be concluded with a final reading of the poet's work. The series will be broadcast each Thursday on NBC's Blue network.

STAMP COLLECTING
Educators have encouraged stamp collecting not only as a hobby, but also as a means of teaching history and cultural awareness. Stamps are an important part of the world's cultural heritage, and the study of stamps can be an enjoyable and entertaining activity. The series "Stamp Collecting" will be broadcast each Thursday on NBC's Blue network.

STUDY AIDS

Attention is called to the neighboring columns which list students' aids, teachers' manuals and supplementary material or reports of radio watching. These are obtained at a nominal cost. It will also be noticed on the cover of each broadcast by the NBC Public Service Division.

THE WORLD IS YOURS
Information as diverse as it is interesting and entertaining can be dramatized weekly by the Smithsonian Institution and the U.S. Office of Education in the series known as "The World Is Yours," broadcast Sundays at 6:00 p.m.

ON YOUR JOB
These weekly dramatizations, written by Raymond Brooks and Frank Barron, will be given voice in a new series known as "On Your Job." On Thursday, October 17, "On Your Job" will be presented in cooperation with the National Vocational Guidance Association.

PILGRIMAGE OF POETRY

"Pilgrimage of Poetry" is broadcast each Thursday on NBC's Blue network.
Broadcasting Company now seeks experience will serve each desired purpose.

we program ideas conceived we fields duplication automatic presentations, Great Plays, Lost the Metropolitan Opera, the Library Congress Chamber Music programs and similar music, Music NBC Symphony Orchestra under Arturo Toscanini and distinguished guest conductors; the Civic Orchestra under Gordon Hitter. Planned in September.

able to supply programs to serve those who listen to a demand created by radio teaching us new ways to learn—and this is how the National Broadcasting Company now is setting about to solve it.

At the very beginning of its operations NBC has been conscious of its responsibility to serve as well as to entertain. Programs designed to inform and otherwise serve have been features of its schedules. Those programs which successfully accomplish their purpose—the list is a long and distinguished one—have become permanent features. Those programs which did not have served us more than our listeners for we have been accumulating the profit of our mistakes.

For instance, in our history we discovered that we could not successfully supply the demand for strictly educative programs by employing education's most highly developed school-room techniques. In this educator were prompt to agree. Nevertheless, we have continued experiments and its results, have been encouraging and promising. It is in this spirit that continued progress depends largely on cooperating with the National Educational Association, and similar associations.

Such a cooperation now is expected to become operative at once, for we are carefully preparing program ideas conceived by us and those educators with whom we intend to add to our schedule only those programs which from past experience will serve each desired purpose.

The program is to be conducted by the National Broadcasting Company now seeks to add to its schedule to serve those who have learned to listen and now learn to learn.

We have experienced in being served, and it is to be hoped that some of our mistakes will continue, but not as in the past. After a careful analysis of our program in this field, both here and abroad, and deciding what we had learned we have mapped out a well-balanced and comprehensive program of public service features patterned to cover different groups. In this way we have the consultation and cooperation of prominent educators, educational societies, associations and municipalities.

This pattern closely follows tried and well established patterns in the educational field, and is divided into six major fields of education: I, the Humanities; II, the Social Sciences; III, the Natural Sciences; and, VI, the Professions.
PUBLIC AFFAIRS — Adjourned Democratic Convention

MUSIC — NBC Concert Orchestra, celeb. Elizabeth, Pre-American Concert (Sept. 12).

LITERATURE — Between the Books.

GENERAL EDUCATION — National Farm and Home Hour: Art in the News; MacArthur Awards.

FOREIGN LANGUAGES — Some schedule as Sundays.

ASSOCIATED PRESS NEWS, 9:00 a.m.

NATIONAL FARM AND HOME HOUR.

THE THINGS THAT EMANATE,

CHIEF BUREAU, SANTA CRUZ, CALIF. DR. FRANCIS C. SALERNO.

BETWEEN THE BOOKENDS — Informal program of poetry and prose with Ted Willson. 2:10-4:00 p.m., BLUE.

NRC CONCERT ORCHESTRA, 1:45-4:00 p.m., BLUE.

SALON SILHOUETTES — Light classical music by NRC orchestra under Joseph Maloney. 6:15-8:00 p.m., RED.

PHILHARMONIC ORCHESTRA, conducted by Carl F. Chase, soprano. 8:00-10:00 p.m., BLUE.

Piano Recitals, presented by young concert artists, 11:00-11:30 a.m., RED.

Women and Music: Program prose and music. 1:00-2:00 p.m., RED.

Light Opera Recitals. NRC orchestra under Harold Sauter. 2:30-3:00 p.m., BLUE.

Broadcast of Young People's Program of poetry and prose with Ted Willson. 9:15-10:30 a.m., BLUE.

SALON SILHOUETTES — Light classical music. 1:00-3:00 p.m., BLUE.

Light Opera Classics, presented by NRC orchestra under John Gilbert (See Public Relations). 6:15-8:00 p.m., RED.

TOKYO PROMISE SYMPHONY ORCHESTRA, conducted by Regional Director, 8:00-10:00 p.m., BLUE.

NATIONAL FARM AND HOME HOUR. Corporation 3, S. Department of Agriculture and other groups. 12:15-1:00 p.m., RED.

PUBLIC AFFAIRS — Cross Section of European Foreign Offices: The Chinese American Secretary of State Cordell Hull; the Chilean Secretary of State, Dr. Galarza; the German Secretary of Health, Oskar Films. 5:15-6:15 p.m., RED.

MUSIC — Symphony Orchestra, conducted by Carl F. Chase. (See Public Relations). 8:00-10:00 p.m., RED.

LITERATURE — Between the Books.

GENERAL EDUCATION — National Farm and Home Hour.

FOREIGN LANGUAGES — Some schedule as Sundays.

ASSOCIATED PRESS NEWS, 9:00 a.m.

NATIONAL FARM AND HOME HOUR.

WOMEN IN A CHANGING WORLD — presents Franklin Delano Roosevelt, President of the United States. 11:00-11:30 a.m., RED.

SOUTHBRAND, Brochure music and magic: Opus Sinfonia. 11:30-12:30 p.m., BLUE.

U.S. NAVY BAND. Concerts under Lieut. Charles Brenner. 12:00-12:30 p.m., BLUE.

BETWEEN THE BOOKENDS. Informal program of poetry and prose with Ted Willson. 12:30-1:15 p.m., RED.

RICHARD STRAUSS, adaptation of his own Piano Trio from "Der Rosenkavalier," with the Berlin Radio Orchestra. Conducted by Curt Trail. 1:30-3:15 p.m., RED.

SALON SILHOUETTES — Light classical music by NRC orchestra under Joseph Maloney. 3:30-5:00 p.m., RED.

NATIONAL FARM AND HOME HOUR. Corporation 3, S. Department of Agriculture and other groups. 6:15-7:00 p.m., RED.

PUBLIC AFFAIRS — America's Unleashed National Propaganda Party. March (See Public Relations). 11:00-11:30 a.m., RED.

MUSIC — Presentation: U.S. Navy Band. (See Public Relations). 12:15-1:30 p.m., RED.

LITERATURE — Between the Books.

GENERAL EDUCATION — National Farm and Home Hour.

FOREIGN LANGUAGES — Some schedule as Sundays.

ASSOCIATED PRESS NEWS, 9:00 a.m.

NATIONAL FARM AND HOME HOUR.

WOMEN OF THE WORLD — Special program of poetry and prose with Ted Willson. 10:00-11:00 a.m., RED.

SOUTHBRAND, Brochure music and magic: Opus Sinfonia. 11:30-12:30 p.m., BLUE.

CALL TO YOUTH, presents Unions of American Workers Conventions. 12:30-1:30 p.m., RED.

A MESSAGE OF PEACE, presented by United Nations, 1:30-2:00 p.m., RED.

MEXICO'S BLESSING, presents Mexican Peace Commission. 2:00-2:30 p.m., RED.

MEXICO'S CALL, presents Mexican Peace Commission. 2:30-3:00 p.m., RED.

GOLDEN MELODIES. Sinfonia ensemble from ROA, Denver. 3:00-4:00 p.m., RED.

IN THE BOOKENDS. Informal program of poetry and prose with Ted Willson. 3:15-4:00 p.m., BLUE.

RICHARD STRAUSS, adaptation of his own Piano Trio from "Der Rosenkavalier," with the Berlin Radio Orchestra. Conducted by Curt Trail. 4:00-6:00 p.m., RED.

SALON SILHOUETTES — Light classical music by NRC orchestra under Joseph Maloney. 6:00-7:30 p.m., RED.

NATIONAL FARM AND HOME HOUR. Corporation 3, S. Department of Agriculture and other groups. 11:30-12:00 p.m., BLUE.

NATIONAL FARM AND HOME HOUR. Corporation 3, S. Department of Agriculture and other groups. 12:00-12:30 p.m., BLUE.

ART IN THE NEWS, sponsors National Art Society. 12:30-1:15 p.m., RED.

MEXICO'S PROUD HISTORY, presents Mexican Peace Commission. 12:30-1:15 p.m., RED.

MUSIC — Presentation: U.S. Navy Band. (See Public Relations). 1:15-2:00 p.m., RED.

LITERATURE — Between the Books.

GENERAL EDUCATION — National Farm and Home Hour.

FOREIGN LANGUAGES — Some schedule as Sundays.

ASSOCIATED PRESS NEWS, 9:00 a.m.

NATIONAL FARM AND HOME HOUR.

THE CHILD GROWS UP: Talks by Esther Cameron, head of Children's Bureau, U. S. Department of Labor. 9:00-10:00 a.m., BLUE.

NATIONAL FARM AND HOME HOUR. Corporation 3, S. Department of Agriculture and other groups. 12:00-12:30 p.m., BLUE.
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**HIGHLIGHTS OF THE BIBLE** - Episcopal Council of Churches. | **WALSH YOUR NEWSPAPER.** | **WYASDEN.** | **YOU CHOOSE YOUR TALE.** | **NATIONAL FARM AND HOME HOUR.** | **SPECIAL SERVICES** |
| **SUNDAY VESPERS** - Episcopal Council of Churches. | **WALSH YOUR NEWSPAPER.** | **WYASDEN.** | **YOU CHOOSE YOUR TALE.** | **NATIONAL FARM AND HOME HOUR.** | **SPECIAL SERVICES** |
| **EUROPEAN SERVICE** by Hugh Gibson. | **WALSH YOUR NEWSPAPER.** | **WYASDEN.** | **YOU CHOOSE YOUR TALE.** | **NATIONAL FARM AND HOME HOUR.** | **SPECIAL SERVICES** |

**ASSOCIATED PRESS NEWS** | **WALSH YOUR NEWSPAPER.** | **WYASDEN.** | **YOU CHOOSE YOUR TALE.** | **NATIONAL FARM AND HOME HOUR.** | **SPECIAL SERVICES** |

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For Special Attention

HISTORY OF THE MAKING
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Programs in the Public Interest

Press Women Vote 17 First Awards For NBC Programs

Seventeen first awards, including five special awards, were given to National Broadcasting Company programs by the National Federation of Press Women as part of their 1938-39 nationwide poll on radio programs.

Two of the awards, given in June, were for the "Salute of Nations to the New York World's Fair" series, similar awards being given to the Columbia and Mutual Broadcasting System. A special Certificate of Merit was awarded to David Sarnoff, president of the Radio Corporation of America and chairman of the board of NBC, for "Distinguishing the popular popularity that radio listeners have the average mentality of children; and for having had the courage to inaugurate a sustaining program series relating to the under the leadership of world-famous Arturo Toscanini. This major step is another indication of the vision of the man who has many feet to his credit in the radio industry."

Liberty, director of Women's Activities for NBC, received a special award for demonstrating to the soldiers and their war-time families that Armstrong Broadcasting Division, Radio City, New York, is "in possession of ideas by Dr. James Rowland Wadsworth, NBC Edward F. F. March, president of Yale University, on the question of educational broadcasting on NBC. This new award is intended to support the educational and social activities of NBC, which have been sponsored by the National Broadcasting Company for the past ten years."

NBC maintained its "reasons for existence" activities in "Art and Activities," and its religious program, "Church and Home Hour," and its musical program, "Walter Cady's Sunday Hour," and its educational program, "Alfred Levy's "Children's Hour,"" and its dramatic program, "Dr. Edward L. Dunham's "Junior Theatre,"" and its musical program, "NBC Music Appreciation Hour," and "NBC's Famous Lost Plays" on NBC.

America's Famous Lost Plays on NBC. Located After 4-Year Search

A "lost" panoply of American drama and music which disappeared from the radio schedule a number of years ago will be presented on NBC Radio, beginning July 16, 1939. The program will be broadcast every Thursday at 11:00 PM, EST, over the NBC-Red Network. Past years of fascinating detective work lie behind this series. Although the drama was to be revived had a tremendous effect on American life—some of them were popular favorites for more than thirty years—these programs have been revived and are being televised by the Rockefeller Foundation, the American Academy of Arts and Sciences, and the League of America and the Dramatists Guild.

John Gunther Joins NBC Foreign Staff as Roving Reporter

John Gunther, famous correspondent who wrote "Inside Europe" and the best seller, "Inside Asia," has been signed as roving correspondent by the National Broadcasting Company. Gunther plans to travel around Europe during the next few months, visiting the various danger spots where news is most likely to break and broadcasting a series of talks to America expressing his views of the situation and the course of future events.

Gunther began his journalistic career on the Chicago Daily News in 2026, since then he has acted as correspondent London, Paris, Moscow, Berlin, Kuala Lumpur, Venice, Scandinavia, Spain, Austria, the Near East and the Balkans. He has covered wars and revolutions in Syria, Palestine, Austria and Spain, interviewing most of the great personalities of Europe and Asia and is considered as one of the world's foremost experts on affairs of the two continents.

Democracy Institute Faculty on NBC

Leading lecturers at the Institute of Democracy of the Northwestern University Summer Session, developed this year to contemporary problems of democracy, are bringing NBC listeners a authoritative discussion of the present-day difficulties besetting humanity's democracy in a series of talks over the NBC-Red Network on Fridays at 10:00 PM. The economic, financial, historical, sociological, and psychological phases of the problems will be described in turn by the visiting and scholars lecturing at the Institute.

Lester H. Halure, director of the Institute, "has a vast supply of experts in this field and therefore it is only possible during a summer session to bring together upon one campus the acknowledged leaders from the universities where writings and teachings command confidence and respect."

Famous Orchestras and Soloists Listed for Summer Music

Five famous orchestras and a distinguished list of artists are features of the music programs scheduled by the National Broadcasting Company for the summer months.

Eminent conductors of the NBC Orchestras, heard over the summer, include: Dr. Carboni, Robert Borthwick, Dr. St. Louis, and Harry Fuchs. The Chicago Symphony Orchestra, under the leadership of Benjamin Goldstein, will be heard each Saturday; July 23-28, at 8:00 PM, EST, July 29-August 2-5, at 8:00 PM, EST, July 29-August 2-5, at 8:00 PM, EST, and August 2-5, at 8:00 PM, EST.

The Toronto Symphony Orchestra, under the leadership of John Ralston, will be heard each Sunday, July 16-23, and each Wednesday, July 19 to August 2.

The nation's best high school musicians will be heard in a series of broadcasts, heard from the National Music Camp at Interlochen, Michigan, each Sunday at 6:30 PM, EST.

The Radio City Music Hall of the Air summer schedule includes for its秀丽y orchestra, a symphony called 'Heroes,' a symphony called 'The American Way,' and a symphony called 'The American Scene,' performed by the Music Hall String Quartet. In addition, two soloists of the New York Philharmonic and the New York Symphony will be featured by RKO Radio Pictures, and a group of amateur musicians will be heard in the series called 'The American Scene.'

Teachers' Manual. Program Policies and Procedures

"How Schools Use Radio," a manual written by Dr. Frank Dunham, Edward F. March, president of Yale University, an educational director, to aid teachers in correlating NBC's service to Schools with their courses, has been issued. "Directive honors for the study of the "Dramatists' Council,"" and "A Guide to Making an intensive and extensive search for them with the aid of the Rockefeller Foundation, the American Academy of Arts and Sciences, and the League of America and the Dramatists Guild.

Dr. Edward Cadey, director of "Children's Hour," has been issued a special award for "Church and Home Hour," and a musical program, "Walter Cady's Sunday Hour," and an educational program, "Alfred Levy's "Children's Hour,"" and a dramatic program, "Dr. Edward L. Dunham's "Junior Theatre,"" and a musical program, "NBC Music Appreciation Hour," and "NBC's Famous Lost Plays" on NBC.

Clay and a small army of advisors, including leading historians, curators of important museums, drafters of old manuscripts and letters and volumes of reminiscences, and making endless notes and memoranda for cross reference. In the course of a four year search which led from one end of the United States to the other, to England and to other foreign countries, they uncovered 100 programs which had been known by name and time to generation, many of which had never been read by the same generation.

The drama, which includes works as Peter Pan, Romeo and Juliet, Macbeth, and many others, will be presented as a dramatization. The work will be based on facts.

Field Nature Study Series

On NBC from Rockefeller}

Informal nature study in the Rocky Mountain National Park's Junior Nature Study Service, which has been in operation under the direction of Dr. Edward A. Griggs, is to be broadcast in a series of "Nature Sketches" over the NBC-Red Network during July and August, from 6:00 to 6:30 PM, EST.

The duration of the class on actual field trips will be reduced to a minimum, and field trips will be limited to classes of 30 or fewer.

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ASSOCIATED PRESS NEWS, 9:00 a.m., RED and BLUE, 4:00 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 9:35 a.m., RED and BLUE, 5:05 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 9:40 a.m., RED and BLUE, 6:40 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 9:45 a.m., RED and BLUE, 7:45 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 9:50 a.m., RED and BLUE, 8:50 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 9:55 a.m., RED and BLUE, 9:55 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 9:00 a.m., RED and BLUE, 4:00 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 9:35 a.m., RED and BLUE, 5:05 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 9:40 a.m., RED and BLUE, 6:40 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 9:45 a.m., RED and BLUE, 7:45 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 9:50 a.m., RED and BLUE, 8:50 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 9:55 a.m., RED and BLUE, 9:55 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 10:00 a.m., RED and BLUE, 5:05 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 10:30 a.m., RED and BLUE, 5:30 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 11:00 a.m., RED and BLUE, 6:00 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 11:30 a.m., RED and BLUE, 6:30 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 12:00 noon, RED and BLUE, 7:00 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 1:00 p.m., RED and BLUE, 8:00 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 1:30 p.m., RED and BLUE, 8:30 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 2:00 p.m., RED and BLUE, 9:00 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 2:30 p.m., RED and BLUE, 9:30 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 3:00 p.m., RED and BLUE, 10:00 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 3:30 p.m., RED and BLUE, 10:30 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 4:00 p.m., RED and BLUE, 11:00 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 4:30 p.m., RED and BLUE, 11:30 p.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 5:00 p.m., RED and BLUE, 12:00 midnight, BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 5:30 p.m., RED and BLUE, 1:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 6:00 p.m., RED and BLUE, 2:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 6:30 p.m., RED and BLUE, 3:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 7:00 p.m., RED and BLUE, 4:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 7:30 p.m., RED and BLUE, 5:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 8:00 p.m., RED and BLUE, 6:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 8:30 p.m., RED and BLUE, 7:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 9:00 p.m., RED and BLUE, 8:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 9:30 p.m., RED and BLUE, 9:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 10:00 p.m., RED and BLUE, 10:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 10:30 p.m., RED and BLUE, 11:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 11:00 p.m., RED and BLUE, 12:00 noon, BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 12:00 midnight, RED and BLUE, 1:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 1:00 a.m., RED and BLUE, 2:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 2:00 a.m., RED and BLUE, 3:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 3:00 a.m., RED and BLUE, 4:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 4:00 a.m., RED and BLUE, 5:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 5:00 a.m., RED and BLUE, 6:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 6:00 a.m., RED and BLUE, 7:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 7:00 a.m., RED and BLUE, 8:00 a.m., BLUE, 6:15 p.m., RED.

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ASSOCIATED PRESS NEWS, 9:00 a.m., RED and BLUE, 10:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 10:00 a.m., RED and BLUE, 11:00 a.m., BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 11:00 a.m., RED and BLUE, 12:00 noon, BLUE, 6:15 p.m., RED.

ASSOCIATED PRESS NEWS, 12:00 noon, RED and BLUE, 1:00 p.m., BLUE, 6:15 p.m., RED.
**SERVICE TO SCHOOLS**

*See other columns for details*

**PUBLIC AFFAIRS** - University of Chicago Board of Visitors, Washington, D.C.

**DRAMA—NBC Radio Guild**

**LITERATURE—A Bookman's Notebook**

**MUSIC—Symphonies; Radio City Music Hall**

**FOREIGN LANGUAGES**

**GENERAL EDUCATION—The World Is Yours:** Name the Place; On Your Job.

**PRIVATE SERVICES—Sunday Schools**

**PUBLIC AFFAIRS** - National Radio Board; NBC Saloon Orchestra; Saloon Advertisers.

**LITERATURE—Adventures in Reading:** Between the Books.

**SCIENCE—Science in the March**

**GENERAL EDUCATION—National Farm and Home Service**

**PUBLIC AFFAIRS** - General Education Board; NBC Saloon Orchestra.

**LITERATURE—Between the Books:**

**MUSIC—Symphonies; Radio City Music Hall**

**FOREIGN LANGUAGES**

**GENERAL EDUCATION—Consumers Program**

**PUBLIC AFFAIRS** - Adjusting Democracy for Modern Women; The Voice of America; Charles E. Merriam; Hunt and Stockton;

**LITERATURE—The Bookman's Notebook**

**MUSIC—Symphonies; Radio City Music Hall**

**FOREIGN LANGUAGES**

**GENERAL EDUCATION—General Education Program**

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**JULY-AUG.**

**EASTERN DAYLIGHT SAVING TIME**

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**SERVICE TO SCHOOLS**

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**For Special Attention**

**PUBLIC AND PRESS NEWS**

**NATIONAL AFFAIRS**

Information on national and international affairs is brought regularly to NBC listeners in a number of programs. These include *Backchat* in Washington, *Chicago Round Table*, * reincarnation, Deming, Democracy for Human Welfare" presented by the Women's Clubs of the Public Interest, *New York Scene* conducted by Jay Franklin and Mark Sullivan, and the special programs with your newspaper listings for them.

**WOMEN IN AMERICA**

The major parts which women have played in the making of our nation and the world are dramatized in "Women in the Making of America," broadcast in cooperation with the Federal Theater Project. Mrs. E. B. Halsey originated the series, which is written by Jane Ashman of the Federal Theater. Outstanding women of the present day appear on the Friday broadcasts.

**U. S. HOUSING PROGRAM**

The opening four programs under the U. S. Housing Authority program will be celebrated July 4 over the Red Network, with addresses by Nathan Straus, Administrator, and Harry L. Hopkins, Director of the National Housing Service. The programs are located in New York City and Buffalo, N. Y., Austin, Tex., and Jacksonville, Fla.

**TELEVISION PROGRAMS INCREASED**

Television programs of the National Broadcasting Company in New York area were doubled late in June. The NBC schedule calls for three or four evening shows, on Tuesdays, Thursdays and Saturdays, including weekly outdoor telecasts, and four- or five-hour transmissions of some hours each. The noontime programs include a half-hour of film subjects.

**FRATERNITY WOMEN**

**FOR Women in the World of Art**

The noon-time programs include *Women in the World of Art*. These are presented by the American Federation of Women in the Arts, through the service of the National Broadcasting Company. Speakers will be chosen to discuss the parts of women in the present day.
Women Carrying On Work of Pioneers Interviewed in Series

Outstanding American women of the present day, appearing as living evidence that women still are playing major roles in building this nation, are being presented to the NBC audience as part of the new series, "Women In Making of America," broadcast over the Blue Network from 2:00 to 2:30 p.m.

The series is produced by the Federal Theater Radio Division of the Works Progress Administration, and was originated by Mrs. Eva B. Hansel, well-known journalist. Scripts are written by Jane Ashman, of the Federal Theater.

"The intent of these programs is to do honor to the contribution of women in the civilizing process of creating a new nation," says Hansel. "Although not always recorded in history books, women's activities in the homes, in community and in their own lives have dramatized the pioneer spirit which is this nation's basic tradition.

"Each historical material on these activities, taken from letters, diaries and public records, has been made available to the producers of this series through the cooperation of the World Center for Women's Archives, founded by Mrs. Alice Austen, in New York. Such material is used to prove, in a highly dramatic and striking manner, that today, as even in a century of yesterday, women are doing their full part in every phase of our progress as a people.

Dr. Laswell Talks On Behavior Quirks

Onward to New York, Dr. Harold D. Laswell, professor of political science at Stanford University, will be described from his Fair's guest book, which will be included.

The arrival at the Fair with Governor Warmfield, Mayor Grace Coolidge, and the King and Queen at Arlington National Park, will be described from the Pier, will be described from Manhattan's famous skyline, where they will hold a destruction for the remainder of the trip to New York.

Education in Democracy Fall Forum Theme

The type of education that should be directed toward the light of present-day world conditions, a theme "that is vital for America, and one which is claiming the attention of educators in all the democracies abroad," will be considered on the American Education Forum next season, it has been announced by Walter G. Preston, Jr., head of NBC's Educational Program division, and Dr. Grayson K. N. Dillavou, Education at Stanford University, who conducts the program for NBC.

Discussing the forthcoming broadcast next fall, Dr. Kefauver declared, "The character of Education appropriates for democracy is something that must be determined by these modern democracies are to endure. Next season we hope to draw attention to the points that should be considered, and some of the things that should be done."

Dr. Kefauver, just back from an extended trip to Europe, in which he observed the striking developments in educational radio in the United States this past year to him has been the broadening of the scope of the broadcasts available for use by schools and public.

The material which has been available over the past few years has been "extremely optimistic," he declares, "but this past season has seen experimental programs dealing with the discussion and background of our national and international

Local broadcasting authorities are to be commended not alone for these programs, but also for the efforts taken to secure a high level of competence in the broadcast production. (Continued on back page)

Type of Education For Democracy Fall Forum Theme

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These Programs Sponsored and Presented by the
NATIONAL BROADCASTING COMPANY
RADIO CITY, N. Y.
A Radio Corporation of America Service

NATIONAL FARM AND HOME HOUR
ARLINGTON TIME SIGNAL. 1:10 p.m.

NATIONAL FARM AND HOME HOUR
ARLINGTON TIME SIGNAL. 1:10 p.m.

LET'S TALK IT OVER. Interview by June
Hendy. 11:00-11:10 a.m. BLUE.

PEARLS TAKE CHARGE. Serial for chil-
dren. 1:10-1:45 p.m. BLUE.

YOUR HEALTH. (See General Education.)

ADJUSTING DEMOCRACY FOR HUMAN
WELFARE. (See Public Affairs.)

ADJUSTING DEMOCRACY FOR HUMAN
WELFARE. General Federation of Women
Workers in Industry. 11:15-12:00 p.m.
NATIONAL FARM AND HOME HOUR.

SOUTHERNWINDS. Southern music, and
 speedy news. 12:15-12:30 p.m. BLUE.

Preceding, "Racine's 'Phedre'". 12:15-12:
30 p.m. RED.

IOWA RURAL WOMEN'S CHORAL.
Chorus from 12th symphony. 2:00-2:30
p.m. RED.

AMERICAN HEARERS ASSOCIATION. (See
Public Affairs.)

FLORENCE HALE'S RADIO COLUMN.
Talks on educational problems. 1:00
p.m. RED.
JUNE

EASTERN DAYLIGHT SAVING TIME

PUBLIC AFFAIRS AND NEWS

SUNDAY

- Associated Press News, 9:00 a.m.
- Red Seal Blue, 4:15 p.m.
- Red, 9:15 a.m.
- National Farm and Home Hour. Concerts under the auspices of General Federation of Women's Clubs. For children. 9:00-10:00 p.m.
- National Park and Home Hour. National Council of People's Congresses. 10:30-11:00 p.m.

MONDAY

- Associated Press News, 9:00 a.m.
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TUESDAY

- Associated Press News, 9:00 a.m.
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PUBLIC AFFAIRS AND NEWS

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(See other columns for details).

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GENERAL EDUCATION AND SCIENCES

LIBRARY CONVENTION
Five programs have been scheduled by the NBC, from the American Library Association Convention in San Francisco June 18-22, including a special "America's Town Meeting of the Air" which will be conducted by Moderator George V. Venable, Jr., on the question, "The Library Doing Its Job?" on June 24. Other programs will be broadcast under the auspices of Dr. Forrest Day By Day living under General Education for details.

UNIVERSITY EXTENSION
Dr. Robert Gordon Sproul's address on "Adult Education and the State," before delegates at the 26th annual convention of the National University Extension Association, will be broadcast over NBC on June 23. The President of the University of California will be heard from Berkeley, Calif., where the convention will be in session June 23-26.

FRONTEERS OF GEOLOGY
The importance of geology not only as a science, but as an aid to industry and us a factor in international political affairs, is described in Frontiers of Geoology presented by NBC. The 24 programs are broadcast Mondays.

OUR AMERICAN SCHOOLS
Problems of America's schools and how they are being met are the subject of this series, presented under the auspices of the Association of Women's Clubs. The Public Interest in Democracy discussions of Jay Franklin and Mary Sullivan, and Casa Sarringer's Stories Behind the Headlines. These programs are designed to supplement frequent special programs—watch your newspaper listings for them.

NATIONAL FARM AND HOME HOUR
Presented in cooperation with the United States Department of Agriculture and the National Farmers Union. The series is made available to family farms that are interested in the best information about the farm itself, as well as providing music and personal entertainment, the farm wife as well as the farmer are considered.

SCIENCE ON THE March
The history of living things on the earth is told in this series of Dr. Moulton's current talks in the Science on the March series. He is not limiting his subject to fossil animals and plants, but including general problems of life, changes in the earth which have affected man and the steps by which life has been adjusted to man especially in North America. Some parts of his talks provide background for present-day cultural and economic developments on this continent.

INTERNATIONAL LANGUAGES
NBC's International Division, broadcasting 16 hours a day on shortwave, presents programs in foreign languages—Spanish, Portuguese, French, Italian and German, in addition to English. These programs are useful to many language students and teachers as samples of those languages in everyday use, and to others of current interest.

THE CHILD GROWS UP
Adapted to the proper care and raising of children is presented by Kath. L. Mason, chief of the Children's Bureau of the U. S. Department of Labor. Each program is broadcast daily over NBC from Washington each Saturday morning.

For Special Attention

NATIONAL FARM AND HOME HOUR
The 24 programs are broadcast Tuesdays from 10 a.m. to 10:30 a.m.

MUSIC

NATIONAL FARM AND HOME HOUR
The 24 programs are broadcast Tuesdays from 10 a.m. to 10:30 a.m.

THE WORLD IS YOURS
Strange and fascinating facts about the world we live in are dramatized in this series, presented with the cooperation of the Smithsonian Institution, the United States Department of Agriculture and the U. S. Office of Education. The series is conducted by Dr. Harry Smith, eminent naturalist, over NBC on Saturdays.

NAME THE PLACE
An adaptation of the popular "quiz" type of program, Name the Place tests knowledge of geography. A description of some well-known place is given, and the "contestants" are asked to identify the place.

SPECIAL SERVICES

CHILDREN'S PROGRAMS
NBC presents throughout the week many programs designed especially for children. These include Animal News Club, Coast to Coast on a Bus, Vernon Court's Story Book, and Sunday- day Driver on Sundays; Poodles Take Charge, and Malcolm Custer Mondays through Fridays, and No School Today.

COMMISSION CONCERTS
Graduating students of the Cleveland Institute of Music and the Oberlin Conservatory of Music present commission concerts over NBC on June 6 and 9, consisting of a series of four outstanding works by living composers presented in the graduating classes of four outstanding American music schools. The New England Conservatory in Boston and the Peabody Institute of Baltimore programs were broadcast the last week in May.

HUMANIST CONCERT
Rumanian music sung by Pia Iay and played by the NBC Orchestra under History Clark will be broadcast June 1 in a special program on the effects of communism on music. An important concert performed in the key note of his plays, which are sung written specifically for NBC. The plays are for adults and older children.

SERVICE BANDS
Concert music by the bands of the United States military services are presented each week over NBC—U. S. Marine Band on Tuesdays, and the U. S. Army Band on Fridays.

SOUTHERN MUSIC
The music which is regarded as one of the richest contributions made by America to the world is presented with just the right touch of American Wild West, the spirit of the South, as the engaging characters present their songs in authentic costumes, telling their stories in the dialect of the South in a way that is true to the life in the Great Southern States. The music is written by Helen Walpole and Margaret Last.

LITERATURE AND DRAMA

JOHN PAUL JONES
A special dramatization of the life of the hero of America's first navy, written by Raymond Scudder of the NBC staff will be broadcast June 1 over the Blue Network from 10:00 p.m. to 10:50 p.m. The play is titled, "The Princess and the Admiral." June 22, in the same spot, NBC will present a radio adaptation of John Galsworthy's "A Woman of Substance." "The Journals of Samuel Adams" is produced by the Anderson - Stanford University - prize winning play. "John Brown."

NATIONAL RADIO GUILD
With emphasis on original plays for radio, the NBC Guild of Radio Writers presents a special program over NBC on June 6 and Sunday presents outstanding experimenting programs—a very interesting program and in any other form in which craftsmanship and imagination are combined to produce a great good. The Guild was founded by NBC in the late 1920's, and is the oldest dramatic organization in radio.

ARCH O'SULLIVAN'S PLAYS
Arch O'Sullivan, whose work in radio drama has long been outstanding for its imagination and originality, presents a new feature for NBC. "Fighting Drums" is a story of the Adirondacks. "The Soldier's Song," is a series of stories about the war. "The Man From Moccasin Creek," is presented in the form of a series of radio stories about life in the mountains. The series is written by Helen Walpole and Margaret Last.

For detailed listing of programs, see inside pages.

"To bring to the consciousness of the coming generation something of the potential significance of the life of today, to transmute it from outward into intelligent perception, is the first step in the creation of a culture."—JOHN DEWEY in The New Republic.
Elizabeth The Queen' Closes 1938-39 Season of 'Great Plays'

ELIZABETH THE QUEEN,' Maxwell Anderson's great poetic drama, will climax the current 'Great Plays' series on Sunday, May 1, 5:00 p.m. EDT, bringing to a close the 28 weeks of important plays which were chosen to trace the development of drama from ancient Athens down to the contemporary theater.

Marty Christian and West Addy, those brilliant actors in the Maurice Evans productions of 'Hamlet' and 'Henry IV,' will again play the leading roles in the tragedy.

Enthusiastic response has followed each broadcast of the 'Great Plays.' Nationwide committees, whose membership in each state includes teachers of drama and high school officials, and heads of Little Theater organizations, have conducted study classes devoted to the plays preceding each broadcast.

"Great Plays" returns in October and the broadcasts will run concurrently with the presentation of the plays. Each of the weekly study guides written by drama critics and educators will be broadcast.

Contributions of Women To American Dramatized

The pioneering parts that women have played in the American theater, and the fight they have made to attain their goals, will be the subject of a unique series of talks, "Women of Vision," to be presented by the National Broadcasting Company in cooperation with the Federal Theater Project over the NBC Blue Network on Fridays, starting May 13, at 5:00 p.m. EDT.

The opening program will sketch the highlights of the American stage from the time of the Spanish Conquest to the present. The second program will be devoted to the life and work of Anne Hutchinson and Mary Dyer, two women who refused to live under the red-hot tyranny of English New World, while later programs will be devoted to the life and work of other women, down to the present day, including Eliza Doggett, Harriet Beecher Stowe, Lou Henry Hoover, and Roberta Flack Watson.

Vernon Crane Stories

For Children

"Here's the Littlest Locomotive in the Round House," the short story by Vernon Crane, another of his stories about the Round House, will be read over NBC later this week. Vernon Crane is the author of the well-known radio show about the Round House, and has written many stories for the Round House series. The Round House is a small, cozy, picturesque building in the middle of the park, and the stories are about the children who live there.

Seeds of Service Explained in Series

The importance of gardening not only as a science, but as an aid in industry and as a factor in international political affairs, is described in "Seeds of Service," a new series presented by the National Broadcasting Company with the cooperation of the Horticultural Society of America. It is broadcast Monday nights on NBC's Mutual Network.

On each program going out over seven stations, NBC will announce the next scheduled broadcast, and its subject, the subject of the series, "Seeds of Service," will be announced in the form of a record. The series will be conducted by the Horticultural Society, which will be represented by its president, Mr. A. R. West, a prominent horticulturist, and by his associates.

Announcing the awards, Mr. W. B. Babbitt, Director of Records, said: "The National Foundation of Radio, which is devoted to the promotion of good radio programs, has decided to award the 1938 bronze plaque to the Commercial Department of the "Seeds of Service." The Foundation has presented the bronze plaque to radio stations in the past.

The announcement will be made on NBC's Mutual Network.

The "Seeds of Service" series will continue throughout the summer, and NBC's Mutual Network will broadcast the series on a regular basis. NBC's Mutual Network is one of the largest radio networks in the country, and it is the only network that has been dedicated to the promotion of good radio programs.

Great City Opera Projects

The great city opera projects will be highlighted in the "Seeds of Service" series, as well as in the "Seeds of Service" series, which is sponsored by the National Broadcasting Company with the cooperation of the Horticultural Society of America.

The "Seeds of Service" series will be broadcast on NBC's Mutual Network, and it will be conducted by the Horticultural Society, which will be represented by its president, Mr. A. R. West, a prominent horticulturist, and by his associates.

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Town Meeting of Air Sets New Records In Fourth Season

The city commission in Springfield, Ill., met early in April for a purpose. They heard the citizens of the town come forward, and one of them declared that the city should have a "Town Meeting of the Air," and join the hundreds of listening groups affiliated with the NBC "Town Meeting of the Air." The vote was unanimous, and the city commission took the necessary steps to transmit the meeting to Springfield.

This was but one of the evidences of the extraordinary growth in popularity of this NBC Blue Network feature. The city commission in Springfield, Ill., met early in April for a purpose. They heard the citizens of the town come forward, and one of them declared that the city should have a "Town Meeting of the Air," and join the hundreds of listening groups affiliated with the NBC "Town Meeting of the Air." The vote was unanimous, and the city commission took the necessary steps to transmit the meeting to Springfield.

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EDNESDAY
FOREIGN LANGUAGE (NRC Short Wave Broadcasts) - WIXAL, 26,450 kc and WIXL, 13,700 kc—2:00-3:00 p.m.
FOREIGN LANGUAGE (NRC Short Wave Broadcasts) - WIXAL and WIXL, 13,700 kc—2:00-3:00 p.m.
FOREIGN LANGUAGE (NRC Short Wave Broadcasts) - WIXAL and WIXL, 13,700 kc—2:00-3:00 p.m.
DIABETIC DETAILED—DRAMA, 6:30-7:00 p.m.
ADJUSTING DIGNITY FOR MUSIC CLUE—Dr. Walter Van Kirk.
NATIONAL FARM AND HOME HOUR—Cooperative Extension.
WINGS FOR THE MARTINS—(See General Education.)

THURSDAY
CURRENT AFFAIRS—America's Town Meetings. The Public Interest in Democracy. Mr. James Murray.
GENERAL EDUCATION—Music in the Schools. Metropolitan Opera; National Federation—Music Clubs.
FOREIGN LANGUAGE (NRC Short Wave Broadcasts) - WIXAL and WIXL, 26,450 kc and 13,700 kc—2:00-3:00 p.m.
FOREIGN LANGUAGE (NRC Short Wave Broadcasts) - WIXAL and WIXL, 13,700 kc—2:00-3:00 p.m.
ASSOCIATED PRESS NEWS—5:00 p.m.
BLUE and RED, 5:30 p.m.
ASSOCIATED PRESS NEWS—5:00 p.m.
BLUE and RED, 5:30 p.m.

FRIDAY
CURRENT AFFAIRS—Mr. Darson. Attorney.
MUSIC—NRC Music Appreciation Hour—U. S. Navy Hour—Mr. Darson, Attorney. 
GENERAL EDUCATION—Philadelphia Orchestra; Metropolitan Opera; National Federation—Music Clubs.
FOREIGN LANGUAGE (NRC Short Wave Broadcasts) - WIXAL and WIXL, 26,450 kc and WIXL, 13,700 kc—2:00-3:00 p.m.
ASSOCIATED PRESS NEWS—5:00 p.m.
BLUE and RED, 5:30 p.m.
NATIONAL FARM AND HOME HOUR—Cooperative Extension.
NATIONAL FEDERATION OF MUSIC CLUES—34th Biennial Convention program.
METROPOLITAN OPERA—About the Left Front Line of the Battle for Civilization.

SATURDAY
CURRENT AFFAIRS—Your Health.
MUSIC—National Federation of Music Clubs.
GENERAL EDUCATION—Professor F. H. Jones. Founding Father of the American Federation of Labor.
FOREIGN LANGUAGE (NRC Short Wave Broadcasts) - WIXAL and WIXL, 26,450 kc and WIXL, 13,700 kc—2:00-3:00 p.m.
ASSOCIATED PRESS NEWS—9:00 a.m.
6:00-6:30 p.m.
BLUE and RED, 6:30 p.m.
NATIONAL FARM AND HOME HOUR—Cooperative Extension.

* Study aids available. (See General American page.)

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RADIO CITY, N.Y.
**SERVICE TO SCHOOLS**
(See other columns for details)

**SUNDAY**

**CURRENT AFFAIRS**—University of Chicago Round Table; American Way Teachers' bureau; Health, Hygiene, Safety Council of Chicago.

**DRAMA**—Great Plays; NBC Radio Guild.

**LITERATURE**—A Beginner's Handbook.

**MUSIC**—American Art Quartet; Music and American Youth; Brotherhood; National Federation of Music Clubs.

**SCIENCE**—Science and Discovery; Science in the News. (See Current Affairs.)

**GENERAL EDUCATION**—应注意 the Place.

**MAY**

**EDUCATION**—应注意 the Place.

**SUNDAY DRIVERS**—Traffic safety program. 1:30-3:15 p.m. BRED.

**CHERIEO**—Inspirational program. 10:30-11:15 p.m. BRED.

**OTHER PROGRAMS**

**ANIMAL NEWS CLUB**—For Children. 5:15-5:30 p.m. BRED.

**COAST TO COAST ON A BAND**—at the White Sulphur. For children. 2:00-2:15 p.m. BRED.

**VERMONT CRANE'S STORY BOOK**—Drums from the Old World. 11:15-11:30 a.m. BRED.

**ARIZONA TIME SIGNAL**—1:00 a.m. BRED.

**SUNDAY DRIVERS**—Traffic safety program. 1:30-3:15 p.m. BRED.

**CHERIEO**—Inspirational program. 10:30-11:15 p.m. BRED.

**GENERAL EDUCATION AND SCIENCES**

**SCIENCE**—Science and Discovery; Science in the News. (See Current Affairs.)

**SCIENCE ON THE MARCH**—Talks by Dr. Thomas R. March, Wards of Science. 11:15-11:30 a.m. BRED.

**PRAGUE SCHOOL OF MUSIC CLUB**—Fifth Biennial Convention program. 12:00-1:15 p.m. BRED.

**NATIONAL FEDERATION OF MUSIC CLUBS**—To show the importance of music in education. May 23-24.

**PRIMROSE QUARTET**—Chamber Music. 2:00-2:15 p.m. BRED.

**NATIONAL FARM AND HOME HOUR**—Federation of Agriculture.

**NATIONAL FARM AND HOME HOUR**—Cooperative Extension Department of Agriculture.

**SCIENCE**—Science and Discovery; Science in the News. (See Current Affairs.)

**SCIENCE EVERYWHERE**—Junior Science League, supported. Junior Science League, supported.


**METHODIST CONFERENCE**—Regular program on conferences. May 18.

**WHERE TO LOOK FOR HELP**—Dr. John R. Meader. May 3.

**WORDS AND MUSIC**—Poetry, prose and music. 1:15-2:00 p.m. BRED.

**NATIONAL FEDERATION OF MUSIC CLUBS**—Fifth Biennial Convention program. 12:00-1:15 p.m. BRED.

**GOMPTON FORUM**—Chamber Music. 2:00-2:15 p.m. BRED.

**NATIONAL FARM AND HOME HOUR**—Cooperative Extension Department of Agriculture.

**CONSUMERS PROGRAM**—American General Federation of Women's Clubs.

**SCIENCE EVERYWHERE**—Junior Science League, supported. Junior Science League, supported.


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To bring to the consciousness of the coming generation something of the importance and significance of the life that led to intelligent perception, is the first step in the creation of a culture."


### MUSIC

**MUSIC AND AMERICAN YOUTH**

Going to all sections of the country, this series shows what progress in music education is being made by the public schools, by presenting concerts of school instrumental and vocal organizations each Sunday.

**SOUTHERN MUSIC**

The music which is regarded as one of the richest contributions made by America to the general musical literature, the spirituals of the South, are sung Sunday by the Southernaires, one of the outstanding quartet of its kind in the United States. Maggie Boulware, with the Fisk Jubilee Choir, also presents Southern music from Nashville, Tenn., on Mondays.

**OPERAS IN MINIATURE**

Continuing its broadcasts of "miniature versions" of the world's great operas, the Radio City Music Hall each Sunday presents this series with the symphony orchestras under Enrico Papini. All the principal arias, recitatives and ensembles are retained in the condensed versions.

**STRING QUARTETS**

The American Art Quartet on Sundays, the Cleveland Quartet on Mondays, both of which are composed of members of the NBC Symphony Orchestra, present recitals of outstanding chamber music.

**SERVICE BANDS**

Concert music by the bands of the United States military services are presented each week over NBC—the U. S. Marine Band on Mondays, the U.S. Army Band on Tuesdays, and the U.S. Navy Band on Fridays.

**NATIONAL MUSIC CLUBS**

For the third year NBC presents a special series of programs under the auspices of the National Federation of Music Clubs. A preview of their biennial convention to be held in Baltimore May 16-18, Sunday's on the programs all are past winners of the Young Artists' Competition conducted by the Federation. The series is broadcast on Mondays, and listeners interested in music will find an exciting selection of programs are scheduled from the convention itself.

### LITERATURE AND DRAMA

**NCR RADIO GUILD**

With emphasis on new original plays for radio, the NBC Radio Guild is presenting outstanding experimental dramas—in verse, comedy and any other form in which craftsmanship and dramatic values are outstanding. The Guild was founded by NBC in the late 1920's, and is the oldest dramatic organization in radio.

**ARCH OBER'S PLAYERS**

Arch Oboler, whose work in radio drama has long been outstanding for its imagination and originality, plunges into the broad scope of the fantastic in this series, on Saturdays. Emotional conflict rather than romance is the keynote of his plays, which are being written especially for NBC.

**A BOOKMAN'S NOTEBOOK**

Joseph Henry Jackson, famed bookseller of the San Francisco Chronicle, who has been conducting a book review program on the Pacific Coast for 11 years, has been received in great favor and will present a series of radio talks on the broad scope of the best books, frequently in the company of his guest authors.

**ADVENTURE IN READING**

This series on Mondays is designed to help more listeners to better understand the books they write. Arch Oboler, whose works have been written by the late Maxwell and Margaret Leff.

**GENERAL EDUCATION AND SCIENCE**

**EDUCATION BY RADIO**

The Tenafly Institute for Education by Radio, meets at Ohio State University on May 13, an annual meeting by broadcasters and educators for discussion of the problems of educational use of radio. On May 2 NBC will broadcast a program from the convention, at which Dr. John W. Starkweather, U. S. Commissioner of Education, and Governor John W. Bricker of Ohio, will speak. Numerous NBC executives will address sessions of the Institute.

**YOUR HEALTH**

Health problems of wide interest are dramatized on this series, presented under the auspices of the American Medical Association. The programs are designed to introduce to the general public the subject of health education to every experience of school children.

**Program Study Aids for Students—**

**AMERICA'S TOWN MEETING**

A co-production of the American Radio Institute and the National Federation of Music Clubs, these broadcasts are designed for classroom use, providing music and other educational content. The series is broadcast from New York.

**SCIENCE EVERYWHERE**

A co-production of the American Sunday School Union and the National Federation of Music Clubs, these programs are designed for use in the home, or in the classroom, as a supplement to the regular school course. The series is broadcast from New York.

**NATIONAL FARM AND HOME HOUR**

Presented in cooperation with the United States Department of Agriculture and about fifty other outstanding agricultural organizations, this series makes available to farm families the latest and best educational materials in agriculture, to them, as well as providing music and other educational material. The problem of the farm wife as well as the farmer are considered.

**LIVES OF GREAT MEN**

How great men throughout history have influenced the course of civilization is told by Dr. Frank Derrick of the Brooklyn Institute of Arts and Sciences. Dr. Griggs describes the outstanding work these men did, and the forums and beliefs that directed their actions.

**WINGS FOR THE MARTIERS**

The problems which the everyday American family faces with its children in school are considered in this half-hour weekly dramatization, presented in cooperation with the U. S. Office of Education and the National Congress of Parents and Teachers.

**THE WORLD IS YOURS**

Strange and interesting facts about the world we live in are dramatized on this series, presented with the cooperation of the Smithsonian Institution in Washington and the U. S. Office of Education. The range of subjects is as wide as that of the exhibits in the Smithsonian.

**NAME THE PLACE**

An adaptation of the popular "quiz" type of program, Name the Place tests knowledge of geographical names of some well-known place is given, and the one who "guesses the country" is asked to identify the place.

**FOREIGN LANGUAGES**

NBC's International Division, broadcasting 16 hours a day on shortwave, presents programs in German—Spanish, Portuguese, French, Italian, and Dutch. Students can write for reprints of these programs which are distributed by the American Association of Teachers of English. These programs are useful to many language students, but especially those who are preparing for college entrance exams. Demonstrates to the everyday listener the potential significance of the world's great languages.

**PRO BETA KAPPA SERIES**

Designed to emphasize that a liberal education is essential to give young people the broad understanding necessary for them to evaluate properly the events of the modern world, this series presents distinguished speakers on specific phases of today's news, presented by NBC in help listeners understand what is behind their radio programs.

**OUR AMERICAN SCHOOLS**

Problems of America's schools and how they are being met are explained on this series. The program, designed to inform the public of the National Education Association, is directed by W. Van Kirk, regular commentator on NBC news. Many of the programs come directly from schools which have developed certain techniques of education to a high degree.

### RELIGION

**METHODIST CHURCH**

The General Council of the Methodist Church in Kansas City, which opens its sessions May 18, is co-sponsoring with the National Federation of Music Clubs, the Methodist Episcopal Church, South and the Methodist Protestant Church, NBC's International Division for NBC listeners. Dr. Walter W. Van Kirk, regular commentator on NBC news in the United States, will preside over the sessions.

**NEW RELIGIOUS SERIES**

Dr. Leslie Bates Moss, noted missionary, is presenting a new series of programs on NBC on May 16, called "A Home in the World." The series under auspices of the Federal Council of Churches of Christ in America and the National Religious Broadcasters, is designed to demonstrate how Christianity is at work throughout the world. The series presents an inside look at the world of Christianity, and is co-sponsoring with the National Federation of Music Clubs, "Highlights of the Bible," now being heard on the air. In addition, on Sundays, with Dr. Frederick K. Stamm, Brooklyn pastor.

For detailed listing of programs, see inside page.
ABC of NBC Explains Complex Operations of Broadcasting

The still dramatic story of how sound travels invisible and unheard through the air to a radio receiving set and the solitude variety and complexity of the operations of the broadcasting company which broadcasts that sound on electrical waves are explained to radio listeners in a new program, "The ABC of NBC," presented by Arch Oehler, "NBC Prize Winner, Extended Into Spring." "The ABC of NBC" will be heard daily during the March broadcast season and at 7:30 p.m. over the NBC-Blue Network.

Where possible actual operations at the time of the broadcast are used; in other cases, the varied activities are dramatized.

Sound effects, a creation of radio, will be the subject of one broadcast, with the various gadgets for making particular sounds being described and demonstrated. The Special Events division of the Program Department, the division responsible for the handling of news and new events, whether the dissemination of nation or a football game, will be featured in another.

George Hicks, well-known NBC announcer, will deal with the information division and the first programs; later in the series, the handling of the news and new events will be presented in another.

NBC Safety Programs

Win Commendation

The "wholehearted support" of the radio industry in the drive for traffic accidents prevention has been cited by C. C. McGill, public relations commissioner of the Automobile Foundation, in a letter to Frank R. McNinch, chairman of the National Communications Commission.

"There have been commendable and sustaining programs throughout the past year, and we are ready to mention," McGill said, "that which have had a profound inroads toward a solution of the traffic accident problem that hangs over this country." McGill said that the foundation was "particularly impressed" with two NBC series, the Sunday Drivers programs and the Six Samurai Series.

The support given by radio, he said, "is the beginning of a movement which will guide these channels of communication to their proper and most useful purpose in this field of public endeavor."

Chimney House Serial

Nineteenth Anniversary of Program

Pauline Gibson's "Chimney House," prize winning drama serial which was to have been broadcast for only thirteen weeks and continue indefinitely over the NBC-Red Network from 1:15 to 2 p.m. EST, because of increasing popularity with young listeners.

The serial, fourth prize winner in NBC's Nineteenth Anniversary of Programs contest, began on January 1 and was scheduled to end on May 26.

"Reckless from letters received at NBC, the serial holds the attention of children between the ages of 4 and 12. The secret of this broad interest is believed to lie in the fact that for the first time most of the old favorite characteristics of juvenile literature are brought together in a single series.

"The favorite fictional characters meet in Chimney House, the home inherited by two children, Dick and Mary Bell, from their grandfather. According to his will, the house was to be theirs, except for one room, which is to be reserved for the favorite heroes of this book. The illustration provides an interpretation of the many characters who will meet in the book and the many adventures which will take place in Chimney House."

The program was written by Pauline A. Gibson, the young lady author of the popular series about the children who inherited the house and the delightful stories which followed the adventures of Dick and Mary Bell.

NBC Drama Series Offer

New Original Works for Radio

The unbridled scope of imagination which radio provides, which playwrights have been able to use since the introduction of radio drama will be given free play in two new series which the National Broadcasting Company has launched in its continuing efforts to develop new drama and dramatists.

"The other will consist of plays by Arch Oehler, known radio playwright; the other, a new series by various dramatic values are outstanding.

The National Broadcasting Company has founded the Radio Guild in the late 1920's when drama programs were becoming popular among radio listeners. At the time few persons were writing original material for radio; hence its first efforts were the offering of old and new theatrical history. Its range extended from such classics as "Cymbeline," "Camilla," and "Peer Gynt" to the Victorian melodrama, as well as scores of Shakespearean plays and examples of the great work of the ancient Greeks.

In the years passed, the Radio Guild offered the contemporary work of English and American playwrights in keeping with its original objectives—the presentation of the best plays that could be obtained for radio purposes.

Passion of Christ

Dramatized in Series

NBC Radio Guild serials will be heard on NBC-Red Network from 7:00 to 10:00 p.m., EST. A new drama and dramatists will be launched by one of the finest dramatic series ever produced by any

NBC

writer, the radio industry's premier original producer of dramatic entertainment, Arch Oehler, will present "Passion of Christ," a new serial drama, which will be heard on NBC-Red Network from 7:00 to 10:00 p.m., EST.

The dramatic value of this first series, which will be heard under the title of "NBC Radio Guild," will include the identity of this series with the outstanding "Passion of Christ" Drama written by Arch Oehler and produced by the National Broadcasting Company.

The series will be heard in the Critical Radio Guild's Good Friday and Easter Sunday broadcasts, and the Easter Sunday broadcast will be heard in the Critical Radio Guild's Good Friday and Easter Sunday broadcasts as well.

Easter Sunday on NBC will be at 2:00 p.m., Eastern Standard Time, and the NBC Radio Guild will present a special presentation of the Easter Sunday broadcast. The series will be heard on NBC-Red Network from 7:00 to 10:00 p.m., EST.

NBC has given Oehler carte blanche to allow him to exercise his imagination to full reign in his programs. He will plunge into the broad scope of plays of the fantastic, end of the imagination in which the spectator can experience a conflict rather than a romance which will predominate.

He will also continue in the production of the church, so that he may assist in developing every dramatic theory and technique to its fullest extent.

"Our players today," Oehler said, "are prepared to use every stage of the program, from the smallest stage to the biggest stage, to develop our program."

The new NBC Radio Guild series will be presented by various playwrights, encouraging them to offer their best work. The program will be produced by Arch Oehler, with the cooperation of the National Broadcasting Company.

The secret of this broad interest in the National Broadcasting Company's dramatic programs was the "wholehearted support" of the company in the drive for traffic accidents prevention and the "wholehearted support" of the company's members in the drive for traffic accidents prevention. The company's members have been credited with a "wholehearted support" of the company's members in the drive for traffic accidents prevention.

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WASHINGTON NEWS. 4:00 p.m., RED.

THURSDAY

ASSOCIATED PRESS NEWS, 9:00 a.m., RED.

FRIDAY

ASSOCIATED PRESS NEWS, 9:00 a.m., RED.

SATURDAY

NEWSPAPERS.

SUNDAY

WILLIAM "WASH" ASSOCIATED PRESS NEWS. 9:00 a.m. RED.

THE PUBLIC INTEREST IN DEMOCRACY. Mark Block and Jack Franklin. Saturday, April 5. 11:30-11:45 a.m., RED.

WEDNESDAY

THE ART OF LIVING. American Federal Council of Churches. Dr. Helen White.硬化。4:45-5:00 p.m., RED.

THE NIGHTINGALE MEETING. American Red Cross. 7:30-8:00 p.m., RED.

These Programs Sponsored and Presented by the

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RADIO CITY, N. Y.
**Day by Day - APRIL**

**PUBLICATION AFFAIRS AND NEWS**

**EDUCATION AND GENERAL INFORMATION**

**FOREIGN LANGUAGE PROGRAMS**

**DRAMA AND MUSIC**

**RELIGION**

**OTHER PROGRAMS**

**ASSOCIATED PRESS NEWS**

**AMERICAN STRING QUARTET.** 16:30 - 7:45 p.m., RED.

**MUSIC AND AMERICAN YOUTH.** See Radio City Music Hall. See Music.

**Radio City Music Hall.** See Music.

**UNIV. OF CHICAGO ROUND TABLE.** 7:00 - 7:45 p.m., RED.

**ASSOCIATED PRESS NEWS**

**BROOKLYN CIVIC ORCHESTRA.** 9:00 - 9:30 p.m., RED.

**MUSIC AND AMERICAN YOUTH.** See Radio City Music Hall. See Music.

**Radio City Music Hall.** See Music.

**ASSOCIATED PRESS NEWS**

**ITALIAN PERIOD.** 1:00 - 2:00 p.m., RED.

**GERMAN PERIOD.** 2:00 - 3:00 p.m., RED.

**FRENCH PERIOD.** 3:00 - 4:00 p.m., RED.

**GERMAN PERIOD.** 4:00 - 5:00 p.m., RED.

**ITALIAN PERIOD.** 5:00 - 6:00 p.m., RED.

**FRENCH PERIOD.** 6:00 - 7:00 p.m., RED.

**GERMAN PERIOD.** 7:00 - 8:00 p.m., RED.

**ITALIAN PERIOD.** 8:00 - 9:00 p.m., RED.

**VALENTINE SONGS.** 9:00 - 10:00 p.m., RED.

**BROOKLYN CIVIC ORCHESTRA.** 9:00 - 9:30 p.m., RED.

**MUSIC MAKERS.** See Radio City Music Hall. See Music.

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**ASSOCIATED PRESS NEWS**

**EDUCATION AND GENERAL INFORMATION**

**FOREIGN LANGUAGE PROGRAMS**

**DRAMA AND MUSIC**

**RELIGION**

**OTHER PROGRAMS**
President Roosevelt
An address by President Roosevelt at 10:50 a.m., in the rotunda of the Capitol, will bring to NBC listeners in April Prince Yussupov of Russia, Emperor Hirohito of Japan; King Gustav of Sweden, Dr. Clementino Maria, President of Brazil; and Sir Louis Beazly, British Commissioner General to the Fair.

Washington Comment
In addition to "The Public Interest in Democracy," with Jay Franklin and Mark Sullivan, NBC now is presenting additional talks on national and international affairs by Theodore A. Hunt on Mondays, Wednesdays and Fridays. John T. Flynn on Tuesdays. Each day's and John T. Flynn's programs will be broadcast. Dr. Thomas Parran of the New York Daily News.

National Health Drives
On Monday, April 3, NBC will present the first of two programs in cooperation with the American Medical Association for the Control of Cancer. The March 25th series, Dr. Tom Parran will be Dr. Thomas Parran, U. S. Surgeon General. Bishop Henry D. Few, of the Episcopal Church, and Dr. Donald J. Chamberlain, of the Jackson Memorial Hospital, Bar Harbor, Me. On Wednesday, April 5, Dr. Parran will speak again on "Speeding Up the War:" "The New York World's Fair"
The April schedule includes works by Shadrack O. North, by Ira Gershie, by Cesar Chocolate, by Ross Garrett, by Lonny Phillips. The broadcast will come from San Francisco, from the public schools, and will deal with the development of the nation's exhibits at the Fair. Those represented in this series of programs are: The Brooklyn Institute of Arts and Sciences, under James A. McDonald; president of the Institute, who acts as chairman.

Story Behind the Headlines
The understanding of world affairs in the next few years will depend upon the events, newsmen and experts who interpret the news. Programs broadcast on NBC are designed to give the listener a better understanding of the science and its discoveries. The program is conducted under the direction of Dr. Forest Ray Moulton, National Astronomer and permanent secretary of the National Academy of Science.

Science on the March
Representing science not as a mystery but as something to be seen and heard, "Science on the March" is heard regularly over NBC, the American Medical Association will present programs presented by NBC each Sunday. The series is broadcast in cooperation with the National Education Association.

Lives of Great Men
Holbrooke, Tostyn, Dzan, Woodrow Wilson and Hitler will be described by Dr. Edward Howard Griggs in a series of Great Men programs during April. The program is broadcast in cooperation with the Brooklyn Institute of Arts and Sciences.

Science Everywhere
Dr. Carroll Lane Fenton's program of elementary science in April will deal with how plants grow and live, flowers, food for the world, and new plants and products. The program is broadcast from Atlanta, in connection with the convention of the Association of Childhood. Atlanta school children will participate. Science programs are broadcast in cooperation with the American Association for the Advancement of Science.

Ideas That Came True
Tracing the origin of modern means of communication, the series includes such early events as the telephone and radio. The April programs are devoted to lighthouses and lighthouses, traffic regulation, hydroelectric power, and a summary of the story of transportation.

The World Is Yours
Programs on world affairs are broadcast on the March 6th series, "The World Is Yours."

Operas in Miniature
A Spring Festival of great operas begins on April 5th with "F.D.R.""s opera of the same title. This program is presented by NBC in cooperation with the New York World's Fair and the American Academy of Arts and Sciences.

Milestones in Music
For the concluding broadcast April 11th of the 1938-39 season of NBC's "Milestones in Music," Dr. Howard Hanson will conduct a program of world music. The series includes music from Africa, Europe, the Middle East, the Far East, and South America. The program is broadcast in cooperation with the New School of Music of Rochester.

Other Programs
Glimpses of France
A trip to the picturesque spots of France is offered in "Glimpses of France." The program, which examines the exchange programs between NBC and the administration of the French government, is broadcast in cooperation with the French government.

NBC Symphony
For the concluding broadcast April 22nd of the 1938-39 season of NBC's "NBC Symphony," Maestro Toscanini will conduct a program of world music. The program is broadcast in cooperation with the New York World's Fair and the American Academy of Arts and Sciences.

For Special Attention
PUBLIC FEEDS AND NEWS

Public Feed for the Day
Patriotism and Education in the Classroom, April 4.

Public Feed for the Day
Marian Anderson, NBC, April 12th.

Public Feed for the Day
"The March," NBC, April 15.

Public Feed for the Day
Schools and Libraries, NBC, April 16.

Public Feed for the Day

Public Feed for the Day

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For detailed listing of programs, see inside pages—

"To bring to the consciousness of the coming generation something of the potential significance of the things from outward act into intelligent perception, is the first step in the creation of a culture."

—JOHN DEWEY in The New Republic.
WIRE Expands School Service
With Local Aid

Differences in school curricula and schedules across the country impose sharp limitations on network broadcasting of programs directly related to local school needs. To provide such specific service, NBC affiliated stations supplement the more general national programs with programs produced in cooperation with local educational institutions.

Station WIRE in Indianapolis, as an example, reports that in addition to NBC's programs it is carrying the following:

Indiana University broadcasts — a Sunday round table, two musical programs by students, interviews, a book review, and short story dramatizations. These activities are related to radio studies at the University, and provide actual experience to students in broadcasting. Similar courses are being planned by the University for extension work throughout the state.

Indiana colleges — Each Saturday during the school year, WIRE carries a half-hour program featuring some Indiana college. Campus music and dramatics are included.

High school programs — There is a weekly program devoted to high schools on which high school students work. In addition, once a week there is a program devoted to the out-of-town grade or high school, giving students of exceptional musical or dramatic ability an opportunity to go on the air.

New Quiz Program
For Students

Students who believe they've learned their lessons well can test their knowledge, or lack of it, in a program called "Name the Place," broadcast over the NBC Blue Network at 3:30 p.m., EST, and Tuesdays at 10:45 a.m.

The program is of the "quiz" type and is conducted in the studio with contestants attempting to identify various locales in the world by answering questions of the descriptions of those places given by the announcer. The descriptions are based on geography, history, biographies of persons associated with the places, fables, legends, and even sound effects.

A typical question: "a capital city of a country which adjoins only one other country. It is on a peninsula, between two seas, and is the only one of a very low country...the highest element...the highest elevation...the only...in addition to the small islands, the country is also inhabited...the country which adjoins only one other...the country which adjoins only one other..." The answer is Copenhagen, Denmark.

GROUPING OF SOUND EFFECTS FOR PROPER VOLUME
Just as an orchestra leader groups his musicians about the stage according to the volume of their instruments, so does the sound engineer group his telephone instruments according to the volume of their instruments, so does the sound engineer group his telephone instruments according to the volume of their instruments, so does the sound engineer group his telephone instruments according to the volume of their instruments, so does the sound engineer group his telephone instruments according to the volume of their instruments, so does the sound engineer group his telephone instruments according to the volume of their instruments, so does the sound engineer group his telephone instruments according to the volume of their instruments, so does the sound engineer group his telephone instruments according to the volume of their instruments, so does the sound engineer group his telephone instruments according to the volume of their instruments.

The above picture shows NBC Sound Technician's arrangement — just done at the extreme left, front left from the microphone: a paper canister to be stuck with a stick to get the sharp crack of a postal shot next right; then, the receding turntable, a task for blending steam, water, and the like on an overhead door. Near the technician's left foot is a device for setting of another kind.

Survey of U. S. Aid
To Language Students

An opportunity for Spanish and Portuguese language students in the United States to hear descriptions of life and industry in the United States in those languages is provided by NBC's International Division in a new series of programs broadcast twice weekly over stations WIXAL and WIXL.

The recordings were made on a cross-country tour to various points of interest. The program is to acquaint Latin America with a true picture of the United States and its citizens to the peoples of South and Central America. Subjects in March include coal mines, steel mills, and automobile manufacturers. The programs in Spanish are broadcast Tuesdays at 6:30 p.m., EST; in Portuguese on Fridays at 6:30 p.m. (Check Day by Day schedule for wavelengths).

Town Meeting Closes Week of AASA Programs

(Continued from front page)

Network from 9:00 to 9:30 p.m., EST. His subject was "Conservation of Human Liberty." Another notable public figure whose address before the convention was scheduled over the NBC Blue Network was Jan Masaryk, former minister from Czechoslovakia to England, and son of the founder of Czechoslovakia. His subject was "The Dictatorship of Democracy," and was listed for Tuesday, February 26, at 9:30 p.m., EST.

President of the Association, Ben Graham, superintendent of schools William R. Portlock of Portland, Me., in his speech, stated:

NBC Intensifies Television Activity
As Spring Schedule Approaches

(Continued from front page)

one of the major technical breakthroughs in television. Engineers had previously found it difficult to build antennas capable of broadcasting a sufficient number of electrical frequencies to make possible good reception of television pictures.

Numerous outdoor broadcasts are also indicated when NBC begins its regular public service to the New York metropolitan area.

Television Activity
Intensified by NBC
For Spring Shows

WITH rapid approach of the time NBC begins its regular American television schedules, intense preparations are under way at the National Broadcasting Company's television headquarters at Radio City for the first broadcasts, to be made early this spring.

The production staff, headed by Thomas H. Harrison, has expanded its personnel and will shortly put some of its most ambitious programs in re- harsal to familiarize the program di- rectors with the numerous technical changes made in the studio set-up since NBC television was last on the air. Max Gordon, noted Broadway pro- ducer, has been engaged by NBC to assist in the production of dramatic shows.

On the technical side, the studio and professional equipment at Radio City have undergone extensive rearrangement and alterations in the interests of efficiency in both broadcasting and the incorporation of standards, which will be used for the presentation of television in the United States.

When completed in March, the live talent studio will have three cameras for use on any production. It will be equipped with a large number of telephones, and to another at the touch of pushbuttons in the studio control room. Another feature of the equipment at Radio City has been changed to include improvements suggested by the experience of the NBC engineers in past series of broadcasts.

The transmitter in the Empire State Building is the most powerful in the world. It is the heart of Radio City, the principal improvement, aside from the changes necessary for the final formulation of television standards, has been the installation of a new antenna of radical design.

The new device, known among engineers as a "broadband device," makes possible the broadcasts of the broad radio frequencies necessary to insure true high definition pictures to television home receivers. The only one of its kind in the world, the an- tenna has already had numerous tests.

(Continued on back page)

Rochester Public Library

PROGRAMS IN THE PUBLIC INTEREST

VOL. 1 NO. 6

MARCH, 1939

Television Activity
Intensified by NBC
For Spring Shows

America's Town Meeting Closes
Week of AASA Convention Programs

CLOSING a week of broadcasts — which have enabled parents and teachers of 20,000,000 school children to follow step by step the consideration of proposed changes in educational policies and curricula in this country's schools, America's Town Meeting of the Air will visit Cleveland March 2 for a discussion of "Are the Schools Doing Their Jobs?" before the closing session of the 69th annual convention of the American Association of School Administrators.

Speakers on the program will be Dr. John W. Studebaker, U. S. Commis- sioner of Education; Dr. Martinez J.

John A. Session

Adler, Professor of Philosophy of Law at the University of Chicago, and Dr. Luther H. Gulick, Eaton Professor of Municipal Science and Administration at Columbia University, and a member of the New York Regents board of in- quiry into the character and cost of public education. The program is broadcast over the Blue Network at 9:30 p.m. EST, February 27.

Earlier that evening, the newly elect- ed president of the American Assocation, Ben Graham, superintendent of schools in Pittsburgh, will review the work of the convention and discuss the future, on

Ben G. Graham

the Blue Network at 6:00 p.m. Another of the Our American Schools programs, broadcast regularly over the Red Network on Wednesdays at 6:00 p.m., EST, will be devoted to the convention on the preceding day, February 26. When Superintendent Frank Cody of Detroit's schools will be the guest speaker. The program is con- ducted by Dr. Belmont Farley, of the National Education Association, who began NBC's series of convention pro- grams on February 27.

John A. Session, retiring president of the AASA, also was heard during the series, speaking on February 23 and outlining the purposes of the conven- tion. These included the consideration of suggestions of the Educational Poli- cies Commission for a new statement of the objectives of American educa- tion; suggestions for return of studies and policies and possible experiments, for bringing about the desired changes. Special emphasis was to be placed on the problems of citizenship and the problems of schools in small com- munities.

Secretary of the Interior Harold L. Ickes was scheduled to address the convention on Monday, February 27, his speech to be carried over the Blue Network at 3:30 p.m. (Continued on back page)

www.americanradiohistory.com
LET'S TALK IT OVER. June 30, 1951

Your Health: 7:20-7:30 p.m., RED

Music: 7:30-8:15 p.m., RED

Sports: 8:15-9:00 p.m., RED

ADULT EDUCATION: RADIO COLUMN.

Community College offers free low-cost classes. June 30.

NATIONAL FARM AND HOME HOUSE.

12:15-12:30 p.m. Blue.

President Roosevelt, addressing farmers on June 28.

YOUTH NEEDS GOVERNMENT. Guest speaker, Dr. High School grad. June 30-30 to 3:00 p.m., RED.

NATIONAL FARM AND HOME HOUSE.

12:00 noon. Blue and Red.

NATIONAL FARM AND HOME HOUSE.

12:00 noon. Blue and Red.

YOUTH NEEDS GOVERNMENT. Guest speaker, local High School grad. June 30-3:00 p.m., RED.

NATIONAL FARM AND HOME HOUSE.

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These Programs Sponsored and Presented by the

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RADIO CITY, N.Y.

www.americanradiohistory.com
For Special Attention

C. O. R. G. E. S.

Students of history and government classes as well as in the radio audience in general will find this little news item of interest on Saturday, March 4, when President Roosevelt addresses a joint session of Congress on the 150th anniversary of the opening of the first Congress in America. The event will be broadcast over the combined Blue and Red Networks, from 12:00 noon to 1:00 p.m., EST.

YOUTH MEETS GOVERNMENT

Authorities on problems of government interest to high school students explain these problems to a panel of New York students each Saturday, and they are questioned by the students. Calls are given, under the auspices of the American Historical Association.

PUBLIC AFFAIRS AND NEWS

CONGRESS 14IH ANNIVERSARY

The federal government’s part in the New York World’s Fair will be discussed in the Sunday series at 7:00 p.m., NBC Blue Network, by three members of the President’s Cabinet and the head of one of the greatest financial organizations in the world. Speakers: Secretary of the Interior Harold L. Ickes, “Conservation”; Jesse H. James, Chairman of the RFC, “Finance and Credit”; James A. Farley, Postmaster General, “Transportation and Communications.” Frances Perkins, Secretary of Labor, “Industry.”

EDUCATION AND INFORMATION

OUR AMERICAN SCHOOLS

Before an assembly of publication leaders for the National Education Association, discusses objectives and policies of American education. Once a month his program presents a meeting of the “Wayne Center Board of Education,” a “board” composed of characters recognizable to everyone familiar with American life. Deliberations touch on all manner of problems of school and community education.

EDUCATION AND INFORMATION

AMERICAN EDUCATION FORUM

Education problems of interest to teachers and parents are discussed each Saturday by a forum arranged by Dr. Hayman Kainen, Professor of Education at Stanford University. The program March 4, scheduled at 6:00 p.m., instead of the usual time of noon, will deal with “The Humanities in Education.”

IDEAS THAT CAME TRUE

Science programs designed primarily for the use of schools, Science everywhere deals with subjects which school education makes for themselves in their daily lives. The series is conducted by Dr. Carroll Lane Fenton, author of children’s science books, with the cooperation of the American Association for the Advancement of Science. Workbooks are available for student use, including reading lists and suggested experiments and field work.

METROPOLITAN OPERA

The world listens to the broadcasts of the Metropolitan Opera House in New York over NBC each Saturday. In this series is presented the Metropolitan Opera Guild program each Thursday on which the following Saturday’s work is discussed and explained to help the radio audience understand and enjoy each performance more thoroughly.

MUSIC

MILESTONES OF MUSIC

The Eastman School of Music each week illustrates one step in the development of music since the Middle Ages. The series is under the direction of Dr. Howard Hanson. The Eastman Symphony Orchestra, opera, and school choir participate in the programs.

NBC MUSIC APPRAISAL HOUR

One of the outstanding programs in the country in its values to schools, is NBC’s music program, which millions of students, Dr. Walter Damrosch explains the beauty and significance of the world’s great music, illustrated by an orchestra under his direction. The series is broadcast Fridays.

NBC SYMPHONY

Following Maestro Toscanini’s departure from the New York Philharmonic Orchestra, NBC will broadcast in concert again with the NBC Symphony Orchestra. Leonard Advertising, January 18, will be conducted by Bruno Walter for the first concert in March.

PUBLIC AFFAIRS AND NEWS

GOVERNMENT AND FAIR

The federal government’s part in the New York World’s Fair will be discussed in the Sunday series at 7:00 p.m., NBC Blue Network, by three members of the President’s Cabinet and the head of one of the greatest financial organizations in the world. Speakers: Secretary of the Interior Harold L. Ickes, “Conservation”; Jesse H. James, Chairman of the RFC, “Finance and Credit”; James A. Farley, Postmaster General, “Transportation and Communications.” Frances Perkins, Secretary of Labor, “Industry.”

SCIENCE ON THE MARCH

Representing science not as magic or mystery but simply as a revolution, the President of the Institute of Technology discusses development of modern means of transportation and communication, and systematic exploration of the world and universe to find out what are the reasons things are as they are. Science on the March is designed to give the listener a better understanding of the American Association for the Advancement of Science, and an NBC innomenc. In March the program deals with the early history of the earth, and lead into the physical evolution of our own country.

DRAMA

CHIMNEY HOUSE

Heroes of children’s literature brought to life by the famous voices on this program, for children, broadcast Sundays. The series sent forth prize in the NBC 10th Anniversary contest for children’s program in 1934, and is written by Pauline Gibson of the editorial staff of Scholastic magazine.

GREAT PLAYS

The great dramas that stand out as masterpieces of the American Theatre are brought to the radio by NBC each Sunday on this series. The series is produced under the supervision of Edward Blatchford, the head of the American Library Association. The American Library Association cooperates with NBC arranging supplementary reading material at libraries.

FAILES IN VERSE

The drama of human existence as seen by a poet and portrayed through the medium of animal characters is the theme of this series, written especially for NBC by Alfred Kryeff. Written in verse, the plays are designed to mirror the life of its animal characters, both in the animal kingdom and in the human life. They are designed to mirror the life of the coming generation of the potential significance of the life of today, to transmit it from outset into intellectual perception, is the first step in the creation of a culture.”

JOHN DEWEY in The New Republic.

For detailed listing of programs, see inside pages—

HANS CHRISTIAN ANDERSEN

New translations of the great writings of this famous child’s story-teller are given by Paul Leyser, Danish author, whose work on Andersen’s writings have been commended as the best original and as the one which he considered original as no one has ever succeeded in doing it. Dr. Crow, Prince Frederik of Denmark.

Glimpses of France

A trip to the picturesque spots of France, through the famous programs between NBC and the world-famous Aster Telegraphe et Telephones, official French broadcast agency.百合花 in Paris, and sunsets in Paris, and sunsets in the Cotes du Rhone and Normandy, as the hom?[ of typical French families in the cities and provinces, are visited and described each Tuesday.

Life of a Mountie

The Mounties of the Mounted is a series based on the famous stories which have appeared in the American Boy magazine for many years. It is written by Robert W. Service, who has been commissioned to emphasize the qualities of the Mounties, especially their attachment to the Northwest Mounted Police, and to build respect for laws and justice.

Revue du Jour

The daughter of the world-famous Mme. Curie, discoverer of radium, will read from the French text of the new book of Mme. Curie. Les Lumi?res, a Golden Gate Interna­tional Exposition reminiscence about the trip the once made to the United States with her mother, Miss Curie is an accomplished pianist and writer. Blue will broadcast Wednesday, March 8, over the Blue Network at 5:00 p.m. EST.

HERMAN VAN LOON

Writer, historian and philosopher, and author of "Worlds in Peril" and "Van Loon returns to the air with a sequel to "Worlds in Peril," "The Great Cities of the Netherlands Reflections." His tales have long been a popular feature of NBC.

www.americanradiohistory.com
Federal Officials

**Talk on U. S. Exhibits**

At N. Y. World’s Fair

Cabinet members and other high officials are directing the Government’s participation in the New York World’s Fair, a major effort to promote peace and world understanding, according to plans announced recently by Dr. Moulton.

The subject for each broadcast will be announced two weeks in advance, to enable teachers and interested individuals to prepare discussion groups and study the problem.

**Advisory Council**

Reaffirms NBC Policies

The Advisory Council, composed of representatives of commercial and business interests, reaffirmed its approval of policies presented by the National Broadcasting Company.

**Students To Quiz Officials On Local Government Problems**

The problems of local government and the way in which these policies are carried into effect are the subject of the new weekly series, "Local Government Problems," presented by the National Broadcasting Company.

**Wayne County Board**

Discusses Education

The "Wayne County Board of Education," located among the 100 communities of the United States and composed of educational leaders of the county, has a major duty to carry on the spirit of education in the community. The Board is composed of school officials, and the public is expected to be aware of the activities of the Board.

Dr. Moulton broadcasted over the NBC-Blue Network each Monday at 7:45 p.m. EST.

Paul Laxton, Danish author, whose novel of Hans Christian Andersen stories has won wide attention, is heard Thursdays on the Blue Network.

**Science Listeners**

Understanding and Blessings

There are those who think that the world of science is somehow separate from the world of religion. The truth of the matter is that they are both necessary. Science, which is the study of the natural world, can provide answers to many questions. Religion, on the other hand, deals with the spiritual aspects of life.

The two are not incompatible, and they complement each other. When approached with an open mind, science and religion can lead to a deeper understanding of the universe and our place in it.

**New Magazine for Science Listeners**

Interesting stories of science, broadcast as "Science on the March" by Forest Ray Moulton of the American Association for the Advancement of Science, will be available in printed form shortly, according to an announcement recently by Dr. Moulton.

In addition to material to be broadcast, he plans to include other articles on science and photography. The new magazine will be mailed every two weeks. It will include a total of 446 pages a year, and will be available at one dollar a year.

Dr. Moulton broadcasted over the NBC-Blue Network every Monday at 7:45 p.m. EST.

### Advisory Council

Reaffirms NBC Policies

(Continued from first page)

Responsibility to the organized church is a responsibility to society. Speakers on religious programs seek to comply with these ideals.

"During the period of elections only, the company will time the official representatives of the major political parties. It does not sponsor dramatic presentations of political issues, is impossible to prevent non-representative representation and influence which this practice engenders."

In connection with these continuing programs, the company attempts to give equal representation to opposing views on any controversial questions, which materially affects the life or welfare of any substantial group. In case of such an issue is broadcast, this fact does not mean, as a matter of right, an opportunity for the opposing side or individual to give equal opportunities to reply. But in permitting the first broadcast the NBC has assured an opportunity to the public to present the differing views so that the public may be fully informed on the subject.

"It follows the same principle on sponsored programs."
SUNDAY

PRESS NEWS, 9:00 a.m., RED and BLUE; 10:30 a.m., RED; 11:00 a.m., RED and BLUE; 12:00 noon, RED; 1:00 p.m., RED; 2:00 p.m., BLUE; 2:15 p.m., RED; 3:00 p.m., RED; 3:30 p.m., RED; 4:00 p.m., RED; 4:15 p.m., RED; 5:00 p.m., RED; 5:15 p.m., RED; 6:00 p.m., RED; 6:15 p.m., RED; 7:00 p.m., RED; 7:15 p.m., RED; 8:00 p.m., RED; 8:15 p.m., RED; 9:00 p.m. RED and BLUE; 10:00 p.m., RED; 10:15 p.m., RED; 11:00 p.m., RED; 11:15 p.m., RED.

NHK INTERNATIONAL CHAMBER ORCHESTRA: Vienna; 9:00 p.m., RED; 10:00 p.m., RED; 11:00 p.m., RED; 12:00 noon, RED.

FRANCIS P. DUFFY.

INTERNATIONAL JAZZ PROGRAMS: "Music of the Jazz Age," 12:00 noon, RED; 1:00 p.m., RED; 2:00 p.m., RED; 3:00 p.m., RED.

Drama with Malcolm Sargent, conductor; 4:00 p.m., RED; 5:00 p.m., RED; 6:00 p.m., RED; 7:00 p.m., RED; 8:00 p.m., RED; 9:00 p.m., RED; 10:00 p.m., RED; 11:00 p.m., RED.

THE CHILD GROWS UP: "Katherine Lovel," 11:00 a.m., RED; 12:00 noon, RED; 1:00 p.m., RED; 2:00 p.m., RED.

150 W. 67th St., New York, N.Y.

THURSDAY

PRESS NEWS, 5:00 a.m., BLUE and RED; 6:00 a.m., BLUE and RED; 7:00 a.m., BLUE and RED.

ARLINGTON TIME SIGNAL, 7:00 a.m., RED and BLUE.

NHK INTERNATIONAL CHAMBER ORCHESTRA: New York City; 10:00 a.m., RED; 11:00 a.m., RED; 12:00 noon, RED; 1:00 p.m., RED; 2:00 p.m., RED; 3:00 p.m., RED; 4:00 p.m., RED; 5:00 p.m., RED; 6:00 p.m., RED; 7:00 p.m., RED; 8:00 p.m., RED; 9:00 p.m., RED; 10:00 p.m., RED; 11:00 p.m., RED.

Drama with Malcolm Sargent, conductor; 10:00 a.m., RED; 11:00 a.m., RED; 12:00 noon, RED; 1:00 p.m., RED; 2:00 p.m., RED; 3:00 p.m., RED; 4:00 p.m., RED; 5:00 p.m., RED; 6:00 p.m., RED; 7:00 p.m., RED; 8:00 p.m., RED; 9:00 p.m., RED; 10:00 p.m., RED; 11:00 p.m., RED.

WEDNESDAY

PRESS NEWS, 4:00 p.m., RED and BLUE; 5:00 p.m., RED; 6:00 p.m., RED; 7:00 p.m., RED; 8:00 p.m., RED; 9:00 p.m., RED; 10:00 p.m., RED; 11:00 p.m., RED.

ARLINGTON TIME SIGNAL, 7:00 p.m., RED and BLUE.

NHK INTERNATIONAL CHAMBER ORCHESTRA: London; 8:00 p.m., RED; 9:00 p.m., RED; 10:00 p.m., RED; 11:00 p.m., RED.

Drama with Malcolm Sargent, conductor; 8:00 p.m., RED; 9:00 p.m., RED; 10:00 p.m., RED; 11:00 p.m., RED.

MAYOR ROOSEVELT'S "Call to Liberty." 11:00 a.m., RED; 12:00 noon, RED; 1:00 p.m., RED; 2:00 p.m., RED; 3:00 p.m., RED; 4:00 p.m., RED; 5:00 p.m., RED; 6:00 p.m., RED; 7:00 p.m., RED; 8:00 p.m., RED; 9:00 p.m., RED; 10:00 p.m., RED; 11:00 p.m., RED.

FRI

PRESS NEWS, 5:00 a.m., BLUE and RED; 6:00 a.m., BLUE and RED; 7:00 a.m., BLUE and RED.

ARLINGTON TIME SIGNAL, 7:00 a.m., RED and BLUE.

NHK INTERNATIONAL CHAMBER ORCHESTRA: New York City; 10:00 a.m., RED; 11:00 a.m., RED; 12:00 noon, RED; 1:00 p.m., RED; 2:00 p.m., RED; 3:00 p.m., RED; 4:00 p.m., RED; 5:00 p.m., RED; 6:00 p.m., RED; 7:00 p.m., RED; 8:00 p.m., RED; 9:00 p.m., RED; 10:00 p.m., RED; 11:00 p.m., RED.

Drama with Malcolm Sargent, conductor; 10:00 a.m., RED; 11:00 a.m., RED; 12:00 noon, RED; 1:00 p.m., RED; 2:00 p.m., RED; 3:00 p.m., RED; 4:00 p.m., RED; 5:00 p.m., RED; 6:00 p.m., RED; 7:00 p.m., RED; 8:00 p.m., RED; 9:00 p.m., RED; 10:00 p.m., RED; 11:00 p.m., RED.

SOUTHAMPTON NEWS, 12:30 p.m., RED.

NHK INTERNATIONAL CHAMBER ORCHESTRA: New York City; 1:00 p.m., RED; 2:00 p.m., RED; 3:00 p.m., RED; 4:00 p.m., RED; 5:00 p.m., RED; 6:00 p.m., RED; 7:00 p.m., RED; 8:00 p.m., RED; 9:00 p.m., RED; 10:00 p.m., RED; 11:00 p.m., RED.

Drama with Malcolm Sargent, conductor; 1:00 p.m., RED; 2:00 p.m., RED; 3:00 p.m., RED; 4:00 p.m., RED; 5:00 p.m., RED; 6:00 p.m., RED; 7:00 p.m., RED; 8:00 p.m., RED; 9:00 p.m., RED; 10:00 p.m., RED; 11:00 p.m., RED.

SATURDAY

PRESS NEWS, 5:00 p.m., BLUE and RED; 6:00 p.m., BLUE; 6:30 p.m., RED; 7:00 p.m., RED; 8:00 p.m., RED; 9:00 p.m., RED; 10:00 p.m., RED; 11:00 p.m., RED; 12:00 noon, RED.

ARLINGTON TIME SIGNAL, 7:00 a.m., RED and BLUE.

NHK INTERNATIONAL CHAMBER ORCHESTRA: New York City; 10:00 a.m., RED; 11:00 a.m., RED; 12:00 noon, RED; 1:00 p.m., RED; 2:00 p.m., RED; 3:00 p.m., RED; 4:00 p.m., RED; 5:00 p.m., RED; 6:00 p.m., RED; 7:00 p.m., RED; 8:00 p.m., RED; 9:00 p.m., RED; 10:00 p.m., RED; 11:00 p.m., RED.

Drama with Malcolm Sargent, conductor; 10:00 a.m., RED; 11:00 a.m., RED; 12:00 noon, RED; 1:00 p.m., RED; 2:00 p.m., RED; 3:00 p.m., RED; 4:00 p.m., RED; 5:00 p.m., RED; 6:00 p.m., RED; 7:00 p.m., RED; 8:00 p.m., RED; 9:00 p.m., RED; 10:00 p.m., RED; 11:00 p.m., RED.

These Programs Sponsored and Presented by the NATIONAL BROADCASTING COMPANY A Radio Corporation of America Service RADIO CITY, N. Y.
Day by Day -

FEBRUARY

PUBLIC AFFAIRS AND NEWS

SUNDAY

PRESS NEWS 9:00 a.m., RED and BLUE. 4:30 p.m., RED; 4:55 p.m., BLUE.

NATIONAL PEARL AND HOME HOUR. 12:00 noon. RED, 12:30 noon. RED, 1:00 p.m., RED.

SCIENCE ON THE MARCH. By: Carroll L. Fronte. 7:00 a.m., BLUE.

NATIONAL PEARL AND HOME HOUR. 12:00 noon. RED, 12:30 noon. RED, 1:00 p.m., RED.

MONDAY

PRESS NEWS 7:00 a.m., RED and BLUE; 4:30 p.m., RED; 4:55 p.m., BLUE.

NATIONAL PEARL AND HOME HOUR. 12:00 noon. RED, 12:30 noon. BLUE and RED, 1:00 p.m., BLUE and RED.

SCIENCE ON THE MARCH. By: Carroll L. Fronte. 7:00 a.m., BLUE.

TUESDAY

PRESS NEWS. 7:00 a.m., RED and BLUE; 4:30 p.m., BLUE; 4:55 p.m., RED.

NATIONAL PEARL AND HOME HOUR. 12:00 noon. NATIONAL PEARL AND HOME HOUR. 17:15 noon.

EDUCATION AND GENERAL INFORMATION

MUSIC AND AMERICAN YOUTH. 10:30-11:00 a.m., RED.

ARLINGTON TIME SIGNAL 12:00 noon. RED.

PRESS NEWS 11:00 a.m., 11:30 p.m., BLUE.

HARDY'S CONCERT SINGERS. 12:00 noon. RED.

NEWSPAPER ROUND TABLE. 9:00-9:30 p.m., RED.

NATIONAL PEARL AND HOME HOUR. 17:15 noon.

WORLD IS YOURS, capriccio Symphony Orchestra. 7:00-7:30 p.m., RED.

THE NEW FRIENDS OF MUSIC. Chamber Ensemble. 8:00 p.m., RED.

THE NATIONAL UNIVERSITY. 7:30 p.m., RED.

NATIONAL PEARL AND HOME HOUR. 12:00 noon. NATIONAL PEARL AND HOME HOUR. 17:15 noon.

SOCIAL STUDIES. 9:00-9:30 p.m., RED.

NATIONAL PEARL AND HOME HOUR. 12:00 noon. NATIONAL PEARL AND HOME HOUR. 17:15 noon.

FOREIGN LANGUAGE PROGRAMS

ENGLISH: A. 9:00-9:30 p.m., RED.

FOREIGN LANGUAGE PROGRAMS: 12:00 noon. RED.

NATIONAL PEARL AND HOME HOUR. 12:00 noon. NATIONAL PEARL AND HOME HOUR. 17:15 noon.

SOCIAL STUDIES. 9:00-9:30 p.m., RED.

REPUBLICAN HOUR. 10:00-10:30 p.m., RED.

NATIONAL PEARL AND HOME HOUR. 12:00 noon. NATIONAL PEARL AND HOME HOUR. 17:15 noon.

SOCIAL STUDIES. 9:00-9:30 p.m., RED.

RELIGION

BLAISEOLL, WOODWARD ENSEMBLE. 12:00 noon. RED.

MUSIC AND AMERICAN YOUTH. 16:30-17:00 p.m., RED.

CHERRY HILL VOLUNTEER FIRE COMPANY. 12:00 noon. RED.

NATIONAL PEARL AND HOME HOUR. 12:00 noon. NATIONAL PEARL AND HOME HOUR. 17:15 noon.

SOCIAL STUDIES. 9:00-9:30 p.m., RED.

REPUBLICAN HOUR. 10:00-10:30 p.m., RED.

NATIONAL PEARL AND HOME HOUR. 12:00 noon. NATIONAL PEARL AND HOME HOUR. 17:15 noon.

SOCIAL STUDIES. 9:00-9:30 p.m., RED.

O.K. NO. 1. 8:00-8:30 p.m., RED.

GILBERT AND SULLIVAN. 9:00-9:30 p.m., RED.

OUR SPIRITUAL LIFE. By: Jane M. Basset, 10:00 AM. Red.

REPUBLICAN HOUR. 10:00-10:30 p.m., RED.

NATIONAL PEARL AND HOME HOUR. 12:00 noon. NATIONAL PEARL AND HOME HOUR. 17:15 noon.

SOCIAL STUDIES. 9:00-9:30 p.m., RED.

REPUBLICAN HOUR. 10:00-10:30 p.m., RED.

NATIONAL PEARL AND HOME HOUR. 12:00 noon. NATIONAL PEARL AND HOME HOUR. 17:15 noon.

SOCIAL STUDIES. 9:00-9:30 p.m., RED.

THE NATIONAL UNIVERSITY. 7:30 p.m., RED.

OTHER PROGRAMS

ANIMAL NEWS. COMET. For children. RED.

COAST TO COAST ON A BUS or the Green Line. For children. RED.

CHERRY HILL VOLUNTEER FIRE COMPANY. 12:00 noon. NATIONAL PEARL AND HOME HOUR. 12:00 noon. SOCIAL STUDIES. 9:00-9:30 p.m., RED.

CHERRY HILL VOLUNTEER FIRE COMPANY. 12:00 noon. NATIONAL PEARL AND HOME HOUR. 12:00 noon. SOCIAL STUDIES. 9:00-9:30 p.m., RED.

IRIS BABB'S MUSICAL PLAYS. For children. RED.

LET'S TALK IT OVER with Alex Kobell. 10:00-10:30 p.m., RED.

LET'S TALK IT OVER. By: Alex Kobell. 10:00-10:30 p.m., RED.

MADAM CLAIRE. Children's stories. 6:00-6:30 p.m., BLUE.

MALCOLM CLAIRE. Children's stories. 6:30-7:00 p.m., RED.

REPUBLICAN HOUR. 10:00-10:30 p.m., RED.

SUNDAY SCHOOL FOR CHILDREN. Safety program. 9:00-9:30 p.m., RED.

SUNDAY SCHOOL FOR CHILDREN. Safety program. 9:00-9:30 p.m., RED.

SUNDAY SCHOOL FOR CHILDREN. Safety program. 9:00-9:30 p.m., RED.

WEEKENDS. Ted Wins. 10:00-10:30 p.m., RED.

WEEKENDS. Ted Wins. 10:00-10:30 p.m., RED.
For Special Attention

NATIONAL RADIO FORUM

EDUCATION AND GENERAL INFORMATION

FOREIGN LANGUAGES

Broadcasts of the NBC International Division on shortwave are being used by language classes in schools and colleges throughout the country.

LIVES OF GREAT MEN

Dr. Edward Howard Griggs, president of the Department of Philosophy of the Brooklyn Institute of Arts and Sciences, starts his second Saturday series of sketches titled "Lives of Great Men," over the New York City network on Monday. The first series was so popular that the 13 weeks ran over the regular time.

ADVENTURE IN READING

Authors whose books are found on the reading lists for Junior High School courses compiled by the National Council of Teachers of English are the subjects of this series. The first in the series was "The Phantom of the Opera," and the subject of the second will be "The Three Musketeers." The series will run for six consecutive Saturdays.

MUSIC APPEAL HOUR

The NBC Music Appreciation Hour conducted by Dr. Walter Damon, is broadcast regularly by an estimated audience of 9,000,000 school children throughout the country. Dr. Damon explains and illustrates the beauty and significance of first music in this program each Friday.

MUSIC

ARTURO TOSCANINI

Music by the NBC Symphony Orchestra under the baton of the greatest of living conductors of the NBC Blue Network each Saturday. This is Toscanini's second season as conductor of the NBC Orchestra.

CONCERT FROM MOSCOW

The Orchestra of the All Union Radio Committee, under Professor Nikolai Golovanov, will present 'A Suite from the music to Shakespeare's 'Merchant of Venice.' Broadcast over the Red Network on Saturday, Feb. 11, in another of NBC's presentations of music by great orchestras in all parts of the world.

METROPOLITAN OPERA

For the eighty consecutive season NBC brings millions of listeners throughout the world the Saturday matinée performances of the Metropolitan Opera Company in New York. In addition, NBC presents a discussion program in connection with the Metropolitan Opera broadcasts, in a series of concerts which are conducted by Cesar Saerchinger, for many years the principal conductor of the Metropolitan Opera Orchestra.

MILESTONES OF MUSIC

The development of music from the Middle Ages to the early 19th century is presented by this series, conducted by the Eastman School of Music of the University of Rochester. Music specialists present on various programs the Eastman School of Music, the University of Illinois, and the University of Michigan. The series is under the auspices of the American Music Association, and guest speakers. The series is transmitted over the auspices of the A.M.A.

MUSIC OTHER PROGRAMS

IRENE WICKER'S PLAYS

Dramatized stories of grand opera, music, and letters, as given by the famed "Singing Lady" of NBC on Sundays. Milton Berlein arranges the music for each "Musical Play," which is presented in both dialogue and song.

FEDERATION OF WOMEN'S CLUBS

The General Federation of Women's Clubs, on the first Wednesday of each month, presents a forum in which the studio audience participates in the general subject, "Adjusting Democracy for Human Welfare." The program will consider the current issue of most interest to women in relation to the general topic.

RELIGIOUS PROGRAMS

Each day NBC presents talks by spiritual leaders in cooperation with the central bodies of the three great faiths in America. Special religious events are celebrated with special programs, and there is a weekly talk on "Religion in the News." The Federal Council of Churches of Christ in America presents one series of broadcasts; there also is the Catholic Hour on Sundays, and the Message of Israel on Saturdays. All programs have broad religious appeal.

KENNEDY OF THE MOUNTED

Laurie York Erickson's well-known study of the Canadian Mounted Police which have appeared in the American Armed Forces News for more than a year are again dramatized in this new series for children on Sundays over the Blue Network.

YOUR HEALTH

Health questions are discussed in nontechnical language by Dr. Herbert E. Bauer, director of the Bureau of Health and Public Relations of the American Medical Association, and guest speakers. The series is produced under the auspices of the A.M.A.

THE CHILD GROWS UP

Advice on the proper care and rearing of children is presented by Kath- erine Leavitt, chief of the Children's Bureau of the U.S. Department of Labor. The program is broadcast over NBC's Blue Network each Saturday morning.

"To bring to the consciousness of the coming generation something of the potential significance of the life of today, to transmute it from outward fact into intelligent perception, is the first step in the creation of a culture."—JOHN DEWY in The New Republic.

PUBLIC AFFAIRS AND NEWS

PRESIDENT ROOSEVELT

The address of the President opening the 77th Congress. President Roosevelt February 18 will be broadcast by NBC throughout the nation at 2:40 p.m. EST, 1:40 p.m. CST, 12:40 p.m. MST, 1:40 p.m. PST. The President will speak from the White House in Washington.

SALUTE OF NATIONS

Three kings will be heard in America over NBC on the "Salute of Nations to Adolphus IV of Hungary, Louis XVI of France, and Frederick II of Prussia." A special feature of the "Salute" is the "civic" and "liberal" viewpoints—usually disagreed.

CHICAGO ROUND TABLE

An informal, unheated debate on public questions by three non-partisan speakers featuring the University of Chicago Round Table, presented by NBC each Sunday in cooperation with the University Broadcasting Council. The speakers aim to bring out all important facts which should be considered by the listening public, the jury which in America makes the final decision.

SCIENCE EVERYWHERE

Plant and animal life which we observe always seems mysterious and unexplained. This series is designed to be of value to all who study science. A series is broadcast each Wednesday evening over the Blue Network. The series is conducted by the "Science" department and is considered the "com-" and "liberal" viewpoints—usually disagreed.

IDEAS THAT CAME TRUE

The modern American railroad, the subways of the great cities, steamers on the rivers, New York harbor and the old National Pike from Cumberland, Md., to Vandalia, Ill., will be the subjects of the "Ideas That Came True" series in February. The program is conducted on Thursdays by Dr. Walter G. Reynolds of Horace Mann School, Columbia University, and dramatizes the story of man's progress in travel and communication.

SCIENCE ON THE MARCH

An exploration of the universe about us is conducted by Dr. Forest Ray Moulton, noted astronomer and permanent secretary of the American Association for the Advancement of Science, on the "Science on the March" series over NBC on Mondays. Dr. Moulton follows the Socratic method, presenting his material to the audience and engaging the listener to discuss and question. The current programs are devoted to "Earth Beginnings.""
Andersen's Fairy Tales Interpreted
By Paul Leyssac

THE National Broadcasting Company, already serving Latin America with more shortwave programs than any European or Asian broadcasting organization, will almost double its broadcasts southward this month when new antennae go into operation at NBC's international stations WJXL and WXW.

The present schedule to South America, conducted in Spanish, Portuguese, and English, consists of 63 hours a week of news, talks, music and other programs. Similar broadcasts are aimed toward Europe 49 hours a week in English, German, French and Italian. When the new antennae go into operation the programs now sent to Europe also will be sent to Latin America, raising NBC's total service to southern listeners to 122 hours a week.

According to observations made by NBC, English broadcasts in Latin America only 18 hours 40 minutes a week; Germany, 56 hours; Italy, 99 hours 55 minutes; Japan, seven hours; France, 53 hours 23 minutes; and Holland, 24 hours. Of NBC's 63 hours, 72 are conducted in Spanish, 47 only seven in English. European broadcasts, on the other hand, were designed to appeal primarily to prominent nations in Latin America—Germany, for example. broadcasts 29 hours 47 minutes, France 15 hours 15 minutes in Spanish, the same to 14 hours in Portugal. The list joined German, Portuguese and Italian.

Evidence of how well NBC's shortwave programs are being received is indicated by the steadily growing volume of mail NBC received from different parts of the world. Brazilian, German and French listeners write in that order as sources of mail. Letters have been received from 82 countries in all.

NBC Doubles Service To Latin America

Munich, Austrian Crisis Broadcasts
Described by Jordan

MAX JORDAN, the man who brought the American radio audience the first news of Hitler's entry into Austria and the first announcement of the Munich Pact, scored his "scops" by keeping his eyes open in the first case and his ears open in the second.

Jordan, who is European representative of the National Broadcasting Company, now living in New York, secured his first "beat" on route to Vienna to cover the plebiscite. Travelling at night, he was awakened as his train came to a abrupt stop at Innsbruck, Austria. He looked out the window and saw a crowd of Austrian soldiers in the station. Jordan smelled war in Vienna, and quickly got permission to schedule a broadcast over the NBC -Blue Network and ABC. He got a first look at Hitler's address before Chamberlain reached the hotel. Jordan smelled war in Vienna, and quickly got permission to schedule a broadcast over the NBC -Blue Network and ABC. He got a first look at Hitler's address before Chamberlain reached the hotel.

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JANUARY

PUBLIC AFFAIRS AND NEWS

SUNDAY

PRESS RADIO NEWS, 11:00 a.m. - 11:05 p.m. BLUE and RED
ARLINGTON TIME SIGNAL, 12:00 noon
NATIONAL FARM AND HOME HOUR
SCIENCE ON THE MARCH, 7:45-8:00 p.m. BLUE
Inauguration of Gov. Herbst Memorial Park, 11:30 a.m. to 1:15 p.m. BLUE

MONDAY

PRESS RADIO NEWS, 6:45 a.m. - 6:50 p.m. RED, 7:45 a.m. - 7:55 p.m. BLUE, 8:45 a.m. - 9:00 p.m. BLUE
ARLINGTON TIME SIGNAL, 12:00 noon
NATIONAL FARM AND HOME HOUR
Science in the News, Dr. Arthur B. Colman, 9:00 a.m. to 9:15 p.m. BLUE
Science on the March, 7:45-8:00 p.m. BLUE
Inauguration of Gov. Herbst Memorial Park, 11:30 a.m. to 1:15 p.m. BLUE

TUESDAY

PRESS RADIO NEWS, 6:45 a.m. - 6:50 p.m. RED, 7:45 a.m. - 7:55 p.m. BLUE, 8:45 a.m. - 9:00 p.m. BLUE
ARLINGTON TIME SIGNAL, 12:00 noon
National Farm and Home Hour
Science in the News, Dr. Arthur B. Colman, 9:00 a.m. to 9:15 p.m. BLUE
Science on the March, 7:45-8:00 p.m. BLUE

EDUCATION AND GENERAL INFORMATION

MUSIC AND AMERICAN YOUTH: 10:30 - 11:00 a.m. RED
Radio City Music Hall Symphony Orchestra under Ernest Krenek, 12:00 noon - 12:30 p.m. RED
Univ. of Chicago Round Table, 13:00 - 13:30 p.m. RED
Shakespeare's England, 12:15 - 13:00 p.m. RED
World of Yours: American University, 4:30 - 5:00 p.m. RED
New Friends of Music, 10:30 - 11:00 a.m. BLUE, Kolchak Quartet, 11:30 - 12:00 noon, RED
Great Plays: 1:00 - 2:00 p.m. BLUE
European Beam, 11:00 - 11:10 a.m. RED, 11:30 - 11:35 a.m. BLUE, 11:50 - 12:00 noon BLUE
Italian period: News, 11:00 a.m. - 11:30 a.m. RED
Musical Moments: Symphony Orchestra under Ernest Krenek, 12:00 noon - 12:30 p.m. RED
Portuguese Program: News, 1:00 - 1:30 p.m. RED
Latin American Beams: 4:30 - 5:00 p.m. BLUE
New Friends of Music, Chamber Quartet, 10:30 - 11:00 a.m. BLUE

SHORTWAVE

European Beam, 6:30 - 7:05 a.m. RED
Italian Period: News, 1:00 - 1:30 a.m. RED
Musical Moments: Symphony Orchestra under Ernest Krenek, 12:00 noon - 12:30 p.m. RED
Portuguese Program: News, 1:00 - 1:30 p.m. RED
Latin American Beams: 4:30 - 5:00 p.m. BLUE
New Friends of Music, Chamber Quartet, 10:30 - 11:00 a.m. BLUE

DRAMA AND MUSIC

Willaard Stringed Quartet, 10:10 - 11:00 a.m. BLUE
Musical Moments: Symphony Orchestra under Ernest Krenek, 12:00 noon - 12:30 p.m. RED
Portuguese Program: News, 1:00 - 1:30 p.m. RED
Radio City Music Hall Symphony Orchestra under Ernest Krenek, 12:00 noon - 12:30 p.m. RED
Portuguese Program: News, 1:00 - 1:30 p.m. RED

RELIGION

Radio Pulpit, Dr. Ralph W. Schaner, 10:30 - 11:00 a.m. RED
Jan. 15, "The Thirty-Three Days of the Holy Cross," Joseph Franzen, 1:05 - 1:15 p.m. RED
Sundays with Dr. James, 5:45 - 6:30 p.m. RED
Portuguese Program: News, 1:00 - 1:30 p.m. RED

OTHER PROGRAMS

Animal News Club, For Children, 8:45 - 9:05 p.m. RED
Coast to Coast on a Blue Line or the World, For Children, 9:10 - 10:00 a.m. RED
Red and Blue Hour, Safety Program, 12:00 noon - 1:05 p.m. RED
Chorus, Improvised Program, 12:30 - 1:15 p.m. RED
Salute, No More to New York for Children, 11:00 - 11:15 p.m. BLUE
Jan 1, Edward Tilton, 11:00 - 11:15 p.m. BLUE

(Continued on page 34)
FARM AND HOME HOUR

This program, which has been on the air for six days a week since Oct. 2, 1928, is the outstanding farm broadcast in radio and a feature of the National Broadcasting Company's service to the public. The U. S. Department of Agriculture, Association of Land Grant Colleges, National Grange, American Farm Bureau Federation, and the National 4-H Clubs are among the many fifty groups cooperating in preparing the program.

AMERICA'S TOWN MEETING

Questions of national and international affairs, economics, education and other matters of public interest, are discussed and argued by authoritative speakers in America's Town Meeting of the Air, the program which five times this year received first awards for broadcasting in the United States. In the interview of Father Coughlin, freedom and democracy in the United States, George D. Dennis, Jr., president of Town Hall, New York, is Moderator.

JACKSON DAY DINNER

The annual Jackson Day dinner of the Democratic State Committee, of wide political interest because it usually is on the occasion that the party's national policies are announced and explained by its leading spokesmen, will be broadcast by NBC Saturday, January 7. President Roosevelt and Assistant Secretary General Partly will be the principal speakers.

AVERAGE MAN'S VIEWS

Alfred Segal, famous columnist of the Cincinnati Post, uses a new technique in news comment on "Tom Dooley Looks at the News," making his views known in the words of the average reader.

He conducted his "Cincinnati" columns for 17 years, and has been a reporter for 30 years. His program is broadcast Sundays over the Red Net in 10:30 p.m., EST.

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EDUCATION AND GENERAL INFORMATION

YOUTH FORUM

The problems confronting youths in a great city will be discussed by the youths themselves in a new series to be broadcast by the National Broadcasting Company in cooperation with the New York City Board of Education and the Brooklyn Institute of Education and Sciences. The forum, beginning in February, will present the viewpoint of the New York's youth himself, in the form of short articles, emphasis and helping to guide whether the proposed steps are wise. The Washington and Chicago Star arranges for the speakers.

SCIENCE ON THE MARSH

Dr. Forrest Ray Moulton, noted physicist and secretary of the American Association for the Advancement of Science, tells the radio audience some of the background of many of the great discoveries of modern times.

IDEAS THAT CAME TRUE

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"To bring to the consciousness of the coming generation something of the potential significance of the life of today, to transcultate from our outward into intelligent perception, is the finest function of a radio audience." —JOHN DEWEY in The New Republic.
Psycho logical Applied To Common Troubles

A TIMELY approach to current ques
tions through the attitude of the
psychologist in the basis of the weekly
talks now being broadcast by Dr.
Joseph Jastrow, noted psychologist, au-
thor and lecturer, over the NBC-Blue
Network from 10:45 to 11:00 p.m.
EST, every Tuesday. Dr. Jastrow
analyzes everyday problems in the light
of psychological principles in this
series.

Problems of Youth

(Continued from page 1)

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<td>12:00-1:00</td>
<td>NATIONAL FARM AND HOME HOUR.</td>
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<td>LET'S TALK IT OVER, with June Wyd.</td>
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<td>AMERICAN EDUCATION WEEK.</td>
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These Programs Sponsored and Presented by the
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RADIO CITY, N. Y.
### December

#### Public Affairs and News

- **Sunday, December 16**: Press Radio News, 11:00 a.m. to 11:30 a.m.
- **Monday, December 17**: Arlington Time Signal, 12:30 noon.
- **Tuesday, December 18**: University of Chicago Broad Table, 12:30 p.m.
- **Wednesday, December 19**: Peace—How Long and How? Col, Frederick Trench, 10:50-11:45 a.m.
- **Thursday, December 20**: Press Radio News, 11:00 a.m. to 11:30 a.m.
- **Friday, December 21**: Arlington Time Signal, 12:30 noon.
- **Saturday, December 22**: University of Chicago Broad Table, 12:30 p.m.

#### Education and General Information

- **Sunday, December 16**: Rochester Civic Orchestra: 10:30 a.m., Dec. 26, 1:70-2:00 p.m.
- **Monday, December 17**: Press Radio News, 9:00 a.m.; Red: 9:15 a.m., Blue: 9:30 a.m.
- **Tuesday, December 18**: National Farm and Home Hour, 12:15-12:30 p.m., Dec. 20.
- **Wednesday, December 19**: Science in the News, Dr. Arthur H. Compton, 4:00 p.m., Dec. 18.
- **Thursday, December 20**: Science on the March, Dec. 12, 7:15-8:00 p.m., NBC.
- **Friday, December 21**: Press Radio News, 9:00 a.m.; Red: 9:15 a.m., Blue: 9:30 a.m.
- **Saturday, December 22**: University of Chicago Broad Table, 12:30 p.m.

#### Shortwave

- **Sunday, December 16**: European Beam—1730 KC, 11/8 M.
- **Monday, December 17**: Italian Period: Nov. 31 to Dec. 1, 12:00 noon.
- **Wednesday, December 19**: Portuguese Period: News, 5:45 p.m., Dec. 18.
- **Thursday, December 20**: Latin American Beam—1730 KC, 14/9 M.
- **Friday, December 21**: Latin American Beam—1730 KC, 14/9 M.
- **Saturday, December 22**: Spanish Period: News Section, Dr. Emilio Corral, 12:00 noon, Dec. 19, "Bolero."

#### Drama and Music

- **Sunday, December 16**: Walden String Quartet, 10:30 to 11:00 a.m., Blue.
- **Monday, December 17**: Music and American Youth, 10:30 to 11:00 a.m., Red.
- **Tuesday, December 18**: Madrigal Singers, 11:30 to 12:00 noon, Red.
- **Wednesday, December 19**: Southwestern Spanish Symphony, 11:00 a.m.
- **Thursday, December 20**: National Radio Hall, "Chimes to Mason," Symphony Orchestra under Ernesto De Martino, 12:15-1:30 p.m., Blue.
- **Friday, December 21**: Vatican Special Christmas Concert, 1:00 to 2:00 p.m., Red.
- **Saturday, December 22**: Great Plays, 1:00 to 2:00 p.m., Blue.

#### Religion

- **Sunday, December 16**: Radio Service, Dr. Ralph W. Sockman.
- **Monday, December 17**: Catholic Hour, 10:00 a.m.
- **Tuesday, December 18**: Choir Boys, Dec. 18, "Peace on Earth."
- **Wednesday, December 19**: Child's Hour, 10:30 a.m.
- **Thursday, December 20**: Let's Talk It Over, with Alex Kincard.
- **Friday, December 21**: Chicago City Opera, 3:00 p.m.
- **Saturday, December 22**: Christmas Eve Services, 11:00 p.m.

#### Other Programs

- **Sunday, December 16**: Animal News Club, For Children: 4:45 p.m., Red.
- **Monday, December 17**: On A Bus at the White House, 4:45 p.m., Red.
- **Tuesday, December 18**: Olympic Preview, International Programs, 5:02-5:45 p.m., Red.
- **Wednesday, December 19**: Christmas Eve Services, 11:00 p.m.
- **Thursday, December 20**: Christmas Eve Services, 11:00 p.m.
- **Friday, December 21**: Sunday Drivers Safety Program, 7:30-8:00 p.m., Red.
- **Saturday, December 22**: Chieseg, Inspirational Program, 10:10-11:00 a.m., Blue.

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*Watch your newspaper for additional programs and supplementary information.*
For Special Attention

PUBLIC AFFAIRS AND NEWS

AMERICA’S TOWN MEETING

Questions of national and international significance are tackled each week by authoritative speakers in America’s Town Meeting of the Air, the program which this year received first awards for best serving the interests of justice, freedom and democracy in the United States. George Oppen, Jr., continue as Town Hall, New York, is Moderator.

OTHER AMERICAS

Edward Tomlinson, noted NBC commentator on Latin America, will go to the Eighth International Conference of American States, at Lima, Peru, to report the meeting and interview the famous delegates for NBC News. The Conference, convening on December 6, will set the agenda of an American League of Nations as a safeguard against war and peace in this hemisphere.

FARM AND HOME HOUR

This program, which has been on the air for six weeks a week since October 2, 1948, is the outstanding farm broadcast in Radio and a feature of the National Broadcasting Company’s service to the public. The U.S. Department Land Grant Colleges, National Grange, American Farm Bureau Federation and the National 4-H Clubs are among the groups cooperating in preparing the program.

NATIONAL RADIO FORUM

The man who is shaping America’s history in Washington, striving to find solutions to problems of the Twentieth Century has brought, describe what they are doing and why on this program each Monday. Opinion polls indicate that whether the proposed solutions are wise and effective, listening Star arrangements for the speakers

CHICAGO ROUND TABLE

An informal, unchoreographed debate on public issues in daily arts, in three non-partisan, knowledgeable speakers features the University of Chicago Round Table, science. The speakers aim to bring out all important facts which should be considered by the listening public, the jury which in America makes the final decisions.

PROSPECTS FOR PEACE

Colonel Frederick Palmer, dean of American war correspondents and World war historian, tells of the prospects for world peace after the Munich agreement. He has served in the United States, the Philippines, China, Russia, Turkey and the Balkans, as well as the World War in France.

EDUCATION AND GENERAL INFORMATION

PIC NICA KAPPA

The 162nd anniversary celebration of the founding of Alpha of Virginia chapter at Phi Beta Kappa, the mother chapter, will be broadcast over NBC on December 22. Dr. James Terrell Will Foy will deliver the oration. Robert Hiller of Harvard will read the poem.

LIVES OF GREAT MEN

Dr. Vinc, Braunsburg, Bruno, Shakespeare is the great man whose lives will be discussed in December by William Griggs, president of the Experimental Institute, a branch of the Brooklyn Institute of Arts and Sciences. The program, broadcast on Saturdays, Dr. Griggs describes the work of each historical figure and its value to mankind.

SCIENCE ON THE MARCH

Dr. Forest Ray Moulton, noted physical and secretary of the American Association for the Advancement of Science, tells the radio audience some of the background of the many great discoveries of modern times.

SCIENCE EVERYWHERE

Plant and animal life which we observe and appreciate is explained by Dr. Carroll Lane Fenton, author of the booklet, presented by NBC Sunday in cooperation with the American Association for the Advancement of Science. The series is designed to be of value to school science teachers. Every Saturday, a broadcast is divided into elementary and advanced sections. The American Association for the Advancement of Science cooperates with NBC in conducting the program.

ADVENTURE IN READING

The Brontes, Jonathan Swift, Sir Walter Scott and Harriet Beecher Stowe are the famous authors whose lives will be dramatized during the Adventure in Reading program in December. Selections from their books are read. Authors whose books are featured on the reading lists for Junior High Schools compiled by the National Council of Teachers of English are the subjects of this series, designed to emphasize for school listeners the pleasure that may be found in worthwhile books. The dramatizations help give understanding of how the great books came to be written.

STORY BEHIND THE HEADLINES

Out of his wide experience as journalist in this country and Europe, Caesar Frawley, former city editor of the New York Daily News, will describe the historical significance of the most important news each Friday over NBC. This is in the interest of the American Historical Association.

THE WORLD IS YOURS

Facts about the world we live in, gathered and authenticated by the research staffs of the cooperating stations in 74 radios over NBC on Sunday afternoons. Assisting NBC in preparing the program are the United Nations, the Office of Education of the United States Department of Interior and the Works Progress Administration.

MUSIC APPRECIATION HOUR

The NBC Music Appreciation Hour conducted by Dr. Walter Damen, is broadcast every Sunday afternoon from 3:30 to 4:30. It can be heard in most parts of the world, reaching a potential audience of 4,000,000 children throughout the United States. It is designed to make music more interesting and understandable to children. Dr. Damen explains and illustrates the beauty and significance of the world’s finest music on this program each Friday.

IDEAS THAT CAME TRUE

The dramatizations of historical events and methods of communication and travel have developed in this series, by Dr. Rollo G. Reynolds, principal of the University of Arkansas, Christmas College, Columbia. University. Columbia. The series, news affecting each of these subjects being considered will be included.

SCIENCE IN THE NEWS

When great scientific advances are announced, they appear frequently in laymen. The purpose of this program is to interpret these advances in the language of laymen. It is another NBC-University Broadcasting Council series, directed by Dr. Arthur H. Compton, world famous scientist and Nobel prize winner.

DRAMA

JAMES GOVERNMENT

Great plays by Corneille, Calderon, Milliere will be the December presentations of NBC’s Great Plays series. Biennium Mettallc, dramatic critic of the New York Daily News, acts as commentator on these dramas. He will discuss the historical significance of the plays and the use of teachers and students. The American State of New York will be represented by NBC to urge listeners to consult their local libraries for reading material pertaining to the Great Plays.

WESTMINSTER CHORAL GUILD

A survey of American music from revolutionary times to the present day, with outstanding or unusual works by American composers. This series is designed to help the radio audience to experience the search for new horizons in music. Many of the programs are selected by Frederick Stock, conductor, and others; there also are unanalyzed works. The series is produced in cooperation with the Metropolitan Opera, the NBC Dr. Jastrow and Dr. Walter F. Bauer, public relations manager of NBC, will present talks by spiritual leaders in cooperation with the Federal Council of the Churches of Christ in America in cooperation with the National Broadcasting Company.

REGULAR PROGRAMS

Each day NBC presents talks by spiritual leaders in cooperation with the United States Department of Health, Education and Welfare and the Goodwill Mission of the Air, a broadcast which has been heard in a spirit of mutual understanding of the different faiths in America. Special religious occasions also are celebrated with special programs. The Federal Council of Churches of Christ in America, in cooperation with the Goodwill Mission of the Air, has produced a series of the Time for Thought programs, the themes of which in 1950 will be taken from the Catholic Hour on Sundays, and the Messianic Events of the Eastern Rite. All of these programs have a broad appeal.

OTHER PROGRAMS

“Sense on the Rampage” and “Social Sense.”

RELIGION

Health questions are discussed in non-sectarian language by Dr. W. W. Bauer, Director of the Bureau of Health and Disease Control of the American Medical Association, and guest speakers. The program is presented under the auspices of the A.M.A.

THE CHILD GROWS UP

Advice to the parents and care and upbringing of children is presented by Katharine Lenroot, chief of the Children’s Bureau of the U.S. Department of Health, Education and Welfare. This program is broadcast over NBC every Tuesday morning.

For detailed listing of programs, see inside pages—

“To bring to the consciousness of the coming generation something of the potential significance of the life of today, to transmute it from outward force into intelligent perception, is the first step in the creation of a culture.”

—JOHN DEWEY in The New Republic.
Metropolitan Opera Broadcasts Begin On NBC Nov. 26

An audience that has grown from a few thousand to millions throughout the world since NBC began its broadcasts will hear the Saturday matinees of the Metropolitan Opera in New York City starting November 26 for the eighteenth consecutive season on the NBC-Red Network.

In addition, NBC will present the weekly Operatic broadcasts of the Metropolitan Opera, starting November 26. These programs, designed to aid the radio audience enjoy the operas broadcasts more fully, will be broadcast on Saturdays over the Red Network from 3:00 to 3:30 p.m., EST.

The first Metropolitan Opera program presented by the National Broadcasting Company was heard on Christmas Day 1931. Originally designed NBC equipment carried the voices of the great artists far beyond the Opera House in New York, where, until that time, their audience had been limited to the 3,000 persons who could find seats inside.

Today, millions of Americans will hear over NBC the Metropolitan Opera, a place where thousands of opera lovers will be the audience.

An audience of the first Metropolitan Opera program presented by NBC was heard on November 26, 1931, when NBC's commentator, Edward Tomlinson, made a brief report of the first performance of the Metropolitan Opera. Since NBC began its broadcasts, the Metropolitan Opera has been heard in every part of the United States, and the NBC audience.

Lohr to Discuss Radio Before Church Conference

The place of radio in American life today, and particularly the broadcast of its programs, which can result from it, is understood and appreciated, if it is, in the Council's history. The other having been President Franklin D. Roosevelt.

The task of radio's future work will be regarded as one of the most important issues of the Council. Dr. Ralph W. Sacksman, conductor of the Radio Program of the National Broadcasting Company, will make a brief report of the work of the Council.

Edward Tomlinson, NBC commentator, on the opportunities and dangers of the air for its listeners, the American audience, will be heard in the conference and report all developments directly to the NBC audience.

Tomlinson is now conducting a series of pre-conference broadcasts, "The Story of America," on Sundays, to prepare the audience for the conference. The series will include information about the conference and its agenda.

The series will start with the Loudness of the United States, and continue weekly, with additions and special meetings, such as the Ballyn-Aires Conference last year, being called to consider specific problems. This year's conference will be held on November 26.

The series dealing with the origin and development of methods of communication, will explore the role of radio in American life, the history of the first broadcast, the role of radio in American life, the history of the first broadcast, and the role of radio in American life.

The series will be presented by the President of the National Broadcasting Company, for the first time in an effort. The program will include the first broadcasts made in America, one of the dramatic episodes.

Discussion of Munificent Peace Settlement

With the critical European situation as the background for its optimistic programs, America's Town Meeting of the Air, NBC-Blue Network feature which five times this year received awards as the nation's outstanding forum for the discussion of vital public affairs, will return to the air for its fourth season on November 16, from 9:30 to 10:30 p.m., EST.

Outstanding speakers, free from any limitation on what they say beyond the requirement that they confine themselves to the subject under discussion, will present the national audience with the most authoritative opinion and interpretation of factors, which, according to the Van Zeeland Peace Plan, are now weighing on the world. At the conclusion of their programs, the speakers will submit to questions from members of the audience who desire additional information on special points.

The program, modeled after the town meetings of old New England, is conducted by Dr. John Dyer, president of Town Hall, New York. Its purpose is to help create the enlightened public opinion which is essential to wise democracy.

A Town Hall Radio Advisory Committee established this year will assist in keeping America's Town Meeting of the Air keyed to the questions of greatest public interest. The committee is composed of leading persons representing all sections of the United States and its political and economic opinion.

"If we want the Munificent Settlement Lead, it is the subject of the first broadcast. The speakers will be Alonzo Dyer-McCormick, of the editorial staff of the New York Times, and a noted writer on international affairs; General Henry W. Ladd, chairman of the Board of Finance and Foreign Affairs; "Should Our Neutrality Law Be Changed?" and "Are the Wagner Act Repealed?" and "Are the American Labor Policies Too Flexible?" and "Are the American Labor Policies Too Flexible?" is a topic of particular importance in view of the Conference of American States which opens in Lima, Peru, Dec. 16. We do not consider the same problem. What does Edwin P. Hoyt, associate editor of the New York Times, and a noted writer on international affairs.

"If we want the Munificent Settlement Lead, it is the subject of the first broadcast. The speakers will be Alonzo Dyer-McCormick, of the editorial staff of the New York Times, and a noted writer on international affairs; General Henry W. Ladd, chairman of the Board of Finance and Foreign Affairs; "Should Our Neutrality Law Be Changed?" and "Are the Wagner Act Repealed?" and "Are the American Labor Policies Too Flexible?" and "Are the American Labor Policies Too Flexible?" is a topic of particular importance in view of the Conference of American States which opens in Lima, Peru, Dec. 16. We do not consider the same problem. What does Edwin P. Hoyt, associate editor of the New York Times, and a noted writer on international affairs, say about the Van Zeeland Peace Plan? Former prime minister of Van Zeeland, Belgium, who originated the plan, is expected to be one of the speakers on this program.

Other subjects among the twenty-six topics under discussion are "Is Our Peace Threatened by Foreign Propaganda?" "What are the Relations of the Political Parties?" "Is Federation the Route to World Peace?" "What is the Future of Democracy and the Future of the United States?" "Are We Prepared for a War in America?" and "Are we Prepared for a War in America?"

The program will be broadcast over the NBC-Blue Network at 7:00 p.m., EST, on December 16, and on December 17.

The 1938 Town Hall is conducted by Dr. John Dyer, president of Town Hall, New York, and is a joint venture of the National Broadcasting Company and the Town Hall, New York.

The program will be broadcast over the NBC-Blue Network at 7:00 p.m., EST, on December 16, and on December 17.

The 1938 Town Hall is conducted by Dr. John Dyer, president of Town Hall, New York, and is a joint venture of the National Broadcasting Company and the Town Hall, New York.

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The program will be broadcast over the NBC-Blue Network at 7:00 p.m., EST, on December 16, and on December 17.
ARLINGTON TIME SIGNAL, 12:00 noon, RED.
NATIONAL FARM AND HOME HOUR, 12:00 noon, BLUE.

LET'S TALK IT OVER, with June Hynd. 1:15-1:30 p.m., RED.

LOOKING BACK, with Jack Shackelford. 1:30-1:45 p.m., BLUE.

MELVILLE CHAMBERLAIN, Prime Minister of Canada, 1:45-2:00 p.m., RED.

THE AMERICAN SCHOOL, with Dr. Robert Ferris. 2:00-2:15 p.m., BLUE.

LIVES OF GREAT MIND. Dr. Edward Hitchcock. 2:15-2:30 p.m., RED.

THE CHILD GROWS UP. Told by Katherine Lassels, 2:30-2:45 p.m., RED.

PLANDENCE BALDWIN-COLON. 3:00-3:15 p.m., RED.

HARTMANN SCHOOL PROGRAMS. High School. 3:15-3:30 p.m., RED.

AMERICAN EDUCATION FORUM. Conducted by Dr. Gregory Kaluza. 3:30-3:45 p.m., RED.

NATIONAL FARM AND HOME HOUR, 3:45-4:00 p.m., BLUE.

METROPOLITAN OPERA. Saturday, Nov. 10. 4:00-4:15 p.m., RED.

WASHINGTON, D.C. 4:15-4:30 p.m., BLUE.

LIVING AT HOME. 4:30-4:45 p.m., RED.

THE CHILD GROWS UP. 4:45-5:00 p.m., RED.

ITALIAN LIVING AT HOME. 5:00-5:15 p.m., RED.

WESTERN SONGS. 5:15-5:30 p.m., RED.

NATIONAL SYMPHONY ORCHESTRA WITH ARTURO TOSCANI. 5:30-6:00 p.m., RED.

CALL TO YOUTH, sponsored by Federal Council of Churches of Christ in America, Dr. George Stemberger. 5:45-6:00 p.m., RED.

WESTERN SONGS. 6:00-6:15 p.m., RED.

REMIX FROM MILANO. 6:15-6:30 p.m., RED.

VISITORS OF THE MONTH. 6:30-6:45 p.m., RED.

NATIONAL SYMPHONY, with Arturo Toscanini, conductor. 6:45-7:00 p.m., RED.

NATIONAL BROADCASTING COMPANY. A Radio Corporation of America Service
RADIO CITY, N.Y.

These Programs Presented by the
www.americanradiohistory.com
## Public Affairs and News
- **Presbyterian Radio News:** 11:00, 11:05 a.m., Oct. 17. RED and BLU.
- **Presbyterian Time Signal:** 12:00 noon, 12:05 p.m., Oct. 25.
- **Red Cross Roll Call:** Talk by women of the Red Cross. 11:00, 11:05 a.m., Oct. 22.
- **The Other America:** Discussion of the National Conference on Living. 11:00, 11:05 a.m., Oct. 21.
- **Red Cross Roll Call:** 11:00, 11:05 a.m., Oct. 23.
- **Peace—How Long and How?:** 11:00, 11:05 a.m., Oct. 23.
- **Dinner:** 6:30, 6:35 p.m., Oct. 22.

## Education and General Information
- **Music and American Youth:** 10:30, 11:00 a.m., Oct. 24.
- **Shakespeare's England:** 10:00, 10:05 a.m., Oct. 24.
- **Great Plays:** 1:00, 1:05 p.m., Oct. 24.
- **Radio City Music Hall—Opening in Basin:** 8:30, 8:35 p.m., Oct. 24.

## Drama
- **Story of the Month:** 11:00, 11:05 a.m., Oct. 24.
- **Pears and Charge:** 1:00, 1:05 p.m., Oct. 24.

## Music
- **Words and Music:** 1:00, 1:05 p.m., Oct. 24.
- **Radio City Orchestra:** 10:00, 10:05 p.m., Oct. 24.
- **Radio City Orchestra:** 8:30, 8:35 p.m., Oct. 24.
- **Radio City Orchestra:** 10:30, 10:35 p.m., Oct. 24.

## Religion
- **Time for Thought—Copyright:** 10:00, 10:05 a.m., Oct. 24.
- **Radio Pulpit:** 11:00, 11:05 a.m., Oct. 24.

## Special Programs
- **Radio News Club for Children:** 11:00, 11:05 a.m., Oct. 24.
- **Annual Friendship Dinner:** 10:00, 10:05 a.m., Oct. 24.

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**Day by Day—November**

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For Special Attention

PUBLIC AFFAIRS AND NEWS

AMERICA'S TOWN MEETING

The little town meetings of old New England in which voters gathered to hear arguments on their common problems is the model for the programs being presented by NBC in the University Broadcasting Council's series "Town Hall Meeting of the Air." George V. Dorsey, president of Town Hall New York, is moderator. Questions of national and international affairs, of economics, education, and other matters of public interest, are discussed and argued by authoritative speakers. Five times this year alone America's Town Meeting has received first awards as the program best expressing the interest of justice, freedom and democracy in the United States.

THE OTHER AMERICAS

The Eighth International Conference of American States, meeting in Lima, Peru, on December 9 to consider the establishment of an American League of Nations as a safeguard to democracy and peace in the Hemisphere, is discussed by Edward Claman, NBC's noted commentator on Latin America. Claman, who has spoken in Latin America several months each year to keep himself and the NBC audience fully informed on current trends and opinions in "The Other Americas."

NATIONAL RADIO FORUM

The men who are shaping America's history in Washington, striving to find solutions to the problems of the twentieth century, and who are shaping the type of society they are doing and why on this program, must be pre-eminent as proponents of proposed governmental activities or presented with constructive solutions to the nation's affairs and helping them to judge whether the programs are working. The Washington Evening Star arranges for the speakers.

FARM AND HOME HOUR

The outstanding farm program on the air in America, and a feature of the National Broadcasting Company's educational service, returns to its regular time. The United States Department of Agriculture, National Grange, American Farmers Union and other organizations co-operate in presenting the program.

RELIGION

BAPTISMAL CEREMONY

Impressive religious services attending the baptism of Frances Xavier Cabrini, including specially-written music sung by the celebrated Sixteen Chapel Choir, will be broadcast by NBC from the Venice in Rome Nov. 13. There will be an English description of the service.

EDUCATION AND GENERAL INFORMATION

SCIENCE ON THE MARSH

Each great discovery of science usually is preceded by many years of laboratory research. Dr. Roy Forrest Moulton, noted physicist and secretary of the American Association for the Advancement of Science, tells the radio audience on this program some of the background of many of the great discoveries of modern times.

SCIENCE EVERYWHERE

Plant and animal life which we observe every day is investigated and explained by Dr. Carroll Lane Pleasants, author of children's science books. The series is designed to be of value to school science classes, and each broadcast is divided into elementary and secondary educational units by the American Association for the Advancement of Science. NBC cooperates with NBC in conducting the program.

BRITISH ALLIANCE

"Resolved, that the United States should establish such a body to maintain the Union as the British does with Great Britain," will be debated in the annual University of Wisconsin-Harvard Debate. The Hilman Contests and Pennington Hall League of Nations Association and Prof. Cyril Eastham, of New York University, the affirmative, and Osceola Hovey, professor, and John F. Flory, president of the Board of Higher Education, New York City. The date is Nov. 18.

BEHIND THE HEADLINES

Cecil Searles, famed international journalist, conducts this Friday feature for NBC in conjunction with the American Historical Association. Out of his own wide experience he interprets the importance of important news each week, pointing out the hidden background which so often radically affects the apparent meaning of world events.

LIVES OF GREAT MEN

Men who have made great contributions to the civilization the world knows today are the subject of this series, presented by Dr. Edward Howard Griggs, president of the Department of Philosophy of the Brooklyn Institute of Arts and Sciences. Dr. Griggs describes the work of each historic figure and its value to mankind.

IDEAS THAT CAME TRUE

The exciting story of how present-day methods of communication and travel have developed is told on this series, by Dr. Bello G. Reynolds, principal of Horace Mann School, Teachers' College, Columbia University. Current news affecting each of the subjects being considered will be included. Newspapers will be the subject of the first program Nov. 3.

ECONOMICS AND EDUCATION

"Wings for the Multitudes," a program designed to be of interest to school science classes, is conducted by Dr. Raymond Clapper, editor of the New York Times and editor of the New York Times. The series is conducted by Dr. Raymond Clapper, editor of the New York Times and editor of the New York Times.

SCIENCE IN THE NEWS

When great scientific advances are announced, their significance frequently is lost on laymen. The purpose of this program is to interpret these advances in the language of laymen. It is an ideal series for the home broadcasting group, directed by Dr. Arthur H. Compton, world famous scientist and Nobel prize winner.

THE WORLD IS YOURS

International Literature, which concerns the world we live in, gathered and authenticated by the research staffs of the cooperating agencies, presented in dramatized form. The Smithsonian Institution, the Institute of Education of the U.S. Department of Interior, and the World Progress Administration assist NBC in presenting this program.

WINDS FOR THE MARTINS

Problems of a typical American family with two sons and two daughters will be dramatized on this program, starting November 11. The series is presented in cooperation with the U.S. Office of Education through the National Council of Parents and Teachers, and will attempt to present realistic problems facing the parents of growing children.

MUSIC

"Miles Standish." Written and produced by Paul Fleischman, "Miles Standish" is a series of plays submitted by students of the universities and colleges on the coast. Each Saturday the listener will hear the adventures of Miles Standish, who has been a judge in a series of events. The program is presented by NBC over the Blue Network.

Drama

American Playwrights and American Actors.

For detailed listing of programs, see inside pages—

www.americanradiohistory.com
Medicine in News

Mail Analysis Shows Audiences Interested

When listeners write letters to "Medicine in the News," the one subject they want to hear more about is sex. Very little else is heard about than any other is food. And next they ask more about the care of the skin, about drugs, eyes, ears, and arthritis. A recent analysis of mail received by the American Medical Association indicates that samples this public service feature is heard on through the A.M.A. and PBS.

D. W. B. Bauer, President of the A.M.A. bureau of public health and statistics, says that listeners display almost no interest in such vital ills as typhoid or diphtheria. Smallpox, once one of the greatest plagues of the human race, radio’s menus have disappeared from the list.

Those who write in also ask many questions in direct reference to some point or incidents in the broadcast; and Dr. Bauer knows in advance that he will have to handle a flood of questions on points covered in the show.

In answering questions, Dr. Bauer never attempts diagnosis, advising that this is left up to the letter writer’s physician. When asked about the writer makes many medical questions, Dr. Bauer asks this in writing.

The A.M.A. gets many requests for brochures now. Dr. Bauer, the letter writer represents a medical society or is a nurse or doctor. They request the responses (from that quarter), an excerpt from "Medical News," an article for the American Medical Association is usually sent.

Toscanini to Conduct NBC Symphony on South American Tour

Programs in the Public Interest

RCA Building, Radio City, N.Y.

MAY, 1940

Toscanini to Conduct NBC Symphony on South American Tour

Maestro Arturo Toscanini of the NBC Symphony Orchestra will conduct a three-week extended tour of South America. This will be an extended tour that will take Toscanini to the five countries of South America.

The tour will begin in Buenos Aires, and two in Montevideo. In Buenos Aires, the conductor, in addition to giving concerts, will conduct the Metropolitan Opera Company. The world's foremost conductor and the orchestra of a hundred instrumentalists will sail from a New York and arrive in Rio de Janeiro on June 12. During the tour, Maestro Toscanini and the NBC Orchestra will make sixteen appearances in Brazil, Argentina, and Uruguay. In announcing the tour, Mr. Lohr, said: "It is with a feeling of pride that Maestro Toscanini and the NBC Symphony Orchestra can announce the invitation of the South American re- public. The invitation was first extended more than a year ago but many problems prevented themselves in the course of the negotiations. These have now, however, been solved by the support of the governments involved of the American Federation of Musicians, the Moeris-McCormack Steadfast Music Exchange, and the NBC Symphony and the members of the NBC Symphony Orchestra."

National Music Week

WIDE-SLOWED INTEREST

The tour has been a widespread interest throughout Latin America because it will not only one of the world's great conductors, Maestro Toscanini to that continent after an absence of twenty-five years, but it will also be the first appearance of the NBC Symphony Orchestra in the United States. In addition, the tour will mark the first appearance of the NBC Symphony Orchestra in South America.

In these crucial times of war and dissection," Mr. Lohr added, "it is our good-will venture to conduct the music of the orchestra through a tour of countries that will feature musical activities among their employees.

(Continued from page 1)

The nineteen-year-old Toscanini, at the time a cellist in an Italian opera company touring South America, was asked to conduct; a performance of "Aida" at a moment's notice. The be-wildered young cellist mounted the podium, thrust aside the score, and conducted the entire opera from memory. At the end of the first act there was no time for wild demonstrations of approval by Toscanini's was a pub-

In addition to the program's regular panel of experts—John Kieran, New York Times columnist; Franklin D. Roosevelt, President of the United States; Dr. H. S. Truett, President of the University of Southern California; and Dr. Franklin H. Brown, President of the American Medical Association—The Medical News Mail Analysis Show will be heard by listeners all over the world.

New York City, May 29, 1940

Toscanini to Conduct NBC Symphony on South American Tour

National Music Week to Be Observed Throughout Nation Week of May 5

Toscanini will leave for an extended tour of South America. Maestro Toscanini and the NBC Symphony Orchestra will conduct the last broadcast of the 1939-40 season with the Orchestra in a special broadcast over the NBC-Blue Network on May 8.

Mark the fifth successive year that Mr. Sarnoff, president of the NBC Corporation, and chairman of the Board of the National Broadcasting Company, has officially opened the observance of National Music Week. Many NBC programs will observe the national and local observance with some of the finest orchestras, choruses, and soloists in the country.

When National Music Week was inaugurated six years ago, the power of radio in spreading music culture and in the best interest of music and of music everywhere, was demonstrated by the tremendous growth it showed. Since then, the number of communities and organizations of a high order of merit.
These Programs Sponsored and Presented by the

NATIONAL BROADCASTING COMPANY
RADIO CORPORATION OF AMERICA SERVICE

www.americanradiohistory.com
For Special Attention

SPECIAL BROADCASTS
National leaders looked to be heard over NBC networks during May: Church: Frank Grannum (May 2); Paul V. McNulty (May 5); George Marshall (May 10); in his address to the Boy's Club of New York; Robert A. Taft, Speaker of the House of Representatives of Northwestern University's new school of engineering (May 8) speakers will be three foremost American scientists, Robert A. Millikan, Karl T. Compton, and Charles F. Kettering; as well as Dr. Franklin B. Sayre.

Further details on these special broadcasts will be found on the inside "Day by Day" schedule. For current bookings of special events, consult daily newspapers.

NEW ARTS
H. V. Kellenben, John Gunther, Cass Beringer, and many other veteran newspaper men are currently analyzing the news for NBC listeners. See inside "Day by Day" schedule for details.

EXTRA TOWN MEETINGS
There are to be over thirty-three broadcast schemes for May 23 and 30. Do Political Parties Educate?, the program of Thursday, May 23, will be presented in cooperation with the American Association for Adult Education. "Should Libraries Censor Books?" will be heard on Thursday, May 30, in cooperation with the American Library Association.

FORUMS AND TABLE TOPS
Issues of national and world importance continue to bring representative speakers of all shades of opinion to NBC microphones in such features as America's Town Meeting of the Air, the University of Chicago Round Table, the National Radio Forum, and the American Education Forum.

ON YOUR JOB
Every hour men and women are working wherever American life is routine or storage in far-flung farms; they are also at work wherever American life is found, on the number lines, ships, stores.

TOWN MEETING COMES TO TOWN
The weekly program of a Random Auditors Institution and its radio development in "America's Town Meeting of the Air." Writing from Barnum Auditorium, New York, May 16.

NATIONAL PUBLIC RELATIONSPRINT: Information Department, NBC, RCA Building, New York.

MUSIC FOR EDUCATION
As a new feature this month the National Public Relations PRINT: Information Department, NBC, RCA Building, New York.

WOMEN AND CHILDREN AND RADIO
The NBC family is proud to announce that its programs, for the benefit of the works of the New York Women's Welfare Council, will be broadcast during May.

HOW SCHOOLS CAN USE RADIO
The NBC Service to Schools bulletin on "School and Unemployment," prepared by the National Education Association, is ready for distribution. Request a copy.

FORUMS OF THE AIR
A report of plans and developments in the broadcasting of public affairs programs, and sponsored by the Radio Education Committee, the National Education Association, and the Educational Foundation. Obtainable from the Officers of the Association.

THE VICTORY TELEVISION

NATIONAL PUBLIC RELATIONS
PRINT: Information Department, NBC, RCA Building, New York.

DO YOU WANT TO GET INTO RADIO?

OCIE S. C.

DEVELOPMENT OF RADIO EDUCATION POLICIES IN THE AMERICAN SCHOOLS
A bulletin published by the National Education Association of the United States. Request a copy.

For a weekly bulletin on "School and Unemployment," prepared by the National Education Association, is ready for distribution. Request a copy.

LISTENING TO LEARN
This feature on an NBC service to schools, including "Radios in Modern Education," by Dr. James Bunting Angell, Educational Consultant to NBC, is a regular feature in NBC networks. Listeners will be interested to know that the current feature on radio education is "School and Unemployment." It is available for distribution. Contact the New York office of NBC, RCA Building, New York.

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WOMEN AND CHIL
European Crisis

When four men in Munich averted the threat of a Second World War by signing an armistice on the Sudeten troubled spot, the National Broadcasting Company's schedule of the place radio has taken in twentieth-century civilization by flash to the world. The first reading of the full official text of their agreement just 17 minutes after the conference has ended.

From the moment that Edward Beneš, president of Czechoslovakia, stepped to the microphones to tell NBC listeners of his country's position in the situation until Max Jordan, NBC's Continental European representative, read the exact terms of the agreement in a voice hoarse with emotion and fatigue, NBC's world-wide audience was informed of every development just a few moments after it had become known. It is through such services, presenting facts and viewpoints direct from authoritative spokesmen, that radio has given the listener a new opportunity to exercise his own evaluation upon controversial national and international problems.

In other broadcasts, NBC brought American listeners the voice of Prince Max of Liechtenstein, Lord Chatham, England, and America's President Roosevelt. In addition, NBC's exclusive pickups after his Berchtesgaden conference with Chancellor Hitler, and also broadcast other statements he made, including his dramatic address to the Munich conference was called.

During the 3,550 minutes which NBC's two networks covered the reporting of the crisis, listeners also heard Hitler's latest, Hodja of Czechoslovakia, Chairman Beneš of Liechtenstein, President Roosevelt, Soviet Union, Premier Daladier of France and Premier Mussolini of Italy. They heard FDR call the world to prayer for peace from the Capitol. Countless others they heard veteran correspondents of American newspapers and other services from every focal point in the crisis, in descriptions and analyses of each development as it arose. A glance over the chronological list of NBC's 434 programs during the nine months of the year reveals the broadcast counts the course of the dispute. From Prague and Berlin, in the opening days, the point seemed shifted with amazing rapidity over the scale. More than 10,000 programs from Europe were scattered among 18 cities.

World Affairs, Music and Drama

Featured in NBC Fall-Winter Programs

The driving forces of modern civilization, constructive as well as destructive, will be explored and interpreted fall and winter by the National Broadcasting Company in a comprehensive schedule of programs designed to serve the best interests of the American people.

On the one hand there will be the unparallelled artistry of Toso Toscanini conducting the NBC Symphony and the other, the analysis of economic and political forces that threaten to drive the world to war.

In each case, the best available knowledge and genius in every important field will be drawn upon to advance understanding of contemporary life, a goal made especially significant by the recent European crisis.

Toscanini and the NBC Symphony begin their 1938-39 season over the Blue Network on Oct. 15th. The Metropolitan Opera Saturday matinee broadcast, which has widened the Metropolitan's audience from a few thousand people in New York to 9,000,000 in foreign lands who listen to NBC, will start Oct. 16th. The Metropoli- tan Opera Saturday matinee broadcast, which has widened the Metropolitan's audience from a few thousand people in New York to 9,000,000 in foreign lands who listen to NBC, will start Oct. 16th.

Music for the schools; the NBC Music Appre- ciation Hour with Dr. William Dan- nouse, Your Health, conducted in cooperation with the American Medical Association; Music Makers, instruction in playing various musical instruments under Dr. Joseph E. Maddy, the America's Schools series, and many others.

In addition to the Great Plays, NBC is continuing its efforts to develop new dramas and dramatiza- tions by presenting many works written originally for radio. These also are scheduled such series as Shakespeare's England; Adventure in Reading, and dramatizations of outstanding literary works such as stories by Poe and Kipling.

In religion there are and will be programs every day of the week in cooperation with the central bodies of the Episcopal and Roman Catholic churches; in sending leaders of the nation's spiritual life. In addition, there will be special programs on occasions of particular religious significance.

ARTURO TOSCANINI
Conductor of the NBC Symphony

Everywhere, a course of elementary and advanced instruction in science for schools; the NBC Music Appreciation Hour with Dr. William Dannouse, Your Health, conducted in cooperation with the American Medical Association; Music Makers, instruction in playing various musical instruments under Dr. Joseph E. Maddy, the America's Schools series, and many others.

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Starting with the Trojan Women of Euripides, the National Broad- casting Company's second and exten- ded cycle of the great plays will begin over the NBC Blue Network on Oct. 16th, and will be heard each Sunday thereafter until May 7, 1939, from 1:00 to 2:00 p.m.

As an aid to the appreciation of the dramatic masterpiece to be broadcast, a study manual has been prepared given the plot, setting, sketch of the author's life, and facts about the play. This will be available in twelve plays. These manuals, written by Bixenian Davis, supervisor of the series, will be available at ten cents each. They may be obtained by writing to Great Plays, The National Broadcasting Company, Radio City, N.Y.

The coming season will include several of the unusual dramas given last year, such as the almost extinct Commedia dell' Arte, with many plays rarely heard by radio audi- ence. The French series "Le Tri- coteron," "Life Is a Dream," Victor Hugo's "Hunchback of Notre Dame," "Ivan the Terrible," "Ivan the Terrible," and many others.

Burns Mantle, dramatic critic of the New York Daily News, compiles the annual volume of "Best Plays" for every New York season. It will as the season begins, present the con- temporary French dramas, with their historical, sociological or literary significance, and what they are un- derstood to be.

In addition to the plays to be given, with the broadcast dates, and dates of their premières, are as follows:


(Continued on back page)
These Programs Presented by the
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RADIO CITY, N. Y.
OCTOBER

Day by Day

PUBLIC AFFAIRS AND NEWS

EDUCATION AND GENERAL INFORMATION

Drama

Music

Religion

Special Features

SUNDAY

PRESS RADIO NEWS, 11:00 a.m.; 11:00 a.m.; RED.
ARLINGTON TIME SIGNAL, 12:00 noon. RED.
EVENING TELEGRAPH, 10:15 p.m., RED.
UNI. OF CHICAGO ROUND TABLE, 12:00 p.m., RED.
INTERAMERICAN CONFERENCE, 12:00 p.m., RED.

MUSIC AND AMERICAN YOUTH. Begins Nov. 4. 12:00-1:15 p.m., RED. UNI. OF CHICAGO ROUND TABLE, 12:00-1:15 p.m., RED.
SHAKESPEARE'S ENGLAND. 11:00-1:15 p.m., RED. Changes time Oct. 16 to 11:30-1:30 p.m., RED.
WORLD IS YOURS, produced by Smith-Blond. 11:00-1:15 p.m., RED.
MASTER BUILDERS, produced by Federal Housing Administration. 11:00-1:15 p.m., RED.
NEW FRIENDS OF MUSIC, Chamber Series. Begins Oct. 23. 4:00-7:00 p.m., RED.
INTERAMERICAN CONFERENCE, 3:30-1:15 p.m., RED.

DREAMS OF LONG AGO. Ode song dramatization. 11:30-11:00 a.m., RED.
MADRAS SINGERS, with Talia Peart. 11:30-12:00 noon, RED.
SOOTHERNERS, Negro spirituals. 11:30-12:00 noon, RED.

AMERICAN SOCIETY OF ANCIENT INSTRUMENTS. 11:15-11:30 a.m., RED.

RADIO PULPIT. Dr. Ralph W. Scho-

CATHOLIC HOUR. Various Speakers. 12:00-12:15 p.m., RED. Oct. 1, "The In-}nformation of Our Religious Experience." Oct. 8, "Significant Encounters with the Master.

NEW FRIENDS OF MUSIC, chamber music series. Begins Oct. 23. 4:00-7:00 p.m., RED.

MONDAY

PRESS RADIO NEWS. 9:00 a.m., RED.
ARLINGTON TIME SIGNAL. 12:00 noon. RED.
PRESIDENT'S TIME SIGNAL. 12:00 noon. RED.
NATIONAL FARM AND HOME HOUR. 11:00-1:15 p.m., RED.
SCIENCE IN THE NEWS. By Arthur H. Coynon. 9:00 a.m., RED.
SCIENCE ON THE MARCH. 7:45-10:00 p.m., RED.
HERBERT HOOVER. Talk. Oct. 17. 2:00-3:00 p.m., RED.
BEN, ARTHUR M. VANDERBERG. "The American Republic." Oct. 16 only. 9:30 a.m. RED.
NATIONAL RADIO FORUM. 10:30-11:00 a.m., BLUE.

NATIONAL FARM AND HOME HOUR. 11:00-11:15 p.m. BLUE.

TUESDAY

PRESS RADIO NEWS. 9:00 a.m.; RED. 1:00-1:15 p.m., RED.
EVENING TELEGRAPH, 11:00-11:15 p.m., BLUE.

MUSIC MAKERS, conducted by Alfred S. M. Brown. 11:15-11:30 p.m., BLUE.
GEN. FED. WOMEN'S CLUBS CON-CESSIONS, 11:15-11:30 p.m., BLUE.
ROCHESTER CIVIC ORCHESTRA. 11:15-11:45 p.m., BLUE.

NATIONAL FARM AND HOME HOUR. 10:30-11:00 p.m., BLUE.

WEDNESDAY

NATIONAL FARM AND HOME HOUR. 10:30-11:00 p.m., BLUE.

THURSDAY

NATIONAL FARM AND HOME HOUR. 10:30-11:00 p.m., BLUE.

FRIDAY

NATIONAL FARM AND HOME HOUR. 10:30-11:00 p.m., BLUE.

SATURDAY

NATIONAL FARM AND HOME HOUR. 10:30-11:00 p.m., BLUE.
More Programs for Special Attention

NATIONAL PARK AND HOME

UNIVERSITY OF CHICAGO

ROCHESTER ORCHESTRA

The remaining Sam program on the University of Chicago Round Table.

NATIONAL RADIO FORUM

Purchased with the cooperation of National Radio Forum leaders and audience participation.

AMERICAN'S NATIONAL MEETING OF THE AMERICAN SOCIETY OF ANTIQUITIES

AMERICAN SOCIETY OF ANTIQUITIES INSTRUMENTS

MADRAS SINGERS

A very fine program at the town hall on May 12.

RADIO CITY MUSIC HALL

On May 13, a concert for the American Historical Association, and guest performers including the famous American National Orchestra will be held.

SOUTHERNITY

On May 14, a benefit for the town hall, featuring the famous Southern Harmony Orchestra.

INTERFAIR

Edward Tilden, expert on the history of the town hall, will be the keynote speaker on May 15.

For detailed listing of programs, see inside pages.