

### Three Television "Firsts" Show Possibilities In Public Service Field

THREE striking examples of what television can do in the broad field of public service programs were provided by the National Broadcasting Company's Station W2XBS last month. Three television "firsts" were presented during March when 1) the Metropolitan Opera went before the cameras for the first time, 2) the first religious services were televised, and 3) the first news series designed expressly for the new medium made its debut.

The premier operatic venture to be undertaken on American television, the first act of "Pagliacci," was seen and heard on Sunday, March 10. The setting in NBC's Radio City television studio was modeled after the Metropolitan's mise-en-scene for the Leoncavallo opera, with a small outdoor theater as the principal point of interest. Armand Tokatyán, Hilda Burke and Richard Bonelli were the principals, with Frank St. Leger conducting. Edward Johnson, general manager of the Metropolitan, was master of ceremonies and made a brief appeal to viewers for support of the Metropolitan Opera Fund.

#### First Easter Television

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

Dr. Samuel McCrea Cavert, of the Federal Council of the Churches of Christ in America, officiated at the first televised service, with the Westminster Choir providing the musical accompaniment. Fulton J. Sheen conducted the second service, with music by the Paulist Choristers.

The Esso Television Reporter, first presented in a series of spotcasts designed for television, was presented for the first time on March 20 over W2XBS, with William Spargore as reporter. The programs, each ten minutes long, are seen and heard every Wednesday evening.

#### Sight and Sound News

This pioneer news series is based on the use of United Press news dispatches and news photos, and graphic diagrams. Photographs and other illustrative material for the day's news will be assembled by the United Press and turned over to NBC for each telecast. The pictorial items will follow each other on the television screen in rapid succession. Spargore delivers the news commentary.

The debut of this program follows months of experimentation with NBC television program men for a practical and interesting method of presenting news by television.

Lowell Thomas, pioneer radio news reporter, was the first sponsored radio personality to combine television with his regular radio broadcasts.



Against a backdrop set up in NBC's Radio City television studio, Metropolitan Opera principals sing the first act of "Pagliacci." NBC, which first brought opera to a nationwide audience of millions from the stage of the Metropolitan Opera House, again pioneers with the first performance of televised opera.

### American Education Forum To Be Heard from Schools and Colleges

"SCHOOL Programs for Education in a Democracy" will be the third and final phase of this year's American Educational Forum round table discussions when the Forum turns to representative American schools and colleges for its broadcasts from April 6 through May 11.

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

### Women's Clubs To Celebrate Jubilee

The General Federation of Women's Clubs will celebrate its golden jubilee in a broadcast on Wednesday, Apr. 24, over the NBC-Blue Network. Groups will be gathered in clubhouses throughout the country to listen to a dramatization of the Federation's accomplishments during the past fifty years.

Mrs. Harold V. Milligan, radio chairman of the Federation, will introduce the speakers; Mrs. Sandle Orr Dunbar, the Federation's president; Mrs. John L. Whitehurst, first vice-president; and Mrs. Frederick Bala, chairman of 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. M. Hilmyer's "A Child's History of the World", the series is heard Sundays, from 12:15 p.m. to 1:15 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 in time and space for detailed future study.

### NBC News-Special Events

(Continued from page 1)

and announced "with regret" to a grieving world that the government of Great Britain was at war with the German nation.

Prime Minister Chamberlain's words were followed shortly by a similar declaration from Edouard Daladier of France. . . .

King George VI added an appeal to the British Empire for support. . . . Reactions to the earth-rocking news were flashed to an anxious American public from Washington and from Old World capitals.

The News and Special Events Division of NBC, veteran of every phase of broadcasting activity, attained its greatest stature in covering the momentous events leading up to and through the actual declaration of the European and Russo-Finnish wars.



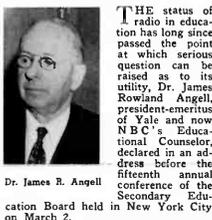
## PROGRAMS IN THE PUBLIC INTEREST

VOL. II, No. 7

RCA BUILDING, RADIO CITY, N. Y.

APRIL, 1940

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



Dr. James R. Angell

Dr. James R. Angell, president-emeritus of Yale and now NBC's Educational Counselor, declared in an address before the fifteenth annual conference of the Secondary Education Board held in New York City on March 2.

"The real questions before the school superintendent and the teacher are how best to make use of radio, what programs to seek and develop, and how best to measure the value of broadcasting technique as against an expenditure of an equal amount of time in the ordinary procedure of the classroom," Dr. Angell stated.

He stressed the fact that if radio is to be used seriously in schools it must be actually knitted into the school program and be definitely planned for and prepared for by the teacher. Otherwise it is apt to become merely a fresh addition to schoolroom activity.

Dr. Angell distinguished between those educational programs prepared for direct use in the schools and those prepared with a view to off-school listening, emphasizing that the latter type of program inevitably overlaps into the adult education field intended for a much wider audience and without regard for varying age levels. The best school programs, in general, Dr. Angell added, are naturally planned and organized by the broadcasting agencies in cooperation with content specialists.

Dr. Angell pointed to the possibility of the wide use of recordings as the more relatively completed phase of the difficulty in adjusting broadcasts to school time schedules and curricula. He concluded with references to the uses of short-wave, and ultra-short-wave, and particularly dwelt on the educational possibilities of television.

### NBC News-Special Events Division Renders Distinctive Public Service

ONE of the prime contributions to the educational field today is the radio presentation of history in the making. Significant events, brought by radio into homes and schoolrooms, become, through the words of living participants or of eyewitness reporters, vital realities of which listeners feel themselves a part.

"Radio has two ways 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 eye-witness accounts direct from the scenes of action. The news bulletins are prepared from the reports of the Associated Press, United Press, and International News Service teletype machines which pour into NBC's News Room an unending stream of yellow ticker-tape. These bulletins are correlated and re-written especially by A. A. Schechter is careful to point out that

news cannot be presented to listeners in the same manner it is printed in a newspaper. For one thing, only essential facts can be told, since 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 machines, the News Desk, in building a program, follows a balanced pattern and selects news of interest to a wide and varied audience—world events, sports, politics, women's activities, human interest stories, and so on. The National Broadcasting Company observes three fundamental standards in news broadcasts: 1) reliable news sources, 2) responsible editing, and 3) an unbiased presentation.

News becomes special events when it is picked up from the scene of action rather than from the studio microphone and presented as a special event from the actual scene of action, Schechter finds, is a far more difficult but a vastly more satisfying procedure. There are so many things that can go wrong during a special events broadcast, a number of which are beyond the control of man, that it seems a miracle it is ever accomplished.

#### Coordination Keynote

"At one time it was quite a difficult thing to get a broadcast from an airplane or a ship. But that's really simple today, because our engineers have developed the type of equipment we need," he adds. "Special Events call for perfect coordination between engineering and program departments to assure good shows."

NBC depends heavily on its own staff for foreign coverage. There are Max Jordan, NBC's continental representative in Basle; Fred Bate in London; Paul Archinard in Paris; Phillips McKenzie in Rome; and Herman Hahlich in Moscow. These men set up broadcasts periodically from European capitals direct to American listeners by short-wave.

The most dramatic single day in the history of broadcasting, Sunday, September 2, 1939, was recorded by NBC when a tired-sounding, soft-spoken gentleman addressed a microphone

(Turn to last page, column 1)

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**PUBLIC AFFAIRS AND NEWS**  
News broadcasts.

**MUSIC**  
Piano Recitals. Music for Young Listeners (Luther-Layman Singers, Remember the Met.)

**ARTS AND SCIENCES**  
**HISTORY**—Echoes of History.  
**ECONOMICS**—The Next Step Forward.  
**GENERAL**—National Farm and Home Hour.  
**LITERATURE AND DRAMA**—Between the Bookends.

**FOREIGN LANGUAGES**  
NBC International Broadcasts. (See Public Affairs and News column.)

**NEWS BROADCASTS**—BLUE: 8:00 a.m., War News from Europe; 8:15 a.m., Earl Godwin, from Washington; 8:55 a.m., AP News; 9:15 p.m., AP News. RED: 8:00 a.m., War News from Europe; 8:15 a.m., Earl Godwin from Washington; 9:00 a.m., AP News; 9:15 p.m., AP News; 11:00 p.m., AP News.

**FOREIGN LANGUAGES**—NBC International Broadcasts. (Same schedule as Tuesday.)

**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences.)

**QUILTING BEE** (See Special Services.)

**ECHOES OF HISTORY** (See Special Services.)

**16TH ANNIVERSARY OF PATENT SYSTEM**, Apr. 10 only, 10:00-10:30 p.m., BLUE.

**HOMESPUN**—Auxiliary Federal Council of Churches, 12:30-1:45 p.m., RED. Dr. William Hiram Boukay, pastor of Old First Presbyterian Church, Newark, N. J., Earth.

Apr. 10—"Reaping Our Lost Tolerance"; Apr. 17—"Bombaby Care"; Apr. 24—"Rekindling Fresh Fires of Faith and Courage."

**PIANO SOLOISTS**, Recitals by noted young pianists, 1:30-3:15 p.m., RED. Apr. 3, Emma Byrne; Apr. 10, Byron Vanak; Apr. 17, Jacques Aram; Apr. 24, to be announced.

**MUSIC FOR YOUNG LISTENERS**, Music appreciation course for young children, 2:00-3:00 p.m., RED. Mrs. Mary E. Moran, auxiliary Junior League of Toledo, Ohio, and Toledo Museum of Art, 2:30-3:15 p.m., BLUE.

Apr. 3—"Mossygrove"; Apr. 10—"Present Day Composers"; Apr. 17—"Von Weber"; Apr. 24—"Present Day Composers."

**LUTHER-LAYMAN SINGERS**, Anthology of American Song, 8:00-8:15 p.m., RED.

**REMEMBER THE MET**, Opera stars, backstage personalities and prominent persons discussing Metropolitan Opera's 56-year history and present need of \$1,000,000, 11:00-11:30 p.m., BLUE, Apr. 3 and 10.

**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences.)

**STREAMLINE JOURNAL**, Women's magazine of the art, edited by Alice Kitchell, 12:00-12:30 p.m., BLUE.

**QUILTING BEE** (Cooperation of National Council of Women.) Discussions of various subjects of interest to women, with Peggy Wood, mistress of ceremonies, Alternate Wednesday, Apr. 10 and Apr. 24, 2:15-2:30 p.m., BLUE.

**ECHOES OF HISTORY** (Cooperation of General Federation of Women's Clubs.) Series of historical vignettes, 2:15-2:30 p.m., BLUE, Alternate Wednesdays, Apr. 10, 17, 24, "Religious Freedom"; Apr. 17, "Let's Play Store"; Apr. 24, "Salvaging America"; Apr. 17—"Distributors at Work"; Apr. 24—"Inertial Buying."

**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences.)

**IRENE WICKER'S MUSICAL STORIES**, For children, 5:15-5:30 p.m., BLUE.

**BUID BARTON**, Boys' serial, 5:30-5:45 p.m., BLUE.

**MALCOLM CLAIRE**, Children's stories, 6:15-6:25 p.m., RED.

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**PUBLIC AFFAIRS AND NEWS**  
News broadcasts, America's Town Meeting of the Air.

**MUSIC**  
U. S. Marine Band, Musical Americana, Rochester Philharmonic Orchestra.

**ARTS AND SCIENCES**  
**SCIENCE**—How Do You Know?  
**MEDICINE**—Medicine in the News.  
**GENERAL**—National Farm and Home Hour.  
**LITERATURE AND DRAMA**—Between the Bookends.

**FOREIGN LANGUAGES**  
NBC International Broadcasts. (See Public Affairs and News column.)

**NEWS BROADCASTS**—BLUE: 8:00 a.m., War News from Europe; 8:10 a.m., Earl Godwin, from Washington; 8:55 a.m., AP News; 9:15 p.m., AP News. RED: 8:00 a.m., War News from Europe; 8:10 a.m., Earl Godwin from Washington; 9:00 a.m., AP News; 9:15 p.m., AP News; 11:00 p.m., AP News.

**FOREIGN LANGUAGES**—NBC International Broadcasts. (Same schedule as Tuesday.)

**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences.)

**AMERICA'S TOWN MEETING OF THE AIR**, George W. Deany, moderator, 9:30-10:30 p.m., BLUE, Season ends Apr. 10.

**THE ART OF LIVING**—Auxiliary Federal Council of Churches, 12:30-12:45 p.m., RED. Dr. Norman Vincent Peale, pastor of Marble Collegiate Church, New York City.

Apr. 4—"Ten Minutes Can Change Everything"; Apr. 11—"The Mystic Depths of Your Personality"; Apr. 18—"An Anxiety an Atonement of Yours?"; Apr. 25—"God Will Take Care of You."

**UNITED STATES MARINE BAND**, Capt. Taylor Bramson, conducting, 2:00-3:00 p.m., BLUE.

**MUSICAL AMERICANA**, Programs of American music by Westinghouse Symphony Orchestra and mixed chorus, conducted by Raymond Paige, with Deems Taylor as commentator, 8:00-8:30 p.m., BLUE.

**ROCHESTER PHILHARMONIC ORCHESTRA**, 9:00-9:30 p.m., BLUE.

**FLORENCE WYMAN AND CONRAD THIBAU**, in solos and duets for soprano and baritone, with orchestra, 10:30-11:00 p.m., BLUE.

**NATIONAL FARM AND HOME HOUR**—Cooperation of U. S. Dept. of Agriculture and other groups, 12:30-1:15 p.m., BLUE.

**HOW DO YOU KNOW?**—Cooperation of Field Museum of Natural History, Dramatizations, 2:00-2:30 p.m., BLUE. Apr. 4, "How Do You Know Birds Return to the Same Place Year After Year?"; Apr. 11, "How Do You Know How Do You Know the Hacking of Prehistoric Animals?"; Apr. 25, "How Do You Know Coal Comes from Plants?";

**BETWEEN THE BOOKENDS**—Informal program of poetry and prose, with Ted Malone, 11:15-11:30 p.m., BLUE.

**MEDICINE IN THE NEWS**—Cooperation of American Medical Association, 4:30-4:55 p.m., BLUE.

**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences.)

**LET'S TALK IT OVER**, Prominent persons with stimulating ideas for women, 1:30-1:45 p.m., RED.

**IRENE WICKER'S MUSICAL STORIES**, For children, 5:15-5:30 p.m., BLUE.

**BUID BARTON**, Boys' serial, 5:30-5:45 p.m., BLUE.

**GUEST BOOK**, Intimate conversation about current events, 6:00-6:15 p.m., BLUE.

**MALCOLM CLAIRE**, Children's stories, 6:15-6:25 p.m., RED.

**AMERICA'S TOWN MEETING OF THE AIR** (See Public Affairs and News.)

**FOREIGN LANGUAGES** (See Public Affairs and News.)

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**PUBLIC AFFAIRS AND NEWS**  
News broadcasts, Story Behind the Headlines.

**MUSIC**  
NBC Music Appreciation Hour, Joseph Marais.

**ARTS AND SCIENCES**  
**LITERATURE AND DRAMA**—Between the Bookends, Yesterday's Children, PSYCHOLOGY—Human Nature, Action.  
**GENERAL**—National Farm and Home Hour.

**SPECIAL SERVICES**  
General Federation of Women's Clubs Program; Broadcasts to U. S. Antarctic Service Expedition.

**FOREIGN LANGUAGES**  
NBC International Broadcasts. (See Public Affairs and News column.)

**NEWS BROADCASTS**—BLUE: 8:00 a.m., War News from Europe; 8:10 a.m., Earl Godwin, from Washington; 8:55 a.m., AP News; 9:15 p.m., AP News. RED: 8:00 a.m., War News from Europe; 8:10 a.m., Earl Godwin from Washington; 9:00 a.m., AP News; 9:15 p.m., AP News; 11:00 p.m., AP News.

**FOREIGN LANGUAGES**—NBC International Broadcasts. (Same schedule as Tuesday.)

**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences.)

**STORY BEHIND THE HEADLINES**, Told by the Secretaries of the Cooperation American Historical Association, 10:30-10:50 p.m., RED.

**BROADCASTS TO U. S. ANTARCTIC SERVICE EXPEDITION** (See Special Services.)

**AT HOME IN THE WORLD**—Auxiliary Federal Council of Churches, 12:30-12:45 p.m., RED. Dr. Leslie Bates Moss, General Secretary of the Foreign Mission Conference on North America, speaker; Apr. 4—"Who Stands Alone"; Apr. 11—"Low Ceiling for Ideal"; Apr. 18—"The Ideals of Tomorrow"; Apr. 26—"Conflict for Freedom."

**"NBC MUSIC APPRECIATION HOUR**, Dr. Walter Damosch, commentator and conductor, 2:00-3:00 p.m., BLUE.

Apr. 5—Series A—Drums and Cymbals, Victor Series B—Dances of America.

Apr. 12—Series C—The Symphony, Victor Series D—Modern Era Composers.

Apr. 19—Series A—Percussion Instruments, Victor Series B—Dances of America.

Apr. 26—Series C—Symphonic Poems, Victor Series D—Modern American Program.

**JOSEF MARAIS**, in folk songs of the African Bushveld, 7:50-8:30 p.m., BLUE.

**NATIONAL FARM AND HOME HOUR**—Cooperation of U. S. Dept. of Agriculture and other groups, 12:30-1:15 p.m., BLUE.

**BETWEEN THE BOOKENDS**—Informal program of poetry and prose, with Ted Malone, 11:15-11:30 p.m., BLUE.

**YESTERDAY'S CHILDREN**—Favorite child-hood books of famous persons dramatized, with Dorothy Gordon, 7:30-8:00 p.m., BLUE.

**HUMAN NATURE IN ACTION**—Dramatizations of psychology, with Dr. Harold D. Lawrence, former American psychologist, 10:45-11:00 p.m., RED.

Apr. 12—"Mr. Fantastic"; Apr. 19—"Mr. Fantastic"; Apr. 26—"Nero."

**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences.)

**GENERAL FEDERATION OF WOMEN'S CLUBS**, Directed to consumers as an aid in shopping, 1:30-1:45 p.m., RED.

**NBC MUSIC APPRECIATION HOUR** (See Arts and Sciences.)

**ALMA KITCHELL'S BRIEF CASE**, Informal chats with women about radio, 6:05-6:15 p.m., BLUE.

**BUID BARTON**, Boys' serial, 5:30-5:45 p.m., BLUE.

**YESTERDAY'S CHILDREN**, Dorothy Gordon dramatizations of favorite childhood books of famous living persons, 7:30-8:00 p.m., BLUE.

**MALCOLM CLAIRE**, Children's stories, 6:15-6:25 p.m., RED.

**BROADCASTS TO U. S. ANTARCTIC SERVICE EXPEDITION**, Auxiliaries of the Expedition, Alternate Wednesday, Apr. 12 and Apr. 26, 11:30-12:00 midnight, RED.

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**PUBLIC AFFAIRS AND NEWS**  
News broadcasts.

**MUSIC**  
Metropolitan Opera matinee: NBC Symphony Orchestra.

**ARTS AND SCIENCES**  
**SCIENCE**—Marie Waves.  
**LITERATURE AND DRAMA**—NBC Radio Guild.  
**GENERAL**—National Farm and Home Hour.  
**EDUCATION FORUM**, American Education Forum.  
**GENERAL**—National Farm and Home Hour.

**SPECIAL SERVICES**  
**SAFETY**—Watch Your Step.  
**PARENT EDUCATION**—The Child Grows Up.  
**HOBBIES**—Night Idea Club, Calling all Stamp Collectors.

**FOREIGN LANGUAGES**  
NBC International Broadcasts. (See Public Affairs and News column.)

**NEWS BROADCASTS**—BLUE: 8:00 a.m., War News from Europe; 8:10 a.m., Earl Godwin, from Washington; 8:55 a.m., AP News; 9:15 p.m., AP News. RED: 8:00 a.m., War News from Europe; 8:10 a.m., Earl Godwin from Washington; 9:00 a.m., AP News; 9:15 p.m., AP News; 11:00 p.m., AP News.

**FOREIGN LANGUAGES**—NBC International Broadcasts. (Same schedule as Tuesday.)

**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences.)

**AMERICAN EDUCATION FORUM**, (See Arts and Sciences.)

**SOCIETY NATIONAL CONVENTION KEYNOTE SPEECH**—Apr. 5 only, 10:00-10:30 p.m., BLUE. Dr. Charles C. Wash, D. C. Norman Thomas.

**HARRY DAY TALK**—Apr. 6 only, 10:30-11:00 p.m., RED. Harry Day, moderator.

**WAR**, at meeting of Military Order of World War, 11:00 p.m., BLUE.

**CALL TO YOUTH**—Auxiliary National Council of Catholic Women, Dorothy Day, Apr. 12, 12:30-12:45 p.m., RED. Subjects and speakers: Apr. 6—"Tekkawitha," Frances Taylor Patterson; Apr. 13—"St. Martha," Adelaide De Bellino; Apr. 20—"Elizabeth of Hungary," Dorothy Day; Apr. 27—"St. Catherine of Siena," Katherine Burton.

**RELIGION IN THE NEWS**—Auxiliary Federal Council of Churches, 11:00 a.m., RED. Dr. Walter Van Kirk, Secretary of the Federal Council of Churches, Apr. 6, 11, 20, and 27.

**MENSAH OF ISRAEL**—Auxiliary Jewish Laymen's Committee, 7:00-7:30 p.m., RED. Rabbi David P. Reichert of Temple Emanuel, San Francisco.

**METROPOLITAN OPERA MATINEES**, Conclude your newspapers for certain time of each Saturday matinee, BLUE.

Apr. 6—"Faust"; Apr. 13—"Traviata."

**NBC SYMPHONY ORCHESTRA**, 10:00-11:00 p.m., BLUE. Arturo Toscanini, conductor.

**AMERICAN EDUCATION FORUM**—Round table discussions of radio programs for education by a democratic panel, 12:00-12:25 p.m., BLUE. Apr. 6, from Menlo School and Junior College, Menlo Park, Cal.; Apr. 13, from David Starr Jordan, H. S., Long Beach, Cal.; Apr. 20, from Lincoln School, New York City; Apr. 27, from Baker Jr. H. S., Denver, Col.

**NATIONAL FARM AND HOME HOUR**—Cooperation of U. S. Dept. of Agriculture and other groups, 12:30-1:15 p.m., BLUE.

**WATCH YOUR STEP**, Safety program, 9:15-9:30 a.m., RED.

**THE CHILD GROWS UP**, Katherine Lanoue of the U. S. Dept. of Labor suggests possibilities for cooperation with the news, 10:45-11:00 a.m., BLUE.

**"BRIGHT IDEA CLUB**, For children, 10:45-11:15 a.m., RED.

**OUR BARN**, Midge Tucker's program for children, presented in cooperation with the National Federation of Stamp Clubs, 1:15-1:30 p.m., RED.

**CALLING ALL STAMP COLLECTORS**, News and information of interest to philatelists presented in cooperation with the National Federation of Stamp Clubs, 1:15-1:30 p.m., RED.

**RENEW OF THE MOUNTED**, Dramatizations of the famous Lauritz Wark's stories, 6:30-7:00 p.m., BLUE.

**NBC RADIO GUILD**—Plays written expressly for radio, 8:30-9:00 p.m., BLUE.

**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences.)

**WATCH YOUR STEP**, Safety program, 9:15-9:30 a.m., RED.

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These Programs Sponsored and Presented by the

\*Listener's aids available. (See Special Attention page.)

# NATIONAL BROADCASTING COMPANY

## RADIO CITY, NEW YORK

A Radio Corporation of America Service

# DAY BY DAY

Watch your newspapers for additional programs and supplementary information.

## PROGRAMS IN THE PUBLIC INTEREST

ALL TIMES EASTERN STANDARD

	SERVICE TO SCHOOLS (See other columns for details.)	PUBLIC AFFAIRS AND NEWS	RELIGION	MUSIC	ARTS AND SCIENCES	SPECIAL SERVICES (Including programs for women and children.)
<b>SUNDAY</b>	<p><b>PUBLIC AFFAIRS AND NEWS</b> News broadcasts: University of Chicago Round Table, Foreign Policy Association Program.</p> <p><b>MUSIC</b> Music and American Youth, Southernaires, Radio City Music Hall, NBC Symphony, NBC Soloists, Tapesery Musicale, NBC String Quartets.</p> <p><b>ARTS AND SCIENCES</b> SCIENCE—The World Is Yours. VOCATIONAL GUIDANCE—On Your Job. LITERATURE AND DRAMA—Pilgrimage of Poetry, Great Plays.</p> <p><b>SPECIAL SERVICES</b> HISTORY—The Story of All of Us. SAFETY—Sunday.</p> <p><b>FOREIGN LANGUAGES</b> NBC International Broadcasts. (See Public Affairs and News column.)</p>	<p><b>NEWS BROADCASTS</b>—BLUE: 8:00 a.m. News Bulletin; 11:00 a.m. AP News; 7:00 p.m. War News from Europe; 10:00 p.m. William Hillman; 11:00 p.m. AP News. RED: 8:00 a.m. News Bulletin; 11:00 a.m. AP News; 3:30 p.m. War News from Europe; 11:00 p.m. News.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts—ON WRCA (2150 kc.) and WNBI (1730 kc.): Italian, French, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; Spanish, 3:00-4:00 p.m.; Portuguese, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Spanish, 8:00-10:00 p.m.; On WRCA (9760 kc.): Spanish, 11:00 p.m.-1:00 a.m. On WNBI (6100 kc.): Spanish, 12 mid.-1:00 a.m.</p> <p><b>UNIVERSITY OF CHICAGO ROUND TABLE</b>—Auspices University of Chicago Radio Council, faculty and guest speakers: 7:50-9:00 p.m. RED.</p> <p><b>FOREIGN POLICY ASSOCIATION PROGRAM</b>—Discussions of foreign policy by members of the Association's Research Staff: 3:15-3:30 p.m. BLUE.</p> <p><b>SAFETY OF AMERICAS TO N. Y. WORLD'S FAIR</b>—2:00-2:30 p.m. RED. Speakers and music: Apr. 7, 10:00-11:00 p.m.; Apr. 14, Uruguay; Apr. 21, Argentina; Apr. 28, Chile.</p> <p><b>TUSKEGEE INSTITUTE</b>—Apr. 7 only, 3:15-4:00 p.m. BLUE. James Farley, speaker.</p>	<p><b>RADIO PULPIT</b>—Auspices Federal Council of Churches, 10:30-10:30 a.m. RED. Dr. Ralph Sockman, Pastor of Christ Methodist Church, New York. Apr. 7, "On God's Throne"; Apr. 14, (Dr. Elmore McKee officiating); Apr. 21, "Saving Our Sympathy"; Apr. 28, to be announced.</p> <p><b>HIGHLIGHTS OF THE BIBLE</b>—Auspices Federal Council of Churches, 10:30-10:30 a.m. RED. Dr. Earl F. Adams, General Director of Promotion, Northern Baptist Convention, St. Louis. Apr. 28, "The Need of a Great Loyalty."</p> <p><b>NATIONAL VESPERS</b>—Auspices Federal Council of Churches, 4:00-4:30 p.m. BLUE. Dr. Harry Emon, Pastor, pastor of Riverside Church, New York City. Apr. 7, "Mankind's Deep Need—Sense of Community"; Apr. 14, "Jesus Incredibly Beatified"; Apr. 21, "The Conquest of Fear"; Apr. 28, "We Still and Know."</p> <p><b>CATHOLIC HOUR</b>—Auspices National Council of Catholic Men, 6:00-6:30 p.m. RED. Dr. Wilfred Parsons. Apr. 7, "The Moral Basis of War"; Apr. 14, "The Evil of Racism"; Apr. 21, "The Evil of Statism"; Apr. 28, "The Catholic Answer."</p>	<p><b>MUSIC AND AMERICAN YOUTH</b>—Demonstrating what is being done in music by America's schools and high schools, student choral and instrumental groups and talks by prominent music educators, 11:30-12:00 noon, RED. Apr. 7, from St. Louis; Apr. 14, from Cleveland; Apr. 21, from San Francisco; Apr. 28, from Hempstead, L. I.</p> <p><b>SOUTHERNAIRES</b>, Negro spirituals, 11:30-12:00 noon, BLUE.</p> <p><b>RADIO CITY MUSIC HALL</b>, 12:00 Noon to 1:00 p.m., BLUE.</p> <p><b>NBC STRING SYMPHONY</b>, Frank Black conducting, Beginning April, 14, 5:30-6:00 p.m. BLUE.</p> <p><b>NBC SOLOISTS</b>, NBC Symphony Orchestra members in solo recital, 3:00-3:15 p.m. BLUE.</p> <p><b>TAPESTRY MUSICALE</b>, NBC String Orchestra, conducting, 2:30-3:00 p.m. BLUE.</p> <p><b>PRIMROSE STRING QUARTET AND AMERICAN ART QUARTET</b> on alternating Sundays, 10:30-11:00 noon, RED.</p>	<p><b>*ON YOUR JOB</b>—Dramatizations, Dr. Harry E. Kilson, commentator. Produced in cooperation with National Vocational Guidance Assn. and the American Assn. for Adult Education, 12:01-1:00 p.m. RED. Apr. 7—"This Way, Please"; Apr. 14—"Streamline Limited"; Apr. 21—"Youth Get Their Chance"; Apr. 28—"Glimmer Girl";</p> <p><b>*PILGRIMAGE OF POETRY</b>—Broadcasts from the homes of famous American poets by Ted Malone, 1:00-1:15 p.m. BLUE. Apr. 7—Bret Harte; Apr. 14—Christie Moore; Apr. 21—Edward Arlington Robinson; Apr. 28—Robert Walcott.</p> <p><b>*GREAT PLAYS</b>—2:00-3:00 p.m. BLUE. Apr. 7—"Robbery of the Western World"; Apr. 14—"Strife"; Apr. 21—"Lilium"; Apr. 28—"Return of Peter Glimm";</p> <p><b>*THE WORLD IS YOURS</b>—Auspices of Smithsonian Institution and U. S. Office of Education, 4:30-5:00 p.m. RED. Apr. 7—"The American Inventor"; Apr. 14—"Science in the Field"; Apr. 21—"Dinosauria: Giants of the Past"; Apr. 28—"The Story of Coin";</p>	<p><b>COAST TO COAST ON A BUS</b>, Milton Cross's program for children, 9:00-10:00 a.m. BLUE.</p> <p><b>SUNDAY DRIVERS</b>, Safety program, 9:30-10:00 a.m. RED.</p> <p><b>MUSIC AND AMERICAN YOUTH</b>—Offers young musicians opportunity to participate in a series of musical programs picked up at various high schools throughout the country, 11:30-12:00 Noon, RED.</p> <p><b>THE STORY OF ALL OF US</b>, Young people's story based on V. M. Hilgner's "A Child's History of the World", 12:00-12:15 p.m. BLUE.</p> <p><b>CHERIO</b>, Inspirational program, 10:30-11:00 p.m. BLUE.</p>
<b>MONDAY</b>	<p><b>PUBLIC AFFAIRS AND NEWS</b> News broadcasts, National Radio Forum.</p> <p><b>MUSIC</b> U. S. Navy Band, Rochester Civic Orchestra.</p> <p><b>ARTS AND SCIENCES</b> LITERATURE AND DRAMA—Adventure in Reading, Between the Bookends. LAW—Youth in the Law. GENERAL—National Farm and Home Hour.</p> <p><b>FOREIGN LANGUAGES</b> NBC International Broadcasts. (See Public Affairs and News column.)</p>	<p><b>NEWS BROADCASTS</b>—BLUE: 8:00 a.m. War News from Europe; 8:10 a.m. Earl Godwin from Washington; 8:55 a.m. AP News; 4:55 p.m. AP News. RED: 8:00 a.m. War News from Europe; 8:10 a.m. Earl Godwin from Washington; 9:00 a.m. AP News; 6:25 p.m. AP News; 11:00 p.m. AP News.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts—ON WRCA (2150 kc.) and WNBI (1730 kc.): Italian, French, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; Spanish, 3:00-4:00 p.m.; Portuguese, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Spanish, 8:00-10:00 p.m.; On WRCA (9760 kc.): Spanish, 11:00 p.m.-1:00 a.m. On WNBI (6100 kc.): Spanish, 12 mid.-1:00 a.m.</p> <p><b>PRES. ROOSEVELT PAN-AMERICAN TOUR ADDRESS</b>—Apr. 15, 12:00-12:30 p.m., NBC Network.</p> <p><b>NATIONAL RADIO FORUM</b>—Seekers on national affairs. Arranged by Washington Evening Star, 10:30-11:00 p.m., BLUE.</p>	<p><b>THE RIDDLE OF LIFE</b>—Auspices Federal Council of Churches, 12:30-1:00 p.m. RED. Dr. Ralph S. Meadowcroft, rectifier of St. Andrew's Protestant Episcopal Church, New York City. Apr. 15, "The Riddle of Suffering"; Apr. 22, "The Riddle of Sacrifice"; Apr. 29, "The Riddle of Death"; Apr. 22, "The Riddle of Ignorance"; Apr. 29, "The Riddle of Sin";</p>	<p><b>UNITED STATES NAVY BAND</b>, Lieutenant Hector, conducting, 2:30-3:00 p.m. BLUE.</p> <p><b>ROCHESTER CIVIC ORCHESTRA</b>, conducted by Guy Francis Harrison and Paul White, 1:30-2:00 p.m. BLUE. All Tchaikovsky programs during April.</p> <p><b>1—Symphonies Nos. 1 and 5.</b> Apr. 1—Mandryf Shostakovich. Apr. 22—Waltz for Strings and Overture "Festasse";</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>—Cooperation of U. S. Dept. of Agriculture and other groups, 12:30-1:15 p.m. BLUE.</p> <p><b>BETWEEN THE BOOKENDS</b>—Informal program of poetry and prose with Ted Malone, 1:15-1:30 p.m. BLUE.</p> <p><b>ADVENTURE IN READING</b>—Dramatizations of books and their authors by Helen Wallace, 2:00-2:30 p.m. BLUE.</p> <p><b>1—Charles Dickens.</b> Apr. 8—Oliver Goldsmith. Apr. 15—Charles Dickens. Apr. 22—Anthony Trollope. Apr. 29—Charles Dickens.</p> <p><b>YOUTH IN THE TOOLS</b>—Dramatizations of youth and the law produced in cooperation with American Law Institute, 7:10-7:30 p.m. BLUE. Apr. 1—"Strichfingers of the Law"; Apr. 8—"The Bookends"; Apr. 15—"Behind Prison Gates"; Apr. 22—"Museum of the Streets"; Apr. 29—"Eye for an Eye";</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, (See Arts and Sciences.)</p> <p><b>IRENE WICKER'S MUSICAL STORIES</b>, (See Children.)</p> <p><b>BUD BARTON</b>, Boys' serial, 5:30-5:45 p.m.</p> <p><b>MALCOLM CLAIRE</b>, Children's stories, 6:15-6:25 p.m. RED.</p> <p><b>FOREIGN LANGUAGES</b>, (See Public Affairs and News.)</p>
<b>TUESDAY</b>	<p><b>PUBLIC AFFAIRS AND NEWS</b> News broadcasts.</p> <p><b>MUSIC</b> Rochester Civic Orchestra's Educational Concerts, U. S. Army Band, Magnolia Blossoms.</p> <p><b>ARTS AND SCIENCES</b> HISTORY—Coast of America. SCIENCE—Nature Sketches. GENERAL—National Farm and Home Hour. LITERATURE AND DRAMA—Between the Bookends.</p> <p><b>FOREIGN LANGUAGES</b> NBC International Broadcasts. (See Public Affairs and News column.)</p> <p><b>SPECIAL SERVICES</b> Gallant American Women.</p>	<p><b>NEWS BROADCASTS</b>—BLUE: 8:00 a.m. War News from Europe; 8:10 a.m. Earl Godwin from Washington; 8:55 a.m. AP News; 4:55 p.m. AP News. RED: 8:00 a.m. War News from Europe; 8:10 a.m. Earl Godwin from Washington; 9:00 a.m. AP News; 6:25 p.m. AP News; 11:00 p.m. AP News.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts—ON WRCA (2150 kc.) and WNBI (1730 kc.): Italian, French, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; Spanish, 3:00-4:00 p.m.; Portuguese, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Spanish, 8:00-10:00 p.m.; On WRCA (9760 kc.): Spanish, 11:00 p.m.-1:00 a.m. On WNBI (6100 kc.): Spanish, 12 mid.-1:00 a.m.</p> <p><b>NATIONAL RADIO FORUM</b>—Seekers on national affairs. Arranged by Washington Evening Star, 10:30-11:00 p.m., BLUE.</p>	<p><b>THE CHURCH BUILDS FOR TOMORROW</b>—Auspices Federal Council of Churches, 12:30-1:45 p.m. RED. Dr. Earl F. Adams, General Director of Promotion, Northern Baptist Convention. Apr. 9—"Foundations for Tomorrow"; Apr. 16—"Responsibility for Tomorrow"; Apr. 23—"Pioneering for Tomorrow"; Apr. 30—"The Vision of a World Community";</p>	<p><b>ROCHESTER CIVIC ORCHESTRA</b>, Educational Concerts conducted by Guy Francis Harrison and Paul White, 1:30-2:00 p.m. BLUE.</p> <p><b>UNITED STATES ARMY BAND</b>, Conducted by Captain Thomas F. Darcy, 2:30-3:00 p.m. BLUE.</p> <p><b>MAGNOLIA BLOSSOMS</b>, Fluke Jubie Choir, with soloists and orchestra, 7:30-8:00 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, (See Arts and Sciences.)</p> <p><b>NATURE SKETCHES</b>—Informal waded chats by Raymond Gregg with his nature class at New York's Rocky Mountain National Park, 1:30-1:45 p.m. EST, RED. Apr. 9—"Lakeside"; Apr. 16—"Women in Science"; Apr. 23, "Behind the Footlights"; Apr. 30—"Chicago First";</p> <p><b>IRENE WICKER'S MUSICAL STORIES</b>, (See Children.)</p> <p><b>BUD BARTON</b>, Boys' serial, 5:30-5:45 p.m.</p> <p><b>MALCOLM CLAIRE</b>, Children's stories, 6:15-6:25 p.m. RED.</p>	

# For Special Attention

## PUBLIC AFFAIRS AND NEWS

### SPECIAL BROADCASTS

National leaders booked to be heard over NBC networks during April include: President Roosevelt, April 15 delivering his Pan-American Day address; Postmaster General James Farley, April 7; Norman Thomas, April 6 delivering the keynote speech of the Socialist National Convention; and Secretary of War Harry H. Woodring, April 6.

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.

### TIMELY TOPICS

Issues of national and world importance continue to bring representative speakers before NBC's microphones in such weekly features as "America's Town Meetings of the Air," "University of Chicago Round Table," "Foreign Policy Association Program," "National Radio Forum," "American Education Forum," "General Federation of Women's Clubs Forum," and "The Story Behind the Headlines."

### SALUTE OF THE AMERICAS

President Getulio Vargas of Brazil will launch a "Salute of the Americas" to the New York World's Fair of 1940, on Sunday, Apr. 7, at 2:00 p.m., EST.

The program will be the first of a series of twelve from Latin-America.

## ARTS & SCIENCES

### THE NEXT STEP FORWARD

Of particular interest to consumer study groups, business men, students of economics and history is "The Next Step Forward," based on recommendations of the non-partisan Twentieth Century Fund.

Subjects to be dramatized in this Wednesday series during April are "Intelligent Buying," "Balkanizing America," "Let's Play Store," and "Distributors at Work."

### HOW DO YOU KNOW?

... that coal comes from plants, that pre-historic animals roved the earth, that birds return to the same place every year?

Answers to these questions and others equally curious will be found on the Thursday "How Do You Know?" dramatizations during April. Programs are presented in cooperation with the Field Museum of Natural History, Chicago.

### HUMAN NATURE IN ACTION

Listeners interested in the whys and hows of present day national popular movements, in the factors which motivate human behavior, will find "Human Nature in Action" to their taste. The April dramatizations and talks on psychology by Dr. Harold D. Lasswell, world-famous social psychologist, will be "Mr. Dictator," "Mr. Fanatic," "Genghis Khan," and "Nero."

### THE WORLD IS YOURS

The widely popular science dramatizations of the Sunday "World Is Yours" will be devoted in April to the American inventor, science in the field, minerals, and the mystery of the series is presented in cooperation with the Smithsonian Institution and the U. S. Office of Education.

### CAVALCADE OF AMERICA

Three men who know enough about American history and folklore to fill many volumes pool their talents to make "Cavalcade" a program of definitely educational value.

Marquis James, twice winner of the Pulitzer Prize for biography; Carl Carmer, noted authority on American folklore; and Dr. Frank Monaghan, assistant professor of history at Yale, plan and prepare the material for this sponsored series of dramatized American history.

### "NATURE SKETCHES" RETURN

The natural wonders of Rocky Mountain National Park, paradise of forest and wildlife high in the Colorado Rockies, will be brought to listeners when the broadcast series, Nature Sketches, returns to the air beginning Tuesday, April 2, from 1:30 to 1:45 p.m., EST, over the NBC-Red Network. The first program will be "The Winter World."

The informal wagside chats of Raymond Gregg, noted nature teacher and field naturalist, as he conducts a class on nature study tours through the Park, will be picked up by NBC short-wave pack transmitters and relayed to the Network through KOA, Denver. The program will be conducted indoors when weather is unfavorable.

### GREAT PLAYS

Four master works of the modern theater are on the April calendar of Sunday's "Great Plays": Synges's "The Playboy of the Western World," Galsworthy's "Strife," Molnar's "Liliom," and Belasco's "Return of Peter Grimm."

### ADVENTURE IN READING

Cervantes, Goldsmith, Dickens, Trollope, and Moliere have been chosen by Helen Walpole as subjects for the five Monday afternoon dramatizations on her "Adventure in Reading" broadcasts during April.

### YOUTH IN THE TOILS

The non-partisan American Law Institute, whose aim it is to clarify and simplify the law and to better adapt it to social needs, cooperates with NBC in this Monday feature.

This series is an attempt to help reclaim young law-breakers to useful living and to protect the public more effectively from their offenders. Four true life dramas will present during April the problems of youth in crime.

### ART FOR YOUR SAKE

The lives and work of four living American painters will be dramatized on "Art for Your Sake" during April: Emil Holzheimer, Robert Pierce, Eugene Speicher, and Grant Wood.

This series does more than tell about painters and paintings and avoids the basic defect of most proposed art programs: hearing about masterworks that cannot be seen and studied simultaneously. With the cooperation of the National Art Society fine reproductions are made available to listeners. See available listener's list at right.

## MUSIC

### TOSCANINI

The NBC Symphony concerts will be conducted by Arturo Toscanini on the four Saturday evenings in April.

### REMEMBER THE MET

These broadcasts are a reminder to all who have forgotten to contribute to the Metropolitan Opera's Campaign Fund—but who have forgotten to do so. To be heard Wednesdays, April 3 and 10.

### MET OPERA

Metropolitan Opera takes to the road during April. Two Saturday matinees will be broadcast: "Faust" from Boston; "La Traviata" from Cleveland.

### FESTIVAL

The Eastman School's American Music Festival will be held this season on Apr. 22, 23, 25 and 26, marking the end of this year's series of eighty-five symphony concerts in Rochester.

### DR. DAMROSCH

Percussion instruments, dances of Europe and America, the symphony, the symphonic poem, and modern European and American composers are the subjects to be treated during the April series of the Music Appreciation Hour.

For twelve years Dr. Damrosch has been helping young listeners develop an understanding and an appreciation of fine music in this pioneer program for schoolroom listening.

## BOOKS ABOUT RADIO

### FORUMS OF THE AIR

A report of plans and procedures developed in the broadcasting of public affairs discussion programs over local radio stations, made by Paul H. Shast for the Federal Radio Education Committee, the National Association of Broadcasters and educational foundations. Obtainable from: U. S. Office of Education, Washington, D. C. Price 25¢.

### TOWN MEETING COMES TO TOWN

The romantic story of a democratic institution and its radio revolution in "America's Town Meeting of the Air." Written by Dr. Harry A. Overton, Professor of Philosophy at the College of the City of New York, and his wife, H. Overton. A stirring record of one of America's most dramatic experiments in adult education. Published by Harper and Brothers, New York. Price \$2.50.

### THE VICTORY OF TELEVISION

Inside story of television, which vividly gives us the story of the classroom war it is accomplishing. With a discussion of its enormous possibilities in education. Told by one who has been a member of the NBC staff for three years, Philip Kerby. Published by Harper & Brothers, N.Y. Price \$1.00.

### EDUCATION BY RADIO IN AMERICAN SCHOOLS

A survey by Dr. Carroll Atkinson. Published by George Peabody College for Teachers, Nashville, Tenn.

### BROADCAST RECEIVERS AND PHONOGRAPHS FOR CLASSROOM USE

A survey report and suggestions compiled and published by the Committee on Scientific Aids to Learning of the National Research Council. Free copies may be obtained by addressing the Committee, 41 East 42nd St., New York.

### EDUCATION ON THE AIR

Tenth Yearbook of the Institute for Education by Radio. Published by Ohio State University, Columbus, Ohio. Price \$3.00.

### LISTENING TO LEARN

An itemization of NBC's service to schools, including "Radio's Place in Modern Education," by Dr. James Rowland Angell, Educational Counselor to NBC, and "The Use of Radio in Education," by Dr. Roy Reynolds, principal of Horace Mann School, Teachers' Department, NBC, RCA Building, New York.

### MUSIC FOR EDUCATION

A new brochure which outlines the National Broadcasting Company's plans and accomplishments in promoting music culture in the United States. Obtainable gratis by addressing: Information Department, NBC, RCA Building, New York.

### WOMEN AND CHILDREN AND RADIO

A new survey of the National Broadcasting Company's various programs presented for the special service and general interest of women and children. Information Department, NBC, RCA Building, New York.

### HOW SCHOOLS CAN USE RADIO

A practical teacher's handbook on the use of radio in assigned listening and in the classroom, prepared by the National Broadcasting Company's Educational Information Department, NBC, RCA Building, New York.

### HOW TO USE RADIO AND HOW TO USE RADIO IN THE CLASSROOM

Guides for classes in radio and a discussion of assigned listening and in the classroom. Address: "National Association of Schools," National Press Building, Washington, D. C.

### DEVELOPMENT OF RADIO EDUCATION POLICIES IN THE AMERICAN PUBLIC SCHOOL SYSTEMS

Report and discussion by Dr. Carroll Atkinson. Published by the Edinboro Educational Press, Edinboro, Pa. Price \$1.50.

## AVAILABLE LISTENER'S AIDS

### THE WORLD IS YOURS

Reprints of all ten portions of script with additional information and reading list: Price 10¢ per copy, or \$10.00 for series of 13. Order from "The World Is Yours," U. S. Office of Education, Washington, D. C.

### HUMAN NATURE IN ACTION

Reprints of scripts, including comments of Dr. Harold D. Lasswell, and radio broadcast. Address Columbia University Press, 2960 Broadway, New York.

### NBC MUSIC APPRECIATION HOUR

Supplementary study material prepared by Lawrence Abbott under direction of Dr. Vincent S. Archer. Price \$2.00 for 24-page instructor's manual; Price 5¢ per copy for each of the four portfolios of 16 prints, with Listener's Manual covering same period; Price \$1.00 per portfolio of 16 prints. There are four separate portfolios in this series: Price \$1.00 per set. Order from Columbia University Press, 2960 Broadway, New York.

### AMERICA'S TOWN MEETINGS

Reprints of each week's broadcasts: Price 10¢ each, or \$2.50 for entire series of 26 broadcasts. Order from Columbia University Press, 2960 Broadway, New York. N. Y. Other material of America's Town Meetings listening groups may be obtained by addressing: Town Hall, 123 West 43rd Street, New York.

### ON YOUR JOB

Micrographed copies of complete scripts: Price 10¢ per copy for series of 13. Order from Columbia University Press, 2960 Broadway, New York.

### STORY BEHIND THE HEADLINES

Micrographed copies of complete scripts: Price 10¢ per copy, or \$10.00 for series of 13. Order from Columbia University Press, 2960 Broadway, New York.

### GREAT PLAYS

133-page drama guide containing plots of the 28 plays in this series, plus historical and biographical information. Prepared by Elizabeth Davis. Price 25¢ per copy. Order from Columbia University Press, 2960 Broadway, New York.

### UNIVERSITY OF CHICAGO

Reprints of broadcasts, with charts, bibliography, questions for analysis, etc.: Price 10¢ per copy, or 5¢ for 25 or more. Half-year subscription, 26 copies for \$100. Order from Radio Office, University of Chicago, Chicago.

### ECHOES OF HISTORY

Reprints of scripts. Available for 10¢ each, or \$10.00 for set of 13. Address Columbia University Press, New York, N. Y.

### ART FOR YOUR SAKE

Portfolio containing color reproductions, approximately 24 suitable for framing, of 16 famous paintings, including those discussed in successive broadcasts, with Listener's Manual covering same period; Price \$1.00 per portfolio of 16 prints. There are four separate portfolios in this series: Price \$1.00 per set. Order from National Art Society, 30 Broad Street, New York. A Teacher's Manual, prepared by Elizabeth Wells Robertson, Superintendent of Public Schools, Chicago, is available gratis to teachers ordering entire series of four portfolios.

### PILGRIMAGE OF POETRY

103-page Album of poetic Shirines, prepared by Ted Malone, containing photographs of the 13 homes of American poets to be visited during this series of human interest stories. Bibliography, etc. Price 25¢ per copy. Order from Columbia University Press, 2960 Broadway, New York.

### BRIGHT IDEA CLUB WEEKLY

An illustrated mimeographed magazine for children who listen to this series of Saturday morning broadcasts, containing many new and bright ideas for the use of leisure. Published by Night School, Inc., 41 East 42nd Street, New York. Obtainable gratis by addressing the Committee, 41 East 42nd St., New York.

### CATALOGUE OF LISTENER'S AIDS

The National Broadcasting Company has prepared a catalogue of all material mentioned in this column, further describing each. This may be obtained without charge by addressing: Information Department, NBC, RCA Building, New York.

## Services Offered Women By American Radio Unequaled In Any Land

(Continued from page 1)

devices, is emancipating women more and more from their former household routines, in planning this new schedule special attention was given to include programs which provide mental stimulation in many fields of interest to women. Hence, a list of those programs presented especially for women is only partially representative of the vast, comprehensive efficient service which NBC is bringing its women listeners from coast to coast.

Inclusive evidence that the pioneering of NBC's Women's Activities Department under the direction of Margaret Guthbert has borne results is to be found in the willing cooperation of numerous outstanding organizations and representative women. These are supplying valuable ideas, contributing their judgment in formulating time and effort to various programs.

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, the Girl Scouts, Camp Fire Girls, American Association of University Women, National League for Women Voters, American Legion Auxiliary, the United States Office of Education, the United States Departments of Labor and of Agriculture, etc.

The list of programs of interest to women to be heard over NBC's network commencing in March is long one. It includes such features as: "Gallant American Women," "The Child of the Moment," "The Mystery of the 'Quitting Bee,'" "Consumer's Program," "Let's Talk It Over," Alma Kitchell's "National Farm and Home Hour," "The Travelling Chef," "Olivera Kitchell's 'Brief Case,'" June Hymd's "Guest Book," "The National Farm and Home Hour," "The Wise Man," etc.

A complete list of the programs of special and general interest to women will be found on inside pages.

## U. S. Office of Education Issues New Catalogue Of Educational Scripts

SCRIPTS of 110 programs originally broadcast over NBC networks are included in the new catalogue of educational material recommended by the U. S. Office of Education for use in school and college "radio workshops" by civic groups.

Copies of this catalogue, which includes information concerning the availability of these scripts through the Federal Radio Educational Script Exchange, may be obtained by sending to the U. S. Office of Education, Washington, D. C.



"The World Is Yours" and its general narrator, "The Oldtimer" (at left) will celebrate their two hundredth consecutive Sunday broadcast over the NBC-Red Network on March 31—by Thomas Hoier, who tells the stories back of various exhibits in the Smithsonian Institution. In Washington, D. C., as they are dramatized in this popular educational series.

## American Law Institute Cooperating in New Youth Problem Series

IN COOPERATION with the American Law Institute, the National Broadcasting Company is undertaking to help solve some of society's most perplexing problems—how to safeguard young people from lives of crime, how to reclaim youthful law-breakers to useful living and how to protect the public more effectively from its young offenders.

According to a recent survey made by the American Law Institute, the bulk of America's serious property crimes are committed by minors between the ages of juvenile court jurisdiction and 21. This survey also produced evidence to prove that such law-breaking minors cannot be successfully judged and punished as adults.

These problems, as they affect both society and general lives of young law-breakers, together with the American Law Institute's suggestions for improving this branch of criminal administration, will be dramatized and discussed by noted criminologists, sociologists and penologists in an outstanding series of broadcasts to be heard over the NBC-Blue Network at 7:15 p. m., on Mondays, beginning March 4.

The series, to be known as "Youth in the Tolls," will present an authoritative diagnosis of these social ills based upon properly disguised case histories. It will show how the problem of young lawbreakers is being handled in various states and suggests ways for coordinating this branch of criminal administration for the national good. It also will show how intelligent handling and sympathetic understanding has saved and cares away many first offenders from careers in crime.

## Classroom Use of Radio Advocated as Aid In Sight Conservation

BROADCASTING in the classroom as an aid in conserving the sight of school children is advocated by Olive S. Peck, supervisor of Braille and Sight-saving Classes in Cleveland, Ohio, in a report just published by the National Society for the Prevention of Blindness.

Based on her report on experiments conducted with 65,000 children in the elementary schools of Cleveland, Miss Peck stresses the importance of the "eye rest periods" which broadcast lessons provide.

"Education has been carrying on quite a bombardment of the visual senses for many years," Miss Peck points out. "The use of the auditory sense has been rather neglected as a gateway of learning in the regular classes. But educators are now interested in using radio.

"At first music appreciation lessons were broadcast and the artist-lecturers were so successful that English, art, science, health, safety and social studies were made subjects of experimentation. Visual material is used when necessary during the lesson.

"One line development of the use of broadcasting is an increased interest in speech. Everybody is becoming more or less radio-conscious. Tests are showing that many speech defects are the result of auditory defects. Perhaps many of us who are engaged in sight-saving class work have not paid enough attention to the auditory condition of our children."

Copies of Miss Peck's complete report may be had by addressing the National Association for the Prevention of Blindness, RCA Bldg., New York

VOL. II, No. 6

RCA BUILDING, RADIO CITY, N. Y.

MARCH, 1940

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

AS IS being announced currently during the intermissions of the Metropolitan Opera Saturday matinee broadcasts, six winners in the letter writing contest being conducted by the radio division of the campaign for funds for the Metropolitan Opera Association will be brought to New York to attend the opening night performance of the Metropolitan Opera's 1940-41 season as the guests of NBC. Each of the six winners will receive this award for self and companion.

This contest for the six best 100-word letters on "What The Metropolitan Opera Broadcasts Mean to Me" is open to all radio listeners in the United States and Canada. For the purpose of this contest the United States has been divided into five zones, Canada forming a sixth, and one winner will be selected from each. Should the winner in the zone including New York and vicinity prefer two season tickets for one night, each week throughout the Metropolitan's 1940-41 season, he will be given this optional award.

Contestants should address their letters to the Metropolitan Opera Letter Contest, Metropolitan Opera House, New York, N. Y. All entries must be received before midnight, March 23. Selection of the winning letters will be made by a board of judges comprising Mrs. August Belmont, chairman, Dr. William Lyon Phelps, Dr. John Erskine, Dr. Howard Hanson and Mrs. Vincent Hilles Ober, president of the National Federation of Music Clubs.

### "REMEMBER THE MET"

As an additional reminder to those who have intended—but have forgotten—to subscribe to the Metropolitan Opera's Campaign Fund NBC is presenting a series of programs on Wednesdays at 11:00 p. m., known as "Remember the Met."

World-famous opera stars, backstage personalities and persons otherwise prominent are heard in these programs, recreating colorful and dramatic episodes in the history of America's great opera house and explaining why radio listeners have been asked to contribute One Dollar or more to this famous cultural institution.

## American Radio Offers Services To Women Unrivaled Elsewhere

AMERICAN women, now generally and genuinely appreciative of the fact that they are enjoying a service through radio which is unequalled in 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 long list of programs of interest and service 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 on the part of NBC executives but of suggestions, advice and cooperation received from many women and women's organizations.

"Women have expressed their ideas

about programs much more frequently and firmly than men," according to Margaret Guthbert, director of NBC's Women's Activities Department. "Their letters have been more practical. Radio has meant and means something specific to them—a service, education and relaxation. They readily concede that they do not like, and while they may tolerate 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 prompted NBC to establish its Department of Women's Activities in the Fall of 1935. The purpose of this department has been to determine what the women of America desired of radio, to study their needs and how radio should expand its services to meet these needs. This has been accomplished through working directly with various women's organizations and analyzing personal communications which offer criticism and commendation, inquiries and suggestions.

Today, NBC and its affiliated stations employ 165 women in program directors, commentators, shoppers' guides, fashion, beauty and home economics editors.

With the adoption of NBC's newly planned schedule of public service programs, patterned to cover specific fields of human interest and service in systematic ways, the Women's Activities Department has become a most valuable cooperating and coordinating agency. It has been a two-way street which has kept NBC executives informed of women's radio needs and opinions, at the same time suggesting how these needs should be met and how these services could be brought to the attention of women through their various great national organizations.

This new planned schedule of public service programs includes not only programs designed to serve specific needs but also services designed to encourage new and worthwhile interests. As science, through its many time-saving and labor-saving

Broadcasting Company.

(Turn to last page, column 1)



# DAY BY DAY

Watch your newspapers for additional programs and supplementary information.

## PROGRAMS IN THE PUBLIC STORY BOOK ALL TIMES EASTERN STANDARD MARCH

	SERVICE TO SCHOOLS (See other columns for details.)	PUBLIC AFFAIRS AND NEWS	RELIGION	MUSIC	ARTS AND SCIENCES	SPECIAL SERVICES
<b>SUNDAY</b>	<p><b>GENERAL EDUCATION—On Your Job:</b> The World is Yours.</p> <p><b>LITERATURE AND DRAMA—</b>Pilgrimage of Poetry, Great Plays.</p> <p><b>MUSIC—</b>Yoichi Hiraoka, Walden String Quartet; Music, and American Youth; Southernaires; Radio City Musical Hall; NBC String Symphony; NBC Soloists; Tappety Musical; Beethoven String Quartet Cycle.</p> <p><b>PUBLIC AFFAIRS AND NEWS—</b>News broadcast; University of Chicago Round Table; Foreign Policy Association Program. <b>SPECIAL PROGRAM—</b>Sunday Drivers.</p> <p><b>FOREIGN LANGUAGES—</b>NBC International Broadcasts.</p>	<p><b>NEWS BROADCASTS—</b>BLUE, 8:00 a.m. News; Bulletins: 8:10 a.m., Earl Godwin, from Washington; 11:00 a.m., AP News; 7:00 p.m., News from Finland; 7:15 p.m., War News from Europe; 10:00 p.m., Jean MacMillan; 11:00 a.m., AP News; RED, 8:00 a.m., News; Bulletins: 8:10 a.m., Earl Godwin, from Washington; 11:00 a.m., AP News; 3:30 p.m., War News from Europe; 11:00 a.m., AP News.</p> <p><b>FOREIGN LANGUAGES—</b>NBC International Broadcasts—On WRCA (21,830 kc.) and WBNB (17,780 kc.); Italian Period: 1:00-2:00 p.m.; German: 2:00-3:00 p.m.; French: 3:00-4:00 p.m.; On WRCA (9,670 kc.) and WBNB (17,780 kc.); Portuguese Period: 4:00-5:00 p.m.; Spanish: 5:07-7:00 p.m.; Portuguese: 7:00-8:00 p.m.; Spanish: 8:00-10:00 p.m.; On WRCA (9,670 kc.); Spanish: 11:00 p.m.-1:00 a.m.; On WBNB (16,100 kc.); Spanish: 12 mid-1:00 a.m.</p> <p><b>UNIVERSITY OF CHICAGO ROUND TABLE.</b> auspices University of Chicago Radio Council, faculty and guest speakers: 2:30-3:00 p.m., RED.</p> <p><b>FOREIGN POLICY ASSOCIATION PROGRAM—</b>Discussion of Foreign Policy by members of the Research Staff of this Association: 3:15-3:30 p.m., BLUE.</p>	<p><b>RADIO PULPIT.</b> auspices Federal Council of Churches: 10:00-10:30 a.m., RED, Dr. Ralph Sokoman, Pastor of Christ Methodist Church, New York; Mar. 3, "Selling Our Souls"; Mar. 10, "Our Bewitching Beliefs"; Mar. 17, "Lords of Life"; Mar. 24, "Easter and Expiation"; Mar. 31, "Lift's Law of Gravity."</p> <p><b>FEAST OF ESTHER.</b> 2300th anniversary of the traditional Purim Festival, featuring an address by President Roosevelt: Mar. 24, 1:30-2:00 p.m., BLUE.</p> <p><b>NATIONAL VESPERS.</b> auspices Federal Council of Churches: 4:00-4:30 p.m., BLUE, Dr. Harry Emerson Fosdick, pastor of Riverside Church, New York; Mar. 3, "Preventive Medicine"; Mar. 10, "The Life That Keeps its Savor"; Mar. 17, "Palm Sunday Sermon"; Mar. 24, "Easter Sermon"; Mar. 31, Dr. Rupert Vincent, First Collier; Mar. 24, Alfred Lugaertzen, pianist; Mar. 31, Philip Frank Miller, Nathan Gordon, cellist; and Earl Wilde, violinist in trio.</p> <p><b>CATHOLIC HOUR.</b> auspices National Council of Catholic Men: 6:00-6:30 p.m., RED, Rev. Raymond Monaghan, Fulton J. Sheen, of Catholic University of America; Mar. 3, "Memories" (10th Anniversary Program); Mar. 10, "Faith"; Mar. 17, "Temperance"; Mar. 24, "Easter Sermon"; Mar. 31, To be announced.</p>	<p><b>YOICHI HIRAOKA.</b> Xylophonist, 8:00-8:30 a.m., RED.</p> <p><b>WALDEN STRING QUARTET.</b> from WHK St. Louis, 10:00-10:30 a.m., BLUE, Ends Mar. 17.</p> <p><b>MUSIC AND AMERICAN YOUTH.</b> Demonstrating what is being done in music by America's schools and high schools, students choral and instrumental groups and talks by prominent music educators, 11:30-12:00 noon, RED, Mar. 3, from Boston, Mass.; Mar. 10, from Seattle, Wash.; Mar. 17, from Milwaukee, Wis.; Mar. 24, from St. Louis, Mo.; Mar. 31, from Los Angeles, Cal.</p> <p><b>SOUTHERNAIRES.</b> Negro spirituals, 11:30-12:00 noon, BLUE.</p> <p><b>RADIO CITY MUSICAL HALL.</b> 12:00 noon-1:00 p.m., BLUE.</p> <p><b>NBC STRING SYMPHONY.</b> Frank Black conducting, 2:00-2:30 p.m., RED.</p> <p><b>NBC SOLOISTS.</b> NBC Symphony Orchestra members in solo recital, 3:00-3:15 p.m., "Madon," Mar. 24, "Cristian Lilies," Mar. 31, "The Three Sisters."</p> <p><b>THE WORLD IS YOURS.</b> auspices Smithsonian Institution and U. S. Office of Education, 4:30-5:00 p.m., RED, Mar. 3, "Radium"; Mar. 10, "Constancy of Nature"; Mar. 17, "Our Changing Middle"; Mar. 24, "American Pharmacy: First-line Defense Against Disease"; Mar. 31, "Opening of the Far West."</p>	<p><b>ON YOUR JOB.</b> Vocational guidance program, cooperation National Vocational Guidance Association and Frank E. Hill of American Association for Adult Education; Dr. Harry E. Kilson, moderator, 12:30-1:00 p.m., RED, Mar. 3, "Have an Apple"; Mar. 10, "Man at the Wheel"; Mar. 17, "Is There Room at the Top?"; Mar. 24, "Lady in Blue"; Mar. 31, "Steel Man."</p> <p><b>PILGRIMAGE OF POETRY.</b> Broadcasts from homes of famous American poets by Ted Malone, 1:00-1:15 p.m., BLUE, Mar. 3, "Paul Laurence Dunbar"; Mar. 10, "James Whitcomb Riley"; Mar. 17, "Washel Lindsey"; Mar. 24, "Edgna Fiedt"; Mar. 31, "Joquin Miller."</p> <p><b>GREAT PLAYS.</b> 2:00-3:00 p.m., BLUE, Mar. 3, "The Second Mrs. Fassel"; Mar. 10, "Secret Service"; Mar. 17, "Madon"; Mar. 24, "Cristian Lilies"; Mar. 31, "The Three Sisters."</p> <p><b>THE WORLD IS YOURS.</b> auspices Smithsonian Institution and U. S. Office of Education, 4:30-5:00 p.m., RED, Mar. 3, "Radium"; Mar. 10, "Constancy of Nature"; Mar. 17, "Our Changing Middle"; Mar. 24, "American Pharmacy: First-line Defense Against Disease"; Mar. 31, "Opening of the Far West."</p>	<p><b>COAST TO COAST ON A BUS</b>, or the White Rabbit Line. For Children, 9:00-10:00 a.m., BLUE.</p> <p><b>SUNDAY DRIVERS.</b> Safety program, 9:30-10:00 a.m., RED.</p> <p><b>VERNON CRAWFORD'S STORY BOOK.</b> Drama for children, 12:00-12:15 p.m., RED.</p> <p><b>ON YOUR JOB.</b> (See Arts and Sciences.)</p> <p><b>UNIVERSITY OF CHICAGO ROUND TABLE.</b> (See Public Affairs and News.)</p> <p><b>CHEERIO.</b> Inspirational program, 10:30-11:00 a.m., BLUE.</p> <p><b>FOREIGN LANGUAGES.</b> (See Public Affairs and News.)</p>
<b>MONDAY</b>	<p><b>GENERAL EDUCATION—</b>National Farm and Home Hour; Youth in the Tolls (Commercials Mar. 4).</p> <p><b>LITERATURE AND DRAMA—</b>Adventure in Reading; Between the Bookends.</p> <p><b>MUSIC—</b>U. S. Navy Band; Rochester Civic Orchestra.</p> <p><b>PUBLIC AFFAIRS AND NEWS—</b>News broadcast; How to Prepare Your Federal Income Tax Return (Mar. 4); Dr. Arthur H. Merritt, President of American Dental Assn. (Mar. 11); National Radio Forum.</p> <p><b>FOREIGN LANGUAGES—</b>NBC International Broadcasts.</p>	<p><b>NEWS BROADCASTS—</b>BLUE, 8:00 a.m., News; Bulletins: 8:10 a.m., Earl Godwin, from Washington; 9:00 a.m., AP News; 4:15 p.m., News from Europe; 8:00 a.m., War News from Europe; 8:10 a.m., Earl Godwin, from Washington; 9:00 a.m., AP News; 6:25 p.m., AP News; 11:00 a.m., AP News.</p> <p><b>FOREIGN LANGUAGES—</b>NBC International Broadcasts—On WRCA (21,830 kc.) and WBNB (17,780 kc.); Italian Period: 1:00-2:00 p.m.; German: 2:00-3:00 p.m.; French: 3:00-4:00 p.m.; On WRCA (9,670 kc.) and WBNB (17,780 kc.); Portuguese Period: 4:00-5:00 p.m.; Spanish: 5:07-7:00 p.m.; Portuguese: 7:00-8:00 p.m.; Spanish: 8:00-10:00 p.m.; On WRCA (9,670 kc.); Spanish: 11:00 p.m.-1:00 a.m.; On WBNB (16,100 kc.); Spanish: 12 mid-1:00 a.m.</p> <p><b>HOW TO PREPARE YOUR FEDERAL INCOME TAX RETURN.</b> In cooperation with the National Association of Cost Accountants: Mar. 4, 6:05-6:15 p.m., BLUE.</p> <p><b>DR. ARTHUR H. MERRITT.</b> President of American Dental Association, speaking on 10th anniversary of organized dentistry, Mar. 11, 9:05-9:10 p.m., BLUE.</p> <p><b>NATIONAL RADIO FORUM—</b>Speakers on national affairs, arranged by Washington Evening Star, 10:30-11:00 p.m., BLUE.</p>	<p><b>THE RIDDLE OF LIFE.</b> auspices Federal Council of Churches: 12:30-12:45 p.m., RED, Dr. John Sutherland Bonnell, pastor of Fifth Ave. Presbyterian Church, New York; Mar. 5, "Why Be A Failure?"; Mar. 12, "Learning to Forgive"; Mar. 19, "The Resources of Hell"; Mar. 26, "Wounds of the World."</p>	<p><b>UNITED STATES NAVY BAND.</b> Lieut. Charles H. White, conductor, 2:30-3:00 p.m., BLUE.</p> <p><b>ROCHESTER CIVIC ORCHESTRA.</b> conducted by Guy Francis Harrison and Paul White, Mar. 4 and 11, 1:30-2:30 p.m.; Mar. 18 and 25, 9:30-10:00 a.m., BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR.</b> Cooperation of U. S. Department of Agriculture and other groups, 12:30-1:15 p.m., BLUE.</p> <p><b>ADVENTURE IN READING.</b> Dramatizations of books and lives of famous authors by Charles H. White, conductor, 2:30-3:00 p.m., BLUE.</p> <p><b>CHASE TWINS.</b> Children's serial, 3:15-3:30 p.m., BLUE.</p> <p><b>MALCOLM CLAIRE.</b> Children's stories, 6:15-6:25 p.m., RED.</p> <p><b>YOUTH IN THE TOLLS.</b> Cooperation of American Law Institute, Department of Agriculture, U. S. Department of Education and other groups, 11:00-11:45 a.m., BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR.</b> Cooperation of U. S. Department of Agriculture and other groups, 12:30-1:15 p.m., BLUE.</p> <p><b>CHASE TWINS.</b> Children's serial, 3:15-3:30 p.m., BLUE.</p> <p><b>MALCOLM CLAIRE.</b> Children's stories, 6:15-6:25 p.m., RED.</p> <p><b>FOREIGN LANGUAGES.</b> (See Public Affairs and News.)</p>
<b>TUESDAY</b>	<p><b>GENERAL EDUCATION—</b>National Farm and Home Hour; Gallant American Women; Information Please; Cavalcade of America.</p> <p><b>LITERATURE AND DRAMA—</b>Between the Bookends.</p> <p><b>MUSIC—</b>Rochester Civic Orchestra's Educational Concerts (Mar. 5 and 19); U. S. Army Band; Magnolia Blossoms; Cincinnati Symphony Orchestra (Mar. 12).</p> <p><b>PUBLIC AFFAIRS—</b>News Broadcasts.</p> <p><b>FOREIGN LANGUAGES—</b>NBC International Broadcasts.</p>	<p><b>NEWS BROADCASTS—</b>BLUE, 8:00 a.m., News from Europe; 8:10 a.m., Earl Godwin, from Washington; 9:00 a.m., AP News; 4:15 p.m., News from Europe; 8:00 a.m., War News from Europe; 8:10 a.m., Earl Godwin, from Washington; 9:00 a.m., AP News; 6:25 p.m., AP News; 11:00 a.m., AP News.</p> <p><b>FOREIGN LANGUAGES—</b>NBC International Broadcasts—On WRCA (21,830 kc.) and WBNB (17,780 kc.); Italian Period: 1:00-2:00 p.m.; German: 2:00-3:00 p.m.; French: 3:00-4:00 p.m.; On WRCA (9,670 kc.) and WBNB (17,780 kc.); Portuguese Period: 4:00-5:00 p.m.; Spanish: 5:07-7:00 p.m.; Portuguese: 7:00-8:00 p.m.; Spanish: 8:00-10:00 p.m.; On WRCA (9,670 kc.); Spanish: 11:00 p.m.-1:00 a.m.; On WBNB (16,100 kc.); Spanish: 12 mid-1:00 a.m.</p> <p><b>NATIONAL FARM AND HOME HOUR.</b> (See Arts and Sciences.)</p>	<p><b>OUR SPIRITUAL LIFE.</b> auspices Federal Council of Churches: 12:30-12:45 p.m., RED, Dr. John Sutherland Bonnell, pastor of Fifth Ave. Presbyterian Church, New York; Mar. 5, "Why Be A Failure?"; Mar. 12, "Learning to Forgive"; Mar. 19, "The Resources of Hell"; Mar. 26, "Wounds of the World."</p>	<p><b>ROCHESTER CIVIC ORCHESTRA.</b> Educational Concerts conducted by Guy Francis Harrison and Paul White, Mar. 5 and 19, 1:30-2:30 p.m., BLUE.</p> <p><b>UNITED STATES ARMY BAND.</b> Conducted by Captain Thomas F. Darcy, 2:30-3:30 p.m., BLUE.</p> <p><b>CINCINNATI SYMPHONY ORCHESTRA.</b> Eugene Goossens conducting, Mar. 12, 3:30-4:00 p.m., BLUE.</p> <p><b>MAGNOLIA BLOSSOMS.</b> Flute, jubilee songs, vocalists and orchestra, 7:30-8:00 p.m., BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR.</b> Cooperation of U. S. Department of Agriculture and other groups, 12:30-1:15 p.m., BLUE.</p> <p><b>GALLANT AMERICAN WOMEN.</b> Dramatizations depicting the important part women have played and are playing in the manifold activities of American life; cooperation of U. S. Office of Education and NBC and other groups, 11:00-11:45 a.m., BLUE.</p> <p><b>CHASE TWINS.</b> Children's serial, 3:15-3:30 p.m., BLUE.</p> <p><b>MALCOLM CLAIRE.</b> Children's stories, 6:15-6:25 p.m., RED.</p> <p><b>FOREIGN LANGUAGES.</b> (See Public Affairs and News.)</p>	



## Appeal Made to Radio's Opera Audience To Help Metropolitan

(Continued from page 1)

"Today the Metropolitan faces a critical financial situation. If you are one of the first rank is to continue in America. As a member of the Board of Directors of the Metropolitan Opera Association, I have been asked to explain this situation to the radio audience. As a radio man, who knows from experience how widespread in America is the appreciation of grand opera, I have taken myself an even greater responsibility. I have told the management and the artists of the Metropolitan that I have full faith in the intelligency of the opera's national radio audience to help them.

"You who constitute this vast audience may not realize what an important part you play in the operation of the Metropolitan today. While you cannot see the other millions who are gathered around their radios, all of you, together, form the greatest opera audience in the history of the world. It is estimated that this afternoon, in the United States alone, more than 10,000,000 people are listening to this inspiring performance of 'Lohengrin.' This famous old building on Broadway has ceased to be a local opera house. It is now the nation's opera—the people's Opera—your opera.

"Many of you may not know that this historic house is not owned or controlled by the company which produces the opera—that is, the Metropolitan Opera Association. The time has now come when the fate of the opera, and its ability to advance as a national institution, demands permanent ownership of the house, supported by the general public, and serving broad public interests.

"The Metropolitan Opera Association has an option on the opera house, which in its terms requires \$500,000 in cash. It faces the problem of raising up this option by May 31st, 1940, and maintaining opera in the present house, or of working out other plans which will insure the continuance of opera in some other appropriate location. An additional \$500,000 is needed to carry out plans for essential improvements, and for the advancement of the Metropolitan Opera as a national music center.

"The Metropolitan Opera Association therefore has undertaken a campaign to raise \$1,000,000 from public subscription gifts, including radio listeners, in cities both large and small. The Directors of the Metropolitan have made a public announcement of the need and purposes of this campaign, and the details have been published in newspapers throughout the country.

"I have been asked to serve as Chairman of the Radio Division of this campaign, and I am happy to announce that Mrs. Belmont and Miss Lucrezia Bori have consented to serve with me as Vice-Chairmen. Their deep interest and service to the maintenance of the Metropolitan for a period of many years is

## New General Science Series Answers "How Do You Know?"

HOW DO you know when and where the next total eclipse of the sun will take place? "Can we tell if the Allegheny Mountains are older than the Rockies? The speed of light? "How Do You Know?"—that question hurled at museum attendants countless times a day is the subject of a new general science series being broadcast over the NBC-Blue Network each Thursday from 2:00 to 2:30 p.m., EST. These broadcasts, originating in the Field Museum of Natural History in Chicago, are being presented in cooperation with The Museum of Science and the University Broadcasting Council of Chicago.

The programs consist of dramatizations based upon different exhibits 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, are novel and interesting presentations, planned to serve and entertain both children and adults. Subjects to be covered during the month of February will be found listed under this program in the "Day by Day" bulletin which is mailed to subscribers.

In adding this general science series to the curriculum included in its planned schedule of public service programs, the National Broadcasting Company invites both the attention and comments of educators.

well-known throughout the United States.

"I believe that there are many radio listeners who will be willing and happy to contribute a small sum to help insure the continuance of the Metropolitan Opera. I therefore earnestly appeal to all of you who can afford to do so, to contribute One Dollar directly to the Metropolitan Opera Association, as your contribution toward helping preserve in America, the world's finest opera."

"Please ask yourself this question: 'If I knew that I could not hear another Metropolitan Opera on the radio unless I gave One Dollar, would I give it?'"

"I am sure your answer will be 'yes,' because I feel certain that you want Metropolitan Opera to go on. Surely you will see the value of an American institution which has won a reputation all over the world; an unchallenged reputation for its interpretation of the great beauty that lies in the operas of the world's great masters."

"The Metropolitan Opera asks you who are its friends to express that friendship now in a practical way. We ask you to contribute One Dollar to the company which can afford to give it. Naturally, larger gifts will be most welcome.

"I am particularly as the organized listener groups in schools and clubs and homes throughout the country to help make this campaign a success, and thereby to insure the continuance of the Metropolitan Opera."

## Social Science Series Added to NBC's Planned Curriculum

QUESTIONS that touch us all in our daily living—"Who pays the taxes?" "Can we without the 'middle man'?" "Are sales taxes fair?" and similar puzzlers—will be posed, analyzed and answered during the new social science series to be presented each Wednesday from 11:15 to 11:30 p.m., EST, over the NBC-Red Network, beginning February 7.

To be known as "The Next Step Forward," this series will deal with the recently vital economic problems in dramatizations based upon research of the two main branches of the non-partisan, fact-finding foundation established in 1919 and endowed by the late Edward A. Filene, of Boston.

These dramatizations, showing how such problems affect real life situations, will be followed by brief discussions by eminent, nationally known economists who are members of the Twentieth Century Fund's Special Survey Committee. In these discussions, with the narrator, these experts will explain their committee's recommendations for "The Next Step Forward."

The Twentieth Century Fund is devoted to scientific investigations of important economic and social problems, and endeavor to make practical proposals for their solution. It is not a propaganda agency, nor does it try to promote any political or economic program.

On consecutive Wednesday's "The Next Step Forward" will deal with: "Where Does the Food Money Go?" "Debts For Sale," and "Where the Tax System is Going."

The National Broadcasting Company feels that in making widely known the results of the Twentieth Century Fund's scientific research, it will promote a better understanding of problems facing our citizens, and help to assist individuals, and the nation to find "The Next Step" toward their solution.

## NBC Begins Broadcasts to Antarctic Expedition

A NUMBER of the nation's leading newspapers are cooperating with the National Broadcasting Company in preparing a special series of programs to be short-waved to Rear Admiral Byrd's Antarctic Expedition in "Little America" on alternate Friday nights, beginning February 2. The broadcasts, to be relayed to Antarctica by the General Electric Company's short-wave station WGE0 in Schenectady, also may be heard by listeners in the United States via the NBC-Red Network from 11:30 p.m. to 12:00 Midnight, EST.

Each program will include the "short-wave radio mailbag," a feature which has supplied the two previous Byrd expeditions with information from friends and relatives at home.

These broadcasts will provide a welcome link between the expedition and the Byrd Expedition and civilization.



## PROGRAMS IN THE PUBLIC INTEREST

VOL. II, No. 5

RCA BUILDING, RADIO CITY, N. Y.

FEBRUARY, 1940

### "Musical Americana" Introduces Novel Music Educational Series

EDUCATORS are following with keen interest the novel and entertaining adult music appreciation program launched under the title of "Musical Americana" over 60 stations of the NBC-Blue Network on January 25.

This new half hour broadcast, heard each Thursday at 8:00 p.m., originates in Carnegie Hall, Pittsburgh, With Deems Taylor as master of ceremonies, Raymond Paige conducts a mixed chorus of 24 voices and the Westinghouse Orchestra, composed of 102 musicians from the Pittsburgh Symphony and KDKA Orchestras, in works by American composers. Programs are being built to cover the entire range of American music—from folk-music and spirituals through the more representative types of popular and semi-classic music to the major works of America's outstanding symphonists and opera composers.

The purpose of this series is to acquaint Americans with the great variety of music that has been produced in this country, to familiarize Americans with the best of all types of American music, and, by arousing a greater interest in their musical creations of our country, to encourage American creative talent to even greater achievements.

This series will stress at least one fact which many music sophisticates have been unable or unwilling to recognize in America's music—a very important contribution to the advancement of music by developing so-called popular music to a fine art.

This program also will focus attention upon the great progress which is being made in interpretative music listening in this country. Each week a representative instrumental student or graduate from some outstanding American music school or conservatory will be chosen to appear as soloist with the Westinghouse Orchestra.

In engaging Deems Taylor as master of ceremonies, the Westinghouse Electric and Manufacturing Company, which sponsors this series, has chosen a staunch champion of American composers, both popular

and those who wish they were popular—a distinguished composer himself. Mr. Taylor is also an experienced radio commentator whose authoritative statement and ready wit have won for him a nation-wide following. Kenneth L. Watt, well-known radio writer, is producer and director of these programs.

Dr. James Rowland Angell, Educational Counselor to NBC, had this new Westinghouse educational series in mind when, in a recent Chicago address, he said: "We are all particularly impressed by the increasing disposition of the great industrial and business interests that make use of radio to render a genuine public service by incorporating into their programs material of distinct educational value. Business is thus taking its place beside the schools and similar agencies in training youth for life and service."

### David Sarnoff Opens Drive To Aid Metropolitan Opera

AN APPEAL to help one of this country's most prized cultural institutions, one which radio has made available to millions throughout this country and abroad, was made by David Sarnoff on January 27 during an intermission of the Saturday matinee performance of "Lohengrin," when he asked radio listeners 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's campaign to raise \$1,000,000, the president of the Radio Corporation of America and chairman of the National Broadcasting Company's board, urged radio listeners to contribute to this fund by sending One Dollar each to the Metropolitan Opera Association, 1417 Broadway, New York.

Following is context of Mr. Sarnoff's appeal:

"This is the ninth consecutive year in which the National Broadcasting Company, through the miracle of radio, has been privileged to bring the Metropolitan Opera into the homes of America. On Christmas Day in 1931, the nation's first radio audience heard the first of these programs, a performance of 'Hansel and Gretel,' direct from the stage of this historic opera house. Since then, every single week of the New York season of the Metropolitan, for nine years, one of the great operas—performed by great artists—has been broadcast to you.

"The American system of broadcasting has made it possible for radio listeners everywhere to hear the world's finest opera week after week, without having to pay a cent for the privilege.

"But over this same period of nine years, the National Broadcasting Company has paid directly to the Metropolitan Opera Association one million dollars for the privilege of bringing grand opera to its radio audience. This has been an important and necessary source of income to the Metropolitan. The National Broadcasting Company will continue to pay the Metropolitan Opera for the opportunity to broadcast these programs to you.

(Turn to last page, column 1)



# DAY BY DAY

Watch your newspapers for additional programs and supplementary information.



## PROGRAMS IN THE PUBLIC INTEREST ALL TIMES EASTERN STANDARD

	SERVICES TO SCHOOLS (See other columns for details.)	PUBLIC AFFAIRS AND NEWS	RELIGION	MUSIC	ARTS AND SCIENCES	SPECIAL SERVICES
<b>SUNDAY</b>	<p><b>GENERAL EDUCATION</b>—On Your Job: The World Is Yours.</p> <p><b>LITERATURE AND DRAMA</b>—Pilgrimage of Poetry, Great Plays.</p> <p><b>MUSIC</b>—Yoichi Hiroaka, Walden String Quartet; Music and American Youth; Southwestern Radio City Music Hall; NBC String Symphony; NBC Soloists; Tapestry; Musical Friends of Music; Berneise String Quartet Cycle.</p> <p><b>PUBLIC AFFAIRS</b>—News Broadcasts; Foreign Policy Association Program; University of Chicago Round Table.</p> <p><b>SPECIAL PROGRAMS</b>—Arlington Time Signal; Sunday Drivers.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts.</p>	<p><b>NEWS BROADCASTS</b>—BLUE, 8:00 a.m. News Bulletin, 11:00 a.m. AP News; 7:00-10 p.m. News from Finland; 7:15 p.m. War News from Europe; 10:00 p.m. William Hillman, speaking from London; 11:00 p.m. AP News; RED, 8:00 a.m. News Bulletin, 11:00 a.m. AP News; 3:30 p.m. War News from Europe; 11:00 p.m. AP News; 11:05 p.m. Noted Commentators.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts—On WRCA (21.30 kc.) and WNBT (17.70 kc.); Italian Period, 1:30-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; On WRCA (9.570 kc.) and WNBT (17.70 kc.); Portuguese Period, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m.; On WRCA (9.570 kc.); Spanish, 11:00 p.m.-1:00 a.m. On WNBT (16.90 kc.); Spanish, 12:00 mid-1:00 a.m.</p> <p><b>UNIVERSITY OF CHICAGO ROUND TABLE</b>—Auspices University of Chicago Radio Council, faculty and guest speakers; 12:30-1:00 p.m., RED.</p> <p><b>FOREIGN POLICY ASSOCIATION PROGRAM</b>—Discussions of Foreign Policy by members of this Association, 3:15-3:30 p.m., BLUE.</p>	<p><b>RADIO PULPIT</b>, Auspices Federal Council of Churches; 10:00-10:30 a.m., RED. Dr. Ralph Sockman, pastor of Christ Methodist Church, New York; Feb. 4, "Forgive Us Our Debts"; Feb. 11, "Ye Will Not Our Debt"; Feb. 18, "Promises We Live By"; Feb. 25, Dr. Alfred Grant Walton will occupy the Radio Pulpit on this date.</p> <p><b>NATIONAL VESPERS</b>, Auspices Federal Council of Churches; 8:00-4:30 p.m., BLUE. Dr. Harry Emerson Buck, pastor of Riverside Church, New York; Feb. 4, "What Are You Doing With Your Tongue Inside?" Feb. 11, "The Life That Keeps It Savour"; Feb. 18, "The Power of Great Traditions"; Feb. 25, "The High Uses of Trouble."</p> <p><b>CATHOLIC HOUR</b>, Auspices National Council of Catholic News; 6:00-6:30 p.m., RED. Rev. Monsignor Fulton J. Sheen, of Catholic University of America; Feb. 4, "The Past and Peace"; Feb. 11, "Fortitude"; Feb. 18, "Hope"; Feb. 25, "Truth."</p>	<p><b>YOICHI HIROAKA</b>, Xylophonist; 8:00-8:30 a.m., RED.</p> <p><b>WALDEN STRING QUARTET</b>, from WHK, St. Louis; 10:00-10:30 a.m., BLUE.</p> <p><b>MUSIC AND AMERICAN YOUTH</b>, Demonstrating what is being done in music by America's schools and high schools, student choral and instrumental groups and talks by prominent music educators, 11:30-12:00 noon, RED. Feb. 4, from Kansas City, Kans.; Feb. 11, from Cincinnati, O.; Feb. 18, from Winnetka, Ill.; Feb. 25, from Denver, Colo.</p> <p><b>SOUTHERNIARES</b>, Negro spirituals; 11:30-12:00 noon, BLUE.</p> <p><b>RADIO CITY MUSIC HALL</b>, 12:00 Noon to 1:00 a.m., BLUE.</p> <p><b>NBC STRING SYMPHONY</b>, Frank Beck conducting; 2:00-2:30 p.m., RED.</p> <p><b>NBC SOLOISTS</b>, NBC Symphony Orchestra members in solo recital, 3:00-3:15 p.m., BLUE. Feb. 4, William Purviance, violin; Feb. 11, John Wummer, flutist, and Robert Blue, oboist; Feb. 18, Oscar Shumety, violinist; Feb. 25, Wind Ensemble.</p> <p><b>TAPESTRY MUSICAL</b>, NBC String Orchestra; 4:30-5:00 p.m., BLUE.</p> <p><b>NEW FRIENDS OF MUSIC</b>, Chamber music concerts from Town Hall in New York; 6:00-7:00 p.m., BLUE.</p> <p><b>BETHOVEN STRING QUARTET CYCLE</b>, Dimitroff String Quartet and American Art Quartet on alternating Sundays; 10:30-11:00 p.m., RED.</p>	<p><b>"ON YOUR JOB"</b>, Vocational guidance program; cooperation National Vocational Guidance Association and Frank E. Hill of mercantile department for night education; Dr. Harry E. Kitson, commmentator; 12:30-1:00 p.m., BLUE. Feb. 4, "Personnel Director"; Feb. 11, "What's in a Washboard"; Feb. 18, "Your Money's Worth."</p> <p><b>"PILRIMAGE OF POETRY"</b>, Broadcasts from homes of famous American poets by Ted Malone; 1:00-1:15 p.m., BLUE. Feb. 4, "Lixette Woodworth Ripley"; Feb. 11, "Sidney Lanier"; Feb. 18, "Jost Chandler Hart"; Feb. 25, "John Pease.".</p> <p><b>"GREAT PLAYS"</b>, 2:00-3:00 p.m., BLUE. Feb. 4, "Aristophanes' Birds"; Feb. 11, "Peer Gynt"; Feb. 18, "Pirates of Penzance"; Feb. 25, "Trelawney's Daughter."</p> <p><b>"THE WORLD IS YOURS"</b>, Auspices Smithsonian Institution and U. S. Office of Education; 4:30-5:00 p.m., RED. Feb. 4, "The American and Indian Bison"; Feb. 11, "The Story of Hand Movers"; Feb. 18, "Evolution of the Typewriter"; Feb. 25, "Pompeii Lives Again."</p>	<p><b>COAST TO COAST ON A BUS</b>, or the White Rabbit Line For children; 9:00-10:00 a.m., BLUE.</p> <p><b>SUNDAY DRIVERS</b> Story program; 9:30-10:00 a.m., RED.</p> <p><b>VERNON CRANE'S STAGE BOOK</b>, Drama for children; 12:00-12:15 p.m., RED.</p> <p><b>ARLINGTON TIME SIGNAL</b>, 12:00 Noon, RED and BLUE.</p> <p><b>ON YOUR JOB</b> (See Arts and Sciences.)</p> <p><b>"GREAT PLAYS"</b>, 2:00-3:00 p.m., BLUE. (See Public Affairs and News.)</p> <p><b>CHERIE</b>, Inspirational program; 10:30-11:00 p.m., BLUE.</p> <p><b>FOREIGN LANGUAGES</b>. (See Public Affairs and News.)</p>
<b>MONDAY</b>	<p><b>GENERAL EDUCATION</b>—National Farm and Home Hour; Science on the March (Ends Feb. 3).</p> <p><b>LITERATURE AND DRAMA</b>—Adventure in Reading; Between the Bookends.</p> <p><b>MUSIC</b>—U. S. Navy Band; Rochester Civic Orchestra.</p> <p><b>PUBLIC AFFAIRS AND NEWS</b>—News Broadcasts; Postmaster General Jas. A. Farley, speaking from New Salem, Ill. (Feb. 12); Herbert Hoover's Lincoln Day Dinner Address (Feb. 19); National Radio Forum.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts.</p>	<p><b>NEWS BROADCASTS</b>—BLUE, 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 4:55 p.m. AP News; RED, 8:00 a.m. AP News; 11:05 p.m. Noted Commentators.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts—On WRCA (21.30 kc.) and WNBT (17.70 kc.); Italian Period, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; On WRCA (9.570 kc.) and WNBT (17.70 kc.); Portuguese Period, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m.; On WRCA (9.570 kc.); Spanish, 11:00 p.m.-12:00 mid-1:00 a.m.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups; 12:30-1:15 p.m., BLUE.</p> <p><b>POSTMASTER GENERAL JAS. A. FARLEY</b>, Address at dedication of new Post Office Building in New Salem, Ill., Feb. 12, 12:35-1:45 p.m., BLUE.</p> <p><b>HERBERT HOOVER</b>, Addressing Lincoln Day Dinner; Feb. 12, 9:00-9:30 a.m., BLUE.</p> <p><b>NATIONAL RADIO FORUM</b>—Speakers on national affairs arranged by Washington Evening Star; 10:40-11:00 a.m., BLUE.</p>	<p><b>THE BIDDLE OF LIFE</b>, Auspices Federal Council of Churches; 10:30-10:45 p.m., RED. Dr. Ralph S. Meadowsford, pastor of All Angels' Protestant Episcopal Church, New York; Feb. 12, "Challenge of Words"; Feb. 19, "The Mystery of a Solution of the Puzzle"; Feb. 26, "The Saving Power of Christ."</p>	<p><b>UNITED STATES NAVY BAND</b>, Lincoln Charles Brier, conducting; 2:30-3:00 p.m., BLUE.</p> <p><b>ROCHESTER CIVIC ORCHESTRA</b>, conducted by Roy Fisher Harrison and Paul White; 1:30-2:30 p.m., BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups; 12:30-1:15 p.m., BLUE.</p> <p><b>ADVENTURE IN READING</b>, Dramatizations depicting the important part women have played and are playing in the manifold activities of American life; cooperation of U. S. Office of Education and U. S. Division of Women's Activities; 2:00-2:30 p.m., BLUE. Feb. 5, "Mothers of Great America"; Feb. 5, "Babylon in Antiquity"; Feb. 20, "The Bathing in Government"; Feb. 27, "Women in Politics and Government."</p> <p><b>BETWEEN THE BOOKENDS</b>, Informal program of 15-20 minute talks; Feb. 5, "Information"; Feb. 12, "Information on a wide range of subjects entertainingly suggested by questions"; Feb. 19, 2:30-3:00 p.m., BLUE.</p> <p><b>CAVALCADE OF AMERICA</b>, Dramatizations of episodes in American history; sponsored by Yale University; 9:00-9:30 p.m., BLUE. Feb. 6, "Pirate Jean Laffitte"; Feb. 13, "Abraham Lincoln"; Feb. 20, "Ann Royall"; Feb. 27, "Crusade of the Experiment."</p> <p><b>MEET MR. WEEKS</b>, Editor of the Atlantic Monthly exploring the world of letters with guest speakers; 9:30-10:00 p.m., BLUE.</p>	<p><b>ARLINGTON TIME SIGNAL</b>, 12:00 noon, RED and BLUE.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups; 12:30-1:15 p.m., BLUE.</p> <p><b>CHASE TWINS</b>, Children's serial; 3:15-3:30 p.m., BLUE.</p> <p><b>MALCOLM CLAIRE</b>, Children's stories; 6:15-6:30 p.m., RED.</p> <p><b>POSTMASTER GENERAL JAMES A. FARLEY</b>, address from Salem, Ill., Feb. 12 (See Public Affairs and News).</p> <p><b>HERBERT HOOVER</b>, address at Lincoln Day Dinner; Feb. 12 (See Public Affairs and News).</p> <p><b>FOREIGN LANGUAGES</b>. (See Public Affairs and News.)</p>
<b>TUESDAY</b>	<p><b>GENERAL EDUCATION</b>—National Farm and Home Hour; Gallant American Women; Information Please; Cavalcade of America.</p> <p><b>LITERATURE AND DRAMA</b>—Between the Bookends; Meet Mr. Weeks.</p> <p><b>MUSIC</b>—Rochester Civic Orchestra's Education Concepts (Feb. 13 and 27); U. S. Army Band; Magnolia Blossoms.</p> <p><b>PUBLIC AFFAIRS</b>—News Broadcasts.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts.</p>	<p><b>NEWS BROADCASTS</b>—BLUE, 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 4:55 p.m. AP News; RED, 8:00 a.m. AP News; 11:05 p.m. Noted Commentators.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts—On WRCA (21.30 kc.) and WNBT (17.70 kc.); Italian Period, 1:30-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; On WRCA (9.570 kc.) and WNBT (17.70 kc.); Portuguese Period, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m.; On WRCA (9.570 kc.); Spanish, 11:00 p.m.-12:00 mid-1:00 a.m.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups; 12:30-1:15 p.m., BLUE.</p>	<p><b>OUR SPIRITUAL LIFE</b>, Auspices Federal Council of Churches; 12:30-12:45 p.m., RED. Dr. John Suberland Bommel, pastor of Fifth Ave. Presbyterian Church, New York; Feb. 13, "Science and Prayer"; Feb. 13, "Personal Counseling"; Feb. 20, "Happiness and Joy"; Feb. 27, "An Interview With Jesus."</p>	<p><b>ROCHESTER CIVIC ORCHESTRA</b>, Educational Concerts conducted by Guy Fraser Harrison and Paul White; Feb. 13 and 27, 1:30-2:00 p.m., BLUE.</p> <p><b>UNITED STATES ARMY BAND</b>, Conducted by Captain Thomas F. Darcy; 2:30-3:00 p.m., BLUE.</p> <p><b>MAGNOLIA BLOSSOMS</b>, Pisce Jubilee; 3:00-3:30 p.m., BLUE. Soloists and orchestra; 7:30-8:00 p.m., BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups; 12:30-1:15 p.m., BLUE.</p> <p><b>GALLANT AMERICAN WOMEN</b>, Dramatizations depicting the important part women have played and are playing in the manifold activities of American life; cooperation of U. S. Office of Education and U. S. Division of Women's Activities; 2:00-2:30 p.m., BLUE. Feb. 5, "Mothers of Great America"; Feb. 5, "Babylon in Antiquity"; Feb. 20, "The Bathing in Government"; Feb. 27, "Women in Politics and Government."</p> <p><b>BETWEEN THE BOOKENDS</b>, Informal program of 15-20 minute talks; Feb. 5, "Information"; Feb. 12, "Information on a wide range of subjects entertainingly suggested by questions"; Feb. 19, 2:30-3:00 p.m., BLUE.</p> <p><b>CAVALCADE OF AMERICA</b>, Dramatizations of episodes in American history; sponsored by Yale University; 9:00-9:30 p.m., BLUE. Feb. 6, "Pirate Jean Laffitte"; Feb. 13, "Abraham Lincoln"; Feb. 20, "Ann Royall"; Feb. 27, "Crusade of the Experiment."</p> <p><b>MEET MR. WEEKS</b>, Editor of the Atlantic Monthly exploring the world of letters with guest speakers; 9:30-10:00 p.m., BLUE.</p>	<p><b>THE TRAVELLING CHEF</b>, Unusual recipes and philosophic observations on food and people by Richard Kent, noted world traveler and gourmet; 11:30-11:45 a.m., BLUE.</p> <p><b>ARLINGTON TIME SIGNAL</b>, 12:00 noon, RED and BLUE.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups; 12:30-1:15 p.m., BLUE.</p> <p><b>CHASE TWINS</b>, Children's serial; 3:15-3:30 p.m., BLUE.</p> <p><b>MALCOLM CLAIRE</b>, Children's stories; 6:15-6:30 p.m., RED.</p> <p><b>FOREIGN LANGUAGES</b>. (See Public Affairs and News.)</p>

# For Special Attention

**PUBLIC AFFAIRS AND NEWS**

## SPECIAL BROADCASTS

Addresses by national leaders and outstanding personalities constitute one of the important public services of American radio. Representative voices scheduled to be heard over NBC's network during February include: President Roosevelt, Walter W. Head, president of the National Council of Boy Scouts, and Dr. James E. West, Chief Scout Executive, on February 4; Former President Herbert Hoover, addressing the Lincoln Day Dinner at Omaha, Neb., on February 12; Postmaster General James A. Farley dedicating the new Post Office at New Salem, Ill., the same evening; and General George G. Marshall, U. S. Army Chief of Staff, on February 16.

## NEW BOOKS ABOUT RADIO

### BOTH SIDES OF THE MICROPHONE

A lucid exposition of the science and art and business of broadcasting, written especially for the average listener and the future employees of radio, John B. Hayes and Horace Gardner are the co-authors. Published by J. B. Lippincott Co., New York and Philadelphia, Price \$1.25.

### TOWN MEETING COMES TO TOWN

The genesis story of the typical democratic institution of our country and its development in the United States, "Town Meeting of the Air," written by Dr. Harry A. Dewar, Professor of Political Science at the College of the City of New York, and his wife, Eleanor W. Ostrander, is a stirring record of one of this nation's most successful enterprises in radio. Published by Harper & Brothers, New York. Price \$2.50.

### FORUMS ON THE AIR

A report of plans and procedures developed in the broadcasting of public affairs discussions, "Forums on the Air," written and edited by Paul H. Roberts for the Federal Radio Education Council, is available from the Association of Broadcasters and Educational Broadcasters. Obtainable from U. S. Office of Education, Washington, D. C. Price \$1.00.

### THE VICTORY OF TELEVISION

An inside story of television, which vividly traces its history, this invention, tells how it works and why it is accomplishing what it has. A discussion of its enormous possibilities for classroom use, as told by one who has been a member of the NBC staff for three years. Written by Philip W. Hart, published by Harper & Brothers, New York. Price \$1.00.

### EDUCATION BY RADIO IN AMERICAN SCHOOLS

A survey by Dr. Carroll Atkinson. Published by George Peabody College for Teachers, Nashville, Tenn.

### BROADCAST RECEIVERS AND PHONOGRAPHS FOR CLASSROOM USE

A survey, report and suggestions on this subject, compiled and published by the Committee on Scientific Aids to Learning of the National Research Council. Free copies may be obtained by addressing the Committee, 41 East 62d St., New York.

## NEWS AND CONTROVERSIAL ISSUES

Cooperating with America's unrivaled newspaper, the radio is keeping this country the best informed nation in the world. In addition to its daily schedule of frequent news broadcasts and discussions of current events by authoritative commentators, NBC is bringing its listeners many eye-witness descriptions of history-in-the-making and the actual voices of those who are influencing the destiny of civilization. NBC is equally alert in bringing to its nation-wide audiences all sides of the most controversial issues through such weekly broadcasts as "America's Town Meeting of the Air," "University of Chicago Round Table," "National Radio Forum," and the "Quiting Bee." Many of these uniquely American opportunities are being shared with people in other lands via NBC's International Short Wave Broadcasts.

## ARTS & SCIENCES

### TWO ECHOES OF HISTORY

Two historic orations will echo through loudspeakers on the Wednesday afternoons of February 7 and 21, when the General Federation of Women's Clubs will cooperate in presenting dramatizations based upon Susan B. Anthony's own defense against trial for illegal voting, and Simon Bolivar's notable address when relinquishing his dictatorship to Bolivar's new republican government.

### MAGIC WAVES

Amazing new uses of the "Magic Waves" which bring radio and television programs, as described by Dr. Orastes H. Caldwell in this series (now being heard on Saturdays at 5:00 p.m.), are as fantastic as pages from a Jules Verne novel. Equally so are the stirring dramatizations built upon these scientific marvels, written by Gerald Holland of the NBC script division.

### HUMAN NATURE IN ACTION

In his weekly "Human Nature in Action" broadcasts, Dr. Harold D. Lasswell is explaining why all persons are a "bit queer"—without the usual "thee" and "me" qualification. His enlightening series, "Americans and the Human Nature of Human Nature deal with the normal "abnormalities" which differentiate the American from the rest of the world, being explained during February in the terms of such familiar characters as "Mrs. Doctor," "Mr. Work-to-death," "Mrs. Scatter-brain" and "Mr. Bloom."

### GREAT PLAYS

Typical of the manner in which many educators are employing various radio programs heard out of school hours is the use of which many are using. The series and fifty universities and teachers' colleges are making of the Sunday afternoon Great Plays broadcasts are discussed in class and credits are given for written reports which meet a required standard. For the Sundays of February, this series has billed "Arrahn-n-Pogue," "Peer Gynt," "Pirates of Penance" and "Pelissas and Melisande."

### THE WORLD IS YOURS

Biology, economics, science and archeology are the subjects being covered by "The World Is Yours" in the following February dramatizations: "The American and Indian Bison," "The Story of Hard Money," "The Evolution of the Typewriter" and "Pompeii Lives Again."

## MEDICINE IN THE NEWS

Interesting and valuable information concerning the persistent battle with medical science is waging against human ill is being discussed and dramatized in the Tuesday afternoon broadcasts of "Medicine in the News." In presenting this public service in the interest of nations and individuals, health the National Broadcasting Company has the cooperation of the American Medical Association.

### GALLANT AMERICAN WOMEN

Few programs have met with such enthusiastic response as these dramatizations based upon the accomplishments of "Gallant American Women." Presented by the NBC Women's Activities Department in cooperation with the U. S. Office of Education, these Tuesday afternoon programs feature the great contributions of women to the building of American democracy. They also tell of the important work being carried on by the women of today. This series is by as well as for women—Eva Hansel plans and executes the programs; Jane Ashman writes the scripts; and all historic incidents are based upon research by the eminent historian, Mrs. Mary R. Beard.

### ART FOR YOUR SAKE

Recognizing the unique educational and cultural value of the Saturday night broadcasts of "Art for Your Sake," directors of art museums in different cities are promoting local interest in this series in various ways. Several museums have exhibited the entire collection of 64 color reproductions which the National Art Society offers listeners to this program in portfolios of 16 prints at \$1.00 per portfolio. Other museums display the "print of the week." A number invite groups to attend the museum's Saturday broadcasts, with lectures after the broadcasts continuing discussion of the subject and which make up the entire collection contains canvases by that artist.

### MEET MR. WEEKS

Those who accept the invitation to "Meet Mr. Weeks" on Tuesday evenings apparently need not urging to come in on following weeks. His voluminous correspondence seems to come from those who have become habitual listeners. The genial editor of the "Atlantic Monthly."

### YESTERDAY'S CHILDREN

Comments which Dorothy Gordon reviews in "Yesterday's Children" that most of the books which are the favorites of "Yesterday's Children" are also popular with the children of today.

## MUSIC

### FIVE MUSIC APPRECIATION SERIES

Perhaps there is no more convincing proof that in radio supply keeps pace with demand than the fact that at present NBC's network is carrying five music appreciation series. This proof becomes even more convincing—both of demand and radio's readiness to supply—when it is recalled that such an astute commercial enterprise as the Westinghouse Electric and Manufacturing Company sponsors the fifth and newest addition to NBC's educational "Gallant American Women" series on the other four being the "NBC Music Appreciation Hour," "Milestones in the History of Music," "The Rochester Civic Orchestra's Educational Series" and "Music for Young Listeners."

## LISTENER'S AIDS AVAILABLE

**NBC MUSIC APPRECIATION HOUR**  
Supplementary study material prepared by Lawrence Abbott under direction of Dr. Walter Damrosch. Teacher's Guide, a 24-page instructor's manual; Price 50¢ per copy. Student's notebook, prepared for students three-1/2 hours; Price 10¢ per set. Order in quantities of 50 or more sets: Price \$1.00 per set. Order from Columbia University Press, 2960 Broadway, New York.

**ART FOR YOUR SAKE**  
Supplementary study material prepared by Lawrence Abbott under direction of Dr. Walter Damrosch. Teacher's Guide, a 24-page instructor's manual; Price 50¢ per copy. Student's notebook, prepared for students three-1/2 hours; Price 10¢ per set. Order in quantities of 50 or more sets: Price \$1.00 per set. Order from Columbia University Press, 2960 Broadway, New York.

**OTHER MATERIAL** will be organized local listening groups may be obtained by addressing: Mr. Mail, 125 West 43rd Street, New York.

**HUMAN NATURE IN ACTION**  
Reprints of scripts, including comments of Dr. Harold D. Lasswell. Price 10¢ per broadcast. Order from Columbia University Press, 2960 Broadway, New York.

**THE GREAT PLAYS**  
Reprints of selected portions of scripts plus additional material. Price 15¢ per copy. Order from Columbia University Press, 2960 Broadway, New York.

**ON YOUR JOB**  
Illustrated copies of complete script: Price 10¢ per copy, or \$1.00 for series of 15. Order from Columbia University Press, 2960 Broadway, New York.

**STORY BEHIND THE HEADLINES**  
Illustrated copies of complete script: Price 10¢ per copy, or \$1.00 for series of 15. Order from Columbia University Press, 2960 Broadway, New York.

**GREAT PLAYS**  
Reprints of complete plots of the 28 plays in this series, plus historical and biographical material, prepared by Elvira Davis (133 pages). Price 25¢ per copy. Order from Columbia University Press, 2960 Broadway, New York.

**UNIVERSITY OF CHICAGO ROUND TABLE**  
Reprints of broadcasts, including illustrated charts, bibliography, questions for discussion. Price 10¢ per copy, or \$1.00 for series of 15. Order from Radio Office, University of Chicago, Chicago.

## MUSICAL RICHES

Musical riches in abundance are to be found on NBC's music calendar for February, listed on inside pages. Bruno Walter, one of the world's most distinguished conductors will be principal director of the NBC Symphony Orchestra's Saturday night concert this month. The Metropolitan Opera Sunday matinee broadcasts continue to present the finest artists in performance as unequalled by any opera house in the world. Other highlights include: Dr. Frank Black's NBC String Symphony, the Rochester Philharmonic and Civic Orchestras, the Radio City Music Hall Orchestra, the New Friends of Music Chamber Music concerts from Town Hall in New York, the Primrose, American Art and Walden String Quartets, Library of Congress Chamber Musicians, NBC Symphony Orchestra artists in solo recitals, etc.

## PILGRIMAGE OF POETRY

These Poetic Pilgrims, prepared by Ted Malone, containing photographs of the 33 poets who are the subject of the series, will be issued in this series, music in recital series, bibliography, etc. (100 pages). Price 50¢ per copy. Order from Columbia University Press, 2960 Broadway, New York.

**ART FOR YOUR SAKE**  
Portfolios containing color reproductions, approximately 11" x 14", suitable for use in the classroom. Each portfolio includes those discussed on four successive broadcasts. Price \$1.00 per portfolio. 16 portraits. Order from National Art Society, 25 Broad Street, New York. A Teacher's Manual, prepared by the National Art Society, is available gratis to teachers sending entire series of four portfolios.

A new brochure which outlines the National Broadcasting Company's plans and accomplishments in promoting music culture in the classroom is available from the Information Department, NBC. RCA is also offering a series of "Gallant American Women and Children Present" for the National Broadcasting Company's various programs prepared for the classroom. Free copies of this brochure are obtainable gratis by addressing: Information Department, NBC, RCA Building, New York.

**BRIGHT IDEA CLUB WEEKLY**  
Illustrated copies of complete script for children who listen to this series of Saturday evening broadcasts. Price 10¢ per copy, or \$1.00 for series of 15. Order from Columbia University Press, 2960 Broadway, New York.

**STANDARD LOSSLEAF BINDER**  
A three-ring loose-leaf binder designed to hold the illustrated and biographical material described in this column. Issued by Columbia University Press, 2960 Broadway, New York.

**"NBC Public Service Programs: Listener's Aids"**  
A series of brochures, including illustrated charts, bibliography, questions for discussion. Price 10¢ per copy, or \$1.00 for series of 15. Order from Radio Office, University of Chicago, Chicago.

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.

[www.americanradiohistory.com](http://www.americanradiohistory.com)

"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



**DEEMS TAYLOR**  
*Master of Ceremonies*

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.

listener hears the sign-off of Musical Americana he will know he's had a fairly good time without ever stopping to think whether the music was high-brow or low-brow. Popular or serious, really good music reaches the middle ground of enjoyment for everyone."

## 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 Holly-

wood 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.



**RAYMOND PAIGE**  
*Musical Director*

### "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*

**Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa.**

**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.**

RL-1001

Printed in U. S. A.

## Appeal Made to Radio's Opera Audience To Help Metropolitan

(Continued from page 1)

"Today the Metropolitan faces a critical financial situation, if grand opera of the first rank is to continue in America. As a member of the Board of Directors of the Metropolitan Opera Association, I have been asked to explain this situation to the radio audience. As a radio man, who knows from experience how widespread in America is the appreciation of grand opera, I have taken upon myself an even greater responsibility. I have told the management and the artists of the Metropolitan that I have full faith in the williness of the opera's national radio audience to help them.

"You who constitute this vast audience may not realize what an important part you play in the operation of the Metropolitan today. While you cannot see the other millions who are gathered around the radios, all of you together, form the greatest opera audience in the history of the world. It is estimated that this afternoon, in the United States alone, more than 10,000,000 people are listening to this inspiring performance of 'Lohengrin.' This magnificent broadcast on Broadway has ceased to be a local opera house. It is now the nation's opera—the People's Opera—your opera.

"Many of you may not know that this historic house is not owned or controlled by the company which produces the opera—that is, the Metropolitan Opera Association. The time has now come when the future of the opera and its ability to advance as a national institution, demands permanent ownership. This is supported by the general public, and serving broad public interests.

The Metropolitan Opera Association has an option on the opera house which in its terms requires \$500,000 in cash. It faces the problem of taking possession by May 31st, 1940, and maintaining opera in the present house, or of working out other plans which will insure the continuance of opera in some other appropriate location. An additional \$500,000 is needed to carry through the essential improvements, and for the advancement of the Metropolitan Opera as a national music center.

The Metropolitan Opera Association therefore has undertaken a campaign to seek 10,000,000 from public gifts of 10 cents, including radio listeners, in gifts both large and small. The Directors of the Metropolitan have made a public announcement of the need and purposes of this campaign, and the details have been published in newspapers throughout the country.

"I have been asked to serve as Chairman of the Radio Division of this campaign, and I am happy to announce that Mrs. August Belmont and Miss Lucretia Bori have consented to serve with me as Vice-Chairmen. Their deepest and greatest service to the Metropolitan over a period of many years is

## New General Science Series Answers "How Do You Know?"

HOW DO you know when and where the next total eclipse of the sun will take place? That the Allegheny Mountains are older than the Rockies? The speed of light?  
"How Do You Know?"—that question hurled at museum attendants countless times a day is the subject of a new general science series being broadcast over the NBC-Blue Network each Thursday from 2:00 to 2:30 p.m., EST. These broadcasts, originating in the Field Museum of Natural History in Chicago, are being presented in cooperation with that museum and the University Broadcasting Council of Chicago.

The programs consist of dramatizations based on direct exhibits in the Field Museum, in which characters 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 radio department, are presented in non-technical presentations, planned to serve and entertain both children and adults. Subjects to be covered in each broadcast of February will be found listed under this program on the "Day by Day" bulletin printed in this magazine.

In adding this general science series to the curriculum included in its planned schedule of public service programs, the National Broadcasting Company invites both the attention and comments of educators.

well-known throughout the United States.

I believe that there are many radio listeners who will be willing and happy to contribute a small sum to help insure the continuance of the Metropolitan Opera. I therefore earnestly appeal to all of you who can afford to do so, to send One Dollar directly to the Metropolitan Opera Association, as your contribution toward helping preserve in America the greatest opera.

"Please ask yourself this question: If I knew that I could not hear another Metropolitan broadcast on the radio unless I gave One Dollar, would I give it?"

"If I am sure your answer will be 'yes,' because I feel certain that you want Metropolitan Opera to go on. Surely you want to see continue an American institution which has won a reputation all over the world; an unchallenged reputation for its interpretation of the great beauty that lies in the operas of the world's great masters.

The Metropolitan Opera asks you who are its friends to express their friendship now in a practical way. We ask for One Dollar from each listener who can afford to do so. Naturally, larger gifts will be most welcome.

"I particularly ask the organized institutions, clubs and clubs and homes throughout the country to help make this campaign a success, and thereby great service to the Metropolitan Opera."

## Social Science Series Added to NBC's Planned Curriculum

QUESTIONS that touch us all in our daily living—"Who pays the taxes?" "Can we do without the 'middle man'?" "Are sales taxes fair?" and similar puzzlers—will be posed, analyzed and answered during the new social science series to be presented each Wednesday from 11:15 to 11:30 p.m., EST, over the NBC-Red Network, beginning February 7.

To be known as "The Next Step Forward," this series will present currently vital economic problems in dramatizations based upon research of the Twentieth Century Fund, a non-partisan, fact-finding foundation established in 1919 and endowed by the late Edward A. Filene, of Boston.

This dramatization, showing how such problems affect real life situations, will be followed by brief discussions by eminent, nationally known economists who are members of the Twentieth Century Fund's Special Survey Committee, headed by the late Walter Dill Scott. These experts will explain their committee's recommendations for "The Next Step Forward."

The Twentieth Century Fund is devoted to scientific investigations of important economic problems, and endeavors to make practical proposals for their solution. It is not a propaganda agency, nor does it try to promote any political or economic program.

On consecutive Wednesdays "The Next Step Forward" will deal with: "Where Does the Food Money Go?" "Debt For Sale," and "Where the Tax Shelves Are."

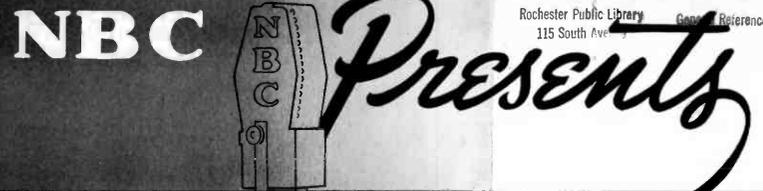
The National Broadcasting Company feels that in making widely known the results of the Twentieth Century Fund's scientific research, it will promote a better understanding of the problems faced by all citizens, and of this artist and the nation to find "The Next Step" toward their solution.

## NBC Begins Broadcasts to Antarctic Expedition

A NUMBER of the nation's leading newspapers are cooperating with the National Broadcasting Company in preparing a special series of programs to be short-waved to Rear Admiral Richard E. Byrd's Antarctic Expedition which has won a reputation all over the world; an unchallenged reputation for its interpretation of the great beauty that lies in the operas of the world's great masters.

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## PROGRAMS IN THE PUBLIC INTEREST

VOL. II. No. 5

RCA BUILDING, RADIO CITY, N. Y.

FEBRUARY, 1940

## "Musical Americana" Introduces Novel Music Educational Series

EDUCATORS are following with keen interest the novel and entertaining adult music appreciation program launched under the title of "Musical Americana" over 96 stations of the NBC-Blue Network on January 25.

This new half hour broadcast, heard each Thursday at 8:00 p.m., EST, originates in Carnegie Hall, Pittsburgh, With Deems Taylor as master of ceremonies, Raymond Paige conducts a mixed chorus of 24 voices and the Westinghouse Orchestra, composed of 102 musicians from the Pittsburgh Symphony and KDKA Orchestras, in works by American composers. Programs are being built to cover the entire range of American music—from folk-music and spirituals through the more representative types and popular and semi-classic music to the major works of America's outstanding symphonists and opera composers.

The purpose of this series is to acquaint Americans with the great variety of music that has been produced in this country, to bring to Americans with the best of all types of American music, and by arousing greater interest in the music traditions of our country, to encourage American creative talent to even greater achievements.

This series will stress at least one fact which many music sophisticates have been unable or unwilling to recognize: that America has made a very important contribution to the advancement of music by developing so-called popular music to a fine art.

This program also will focus attention upon the great progress which is being made in interpretative music in this country. Each week a representative instrumental student or graduate from some outstanding American music school conservatory will be chosen to appear as soloist with the Westinghouse Orchestras.

In engaging Deems Taylor as master of ceremonies, the Westinghouse Electric and Manufacturing Company, which sponsors the series, has chosen a staunch champion of American composers, both popular

and those who wish they were popular. A distinguished composer himself, Mr. Taylor is also an experienced radio commentator whose authoritative statement and ready wit have won for him a nation-wide following. Kenneth L. Watt, well-known radio writer, is producer and director of these programs.

Dr. James Rowland Angell, Educational Counselor to NBC, had this new Westinghouse educational series in mind when, in a recent Chicago address, he said: "We are all particularly impressed by the increasing disposition of the great industrial and business interests that make use of radio to render a genuine public service by incorporating into their programs material of distinct educational value. Business is thus taking its place beside the schools and similar agencies in training youth for life and service."

## David Sarnoff Opens Drive To Aid Metropolitan Opera

AN APPEAL to help one of this country's most prized cultural institutions, one which radio has made available to millions throughout this country and abroad, was made by David Sarnoff on January 27 during an intermission of the Saturday matinee broadcast of "Lohengrin," when he asked radio listeners 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's campaign to raise \$1,000,000, the president of the Radio Corporation of America and chairman of the National Broadcasting Company's board, urged radio listeners to contribute to this fund by sending One Dollar each to the Metropolitan Opera Association, 1417 Broadway, New York.

Following is context of Mr. Sarnoff's appeal:

"This is the ninth consecutive year in which the National Broadcasting Company, through the miracle of radio, has been privileged to bring the Metropolitan Opera into the homes of America. On Christmas Day in 1931, the nationwide radio audience heard the first of these programs, a performance of 'Hansel and Gretel,' direct from the stage of this historic opera house. Since then, every single week of the New York season of the Metropolitan, for nine years, one of our operas—performed by great artists—has been broadcast to you.

"The American system of broadcast- ing has made it possible for radio listeners everywhere to hear the world's finest opera week after week, without having to pay a cent for the privilege.

"But over this same period of nine years, the National Broadcasting Company has paid directly to the Metropolitan Opera Association one million dollars for the privilege of bringing grand opera to its radio audience. This has been an important and necessary source of income to the Metropolitan. The National Broadcasting Company will continue to pay such a sum to the Metropolitan Opera for the opportunity to broadcast these programs to you.

(Turn to last page, column 1)



# DAY BY DAY

Watch your newspapers for additional programs and supplementary information.

## PROGRAMS IN THE PUBLIC INTEREST

ALL TIMES EASTERN STANDARD

	SERVICES TO SCHOOLS (See other columns for details.)	PUBLIC AFFAIRS AND NEWS	RELIGION	MUSIC	ARTS AND SCIENCES	SPECIAL SERVICES
SUNDAY	<p><b>GENERAL EDUCATION—On Your Job:</b> The World Is Yours.</p> <p><b>LITERATURE AND DRAMA—Pilgrimage of Poetry, Great Plays.</b></p> <p><b>MUSIC—Hiroaka, Walden String Quartet; Music and American Youth; Southernaires; Radio City Music Hall; NBC String Symphony; NBC Soloists; Tapestry Musicals; New Friends of Music; Bethoven String Quartet Cycle.</b></p> <p><b>PUBLIC AFFAIRS AND NEWS—New Broadcasts; Foreign Policy Association Program; University of Chicago Round Table.</b></p> <p><b>SPECIAL PROGRAMS—Arlington Time Signal; Sunday Drivers.</b></p> <p><b>FOREIGN LANGUAGES—NBC International Broadcasts.</b></p>	<p><b>NEWS BROADCASTS—BLUE, 8:00 a.m.</b> News Bulletin; 11:00 a.m. AP News; 7:00-7:15 p.m. News from Finland; 7:15 p.m. War News from Europe; 10:00 p.m. William Hillman speaking from London; 11:00 p.m. AP News; RED, 8:00 a.m. News Bulletin; 11:00 a.m. AP News; 1:30 p.m. War News from Europe; 11:00 p.m. AP News; 11:05 p.m. Noted Commentators.</p> <p><b>FOREIGN LANGUAGES—NBC International Broadcasts—ON WRCA (7150 kc.) and WNBI (17780 kc.); Italian Period, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; Spanish, 3:00-4:00 p.m. On WRCA (9570 kc.) and WNBI (17780 kc.); Portuguese Period, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 10:00 p.m. On WRCA (9570 kc.); Spanish, 11:00 p.m.-1:00 a.m. On WNBI (6100 kc.); Spanish, 12:00-1:00 a.m.</b></p> <p><b>UNIVERSITY OF CHICAGO ROUND TABLE.</b> auspices: University of Chicago Radio Council; faculty and guest speakers: 12:30-3:00 p.m., RED.</p> <p><b>FOREIGN POLICY ASSOCIATION PROGRAM—Discussions of Foreign Policy by members of this Association, 3:15-3:30 p.m., BLUE.</b></p>	<p><b>RADIO PULPIT.</b> Auspices Federal Council of Churches; 10:30-10:35 a.m., RED. Dr. Ralph Sockman, pastor of Christ Methodist Church, New York City. Feb. 4, "Forgive Us Our Debt"; Feb. 11, "A Voice Not Our Own"; Feb. 18, "Promises We Live By"; Feb. 25, Dr. Alfred Grant Walton will occupy the Radio Pulpit on this date.</p> <p><b>NATIONAL WESPERS.</b> Auspices Federal Council of Churches; 4:00-4:30 p.m., BLUE. Dr. Henry Somerson, pastor of Riverside Church, New York City. Feb. 4, "What Are You Doing With Your Imagination"; Feb. 11, "The Path of Great Traditions"; Feb. 18, "The High Days of Trouble"; Feb. 25, "The Catholic Hour."</p> <p><b>CATHOLIC HOUR.</b> Auspices National Council of Catholic Men; 6:00-6:30 p.m., RED. Rt. Rev. Monsignor Palpaty J. Sherr, of Catholic University of America. Feb. 4, "The Religion and Peace"; Feb. 11, "Fortitude"; Feb. 18, "Hope"; Feb. 25, "Faith."</p>	<p><b>YOICHI HIROAKA.</b> Xylophonist. 8:00-8:30 a.m., RED.</p> <p><b>WALDEN STRING QUARTET.</b> from WHK. St. Louis. 10:00-10:30 a.m., BLUE.</p> <p><b>MUSIC AND AMERICAN YOUTH.</b> Demonstrating what is being done in music by America's schools and high schools, students' choral and instrumental groups and talks by prominent music educators. 11:30-12:00 noon, RED. Feb. 4, from Kansas City, Kans.; Feb. 11, from Cincinnati, O.; Feb. 18, from Winnetka, Ill.; Feb. 25, from Denver, Colo.; Feb. 25, "Your Money's Worth."</p> <p><b>SOUTHERNAIRES.</b> Negro spirituals. 11:30-12:00 noon, BLUE.</p> <p><b>RADIO CITY MUSIC HALL.</b> Frank Black conducting. 2:00-2:30 p.m., RED.</p> <p><b>NBC SOLOISTS.</b> NBC Symphony Orchestra members in solo recital. 2:00-2:15 p.m., BLUE. Feb. 4, William Primrose, violinist; Feb. 11, John Wenzel, bassist; and Robert Bloom, oboist; Feb. 18, Oscar Shumsky, violinist; Feb. 25, Wind Ensemble.</p> <p><b>TAPESTRY MUSICALS.</b> NBC String Orchestra. 3:00-4:00 p.m., BLUE.</p> <p><b>NEW FRIENDS OF MUSIC.</b> Chamber music concerts from Town Hall in New York. 6:00-7:00 p.m., BLUE.</p> <p><b>BETHOVEN STRING QUARTET CYCLE.</b> Primrose String Quartet and American Art Quartet on alternating Sundays. 10:30-11:00 p.m., RED.</p>	<p><b>*ON YOUR JOB.</b> Vocational guidance program; cooperation: National Vocational Guidance Association and Frank S. Hill of American Association for Adult Education; Dr. Harry S. Kirtland, director. 12:30-1:00 p.m., RED. Feb. 4, "A Thousand Miles an Hour"; Feb. 11, "Personal Director"; Feb. 18, "We Take in Washing"; Feb. 25, "Your Money's Worth."</p> <p><b>*PILGRIMAGE OF POETRY.</b> Broadcasts from homes of famous American poets by Ted Malone. 1:00-1:15 p.m., BLUE. Feb. 4, "Lizette Woodworth Beall"; Feb. 11, "Sidney Lanier"; Feb. 18, "John Chandler Harris"; Feb. 25, "Stephen Collins Foster."</p> <p><b>*GREAT PLAYS.</b> 2:00-3:00 p.m., BLUE. Feb. 4, "Arabian Nights"; Feb. 11, "Peer Gynt"; Feb. 18, "The Merchant of Venice"; Feb. 25, "Pillars and Misleadings."</p> <p><b>THE WORLD IS YOURS.</b> Auspices Smithsonian Institution and U. S. Office of Education. 4:30-5:00 p.m., RED. Feb. 4, "The American and Indian Bison"; Feb. 11, "The Story of Hard Money"; Feb. 18, "Evolution of the Typewriter"; Feb. 25, "Pompeii Lives Again."</p>	<p><b>COAST TO COAST ON A BUS.</b> or the "White Rabbit Line." For children. 9:00-10:00 a.m., BLUE.</p> <p><b>SUNDAY DRIVERS.</b> Safety program. 9:30-10:00 a.m., RED.</p> <p><b>VERNON CRANE'S STORY BOOK.</b> Drama for children. 12:00-12:15 p.m., BLUE.</p> <p><b>ARLINGTON TIME SIGNAL.</b> 12:00 Noon, RED and BLUE.</p> <p><b>ON YOUR JOB.</b> (See Arts and Sciences.)</p> <p><b>UNIVERSITY OF CHICAGO ROUND TABLE.</b> (See Public Affairs and News.)</p> <p><b>CHEERO.</b> Inspirational program. 10:30-11:00 p.m., BLUE.</p> <p><b>FOREIGN LANGUAGES.</b> (See Public Affairs and News.)</p>
MONDAY	<p><b>GENERAL EDUCATION—National Farm and Home Hour: Science on the March</b> (Ends Feb. 5).</p> <p><b>LITERATURE AND DRAMA—Adventure in Reading: Between the Bookends.</b></p> <p><b>MUSIC—U. S. Navy Band; Rochester Civic Orchestra.</b></p> <p><b>PUBLIC AFFAIRS AND NEWS—New Broadcasts; Postmaster General Jas. A. Farley, speaking from New Salem, Ill. (Feb. 19); Herbert Hoover's Lincoln Day Dinner Address (Feb. 19); National Radio Forum.</b></p> <p><b>FOREIGN LANGUAGES—NBC International Broadcasts.</b></p>	<p><b>NEWS BROADCASTS—BLUE, 8:00 a.m.</b> War News from Europe; 9:00 a.m. AP News; 9:55 p.m. AP News; 10:00 a.m. AP News; 6:25 p.m. AP News; 11:00 a.m. AP News; 11:05 p.m. Noted Commentators.</p> <p><b>FOREIGN LANGUAGES—NBC International Broadcasts—ON WRCA (7150 kc.) and WNBI (17780 kc.); Italian Period, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m. On WRCA (9570 kc.) and WNBI (17780 kc.); Portuguese Period, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-9:00 p.m. On WRCA (9570 kc.); Spanish, 11:00 p.m.-1:00 a.m. On WNBI (6100 kc.); Spanish, 12:00-1:00 a.m.</b></p> <p><b>NATIONAL FARM AND HOME HOUR.</b></p> <p><b>POSTMASTER GENERAL JAS. A. FARLEY.</b> Address at dedication of new Post Office Building in New Salem, Ill. Feb. 12, 11:15 a.m., BLUE.</p> <p><b>HERBERT HOOVER.</b> Addressing Lincoln Day Dinner. Feb. 19, 8:00-9:10 p.m., BLUE.</p> <p><b>NATIONAL RADIO FORUM—Speakers on national affairs, arranged by Washington Evening Star, 10:30-11:00 a.m., BLUE.</b></p>	<p><b>THE RIDDLE OF LIFE.</b> Auspices Federal Council of Churches; 7:30-7:45 a.m., RED. Dr. Ralph S. Medendorff, pastor of All America Protestant Episcopal Church, New York City. Feb. 4, "Challenge of the Future"; Feb. 11, "Challenge of the Future"; Feb. 18, "The Solution of the Puzzle"; Feb. 25, "The Saving Power of Christ."</p>	<p><b>UNITED STATES NAVY BAND.</b> Lieut. Commander, conducting. 2:30-3:00 p.m., BLUE.</p> <p><b>ROCHESTER CIVIC ORCHESTRA.</b> Conducted by Guy Fraser Harrison and Paul White. 3:00-3:30 p.m., BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR.</b> Cooperation of U. S. Department of Agriculture and other groups. 12:30-1:15 p.m., BLUE.</p> <p><b>ADVENTURE IN READING.</b> Dramatization of "The Bookends" by Ted Malone; by Helen Walpole. 2:00-2:30 p.m., BLUE.</p> <p><b>ROCHESTER CIVIC ORCHESTRA.</b> Conducted by Guy Fraser Harrison and Paul White. 3:00-3:30 p.m., BLUE.</p> <p><b>UNITED STATES ARMY BAND.</b> Conducted by Captain Thomas F. Darcy. 2:30-3:00 p.m., BLUE.</p> <p><b>MAGNOLIA BLOSSOMS.</b> Pike Jubilee Choir, with soloists and orchestra. 7:30-8:00 p.m., BLUE.</p>	<p><b>ARLINGTON TIME SIGNAL.</b> 12:00 noon, RED and BLUE.</p> <p><b>NATIONAL FARM AND HOME HOUR.</b> (See Arts and Sciences.)</p> <p><b>CHASE TWINS.</b> Children's serial. 3:15-3:30 p.m., BLUE.</p> <p><b>MALCOLM CLAIRE.</b> Children's stories. 6:15-6:25 p.m., RED.</p> <p><b>POSTMASTER GENERAL JAMES A. FARLEY.</b> address from Salem, Ill. Feb. 12 (See Public Affairs and News.)</p> <p><b>HERBERT HOOVER.</b> address at Lincoln Day Dinner, Feb. 19. (See Public Affairs and News.)</p> <p><b>FOREIGN LANGUAGES.</b> (See Public Affairs and News.)</p>
TUESDAY	<p><b>GENERAL EDUCATION—National Farm and Home Hour: Gallant American Women.</b> Information Please; Cavalcade of America.</p> <p><b>LITERATURE AND DRAMA—Between the Bookends; Meet Mr. Weeks.</b></p> <p><b>MUSIC—Rochester Civic Orchestra's Educational Concerts (Feb. 13 and 27); U. S. Army Band; Magnolia Blossoms.</b></p> <p><b>PUBLIC AFFAIRS—New Broadcasts.</b></p> <p><b>FOREIGN LANGUAGES—NBC International Broadcasts.</b></p>	<p><b>NEWS BROADCASTS—BLUE, 8:00 a.m.</b> War News from Europe; 9:00 a.m. AP News; 4:35 p.m. AP News; RED, 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 6:25 p.m. AP News; 11:00 p.m. AP News; 11:05 p.m. Noted Commentators.</p> <p><b>FOREIGN LANGUAGES—NBC International Broadcasts—ON WRCA (7150 kc.) and WNBI (17780 kc.); Italian Period, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m. On WRCA (9570 kc.) and WNBI (17780 kc.); Portuguese Period, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m. On WRCA (9570 kc.); Spanish, 10:00-11:00 a.m. On WNBI (6100 kc.); Spanish, 12:00-1:00 a.m.</b></p> <p><b>NATIONAL FARM AND HOME HOUR.</b> (See Arts and Sciences.)</p>	<p><b>OUR SPIRITUAL LIFE.</b> Auspices Federal Council of Churches; 12:30-12:45 p.m., RED. Dr. John Sutherland Bonnell, pastor of Fifth Ave. Presbyterian Church, New York City. Feb. 4, "The Power of the Cross"; Feb. 11, "Personal Counseling"; Feb. 18, "Heretics"; Feb. 25, "An Interview With Jesus."</p>	<p><b>ROCHESTER CIVIC ORCHESTRA.</b> Educational Concerts conducted by Guy Fraser Harrison and Paul White. Feb. 13 and 27, 1:30-2:00 p.m., BLUE.</p> <p><b>UNITED STATES ARMY BAND.</b> Conducted by Captain Thomas F. Darcy. 2:30-3:00 p.m., BLUE.</p> <p><b>MAGNOLIA BLOSSOMS.</b> Pike Jubilee Choir, with soloists and orchestra. 7:30-8:00 p.m., BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR.</b> Cooperation of U. S. Department of Agriculture and other groups. 12:30-1:15 p.m., BLUE.</p> <p><b>GALLANT AMERICAN WOMEN.</b> Dramatizations depicting the important part women have played and are playing in the manifold activities of American life; cooperation of U. S. Office of Education and NBC Division of Women's Activities. 2:00-2:30 p.m., BLUE. Feb. 6, "Mothers of Great America"; Feb. 13, "Fashions in Continents"; Feb. 20, "The Bronze Tablet"; Feb. 27, "Women in Politics and Government."</p> <p><b>BETWEEN THE BOOKENDS.</b> Informal program of poetry and prose by Ted Malone. Feb. 20, "Heraldic Hobbies."</p> <p><b>SCIENCE ON THE MARCH.</b> Talks by Dr. Forest Roy Moulton, Auspices American Association for the Advancement of Science. 7:15-7:30 p.m., BLUE. (Ends Feb. 5.)</p>	<p><b>THE TRAVELLING CHEF.</b> Unusual recipes and philosophic observations on food and people by Richard Kent; noted world traveler and gourmet. 11:30-11:45 a.m., BLUE.</p> <p><b>ARLINGTON TIME SIGNAL.</b> 12:00 noon, RED and BLUE.</p> <p><b>NATIONAL FARM AND HOME HOUR.</b> (See Arts and Sciences.)</p> <p><b>CHASE TWINS.</b> Children's serial. 3:15-3:30 p.m., BLUE.</p> <p><b>MALCOLM CLAIRE.</b> Children's stories. 6:15-6:25 p.m., RED.</p> <p><b>FOREIGN LANGUAGES.</b> (See Public Affairs and News.)</p>

## For Special Attention

### PUBLIC AFFAIRS AND NEWS

#### SPECIAL BROADCASTS

Addressed by national leaders and outstanding personalities constitute one of the important public services of American radio. Representative voices scheduled to be heard over NBC's network during February include: President Roosevelt, Walter W. Head, president of the National Council of Boy Scouts, and Dr. James E. West, Chief Scout Executive, on February 8; Former President Herbert Hoover, addressing the Lincoln Day Dinner at Omaha, Neb., on February 12; Postmaster General James A. Farley dedicating the new Post Office at New Salem, Ill., the same evening; and General George G. Marshall, U. S. Army Chief of Staff, on February 16.

## NEW BOOKS ABOUT RADIO

#### BOTH SIDES OF THE MICROPHONE

A lucid explanation of the science, art and business of broadcasting, written especially for the average listener and the future employees of radio. John B. Hayes and Horace J. Gardner are the co-authors. Published by H. B. Lippincott Co., New York and Philadelphia. Price 61c.

#### TOWN MEETING COMES TO TOWN

The romantic story of this typically democratic institution of our country and its radio development. Written by Dr. Harry A. Brewster, Professor of Education, City College of the City of New York, and his wife, Rose W. Brewster. This is a stirring record of one of this nation's most successful enterprises. Public education, published by Harper and Brothers, New York. Price \$1.00.

#### FORUMS ON THE AIR

A report of plans and procedures developed in the broadcasting of public affairs discussion programs over local radio stations made by Paul H. Sheats for the Federal Radio Education Committee of the National Association of Broadcasters and educational foundations. Obtained from the U. S. Office of Education, Washington, D. C. Price 25c.

#### THE HISTORY OF TELEVISION

An inside story of television, which vividly traces the history of this invention, tells how it works and what it is accomplishing with discussion of its enormous possibilities for classroom use, as told by one who has been a member since its birth. Written by Philip Kerby and published by Harper & Brothers, New York. Price \$1.00.

#### EDUCATION BY RADIO IN

AMERICAN SCHOOLS  
A survey by Dr. Carroll Atkinson. Published by George Peabody College for Teachers, Nashville, Tenn.

#### BROADCAST RECEIVERS AND PHONOGRAPHS FOR CLASSROOM USE

A survey report and suggestions on this subject compiled and published by the (Columbia) National Research Council. Free copies may be obtained by addressing the Committee, 41 East 64th St., New York.

#### NEWS AND CONTROVERSIAL ISSUES

Cooperating with America's unrivaled newspaper service, radio is keeping this country the best informed nation in the world. In addition to its daily schedule of frequent news broadcasts and discussions of current events by authoritative commentators, NBC is bringing its listeners many eye-witness descriptions of history-in-the-making and the actual voices of those who are influencing the destiny of civilization. NBC is equally alert in bringing to its nation-wide audience all sides of each controversial issue through such weekly broadcasts as "America's Town Meeting of the Air," "University of Chicago Round Table," "National Radio Forum," and the "Quilting Bee." Many of these uniquely American opportunities are being shared with viewers in other lands via NBC's International Short Wave Broadcasts.

## ARTS & SCIENCES

#### ECHOES OF HISTORY

Two historic orations will echo through loudspeakers on the Wednesday afternoons of February 7 and 21, when the General Federation of Women's Clubs will cooperate in presenting dramatizations based upon Susan Anthony's own defense which tried for illegal voting, and Simon Bolivar's notable address when relinquishing his dictatorship to Bolivar's new republican government.

#### MAGIC WAVES

Amazing new uses of the "Magic Waves" which bring radio and television programs, as described by Dr. Ornest H. Caldwell in this series (now being heard on Saturdays, 5:00 p.m.) are as fantastic as pages from a Jules Verne novel. Equally so are the stirring dramatizations built upon these scientific marvels, written by Gerald Holland of the NBC script division.

#### HUMAN NATURE IN ACTION

In his weekly "Human Nature in Action" broadcasts, Dr. Harold D. Lasswell is explaining why all persons are a "bit queer"—without the usual "che" and "me" qualification. His enlightening discussions on the various quirk of human nature deal with the normal "abnormalities" which differentiate the individual, personalities that are being explained during February in the terms of such familiar characters as "Mrs. Orudge," "Mr. W. to whom 'Mrs. Scatter-brain' and "Mr. Gloom."

#### GREAT PLAYS

Typical of the manner in which many educators are employing various radio programs heard out of school hours is the use which more than one hundred and fifty universities and teachers' colleges are making of the Sunday afternoon "Great Plays"—the broadcasts are discussed in class and credits are given for written reports which meet a required standard. For the Sundays of February this series has billed "Atrahhas-Pogues," "Peer Gynt," "Pirates of Penzance" and "Pelleas and Melisande."

#### THE WORLD IS YOURS

Biology, economic, science and archeology are the subjects being covered by "The World Is Yours" in the following series which use "The American and Indian Bison," "The Story of Hard Money," "The Evolution of the Typewriter" and "Pompeii Lives Again."

#### MEDICINE IN THE NEWS

Interesting and valuable information concerning the persistent battle which medical science is waging against human ills is being discussed and dramatized in the Thursday afternoon broadcasts of "Medicine in the News." In presenting this public service in the interests of national and individual health the National Broadcasting Company has the cooperation of the American Medical Association.

#### GALLANT AMERICAN WOMEN

Few programs have met with such enthusiastic response as these dramatizations of the heroic and noble deeds of "Gallant American Women." Presented by the NBC Women's Activities Department in cooperation with the U. S. Office of Education, these Tuesday afternoon programs feature the great contributions of women to the building of American democracy. They also tell of the important work being carried on by women of today. This series is by as well as for women—Eva Hansl plans and executes the programs; Jane Ashman writes the script; and all historic incidents are based upon research by the eminent historian, Mrs. Mary R. Beard.

#### ART FOR YOUR SAKE

Recognizing the unique educational and cultural value of the Saturday night broadcasts of "Art for Your Sake," the directors of art museums in different cities are promoting local interest in this series in various ways. Several museums have exhibited the entire collection of 64 colored reproductions which the National Art Society offers listeners to this program in portfolios of 16 prints at \$1.00 per portfolio. Other museums display the "print of the week." A national study group will gather in the museum to hear the broadcasts, with lectures after the broadcasts continuing discussion of the subject matter. Details of this entire collection contains canvases by that artist.

#### MEET MR. WEEKS

Those who accept the invitation to "Meet Mr. Weeks" on Tuesday evenings apparently need no urging to tune in on following weeks. His voluminous correspondence seems to come from a book, become habitual listeners to the genial editor of the "Atlantic Monthly."

#### YESTERDAY'S CHILDREN

Comments which "The Saturday Evening Post" receives from young listeners indicate that most of the books which are the favorite bedtime reading of children also popular with the children of today.

## MUSIC

#### FIVE MUSIC APPRECIATION SERIES

Perhaps there is no more convincing proof that in radio supply keeps pace with demand than the fact that at present NBC's networks are carrying five music appreciation series. This proof becomes even more convincing—both of demand and radio readiness to supply—when it is recalled that such an astute commercial enterprise as the Westinghouse Electric and Manufacturing Company sponsors the fifth and newest addition to NBC's educational schedule, "Musical Americans," the other four being the "NBC Music Appreciation Hour," "Melodians in the History of Music," the Rochester Civic Orchestra's Educational Series and "Music for Young Listeners."

## LISTENER'S AIDS AVAILABLE

**NBC MUSIC APPRECIATION HOUR**  
Supplementary study material prepared by Lawrence Abbott under direction of Dr. Walter D. Ormsch. Teacher's Guide, a 24-page instructor's manual; Price 24¢ per copy. Student's Workbook, perforated for use as a three-ring binder; Price 10¢ per set for each of the 250 sets. **LAUREL ARTS SERIES**—in quantities of 30 or more sets for each of the 250 sets. **UNIVERSITY PRESS**, 2900 Broadway, New York.

**ART FOR YOUR SAKE**  
Supplementary study material prepared by Lawrence Abbott under direction of Dr. Walter D. Ormsch. **UNIVERSITY PRESS**, 2900 Broadway, New York. **N. Y. ART SOCIETY**—in quantities of 30 or more sets for each of the 250 sets. **UNIVERSITY PRESS**, 2900 Broadway, New York.

**HUMAN NATURE IN ACTION**  
Reprints of scripts, including comments of Dr. Harold D. Lasswell. Price per set. **COLUMBIA UNIVERSITY PRESS**, 2900 Broadway, New York.  
**THE WORLD IS YOURS**  
Reprints of salient portions of scripts plus additional information on subjects discussed and bibliography; Price 10¢ per set for 100 or more sets. **UNIVERSITY PRESS**, 2900 Broadway, New York.  
**ON YOUR JOB**  
Micrographed copies of complete scripts; Price 10¢ per copy, or \$1.00 for series of 13. **UNIVERSITY PRESS**, 2900 Broadway, New York.

**STORY BEHIND THE HEADLINES**  
Micrographed copies of complete scripts; Price 10¢ per copy, or \$1.00 for series of 13. Order from Columbia University Press, 2900 Broadway, New York.

**GREAT PLAYS**  
Reference guide containing plots of the 28 plays in this series. **UNIVERSITY PRESS**, 2900 Broadway, New York.  
**THE WORLD IS YOURS**  
Reference guide, prepared by Blivins Sherif (Ed. Perry) and Dr. Walter D. Ormsch. Order from Columbia University Press, 2900 Broadway, New York.

#### UNIVERSITY OF CHICAGO

**ROUND TABLE**  
Reprints of transcripts, including illustrated charts. Bibliography, questions for study. Price 10¢ per copy, or 24¢ for 25 or more. **Hall-Varian Press**, 515 Chicago, University of Chicago, Chicago.

#### MUSICAL RICHES

Musical riches in abundance are to be found on NBC's music calendar for February, listed on inside pages. Bruno Walter, one of the world's most highly esteemed conductors, will be guest director of the NBC Symphony Orchestra on Saturday night radio concert this month. The Metropolitan Opera Saturday matinee broadcasts continue to present the finest artists available unequalled by any opera house in the world. Other highlights include: Dr. Frank Elack's NBC String Symphony, the Rochester Philharmonic and the Radio City Music Hall Orchestra, and the Walden String Music Chamber Music concerts from Town Hall in New York, the Primrose, American Art and the Walden String Quartets, the National Congress Chamber Musicians, NBC Symphony Orchestra artists in solo recitals, etc.

#### PILGRIMAGE OF POETRY

Album of Poetic Britain, prepared by Ted Hughes, one of the world's most highly esteemed poets, to be visited during the week of the American Literary Bibliography, etc. (100 pages); Price 25¢ per copy. **UNIVERSITY PRESS**, 2900 Broadway, New York.

**PERFECT** containing elegant color reproductions of the most important works of art for framing—16 famous paintings, including those of the Italian Renaissance, and 16 portraits containing names and titles with Listener's Manual covering same period; Price \$1.00 per portfolio in this series; Price for four portfolios in this series: \$4.00. **UNIVERSITY PRESS**, 2900 Broadway, New York. **PERFECT** containing elegant color reproductions of the most important works of art for framing—16 famous paintings, including those of the Italian Renaissance, and 16 portraits containing names and titles with Listener's Manual covering same period; Price \$1.00 per portfolio in this series; Price for four portfolios in this series: \$4.00. **UNIVERSITY PRESS**, 2900 Broadway, New York.

#### WOMEN AND CHILDREN FIRST

A new brochure which outlines the National Broadcasting Company's plans and accomplishments in promoting music culture in the home. Available gratis by address: Information Department, NBC, RCA Building, New York.

#### IDEA CLUB WEEKLY

An illustrated micrographed magazine for women, which is published weekly on a day morning broadcast, containing many interesting facts and information. Price 10¢ per copy, or \$1.00 for series of 13. Order from Columbia University Press, 2900 Broadway, New York.

#### STANDARD LOBBELER BINDER

Reference guide containing plots of the 28 plays in this series. **UNIVERSITY PRESS**, 2900 Broadway, New York.

**CATALOGUE OF LISTENER'S AIDS**  
Reprints of transcripts, including illustrated charts. Bibliography, questions for study. Price 10¢ per copy, or 24¢ for 25 or more. **Hall-Varian Press**, 515 Chicago, University of Chicago, Chicago.

## NBC Station Educators Meet in First National Conference

SEVENTY-FIVE radio educational leaders representing the National Broadcasting Company and thirty-five of its affiliated stations from coast to coast, gathered in Chicago, Tuesday, December 5, to attend the first conference of national scope ever called by an American broadcasting company to discuss educational plans and problems.

Among the NBC executives present were Lenox R. Lohr, president; Dr. James Rowland Angell, President Emeritus of Yale University and NBC Educational Counselor; Sidney M. Strotz, manager of the Central Division; Walter G. Preston, Jr., assistant to the vice president in charge of programs; Dr. Franklin Dunham; Judith Waller, educational director of the Central Division; and Jennings Pierce, new educational director of the Western Division. The Canadian Broadcasting Corporation also was represented by Dr. Robert G. Ross.

Discussion centered around NBC's newly adopted public service schedule which is patterned to cover definite fields of learning in systematic ways. How this plan operates, how it is to be extended to embrace a comprehensive curriculum, and how local stations may cooperate in this vast educational enterprise were explained in detail, with particular emphasis on the newest development in educational broadcasting—the increasing availability and use of listener aids.

Response on the part of station representatives was enthusiastic and every possible cooperation was pledged.

In commenting on the significance of this conference, Dr. Angell said: "I regard this nation-wide conference of educational directors of the National Broadcasting Company and its affiliated stations as of great importance. It has brought together representatives of the radio industry from all over this country, from coast to coast, and from Canada to the Gulf. They are all deeply concerned to offer their communities the most efficient possible service and to learn from one another how to do this more effectively."

"We are all particularly impressed by the increasing disposition of the great educational and business interests that make use of radio to render a genuine public service by incorporating into their programs material of demonstrated educational value. We welcome this trend not only because of its intrinsic significance but also because it is likely to break down the common impression that all educational material must be dull and that only the bespectacled professor should be concerned with it. Business is thus taking its place beside the schools and similar agencies in training youth for life and the service of the nation."

Typical of this new type of program, Dr. Angell explained, is the series of "Cavalcade of America," which, as mentioned elsewhere in this issue, became a feature of NBC's public service schedule on January 2.



Luncheon time did not halt discussions of educational plans and problems when NBC called its first nation-wide conference of radio educators in Chicago, December 5. Left to right: R. L. Hentlow, Vice President of the Yankee Network; Lenox R. Lohr, President of NBC; Judith Waller, Educational Director for NBC's Central Division; Dr. James Rowland Angell, NBC Educational Counselor; and F. E. Fitzsimmons, Manager of Station KFYR, Bismarck, N. D.

## Art For Your Sake Serves Rapidly Growing Audience

MORE than 200,000 copies of the National Art Society's color reproductions of famous masterworks, offered in connection with "Art For Your Sake," have been purchased by listeners since the Saturday evening broadcasts over the NBC-Red Network were inaugurated on October 7.

As impressive as this figure is, it is only partially indicative of the rapidly multiplying audience which this novel art appreciation series is serving. Many facts and figures could be cited to indicate the amazing spread of art interest throughout our country. Reports of recent art activities in the publishing business are typical.

William H. Wise and Company, New York, estimate that the first edition (300,000 copies) of "World Famous Paintings," edited by Rockwell Kent, will be exhausted early in 1940. This book, which contains 100 color plates, is selling at \$2.75.

Simon and Schuster, New York, report that 373,000 copies of Hendrik Willem Van Loon's "The Arts," a \$3.95 book, have sold since September, 1937.

The same publisher has sold more than 60,000 copies of its new \$10.00 book, "Treasury of Art Masterpieces," since October 29, and more than 140,000 copies of "Treasury of American Prints," a \$1.95 book, brought out a month earlier. The "Treasury of Art Masterpieces" contains 150 color reproductions, and the "Treasury of American Prints," copies of 100 etchings and lithographs. Both were edited by Thomas Craven.

"Modern American Paintings," containing 86 color reproductions edited by

Deyton Boswell, Jr., and published by Dodd, Mead and Company, New York, at \$5.00, has enjoyed a sale of over 20,000 copies since its recent appearance.

On the jacket of "The Arts," Hendrik Van Loon points out: "There is only one way to improve the taste of a nation. It cannot be done in a hurry and it cannot be done by force. It can only be accomplished by exposing the people thoughtfully and systematically and continually to that which is truly 'good'—to that which is truly 'noble' in the sense that it deserves to be known."

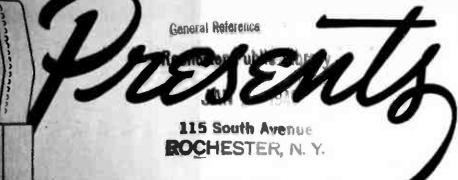
This is what radio has accomplished for music and what it is doing for the graphic arts via "Art For Your Sake."

## Two Novel Programs Now Alternating on Wednesday Afternoons

A n old-fashioned "Quilting Bee," in which women chat about important current events as they gather to work on a real patch-quit, and a series of famous speech-quotes of the past, along with all the tense atmosphere of their original historic setting, are now being broadcast on alternate Wednesday afternoons from 2:15 to 2:30 p.m., over the NBC-Blue Network.

The "Quilting Bee," which will be heard January 3, 17 and 31, is presented by the Women's Activities Department of the National Broadcasting Company with the cooperation of the National Council of Women. Peggy Wood, internationally famous actress, wields the presiding needle over these "bees."

"Echoes of History," to be heard January 10 and 24, is presented under the auspices of the General Federation of Women's Clubs.



General Reference

115 South Avenue  
ROCHESTER, N. Y.

## PROGRAMS IN THE PUBLIC INTEREST

VOL. II, No. 4

RCA BUILDING, RADIO CITY, N. Y.

JANUARY, 1940

## 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 nation-wide hook-up of nearly 100 stations of the National Broadcasting Company's Blue and Red Networks on Tuesdays, from 9:00 to 9:30 p.m., EST, beginning January 2.

This new series, continuing under the sponsorship of the E. I. Dupont de Nemours Company, will be presented under the personal supervision of Dr. Frank Monaghan, a Professor of History at Yale University and Fellow of Calhoun College. Dr. Monaghan, who is widely known as a lecturer, author of numerous important historical works and a former Assistant Editor of the "Dictionary of American Biography," will have as his assistants and consultants two equally noted historians: Marquis James, twice winner of the Pulitzer prize for biography, author of "A Biography of Sam Houston," "Andrew Jackson," "They Had Their Hour," etc.; and Carl Carmichael, whose best sellers include "Stars Tell on Alabama," "Listen for a Lonesome Drum," "The Hudson" and other "river" books.

The new edition of "Cavalcade of America" will open on January 2 with a dramatization based upon the adventures of Amerigo Vespucci and the historical controversy that has raged ever since his name became attached to this continent. Subsequent weekly chapters will bring to life the history of this country through vibrant and authentic dramatizations of the lives of men who molded this nation and made it the outstanding country of the world. Advance synopses of the "Cavalcade" dramas are available to teachers at addressing request to this program care of the local station.

These weekly dramatizations, to be directed by Homer Fickett, will be enacted by a large cast of stage and screen stars, with Don Voorhees in charge of the music.

Since its inception in the Fall of 1935, "Cavalcade" has been a consistent winner of radio awards. In 1938 and again in 1939 it won citations from the Women's National Radio Committee as an outstanding educational program both for children and adults. In 1939 the Women's Press Club of New York

praised it as an adult educational service. In 1937 the American Legion Women's Auxiliary designated it as a program "most acceptable and worthwhile to the general family."

In commenting upon this new series to be supervised by Dr. Frank Monaghan, Dr. James Rowland Angell, NBC Educational Counselor says: "To students in schools and colleges and to all thoughtful persons who would grasp the meaning of our troubled times 'Cavalcade' offers complete authority for illuminating material of absorbing interest." "I anticipate that it will open a new chapter in the evolution of commercial radio by showing how fine entertainment may be combined with the most intelligent knowledge and the enrichment of understanding."

## Dr. Lasswell Returns For Second Series On Human Quirks

A LARGE and enthusiastic audience will welcome Dr. Harry D. Lasswell when he returns to the microphone on January 12 to inaugurate a second series of his "Human Nature in Action" broadcasts over the NBC-Red Network on Fridays from 10:45 to 11:00 p.m.

This eminent psychiatrist and political scientist won for himself a nationwide radio following some months ago when he demonstrated an ability to explain some of the mysteries of human behavior in ways that intrigue laymen as well as teachers and students of psychology.

Based upon the premise that every individual is subject to various psychological twists, the first thirteen of Dr. Lasswell's dramatizations will deal, on average, normal persons and their common neuroses. Following these, the series will delve back into history to analyze comparable cases—individuals whose personalities have turned the tides of civilization.

By plucking both normal individuals and exaggerated personalities beneath microscopic lens for psychological study, Dr. Lasswell is recognized internationally as an authority on propaganda. He regularly lectures at the Washington School of Psychiatry in Washington, D. C., the New School for Social Research in New York, and is visiting Sterling Lecturer at the Yale School of Law. He has studied and taught his subject in Europe and Asia as well as at various universities in this country. He is also widely known as the author of such books as "Propaganda Techniques in the World War," "Who Gets What, When, How," and "World Revolutionary Propaganda."

Dr. Lasswell's first "Human Nature in Action" series, broadcast by NBC May to August of this year, came as the result of a suggestion made by the Educational Committee of the NBC Advisory Council.

Dr. Frank Monaghan, Professor of History at Yale University and Fellow of Calhoun College, who will supervise all programs in the new series of "Cavalcade of America" to be heard over NBC stations from coast to coast, beginning January 2.



# DAY BY DAY

Watch your newspapers for additional programs and supplementary information.



## PROGRAMS IN THE PUBLIC INTEREST

ALL TIMES EASTERN STANDARD

	SERVICE TO SCHOOLS (See other columns for details.)	PUBLIC AFFAIRS AND NEWS	RELIGION	MUSIC	ARTS AND SCIENCES	SPECIAL SERVICES
S U N D A Y	<p><b>GENERAL EDUCATION</b>—On Your Job: The World Is Yours.</p> <p><b>LITERATURE AND DRAMA</b>—Pilgrimage of Poetry; Great Plays.</p> <p><b>MUSIC</b>—Yoichi Hiraoka: Music and American Youth; Southernaires: Radio City Music Hall; NBC String Symphony; Semi-Classical Melodians; New Friends of Music; Beethoven Spring Quartet Cycle.</p> <p><b>PUBLIC AFFAIRS</b>—News Broadcasts: University of Chicago Roundtable.</p> <p><b>SPECIAL PROGRAMS</b>—Arlington Time Signal; Sunday Drivers.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts.</p>	<p><b>NEWS BROADCASTS</b>—BLUE: 8:00 a.m. News Bulletins; 11:00 a.m. AP News; 3:15 p.m. Along the News Front; 7:15 p.m. War News from Europe; 10:00 p.m. News from Europe; 11:00 p.m. AP News; 11:30 p.m. AP News; 11:50 p.m. AP News.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts—On WRCA (21,630 kc.) and WNBI (7,790 kc.); Italian Periodic, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; Spanish, (6,670 kc.) and WNBI (11,780 kc.); Portuguese Periodic, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m. On WRCA (9,670 kc.); Spanish, 11:00 p.m.-1:00 a.m. On WNBI (6,100 kc.); Spanish, 12:00 mid-1:00 a.m.</p> <p><b>UNIVERSITY OF CHICAGO ROUND TABLE</b>, auspices University of Chicago Radio Council, faculty and guest speakers: 7:30-9:00 p.m. RED.</p>	<p><b>RADIO PULPIT</b>, auspices Federal Council of Churches; 12:00-10:30 a.m. RED, Dr. Ralph Stockman, pastor of Christ Methodist Church, New York; Jan. 7, "The Hunger for Hope"; Jan. 14, "When Is Religion Real?"; Jan. 21, "Newspapers of the Light"; Jan. 28, "Hallelujahs."</p> <p><b>NATIONAL VESPERS</b>, auspices Federal Council of Churches; 4:00-5:30 p.m. RED, Dr. Harry Emerson Fosdick, pastor of Riverside Church, New York; Jan. 14, "When Life Gets Us Down"; Jan. 21 and 28, "Christ-Crowned Life"; Jan. 28, "Christ-Crowned Life."</p> <p><b>CATHOLIC HOUR</b>, auspices National Council of Catholic Bishops; 6:00-6:30 p.m. RED, Rev. Monsignor Fulton J. Sheen, of Catholic University of America; Jan. 7, "Whence Come Wars?"; Jan. 14, "The Universal Norm of Morality"; Jan. 21, "The Unity of Mankind"; Jan. 28, "Civil Authority and Divine Law."</p>	<p><b>YOICHI HIRAOKA</b>, xylophonist, 8:00-8:30 a.m. RED.</p> <p><b>MUSIC AND AMERICAN YOUTH</b>, demonstrating what is being done in music by America's schools and high schools, student choral and instrumental groups and talks by prominent music educators, 11:30-12:00 noon, RED, Jan. 7, from Detroit; Jan. 14, from Chicago; Jan. 21, from New Orleans; Jan. 28, from Minneapolis.</p> <p><b>SOUTHERNAIRES</b>, Negro spirituals, 11:30-12:00 noon, BLUE.</p> <p><b>RADIO CITY MUSIC HALL</b>, 12:00 Noon to 2 p.m. BLUE.</p> <p><b>NBC STRING SYMPHONY</b>, Frank Black to conduct, 3:00-4:30 p.m. RED.</p> <p><b>TAPESTRY MUSICAL</b>, NBC String Orchestra, 3:30-4:00 p.m. BLUE.</p> <p><b>NEW FRIENDS OF MUSIC</b>, Chamber music concerts from Town Hall in New York 6:00-7:00 p.m. BLUE, Jan. 14, 21 and 28.</p> <p><b>SEMI-CLASSICS AND BALLADS</b>, by KDKA Orchestra with Mary Briny soprano, 8:00-8:30 p.m. BLUE.</p> <p><b>BEETHOVEN STRING QUARTET CYCLE</b>, Primrose String Quartet and American Art Quartet, alternating Sundays, 10:30-11:00 p.m., RED.</p>	<p><b>"ON YOUR JOB</b>, Vocational guidance program, cooperation National Vocational Guidance Association and Frank E. Hill of American Association of Vocational Administrators; Dr. Harry E. Kisson, coordinator, 12:30-1:00 p.m. BLUE, Jan. 7, "The Future in It"; Jan. 14, "Our Daily Bread"; Jan. 21, "Nobody Wants to Train Them"; Jan. 28, "The Road to Be a Servant."</p> <p><b>"PILRIMAGE OF POETRY"</b>, Broadcasts from the famous American poets by Ted Malone, 1:00-1:15 p.m. BLUE, Jan. 7, Sara Teasdale; Jan. 14, "Oliver Wendell Holmes"; Jan. 21, "Henry Wadsworth Longfellow"; Jan. 28, "The Road to Be a Servant."</p> <p><b>"THE WORLD IS YOURS"</b>, auspices Smithsonian Institution and U. S. Office of Education, 4:30-5:00 p.m. RED, "The March of Science," Jan. 14, "Rise of the Railroad"; Jan. 21, "Harnessing Electromagnetism"; Jan. 28, "Volcanoes."</p>	<p><b>ANIMAL NEWS CLUB</b>, For children, 8:45-9:00 a.m. RED.</p> <p><b>COAST TO COAST ON A BUS</b>, or the White Rabbit Line, For children, 9:00-10:00 a.m. BLUE.</p> <p><b>TURN BACK THE CLOCK</b>, Women in song for children, presented by Alice Kremen and her group, 9:00-9:15 a.m. RED.</p> <p><b>SUNDAY DRIVERS</b>, Safety program, 9:30-10:00 a.m. RED.</p> <p><b>WENDON CRANFORD'S STORY BOOK</b>, Dramas for children, 12:00-12:15 p.m. RED.</p> <p><b>ARLINGTON TIME SIGNAL</b>, 12:00 Noon to 1:00 p.m. BLUE.</p> <p><b>"ON YOUR JOB"</b>, (See Arts and Sciences.)</p> <p><b>CHESSIO</b>, Instructional program, 10:30-11:00 p.m. BLUE.</p>
M O N D A Y	<p><b>GENERAL EDUCATION</b>—National Farm and Home Hour; Science on the March.</p> <p><b>LITERATURE AND DRAMA</b>—Adventure in Reading; Between the Bookends.</p> <p><b>MUSIC</b>—U. S. Navy Band; Rochester Civic Orchestra.</p> <p><b>PUBLIC AFFAIRS</b>—News Broadcasts: Radio, The Voice of the World (Jan. 8); National Radio Forum; President Roosevelt's Jackson Day Dinner Address (Jan. 8).</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts.</p>	<p><b>NEWS BROADCASTS</b>—BLUE: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 4:35 p.m. AP News; RED: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 6:25 p.m. AP News; 11:00 p.m. AP News; 11:30 p.m. Noted Commentators.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts—On WRCA (21,630 kc.) and WNBI (7,790 kc.); Italian Periodic, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; Spanish, (6,670 kc.) and WNBI (11,780 kc.); Portuguese Periodic, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m. On WRCA (9,670 kc.); Spanish, 11:00 p.m.-1:00 a.m. On WNBI (6,100 kc.); Spanish, 12:00 mid-1:00 a.m.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See Arts and Sciences.)</p> <p><b>RADIO, "THE VOICE OF THE WORLD"</b>, Jan. 8 (See Arts and Sciences.)</p> <p><b>PRESIDENT ROOSEVELT'S JACKSON DAY DINNER ADDRESS</b>, Jan. 8, 10:00-10:30 p.m. BLUE.</p> <p><b>NATIONAL RADIO FORUM</b>—Speakers on national affairs, arranged by Washington Evening Star, 10:30-11:00 p.m. BLUE.</p>	<p><b>RELIGION AND THE NEW WORLD</b>, auspices Federal Council of Churches; 12:30-12:45 p.m. BLUE, Rev. Dr. John Suther-land Bonnell, pastor of Fifth Ave. Presbyterian Church, New York; Jan. 1, "The Land of Beginnings"; Jan. 8, "The Road of the Future"; Jan. 15, "The Road of the Future"; Jan. 22, "The Road of the Future"; Jan. 29, "The Road of the Future."</p>	<p><b>UNITED STATES NAVY BAND</b>, Lieut. Charles Bester, conducting, 2:30-3:00 p.m. BLUE.</p> <p><b>ROCHESTER CIVIC ORCHESTRA</b>, conducted by Guy Fraser Harrison and Paul White, 9:00-9:30 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups, 12:30-1:15 p.m. BLUE.</p> <p><b>ADVENTURE IN READING</b>, Dramatizations of books and author by Helen Walpole, 2:00-2:30 p.m. BLUE, Jan. 8, "The Road of the Future"; Jan. 8, "Washington Irving"; Jan. 15, "Victor Hugo"; Jan. 22, "James Fenimore Cooper"; Jan. 29, "Henry Wadsworth Longfellow."</p> <p><b>"THE WORLD IS YOURS"</b>, Informal program of poetry and prose by Ted Malone, 4:30-5:00 p.m. BLUE.</p> <p><b>RADIO, "THE VOICE OF THE WORLD"</b>, Radio, Owen White discussing various aspects of radio's national and international service; Jan. 8, 6:05-6:15 p.m. BLUE.</p> <p><b>SCIENCE ON THE MARCH</b>, Talks by Dr. Forest Ray Moulton, auspices American Association for the Advancement of Science 7:15-7:30 p.m. BLUE.</p>	<p><b>ARLINGTON TIME SIGNAL</b>, 12:00 noon, RED and BLUE.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See Arts and Sciences.)</p> <p><b>STYLING AND DECORATING</b>, Woman's magazine of the air, with Alma Kitchell, 12:00-12:15 p.m. BLUE.</p> <p><b>CHASE TWINS</b>, Children's serial, 3:15-3:30 p.m. BLUE.</p> <p><b>MALCOLM CLAIRE</b>, Children's stories, 6:15-6:25 p.m. RED.</p>
T U E S D A Y	<p><b>GENERAL EDUCATION</b>—National Farm and Home Hour; Gallant American Women.</p> <p><b>LITERATURE AND DRAMA</b>—Between the Bookends; Meet Mr. Weck.</p> <p><b>MUSIC</b>—Rochester Civic Orchestra's Educational Concerts (Jan. 9, 10 and 30); U. S. Army Band; Magnolia Blossoms.</p> <p><b>PUBLIC AFFAIRS</b>—News Broadcasts.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts.</p>	<p><b>NEWS BROADCASTS</b>—BLUE: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 4:35 p.m. AP News; RED: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 6:25 p.m. AP News; 11:00 p.m. AP News; 11:30 p.m. Noted Commentators.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts—On WRCA (21,630 kc.) and WNBI (7,790 kc.); Italian Periodic, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; Spanish, (6,670 kc.) and WNBI (11,780 kc.); Portuguese Periodic, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m. On WRCA (9,670 kc.); Spanish, 11:00 p.m.-1:00 a.m. On WNBI (6,100 kc.); Spanish, 12:00 mid-1:00 a.m.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See Arts and Sciences.)</p>	<p><b>OUR SPIRITUAL LIFE</b>, auspices Federal Council of Churches; 12:30-12:45 p.m. RED, Dr. John Sutherland Bonnell, pastor of Fifth Ave. Presbyterian Church, New York; Jan. 1, "The Road of the Future"; Jan. 8, "The Road of the Future"; Jan. 15, "The Road of the Future"; Jan. 22, "The Road of the Future"; Jan. 29, "The Road of the Future."</p>	<p><b>ROCHESTER CIVIC ORCHESTRA</b>, Educational Concerts conducted by Guy Fraser Harrison and Paul White, Jan. 9, 10 and 30, 1:30-2:00 p.m. BLUE.</p> <p><b>UNITED STATES ARMY BAND</b>, Conducted by Captain W. F. Darby, 2:30-3:00 p.m. BLUE.</p> <p><b>MAGNOLIA BLOSSOMS</b>, Fluke Jubilee Choir, with soloists and orchestra, 7:30-8:00 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups, 12:30-1:15 p.m. BLUE.</p> <p><b>"GALLANT AMERICAN WOMEN"</b>, Dramatizations depicting the important part women have played and are playing in the war effort, 1:30-2:00 p.m. BLUE, operation of U. S. Office of Education and the War Relocation Authority, 2:30-3:00 p.m. BLUE, Jan. 2, "Women of Letters"; Jan. 9, "Women of Letters"; Jan. 16, "Women of Letters"; Jan. 23, "Women of Letters"; Jan. 30, "Women of Letters."</p> <p><b>BETWEEN THE BOOKENDS</b>, Informal program of poetry and prose by Ted Malone, 4:30-5:00 p.m. BLUE.</p> <p><b>MEET MR. WECK</b>, Editor of the Atlantic Monthly exploring the world of letters with guest speakers, 10:30-11:00 p.m. BLUE.</p>	<p><b>THE TRAVELLING CHEF</b>, Unusual recipes prepared by Richard Keet, noted world traveler and gourmet, 11:30-11:45 p.m. RED.</p> <p><b>ARLINGTON TIME SIGNAL</b>, 12:00 noon, RED and BLUE.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See Arts and Sciences.)</p> <p><b>CHASE TWINS</b>, Children's serial, 3:15-3:30 p.m. BLUE.</p> <p><b>MALCOLM CLAIRE</b>, Children's stories, 6:15-6:25 p.m. RED.</p> <p><b>FUN WITH THE FAMOUS</b>, Distinguished people describe their unrealized ambitions, 10:30-11:00 p.m. BLUE.</p>
N A T I O N A L	<p><b>NEWS BROADCASTS</b>—BLUE: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 4:35 p.m. AP News; RED: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 6:25 p.m. AP News; 11:00 p.m. AP News; 11:30 p.m. Noted Commentators.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts—On WRCA (21,630 kc.) and WNBI (7,790 kc.); Italian Periodic, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; Spanish, (6,670 kc.) and WNBI (11,780 kc.); Portuguese Periodic, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m. On WRCA (9,670 kc.); Spanish, 11:00 p.m.-1:00 a.m. On WNBI (6,100 kc.); Spanish, 12:00 mid-1:00 a.m.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See Arts and Sciences.)</p>	<p><b>NEWS BROADCASTS</b>—BLUE: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 4:35 p.m. AP News; RED: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 6:25 p.m. AP News; 11:00 p.m. AP News; 11:30 p.m. Noted Commentators.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts—On WRCA (21,630 kc.) and WNBI (7,790 kc.); Italian Periodic, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; Spanish, (6,670 kc.) and WNBI (11,780 kc.); Portuguese Periodic, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m. On WRCA (9,670 kc.); Spanish, 11:00 p.m.-1:00 a.m. On WNBI (6,100 kc.); Spanish, 12:00 mid-1:00 a.m.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See Arts and Sciences.)</p>	<p><b>NEWS BROADCASTS</b>—BLUE: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 4:35 p.m. AP News; RED: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 6:25 p.m. AP News; 11:00 p.m. AP News; 11:30 p.m. Noted Commentators.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts—On WRCA (21,630 kc.) and WNBI (7,790 kc.); Italian Periodic, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; Spanish, (6,670 kc.) and WNBI (11,780 kc.); Portuguese Periodic, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m. On WRCA (9,670 kc.); Spanish, 11:00 p.m.-1:00 a.m. On WNBI (6,100 kc.); Spanish, 12:00 mid-1:00 a.m.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See Arts and Sciences.)</p>	<p><b>NEWS BROADCASTS</b>—BLUE: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 4:35 p.m. AP News; RED: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 6:25 p.m. AP News; 11:00 p.m. AP News; 11:30 p.m. Noted Commentators.</p> <p><b>FOREIGN LANGUAGES</b>—NBC International Broadcasts—On WRCA (21,630 kc.) and WNBI (7,790 kc.); Italian Periodic, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; Spanish, (6,670 kc.) and WNBI (11,780 kc.); Portuguese Periodic, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m. On WRCA (9,670 kc.); Spanish, 11:00 p.m.-1:00 a.m. On WNBI (6,100 kc.); Spanish, 12:00 mid-1:00 a.m.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See Arts and Sciences.)</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups, 12:30-1:15 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups, 12:30-1:15 p.m. BLUE.</p>

# For Special Attention

## PUBLIC AFFAIRS AND NEWS

### SPECIAL BROADCASTS

Ceremonies in connection with the opening of the Second Session of the Seventy-Sixth Congress of the United States will be broadcast at Noon on January 3. . . That same day, at 5:00 p. m., Mrs. Franklin D. Roosevelt will broadcast to 341,000 reserve secretaries of the U. W. C. A. . . President Roosevelt's Jackson Day Dinner address is scheduled for 10:00 p. m. on January 8. . . Two more of Owen White's informing lectures on "Radio, the Voice of the World" are listed for January: at 6:05 p. m. on the 8th; and at 1:30 p. m. on the 26th. . . Special news bulletins and eye-witness descriptions of world happenings continue to be daily features of NBC's public service.

### STORY BEHIND THE HEADLINES

Those penetrating analyses of today's news given by Cesar Scharinger in his weekly "Story Behind the Headlines" represent the combined efforts of a group of eminent scholars—all material used in these broadcasts is first authenticated by experts associated with the American Historical Association.

### CONTROVERSIAL ISSUES

Steadily increasing orders for reprints of the "America's Town Meeting of the Air" and "University of Chicago Round Table" broadcasts reveal not only growing audiences but the fact that more and more Americans are re-viewing and studying carefully all sides of current social, economic and political controversies.

## NEW BOOKS ABOUT RADIO

### THE VICTORY OF TELEVISION

An inside story of television, which vividly traces the history of this invention, tells how it works and what it is accomplishing with a discussion of its enormous possibilities for classroom use, as told by one who has been a member of the NBC staff for three years. Written by Philip Barry, published by Harper & Brothers, New York; Price \$1.00.

### RADIO AS AN ADVERTISING MEDIUM

A discussion of this subject by Warren Dyer, who is associated with the E. L. Low Advertising Agency, is available through the Marketing at New York University and under the title "Radio as an Advertising Medium," U. W. C. A. Published by McGraw-Hill, New York; Price \$1.50.

### JOURNALISM ON THE AIR

A new book by Dowling Latherwood. Published by Burgess Publishing Co., Mineapolis, Minn.

### EDUCATION BY RADIO IN AMERICAN SCHOOLS

Edited by Dr. Carl Atkinson. Published by George Peabody College for Teachers, Nashville, Tenn.

### RADIO ROADS TO LEARNING

Julia L. Sawyer's talks about library books as broadcast to boys and girls. Published by M. W. Wilson, New York.

### BROADCAST RECEIVERS AND PHONOGRAPHS FOR CLASSROOM USE

A survey, report and suggestions on this subject compiled and prepared by the Committee on Scientific Aids to Learning of the National Research Council. Copies may be obtained by addressing the Committee, 41 West 125 Street, New York, N. Y.

### DEVELOPMENT OF RADIO EDUCATIONAL POLICIES IN THE AMERICAN PUBLIC SCHOOL SYSTEMS

Reported and disseminated by Dr. Carroll Atkinson. Published by the Edinboro Education Press, Edinboro, Pa.

### SCHOOL RADIO SCRIPTS

First American collection of school radio scripts and preparation bulletin, prepared by Blinn's Young Directors of Radio Activities, Indianapolis Public Schools, Indianapolis, Indiana. Obtainable by addressing Miss Young.

### HOW TO USE RADIO AND HOW TO USE RADIO IN THE CLASSROOM

Guides for classes in radio and a discussion of the general use of radio by schools. Address: National Association of Broadcasters, National Press Building, Washington, D. C.

### HOW SCHOOLS CAN USE RADIO

A practical teacher's handbook on the use of radio for assigned listening and in the classroom. Prepared by the National Broadcasting Company. Available free. Address: Information Department, NBC, RCA Building, New York, N. Y.

### LISTENING TO LEARN

An illustration of NBC's service to schools, including "Radio's Place in Modern Education," by Dr. James Rowland Angell, Educational Council to NBC, and "The Use of Radio in Learning," by Dr. Estelle C. Reynolds, principal of Horace Mann School, New York City, New York University. Obtainable gratis by addressing: Information Department, NBC, RCA Building, New York, N. Y.

### MUSIC BIBLIOGRAPHIES FOR RADIO

In response to constant demand, the Information Department of NBC has compiled lists of recommended books about opera and symphonic music. Copies may be obtained gratis by addressing: Information Department, NBC, RCA Building, New York, N. Y.

### OPERA NEWS

A new magazine published by the Metropolitan Opera Guild, Inc., 654 Madison Ave., New York City, is available to serve listeners to the NBC Saturday Matinee Opera Series. The magazine, containing stories about the opera, interesting information about composers, and other information which assists radio listeners to visualize what takes place on both sides of the footlights during their broadcasts. All profits from the sale of this publication are donated to the assisting fund of the Metropolitan Opera. Subscription price is twenty-four issues for \$2.00.

## ARTS & SCIENCES

### ADVENTURES IN PHOTOGRAPHY

So many entries have been received for the first picture contest being conducted by "Adventures in Photography" that it may not be possible to announce the prize-winners on January 3, as originally planned. Thereafter, awards of \$100, \$50, \$25 and twenty "honorable mentions" of \$5 each will be made monthly. As previously announced, these awards are offered for pictures which most interestingly suggest or otherwise symbolize NBC-Blue Network programs or personalities featured thereon. As pictures are judged for their human interest and originality, rather than for their professional excellence, these contests offer a challenge to the imagination and ingenuity of America's non-professional photographers—conservatively estimated to exceed 9,000,000.

### GALLANT AMERICAN WOMEN

Many missing pages in school histories are being supplied by "Gallant American Women" for this series is throwing new light on the important role women have played and are playing in the making of America.

### PILGRIMAGE OF POETRY

This unique "Pilgrimage of Poetry," being made by Ted Malton to better acquaint Americans with the lives and works of our greatest poets, will bring broadcasts from four famous shrines of poetry during January: the homes of Sara Teasdale, Oliver Wendell Holmes, Henry Wadsworth Longfellow and James Russell Lowell.

### PHILATELIC TRIBUTE

How the United States Post-Office Department will honor thirty-five American authors, poets, educators, scientists, composers, artists and inventors during 1940 will be told by Postmaster James A. Farley when he appears as guest speaker on the Second Anniversary broadcast of "Calling All Stamp Collectors" on January 6.

### ADVENTURE IN READING

Following the school holiday vacation, Helen Walpole will resume her popular "Monday Adventure in Reading" on January 8 with a dramatization based upon the life and works of Washington Irving. Her guests, James Fenimore Cooper and Henry Wadsworth Longfellow will be the subjects of subsequent January broadcasts in this series.

### GREAT PLAYS

Four outstanding masterworks of the stage—"The Seagull," "William Tell," "Ruy Blas" and "Rip Van Winkle" will be presented in the "Great Plays" series during January. An established entertainment feature, these Sunday afternoon broadcasts also represent a special service to students of literature, history and the stage.

### ON YOUR JOB

Young persons preparing for their future are served by this vocational guidance series quite as much as the employed, the unemployed and employers, for "On Your Job" dramatizes problems confronted in finding jobs as well as holding them and keeping them filled.

### MEET MR. WEEKS

Those who embrace the pleasurable opportunity to "Meet Mr. Weeks" on Tuesday evenings will appreciate the following comparisons drawn by Ferris Grommet, who, as a former Acting Editor of the "Atlantic Monthly," has known seven consecutive editions of that magazine. Like John Russell Lowell and James T. Fields, Edward Weeks charms the public with ready speech; like William Dean Howells he is aware of foreign literature and is in touch with the wide world; like Thomas Bailey Aldrich, he loves to be called a colon; like Horace E. Scudder, he is as industrious as a bee; like Walter Hines Pines, his eyes are open to the whirling wheels of the world's work; like Bliss Ferry, he makes his readers his friends; and his friends like him, like Edery Anderson, has learned that editing a magazine is a big business as well as a profession. . . and he revives these assets at an incredible velocity."

### YESTERDAY'S CHILDREN

Both young and old have been prompted to express their enjoyment of Dorothy Gordon's new series, "Yesterday's Children." Most of the favorite childhood books of famous persons, which are dramatized for this series by Gordon Nugent, are favorite books of many of today's children.

### MEDICINE IN THE NEWS

In cooperation with the American Medical Association, "Medicine in the News" presents authentic information concerning the progress being made by medical science in its age-old campaign against disease. These weekly discussions and dramatizations are presented as a public service in promotion of individual and national health.

## MUSIC

### MUSIC FOR SCHOOLS

This season the National Broadcasting Company is presenting four distinctly educational music series and one intended to show the latest progress being made in music education by America's schools. In addition to Dr. Walter Damrosch's "NBC Music Appreciation Hour," broadcast on Friday afternoons, NBC is presenting Dr. Howard Hanson's "Milestones in the History of Music" on Saturday mornings, the Rochester Civic Orchestra's Chamber Music on Tuesday afternoons and Mary Van Doren's "Music for Young Listeners" on Wednesday afternoons, plus "Music for American Youth" Sunday mornings.

## LISTENERS' AIDS AVAILABLE

### NBC MUSIC APPRECIATION HOUR

Supplementary study material prepared by Lawrence Abbott under direction of Dr. Walter Damrosch. Teacher's Guide, a 24-page instructor's manual; Price \$4 per copy. Student's Worksheets, perforated for standard binder; Price \$1.00 per set for each of the four grades covered by this series; \$1 per set. Order from Columbia University Press, 2900 Broadway, New York, N. Y.

### IDEAS THAT CAME TRUE

Teacher's Manual, series of 13 broadcasts; Price 10¢ per copy. Student's Worksheets, series of 13 broadcasts; Price 10¢ per set of 13. Order from Columbia University Press, 2900 Broadway, New York, N. Y.

### OF THE AIR

Script for each week's broadcasts; Price 10¢ each, or \$2.50 for entire series of 26 broadcasts. Order from Young Listeners' Bureau, 2900 Broadway, New York, N. Y. This series of human interest radio listings groups may be obtained by addressing: Radio Hall, 125 West 43rd Street, New York, N. Y.

### SCIENCE ON THE MARCH

A monthly magazine, including reproduction in full of all scripts used during the series. Price \$1.00 per copy, or \$26 for set of five. Order from Columbia University Press, 2900 Broadway, New York, N. Y.

### THE WORLD IS YOURS

Series of 12 sets of portfolios of scripts plus additional informative material on subject matter. Price \$1.00 per set of 12. Order from Columbia University Press, 2900 Broadway, Washington, D. C.

### ON YOUR JOB

Minigraph copies of complete scripts; Price 10¢ per copy, or \$1.00 for series of 11. Order from Young Listeners' Bureau, 2900 Broadway, New York, N. Y.

### STORY BEHIND THE HEADLINES

Minigraphed copies of complete scripts; Price 10¢ per copy, or \$1.00 for series of 11. Order from Young Listeners' Bureau, 2900 Broadway, New York, N. Y.

### GREAT PLAYS

Minigraphed copies containing plots of the 28 plays in this series, plus historical and biographical information, prepared by Blivett Davis (13 pages); Price 25¢ per copy. Order from Columbia University Press, 2900 Broadway, New York, N. Y.

### OPERA AND CONCERT

During January the Saturday night radio concerts of the NBC Symphony Orchestra will be conducted by Bernardino Molinari. Other outstanding music features listed for January on the enclosed "Day by Day" Bulletin include: the Metropolitan Opera's Saturday matinee; Dr. Frank Bliss's NBC String Symphony broadcasts, the New Friends of Music concerts from Town Hall in New York, the Beethoven String Quartet Cycle being presented by the Primrose and American Art String Quartets, the Rochester Philharmonic and Civic Orchestras, the Eastman School Symphony Orchestra, Library of Chamber Music, and the noted young pianists, the Radio City Music Hall Orchestra, the U. S. Army, Navy and Marine Bands and the Flak Jubilee Choir.

### UNIVERSITY OF CHICAGO ROUND TABLE

Minigraphed broadcasts, including illustrated charts, bibliography, questions for analysis and examination, etc.; Price 10¢ per copy, or \$4 for 25 or more; Half-year subscription, copies for \$1.00. Order from Radio Office, University of Chicago, Chicago, Ill.

### GALLANT AMERICAN WOMEN

Minigraphed copies of complete scripts; Price 10¢ per copy, or \$1.00 for series of 15. Order from "Gallant American Women," 1500 University Avenue, Washington, D. C.

### TOUCH OF PROGRESS

Minigraphed copies of complete scripts of Dr. Edward Howard Griggs' radio lectures; Price 10¢ per copy, or \$1 for series of 10. Order from Columbia University Press, 2900 Broadway, New York, N. Y.

### PILGRIMAGE OF POETRY

Album of Poetic Shrines, prepared by Ted Malton, containing photographs of the 33 homes of American poets to be visited during the series. Price \$1.00 per copy. Order from Columbia University Press, 2900 Broadway, New York, N. Y.

### FOR YOUR AGE

Portfolio containing significant color reproductions, approximately 111 illustrations, including those discussed on four successive broadcasts. Price \$1.00 per portfolio of 16 prints. This series appears particularly in this series; Price for four portfolios \$4.00. Order from Young Listeners' Bureau, 2900 Broadway, New York, N. Y. A Teacher's Manual, prepared by Elizabeth White, Superintendent of Art, Chicago Public Schools, containing 1000 illustrations, is available gratis to teachers who order entire series of four portfolios.

### STANDARD BROADCAST BINDER

Standard Broadcast Binder designed to hold students' worksheets and materials used in this collection. Institution bound leather stamped in gold lettering. Price \$1.00 per copy. Order from Columbia University Press, 2900 Broadway, New York, N. Y.

### CATALOGUE OF LISTENERS' AIDS

The National Broadcasting Company has prepared a catalogue of all material mentioned in this brochure. Obtainable without charge by addressing: Information Department, NBC, 30 Rockefeller Plaza, New York, N. Y.

"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 Plumbs Fundamental Problems

BACK of the National Broadcasting Company's weekly vocational guidance program, "On Your Job," lies a much broader field of endeavor than its obvious efforts to help solve some of the problems confronted in various fields of work and to establish a better understanding between employed and employer.

These dramatizations, written by Frank Fort Hill and Richard McDonagh, and broadcast over the NBC-Red Network on Sundays at 12:30 p. m., in cooperation with the National Vocational Guidance Association, deal with the broad and basic problem of human relations in earning a livelihood. They attempt to show that "work" is much more than the price one must pay for "living"; that one of the deepest satisfactions known to man is achieved through the proper application of his abilities to work.

"These programs deal with the fundamental problems of adjusting 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 personal development."

Based upon research in various fields of human endeavor, these weekly dramatizations reveal the value of one's work or business unfolds new interests and creates new opportunities, that such an attitude toward work brings richer satisfaction and increased rewards.

By elaborating thus to help solve some of the human relations problems encountered in different fields of work.

"On Your Job" seeks to establish a closer and more sympathetic understanding between employer and employee and the public both serve.

By promoting this trinity of interests, "On Your Job" also aids America's young men and women who are 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 material and teachers' manuals issued for use in connection with the National Broadcasting Company's educational and cultural programs may now be obtained, gratis, by addressing the NBC Information Department, 30 Rockefeller Plaza, New York.

This catalogue lists and describes all such material now being published and distributed by the Company. Its University, the U. S. Office of Education, the Radio Office of the University of Chicago and the National Society for the Study of Education. This special looseleaf cover now available for binding this standardized size material.

## Pierce Named Director Of Education for NBC's Western Division

DON E. GILMAN, Vice President in charge of the National Broadcasting Company's Western Division, has announced the appointment of Jennings J. Pierce as Director of Education for the Western Division of NBC.

Pierce, who has been Director of Agriculture for the Western Division since 1933, will consolidate the activities of his former and new offices into one department. Arthur Garbutt, former Director of Education, will remain in the employ of NBC, handling such Western Division programs as have been under his direction in the past.



Jennings J. Pierce, one of radio's pioneers in the West, has been appointed Director of Education for NBC's Western Division. Early in December Pierce will leave San Francisco to attend a series of executive conferences in the East. After attending the Third Annual Meeting of the School Broadcast Conference in Chicago, he will go to New York to confer with Dr. James Rowland Angell, NBC Educational Counselor, on the extension of educational activities under NBC's newly patterned schedule of public service programs.

Jennings Pierce is one of radio's pioneers in the West, having joined the announcing staff of KGO in 1925. With the forming of the Western Division of NBC, he was made chief of the announcing staff and continued to hold that position until he was appointed Director of Agriculture for NBC on the West Coast in 1933, a post for which he was chosen because of experience gained through his association with the California State Department of Agriculture, prior to entering radio.

Academic training for his present post of Educational Director was obtained at the University of California.

## New Camera Series Stimulates Creative Art

IMMEDIATELY following the success of its recently inaugurated art appreciation series, "Art For Your Sake," the National Broadcasting Company has launched a new series intended to stimulate creative art.

This new series, "Adventures in Photography," broadcast over the NBC-Blue Network each Wednesday at 10:30 p. m., is designed to accomplish two purposes: first, to serve America's several million amateur photographers with interesting and useful information about their hobby, its problems and techniques; and, second, through a novel contest, to encourage skill, originality and imagination in photographic composition.

Prizes of \$100, \$50, \$25 and twenty "honorable mentions" of \$5 each are being offered each month for the best pictures submitted which symbolize or suggest the NBC-Blue Network. NBC-Blue Network programs, or personalities heard over this network. As explained during each weekly broadcast of "Adventures in Photography," the subjects possible under these classifications are limited only by the imagination of the photographer.

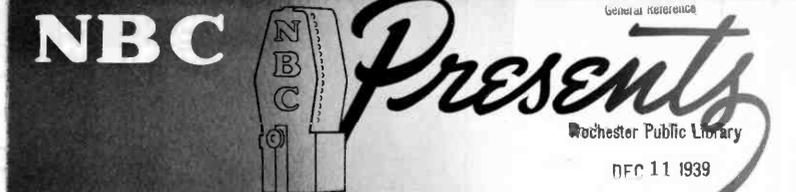
The name "Charadio," coined to designate this picture contest by Edward Dunham, NBC Production Director in charge of the series, suggests the "charade" character of pictures eligible for entry. As pictures will be judged for the human interest and originality instead of their professional excellence, this contest represents a change in the creative ingenuity of all who pursue photography as their hobby.

The program of "Adventures in Photography" includes a dramatization of common and unusual photographic problems and a series of lectures by a professional photographer, some noted amateur, a beginner and "Dr. Skeptic" participate. An outstanding exhibit in photographic art, Herbert W. C. McKay, dean of the New York Institute of Photography and instructor of miniature and color photography at the Brooklyn Institute, presides as master of ceremonies.

## Parent Discusses Radio's Influence in the Home

(Continued from Page 1)

Miss Kitchell quoted letters from many American mothers which gave specific examples of radio's influence in their homes—how it has contributed to the education and culture of parents as well as children of all ages; how it has aided parents in the interests of their students, helped in the adjustment of wayward students, and by providing a new outlet for their own interests to foster family associations. Miss Kitchell offered these as confirmation of her hope for the future. "As a mother and wife, that in American broadcasting lies the cultural salvation of our country."



## PROGRAMS IN THE PUBLIC INDEX

VOL. II. No. 3.

RCA BUILDING, RADIO CITY, N. Y.

Rochester Public Library

DEC 11 1939

115 South Avenue  
ROCHESTER, N. Y.

DECEMBER, 1939

## Art For Your Sake Wins Widespread Endorsement

TWO standards are available for measuring the widespread interest aroused by the National Broadcasting Company's new art appreciation series, "Art For Your Sake"; the enthusiastic endorsement of art teachers, museum directors and laymen; and the National Art Society's report on the number of masterwork reprints purchased by listeners. Both are significant.

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

These elegant reproductions, issued as an aid to listeners, are serving two additional purposes. Many are being framed for school and home decoration; and, because of their faithful reproduction, they are being used by teachers and students for copy purposes, as illustrated herewith.

Among the many educators and directors of art museums who have expressed enthusiastic endorsement of these broadcasts and the National Art Society's prints are: Herbert W. C. McKay, U. S. Commissioner of Education; Mabel Arbuckle, Supervisor of Art Education in Detroit Public Schools; Walter S. Brewster, a trustee of the Chicago Art Institute; W. Benson, Chief of the Philadelphia Art Museum's Division of Education; Grace L. McCann Morley, Director of the San Francisco Museum of Art; Horace H. F. Jayne, Director of the Museum of the University of Pennsylvania; Harry T. Peters, noted authority on Currier and Ives prints; Alfred Howell, Director of Art, Cleveland Board of Education; Howard E. Green, Principal of Herzog School, St. Louis; etc., etc.

In response to a demand on the part of art educators for teachers' manuals covering this series, Elizabeth Wells Robertson, Superintendent of Art in Chicago Public Schools, has prepared an "Art Appreciation Workbook" which Commissioner Studebaker has written as a foreword. Copies of this manual may be obtained at cost by addressing the National Art Society, 30 Broad Street, New York, price 25c.

## Typical American Mother Discusses Radio's Influence in the Home

HOW RADIO is influencing American family life by bringing new educational and cultural opportunities into the home was discussed by a typical American mother when Alma Kitchell, well known singer, artist and radio commentator, addressed the Third Annual Audio-Visual Conference in Atlanta, Georgia, on November 16.

Though this gifted contralto has been engaged professionally in radio ever since the beginning of network broadcasting, as the mother of two sons, thirteen and twenty-one years of age (in private life she is the wife of CHARLES Kitchell, noted New York voice teacher), Miss Kitchell has been even more interested in radio's influence in her home.

In her discussion of this influence, she reminded her listeners how rapidly radio emerged from its state as a "new toy," a strange scientific discovery that enabled us to hear distant sounds with-

out the aid of wires" into "a medium of entertainment." Granting that during this second period "there were a number of regular features and individual programs which were definitely considered educational, it has been only during the last three years that one could point to many programs and say, 'these are educational programs.'"

"Of course, there arises the old question, 'What is meant by education?' I think Dr. James Rowland Angell's definition will be accepted by most educators: 'Any program may be regarded as educational in purpose which attempts to increase knowledge, to stimulate thinking, to teach techniques and methods, to cultivate discernment, and to enrich character by sensitizing attention and by inspiring socialized ideals that may issue in constructive conduct. Education is essentially the process by which individuals adjust themselves intelligently to life.'"

Miss Kitchell admitted she was no educator, simply a woman who, like her sisters, wants for her children and herself the best that education has to offer—by means of every medium available at hand wishes to "increase their knowledge," "stimulate their thinking" and teach them to "adjust themselves intelligently to life."

"I have looked to radio, as have millions of other women, to bring these things, and I can honestly say that with increasing generosity it is pouring forth its bounty to enrich our lives."

Miss Kitchell reminded her listeners of American system of broadcasting: we get what we ask for, not what some benevolent government wishes or thinks is good for us. There is much that might be said about the lack of response on the part of the listeners who prefer finer programs on the air—those who by background, education and economic circumstances should be the leaders, as against the articulate expressions of those whose tastes are less discriminating. But do you know that as NBC every program on the air pays for two hours of public service?"

An art student of New York University, Thelma Schneyerson, studies the technic and colors of Leonardo da Vinci via the reproduction of Mona Lisa made available by the National Art Society for listeners to "Art For Your Sake."

(Turn to last page)

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13 and 27); Adventures in Photography.  
**LITERATURE AND DRAMA**—Between the Bookends, NBC Radio Guild  
**MUSIC**—Piano Solists; NBC Salon Orchestra; Music for Young Listeners; Lutheran Layman Singers; Rochester Philharmonic Orchestra (Dec. 14); Chicago City Opera (Dec. 16 & 18)  
**PUBLIC AFFAIRS**—News Broadcasts: "Does It Mean What You Think?" (Dec. 6); "What I Mean When I Say That" (Dec. 6); Quilting Bee (Dec. 20); 46th Annual Congress of American Industry (Dec. 6); Thomas E. Dewey and Governor Stassen of Minnesota (Dec. 6)  
**FOREIGN LANGUAGES**—NBC Short Wave Broadcasts.

11:00 p.m., melko communitaria  
**FOREIGN LANGUAGES**—NBC Short Wave Broadcasts (Same schedule as Tuesdays)  
**NATIONAL FARM AND HOME HOUR**  
**RADIO: THE VOICE OF THE WORLD**  
"Does It Mean What You Think?" (Dec. 6); "What I Mean When I Say That" (Dec. 6); Quilting Bee (Dec. 20); 46th Annual Congress of American Industry (Dec. 6); Thomas E. Dewey and Governor Stassen of Minnesota (Dec. 6)  
**FOREIGN LANGUAGES**—NBC Short Wave Broadcasts.

**HOMESPUN** Auxilias Federal Council of Churches, 12:30-12:45 p.m. RED. Dr. William Hiram Youlton, pastor of Old First Presbyterian Church, Newark, N. J.; Dec. 6, "Healing"; Dec. 13, "Mind Your Head!"; Dec. 20, "Make Room for the King!"; Dec. 27, "The Big Show."  
**TIMELESS TRUTHS MADE TIMELY**, Auxilias Federal Council of Churches, 12:30-12:45 p.m. RED. Dr. Christopher Jefferson McComb, pastor of Methodist Church of St. Paul and St. Andrew, New York City, Dec. 7, "Unstoppable"; Dec. 14, "What In My Soul"; Dec. 21, "What Jesus Means to Me"; Dec. 28, "Love and Loyalty."  
**4TH ANNUAL CONGRESS OF AMERICAN INDUSTRY**, Dec. 6, 4:00 p.m. BLUE. Speaker: J. Howard Pew, president of General Foods Corp.  
**THOMAS E. DEWEY**, District Attorney of New York County, introduced by Governor Harold E. Stassen, of Minnesota, Dec. 6, 10:00-10:30 p.m. BLUE.

**MUSIC FOR YOUNG LISTENERS**, Music appreciation course for young children, directed by Mary Van Boren, audience Junior League of Toledo, Ohio, and Toledo Public Schools, Dec. 7, 10:00-10:45 a.m.  
**FAVORITE WALTZES**, NBC Salon Orchestra, conducted by Leopold Stokowski, Metropolitan Opera House, Dec. 7, 10:00-11:00 p.m.  
**LUTHER-LAYMAN SINGERS**, Anthology of American songs, 6:00-6:15 p.m. RED.  
**ROCHESTER PHILHARMONIC ORCHESTRA**, Jose Iturbi conducting, Dec. 14, 9:00-9:30 p.m. BLUE  
**CHICAGO CITY OPERA**, Dec. 6, 11:25 p.m.-12:05 a.m.; 4th and 5th Acts of "Mason"; Dec. 11-13, 10:00-12:10 a.m.; 4th Act, "Otello," RED

Uwen wrote discussing various aspects of national and international science. Dec. 20, 1:00-1:15 p.m. RED.  
**ECHOES OF HISTORY**, Cooperation of dramatists of famous orations of history. Dec. 12 and 17, 12:00-12:15 p.m. BLUE  
**QUILTING BEE**, Cooperation of National Women's Club members, Dec. 20, 2:15-2:30 p.m. BLUE  
**BETWEEN THE BOOKENDS**, Informal program of poetry prose by Ted Malone, 3:45-4:00 p.m. BLUE  
**NBC RADIO GUILD**, Famous drama and comedies, 10:30-11:00 p.m. BLUE  
**ADVENTURES IN PHOTOGRAPHY**, Program of historical and dramatic amateur photography; dramatization, news of camera "quiz" and contest, 10:30-11:00 p.m. BLUE

**ARLINGTON TIME SIGNALS**, 12:00 noon. RED and BLUE  
**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences)  
**MUSIC FOR YOUNG LISTENERS** (See Music)  
**CHASE TWINS**, Children's serial, 3:15-3:30 p.m. BLUE  
**MALCOLM CLAIRE**, Children's stories, 6:15-6:25 p.m. RED

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**GENERAL EDUCATION**—National Farm and Home Hour; Consumers' Program; Medicine in the News; Don't Forget.  
**LITERATURE AND DRAMA**—Between the Bookends  
**MUSIC**—J. S. Marins; Band; Eastman School Band (Dec. 14); Rochester Philharmonic Orchestra (Dec. 14)  
**PUBLIC AFFAIRS**—News Broadcasts; 46th Annual Congress of American Industry (Dec. 6); America's Town Meeting of the Air  
**FOREIGN LANGUAGES**—NBC Short Wave Broadcasts.

**NEWS BROADCASTS**—BLUE, 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 9:25 p.m. AP News; 11:00 p.m. AP News; 11:05 p.m. AP News; 11:50 p.m. AP News; 11:55 p.m. AP News. Noted Commentators.  
**FOREIGN LANGUAGES**—NBC Short Wave Broadcasts (Same schedule as Tuesdays)  
**4TH ANNUAL CONGRESS OF AMERICAN INDUSTRY**, Dec. 7, 12:00 p.m. BLUE. Speaker: Walter D. Miller, president of Eastman Kodak Co., Dec. 7, 12:00 p.m. Speaker: Ernest T. Weir, chairman National Society of Manufacturers.  
**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences)  
**AMERICA'S TOWN MEETING OF THE AIR**, George V. Denny, moderator; 9:30-10:30 p.m. BLUE.

**TIMELESS TRUTHS MADE TIMELY**, Auxilias Federal Council of Churches, 12:30-12:45 p.m. RED. Dr. Christopher Jefferson McComb, pastor of Methodist Church of St. Paul and St. Andrew, New York City, Dec. 7, "Unstoppable"; Dec. 14, "What In My Soul"; Dec. 21, "What Jesus Means to Me"; Dec. 28, "Love and Loyalty."  
**4TH ANNUAL CONGRESS OF AMERICAN INDUSTRY**, Dec. 7, 12:00 p.m. BLUE. Speaker: Walter D. Miller, president of Eastman Kodak Co., Dec. 7, 12:00 p.m. Speaker: Ernest T. Weir, chairman National Society of Manufacturers.  
**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences)  
**AMERICA'S TOWN MEETING OF THE AIR**, George V. Denny, moderator; 9:30-10:30 p.m. BLUE.

**UNITED STATES MARINE BAND**, Capt. Taylor Branson, conducting, 2:30-3:30 p.m. BLUE  
**EASTMAN SCHOOL BAND**, Fred Fenell, conductor, 12:30-1:00 p.m. BLUE  
**ROCHESTER PHILHARMONIC ORCHESTRA**, Jose Iturbi, Dec. 14, 9:00-9:30 p.m. BLUE  
**VICKI CHASE AND THOMAS THOMAS**, Musical band with vocal soloists and dancers with orchestra, 10:30-11:00 p.m. BLUE

**NATIONAL FARM AND HOME HOUR**, Cooperation of U. S. Department of Agriculture and other groups, 12:30-1:15 p.m. BLUE  
**"IDEAS THAT MAKE TRUE**, Dramatizations of historic episodes which show the development of American ideas and ideals; Dr. J. S. Marins, moderator, 12:30-1:15 p.m. BLUE; Dec. 7, "Van Dyke and the Bible"; Dec. 14, "Proclaim Liberty Throughout the World"; Dec. 21, "Proclaim Liberty Throughout the World"; Dec. 28, "Proclaim Liberty Throughout the World" (Cancelled Dec. 28 for school holidays)  
**BETWEEN THE BOOKENDS**, Informal program of poetry and prose by Ted Malone, 3:45-4:00 p.m. BLUE  
**CHASE TWINS**, Children's serial, 3:15-3:30 p.m. BLUE  
**ALMA KITCHELL'S BRIEF CASE**, Informal conversation with hostesses about radio, by June Hurd, 6:00-6:15 p.m. RED  
**MALCOLM CLAIRE**, Children's stories, 6:15-6:25 p.m. RED  
**AMERICA'S TOWN MEETING OF THE AIR** (See Public Affairs and News)

**ARLINGTON TIME SIGNALS**, 12:00 noon. RED and BLUE  
**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences)  
**MUSIC FOR YOUNG LISTENERS** (See Music)  
**CHASE TWINS**, Children's serial, 3:15-3:30 p.m. BLUE  
**ALMA KITCHELL'S BRIEF CASE**, Informal conversation with hostesses about radio, by June Hurd, 6:00-6:15 p.m. RED  
**MALCOLM CLAIRE**, Children's stories, 6:15-6:25 p.m. RED  
**AMERICA'S TOWN MEETING OF THE AIR** (See Public Affairs and News)

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**GENERAL EDUCATION**—National Farm and Home Hour; Consumers' Program; Torch of Progress; Yesterday's Children; Magic Waves  
**LITERATURE AND DRAMA**—Between the Bookends  
**MUSIC**—NBC Music Appreciation Hour; Great Marins; Library of Congress Chamber Music (Dec. 13); NBC Solists  
**PUBLIC AFFAIRS**—News Broadcasts; National Consumers' Program; 46th Annual Congress of American Industry (Dec. 6); Story Behind the Headlines  
**FOREIGN LANGUAGES**—NBC Short Wave Broadcasts.

**NEWS BROADCASTS**—BLUE, 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 9:25 p.m. AP News; 11:00 p.m. AP News; 11:05 p.m. AP News; 11:50 p.m. AP News; 11:55 p.m. AP News. Noted Commentators.  
**FOREIGN LANGUAGES**—NBC Short Wave Broadcasts (Same schedule as Tuesdays)  
**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences)  
**NATIONAL CONSUMERS' LEAGUE**, Dec. 4, 4:00-5:15 p.m. BLUE. Moderator: The president of League and Assistant Secretary, Fred W. Truett, "The Consumer's Stake in Labor's Progress."  
**4TH ANNUAL CONGRESS OF AMERICAN INDUSTRY**, Dec. 7, 1:30 p.m. BLUE. Speaker: H. W. Prentiss, Jr., president Armstrong Corp., Dec. 7, 1:30 p.m. BLUE. Speaker: C. M. Chester, chairman of General Foods Corp., Dec. 7, 1:30 p.m. BLUE. Speaker: Wendell L. Wilkie, president Commonwealth and Southern Corp.  
**STORY BEHIND THE HEADLINES**, As told by Clara Sachinetti, cooperation American Historical Association, 10:30-10:45 p.m. RED.

**TIMELESS TRUTHS MADE TIMELY**, Auxilias Federal Council of Churches, 12:30-12:45 p.m. RED. Dr. Alfred Grant Walton, pastor of Tompkins Ave. Congregational Church, Brooklyn; Dec. 7, "Finding Your Niche"; Dec. 6, "New Frontiers"; Dec. 16, "The Balance Wheel"; Dec. 23, "There is Something Christmas Does to Me"; Dec. 30, "Looking Ahead."  
**RELIGION IN THE NEWS**, Auxilias Federal Council of Churches, 12:30-12:45 p.m. RED. Dr. Walter W. Van Kirk, a secretary of the Federal Council of Churches; Dec. 16, "The Balance Wheel"; Dec. 23, "There is Something Christmas Does to Me"; Dec. 30, "Looking Ahead."  
**MESSAGE OF ISRAEL**, Auxilias United Jewish Laymen's Committee and Youth, 7:30 p.m. BLUE. Rabbi Morris Lazarov, Baltimore Hebrew Congregation, Baltimore, "Talks on the Times"; Dec. 7, "To Jews"; Dec. 8, "To Christians"; Dec. 16, "To My Fellow Americans"; Dec. 23, "A Christmas Message"; Dec. 30, "What of the Future?"

**SOUTHERNAIRES**, Negro spirituals and Southern music, 12:15-12:30 p.m. BLUE  
**NBC MUSIC APPRECIATION HOUR**, Dr. Walter Darrach, commentator and conductor, 2:00-3:00 p.m. BLUE  
**JOSEF MARIAS**, In folksons of the African Bushveld, 7:00-7:30 p.m. BLUE  
**LIBRARY OF CONGRESS CHAMBER MUSICALE**, Dec. 15, 9:30-10:00 p.m. BLUE  
**NBC SOLOISTS**, artists of NBC Symphony Orchestra in solo recitals, 10:45-11:00 p.m. BLUE. Dec. 15, Edna Lauerstein, soloist; Dec. 15, 9:00-9:30 p.m. BLUE. Dec. 22, Woodwind Ensemble directed by Dr. Frank Black; Dec. 23, "What Jesus Means to Me"; Dec. 28, "A Great Searcher."  
**MILESTONES IN THE HISTORY OF MUSIC**, Dr. Howard Hanson, Eastman School of Music, conductor and commentator, 12:00 noon to 12:30 p.m. RED. Dec. 2, Manuscript music of the Fifteenth Century; Dec. 9, Early Chamber Music; Dec. 16, to be announced; (Dec. 23 and 30, to be re-announced.)  
**METROPOLITAN OPERA MATINEES**, Cooperation of Metropolitan Opera House; Dec. 15, 2:15 p.m. BLUE  
**NBC SYMPHONY ORCHESTRA**, Arturo Toscanini conducting, in Beethoven Cycle with Dec. 2, Denise Defauw, Belgian conductor, Dec. 8, 11:30 p.m. BLUE

**NATIONAL FARM AND HOME HOUR**, Cooperation of U. S. Department of Agriculture and other groups, 12:30-1:15 p.m. BLUE  
**BETWEEN THE BOOKENDS**, 3:45-4:00 p.m. RED  
**"TORCH OF PROGRESS**, The story of most a progress, related by D. W. Brown and Grigs, 6:00-6:15 p.m. RED. Dec. 1, "People Who Lived in Homeric Hellas"; Dec. 8, "People Who Lived in Homeric Hellas"; Dec. 15, "People Who Lived in Homeric Hellas"; Dec. 22, "People Who Lived in Homeric Hellas"; Dec. 29, "People Who Lived in Homeric Hellas"  
**YETTERN WITH DOROTHY GORDON**, favorite children books of famous persons dramatized by Dorothy Gordon, 7:00-8:00 p.m. BLUE  
**SCIENCE**, Latest developments in science of radio, discussed by Dr. Greata H. Caldwell, Editor with dramatizations by Gerald Holland, 7:45-8:00 p.m. BLUE  
**"STORY BEHIND THE HEADLINES**, (See Public Affairs and News)

**ARLINGTON TIME SIGNAL**, 12:00 noon. RED and BLUE  
**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences)  
**MUSIC APPRECIATION HOUR** (See Music)  
**CHASE TWINS**, Children's serial, 3:15-3:30 p.m. BLUE  
**ALMA KITCHELL'S BRIEF CASE**, Informal conversation with hostesses about radio, 6:00-6:15 p.m. BLUE  
**MALCOLM CLAIRE**, Children's stories, 6:15-6:25 p.m. RED

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**GENERAL EDUCATION**—The Wise Man; The Child Grows Up; American Education; Bright Ideas Club; The School Today; Call Stamp Collectors; Art for Your Sake  
**LITERATURE AND DRAMA**—Arch Diabler Plays  
**MUSIC**—Mistones in the History of Music; Metropolitan Opera Matinees; NBC Symphony Orchestra  
**PUBLIC AFFAIRS**—News Broadcasts  
**FOREIGN LANGUAGES**—NBC Short Wave Broadcasts.

**NEWS BROADCASTS**—BLUE, 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 9:25 p.m. AP News; 11:00 p.m. AP News; 11:05 p.m. AP News; 11:50 p.m. AP News; 11:55 p.m. AP News. Noted Commentators.  
**FOREIGN LANGUAGES**—NBC Short Wave Broadcasts—On WRCA (2,570 kc.), Italian Periodic, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; On WRCA (4,070 kc.), Portuguese, 4:00-5:00 p.m.; Spanish, 5:00-6:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-9:00 p.m.; On WRNI (10,170 kc.), Spanish, 9:00-10:00 p.m.  
**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences)  
**AMERICAN EDITION FORUM** (See Arts and Sciences)

**CALL TO YOUTH**, Auxilias Federal Council of Churches; 12:30-12:45 p.m. RED. Dr. Alfred Grant Walton, pastor of Tompkins Ave. Congregational Church, Brooklyn; Dec. 7, "Finding Your Niche"; Dec. 6, "New Frontiers"; Dec. 16, "The Balance Wheel"; Dec. 23, "There is Something Christmas Does to Me"; Dec. 30, "Looking Ahead."  
**RELIGION IN THE NEWS**, Auxilias Federal Council of Churches, 12:30-12:45 p.m. RED. Dr. Walter W. Van Kirk, a secretary of the Federal Council of Churches; Dec. 16, "The Balance Wheel"; Dec. 23, "There is Something Christmas Does to Me"; Dec. 30, "Looking Ahead."  
**MESSAGE OF ISRAEL**, Auxilias United Jewish Laymen's Committee and Youth, 7:30 p.m. BLUE. Rabbi Morris Lazarov, Baltimore Hebrew Congregation, Baltimore, "Talks on the Times"; Dec. 7, "To Jews"; Dec. 8, "To Christians"; Dec. 16, "To My Fellow Americans"; Dec. 23, "A Christmas Message"; Dec. 30, "What of the Future?"

**MILESTONES IN THE HISTORY OF MUSIC**, Dr. Howard Hanson, Eastman School of Music, conductor and commentator, 12:00 noon to 12:30 p.m. RED. Dec. 2, Manuscript music of the Fifteenth Century; Dec. 9, Early Chamber Music; Dec. 16, to be announced; (Dec. 23 and 30, to be re-announced.)  
**METROPOLITAN OPERA MATINEES**, Cooperation of Metropolitan Opera House; Dec. 15, 2:15 p.m. BLUE  
**NBC SYMPHONY ORCHESTRA**, Arturo Toscanini conducting, in Beethoven Cycle with Dec. 2, Denise Defauw, Belgian conductor, Dec. 8, 11:30 p.m. BLUE

**THE CHILD GROWS UP**, Titles by Katherine Lennott, read by Children's Bureau, U. S. Department of Labor, 10:45-11:00 a.m. BLUE  
**AMERICAN EDUCATION FORUM**, Conducted by Dr. Raymond C. Prof. of Education, Stanford University, 12:00-12:25 p.m. BLUE  
**NATIONAL FARM AND HOME HOUR**, Cooperation of U. S. Department of Agriculture and other groups, 12:30-1:15 p.m. BLUE  
**"ART FOR YOUR SAKE**, Dramatizations of lives and works of great painters with discussions by Mrs. Bertha M. Myer; cooperation of National Art Society with direct Dec. 15, 2:30-3:00 p.m. BLUE  
**ARCH OBOLER'S PLAYS**, For adults and older students, 9:00-9:30 p.m. BLUE

**THE WISE MAN**, Wisdom of the ancients and moderns told by Lewis Hampton, 10:00-10:15 a.m. RED  
**NO SCHOOL TODAY**, Safety program for children, 10:15-10:30 a.m. RED  
**BRIGHT IDEAS CLUB**, For children, 10:30-11:00 a.m. RED  
**OUR BARN**, For children, Madge Tucker, 11:30 a.m.-12:00 noon. BLUE  
**ARLINGTON TIME SIGNAL**, 12:00 noon. RED and BLUE  
**NATIONAL FARM AND HOME HOUR** (See Arts and Sciences)  
**CALLING ALL STAMP COLLECTORS**, News and information of interest to philatelists in cooperation with the National Federation of Stamp Clubs; 1:15-1:30 p.m. RED  
**RENEW OF THE MOUNTED**, Dramatization of Laurie York Erskine's stories, 6:30-6:45 p.m. BLUE  
**ART FOR YOUR SAKE** (See Arts and Sciences)

# DAY BY DAY

Watch your newspapers for additional programs and supplementary information.

## PROGRAMS IN THE PUBLIC INTEREST

ALL TIMES EASTERN STANDARD

	SERVICE TO SCHOOLS (See other columns for details.)	PUBLIC AFFAIRS AND NEWS	RELIGION	MUSIC	ARTS AND SCIENCES	SPECIAL SERVICES
<b>SUNDAY</b>	<p><b>GENERAL EDUCATION</b>—On Your Job: The World Is Yours.</p> <p><b>LITERATURE AND DRAMA</b>—Pilgrimage of Youth: Great Plays.</p> <p><b>MUSIC</b>—Yachin Mikawa; Radio and American Youth; Southernaires; Radio City Music Hall; NBC String Symphony; Tapscott Musicals; New Friends of Music; Festival of Music; Bethlehem Singing Quartet Cycle.</p> <p><b>PUBLIC AFFAIRS</b>—News Broadcasts: University of Chicago Roundtable Ten Best News Stories of 1939 (Dec. 31).</p> <p><b>SPECIAL PROGRAMS</b>—Arlington Time Signal: Sunday Drivers.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts.</p>	<p><b>NEWS BROADCASTS</b>—BLUE: 8:00 a.m. News Bulletin; 11:00 a.m. AP News; 5:15 p.m. Along the News Front; 7:15 p.m. War News from Europe; 8:00 p.m. William Hillman, speaking from London; 11:00 p.m. AP News; RED: 8:00 a.m. News Bulletin; 11:00 a.m. AP News; 1:00 p.m. AP News; 11:05 p.m. Noted Commentaries.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts—ON WRCA (2,630 kc.) and WBNB (11,780 kc.): Italian Program, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m. On WRCA (2,630 kc.) and WBNB (11,780 kc.): Portuguese, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m. On WRCA (2,630 kc.); Spanish, 11:00 p.m.-1:00 a.m. On WBNB (6,100 kc.); Spanish, 12:00 mid-1:00 a.m.</p> <p><b>UNIVERSITY OF CHICAGO ROUND TABLE</b>, Apollonia University of Chicago Radio Council, faculty and guest speakers: 2:30-3:00 p.m. RED.</p> <p><b>TEN BEST NEWS STORIES OF 1939</b>, selected by the Associated Press and dramatized by Welburn Kiley: Dec. 31, 2:00-3:00 p.m. BLUE.</p>	<p><b>RADIO PULPIT</b>, Auspices Federal Council of Churches, 10:30-10:30 a.m. RED, Dr. Ralph Sockman, pastor of Christ Methodist Church, New York.</p> <p><b>UNIVERSITY BIBLE SUNDAY</b>, Address by the Rev. James M. Freeman, Protestant Episcopal Bishop of Washington, D. C. Dec. 16, 10:30-11:00 a.m. BLUE.</p> <p><b>NATIONAL VESPERS</b>, Auspices Federal Council of Churches, 4:00-4:30 p.m. BLUE, Dr. Harry Emerson Fordick, pastor of Riverside Church, New York.</p> <p><b>CATHOLIC HOUR</b>, Auspices National Council of Catholic Men, 6:00-6:30 p.m. RED, The Rev. James M. Gillis, C. S. P., Editor of the Catholic World; "Prophets and Kings."</p>	<p><b>YOICHI HIRAKAWA</b>, Xylophonist, 8:00-8:30 a.m. RED.</p> <p><b>MUSIC AND AMERICAN YOUTH</b>, Demonstrating what is being done in music by America's schools and high schools, student choirs and instrumental groups and talks by prominent music educators: 11:30-12:00 noon. RED, Dec. 3, from Hollywood, Calif.; Dec. 10, from New York; Dec. 17, from Cleveland; Dec. 24 and 31, holiday.</p> <p><b>SOUTHERNAIRES</b>, Negro spirituals: 11:30-1:00 noon. BLUE.</p> <p><b>RADIO CITY MUSIC HALL</b>, 12:00 Noon to 1:00 p.m. BLUE.</p> <p><b>NBC STRING SYMPHONY</b>, Frank Black conducting: 2:00-3:00 p.m. RED.</p> <p><b>TAPSCOTT MUSICALS</b>, NBC String Orchestra, 3:30-4:00 p.m. BLUE.</p> <p><b>NEW FRIENDS OF MUSIC</b>, Chamber music concerts from Town Hall in New York: 6:00-7:00 p.m. BLUE.</p> <p><b>FESTIVAL OF MUSIC</b>, Semi-classical and ballads by KDKA Orchestra and Mary Briley, soprano: 8:00-8:30 p.m. BLUE.</p> <p><b>BETHOVEN STRING QUARTET CYCLE</b>, Primrose String Quartet and American Art Quartet on alternating Sundays 10:30-11:00 p.m. RED.</p>	<p><b>"ON YOUR JOB</b>, Vocational guidance program: cooperation National Vocational Guidance Association and Frank E. Hill of American Association for Adult Education; Dr. Harry E. Kilton, conductor: 12:30-1:00 p.m. RED, Dec. 3, "Beatty Runs Deep"; Dec. 10, "Let Lost My Job"; Dec. 17, "I Want to be a Policeman"; Cancelled Dec. 24 and 31 for holidays.</p> <p><b>"PILOGRAM OF POETRY</b>, Broadcasts from homes of famous American poets: Ted Malone, 1:00-1:15 p.m. BLUE, Dec. 3, "Edward Taylor"; Dec. 10, "Alan Seeger"; Dec. 17, "John Greenleaf Whittier"; Dec. 24, "John Banister Taber"; Dec. 31, "William James"; 2:00-2:15 p.m. RED.</p> <p><b>"GREAT PLAYS</b>, 2:00-3:00 p.m. BLUE, Dec. 10, "Kismet"; Dec. 17, "The Beggar's Opera"; (Cancelled Dec. 24 and 31 for holidays).</p> <p><b>"THE WORLD IS YOURS</b>, Auspices Smithsonian Institution and U. S. Office of Education: 4:30-5:00 p.m. RED, Dec. 3, "Exploring the Great Lakes for Plans"; Dec. 10, "Historical Gems"; Dec. 17, "Cortez, the Conqueror"; Dec. 24, Christmas at Mount Vernon"; Dec. 31, "The March of Science."</p>	<p><b>ANIMAL NEWS CLUB</b>, For children, 8:45-9:00 a.m. RED.</p> <p><b>COAST-TO-COAST ON A BUS</b>, or "The White Rabbit Line", For children, 9:00-10:00 a.m. RED.</p> <p><b>TURN BACK THE CLOCK</b>, stories in song for children, presented by Alcia Roman and Bailey Ayres, 9:00-9:15 a.m. RED.</p> <p><b>SUNDAY DRIVERS</b>, Safety program, 9:30-10:00 a.m. RED.</p> <p><b>VERNON CARRER'S STORY BOOK</b>, Drama from books of famous American poets: 12:30-12:45 p.m. RED.</p> <p><b>ARLINGTON TIME SIGNAL</b>, 12:00 Noon. RED and BLUE.</p> <p><b>ON YOUR JOB</b>, (See Arts and Sciences).</p> <p><b>CHEERIO</b>, Inspirational program, 10:30-11:00 p.m. BLUE.</p>
<b>MONDAY</b>	<p><b>GENERAL EDUCATION</b>—National Farm and Home Hour; Science on the March.</p> <p><b>LITERATURE AND DRAMA</b>—Adventure in Reading: Between the Bookends.</p> <p><b>MUSIC</b>—U. S. Navy Band; Rochester Civic Orchestra (Dec. 11, 18 and 25); Liberty of Congress Chamber Musicals (Dec. 18).</p> <p><b>PUBLIC AFFAIRS</b>—News Broadcasts: Youth in Crisis (Dec. 4); National Radio Forum.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts.</p> <p>(For Special Christmas Programs, consult your daily newspaper.)</p>	<p><b>NEWS BROADCASTS</b>—BLUE: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 4:55 p.m. AP News; RED: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 6:25 p.m. AP News; 11:00 p.m. AP News; 11:05 p.m. Noted Commentaries.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts—ON WRCA (2,630 kc.) and WBNB (11,780 kc.): Italian Program, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m. On WRCA (2,630 kc.) and WBNB (11,780 kc.): Portuguese, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m. On WRCA (2,630 kc.); Spanish, 11:00 p.m.-1:00 a.m. On WBNB (6,100 kc.); Spanish, 12:00 mid-1:00 a.m.</p> <p><b>NATIONAL FARM AND HOME HOUR</b> (See Arts and Sciences).</p> <p><b>RADIO: THE VOICE OF THE WORLD</b>, Dec. 4 (See Arts and Sciences).</p> <p><b>YOUTH IN CRISIS</b>, Dec. 4. (See Arts and Sciences).</p> <p><b>NATIONAL RADIO FORUM</b>—Speakers on national affairs, arranged by Washington Evening Star, 10:30-11:00 p.m. BLUE.</p>	<p><b>RELIGION AND THE NEW WORLD</b>, Auspices Federal Council of Churches; 12:30-12:45 p.m. BLUE, Rev. J. Edgar Hoover, Moderator; "The Dutch Reformed Collegiate Church"; Dec. 4, "A Changed Book in a Changed World"; Dec. 12, "Living in a World of Change"; Dec. 19, "A Little Child Shall Lead"; Dec. 26, "Learning How to Pray."</p> <p><b>CHRISTMAS DAY</b>, Dec. 25. Consult your newspapers for special Christmas Day and Christmas Eve programs.</p>	<p><b>UNITED STATES NAVY BAND</b>, Lieutenant Benno conducting: 2:00-3:00 p.m. BLUE.</p> <p><b>ROCHESTER CIVIC ORCHESTRA</b>, Conducted by Guy Fraser Harrison and Paul White, Dec. 12 and 19, 8:30-10:00 p.m. BLUE.</p> <p><b>LIBRARY OF CONGRESS CHAMBER MUSICALS</b>, Dec. 16, 3:00-3:30 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups, 12:30-1:15 p.m. BLUE.</p> <p><b>ADVENTURE IN READING</b>, Dramatizations of books and lives of famous authors: 1:30-2:00 p.m. BLUE, Dec. 4, "Edmund Spenser"; Dec. 11, "Edmund Spenser"; Dec. 18, "Moby Dick"; (Dec. 25 cancelled for holiday).</p> <p><b>"THE WORLD IS YOURS"</b>, Informal program of poetry and prose by Ted Malone. Will be held Dec. 18, 10:30-11:00 a.m. BLUE.</p> <p><b>RADIO: THE VOICE OF THE WORLD</b>, Owen White discussing various aspects of radio: national and international service: Dec. 4, 6:05-6:15 p.m. BLUE.</p> <p><b>SCIENCE ON THE MARCH</b>, Talks by Dr. Forest Ray Moulton, auspices American Association for the Advancement of Science: 7:15-7:30 p.m. BLUE.</p> <p><b>YOUTH IN CRISIS</b>, Dramatization printed in cooperation with the American Youth Commission, 9:30-10:00 p.m. BLUE, Dec. 4, "Good Schools for All."</p>	<p><b>CHRISTMAS DAY</b>, Dec. 25. Consult your newspaper for special Christmas Day and Christmas Eve programs.</p> <p><b>ARLINGTON TIME SIGNAL</b>, 12:00 Noon. RED and BLUE.</p> <p><b>NATIONAL FARM AND HOME HOUR</b> (See Arts and Sciences).</p> <p><b>STREAMLINE JOURNAL</b>, Woman's magazine of the air, with Alma Kitchell, 1:30-2:00 p.m. BLUE.</p> <p><b>CHASE TWINS</b>, Children's serial: 3:15-3:30 p.m. BLUE.</p> <p><b>MALCOLM CLAIRE</b>, Children's stories: 6:15-6:25 p.m. BLUE.</p>
<b>TUESDAY</b>	<p><b>GENERAL EDUCATION</b>—National Farm and Home Hour; Gallant American Women.</p> <p><b>LITERATURE AND DRAMA</b>—Between the Bookends; Meet Mr. Weeks.</p> <p><b>MUSIC</b>—Rochester Civic Orchestra's Educational Concerts (Dec. 19); U. S. Army Band; Magnolia Blossoms.</p> <p><b>PUBLIC AFFAIRS</b>—News Broadcasts; Secy. of State Cordell Hull (Dec. 5).</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts.</p>	<p><b>NEWS BROADCASTS</b>—BLUE: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 4:55 p.m. AP News; RED: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 6:25 p.m. AP News; 11:00 p.m. AP News; 11:05 p.m. Noted Commentaries.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts—ON WRCA (2,630 kc.) and WBNB (11,780 kc.): Italian Program, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m. On WRCA (2,630 kc.) and WBNB (11,780 kc.): Portuguese, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m. On WRCA (2,630 kc.); Spanish, 11:00 p.m.-1:00 a.m. On WBNB (6,100 kc.); Spanish, 12:00 mid-1:00 a.m.</p> <p><b>NATIONAL FARM AND HOME HOUR</b> (See Arts and Sciences).</p> <p><b>SECRETARY OF STATE CORDELL HULL</b>, addressing American Bureau Federation Meeting, Dec. 5, 10:00-10:30 p.m. BLUE.</p>	<p><b>OUR SPIRITUAL LIFE</b>, Auspices Federal Council of Churches, 12:30-12:45 p.m. BLUE, Rev. John Southern, pastor of Fifth Ave. Presbyterian Church, New York; Dec. 5, "A National Revival"; Dec. 12, "The Day of the Lord"; Dec. 19, "Uniting the Divided Church"; Dec. 26, "Learning How to Pray."</p>	<p><b>GLENN DARWIN</b>, Baritone, in recital, 12:45-1:00 p.m. RED.</p> <p><b>ROCHESTER CIVIC ORCHESTRA</b>, Educational Concerts conducted by Guy Fraser Harrison and Paul White, Dec. 12 and 19, 1:00-2:00 p.m. BLUE.</p> <p><b>UNITED STATES ARMY BAND</b>, Conducted by Thomas F. Darcy, 2:30-3:00 p.m. BLUE.</p> <p><b>MAGNOLIA BLOSSOMS</b>, Fluke Jubilee orchestra and orchestra, 7:30-8:00 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups, 12:30-1:15 p.m. BLUE.</p> <p><b>"GALLANT AMERICAN WOMEN</b>, Dramatizations depicting the important part women have played and are playing in the manifold activities of American life: cooperation of National Council of American Women and Women's Activities, 2:00-3:00 p.m. BLUE, Dec. 5, "Women See Russia"; Dec. 12, "Laws and Women"; Dec. 19, "Women in the Law"; Dec. 26, "Women See Russia."</p> <p><b>BETWEEN THE BOOKENDS</b>, Informal program of poetry and prose by Ted Malone. Will be held Dec. 12, 10:30-11:00 a.m. BLUE.</p> <p><b>MEET MR. WEEKS</b>, Editor of the Atlantic Monthly explains the weekly epigrams with guest speakers, 9:30-10:00 p.m. BLUE, Dec. 5, "Epigrams"; Famous Epigrams, 10:00-10:15 p.m. BLUE, Dec. 12, "Men Who Saw It Happen"; Dec. 19, "Making a Book Perfect"; Dec. 26, "What Makes Christmas?"</p>	<p><b>THE TRAVELLING CHEF</b>, Unusual recipes and photographic observations on food and people by Richard Kent, noted world traveler and gourmet, 11:30-11:45 p.m. BLUE.</p> <p><b>ARLINGTON TIME SIGNAL</b>, 12:00 Noon. RED and BLUE.</p> <p><b>NATIONAL FARM AND HOME HOUR</b> (See Arts and Sciences).</p> <p><b>CHASE TWINS</b>, Children's serial: 3:15-3:30 p.m. BLUE.</p> <p><b>MALCOLM CLAIRE</b>, Children's stories: 6:15-6:25 p.m. BLUE.</p> <p><b>FUN WITH THE FAMOUS</b>, Distinguished persons describe their unrealized ambitions: 10:30-11:00 p.m. BLUE.</p>
<b>WEDNESDAY</b>	<p><b>GENERAL EDUCATION</b>—National Farm and Home Hour; Science of the World.</p>	<p><b>NEWS BROADCASTS</b>—BLUE: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 4:55 p.m. AP News; RED: 8:00 a.m. War News from Europe; 9:00 a.m. AP News; 6:25 p.m. AP News; 11:00 p.m. AP News; 11:05 p.m. Noted Commentaries.</p>	<p><b>PIANO SOLOISTS</b>, 1:00-1:15 p.m. RED.</p> <p><b>PIANO SALON ORCHESTRA</b>, Conducted by...</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups, 12:30-1:15 p.m. BLUE.</p> <p><b>RADIO: THE VOICE OF THE WORLD</b>,...</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups, 12:30-1:15 p.m. BLUE.</p> <p><b>RADIO: THE VOICE OF THE WORLD</b>,...</p>	

## For Special Attention

**PUBLIC AFFAIRS  
AND NEWS**

### CONGRESS OF AMERICAN INDUSTRY

Outstanding industrialists will be heard discussing matters of vital interest to labor, capital and consumer when NBC microphones relay proceedings of the 44th Annual Congress of American Industry on December 6, 7 and 8. Six broadcasts scheduled for those dates will feature addresses by: J. Howard Paw, president of the Sun Oil Company; Walter D. Fuller, president of the Curtis Publishing Company; Ernest T. Weir, chairman of the National Steel Company's board; H. W. Prentiss, president of the Armstrong Cork Company; C. M. Chester, chairman of the General Food Corporation's board; and Wendell L. Wilkie, president of the Commonwealth Southern Corporation.

### SPECIAL BROADCASTS

Secretary of State Cordell Hull's address before the American Farm Bureau Federation Meeting on December 5 will be broadcast over the NBC-Blue Network. . . Thomas E. Dewey's address over the same network on the following evening will command special interest for it is expected that New York's eminent District Attorney will announce his candidacy for president during his broadcast.

## NEW BOOKS ABOUT RADIO

### INTERPRETATION OF NBC POLICIES APPLIED TO BROADCASTS DURING EUROPEAN WAR

Available gratis. Address: National Broadcasting Co., Radio City, New York.

### DEVELOPMENT OF RADIO EDUCATION POLICIES IN THE AMERICAN PUBLIC SCHOOL SYSTEM

A new book on this subject by Dr. Carroll Atkins. Published by the Edinboro Educational Press, Edinboro, Pa.

### EDUCATION BY RADIO IN AMERICAN SCHOOLS

A survey by Dr. Carroll Atkins. Published by Gray Peabody College for Teachers, Nashville, Tenn.

### THE EDUCATIONAL AIMS AND PRACTICES OF THE NATIONAL AND COLUMBIA BROADCASTING COMPANIES

Compiled by Win W. Bird. Published by the University of Washington, Seattle, Washington. Price 50c.

### RADIO ROADS TO READING

Julia L. Sauer's talks about library books broadcast to boys and girls. Published by H. W. Wilson Co., New York, N. Y.

## ARTS & SCIENCES

### MEET MR. WEEKS

NBC's invitation to "Meet Mr. Weeks" on Tuesday evenings has created a new source of revenue for the United States Post Office Department—also certain problems for that genial editor of the "Atlantic Monthly." During the last five weeks his mail has quintupled, necessitating the employment of two extra secretaries. Many of his letters have come from high school and college teachers of English who have urged their students to organize groups to listen regularly to these broadcasts.

### YESTERDAY'S CHILDREN

Many happy memories are being revived for today's adults by the new Friday evening feature of the NBC-Blue Network: Gordon Nugent's dramatizations of favorite childhood books of famous persons, with Dorothy Gorkin, are being broadcast for the special, but not exclusive, interest of "Yesterday's Children"—their offspring are also enjoying this opportunity to become acquainted with the heroes and heroines of another day. Here is a half-hour play that has gained appeal for all three generations of the family.

### SCHOOL RADIO SCRIPTS

Interpretation of program and preparation bulletin, prepared by Blanche Young Director of Radio Activities, Indianapolis Public Schools, Indianapolis, Indiana. Obtainable without charge.

### LOOK AND LISTEN

A Television Handbook, by M. B. Slusher, contains the 1939 theories and practices of television for set-builders, students and service-men. Check board edition. Price 10c. In general book binder. Price \$1.50. Published by Norman W. Heale, Co., 2 West 145th St., New York, N. Y.

### RECEIVERS AND PHONOGRAPHS FOR CLASSROOM USE

A survey, report and suggestions on this subject, prepared and published by the Committee on Scientific Aids to Learning of the National Research Council. Copies may be obtained by addressing the Committee, 412 12th St., New York, N. Y.

### HOW TO USE RADIO, AND HOW TO USE RADIO IN THE CLASSROOM

Outline for classes in radio and the general use of radio by schools. Address: National Association of Broadcasters, National Press Building, Washington, D. C.

### HOW SCHOOLS CAN USE RADIO

Teacher guide prepared by the National Broadcasting Company. Available free. Address: NBC.

### IDEAS THAT CAME TRUE

Benjamin Franklin, George Washington, John Adams, Israel Putnam and other famous patriots of the American Revolution will relive some of the most dramatic moments in American history during the December broadcasts of "Ideas That Came True." This segment of history is presented especially for use in schools, it tracing the development of democratic ideas and ideals in our social structure. Its purpose is to show how our forefathers fought to win religious, intellectual and political freedom and to remind this generation that these freedoms can be maintained only through constant vigilance and persistent effort. Dr. Rollo C. Reynolds, principal of Horace Mann School, narrator on these programs, collaborates with Charles Gilbert Hall in the preparation of these historically authentic dramatizations.

### GALLANT AMERICAN WOMEN

"A significant program, one to which every American woman should listen regularly," this commendation by Mrs. Harold Vincent Milligan, radio chairman of the General Federation of Women's Clubs was the source of many enthusiastic letters which are being referred in response to "Gallant American Women."

These Tuesday afternoon dramatizations, honoring past and present women pioneers, are being broadcast jointly by the U. S. Office of Education and the Women's Activities Department of NBC, under the direction of Margaret Cuthbert. The scripts, planned and executed by Eva Hannal, are written by Jane Ashman, based upon research by Mrs. Mary R. Beard, noted historian.

### GREAT PLAYS

Though the "Great Plays" being heard in the current series of Sunday afternoon broadcasts were selected primarily for their dramatic interest, educators have been prompt to recognize the literary and educational value of the masterworks being presented. More than one hundred and fifty major universities and leading teachers colleges are following these dramatic productions and discussing them in class.

### ECHOES OF HISTORY

Microphones are now reaching back into time to bring today's listeners some of the famous orators of the past. "Echoes of History," being presented in cooperation with the General Federation of Women's Clubs on alternate Wednesday afternoons, beginning December 13, will dramatize famous orations of history in settings or circumstances similar to those in which they were originally heard.

### TORCH OF PROGRESS

An established favorite with adult listeners, who know him to be one of the most engaging and thought-provoking speakers of our time, Dr. Edward Howard Grosvenor is winning many new admirers through his Friday evening broadcasts, especially among students of history, who are interested especially for "Torch of Progress" series is tracing the evolution of mankind up through the ages, not only to show how the world has become what it is but to discover what can and should be done to further the eternal cause of human progress.

### MEDICINE IN THE NEWS

Information vital to the conservation of national and individual health is being broadcast every Thursday over the NBC-Blue Network by "Medicine in the News." All facts stated or dramatized in these programs are authenticated by the American Medical Association which is cooperating with the National Broadcasting Company in the presentation of this important public service.

### PILGRIMAGE OF POETRY

During December Ted Malone's "Pilgrimage of Poetry" will take him to the home of William Shakespeare in Stratford-upon-Avon, to John Greenleaf Whittier, John Bannister Tabb and William Vaughn Moody. The thirty-three American poets, from whose homes Malone will broadcast during this Sunday afternoon series, will be chosen by a committee of more than a thousand educators, including the presidents of forty-two state universities.

### THE WORLD IS YOURS

Curious facts about world in which we live, dramatized in ways that entertain both young and old, are brought to the NBC-Red Network's audience every Sunday afternoon by "The World Is Yours." Based upon the latest broadcast news, the series is a house of knowledge, this NBC public service feature is presented in cooperation with the U. S. Office of Education and the Federal Security Agency and the Works Progress Administration.

### TWO SCIENCE PROGRAMS

Latest developments in the realms of science are discussed in two weekly series: "Science on the March," heard over the NBC-Blue Network on Monday evenings, presents Dr. Forest Ray Moulton, under the auspices of the American Association for the Advancement of Science; "Magic Waves," Friday evening presentation of the NBC-Red Network, is devoted to the latest developments in the field of radio. The latter features Dr. Orestes H. Caldwell, Editor of "Radio Today," with dramatizations by Gerald Holland.

"The use we make of radio is in no small degree the breadth of our educational thinking."

—DR. KEITH TYLER, Director of Evaluation of School Broadcasts, Ohio State University.

## MUSIC

### METROPOLITAN OPERA

December 2 marks the return to the air of one of radio's most popular and important music features, the Metropolitan Opera's Saturday matinee. For the ninth consecutive season the National Broadcasting Company will relay these Saturday afternoon performances, in their entirety, to its coast-to-coast audience, and, via short wave, to listeners throughout the world. Milton J. Cross will again be at the microphone five minutes before the opening overture and between the acts to give his synopsis of the opera's plot and a description of the scene on both sides of the footlights.

### NBC SYMPHONY ORCHESTRA

December 2 also marks the completion of Arturo Toscanini's cycle of Beethoven's nine symphonies. Desiré Defauw, gifted young Belgian conductor, will direct the NBC Symphony Orchestra on the following Saturday nights of December. Following a series of guest appearances by Bruno Walter and Bernardino Molinari during January and February, the famous Italian Maestro will resume his direction of these Saturday night broadcasts in March.

### ART FOR YOUR SAKE

Portfolio containing almost color reproductions of the most famous pictures available for framing, of stream famous paintings in price 5c. Address: Columbia University Press, Columbia University, New York.

### NBC MUSIC APPRECIATION HOUR

Supplementary study material prepared by Lawrence Shaw and directed by Dr. Walter Damrosch. Teacher's Guide, a 24-page insert, prepared for standard 10th through 12th grade students. Price 10c. Address: Columbia University Press, Columbia University, New York, N. Y.

### AMERICAN BROWN MEETING

Reprints of each week's broadcast. Price 10c each. Address: Columbia University Press, Columbia University, New York, N. Y.

Reprints of discussions available each week at 10 cents each or \$1.00 for series of 10. Address: Radio Office of the University of Chicago.

### MUSIC AND AMERICAN YOUTH

What is being done to promote music in America's schools and high schools is being demonstrated by various student choral and instrumental groups from different sections of the country every Sunday morning over the NBC-Red Network. On each "Music and American Youth" broadcast, a noted educator, or some representative citizen discusses the importance of music in a well balanced curriculum.

### OTHER MUSICAL HIGHLIGHTS

Dr. Frank Black's NBC String Symphony broadcasts on Sunday afternoons, the New Friends of Music concerts, the Cycle of Beethoven String Quartets by the Primrose and American Art Quartets, the Rochester Civic and Philharmonic Orchestra concerts, Dr. Hanson's "Milestones in the History of Music," the Library of Congress Chamber Musicale, Dr. Walter Damrosch's NBC Music Appreciation Hour, the series of solo recitals by artists of the NBC Symphony Orchestra and the Radio City Music Hall are other important music series to be found listed on the "Day by Day" bulletin printed on inside pages of NBC broadcasts of Christmas music will be announced through the Press.

## STUDENT'S AIDS AVAILABLE

### GREAT PLAYS

A work manual of approximately 150 pages, containing references, bibliography, list of the 28 plays included in this series. Price 5c. Address: Columbia University Press, Columbia University, New York.

### IDEAS THAT CAME TRUE

Teacher's Manual and student's work sheets covering series of 13 broadcasts. Price 10c per set. Address: Columbia University Press, Columbia University, New York.

### PILGRIMAGE OF POETRY

Listener's manual with graphic map of the pilgrimages. Price 10c. Address: Columbia University Press, Columbia University, New York, N. Y.

### RECEIVERS AND PHONOGRAPHS FOR CLASSROOM USE

Listener's guide, containing additional information subjects and suggestions for bibliography. Prepared by U. S. Office of Education. Price 10c. Address: Columbia University Press, Columbia University, New York, N. Y.

### HOW TO USE RADIO, AND HOW TO USE RADIO IN THE CLASSROOM

Reprints of the script of the following program. Price 10c each. Address: Columbia University Press, Columbia University, New York.

### TORCH OF PROGRESS

STORY BEHIND THE HEADLINES  
GALLANT AMERICAN WOMEN  
ON YOUR JOB

## David Sarnoff Explains Aims and Purposes of Radio in Education

(Continued from page 1)

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 best type of program that discrimination may be avoided, that the public may be assured that the broadcasting is being done in the fairest and best way, always allowing for human frailties and human performance, it has created an Advisory Council, composed of twelve members to be chosen as representatives of various shades of public opinion, which will from time to time give it the benefit of their judgment and suggestions."

The NBC Advisory Council has functioned continuously and successfully from that day to this. Its influence on our policies and the character of our programs has been of far-reaching benefit to the public. Its Chairman, Mr. Owen D. Young, and its membership includes outstanding names in the fields of business, science, education and public service.

The Council's influence has been exercised over NBC policies as a whole, and over the maintenance of a balanced program structure to reach all classes of people in all parts of the nation. While it lays no claim to being an "educational" body, five of the present members of the Council are eminent in the world of education. One of these, Dr. James Rowland Angell, upon his retirement from the Presidency of the University, two years ago, accepted the invitation of the NBC to devote his full time to the educational aspects and problems of broadcasting.

These facts indicate that NBC, while regarding itself in any form whatsoever as an educational institution, has always been keenly aware of the educational power of broadcasting and of the educational responsibilities of a program service which enters daily the vast majority of American homes.

### Services of the NBC

As the pioneer of American network broadcasting, NBC has blazed a trail for other broadcasters who have followed in a spirit of public service.

It is important to remember that this organization is a commercial, and not an endowed institution. If its business conducted under the American system of private enterprise. Regardless of the merits of its performance by any NBC standards, it will be a failure if its revenues do not exceed its expenses; it is unable to maintain itself and to reimburse the capital it employs.

This requirement is not a handicap; it is a source of strength. It is the fact, however, that the broadcasting network shall serve the many and not cater only to the few, that its efforts should always be directed to the benefit of the greatest good to the greatest number.

Only 30% of NBC's total program time is paid for by advertisers. The remaining 70%—devoted to programs known as "sustaining"—represents by far the largest element of expense in the broadcasters' budget. The time alone, given free to sustaining programs on the NBC networks, would amount to \$50,000,000 a year, if figured at commercial rates. That sum does not include the salaries and special facilities employed on these programs, which cost the company many millions of dollars each year.

### What Is Meant By Education

In any discussion of the relation between radio and education, one inevitable question always comes up: What do you mean by "education"? I shall try to avoid getting bogged down today in any of the public opinion of that question. In my association with New York University as a member of its governing Council for the past eight years, and in my contacts with others in this field, I have found that there is no uniform definition of education as there are educators.

"Education" is one of those umbrella words that casts a wide net, narrow shadow, depending on whether you keep it open or closed. In the open sense of the word, education is an experience to listen to a beautiful piano concerto. In the closed sense, the concerto becomes educational only when the listener practices it on the piano, or studies its construction from a score.

When Dr. Angell joined our staff, I asked him to give us his definition of education as applied to radio broadcasting. After pointing out the necessity for distinguishing between the use of the word as applied to schools and colleges, and its use in a non-institutional sense, he said, "I have had an experience to listen to a beautiful piano concerto. In the closed sense, the concerto becomes educational only when the listener practices it on the piano, or studies its construction from a score."

"Any program may be regarded as educational in purpose which attempts to increase knowledge, to stimulate thinking, to teach technique and methods, to cultivate discernment, appreciation and taste, to enrich character by sensitizing emotion and by inspiring socialized ideals that may issue in constructive conduct. Education is essentially the process by which individuals come to adjust themselves intelligently to life."

I believe that Dr. Angell's definition is one which educators will accept. When we identify education with all the processes by which character is enriched and knowledge is increased, the importance of broadcasting as one of the modern instruments of education and as a public service, is self-evident.

The sustaining public service programs of NBC represent more than half of its total program hours, or more than 10,000 program hours each year. There are programs planned for reception in the home, to furnish information, culture, and inspiration to all classes of listeners; and programs designed or suited to supplement the work of teachers in schools or college classrooms, and of home-study groups. These programs in the use are not hazardous selections. Each is a carefully

chosen unit in a comprehensive program. The pattern is designed with the same editorial foresight that goes into making up a newspaper or magazine.

In coordination with the company's overall pattern of public service programs, the NBC Educational Department, under Dr. Angell's direction, has mapped out its own schedule of balanced program activities. This schedule has been adopted after a careful analysis of what has already been done in this field, both in this country and abroad, and after consultation with prominent educators and educational organizations. It closely follows tried and proved educational methods.

In connection with many of NBC's educational programs, useful classroom working material is prepared at cost, such as teachers' manuals, students' work sheets in loose-leaf form.

None of the NBC educational programs, even when designed specifically for classroom listening, aims in any sense to displace the teacher. All are planned to supplement regular teaching methods, and to bring an extra interest and stimulus to subjects taught in class. Radio is never intended to have added a fourth "R" to education, does not itself attempt to teach the traditional three "R's" of education, and is not intended to do so, but it cannot teach them too well to think.

### Aims of Broadcasters and Educators

#### Identical

The usefulness of broadcasting in education is now clearly established. It should grow with the years. In it, there are no differences between the aims of broadcasters and educators. Both desire the same ends. Both recognize the power of broadcasting as a means to that end.

"These are days when American institutions are being attacked, both abroad and at home. The question is again being asked, as it was in Lincoln's time, 'whether our country, or any nation so conceived and so dedicated can long endure.' I believe it can."

But the answer lies largely in the use we make of our freedom in the ability of our citizens to think for themselves and to govern themselves; in the ability of our self-controlled industries to render a larger measure of public service than is rendered by the state-controlled industries of other lands.

Young as it is, radio is proud of its share in helping to shape that answer. Education of the masses—as well as of the leaders—is one of the outbursts of our democracy. Radio is a mass medium. It reaches both the rich and the poor. It reaches the leaders, and the led. It reaches the literate, and those who cannot read. It brings the resources of the United States within reach of the poorest man in the world, and the richest man in the world cannot buy for himself what the poorest man can buy for himself.

In no other nation of the world—even where it is endowed by the treasures of the state—has radio achieved so much in the use as it has in the United States.



## PROGRAMS IN THE PUBLIC INTEREST

VOL. II, No. 2

RCA BUILDING, RADIO CITY, N. Y.

NOVEMBER, 1939

## David Sarnoff Declares Aims of Broadcasters And Educators Identical and Complementary

*Following are highlights from an informative discussion of "Radio and Education" held by David Sarnoff, President of the Radio Corporation of America and Chairman of the National Broadcasting Company's Board of Directors at the 75th Annual Convocation of the University of the State of New York, held in Albany, New York, October 13, 1939, under the auspices of the Board of Regents.*

**RADIO** and education are the young-est and the oldest products of civilization. Ever since man first talked with man, there have been teachers and pupils. Down through the centuries there have always been radio waves, but it was not until within the last half century that man learned to harness them as carriers of sound and of sight.

As a matter of fact, the radio we know today has largely been developed within the last twenty years. The experiments with electro-magnetic waves which commenced in the late 19th century came to a climax in 1901 with the first successful transatlantic wireless communication—the pioneering achievement of the late Guglielmo Marconi. Even then, Marconi's historic and barely audible message consisted of only a single letter of the alphabet, the letter "S" in Morse code. It was not until the end of the World War that anything approaching dependable radio communication across the Atlantic was established.

The present catastrophe in Europe highlights the fact that the growth of modern radio has been encompassed between the close of one world war and the beginning of another.

At the end of the last war the United States Navy Department was in charge of all of this country's radio facilities. It became convinced that American ownership of all the communication resources of the United States was vital to the preservation of our national interests. That the ownership of the radio facilities of the United States today rests in America, and not in a foreign country, is largely due to the vision and patriotism of the members of the Board of Regents of the University of the State of New York—Mr. Owen D. Young

Congress was unwilling to authorize the government ownership of these resources. Rear-Admiral William H. G. Bullard, Director of Naval Communications, and Commander (now Rear-Admiral) Stanford C. Hooper of the Bureau of Engineering, were at that time in charge of the Navy's radio activities. They at once appealed to the General Electric Company to organize, exactly twenty years ago this month, the company with which I have the honor to be associated—the Radio Corporation of America. The by-laws of the Radio Corporation provide that at least 80% of its voting stock shall be held by American citizens. In fact, approximately 95% is so held.

A year later, in 1920, broadcasting was born. It was a small beginning, but it received immediately an enormous and enthusiastic response.

There followed a half dozen hectic years when broadcasting stations mushroomed all over the country. The owner of a receiving set then

had little interest in the content of a program. He never dreamed that some day conventions of broadcasters, or university regents, would discuss "Radio and Education."

Two events of major importance brought order out of chaos in this new world of radio, and established a basis for the American system of broadcasting as we know it today.

One was the passage of the Federal Radio Act of 1927, which created the Federal Radio Commission, predecessor of the present Federal Communications Commission. The Commission used its new regulatory powers to put a stop to interference between stations operating on the same wave length, a condition under which broadcasting had been developing more than a decade of a public nightmare than of a public service. Through the allocation of station facilities, the Commission established a pattern of radio coverage on a truly national basis.

The other event was the creation by RCA in the fall of 1926 of the National Broadcasting Company, and the establishment of NBC's program networks, the Red and the Blue. These networks were largely made up—and are to this day—of independent stations. Of the 475 stations which now comprise the two NBC networks, the company owns only ten. The company has no ownership, nor does it exercise any control over the operations, of network stations to which, under contract, it merely supplies program services. During approximately sixteen hours each day, NBC makes available to affiliated stations of another program of a wide variety, including musical, educational, religious, sports, news, public affairs, information, and special events broadcasts. Through this program service the individual station is enabled to broadcast programs of a quality and character generally recognized to be beyond the physical or financial capacity of any single station. From this very beginning, the NBC took a serious and constructive view of their responsibilities to the

(Turn to last page)

David Sarnoff, President of RCA, Chairman of NBC's Board of Directors, and a staunch advocate of education via radio.



# DAY BY DAY

Watch your newspapers for additional programs and supplementary information.



## PROGRAMS IN THE PUBLIC INTEREST

ALL TIMES EASTERN STANDARD

NOVEMBER

	SERVICE TO SCHOOLS (See other columns for details.)	PUBLIC AFFAIRS AND NEWS	RELIGION	MUSIC	ARTS AND SCIENCES	SPECIAL SERVICES
<b>SUNDAY</b>	<p><b>GENERAL EDUCATION</b>—On Your Job: The World Is Yours.</p> <p><b>LITERATURE AND DRAMA</b>—Books Around the World; Pilgrimage of Poetry: Great Plays.</p> <p><b>MUSIC</b>—Yoichi Hiraoka; Music and American Youth; Radio City Music Hall; NBC String Symphony; Tappert Musical; New Friends of Music; Festival of Music; Berthson String Quartet Cycle.</p> <p><b>PUBLIC AFFAIRS</b>—Associated Press News; European Comment; University of Chicago Roundtable.</p> <p><b>SPECIAL PROGRAMS</b>—Arlington Time Signal; Sunday Drivers.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts.</p>	<p><b>ASSOCIATED PRESS NEWS</b>—BLUE: 8:00 a.m.; 11:00 a.m.; 7:15 p.m.; 11:00 p.m. RED: 8:00 a.m.; 11:00 a.m.; 7:30 p.m.; 11:00 p.m.</p> <p><b>EUROPEAN COMMENT</b>—William Hillman, speaking from London, 10:00 p.m. BLUE; Haushaer, 11:05 p.m. RED.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts—On WRCA (21,630 kc.) and WBNB (17,780 kc.); Italian Period, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; On WRCA (9,670 kc.) and WBNB (11,780 kc.); Portuguese Period, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m.; On WRCA (9,670 kc.); Spanish, 11:00 p.m.-1:00 a.m.; On WBNB (11,780 kc.); Spanish 12:00 mid-1:00 a.m.</p> <p><b>UNIVERSITY OF CHICAGO ROUND TABLE</b>—Arlington University of Chicago Radio Council, faculty and guest speakers: 7:30-9:00 p.m. RED.</p>	<p><b>RADIO PULPIT</b>, Auspices Federal Council of Churches; 10:00-10:30 a.m. RED. Dr. Ralph W. Sockman, pastor of Christ Methodist Church, New York: Nov. 5, "Possessing the Present"; Nov. 12, "The War Without"; Nov. 19, "Sources of Supply"; Nov. 26, "God and the American Way."</p> <p><b>NATIONAL VESPERS</b>, Auspices Federal Council of Churches; 4:00-4:30 p.m. BLUE. Dr. Harry Emerson Fosdick, pastor of Riverside Church, New York: Nov. 5, "The God Who Made Us and the God We Make"; Nov. 12, "Christianity's Supreme Rival"; Nov. 19, "The Modern World Goes Back to the Need of Salvation"; Nov. 26, "To be Masters of Tomorrow."</p> <p><b>CATHOLIC HOUR</b>, Auspices National Council of Catholic Men; 6:00-6:30 p.m. RED. Rev. James M. Gillis, Editor of The Catholic World; Nov. 12, "The People of Samson"; Nov. 19, "Nathan to David"; Nov. 26, "Daniel to Balaasar."</p>	<p><b>YOICHI HIRAOKA</b>, Xylophonist; 8:00-8:30 a.m. RED.</p> <p><b>MUSIC AND AMERICAN YOUTH</b>, Demonstrating what is being done in music by America's schools and high schools, student choral and instrumental groups and talks by prominent music educators; 11:30-12:00 noon, RED. Nov. 5, from Pittsburgh; Nov. 12, from Atlantic City; Nov. 19, from Chicago; Nov. 26, from Shenandoah.</p> <p><b>ROSIERNAIRES</b>, Negro spirituals; 11:30-12:00 noon, BLUE.</p> <p><b>RADIO CITY MUSIC HALL</b>, Featuring cycle of Bachmann's works for piano and orchestra, Henrietta Schumann, soloist; 12:00 noon to 1:00 p.m. BLUE.</p> <p><b>NBC STRING SYMPHONY</b>, Frank Beck conducting; 2:00-3:30 p.m. RED.</p> <p><b>TAPESTRY MUSICALS</b>, NBC String Orchestra; 3:30-4:00 p.m. BLUE.</p> <p><b>NEW FRIENDS OF MUSIC</b>, Chamber music concerts from Town Hall in New York; 6:00-7:00 p.m. BLUE.</p> <p><b>FESTIVAL OF MUSIC</b>, Semi-classics and ballads by KDKA Orchestra and Mary Briner, soprano; 8:00-8:30 p.m. BLUE.</p> <p><b>BETHOVEN STRING QUARTET CYCLE</b>, Primrose String Quartet and American Art Quartet on alternating Sundays; 10:30-11:00 p.m. RED.</p>	<p><b>ON YOUR JOB</b>, Vocational guidance program; cooperation National Vocational Guidance Association and Frank E. Hill of American Association for Adult Education; Dr. Harry E. Kirtson, commentator; 12:30-1:00 p.m. BLUE. Nov. 5, "The Right Way"; Nov. 12, "The Best Has Its Sells"; Nov. 19, "Tame! Man!"; Nov. 26, "The Right Way."</p> <p><b>PILGRIMAGE OF POETRY</b>, Broadcasts from homes of famous American poets by Ted Malone; 1:00-1:15 p.m. BLUE. Nov. 5, Philip Freneau; Nov. 12, "Joyce Kilmer"; Nov. 19, "Walt Whitman"; Nov. 26, "John Banister Tabb."</p> <p><b>GREAT PLAYS</b>; 2:00-3:00 p.m. BLUE. Nov. 3, "Edward III"; Nov. 12, "Romeo and Juliet"; Nov. 19, "Alice and Alice Nothing"; Nov. 26, "Micheb."</p> <p><b>THE WORLD IS YOURS</b>, Auspices Smithsonian Institution and Office of Education; 4:30-5:00 p.m. RED. Nov. 5 "Geminus Ford; Crossroads of History"; Nov. 12, "The Great Apes"; Nov. 19, "Flying in Safety"; Nov. 26, "Our Debt to the Indians."</p>	<p><b>ANIMAL NEWS CLUB</b>, For children; 8:45-9:00 a.m. RED.</p> <p><b>COAST TO COAST ON A BUS</b>, or the "White Rabbit Line", For children; 9:00-10:00 a.m. BLUE.</p> <p><b>BOOKS AROUND THE WORLD</b>, Dramatization program of books for children; 9:00-9:30 a.m. BLUE.</p> <p><b>TURN BACK THE CLOCK</b>, Stories to be sung for children, presented by Alice Remsen and Bailey Aron; 9:00-9:15 a.m. RED.</p> <p><b>SUNDAY DRIVERS</b>, Safety program; 9:30-10:00 a.m. RED.</p> <p><b>VERNON CRANE'S STORY BOOK</b>, Drama for children; 12:00-12:15 p.m. BLUE.</p> <p><b>ARLINGTON TIME SIGNAL</b>, 12:00 Noon, RED and BLUE.</p> <p><b>ON YOUR JOB</b>, (See Arts and Sciences.)</p> <p><b>CHERIO</b>, Inspirational program; 10:30-11:00 p.m. BLUE.</p>
<b>MONDAY</b>	<p><b>GENERAL EDUCATION</b>—National Farm and Home Hour; Science on the March.</p> <p><b>LITERATURE AND DRAMA</b>—Adventure in Reading; Between the Bookends.</p> <p><b>MUSIC</b>—Rochester Civic Orchestra's Matinee Concerts; Chicago City Opera (Nov. 9 and 27).</p> <p><b>PUBLIC AFFAIRS</b>—Associated Press News; European Comment; Youth Questions of Chicago (Nov. 9 and 13); Youth in Crisis (Nov. 20 and 27); National Radio Forum.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts.</p>	<p><b>ASSOCIATED PRESS NEWS</b>—BLUE: 8:00 a.m.; 9:00 a.m.; 12:00 Noon; 4:45 p.m.; 8:00 p.m.; 9:00 a.m.; 6:25 p.m.; 11:00 p.m.</p> <p><b>EUROPEAN COMMENT</b>—John Gurner; 11:05 p.m. RED.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts—On WRCA (21,630 kc.) and WBNB (17,780 kc.); Italian Period, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; Portuguese (9,670 kc.) and WBNB (11,780 kc.); Portuguese Period, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m.; On WRCA (9,670 kc.); Spanish, 11:00 p.m.-1:00 a.m.; On WBNB (11,780 kc.); Spanish 12:00 mid-1:00 a.m.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See Arts and Sciences.)</p> <p><b>YOUTH IN CRISIS</b>, (See Arts and Sciences.)</p> <p><b>NATIONAL RADIO FORUM</b>—Speakers on national affairs, arranged by Washington Evening Star, 10:30-11:00 p.m., BLUE.</p>	<p><b>RELIGION AND THE NEW WORLD</b>, Auspices Federal Council of Churches; 12:30-12:45 p.m. RED. Dr. Joseph R. Siroso, pastor of the Dutch Reformed Church, New York: Nov. 9, "The Church of St. Nicholas, New York"; Nov. 16, "The Church of St. Francis"; Nov. 23, "The Risks of Life"; Nov. 30, "Make Room for Life."</p>	<p><b>ROCHESTER CIVIC ORCHESTRA</b>, Matinee Concerts conducted by Guy Frazer; 1:00-2:00 p.m. BLUE. (Commencing Nov. 20 these concerts will be heard at a later hour. Consult your newspapers for new time.)</p> <p><b>CHICAGO CITY OPERA</b>, "Mignon," Nov. 6, 11:30 a.m. to 12:05 a.m. RED.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups; 12:30-1:15 p.m. BLUE.</p> <p><b>ADVENTURE IN READING</b>, Dramatizations of books and lives of famous authors by Helen Walpole; 2:00-2:30 p.m. BLUE. Nov. 5, "Henry James"; Nov. 13, "Virginia Woolf"; Nov. 20, "Goethe"; Nov. 27, "Micheb."</p> <p><b>BETWEEN THE BOOKENDS</b>, Informal program of poetry; 2:00-2:15 p.m. BLUE. Nov. 5, "The Bookends"; Nov. 13, "The Bookends"; Nov. 20, "The Bookends"; Nov. 27, "The Bookends"; Nov. 30, "The Bookends."</p> <p><b>FOREST RAJ MOULSON AND ARCH</b>, Talks by Dr. Forest Raj Moulson, Auspices American Association of Forestry; 2:15-2:30 p.m. BLUE.</p> <p><b>YOUTH IN CRISIS</b>, (See Arts and Sciences.)</p> <p><b>CONSTITUTION OF THE HEADLINES</b>, Discussion of young adult opinions on world questions as expressed in forum discussions; 3:10-10:00 p.m. BLUE. Nov. 13, from Dallas and New York; Nov. 13, from Dallas and New York; Nov. 13, from Dallas and New York.</p> <p><b>YOUTH IN CRISIS</b>, Dramatizations prepared in cooperation with the American Youth Commission; 3:30-10:00 p.m., BLUE commencing Nov. 20, "Peace and Jobs for Youth."</p>	<p><b>ARLINGTON TIME SIGNAL</b>, 12:00 noon, RED and BLUE.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See Arts and Sciences.)</p> <p><b>FOREST RAJ MOULSON AND ARCH</b>, Interviews by Jane Hynd; 1:30-1:45 p.m. RED.</p> <p><b>CHASE TWINS</b>, Children's serial; 3:15-3:30 p.m. BLUE.</p> <p><b>MALCOLM CLAIRE</b>, Children's stories; 5:15-5:25 p.m. RED.</p>
<b>TUESDAY</b>	<p><b>GENERAL EDUCATION</b>—National Farm and Home Hour; Gallant American Women.</p> <p><b>LITERATURE AND DRAMA</b>—Between the Bookends; Meet Mr. Weeks.</p> <p><b>MUSIC</b>—Rochester Civic Orchestra's Educational Concerts (Nov. 14 and 28); United States Army Band.</p> <p><b>PUBLIC AFFAIRS</b>—Associated Press News; European Comment; Youth Questions of Chicago.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts.</p>	<p><b>ASSOCIATED PRESS NEWS</b>—BLUE: 8:00 a.m.; 9:00 a.m.; 12:00 Noon; 4:45 p.m.; 8:00 p.m.; 9:00 a.m.; 6:25 p.m.; 11:00 p.m.</p> <p><b>EUROPEAN COMMENT</b>—Hugh Gibson; 11:05 p.m. RED.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts—On WRCA (21,630 kc.) and WBNB (17,780 kc.); Italian Period, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; Portuguese (9,670 kc.) and WBNB (11,780 kc.); Portuguese Period, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m.; On WRCA (9,670 kc.); Spanish, 11:00 p.m.-1:00 a.m.; On WBNB (11,780 kc.); Spanish 12:00 mid-1:00 a.m.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See Arts and Sciences.)</p>	<p><b>OUR SPIRITUAL LIFE</b>, Auspices Federal Council of Churches; 12:30-12:45 p.m. RED. Dr. John Sheehan, pastor of St. Paul's Episcopal Church, New York: Nov. 7, "The Sin of Moral Cowardice"; Nov. 14, "Building a Better World"; Nov. 21, "Never Give Up"; Nov. 28, "How to Read the Bible."</p>	<p><b>GLENN DARWIN</b>, Baritone, in educational Concerts conducted by Guy Frazer; 12:45-1:00 p.m. BLUE.</p> <p><b>ROCHESTER CIVIC ORCHESTRA</b>, Recital conducted by Guy Frazer; Harrison and Paul White; Nov. 14 and 28; 1:00-2:00 p.m. BLUE.</p> <p><b>UNITED STATES ARMY BAND</b>, Conducted by Captain Thomas F. Darcy; 2:10-2:30 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups; 12:30-1:15 p.m. BLUE.</p> <p><b>GALLANT AMERICAN WOMEN</b>, Dramatizations depicting the important part women played in the history and development of activities of American life; cooperation of American Association of University Women; 2:00-2:30 p.m. BLUE. Nov. 14, "Women on the Land"; Nov. 21, "Women in the Field"; Nov. 28, "Refugee Women."</p> <p><b>BETWEEN THE BOOKENDS</b>, Informal program of poetry; 2:00-2:15 p.m. BLUE. Nov. 14, "The Bookends"; Nov. 21, "The Bookends"; Nov. 28, "The Bookends"; Nov. 30, "The Bookends."</p> <p><b>YOUTH IN CRISIS</b>, Editor of the Atlantic Monthly exploring the world of letters with guest speakers; 9:30-10:00 p.m. BLUE.</p>	<p><b>ARLINGTON TIME SIGNAL</b>, 12:00 noon, RED and BLUE.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See Arts and Sciences.)</p> <p><b>CHASE TWINS</b>, Children's serial; 3:15-3:30 p.m. BLUE.</p> <p><b>MALCOLM CLAIRE</b>, Children's stories; 5:15-5:25 p.m. RED.</p> <p><b>FUN WITH THE FAMOUS</b>, Distinguished authors describe their unrealized ambitions; 10:30-11:00 p.m. BLUE.</p>
<b>WEDNESDAY</b>	<p><b>GENERAL EDUCATION</b>—National Farm and Home Hour; Gallant American Women.</p> <p><b>LITERATURE AND DRAMA</b>—Between the Bookends; Meet Mr. Weeks.</p> <p><b>MUSIC</b>—Rochester Civic Orchestra's Educational Concerts (Nov. 14 and 28); United States Army Band.</p> <p><b>PUBLIC AFFAIRS</b>—Associated Press News; European Comment; Youth Questions of Chicago.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts.</p>	<p><b>ASSOCIATED PRESS NEWS</b>—BLUE: 8:00 a.m.; 9:00 a.m.; 12:00 Noon; 4:45 p.m.; 8:00 p.m.; 9:00 a.m.; 6:25 p.m.; 11:00 p.m.</p> <p><b>EUROPEAN COMMENT</b>—Hugh Gibson; 11:05 p.m. RED.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts—On WRCA (21,630 kc.) and WBNB (17,780 kc.); Italian Period, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; Portuguese (9,670 kc.) and WBNB (11,780 kc.); Portuguese Period, 4:00-5:00 p.m.; Spanish, 5:00-7:00 p.m.; Portuguese, 7:00-8:00 p.m.; Spanish, 8:00-10:00 p.m.; On WRCA (9,670 kc.); Spanish, 11:00 p.m.-1:00 a.m.; On WBNB (11,780 kc.); Spanish 12:00 mid-1:00 a.m.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See Arts and Sciences.)</p>	<p><b>OUR SPIRITUAL LIFE</b>, Auspices Federal Council of Churches; 12:30-12:45 p.m. RED. Dr. John Sheehan, pastor of St. Paul's Episcopal Church, New York: Nov. 7, "The Sin of Moral Cowardice"; Nov. 14, "Building a Better World"; Nov. 21, "Never Give Up"; Nov. 28, "How to Read the Bible."</p>	<p><b>GLENN DARWIN</b>, Baritone, in educational Concerts conducted by Guy Frazer; 12:45-1:00 p.m. BLUE.</p> <p><b>ROCHESTER CIVIC ORCHESTRA</b>, Recital conducted by Guy Frazer; Harrison and Paul White; Nov. 14 and 28; 1:00-2:00 p.m. BLUE.</p> <p><b>UNITED STATES ARMY BAND</b>, Conducted by Captain Thomas F. Darcy; 2:10-2:30 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation of U. S. Department of Agriculture and other groups; 12:30-1:15 p.m. BLUE.</p> <p><b>GALLANT AMERICAN WOMEN</b>, Dramatizations depicting the important part women played in the history and development of activities of American life; cooperation of American Association of University Women; 2:00-2:30 p.m. BLUE. Nov. 14, "Women on the Land"; Nov. 21, "Women in the Field"; Nov. 28, "Refugee Women."</p> <p><b>BETWEEN THE BOOKENDS</b>, Informal program of poetry; 2:00-2:15 p.m. BLUE. Nov. 14, "The Bookends"; Nov. 21, "The Bookends"; Nov. 28, "The Bookends"; Nov. 30, "The Bookends."</p> <p><b>YOUTH IN CRISIS</b>, Editor of the Atlantic Monthly exploring the world of letters with guest speakers; 9:30-10:00 p.m. BLUE.</p>	<p><b>ARLINGTON TIME SIGNAL</b>, 12:00 noon, RED and BLUE.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See Arts and Sciences.)</p> <p><b>CHASE TWINS</b>, Children's serial; 3:15-3:30 p.m. BLUE.</p> <p><b>MALCOLM CLAIRE</b>, Children's stories; 5:15-5:25 p.m. RED.</p> <p><b>FUN WITH THE FAMOUS</b>, Distinguished authors describe their unrealized ambitions; 10:30-11:00 p.m. BLUE.</p>

**PUBLIC AFFAIRS  
AND NEWS**

**THE NEWS AND ITS MEANING**

In keeping with the present demand for up-to-the-minute information concerning world happenings, the National Broadcasting Company has not only increased the daily schedule of Associated Press News Bulletins, but each night of the week at 11:05 p.m. it is presenting noted students of current events to discuss the significance of the day's news: Hugh Gibson, former U. S. Ambassador to Belgium, on Tuesdays and Saturdays; Pauling on Sundays, Wednesdays and Fridays; John Gunther on Mondays and Thursdays. And at 10:00 p.m. on Sunday nights, William Hillman comments from London.

**THE STORY BEHIND THE HEADLINES**

Cesar Saerchner, veteran foreign news correspondent and noted observer of European affairs, too, is back on the air with his Story Behind the Headlines, Fridays at 10:45 p.m. This series, presented in cooperation with the American Historical Association, was a 1938-39 prize-winning NBC public service feature. It was Saerchner's program which the Ninth Institute for Education in Radio chose to receive its First Award for an educational program broadcast over any network during 1938.

**NEW BOOKS ABOUT RADIO**

**INTERPRETATION OF NBC POLICIES AS APPLIED TO BROADCASTERS DURING EUROPEAN WAR**  
Lectures given at the National Broadcasting Co., Radio City, New York.

**DEVELOPMENT OF RADIO EDUCATIONAL POLICIES IN THE AMERICAN PUBLIC SCHOOL SYSTEMS**  
A new book on this subject by Dr. Carroll Atkinson. Published by the Edinboro Educational Press, Edinboro, Pa.

**EDUCATION BY RADIO IN AMERICAN SCHOOLS**  
A survey by Dr. Carroll Atkinson. Published by the Paedology Company for Teachers, Philadelphia, Tenn.

**THE EDUCATIONAL AIMS AND PRACTICES OF THE NATIONAL AND COLUMBIA BROADCASTING COMPANIES**  
Compiled by Win W. Bird. Published by the University of Washington, Seattle, Washington. Price 50c.

**RADIO RADIOS TO READING**  
Julia L. Sauer's talks about library books broadcast to boys and girls. Published by H. W. Wilson Co., New York, N. Y.

**PROS AND CONS**

Those who tune in to America's Town Meeting of the Air every Thursday night to obtain information on both—and all—sides of current controversial issues have come to expect an entertaining and otherwise stimulating hour. Youth Questions the Headlines on Monday nights offers similar opportunities. Equally informing and entertaining: University of Chicago Roundtable, Sundays at 2:00 p.m.; and, specifically for educators, the American Education Forum at noon on Saturdays.

**SPECIAL BROADCASTS**

Two special events are scheduled for November 11: the American Legion's Armistice Day program at 11:00 a.m.; and the American Red Cross Roll Call at 10:30 p.m. . . . A special Thanksgiving Day pageant is scheduled for 2:00 p.m., November 23. . . . Owen White, noted writer on contemporary affairs, will broadcast the second of his series of six talks on Radio, The Voice of the World, on November 14 at 1:00 p.m. Current economic, social and political problems are discussed by representative speakers every Monday at 10:30 p.m. on the National Radio Forum program.

**SCHOOL RADIO SCRIPTS**  
Free American collection of program and program material prepared by Blanche Long, Director of Radio Activities, Indiana Public Schools, Indianapolis, Indiana. (Available through . . .)

**LOOK AND LISTEN**  
A new book for teachers by M. B. Shover, containing the 1938 theories and practices of radio for use in the classroom. Cloth bound edition. Price \$1.50; in spiral bound edition, \$1.75. Published by Norman W. Henley Co., West 45th St., New York, N. Y.

**BROADCAST RECEIVERS AND PHONOGRAPHS FOR CLASSROOM USE**  
A survey, report and suggestions on this subject, compiled and published by the Committee on Broadcast Receivers and Phonographs of the National Research Council. East 42nd St., New York, N. Y.

**HOW TO USE RADIO IN THE CLASSROOM**  
Guidelines for classroom radio broadcast use of radio by schools. Address National Association of Broadcasters, National Press Building, Washington, D. C.

**HOW SCHOOLS CAN USE RADIO**  
Teacher guide prepared by the National Broadcasting Company. Available free. Address: National Broadcasting Company, 475 Madison Ave., New York, N. Y.

**ART AND SCIENCES**

**"ART FOR YOUR SAKE"**

Immediate and enthusiastic has been the response to NBC's new art appreciation series, Art For Your Sake. During the week following the first broadcast, the National Art Society, which is associated with the production of this program, received several thousand orders for the portfolio of color reproductions of the masterworks discussed during the first four weeks. These came from 37 states, 86 being air mail orders from Hollywood and vicinity. Adolphe Menjou, whose order was among the first, upon receiving his portfolio expressed his belief that the reproductions are "too beautiful for mere words to describe. I hope that every American family can soon see them and treasure them as they well deserve to be treasured. Properly framed, one may feel that he owns the original."

**GALLANT AMERICAN WOMEN**

Of these Tuesday afternoon dramatizations, Mrs. Mary Beard, noted historian and co-director of the World Center for Women's Archives, has written: "I have felt the need for enlightened educational movement directed to the larger comprehension of women, so I am gratified that the U. S. Office of Education is broadcasting Gallant American Women, bringing to audiences important facts about women who have done so much in the building of this Nation. The series should help to dispel some old ideas concerning women, who are really co-makers of history." Margaret Cuthbert, director of NBC Women's Activities, cooperates in the development of these programs.

**PILGRIMAGE OF POETRY**

Ted Malone's Pilgrimage of Poetry will extend from Gardiner, Maine, and Macon, Ga. to San Francisco. Each Sunday at 1:00 p.m., he is broadcasting from the home of a famous American poet, giving graphic word pictures of that writer's haunts, the biography and selected readings from the poet's works.

**THE WORLD IS YOURS**

During its current Sunday afternoon series of dramatizations, The World Is Yours is covering the following branches of learning: history, physics, anthropology, geology, astronomy, meteorology, biology, general science, exploration, arts and industries. The Smithsonian Institution in Washington and the U. S. Office of Education cooperate in presenting this NBC public service feature.

**GREAT PLAYS**

That the huge Sunday afternoon audience which enjoys NBC's current series of Great Plays contains an increasing number of teachers and persons studiously interested in the theater is indicated by the growing demand for the Great Plays Guide, published by Columbia University Press. This book was written by Blevins Davis, who is associated with Lewis Titterton, head of the NBC Script Division, and William S. Rainey, manager of the Production Department, in the planning of this service. It contains a list of the 28 plays to be presented this year, interesting background material about each and a complete bibliography. The American Library Association is cooperating closely with Great Plays by having its member libraries prepare each week a special shelf of reading material based upon recommendations found in this book.

**NBC RADIO GUID**

Radio's oldest dramatic organization, the NBC Radio Guild, resumes its weekly presentation of outstanding dramas, old, new and original, on Wednesday, November 1, at 9:30 p.m. Founded more than ten years ago by Lawrence Tibbett and Titterton, NBC Program Department executives, the Radio Guild has not only pioneered in the development of radio drama technique, it has acquired a national prestige through its production of a long list of significant plays.

**ARCH OBOLER'S PLAYS**

Arch Oboler, now in Hollywood, is continuing to direct his own dramatic creations from that point—each Saturday night at 9:30 p.m.

**MEDICINE IN THE NEWS**

In cooperation with the National Medical Association, the National Broadcasting Company inaugurates a new public service feature dedicated to the conservation of national and individual health. Medicine in the News, which begins on October 2, this series, Medicine in the News, will be heard each Thursday at 4:30 p.m.

**MEET MR. WEEKS**

The inimitable Mr. Weeks, whose first name is Edward and whose title is Editor of the Atlantic Monthly, is making his Tuesday night radio explorations into the realm of letters with a large and appreciative following.

**TORCH OF PROGRESS**

While he is conducting his current series, known as the Torch of Progress, Dr. Edward Howard Griggs is making another coast-to-coast lecture tour. Twelve of his programs will originate in the studios of NBC affiliated stations from Boston to Hollywood.

**IDEAS THAT CAME TRUE**

In his 1934-35 series of Ideas That Came True, Dr. Rollo G. Reynolds steps beyond the tangibles which mold America's social structure—the telegraph, automobile, cinema, etc.—to talk about democracy. His discussion of citizens from our history and their dramatization are a warning to listeners, young and old, to awaken to the fact that democracy is not only an inheritance from the Founding Fathers, but a principle to be maintained by constant and persistent effort.

**MUSIC**

**TOSCANINI CONTINUES TRUMPHS**

New York music reviewers, and those of other cities, continue to reach for superlatives when writing about the NBC Symphony Orchestra's Saturday night broadcasts under Arturo Toscanini. More interest than ever centers in the Maestro's present series because it encompasses a complete cycle of Beethoven's nine symphonies plus other of his symphonic works.

**NBC STRING SYMPHONY**

Dr. Frank Black's NBC String Symphony, an outstanding music feature on radio for six years, continues its Sunday afternoon broadcasts at 2:00 p.m.

**BETHOVEN'S STRING QUARTETS**

As a complement to Toscanini's Beethoven cycle, NBC is presenting a series of Beethoven's string quartets on Sunday nights at 10:30 p.m. Two notable chamber music organizations are alternating in broadcasting these works: the Primrose String Quartet and the American Art Quartet. William Primrose and Carlton Cooley, first-class violists of the NBC Symphony Orchestra, head these ensembles, respectively. Fellow artists of that orchestra comprise the personnel of both.

**NEW FRIENDS OF MUSIC**

For the third consecutive season NBC is broadcasting an hour of the New Friends of Music Sunday twilight concert in Town Hall, New York. These, heard at 6:00 p.m., are an established feature of radio's music calendar.

**OTHER OUTSTANDING MUSIC FEATURES**

The Rochester Philharmonic and Civic Orchestra, Dr. Walter Damrosch, NBC Music Appreciation Hour, Music for Young Listeners and Dr. Howard Hanson's Milestones in the History of Music are other outstanding musical features to be found listed on Day by Day Bulletin printed on inside pages.

**STUDENT'S AIDS AVAILABLE**

**ART FOR YOUR SAKE**  
Portfolio containing elegant color reproductions, approximately 11 by 14 inches, suitable for framing, of sixteen famous paintings in color. Price \$2.00. Published by Columbia University Press, Columbia University, New York.

**IDEAS THAT CAME TRUE**  
Teacher's manual and student's work sheets covering series of 13 broadcasts. Price 10c each. Address: Columbia University Press, Columbia University, New York.

**PILGRIMAGE OF POETRY**  
Lerner's manual with graphic map of the pilgrimages. Price 10c. Address: Columbia University Press, Columbia University, N. Y.

**NBC MUSIC APPRECIATION HOUR**  
Supplementary study material prepared by Lawrence Tibbett and Lewis Titterton. Dr. Walter Damrosch, Teacher's Guide, a 24-page instructor's manual. Price 5c. Student's Work sheets. Prepared for standard 10c three-ring binder. Price 10c per set of the four grades covered by this series. Address: Columbia University Press, Columbia University, New York, N. Y.

**CHICAGO ROUND MEETING OF THE AIR**  
Chicago's most famous broadcast. Price 10c each. Address: Columbia University Press, Columbia University, New York, N. Y.

**CHICAGO ROUND TABLE**  
Reprints on discussions available each week at 10 cents each or \$1.00 for series of 26. Address: Radio Office of the University of Chicago.

**GREAT PLAYS**  
A work manual of approximately 150 pages, containing reference material, bibliography, list of the 28 plays included in this series, etc. Price 25c. Address: Columbia University Press, Columbia University, New York.

**PILGRIMAGE OF POETRY**  
Teacher's manual and student's work sheets covering series of 13 broadcasts. Price 10c each. Address: Columbia University Press, Columbia University, New York.

**LERNER'S MANUAL WITH GRAPHIC MAP OF THE PILGRIMAGES**  
Price 10c. Address: Columbia University Press, Columbia University, N. Y.

**LINER'S AID, CONTAINING DETAILED INFORMATION ON EACH BROADCAST WITH BIBLIOGRAPHY**  
Prepared by U. S. Office of Education in cooperation with the National Broadcasting Company. Price 10c each. per broadcast. Address: Columbia University Press, Columbia University, New York, N. Y.

**REPRINTS OF THE SCRIPTS OF THE FOLLOWING PROGRAMS ARE AVAILABLE:** Price 10c each per broadcast. Address: Columbia University Press, Columbia University, New York.

**TORCH OF PROGRESS**  
**STORY BEHIND THE HEADLINES**  
**GALLANT AMERICAN WOMEN**  
**ON YOUR JOB**

"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 DEWEY in The New Republic.

## 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. This will be one day after Dr. Walter Damrosch inaugurates the twelfth consecutive season of his NBC Music Appreciation Hour.

The following week the Rochester Civic Orchestra, an NBC feat for the eleventh consecutive season, will resume its Monday Matinee broadcasts and its Educational Concerts, the latter on Tuesday, October 17. The Rochester Philharmonic broadcasts will commence in November.

The first of Dr. Howard Hanson's American Composer's Concerts with the Eastman School Orchestra is scheduled for October 26.

October 4 marks the beginning of a new music appreciation series for children younger than those for whom Dr. Damrosch's programs are intended. This series, directed by Mrs. Van Dusen, will originate in the Toledo (Ohio) Art Museum. It is being prepared under the auspices of that Museum and the Toledo Junior League.

While the Metropolitan Opera's Saturday matinees will not commence until December 1, performances of operas by the San Francisco Opera and Chicago Civic Opera Company will be broadcast over NBC's networks during October and November. Dates for these, still under negotiation, will be announced through the press as soon as booked.

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

Such regular features as the Radio City Music Hall, Hiraoka's xylophone broadcasts, the Southern States String Symphony, Morning Musicals, Walter Logan's Musicals, Sunday Symphonies, Popular Classics, Tuesday Musicals, Salon Silhouettes, Concert Salon and Golden Melodies, featuring the classics, semi-classic and music of other lands, continue. These together with those important series announced for October and similar series yet to be booked form a public service in music that remains outstanding in American radio.

## June Hyn'd Conducts Novel Series

Comment received from listeners indicates that Guest Book, conducted by June Hyn'd of NBC's Women's Activities Department, on Thursday afternoons, has a rapidly increasing audience. Her intimate conversation about personalities and the habits and customs of broadcasting is both entertaining and informing.

## New Art Appreciation Course Will Start On October 7

FOR several years the National Broadcasting Company has been seeking a program that would accomplish for the graphic arts what the NBC Music Appreciation Hour has done for music. Through the cooperation of the National Art Society such a program has now been evolved. Dr. Bernard Myers will be commentator for the series and he will have aiding him an Advisory Committee headed by Dr. James Rowland Angell, Educational Counselor of the National Broadcasting Company.

The program will consist of dramatizations of the lives of great painters and discussions of their masterworks. Through special arrangements with the National Art Society it will be possible for listeners to obtain not only pamphlets supplying study aids for each broadcast but large color reproductions of the masterworks discussed. Through special arrangements with the National Art Society it will be possible for listeners to obtain not only pamphlets supplying study aids for each broadcast but large color reproductions of the masterworks discussed. Folders containing sixteen reproductions of a familiar artistic masterpiece suitable for framing, will be available for \$1.00.

A detailed announcement, giving complete information concerning the study aids and the folio of color reproductions, will be broadcast Saturday, October 7, 7:30-9:00 p.m. over the NBC-Red Network. This series, to be known as "Art For Your Sake," will commence the following week, same time and same network. "Rockwell Kent" will be the artist of the first broadcast on October 14, followed by "Leonardo da Vinci" and "Peter Brueghel."

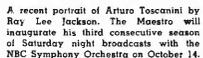
## Radio and Television Films Released for School Use

THROUGH the cooperation of the Radio Corporation of America, the National Broadcasting Company and the RCA Manufacturing Company, two one-reel radio films, "Air Waves" and "Television," produced by Pathe for theatrical distribution, have been made available to schools, churches and clubs at transportation costs.

Both films were produced under the direction of Ellsworth C. Dent, former Director of the Department of the Interior's Motion Picture Division and now Educational Director of RCA-Victor.

"It has been our purpose," Mr. Dent said, "to produce these films in such a way that they will be especially valuable for use in General Science courses and of interest to school groups of all ages. Accordingly neither film contains direct advertising; merely appropriate identification of the laboratories and studios concerned."

"Air Waves" and "Television" are available in 16 mm. and 35 mm. sizes. Their non-theatrical distribution is being handled by the William J. Ganz Company, 19 East 47th Street, New York, N. Y.



A recent portrait of Arturo Toscanini by Roy Lee Jackson. The Maestro will inaugurate his third consecutive season of Saturday night broadcasts with the NBC Symphony Orchestra on October 14.

## Attitude of Churches Toward War Stated by Religious Leader

IN A special broadcast over NBC facilities on September 8, the Rev. Dr. George A. Buttrick, President of the Federal Council of the Churches of Christ in America, made the following statements concerning the attitude of his organization toward the present European War.

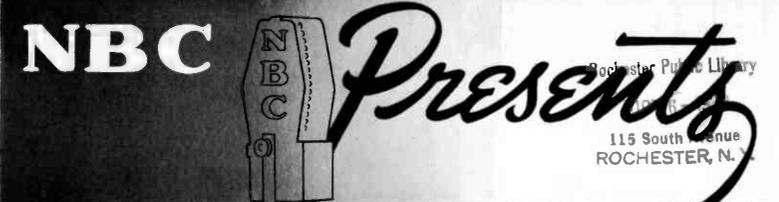
Speaking officially, Dr. Buttrick said in part:

"We shall do well to keep unbroken our worldwide Christian fellowship. War's hatreds must not sever the bonds by which Christians everywhere are bound to one another and to God. It is a cherishing fact that in recent years, when nations have been hostile and sundered, Christian churches have held world conferences and that these Christians of all lands have met in instant mutual trust. We must keep these bonds; they are the true binding of mankind."

"We should resist all propaganda and refuse all hatred. We should strive to understand the history and divergent viewpoints and peculiar difficulties of every land. We must try to find and face the causes of war which lie deeper than the immediate occasions of war."

"We will do well to strengthen our government's purpose to keep out of war. But our motives must be clear. We must be neutral from high and noble motives; not for physical safety. Let us keep peace in this land where men of all lands live in comradeship so that we may bring peace to all mankind."

"Our worship during these critical times should acknowledge the kinship of all nations. Let us pray and pray again in home, in business, in church; and let us strive to live more nearly as we pray."



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ROCHESTER, N. Y.

## PROGRAMS IN THE PUBLIC INTEREST

VOL. II, No. 1,

RCA BUILDING, RADIO CITY, N. Y.

OCTOBER, 1939

### America's Town Meeting Of The Air Begins Fifth Season October 5

WITH THIS country and the entire civilized world facing problems of unprecedented perplexity, George V. Denny, moderator of America's Town Meeting of the Air, reaffirms the original and basic objectives of this unique public service feature of the NBC-Blue Network as it resumes its Thursday night broadcasts for the fifth consecutive season on October 5, 9:30-10:30 p.m., EST.

"We shall continue to discuss frankly and fairly those questions which are most vital to the American public and to invite to our platform those who have constructively useful ideas to present," Mr. Denny declares.

"If America should enter the present European conflict, obviously, the scope of subjects would be limited for the paramount interest of the American people then would be to win the war. Under the present circumstances we have available innumerable domestic problems concerning the safety and development of our own democracy."

"As we consider our status as a neutral," continues Mr. Denny, "it is the gravest responsibility of every public agency to do its utmost to see that we have an honestly informed public opinion. This cannot be achieved if we listen only to views congenial with our own. With the founders of the early American town meeting, we believe the interests of truth and justice will best be served by presenting conflicting views on the same topic, the same night, before the same audience."

"The town meeting idea is American to the core. We enter our fifth year under a banner stretching across our platform on which are inscribed the words: 'TOLERANCE, REASON, JUSTICE.'"

As rapid changes now taking place throughout the world might obsolete a question before it is discussed, subjects and speakers will be chosen currently instead of maintaining an advance schedule as in previous years.

The series will open October 5 with Harold L. Ickes, Secretary of the Interior, and General Hugh S. Johnson debating "Critical Political Issues." Questions from the floor will continue to be a feature of these broadcasts.

### NBC Begins New Planned Service In Field Of Radio Education

THE National Broadcasting Company's new planned schedule of public service programs, patterned to cover definite fields of learning in a systematic way, announcement of which last month's issue of this publication aroused such widespread interest among educators, began to function with the reopening of school.

October will add more new public service features to NBC's networks and the reinstatement of many perennial series of established favor.

Among this season's innovations are: "Art For Your Sake," a novel series in

art appreciation presented under the auspices of the National Art Society; Music for Young Listeners, intended for younger children than the NBC Music Appreciation Hour series; Torch of Progress, a new history series; Youth Questions the Heavens, an open forum and for young Americans; a new series of Great Plays, etc.

Details concerning these and other series comprising NBC's new planned public service will be found on other pages of this publication.



Pleased at the progress of NBC's educational series and discussing additional programs outlined by the comprehensive curriculum which is included in NBC's newly patterned public service schedule—John F. Royal, Vice President in Charge of Programs, and Dr. James Rowland Angell, Educational Counselor and a member of the National Broadcasting Company's Board of Directors.



# DARBY

Watch your newspapers for additional programs and supplementary information.

## PROGRAMS IN THE PUBLIC INTEREST

ALL TIMES EASTERN STANDARD

	SERVICE TO SCHOOLS (See other columns for details)	PUBLIC AFFAIRS AND NEWS	RELIGION	MUSIC	ARTS AND SCIENCES	SPECIAL SERVICES
SUNDAY	<p><b>GENERAL EDUCATION</b>—On Your Job; The World Is Your...</p> <p><b>LITERATURE AND DRAMA</b>—Pilgrimage of Poetry; Great Plays: A Bookman's Note...</p> <p><b>MUSIC</b>—Yoichi Hiraoka; Morning Musicals; Walter Logan's Musicals; Radio City Music Hall; Sunday Symphonies; Taperary Music; Popular Classics; NBC Orchestra.</p> <p><b>PUBLIC AFFAIRS</b>—Associated Press News; University of Chicago Roundtable.</p> <p><b>SPECIAL PROGRAMS</b>—Arlington Time Signal; Sunday Digest.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts.</p>	<p><b>ASSOCIATED PRESS NEWS</b>—RED and BLUE: 8:00 a.m., 11:00 a.m., 11:00 p.m. and 12:35 a.m.—BLUE: 12:30 p.m.—BLUE: 7:15 p.m. and 10:00 p.m.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts—On WRCA (2,630 kc.) and WBNB (17,780 kc.): Italian Periodic, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; Spanish, 3:00-4:00 p.m. and 9:00-10:00 p.m.; Portuguese, 5:00-6:00 p.m.; Spanish, 11:00 p.m.—1:00 a.m. On WBNB (17,780 kc.): Spanish 12:00 mid-1:00 a.m.</p> <p><b>UNIVERSITY OF CHICAGO ROUND TABLE</b>, Auspices University Broadcasting Council, faculty and guest speakers, 2:30-3:00 p.m., RED.</p>	<p><b>RADIO PULPIT</b>, auspices Federal Council of Churches, 10:00-10:30 a.m., RED. Dr. Ralph W. Sockman: Oct. 1, "Live for Tomorrow"; Oct. 8, "Today in Grace"; Oct. 15, "Highways of Hope"; Oct. 22, "Where Wisdom Begins"; Oct. 29, "The Ledger of Love."</p> <p><b>NATIONAL VESPERS</b>, auspices Federal Council of Churches, 6:00-6:30 p.m., BLUE. Dr. Harry Emerson Fosdick, Oct. 1, "The Twining Question"; Oct. 8, "The Mystery of Life"; Oct. 15, "The God Who Made Us and the Gods We Make"; Oct. 22, "When Life Reaches Its Depths"; Oct. 29, "The Essential Elements in a Valid Christian Experience."</p> <p><b>CATHOLIC HOUR</b>, auspices National Council of Catholic Men, 6:00-6:30 p.m., RED. Rev. Dr. William H. Russell, Catholic University: "What Catholics Do at Mass"—Oct. 1, "Gift Giving"; Oct. 8, "God, Our Father"; Oct. 15, "Why a Sacrifice"; Oct. 22, "Origin of the Mass"; Oct. 29, "What the Mass Means."</p>	<p><b>YOICHI HIRAOKA</b>, xylophonist, 8:00-8:30 a.m., RED.</p> <p><b>MORNING MUSICALS</b>—10:30-11:00 a.m., BLUE.</p> <p><b>SOUTHERN BELLE</b>, Negro spirituals, 11:30-12:00 noon, BLUE.</p> <p><b>WALTER LOGAN'S MUSICALS</b> from WTAM, 12:00-12:30 p.m., RED.</p> <p><b>RADIO CITY MUSIC HALL</b>, 12:00-1:00 p.m., BLUE.</p> <p><b>THE SUNDAY SYMPHONETTE</b> from WGVY, 1:00-1:30 p.m.—RED.</p> <p><b>TAPESTRY MUSICALS</b>, NBC String Orchestra, 4:30-5:00 p.m., BLUE.</p> <p><b>POPULAR CLASSICS</b>, NBC Concert Orchestra, 7:00-7:30 p.m., BLUE.</p> <p><b>NBC STRING SYMPHONY</b>, Frank Black, conducting, 7:30-8:00 p.m., RED, commencing Oct. 15.</p> <p><b>NBC ORCHESTRA</b>, Summer Symphony Series, Alfred Wallenstein, guest conductor, 8:00-9:00 p.m., BLUE. Oct. 1 and 8. Note: the NBC Symphony Orchestra will resume its Saturday night series on October 14. See listing under SATURDAY.</p>	<p><b>*ON YOUR JOB</b> Vocational guidance program, cooperation National Vocational Guidance Association and Frank E. Hill of American Association for Adult Education. On Monday, Oct. 1, 12:00-12:30 p.m., RED. Oct. 1, "Unemployable"; Oct. 8, "On My Mind"; Oct. 15, "The Story of an Inventor"; Oct. 22, "Lookout"; Oct. 29, "Do It By Letter."</p> <p><b>*PIRIMAGE OF POETRY</b>, Broadcasts from homes of famous American poets by Ted Malone, 1:00-1:15 p.m., BLUE. Commencing Oct. 15, "Library of Congress"; Oct. 22, "Francis Scott Key"; Oct. 29, "Edgar Allan Poe."</p> <p><b>*GREAT PLAYS</b>, 2:00-3:00 p.m., BLUE. Commencing Oct. 15, "Antoine"; Oct. 22, "The Merchant of Venice"; Oct. 29, "The Taming of the Shrew."</p> <p><b>A BOOKMAN'S NOTEBOOK</b>, Book reviews by Joseph H. Jackson, 3:15-3:30 p.m., BLUE.</p> <p><b>*THE WORLD IS YOURS</b>, Auspices Smithsonian Institution and U. S. Office of Education, 4:30-5:00 p.m., RED. Dramatizations: Oct. 1, "King Solomon"; Oct. 8, "Iudaea Who Met Columbus"; Oct. 15, "The Marvels of Spain"; Oct. 22, "Zaragoza"; Oct. 29, "The Story of Portland Cement."</p>	<p><b>ANIMAL NEWS CLUB</b>, For children, 8:45-9:00 a.m., RED.</p> <p><b>COAST TO COAST ON A BUS</b>, or the White Rabbit Line, For children, 9:00-10:00 a.m., BLUE.</p> <p><b>TURN BACK THE CLOCK</b>, stories in song for children, presented by Alice Herman and Bailey Aron, 9:00-10:15 a.m., RED.</p> <p><b>SUNDAY DRIVERS</b>, Safety program, 9:30-10:00 a.m., RED.</p> <p><b>VERNON CRAWFORD'S STORY BOOK</b>, Drama, 10:00-10:15 a.m., RED.</p> <p><b>ARLINGTON TIME SIGNAL</b>, 12:00 noon, RED and BLUE.</p> <p><b>ON YOUR JOB</b>, (See General Education)</p> <p><b>CHEERIO</b>, Inspirational program, 10:30-11:00 p.m., BLUE.</p>
MONDAY	<p><b>GENERAL EDUCATION</b>—National Farm and Home Hour: Science on the March; Order of Advertisers.</p> <p><b>LITERATURE AND DRAMA</b>—Adventure in Reading; Between the Bookends.</p> <p><b>MUSIC</b>—Rochester Civic Orchestra's Matinee Concerts; Vicente Gomez; Salou Silhouettes.</p> <p><b>PUBLIC AFFAIRS</b>—Associated Press News: Youth Questions; the Headlines; National Radio Forum (Oct. 9, 16, 23 and 30); Better Parenthood Program (Oct. 23).</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts.</p>	<p><b>ASSOCIATED PRESS NEWS</b>—RED and BLUE: 6:30 a.m., 8:00 a.m., 9:00 a.m. and 12:35 a.m.—BLUE: 12:00 noon, 4:55 p.m., 5:15 p.m., 10:00-10:15 p.m. and 11:55 p.m.—RED: 6:25 p.m. and 11:35 p.m.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts—On WRCA (2,630 kc.) and WBNB (17,780 kc.): Italian Periodic, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; Spanish, 3:00-4:00 p.m. and 9:00-10:00 p.m.; Portuguese, 5:00-6:00 p.m.; Spanish, 11:00 p.m.—1:00 a.m. On WBNB (17,780 kc.): Spanish 12:00 mid-1:00 a.m.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See General Education).</p> <p><b>BETTER PARENTHOOD PROGRAM</b>, Oct. 23 (See Special Services).</p> <p><b>YOUTH QUESTIONS THE HEADLINES</b> (See Arts and Sciences).</p> <p><b>NATIONAL RADIO FORUM</b>, Speakers on National Affairs, arranged by Washington Evening Star, Oct. 16, 23 and 30; 10:30-11:00 p.m., BLUE.</p>	<p><b>RELIGION AND THE NEW WORLD</b>, auspices Federal Council of Churches, 12:00-12:45 p.m., RED. Dr. Joseph R. Silliman: Oct. 1, "We Are Not Alone"; Oct. 8, "The Paria of Silence"; Oct. 15, "Facing the Future"; Oct. 22, "A Plea for Courtesy"; Oct. 29, "Unreasonable Delays."</p>	<p><b>WORDS AND MUSIC</b>, Poetry, prose and music, 1:30-2:00 p.m., RED.</p> <p><b>ROCHESTER CIVIC ORCHESTRA</b>, Matinee Concerts, conducted by Guy Fraser Harison and Joseph Hinton, 2:30-3:00 p.m., BLUE. Commencing Oct. 16.</p> <p><b>VICENTE GOMEZ</b>, Guitarist, 6:30-6:45 p.m., RED.</p> <p><b>SALON SILHOUETTES</b>, Light classical music by NBC Salon Orchestra under Joseph Hinton, 6:45-7:00 p.m., RED.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation U. S. Department of Agriculture and other groups, 12:30-1:30 p.m., BLUE.</p> <p><b>ADVENTURE IN READING</b>, Dramatizations of books and lives of famous authors by Helen Walpole, 2:00-3:00 p.m., BLUE. Oct. 16, "Chekov"; Oct. 23, "Benjamin Franklin"; Oct. 30, "Dashiell Hammett"; Oct. 23, "Henry Fielding"; Oct. 30, "Charles Dickens"; Oct. 30, "Lewis Carroll."</p> <p><b>BETWEEN THE BOOKENDS</b>, Informal program of poetry and prose with Ted Malone, 3:45-4:00 p.m., BLUE.</p> <p><b>SCIENCE ON THE MARCH</b>, Talks by Ted Malone, 4:00-4:15 p.m., BLUE.</p> <p><b>Forest Ray Moulton</b>, auspices American Association for the Advancement of Science, 7:45-8:00 p.m., BLUE.</p> <p><b>YOUTH QUESTIONS THE HEADLINES</b>, Cross-section of young adults' opinions on world questions as expressed in written discussions, 9:30-10:00 p.m., BLUE. Commencing Oct. 23, from Boston and Cincinnati; Oct. 30, from Syracuse, N. Y., and Portland, Ore.</p>	<p><b>ARLINGTON TIME SIGNAL</b>, 12:00 noon, RED and BLUE.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See General Education)</p> <p><b>LET'S TALK IT OVER</b>, Interviews by Pablen Chase, 1:00-1:15 p.m., RED.</p> <p><b>CHASE TWINS</b>, More about the Pablen Chase children's series, 3:15-3:30 p.m., BLUE.</p> <p><b>BETTER PARENTHOOD PROGRAM</b>, After-lunch talks by Dr. E. A. Gilmore, President State University of Iowa, Congressman Edwin Nourse Rogers, of Massachusetts, Mrs. Franklin D. Roosevelt, and Mrs. Clara Savage Littlefield, Editor Parents' Magazine, Oct. 23, 2:30-3:00 p.m., BLUE.</p> <p><b>MALCOLM CLAIRE</b>, Children's stories, 6:15-6:25 p.m., RED.</p>
TUESDAY	<p><b>GENERAL EDUCATION</b>—National Farm and Home Hour: Consumers Program: All American Women.</p> <p><b>LITERATURE AND DRAMA</b>—Between the Bookends; Edward Weats.</p> <p><b>MUSIC</b>—Rochester Civic Orchestra's Educational Concerts (Oct. 11); NBC Salon Orchestra; Salou Silhouettes.</p> <p><b>PUBLIC AFFAIRS</b>—Associated Press News: Youth Questions; the Headlines; National Radio Forum (Oct. 9, 16, 23 and 30); Better Parenthood Program (Oct. 23).</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts.</p>	<p><b>ASSOCIATED PRESS NEWS</b>—RED and BLUE: 6:30 a.m., 8:00 a.m., 9:00 a.m. and 12:35 a.m.—BLUE: 12:00 noon, 4:55 p.m., 5:15 p.m., 10:00-10:15 p.m. and 11:55 p.m.—RED: 6:25 p.m. and 11:35 p.m.</p> <p><b>FOREIGN LANGUAGES</b>—NBC Short Wave Broadcasts—On WRCA (2,630 kc.) and WBNB (17,780 kc.): Italian Periodic, 1:00-2:00 p.m.; German, 2:00-3:00 p.m.; French, 3:00-4:00 p.m.; Spanish, 3:00-4:00 p.m. and 9:00-10:00 p.m.; Portuguese, 5:00-6:00 p.m.; Spanish, 11:00 p.m.—1:00 a.m. On WBNB (17,780 kc.): Spanish 12:00 mid-1:00 a.m.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See General Education).</p> <p><b>CONSUMERS PROGRAM</b> (See Arts and Sciences).</p>	<p><b>OUR SPIRITUAL LIFE</b>, auspices Federal Council of Churches, 12:00-12:45 p.m., RED. Dr. John Butterfield: Oct. 2, "Making Prayer Effective"; Oct. 9, "The Day of Trouble"; Oct. 16, "The Forming Human Lives"; Oct. 23, "The Home of His Garment"; Oct. 30, "The Home of His Garment."</p>	<p><b>WORDS AND MUSIC</b>, Poetry, prose and music, 1:30-1:45 p.m., RED.</p> <p><b>NBC SALON ORCHESTRA</b>, Josef Hinton, conducting, 1:30-2:00 p.m., BLUE.</p> <p><b>ROCHESTER CIVIC ORCHESTRA</b>, Educational Concerts, Guy Fraser Harrison and Joseph Hinton, conducting, 2:30-3:00 p.m., BLUE. Oct. 31.</p> <p><b>SALON SILHOUETTES</b>, Light classical music by NBC Salon Orchestra under Joseph Hinton, 6:45-7:00 p.m., RED.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation U. S. Department of Agriculture and other groups, 12:30-1:30 p.m., BLUE.</p> <p><b>CONSUMERS PROGRAM</b>, Auspices Federal Federation of Women's Clubs, 1:45-2:00 p.m., RED.</p> <p><b>BETWEEN THE BOOKENDS</b>, Informal program of poetry and prose with Ted Malone, 3:45-4:00 p.m., BLUE.</p> <p><b>*ALL AMERICAN WOMEN</b>, Dramatizations depicting American life. The program has played and is playing in the manifold activities of American Women's Clubs. Office of Education and NBC Department of Women's Activities, 2:00-2:15 p.m., BLUE. Commencing Oct. 31, "The Freedoms."</p> <p><b>EDWARD WEATS</b>, Atlantic Monthly, exploring the world of letters, with Edward Weats, 9:30-10:00 p.m., BLUE. Commencing Oct.</p>	<p><b>ARLINGTON TIME SIGNAL</b>, 12:00 noon, RED and BLUE.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See General Education)</p> <p><b>CONSUMERS PROGRAM</b>, (See General Education)</p> <p><b>CHASE TWINS</b>, More about the Pablen Chase children's series, 3:15-3:30 p.m., BLUE.</p> <p><b>MALCOLM CLAIRE</b>, children's stories, 6:15-6:25 p.m., RED.</p> <p><b>IF I HAD THE CHANCE</b>, Distinguished persons describe their unrealized ambitions, 10:30-11:00 p.m., BLUE.</p>
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**NEWS SERVICE MULTIPLED**

In its endeavor to keep American radio listeners informed of critical world happenings, the National Broadcasting Company has more than tripled its daily scheduled Associated Press News Reports. (See day-by-day listings of public service programs on reverse pages.) Only special news bulletins of compelling importance will be broadcast between these periods. However, special broadcasts by representative speakers on international and national affairs will be presented according to their timeliness. As such special events are occasionally booked at the last minute, too late for announcement through the press, listeners are advised to follow the regular news periods for such special announcements.

**NEWS VIA SHORT WAVE**

Additional news broadcasts in English are presented daily over NBC's short wave Stations WRCA and WNCB. These are broadcast at 12:00 noon to 12:15 p.m. and 10:00 to 10:15 p.m. News broadcasts in French, German, Spanish, Italian and Portuguese occur the first fifteen minutes of each respective Foreign Language period.

**ANNOUNCEMENT OF POLICY**

The outbreak of the war in Europe and the issuance of a proclamation of neutrality by the President of the United States have greatly increased the responsibility of American broadcasters to their millions of listeners. Mindful of this, the National Broadcasting Company has adopted certain self-imposed regulations governing broadcasts during this period of neutrality. These regulations have been set forth in a printed pamphlet entitled "Interpretation of NBC Policies as Applied to Broadcasts during the Current European War." Copies of this pronouncement may be obtained by addressing request to the National Broadcasting Company.

**AMERICA'S TOWN MEETING**

In more than 1,400 homes, halls, schools and churches throughout the country are organized listening groups gather regularly on Thursday nights to listen to America's Town Meeting of the Air and to continue their own discussions after the conclusion of the broadcast. Handbooks on discussion technique and other aids for conducting such meetings have been prepared for affiliated groups. For information and advice concerning the organization of an affiliated listening group address: George V. Denny, Jr., Town Hall, New York.

**GENERAL EDUCATION  
AND SCIENCES**

**TORCH OF PROGRESS**

Dr. Edward Howard Griggs, whose distinctive broadcasts last season won widespread popularity, returns to the air for another series of talks to be broadcast on Friday, October 6. In this series, "The Torch of Progress," Dr. Griggs will relate the story of man's progress from primitive times to the present.

**IDEAS THAT CAME TRUE**

A second series of "Ideas That Came True" is scheduled for Thursday afternoons, commencing October 5. In this series, which will deal with the ideas and ideals of American Democracy, Dr. Rollo C. Reynolds, Principal of Horace Mann School, will again be the narrator. The dramatizations of historic episodes featured in these broadcasts are written by Charles Gilbert Hall.

**STORY BEHIND THE HEADLINES**

In cooperation with the American Historical Association, Clear Searinger returns on Friday nights to tell his "Story Behind the Headlines." This well known analyst's historic perspective of current events, as entertaining and thought-provoking as authoritative, will be broadcast over the NBC-Red Network at 10:30 p.m.

**ALL AMERICAN WOMEN**

The important part women have played and are playing in the manifold activities of American life will be revealed in a new series of twenty-six half hour dramatizations to be broadcast over the NBC-Blue Network on Tuesday afternoons under the title of "All American Women." This series, in cooperation with the U. S. Office of Education and the Women's Activities Department of the National Broadcasting Company, will serve as a contribution to recorded history as well as an honoring of American womanhood, for these dramatizations will deal with the significant deeds of little known or forgotten women, in the home and in the community, as well as the more conspicuous achievements of famous women.

**THE WORLD IS YOURS**

Information as diverse as it is authoritative and interesting continues to be dramatized weekly by the Smith-Southwest Foundation, the U. S. Office of Education in the series known as "The World Is Yours," broadcast Sundays at 4:30 p.m.

**MAGIC WAVES**

A new science series dealing with the latest developments in the realm of radio and television has been added to the Friday evening schedule, commencing October 13 "Magic Waves" will present authoritative discussions by Dr. Orestes H. Caldwell, Editor of Radio, with dramatizations by Gerald Holland.

**ON YOUR JOB**

These weekly dramatizations, written by Raymond Scudder and Frank Earnest Hill, of the American Association for Adult Education, have proved to be of such interest to employers and employees that the original series has been extended. "On Your Job" is presented in cooperation with the National Vocational Guidance Association.

**New Books About Radio  
and  
Student's Aids Available**

**INTERPRETATION OF NBC POLICIES AS APPLIED TO BROADCASTS DURING EUROPEAN WAR.**  
Available gratis. Address: National Broadcasting Co., Radio City, New York.

**PRINCIPLES AND PRACTICES OF NETWORK RADIO BROADCASTING**  
An authoritative and comprehensive presentation of this subject as made by David M. Anderson, President of the National Association of Broadcasters, before the Federal Communications Commission in Washington, August 1939. This 112-page brochure contains a complete transcript of Mr. Anderson's testimony and direct examination on November 14, 1938, and his testimony upon cross-examination on May 17, 1939. Only a limited number of copies available gratis. Address: Bureau of Information, Radio Corporation of America, RCA Building, New York, N. Y.

**MAGIC DIALS**

The Story of Radio and Television, as told by Lowell Thomas in this popular avocateur's "Magic Dials" Handbooks, illustrated with 62 full-page set photographs by Anton Bruehl, 16 in original color. Substantial cardboard bound edition. Price \$1.00, postpaid. Address: Polygraphic Company of America, Inc., 304 East 45th St., New York, N. Y. Cloth bound edition, Price \$2.00, at bookstores.

**LOOK AND LISTEN**

A Television Handbook, by M. B. Slopker, contains 128 concise and practical instructions for set-building, production and servicing. Cloth bound edition. Price \$1.50; paperbound, Price \$1.00. Address: Norman W. Huxley Co., 2 West 45th St., New York, N. Y.

**BROADCAST RECEIVERS AND PHONOGRAPHS FOR CLASSROOM USE**  
A survey report and suggestions on this subject, compiled and published by the Committee on Scientific Aids to Learning of the National Research Council. Free copies may be obtained by addressing the Committee, 41 East 62nd St., New York, N. Y.

**HOW TO USE RADIO, AND HOW TO USE RADIO IN THE CLASSROOM**  
Guides for classes in radio and the general use of radio by schools. Address: National Association of Broadcasters, National Press Building, Washington, D. C.

**HOW SCHOOLS CAN USE RADIO**  
Teacher guide prepared by the National Broadcasting Company. Available gratis. Address NBC.

**NBC MUSIC APPRECIATION HOUR**  
Supplementary material prepared by Lawrence Abbott under direction of Dr. Walter Dunsbach. Teacher's Guide, a 24-page instructor's manual. Price 3c; Student's Workbook, performed for standard 10c three-ring binder. Price 10c per set for each of the four grades covered by this series. Address: Columbia University Press, Columbia University, New York.

**AMERICA'S TOWN MEETING OF THE AIR**  
Reprints of each week's broadcast. Price 10c per copy. Address: Columbia University Press, Columbia University, New York, N. Y.

**CHICAGO ROUND TABLE**  
Reprints on discussion available each week at 10 cents each or \$1.00 for series of 26. Address: Radio Office of the University of Chicago.

**GREAT PLAYS**

A work manual of approximately 165 pages, containing reference material, bibliography, list of the 28 plays included in this series, etc. Price 25c. Address: Columbia University Press, Columbia University, New York.

**IDEAS THAT CAME TRUE**  
Reprints on discussion available each week at 10 cents each or \$1.00 for series of 26. Address: Columbia University Press, Columbia University, New York.

**PILGRIMAGE OF POETRY**  
Littler's manual with graphic map of the Pilgrimage, 10c. Address: Columbia University Press, Columbia University, N. Y.

**ART FOR YOUR SAKE**

Littler's manual covering first four broadcasts and folio of 16 elegant color reproductions of paintings discussed. Price \$1.00. Address: National Art Society, 30 Broad St., New York.

Reprints of the articles of the following program, including bibliography, 10c. Price 5c each, per broadcast. Address: Columbia University Press, Columbia University, New York.

**THE WORLD IS YOURS**  
**TORCH OF PROGRESS**  
**STORY BEHIND THE HEADLINES**  
**ALL AMERICAN WOMEN**  
**ON YOUR JOB**  
**AMERICAN EDUCATION PROGRAM**

**YOUTH QUESTIONS THE HEADLINES**

Young America's reactions to what is taking place in the world today will be given voice in a new series known as "Youth Questions the Headlines" in which young students in various cities will be given opportunity to express their opinion in open forum discussions. The opening program on October 23 will originate in Boston and Cincinnati. The following Monday evenings young people of Portland, Ore., and Syracuse, N. Y., will be heard from.

**STAMP COLLECTING**

Educators have encouraged stamp collecting not only as a wholesome and diverting hobby but because it represents a valuable aid in the study of history, biography, geography, monetary exchange, and those various arts and sciences depicted on stamps or otherwise associated with philately, also because stamp collecting encourages keen perception, application, neatness and other valuable mental processes. "Calling All Stamp Collectors," presented Saturdays in cooperation with the National Federation of Stamp Clubs, is intended to serve these purposes as well as to interest advanced and specialized collectors.

**MUSIC**

As announced elsewhere in this issue, October brings the return of radio's outstanding music feature, Arturo Toscanini and his NBC Symphony Orchestra; also radio's premiere music educational feature, Dr. Walter Dunsbach's NBC Music Appreciation Hour. The Rochester Civic Orchestra's Monday Matinee Concerts and Tuesday Educational Concerts under Howard Hanson's "American Composers" broadcasts with the Eastman School Orchestra are other features which return during October.

**STUDY AIDS**

Attention is called to the neighborhood column which lists students' aids, teachers' manuals and supplementary material or reprints that are available. These are obtainable at cost. It will also be noticed on the day-by-day listing of NBC public service programs (to be found on reverse pages) that each program for which such material is available is identified with an asterisk (\*). Special announcement concerning similar material for "Art For Your Sake" will be broadcast on October 7 at 7:30 p.m., over the NBC-Red Network.

**LITERATURE  
AND DRAMA**

**PILGRIMAGE OF POETRY**  
Ted Malone's "Pilgrimage of Poetry" will start in the Library of Congress on October 15. Thereafter, each Sunday he will visit the home of a famous American poet, bringing listeners a description of the environments and circumstances under which great American poetry has been written, human interest stories about poets and selected readings of their works. On the October 22 he will broadcast from the home of Francis Scott Key and the following Sunday from the home of Edgar Allan Poe.

**EDWARD WEEKS**

Edward Weeks, Editor of the Atlantic Monthly, will commence a weekly exploration in the world of letters for the interest of radio listeners on October 17. The distinguished literateur will discuss various fields of literature, having as his guests noted authors and other personalities.

**ALSO FOR READERS**

Ted Malone's Sunday "Pilgrimage of Poetry" will not interfere with his regular program, "Between the Bookends," broadcast each day of the week, except Saturday and Sunday.

Joseph H. Jackson's Sunday afternoon book reviews, known as "A Bookman's Notebook" continue as a feature of the NBC-Blue Network, as do Helen Walpole's "Adventure in Reading," Monday afternoons on the same network.

**GREAT PLAYS**

Commencing with "Antigone" on October 15, another series of "Great Plays" will be presented on Sundays from 3:00 to 3:30 p.m., over the NBC-Blue Network. This series, like the one which won such enthusiastic approval last year, represents a veritable anthology of great dramatic art. Each play is one which exercised a marked influence in its day and which lives as a masterpiece of its period. The same painstaking care in casting and production which made last year's series an outstanding feature is assured—each drama will be cast and directed by an expert of NBC's Production Staff.

**ARCB OBOLER'S PLAYS**

Arcl Oboler's distinctive plays for adults and older students have met with such enthusiastic response that the series has been indefinitely extended. These are now to be heard from 10:30 to 11:00 p.m., each Saturday night over the NBC-Red Network.

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

—JOHN DEWEY in The New Republic.

## NBC Announces New Planned Public Service

(Continued from Page 1)

Under the Humanities are grouped programs devoted to: 1, Music; 2, Drama; 3, Literature; 4, History; and, 5, the Fine Arts.

Under the Social Sciences are grouped: 1, Public Administration; 2, Psychology; and, 3, General Social Sciences.

The Natural Sciences are subdivided: 1, Astronomy; 2, Geology; and, 3, Physics.

Biological Sciences we are planning programs devoted to Health and Hygiene.

Under our fifth classification, General Science, we have grouped such programs as "The World Is Yours," "Science in the News," "Science in the March."

Under the Professions we group: Religion, as represented by our comprehensive religious schedule; Education, programs broadcast especially for educators; and such programs devoted to law, General Business, Aviation and similar fields, now being planned.

This carefully patterned program schedule is designed to include those programs that are specifically educational and those which are classed under the more general heading of public service.

Those specifically educational are planned to serve three purposes: direct use in the classroom, assigned listening, and for general listening to history in the making as represented by news broadcasts and special events.

Into this broad pattern fit many of the programs which the Broadcasting Company's perennial public service features, such as: the NBC Music Appreciation Hour, Milestones in Music, NBC Symphony Orchestra and other symphonic series; the Metropolitan Opera, the Library of Congress Chamber Music program and programs of similar music and American Youth, Arch Obler's dramatic presentations, Great Plays, Lost Plays, Between the Book Ends, Adventures in Reading, Art in the News, America's Town Meetings of the Air, National Farm and Home Hour, University of Chicago Round Table, The Child Grows Up, American Educational National Education Association program, etc., etc.

In mapping such a planned program schedule we have been seeking to avoid duplication of programs in the same field and to supply programs for those lines of activity not represented on our schedules, to coordinate all these into a well-balanced and comprehensive pattern of public service programs.

Such a carefully planned pattern is not expected to become operative at once for we are carefully sifting all program ideas conceived by us and those who are cooperating with us, and we intend to add to our schedule only those which we believe from past experience will serve each desired purpose.

It is in this way that the National Broadcasting Company now seeks to supply a demand it has created—to serve those who have learned to listen and now listen to learn.

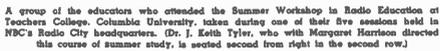
## Summer Workshop in Radio Education Conducts Sessions At NBC

AT THE invitation of the National Broadcasting Company, educators who attended the Summer Workshop in Radio Education of Teachers College, Columbia University, conducted five of their sessions in NBC's Radio City headquarters.

On the Monday mornings of July 10 to August 4, inclusive, 35 prominent educators who are making a specialized study of education in radio met in open forum discussion with NBC executives, department heads, script writers and producers. Addresses and discussions centered on the practices, problems and policies of network broadcasting, especially those which relate to educational and public service programs.

Walter G. Preston, Jr., Assistant to NBC's Vice President in Charge of Programs, presided at each session, inviting constructive criticisms and suggestions.

Enrollment at this Summer Workshop in Radio Education comprised two groups of educators: one under the leadership of Dr. J. Keith Tyler, Director of the Evaluation of School Broadcast Project of Ohio State University, sponsored by the Radio Education Committee of the Federal Communications Commission; and the other led by Margaret Harrison, Radio Consultant of the Progressive Education Association.



A group of the educators who attended the Summer Workshop in Radio Education at Teachers College, Columbia University, taken during one of their five sessions held in NBC's Radio City headquarters. (Dr. J. Keith Tyler, who with Margaret Harrison devised this course of summer study, is seated second from right in the second row.)

## New Features and Old Favorites Booked for Fall

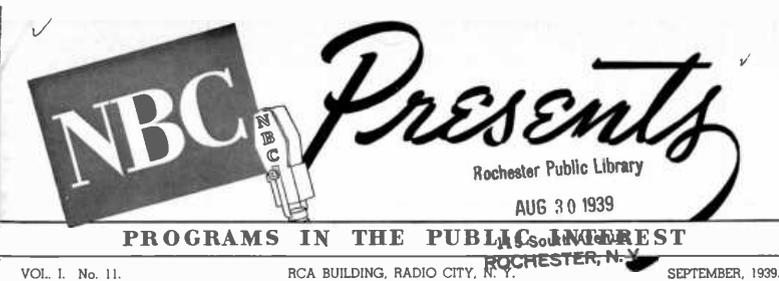
AMONG the new programs which have been selected for Fall booking by the National Broadcasting Company under its new systematized plan of public service, as announced on Page One of this issue, are the following:

A series in Art Appreciation, under a title to be decided, which will be presented in cooperation with the National Art Society; Medicine in the News, under the auspices of the American Medical Association; Great Epochs in World Progress, a new literary series by Edward Howard Griggs; A History of Music for Young Listeners, under the auspices of the Toledo Museum of Art and the Junior League of that city. Definite commencement dates for these

and similar programs also under consideration may be expected during the first weeks of September.

Public service features of established favor which will return to the networks with Fall include: the NBC Symphony Orchestra under Arturo Toscanini and distinguished guest conductors; the Metropolitan Opera Saturday matinees; the Rochester Philharmonic and Civic Orchestras; Dr. Howard Hanson's Milestones in Music; America's Town Meeting of the Air; Ideas that Came True; Story Behind the Headlines; Great Plays; Music and American Youth; NBC Music Appreciation Hour; Edward Howard Griggs' A History of Music for Young Listeners; and Library of Congress Chamber Musicals. Dates for the return of these and other perennial favorites will also be announced in the near future.

It is not expected that NBC's new systematized program plan will become completely operative for some time, but a persistent effort will be continued to find just the right program for each subdivision of this patterned schedule.



NBC  
Presented by  
Rochester Public Library  
AUG 30 1939  
PROGRAMS IN THE PUBLIC INTEREST  
VOL. I, No. 11. RCA BUILDING, RADIO CITY, N. Y. SEPTEMBER, 1939.

## Radio Helps in Drive To Find Jobs For Unemployed

IN ITS diligent endeavor to make some definite and constructive contribution toward solving the unemployment problem the National Broadcasting Company inaugurated its weekly *On Your Job* broadcasts on June 24.

Though this public service feature, presented in cooperation with the National Vocational Guidance Association, dramatizes problems encountered by employees and employers the series is presented in ways intended to serve unemployment as well as employed.

Each episode is based upon findings made by the Association through research in varied fields of work. While all characters are fictional, each problem is an actual one, one that has been met and solved.

Response received from the listeners to NBC's Red Network indicates that these dramatizations, written by Frank Ernest Hill of the American Association for Adult Education and Raymond D. Scudder of NBC's Script Staff, are accomplishing hoped-for results.

The National Broadcasting Company has also been conducting experiments to show what can be accomplished by individual broadcasting stations in helping to solve the local unemployment problem.

During April, 1938, Gordon Hittermark, of the NBC Staff in Washington, D. C., started a morning program planned to assist unemployed men and women in finding suitable jobs. The program, broadcast locally by Station WRC in cooperation with the District of Columbia Employment Center, consists of interviews with applicants for employment who explain their training experience and qualifications for a particular type of work. Each person interviewed is selected from the files of the Employment Center.

By the end of June, 304 men and women had been interviewed over Station WRC. During the same period the Employment Center received more than 1,000 job orders which could be traced directly to this radio program. During the month of June the Employment Center placed 3,915 unemployed, an increase of 67.5 per cent over June, 1938.

## NBC Announces New Planned Service In Field of Radio Education

By Walter G. Preston, Jr.

Assistant to NBC's Vice President in Charge of Programs

(Reprinted from RADIO GUIDE for September 1, 1939)

PROGRESS can be measured by its resource in supplying the demands which progress creates.

Radio's meteoric advance charts a notable record of such accomplishments. The industry, however, realizes that continued progress depends largely upon the way in which its ever-present problems of supply and demand, and determination but with new skills acquired through experience.

One of these perplexing problems, just one of them, has been and is how best to supply the growing demand for programs to serve those who listen to learn—a demand created by radio

teaching us new ways to listen—and this is how the National Broadcasting Company now is setting about to solve it.

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

For instance, early in our history we discovered that we could not successfully supply the demand for strictly educational programs by employing education's most highly developed school-room technique. In this, educators were prompt to agree. Nevertheless, we have continued experimenting with every likely idea and through the wise council of sympathetic educators new techniques have been evolved, new possibilities have been developed and new avenues of approach have been found.

Experimenting will continue, but not as in the past. After a careful analysis of what has been done in this field, both here and abroad, and deciding what should be done and how to do it, we have mapped out a well-balanced and comprehensive schedule of public service features patterned to cover definite fields in a systematic way. In this we have had the consultation and cooperation of prominent educators, educational societies, associations and organizations.

This pattern closely follows tried and proved educational procedure. It is divided into six major fields of education: I, the Humanities; II, the Social Sciences; III, the Natural Sciences; IV, the Biological Sciences; V, General Science; and, VI, the Arts.

(Turn to Last Page)

E D N E S D A Y	<p><b>PUBLIC AFFAIRS</b> — Adjusting Democracy to Human Welfare.</p> <p><b>MUSIC</b> — NBC Concert Orchestra: Salvo Silhouettes. Pan-American Concert (Sept. 13).</p> <p><b>LITERATURE</b> — Between the Bookends.</p> <p><b>GENERAL EDUCATION</b> — National Farm and Home Hour: Art in the News; Mechanical and Civil Engineers' Society banquet address (Sept. 6); American Chemical Society banquet address (Sept. 13).</p> <p><b>FOREIGN LANGUAGES</b> — Same schedule as Sundays.</p>	<p><b>ASSOCIATED PRESS NEWS</b>, 9:00 a.m. RED and BLUE; 4:55 p.m. BLUE, 6:25 p.m. RED.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>. (See General Education.)</p> <p><b>SECRETARY OF STATE CORDELL HULL</b>. Pan-American Day address at New York World's Fair, Sept. 21, 3:06-3:50 p.m. BLUE.</p> <p><b>THE OTHER AMERICAS</b>. Edward Tomlinson discussing political, economic and social conditions in Central American countries. 6:15-6:30 p.m. BLUE, Sept. 7 and 14, "Summit, Airm." Sept. 7 and 28, "Rio de Janeiro."</p> <p><b>CROSS SECTION OF EUROPEAN OPINION</b>, as expressed by prominent European statesmen. 7:45-8:00 p.m. BLUE.</p>	<p><b>TRUTHS THAT EMANIPATE</b>, auspices Federal Council of Churches, Dr. Francis C. Butler, 12:00-12:45 p.m. RED, Sept. 6.</p> <p>"Taking Freedom to the World" (Part II), Sept. 13, "The Member of Books," Sept. 20, "China's Charter of Freedom," Sept. 27, "The Book Man Die For."</p>	<p><b>WORDS AND MUSIC</b>. Poetry, prose and music. 1:30-2:00 p.m. RED.</p> <p><b>BETWEEN THE BOOKENDS</b>. Informal recital of poetry and songs, with Ted Maloon. 3:45-4:00 p.m. BLUE.</p> <p><b>NBC CONCERT ORCHESTRA</b>. 5:45-6:00 p.m. BLUE.</p> <p><b>SALVO SILHOUETTES</b>. Light classical music by NBC Salvo Orchestra under Joseph Host. 6:45-7:00 p.m. RED.</p> <p><b>LIGHT OPERA CLASSICS</b>, presented by Vichi Chass, soprano, and Thomas Thomas, baritone, with orchestra. 8:00-8:30 p.m. BLUE.</p> <p><b>TORONTO PROMENADE SYMPHONY ORCHESTRA</b>. Summer Concerts under Reginald Stewart. 9:00-10:00 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>. Cooperation U. S. Department of Agriculture and other groups. 12:30-1:30 p.m. BLUE.</p> <p><b>ART IN THE NEWS</b>, auspices National Art Society, Dr. Barbara Myers, commenting upon news of the art world. 6:00-6:15 p.m. RED.</p> <p><b>MECHANICAL AND CIVIL ENGINEERS' SOCIETY</b>, after-dinner address from annual banquet in New York, Sept. 6, 9:30-10:00 p.m. BLUE.</p> <p><b>AMERICAN CHEMICAL SOCIETY</b>, after-dinner address from annual banquet in Boston, Sept. 13, 9:30-10:00 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>. (See General Education.)</p> <p><b>ARLINGTON TIME SIGNAL</b>. 1:00 p.m. RED.</p> <p><b>LET'S TALK IT OVER</b>. Interview by Alma Kitchell. 1:15-1:30 p.m. RED.</p> <p><b>PEABLE TAKES CHARGE</b>. Serial for children. 1:30-1:45 p.m. BLUE.</p> <p><b>ADJUSTING DEMOCRACY FOR HUMAN WELFARE</b>. (See Public Affairs.)</p> <p><b>MALCOLM CLAIRE</b>. Children's stories. 6:15-6:25 p.m. RED.</p>
T H U R S D A Y	<p><b>PUBLIC AFFAIRS</b> — Cross Section of European Opinion; The Other Americas; Secretary of State Cordell Hull (Sept. 21).</p> <p><b>MUSIC</b> — Piano Recitals: Light Opera Selections; Salvo Silhouettes; Light Opera Classics; Toronto Promenade Concert.</p> <p><b>LITERATURE</b> — Between the Bookends.</p> <p><b>GENERAL EDUCATION</b> — National Farm and Home Hour.</p> <p><b>FOREIGN LANGUAGES</b> — Same schedule as Sundays.</p>	<p><b>ASSOCIATED PRESS NEWS</b>, 9:00 a.m. RED and BLUE; 4:55 p.m. BLUE, 6:25 p.m. RED.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>. (See General Education.)</p> <p><b>SECRETARY OF STATE CORDELL HULL</b>. Pan-American Day address at New York World's Fair, Sept. 21, 3:06-3:50 p.m. BLUE.</p> <p><b>THE OTHER AMERICAS</b>. Edward Tomlinson discussing political, economic and social conditions in Central American countries. 6:15-6:30 p.m. BLUE, Sept. 7 and 14, "Summit, Airm." Sept. 7 and 28, "Rio de Janeiro."</p> <p><b>CROSS SECTION OF EUROPEAN OPINION</b>, as expressed by prominent European statesmen. 7:45-8:00 p.m. BLUE.</p>	<p><b>TIMELESS TRUTHS</b>, auspices Federal Council of Churches, Dr. Christopher J. Jeffrey, McCombe. 12:00-12:45 p.m. RED.</p>	<p><b>PIANO RECITALS</b>, presented by young concert artists. 1:00-1:15 p.m. BLUE.</p> <p><b>WORDS AND MUSIC</b>. Poetry, prose and music. 1:30-2:00 p.m. RED.</p> <p><b>LIGHT OPERA SELECTIONS</b>. NBC orchestra under Harold Semler. 2:30-3:00 p.m. BLUE.</p> <p><b>BETWEEN THE BOOKENDS</b>. Informal recital of poetry and songs, with Ted Maloon. 3:45-4:00 p.m. BLUE.</p> <p><b>SALVO SILHOUETTES</b>. Light classical music by NBC Salvo Orchestra under Joseph Host. 6:45-7:00 p.m. RED.</p> <p><b>LIGHT OPERA CLASSICS</b>, presented by Vichi Chass, soprano, and Thomas Thomas, baritone, with orchestra. 8:00-8:30 p.m. BLUE.</p> <p><b>TORONTO PROMENADE SYMPHONY ORCHESTRA</b>. Summer Concerts under Reginald Stewart. 9:00-10:00 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>. Cooperation U. S. Department of Agriculture and other groups. 12:30-1:30 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>. (See General Education.)</p> <p><b>ARLINGTON TIME SIGNAL</b>. 1:00 p.m. RED.</p> <p><b>LET'S TALK IT OVER</b>. Interviews by June Reed. 1:15-1:30 p.m. RED.</p> <p><b>PEABLE TAKES CHARGE</b>. Serial for children. 1:30-1:45 p.m. BLUE.</p> <p><b>MALCOLM CLAIRE</b>. Children's stories. 6:15-6:25 p.m. RED.</p>
F R I D A Y	<p><b>PUBLIC AFFAIRS</b> — America, Unfinished: National Prohibition Party Annual Meeting (Sept. 1).</p> <p><b>MUSIC</b> — Southwestern: U. S. Navy Band; Salvo Silhouettes; Richard Strauss conducted, his own "Don Quixote" at Brussels' 75th Birthday Festival in Germany (Sept. 15).</p> <p><b>LITERATURE</b> — Between the Bookends.</p> <p><b>GENERAL EDUCATION</b> — National Farm and Home Hour; Don't Forget: Institute of Public Relations (Sept. 1).</p> <p><b>FOREIGN LANGUAGES</b> — Same schedule as Sundays.</p>	<p><b>ASSOCIATED PRESS NEWS</b>, 9:00 a.m. RED and BLUE; 4:55 p.m. BLUE, 6:25 p.m. RED.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>. (See General Education.)</p> <p><b>NATIONAL PROHIBITION PARTY</b>, 70th Annual Meeting, Sept. 1, in Chicago Roger W. Babson, speaker. 10:00-10:15 p.m. BLUE.</p> <p><b>AMERICA, UNFINISHED</b>, series of addresses presented by United States Department of Labor. 10:30-10:45 p.m. RED.</p>	<p><b>WOMEN IN A CHANGING WORLD</b>, auspices Federal Council of Churches, Miss Edith Elizabeth Taylor. 12:30-12:45 p.m. RED.</p> <p>Sept. 1, "Woman, the Vote"; Sept. 8, "Woman, the Citizen"; Sept. 15, "Woman, the Mother of Public Opinion"; Sept. 22, "Woman, the World Citizen"; Sept. 29, "Woman, the Individualist."</p>	<p><b>SOUTHERNAIRES</b>. Southern music and negro spirituals. 12:15-12:30 p.m. BLUE.</p> <p><b>WORDS AND MUSIC</b>. Poetry, prose and music. 1:30-2:00 p.m. RED.</p> <p><b>U. S. NAVY BAND</b>. Concerts under Lieut. Charles Foster. 1:00-1:15 p.m. BLUE.</p> <p><b>BETWEEN THE BOOKENDS</b>. Informal recital of poetry and songs, with Ted Maloon. 3:45-4:00 p.m. BLUE.</p> <p><b>RICHARD STRAUSS</b>, conducting his own "Don Quixote," with the Berlin Radio Orchestra, from the Strauss Festival being held in Germany to celebrate the 75th birthday of this composer. Sept. 15, 4:15-5:00 p.m. BLUE.</p> <p><b>SALVO SILHOUETTES</b>. Light classical music by NBC Salvo Orchestra under Joseph Host. 6:45-7:00 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>. Cooperation U. S. Department of Agriculture and other groups. 12:30-1:30 p.m. BLUE.</p> <p><b>INSTITUTE OF HUMAN RELATIONS</b>. Dr. Frank Hagopian interviewing Gov. William H. Vanderbilt and Prof. Arthur Compton on day's proceedings of Institute being conducted at Williamsburg, Mass. Sept. 1, 4:00-4:15 p.m. BLUE.</p> <p><b>DON'T FORGET</b>, helpful hints in memory of Sept. 1 by Alma Prescott. 8:50-9:00 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>. (See General Education.)</p> <p><b>ARLINGTON TIME SIGNAL</b>. 1:00 p.m. RED.</p> <p><b>LET'S TALK IT OVER</b>. Interview. 1:15-1:30 p.m. RED.</p> <p><b>PEABLE TAKES CHARGE</b>. Serial for children. 1:30-1:45 p.m. BLUE.</p> <p><b>ALMA KITCHELL'S BRIEF CASE</b>. Informal chats with home-makers about radio. 6:05-6:15 p.m. BLUE.</p> <p><b>MALCOLM CLAIRE</b>. Children's stories. 6:15-6:25 p.m. RED.</p> <p><b>ANGLER AND HUNTER</b>. Raymond R. Camp. 7:45-8:00 p.m. RED.</p>
S A T U R D A Y	<p><b>MUSIC</b> — Golden Melodion.</p> <p><b>DRAMA</b> — Irony Hour: Arch Oboler's Plays.</p> <p><b>GENERAL EDUCATION</b> — The Child Grows Up; National Farm and Home Hour; Briefing Ideas Club; No School Today; Calling All Same; Collector's Club — Same schedule as Sundays.</p> <p><b>FOREIGN LANGUAGES</b> — Same schedule as Sundays.</p>	<p><b>ASSOCIATED PRESS NEWS</b>, 9:00 a.m. 6:25 p.m. BLUE and RED.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>. (See General Education.)</p>	<p><b>CALL TO YOUTH</b>, auspices Union of American Hebrew Congregations. 12:30-12:45 p.m. RED, Sept. 2.</p> <p>Dr. Nathan Stern. "Youth and America's Future"; Sept. 9, Mrs. Aronov. "Youth and the World of Tomorrow"; Sept. 16, Judge Irving Lehman. "Youth and Civic Responsibility"; Sept. 23, Albert F. Hackenbush. "Youth and Liberal Movement"; Sept. 30, Rabbi Sigmund Spitzer. "Youth Accepts the Challenge."</p> <p><b>THE ART OF LIVING</b>, Dr. Herman Hirschman, President, Federal Council of Churches. 6:30-6:45 p.m. RED.</p> <p><b>MESSAGE OF ISRAEL</b>, auspices Union of American Hebrew Congregations. 7:00-7:30 p.m. BLUE. Rabbi Joshua Liskovitz, manager for "The New Year," "100" and "The Day of Atonement."</p>	<p><b>GOLDEN MELODIONS</b>. String ensemble from KOA, Denver. 2:30-3:00 p.m. RED.</p> <p><b>BRIEFING IDEAS</b>. Dramatic dialogues with Hilda Hocher. 8:30-9:00 p.m. BLUE.</p> <p><b>ARCH OBOLER'S PLAYS</b>. (For adults and children.)</p>	<p><b>THE CHILD GROWS UP</b>. Talks by Katharine Leopold, head of Children's Bureau. 12:30-1:30 p.m. BLUE.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>. Cooperation U. S. Department of Agriculture and other groups. 12:30-1:00 p.m. BLUE.</p>	<p><b>NO SCHOOL TODAY</b>. Safety program for children. 10:15-10:30 a.m. RED.</p> <p><b>BRIGHT IDEAS CLUB</b>. For children. 10:30-11:00 a.m. RED.</p> <p><b>OUR BARN</b>. For children. Madge Tucker. 1:30-12:00 noon. BLUE.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>. (See General Education.)</p> <p><b>ARLINGTON TIME SIGNAL</b>. 1:00 p.m. RED.</p> <p><b>CALLING ALL STAMP COLLECTORS</b>. News and information of interest to philatelists, prepared in cooperation with the National Federation of Stamp Clubs. 1:15-1:30 p.m. RED.</p> <p><b>REVIEW OF THE MOUNTED</b>. Children's drama. 6:30-7:00 p.m. BLUE.</p>

\* Study aids available. (See Special Attention page)

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SEPTEMBER, 1939



EASTERN DAYLIGHT SAVING TIME

To September 23, 1939

EASTERN STANDARD TIME

Commencing September 24, 1939

	SERVICE TO SCHOOLS (See other columns for details)	PUBLIC AFFAIRS AND NEWS	RELIGION	DRAMA, LITERATURE AND MUSIC	GENERAL EDUCATION AND SCIENCES	SPECIAL SERVICES
<b>SUNDAY</b>	<p><b>PUBLIC AFFAIRS</b>—University of Chicago Round Table; European Survey (Sept. 3 and 10).</p> <p><b>DRAMA</b>—NBC Radio Guild.</p> <p><b>LITERATURE</b>—A Bookman's Notebook.</p> <p><b>MUSIC</b>—Yochi Hiroaka; Southernaires; Walter Logan's Musicale; Radio City Music Hall; Sunday Symphonette; Tappan Musicale; Gramercy Guards; Poplar Classics; NBC Orchestras.</p> <p><b>GENERAL EDUCATION</b>—On Your Job: The World in Yours; Black Gold (Sept. 3); Story of Health and Beauty (Sept. 10).</p> <p><b>SPECIAL SERVICES</b>—Arlington Time Signal; Sunday Drivers.</p> <p><b>FOREIGN LANGUAGES</b>—(NBC Short Wave Broadcasts)—On WRCA 71.50 KC and WBNB 17.80 KC: Italian period, 2:00-3:00 p.m.; German, 3:00-4:00 p.m.; French, 4:00-5:00 p.m.; On WRCA 9.875 KC and WBNB 17.80 KC: Portuguese period, 3:00-4:00 p.m.; Spanish, 4:00-5:00 p.m.; Portuguese, 5:00-6:00 p.m.; Spanish, 6:00-7:00 p.m.; On WRCA 9.875 KC: Spanish period, 11:00 p.m.-1:00 a.m.; On WBNB 17.80 KC: Spanish period, 12:00 Mid.-1:00 a.m.</p>	<p><b>ASSOCIATED PRESS NEWS</b> 11:00 a.m.-11:00 p.m. BLUE and RED.</p> <p><b>"UNIVERSITY OF CHICAGO ROUND TABLE"</b>—American University Broadcasting Council. Faculty and guest speakers, 7:30-9:00 p.m. Commencing Sept. 24, 12:30-1:00 p.m.</p> <p><b>EUROPEAN SURVEY</b> by Hugh Gibson. Sept. 3 and 10, 7:00-7:15 p.m. BLUE.</p>	<p><b>HIGHLIGHTS OF THE BIBLE</b>, simplified Federal Council of Churches. Dr. Frederick K. Blum, 10:00-10:30 a.m. RED. Sept. 3, "Living for Tomorrow"; Sept. 10, "Things That Are True"; Sept. 17, "Hindrances and Halts to Brotherhood"; Sept. 24, "Cure of Fortitude."</p> <p><b>SUNDAY VESPER</b>, auspices Federal Council of Churches. Dr. Paul Schaefer, 3:00-4:10 p.m. BLUE. Sept. 3, "Assess That Become Lullabies"; Sept. 10, "Home Planning Good"; Sept. 17, "God Alone is God"; Sept. 24, "The God Who Loves Men Alone."</p> <p><b>CATHOLIC HOUR</b>, auspices National Council of Catholic Men. Brother Leo, F.C.S., and Pauline Chair, 6:00-6:30 p.m. RED. The Catholic Tradition in Literature"; Sept. 3, "The Meaning of the Tradition"; Sept. 17, "Shakespeare and the Tradition"; Sept. 24, "We and the Tradition."</p>	<p><b>YOICHI HIROAKA</b>, xylophonist, 8:00-8:30 a.m. RED.</p> <p><b>SOUTHERNAIRES</b>, Negro spirituals, 11:30-12:00 noon, BLUE.</p> <p><b>WALTER LOGAN'S MUSICALE</b> from WTAM, 12:00-12:30 p.m. RED.</p> <p><b>RADIO CITY MUSIC HALL</b>, 12:00-1:00 p.m. BLUE.</p> <p><b>SUNDAY SYMPHONETTE</b> from WGY, 1:30-2:00 p.m. RED.</p> <p><b>A BOOKMAN'S NOTEBOOK</b>, Book reviews by Joseph H. Jackson, 2:15-3:10 p.m. BLUE.</p> <p><b>TAPESTRY MUSICALE</b>, NBC String Orchestra, 4:30-5:00 p.m. BLUE.</p> <p><b>ORCHESTRAL GUARDS</b> Concerts by famous Canadian band, 6:00-6:30 p.m. BLUE.</p> <p><b>POPULAR CLASSICS</b>, NBC Concert Orchestra, Sept. 3 and 10, 7:15-7:30 p.m.; Sept. 17 and 24, 7:00-7:30 p.m. BLUE.</p> <p><b>NBC RADIO CHILDS</b>, 7:30-8:00 a.m. BLUE.</p> <p><b>NBC ORCHESTRA</b>, Symphony Series, Dr. Howard Hanson, conducting, Sept. 3 and Sept. 10; Alfred Wallenstein, conducting, Sept. 17 and 24, 8:00-9:00 p.m. BLUE.</p>	<p><b>ON YOUR JOB</b>, Vocational guidance program, cooperation National Vocational Guidance Association and Frank Ernest Hib of American Association for Adult Education. Prof. Harry D. Elvov, commentator, 12:30-1:00 p.m. RED.</p> <p><b>"THE WORLD IS YOURS"</b>, auspices Smithsonian Institution and U. S. Office of Education. Dramatization, Sept. 3, "The Story of the Green Cross"; Sept. 10, "Hazardous Survivors of an Ancient Kingdom"; Sept. 17, "Each American, Fashions"; Sept. 24, "World's Most Valuable Treasure"; 4:30-5:00 p.m. RED.</p> <p><b>BLACK GOLD</b>, Dramatization of Progress in the Petroleum Industry, Sept. 3, 10:00-11:00 p.m. RED.</p> <p><b>THE STORY OF HEALTH AND BEAUTY</b>, Dramatization of the Pharmaceutical Industry, Sept. 10, 10:00-11:00 p.m. RED.</p>	<p><b>ANIMAL NEWS CLUB</b>, For children, 8:45-9:00 a.m. RED.</p> <p><b>COAST TO COAST ON A BUB</b>, or the White Rabbit Line, For children, 9:00-10:00 a.m. BLUE.</p> <p><b>TURN BACK THE CLOCK</b>, stories in song for children, presented by Alice Tammes and Halley Aron, 9:00-9:15 a.m. RED.</p> <p><b>SUNDAY DRIVERS</b>, Safety program, 9:30-10:00 a.m. RED.</p> <p><b>VERNON CRANE'S STORY BOOK</b>, Drama for children, 11:45-12:00 noon, RED.</p> <p><b>ON YOUR JOB</b>, (See General Education.)</p> <p><b>ARLINGTON TIME SIGNAL</b>, 1:00 p.m. BLUE.</p> <p><b>CHERID</b>, Inspirational program, 10:30-11:00 p.m. BLUE.</p>
<b>MONDAY</b>	<p><b>PUBLIC AFFAIRS</b>—National Radio Forum, MUSIC—U. S. Marine Band; Vincente Gomez; Edouard Silhouette.</p> <p><b>LITERATURE</b>—Adventure to Reading; Between the Bookends.</p> <p><b>CLERICALS</b>—Science of the March.</p> <p><b>GENERAL EDUCATION</b>—National Farm and Home Hour; Science on the March; Order of Adventure.</p> <p><b>FOREIGN LANGUAGES</b>—Same schedule as Sundays.</p>	<p><b>ASSOCIATED PRESS NEWS</b>, 9:00 a.m. RED and BLUE; 4:35 p.m. BLUE, 6:25 p.m. RED.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See General Education.)</p> <p><b>AMERICAN LEGION AUXILIARY</b>, broadcast from annual convention in Chicago, including description of occasion and address by National President, Mrs. James Morris, Sept. 25, 9:00-9:30 p.m. BLUE.</p> <p><b>NATIONAL RADIO FORUM</b>, Speakers on national affairs, arranged by Washington Evening Star, 10:30-11:00 p.m. BLUE.</p>	<p><b>THE WORLD AND ITS PROBLEMS</b>, auspices Federal Council of Churches, 12:30-1:00 p.m. RED. Sept. 4, "Dr. William Hiram Fosdick: The World as I See It"; Sept. 11, "Dr. Henry Smith Lister: 'The World as I See It'"; Sept. 18, "Dr. Ralph S. McDouglott: 'The Problem of Leadership.'"; Sept. 25, "Dr. Ralph S. McDouglott: 'The Problem of Leadership.'"</p>	<p><b>WORDS AND MUSIC</b>, Poetry, prose and music, 1:30-2:00 p.m. RED.</p> <p><b>ADVENTURE IN READING</b>, Dramatizations of books and lives of famous authors, auspices U. S. Department of Agriculture and other groups, 12:30-1:30 p.m. BLUE.</p> <p><b>"THE SWORD OF WOLFOOD"</b>, by Helen Walpole, 2:00-2:30 p.m. BLUE. Sept. 4, "The Legend of Roland Aron"; by Agnes Danforth Hadden, 2:30-3:00 p.m. BLUE. Sept. 11, "Gaius in the 18th Century," by James Denon Fallon.</p> <p><b>AMERICAN LEGION AUXILIARY</b>, Concerts under Captain Taylor Brannon, 3:00-3:45 p.m. BLUE.</p> <p><b>BETWEEN THE BOOKENDS</b>, Informal program of poetry and prose, with Ted Woodard, 4:45-5:00 p.m. BLUE.</p> <p><b>VINCENTE GOMEZ</b>, Guitarist, 6:30-6:45 p.m. RED.</p> <p><b>SALON SILHOUETTES</b>, Light classical music by NBC Baton Orchestras under Joseph Hovell, 6:45-7:00 p.m. RED.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation U. S. Department of Agriculture and other groups, 12:30-1:30 p.m. BLUE.</p> <p><b>SCIENCE ON THE MARCH</b>, Tapes by Dr. Forest Ray Moulton, auspices American Association for the Advancement of Science, 7:45-8:00 p.m. BLUE.</p> <p><b>ORDER OF ADVENTURE</b>, authentic stories by Arthur Hildner, Dr. Colton Theodore Rowcott, Roy Chapman Andrews, Lowell Thomas, Captain Felix Blumenthal and distinguished guests, 8:00-8:30 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, (See General Education.)</p> <p><b>ARLINGTON TIME SIGNAL</b>, 1:00 p.m. RED.</p> <p><b>LET'S TALK IT OVER</b>, Interviews by June Hird, 1:15-1:30 p.m. RED.</p> <p><b>PEABLES TAKES CHARGE</b>, Serial for children, 1:30-1:45 p.m. BLUE.</p> <p><b>MALCOLM CLAIRE</b>, Children's stories, 6:15-6:45 p.m. RED.</p>
<b>TUESDAY</b>	<p><b>PUBLIC AFFAIRS</b>—Cross Section of European Opinions.</p> <p><b>MUSIC</b>—NBC Salon Orchestra; U. S. Army Band; Edouard Silhouette; Eugene Conley.</p> <p><b>LITERATURE</b>—Between the Bookends.</p> <p><b>GENERAL EDUCATION</b>—National Farm and Home Hour; Consumers Program.</p> <p><b>FOREIGN LANGUAGES</b>—Same schedule as Sundays.</p>	<p><b>ASSOCIATED PRESS NEWS</b>, 9:00 a.m. RED and BLUE; 4:35 p.m. BLUE, 6:25 p.m. RED.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See General Education.)</p> <p><b>CROSS SECTION OF EUROPEAN OPINION</b>, as expressed by prominent European statesmen, 7:45-8:00 p.m. BLUE.</p>	<p><b>THE TRAIL FINDER</b>, auspices Federal Council of Churches, Dr. Thomas Thomsen, 12:30-12:45 p.m. RED.</p>	<p><b>WORDS AND MUSIC</b>, Poetry, Prose and Music, 1:30-1:45 p.m. RED.</p> <p><b>NBC SALON ORCHESTRA</b>, Vincente Gomez, guitarist, 2:15-2:30 p.m. BLUE.</p> <p><b>U. S. ARMY BAND</b>, Concerts under Captain Thomas F. Darcy, 3:00-3:30 p.m. BLUE.</p> <p><b>BETWEEN THE BOOKENDS</b>, Informal program of poetry and prose, with Ted Woodard, 4:45-5:00 p.m. BLUE.</p> <p><b>SALON SILHOUETTES</b>, Light classical music by NBC Baton Orchestras under Joseph Hovell, 6:45-7:00 p.m. RED.</p> <p><b>BUONE CONLEY</b>, tenor, and concert orchestra, in classic songs, 8:00-9:00 p.m. RED.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation U. S. Department of Agriculture and other groups, 12:30-1:30 p.m. BLUE.</p> <p><b>CONSUMERS PROGRAM</b>, auspices General Education of Women's Clubs, 1:45-2:00 p.m. RED.</p>	<p><b>CONSUMERS PROGRAM</b>, (See General Education.)</p> <p><b>NATIONAL FARM AND HOME HOUR</b>, (See General Education.)</p> <p><b>ARLINGTON TIME SIGNAL</b>, 1:00 p.m. RED.</p> <p><b>PEABLES TAKES CHARGE</b>, Serial for children, 1:30-1:45 p.m. BLUE.</p> <p><b>MALCOLM CLAIRE</b>, Children's stories, 6:15-6:45 p.m. RED.</p> <p><b>IF I HAD THE CHANCE</b>, Distinguished speakers describe their unrealized ambitions, 10:00-10:30 p.m. BLUE.</p>
<b>WEDNESDAY</b>						
<b>THURSDAY</b>						
<b>FRIDAY</b>						

HISTORY IN THE MAKING

Daily Associated Press News Bulletins and those broadcast devoted to national and international affairs which are listed in this publication represent only a part of the National Broadcasting Company's vigilance in keeping its listeners informed of history as it is being made. Scarcely a day passes without several additional programs of this nature being broadcast. Many of these are booked only a few days in advance, some on only a few hours notice. For up-to-the-minute information on this public-service consult your own newspaper.

A VETERAN DIPLOMAT REPORTS

Hugh Gibson, former United States Ambassador to Belgium, now touring European capitals, is viewing the international situation for NBC's Blue Network audience each Sunday at 7:00 p.m., EDT. His prismatic observations are drawn with a perspective attained through thirty-one year experience in the United States diplomatic service.

AS EUROPEAN STATESMEN SEE IT

This same picture as viewed by prominent English and French statesmen is being relayed to American listeners each Tuesday and Thursday at 7:45 p.m., EDT, over the NBC-Blue Network. Germany and Italy were also invited to contribute to this cross-section European opinion, but so far neither has accepted.

THE OTHER AMERICAS

Edward Tomlinson, now making his sixteenth annual survey of South and Central American countries, resumes his weekly broadcasts about and from The Other Americas on Wednesday. This noted American interpreter of political, economic and cultural life south of the Rio Grande will be heard on consecutive Thursdays at 6:15 p.m., EDT.

AMERICA, UNLIMITED

National problems of economic and industrial importance are being discussed by outstanding group leaders and prominent captains of industry on Fridays at 10:30 p.m., EDT, over the NBC-Red Network. "America, Unlimited"—is being presented in cooperation with the United States Department of Labor.

GENERAL EDUCATION  
AND SCIENCES

SCIENCE ON THE MARCH

Dr. F. R. Moulton will return to his weekly Science on the March broadcasts Monday, September 25, during Dr. Moulton's ten weeks' sojourn in South America. Carroll Lane Fenton is in charge of this program, presented on the auspices of the American Association for the Advancement of Science.

NATIONAL FARM AND HOME HOUR

Statistics indicate that the National Farm and Home Hour has almost as many city folk among its listeners as farmers and their wives. This daily NBC public service feature broadcast in cooperation with the United States Department of Agriculture and fifty outstanding agricultural organizations, presents not only music and other entertainment but the latest and best information of value to those who reside on farms and in rural communities. City dwellers find the entertainment equally enjoyable and a great deal of the informative material of practical value, especially that which deals with household problems.

THE WORLD IS YOURS

Facts about the world in which we live that are stranger than fiction are dramatized weekly in this broadcast presented in cooperation with the Smithsonian Institution in Washington, D. C., and the United States Department of Education. The subjects are as varied as the exhibits in this famous museum.

DON'T FORGET

Alan Prescott's helpful hints for developing one's power of recollection, broadcast Fridays at 8:30 p.m., EDT, over the NBC-Blue Network, offer practical suggestions for those who teach as well as those who learn. Remember—Don't Forget.

ART IN THE NEWS

Authoritative comment upon what is taking place in the world of art is being broadcast Wednesdays by Dr. Bernard Myers, noted critic and teacher at New York University. This series, heard at 6:00 p.m., EDT, over the NBC-Red Network, is presented in cooperation with the National Art Society.

FOREIGN LANGUAGES

NBC's short wave Foreign Language programs, broadcast primarily for listeners in South America and Europe, are also serving an educational purpose in this country. NBC's International Division, which short waves 16 hours daily in French, German, Italian, Spanish and Portuguese as well as English, has received letters from a long list of high school, college and private teachers who schedule these broadcasts for assigned listening in extra-training and conversational practice. Typical of such communications is the following received from Professor John M. Hill, University of Indiana: "I congratulate you upon the work being done along this line and I trust you may be fully encouraged to continue this service."

SHORT WAVE SERVICE IN ENGLISH

In addition to the Foreign Language programs, listed elsewhere in this bulletin, the NBC International Division also broadcasts short wave programs in English for Americans as well as for English-speaking persons throughout the world. Following is the schedule: On Station WNB1 (17,780 KC) 9:00 a.m.-12:00 m., EDT; 12:00 m.-1:00 p.m., the Regular English program dedicated to Great Britain, British colonies and English listeners everywhere; On Station WNB1 (17,780 KC) and Station WRCA (21,630 KC), 1:00-2:00 p.m. With the change to Eastern Standard Time on Sunday, September 24, this schedule will be: On Station WNB1 (17,780 KC) 9:00 a.m.-12:00 m.; On Station WNB1 (17,780 KC) and Station WRCA (21,630 KC), 12:00 m.-1:00 p.m.

New Books About Radio and  
Student's Aids Available

PRINCIPLES AND PRACTICES OF  
NETWORK RADIO BROADCASTING

An authoritative and comprehensive presentation of this subject as made by David Barnoff, President of the Radio Corporation of America, before the Federal Communications Commission in Washington, D. C. This 111-page brochure contains a complete transcript of Mr. Barnoff's testimony upon direct examination on November 14, 1938, and his testimony upon cross-examination on May 17, 1939. Only a limited number of copies available. Gratis Address: Bureau of Information, Radio Corporation of America, RCA Building, New York, N. Y.

MAGIC DIALS

The Story of Radio and Television, as told by Lowell Thomas in this popular newscaster's inimitable style. Handsomely illustrated with 62 full-page art photographs by Aston Brough. 16 in original color. Substantial cardboard bound. Price \$1.00, postpaid. Address: Polygraphic Company of America, Inc., 304 East 45th St., New York, N. Y. Cloth bound edition. Price \$2.00, at bookstores.

LOOK AND LISTEN

A Television Handbook, by M. B. Elsup, containing 139 theories and practices of television for set-builders, students and servicemen. Cloth bound edition. Price \$1.50; in paperback \$1.00. Published by Norman W. Henley Co., 2 West 45th St., New York, N. Y.

CHICAGO ROUND TABLE

Reports on discussions available each week on 10 cents each or \$1.00 for series of 26. Address: University Broadcasting Company, University of Chicago.

BROADCAST RECEIVERS AND  
PHOTOGRAPHS FOR CLASSROOM USE

A survey, report and suggestions on this subject, compiled and published by the Committee on Scientific Aids to Learning of the National Research Council. Free copies may be obtained by addressing the Committee, 41 East 42nd St., New York, N. Y.

NBC MUSIC APPRECIATION HOUR

Supplementary study material prepared by Lawrence Abbott under direction of Dr. Walter Damrosch. Teacher's Guide, a 24-page instructor's manual. Price 25c. Student's Workbook, 100 pages, perforated for standard 100-breving binder. Price 15c per set for each of the four grades covered by this series. Address: Columbia University Press, Columbia University, New York, N. Y.

ON YOUR JOB

Handbook containing synopsis of the weekly series, book lists and a guide by Dr. Harry Kline, Editor Occupations magazine and Professor of Education at Teachers College, Columbia University. Single copies, 10c; quantities discount. Address: Columbia University Press, Columbia University, New York, N. Y.

HOW SCHOOLS CAN USE RADIO

Teacher guide written by Dr. Franklin Dunham, NBC Educational Director. Available free. Address NBC.

HOW TO USE RADIO, AND HOW TO  
USE RADIO IN THE CLASSROOM

Guides for classes in radio and the general use of radio by schools. Address National Association of Broadcasters, National Press Building, Washington, D. C.

LITERATURE  
AND DRAMA

THE STORY BEHIND THE STORY

Just what influences prompted an author to write a given book, how he wrote it and other interesting stories behind the story are dramatized by Helen Walpole in her "Adventures in Reading," broadcast Mondays at 2:00 p.m., EDT, over the NBC-Blue Network. The series began in 1937 when Miss Walpole's own zest for reading and her insatiable curiosity about writers. She became a writer herself at the age of 15 when she sold the Scripps-Howard Newspapers a weekly column, "Sub-Dub Set." After a career on Broadway during which she played important roles in "The Barretts of Wimpole Street," "Eva La Gallienne's 'L'Aiglon' and other major productions, Miss Walpole turned to radio drama, playing leading roles in NBC's Great Plays, Lost Plays and the NBC Radio Guide. Her radio dramatization of "Wuthering Heights" produced by NBC during the Spring of 1937 was so successful that she was encouraged to submit additional scripts. These took the form of "Adventures in Reading" which has remained an NBC public service feature since it began in October, 1938.

MORE ABOUT BOOKS

Six other weekly programs for the special interest of readers are listed on the NBC-Blue Network's schedule: Joseph H. Jackson's "A Bookman's Notebook," Sundays at 3:15 p.m., EDT; and Ted Malone's "Between the Bookends," broadcast Mondays through Fridays at 3:45 p.m. These bring discussions and reviews of poetry and prose, enlivened by occasional interviews with the writers thereof.

NEW POETRY SERIES

October 15 is the date announced for the inauguration of NBC's new series honoring American poets. The lone, originator of the program ideas, will visit the birthplaces or homes of famous poets, giving them an on-the-spot description of the scenes and environments in which America's foremost poets lived and worked. Appropriate selections from their writings will also be read. These broadcasts, aptly called Pilgrimages of Poetry, will be heard on Sundays at 11:15 p.m., EDT, over the NBC-Blue Network, commencing the third Sunday in October.

Rochester Public Library

AUG 30 1939

THE SHARPEST OF PENCILS

Arch Oboler's "The Sharpest of Pencils" fine art and music program has gracefully evolved since NBC's first broadcasting of the plays on Saturday nights. However, he has not yet acquired the nonchalance necessary to take the new nickname which he has coined for him around NBC's studios. Every time he hears "The Mr. Shakespeare of Radio" he winces with annoyed humility.

MUSIC

RICHARD STRAUSS' "IN FERSON"

Outstanding on NBC's music calendar for the current month is the Transatlantic broadcast scheduled for September 15, at 4:15 p.m., EDT, over the NBC-Blue Network, during which Richard Strauss will be heard conducting his own "Tone Poem," "Don Quixote," with the Berlin Radio Orchestra. The event is one of a series of All-Star Strauss programs being presented in Germany this summer in celebration of the great composer's 75th birthday. Strauss, whose numerous tone poems, operas and songs are now familiar to millions of radio listeners, was born in Munich, June 11, 1864. He has toured this country only twice, in 1904 and in 1922.

NBC SUMMER SYMPHONY

With two well known American conductors, Dr. Howard Hanson and Alfred Wallenstein, in charge, the NBC Symphony Orchestra's Sunday night Summer Symphony Concerts continue through September. Dr. Hanson, conductor and director of the Eastman School of Music, Rochester, N. Y., has chosen two All-American programs for his broadcasts on September 3 and 10. Works representative of classic, romantic and contemporary composers have been programmed by Wallenstein for September 17 and 24.

NBC MUSIC APPRECIATION HOUR

Radio's outstanding feature in the field of music education will return to the air for the twelfth consecutive week on Friday, October 6, when Dr. Walter Damrosch resumes his NBC Music Appreciation Hour. Teachers' Guides and Students' Worksheets will be available for distribution the latter part of September. For further details see announcement under Student Aids Available on this page.

## Problems of Finding And Keeping Jobs Dramatized in Series

THE problems which men and women face in preparing for, finding and keeping jobs, and answers to those problems, are dramatized in a new series, "On Your Job," presented by the National Broadcasting Company on the Red network on Sundays from 12:30 to 1:00 p.m.

The program not only deals with specific problems which exist in specific fields of industry, and shows the many opportunities available to persons willing to devote themselves seriously to adjusting themselves to the requirements of the jobs they want or have.

The series, recommended by the Educational Committee of the NBC Advisory Council, is based on research into vocational problems by Frank Ernest Hill of the American Association for Adult Education, and is presented with the cooperation of the National Vocational Guidance Association. Mr. Hill also collaborates in writing the programs with Raymond McFadden, of the NBC-TV Division. Dr. Harry D. Kitson, Editor of "Occupations" magazine and Professor of the Teachers College, Columbia University, is commentator.

"Many young people today believe," Mr. Hill said, "that jobs are easy to get and too scarce to make the hunt for employment worthwhile. This feeling is based on misconceptions as to the number of jobs available, the ability of an energetic person to get one, and the pleasure and profit that come from doing a job well."

"The situation, while it has been and is still difficult, isn't nearly as serious as many of us have thought. I have recently been around the Eastern half of the United States looking over job conditions and have found that there is plenty of work for young workers or older ones who are willing to prepare themselves, and to make a real effort to get employment. That is one of the major points we wish to emphasize in these programs."

Each program, while presented as a dramatization, will be based on facts.

## Field Nature Study Series On NBC from Rockies

Informal nature study in the Rocky Mountain National Park's Junior Nature School, directed by Raymond Gregg, is to be broadcast in a series of "Nature Sketches" over the NBC-TV network during July and August on Saturdays from 11:45 to 12:00 noon.

The discussion of the class on actual field trips will be relayed from a state-of-the-art wave pack transmitters to NBC station KQ in Denver, and there placed on the network. The series started June 24.

Gregg, director of the Junior Nature School, in which children from some 35 states are enrolled, is Park Naturalist of Rocky Mountain National Park. He has served more than six years with the National Park Service in nature work.

## Famous Orchestras And Soloists Listed For Summer Music

Five famous orchestras and a distinguished array of guest artists are features of the music programs scheduled for networks of the National Broadcasting Company during the summer months.

Eminent conductors of the NBC Orchestra, heard each Sunday throughout the summer, include Hans Wilhelm Steinberg, Erich Leinsdorf, Dr. Franz Black, Izler Solomon, and Professor Joseph Castagna. The Chautauqua Symphony Orchestra is to be heard each Saturday and Sunday, July 22-23 to August 19-20, will present as soloists Georges Barrere, Ernest Inghelb, Ernest Hutcheson, Georges Miquele, and Albert Stoessel.

The Toronto Promenade Symphony Orchestra, under the direction of Reginald Stewart, will be heard in thirteen weekly broadcasts beginning Thursday, July 8. The National Symphony Orchestra, conducted by Hans Kindler, will be heard each Sunday, July 15 to August 19, and on Wednesdays, July 19 to August 23.

The nation's best high school musicians will be heard on weekly broadcasts, heard from the National Music Camp at Interlochen, Michigan, each Saturday and Sunday beginning July 8-9.

The Radio City Music Hall of the Air summer schedule includes for its Sunday broadcasts opera performances, a Sinfonietta Festival under the direction of Maurice Barlow, and programs by the Music Hall String Quartet, in addition to the regular symphony concerts and the NBC Radio Music Hall Orchestra, and guest artists.

## Teachers' Manual Program Policies Issued by NBC

"How Schools Can Use Radio," a manual written by Dr. Franklin Dunham, NBC Educational Director, to aid teachers in correlating NBC's Service to Schools with the program to best advantage, has just been issued by the National Broadcasting Company and is available free to teachers. Requests should be addressed to the NBC Educational Division, Radio City, New York.

The manual includes a foreword by Dr. James Rowland Angell, NBC Educational Director, and President Emeritus of Yale University, on the place of radio in education; the article by Dr. Dunham on exact procedures; a map of NBC networks to aid in finding stations carrying particular programs; a list of typical NBC programs and study aids available with them for student and teacher use, and sample study aids.

NBC also recently has issued a booklet on practical steps in "Broadcasting in the Public Interest." This sets forth not only the policies which govern the use of the air, but the background of the company, and discusses the social responsibilities of broadcasters.

## PROGRAMS IN THE PUBLIC INTEREST

VOL. I. No. 10.

RCA BUILDING, RADIO CITY, N. Y.

JULY-AUG., 1939.

## Press Women Vote 17 First Awards For NBC Programs

SEVENTEEN first awards, including 54 special awards, were given to National Broadcasting Company programs by the National Federation of Press Women as the result of their 1938-39 nationwide poll on radio programs.

Two of the awards, made in June, were given for the "Salute of Nations to the New York World's Fair" series, similar awards being given to the Columbia and Mutual Broadcasting Systems.

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 "Disregarding the popular fallacy that radio listeners have the average mentality of children; and for having had the courage to inaugurate a sustaining program series of symphony concerts under the leadership of world-famous Arturo Toscanini. This major step is another indication of the vision of the man, who has many firsts to his credit in the radio industry."

Margaret Cuthbert, director of Women's Activities for NBC, received a special certificate which awarded her "Distinctive honors for the skill, judgment and constructive purpose that enrich an extensive program of public service broadcasts relating to Women's Activities."

NBC received citations "in recognition of its wisdom and foresight in establishing a Department of Women's Activities," and for its religious programs.

NBC sustaining programs which won awards in the regular classifications, in addition to the Salute of Nations to the New York World's Fair, were: "National Farm and Home Hour," "Best program designed for Rural Listeners"; Irene Wicker's Musical Plays, "Best program for children under twelve"; NBC Music Appreciation Hour, "Best program for children over twelve"; and America's Town Meeting of the Air, "Program most effective in presenting and building American ideals."

## America's Famous 'Lost Plays' of NBC; Located After 4-Year Search

A "LOST" panorama of American life from the time of the Revolution down to almost the present time, showing a cross-section not only of this country's theatrical history, but the ideas, customs, opinions and philosophies of the American people throughout almost a century and a half, will be unveiled by the National Broadcasting Company July 6 in a series of "America's Lost Plays," to be broadcast each Thursday from 9:00 to 10:00 p.m. EDT, over the NBC-Red Network.

Four years of fascinating detective work lie behind this series. Although the dramas to be revived had a tremendous effect on American life—some of them were popular favorites for more than fifty years—they were never published, and until recently were thought to be irrevocably lost. Then, in 1935, Barr H. Clark, executive director of the Dramatists' Play Service, conceived the idea of making an intensive and extensive search for them with the aid of the Rockefeller Foundation, the Author's Guild of America and the Dramatists' League.

Clark and a small army of advisers and assistants began visiting obscure museums, delving into 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 located 100 plays which had been known by name and fame to generations of scholars but many of which had never been read by persons of this generation.

The dramas, which include such works as Dion Boucicault's "Plyng Scud," J. A. Stone's "Metamora," J. J. McCloskey's "Across the Continent," Lester Wallack's "The American," David Belasco's "The Heart of Maryland," Clarence Bennett's "From Rags to Riches," William Dunlap's "The Twenty Years; or the Life of a Gesteater," John Howard Payne's "Mazeppa" and a host of others whose titles have become bywords in the American theater, will be published by the Princeton University Press, in twenty volumes, the first of which is expected to appear in the late fall.

The general advisory board which Clark set up to work on this project includes such noted persons as Robert Hamilton Ball of Queens College; Hoyt H. Hudson of Princeton; Glenn Hughes of the University of Washington; Garrett W. Leverton, formerly with Northwestern University; C. M. Masie of the University of Iowa; Altrudie Nicoll of Yale; Arthur Hobson Quinn of the University of Pennsylvania and Napier Wilt of the University of Chicago.

In preparing its broadcasts the National Broadcasting Company will select none of the most striking dramas in the entire collection and strive to present them with absolute authenticity, exactly as they were heard originally by millions of Americans of other generations.

Efforts also will be made to "set the stage" for the radio audience in such a way as to take them back to the life and times of the period being dramatized and thereby create an atmosphere of reality.

William Raitney and Lewis Tilton, heads of the NBC Production and Script Divisions, examine the manuscripts of the "Lost Plays." They're in charge of putting them on the air.



JOHN GUNTHER

## John Gunther Joins NBC Foreign Staff As Roving Reporter

John Gunther, famous correspondent who wrote "Inside Europe" and the new 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 tales 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 1922. Since then he has acted as correspondent in London, Paris, Moscow, Berlin, Rome, Geneva, Scandinavia, Spain, Austria, the Near East and the Balkans. He has covered wars and revolutions in Syria, Palestine, Austria and Spain, interviewed most of the great personalities of Europe and Asia and is considered one of the best and most expert on affairs of the two continents.

## Democracy Institute Faculty on NBC

Leading lecturers at the Institute of Democracy at the Northwestern University Summer Session, devoted this year to "Contemporary Problems of Democracy," are bringing NBC listeners authoritative discussions of the present-day difficulties besetting the world's democracies in a series of talks over the NBC-Red Network on Fridays at 6:00 p.m.

The economic, financial, historical, psychological, sociological and educational phases of the problems will be dealt with in turn by the outstanding scholars lecturing at the Institute. "No one university," says Ernest H. Hahn, director of the Institute, "has a monopoly of the experts in this field and therefore it is possible only during a Summer session to bring together upon one campus the acknowledged leaders in various universities whose writings and teachings command confidence and respect."

D N E S D A Y	<p>Democracy.</p> <p><b>GENERAL EDUCATION—Human Nature in Action; National Farm and Home Hour.</b></p> <p><b>LITERATURE—Between the Bookends.</b></p> <p><b>MUSIC—NBC Concert Orchestra; Primrose Quartet; Salon Silhouettes.</b></p> <p><b>FOREIGN LANGUAGES (NBC Short Wave Broadcasts)—WJXL and WXKL, 21:30 KC and 17:80 KC—Italian program, 2:00-3:30 p.m.; German, 3:00-4:00 p.m.; French, 4:00-5:00 p.m. WXKL, 17:80 KC—Portuguese, 5:00-6:00 p.m. WXKL and WJXL, 17:80 KC and 9:70 KC — Spanish, 6:00-8:00 p.m.; Portuguese, 8:00-9:00 p.m.; Spanish, 9:00-10:00 p.m. WJXL and WXKL, 9:70 KC and 6:10 KC—Spanish, 11:00 p.m.-1:00 a.m.</b></p>	<p><b>ASSOCIATED PRESS NEWS, 9:00 a.m. BLUE and BLUE; 4:55 p.m. BLUE, 6:15 p.m. RED.</b></p> <p><b>NATIONAL FARM AND HOME HOUR.</b> (See General Education.)</p> <p><b>ADJUSTING DEMOCRACY FOR HUMAN WELFARE.</b> General Federation of Women's Clubs program, first Wednesday each month only, 3:15-4:45 p.m. BLUE.</p> <p><b>THE PUBLIC INTEREST IN DEMOCRACY.</b> Mark Sullivan and Jay Franklin, Washington Commentator, 10:30-11:00 p.m. BLUE.</p>	<p><b>RELIGION and THE NEW WORLD.</b> supplies Federal Council of Churches, Dr. Joseph R. Siro, 12:10-12:45 p.m. RED, July 1, To Whom Does America Belong?; 12:45-1:15 p.m. BLUE, "Who's Making Me Great?"; 1:15-1:45 p.m. BLUE, "Life's Unpaid Debt"; 2:45, "Deep River."</p>	<p><b>WJXL AND MUSIC.</b> poetry, prose and music, 2:00-3:00 p.m. RED.</p> <p><b>PRIMROSE QUARTET.</b> Chamber music, 2:30-3:00 p.m. RED.</p> <p><b>BETWEEN THE BOOKENDS.</b> Informal program of poetry and prose, with Ted Malone, 3:45-4:00 p.m. BLUE.</p> <p><b>NBC CONCERT ORCHESTRA.</b> 5:45-6:00 p.m. RED.</p> <p><b>NBC CONCERT ORCHESTRA.</b> 6:30-6:45 p.m. RED.</p> <p><b>SALON SILHOUETTES.</b> Light classical music by NBC Salon Orchestras under Joseph Hoot, 6:45-7:00 p.m. RED.</p>	<p><b>NATIONAL FARM AND HOME HOUR.</b> Cooperation U. S. Department of Agriculture and other groups, 12:30-1:30 p.m. BLUE.</p> <p><b>OUR AMERICAN ISOLATION.</b> supplies National Education Association, NEA Convention program, July 5 only, Talks by Ruben T. Shaw, retiring president, and Willard Givens, Exec. Sec'y, 6:00-6:15 p.m. RED. (Series ends July 23)</p> <p><b>HUMAN NATURE IN ACTION.</b> Dr. Harold Luswell, 7:15-7:30 p.m. RED.</p>	<p><b>NATIONAL FARM AND HOME HOUR.</b> (See General Education.)</p> <p><b>ARLINGTON TIME SIGNAL.</b> 1:00 p.m. RED.</p> <p><b>LET'S TALK IT OVER.</b> Interviews by children. 1:15-1:30 p.m. RED.</p> <p><b>PEABLES TAKES CHARGE.</b> Serial for children. 1:30-1:45 p.m. BLUE.</p> <p><b>ADJUSTING DEMOCRACY FOR HUMAN WELFARE.</b> (See Public Affairs.)</p> <p><b>MALCOLM CLAIRE.</b> Children's stories, 6:15-6:25 p.m. RED.</p>
T H U R S D A Y	<p><b>DRAMA—America's Lost Plays.</b></p> <p><b>MUSIC—Piano Recitals; Light Opera Selections; Salon Silhouettes; Toronto Promenade Symphony Orchestra.</b></p> <p><b>LITERATURE—Between the Bookends.</b></p> <p><b>GENERAL EDUCATION—National Farm and Home Hour.</b></p> <p><b>FOREIGN LANGUAGES (NBC Short Wave Broadcasts)—WJXL and WXKL, 21:30 KC and 17:80 KC—Italian program, 2:00-3:30 p.m.; German, 3:00-4:00 p.m.; French, 4:00-5:00 p.m. WXKL, 17:80 KC—Portuguese, 5:00-6:00 p.m. WXKL and WJXL, 17:80 KC and 9:70 KC — Spanish, 6:00-8:00 p.m.; Portuguese, 8:00-9:00 p.m.; Spanish, 9:00-10:00 p.m. WJXL and WXKL, 9:70 KC and 6:10 KC—Spanish, 11:00 p.m.-1:00 a.m.</b></p>	<p><b>ASSOCIATED PRESS NEWS, 9:00 a.m. BLUE and RED; 4:55 p.m. BLUE, 6:15 p.m. RED.</b></p> <p><b>NATIONAL FARM AND HOME HOUR.</b> (See General Education.)</p>	<p><b>FRONTIERS OF AMERICAN LIFE.</b> supplies Federal Council of Churches, Dr. Mark A. Dawber, 12:10-12:45 p.m. RED, July 6, "Frontiers of City Life"; 1:15, "Life in Mining Towns"; 2:45, "Our Negro Neighbors"; 2:45, "Strangers Under Our Gates."</p>	<p><b>PIANO RECITALS.</b> Juillard School students, 1:00-1:15 p.m. RED.</p> <p><b>WORDS AND MUSIC.</b> Poetry, prose and music, 1:45-2:00 p.m. RED.</p> <p><b>LIGHT OPERA SELECTIONS.</b> NBC orchestra under Harold Sanford, 2:30-3:00 p.m. BLUE.</p> <p><b>BETWEEN THE BOOKENDS.</b> Informal program of poetry and prose, with Ted Malone, 3:45-4:00 p.m. BLUE.</p> <p><b>NBC SALON ORCHESTRA.</b> 5:45-6:15 p.m. BLUE.</p> <p><b>SALON SILHOUETTES.</b> Light classical music by NBC Salon Orchestras under Joseph Hoot, 6:45-7:00 p.m. RED.</p> <p><b>GOLDMAN BAND CONCERT.</b> 7:30-8:00 p.m. BLUE.</p> <p><b>AMERICA'S LOST PLAYS.</b> Unpublished plays popular in other generations and only recently rediscovered, in manuscript form. Begin July 6, 9:00-10:00 p.m. RED.</p> <p><b>TORONTO PROMENADE SYMPHONY ORCHESTRA.</b> Summer Concerts under Reginald Stewart, 9:00-10:00 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR.</b> Cooperation U. S. Department of Agriculture and other groups, 12:30-1:30 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR.</b> (See General Education.)</p> <p><b>ARLINGTON TIME SIGNAL.</b> 1:00 p.m. RED.</p> <p><b>LET'S TALK IT OVER.</b> Interviews by children. 1:15-1:30 p.m. RED.</p> <p><b>PEABLES TAKES CHARGE.</b> Serial for children. 1:30-1:45 p.m. BLUE.</p> <p><b>FRATERNITY WOMEN'S program</b> from N. Y. World's Fair, July 13 only. Speaker—Josephine Schain, Carrie Chapman Catt, Mrs. William Pittman Ewitt, Jr. and winner of essay contest, Subject—"Women in the World of Tomorrow."</p> <p><b>MALCOLM CLAIRE.</b> Children's stories, 6:15-6:25 p.m. RED.</p>
F R I D A Y	<p><b>PUBLIC AFFAIRS—Contemporary Problems of Democracy.</b></p> <p><b>MUSIC—U. S. Navy Band; Salon Silhouettes.</b></p> <p><b>LITERATURE—Between the Bookends.</b></p> <p><b>GENERAL EDUCATION—National Farm and Home Hour. ABC of NBC: Women in the Making of America; Highways to Famous Towns.</b></p> <p><b>FOREIGN LANGUAGES (NBC Short Wave Broadcasts)—WJXL and WXKL, 21:30 KC and 17:80 KC—Italian program, 2:00-3:30 p.m.; German, 3:00-4:00 p.m.; French, 4:00-5:00 p.m. WXKL, 17:80 KC—Portuguese, 5:00-6:00 p.m. WXKL and WJXL, 17:80 KC and 9:70 KC — Spanish, 6:00-8:00 p.m.; Portuguese, 8:00-9:00 p.m.; Spanish, 9:00-10:00 p.m. WJXL and WXKL, 9:70 KC and 6:10 KC—Spanish, 11:00 p.m.-1:00 a.m.</b></p>	<p><b>ASSOCIATED PRESS NEWS, 9:00 a.m. BLUE and RED; 4:55 p.m. BLUE, 6:15 p.m. RED.</b></p> <p><b>NATIONAL FARM AND HOME HOUR.</b> (See General Education.)</p> <p><b>CONTEMPORARY PROBLEMS OF DEMOCRACY.</b> Series from Northwestern University Summer Session's Institute of Democracy, 6:00-6:15 p.m. RED.</p>	<p><b>AT HOME IN THE WORLD.</b> supplies Federal Council of Churches, Dr. Leslie Bates Moss, 12:30-12:45 p.m. RED, July 7, "Strangers or Friends?"; 1:15, "Freedom—For What?"; 2:15, "My Intestines"; 2:45, "Transforming Our World."</p>	<p><b>SOUTHERNAIRES.</b> Southern music and lyrics, 12:15-12:30 p.m. BLUE.</p> <p><b>WORDS AND MUSIC.</b> Poetry, prose and music, 1:45-2:00 p.m. RED.</p> <p><b>U. S. NAVY BAND.</b> Concerts under Linus Charles Benter, 3:00-3:45 p.m. BLUE.</p> <p><b>BETWEEN THE BOOKENDS.</b> Informal program of poetry and prose, with Ted Malone, 3:45-4:00 p.m. BLUE.</p> <p><b>SALON SILHOUETTES.</b> Light classical music by NBC Salon Orchestras under Joseph Hoot, 6:45-7:00 p.m. RED.</p>	<p><b>NATIONAL FARM AND HOME HOUR.</b> Cooperation U. S. Department of Agriculture and other groups, 12:30-1:30 p.m. BLUE.</p> <p><b>HIGHWAYS TO FAMOUS HOMES.</b> Third Friday each month, Descriptions of homes and lives of historical and interesting Americans by Jessie Wiley Viles, 1:15-1:30 p.m. RED.</p> <p><b>WOMEN IN THE MAKING OF AMERICA.</b> Dramatizations of lives of women who have helped build America, 2:00-2:30 p.m. BLUE, July 7, "Women as Home-makers"</p> <p><b>ALBUQUERQUE.</b> NBC Series, explaining how NBC operates and the work of the various divisions of the company, 7:45-8:00 p.m. BLUE.</p>	<p><b>NATIONAL FARM AND HOME HOUR.</b> (See General Education.)</p> <p><b>ARLINGTON TIME SIGNAL.</b> 1:00 p.m. RED.</p> <p><b>LET'S TALK IT OVER.</b> Interview, 1:15-1:30 p.m. RED.</p> <p><b>PEABLES TAKES CHARGE.</b> Serial for children. 1:30-1:45 p.m. BLUE.</p> <p><b>MALCOLM CLAIRE.</b> Children's stories, 6:15-6:25 p.m. RED.</p> <p><b>ANGLER AND HUNTER.</b> Raymond R. Camp, 7:45-8:00 p.m. RED.</p>
S A T U R D A Y	<p><b>DRAMA—Original Radio Plays by Arch Oboler.</b></p> <p><b>MUSIC—Golden Melodies; Gramex Exchange Program; Chauquaqua Young People's Concerts.</b></p> <p><b>GENERAL EDUCATION—The Child Grows Up; National Farm and Home Hour; Bright Ideas Club.</b></p> <p><b>SCIENCES—Nature Sketches.</b></p> <p><b>SPECIAL SERVICES—No School Today; Bright Ideas Club.</b></p> <p><b>FOREIGN LANGUAGES (NBC Short Wave Broadcasts)—WJXL and WXKL, 21:30 KC and 17:80 KC—Italian program, 2:00-3:30 p.m.; German, 3:00-4:00 p.m.; French, 4:00-5:00 p.m. WXKL and WJXL, 17:80 KC and 9:70 KC — Spanish, 6:00-8:00 p.m.; Portuguese, 8:00-9:00 p.m.; Spanish, 9:00-10:00 p.m. WJXL and WXKL, 9:70 KC and 6:10 KC—Spanish, 11:00 p.m.-1:00 a.m.</b></p>	<p><b>ASSOCIATED PRESS NEWS, 9:00 a.m. BLUE and RED.</b></p> <p><b>NATIONAL FARM AND HOME HOUR.</b> (See General Education.)</p>	<p><b>CALL TO YOUTH.</b> supplies Union of American Hebrew Congregations, 12:30-12:45 p.m. RED, July 1, Dr. A. L. Sachar, "Challenge of War"; 8, Rabbi Joshua L. Liebman, "Challenge of Poverty"; 15, Rabbi J. J. Weinstein, "Challenge of Culture"; 22, Rabbi Estevan J. Sack, "Challenge of Ignorance."</p> <p><b>THE ART OF LIVING.</b> Dr. Norman Vincent Pease, supplies Federal Council of Churches, 5:20-5:45 p.m. RED, July 1, "The Care of Family"; 8, "What Happens to the Soul?"; 11, "The Power of Simple Faith"; 12, "To Know God is to Love"; 20, "In Every Situation God Has the Answer."</p> <p><b>MESSAGE OF ISRAEL.</b> supplies United Jewish Laymen's Committee, 7:00-7:30 p.m. BLUE, 7:30-8:00 p.m. BLUE, 8:00-8:30 p.m. BLUE, 8:30-9:00 p.m. BLUE, 9:00-9:30 p.m. BLUE, 9:30-10:00 p.m. BLUE, 10:00-10:30 p.m. BLUE, 10:30-11:00 p.m. BLUE, 11:00-11:30 p.m. BLUE, 11:30-12:00 p.m. BLUE, 12:00-12:30 p.m. BLUE, 12:30-1:00 p.m. BLUE, 1:00-1:30 p.m. BLUE, 1:30-2:00 p.m. BLUE, 2:00-2:30 p.m. BLUE, 2:30-3:00 p.m. BLUE, 3:00-3:30 p.m. BLUE, 3:30-4:00 p.m. BLUE, 4:00-4:30 p.m. BLUE, 4:30-5:00 p.m. BLUE, 5:00-5:30 p.m. BLUE, 5:30-6:00 p.m. BLUE, 6:00-6:30 p.m. BLUE, 6:30-7:00 p.m. BLUE, 7:00-7:30 p.m. BLUE, 7:30-8:00 p.m. BLUE, 8:00-8:30 p.m. BLUE, 8:30-9:00 p.m. BLUE, 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**PUBLIC AFFAIRS  
AND NEWS**

**NATIONAL AFFAIRS**

Information on national and international affairs is brought regularly to NBC listeners in a number of programs. These include "Women of the Washington Comment; the University of Chicago Round Table; the Adjusting Democracy for Human Welfare programs of the General Federation of Women's Clubs; the Public Interest in Democracy discussions of Jay Franklin and Mark Sullivan. These broadcasts are supplemented by frequent special programs—watch your newspaper listings for them.

**WOMEN IN AMERICA**

The major parts which women have played in building this nation are dramatized in "Women in the Making of America," broadcast in cooperation with the Federal Theater Project. Mrs. Eva B. Hansl 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 of four projects under the U. S. Housing Authority program will be celebrated July 4 over the Red Network at 1:15 p.m., with an address by Nathan Straus, Administrator, on "Migration from the Slums." The projects 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 the New York area were doubled late in June. The new schedule calls for three one-hour evening shows, on Tuesdays, Thursdays and Fridays; three hours weekly of outdoor telecasts, and four noon-day transmissions of one hour each. The noon-time programs include a half-hour of film subjects.

**FRATERNITY WOMEN**

Panhellene Day at the World's Fair will be celebrated July 13 with a program presented by the Fraternity Women's Committee on "Women in the World of Tomorrow." Speakers will be Josephine Schain, chairman of the National Committee on the "Cure and Cure of War; Mrs. Carrie Chapman Catt; Mrs. William Pittman Earle, Jr., and the winner of the national essay contest sponsored by the Committee.

**GENERAL EDUCATION  
AND SCIENCES**

**HUMAN NATURE IN ACTION**

Dr. Harold D. Lasswell's series on the queer quirks of human nature that lead men to destructiveness when they meet a problem they cannot readily solve is now broadcast on Wednesdays at a new time, 7:15 p.m., over the Red Network. His talks, joining the findings of medical psychology and political science, have brought many interesting comments from listeners—from discussions of the meaning of dreams to letters which state the writer understands exactly what he means, "having visited the dentist lately."

**ART IN THE NEWS**

What is happening in the world of art—news of exhibitions, new paintings, museum openings, and other outstanding events—will be described in a new series starting July 12 by Dr. Bernard Meyers, noted teacher and critic of New York University. The program, over the Red Network on Wednesdays from 6:00 to 6:15 p.m., will be presented with the cooperation of the National Art Society.

**ORDER OF ADVENTURERS**

As many famous adventurers as you'd ever find outside the Explorers Club meet each Monday at 8:00 p.m., in Radio City to give NBC listeners a rare chance to hear about the experiences that have made them famous. Roy Chapman Andrews, Admiral Richard E. Byrd, Commander Felix Kiesenber, Lowell Thomas and Colonel Theodore Roosevelt are the board of directors which passes on applicants for "membership."

**NATIONAL FARM AND HOME HOUR**

The National Farm and Home Hour, recognized not only as an outstanding program for rural listeners but as one of outstanding public services of radio, has resumed its full-year period on NBC six days a week. Broadcast for almost eleven years, the series is presented with the cooperation of the U. S. Department of Agriculture, National Grange, American Farm Bureau Federation, Farmer's Union, National 4-H Clubs, Future Farmers of America, the Association of Land Grant Colleges and many other outstanding farm organizations.

**SCIENCE ON THE MARCH**

The history of living things on the earth is the subject of Dr. Forest Ray 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 animals, and the steps by which life has become adjusted to man especially in North America. Some parts of his talks provide background for present-day cultural and economic developments on this continent.

**FAMOUS AMERICAN HOMES**

Another door to American history is opened by Mrs. Jessie Wiley Volls, writer and commentator, over the Red Network the third Friday each month, when she takes NBC listeners on "Highways to Famous Homes" and describes the persons who made them famous.

**THE CHILD GROWS UP**

Advice on the proper care and rearing of children is presented by Katharine Lentzoff, chief of the Children's Bureau of the U. S. Department of Labor. The program is broadcast over NBC from Washington each Saturday morning.

**FOREIGN 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 exemplars of those languages in everyday use, dealing with news and other subjects of current interest.

**Program Study Aids for Students—**

**CHICAGO ROUND TABLE**

Reprints of discussions available each week at 10¢ per copy or \$1.00 for series of 26. Address: University Broadcasting Council, University of Chicago.

**HOW TO USE RADIO, AND HOW TO USE RADIO IN THE CLASSROOM**

Guides for classes in radio and the general use of radio by school teachers available at \$1.00 a year. Address: Science on the March, 1214 Sixteenth St., Washington, D. C.

**HUMAN NATURE IN ACTION**

Copies of scripts available free. Address: NBC.

**ARC OF NBC**

The complex operations of broadcasting, from television and sound effects to news coverage and script writing, are explained in this series presented by NBC to help listeners understand what is behind their radio programs.

**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 of 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**

**BRIGHT IDEA CLUB**

The "Bright Idea Club," designed to give youngsters on vacation an instructive as well as interesting outlet for their energies, will be launched over the NBC-Red Network on Saturday, July 6. Madeline Gray, famed as "Dear Teacher" on the air and a former editor of the Book of Knowledge, will conduct the program. The "Bright Idea Club" has been recommended by the Elementary School Division of the New York City Board of Education.

**HOW SCHOOLS CAN USE RADIO**

Teacher guide written by Dr. Franklin Dunham, NBC Educational Director. Available free. Address: NBC.

**SCIENCE ON THE MARCH**

Semi-monthly magazine, containing reprints of outstanding pictures, available at \$1.00 a year. Address: Science on the March, 1214 Sixteenth St., Washington, D. C.

**THE WORLD IS YOURS**

Special tapes available free. Address: The World Is Yours, Office of Education, U. S. Department of Interior, Washington, D. C.

**VERNON CRANE'S SECRET**

The young actor who was discovered to be a children's story teller of rare ability when he wrote "Herman, the Littlest Locomotive in the Roundhouse" and subsequently began his regular series on NBC, asserts his work is popular because he doesn't "write down to junior." "Children love to be given program on the Pacific Coast, but they refuse to be patronized and they won't be fooled."

—JOHN DEWEY in The New Republic.

**LITERATURE  
AND DRAMA**

**A BOOKMAN'S NOTEBOOK**

Joseph Henry Jackson, famed book critic of the San Francisco Chronicle who has been conducting a book review program on the Pacific Coast for 15 years, broadcasts his discussions over a coast-to-coast NBC network on Sundays. His method is a discussion, rather than merely a review, of new books, frequently with the authors as his guests.

**BETWEEN THE BOOKENDS**

Ted Malone's informal quarter-hour of poetry and talk about new books, has returned to the air Mondays through Fridays, over the Blue Network at 8:45 p.m. Many distinguished writers appear on his program from time to time to join the discussion.

**OBOLER SERIES EXTENDED**

Arch Oboler's plays for NBC have won such commendation that the series has been extended indefinitely. They are now heard Saturdays from 9:30 to 10:00 p.m., over the Red Network. "The amazing mail response has convinced us we've never needed us more that the radio audience wants adult entertainment," said Lewis Titterton, head of NBC's Script Division. When Oboler signed his contract, it was agreed that he never would be asked to compromise, with his artistic impulses in writing them. Experience has proved that this is the right attitude in which to approach radio drama."

**MUSIC**

**WORLD MUSIC CONTEST**

The twelve best young musicians in the world, survivors among 123 contestants from 23 nations, will be heard over NBC July 8 at the conclusion of the first International Competition for Musical Performers at Geneva, Switzerland. Three Americans are among the contestants—Priscilla Thilly, violinist, of Watertown, Mass.; Margaret Minge, pianist, of Fergus Falls, Minn., and Joseph Wilson Haden, bass, of Memphis, Tenn.

**NBC RADIO GUILD**

With emphasis on new original plays for radio, the NBC Radio Guild on Sunday presents 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.

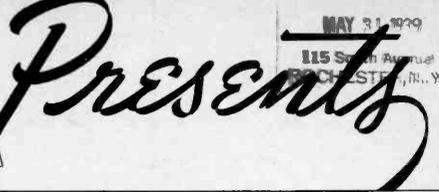
**ADVENTURE IN READING**

This series on Mondays is designed to help more listeners to better understand and appreciation of great works of literature, by dramatizing the lives of the authors and showing how and why they wrote as they did. The series is written by Helen Walpole and Margaret Leaf.

MAY 21 1939

115 South Avenue  
CHAMBERS ST., N. Y.

RCA



## PROGRAMS IN THE PUBLIC INTEREST

VOL. I, No. 9.

RCA BUILDING, RADIO CITY, N. Y.

JUNE, 1939.

### Women Carrying On Work of Pioneers Interviewed in Series

Outstanding American women of the present day appear 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 the Making of America," broadcast over the Blue Network on Fridays at 2:00 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 Mrs. Hansel. "Although not always recorded in history books, women's activities in the American home and community have dramatically illustrated the pioneer spirit which is this nation's basic tradition.

Much new historical material on these activities is 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. Mary Ritter Beard. Such material is used to prove, in a highly dramatic and striking manner, that today, even as in a century of yesterdays, women are pioneering in every phase of our progress as a people.

### Dr. Lasswell Talks On Behavior Quirks

*(Continued from front page)*  
Seminary; Miss Ada Comstock, president of Radcliffe College; Dr. Francis Farrell, president of Kansas State College, and myself.

It was felt by the Committee that one of the gravest problems of civilization has to face is the inclination on the part of so many people to surrender to the problems arising out of present social, economic and political stress.

Dr. Lasswell's talks show not only that these difficulties are not inevitable and insoluble, but that the explanations and solutions which apply to the behavior of people as individuals also apply to those of nations. They thus serve the personal needs of our listeners as well as of their needs as citizens of a great democracy."

Dr. Lasswell points out that most such difficulties arise when man is unable to find ready answers to the problems before him. His ego becomes hurt when mistakes bring misfortune, and in an attempt to justify his conduct he abandons realistic thinking and takes refuge in delusions—delusions which often "save his face" to himself—but which lead him into destructive acts against his "oppressors."

In the case of nations, Dr. Lasswell will show, this violence may take the shape of war.

### His Stories Make His Children Laugh

Author of the whimsical stories presented on Sunday mornings over the Red Network. The young writer also is a veteran star of the Broadway Stage.

VERNON CRANE

Author of the whimsical stories presented on Sunday mornings over the Red Network. The young writer also is a veteran star of the Broadway Stage.

### Special Broadcasts Cover Royal Visit to U. S. in Detail

*(Continued from front page)*  
ractor of NBC, will conduct a special concert of selected English and American music on Thursday, June 8, from 9:00 to 10:00 p.m., over the nationwide Blue Network, in honor of the first visit to this country by the British Monarchs. A large concert orchestra will be used for the occasion.

On Friday, June 9, the Royal Couple's visit to the Tomb of the Unknown Soldier in Arlington National Park, will be covered by NBC from 4:15 to 4:30 p.m., over the Blue Network.

The departure of Their Majesties from Union Station Friday night will be broadcast from 12:15 to 12:30 a.m., over the Blue Network, as they entrain for Red Bank, N. J. There they will board a destroyer for the remainder of the trip to New York.

The arrival at Pier One in the North River Saturday morning, June 10, as the King and Queen receive their first view of Manhattan's famous skyline, will be described from 11:00 to 11:30 a.m., over the Red Network. An NBC mobile unit will join the motorcade at this point for the drive to the New York World's Fair. A pick-up will be made from the motorized broadcasting station during the trip.

The arrival at the Fair with Governor Lehman and Mayor La Guardia, who will meet the King and Queen at the pier, will be described from 12:00 Noon to 12:30 p.m., over the Red Network on Saturday. The procession to Greyhound Hall, where it takes departure by Grover Whalen and sign the Fair's guest book, will be included.

The final program in NBC's schedule will originate from Halifax, Nova Scotia, on Thursday, June 15, where their majesties will attend a farewell dinner tendered by the Provincial Government.

### New Program Policy Brings 20-Fold Jump In Shortwave Mail

A twenty-fold increase in audience mail from foreign countries was noted by the National Broadcasting Company in the first ten months during which its short wave stations W3XL and W3XAL operated with 25,000 watts of power and a fixed language program pattern, introduced by Frank E. Mason, vice president in charge of NBC's International Division.

In May, 1938, when the system was inaugurated, NBC received only 157 pieces of mail in response to its short wave programs. In July, 200 pieces were received, and in September, 1852. The monthly total mounted until in February of this year the 3,000 mark was passed for the first time, and in March 34,255 letters were received from 82 countries, protectors and colonies.

NBC has no means of telling how many listeners each letter represents. A listener in Boston writes that there are 5,000 radios in his town, and that 40 per cent are tuned to one of NBC's short wave stations every night. Another says he knows of 200,000 persons who listen daily to W3XL or W3XAL. A listener in Guatemala writes that he knows the personality of 50 families who tune in regularly. Yet each of these groups is represented by only one letter.

The fixed language pattern, an outgrowth of extended research into the program needs of short wave listeners in Latin America and Europe, is given greatest credit for the tremendous gain in audience response. The schedule is so arranged that uninterrupted sixty-minute programs in Spanish, Portuguese, French, Italian and English are broadcast seven days a week at exactly the same hours each week at between 9:00 a.m. and 1:00 a.m. EDT.

Another important feature of the system is that, on the hour, from Noon until 10:00 p.m., a fifteen-minute news report in one of the abovementioned languages is broadcast by one of both stations. The schedules are shown in NBC PRESENTS in the "Day by Day" listing.

### Education in Democracy Fall Forum Theme

*(Continued from front page)*  
educators and organizations which have cooperated with them in presenting this.

The national committee which cooperates with NBC in presenting the American Education Forum is composed of Dr. Kefauver, who in addition to being Dean of Education at the University is assistant chairman of the American Council of Education; Dr. William S. Gray, professor of education at the University of Chicago and former dean of the College of Education; and Dr. Charles C. Miller, professor of education at Teachers College, Columbia University, and director of the Institute for Propaganda Analysis.

### Type of Education For Democracy Fall Forum Theme

THE type of education that should be provided for a democracy in 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 N. Kefauver, Dean of Education at Stanford University, who conducts the program for NBC.

Discussing the forthcoming broadcasts next fall, Dr. Kefauver declared "The character of Education appropriate for a democracy is something that must be determined of 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, said that one of 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 outstanding work in music which has been available over the past few years has been continued," he declared, "but this past season has seen equally impressive programs in education with the discussion and background of social questions, science, and important drama."

"The broadcasting authorities are to be commended not alone for these programs, but for the caution they have taken to secure a high level of competence on the parts of the individual *(Continued on back page)*

### Damosch Movie Debut

Dr. Walter Damosch, music counsel of the National Broadcasting Company and conductor of the NBC Chamber Orchestra, will make his debut as a motion picture actor—at the age of 75. The famous NBC conductor will lead a symphony orchestra in the coming Bing Crosby picture, "The Star Maker," based on the life of Gus Edwards.



DR. HAROLD D. LASSELL

### Special Broadcasts Cover Royal Visit To U. S. in Detail

Daily broadcasts of the outstanding events in the visit of King George and Queen Elizabeth to the United States, the first such visit in history, will be provided by the National Broadcasting Company as the British rulers come to this country to complete their trip to North America.

Following the numerous broadcasts heard in May, NBC's first program of their journey in the United States will be seen equally impressive programs in education with the discussion and background of social questions, science, and important drama.

The colorful scene at Union Station in Washington, D. C., on Thursday, June 8, as President Roosevelt welcomes the royal visitors to the nation's capitol, will be described from 12:00 Noon to 12:30 p.m., over the combined Blue and Red Networks. The presentation of cabinet, military and naval chiefs of the United States to their majesties, also will be covered.

Dr. Frank Black, general music director. *(Continued on back page)*

### Dr. Lasswell Talks On Behavior Quirks And Their Cure

THE peculiar quirk of human nature which leads man to turn to destructive ventures when he is baffled by his problems, no matter how much he himself is hurt in the process, is analyzed and prescribed for in a new series presented by the National Broadcasting Company over the Red Network on Wednesdays at 7:45 p.m.

Dr. Harold D. Lasswell, internationally recognized authority on propaganda and a pioneer in joining the findings of medical psychology and political science in explanation of peculiarities of human behavior, conducts the series, titled "Human Nature in Action."

"This series," said Dr. James Rowland Angell, NBC Educational Counsel, "is being presented as a result of a recommendation made by the Educational Committee of the NBC Advisory Council, composed of Dr. Henry Shouse Coffin, president of the Union Theological *(Continued on back page)*

### Baukhage and Guests Discuss Washington News

To give the National Broadcasting Company's listeners more direct contact with Washington news and the men who make the news, H. R. Baukhage, NBC Washington news and Washington commentator, has begun a program of inviting leading government officials and other important speakers to join him on his news program from the national capital on Sundays.

Baukhage himself is a newspaper man for many years in this country and abroad, and had a tour of duty with the U. S. Intelligence Service. He has covered the State Department for NBC, and for five years has been NBC's Washington Farm and Home Hour news commentator in Washington. His Sunday programs are broadcast over the Blue Network at 7:15 p.m.



Watch your newspapers for additional program and supplementary information.



# CAMBRIDGE

JUNE



EASTERN DAYLIGHT  
SAVING TIME

	SERVICE TO SCHOOLS (See other columns for details)	PUBLIC AFFAIRS AND NEWS	RELIGION	DRAMA, LITERATURE AND MUSIC	GENERAL EDUCATION AND SCIENCES	SPECIAL SERVICES
SUNDAY	<p><b>PUBLIC AFFAIRS</b>—University of Chicago Round Table; Washington Comment.</p> <p><b>DRAMA</b>—NBC Radio Guild.</p> <p><b>LITERATURE</b>—A Bookman's Notebook.</p> <p><b>MUSIC</b>—Southerners; Radio City Music Hall; Commemoration concert; Walter Logan's Musicale; Grenadier Guards; NBC Summer Symphony series.</p> <p><b>GENERAL EDUCATION</b>—"The World Is Yours: Name the Place."</p> <p><b>SPECIAL SERVICES</b>—Sunday Drivers.</p> <p><b>FOREIGN LANGUAGES</b> (NBC Short Wave Broadcasts): <b>W3XAL</b> and <b>W3XL</b> 21450 KC and 17780 KC—Italian period, 2:00-3:00 p.m.; German, 3:00-4:00 p.m.; French, 4:00-5:00 p.m. <b>W3XL</b>, 17780 KC—Portuguese, 5:00-6:00 p.m. <b>W3XL</b> and <b>W3XAL</b>, 17780 and 9670 KC—Spanish, 6:00-8:00 p.m.; Portuguese, 8:00-9:00 p.m.; Spanish, 9:00-10:00 p.m. <b>W3XAL</b> and <b>W3XL</b>, 9670 KC and 6160 KC—Spanish, 11:00 p.m.-1:00 a.m.</p>	<p><b>ASSOCIATED PRESS NEWS</b> 11:00 a.m.-11:00 p.m. <b>BLUE</b> and <b>RED</b>.</p> <p><b>UNIVERSITY OF CHICAGO ROUND TABLE</b>, American University Broadcasting Council Faculty and guest speakers. 12:30-1:00 p.m., <b>RED</b>.</p> <p><b>WASHINGTON COMMENT</b>, H. R. Backus, NBC staff commentator, and guests. 7:17-7:30 p.m. <b>BLUE</b>.</p>	<p><b>HIGHLIGHTS OF THE BIBLE</b> auspices Federal Council of Churches. Dr. Frederick K. Stamm, 10:00-10:30 a.m. <b>RED</b>. June 4, "Life's Imperative"; June 11, "Art of Living in Strained Circumstances"; June 18, "Secret of Living Well in Abundance"; June 25, "The Talk of the Church."</p> <p><b>SUNDAY VESPERS</b>, auspices Federal Council of Churches, Dr. Paul Scherer, 4:00-4:10 p.m. <b>RED</b>. June 4, "I'll Do Well and Suffer"; June 11, "Do You Find Life Hard?"; June 18, "The Mind of Christ"; June 25, "God Has the Last Word."</p> <p><b>CATHOLIC HOUR</b>, auspices National Council of Catholic Men. Rev. John P. Monaghan, Ph.D. Pastor, Clair, 6:00-8:30 p.m. <b>RED</b>. Series topics: "Toward the Recognition of a Christian Social Order"; June 4, "The Man God Made"; June 11, "When Labor Does Not Organize"; June 18, "Industry Incorporated."</p>	<p><b>COMMENCEMENT CONCERTS</b>, June 4—Cleveland Institute of Music; June 11—Oberlin Conservatory of Music. 10:00-11:00 a.m. <b>BLUE</b>.</p> <p><b>SOUTHERNERS</b>, Negro spirituals. 11:30-12:00 noon. <b>BLUE</b>.</p> <p><b>WALTER LOGAN'S MUSICALE</b>, Program from WTAM, Cleveland. 12:00-12:30 p.m. <b>RED</b>.</p> <p><b>RADIO CITY MUSIC HALL</b>, 12:00-1:00 p.m. <b>BLUE</b>.</p> <p><b>A BOOKMAN'S NOTEBOOK</b>, Book reviews by Joseph Henry Jackson, famed critic of The Francisco Chronicle, 5:30-5:45 p.m. <b>BLUE</b>.</p> <p><b>GRENADEIER GUARDS</b>, Concerts by famous Canadian band 6:00-6:30 p.m. <b>BLUE</b>.</p> <p><b>NBC RADIO QUIDD</b> 7:30-8:00 p.m. <b>BLUE</b>.</p> <p><b>NBC ORCHESTRA</b>, Summer Symphony series, Erich Leinfelder, guest conductor. 8:00-9:00 p.m. <b>BLUE</b>.</p>	<p><b>NAME THE PLACE</b>, Geography quiz game. Identifying well-known locations. 7:30-8:00 p.m. <b>RED</b>.</p> <p><b>"THE WORLD IS YOURS</b>, auspices Smithsonian Institution and U. S. Office of Education. Dramatizations, 8:30-9:00 p.m. <b>RED</b>.</p> <p><b>AMERICAN LIBRARY ASSOCIATION</b> convention, 9:00-10:00 p.m.—"A Bookman's Notebook" series, with Joseph Henry Jackson; Milton Ferguson, President A.L.A. and Faith Holmes Hayer, of Los Angeles Public Library. June 18 only, 5:30-5:45 p.m. <b>BLUE</b>.</p>	<p><b>ANIMAL NEWS CLUB</b>, For Children, 8:45-9:00 a.m. <b>RED</b>.</p> <p><b>COAST TO COAST ON A BUS</b>, or the White Rabbit Line. For children, 9:00-10:00 a.m. <b>BLUE</b>.</p> <p><b>VERNON CRANE'S STORY BOOK</b>, Drama for children. 11:15-11:30 a.m. <b>RED</b>.</p> <p><b>ARLINGTON TIME SIGNAL</b>, 1:00 p.m. <b>RED</b>.</p> <p><b>SUNDAY DRIVERS</b>, Safety program. 3:00-3:30 p.m. <b>RED</b>.</p> <p><b>CHERIO</b>, Inspirational program. 10:30-11:00 p.m. <b>BLUE</b>.</p>
MONDAY	<p><b>PUBLIC AFFAIRS</b>—National Radio Forum; Science in the News; Mr. District Attorney.</p> <p><b>MUSIC</b>—U. S. Marine Band; NBC Salon Orchestra; NBC Concert Orchestra; Magnolia Blossoms.</p> <p><b>LITERATURE</b>—Adventure in Reading.</p> <p><b>SCIENCE</b>—Science on the March; Frontiers of Geology.</p> <p><b>GENERAL EDUCATION</b>—National Farm and Home Hour.</p> <p><b>FOREIGN LANGUAGES</b> (NBC Short Wave Broadcasts): <b>W3XAL</b> and <b>W3XL</b> 21450 KC and 17780 KC—Italian period, 2:00-3:00 p.m.; German, 3:00-4:00 p.m.; French, 4:00-5:00 p.m. <b>W3XL</b>, 17780 KC—Portuguese, 5:00-6:00 p.m. <b>W3XL</b> and <b>W3XAL</b>, 17780 and 9670 KC—Spanish, 6:00-8:00 p.m.; Portuguese, 8:00-9:00 p.m.; Spanish, 9:00-10:00 p.m. <b>W3XAL</b> and <b>W3XL</b>, 9670 KC and 6160 KC—Spanish, 11:00 p.m.-1:00 a.m.</p>	<p><b>ASSOCIATED PRESS NEWS</b>, 9:00 a.m., <b>RED</b> and <b>BLUE</b>; 4:55 p.m. <b>BLUE</b>, 6:25 p.m. <b>RED</b>.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>. (See General Education.)</p> <p><b>SCIENCE IN THE NEWS</b>, Auspices University Broadcasting Council of Chicago, 6:00-6:15 p.m., <b>RED</b>.</p> <p><b>MR. DISTRICT ATTORNEY</b>, Dramatization of nation-wide fight against crime. (See Public Affairs.)</p> <p><b>NATIONAL RADIO FORUM</b>, Speakers on national affairs, arranged by Washington Evening Star, 9:30-10:00 p.m. <b>BLUE</b>.</p>	<p><b>FAITH AND FREEDOM</b>, auspices Federal Council of Churches, Dr. Harold Paul Sloan, 12:30-12:45 p.m. <b>RED</b>. June 5, "The Reality of the Supernatural"; June 12, "Superstition"; June 19, "The Reality of a Better World"; June 26, "A Free People in the Family of Nations."</p>	<p><b>WORDS AND MUSIC</b>, Poetry, prose and music, 1:30-2:00 p.m. <b>RED</b>.</p> <p><b>ADVENTURES IN READING</b>, Dramatizations of lives of great authors showing background of their works, 2:00-2:30 p.m. <b>BLUE</b>.</p> <p><b>U. S. AIR FORCE BAND</b>, Concert under Captain Taylor Branson, 3:00-4:00 p.m., there after <b>BLUE</b>.</p> <p><b>MONDAY MUSIC</b>, Walter Logan and WTAM Orchestra, 5:15-5:30 p.m. <b>RED</b>.</p> <p><b>NBC SALON ORCHESTRA</b>, Joseph Henry Jackson conductor; Louise Flores, soprano, 5:00-5:30 p.m. <b>RED</b>.</p> <p><b>NBC CONCERT ORCHESTRA</b>, Joseph Holt, conductor; Alden Edkins, baritone, 6:30-7:00 p.m. <b>RED</b>.</p> <p><b>MAGNOLIA BLOSSOMS</b>, Southern music with Fisk Jubilee Choir, 10:30-11:00 p.m. <b>BLUE</b>.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation U. S. Department of Agriculture and other groups, 12:30-1:15 p.m. <b>BLUE</b>.</p> <p><b>SCIENCE IN THE NEWS</b> (See Public Affairs and News).</p> <p><b>"FRONTIERS OF GEOLOGY</b>, Series showing importance of geology in present-day life. American Geological Society of America, June 5, "Geology in Engineering," Prof. Charles Beecher, June 12, "New Uses for Old Mines," Dr. Edward Kraus (Final program of series), 7:00-7:45 p.m., <b>RED</b>.</p> <p><b>SCIENCE ON THE MARCH</b>, Talks by Dr. Forest Ray Moulton, auspices American Association for the Advancement of Science, Current topic, "Life Billion-Year Story," 7:45-8:00 p.m. <b>BLUE</b>.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>. (See General Education.)</p> <p><b>ARLINGTON TIME SIGNAL</b>, 1:00 p.m. <b>RED</b>.</p> <p><b>LET'S TALK IT OVER</b>, Interviews by Alma Kitchel, 1:15-1:30 p.m. <b>RED</b>.</p> <p><b>PEARLES TAKES CHARGE</b>, Serial for children, 1:30-1:45 p.m. <b>BLUE</b>.</p> <p><b>MALCOLM CLAIRE</b>, Children's stories, 6:15-6:25 p.m. <b>RED</b>.</p>
TUESDAY	<p><b>PUBLIC AFFAIRS</b>—Industrial Preparedness; Mr. District Attorney.</p> <p><b>MUSIC</b>—U. S. Army Band; NBC Salon Orchestra; NBC Concert Orchestra.</p> <p><b>GENERAL EDUCATION</b>—Consumers Program; Glimpes of France; National Farm and Home Hour.</p> <p><b>SPECIAL SERVICES</b>—National Conference of Social Workers.</p> <p><b>FOREIGN LANGUAGES</b> (NBC Short Wave Broadcasts): <b>W3XAL</b> and <b>W3XL</b> 21450 KC and 17780 KC—Italian period, 2:00-3:00 p.m.; German, 3:00-4:00 p.m.; French, 4:00-5:00 p.m. <b>W3XL</b>, 17780 KC—Portuguese, 5:00-6:00 p.m. <b>W3XL</b> and <b>W3XAL</b>, 17780 and 9670 KC—Spanish, 6:00-8:00 p.m.; Portuguese, 8:00-9:00 p.m.; Spanish, 9:00-10:00 p.m. <b>W3XAL</b> and <b>W3XL</b>, 9670 KC and 6160 KC—Spanish, 11:00 p.m.-1:00 a.m.</p>	<p><b>ASSOCIATED PRESS NEWS</b>, 9:00 a.m., <b>RED</b> and <b>BLUE</b>; 4:55 p.m. <b>BLUE</b>, 6:25 p.m. <b>RED</b>.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>. (See General Education.)</p> <p><b>INDUSTRIAL PREPAREDNESS</b>, Talk by Dr. Jesse M. Bader, 12:30-12:45 p.m. <b>RED</b>. June 6, "When Hard Times Come Knocking at the Door"; June 13, "Be Open to Opportunities"; June 20, "When Fortunes Turn"; June 27, "When Hopes Are Blasted."</p> <p><b>MR. DISTRICT ATTORNEY</b>, Dramatization of nationwide fight against crime, 7:00-7:15 p.m. <b>RED</b>.</p>	<p><b>WHERE TO LOOK FOR HELP</b>, auspices Federal Council of Churches, Dr. Jesse M. Bader, 12:30-12:45 p.m. <b>RED</b>. June 6, "When Hard Times Come Knocking at the Door"; June 13, "Be Open to Opportunities"; June 20, "When Fortunes Turn"; June 27, "When Hopes Are Blasted."</p>	<p><b>WORDS AND MUSIC</b>, Poetry, prose and music, 1:45-2:00 p.m. <b>RED</b>.</p> <p><b>NBC SALON ORCHESTRA</b>, Vienna Gometz, conductor, 2:00-2:30 p.m. <b>BLUE</b>.</p> <p><b>U. S. ARMY BAND</b>, Concerts under Captain Taylor Branson, 3:00-4:00 p.m., there after <b>BLUE</b>.</p> <p><b>NBC CONCERT ORCHESTRA</b>, Felix Kujala, tenor, 7:30-8:00 p.m. <b>BLUE</b>.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation U. S. Department of Agriculture and other groups, 12:30-1:15 p.m. <b>BLUE</b>.</p> <p><b>CONSUMERS PROGRAM</b>, auspices General Federation of Women's Clubs, 1:30-1:45 p.m. <b>BLUE</b>.</p> <p><b>GLIMPSES OF FRANCE</b>, International exchange program, 6:05-6:30 p.m. <b>BLUE</b>.</p>	<p><b>CONSUMERS PROGRAM</b>. (See General Education.)</p> <p><b>NATIONAL FARM AND HOME HOUR</b>. (See General Education.)</p> <p><b>NATIONAL CONFERENCE OF SOCIAL WORK</b>, Panel discussion, June 20 only, 12:00-12:25 p.m. <b>BLUE</b>.</p> <p><b>ARLINGTON TIME SIGNAL</b>, 1:00 p.m. <b>RED</b>.</p> <p><b>PEARLES TAKES CHARGE</b>, Serial for children, 1:30-1:45 p.m. <b>BLUE</b>.</p> <p><b>MALCOLM CLAIRE</b>, children's stories, 6:15-6:25 p.m. <b>RED</b>.</p> <p><b>IF I HAD THE CHANCE</b>, Distinguished periodic descriptive and analytical ambulatory, 10:00-10:30 p.m. <b>BLUE</b>.</p>
WEDNESDAY	<p><b>PUBLIC AFFAIRS</b>—Adjusting Democracy</p>	<p><b>ASSOCIATED PRESS NEWS</b>, 9:00 a.m., <b>RED</b> and <b>BLUE</b>; 4:55 p.m. <b>BLUE</b>, 6:25 p.m. <b>RED</b>.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>, Cooperation U. S. Department of Agriculture and other groups, 12:30-1:15 p.m. <b>BLUE</b>.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>.</p>

**INDUSTRIAL PREPAREDNESS**

The work which industry is doing to fit itself to supply the government with essential materials in case of war will be discussed by Assistant Secretary of War Louis Johnson over NBC on June 20. Mr. Johnson is the official directly responsible for supplying industrial plants with the techniques and tools needed to adapt their production to wartime needs.

**EMPLOYMENT PROGRAM**

A panel discussion of "How Are We Going To Put More Americans Back to Work?" will be broadcast over NBC from the National Conference of Social Work on June 22. A distinguished list of speakers, including government officials directly in the fight on this problem, will be presented.

**FLAG DAY**

Flag Day will be celebrated by NBC June 14 with a special hour-long program over the Blue Network, from 9 to 10:00 p.m. Watch your newspaper listings for details.

**ANTI-CRIME CAMPAIGN**

A dramatic program devoted to law enforcement efforts against organized crime throughout the nation is broadcast by NBC, Mondays through Fridays, as "Mr. District Attorney." The scripts use fictitious names and places, but are based on actual cases, and illustrate the need for full public cooperation to stamp out the evils of "rackets."

**NATIONAL AFFAIRS**

Information on national and international affairs is brought regularly to NBC listeners in a number of programs. These include Baughke's Washington comment; the University of Chicago Round Table; the Adjusting Democracy for Human Welfare programs of the General Federation of Women's Clubs; the Public Interest in Democracy discussions of Jay Franklin and Mark Sullivan, and Cesar Saerchner's Stories Behind the Headlines. These broadcasts are supplemented by frequent special programs—watch your newspaper listings for them.

**GENERAL EDUCATION  
AND SCIENCES**

**LIBRARY CONVENTION**

Five programs have been scheduled by NBC from the American Library Association Convention in San Francisco, June 18-25, including a special "America's Town Meeting of the Air" which will be conducted by Moderator George W. Denny, Jr., on the question, "Is The Library Doing Its Job?" on June 24. Other programs will be broadcast June 18, 21, and 22. See the Day By Day listing under General Education for details.

**UNIVERSITY EXTENSION**

Dr. Robert Gordon Sproul's address on "Adult Education and the State," before delegates at the 24th 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 22-24.

**FRONTIERS OF GEOLOGY**

The importance of geology not only as a science, but as an aid to industry and as a factor in international political affairs, is described in Frontiers of Geology, presented by the National Broadcasting Company with the cooperation of the Geological Society of America. It is broadcast Mondays. On each program an outstanding geologist is presented.

**OUR AMERICAN SCHOOLS**

Problems of America's schools and how they are being met are explained on this program, presented under the auspices of the National Education Association with Belmont Farley as director. Many of the programs come directly from schools which have developed certain techniques of instruction to a high degree. Florence Hale's Radio Column on Saturdays is another broadcast under NEA auspices devoted to school problems.

**ABC OF NBC**

The complex operations of broadcasting, from television and sound effects to news coverage and script writing, are explained in this series presented by NBC to help listeners understand what is behind their radio programs.

**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 information of value to them, as well as providing music and other entertainment. Problems of the farm wife as well as the farmer are considered.

**SCIENCE ON THE MARCH**

The history of living things on the earth are the subject of Dr. Forest Ray 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 animals, and the steps by which life has become adjusted to man especially in North America. Some parts of his talks provide background for present-day cultural and economic developments on this continent.

**FOREIGN 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 examples of those languages in everyday use, dealing with news and other subjects of current interest.

**THE CHILD GROWS UP**

Advice on the proper care and rearing of children is presented by Katherine Lenroot, chief of the Children's Bureau of the U. S. Department of Labor. The program is broadcast over NBC from Washington each Saturday morning.

**Program Study Aids for Students—**

**CHICAGO ROUND TABLE**

Reprints of discussions available each week at 10 cents each or \$1.00 for series of 26. Address: University Broadcasting Company, University of Chicago.

**FRONTIERS OF GEOLOGY**

Reprints of talks available free from Dr. H. H. Aldrich, Geological Society of America, Columbia University, New York City.

**HOW TO USE RADIO AND HOW TO USE RADIO IN THE CLASSROOM**

Guides for classes in radio and the general use of radio by schools. Address: National Association of Broadcasters, National Press Building, Washington, D. C.

**THE WORLD IS YOURS**

Strange and interesting facts about the world we live in are dramatized in 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 geography. A description of some well-known place is given, and the "contestants" are asked to identify the place.

**SPECIAL PROGRAMS**

**CHILDREN'S PROGRAMS**

NBC presents throughout the week many programs designed especially for child listeners. These include Animal News Club, Coast to Coast on a Bus, Vernon Crane's Story Book, and Sunday Divers on Sundays; Peabody Takes Charge, and Malcolm Lane Mondays through Fridays, and No School Today, Our Barn, and Renfrew of the Mounted on Saturdays.

**RELIGIOUS PROGRAMS**

Each day NBC presents talks by spiritual leaders in cooperation with the central bodies of the three great faiths in America. 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 these programs have a broad religious appeal.

**HUMAN NATURE IN ACTION**

Copies of scripts available. Reprint NBC. SCIENCE OF THE MARCH. Semimonthly magazine containing reprints of discussions, brief articles and pictures, available for series of 13. Address: Columbia University Press, 2900 Broadway, New York. For current talks, address NBC.

**THE WORLD IS YOURS.**

Special leaflet available free. Address: The World Is Yours, Office of Education, U. S. Department of Interior, Washington, D. C.

**MUSIC**

**NBC ORCHESTRAS**

In addition to the seven symphony series being presented under distinguished guest conductors on Sunday evenings, concerts by NBC salon and concert orchestras are broadcast Mondays, Tuesdays and Wednesdays. Erich Leinsdorf, eminent young Wagnerian conductor of the Metropolitan Opera, follows Hans Wilhelm Steinberg as maestro of the Sunday programs, starting June 11.

**COMMENCEMENT CONCERTS**

Graduating students of the Cleveland Institute of Music and the Oberlin Conservatory of Music will be heard in concerts over NBC on June 4 and 11, concluding a series of broadcasts by the graduating classes of four outstanding music schools. The New England Conservatory in Boston and the Peabody Institute of Baltimore programs were broadcast the last week in May.

**RUMANIAN CONCERT**

Rumanian music sung by Pia Egy and played by the NBC Symphony Orchestra under Dr. Frank Black will be broadcast June 11 in a special program on the eve of the Rumanian holiday celebrating the restoration of King Carol. Orchestral works by Dino Li-patti and T. Rogalski will be featured.

**SERVICE BANDS**

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

**SOUTHERN MUSIC**

The music which is regarded as one of the richest contributions made by America to the world's musical literature, the spirituals of the South, are sung each Sunday by the Southernaires, one of the outstanding quartets of its kind in the United States. Magnolia Blossoms, with Fisk Jubilee Choir, also presents Southern music from Nashville, Tenn., on Mondays.

**LITERATURE  
AND DRAMA**

**JOHN PAUL JONES**

A special dramatization of the life of the heroic admiral of America's navy, written by Raymond Scudder of the NBC staff, will be broadcast June 1 over the Blue Network, from 9:00 to 10:00 p.m. The play is titled, "The Princess and the Admiral." On June 22, in the same spot, NBC will present a radio adaptation of the Maxwell Anderson-Stanford University prize winning play, "John Brown."

**NBC RADIO GUIDL**

With emphasis on new original plays for radio, the NBC Radio Guild each Sunday presents 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 OBOLER'S PLAYS**

Arch Oboler, whose work in radio drama has long been outstanding due to 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. The plays are for adults and older children.

**A BOOKMAN'S NOTEBOOK**

Joseph Henry Jackson, famed book critic of the San Francisco Chronicle who has been conducting a book review program on the Pacific Coast for 15 years, broadcasts his discussions over a coast-to-coast NBC network on Sundays. His method is a discussion, rather than merely a review, of new books, frequently with the authors as his guests.

**ADVENTURE IN READING**

This series on Mondays is designed to help more listeners to better understand and appreciation of great works of literature, by dramatizing the lives of the authors and showing how and why they wrote as they did. The series is written by Helen Walpole and Margaret Leaf.

*"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 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 NBC "Great Plays" series on Sunday, May 7, at 1:00 p.m., EDT, bringing to a close a season of important plays which were chosen to trace the development of drama from the sunrise performances in ancient Athens down to the contemporary theatre.

Mady Christians and Wesley Addy, whose brilliant acting in the Maurice Evans productions "Hamlet" and "Henry IV" won for them the acclaim of the New York drama critics, will play the leading roles in the Anderson tragedy.

Enthusiastic response has followed each broadcast of the "Great Plays." Nationwide committees, whose membership in each state includes teachers of drama in college and high school, school officials, officers of the National Congress of Parents and Teachers, and Little Theatre organizations, have conducted study courses devoted to the plays preceding each broadcast.

"Great Plays" will be resumed in October and the broadcasts will run concurrently with the literature and history of drama courses taught throughout the country. Any information or suggestions pertaining to the "Great Plays" particularly to dramatist productions next season, should be sent as soon as possible to Blavins Davis, Production Division, National Broadcasting Company, Radio City, N. Y.

## Contributions of Women To America Dramatized

The pioneering parts that women have played in shaping American principles and ideals, and the fight they have made to attain their present rights to equality with men in political and economic affairs, will be dramatized in a new series, "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 19, at 8:30 p.m., EDT.

The opening program will highlight the highlights of the episodes which will be presented in later broadcasts. The second program will be devoted to the story of Anne Hutchinson and Mary Dyer, who helped establish religious freedom in New England, while later programs will deal with outstanding women down to the present day, including such personalities as Elizabeth Chapman Catt, Amelia Earhart Putnam, and Mrs. Franklin D. Roosevelt.

## Vernon Crane Stories For Children Start

"Herman, the Littlest Locomotive in the Round House," the short story by Vernon Crane which was produced over NBC lately, won so many friends that a series of similar tales for children by the same whimsical young author and author will be introduced over the NBC-Red Network on Sunday, May 7, at 11:15 a.m.

Crane has played in such stage productions as "Lost Horizon," "Search for the Sun," "Frodo We Heil," and, last season, Richard II and Henry IV, with Maurice Evans.

## Menotti Radio Opera, Written at NBC Request, In World Premiere

"The Old Maid and the Thief," the first opera for radio by the distinguished young Italian composer, Gian-Carlo Menotti, was given its world premiere over the National Broadcasting Company's Blue Network in April. The work was written especially for NBC, which commissioned him to write it immediately after his "Amelia Goes to the Ball" was produced with outstanding success in New York two years ago.

The opera is a satirical farce, laid in a small American town of the present day. It is sub-titled, "How a Virtuoso Woman Can Make a Thief of an Honest Man." There are only four characters—the man, Bob; Miss Todd, an elderly maiden lady; her maid, Lettice; and Miss Pinkerton, a village gossip.

Alberto Erede, talented young Italian composer who recently toured the United States with the Salzburg Opera Company, was invited to this country at Menotti's request to conduct the premier with the NBC Symphony Orchestra. The performance, given in the NBC Orchestra's regular Saturday night period, concluded the Orchestra's Saturday night performances for this season.

## NBC Safety Programs Again Win Awards

"Sunday Drivers" and "No School Today," two NBC programs devoted to reducing accidents, have been awarded the 1938 bronze plaque by the Commercial Investment Trust Safety Foundation as the best two radio presentations of public responsibility in motor car accidents.

Announcing the awards, John W. Darr of the Foundation stated that, "As the national field of radio, no one successfully challenged the fine work being done by the National Broadcasting Company. For it was our privilege to confer the plaque for 1937 to NBC and the Sunday Drivers. Again this year the judges bestowed this distinction on NBC for its 'Sunday Drivers' program, and for its additional program, No School Today."

## Town Meeting of Air Sets New Records In Fourth Season

The city commission in Springfield, Ill., met early in April for a unique purpose. They heard the citizens of the town from which Abraham Lincoln came declare that the city should have a "Town Meeting of the Air," and join the hundreds of listening groups affiliated with the NBC "America's Town Meeting of the Air." The vote was unanimous.

This was but one of the evidences of the extraordinary growth in popularity of this NBC-Blue Network feature in the past season. Organized listening groups rose from about 1300 in 1937-38 to more than 3,000, plus 602 others conducted by the WPA. Many of these were organized directly by NBC affiliated stations, of which 84 carried the program, a record in itself.

The mail response last year was 39,294 after 26 programs. This year, after the 22nd, the total was 50,353. Reprints of the talks which were sold totaled 150,588 copies after the 22nd program, against 141,549 for all of last season. The mail showed, among other things, that while the program was used on one hand in the public speaking course at Syracuse University, the other it was used by the educational directors of Riker's Island Penitentiary in New York, the Eastern State Penitentiary in Philadelphia, and other correctional institutions.

The program, directed by George V. Denny Jr., president of Town Hall, will return to the air next fall.

## Services of Geology Explained in Series

The importance of geology not only as a science, but as an aid to industry and as a factor in international political affairs, is described in Frontiers of Geology, a new series presented by the National Broadcasting Company in the cooperation of the Geological Society of America. It is broadcast Mondays from 7:30 to 7:45 p.m., EDT.

On each program an outstanding geologist is presented. Speakers scheduled, and their subjects, include: Prof. D. W. Johnson of Columbia University, "Shifting Ocean Levels"; Prof. Charles K. Leakey of the University of Arizona, "The Role of Mineral Resources in the Present International Situation"; W. B. Henry, president of the American Association of Petroleum Geologists, "Geology in the Search for Petroleum"; Prof. R. Longwell of Yale, "Origen of Mountains"; Prof. Charles Breker of Columbia University, "Geology in Engineering"; Prof. Edward H. Kraus of the University of Michigan, "New Uses for Old Minerals"; and Prof. Louis H. Sligher of M.I.T., "Geological Meaning of Deep Earthquakes."

Copies of these talks, including that by Lieutenant Paul A. Smith, opened the series on April 24 speaking on "Submarine Canyons," may be obtained by writing to the R. K. Sigsbee Professor of Geology, at Columbia University, New York.

**Presented by**  
Rochester Public Library  
MAY 2 - 1939

## PROGRAMS IN THE PUBLIC INTEREST

VOL. I, NO. 8.

RCA BUILDING, RADIO CITY, N. Y.

MAY, 1939.

## NBC Launches Regular Television Service for Home Reception



The two-car mobile television unit used by NBC to telecast the opening ceremonies of the New York World's Fair, inaugurating the first regular American television program service.

AMERICAN television's first program schedule of high definition pictures and sound designed specifically for home viewing, launching a new industry in the United States, was inaugurated by the National Broadcasting Company on April 30 with a three and a half hour program from the New York World's Fair and the television studios in Radio City.

Regular studio presentations will adhere to the previously announced minimum of two hours a week over the NBC station, W2XBS. In addition, NBC plans to present one or more outdoor news events a week.

Events scheduled for the first program included the opening parade at the World's Fair, and addresses by President Roosevelt and others at the Federal Government building. The remainder of the program was consisted of films to be transmitted from Radio City.

Regular evening programs, built according to a policy developed by the NBC television staff over nearly three years of experimental telecasting, will fall on Wednesday and Friday of each week, beginning May 3. The announced hour is from 8:00 to 9:00 p.m., EDT. Studio pick-ups of scheduled news events will be made on Wednesday, Thursday or Friday afternoon.

The outdoor programs will be televised by the NBC mobile television unit and relayed for broadcast to the NBC transmitter in the Empire State tower.

The NBC programs, both studio presentations and outdoor pick-ups, will be telecast over Station W2XBS, which operates on a picture frequency of 45.25 megacycles and a frequency of 49.75 megacycles for associated sound. The service area of the transmitter extends over a distance of approximately fifty-five miles in all directions from the Empire State tower.

## Wide Observance of National Music Week Planned by NBC

NATIONAL MUSIC WEEK, set aside annually by friends of music in all parts of the country to spread the influence of music more widely among the general public and to inculcate the cultural contribution of the art to individual and community education, will be celebrated throughout the nation the week of May 7-13.

Numerous programs of the National Broadcasting Company will observe this 16th annual celebration, and more than 2,500 cities and towns in all parts of the country will participate.

Announcing this year's celebration, David Sarnoff, president of RCA and chairman of the board of NBC, who is chairman of National Music Week, declared that the observance would continue to stress the general theme of wider recognition of meritorious works of American composers.

"The constructive purpose and demonstrated benefits of the observance are an explanation, I believe, as to why the President of the United States has made the National Honorary Committee," Mr. Sarnoff said, "and why this committee has included the names of government of every state and territory in the Union."

## NBC Orchestra Opens Summer Concert Series

Weekly presentations of symphonic music by the National Broadcasting Company became a year-round feature of radio when the NBC Orchestra began a Summer symphony season of Sunday night broadcasts on April 30 over the NBC-Blue Network from 8:00 to 9:00 p.m., EDT. Besides the usual masterworks these programs will include lighter works.

Hans W. Steinberg, distinguished European conductor, is conducting the first six of the new series.

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CURRENT AFFAIRS—Adjoining Democracy for Human Welfare: The Public Interest in Democracy. Mr. District Attorney.  
GENERAL EDUCATION—Your Health: Our American Schools: The Martians; National Farm and Home Hour  
MUSIC—National Federation of Music Clubs  
FOREIGN LANGUAGES (NBC Short Wave Broadcasts)—WIXAL and WXLK 21:30 KC and 17:80 KC—Italian period, 2:00-3:00 p.m.; German, 3:00-4:00 p.m.; French, 4:00-5:00 p.m. WXLK and WXLK 17:80 and 9:50 KC—Spanish, 6:00-8:00 p.m.; Portuguese, 8:00-9:00 p.m.; Spanish, 9:00-10:00 p.m. WIXAL and WXLK 9:50 KC and 6:10 KC—Spanish, 11:00 p.m.-1:00 a.m.

NATIONAL FARM AND HOME HOUR (See General Education).  
ADJOINING DEMOCRACY FOR HUMAN WELFARE: The Public Interest in Democracy. Mr. District Attorney.  
NATIONAL FARM AND HOME HOUR (See General Education).  
MR. DISTRICT ATTORNEY. Dramatization of nationwide fight against crime. 7:00-7:15 p.m. RED.  
THE PUBLIC INTEREST IN DEMOCRACY. Mr. District Attorney. 7:15-7:30 p.m. BLUE.  
WASHINGTON COMMENTATORS. 10:30-11:00 p.m. BLUE.

HOMESPUN, auspices Federal Council of Churches. Dr. William Hiram Foulkes. 12:30-12:45 p.m. RED.  
MAY 3. "Sowing and Reaping"; May 4. "The Spruce"; May 5. "Flax"; May 17. "Flax at Half-Mast"; May 24. "Security of Liberty"; May 31. "Journey's End."

WORDS AND MUSIC. Poetry, prose and other groups. 12:30-1:15 p.m. BLUE.  
\*YOUR HEALTH. Dramatization of health problems for schools, auspices American Medical Association. Dr. W. W. Bauer. 2:00-2:30 p.m. BLUE. May 3. "Healthier Babies"; 10. "Healthier Mothers"; 17. "The Doctor's Healthier Toddlers, 1937"; 31. "Checking Up on Health"; June 7. "Vacationing on Health."  
OUR AMERICAN SCHOOLS, auspices National Education Association. Talks and demonstrations. Belmont Faculty. 5:00-6:15 p.m. BLUE.  
\*WINGS FOR THE MARTINS. Drama of family educational problems, auspices National Congress of Parents and Teachers. U. S. Office of Education. 9:30-10:00 p.m. BLUE.

NATIONAL FARM AND HOME HOUR (See General Education).  
ARLINGTON TIME SIGNAL. 1:00 p.m. RED.  
LET'S TALK IT OVER. Interviews by June Hynd. 1:15-1:30 p.m. RED.  
PEABLES TAKES CHARGE. 1:30-1:45 p.m. RED.  
YOUR HEALTH. (See General Education).  
ADJOINING DEMOCRACY FOR HUMAN WELFARE. (See Current Affairs).  
MALCOLM CLAIRE. Children's stories. 6:15-6:25 p.m. RED.

NATIONAL FARM AND HOME HOUR (See General Education).  
ARLINGTON TIME SIGNAL. 1:00 p.m. RED.  
LET'S TALK IT OVER. Interviews by June Hynd. 1:15-1:30 p.m. RED.  
PEABLES TAKES CHARGE. Serial for children. 1:30-1:45 p.m. BLUE.  
MALCOLM CLAIRE. Children's stories. 6:15-6:25 p.m. RED.

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CURRENT AFFAIRS—America's Town Meeting of the Air; Mr. District Attorney; General Federation of Women's Clubs.  
MUSIC—Piano Recitals, Light Opera Selections; Metropolitan Opera; National Federation of Music Clubs.  
GENERAL EDUCATION—Ideas That Came True: Ideals of General Education; National Farm and Home Hour.  
FOREIGN LANGUAGES (NBC Short Wave Broadcasts)—WIXAL and WXLK 21:30 KC and 17:80 KC—Italian period, 2:00-3:00 p.m.; German, 3:00-4:00 p.m.; French, 4:00-5:00 p.m. WXLK and WXLK 17:80 and 9:50 KC—Spanish, 6:00-8:00 p.m.; Portuguese, 8:00-9:00 p.m.; Spanish, 9:00-10:00 p.m. WIXAL and WXLK 9:50 KC and 6:10 KC—Spanish, 11:00 p.m.-1:00 a.m.

ASSOCIATED PRESS NEWS. 9:00 a.m. BLUE and RED; 4:55 p.m. BLUE, 6:25 p.m. RED.  
NATIONAL FARM AND HOME HOUR (See General Education).  
MR. DISTRICT ATTORNEY. Dramatization of nationwide fight against crime. 7:00-7:15 p.m. RED.  
\*AMERICA'S TOWN MEETING OF THE AIR. Final program of season May 4. "Can Women Resist Prostitution?" General Federation of Women's Clubs program. May 11 only. 8:00-9:00 p.m. BLUE.

THE ART OF LIVING, auspices Federal Council of Churches. Dr. Walter W. Van Kille. May 4 only. 6:00-6:15 p.m. RED.  
METHODIST CONFERENCE. Report on progress of conference by Dr. Walter W. Van Kille. May 4 only. 6:00-6:15 p.m. RED.

PIANO RECITALS. Distinguished concert pianists. 1:00-1:15 p.m. RED.  
WORDS AND MUSIC. Poetry, prose and music. 1:30-2:00 p.m. RED.  
LIGHT OPERA SELECTIONS. NBC orchestra under Harold Sanford. 2:30-3:00 p.m. BLUE.  
NATIONAL FEDERATION OF MUSIC CLUBS. 31st Biennial Convention program. May 18 only. Orpheus Club of Salt Lake City. 4:30-4:45 p.m. BLUE.  
NATIONAL FEDERATION OF MUSIC CLUBS. 31st Biennial Convention program. May 25 only. National Federation of Music Clubs. 4:30-4:45 p.m. BLUE.  
\*PARADE OF PROGRESS. The story of food. 8:00-9:30 p.m. BLUE.  
METROPOLITAN OPERA. World's Fair Wagnerian series. Portion of Die Meistersinger. May 4 only. 10:52-11:45 p.m. BLUE. (See Friday).

NATIONAL FARM AND HOME HOUR Cooperation U. S. Department of Agriculture and other groups. 12:30-1:15 p.m. BLUE.  
\*IDEAS THAT CAME TRUE. Social Science series with Dr. Rollo G. Rynolds, principal. Monday. 1:15-1:30 p.m. BLUE. May 4. "The Story of General Education." Tuesday. 1:15-1:30 p.m. BLUE.  
PARADE OF PROGRESS. The story of food. 8:00-9:30 p.m. BLUE.

NATIONAL FARM AND HOME HOUR (See General Education).  
ARLINGTON TIME SIGNAL. 1:00 p.m. RED.  
LET'S TALK IT OVER. Interviews by June Hynd. 1:15-1:30 p.m. RED.  
PEABLES TAKES CHARGE. Serial for children. 1:30-1:45 p.m. BLUE.  
MALCOLM CLAIRE. Children's stories. 6:15-6:25 p.m. RED.

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CURRENT AFFAIRS—Mr. District Attorney. MUSIC—NBC Music Appreciation Hour; U. S. Navy Band; Youth Heroes; Metropolitan Opera; National Federation of Music Clubs.  
GENERAL EDUCATION—Phi Beta Kappa: National Farm and Home Hour; ABC of NBC. Women of Vision.  
FOREIGN LANGUAGES (NBC Short Wave Broadcasts)—WIXAL and WXLK 21:30 KC and 17:80 KC—Italian period, 2:00-3:00 p.m.; German, 3:00-4:00 p.m.; French, 4:00-5:00 p.m. WXLK and WXLK 17:80 and 9:50 KC—Spanish, 6:00-8:00 p.m.; Portuguese, 8:00-9:00 p.m.; Spanish, 9:00-10:00 p.m. WIXAL and WXLK 9:50 KC and 6:10 KC—Spanish, 11:00 p.m.-1:00 a.m.

ASSOCIATED PRESS NEWS. 9:00 a.m. BLUE and RED; 4:55 p.m. BLUE, 6:25 p.m. RED.  
NATIONAL FARM AND HOME HOUR (See General Education).  
MR. DISTRICT ATTORNEY. Dramatization of nationwide fight against crime. 7:00-7:15 p.m. RED.  
\*STORY BEHIND THE HEADLINES. Auspices American Historical Association. Clear Siechering. 10:45-11:00 p.m. RED.

AT HOME IN THE WORLD, auspices Federal Council of Churches. Dr. Leslie Bates. May 12. 12:45-1:00 p.m. RED.  
MAY 5. "Then Fellowship Vanish"; May 12. "Grapples Hand"; May 19. "Why Accept World?"; May 26. "India Means Fellowship."

SOUTHERNAIRES. Southern music and negro spirituals. 12:15-12:30 p.m. BLUE.  
WORDS AND MUSIC. Poetry, prose and music. 1:30-2:00 p.m. RED.  
\*NBC MUSIC APPRECIATION HOUR. with Dr. Walter Damrosch. 2:00-3:00 p.m. BLUE.  
U. S. NAVY BAND. Concerts under Licut Charles H. Brown. 3:00-3:15 p.m. BLUE.  
NATIONAL FEDERATION OF MUSIC CLUBS. 31st Biennial Convention program. May 18 only. American Composers program under Dr. Howard Hanson. 4:30-5:15 p.m. BLUE.  
METROPOLITAN OPERA. World's Fair Wagnerian series. First two scenes of "Die Gotterdammerung." May 12 only. 7:40-9:00 p.m. BLUE. (See Thursday).

NATIONAL FARM AND HOME HOUR Cooperation U. S. Department of Agriculture and other groups. 12:30-1:15 p.m. BLUE.  
WOMEN OF VISION. Dramatizations of lives of women who have helped build America. 2:00-3:00 p.m. BLUE.  
PHI BETA KAPPA series. Public United States. 3:00-3:15 p.m. BLUE.  
RED. May 5. "Get Ready for Applied Leadership." Tuesday. 3:00-3:15 p.m. BLUE. Ready for Expression Through Art." Dr. John E. Meyer. "Pure Leadership." W. B. Yeats. 20. Chancellor Harry W. Chase.  
ABC OF NBC. Series explaining how NBC operates and the work of the various divisions of the company. 7:30-7:45 p.m. BLUE.

NATIONAL FARM AND HOME HOUR (See General Education).  
ARLINGTON TIME SIGNAL. 1:00 p.m. RED.  
LET'S TALK IT OVER. Interview. 1:15-1:30 p.m. RED.  
PEABLES TAKES CHARGE. Serial for children. 1:30-1:45 p.m. BLUE.  
MALCOLM CLAIRE. Children's stories. 6:15-6:25 p.m. RED.

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CURRENT AFFAIRS—Youth Meets Government.  
DRAMA—Original Radio Plays.  
MUSIC—National Federation of Music Clubs: Library of Congress: Golden Melodies.  
GENERAL EDUCATION—Florence Hale's Radio: Our Youth: The World of American Education Forum: Lives of Great Men.  
SPEC. SERVICES—No School Today.  
FOREIGN LANGUAGES (NBC Short Wave Broadcasts)—WIXAL and WXLK 21:30 KC and 17:80 KC—Italian period, 2:00-3:00 p.m.; German, 3:00-4:00 p.m.; French, 4:00-5:00 p.m. WXLK and WXLK 17:80 and 9:50 KC—Spanish, 6:00-8:00 p.m.; Portuguese, 8:00-9:00 p.m.; Spanish, 9:00-10:00 p.m. WIXAL and WXLK 9:50 KC and 6:10 KC—Spanish, 11:30 p.m.-1:00 a.m.

ASSOCIATED PRESS NEWS. 9:00 a.m. BLUE and RED.  
NATIONAL FARM AND HOME HOUR (See General Education).  
YOUTH MEETS GOVERNMENT. Auspices Brooklyn Institute Arts and Sciences and New York City Board of Education. Guest speaker and high school panel. 5:00-5:45 p.m. RED.

CALL TO YOUTH, auspices National Council of Catholic Women. 12:30-12:45 p.m. RED. May 6. "The Sword of Peace"; 13. "We Dare to Be Different"; 20. "Youth Apostolate"; 29. "Members One of Another."  
RELIGION IN THE NEWS, auspices Federal Council of Churches. Dr. Walter W. Van Kille. 6:30-6:45 p.m. RED. May 13 only. 6:00-6:15 p.m. BLUE.  
MESSAGE OF ISRAEL, auspices United Jewish Laymen's Committee. 7:00-7:15 p.m. RED.  
\*STORY BEHIND THE HEADLINES. Auspices American Historical Association. Clear Siechering. 10:45-11:00 p.m. RED.

NATIONAL FEDERATION OF MUSIC CLUBS. 31st Biennial Convention program. May 20 only. Massed Bands. 4:30-5:15 p.m. BLUE.  
SKIDMORE COLLEGE. Women's Chorus. Elmer M. Hintz, conductor. May 13 only. 6:00-6:15 p.m. BLUE.  
GOLDEN MELODIES. String ensemble from the University of Cincinnati. 6:30-6:45 p.m. BLUE.  
BENT HOUSE. Dramatizations with Hedda Hopper. 7:30-7:45 p.m. BLUE.  
ORIGINAL RADIO PLAYS, by Arch Oboler. (For adults and older students.) 10:00-10:30 p.m. RED.

FLORENCE HALE'S RADIO COLUMN. Talks on educational problems. 10:30-10:45 a.m. RED.  
THE CHILD GROWS UP. Talks by Katherine Lemoor, head of Children's Bureau. U. S. Department of Labor. 10:45-11:00 p.m. BLUE.  
AMERICAN EDUCATION FORUM. Current series devoted to outstanding experiments in education. 10:45-11:00 p.m. BLUE.  
Dr. Alvin C. Church of Standard University. 10:45-11:00 p.m. BLUE.  
NATIONAL FARM AND HOME HOUR Cooperation U. S. Department of Agriculture and other groups. 12:30-1:15 p.m. BLUE.  
LIVES OF GREAT MEN, auspices Brooklyn Institute Arts and Sciences and Edward Howard Griggs. 3:30-7:45 p.m. BLUE. May 6. "Pure Leadership." W. B. Yeats. 20. G. K. Chesterton; 27. Walt Whitman.

NO SCHOOL TODAY. Safety program for children. 10:15-10:30 a.m. RED.  
OUR BARN. For children. Madge Tucker. 11:30-12:00 noon. BLUE.  
NATIONAL FARM AND HOME HOUR (See General Education).  
ARLINGTON TIME SIGNAL. 1:00 p.m. RED.  
KILLING ALL STAMP COLLECTORS. 1:15-1:30 p.m. RED.  
RENEW OF THE MOUNTED. Children's drama. 4:30-7:00 p.m. BLUE.

\* Study aids available. (See Special Attention page.)  
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

**PUBLIC AFFAIRS  
AND NEWS**

## BRITISH ROYAL VISIT

The outstanding events of the trip of the King and Queen of England to North America will be broadcast by NBC in a series of programs starting when they leave Britain on May 6. Included will be their arrival and travels in Canada, and their visit to the United States, which is to begin June 7. The King and Queen are scheduled to start their return to England about mid-June.

## ANTI-CRIME CAMPAIGN

A dramatic program devoted to law enforcement efforts against organized crime throughout the nation is broadcast by NBC in a new series, Mondays through Fridays, as "Mr. District Attorney." The series use fictitious names and places, but are based on actual cases, and illustrate the need for full public cooperation to stamp out the evils of "rackets." District attorneys and law enforcement officers in all parts of the country have commended the objectives of the series.

## NATIONAL AFFAIRS

John T. Flynn, veteran commentator on the problems of our national government, talks on what these problems really are and what should be done about them in his series, "Events and Circumstances" on Tuesdays. Other programs dealing with these problems include the University of Chicago Round Table on Sundays, National Radio Forum on Mondays, The Public Interest in Democracy on Wednesdays, America's Town Meeting of the Air on Thursdays, Story Behind the Headlines on Fridays and Youth Meets Government on Saturdays.

## SPECIAL SERVICES

### CHILDREN'S PROGRAMS

NBC presents throughout the week many programs designed especially for child listeners. These include Animal News Club, Coast to Coast on a Bus, Vernon Crane's Story Book and Sunday Drivers on Sundays; Peabody Takes Charge, and Malcolm Claire Mondays through Fridays, and No School Today, Our Barn, and Renfrew of the Mounted on Saturdays.

## MUSIC

### MUSIC AND AMERICAN YOUTH

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

### SOUTHERN MUSIC

The music which is regarded as one of the richest contributions made by America to the world's musical literature, the spirituals of the South, are sung each Sunday by the Southernaires, one of the outstanding quartets of its kind in the United States. Magnolia Blossoms, with the Pink 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 orchestra under Erno Rapée. All the principal arias, recitatives and ensembles are retained in the condensed versions.

### STRING QUARTETS

The American Art Quartet on Sundays, and the Princeton 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, U. S. Army Band on Tuesdays, and the U. S. Navy Band on Fridays.

### NATIONAL MUSIC CLUBS

For the third time NBC presents a special series of programs under the auspices of the National Federation of Music Clubs as a preview of their biennial convention to be held in Baltimore May 16-22. Soloists on the programs all are past winners of the Young Artists Contests conducted by the Federation. The series is broadcast on Saturdays. In addition, numerous programs are scheduled from the convention itself.

## LITERATURE AND DRAMA

### NBC RADIO GUIDL

With emphasis on new original plays for radio, the NBC Radio Guild each Sunday presents outstanding experimental drama—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 OBOLER'S PLAYS

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 book critic of the San Francisco Chronicle who has been conducting a book review program on the Pacific Coast for 15 years, broadcasts his discussions over a coast-to-coast NBC network on Sundays. His method is a discussion, rather than merely a review, of new books, frequently with the authors as his guests.

## Program Study Aids for Students—

**AMERICA'S TOWN MEETING.**  
Reprints of broadcasts at 10 cents a copy or \$2.00 per year. Other materials including local group available from Town Staff, 2940 Broadway, New York. University Press, 2940 Broadway, New York.

**CHICAGO ROUND TABLE.**  
Reprints of discussions available each week at 10 cents each or \$1.00 for series of 26. Address: University Broadcasting Council, University of Chicago.

**FRONTIERS OF GEOLOGY.**  
Reprints of talks. Available free from Dr. H. K. Aldrich, Geological Society of America, Columbia University, New York City.

**GREAT PLAYS.**  
Study manuals, including sketches of author's lives and bibliography, available for each of the series at 10 cents. Address: Great Plays, NBC, New York.

**IDEAS THAT CAME TRUE.**  
Workbooks for series 1 and 2 at 10 cents per set, twelve. Teacher manual for second year only at 10 cents. Address: NBC, New York.

## ADVENTURE IN READING

This series on Mondays is designed to help more listeners to better understand and appreciate of great works of literature, by dramatizing the lives of the authors and showing how and why they wrote as they did. The series is written by Helen Walpole and Margaret Leaf.

## GENERAL EDUCATION AND SCIENCES

### EDUCATION BY RADIO

The Tenth Institute for Education by Radio meets at Ohio State University on May 1-3, an annual meeting by broadcasters and educators for joint discussion of the problems of educational uses of radio. On May 2 NBC will broadcast a program from the convention, at which Dr. John W. Studebaker, 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 intended to vitalize the subject of health and to relate it to the everyday experience of school children.

**NBC MUSIC APPRECIATION HOUR.**  
Four student workbooks for 10 cents each; one teacher manual, \$1.00. Address: NBC, New York.

**SCIENCE EVERYWHERE.**  
Student workbooks for two series at 10 cents each; one teacher manual, \$1.00. Address: American Association for the Advancement of Science, 1215 Sixteenth St., Washington, D. C.

**SCIENCE ON THE MARCH.**  
Semi-monthly magazine, containing reprints of discussions, brief articles and pictures, available at \$1.00 a year. Address: Science on the March, 1215 Sixteenth St., Washington, D. C.

**STORY BEHIND THE HEADLINES.**  
Reprints of talks at 10 cents a copy or \$1.00 for series of 12. Address: Columbia University Press, 2900 Broadway, New York City.

**THE WORLD IS YOURS.**  
Special teacher available free. Address: The World Is Yours Office of Education, U. S. Department of Interior, Washington, D. C.

**WINGS FOR THE MARTINS.**  
Special leaders available free. Address: Wings for the Martins, U. S. Department of Interior, Washington, D. C.

**YOUTH HISTORY.**  
Student workbooks at 10 cents a copy. Address: Youth History, Baier, American Medical Association, Chicago.

## LIVES OF GREAT MEN

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

### WINGS FOR THE MARTINS

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 geography. A description of some well-known place is given, and the "contestants" are asked to identify the place.

### FOREIGN 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 examples of those languages in everyday use, dealing with news and other subjects of current interest.

### 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 information of value to them, as well as providing music and other entertainment. Problems of the farm wife as well as the farmer are considered.

## PHI 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 factors influencing our national life, this series presents distinguished speakers on specific phases of training that should be available to "Get Ready for Tomorrow."

### ABC OF NBC

The complex operations of broadcasting from television and sound effects to news coverage and script writing, are explained in this series presented by NBC to 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 program, presented under the auspices of the National Education Association with Belmont Farley as director. Many of the programs come directly from schools which have developed certain techniques of education to a high degree.

## RELIGION

### METHODIST CONFERENCE

The uniting conference of the Methodist Church in Kansas City, which marks the last step in the unification of the Methodist Episcopal Church, the Methodist Episcopal Church, South, and the Methodist Protestant Church, is being reported for NBC listeners by Dr. Walter W. Van Kirk, regular commentator on Religion in the Nation. Under the auspices of the Federal Council of Churches of Christ in America, two programs are scheduled in May, on Thursday, May 4, and Tuesday, May 9.

### NEW RELIGIOUS SERIES

Dr. Leslie Bates Moss, noted missionary and preacher, opens a new series of programs over NBC on May 5, called "At Home in the World." The series under auspices of the Federal Council of Churches, is designed to demonstrate how Christianity is at work in the world today. Another well known NBC series, "Highlights of the Bible," has returned to the air on Sundays, with Dr. Frederick K. Stamm, Brooklyn pastor.

"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 DEWEY in The New Republic.

APR 27 1936  
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RADIO CITY  
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# PROGRAMS IN THE PUBLIC INTEREST

VOL. I. NO. 7. RCA BUILDING, RADIO CITY, N. Y. APRIL, 1939.

## 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 infinite 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," broadcast on Fridays at 7:30 p.m. over the NBC-Blue Network.

Where possible actual operations at the time of the broadcast are described; 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, which is responsible for the handling of news and news events, whether the dismemberment of a nation or a football game, will be treated in another.

A discussion of television was scheduled as one of the first programs; later programs will deal with the Information Division, which receives millions of letters annually from radio listeners, all departments of the company concerned with the handling of a radio program, and other operations of interest. Many department heads will be interviewed on the programs, to allow the radio audience to hear the most authoritative speakers available. George Hicks, well-known NBC announcer, is narrator of the series.

## NBC Safety Programs Win Commendation

THE "wholehearted support" of the radio industry in the drive for traffic safety received high praise recently from C. C. McGill, public relations counsel of the Automotive Safety Foundation, in a letter to Frank R. McNinch, chairman of the Federal Communications Commission.

"There have been commercial and sustaining programs throughout the past several years too numerous to mention," McGill said, "which have had a profound effect in working toward a solution of the traffic accident problem."

McGill said that the foundation was "particularly impressed" with two NBC features, the Sunday Drivers programs and the No School Today broadcasts.

The support given by radio, he said, "vindicated the high purpose of those who guide these channels of communication and manifests their interest in this field of public endeavor."



THE ABC OF NBC

The above pictures show some of the subjects which are to be described on the ABC of NBC series. Top, television, a tie in New York. Second, the news room of the NBC Special Events division. Third, the Master Control board in Radio City. Bottom, international mail.

## Chimney House Serial, NBC Prize Winner, Extended Into Spring

Pauline Gibson's "Chimney House," prize-winning children's serial which was to have been broadcast for only thirteen weeks, will continue indefinitely over the NBC-Red Network on Sundays at 11:15 a.m., EST, because of its increasing popularity with young listeners.

The serial, fourth prize winner in NBC's Tenth Anniversary Children's Program contest in 1936, began on January 1 and was scheduled to end on March 26.

Judging 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 characters of juvenile literature are brought together in a single serial.

The favorite fictional characters meet in Chimney House, the home inherited by two children, Dick and Marybelle, from their great-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 his books. This stipulation provides the intriguing plot for the story as the villains of great-grandfather's books are determined to capture the house and take it away from the heroes.

Thus far in the serial Dick and Marybelle have been arrayed on the side of Robinson Crusoe, the Little Lane Prince, Sinbad the Sailor, Rip Van Winkle, Pinocchio, the Fairy with the Blue Hair, and Robin Hood. They have been battling Ali Baba and the Forty Thieves and Long John Silver and his Pirates, the villains who are trying to capture Chimney House.

## Passion of Christ Dramatized in Series

(Continued from First Page) will be whirled back to a humble church in 20th Century New York, where he will hear a priest pronouncing the words of Consecration and realize the identity of this scene with that he witnessed at the Last Supper. The schedule is so arranged that the Crucifixion scene will be heard on Good Friday and that of Resurrection on Holy Saturday, April 8.

East Sunday on NBC will begin at 6:30 a.m., EST, when combined networks will carry a description of the occasion following the celebration of the Mass at St. Peter's, and the blessing of the Holy Father to the world. The Rev. Ralph W. Stockman will deliver an Easter message of the NBC-Red Network at 10:00 a.m.; as will Dr. Harry Emerson Fosdick over the Blue Network at 4:00 p.m., and the Rt. Rev. Msgr. Fulton J. Sheen at 6:00 p.m., over the Red Network. The other daily religious programs broadcast by NBC also will be devoted to Easter during this period, as will numerous musical programs.

## Two NBC Drama Series Offer New Original Works for Radio

THE unrivaled scope of imagination and originality 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.

One will consist of plays by Arch Oboler, well-known radio playwright; the other, a new series by various

dramatic values are outstanding. The National Broadcasting Company 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 one-hour adaptations of the best plays in theatrical history. Its range extended from such classics as "Cyrano de Bergerac," "Camille," and "Peer Gynt" to the Victorian melodramas, as well as scores of Shakespearean plays and examples of the great work of the ancient Greeks.

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



Arch Oboler Edwin Whittsley

## Coast Book Clinic Starts New Series

Joseph Henry Jackson, radio's most successful book reviewer who has been broadcasting his famous Reader's Guide program on the Pacific Coast continuously for fifteen years, will make his debut on Sunday,

April 9, as a regular weekly feature of the coast-to-coast NBC-Blue Network, at 5:30 p.m., EST.

Instead of addressing a huge radio audience during the program, Jackson imagines himself discussing the latest books with a group of persons seated in a living room. Originally his program was a half-hour feature, but he consumed so many words—and books—that there was not enough interesting material for the period. The program was then reduced to fifteen minutes.

Jackson also conducts a daily book column and a Sunday book section for the San Francisco Chronicle.

## Passion of Christ Dramatized in Series In Easter Observance

A PORTION of the Easter Pontifical High Mass at St. Peter's Cathedral in Rome, the benediction of His Holiness Pope Pius XII, sunrise services from various points in the United States and special musical programs and dramatizations will mark the observance of Holy Week and Easter Sunday by the National Broadcasting Company.

Events of the first Holy Week, as seen through the eyes of a modern radio announcer, will be presented for the second time by NBC in a series of five dramatizations entitled "The Living God" to be broadcast daily Tuesday through Saturday, April 4-8. These dramatizations will picture a roving announcer who has lost his faith interviewing passersby on the streets of New York, who suddenly is trans-



Pope Pius XII

ported to Jerusalem to see with his own eyes the answers to some of the questions he asks.

Thus he will describe the Lord's entry into Jerusalem, the Last Supper, the Betrayal, the Trial, the Scourging and Crowning with Thorns, the Crucifixion, the events attendant upon the Resurrection, and the Appearance on the Road to Emmaus. He will be able to pick up, in these dramatizations, the voice of Jesus and of other important figures in the great drama.

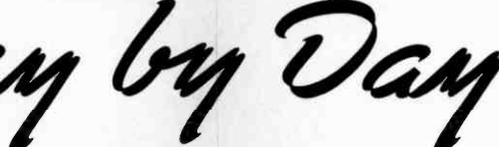
Having witnessed all the events of the first Holy Week, the announcer (Continued on Back Page)





Watch your newspapers for additional programs and supplementary information.

APRIL



ALL TIME IS EASTERN STANDARD



	PUBLIC AFFAIRS AND NEWS	EDUCATION AND GENERAL INFORMATION	FOREIGN LANGUAGE PROGRAMS	DRAMA AND MUSIC	RELIGION	OTHER PROGRAMS
<b>SUNDAY</b>	<p>ASSOCIATED PRESS NEWS, 11:00 a.m. 11:00 p.m. BLUE and RED.</p> <p>ARLINGTON TIME SIGNAL, 12:00 noon. BLUE and RED.</p> <p>UNIV. OF CHICAGO ROUND TABLE. Faculty and guest speakers, 12:30 p.m. RED.</p> <p>SALUTE OF NATIONS 8 N. Y. World's Fair, 1:30-2:00 p.m. RED. Talks and music.</p> <p>April 2, Prince Yasuhiko Chichibu, brother of Emperor of Japan; 9, King Gustav V of Sweden; 10, Dr. Octavio Vargas, President of Brazil; 23, Sir Louis Bessie, British Commissioner General to the Fair.</p> <p>N. Y. WORLD'S FAIR, U. S. Government Speakers: 7:07-7:15 p.m. BLUE, Apr. 2; "National Deficiency," Sec'y of Navy Charles Edison; 9, "Education, Arts and Recreation," Frederick Delano, "Social Welfare," Arthur J. Altmeyer, Chairman Social Security Board; 21, "Trade," Sec'y of Commerce Harry L. Hopkins.</p>	<p>MUSIC AND AMERICAN YOUTH. (See Music)</p> <p>RADIO CITY MUSIC HALL. (See Music)</p> <p>UNIV. OF CHICAGO ROUND TABLE. (See Public Affairs)</p> <p>IRENE WICKER'S MUSIC PLAYS. (See Music)</p> <p>GREAT PLAYS. (See Drama)</p> <p>SALUTE OF NATIONS to N. Y. World's Fair. (See News)</p> <p>HERNDIK WILLEM VAN LOON. "The Defiance Reflections," 4:15-4:30 p.m. RED.</p> <p>THE WORLD IS YOURS. auspices of Smithsonian Institution and U. S. office of Education. 7:30-7:45 p.m. RED. Apr. 2.</p> <p>"Guns and Gen. Lee," 9, "Head Hunters," 16, "Trail Blazing With Science," 23, "First Ladies' Fashion," 30, "New Frontiers of Physics."</p> <p>NEW FRIENDS OF MUSIC. (See Music)</p> <p>N. Y. WORLD'S FAIR. (See News)</p>	<p>European Beam, 17:80 KC</p> <p>ITALIAN PERIOD, 1:00-2:00 p.m. News, 1:00.</p> <p>GERMAN PERIOD, 2:00-3:00 p.m. News, 2:00. Talk, 2:45.</p> <p>FRENCH PERIOD, 3:00-4:00 p.m. News, 3:00. Talk, 3:45.</p> <p>Latin-American Beam, 17:80 KC.</p> <p>PORTUGUESE PERIODS, 4:00-5:00 p.m. News, 4:00-8:00 p.m. News, 4:00-8:00, 8:00-9:00.</p> <p>SPANISH PERIODS, 5:00-7:00 p.m. News, 5:00-6:00, 6:00-8:00, 9:00.</p>	<p>AMERICAN STRING QUARTET, 10:00-10:30 a.m. BLUE.</p> <p>MUSIC AND AMERICAN YOUTH, 10:30-11:00 a.m. RED.</p> <p>CHIMNEY HOUSE. NBC prize-winning script. Dramatic series for Children, 11:15-11:30 a.m. RED.</p> <p>SOUTHERNAIRES. Negro spirituals, 11:30-12:00 noon. BLUE.</p> <p>RADIO CITY MUSIC HALL. Operas in Miniature, Symphony Orchestra under Erno Rapee, 12:00-1:00 p.m. BLUE, April 2.</p> <p>IRENE WICKER'S MUSIC PLAYS. For children, 1:00-1:30 p.m. RED.</p> <p>GREAT PLAYS, 1:00-2:00 a.m. BLUE.</p> <p>12:45-2:00 p.m. Apr. 16 only. Apr. 2 "The Blue Bird," Maritain, 4, "Justice," Galsworthy, 16, "Back to Methuselah," Shaw; 23, "Oliver Cromwell," Disraeli; 30, "The White Healed Boy," Lennox Robinson.</p> <p>NEW FRIENDS OF MUSIC, Chamber music, 6:00-7:00 p.m. BLUE. Orchestra, First Society Conductor.</p> <p>NBC RADIO GUILD. Experimental Plays for Radio, 7:30-8:00 p.m. BLUE.</p>	<p>EASTER SERVICE, April 9 only. Pontifical High Mass and Pagan Benediction from Rome, 6:30 a.m.; Sunrise Services from various points from 7:30 to 9:30 a.m., on combined BLUE and RED Networks.</p> <p>RADIO PULPIT. Auspices Federal Council of Churches, Dr. Ralph W. Stockman, 10:00-10:30 a.m. RED, April 2. "Mastering Our Necessities," 9, "The Life Ironclad," 16, "Life's High Threshold," 23, "Living at Random."</p> <p>NATIONAL WESPERS. Auspices Federal Council of Churches, Dr. Harry Emerson Fosdick, 4:00-4:30 p.m. BLUE, April 2. "A Palm Sunday Sermon," 9, "That Uncertain Future," Tennyson; 16, Dean Robert R. Wickes of Princeton; 23, "The Most Satisfying Happiness Known to Man," 30, "The Essential Elements in a Vital Christian Experience."</p> <p>CATHOLIC HOUR. Auspices National Council of Catholic Men, Rt. Rev. Monsignor Fulton J. Sheen, 6:00-6:30 p.m. RED, Apr. 2. "The Sixth Word: Sluth," 9, "The Seventh Word: Covetousness," 16, "Closed Doors."</p>	<p>ANIMAL NEWS CLUB. For children, 8:45-9:00 a.m. RED.</p> <p>COAST TO COAST ON A BUS, at the White Rabbit Line. For children, 9:00-10:00 a.m. BLUE.</p> <p>CHIMNEY HOUSE. (See Drama) For children.</p> <p>IRENE WICKER'S MUSIC PLAYS. (See Music)</p> <p>SUNDAY DRIVERS. Safety program, 3:00-3:30 p.m. RED.</p> <p>NAME THE PLACE. Quiz game identifying well-known localities, 3:30-3:45 p.m. RED.</p> <p>CHEERIO. Inoperational program, 10:30-11:00 p.m. BLUE.</p>
<b>MONDAY</b>	<p>ASSOCIATED PRESS NEWS, 9:00 a.m. RED and BLUE; 4:55 p.m. BLUE; 6:25 p.m. RED.</p> <p>ARLINGTON TIME SIGNAL, 12:00 noon. BLUE and RED.</p> <p>NATIONAL FARM AND HOME HOUR. (See Education-Information)</p> <p>SCIENCE IN THE NEWS. Dr. Arthur H. Compton, 6:00-6:15 p.m. RED.</p> <p>S. K. RATCLIFFE. British journalist, April 15, "South of England," April 17, "Men of the Iron in England," 7:15-7:30 p.m. RED.</p> <p>CANCER CONTROL MONTH. "Protect Your Body" Speakers: Dr. C. C. Letic, James Memorial Hospital, Bar Harbor, Me.; Ralph Henry St. George, Tucker of Episcopal Church; Dr. Thomas Parson, U. S. Surgeon General, April 3 only, 7:45-8:00 p.m. RED.</p> <p>NATIONAL RADIO FORUM. Speakers on National Affairs, Copenhagen, Washington Evening Star, 10:30-11:00 p.m. BLUE. Beginning April 10, 9:30-10:00 p.m.</p> <p>WASHINGTON NEWS. Comment by Theodore A. Huntley, veteran Washington newspaperman, 11:00-11:15 p.m. RED.</p>	<p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m. BLUE.</p> <p>LET'S TALK IT OVER. Interviews by Alma Kinross, 1:15-1:30 p.m. RED.</p> <p>ADVENTURE IN READING, 2:00-2:30 p.m. RED.</p> <p>FRENCH PERIOD, 3:00-4:00 p.m. News, 3:00. Talk, 3:45.</p> <p>WESTMINSTER CIVIC ORCHESTRA. (See Music)</p> <p>SCIENCE IN THE NEWS. (See News)</p> <p>SCIENCE ON THE RADIO. Talks by Dr. Percy Ray Marshall, cooperation American Association for Advancement of Science, 7:45-8:00 p.m. BLUE.</p> <p>NATIONAL RADIO FORUM. (See Public Affairs)</p>	<p>European Beam, 17:80 KC</p> <p>ITALIAN PERIOD, 1:00-2:00 p.m. News, 1:00. Talk, 1:45.</p> <p>GERMAN PERIOD, 2:00-3:00 p.m. News, 2:00. Talk, 2:45.</p> <p>FRENCH PERIOD, 3:00-4:00 p.m. News, 3:00. Talk, 3:45.</p> <p>Latin-American Beam, 17:80 KC.</p> <p>PORTUGUESE PERIODS, 4:00-5:00 p.m. News, 4:00-8:00 p.m. News, 4:00-8:00, 8:00-9:00, 9:00-10:00, 10:00-11:00 p.m. News, 5:00-6:00, 6:00-8:00, 9:00. Talks, 6:30, 8:30, 9:30.</p>	<p>WORDS AND MUSIC, 1:30-2:00 p.m. RED.</p> <p>ADVENTURE IN READING. (See Education)</p> <p>ROCHESTER CIVIC ORCHESTRA. Multi-Concerts, Guy Frazier Harrison, conductor, 3:00-3:45 p.m. BLUE.</p> <p>WESTMINSTER QUARTET. String quartet, 9:00-9:30 p.m. BLUE.</p> <p>WESTMINSTER CHOIR COLLEGE, 9:30-10:00 p.m. BLUE.</p>	<p>FAITH AND FREEDOM. Auspices Federal Council of Churches, Dr. Harold Paul Sloan, 12:30-12:45 p.m. RED, Apr. 2. "The Open Eye," S. K. Ratcliffe, 9:00-9:15 p.m. "Easter and the Reach of Man's Soul," 17, "The Progress of Christian Man," 24, "My Country, 'Tis of Thee."</p> <p>OPENING OF PASSOVER SEASON. From the White Rabbit Line. Rabbi Jonah B. Wise and Rabbi Saul B. Applebaum, 6:05-6:30 p.m. BLUE, April 2 only.</p>	<p>LET'S TALK IT OVER. (See Information)</p> <p>PEARLES TAKES CHARGE, 1:30-1:45 p.m. BLUE.</p> <p>BETWEEN THE BOOKS. Ted Malone, 1:45-2:00 p.m. BLUE.</p> <p>MALCOLM CLAIRE. Children's stories, 6:15-6:25 p.m. RED.</p>
<b>TUESDAY</b>	<p>ASSOCIATED PRESS NEWS, 9:00 a.m. RED and BLUE; 4:55 p.m. BLUE; 6:25 p.m. RED.</p> <p>ARLINGTON TIME SIGNAL, 12:00 noon. BLUE and RED.</p> <p>NATIONAL FARM AND HOME HOUR. (See Education-Information)</p> <p>EVENTS AND CIRCUMSTANCES. Talks on National and International Affairs, John T. Flynn, 7:30-7:45 p.m. RED.</p>	<p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m. BLUE.</p> <p>MUSIC MAKERS. (See Music)</p> <p>CONSUMERS' PROGRAM. Auspices General Federation of Women's Clubs, 1:30-1:45 p.m. RED.</p> <p>SCIENCE EVERYWHERE. Junior Science Series, cooperation American Association for Advancement of Science, Elementary, 6:00-6:15 p.m. Advanced, 2:15-2:30 p.m. BLUE.</p> <p>April 2, "How Plants Live," Program from Association of Childhood Convention in Atlanta, 18, "Food of the World," 23, "New Plants and Animals."</p> <p>QUE AMERICAN SCHOOLS. April 4 only, 5:05-5:15 p.m. BLUE. Program from San Antonio Convention, American Association of Health, Physical Education and Recreation, "Road to Health."</p> <p>INTERNATIONAL PROGRAM. Glimpses of France, 6:05-6:30 p.m. BLUE.</p>	<p>European Beam, 17:80 KC</p> <p>ITALIAN PERIOD, 1:00-2:00 p.m. News, 1:00. Talk, 1:45.</p> <p>GERMAN PERIOD, 2:00-3:00 p.m. News, 2:00. Talk, 2:45.</p> <p>FRENCH PERIOD, 3:00-4:00 p.m. News, 3:00. Talk, 3:45.</p> <p>Latin-American Beam, 17:80 KC.</p> <p>PORTUGUESE PERIODS, 4:00-5:00 p.m. News, 4:00-8:00 p.m. News, 4:00-8:00, 8:00-9:00, 9:00-10:00 p.m. News, 5:00-6:00, 6:00-8:00, 9:00. Talks, 6:30, 8:30.</p>	<p>MUSIC MAKERS conducted by Dr. Joseph E. Madly. Elementary instruction, 12:45-1:00 p.m. advanced, 1:00-1:15 p.m. RED.</p> <p>ROCHESTER CIVIC ORCHESTRA. Education Concerts, Guy Frazier Harrison, conductor, 3:00-3:45 p.m. BLUE.</p> <p>U. S. ARMY BAND, 3:15-3:45 p.m. BLUE.</p> <p>MAGNOLIA BLOSSOMS. Southern Music, Fiske Jubilee Choir, 11:00-11:30 p.m. BLUE.</p>	<p>WHERE TO LOOK FOR HELP. Auspices Federal Council of Churches, Dr. Jesse M. Bader, 12:30-12:45 p.m. RED, Apr. 4. "When Burdens Are Heavy," 11, "To Overcome," 18, "Midnight Strikers," 25, "When Tempers to Give Up."</p> <p>LIVING WITH GOD. Holy Week, auspices National Council of Catholic Men, Day by Day Dramatization of the Christ Tuesday through Saturday, April 4-8, 6:00-6:15 p.m. RED.</p> <p>PASSOVER MEMORIAL SERVICE. Union of Orthodox Jewish Congregations, 2:30-3:00 p.m. BLUE, April 11 only.</p>	<p>CONSUMERS' PROGRAM. (See Information)</p> <p>PEARLES TAKES CHARGE, 1:30-1:45 p.m. BLUE.</p> <p>BETWEEN THE BOOKS. Ted Malone, 1:45-2:00 p.m. BLUE.</p> <p>MALCOLM CLAIRE. Children's stories, 6:15-6:25 p.m. RED.</p> <p>ANGLER AND HUNTER, Raymond R. Blue, 6:30-6:45 p.m. RED.</p> <p>IF I HAD THE CHANCE, 10:00-10:30 p.m. BLUE.</p> <p>NAME THE PLACE. Quiz game identifying well-known localities, 10:45-11:00 p.m. RED.</p>
<b>WEDNESDAY</b>	<p>ASSOCIATED PRESS NEWS, 9:00 a.m. RED and BLUE; 4:55 p.m. BLUE; 6:25 p.m. RED.</p> <p>ARLINGTON TIME SIGNAL, 12:00 noon. BLUE and RED.</p> <p>NATIONAL FARM AND HOME HOUR.</p>	<p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m. BLUE.</p> <p>April 19, from University of Nebraska.</p> <p>LET'S TALK IT OVER. Interviews by June Hays, 1:15-1:30 p.m. RED, April 5, Lyman Beecher Stone, author and lecturer.</p>	<p>European Beam, 17:80 KC</p> <p>ITALIAN PERIOD, 1:00-2:00 p.m. News, 1:00. Talk, 1:45.</p> <p>GERMAN PERIOD, 2:00-3:00 p.m. News, 2:00. Talk, 2:45.</p> <p>FRENCH PERIOD, 3:00-4:00 p.m. News, 3:00. Talk, 3:45.</p> <p>Latin-American Beam, 17:80 KC.</p> <p>PORTUGUESE PERIODS, 4:00-5:00 p.m. News, 4:00-8:00 p.m. News, 4:00-8:00, 8:00-9:00, 9:00-10:00 p.m. News, 5:00-6:00, 6:00-8:00, 9:00. Talks, 6:30, 8:30.</p>	<p>www.npradiohistory.com</p>		

# For Special Attention

**PUBLIC AFFAIRS  
AND NEWS**

## PRESIDENT ROOSEVELT

An address by President Roosevelt on the 15th anniversary of the notification to George Washington of his election to the presidency will be broadcast by NBC from Mt. Vernon on Friday, April 14.

## 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. Huntley on Mondays, Wednesdays and Fridays, and John T. Flynn on Tuesdays. Each is a veteran observer of the national scene.

## NATIONAL HEALTH DRIVES

On Monday, April 3, NBC will present the first of two programs in connection with the American Society for the Control of Cancer educational campaign during April; speakers will be Dr. Thomas Parrott, U. S. Surgeon General; Bishop Henry St. George Tucker of the Episcopal Church, and Dr. C. C. Little of the Jackson Memorial Hospital, Bar Harbor, Me. On Wednesday, April 5, Dr. Parrott will speak again on "Speeding Up Tuberculosis Control," as part of the nationwide Early Diagnosis campaign of the National Tuberculosis and Health Association. On Wednesday, April 12, a special cancer Control program will be broadcast.

## NATIONAL FORUM

The National Radio Forum, which brings to the microphone the men in Washington who are seeking the answers to the problems before the nation, will be heard at a new hour on Mondays starting April 10, 9:30 p.m., instead of 10:30. The program is presented with the cooperation of the Washington Evening Star.

## GOVERNMENT AND FAIR

In another New York World's Fair series, in which officials of the U. S. Government discuss federal exhibits and what lies behind them, NBC listeners in April will hear Assistant Secretary of the Navy, Charles Edison, on national defense; Frederick A. Delano on education, arts and recreation; Arthur T. Akhmerov, Chairman of the Social Security Board, on social welfare, and Secretary of Commerce Harry L. Hopkins on trade.

## SALUTE OF NATIONS

The New York World's Fair series, presenting rulers of the nations of the world speaking in connection with their country's exhibits at the Fair, will bring to NBC listeners in April Prince Yasuhiro Hirochiku, eldest brother of Emperor Hirohito of Japan; King Gustav V of Sweden; Dr. Getulio Vargas, President of Brazil; and Sir Louis Beale, British Commissioner General to the Fair.

## YOUTH MEETS GOVERNMENT

Authorities on problems of government of interest to high school students explain these problems to a panel of New York students each Saturday, and are then questioned on points on which their audience desires more information. The series is presented with the cooperation of 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 which many years abroad have given him are used by Great Sieringher to explain some of the background of current important news. His Friday talks are given under the auspices of the American Historical Association.

## DRAMA

### ADVENTURE IN READING

Understanding of great works of literature and the pleasure that may be found in worthwhile books are developed on this program Mondays through dramatization of the lives of the authors and readings from their masterpieces. Selections are from the reading lists for Junior High Schools compiled by the National Council of Teachers of English. The authors discussed in April will include Jane Austen, Chekhov, and the Brownings.

### GREAT PLAYS

The great dramas that stand out as the masterworks of the ages are presented by NBC each Sunday on this series. The literary, historical and sociological importance of the works is described by Burns Mantle, dramatic critic of the New York Daily News. The American Library Association cooperates with NBC arranging supplementary reading material at libraries. The April schedule includes works by Maeterlinck, Galsworthy, Shaw, Drinkwater and Lennox Robinson.

## EDUCATION AND GENERAL INFORMATION

### OUR AMERICAN SCHOOLS

The date and time of the first Our American Schools broadcast in April have been changed from Wednesday, April 5, to Tuesday, April 4, at 5:00 p.m. on the Blue. The program "Road to Health" will come from San Francisco, and will be broadcast in connection with the convention of the American Association of Health, Physical Education and Recreation. The following week the program will be heard at the usual time, on Wednesday at 6:00 p.m., EST. This also will come from San Francisco, from the public schools, and will deal with the development of unaccompanied singing. Our American Schools is directed by Belmont Farley, and is presented in cooperation with the National Education Association.

### SCIENCE ON THE MARCH

Representing science not as magic or mystery but simply as painstaking and systematic exploration of the world and universe to find as nearly as possible the reasons things are what they are, Science on the March is designed to give the listener a better understanding of science and its associates. The program is conducted as a discussion between Dr. Forest Ray Moulton, noted astronomer and permanent secretary of the American Association for the Advancement of Science, and an NBC announcer.

## Program Study Aids for Students—

### AMERICA'S TOWN MEETING

Reprints of broadcasts at 10 cents a copy or \$2.00 for 20 copies. Order material and in organizing local groups available from Town Hall, New York. Address: Columbia University Press, 2960 Broadway, New York.

### CHICAGO ROUND TABLE

Abstracts of discussions available each week at 10 cents each or \$1.00 for series of 26. Address: University Broadcasting Council, University of Chicago.

### GREAT PLAYS

Study manuals, including sketches of author's lives and bibliography, available for each of the series at 10 cents. Address: Great Plays, NBC, New York.

### IDEAS THAT CAN'T TRUE

Workbooks for series 1 and 2 at 10 cents per set of twelve. Teachers' manual for second series only at 10 cents. Address: NBC, New York.

### MILESTONES IN MUSIC

Notes on programs available free. Write to Bartman School of Music, Rochester, N. Y.

### MUSIC MAKERS

Student manuals at 25 cents each, giving lessons for various instruments. Address: Dr. Joseph E. Maddy, University of Michigan, Ann Arbor, Mich.

## AMERICAN EDUCATION FORUM

Pioneering developments in the field of general education by colleges and universities in various parts of the country will be featured on this series during April. Prof. Alvin Eurich of Stanford University will visit each of the institutions whose work is to be described, and will interview heads of these institutions and various staff members on the broadcasts. The April schedule includes Menlo Junior College and Pasadena Junior College in California, Stephens College in Missouri, and Chicago and Minnesota universities.

### LIVES OF GREAT MEN

How Browning, Tolstoy, Ibsen, Woodrow Wilson and Kipling influenced the course of civilization will be described by Dr. Edward Howard Griggs in his Lives of Great Men programs during April. The series 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 animals. The program April 11 will be broadcast from Atlanta, in connection with the convention of the Association of Childhood. Atlanta school children will participate. Science everywhere is broadcast in cooperation with the American Association for the Advancement of Science.

### NBC MUSIC APPRECIATION HOUR

Four student workbooks for 10 cents each; one teacher's manual at 25 cents. Address: NBC, New York.

### SCIENCE EVERYWHERE

Student workbooks for 10 cents per set of 12. Address: Science Everywhere, American Association for the Advancement of Science, Washington, D. C.

### SCIENCE ON THE MARCH

Semi-monthly magazine, containing reports of discussions, brief articles and pictures, available at \$1.00 a year. Address: Science on the March, 1211 Sixteenth St., Washington, D. C.

### STORY BEHIND THE HEADLINES

Reprints of talks at 10 cents a copy or \$1.00 for series of 26. Address: University Broadcasting Council, 2960 Broadway, New York.

### THE WORLD IS YOURS

Teacher's manual available free. Address: The World Is Yours, Office of Education, U. S. Department of Interior, Washington, D. C.

### WINGS FOR THE MARTINS

Notes on programs available. Address: Wings for the Martins, Office of Education, U. S. Department of Interior, Washington, D. C.

### YOUR HEALTH

Student workbooks at 10 cents a copy. Address: Dr. W. W. Bauer, American Medical Association, Chicago.

## IDEAS THAT CAN'T TRUE

Tracing the origin of modern means of travel and communication back to the earliest days, Dr. Rollo G. Reynolds, principal of Horace Mann School of Columbia University, paints a vivid picture of the importance of these means to mankind today in the Ideas That Can't True series. His April programs will be devoted to lighthouses and lightships, traffic regulation, hydroelectric power, and a summary of the story of transportation.

### YOUR HEALTH

Health problems of wide interest are dramatized on this program, presented in cooperation with the American Medical Association and planned as a service to schools. Dr. W. W. Bauer of the Association talks briefly on each broadcast. The programs are intended to dramatize and vitalize the subject of health and to relate it to everyday experience of everyday children. The April series is devoted to the general subject of health education.

### THE WORLD IS YOURS

Striving dramas of the world we live in, of the fields of industry or agriculture or science, are related on this series, presented by NBC in cooperation with the Smithsonian Institution, the U. S. Office of Education and the Works Progress Administration.

### MILESTONES IN MUSIC

For the concluding broadcast April 1 of the 1938-39 season of Milestones in Music, Dr. Howard Hanson will conduct a program of works by American composers. The series has illustrated the development of music since the Middle Ages, and has been presented in cooperation with the Eastman School of Music of Rochester.

## OTHER PROGRAMS

### GLIMPSES OF FRANCE

A trip to the picturesque spots of France is offered on this series of exchange programs between NBC and the Administration des Postes, Telegraphes et Telephones, France's French broadcasting system. The gay cafes and boulevards of Paris, art schools, department stores, subways, and the homes of typical French families in the cities and provinces, are visited and described each Tuesday.

## LIFE OF A "MOUNTIE"

Renfrew of the Mounted is a series based on the famous stories which Laurie York Erskine has written for the American Boy magazines for many years. This children's series is designed to emphasize the qualities of character typical of the famous Northwestern Mounted Police, and to build respect for laws and justice.

### HENDRIK WILLEM VAN LOON

Writer, historian and philosopher, and artist as well, Hendrik Willem Van Loon returns to the air with a Sunday series of "Deliberate Reflections." His talks have long been a popular feature of NBC.

## MUSIC

### STRING QUARTETS

Two new musical groups are now heard regularly over NBC, the American String Quartet on Sundays, and the Primrose Quartet on Mondays. Members of both quartets also are members of the NBC Symphony Orchestra.

### OPERAS IN MINIATURE

A Spring Festival of great operas is being broadcast on the Radio City Music Hall of the Air, with the Hall Symphony Orchestra under Erno Rapée and vocal artists. The operas are presented in condensed form, but all the principal arias, recitatives and ensembles are retained. A similar series last fall brought requests which led to this second series.

### NBC MUSIC APPRECIATION HOUR

One of the outstanding programs in the country in its value to schools, this program regularly is heard by millions of students. Dr. Walter Damosch 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 for London to fulfill an engagement to conduct a Queen's Hall series, guest conductors appear again with the NBC Symphony Orchestra in its Saturday broadcasts. The orchestra concludes its season on April 22.

## WIRE Expands School Service With Local Aid

Differences in local 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 network programs with programs produced in cooperation with local educational institutions.

Station WIRE in Indianapolis, as an example, reports that 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.

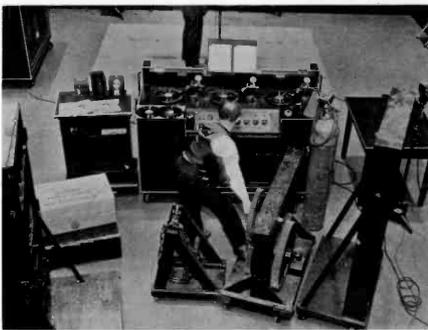
High school programs—There is a weekly program devoted to high schools on which high school students work. In addition, once a week there is a program devoted to some out-of-town grade or high school, giving students of exceptional musical or dramatic ability an opportunity to go on the air.

## New Quiz Program For Students

Students who believe they've learned their lessons well can test their knowledge, or lack of it, in a new program called "Name the Place," broadcast on the NBC-Red Network Sundays at 9:30 p. m., EST, and Tuesdays at 10:45 p. m.

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

A typical description: "a capital city of a country which adjoins only one other country. It is on a peninsula, between two seas, and includes many small islands. It is a very low country—the highest elevation is on the Himelbjurg, only 560 feet in height. In addition to the small islands, the country also owns a very large island which it holds as a dependency." The answer is Copenhagen, Denmark.



GROUPING OF SOUND EFFECTS FOR PROPER VOLUME

Just as an orchestra leader groups his musicians about the microphones according to the volume of their instruments, so does the sound effects man place his speakers to get balance of sound, an important point for students of radio production to remember. The above picture shows an NBC Sound Technician's arrangement—lull door at the extreme left, farthest from the microphone; a paper carton to be struck with a stick to get the sharp crack of a pistol shot next right; then bells, the recording turntable, a tank for hissing steam, gear panels, and at the right an ordinary door. Near the technician's left foot is a device for rattling of anchor chains.

## 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 WXAL and WXXL.

The recordings were made on a cross-country tour to various points of interest, and are being broadcast to Latin America to give 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 manufacture. The programs in Spanish are broadcast Tuesdays at 6:30 p. m., EST, in Portuguese on Fridays at 4:30 p. m. (Check Day by Day schedule for wavelenghts.)

## NBC Intensifies Television Activity As Spring Schedule Approaches

(Continued from front page)  
one of the major technical bottlenecks 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 343-line images. Preliminary tests of the

## 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 noted 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 talk, on "The Dilemma of Democracy," was listed for Tuesday, February 28, at 9:00 p. m., EST.

In addition to these seven programs, Florence Hale, NEA trustee and editor of *The Grade Teacher*, devoted her regular NBC program, Florence Hale's Radio Column, to the convention on Saturday, February 25, over the Red Network, with superintendent of Schools William B. Jack of Portland, Me., as guest speaker.

new NBC antenna, however, indicate that it will afford a wide margin of safety when broadcasting even the 441-line pictures.

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

# PROGRAMS IN THE PUBLIC INTEREST

VOL. I, NO. 6.

RCA BUILDING, RADIO CITY, N. Y.

MARCH, 1939.

## Television Activity Intensified by NBC For Spring Shows

WITH rapid approach of the time set for the beginning of 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. Hutchinson, has expanded its personnel and will shortly put some of its more ambitious programs in rehearsal to familiarize the program directors with the numerous technical changes made in the studio set-up since NBC television was last on the air. Max Gordon, noted Broadway producer, has been engaged by NBC to assist in the production of dramatic shows.

On the technical side, the studios and their equipment at Radio City have undergone extensive rearrangement and alteration in the interests of efficiency in broadcasting and the incorporation of standards of transmission proposed for the inauguration of television in the United States.

When completed in March, the live talent studio will have three cameras for use on any production, cuts or fade-ins being made from one camera to another at 3:00 p. m., EST. The remainder 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.

At the transmitter in the Empire State tower, about three-fourths of a mile to the south of Radio City the principal improvement, aside from the changes made necessary by 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 wide band-pass antenna, makes possible the broadcast of the broad group of radio frequencies necessary to insure true high definition pictures in the home receiver. The only one of this kind in the world, the antenna remains what had hitherto been

(Continued on back page)

## 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. Commissioner of Education; Dr. Mortimer J.

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BEN G. GRAHAM

the Blue Network at 6:05 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, March 1, when Superintendent Frank Cody of Detroit's schools will be the guest speaker. The program is conducted by Dr. Belmont Farley, of the National Education Association, who began NBC's series of convention programs on February 22.

John A. Sesson, retiring president of the AASA, also was heard during the convention, speaking on February 23 and outlining the purposes of the convention. These included the consideration of suggestions of the Educational Policies Commission for a new statement of the objectives of American education; suggestions for revision of studies and policies, and possible recommendations for bringing about the desired changes. Special emphasis was to be placed on training for citizenship and the problems of schools in small communities.



JOHN A. SESSON

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 inquiry into the character and cost of public education. The program is broadcast over the Blue Network at 9:30 p. m., EST.

Earlier that evening, the newly elected president of the Association, Ben G. Graham, superintendent of schools in Pittsburgh, will review the work of the convention and discuss the future, on

Secretary of the Interior Harold I. Ickes was scheduled to address the convention on Monday, February 27, his speech to be carried over the Blue (Continued on back page)

<p><b>E D N E S D A Y</b></p>	<p>PRESS NEWS 9:00 a.m. RED and BLUE; 4:55 p.m. BLUE; 6:25 p.m. RED. ARLINGTON TIME SIGNAL, 12:00 noon. BLUE and RED. NATIONAL FARM and HOME HOUR, 12:30-1:15 p.m. BLUE, March 15, from University of Georgia. ADJUSTING DEMOCRACY FOR HUMAN WELFARE, General Federation of Women's Clubs program, March 1, 3:15-3:45 p.m. BLUE. THE PUBLIC INTEREST IN DEMOCRACY, Mark Sullivan and Jay Franklin, speakers, 10:30 p.m. BLUE.</p>	<p>LET'S TALK IT OVER, with June Hynes, 11:45-12:00 p.m. RED. YOUR HEALTH, 2:00-2:30 p.m. BLUE, March 1, "Diabetes"; March 8, "Water, Waste and Sanitation"; March 15, "Guarding Fresh Foods"; March 22, "Auditing the Health Record"; March 29, "Animal Diseases Transmitted to Man." ADJUSTING DEMOCRACY FOR HUMAN WELFARE, General Federation of Women's Clubs program, March 1, 3:15-3:45 p.m. BLUE. OUR AMERICAN SCHOOLS, Dr. Belmont Farley, 4:00-4:15 p.m. RED, American Assn. of School Administrators Program, March 1, Dr. F. M. Condy. WINGS FOR THE MARTINS, Educational Drama, 9:30-10:00 p.m. BLUE, March 1, "Learning to Read"; March 8, "Child in Grow-Up House."</p>	<p>European Beams, 17:80 KC. ITALIAN PERIOD, 1:00-2:00 p.m. News, 1:00. Talk, 1:45. GERMAN PERIOD, 2:00-3:00 p.m. News, 2:00. Talk, 2:45. FRENCH PERIOD, 3:00-4:00 p.m. News, 3:00. Talk, 3:45. Latin-American Beams, 17:80 KC. PORTUGUESE PERIODS, 4:00-5:00 p.m. News, 4:00. Talks, 4:30, 4:50, 5:10. SPANISH PERIODS, 5:00-7:00 p.m., 8:00-10:00 p.m., 11:00 p.m.-1:00 a.m. News, 5:00, 6:00, 8:00, 9:00. Talks, 5:30, 8:30.</p>	<p>WORDS AND MUSIC, 1:30-2:00 p.m., RED. WINGS FOR THE MARTINS, Educational Drama, 9:30-10:00 p.m. BLUE, March 1, "Learning to Read"; March 8, "Child in Grow-Up House."</p>	<p>HOMESPUN, Dr. William Hiram Foulkes, 12:30-12:45 p.m., RED, March 1, "Lionel Lamb"; March 8, "Glamour and Glory"; March 15, "Counting the Cost"; March 22, "God's Little Ones"; March 29, "What's Your Mammy?"</p>	<p>PEARLES TAKES CHARGE, 1:30-1:45 p.m. BLUE. YOUR HEALTH, 2:00-2:30 p.m. BLUE, March 1, "Diabetes"; March 8, "Water, Waste and Sanitation"; March 15, "Guarding Fresh Foods"; March 22, "Auditing the Health Record"; March 29, "Animal Diseases Transmitted to Man." GEN. FED. WOMEN'S CLUBS, "Adjusting Democracy for Human Welfare," March 1, 3:15-3:45 p.m. BLUE. BETWEEN THE BOOKENDS, Ted Malone, 3:45-4:00 p.m. BLUE. EVE CURIE, "When I Visited the United States With My Mother," March 6, 5:00-5:15 p.m. BLUE. MALCOLM CLAIRE, Children's stories, 6:15-6:25 p.m. RED.</p>
<p><b>T H U R S D A Y</b></p>	<p>PRESS NEWS 9:00 a.m. RED and BLUE; 4:55 p.m. BLUE; 6:25 p.m. BLUE. ARLINGTON TIME SIGNAL, 12:00 noon. BLUE and RED. NATIONAL FARM and HOME HOUR, 12:30-1:15 p.m. BLUE. AMERICA'S TOWN MEETING OF THE AIR, George V. Denney, Jr., Moderator, 10:10-10:30 p.m. BLUE, (March 2) from Cleveland—American Assn. of School Administrators Convention, Dr. John W. Studebaker, U. S. Commissioner of Education and others.</p>	<p>NATIONAL FARM and HOME HOUR, 12:30-1:15 p.m. BLUE. IDEAS THAT CAME TRUE, Social Science Series with Dr. Rollo G. Reynolds, 2:00-2:30 p.m. BLUE, "The Old National Pike"; Mar. 8, "Up and Down Railways"; Mar. 16, "The Erie Canal"; Mar. 23, "Across the Isthmus"; Mar. 30, "Hidden Trails and Mountain Passes." METROPOLITAN OPERA GUILD, OPERA. AMERICAN ASSN. OF SCHOOL ADMINISTRATORS CONVENTION, 8:00-8:15 p.m. BLUE. Dr. Benjamin Graham, newly elected President, 7:00-8:15 p.m. BLUE. PARADE OF PROGRESS, The Story of Wood, 8:00-8:15 p.m. BLUE. EASTMAN SCHOOL OF MUSIC ORCHESTRA, Dr. Howard Hanson, conductor, 8:15-9:15 p.m. BLUE. AMERICA'S TOWN MEETING OF THE AIR, George V. Denney, Jr., Moderator, 9:30-10:30 p.m. BLUE, (March 2) from Cleveland—American Assn. of School Administrators Convention, Dr. John W. Studebaker, U. S. Commissioner of Education and others.</p>	<p>European Beams, 17:80 KC. ITALIAN PERIOD, 1:00-2:00 p.m. News, 1:00. Talk, 1:45. GERMAN PERIOD, 2:00-3:00 p.m. News, 2:00. Talk, 2:45. FRENCH PERIOD, 3:00-4:00 p.m. News, 3:00. Talk, 3:45. Latin-American Beams, 17:80 KC. PORTUGUESE PERIODS, 4:00-5:00 p.m. News, 4:00. Talks, 4:30, 4:50, 5:10. SPANISH PERIODS, 5:00-7:00 p.m., 8:00-10:00 p.m., 11:00 p.m.-1:00 a.m. News, 5:00, 6:00, 8:00, 9:00. Talks, 5:30, 8:30, 8:45, 9:00. Songs in Spanish, 6:45.</p>	<p>WORDS AND MUSIC, 1:30-2:00 p.m., RED. LIGHT OPERA SELECTIONS, Harold Sato-Orchestra, 2:30-3:00 p.m. BLUE. HANS CHRISTIAN ANDERSEN, Dramatizations of stories, 3:15-5:30 p.m. BLUE. METROPOLITAN OPERA GUILD, OPERA, 8:00-9:15 p.m. RED. ROCHESTER PHILHARMONIC CONCERTS, Jose Iturbi, 8:30-10:00 p.m. BLUE, March 2, 16. EASTMAN SCHOOL OF MUSIC, Dr. Howard Hanson, conductor, 8:35-9:15 p.m. BLUE, March 9, 23, 30.</p>	<p>THE ART OF LIVING, Dr. Norman Vincent Peale, 12:30-12:45 p.m., RED, March 3, "You Can Be Strong"; March 16, "When Everything Seems to Go Wrong"; March 23, "The Ability to Enjoy Life"; March 30, "The Tremendous Power of Faith."</p>	<p>PEARLES TAKES CHARGE, 1:30-1:45 p.m. BLUE. BETWEEN THE BOOKENDS, Ted Malone, 3:45-4:00 p.m. BLUE. HANS CHRISTIAN ANDERSEN, Dramatizations of stories, Paul Syreag, as Story Teller, 5:15-5:30 p.m. BLUE. MALCOLM CLAIRE, Children's stories, 6:15-6:25 p.m. RED.</p>
<p><b>F R I D A Y</b></p>	<p>PRESS NEWS 9:00 a.m. BLUE and RED; 4:55 p.m. BLUE; 6:25 p.m. BLUE. ARLINGTON TIME SIGNAL, 12:00 noon. BLUE and RED. NATIONAL FARM and HOME HOUR, 12:30-1:15 p.m. BLUE. STORY BEHIND THE HEADLINES, Clear Searcher, 10:45-11:00 p.m., RED.</p>	<p>NATIONAL FARM and HOME HOUR, 12:30-1:15 p.m. BLUE. LET'S TALK IT OVER, 1:15-1:30 p.m. RED. NBC MUSIC APPRECIATION HOUR, With Dr. Walter Damrosch, 2:00-3:00 p.m. BLUE. STORY BEHIND THE HEADLINES, by Clear Searcher, 10:45-11:00 p.m., RED.</p>	<p>European Beams, 17:80 KC. ITALIAN PERIOD, 1:00-2:00 p.m. News, 1:00. Talk, 1:45. GERMAN PERIOD, 2:00-3:00 p.m. News, 2:00. Talk, 2:45. FRENCH PERIOD, 3:00-4:00 p.m. News, 3:00. Talk, 3:45. Latin-American Beams, 17:80 KC. PORTUGUESE PERIODS, 4:00-5:00 p.m. News, 4:00. Talks, 4:30, 4:50, 5:10. SPANISH PERIODS, 5:00-7:00 p.m., 8:00-10:00 p.m., 11:00 p.m.-1:00 a.m. News, 5:00, 6:00, 8:00, 9:00. Talks, 5:30, 8:30.</p>	<p>SOUTHERNAIRES, 12:15-12:30 p.m. BLUE. WORDS AND MUSIC, 1:30-2:00 p.m., RED. NBC MUSIC APPRECIATION HOUR, Dr. Walter Damrosch, 2:00-3:00 p.m. BLUE. PORTUGUESE PERIODS, 4:00-5:00 p.m. News, 4:00. Talks, 4:30, 4:50, 5:10. OSCAR SHUMSKY, Concert, Violinist: 7:30-7:45, BLUE.</p>	<p>INNER DRAMA OF LIFE, Dr. Lloyd Ellis Foster, 12:30-12:45 p.m., RED, March 3, "The Drama of Democracy's Struggle"; March 10, "Landed to a Ghost"; March 17, "Is Your Life Frustrated?"; March 24, "Re-allocate Your Full Selfhood"; March 31, "On Making a Laboratory Test of Religion."</p>	<p>LET'S TALK IT OVER, 1:15-1:30 p.m., RED. PEARLES TAKES CHARGE, 1:30-1:45 p.m. BLUE. BETWEEN THE BOOKENDS, Ted Malone, 3:45-4:00 p.m. BLUE. ALMA KITCHELL'S BRIEF CASE, 6:05-6:15 p.m. BLUE. MALCOLM CLAIRE, Children's stories, 6:15-6:25 p.m. RED.</p>
<p><b>S A T U R D A Y</b></p>	<p>PRESS NEWS 9:00 a.m. BLUE and RED; 6:25 p.m. RED; 6:25 p.m. BLUE. ARLINGTON TIME SIGNAL, 12:00 noon. BLUE and RED. NATIONAL FARM and HOME HOUR, 12:30-1:15 p.m. BLUE. PRESIDENT ROOSEVELT, Addressing a Joint Session of Congress, 1:00-2:00 p.m. RED and BLUE, March 4 only. YOUTH MEETS GOVERNMENT, Guest speakers and High School panel, 3:15-4:00 p.m., RED.</p>	<p>FLORENCE HALE'S RADIO COLUMN, 10:30-10:45 a.m. RED. CHILD GROWS UP, Talks by Katherine Lennox, head of Children's Dept. of Labor, 10:45-11:00 a.m. BLUE. EASTMAN SCHOOL PROGRAMS: Milestones on Music, 1:30-12:00 noon, RED. AMERICAN EDUCATION FORUM, Conducted by Dr. Grayson Kellogg, Prof. of Education, Stanford University, 12:00-12:25 p.m. BLUE. NATIONAL FARM and HOME HOUR, 12:30-1:15 p.m. BLUE. PRESIDENT ROOSEVELT, Addressing a Joint Session of Congress, 1:00-2:00 p.m. RED and BLUE, March 4 only. METROPOLITAN OPERA, Approximately 12:30-1:30 p.m. BLUE. YOUTH MEETS GOVERNMENT, Speakers: High School panel, 3:15-4:00 p.m. RED. LIVES OF GREAT MEN, Dr. Edward Howard Gregg, 7:30-7:45 p.m., RED, Mar. 4. Celtic, Mar. 11, Emerson, Mar. 18, Lee, Mar. 23, Lincoln. NBC SYMPHONY ORCHESTRA, Guest conductors, Samuel Chotzinoff, commentator, 8:00-11:30 p.m. BLUE, Mar. —Hans Wilhelm Steinberg, Mar. 11—Bruno Walter.</p>	<p>European Beams, 17:80 KC. ITALIAN PERIOD, 1:00-2:00 p.m. News, 1:00. Talk, 1:45. GERMAN PERIOD, 2:00-3:00 p.m. News, 2:00. Talk, 2:45. FRENCH PERIOD, 3:00-4:00 p.m. News, 3:00. Latin-American Beams, 17:80 KC. PORTUGUESE PERIODS, 4:00-5:00 p.m. News, 4:00. Talks, 4:30, 4:50, 5:10. SPANISH PERIODS, 5:00-7:00 p.m., 8:00-10:00 p.m., 11:00 p.m.-1:00 a.m. News, 5:00, 6:00, 8:00, 9:00.</p>	<p>OUR BARN, with Madge Tucker, Children's Drama, 11:30-12:00 noon. BLUE. EASTMAN SCHOOL PROGRAMS, Milestones on Music, 11:30-12:00 noon. RED. METROPOLITAN OPERA, Approximately 1:55-3:00 p.m. BLUE. LIBRARY OF CONGRESS CHAMBER MUSIC, 5:00-5:30 p.m., BLUE, March 18, Both Quarter, Answer Securo, March 25, Pro Arte Quarter. LIVES OF THE MOUNTED, Children's dramatization, 6:30-7:00 p.m. BLUE. BRENT HOUSE Dramatizations with Hedda Hopper, 8:00-9:00 p.m. BLUE. NBC SYMPHONY ORCHESTRA, Guest Conductors, Samuel Chotzinoff, Commentator, 10:00-11:30 p.m. BLUE, March 4—Hans Wilhelm Steinberg, March 11—Bruno Walter.</p>	<p>CALL TO YOUTH, auspices National Council Catholic Women, 12:30-12:45 p.m., RED, March 11, "Home Sacraments"; March 18, "Beauty Services"; March 25, "More Joy." MESSAGE OF ISRAEL, 7:00-7:30 p.m. BLUE, March 5, Rabbi Jonah B. Wise, "The Epitaph of Aid to Refugees"; March 11, Rabbi Abba Hillel Silver, "The Morals of Refugees"; March 18, Rabbi Wise, "New Lives for Old"; March 25, Rabbi Silver, "American Israel."</p>	<p>THE CHILD GROWS UP, Katherine Lennox, 10:45-11:00 a.m. BLUE. NO SCHOOL TODAY, Safety Program, 10:15-10:30 a.m. RED. OUR BARN, For children with Madge Tucker, 11:30-12:00 noon. BLUE. CALLING ALL STAMP COLLECTORS, 11:15-11:30 p.m., RED. RENFEW OF THE MOUNTED, Children's dramatizations, 6:30-7:00 p.m. BLUE.</p>

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# MARCH



ALL TIME IS  
EASTERN STANDARD



	PUBLIC AFFAIRS AND NEWS	EDUCATION AND GENERAL INFORMATION	FOREIGN LANGUAGE PROGRAMS	DRAMA AND MUSIC	RELIGION	OTHER PROGRAMS
<b>SUNDAY</b>	<p><b>PRESS NEWS</b> 11:00 a.m., 11:00 p.m. <b>BLUE</b> and <b>RED</b>.</p> <p><b>ARLINGTON TIME SIGNAL</b> 12:00 noon. <b>BLUE</b> and <b>RED</b>.</p> <p><b>UNIV. OF CHICAGO ROUND TABLE</b> 12:30 p.m. <b>RED</b>.</p> <p><b>SALUTE OF NATIONS TO N. Y. World's Fair</b> 1:30-1:50 p.m. <b>RED</b> March 5, Prince Paul of Yugoslavia; March 12, Victor Emmanuel III of Italy; March 19, France; March 26, "Modern Medicine"; March 12, "Animals of Pabk"; March 19, "The Air Above Us"; March 26, "El Whitney, Man of Destiny."</p> <p><b>N. Y. WORLD'S FAIR U. S. Government Speakers</b> 7:00-7:15 p.m. <b>BLUE</b> March 5, Secretary of the Interior Harold I. Ickes, "Conservation"; March 12, Jesse H. Jones, Chairman, R.F.C., "Finance and Credit"; March 19, James A. Farley, Postmaster General, "Transportation and Communication"; March 26, Frances Perkins, Secretary of Labor, "Industry."</p>	<p><b>MUSIC AND AMERICAN YOUTH</b> 10:30-11:00 a.m. <b>RED</b>.</p> <p><b>RADIO CITY MUSIC HALL</b>, Symphony Orchestra, under Erno Rapce, 12:00-1:00 p.m. <b>BLUE</b>.</p> <p><b>UNIV. OF CHICAGO ROUND TABLE</b> 12:30-1:00 p.m. <b>RED</b>.</p> <p><b>IRENE WICKER'S MUSIC PLAYS</b>. For children. 1:00-1:30 p.m. <b>RED</b>.</p> <p><b>GREAT PLAYS</b> 1:00-2:00 p.m. <b>BLUE</b>.</p> <p><b>SALUTE OF NATIONS TO N. Y. World's Fair</b> 1:30-1:50 p.m. <b>RED</b>.</p> <p><b>HENDRIK WILLEM VAN LOON</b> "Deliberate Reflections" 6:15-6:30 p.m. <b>RED</b>.</p> <p><b>THE WORLD IS YOURS</b>, auspices Southwestern Institution. 4:30-5:00 p.m. <b>RED</b>.</p> <p>March 5, "Modern Medicine"; March 12, "Animals of Pabk"; March 19, "The Air Above Us"; March 26, "El Whitney, Man of Destiny."</p> <p><b>NEW FRIENDS OF MUSIC</b> Chamber music, 6:00-7:00 p.m. <b>BLUE</b>.</p> <p><b>N. Y. WORLD'S FAIR U. S. Government speakers</b> 7:00-7:15 p.m. <b>BLUE</b> March 5, Secretary of the Interior Harold I. Ickes, "Conservation"; March 12, Jesse H. Jones, Chairman, R.F.C., "Finance and Credit"; March 19, James A. Farley, Postmaster General, "Transportation and Communication"; March 26, Frances Perkins, Secretary of Labor, "Industry."</p>	<p>European Beam, 17:30 KC.</p> <p><b>ITALIAN PERIOD</b> 1:00-2:00 p.m. News, 1:00.</p> <p><b>GERMAN PERIOD</b> 2:00-3:00 p.m. News, 2:00. Talk, 2:45.</p> <p><b>FRENCH PERIOD</b> 3:00-4:00 p.m. News, 3:00. Talk, 3:45.</p> <p><b>Latin-American Beams</b> 17:30 KC. 5:00-5:30 p.m. <b>RED</b>.</p> <p><b>PORTUGUESE PERIODS</b> 4:00-5:00 p.m. News, 4:00-5:00 p.m. News, 4:00-5:00 p.m.</p> <p><b>SPANISH PERIODS</b> 5:00-7:00 p.m. 8:00-10:00 p.m., 11:00 p.m. 1:00 a.m. News, 5:00, 6:00, 8:00, 9:00.</p>	<p><b>YOICHI HIRAKAWA</b>, xylophonist, 8:00-8:30 a.m. <b>RED</b>.</p> <p><b>RUSSIAN MELODIES</b> 10:00-10:30 a.m. <b>BLUE</b>.</p> <p><b>MUSIC AND AMERICAN YOUTH</b> 10:30-11:00 a.m. <b>RED</b>.</p> <p><b>CHIMNEY HOUSE</b>, NBC prize-winning script. Dramatic series for children. 11:15-11:30 a.m. <b>RED</b>.</p> <p><b>SOUTHERNAIRES</b>, Negro spirituals. 11:30-12:00 noon. <b>BLUE</b>.</p> <p><b>RADIO CITY MUSIC HALL</b>, Symphony Orchestra under Erno Rapce. 12:00-1:00 p.m. <b>RED</b>.</p> <p><b>IRENE WICKER'S MUSIC PLAYS</b>. For children. 1:00-1:30 p.m. <b>RED</b>.</p> <p><b>GREAT PLAYS</b> 1:00-2:00 p.m. <b>BLUE</b>.</p> <p><b>PHILADELPHIA SYMPHONY CLUB</b> 2:30-3:00 p.m. <b>RED</b>, March 5 only.</p> <p><b>FABLES IN VERSE</b>, Plays by Alfred Krambrock. 2:45-3:00 p.m. <b>RED</b>.</p> <p><b>NEW FRIENDS OF MUSIC</b> Chamber music 6:00-7:00 p.m. <b>BLUE</b>. Orchestra. First Sunday, Conductor.</p>	<p><b>RADIO PULPIT</b>, Dr. Ralph W. Sockman. 10:00-10:30 a.m. <b>RED</b>, March 5, "Living in Deep Water"; March 12, "Prophet, Old and New"; March 19, "A Trace with Time"; March 26, "Wasting Our Inheritance."</p> <p><b>NATIONAL VESPERS</b>, Dr. Harry Emerson Fosdick. 4:00-4:30 p.m. <b>BLUE</b>, March 5, "On Learning How To Play"; March 12, "On Seeing as Christians as We Are"; March 19, "Six Ways To Tell Right From Wrong"; March 26, "Is Our Christianity Appealing to Our Softness or Our Strength?"</p> <p><b>CATHOLIC HOUR</b>, Rt. Rev. Monsignor Fulton J. Sheen. 6:00-6:30 p.m. <b>RED</b>, March 5, "The Second Word: 'Eye'"; March 12, "The Third Word: 'Lust'"; March 19, "The Fourth Word: 'Pride'"; March 26, "The Fifth Word: 'Gluttony'."</p>	<p><b>ANIMAL NEWS CLUB</b>, For children. 8:45-9:00 a.m. <b>RED</b>.</p> <p><b>COAST TO COAST ON A BUS</b>, or the "White Rabbit Line", For children. 9:00-10:00 a.m. <b>BLUE</b>.</p> <p><b>CHIMNEY HOUSE</b>, NBC prize-winning script. Dramatic series for children. 11:15-11:30 a.m. <b>RED</b>.</p> <p><b>IRENE WICKER'S MUSIC PLAYS</b>. For children. 1:00-1:30 p.m. <b>RED</b>.</p> <p><b>SUNDAY DRIVERS</b>, Safety program. 3:00-3:30 p.m. <b>RED</b>.</p> <p><b>NAME THE PLACE</b>, Quiz game identifying well-known localities. 3:30-3:45 p.m. <b>RED</b>.</p> <p><b>CHEERIO</b>, Inspirational program. 10:30-11:00 p.m. <b>BLUE</b>.</p>
<b>MONDAY</b>	<p><b>PRESS NEWS</b> 9:00 a.m. <b>RED</b> and <b>BLUE</b>; 4:35 p.m. <b>BLUE</b>; 6:25 p.m. <b>RED</b>.</p> <p><b>ARLINGTON TIME SIGNAL</b> 12:00 noon. <b>BLUE</b> and <b>RED</b>.</p> <p><b>NATIONAL FARM AND HOME HOUR</b> 12:30-1:15 p.m. <b>BLUE</b>.</p> <p><b>SCIENCE IN THE NEWS</b>, Dr. Arthur H. Compton. 6:00-6:15 p.m. <b>RED</b>.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b> 12:30-1:15 p.m. <b>BLUE</b>.</p> <p><b>LET'S TALK IT OVER</b>, with Alma Kitchell. 1:15-1:30 p.m. <b>RED</b>.</p> <p><b>ADVENTURE IN READING</b> 2:00-2:30 p.m. <b>BLUE</b>, March 6, "Signal Under"; March 13, "W. G. Henry"; March 20, "Alfred, Lord Tennyson"; March 27, "Leo Tolstoy."</p> <p><b>ROCHESTER CIVIC ORCHESTRA</b>, 3:00-3:45 p.m. <b>BLUE</b>.</p> <p><b>SCIENCE IN THE NEWS</b>, 6:00-6:15 p.m. <b>RED</b>.</p> <p><b>SCIENCE ON THE MARCH</b>, 7:45-8:00 p.m. <b>BLUE</b>.</p> <p><b>NATIONAL RADIO FORUM</b>, 10:30-11:00 p.m. <b>BLUE</b>.</p>	<p>European Beam, 17:30 KC.</p> <p><b>ITALIAN PERIOD</b> 1:00-2:00 p.m. News, 1:00. Talk, 1:45.</p> <p><b>GERMAN PERIOD</b> 2:00-3:00 p.m. News, 2:00. Talk, 2:45.</p> <p><b>FRENCH PERIOD</b> 3:00-4:00 p.m. News, 3:00. Talk, 3:45.</p> <p><b>Latin-American Beams</b> 17:30 KC. 5:00-5:30 p.m. <b>RED</b>.</p> <p><b>PORTUGUESE PERIODS</b> 4:00-5:00 p.m. News, 4:00-5:00 p.m. News, 4:00-5:00 p.m.</p> <p><b>SPANISH PERIODS</b> 5:00-7:00 p.m. 8:00-10:00 p.m., 11:00 p.m. 1:00 a.m. News, 5:00, 6:00, 8:00, 9:00. Talks, 5:30, 6:30, 8:30.</p>	<p><b>WORDS AND MUSIC</b> 1:30-2:00 p.m. <b>RED</b>.</p> <p><b>ADVENTURE IN READING</b> 2:00-2:30 p.m. <b>BLUE</b>, March 6, "Signal Under"; March 13, "W. G. Henry"; March 20, "Alfred, Lord Tennyson"; March 27, "Leo Tolstoy."</p> <p><b>ROCHESTER CIVIC ORCHESTRA</b>, Matinee Concerts, Guy Fraser Harrison, conductor. 3:00-3:45 p.m. <b>BLUE</b>.</p> <p><b>WESTMINSTER CHOIR COLLEGE</b>, 9:30-10:00 p.m. <b>BLUE</b>.</p>	<p><b>OPPORTUNITY</b>, Dr. Daniel A. Poling. 12:30-12:45 p.m. <b>RED</b>, March 6, "Superman versus Atom"; March 13, "Progress Through Change"; March 20, "Infallible Security"; March 27, "Eun Ya Northward."</p>	<p><b>LET'S TALK IT OVER</b>, with Alma Kitchell. 1:15-1:30 p.m. <b>RED</b>.</p> <p><b>PEABLES TAKES CHARGE</b> 1:30-1:45 p.m. <b>BLUE</b>.</p> <p><b>BETWEEN THE BOOKENDS</b>, Ted Malone. 3:45-4:00 p.m. <b>BLUE</b>.</p> <p><b>MALCOLM CLAIRE</b>, Children's stories. 5:15-6:25 p.m. <b>RED</b>.</p>
<b>TUESDAY</b>	<p><b>PRESS NEWS</b> 9:00 a.m. <b>RED</b> and <b>BLUE</b>; 4:35 p.m. <b>BLUE</b>; 6:25 p.m. <b>RED</b>.</p> <p><b>ARLINGTON TIME SIGNAL</b> 12:00 noon. <b>BLUE</b> and <b>RED</b>.</p> <p><b>NATIONAL FARM AND HOME HOUR</b> 12:30-1:15 p.m. <b>BLUE</b>.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b> 12:30-1:15 p.m. <b>BLUE</b>.</p> <p><b>MUSIC MAKERS</b>, conducted by Dr. Joseph E. Maddy, Elementary instruction. 12:45-1:00 p.m. advanced. 1:00-1:15 p.m. <b>RED</b>.</p> <p><b>GEN. FRED WOMEN'S CLUBS</b>, Consumers' Program. 1:00-1:15 p.m. <b>RED</b>.</p> <p><b>SCIENCE EVERYWHERE</b>, Junior Science. Elementary. 2:00-2:15 p.m. "Lakes, Coal and Oil"; 2:30 p.m. <b>BLUE</b>, March 7, "Lakes, Coal and Oil"; 2:45 p.m. <b>RED</b>, March 7, "Lakes, Coal and Oil"; 3:00 p.m. <b>BLUE</b>, March 7, "Lakes, Coal and Oil"; 3:15 p.m. <b>RED</b>, March 7, "Lakes, Coal and Oil"; 3:30 p.m. <b>BLUE</b>, March 7, "Lakes, Coal and Oil"; 3:45 p.m. <b>RED</b>, March 7, "Lakes, Coal and Oil"; 4:00 p.m. <b>BLUE</b>, March 7, "Lakes, Coal and Oil"; 4:15 p.m. <b>RED</b>, March 7, "Lakes, Coal and Oil"; 4:30 p.m. <b>BLUE</b>, March 7, "Lakes, Coal and Oil"; 4:45 p.m. <b>RED</b>, March 7, "Lakes, Coal and Oil"; 5:00 p.m. <b>BLUE</b>, March 7, "Lakes, Coal and Oil"; 5:15 p.m. <b>RED</b>, March 7, "Lakes, Coal and Oil"; 5:30 p.m. <b>BLUE</b>, March 7, "Lakes, Coal and Oil"; 5:45 p.m. <b>RED</b>, March 7, "Lakes, Coal and Oil"; 6:00 p.m. <b>BLUE</b>, March 7, "Lakes, Coal and Oil"; 6:15 p.m. <b>RED</b>, March 7, "Lakes, Coal and Oil"; 6:30 p.m. <b>BLUE</b>, March 7, "Lakes, Coal and Oil"; 6:45 p.m. <b>RED</b>, March 7, "Lakes, Coal and Oil"; 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# For Special Attention

## PUBLIC AFFAIRS AND NEWS

### CONGRESS'S 150th ANNIVERSARY

Students of history and government as well as the radio audience in general will hear a program of particular 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 of interest to high school students explain these problems to a panel of New York students each Saturday, and then are questioned on points on which their audience desires more information. The series is presented with the cooperation of 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 which many years ahead have given him are used by Cesar Saengerling to explain some of the background of important news. His program regularly talks are given under the auspices of the American Historical Association.

### SALUTE OF NATIONS

Continuing the parade of rulers of nations speaking in relation to their country's exhibits at the New York World's Fair, Prince Paul, Regent of Yugoslavia; Victor Emmanuel III of Italy; Admiral Horthy, Regent of Hungary, and President Moscicki of Poland will appear on the Salute of Nations series on the Sundays of March.

### UNIVERSITY OF CHICAGO ROUND TABLE

Now entering its ninth year, the University of Chicago Round Table provides a meeting place at which experts on social, political and economic problems discuss current questions of public interest, asking and answering the questions which the listener himself would raise. The program attempts to acquaint the radio audience with all the important facts that should be weighed in seeking solutions to national problems.

### GOVERNMENT AND FAIR

The federal government's part in the New York World's Fair, and the work the government does which its exhibits will illustrate, will be described 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. Jones, Chairman of the RFC, "Finance and Credit"; James A. Farley, Postmaster General, "Transportation and Communication"; Frances Perkins, Secretary of Labor, "Industry".

## 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 department and school choir participate in the programs.

### NBC MUSIC APPRECIATION HOUR

One of the outstanding programs in the country in its value to schools, this program regularly is heard by millions of students. Dr. Walter Damsch explains the beauty and significance of the world's great music, illustrated by an orchestra under his direction. The series is broadcast Fridays.

### METROPOLITAN OPERA

The world listens to the broadcasts from the Metropolitan Opera House in New York over NBC each Saturday. In addition, NBC presents 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.

### NBC SYMPHONY

Following Maestro Toscanini's departure for London to fulfill an engagement to conduct a Queen's Hall series, guest conductors will appear again with the NBC Symphony Orchestra. Hans Wilhelm Steinberg and Bruno Walter are scheduled for the first concerts in March.

## EDUCATION AND GENERAL INFORMATION

### OUR AMERICAN SCHOOLS

Belmont Farley, director of public relations 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 small-town and country life. Deliberations touch on all manner of problems of school and community education.

### AMERICAN EDUCATION FORUM

Education problems of interest to teachers and parents are discussed each Saturday by a forum arranged by Dr. Grayson Kelavov, Professor of Education at Stanford University. The program March 4, scheduled that day at 3:00 p.m. instead of the usual time of noon, will deal with "The Humanities in Education."

### LIVES OF GREAT MEN

Carlyle, Emerson, Robert E. Lee and Lincoln will be the daily lives of the Dr. Edward Howard Griggs' series in March. By describing the lives of these great men, Dr. Griggs shows how their work has influenced the course of civilization. His series is presented in cooperation with the Brooklyn Institute of Arts and Sciences.

### Program Study Aids for Students—

#### CHICAGO ROUND TABLE.

Reprints of discussions available each week at 10 cents each or \$1.00 for series of 26. Address: University Broadcasting Council, University of Chicago.

#### GREAT PLAYS.

Study manuals, including sketches of author's lives and bibliography, available for each of NBC, at 10 cents. Address: Great Plays, NBC, New York.

#### IDEAS THAT CAME TRUE.

Worksheets for series 1 and 2 at 10 cents per set of twelve. Teachers' manual for second series only at 10 cents. Address: NBC, New York.

#### MUSIC MAKERS.

Student manuals at 25 cents each giving lessons for various instruments. Address: Dr. Joseph Masdy, University of Michigan, Ann Arbor, Mich.

#### NBC MUSIC APPRECIATION HOUR.

Four student worksheets for 10 cents each; Teachers' manual at 25 cents. Address: NBC, New York.

#### WINGS FOR THE MARTINS.

Special leaflets available free. Address: Wings for the Martins, Office of Education, U. S. Department of Interior, Washington, D. C.

### IDEAS THAT CAME TRUE

Going back far into history as well as the present, Dr. Rollo G. Reynolds, principal of Horace Mann School, Columbia University, describes the romantic development of modern means of travel and communication in his social science series each Thursday. Study manuals for the series are being prepared and will be available shortly. Dr. Reynolds in March will discuss the old National Pike, "Up and Down Railways," the Erie Canal, "Across the Isthmus" and "Hidden Trails and Mountain Passes."

### THE WORLD IS YOURS

Stirring dramas of the world we live in, of the fields of industry or agriculture or science, are related on this series, presented by NBC in cooperation with the Smithsonian Institution, the U. S. Office of Education and the Works Progress Administration. The March and April programs, will deal with modern medicine; each Sunday a similarly absorbing story is told.

### SCIENCE EVERYWHERE

One of NBC's programs designed primarily for the use of schools, Science Everywhere deals with subjects which school students can observe themselves in their daily lives. The series is conducted by Dr. Carroll Lane Fenton, author of children's science books, with great men of the American Association for the Advancement of Science. Worksheets are available for student use, including reading lists and suggested experiments and field work.

### SCIENCE EVERYWHERE.

Student worksheets for two series at 10 cents per set of 12. Address: Science Everywhere, American Association for the Advancement of Science, Washington, D. C.

#### SCIENCE ON THE MARCH.

Study manuals, including outlines, reprints of discussions, brief articles and pictures, available at \$1.00 a year. Address: Science on the March, 1214 Sixteenth St., Washington, D. C.

#### STORY BEHIND THE HEADLINES.

Reprints of talks at 10 cents a copy or \$1.00 for series of 12. Address: Columbia University Press, 2960 Broadway, New York.

#### AMERICA'S TOWN MEETING.

Reprints of broadcasts at 10 cents a copy or \$2.50 per year. Other material of aid in organizing local groups available from Town Hall, New York, Address: America's Town Meeting, 2960 Broadway, New York.

#### YOUR HEALTH.

Student worksheets at 10 cents a copy. Address: Health Unit, American Medical Association, Chicago.

#### THE WORLD IS YOURS.

Special leaflets available free. Address: The World Is Yours, Office of Education, U. S. Department of Interior, Washington, D. C.

### SCIENCE ON THE MARCH

Representing science not as magic or mystery but simply as painstaking and systematic exploration of the world and universe to find as nearly as possible the reasons things are what they are. Science on the March is designed to give the listener a better understanding of science and its discoveries. The program is conducted as a discussion between Dr. Forest Ray Moulton, noted astronomer and permanent secretary of the American Association for the Advancement of Science, and an NBC announcer. In March the program deals with the history of science of the earth, and lead into the physical evolution of our own country.

## DRAMA

### CHIMNEY HOUSE

Heroes of children's literature are brought to life to do battle with infamous villains on the program for children, broadcast Sundays. The serial won fourth prize in the NBC Tenth Anniversary contest for children's programs in 1936, and is written by Pauline Gibson of the editorial staff of Scholastic magazine.

### ADVENTURE IN READING

Understanding of great works of literature and the pleasure that may be found in worthwhile books are developed on this program through dramatization of the lives of the authors and readings from their masterpieces. Selections are from the reading lists for Junior High Schools compiled by the National Council of Teachers of English.

### GREAT PLAYS

The great dramas that stand out as the masterworks of the ages are presented by NBC each Sunday on this series. The literary, historical and sociological importance of the works is described by Burns Mantle, dramatic critic of the New York Daily News. The American Library Association cooperates with NBC arranging supplementary reading material at libraries.

### FOIBLES IN VERSE

The drama of human life as seen by a poet and portrayed through the medium of animal characters is related on this series, written especially for NBC by Alfred Kreymborg. Simple ballad form is employed throughout. The plays are designed to show man's kinship with the past, and his relationship to the evolution of nature.

## OTHER

### PROGRAMS

#### HANS CHRISTIAN ANDERSEN

New translations of the great writings of this famous children's story teller are given by Paul Leysach, Danish author, whose work on Andersen's writings have been commended as capturing "the spirit and fun of the original as no one has ever succeeded in doing before." Crown Prince Frederik of Denmark.

#### GIMPSSES OF FRANCE

A trip to the picturesque spots of France is offered on this series of exchange programs between NBC and the Administration des Postes, Telegraphes et Telephones, official French broadcasting system. The gay cafes and boulevards of Paris, art schools, department stores, subways, and the homes of typical French families in the cities and provinces, are visited and described each Tuesday.

#### LIFE OF A MOUNTAIN

Renewal of the Mounted is a series based on the famous stories which Laurie York Erskine has written for the American Boy magazine for many years. This children's series is designed to emphasize the qualities of character typical of the famous Northwestern Mounted Police, and to build respect for laws and justice.

#### EVE CURIE

The daughter of the world-famous Mme. Curie, discoverer of radium, will pause in New York on her trip from France to the Golden Gate International Exposition to reminisce about the trip she once made to the United States with her mother. Marie Curie is an accomplished pianist and writer. She will broadcast Wednesday, March 8, over the Blue Network at 5:00 p.m. EST.

#### HENDRIK WILLEM VAN LOON

Writer, historian and philosopher, and artist as well, Hendrik Willem Van Loon returns to the air with a Sunday series of "Deliberate Reflections." His talks have long been a popular feature of NBC.

## Children's Program Problems Discussed At NBC Luncheon

Radio's responsibility to its child listeners was discussed by and by Mrs. Henry M. Robert, Jr., president-general of the D. A. R., Mrs. Sidonie M. Grunberg, director of the Child Study Association; Mrs. W. H. Corwith, radio chairman of the Women's Auxiliary of the American Legion; Dr. James Rowland Angell, and other speakers at a luncheon given in January by NBC.

Leaders of women's, parents, educational and cultural groups were present to talk over such programs with NBC representatives.

Dr. Angell, opening the discussion, declared that undoubtedly there can be great improvement in children's programs, and I want to assure you that so far as NBC is concerned, it has made the most serious effort to make those

programs what I think most of you would desire to have them be—programs to which children can listen with interest and understanding and profit."

Mrs. Robert, urging that even more programs be presented built around Americanism and the virtues of truth, virtue, and sacrifice,

Dr. Angell said, "I believe sometimes those of you who are at national headquarters in this way fail to realize the tremendous blessings that your programs are to those in our remote districts."

Mrs. Grunberg told of first studies conducted by the Child Study Association which revealed in some instances "more than 100 per cent difference between what the children liked and what the adults desired and feared." She also said that education and a better understanding of the preferences of children is serving to help parental guidance, and stated that, in her opinion, "We exaggerate the problem."

## New Magazine for Science Listeners

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

In addition to material he broadcasts, he plans to include other articles on science and photographs. The new magazine will be mailed every two weeks. It will include 16 pages an issue, a total of 448 pages a year, and will be available at one dollar a year.

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



Paul Lyvass, Danish author, whose readings of Hans Christian Andersen stories have won wide attention. He is heard Thursdays on the Blue Network.

## Advisory Council Reaffirms NBC Policies

(Continued from first page)

responsibility to the organized church and to society. Speakers on NBC religious programs seek to comply with these ideals.

"During the period of elections only, the company sets time to the official representatives of the major political parties. It does not accept dramatic presentations of political issues, for it is impossible to prevent essential misrepresentation and unfairness when this technique is employed.

"In connection with its own sustaining programs, the company attempts at all times as nearly as possible to give equal representation to opposing sides of every controversial question which materially affects the life or welfare of any substantial group. If one side of such an issue is broadcast, this fact does not convey, as a matter of right, an opportunity for the opposing side or individual to be given equal opportunities to reply. But in permitting the first broadcast the NBC has assumed an obligation 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."

## Children's Heroes Star in "Chimney House"

Robinson Crusoe, Aladdin and other heroes of children's literature come out of their places in books to battle with John Silver, the Forty Thieves and their equally infamous brethren in a new program for children broadcast over the NBC-Red Network, Sundays from 11:15 to 11:30 a.m., EST.

The material is called "Chimney House," and won fourth prize in the NBC Tenth Anniversary Children's Program Contest in 1936.

## Federal Officials Talk On U. S. Exhibits At N. Y. World's Fair

Cabinet members and other high officials will discuss the Federal Government's participation in the New York World's Fair in a series of weekly programs to be heard exclusively over NBC beginning Sunday, February 5.

The programs, to be broadcast each Sunday through April 23 from 7:00 to 7:15 p.m., EST, over the NBC-Blue Network, will deal with various phases of the Government's participation in the social and economic life of the nation as represented by the twelve themes of the Fair exhibit.

Secretary of Agriculture Henry A. Wallace, chairman of the U. S. New York World's Fair Commission, will inaugurate the series on February 5, speaking on the theme, "Food." Other speakers and the themes they will consider are either Cordell Hull, Secretary of State, or Sumner Welles,

Under Secretary of State, "Foreign Relations"; Frank Murphy, United States Attorney General, "Internal Protection"; Stewart McDonald, Federal Housing Administrator; Harold I. Licks, Secretary of the Interior,

"Conservation"; Secretary Wallace Jesse H. Jones, chairman of the Reconstruction Finance Corporation, "Finance and Credit."

James A. Farley, Postmaster General, will talk on "Transportation and Communication"; Frances Perkins, Secretary of Labor, "Industry"; Charles E. Mason, Assistant Secretary of the Navy, "National Defense"; Frederic A. DeLoach, chairman of the National Capital Park and Planning Commission, "Education, Arts and Recreation"; Arthur J. Altmeyer, chairman of the Social Security Board, "Social Welfare," and Harry L. Hopkins, Secretary of Commerce, "Trade."

## "Wayne County Board" Discusses Education

The "Wayne County Board of Education," located somewhere in the United States and composed of characters recognizable to everyone who knows small-town and country life, has been introduced to the NBC audience by Belmont Farley, of the National Education Association, as a feature of the "Our American Schools" series broadcast over the NBC-Red Network each Wednesday at 6:00 p.m., EST.

Once a month the "board" meets to consider school problems and their intimate relationship to the lives of their students and the community—problems of discipline, of teaching teachers, of the educational opportunities and hazards which the community offers to young people outside the school.

# PROGRAMS IN THE PUBLIC INTEREST

VOL. I. NO. 5.

RCA BUILDING, RADIO CITY, N. Y.

FEBRUARY, 1939

## Students To Quiz Officials On Local Government Problems

THE problems of local government which are of direct concern and interest to America's youth will be explained and discussed, with high school students participating, in a new program, "Youth Meets Government," starting over the NBC-Red Network on February 4. The series, to be broadcast each Saturday from 5:15 to 6:00 p.m., EST, will be presented in cooperation with the Brooklyn Institute of Arts and Sciences and the New York City Board of Education.

One or more speakers, each a recognized authority, will be heard in the first part of each program, an explanation of the policies and facts of the subject under discussion. Following these talks, panels of high school students will question the speakers on points on which they desire more information or on which they disagree. James G. McDonald, veteran broadcaster and president of the Brooklyn Institute, will preside.

The program is planned not only to stir interest and develop better knowledge and understanding of governmental problems and policies on the part of students, but to induce them to examine such problems and policies in relation to local conditions which they can examine first hand. For this reason, subjects to be discussed will concern civic affairs generally, and it is expected that listening groups will be organized in schools of other cities as well as New York, and will carry on the discussions after the broadcasts are over.

Low-cost housing and its benefits to a community will be the subject of the first program. Mayor LaGuardia of New York will be the speaker, and he will be questioned by a panel of students from James Madison High School. Relief, civil service, public health problems and related topics will be dealt with on later programs.

The subject for each broadcast will be announced in advance, to enable classes in government and civics to study the problem in advance. In New York, the panel to participate in the broadcast will be selected from the students who show the most interest, aptitude and originality in these preliminary discussions.



One illustration of how NBC's affiliated stations publicize important programs is shown in these pictures. Above, KJCC, Amarillo, Tex., builds a display around "The World Is Yours" and Arturo Toscanini. Below, a KFSM, El Paso, poster.



## Advisory Council Reaffirms NBC Policies On Religion, Politics

THE National Broadcasting Company's policies governing religious, political and controversial broadcasts, first established when the company was organized, were reaffirmed by the NBC Advisory Council, composed of public-spirited men and women of high standing and wide experience, at its regular meeting last month.

Alfred E. Smith, former Governor of New York, was elected to the council to fill the vacancy created by the death of the late Judge Morgan J. O'Brien. Members present included Owen D. Young, chairman; Dr. James Rowland Angell, Mrs. August Belmont, Dr. Henry Sloane Coffin, Miss Ada Constock, Dr. Walter Damrosch, Albert D. Noyes, Dr. Francis D. Farrell, William Green, and David Sarnoff, in addition to Governor Smith.

The statement on policies was presented by President Lenox R. Lohr of NBC, with the explanation that while there were not new policies, it was felt that changing conditions made it advisable to reconsider such fundamental policies from time to time, and to re-affirm or amend them. The council has unanimously endorsed the statement, which included the following:

"The National Broadcasting Company does not sell time for religious programs, as this course might result in according a disproportionate representation to those individuals or groups who chance to command the largest purses.

"In view of the vast numbers of religious sects, the company cannot attempt to serve each individually. It cannot of its own choice single out particular individuals to represent special forms of faith. It has accordingly chosen responsible organizations representing the three dominant religious groups in America, i.e., Protestants, Catholics and Jews, to suggest speakers and prepare programs.

"The National Broadcasting Company does not permit attacks upon religious faiths or upon racial groups.

"A religious message should be non-sectarian and non-denominational in appeal, interpreting religion at its highest, so that it may bring to the individual listener a realization of his

(Continued on back page)





Watch your newspapers for additional programs and supplementary information.

# FEBRUARY

# anytime

ALL TIME IS EASTERN STANDARD



	PUBLIC AFFAIRS AND NEWS	EDUCATION AND GENERAL INFORMATION	FOREIGN LANGUAGE PROGRAMS	DRAMA AND MUSIC	RELIGION	OTHER PROGRAMS
<b>SUNDAY</b>	<p>PRESS NEWS, 11:00 a.m., 11:00 p.m. BLUE and RED.</p> <p>ARLINGTON TIME SIGNAL, 12:00 noon. BLUE and RED.</p> <p>UNIV. OF CHICAGO ROUND TABLE, 12:30 p.m., RED.</p> <p>SALUTE OF NATIONS to N. Y. World's Fair, 1:30-2:00 p.m., RED, Feb. 5, Canada; Feb. 12, Roumania; Feb. 19, Norway; Feb. 26, Belgium.</p> <p>N. Y. WORLD'S FAIR, U. S. Government Speakers, 7:00-7:15 p.m., BLUE, Feb. 5. "Food," Secretary of Agriculture Henry A. Wallace.</p>	<p>MUSIC AND AMERICAN YOUTH, 10:30-11:00 a.m., RED.</p> <p>RADIO CITY MUSIC HALL, Symphony Orchestra, under Enno Rappe, 12:00-1:00 p.m., BLUE.</p> <p>UNIV. OF CHICAGO ROUND TABLE, 12:30-1:00 p.m., RED.</p> <p>IRENE WICKER'S MUSICAL PLAYS, For children, 1:00-1:30 p.m., RED.</p> <p>GREAT PLAYS, 1:00-2:00 p.m., BLUE.</p> <p>SALUTE OF NATIONS to N. Y. World's Fair, 1:30-2:00 p.m., RED, Feb. 5, Canada; Feb. 12, Roumania; Feb. 19, Norway; Feb. 26, Belgium.</p> <p>WORLD 15 VOICES, auspices Smithsonian Institution, 4:30-5:00 p.m., RED.</p> <p>NEW FRIENDS OF MUSIC, Chamber music, 6:00-7:00 p.m., BLUE, Feb. 5, Stradivarius Quartet; Feb. 12, 19, Pro Arte Quartet.</p> <p>N. Y. WORLD'S FAIR, U. S. Government speakers, 7:00-7:15 p.m., BLUE, Feb. 5. "Food," Secretary of Agriculture Henry A. Wallace.</p>	<p>European Beam, 17:30 KC.</p> <p>ITALIAN PERIOD, 1:00-2:00 p.m. News, 1:00.</p> <p>GERMAN PERIOD, 2:00-3:00 p.m. News, 2:00. Talk, 2:45.</p> <p>FRENCH PERIOD, 3:00-4:00 p.m. News, 3:00. Talk, 3:45.</p> <p>Latin-American Beams, 17:30 KC, 9:070 KC, 8:00 KC.</p> <p>PORTUGUESE PERIODS, 4:00-5:00 p.m., 7:00-8:00 p.m., News, 4:00, 7:00.</p> <p>SPANISH PERIODS, 5:00-7:00 p.m., 8:00-10:00 p.m., 11:00 p.m., 1:00 a.m., News, 5:00, 6:00, 8:00, 9:00.</p>	<p>BLAISDELL WOODWIND ENSEMBLE, 10:30-11:00 a.m., BLUE.</p> <p>MUSIC AND AMERICAN YOUTH, 10:30-11:00 a.m., RED.</p> <p>CHIMNEY HOUSE, NBC prize-winning script, Dramatic Series for Children, 11:15-11:30 a.m., RED.</p> <p>SOUTHERNAIRES, Negro spirituals, 11:30-12:00 noon, BLUE.</p> <p>MADRIGAL SINGERS, 12:00-12:30 p.m., BLUE.</p> <p>RADIO CITY MUSIC HALL, Symphony Orchestra, under Enno Rappe, 12:00-1:00 p.m., BLUE.</p> <p>IRENE WICKER'S MUSICAL PLAYS, For children, 1:00-1:30 p.m., RED.</p> <p>GREAT PLAYS, 1:00-2:00 p.m., BLUE.</p> <p>FABLES IN VERSE, Plays by Alfred Kreymborg, 2:45-3:00 p.m., RED.</p> <p>NEW FRIENDS OF MUSIC, Chamber music, 6:00-7:00 p.m., BLUE, Feb. 5, Stradivarius Quartet; Feb. 12, 19, Pro Arte Quartet; Feb. 26, New Friends of Music Orchestra, under Fritz Steiner.</p> <p>CLEVELAND ORCHESTRA, under Rudolf Ringwald, Feb. 5, 12, 19, 8:00-9:00 p.m., BLUE.</p>	<p>RADIO PULPIT, Dr. Ralph W. Sockman, 10:00-10:30 a.m., RED, Feb. 5, "The Ladder of Confidence"; Feb. 12, "Our Fried Aversions!"; Feb. 19, "The Sharing of Power"; Feb. 26, "Standing for Something."</p> <p>NATIONAL VESPERS, Dr. Harry Emerson Fosdick, 4:00-4:30 p.m., BLUE, Feb. 5, "Contemporary Movement Back to Religion"; Feb. 12, "On Being Discouraged about the World"; Feb. 19, "The Christian and the World-Wide Epidemic of Hatred"; Feb. 26, "Modern World's Rediscovery of Sin."</p> <p>CATHOLIC HOUR, Rt. Rev. Monsignor Fulton J. Sheen, 8:00-8:30 p.m., RED, Feb. 5, "Labor and Property"; Feb. 12, "Liberty and the Republic"; Feb. 19, "Freedom and Religion"; Feb. 26, "The First Word, Angel."</p>	<p>ANIMAL NEWS CLUB, For children, 8:45-9:00 a.m., RED.</p> <p>COAST TO COAST ON A BUS, or the White Rabbit Line, For children, 9:00-10:00 a.m., BLUE.</p> <p>CHIMNEY HOUSE, NBC prize-winning script, Dramatic series for children, 11:15-11:30 a.m., RED.</p> <p>IRENE WICKER'S MUSICAL PLAYS, For children, 1:00-1:30 p.m., RED.</p> <p>SUNDAY DRIVERS, Safety program, 3:00-3:30 p.m., RED.</p> <p>CHEERIO, Inspirational program, 10:30-11:00 p.m., BLUE.</p>
<b>MONDAY</b>	<p>PRESS NEWS, 6:00 a.m., RED and BLUE; 4:55 p.m., BLUE; 6:25 p.m., RED.</p> <p>ARLINGTON TIME SIGNAL, 12:00 noon. BLUE and RED.</p> <p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE.</p> <p>SCIENCE IN THE NEWS, Dr. Arthur H. Compton, 6:00-6:15 p.m., RED.</p> <p>SCIENCE ON THE MARCH, Dr. Carroll L. Fenton, 7:45-8:00 p.m., BLUE.</p> <p>HAROLD L. ICKES, Secretary of the Interior, "Our Natural Resources," Feb. 27 only, 9:00-9:10 p.m., BLUE.</p>	<p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE.</p> <p>LET'S TALK IT OVER, with Alma Kitchell, 1:15-1:30 p.m., RED.</p> <p>ROCHESTER CIVIC ORCHESTRA, 3:00-3:45 p.m., BLUE.</p> <p>ADVENTURE IN READING, 2:00-2:30 p.m., BLUE, Feb. 6, "Hans Christian Andersen"; Feb. 13, "Dr. Johnson and Mr. Boswell"; Feb. 20, "Daniel Defoe"; Feb. 27, "Jean Baptiste Moliere."</p> <p>SCIENCE IN THE NEWS, 6:00-6:15 p.m., RED.</p> <p>SCIENCE ON THE MARCH, 7:45-8:00 p.m., BLUE.</p> <p>NATIONAL RADIO FORUM, 10:30-11:00 p.m., BLUE.</p>	<p>European Beam, 17:30 KC.</p> <p>ITALIAN PERIOD, 1:00-2:00 p.m. News, 1:00. Talk, 1:45.</p> <p>GERMAN PERIOD, 2:00-3:00 p.m. News, 2:00. Talk, 2:45.</p> <p>FRENCH PERIOD, 3:00-4:00 p.m. News, 3:00. Talk, 3:45.</p> <p>Latin-American Beams, 17:30 KC, 9:070 KC, 8:00 KC.</p> <p>PORTUGUESE PERIODS, 4:00-5:00 p.m., 7:00-8:00 p.m., News, 4:00, 7:00. Talks, 4:30, 7:30.</p> <p>SPANISH PERIODS, 5:00-7:00 p.m., 8:00-10:00 p.m., 11:00 p.m., 1:00 a.m., News, 5:00, 6:00, 8:00, 9:00. Talks, 5:30, 6:30, 8:30.</p>	<p>WORDS AND MUSIC, 1:30-2:00 p.m., RED.</p> <p>ADVENTURE IN READING, 2:00-2:30 p.m., BLUE, Feb. 6, "Hans Christian Andersen"; Feb. 13, "Dr. Johnson and Mr. Boswell"; Feb. 20, "Daniel Defoe"; Feb. 27, "Jean Baptiste Moliere."</p> <p>ROCHESTER CIVIC ORCHESTRA, Matinee Concerts, Guy Prater Harrison, conductor, 3:00-3:45 p.m., BLUE.</p> <p>WESTMINSTER CHOIR COLLEGE, 9:30-10:00 p.m., BLUE.</p>	<p>OPPORTUNITY, Dr. Daniel A. Poling, 12:30-12:45 p.m., RED.</p> <p>FOR THE CRIST, Feb. 13, "Lincoln and Liberty"; Feb. 20, "Where Have Shards Died"; Feb. 27, "Four Levels of Faith."</p>	<p>LET'S TALK IT OVER, with Alma Kitchell, 1:15-1:30 p.m., RED. Interviews: Feb. 6, Ray Melman; Feb. 13, Roy von Bear; Mar. 6, Paul de Lady Grosjean; Feb. 27, Joan Rock of Pratt Institute.</p> <p>BETWEEN THE BOOKENDS, Ted Malone, 3:45-4:00 p.m., BLUE.</p> <p>MALCOLM CLAIRE, Children's stories, 6:15-6:25 p.m., RED.</p>
<b>TUESDAY</b>	<p>PRESS NEWS, 9:00 a.m., RED and BLUE; 4:55 p.m., RED; 6:25 p.m., BLUE.</p> <p>ARLINGTON TIME SIGNAL, 12:00 noon. BLUE and RED.</p> <p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE.</p>	<p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE.</p> <p>MUSIC MAKERS, conducted by Dr. Joseph E. Maddy, Elementary instruction, 12:45-1:00 p.m., advanced, 1:00-1:15 p.m., RED.</p> <p>GEN. FED. WOMEN'S CLUBS, Consumers' program, 1:30-1:45 p.m., RED.</p> <p>SCIENCE EVERYWHERE, Junior Science, Elementary, 2:00-2:15 p.m., advanced, 2:15-2:30 p.m., BLUE, Feb. 7, "Waters of Earth and Sky"; Feb. 14, "Our Earth's Surface"; Feb. 21, "Dunes, Sand and Wind"; Feb. 28, "How Rivers and Oceans Work."</p>	<p>European Beam, 17:30 KC.</p> <p>ITALIAN PERIOD, 1:00-2:00 p.m. News, 1:00. Talk, 1:45.</p> <p>GERMAN PERIOD, 2:00-3:00 p.m. News, 2:00. Talk, 2:45.</p> <p>FRENCH PERIOD, 3:00-4:00 p.m. News, 3:00. Talk, 3:45.</p> <p>Latin-American Beams, 17:30 KC, 9:070 KC, 8:00 KC.</p> <p>PORTUGUESE PERIODS, 4:00-5:00 p.m., 7:00-8:00 p.m., News, 4:00, 7:00. Talks, 4:30, 7:30.</p> <p>SPANISH PERIODS, 5:00-7:00 p.m., 8:00-10:00 p.m., 11:00 p.m., 1:00 a.m., News, 5:00, 6:00, 8:00, 9:00. Talks, 6:30, 8:30.</p>	<p>MUSIC MAKERS, conducted by Dr. Joseph E. Maddy, Elementary instruction, 12:45-1:00 p.m.; advanced, 1:00-1:15 p.m., RED.</p> <p>ROCHESTER CIVIC ORCHESTRA, Education Concerts, Guy Prater Harrison, conductor, 3:00-3:45 p.m., BLUE.</p> <p>WORDS AND MUSIC, 1:45-2:00 p.m., RED.</p> <p>PIANIST RECITALS, 2:15-2:30 p.m., BLUE.</p> <p>U. S. ARMY BAND, 3:15-3:45 p.m., BLUE.</p> <p>GILBERT AND SULLIVAN, 8:00-8:30 p.m., RED.</p> <p>PIANIST RECITALS, 8:30-9:00 p.m., BLUE.</p> <p>GILBERT AND SULLIVAN, Feb. 14, "Trial by Jury."</p>	<p>OUR SPIRITUAL LIFE, Dr. John Sutherland Bannell, 12:30-12:45 p.m., RED, Feb. 7, "The Problem of Fear"; Feb. 14, "Rediscovering God"; Feb. 21, "The Miracle of Remorse Man"; Feb. 28, "Atheism in Action."</p>	<p>GEN. FED. WOMEN'S CLUBS, Consumers' program, 1:30-1:45 p.m., RED.</p> <p>BETWEEN THE BOOKENDS, Ted Malone, 3:45-4:00 p.m., BLUE.</p> <p>MALCOLM CLAIRE, Children's stories, 6:15-6:25 p.m., RED.</p> <p>ANGEL AND HUNTER, Raymond R. Camp, 6:30-6:45 p.m., RED.</p> <p>IF I HAD THE CHANCE, 10:00-10:30 p.m., BLUE.</p>
<b>WEDNESDAY</b>	<p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE.</p>	<p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE.</p>	<p>European Beam, 17:30 KC.</p> <p>ITALIAN PERIOD, 1:00-2:00 p.m. News, 1:00. Talk, 1:45.</p> <p>GERMAN PERIOD, 2:00-3:00 p.m. News, 2:00. Talk, 2:45.</p> <p>FRENCH PERIOD, 3:00-4:00 p.m. News, 3:00. Talk, 3:45.</p> <p>Latin-American Beams, 17:30 KC, 9:070 KC, 8:00 KC.</p> <p>PORTUGUESE PERIODS, 4:00-5:00 p.m., 7:00-8:00 p.m., News, 4:00, 7:00. Talks, 4:30, 7:30.</p> <p>SPANISH PERIODS, 5:00-7:00 p.m., 8:00-10:00 p.m., 11:00 p.m., 1:00 a.m., News, 5:00, 6:00, 8:00, 9:00. Talks, 6:30, 8:30.</p>	<p>MUSIC MAKERS, conducted by Dr. Joseph E. Maddy, Elementary instruction, 12:45-1:00 p.m.; advanced, 1:00-1:15 p.m., RED.</p> <p>ROCHESTER CIVIC ORCHESTRA, Education Concerts, Guy Prater Harrison, conductor, 3:00-3:45 p.m., BLUE.</p> <p>WORDS AND MUSIC, 1:45-2:00 p.m., RED.</p> <p>PIANIST RECITALS, 2:15-2:30 p.m., BLUE.</p> <p>U. S. ARMY BAND, 3:15-3:45 p.m., BLUE.</p> <p>GILBERT AND SULLIVAN, 8:00-8:30 p.m., RED.</p> <p>PIANIST RECITALS, 8:30-9:00 p.m., BLUE.</p> <p>GILBERT AND SULLIVAN, Feb. 14, "Trial by Jury."</p>	<p>OUR SPIRITUAL LIFE, Dr. John Sutherland Bannell, 12:30-12:45 p.m., RED, Feb. 7, "The Problem of Fear"; Feb. 14, "Rediscovering God"; Feb. 21, "The Miracle of Remorse Man"; Feb. 28, "Atheism in Action."</p>	<p>GEN. FED. WOMEN'S CLUBS, Consumers' program, 1:30-1:45 p.m., RED.</p> <p>BETWEEN THE BOOKENDS, Ted Malone, 3:45-4:00 p.m., BLUE.</p> <p>MALCOLM CLAIRE, Children's stories, 6:15-6:25 p.m., RED.</p> <p>ANGEL AND HUNTER, Raymond R. Camp, 6:30-6:45 p.m., RED.</p> <p>IF I HAD THE CHANCE, 10:00-10:30 p.m., BLUE.</p>

## For Special Attention

**PUBLIC AFFAIRS  
AND NEWS**

### PRESIDENT ROOSEVELT

The address of the President opening the San Francisco World's Fair on February 18 will be broadcast by NBC over the Blue Network, from 3:30 to 4:00 p.m. 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 the New York World's Fair" this month—Carol of Roumania, Hsiao VII of Norway, and Leopold III of Belgium. Lord Tweedsmuir, Governor General of Canada, will speak on the Canadian program. The series is broadcast on Sundays.

### AMERICA'S TOWN MEETING

The spirit of the town meeting of old New England is revived on this Thursday program as nationally-known speakers express their viewpoints on national problems and submit to questions from their visible audience. Every vital public question comes before America's Town Meeting of the Air, and the speakers represent many shades of opinion. Five times in 1938 the program was voted first awards as the outstanding program on the air in this country.

### NATIONAL RADIO FORUM

The men who are shaping America's history in Washington, striving to find solutions to problems the Twentieth Century has brought, describe what they are doing and why on this program each Monday. Opened to us as well as proponents of proposed government activity are presented, thus giving the people a better understanding of national affairs and helping them to judge whether the proposed steps are wise. The Washington Evening Star arranges for the speakers.

### FARM AND HOME HOUR

This program, which has been on the air for six days a week since October 2, 1926, 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, and American Farm Bureau Federation and the National 4-H Clubs are among the nearly fifty groups cooperating in preparing the program.

### PUBLIC INTEREST IN DEMOCRACY

Two well-known Washington commentators—Mark Sullivan and Jay Franklin—talk over the nation's problems and what each believes should be done about them on "The Public Interest in Democracy" each Wednesday evening over the Blue Network. The two speakers represent the "conservative" and "liberal" viewpoints—and usually disagree.

### CHICAGO ROUND TABLE

An informal, unrehearsed debate on public questions by three non-partisan speakers features 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 decisions.

### EDUCATION AND GENERAL INFORMATION

#### FOREIGN LANGUAGES

Broadcasts of the NBC International Division on shorthand are being used by language classes in schools and colleges in various parts of the country. Spanish, Portuguese, German, French and Italian, as well as in English, programs are broadcast in such a way that the time devoted to news and talks.

#### 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 of "Lives of Great Men" over the Red Network Feb. 4. The first series was so popular that the 15 broadcasts will be published in book form in the near future. His February programs will be devoted to the lives of Jefferson, Hamilton, Victor Hugo and Carlyle, and the influence their work has had on mankind.

#### MUSIC APPRECIATION HOUR

The NBC Music Appreciation Hour, conducted by Dr. Walter Dymroch, is heard regularly by an estimated audience of 6,000,000 school children throughout the country. Dr. Dymroch explains and illustrates the beauty and significance of the world's finest music on this program each Friday.

### SCIENCE EVERYWHERE

Plant and animal life which we observe about us daily is investigated and explained by Dr. Carroll Lane Fenton, 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 advanced sections. The American Association for the Advancement of Science cooperates with NBC in conducting the program.

### IDEAS THAT CAME TRUE

The modern American railroad, the suburbs of the world's great cities, steamboats 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. Rollo 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 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 in the form of a discussion with the announcer. The current programs are devoted to "Earth Beginnings."

### ADVENTURE IN READING

Authors whose books are found 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 and readings help give an understanding of how the great books came to be written.

### THE WORLD IS YOURS

Facts about the world we live in, gathered and authenticated by the research staffs of the cooperating agencies, are dramatized over NBC on Sunday afternoons. Assisting NBC in presenting the program are the Smithsonian Institution, the Office of Education of the U. S. Department of Interior and the Works Progress Administration.

### 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 another NBC-NBC University Broadcasting Council series, directed by Dr. Arthur H. Compton, world famous scientist and Nobel prize winner.

### STORY BEHIND THE HEADLINES

Cesar Saerchinger, for many years a correspondent in Europe, delves into the background of the news and explains some of the hidden and obscure forces that are shaping the current of daily events in the world. His talks are given Fridays under the auspices of the American Historical Association.

## DRAMA

### GREAT PLAYS

The great dramas that have lived through the ages are presented on the NBC "Great Plays" series on Sundays. The first in February is Lytton's "Richard III"; following will come Boccaccio's "The Octonour", Tolstoy's "Redemption"; and Ibsen's "The Doll's House." Burns Mantel, dramatic critic of the New York Daily News, acts as commentator, describing the historical, sociological or literary significance of the plays. A study manual is available for the use of teachers and students. The American Library Association is assisting NBC by urging listeners to consult their local libraries for reading material pertaining to the Great Plays.

### FABLES IN VERSE

The denizens of the animal kingdom speak the poet's insight into the drama of human life in this series of plays in verse written by Alfred Kreymborg especially for NBC, and broadcast Sundays. Simple ballad form is employed in the series. Man is the hero throughout, but Kreymborg's plays are designed to show his kinship with the past, and his relationship to the evolution of Nature.

### HANS CHRISTIAN ANDERSEN

Paul Leyssac, Danish author and lecturer, presents dramatic readings of the works of the great author. His versions are his own translations, and have been widely commended for capturing "the spirit and the fun of the original as no one has ever succeeded in doing before."

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

—JOHN DEWEY in The New Republic.

## MUSIC

### ARTURO TOSCANINI

Music by the NBC Symphony Orchestra under the baton of the greatest of living conductors is brought to a nation- and world-wide audience over the NBC Blue Network each Saturday. This is Maestro 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 comedy, 'Much Ado About Nothing,'" 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 eighth consecutive season NBC brings millions of listeners throughout the world the Saturday matinee performances of the Metropolitan Opera Company in New York. In addition, NBC presents a discussion of each opera the Thursday before it is broadcast, in a series by the Metropolitan Opera Guild. These operaglosses are designed to help the radio audience to enjoy the opera broadcasts more fully.

### MILESTONES OF MUSIC

The development of music from the Middle Ages to the early 19th century is illustrated in this series presented by the Eastman School of Music of the University of Rochester. The series presents on various programs the Eastman School Symphony Orchestra conducted by Dr. Howard Hanson and Paul White; the Eastman School Opera Department, Emanuel Balaban conductor; the Eastman School Choir, Dr. Herman Genhart, conductor; the Eastman School Little Symphony Orchestra and other vocal, string and wind ensembles.

### CLEVELAND ORCHESTRA

Rudolph Ringwald conducts the famed Cleveland Orchestra in a series of Sunday night concerts over the Blue Network. The orchestra, now in its 21st year, has been an outstanding music feature over NBC's networks for nine consecutive seasons.

## OTHER PROGRAMS

### IREENE WICKER'S PLAYS

Dramatized stories of grand opera, mythology, fairy tales and folklore are given by the famed "Singing Lady" of NBC on Sundays. Milton Reitenberg 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 on the general subject, "Adjusting Democracy for Human Welfare." Each meeting 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 these programs have a broad religious appeal.

### RENEW OF THE MOUNTED

Laurie York Eskrine's well-known stories of the Canadian Mounted Police which have appeared in the American Boy magazine for many years are dramatized in this new series for children, broadcast Saturdays over the Blue Network.

### YOUR HEALTH

Health questions are discussed in non-technical language by Dr. W. W. Cline, Director of the Bureau of Health and Public Instruction of the National Medical Association, and guest speakers. The program is presented under the auspices of the A.M.A.

### THE CHILD GROWS UP

Advice on the proper care and rearing of children is presented by Katharine Lenroot, chief of the Children's Bureau of the U. S. Department of Labor. The program is broadcast over NBC from Washington each Saturday morning.

For detailed listing of programs, see inside pages—

**Andersen's Fairy  
Tales Interpreted  
By Paul Leyssac**

FROM far-off Denmark, native land of Hans Christian Andersen, has come a story-teller, Paul Leyssac, to entertain children and grownups too with new interpretations of the famous fairy tales in "Meet the New Hans Andersen" every Thursday at 5:15 p.m., EST, over the NBC-Blue Network.

Leyssac's translations of the Andersen tales revealed humorous little twists that other translators overlooked. Andersen, he says, never intended the stories as reading material. They were originally told to groups of children, but translators forgot that and consequently interpreted the Danish author as a serious and solemn writer. For the first time Leyssac reveals the original Danish intermingling of sentiment and irony in these famous stories.

Leyssac's interest in Andersen is personal and intimate, for his mother, Jenny Leyssac, now 82 years old, is one of the few people still living who as a child listened to the noted Dane when he told his stories. Leyssac found on examining the Andersen manuscripts that the author had underlined points that especially amused or held the interest of children. He found, too, that Andersen often added phrases or repeated words omitted by his translators, tag lines which were amusing, often satirical, and typical of Andersen, the story teller.

Leyssac is new to the American radio audience, but he has gained fame in England through his interpretations of Andersen both in radio and in television. There's his story of "The Ugly Duckling" was produced by a broadcast from Copenhagen, in which his mother told what she knew of Andersen. Leyssac's translations of 28 Andersen stories have been published in the book, "It's Perfectly True—and Other Stories" by Leyssac.

Leyssac's story teller is enhanced by his experience as an actor. For eight years he was a member of the company of Eva La Gallienne's theater group in this country.

Two additional new programs of special interest to young listeners are Irene Wicker's Music Plays and Kenfrew of the Mounted. Miss Wicker, famed for eight years as radio's "Singing Lady," offers dramatized stories of

fairy tales, mythology, folk tales and grand opera, each Sunday from 11:15 to 11:45 a.m., EST, over the NBC-Red Network. Milton Retteberg arranges the music for each play and directs the instrumental trio and a children's chorus. The members of the cast play their parts in both dialogue and song.

Thousands of letters pour into NBC's International Division from shortwave listeners all over the world. Those hours on the board are passed because of the interesting stories they carry. Letters have been received by NBC from 82 countries.



**NBC Doubles Service  
To Latin America**

THE National Broadcasting Company, already serving Latin America through some shortwave programs than any European or Asiatic broadcasting organization, will almost double its broadcasts southward this month when new antennae go into operation at NBC's international stations W3KAL and W3XL.

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 beamed 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 112 hours a week.

According to observations made by NBC, England broadcasts to Latin America only 18 hours 40 minutes a week; Germany, 56 hours; Italy, nine hours 55 minutes; Japan, seven hours; France, 33 hours 15 minutes, and Holland, four hours. Of NBC's 63 hours, 42 are conducted in Spanish, including seven hours of news, 14 in Portuguese, and only seven in English. European broadcasts, on the other hand, seem designed to appeal primarily to emigrant nationals in Latin America—Germany, for example, broadcasts 29 hours 45 minutes in German, against only five hours 15 minutes in Spanish, the same in Portuguese, and 15 hours 15 minutes in mixed German, Portuguese and Spanish.

Evidence of how well NBC's shortwave programs are being received is indicated by the steadily growing volume of mail NBC receives from all parts of the world. Brazilian, German and French listeners rank in that order. The members of the cast play their parts in both dialogue and song.

Arrangements were completed just as Hitler started to speak and millions of listeners in America heard Hitler's first public address on Austrian soil at the same time that Austrians did. It was the first news in either country of the German Chancellor's arrival in Austria.

**Munich, Austrian  
Crisis Broadcasts**

(Continued from page 1)

On the evening of the momentous day, September 29, most of the correspondents had left the building because it appeared that the agreement would not be signed that day. As Jordan was strolling through the building, he overheard three Italians say that they would get ready to pack up and leave. As they had just emerged from the conference, Jordan assumed that the conference had ended. Jordan got in touch with the secretary to Sir Horace Wilson, of the British delegation, and requested an English translation of the pact as soon as it was ready. Jordan did not know that the pact had been signed, but he acted on a hunch. When he was informed that the English translation would be ready shortly, Jordan dashed off the three flights to his microphone to warn NBC headquarters in Radio City to stand by for the text.

Hastening downstairs, the broadcaster discovered that the conference had ended and the English delegation had left. Dashing outdoors just as Prime Minister Chamberlain stepped into his car, Jordan jumped on the running board and asked for a copy of the text. The man to whom he had previously talked, recognized him and recalled his promise.

Jordan got the copy, rushed back to the microphone, and breathlessly, in a voice hoarse with emotion, read the text of the peace pact. He finished it before Chamberlain reached the hotel. It was a scoop that beat NBC's rivals by 46 minutes.

Jordan, who is European representative of the National Broadcasting Company, is now visiting NBC headquarters in New York, scored his first "beat" en route to Vienna to cover the plebiscite. Traveling at night, he was awakened as his train came to an abrupt stop at Innsbruck, Austria. He looked out the window and saw, to his surprise, Nazi soldiers in the station. Jordan sneezed a rat.

When he arrived in Vienna the next morning, Jordan, in checking up on the radio facilities he had reserved previously to carry the plebiscite broadcast to NBC networks in America, discovered that the Austrian radio executive had been arrested. Someone who had happened, Jordan quickly contacted the new officials and finally got permission to schedule a program to America.

Jordan went on the air without knowing completely just what the overnight developments in Austria meant. However, while he was telling America about these events, he was listening through a set of headphones to Austrian news broadcasts. Suddenly he heard the pickup of these broadcasts switch to Lins, a town only six hours from Vienna.

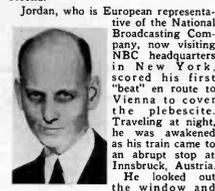
He heard the announcer declare that Hitler was arriving at the city hall to speak. Jordan then told America of Hitler's entry into Austria. He arranged with the radio engineer to pick up and rebroadcast the Lins program to America.

VOL. I, NO. 4

RCA BUILDING, RADIO CITY, N. Y.

**Munich, Austrian  
Crisis Broadcasts  
Described by Jordan**

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



MAX JORDAN

Jordan, who is European representative of the National Broadcasting Company, is now visiting NBC headquarters in New York, scored his first "beat" en route to Vienna to cover the plebiscite.

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(Continued on page 8)

**Famous Washington Commentators  
Discuss Nation's Problems**

OPPOSING viewpoints of this country's problems and what should be done about them are being presented by the National Broadcasting Company in a new series that brings together two nationally known Washington commentators—Mark Sullivan, generally classed as a "conservative," and Jay Franklin, representing the "liberals." Their program, "The Public Interest in Democracy," is broadcast over the NBC-Blue Network from 10:30 to 11:00 p.m., EST, each Wednesday.

Their programs deal with what they consider America's major problems today, and what each feels to be the best solution.

Sullivan generally has opposed the present administration on such matters as the NRA, Court Plan, and other steps tending toward centralization of power in the Federal Government. He has, however, upheld Secretary Hull's Foreign Policy, particularly the Reciprocal Trade Agreements.

Franklin, on the other hand, has been critical of the present foreign policy, especially any moves that might lead to European entanglements. He does, however, support strong Pan-Americanism as a positive contribution toward world stability.

Franklin and Sullivan also differ widely on regulatory measures which

place limitations on the freedom of business or agriculture. Franklin believes some limitation is necessary, and that moves in this direction do not mean complete subjugation of individual enterprise, but can be controlled. Sullivan opposes such steps on the ground they are dangerous to the American principle of free initiative, and might easily lead to the type of control practiced under dictatorships. Franklin also has differed from Sullivan by supporting strongly the Government Reorganization Bill, the Court Plan, the TVA, and other measures.

**New Great Plays  
Study Manual Ready**

Part II of the Study Manual for use in connection with the National Broadcasting Company's Great Plays series, and dealing with plays which will be broadcast from January 22 through May 7, will be available the first week in January, at ten cents per copy. Orders should be addressed to the National Broadcasting Company, Radio City, N. Y.

The manual gives the plot, setting, sketch of the author's life, and facts about the premiere of each of the plays presented.

General Reference

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DEC 30 1939

PROGRAMS IN THE PUBLIC INTEREST

ROCHESTER, N. Y.

JANUARY, 1939

Mark Sullivan (left) and Jay Franklin (right) as they broadcast their programs on the "Public Interest in Democracy." The speakers represent the "conservative" and "liberal" viewpoints, and seldom agree on what they believe should be done about our national problems.



<p><b>D N E S D A Y</b></p>	<p>PRESS RADIO NEWS, 9:00 a.m. RED; 9:30 a.m. BLUE; 4:35 p.m. BLUE; 6:25 p.m. RED. ARLINGTON TIME SIGNAL, 12:00 noon. BLUE and RED. NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE. THE PUBLIC INTEREST IN DEMOCRACY, Mark Sullivan and Jay Franklin, speakers, 10:30 p.m. BLUE.</p>	<p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE. LET'S TALK IT OVER, with June Hynd, 1:15-1:30 p.m. RED. YOUR HEALTH, 2:00-2:30 p.m., BLUE. O.P.S. AMERICAN SCHOOLS, Dr. Belmont Farley, 6:30-6:15 p.m., RED. WINGS FOR THE MARTINS, Educational Drama, 9:30-10:00 p.m. BLUE.</p>	<p>4:15 p.m. Hall Dr. John H. Marsching, 2:45-3:00 p.m. RED. FRENCH PERIOD, News, 3:00-3:15 p.m. NBC—1938 Fernand Abernethy, 3:45-4:00 p.m. METROPOLITAN OPERA GUILD, 4:00-5:00 p.m. BEAM—9.770 KC, 16.8 M. LATIN AMERICAN BEAM—9.670 KC, 31.02 M. PORTUGUESE PERIOD, News, 5:00-5:15 p.m. What Happened, Roberto Gatica, 5:15-5:30 p.m. SPANISH PERIOD, News, 6:00-6:15 p.m. Poets of the Americas, Olga Andre, poetry, 8:30-8:45 p.m. PORTUGUESE PERIOD, Sports Review, Cristina A. Santos, 7:30-7:45 p.m.</p>	<p>WORDS AND MUSIC, 1:30-2:00 p.m. RED. WINGS FOR THE MARTINS, Educational Drama, 9:30-10:00 p.m. BLUE. MAGNOLIA BLOSSOMS, 9:00-9:30 p.m. BLUE.</p>	<p>TIME FOR THOUGHT, Homsput, Dr. William Hiram Faulkner, 12:30-12:45 p.m. RED, Jan. 4, "Turn Over a New Leaf"; Jan. 11, "Whistling to Keep One's Courage Up"; Jan. 18, "Keeping Up With the Progression"; Jan. 25, "Two-faced Janus".</p>	<p>LET'S TALK IT OVER, with June Hynd, 1:15-1:30 p.m. RED. YOUR HEALTH, 2:00-2:30 p.m., BLUE. MALCOLM CLAIRE, Children's Stories, 6:15-6:25 p.m. RED. JAN. 4, Edward Tomlinson, 11:05-1:15 p.m. BLUE.</p>
<p><b>T H U R S D A Y</b></p>	<p>PRESS RADIO NEWS, 9:00 a.m. RED; 9:00 a.m. BLUE; 4:35 p.m. BLUE; 6:25 p.m. RED. ARLINGTON TIME SIGNAL, 12:00 noon. BLUE and RED. NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE. AMERICA'S TOWN MEETING, Dr. George V. Denny, Jr., 9:30-10:30 p.m., BLUE, Jan. 13, "Should The Wagner Act Be Repealed"; Jan. 12, "Do We Have A Free Press?"; Jan. 26, "Monopolies Retarding Business Progress".</p>	<p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE. EASTMAN SCHOOL OF MUSIC ORCHESTRA, Dr. Howard Hanson, conductor, 8:30-9:15 p.m., BLUE. METROPOLITAN OPERA GUILD, Opera, 6:00-6:15 p.m. BEAM—9.770 KC, 16.8 M. LATIN AMERICAN BEAM—9.670 KC, 31.02 M. SPANISH PERIOD, News, 5:00-5:15 p.m. 6:00-6:15 p.m., 8:00-8:15 p.m., 8:30-8:45 p.m. SPANISH PERIOD, The Mail Bag, Roberto Gatica, 8:45-9:00 p.m. Promenading With Olga Andre and Francisco Ariza.</p>	<p>EUROPEAN BEAM—17.780 KC, 16.8 M. ITALIAN PERIOD, News, 1:00-1:15 p.m. Lights and Shadows, Natalia Dames, 1:42-2:00 p.m. FRENCH PERIOD, News, 3:00-3:15 p.m. Odds and Ends of Radio Television, 3:45-4:00 p.m. PORTUGUESE PERIOD, News, 5:00-5:15 p.m. METROPOLITAN OPERA GUILD, It Really Happened, Dr. Fernando Ariza, 6:07-6:45 p.m. LATIN AMERICAN BEAM—9.670 KC, 31.02 M. LATIN AMERICAN BEAM—9.670 KC, 31.02 M. SPANISH PERIOD, News, 5:00-5:15 p.m., 6:00-6:15 p.m., 8:00-8:15 p.m., 8:30-8:45 p.m. SPANISH PERIOD, The Mail Bag, Roberto Gatica, 8:45-9:00 p.m. Promenading With Olga Andre and Francisco Ariza.</p>	<p>WORDS AND MUSIC, 1:30-2:00 p.m. RED. LIGHT OPERA SELECTIONS, Harold Sanford Orchestra, 2:30-3:00 p.m. BLUE. METROPOLITAN OPERA GUILD, Opera, 6:00-6:15 p.m. RED. EASTMAN SCHOOL OF MUSIC, Dr. Howard Hanson, conductor, 8:30-9:15 p.m. BY CANDLELIGHT, Waltzes and Ballads, 9:30-9:45 p.m. RED. EASTMAN SCHOOL OF MUSIC, Dr. Howard Hanson, conductor, 8:30-9:15 p.m. MEET THE NEW HANS ANDERSEN, 5:15-5:30 p.m. BLUE.</p>	<p>TIME FOR THOUGHT, Timeless Truths Made True, Dr. Christopher Jeffrey McCombs, 12:30-12:45 p.m. RED, Jan. 5, "Persistence"; Jan. 12, "Indolence"; Jan. 19, "Philanthropy"; Jan. 26, "Intelligence".</p>	<p>MEET THE NEW HANS ANDERSEN, Paul Lorenz, in Story Teller, 5:15-5:30 p.m. BLUE. MALCOLM CLAIRE, Children's Stories, 6:15-6:25 p.m. RED. JAN. 12 ONLY, Col. Frank Knox, Republican Club, South Dakota, 10:30-11:00 p.m. BLUE.</p>
<p><b>F R I D A Y</b></p>	<p>PRESS RADIO NEWS, 9:00 a.m. BLUE; 9:00 a.m. RED; 4:35 p.m. BLUE; 6:25 p.m. RED. ARLINGTON TIME SIGNAL, 12:00 noon. BLUE and RED. NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE. WASHINGTON NEWS, George R. Holmes, 6:30 p.m. RED. STORY BEHIND THE HEADLINES, Cesar Saechinger, 10:45-11:00 p.m., RED.</p>	<p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m. BLUE. LET'S TALK IT OVER, 1:15-1:30 p.m. RED. NBC MUSIC APPRECIATION HOUR, with Dr. Walter Damschok, 2:00-3:00 p.m. BLUE. WASHINGTON NEWS, George R. Holmes, 6:30-6:45 p.m. RED. STORY BEHIND THE HEADLINES, by Cesar Saechinger, 10:45-11:00 p.m. RED.</p>	<p>EUROPEAN BEAM—17.780 KC, 16.8 M. ITALIAN PERIOD, News, 1:00-1:15 p.m. Letter, Box and Announcements, Italy, Drama, 1:42-2:00 p.m. GERMAN PERIOD, News, 2:00-2:15 p.m. The Mail Bag and Announcements, John H. Marsching, 2:45-3:00 p.m. FRENCH PERIOD, News, 3:00-3:15 p.m. The Mail Bag, Richard Thomas, 3:45-4:00 p.m. LATIN AMERICAN BEAM—9.770 KC, 16.8 M. LATIN AMERICAN BEAM—9.670 KC, 31.02 M. PORTUGUESE PERIOD, News, 5:00-5:15 p.m., 7:00-7:15 p.m. The Woman's Page, Iracema de Melo, 7:30-7:45 p.m. SPANISH PERIOD, News, 5:00-5:15 p.m., 6:00-6:15 p.m., 8:00-8:15 p.m., 8:30-8:45 p.m.</p>	<p>SUNDAY AFTERNOONS, 11:00-12:15 p.m. BLUE. WORDS AND MUSIC, 1:30-2:00 p.m. RED. NBC MUSIC APPRECIATION HOUR, Dr. Walter Damschok, 2:00-3:00 p.m. BLUE.</p>	<p>TIME FOR THOUGHT, Meeting Life, Dr. Alfred Grant Walton, 12:30-12:45 p.m. RED, Jan. 6, "Improving the Mind"; Jan. 13, "I Must Have Recreation"; Jan. 20, "Building Character"; Jan. 27, "Keep Your Faith".</p>	<p>LET'S TALK IT OVER, 1:15-1:30 p.m. RED. ALMA KITCHELL'S BRIEF CASE, 6:05-6:15 p.m. BLUE. MALCOLM CLAIRE, Children's Stories, 6:15-6:25 p.m. RED. JAN. 6, Edward Tomlinson, 11:05-11:15 p.m. BLUE.</p>
<p><b>S A T U R D A Y</b></p>	<p>PRESS RADIO NEWS, 9:00 a.m. BLUE; 9:00 a.m. RED; 4:35 p.m. RED; 6:25 p.m. BLUE. ARLINGTON TIME SIGNAL, 12:00 noon. BLUE and RED. NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE. JAN. 7 ONLY, Jackson Day Dinner, 9:30 p.m., RED.</p>	<p>CHILD GROWS UP, Talks by Katherine Lencroft, head of Children's Bureau, U. S. Dept. of Labor, 10:30-10:45 a.m. BLUE. FLORENCE HALE'S RADIO COLUMN, 10:45-11:00 a.m. RED. EASTMAN SCHOOL PROGRAMS: Miscellaneous in Music, 11:30-12:00 noon. RED. AMERICAN EDUCATION FORUM, Conducted by Dr. Grayson Kelauer, Prof. of Education, Stanford University, 12:00-12:25 p.m. BLUE, Jan. 7, "Education and Distribution of Goods and Services"; Jan. 14, "Education for Recreation in Modern Society". NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE. METROPOLITAN OPERA, Approximately 11:30-12:00 p.m. RED. LIVES OF GREAT MEN, Dr. Edward Howard Griggs, 7:30-7:45 p.m. RED. NBC SYMPHONY ORCHESTRA, with Arturo Toscanini and guest conductors, Samuel Chosrovini, commentator, 10:00-11:30 p.m. BLUE. JAN. 7 ONLY, Democratic Women's Jackson Day Tea, Mrs. Franklin D. Roosevelt, 5:00 p.m., BLUE.</p>	<p>EUROPEAN BEAM—17.780 KC, 16.8 M. ITALIAN PERIOD, News, 1:00-1:15 p.m. Current Shop, Marcello Griovi, 1:42-2:00 p.m. GERMAN PERIOD, News, 2:00-2:15 p.m. FRENCH PERIOD, News, 3:00-3:15 p.m. LATIN AMERICAN BEAM—9.770 KC, 16.8 M. LATIN AMERICAN BEAM—9.670 KC, 31.02 M. SPANISH PERIOD, News, 5:00-5:15 p.m., 6:00-6:15 p.m. PORTUGUESE PERIOD, News, 5:00-5:15 p.m., 7:00-7:15 p.m. SPANISH PERIOD, News, 8:00-8:15 p.m. SPANISH PERIOD, News, 9:00-9:15 p.m.</p>	<p>OUR BARN, with Madge Tucker, Children's Drama, 11:30-12:00 noon. BLUE. EASTMAN SCHOOL PROGRAMS, Miscellaneous in Music, 11:30-12:00 noon. RED. METROPOLITAN OPERA, Approximately 11:30-12:00 p.m. RED. ORIGINAL RADIO PLAYS, 8:30-9:00 p.m. NBC SYMPHONY ORCHESTRA, with Arturo Toscanini and guest conductors, Samuel Chosrovini, 10:00-11:30 p.m. BLUE. LIBRARY OF CONGRESS CHAMBER MUSIC CONCERTS, The Coolidge Quartet, 5:00-5:30 p.m. BLUE. RENEWAL OF THE MOUNTED, Children's dramatization, 6:30-7:00 p.m. BLUE. WHISPERING VOICE CHOIR, 7:48-8:00 p.m., RED.</p>	<p>CALL TO YOUTH, auspices Federal Council of Churches of Christ in America, Dr. George Stewart, 12:30-12:45 p.m. RED, Jan. 7, "The Forgiveness of Life"; Jan. 14, "The Great Values of Life"; Jan. 21, "A Philosophy of Life"; Jan. 28, "A Second Chance". MESSAGE OF ISRAEL, Rabbi Walter Reichert, Chosrovini, 12:00-1:30 p.m. BLUE. RELIGION IN THE NEWS, Walter Van Kirk, 6:45-7:00 p.m. RED.</p>	<p>THE CHILD GROWS UP, Katherine Lencroft, 10:30-10:45 a.m. BLUE. NJ SCHOOL TODAY, Safety Program, 11:15-11:30 a.m. RED. OUR BARN, For Children, with Madge Tucker, 11:30-12:00 noon. BLUE. JAN. 7 ONLY, Annual Jackson Day Dinner, Mrs. Franklin D. Roosevelt, Postmaster General James A. Farley, 9:30-10:00 p.m. RED. JAN. 7 ONLY, New York State Jackson Day Dinner, Gov. Lehman, Sen. Robert F. Wagner, 10:00-10:30 p.m. RED.</p>

These Programs Sponsored and Presented by the

# NATIONAL BROADCASTING COMPANY

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RADIO CITY, N. Y.

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JANUARY

Party Day

ALL TIME IS EASTERN STANDARD



	PUBLIC AFFAIRS AND NEWS	EDUCATION AND GENERAL INFORMATION	SHORTWAVE	DRAMA AND MUSIC	RELIGION	OTHER PROGRAMS
<b>SUNDAY</b>	<p>PRESS RADIO NEWS 11:00 a.m.—11:00 p.m., BLUE and RED.</p> <p>ARLINGTON TIME SIGNAL 12:00 noon, BLUE and RED.</p> <p>UNIV. OF CHICAGO ROUND TABLE 12:30 p.m., RED.</p> <p>MR. DOOD LOOKS AT THE NEWS—Allred Segal, Cin. Post. 10:30-10:45 p.m., RED.</p>	<p>MUSIC AND AMERICAN YOUTH 10:30-11:00 a.m., RED.</p> <p>RADIO CITY MUSIC HALL, Symphony Orchestra, under Erno Rapce, 12:00-1:00 p.m., BLUE.</p> <p>UNIV. OF CHICAGO ROUND TABLE 12:30-1:00 p.m., RED.</p> <p>SHAKESPEARE'S ENGLAND 12:00-12:30 p.m., RED.</p> <p>WORLD IS YOURS, auspices Smithsonian Institution, 4:30-5:00 p.m., RED.</p> <p>NEW FRIENDS OF MUSIC Chamber music, 6:00-7:00 p.m., BLUE, Kolisch queries.</p> <p>GREAT PLAYS 1:00-2:00 p.m., BLUE.</p>	<p>EUROPEAN BEAM—17.80 KC. 16.8 M.</p> <p>ITALIAN PERIOD. News, 1:00-1:15 p.m.</p> <p>FRENCH PERIOD. Franco-American Globe-Trotter series.</p> <p>PORTUGUESE PERIOD. News Review of the Week, 4:30-5:15 p.m.</p> <p>LATIN AMERICAN BEAM—17.70 KC. 16.8 M.</p> <p>LATIN AMERICAN BEAM—17.70 KC. 31.02 M.</p> <p>PORTUGUESE PERIOD. News Review of the Week, 7:00-7:15 p.m.</p> <p>SPANISH PERIOD. News Review of the Week, 9:00-9:15 p.m.</p>	<p>WALDEN STRING QUARTET 10:30-11:00 a.m., BLUE.</p> <p>MUSIC AND AMERICAN YOUTH 10:30-11:00 a.m., RED.</p> <p>MADRIAL SINGERS, 11:45-12:00 noon, RED.</p> <p>SOUTHERNAIRES, Negro spirituals, 11:30-12:00 noon, BLUE.</p> <p>RADIO CITY MUSIC HALL, Symphony Orchestra, under Erno Rapce, 12:00-1:00 p.m., BLUE.</p> <p>GREAT PLAYS 1:00-2:00 p.m., BLUE.</p> <p>NEW FRIENDS OF MUSIC Chamber music, Kolisch Quartet, 6:00-7:00 p.m., BLUE.</p>	<p>RADIO PULPIT, Dr. Ralph W. Seckman, 10:30-10:45 a.m., RED, Jan. 1, "Life's Changing Goals"; Jan. 8, "Prisoners of Hope"; Jan. 15, "The World That Follows Us"; Jan. 22, "Centers of Encouragement"; Jan. 29, "The Decisive Day of the Week".</p> <p>NATIONAL VESPERS, Dr. Harry Emerson Fosdick, 4:00-5:30 p.m., BLUE, Jan. 1, "A New Year's Sermon"; Jan. 8, "What It Means to Grow Up"; Jan. 15, "The Principle of Released Power".</p> <p>CATHOLIC HOUR, Rt. Rev. Monsignor Fulton J. Sheen, 6:00-6:30 p.m., RED, Jan. 1, "The Relevance of God"; Jan. 8, "False Liberty"; Jan. 15, "True Liberty"; Jan. 22, "The Economic Guarantee of Liberty"; Jan. 29, "Citizenship and Property".</p>	<p>ANIMAL NEWS CLUB, For Children, 8:45-9:00 a.m., RED.</p> <p>COAST TO COAST ON A BUS, or the White Rabbit Line, For Children, 9:00-10:00 a.m., BLUE.</p> <p>SUNDAY DRIVERS, Safety Program, 3:00-3:30 p.m., RED.</p> <p>CHERIO, Inspirational Program, 10:30-11:00 p.m., BLUE.</p> <p>SAFETY OF NATIONS TO NEW YORK WORLD'S FAIR, 1:30 p.m., RED, Jan. 1, Finland; Jan. 8, Eire; Jan. 15, Denmark; Jan. 22, Holland; Jan. 29, Russia.</p>
<b>MONDAY</b>	<p>PRESS RADIO NEWS 9:00 a.m., RED; 9:00 a.m., BLUE; 4:35 p.m., BLUE; 6:25 p.m., RED.</p> <p>ARLINGTON TIME SIGNAL 12:00 noon, BLUE and RED.</p> <p>NATIONAL FARM AND HOME HOUR 12:30-1:15 p.m., BLUE.</p> <p>SCIENCE IN THE NEWS, Dr. Arthur H. Compton, 6:00 p.m., RED.</p> <p>SCIENCE ON THE MARCH, 7:45-8:00 p.m., BLUE.</p> <p>INAUGURATION OF GOV. HERBERT LEHMAN OF N. Y., 12:00 to 1:00 p.m., BLUE, Jan. 2.</p>	<p>NATIONAL FARM AND HOME HOUR 12:30-1:15 p.m., BLUE.</p> <p>LET'S TALK IT OVER, with Alma Kitchell, 1:15-1:30 p.m., RED.</p> <p>ROCHESTER CIVIC ORCHESTRA, 1:30-1:45 p.m., BLUE.</p> <p>SCIENCE IN THE NEWS, 6:00-6:15 p.m., RED.</p> <p>NATIONAL RADIO FORUM, 10:30-11:00 p.m., BLUE.</p> <p>ADVENTURE IN READING, 2:00-2:30 p.m., BLUE.</p> <p>SCIENCE ON THE MARCH, 7:45-8:00 p.m., BLUE.</p>	<p>EUROPEAN BEAM—17.80 KC. 16.8 M.</p> <p>ITALIAN PERIOD. News, 1:00-1:15 p.m.</p> <p>America From My Window, Natalia Danesi, 1:45-2:00 p.m.</p> <p>GERMAN PERIOD, The Mail Bag, John H. Marching, 2:45-3:00 p.m. Travlogue, Alan Nelson, 2:45-3:00 p.m.</p> <p>FRENCH PERIOD, The Mail Bag, Guy Frazier Harrison, 2:45-3:00 p.m.</p> <p>NEWS, 4:00-4:15 p.m.</p> <p>SPANISH PERIOD, The Mail Bag, Dr. Fernando de Sa, 4:30-4:45 p.m.</p> <p>LATIN AMERICAN BEAM—17.70 KC. 16.8 M.</p> <p>LATIN AMERICAN BEAM—17.70 KC. 31.02 M.</p> <p>PORTUGUESE PERIOD, Philatelic Talk, Crispin A. Santos, 7:30-7:45 p.m.</p> <p>SPANISH PERIOD. News, 5:00-5:15 p.m.</p> <p>The American Home, Olga Andre, 8:30-8:45 p.m.</p>	<p>WORDS AND MUSIC, 1:30-2:00 p.m., RED.</p> <p>ROCHESTER CIVIC ORCHESTRA, Mantice Concerts, Guy Frazier Harrison, conductor, 3:00-3:45 p.m., BLUE.</p> <p>WESTMINSTER CHOIR COLLEGE, 9:30-10:00 p.m., BLUE.</p> <p>ADVENTURE IN READING, 2:00-2:30 p.m., BLUE.</p>	<p>TIME FOR THOUGHT, Dr. Daniel A. Poling, 12:30-12:45 p.m., RED, Jan. 1, "Do You Look so Do You See?"; Jan. 8, "Broken Schedules"; Jan. 15, "Where A Man Lives"; Jan. 22, "The Mastering Patience"; Jan. 29, "Friend and Prophet of Youth".</p>	<p>LET'S TALK IT OVER, with Alma Kitchell, 1:15-1:30 p.m., RED.</p> <p>MALCOLM CLAIRE, Children's Stories, 6:15-6:25 p.m., RED.</p> <p>JAN. 2, Edward Tomlinson, 11:05-11:15 p.m., BLUE.</p>
<b>TUESDAY</b>	<p>PRESS RADIO NEWS 9:00 a.m., RED; 9:00 a.m., BLUE; 4:35 p.m., BLUE; 6:25 p.m., RED.</p> <p>ARLINGTON TIME SIGNAL 12:00 noon, BLUE and RED.</p> <p>NATIONAL FARM AND HOME HOUR 12:30-1:15 p.m., BLUE.</p> <p>JAN. 3 ONLY, Opening Session of the 76th Congress, 12:00-1:00 p.m., BLUE.</p>	<p>NATIONAL FARM AND HOME HOUR 12:30-1:15 p.m., BLUE.</p> <p>MUSIC MAKERS, conducted by Dr. Joseph E. Maddy, Elementary instruction, 12:45-1:00 p.m., advanced, 1:00-1:15 p.m., RED.</p> <p>GEN. FED. WOMEN'S CLUBS, Consumers' program, 1:30-1:45 p.m., RED.</p> <p>SCIENCE EVERYWHERE, Junior Science, Elementary, 2:00-2:15; advanced, 2:15-2:30 p.m., BLUE, Jan. 3, "When New Year Comes"; Jan. 10, "Some January Birds"; Jan. 17, "Animals go Winter"; Jan. 24, "Air, Earth and Life".</p> <p>BE SENSIBLE, Dr. Joseph Jastrow, 10:45-11:00 p.m., BLUE.</p>	<p>EUROPEAN BEAM—17.80 KC. 16.8 M.</p> <p>ITALIAN PERIOD. News, 1:00-1:15 p.m.</p> <p>The New World, Natalia Danesi, 1:45-2:00 p.m.</p> <p>GERMAN PERIOD. News, 2:00-2:15 p.m.</p> <p>Work, John H. Marching, 2:45-3:00 p.m.</p> <p>FRENCH PERIOD. News, 3:00-3:15 p.m.</p> <p>Broadway and Hollywood, Fernand Aubert, 3:45-4:00 p.m.</p> <p>LATIN AMERICAN BEAM—17.70 KC. 16.8 M.</p> <p>LATIN AMERICAN BEAM—17.70 KC. 31.02 M.</p> <p>SPANISH PERIOD. News, 5:00-5:15 p.m.</p> <p>Story, Tin. Addison Darland, 6:30-6:45 p.m.</p> <p>PORTUGUESE PERIOD. News, 7:00-7:15 p.m.</p> <p>SPANISH PERIOD. New York Promenade, Olga Andre and Francisco Ariza, 9:30-10:00 p.m.</p>	<p>MUSIC MAKERS, conducted by Dr. Joseph E. Maddy, Elementary instruction, 12:45-1:00 p.m.; advanced, 1:00-1:15 p.m., RED.</p> <p>WORDS AND MUSIC, 1:45-2:00 p.m., RED.</p> <p>ROCHESTER CIVIC ORCHESTRA, Educational, Guy Frazier Harrison, conductor, 3:00-3:45 p.m., BLUE.</p> <p>PIANO RECITALS, 3:00-3:15 p.m., BLUE.</p> <p>U. S. ARMY BAND, 3:15-3:45 p.m., BLUE.</p>	<p>TIME FOR THOUGHT, Our Spiritual Life, Dr. John Sutterland Bonnell, 12:30-12:45 p.m., RED, Jan. 3, "Waiting on God"; Jan. 10, "Whosoever"; Jan. 17, "Morality and Religion"; Jan. 24, "Science and Life's Mystery".</p>	<p>GEN. FED. WOMEN'S CLUBS, Consumers' program, 1:30-1:45 p.m., RED.</p> <p>MALCOLM CLAIRE, Children's Stories, 6:15-6:25 p.m., RED.</p> <p>ANGLER AND HUNTER, Raymond R. Camp, 6:30-6:45 p.m., RED.</p> <p>BE SENSIBLE, Dr. Joseph Jastrow, 10:45-11:00 p.m., BLUE.</p> <p>JAN. 3, Edward Tomlinson, 6:30-6:45 p.m., RED.</p>
<b>WEDNESDAY</b>			<p>EUROPEAN BEAM—17.80 KC. 16.8 M.</p> <p>ITALIAN PERIOD. News, 1:00-1:15 p.m.</p> <p>It Really Happened, Natalia Danesi, 1:45-2:00 p.m.</p> <p>GERMAN PERIOD. News, 2:00-2:15 p.m.</p>			

# For Special Attention

**PUBLIC AFFAIRS  
AND NEWS**

## FARM AND HOME HOUR

### CONGRESS OPENS

The people of the United States will attend the opening of the new 76th Congress through NBC, on January 3. The opening ceremonies will be broadcast directly from the Capitol in Washington over the Blue Network, from 12:00 noon to about 1:00 p.m., EST.

### AMERICA'S TOWN MEETING

Questions of national and international affairs, of 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 best serving the interests of justice, freedom and democracy in the United States. George V. Denny, Jr., president of Town Hall, New York, is Moderator.

### JACKSON DAY DINNER

The annual Jackson Day dinner of the Democratic Party, of which political interest because it usually is on this occasion that the party's national policies are enunciated and explained by its leading spokesmen, will be broadcast by NBC Saturday, January 7. President Roosevelt and Postmaster General Farley 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 "Mr. Dodd Looks at the News," making his views representative of the average readers. He has conducted his "Cincinnati" column for 17 years, and has been a reporter for 30 years. His program is broadcast Sundays over the Red Network at 10:30 p.m., EST.

### CHICAGO ROUND TABLE

An informal, unheated debate on public questions by three non-partisan speakers features 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 decisions.

This program, which has been on the air for six days a week since October 2, 1926, 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 nearly fifty groups cooperating in preparing the program.

## NATIONAL RADIO FORUM

The men who are shaping America's history in Washington, striving to find solutions to problems the Twentieth Century has brought, describe what they are doing and why on this program each Monday. Opponents as well as proponents of proposed government activity are presented, thus giving the people a better understanding of national affairs and helping them to judge whether the proposed steps are wise. The Washington Evening Star arranges for the speakers.

## DRAMA

### GREAT PLAYS

The greatest dramas of all the ages are presented in NBC's Great Plays series. Burns Mantle, dramatic critic of the New York Daily News, acts as commentator, describing the historical, sociological or literary significance of the plays. A study manual is available for the use of teachers and students. The American Library Association is assisting NBC by urging listeners to consult their local libraries for reading material pertaining to the Great Plays.

### ORIGINAL DRAMAS

Each Saturday evening NBC presents interesting scripts selected from hundreds of original dramas. Many of the manuscripts come from recognized playwrights, and members of the NBC Script Division; others from unknown writers. This is the search for new drama and new dramatists carried on.

## 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 Arts and Sciences. The forum, beginning in February, will present the viewpoint of youth on such subjects as citizenship, recreation, housing and park systems in a great city. James G. McDonald, president of the Brooklyn Institute of Arts and Sciences, will act as moderator. A panel of youths selected from city high schools in New York will sit in at the meetings, after which there will be general discussion from the floor.

### ADVENTURE IN READING

Authors whose books are found 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 and readings help give an understanding of how the great books came to be written.

### THE WORLD IS YOURS

Facts about the world we live in, gathered and authenticated by the research staffs of the cooperating agencies, are dramatized over NBC on Sunday afternoons. Assisting NBC in presenting the program are the Smithsonian Institution, the Office of Education of the U. S. Department of Interior and the Works Progress Administration.

### SCIENCE IN THE NEWS

When great scientific advances are announced, their significance frequently is lost on laymen. The purpose of this series 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.

## MUSIC APPRECIATION HOUR

The NBC Music Appreciation Hour conducted by Dr. Walter Damrosch, is heard regularly by an estimated audience of 6,000,000 school children throughout the country. Dr. Damrosch explains and illustrates the beauty and significance of the world's finest music on this program each Friday.

### SCIENCE ON THE MARCH

Dr. Forest 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

The exciting story of how present-day methods of communication and travel have developed is told on this series, by Dr. Rollo G. Reynolds, principal of Horace Mann School, Teacher's College, Columbia University. Current news affecting each of the subjects being considered will be included.

### LIVES OF GREAT MEN

The men whose work has made our civilization great are pictured by Dr. Edward Howard Griggs, president of the Department of Philosophy of the Brooklyn Institute of Arts and Sciences. In this program, broadcast on Saturdays, Dr. Griggs describes the work of each historic figure and its value to mankind.

### SCIENCE EVERYWHERE

Plant and animal life which we observe about us daily is investigated and explained by Dr. Carroll Lane Fenton, 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 advanced sections. The American Association for the Advancement of Science cooperates with NBC in conducting the program.

## STORY BEHIND THE HEADLINES

Out of his wide experience as journalist in this country and Europe, Cesar Sachring interprets the significance of important news each Friday over NBC under the auspices of the American Historical Association.

## MUSIC

### ARTURO TOSCANINI

The world's greatest living conductor this month resumes the podium after a short vacation to lead the NBC Symphony Orchestra in Saturday night concerts of world's finest music.

### LIBRARY OF CONGRESS CONCERTS

In addition to other outstanding chamber music programs, such as that of the New Friends of Music, NBC presents the Library of Congress Chamber Music Series on Saturdays. The January programs, featuring the Coolidge Quartet, are under the auspices of the Elizabeth Sprague Cooke Foundation; certain others will be under the auspices of the Gertrude Clarke Whitall Foundation.

### METROPOLITAN OPERA

For the eighth consecutive season NBC brings millions of listeners throughout the world the Saturday matinee performances of the Metropolitan Opera Company in New York. In addition, NBC presents a discussion of each opera the Thursday before it is broadcast, in a series by the Metropolitan Opera Guild. These overlogos are designed to help the radio audience to enjoy the opera broadcasts more fully.

### MILESTONES OF MUSIC

The development of music from the Middle Ages to the early 19th century is illustrated in this series presented by the Eastman School of Music of the University of Rochester. The series presents on various programs the Eastman School Symphony Orchestra conducted by Dr. Howard Hanson and Paul White; the Eastman School Opera Department, Emanuel Balaban conductor; the Eastman School Choir, Dr. Herman Genhart, conductor; the Eastman School Little Symphony Orchestra and other vocal, string and wind ensembles.

## OTHER PROGRAMS

### RELIGIOUS PROGRAMS

Each day NBC presents talks by spiritual leaders in cooperation with central bodies of the three great faiths in America. Special religious occasions also are celebrated with special programs. The Federal Council of Churches of Christ in America aids in the presentation of the Time for Thought programs and others; there also is the Catholic Hour on Sundays, and the Message of Israel on Saturdays. All of these programs have a broad appeal.

### SALUTE OF NATIONS

Kings, Queens, and leading statesmen of the world will be heard on this new series on Sundays, dedicated to the New York World's Fair. Native music from each of 17 countries that will participate will be included. Some of the speakers will be President Le Brun of France; President Hyde and Premier DeValer of Eire; King Christian of Denmark; Queen Wilhelmina of The Netherlands; King Carol of Rumania; King Haakon of Norway; King Leopold of Belgium; Prince Paul, Regent of Yugoslavia; King Victor Emanuel of Italy; Admiral Horthy, Regent of Hungary; President Moscicki of Poland; Prince Chichibu of Japan, and others.

### BE SENSIBLE

The psychological approach to everyday problems confronting the layman is given by Dr. Joseph Jastrow, noted psychologist, author and lecturer, and for many years a professor at the University of Wisconsin.

### YOUR HEALTH

Health questions are discussed in non-technical language by Dr. W. W. Bauer, director of the Bureau of Health and Public Instruction 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 on the proper care and rearing of children is presented by Katherine Lenroot, chief of the Children's Bureau of the U. S. Department of Labor. The program is broadcast over NBC from Washington 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 DEWEY in The New Republic.

For detailed listing of programs, see inside pages—

## Nation's Educators Discuss Problems in Round Table Forum

Leaders in education throughout the country are cooperating with the National Broadcasting Company in presenting a new series of round table broadcasts every week designed to bring about a better understanding of the problems confronting American educators. The series, known as the American Education Forum, is heard over the NBC-Blue Network on Saturdays from 12:00 to 12:25 p.m., EST. In addition to the educators actually participating in the round table discussions during each broadcast, other persons interested in the topic under consideration are invited to attend. After the round table, the audience is given an opportunity to participate in the discussion.

During December the broadcasts will deal with various aspects of education in relation to present-day problems of economics, society and government. The weekly topics will be: Dec. 3, "Education and Modern Technology"; Dec. 10, "Education and Increased Government Participation"; Dec. 17, "Federal Support of Education"; Dec. 24, "Education for Recreation in Modern Society"; and Dec. 31, "Education and Wise Consumption of Goods." The broadcasts of Dec. 3, 17 and 24 will originate in New York, and those of Dec. 10 and 31 in Chicago and Stanford University, Palo Alto, Calif.

The American Education Forum is under the direction of Dr. Grayson N. Kefauver, dean of the school of education at Stanford University. He is assisted by Professor William S. Gray of the University of Chicago, and Clyde R. Miller, professor of education at Teachers' College, Columbia University.

The programs are broadcast from various parts of the country depending on the speakers chosen for each topic. Among the colleges and universities at which professors of education are cooperating with NBC are (in addition to Stanford, Chicago and Columbia): Ohio State, California, New York, Boston, Harvard, Yale, Princeton, Western Reserve, Denver, Southern California, Oregon, Texas and George Peabody College at Nashville, Tenn.



DR. JOSEPH JASTROW

## Psychology Applied To Common Troubles

A **TIMELY** approach to current questions through the attitude of the psychologist is the basis of the weekly talks now being broadcast by Dr. Joseph Jastrow, noted psychologist, author 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.

During December the topics to be discussed will be: Dec. 6, "The I. Q. of It"; Dec. 13, "Follies"; Dec. 20, "Sense on the Rampage"; and Dec. 27, "Social Sense."

Dr. Jastrow was for many years a professor at the University of Wisconsin. He is the author of a number of books on psychology, among them "Keeping Mentally Fit," "The House That Freud Built" and "Sanity First."

## Problems of Youth

(Continued from page 1)

munity-wide programs for the improvement of education and the betterment of conditions surrounding children and youth.

U. S. Commissioner of Education John W. Studebaker, in a statement of the aim of the series, said:

"Certainly nothing creates dramatic situations more constantly in the home than education. Through a far-flung network of radio communication we hope to stir up talk and debate in the home, in parent-teacher meetings, in clubs, and in teacher groups. We hope to show some of modern education's answers to personal and social problems and open up certain issues of education for nationwide discussion."

## Historic Microphones At NBC Presented to Smithsonian Exhibit

A panorama of radio's development through progressively improved types of microphones used in famous broadcasts is now an exhibition at the Smithsonian Institution in Washington, D. C. The NBC, in cooperation with the Smithsonian Institution, presents the "World Is Yours" program in which inside stories are told of the exhibits at the institution over the NBC-Red Network on Sundays at 4:30 p.m. EST.

The group of historic "mikes," presented to the Institution by the National Broadcasting Company, includes every type used since the beginning of actual broadcasting in 1920. Probably the most historically interesting instrument in the group is the actual microphone used to broadcast the Harding-Cox election returns from Station WDKA, Pittsburgh, on November 2, 1920. This is generally considered the first announced broadcast. The microphone was of a foreshortened cylindrical style referred to as a "tomato can."

All the "mikes" in the exhibit were developed by NBC engineers with a view to showing the significant microphone developments and to commemorate world-famous broadcasts which mark milestones in radio history.

Among the microphones on display is the carbon type, first used in 1923 and with which the official opening of the NBC networks was broadcast in 1926, and the "telephone transmitter" microphone.

The first type ever used in America was really an adaptation of the ordinary telephone transmitter, and was used by Dr. Lettice Forest in his early broadcasts in the New York area.

One of the most impressive items is the "parabolic" microphone designed to pick up sound waves. The velocity microphone developed to pick up a wide range of sound without regard to direction, the dynamic microphone, first used in 1931, and the "bullet" condenser "mike" for sensitive studio pick-ups are representative of the more advanced broadcasting techniques.

Other microphones of interest are the inductor type used to broadcast President Roosevelt's Fireside Chats, and the "camera" type used in the first program linking world-wide broadcasting centers and also for NBC's first broadcast of Metropolitan Opera, now an annual international NBC feature.



"TOMATO CAN"

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Rochester Public Library  
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ROCHESTER, N. Y.

# Presents

PROGRAMS IN THE PUBLIC INTEREST

VOL. I, NO. 3      RCA BUILDING, RADIO CITY, N. Y.      DECEMBER, 1938

## Problems of Youth Emphasized In Dramatized Weekly Program

**T**HE every-day problems of an average American family arising from the needs and desires of their children are being presented both entertainingly and informatively by the National Broadcasting Company in the new dramatized weekly program, *Wings for the Martins*.

Prepared with the cooperation of the United States Office of Education and the National Congress of Parents and Teachers, the series is broadcast every Wednesday from 9:30 to 10:00 p.m., EST, over the NBC-Blue Network. The programs are designed to stimulate general interest in the education and welfare of children and young people and to bring home to parents the solution of their problems recommended by modern education.

Months of research and planning under the direction of Bess Goodykornz, assistant commissioner of education, preceded the writing of the programs. As the series progresses, listeners will be invited to submit problems for consideration, and the most interesting of these will be studied by the program committee and dramatized presentation in future programs.

Eric Bathurst, Office of Education specialist in curricular problems, is program supervisor for the series, and each script is reviewed by specialists in education and human relationships to insure a sound approach to the subjects under consideration. Supplementary information, listener aids and discussion outlines are presented in the National Parent-Teachers Magazine, the National Congress Bulletin and School Life. In addition, the Office of Education is supplying comprehensive lists of books and articles by leading educators and psychologists applicable to each of the various problems treated in *Wings for the Martins*.

The four December episodes of the program will deal with children's books, family health, the clothing problems of a young daughter and methods of making home life really enjoyable. Under the title, "Let's Give-Them Books," the December 7 program will show how Mr. Martin, a practical business man and owner of a small store, and Mrs. Martin, a well-informed but busy housewife, keenly interested in her

## Foreign Language Shortwave Programs Found Student Aid

**T**HE National Broadcasting Company's extensive shortwave broadcasts in foreign languages are providing a valuable adjunct to foreign language study in universities and schools in various parts of the country, according to correspondence recently received from several of these institutions. The programs over Stations W3XAL and W3XL, New York, are being designated as supplementary study to the regular courses in French, Spanish, Portuguese, German and Italian, as a means of acquainting the students with the pure accents and diction of the languages as used by cultured native speakers.

The University of Arizona students listen regularly to the Spanish and Portuguese hours; at the University of Florida they are tuning in to the French and German programs; and at North Carolina University the Spanish broadcasts are supplemented by study. The schedule of these programs is included in this issue of NBC PRESENTS, in the Day-by-Day listing.

A language teacher in a school at Charleston, S.C., described the value of these NBC programs as follows: "The news bulletins are the very best material for aural training. I have told all my students of these programs and urged them to listen in."



NORTH CAROLINA STUDENTS LISTEN IN

The above picture shows University of North Carolina students gathered to listen to one of NBC's best known programs, America's Town Meeting of the Air. Only one of the students is shown listening to other broadcasts such as the NBC shortwave foreign language programs.

<p><b>D N E S D A Y</b></p> <p>PRESS RADIO NEWS. 9:00 a.m., BLUE; 9:00 a.m., BLUE; 4:35 p.m., BLUE; 6:25 p.m., RED. ARLINGTON TIME SIGNAL. 12:00 noon, BLUE and RED. NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m., BLUE.</p>	<p>NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m., BLUE. LET'S TALK IT OVER with June Hynd. 1:15-1:30 p.m., RED. YOUR HEALTH. 2:00-2:30 p.m., BLUE. OUR AMERICAN SCHOOLS. Dr. Belmont. 2:30-3:15 p.m., RED. WINGS FOR THE MARTINS. Educational Drama. 9:30-10:00 p.m., BLUE.</p>	<p>GERMAN PERIOD. Mail Bag. John H. McKinney. 5:45-6:00 p.m., RED. FRENCH PERIOD. New York—Fernand Antonicioni. 5:45-6:00 p.m., RED. LATIN AMERICAN BEAM—17,780 KC, 16.8 M. LATIN AMERICAN BEAM—9,670 KC, 31.02 M. SPANISH PERIOD. It Really Happened. Roberto Garcia. 6:30-6:45 p.m., RED. SPANISH PERIOD. Poets of the Americas. Olga Andre. Poetry. 8:30-8:45 p.m., RED.</p>	<p>WORDS AND MUSIC. 1:30 to 2:00 p.m., RED. MUSIC IS MY HOBBY, guest artists. 6:30 to 6:45 p.m., RED. WINGS FOR THE MARTINS, Educational Drama. 9:30 to 10:00 p.m., BLUE. MAGNOLIA BLOSSOMS. 10:00 to 10:30 p.m., BLUE.</p>	<p>TIME FOR THOUGHT, Homespun. Dr. William Hiram Paulsen. 12:30-12:45 p.m., RED. LET'S TALK IT OVER with June Hynd. 1:15-1:30 p.m., RED. YOUR HEALTH. 2:00-2:30 p.m., BLUE. MALCOLM CLAIRE. Children's Stories. 6:15-6:25 p.m., RED.</p>	
<p><b>T H U R S D A Y</b></p> <p>PRESS RADIO NEWS. 9:00 a.m., RED; 9:00 a.m., BLUE; 4:35 p.m., BLUE; 6:25 p.m., RED. ARLINGTON TIME SIGNAL. 12:00 noon, BLUE and RED. NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m., BLUE. AMERICA'S TOWN MEETING. Dr. George V. Denny, Jr. 9:30-10:30 p.m., BLUE; Dec. 1, "Is an Economic Plan for World Peace Possible?"</p>	<p>NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m., BLUE. AMERICAN EDUCATION WEEK. Talks by Dr. Ambrose Calver; Carrington L. Davis. 9:00 a.m., BLUE; Nov. 10 only. EASTMAN SCHOOL OF MUSIC ORCHESTRA. Dr. Howard Hanson, conductor. 9:30-9:45 p.m., BLUE. METROPOLITAN OPERA GUILD. Operas. 8:00-9:15 p.m., RED. AMERICA'S TOWN MEETING OF THE AIR. George V. Denny, Jr., Moderator. 9:30-10:30 p.m., BLUE. Dec. 1, "Is an Economic Plan for World Peace Possible?" IDEAS THAT CAN BE TRUE. Social Science Series with Dr. Bollo G. Reynolds. 2:00-2:25 p.m., BLUE. Dec. 1, "Motion Pictures"; Dec. 8, "Radio"; Dec. 15, "Sailing Ships"; Dec. 22, "Steamships".</p>	<p>EUROPEAN BEAM—17,780 KC, 16.8 M. ITALIAN PERIOD. News. 1:00-1:15 p.m., RED. FRENCH PERIOD. Odds and Ends of Radio Television, Fernand Antonicioni. 5:45-6:00 p.m., RED. PORTUGUESE PERIOD. News. 4:00-4:15 p.m., RED. LATIN AMERICAN BEAM—17,780 KC, 16.8 M. LATIN AMERICAN BEAM—9,670 KC, 31.02 M. SPANISH PERIOD. Literary Review. Dr. R. V. Lasso. 6:30-6:45 p.m., RED. SPANISH PERIOD. The Mail Bag. Roberto Garcia. 8:45-9:00 p.m., RED.</p>	<p>WORDS AND MUSIC. 1:30-2:00 p.m., RED. LIGHT OPERA SELECTIONS. Harold Sanford Orchestra. 2:00-3:00 p.m., BLUE. METROPOLITAN OPERA GUILD. Operas. 8:00-9:15 p.m., RED. ROCHESTER PHILHARMONIC. Guy Franck. Harrison conducting. 3:15-4:00 p.m., BLUE. Dec. 15 only. EASTMAN SCHOOL OF MUSIC. Dr. Howard Hanson, Conductor. 8:30-9:15 p.m., BLUE. Dec. 8-15. LIBRARY OF CONGRESS CHAMBER MUSIC CONCERTS. Coolidge Quarter. 4:00 to 4:30 p.m., BLUE. Dec. 29 only.</p>	<p>TIME FOR THOUGHT, Timeless Truths Made Timely. Dr. Christopher Jeffers, McCombe. 12:30-12:45 p.m., RED. MALCOLM CLAIRE. Children's Stories. 6:15-6:25 p.m., RED.</p>	
<p><b>F R I D A Y</b></p> <p>PRESS RADIO NEWS. 9:00 a.m., BLUE; 9:00 a.m., RED; 4:35 p.m., BLUE; 6:25 p.m., RED. ARLINGTON TIME SIGNAL. 12:00 noon, BLUE and RED. NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m., BLUE. WASHINGTON NEWS. George R. Holmes. 6:30-6:45 p.m., RED. STORY BEHIND THE HEADLINES. Center Searchlight. 10:45 to 11:00 p.m., RED.</p>	<p>NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m., BLUE. LET'S TALK IT OVER. 1:15-1:30 p.m., RED. NBC MUSIC APPRECIATION HOUR with Dr. Walter Dymkowski. 2:00-3:00 p.m., BLUE. WASHINGTON NEWS. George R. Holmes. 6:30-6:45 p.m., RED. STORY BEHIND THE HEADLINES, by Center Searchlight. 10:45 to 11:00 p.m., RED.</p>	<p>EUROPEAN BEAM—17,780 KC, 16.8 M. ITALIAN PERIOD. Letter Box and Announcements, Natalia Danesi. 1:45-2:00 p.m., RED. GERMAN PERIOD. The Mail Bag and Announcements. John M. Marching. 4:45-5:00 p.m., RED. FRENCH PERIOD. The Mail Bag. Richard Thomas. 5:45-6:00 p.m., RED. LATIN AMERICAN BEAM—17,780 KC, 16.8 M. LATIN AMERICAN BEAM—9,670 KC, 31.02 M. PORTUGUESE PERIOD. The Woman's Page, Inacema de Mello. 7:30-7:45 p.m., RED. SPANISH PERIOD. Hollywood. Olga Andre. 8:30-8:45 p.m., RED.</p>	<p>SOUTHERNAIRES. 12:00-12:15 p.m., BLUE. WORDS AND MUSIC. 1:30-2:00 p.m., RED. NBC MUSIC APPRECIATION HOUR. Dr. Walter Dymkowski. 2:00-3:00 p.m., BLUE. LIBRARY OF CONGRESS CHAMBER MUSIC CONCERTS. Budget Quarter. 10:00 to 10:30 p.m., BLUE. Dec. 30 only.</p>	<p>TIME FOR THOUGHT, Meeting Life. Dr. Alfred Grant Walton. 12:30-12:45 p.m., RED. LET'S TALK IT OVER. 1:15-1:30 p.m., RED. ALMA KITCHELL'S BRIEF CASE. 6:05-6:15 p.m., BLUE. MALCOLM CLAIRE. Children's Stories. 6:15-6:25 p.m., RED.</p>	
<p><b>S A T U R D A Y</b></p> <p>PRESS RADIO NEWS. 9:00 a.m., BLUE; 9:00 a.m., RED; 6:25 p.m., RED; 6:25 p.m., BLUE. ARLINGTON TIME SIGNAL. 12:00 noon, BLUE and RED. NATIONAL FARM AND HOME HOUR. 12:30-1:30 p.m., BLUE.</p>	<p>CHILD GROWS UP. Talks by Katherine Lennett, head of Children's Bureau U. S. Dept. of Labor. 10:30-10:45 a.m., BLUE. FLORENCE HALE'S RADIO COLUMN. 10:45-11:00 a.m., RED. EASTMAN SCHOOL PROGRAMS: Miscellaneous in Music. 11:30-12:00 noon, RED, except Dec. 24 and Dec. 31. AMERICAN EDUCATION FORUM. Conducted by Dr. Gregory Katsauer, Prof. of Education, Stanford University. 12:00-12:25 p.m., BLUE. NATIONAL FARM AND HOME HOUR. 12:30-1:30 p.m., BLUE. METROPOLITAN OPERA. Begins Nov. 26. 8:00-9:15 p.m., RED. LIVES OF GREAT MEN. Dr. Edward Howard and Gregg. 7:45-9:00 p.m., RED. Dec. 3, "Leonardo da Vinci"; Dec. 10, "Ezra"; Dec. 17, "Giordano Bruno"; Dec. 24, "Shakespeare"; Dec. 31, "Socrates". NBC SYMPHONY ORCHESTRA, with Arturo Toscanini and guest conductors. Samuel Chosroff, commentator. 10:00-11:30 p.m., BLUE.</p>	<p>EUROPEAN BEAM—17,780 KC, 16.8 M. ITALIAN PERIOD. Curiosity Shop. Marcello Girotti. 1:45-2:00 p.m., RED. LATIN AMERICAN BEAM—17,780 KC, 16.8 M. LATIN AMERICAN BEAM—9,670 KC, 31.02 M. SPANISH PERIOD. News. 5:00-5:15 p.m., RED. PORTUGUESE PERIOD. News. 7:00-7:15 p.m., RED. SPANISH PERIOD. News. 8:00-8:15 p.m., RED. SPANISH PERIOD. News. 9:00-9:15 p.m., RED.</p>	<p>OUR BARN, with Madge Tucker, Children's Drama. 11:30 to 12:00 noon, BLUE. EASTMAN SCHOOL PROGRAMS. Miscellaneous in Music. 11:30 to 12:00 noon, RED. METROPOLITAN OPERA. Approximately 1:00-7:30 p.m., BLUE. ORIGINAL RADIO PLAYS. 8:30 to 9:00 p.m., BLUE. NBC SYMPHONY ORCHESTRA with Arturo Toscanini and guest conductors. Samuel Chosroff, commentator. 10:00 to 11:30 p.m., BLUE. LIBRARY OF CONGRESS CHAMBER MUSIC CONCERTS. 5:00 to 5:30 p.m., BLUE. Dec. 10, Budget Quarter; Dec. 17, Gordon String Quartet.</p>	<p>CALL TO YOUTH, auspices Federal Council of Churches of Christ in America. Dr. George Stewart. 12:30-12:45 p.m., RED. RELIGION IN THE NEWS. Dr. Walter W. Van Kirk. 6:45-7:00 p.m., RED. MESSAGE OF ISRAEL, Rabbi Harry Levi, of Boston. 7:00-7:30 p.m., BLUE. GOODWILL MISSION OF THE AIR, auspices Federal Council of Churches of Christ in America. Dec. 3, Dr. Albert W. Palmer, Chicago; Dec. 10, Edwin M. Porges, Cleveland; Dec. 17, Dr. Joseph F. Newton, Philadelphia; Dec. 24, Dr. Arthur Lee Kinsolving, Boston; Dec. 31, Dr. Clarence W. Kemper, Denver.</p>	<p>THE CHILD GROWS UP. Katherine Lennett. 10:30-10:45 a.m., BLUE. NO SCHOOL TODAY. Safety Program. 11:00-11:30 a.m., RED. OUR BARN. For Children, with Madge Tucker. 11:30-12:00 noon, BLUE.</p>

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DECEMBER

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ALL TIME IS EASTERN STANDARD



	PUBLIC AFFAIRS AND NEWS	EDUCATION AND GENERAL INFORMATION	SHORTWAVE	DRAMA AND MUSIC	RELIGION	OTHER PROGRAMS
<b>SUNDAY</b>	<p>PRESS RADIO NEWS, 11:00 a.m., 11:00 p.m., BLUE and RED.</p> <p>ARLINGTON TIME SIGNAL, 12:00 noon, BLUE and RED.</p> <p>UNIV. OF CHICAGO ROUND TABLE, 12:30-1:00 p.m., RED.</p> <p>SHAKESPEARE'S ENGLAND, 12:00-12:30 p.m., RED.</p> <p>WORLD IS YOURS, auspices Smithsonian Institution, 4:30-5:00 p.m., RED.</p> <p>MASTER BUILDER, auspices Federal Housing Administration, 3:45-5:00 p.m., BLUE.</p> <p>NEW FRIENDS OF MUSIC, Chamber music, 6:00-7:00 p.m., BLUE. Kolisch quartet.</p> <p>THE OTHER AMERICAS, with Edward Tomlinson, Discussion of Inter-American Conference at Lima, Peru. Guest speakers, 7:00-7:30 p.m., BLUE.</p> <p>PEACE—HOW LONG AND HOW? Col. Frederick Palmer, 10:30-10:45 p.m., RED.</p> <p>GREAT PLAYS, 1:00 to 2:00 p.m., BLUE. Dec. 4, "The Cyd"; Dec. 11, "Life Is a Dream"; Dec. 18, "Bourgeois Gentilhomme."</p>	<p>MUSIC AND AMERICAN YOUTH, 10:30-11:00 a.m., RED.</p> <p>RADIO CITY MUSIC HALL, "Operas in Miniature," Symphony Orchestra under Erno Rapce, 12:00-1:00 p.m., BLUE.</p> <p>UNIV. OF CHICAGO ROUND TABLE, 12:30-1:00 p.m., RED.</p> <p>SHAKESPEARE'S ENGLAND, 12:00-12:30 p.m., RED.</p> <p>WORLD IS YOURS, auspices Smithsonian Institution, 4:30-5:00 p.m., RED.</p> <p>MASTER BUILDER, auspices Federal Housing Administration, 3:45-5:00 p.m., BLUE.</p> <p>NEW FRIENDS OF MUSIC, Chamber music, 6:00-7:00 p.m., BLUE. Kolisch quartet.</p> <p>THE OTHER AMERICAS, with Edward Tomlinson, Discussion of Inter-American Conference at Lima, Peru. Guest speakers, 7:00-7:30 p.m., BLUE.</p> <p>PEACE—HOW LONG AND HOW? Col. Frederick Palmer, 10:30-10:45 p.m., RED.</p> <p>GREAT PLAYS, 1:00 to 2:00 p.m., BLUE. Dec. 4, "The Cyd"; Dec. 11, "Life Is a Dream"; Dec. 18, "Bourgeois Gentilhomme."</p>	<p>EUROPEAN BEAM—17.80 KC. 16.8 M.</p> <p>ITALIAN PERIOD, News, 1:00 to 1:15 p.m.</p> <p>FRENCH PERIOD, Franco-American Globe-Trotter series, Dec. 18 "The Great Lakes," Richard Thomas.</p> <p>PORTUGUESE PERIOD, News Review of the Week, 4:00 to 4:15 p.m.</p> <p>LATIN AMERICAN BEAM—17.80 KC. 16.8 M.</p> <p>LATIN AMERICAN BEAM—9.670 KC. 31.02 M.</p> <p>PORTUGUESE PERIOD, News Review of the Week, 7:00 to 7:15 p.m.</p> <p>SPANISH PERIOD, News Review of the Week, 9:00 to 9:15 p.m. The Philatelist, Alfred Barrett, 9:30 to 9:45 p.m.</p>	<p>WALDEN STRING QUARTET, 10:30 to 11:00 a.m., BLUE.</p> <p>MUSIC AND AMERICAN YOUTH, 10:30 to 11:00 a.m., RED.</p> <p>MADRIGAL SINGERS, 11:30 to 12:00 noon, RED.</p> <p>SOUTHERNARIANS, Negro spirituals, 11:30 to 12:00 noon, BLUE.</p> <p>RADIO CITY MUSIC HALL, "Operas in Miniature," Symphony Orchestra under Erno Rapce, 12:00 to 1:00 p.m., BLUE.</p> <p>VATICAN SPECIAL CHRISTMAS CONCERT, Vespers Choral Choir, 1:30 to 1:50 p.m., RED.</p> <p>GREAT PLAYS, 1:00 to 2:00 p.m., BLUE. Dec. 4, "The Cyd"; Dec. 11, "Life Is a Dream"; Dec. 18, "Bourgeois Gentilhomme."</p> <p>NEW FRIENDS OF MUSIC, chamber music, Kolisch Quartet, 6:00 to 7:00 p.m., BLUE.</p> <p>LIBRARY CONGRESS CHAMBER MUSIC CONCERTS, Gordon String Quartet, 10:00 to 10:30 p.m., BLUE. Dec. 18, only.</p>	<p>RADIO PULPIT, Dr. Ralph W. Sockman, 10:00 to 10:30 a.m., RED.</p> <p>VATICAN CHRISTMAS CONCERT, 1:00 to 1:30 p.m., Dec. 25 only, Red.</p> <p>NATIONAL VESPERS, Dr. Harry Emerson Fossick, 4:00-4:30 p.m., BLUE.</p> <p>CATHOLIC HOUR, 6:00 to 6:30 p.m., RED. Rev. James M. Gillis, C.S.P., Dec. 4, "Life More Than Meat and Raiment"; Dec. 11, "Escape from Life"; Dec. 18, "After Life's Brief Fever, What?"; Dec. 25, "In Him Was Life."</p>	<p>ANIMAL NEWS CLUB, For Children, 8:45-9:00 a.m., RED.</p> <p>COAST TO COAST ON A BUS at the White Rabbit Line, For Children, 9:00-10:00 a.m., BLUE.</p> <p>1940 OLYMPIC PREVIEW, International Programs, 2:30-2:45 p.m., RED, Dec. 4—Switzerland; Dec. 11—Poland; Dec. 18—United States.</p> <p>SUNDAY DRIVERS, Safety Program, 3:00-3:30 p.m., RED.</p> <p>CHERIEO, Inspirational Program, 10:30-11:00 p.m., BLUE.</p>
<b>MONDAY</b>	<p>PRESS RADIO NEWS, 9:00 a.m., RED, 9:00 a.m., BLUE; 4:55 p.m., BLUE; 6:25 p.m., RED.</p> <p>ARLINGTON TIME SIGNAL, 12:00 noon, BLUE and RED.</p> <p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE.</p> <p>SCIENCE IN THE NEWS, Dr. Arthur H. Compton, 6:00 p.m., RED.</p> <p>SCIENCE ON THE MARCH, 7:45-8:00 p.m., BLUE.</p> <p>PHI BETA KAPPA ANNIVERSARY from Williams and Mary College, Dec. 5, 9:00 to 9:30 p.m., BLUE.</p>	<p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE.</p> <p>LET'S TALK IT OVER, with Alma Kitchell, 1:15-1:30 p.m., RED.</p> <p>ROCHESTER CIVIC ORCHESTRA, 3:00-3:15 p.m., BLUE.</p> <p>SCIENCE IN THE NEWS, 6:00-6:15 p.m., RED.</p> <p>NATIONAL RADIO FORUM, 10:30-11:00 p.m., BLUE.</p> <p>ADVENTURE IN READING, 2:00 to 2:30 p.m., BLUE. Dec. 5 "The Brontes"; Dec. 12, Jonathan Swift; Dec. 19, "Sir Walter Scott"; Dec. 26, "Herman Melville."</p> <p>SCIENCE ON THE MARCH, Dec. 12, "Health"; Dec. 19, "Lecture and Centers"; Dec. 26, "Human Progress."</p>	<p>EUROPEAN BEAM—17.80 KC. 16.8 M.</p> <p>ITALIAN PERIOD, News, 1:00-1:15 p.m.</p> <p>GERMAN PERIOD, The Mail Bag, John H. Marshaling, 2:45-3:00 p.m.</p> <p>FRENCH PERIOD, The Mail Bag, Richard Thomas, 3:30-3:45 p.m.</p> <p>PORTUGUESE PERIOD—The Mail Bag, Dr. Fernando de Sa, 4:30-4:45 p.m.</p> <p>LATIN AMERICAN BEAM—17.80 KC. 16.8 M.</p> <p>LATIN AMERICAN BEAM—9.670 KC. 31.02 M.</p> <p>PORTUGUESE PERIOD—Phylactic Talk, Crispian A. Santos, 7:30-7:45 p.m.</p> <p>SPANISH PERIOD, The American Home, Olga Andre, 8:30-8:45 p.m.</p>	<p>WORDS AND MUSIC, 1:30-2:00 p.m., RED.</p> <p>ROCHESTER CIVIC ORCHESTRA, Matinee Concerts, Guy Frazer Harrison, conductor, 3:00-3:45 p.m., BLUE.</p> <p>CHICAGO CITY OPERA CO. Other performances to be announced.</p> <p>WESTMINSTER CHOIR COLLEGE, 9:30-10:00 p.m., BLUE.</p> <p>ADVENTURE IN READING, 2:00 to 2:30 p.m., BLUE. Dec. 5, "The Brontes"; Dec. 12, Jonathan Swift; Dec. 19, "Sir Walter Scott"; Dec. 26, "Herman Melville."</p>	<p>TIME FOR THOUGHT, Opportunity, Dr. Daniel A. Posing, 12:30 to 12:45 p.m., RED.</p>	<p>LET'S TALK IT OVER, with Alma Kitchell, 1:15-1:30 p.m., RED.</p> <p>MALCOLM CLAIRE, Children's Stories, 6:15-6:25 p.m., RED.</p>
<b>TUESDAY</b>	<p>PRESS RADIO NEWS, 9:00 a.m., RED; 9:00 a.m., BLUE; 4:55 p.m., BLUE; 6:25 p.m., RED.</p> <p>ARLINGTON TIME SIGNAL, 12:00 noon, BLUE and RED.</p> <p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE.</p>	<p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m., BLUE.</p> <p>MUSIC MAKERS, conducted by Dr. Joseph E. Maddy, Elementary instruction, 12:45-1:00 p.m., advanced, 1:00-1:15 p.m., RED.</p> <p>GEN. FED. WOMEN'S CLUBS, Consumers' program, 1:30-1:45 p.m., RED.</p> <p>ROCHESTER CIVIC ORCHESTRA, Educational Concerts, 1:30-2:00 p.m., BLUE.</p> <p>SCIENCE EVERYWHERE, Junior Science, Elementary, 2:00-2:15; advanced, 2:15-2:30, BLUE. Dec. 6, "Women in the World"; Dec. 13, "Our Own Social Star"; Dec. 20, "Social Needs and Goals"; Dec. 27, "The Readers Story."</p> <p>BE SENSIBLE, Dr. Joseph Jastrow, 10:45 to 11:00 p.m., BLUE. Dec. 6, "The I. Q. of It"; Dec. 13, "Follies"; Dec. 20, "Sense on the Rampage"; Dec. 27, "Social Sense."</p>	<p>EUROPEAN BEAM—17.80 KC. 16.8 M.</p> <p>ITALIAN PERIOD, News, 1:00-1:15 p.m. The New World, Natalia Danesi, 1:45-2:00 p.m.</p> <p>GERMAN PERIOD, News, 2:00-2:15 p.m. The New World, John H. Marshaling, 2:45-3:00 p.m.</p> <p>FRENCH PERIOD, News, 3:00-3:15 p.m. Broadway and Hollywood, Fernand Adher, 3:45-4:00 p.m.</p> <p>LATIN AMERICAN BEAM—17.80 KC. 16.8 M.</p> <p>LATIN AMERICAN BEAM—9.670 KC. 31.02 M.</p> <p>PORTUGUESE PERIOD, News, 5:00-5:15 p.m. Tin. Addition Dupont, 6:36-6:45 p.m.</p> <p>PORTUGUESE PERIOD, News, 7:00-7:15 p.m.</p> <p>SPANISH PERIOD, New York Promenade, Olga Andre and Francisco Ariza, 9:30-10:00 p.m.</p>	<p>MUSIC MAKERS, conducted by Dr. Joseph E. Maddy, Elementary instruction, 12:45-1:00 p.m.; advanced, 1:00-1:15 p.m., RED.</p> <p>WORDS AND MUSIC, 1:45-2:00 p.m., RED.</p> <p>ROCHESTER CIVIC ORCHESTRA, Education Concerts, Guy Frazer Harrison, conductor, 3:00-3:45 p.m., BLUE.</p> <p>PIANO RECITALS, 3:00-3:15 p.m., BLUE.</p> <p>U. S. ARMY BAND, 3:15-3:45 p.m., BLUE.</p>	<p>TIME FOR THOUGHT, Our Spiritual Life, Dr. John Sutherland Bonnell, 12:30-12:45 p.m., RED.</p>	<p>GEN. FED. WOMEN'S CLUBS, Consumers' program, 1:30-1:45 p.m., RED.</p> <p>MALCOLM CLAIRE, Children's Stories, 6:15-6:25 p.m., RED.</p> <p>ANGLER AND HUNTER, Raymond R. Camp, 6:30-6:45 p.m., RED.</p> <p>BE SENSIBLE, Dr. Joseph Jastrow, 10:45-11:00 p.m., BLUE.</p>
<b>WEDNESDAY</b>			<p>EUROPEAN BEAM—17.80 KC. 16.8 M.</p> <p>ITALIAN PERIOD, News, 1:00-1:15 p.m.</p>			

## For Special Attention

**PUBLIC AFFAIRS  
AND NEWS**

### AMERICA'S TOWN MEETING

Questions of national and international affairs of 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 best serving the interests of justice, freedom and democracy in the United States. George V. Denny, Jr., president of 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 audiences. The Conference, convening on December 9, will consider the establishment of an American League of Nations as a safeguard to democracy and peace in this hemisphere.

### FARM AND HOME HOUR

This program, which has been on the air for many days, will begin on December 2, 1926, 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 nearly fifty groups cooperating in preparing the program.

### NATIONAL RADIO FORUM

The men who are shaping America's history in Washington, striving to find solutions to problems the Twentieth Century has brought, describe what they are doing and why on this program each Monday. Opponents as well as proponents of proposed government activity are presented, thus giving the people a better understanding of national affairs and helping them to judge whether the proposed steps are wise. The Washington Evening Star arranges for the speakers.

### CHICAGO ROUND TABLE

An informal, unrehearsed debate on public questions by three non-partisan speakers features 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 decisions.

### PROSPECTS FOR PEACE

Colonel Frederick Palmer, dean of American war correspondents and World War historian, talks on the prospects for world peace after the Munich agreement. He has covered wars in Greece, the Philippines, China, Russia, Japan, Turkey and the Balkans, as well as the World War in France.

### EDUCATION AND GENERAL INFORMATION

#### PHI BETA KAPPA

The 162nd anniversary celebration of the founding of Alpha of Virginia chapter of Phi Beta Kappa, the mother chapter, will be broadcast over NBC on December 5. Dr. James Southall Wilson, of the University of Virginia, will preside, while Frank C. Bradley, Commissioner of Education of the State of New York, will deliver the oration. Robert Hillier of Harvard will read a poem.

#### LIVES OF GREAT MEN

Da Vinci, Erasmus, Bruno, Shakespeare and Spinoza are the great men whose lives will be discussed in December by Dr. Edward Howard Griggs, president of the Department of Philosophy of the Brooklyn Institute of Arts and Sciences. In this program, broadcast on Saturdays, Dr. Griggs describes the work of each historic figure and its value to mankind.

#### SCIENCE ON THE MARCH

Dr. Forest 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.

### SCIENCE EVERYWHERE

Plant and animal life which we observe about us daily is investigated and explained by Dr. Garret Lane Fenton, 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 advanced sections. The American Association for the Advancement of Science cooperates with NBC in conducting the program.

### ADVENTURE IN READING

The Brontës, Jonathan Swift, Sir Walter Scott and Herman Melville 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 found 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 an 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, Cesar Saerlinger interprets the significance of important news each Friday over NBC under the auspices 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 agencies, are dramatized over NBC on Sunday afternoons. Assisting NBC in presenting the program are the Smithsonian Institution, the Office of Education of the U. S. Department of Interior and the Works Progress Administration.

### MUSIC APPRECIATION HOUR

The NBC Music Appreciation Hour conducted by Dr. Walter Damrosch, is heard regularly by an estimated audience of 6,000,000 school children throughout the country. Dr. Damrosch explains and illustrates the beauty and significance of the world's finest music on this program each Friday.

### 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. Rollo G. Reynolds, principal of Horace Mann School, Teacher's College, Columbia University. Current news affecting each of the subjects being considered will be included.

### 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 another NBC-University Broadcasting Council series, directed by Dr. Arthur H. Compton, world famous scientist and Nobel prize winner.

### DRAMA

#### GREAT PLAYS

Great plays by Corneille, Calderon, Moliere will be the December presentations of NBC's Great Plays series. Burns Mantle, dramatic critic of the New York Daily News, acts as commentator, describing the historical, sociological or literary significance of the plays. A study manual is available for the use of teachers and students. The American Library Association is assisting NBC by urging listeners to consult their local libraries for reading material pertaining to the Great Plays.

#### SHAKESPEARE'S ENGLAND

The actual conditions that influenced the work of the world's greatest playwright is depicted in original radio plays written by Zachary Metz, Shakespearean authority, and Stanley Field.

#### ORIGINAL DRAMAS

Each Saturday evening NBC presents interesting scripts selected from hundreds of original dramas. Many of the manuscripts come from recognized playwrights, and members of the NBC Script Division; others from unknown writers. This is the search for new drama and new dramatists carried on.

*"To bring to the consciousness of the coming generation something of the potential significance of the life of today, to transmit it from outward fact into intelligent perception, is the first step in the creation of a culture."*

—JOHN DEWEY in The New Republic.

### MUSIC

#### ARTURO TOSCANINI

The celebrated maestro and famous guest conductors will lead the NBC Symphony Orchestra on Saturday night concerts of the world's greatest music in December.

#### MILESTONES OF MUSIC

The development of music from the Middle Ages to the early 19th century is illustrated in this series presented by the Eastman School of Music of the University of Rochester. The series presents on various programs the Eastman School Symphony Orchestra conducted by Dr. Howard Hanson and Paul White; the Eastman School Opera Department, Emanuel Balaban conductor; the Eastman School Choir, Dr. Herman Genhart, conductor, the Eastman School Little Symphony Orchestra and other vocal, string and wind ensembles.

#### WESTMINSTER CHOIR COLLEGE

A survey of American music from revolutionary times to the present day, together with outstanding or unusual works by European composers, is presented in this series originating at the Chapel of Westminster Choir College at Princeton, N. J. The Monday night program features a choir of 30 mixed voices, a string orchestra and organ music.

#### RADIO CITY MUSIC HALL

Operas in miniature are presented on this hour program on Sundays by the Radio City Music Hall Symphony Orchestra under Erno Rapee, with vocal and instrumental solos. Practically all important operatic ensembles numbers are included, and great care has been taken to preserve the dramatic plot sequence of each work.

#### METROPOLITAN OPERA

For the eighth consecutive season NBC brings millions of listeners throughout the country the Saturday matinee performances of the Metropolitan Opera Company in New York. In addition, NBC presents a discussion of each opera the Thursday before it is broadcast, in a series by the Metropolitan Opera Guild. These overalogs are designed to help the radio audience to enjoy the opera broadcasts more fully.

### RELIGION

#### GODWILL MISSION OF THE AIR

Outstanding clergymen from Boston to Los Angeles discuss problems of our human living in a spirit of mutual understanding. The series is sponsored by 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 central bodies of the three great faiths in America. Special religious occasions also are celebrated with special programs. The Federal Council of Churches of Christ in America aids in the presentation of the Time for Thought programs and others; there also is the Catholic Hour on Sundays, and the Message of Israel on Saturdays. All of these programs have a broad appeal.

### OTHER PROGRAMS

#### BE SENSIBLE

The psychological approach to everyday problems confronting the layman is given by Dr. Joseph Jastrow, noted psychologist, author and lecturer, and for many years a professor at the University of Wisconsin. In his December broadcasts over NBC Dr. Jastrow will discuss "The I. Q. of I", "Folks", "Sense on the Rampage" and "Social Sense."

#### YOUR HEALTH

Health questions are discussed in non-technical language by Dr. W. W. Bauer, director of the Bureau of Health and Public Instruction 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 on the proper care and rearing of children is presented by Katharine Lenroot, chief of the Children's Bureau of the U. S. Department of Interior. The program is broadcast over NBC from Washington each Saturday morning.

For detailed listing of programs, see inside pages—

## 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 eighth consecutive season, over the NBC-Red Network.

In addition, NBC again will present the weekly Operatic broadcasts of the Metropolitan Opera Guild, beginning November 24. These programs, designed to aid the radio audience enjoy the opera broadcasts more fully, will be broadcast on Thursdays over the Red Network from 6:00 to 6:15 p.m., EST.

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

Steadily the appeal of opera grew until the point where it is now estimated that the Saturday performances are heard by millions of listeners in this country, and countless millions more in other countries who listen by shrive. The combined total of these two groups is far greater than could be crowded into all the opera houses in the world.

Thousands of letters from appreciative radio listeners in all parts of the world are received by NBC each season as testimony to the remarkable esteem which these programs command.

## Lohr to Discuss Radio Before Church Conference

The place of radio in American life today, and particularly the benefits which can result from understanding and proper use of the principles which make it so vital a force, will be discussed by Lenox R. Lohr, president of the National Broadcasting Company, in an address before the biennial conference of the Federal Council of Churches of Christ in America at the Statler Hotel, Buffalo, N. Y., on December 7.

Mr. Lohr will be one of the two featured speakers at the meeting, and will be the second lay person ever to have addressed it in the Council's history, the other having been President Franklin D. Roosevelt.

Dr. Ralph W. Sockman, conductor of the Radio Pulpit program over the NBC-Red Network on Sundays and pastor of Christ Church, Park Avenue, N. Y., will be the other major speaker at the conference, celebrating the thirtieth anniversary of the founding of the Council. More than 500 delegates will attend from all parts of the United States.



EDWARD TOMLINSON

## NBC Commentator To Report Lima Peace Conference

In conformity with its policy of reporting all international events of historical importance, the National Broadcasting Company will bring the American radio audience complete coverage of the Inter-American Conference meeting in Lima, Peru, on December 9 to consider the formation of an American league of nations to safeguard peace and democracy in this hemisphere.

Edward Tomlinson, NBC commentator and expert on Latin American affairs, will attend the conference and report all developments directly to the NBC audience.

Tomlinson is now conducting a series of pre-conference broadcasts, "The Other Americas," on Sundays, to provide essential background information about the conference and its agenda.

The Lima meeting will mark the 40th year in which the Republics of the Americas have been gathering around a council table to discuss their economic and political problems. A regular meeting is held every five years, with additional special meetings, such as the Buenos Aires Conference last year, being called to consider specific problems.

This year's conference will be asked to make a declaration of American doctrine in regard to territory acquired by force. Intellectual cooperation among the countries, and political and civil rights for women, also will be discussed.

This will be Tomlinson's seventh season as NBC's commentator on Latin America. For 16 years he has been visiting the countries to the south regularly to keep himself fully informed on current trends and opinions, reporting his observations to listeners in this country in an effort to bring about better understanding and relations among all the nations of the Americas.

## Evolution of Music Illustrated in Series By Eastman School

The changing forms of musical compositions from the Middle Ages to the early 19th Century will be illustrated in "Milestones in the History of Music," a new series of programs by the Eastman School of Music of the University of Rochester which starts over the NBC-Red Network on Saturday, November 5, at 11:30 a.m., EST.

The programs will be under the direction of Dr. Howard Hanson, with Dr. Harold Gleason as musicologist.

The first program will cover the period from the early Christian era to the 13th Century, and will include four chants, an organum quadruplum, a secular song, two medieval dances, a minnesinger's selection and a round.

The organum quadruplum, the earliest attempt at a systematic form of part music, will be the first section of "Viderunt," by Magnus Perotinus, 12th Century choirmaster at Notre Dame in Paris. Burk Mangolt, who set to music the poems of Hugo Montfort, a true minnesinger of the period of transition to the meistersingers, will be represented on the program with "Mich straffen wacher des morgens fruh," a baritone solo accompanied by bassoon.

The concluding number will be the earliest example of the round, the famous "Sumer is iumen in," of John of Fornsete.

## Ideas That Came True Dramatized in New Series

How the first steamship was invented, when the first telegraph lines were laid, where the first movies were shown, and the discovery of radio will be dramatized in a new series of programs, "Ideas That Came True," starting over the NBC-Blue Network on Thursday, November 3, at 2:00 p.m., EST.

The series dealing with the origin and development of present methods of communication and travel will be directed by Dr. Rollo G. Reynolds, principal of the Horace Mann School of Teacher's College, Columbia University. While the programs will be intended primarily for school children from the fourth to ninth grades, they will be of interest to adults as well.

The series is actually a course in social science in the popular style of the historical story in which the outstanding events are dramatized. The connecting story will be recounted by Dr. Reynolds.

For the first program Dr. Reynolds will present "The Story of the Newspaper," telling the evolution of our present newspapers from the early days in which movable type was first discovered by Gutenberg. The publication of the first issue of the Boston Gazette in 1704, the first newspaper published in America, will be one of the dramatized episodes.

Rochester Public Library  
 JAN 16 1939  
 15 South Avenue  
 ROCHESTER, N.Y.

# Presents

**PUBLIC AFFAIRS · EDUCATION · RELIGION · MUSIC · DRAMA**

VOL. I. NO. 2

RCA BUILDING, RADIO CITY, N. Y.

NOVEMBER, 1938

## Discussion of Munich Peace Settlement Opens America's Town Meeting of the Air

WITH the critical European situation as the background for its opening 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 Thursday, November 10, 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 to a nationwide audience the most authoritative opinion and interpretation of factors which should be weighed in reaching decisions on public affairs. At the conclusion of their talks, they will submit to questions from members of the audience who desire additional information on specific points.

The program, modeled after the town meetings of old New England, is conducted by George V. Denny Jr., president of Town Hall, New York. Its purpose is to help create the enlightened public opinion which is essential to a successful democracy. A Town Hall Radio Advisory Com-

mittee established this year will assist in keeping America's Town Meeting programs keyed to the questions of greatest public interest. The committee is composed of noted persons representing all sections of the United States and all shades of political and economic opinion.

"Where will the Munich Settlement Lead?" is the subject of the first broadcast. The speakers will be Anne O'Hare McCormick, of the editorial staff of the New York Times and a noted writer on international affairs; General Hugh Johnson, newspaper columnist; and Felix Morley, editor of the Washington Post. On Nov. 17 the subject will be "How Can American Nations Cooperate for Peace?" a topic of particular timeliness in view of the

Conference of American States which opens in Lima, Peru, Dec. 9 to consider the same problem. "What Does Free Speech Mean Today?" will be discussed on Nov. 24, and on Dec. 1, the Van Zealand Peace Plan. Former premier Paul Van Zealand of Belgium, who originated the plan, is expected to be one of the speakers on this program.

Other subjects among twenty-six tentatively set for discussion are: "Is Our Peace Threatened by Foreign Propaganda?"; "Will There Be a Re-alignment of Political Parties?"; "Is Federal Spending a Danger to Democratic Government?"; "Should Our Neutrality Law Be Changed?"; "Should the Wagner Act Be Revised?"; and "Are Monopolies Retarding Business Progress?"



### THE LISTENER WANTS MORE INFORMATION

At the left a member of the audience of America's Town Meeting of the Air rises to ask one of the speakers about a specific point in his talk. Above, the answer is given. George V. Denny, Jr., Moderator of the program and president of Town Hall, New York, is seated in the center. This famous program returns to the air on November 10, over the NBC-Blue Network.

<p><b>D N E S D A Y</b></p>	<p>PRESS RADIO NEWS. 9:00 a.m., RED; 9:00 a.m., BLUE; 4:55 p.m., BLUE; 6:25 p.m., RED. ARLINGTON TIME SIGNAL. 12:00 noon, BLUE and RED. NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m., BLUE. NEVILLE CHAMBERLAIN, Prime Minister of Great Britain, 4:20-4:50 p.m., BLUE. From Lord Mayor's Banquet in London.</p>	<p>NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m., BLUE. LET'S TALK IT OVER, with June Hynd. 1:15-1:30 p.m., RED. YOUR HEALTH. 2:00-2:30 p.m., BLUE. NEVILLE CHAMBERLAIN, Prime Minister of Great Britain, 4:20-4:50 p.m., BLUE. From Lord Mayor's Banquet in London. OUR AMERICAN SCHOOLS. Dr. Belmont. 9:30-10:00 p.m., RED. WINGS FOR THE MARTINS. Educational Drama. 9:30-10:00 p.m., BLUE. Starts Nov. 16.</p>	<p>STORY OF THE MONTH. 11:30-11:45 p.m., BLUE. PEABLES TAKES CHARGE. 1:30-1:45 p.m., BLUE. FATHER AND SON. 6:45-7:00 p.m., RED. WINGS FOR THE MARTINS. Educational Drama. 9:30-10:00 p.m., BLUE. Starts Nov. 16.</p>	<p>DOROTHY CRANDALL, Pianist. 12:45-1:00 p.m., RED. WORDS AND MUSIC. 1:30-2:00 p.m., RED. MUSIC IS MY HOBBY, guest artists. 6:30-6:45 p.m., BLUE. MAGNOLIA BLOSSOMS. 10:00-10:30 p.m., BLUE.</p>	<p>TIME FOR THOUGHT—Homespun, Dr. William Hiram Postles. 12:30-12:45 p.m., RED. Nov. 2. "Walkers &amp; Tight-Rope." 9. "Dove of Peace." 16. "Missing Children." 23. "From Turkey to Turnips." 30. "Talking a Mystery Ride."</p>	<p>LET'S TALK IT OVER, with June Hynd. 1:15-1:30 p.m., RED. Nov. 2. Girl Scout program. Nov. 3. Zonta International Day. Suzanne Silvercross and Alma Mitchell. YOUR HEALTH. 2:00-2:30 p.m., BLUE. MALCOLM CLAIRE. Children's stories. 6:15-6:25 p.m., RED.</p>
<p><b>T H U R S D A Y</b></p>	<p>PRESS RADIO NEWS. 9:00 a.m., RED; 9:00 a.m., BLUE; 4:55 p.m., BLUE; 6:25 p.m., RED. ARLINGTON TIME SIGNAL. 12:00 noon, BLUE and RED. NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m., BLUE. AMERICAN TOWN MEETING. Dr. George V. Denny, Jr. Begins Nov. 10, 9:30-10:30 p.m., BLUE. Nov. 10. "Where Will the Munich Settlement Lead?" Nov. 11. "How Can American Nations Cooperate for Peace?" Nov. 24. "What Does Free Speech Mean Today?" UNION LEAGUE CLUB. Maj. Gen. James G. Harbord. 10:30-11:00 p.m., BLUE. Nov. 10.</p>	<p>NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m., BLUE. IDEAS THAT CAME TRUE. Social Science series with Dr. Rollo G. Reynolds. Nov. 3. Newspapers; 10. Post Offices; 17. Telephone; 24. Telegraph. 2:00-2:30 p.m., BLUE. AMERICAN EDUCATION WEEK. Talks by 24 American Authors. Carrington L. Davis. 2:45-3:00 p.m., BLUE. Nov. 10 only. EASTMAN SCHOOL OF MUSIC GUILD. TERA. Dr. Howard Hanson, conductor. 8:30-9:15 p.m., BLUE. METROPOLITAN OPERA ORCHE. Operago. 6:00-5:15 p.m., RED. Begins Nov. 24. AMERICA'S TOWN MEETING OF THE AIR. George V. Denny, Jr., Moderator. Begins Nov. 10, 9:30-10:30 p.m., BLUE. Nov. 10. "Where Will the Munich Settlement Lead?"; 11. "How Can American Nations Cooperate for Peace?"; 24. "What Does Free Speech Mean Today?"</p>	<p>STORY OF THE MONTH. 11:30-11:45 a.m., BLUE. PEABLES TAKES CHARGE. 1:30-1:45 p.m., BLUE.</p>	<p>WORDS AND MUSIC. 1:30-2:00 p.m., RED. LIGHT OPERA SELECTIONS. Harold Sanford Orchestra. 2:30-3:00 p.m., BLUE. ROCHESTER PHILHARMONIC. 3:15-4:00 p.m., BLUE. Nov. 10. METROPOLITAN OPERA GUILD. Operago. 6:00-5:15 p.m., RED. Begins Nov. 24. ROCHESTER PHILHARMONIC. Ios Junchi conducting. 8:30-9:30 p.m., BLUE. Nov. 3. EASTMAN SCHOOL OF MUSIC. Dr. Howard Hanson. Conductor. 8:30-9:15 p.m., BLUE. Nov. 10.</p>	<p>TIME FOR THOUGHT—Timeless Truths Made Timely, Dr. Christopher Jeffares McCombe. 12:30-12:45 p.m., RED. Nov. 3. "Fate That Conquers"; 10. "Price of Peace"; 11. "Quality of Mercy"; 24. "Gratitude and Gratitude." TIME FOR THOUGHT—Timeless Truths Made Timely, Dr. Christopher Jeffares McCombe. 12:30-12:45 p.m., RED. Nov. 3. "Fate That Conquers"; 10. "Price of Peace"; 11. "Quality of Mercy"; 24. "Gratitude and Gratitude."</p>	<p>MALCOLM CLAIRE. Children's stories. 6:15-6:25 p.m., RED. WE TAKE YOU NOW TO AMERICA. Discussion group with writers of book, "America Now." Harold Stearns, Louis Reid, Joel Wendt, Evelyn Scott, Roy Durstine, John Keran, Sir Whitcomb Lewis and others. 9:30-10:30 p.m., BLUE. Nov. 3. UNION LEAGUE CLUB. Maj. Gen. James G. Harbord. 10:30-11:00 p.m., BLUE. Nov. 10.</p>
<p><b>F R I D A Y</b></p>	<p>PRESS RADIO NEWS. 9:00 a.m., BLUE; 9:00 a.m., RED; 4:55 p.m., BLUE; 6:25 p.m., RED. ARLINGTON TIME SIGNAL. 12:00 noon, BLUE and RED. NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m., Blue. DEBATE: "Resolved: That the United States should establish an alliance with Great Britain." National University Extension series. 3:00-4:00 p.m., BLUE. Nov. 18 only. ARMISTICE DAY. Talk by Mrs. Henry M. Roberts, Jr., President General, Daughters of American Revolution. 5:15-5:20 p.m., BLUE. Nov. 11 only. WASHINGTON NEWS. George R. Holmes. 5:30 p.m., RED. ARMISTICE DAY, Washington and Jefferson College homecoming. Address by Maj. Gen. Frank R. McCoy. 7:30-7:45. BLUE. Nov. 11 only. PRESIDENT ROOSEVELT. Talk "As a Voter of New York State." 9:30-10:00 p.m., BLUE. Nov. 4. STORY BEHIND THE HEADLINES. Cesar Sierchinger. 10:30-10:45 p.m., RED. Time changes Nov. 18 to 10:45-11:00 p.m.</p>	<p>NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m., BLUE. LET'S TALK IT OVER. 1:15-1:30 p.m., RED. NBC MUSIC APPRECIATION HOUR with Dr. Walter Damrosch. 2:00-3:00 p.m., BLUE. No programs Nov. 11, 25. DEBATE: "Resolved: That the United States should establish an alliance with Great Britain." National University Extension series. 3:00-4:00 p.m., BLUE. Nov. 18 only. WASHINGTON NEWS. George R. Holmes. 5:30-6:45 p.m., RED. STORY BEHIND THE HEADLINES, by Cesar Sierchinger. 10:30-10:45 p.m., RED. Time changes Nov. 18 to 10:45-11:00 p.m.</p>	<p>STORY OF THE MONTH. 11:30-11:45 a.m., BLUE. PEABLES TAKES CHARGE. 1:30-1:45 p.m., BLUE. FATHER AND SON. 6:45-7:00 p.m., RED.</p>	<p>SOUTHERNAIRES. 12:00-12:15 p.m., BLUE. WORDS AND MUSIC. 1:30-2:00 p.m., RED. NBC MUSIC APPRECIATION HOUR. Dr. Walter Damrosch. 2:00-3:00 p.m., BLUE. No programs Nov. 11, 25.</p>	<p>TIME FOR THOUGHT—Meeting Life, Dr. Alfred Grant Walton. 12:30-12:45 p.m., RED. Nov. 4. "You and Your Personality"; 11. "Making the Most of Our Opportunities"; 18. "Getting Along With Our Neighbors"; 25. "Meeting Trouble."</p>	<p>LET'S TALK IT OVER. 1:15-1:30 p.m., RED. ARMISTICE DAY. Talk by Mrs. Henry M. Roberts, Jr., President General, Daughters of American Revolution. 5:15-5:20 p.m., BLUE. Nov. 11 only. MALCOLM CLAIRE. Children's stories. 6:15-6:25 p.m., RED. ARMISTICE DAY. Washington and Jefferson College homecoming. Address by Maj. Gen. Frank R. McCoy. 7:30-7:45. BLUE. Nov. 11 only. IF I HAD THE CHANCE. Distinguished persons discussing other ambitions. 8:30-9:00 p.m., BLUE. VANITY FAIR. talks by Frank Crommishell. 11:05-11:15 p.m., BLUE. Starts Nov. 4.</p>
<p><b>S A T U R D A Y</b></p>	<p>PRESS RADIO NEWS. 9:00 a.m., BLUE; 9:00 a.m., RED; 6:25 p.m., BLUE; 6:25 p.m., RED. ARLINGTON TIME SIGNAL. 12:00 noon, BLUE and RED. NATIONAL FARM AND HOME HOUR. 12:30-1:30 p.m., BLUE. CHILD GROWS UP. Talks by Katherine Lenroot, head of Children's Bureau, U. S. Dept. of Labor. 10:30-10:45 a.m., BLUE. FLORENCE HALE'S RADIO COLUMN. 10:45-11:00 a.m., RED. AMERICAN EDUCATION FORUM. Conducted by Dr. Grayson Kelavver, Prof. of Education, Stanford University. 12:00-12:25 p.m., BLUE. Starts Nov. 3. NATIONAL FARM AND HOME HOUR. 12:30-1:30 p.m., BLUE. METROPOLITAN OPERA. Begins Nov. 26. Approximately 1:15 to 4:00 p.m., RED. SENDING GIRLS TO COLLEGE. Barnard Alumnae Day. Round Table. (See Special Features.) 6:05-6:30 p.m., BLUE. Nov. 19 only. LIVES OF GREAT MEN. Dr. Edward Howard Griggs. 7:45-8:00 p.m., RED. NBC SYMPHONY ORCHESTRA with Arturo Toscanini. Samuel Chotzinoff, commentator. 10:00-11:30 p.m., BLUE.</p>	<p>CHILD GROWS UP. Talks by Katherine Lenroot, head of Children's Bureau, U. S. Dept. of Labor. 10:30-10:45 a.m., BLUE. FLORENCE HALE'S RADIO COLUMN. 10:45-11:00 a.m., RED. AMERICAN EDUCATION FORUM. Conducted by Dr. Grayson Kelavver, Prof. of Education, Stanford University. 12:00-12:25 p.m., BLUE. Starts Nov. 3. NATIONAL FARM AND HOME HOUR. 12:30-1:30 p.m., BLUE. METROPOLITAN OPERA. Begins Nov. 26. Approximately 1:15 to 4:00 p.m., RED. SENDING GIRLS TO COLLEGE. Barnard Alumnae Day. Round Table. (See Special Features.) 6:05-6:30 p.m., BLUE. Nov. 19 only. LIVES OF GREAT MEN. Dr. Edward Howard Griggs. 7:45-8:00 p.m., RED. NBC SYMPHONY ORCHESTRA with Arturo Toscanini. Samuel Chotzinoff, commentator. 10:00-11:30 p.m., BLUE.</p>	<p>OUR BARN, with Madge Tucker. Children's drama. 11:30-12:00 noon, BLUE. ORIGINAL RADIO PLAYS. 8:30-9:00 p.m., BLUE. Nov. 3. "Samson" originally play in verse by Norman Rootin; 12. "Protection," melo-drama by Victor McGowan and Sherman MacGregor; 19. "Thanks to Thanksgiving," comedy by Merritt P. Allen; 26. to be scheduled.</p>	<p>EASTMAN SCHOOL PROGRAMS. Milestones in the History of Music. 11:30-12:00 noon, RED. No program Nov. 26. INTERNATIONAL PROGRAM. German Radio Orchestra. 12:00-12:30 p.m., RED. Nov. 5 only. METROPOLITAN OPERA. Approximately 1:15-5:00 p.m., RED. Begins Nov. 26. NBC SYMPHONY with Arturo Toscanini. Samuel Chotzinoff, commentator. 10:00-11:30, BLUE.</p>	<p>CALL TO YOUTH, auspices Federal Council of Churches of Christ in America. Dr. George Stewart. 12:30-12:45 p.m., RED. Nov. 5. "Speech"; 12. "The Individual and the Crowd"; 19. "Renewal of Life"; 26. "Power of Affection." RELIGION IN THE NEWS. Dr. Walter W. Van Kirk. 6:45-7:00 p.m., RED. MESSAGE OF ISRAEL. Rabbi Edward L. Israel of Baltimore. 7:00-7:30 p.m., BLUE. NOV. 5. "To Other Faiths"; 12. "Jews of Today"; 19. "To Contemporary World"; 26. "To America."</p>	<p>THE CHILD GROWS UP. Katherine Lenroot. 10:30-10:45 a.m., BLUE. NO SCHOOL TODAY, safety program. 11:00-11:30 a.m., RED. OUR BARN. For Children, with Madge Tucker. 11:30-12:00 noon, BLUE. SENDING GIRLS TO COLLEGE—Barnard Alumnae Day Round Table. Dear Virginia Gilchristeve, Alice Duer Miller, Mrs. Ogden Reid, Rhoda Miliken, Henrietta Swope, Jane Wyatt. 6:05-6:30 p.m., BLUE. Nov. 19 only.</p>

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



NOVEMBER

any day

ALL TIME IS EASTERN STANDARD



	PUBLIC AFFAIRS AND NEWS	EDUCATION AND GENERAL INFORMATION	DRAMA	MUSIC	RELIGION	SPECIAL PROGRAMS	
SUNDAY	<p>PRESS RADIO NEWS. 11:00 a.m. 11:00 p.m., BLUE and RED.</p> <p>ARLINGTON TIME SIGNAL. 12:00 noon, BLUE and RED.</p> <p>UNI. OF CHICAGO ROUND TABLE. 12:30 p.m., RED.</p> <p>RED CROSS ROLL CALL. Talk by Norman H. Davis, dramatic sketch with Dorothy Glah. 2:30-3:00 p.m., RED, Nov. 15.</p> <p>THE OTHER AMERICAS, with Edward Tomlinson, Discussion of Inter-American Conference at Lima, Peru. Guest speakers. 7:00-7:30 p.m., BLUE.</p> <p>PEACE—HOW LONG AND HOW? Col. Frederick Palmer. 10:30-10:45 p.m., RED.</p>	<p>MUSIC AND AMERICAN YOUTH. 10:30-11:00 a.m., RED.</p> <p>RADIO CITY MUSIC HALL. "Operas in Minutes." Symphony Orchestra under Erno Rapce. 12:00-1:00 p.m., BLUE.</p> <p>UNI. OF CHICAGO ROUND TABLE. 12:30-1:00 p.m., RED.</p> <p>SHAKESPEARE'S ENGLAND. 12:00-12:30 p.m., RED.</p> <p>GREAT PLAYS. 1:00-2:00 p.m., BLUE, Nov. 6. "Dr. Faustus"; 13. "Midsummer Night's Dream"; 24. "Julius Caesar"; 27. "Othello".</p> <p>WORLD IS YOURS, auspices Smithsonian Institution. 4:30-5:00 p.m., RED.</p> <p>MASTER BUILDER, auspices Federal Home Loan Administration. 5:00-5:30 p.m., BLUE.</p> <p>NEW FRIENDS OF MUSIC. Chamber music. 7:00-7:30 p.m., BLUE.</p> <p>THE OTHER AMERICAS, with Edward Tomlinson. Discussion of Inter-American Conference at Lima, Peru. Guest speakers. 7:00-7:30 p.m., BLUE.</p> <p>PEACE—HOW LONG AND HOW? Col. Frederick Palmer. 10:30-10:45 p.m., RED.</p>		<p>SHAKESPEARE'S ENGLAND. 12:00-12:30 p.m., RED.</p> <p>GREAT PLAYS. 1:00-2:00 p.m., BLUE, Nov. 6. "Dr. Faustus"; 13. "Midsummer Night's Dream"; 24. "Julius Caesar"; 27. "Othello".</p>	<p>WALDEN STRING QUARTET. 10:30-11:00 a.m., BLUE.</p> <p>MUSIC AND AMERICAN YOUTH. 10:30-11:00 a.m., RED.</p> <p>MADRIGAL SINGERS, with Yella Pesel. 11:30-12:00 noon, RED.</p> <p>ROUYERRENAISER, Negro spirituals. 11:30-12:00 noon, BLUE.</p> <p>RADIO CITY MUSIC HALL. "Operas in Minutes." Symphony Orchestra under Erno Rapce. 12:00-1:00 p.m., BLUE.</p> <p>SYMPHONY CLUB OF Philadelphia. 1:00-1:30 p.m., RED, Nov. 6 only.</p> <p>NEW FRIENDS OF MUSIC, chamber music. Kolich Quartet. 6:00-7:00 p.m., BLUE.</p>	<p>RADIO PULPIT. Dr. Ralph W. Sothman. 10:30-10:50 a.m., RED, Nov. 6. "Limits of Love"; 12. "When Life Leaves Its Luster"; 20. "Where is Thy God Now?"; 27. "Growing Edge of Life".</p> <p>NATIONAL VESPERS. Dr. Harry Emerson Fosdick. 4:00-5:30 p.m., BLUE, Nov. 6. "Veracity of Our Religious Experiences"; 13. "How Much Do We Care for Our Church-hill?"; 20. "Miracles of Character Possible for All?"; 27. Dr. Elmore H. McKee. "A Crisis in Honor".</p> <p>CATHOLIC HOUR. Various Speakers. 6:00-6:30 p.m., RED.</p> <p>DEAFIFICATION CEREMONY for Frances Xavier Cabrini, Shrine Chapel Choir. From Vatican City, Nov. 12.</p>	<p>ANIMAL NEWS CLUB. For Children. 9:45-9:00 a.m., RED.</p> <p>COAST TO COAST ON A BUS of the White Rabbit Line. For Children. 9:00-10:00 a.m., BLUE.</p> <p>1940 OLYMPIC PREVIEW. International Programs. 2:45-10:00 p.m., RED, Nov. 6. Sweden; 13. Hungary; 20. England; 27. Canada.</p> <p>SUNDAY DRIVER. Safety Program. 3:00-3:30 p.m., RED.</p> <p>RED CROSS ROLL CALL. Talk by Norman H. Davis, dramatic sketch with Dorothy Glah. 2:30-3:00 p.m., RED, Nov. 15.</p> <p>CHEERIO. Inspirational Program. 10:30-11:00 p.m., BLUE.</p>
MONDAY	<p>PRESS RADIO NEWS. 9:00 a.m., RED; 9:00 a.m., BLUE; 4:55 p.m., BLUE; 6:25 p.m., RED.</p> <p>ARLINGTON TIME SIGNAL. 12:00 noon, BLUE and RED.</p> <p>NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m., BLUE.</p> <p>SCIENCE IN THE NEWS. Dr. Arthur H. Compton. 6:00 p.m., RED.</p> <p>ELECTION ON THE MARCH. 7:45-8:00 p.m., BLUE.</p> <p>ELECTION RETURNS. Raymond Clapper. 10:20-10:45 p.m., BLUE; 10:45-11:00 p.m., RED, Nov. 7 only.</p>	<p>NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m., BLUE.</p> <p>LET'S TALK IT OVER, with Alma Kitchell. 1:15-1:30 p.m., RED.</p> <p>ADVENTURE IN READING. 2:00-2:30 p.m., BLUE, Nov. 7. Nathaniel Hawthorne; 14. "The Scarlet Letter"; 28. Bret Harte.</p> <p>ROCHESTER CIVIC ORCHESTRA. 3:00-3:45 p.m., BLUE.</p> <p>SCIENCE IN THE NEWS. 4:00-4:15 p.m., RED.</p> <p>ELECTION ON THE MARCH. 7:45-8:00 p.m., BLUE.</p> <p>NATIONAL RADIO FORUM. 10:30-11:00 p.m., BLUE.</p>	<p>STORY OF THE MONTH. 11:30-11:45 a.m., BLUE.</p> <p>PEARLES TAKES CHARGE. 1:30-1:45 p.m., BLUE.</p> <p>ADVENTURE IN READING Stars Oct. 17. 2:00-2:30 p.m., BLUE, Nov. 7. Nathaniel Hawthorne; 14. Compton; 21. Dickens; 28. Bret Harte.</p> <p>FATHER AND SON. 6:45-7:00 p.m., RED.</p>	<p>WORDS AND MUSIC. 1:30-2:00 p.m., RED.</p> <p>ROCHESTER CIVIC ORCHESTRA, Matinee Concert. Guy Frazier Harrison, conductor. 2:00-3:45 p.m., BLUE.</p> <p>CHICAGO CITY OPERA Co. "Lohengrin," with Flanagan, Matson, Liss. 6:00-10:00 p.m., BLUE, Nov. 21. Other performances to be announced.</p> <p>WESTMINSTER CHOIR COLLEGE. 9:30-10:00 p.m., BLUE, Begins Nov. 22.</p>	<p>LET'S TALK IT OVER, with Alma Kitchell. 1:15-1:30 p.m., RED.</p> <p>MALCOLM CLAIRE. Children's Stories. 6:15-6:25 p.m., RED.</p> <p>ANNUAL FRIENDSHIP DINNER. American Women's Association. Award for eminent achievement to outstanding woman. Speakers—Margaret Cablin Banning, Jane Todd, Vera Michela Dean. 10:30-11:00 p.m., RED, Nov. 14.</p>		
TUESDAY	<p>PRESS RADIO NEWS. 9:00 a.m., RED; 9:00 a.m., BLUE; 4:55 p.m., BLUE; 6:25 p.m., RED.</p> <p>ARLINGTON TIME SIGNAL. 12:00 noon, BLUE and RED.</p> <p>NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m., BLUE.</p> <p>WORLD TRADE DINNER. 25th National Foreign Trade Convention. Secretary of State Cordell Hall. 9:30-10:30, BLUE, Nov. 1 only.</p>	<p>NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m., BLUE.</p> <p>MUSIC MAJERS, conducted by Dr. Joseph E. Maddy. Elementary instruction. 12:45-1:00 p.m., advanced. 1:00-1:15 p.m., RED.</p> <p>GEN. FED. WOMEN'S CLUBS Consumers' program. 1:30-1:45 p.m., RED.</p> <p>ROCHESTER CIVIC ORCHESTRA. Educational Concerts. 1:30-2:00 p.m., BLUE, Nov. 6, 13, 20.</p> <p>SCIENCE EVERYWHERE. Junior Science. Elementary. 2:00-2:15; advanced. 2:15-2:30.</p> <p>CHILD STUDY PROGRAM. "A Half Century Progress." Clifford Faldman, Dorothy Caldwell Fisher, Sidney M. Greenberg, James G. Blaine. 10:30-11:00 p.m., BLUE, Nov. 15 only.</p> <p>BE SENSIBLE. Dr. Joseph Jastrow. 10:45-11:00 p.m., BLUE.</p>	<p>STORY OF THE MONTH. 11:30-11:45 a.m., BLUE.</p> <p>PEARLES TAKES CHARGE. 1:30-1:45 p.m., BLUE.</p>	<p>MUSIC MAJERS, conducted by Dr. Joseph E. Maddy. Elementary instruction. 12:45-1:00 p.m.; advanced. 1:00-1:15 p.m., RED.</p> <p>WORDS AND MUSIC. 1:45-2:00 p.m., RED.</p> <p>ROCHESTER CIVIC ORCHESTRA, Educational Concerts. Guy Frazier Harrison, conductor. 2:00-3:45 p.m., BLUE, Nov. 1, 13, 20.</p> <p>PIANO RECITALS. 3:00-3:15 p.m., BLUE.</p> <p>U. S. ARMY BAND. 5:15-5:45 p.m., BLUE.</p>	<p>TIME FOR THOUGHT—Our Spiritual Life. Dr. John Buchanan Bennett. 12:30-12:45 p.m., RED, Nov. 1. "Man's Invaluable Alliance"; 2. "Strength in Weakness"; 15. "Have Faith in God"; 22. "Solving Personal Problems"; 29. "Body, Mind and Soul".</p>	<p>GEN. FED. WOMEN'S CLUBS Consumers' program. 1:30-1:45 p.m., RED.</p> <p>MALCOLM CLAIRE. Children's Stories. 6:15-6:25 p.m., RED.</p> <p>ANGLER AND HUNTER. Raymond R. Camp. 6:30-6:45 p.m., RED.</p> <p>CHILD STUDY PROGRAM. "A Half Century Progress." Clifford Faldman, Dorothy Caldwell Fisher, Sidney M. Greenberg, James G. Blaine. 10:30-11:00 p.m., BLUE, Nov. 15 only.</p> <p>BE SENSIBLE. Dr. Joseph Jastrow. 10:45-11:00 p.m., BLUE.</p>	
WEDNESDAY							

## For Special Attention

### PUBLIC AFFAIRS AND NEWS

#### AMERICA'S TOWN MEETING

The little town meetings of old New England which voters gathered to hear arguments on their common problems and to question speakers about points on which they wished additional information are revived as America's Town Meeting of the Air. George V. Denny Jr., 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 serving the interests 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 on this hemisphere, is discussed in this series by Edward Tomlinson, NBC's noted commentator on Latin America. Tomlinson travels 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 problems the Twentieth Century has brought, describe what they are doing and why on this program each Monday. Opponents as well as proponents of proposed government activity are presented, thus giving the people a better understanding of national affairs and helping them to judge whether the proposed steps are wise. 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 service to the public since Oct. 2, 1926. The United States Department of Agriculture, Association of Land Grant Colleges, National Grange, American Farm Bureau Federation and the National 4-H Clubs are among the nearly fifty groups cooperating in preparing and presenting the program six days a week.

#### CHICAGO ROUND TABLE

Arguments on public questions are weighed and discussed on this program, presented by NBC as the University of Chicago Round Table in cooperation with the University Broadcasting Council. The speakers are non-partisan, and 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, talks on the prospects for world peace after the Munich agreement. He has covered wars in Greece, the Philippines, China, Russia, Japan, Turkey and the Balkans, as well as the World War in France.

#### ELECTION RETURNS

In a non-Presidential year, election returns are closely watched for indications of what will happen in the following Presidential campaign. This year the NBC audience will hear the election returns read and interpreted by Raymond Clapper, widely syndicated political columnist. He has been intimately acquainted with national politics and political figures.

#### BRITISH ALLIANCE

"Resolved, that the United States should establish an alliance with Great Britain" will be debated in the annual University Extension Debate by Dr. Pennington Hale, League of Nations Association, and Prof. Clyde Eagleton, of New York University, for the affirmative, and Quincy Howe, author, and John T. Flynn, president of the Board of Higher Education, New York City. The date is Nov. 18.

#### RELIGION

#### BEATIFICATION CEREMONY

Impressive religious services attending the beatification of Francis Xavier Cambini, including specially-written music sung by the celebrated Sistine Chapel Choir, will be broadcast by NBC from the Vatican in Rome Nov. 13. There will be an English description of the service.

### EDUCATION AND GENERAL INFORMATION

#### SCIENCE ON THE MARCH

Each great discovery of science usually is preceded by many years of laboratory research. Dr. Ray Forest 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.

#### 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. Rollo 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.

#### SCIENCE EVERYWHERE

Plant and animal life which we observe about us daily is investigated and explained by Dr. Carroll Lane Fenton, 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 advanced sections. The American Association for the Advancement of Science cooperates with NBC in conducting the program.

#### ADVENTURE IN READING

Lives of authors whose books are found on the reading lists for Junior High Schools compiled by the National Council of Teachers of English are the basis of this series, designed to emphasize for school listeners the pleasure that may be found in worthwhile books. The authors' lives are dramatized to help give an understanding of how their great books came to be written.

#### BEHIND THE HEADLINES

Cesar Saerchinger, 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 significance of important news each week, pointing out the hidden background which so often radically alters 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.

#### SCIENCE IN THE NEWS

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

#### THE WORLD IS YOURS

Interesting and pertinent facts concerning the world we live in, gathered and substantiated by the research staffs of the cooperating agencies, presented in dramatized form. The Smithsonian Institution, the Office of Education of the U. S. Department of Interior and the Works Progress Administration assist NBC in presenting this program.

#### MUSIC APPRECIATION HOUR

An estimated audience of 6,000,000 school children listens regularly to Dr. Walter Damrosch's explanation of the beauty and significance of the world's finest music on this program each Friday. To its teachings are credited, in large measure, much of the rapid increase in interest in better music in America.

"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 DEWEY in The New Republic.

#### SHAKESPEARE'S ENGLAND

Original radio plays depicting the actual conditions that influenced the work of the world's greatest English-language playwright. They are written by Zachary Metz, Shakespearean authority, and Stanley Field.

#### ORIGINAL DRAMAS

From hundreds of original radio dramas submitted, NBC selects interesting offerings for broadcast each Saturday evening over the Blue Network. Many come from recognized playwrights and members of the NBC Script Division; others from unknown writers. Thus is the search for new drama and new dramatists carried on.

#### MUSIC

#### ARTURO TOSCANINI

The world's greatest conductor leads the NBC Symphony Orchestra, assembled for him last year, in Saturday night concerts of the world's greatest music. He will conduct at least twelve of this season's performances; other great interpreters will be guest conductors in his absence.

#### RADIO CITY MUSIC HALL

Operas in miniature are presented on this hour program on Sundays by the Radio City Music Hall Symphony Orchestra under Erno Rapaport, vocal and instrumental soloists. Practically all important arias, duets and ensemble numbers are included, and great care has been taken to preserve the dramatic plot sequences of each work.

#### MILESTONES OF MUSIC

Milestones in the history of music, a series tracing the development of musical compositions from the Middle Ages to the early nineteenth century, presented by the Eastman School of Music of The University of Rochester, starts November 5 under the direction of Dr. Howard Hanson. The Rochester Philharmonic and the Rochester Civic Orchestras also are heard regularly. In all, the three Rochester orchestras are presenting 90 concerts on NBC this season.

### SPECIAL FEATURES

#### YOUR HEALTH

Under the auspices of the American Medical Association, Dr. W. W. Bauer, director of the Bureau of Health and Public Instruction of the Association, and guest speakers discuss health questions in non-technical language.

#### THE CHILD GROWS UP

Katherine Lenroot, chief of the Children's Bureau of the U. S. Dept. of Labor, provides sound advice on the proper care and rearing of children in this weekly program.

#### BE SENSIBLE

Everyday problems that everyone faces are approached and analyzed on a social and psychological basis by Dr. Joseph Jastrow, noted psychologist, author and lecturer, and for many years a professor at the University of Wisconsin.

#### WINGS FOR THE MARTINS

Problems of a typical American family with two sons and two daughters will be dramatized on this program, starting Nov. 16. The series is presented in cooperation with the U. S. Office of Education and National Council of Parents and Teachers, and will stress educational problems facing the parents of growing children.

#### DRAMA

#### GREAT PLAYS

The great dramas that have stirred the emotions of their-goers since the times of ancient Greece are staged by NBC in this Great Plays series. Burns Mantle, dramatic critic of the New York Daily News, acts as commentator, describing the historical, sociological or literary significance of the plays being offered. Accompanying literature is available for the use of teachers and students.

## 'Information Please' Honored by Review For Literary Service

"Information Please," the NBC-Blue Network program, received an award for "Distinguished Service to American Literature" from the Saturday Review of Literature during the broadcast of April 2. The award, a hand-carved and inscribed plaque, was presented by Dr. Henry Seidel Canby, founder of the Review and at present a member of its editorial board. Dr. Canby accompanied the presentation with the following words:

"For sixteen years The Saturday Review has kept a weather eye upon American literature. It does not usually make awards nor is this tribute to be regarded as a precedent. But the editors have felt that the contribution of 'Information Please' should not go unrecognized. The questions and answers which radiate from this room every week have sent thousands of useful reference volumes; they have brought to life good books long unremembered; and the attention which in this hour has electrified the minds of thousands listening in. An intellectual curiosity aroused and active is the beginning of literature. I confer therefore upon Grand Inquisitor Fedman and his disciples the esignia of The Saturday Review award for the quickening of our intellectual life. Upon this plaque I hand you now, Mr. Fedman, are inscribed the words, 'For Distinguished Service to American Literature.'

### Prejudicial Enthusiasm

A Saturday Review editorial states in part: "It has precipitated an enthusiasm and a curiosity about books which authors without parallel in the history of radio. The world of books is rubbing its eyes with delight at the prospect of increasing millions of listeners whose literary appetites are sharpened and enlarged through this education. It is a vast and interesting program. So wide is the appeal, so varied the audience, that the influence of the program may be seen and felt almost everywhere.

### Millions Join Attempt

"When Tuesday evening arrives it's time to 'stamp the experts' with millions on all ages and occupations joining in the attempt. And even those who make no effort to match their knowledge with Mr. Fedman's versatile savants, but sit back and wait for the ery benefit; they are constantly exposed to lines from or titles of wide is a matter of exposure; the rate of absorption and the saturation point depend upon the individual. But the important thing is that educating rays be made available for the willing, regardless of the intensity of willingness. And that is the significant function of 'Information Please.'"

In addition to the program's regular panel of experts—John Kieran, New

Clifton Fedman, literary critic of the New Yorker Magazine and general interrogator of NBC's "Information Please."

York Times sports columnist; Franklin P. Adams, columnist of the New York Post; and semi-regular Oscar Levant, pianist and composer—the parade of "Information Please" guest experts has included in the twenty months the program has been on the air such prominent literary figures as Carl Sandburg, Christopher Morley, Dr. William Lyon Phelps, George Kaufman, Dr. Irwin Edman, Oliver St. John Gogarty, John Erskine, John Gunther, Hendrick Willem van Loon, Stuart Chase, Deems Taylor, Dorothy Parker, Marquis James, J. P. Marquand, and Carl van Doren.

## Toscanini to Tour

(Continued from page 1)

Stokowski and his Youth Orchestra are bound to help unite and strengthen the bonds of friendship about existing between the United States and the republics of Central and South America.

While Mr. Toscanini was last heard in Buenos Aires twenty-five years ago, this will be his first visit to Rio de Janeiro, the scene of his debut as a conductor, in fifty-four years. It was in Rio, on the night of June 15, 1885, that Toscanini conducted the now historic performance of "Aida" which overnight established him as one of the world's outstanding conductors.

The nineteen-year-old Toscanini, at that time a cellist in an Italian opera company touring South America, was drafted to conduct a performance of "Aida" at a moment's notice. The bewildered young cellist mounted the podium, thrust aside the score, and conducted the entire opera from memory. At the end of the first act there were wild demonstrations of approval, and by morning Toscanini was a public hero.

His itinerary calls for four concerts in Rio, two in Sao Paulo, eight in Buenos Aires, and two in Montevideo. The twenty-one member NBC Orchestra will sail for America following the last concert in Rio, on July 11, 1940, and are scheduled to reach New York on July 22.

## 'Medicine in News' Mail Analysis Shows Audience Interests

When listeners write letters to "Medicine in the News," the one subject they want information about more than any other is food. And next they ask most frequently about the care of the skin, about drugs, eyes, sex, and arthritis, according to a recent analysis of mail received by the American Medical Association, under whose auspices this public service feature is heard Thursdays at 4:30 p. m., EST, over the NBC-Blue Network.

Dr. W. W. Bauer, director of the A.M.A. bureau of public health and instruction, says that listeners display most interest in such vital ailments as typhoid or diphtheria. Smallpox, once one of the greatest plagues of the human race, ranks far down in 20th place in the list.

Those who write in also ask many questions in direct reference to some medical news event reported on a broadcast; and Dr. Bauer notes 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.

The A.M.A. gets many requests for broadcast scripts. Unless the writer represents a medical society or is a nurse or doctor (there are many requests from that quarter), an excerpt from Hygiene or the "Journal of the American Medical Association is usually sent.

## National Music Week

(Continued from page 1)

wishes for a successful program of observation.

"I am impressed with the steady and remarkable growth of music education in this country. The excellent choral and choral clubs in our thousands of high schools are significant monuments to the advancement of cultural music. To emphasize these widespread efforts to develop the talents of our people annually conducts a service to American culture."

"Churches in hundreds of communities will present during this week special concerts with massed choirs, and sermons will be preached on the value of music to religion, home, and community. Many will feature displays of musical instruments; many of the country's women's clubs will present public and private musical concerts; the American Legion, American Legion Auxiliaries, and D.A.R. chapters will commemorate Music Week with special concerts. There will be many WPA music programs to emphasize that government is sponsoring American music and musicians. Parent-teacher groups will feature concerts by their own members; many schools and children; music teachers will present pupils in recital, and trade and industry will commemorate musical activities among their employees.

VOL. II. No. 8

## Toscanini to Conduct NBC Symphony on South American Tour

Maestro Arturo Toscanini and the NBC Symphony Orchestra will leave for an extended tour of South America on May 31, it was announced by Leopold Stokowski, R. Lohr, president of the National Broadcasting Company.

Leopold Stokowski

The world-famed conductor and the orchestra of a hundred instrumentalists will sail from 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 National Broadcasting Company have accepted the invitation of the South American republics. The invitation was first extended more than a year ago when many problems presented themselves in the course of the negotiations. These have now been resolved through the cooperation of the governments involved, of the American Federation of Musicians, the Moore-McCormack Music Line and Maestro Toscanini and the members of the NBC Symphony Orchestra.

### Widespread Interest

"The tour has aroused widespread interest throughout Latin America because it will not only mark the return of Maestro Toscanini to that continent after an absence of twenty-five years but it will also be the first appearance of the NBC Orchestra outside the United States. In addition, the tour will be an outstanding event in the celebration of the fiftieth anniversary of the founding of the Pan-American Union.

"In these crucial times of war and disension," Mr. Lohr added, "the good-will voyage of Maestro Toscanini and the NBC Symphony Orchestra, as well as that of Leopold

(Turn to last page, column 2)

## PROGRAMS IN THE PUBLIC INTEREST

RCA BUILDING, RADIO CITY, N. Y.

## National Music Week to Be Observed Throughout Nation Week of May 5

National Music Week, a city, county, state, and nation-wide celebration in honor of music, will be observed throughout the nation during the week of May 5. A spontaneous participation in the most democratic of arts through performance and listening, National Music Week is set aside annually by friends of music in every part of America to spread the enjoyment of music more widely among the public and to increase the cultural contribution of music individual and community education. Though Music Week comes but once a year and is of short duration, it leaves the community each year the richer for its observance—in more intelligent and responsive listening as well as more self-activity in making music.

C. M. Tremaine, secretary of the National Music Week Committee, will read a statement from David Sarnoff, the Committee's chairman, during the NBC String Symphony broadcast, Sunday, May 5, at 5:30 p. m., EDT, over the NBC-Blue Network. It will

mark the fifty successive year that Mr. Sarnoff, president of the Radio Corporation of America and chairman of the board of the National Broadcasting Company, has officially opened the observance of Music Week.

Music Week programs will observe this sixteenth annual celebration, and more than 2,500 cities and towns throughout the country will participate with concerts, pageants, forums, festivals, and home listening circles.

### Influence of Radio

When National Music Week was inaugurated sixteen years ago, the power of radio in spreading musical culture was less obvious than it is today. Before radio, the American musical public was restricted to the comparatively few who could afford to pay for their music and who lived in or near the larger cities. Now, through the medium of radio, the entire people—regardless of finances or geography—has been given easy access to music for the first time in history. Radio has carried symphony, opera, and other forms of music to a vast new audience. The NBC Symphony Orchestra now plays for millions to whom symphonic music is a new and thrilling discovery; the Metropolitan Opera Saturday matinee broadcasts reach millions to whom opera was formerly a closed book. Having developed a taste for serious music, Americans are becoming more and more strongly interested in first-hand performances by singers, instrumentalists, opera companies, and symphony orchestras.

### School Demonstrations

And radio has featured a wide interest in performing music. When Music Week is observed this year, the superintendents, principals, and teachers of America's schools take this opportunity to demonstrate again to the whole world the schools' interest in the field of music. Almost all high schools of fair size now have their own bands, many have their own orchestras; and many colleges now boast choral organizations of a high order of merit.

President Franklin D. Roosevelt, in extending to the Committee his best

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**PUBLIC AFFAIRS AND NEWS**  
News broadcasts, National Farm and Home Hour.  
**MUSIC**  
Piano Recitals, Music for Young Listeners.  
**ARTS AND SCIENCES**  
**HISTORY**—Echoes of History.  
**ECONOMICS**—The Next Step Forward.  
**LITERATURE AND DRAMA**—Between the Bookends.  
**SCIENCE**—Radio Magic.  
**FOREIGN LANGUAGES**  
NBC International Broadcasts. (See Public Affairs and News column.)

**NEWS BROADCASTS—BLUE Network:** 8:00 a.m. War News from Europe; 8:10 a.m. Earl Godwin; from Washington; 8:35 a.m. AP News; 4:35 p.m. AP News; 6:45 p.m. Lowell Thomas. **RED Network:** 8:00 a.m. War News from Europe; 8:10 a.m. Earl Godwin from Washington; 9:00 a.m. AP News; 6:25 p.m. AP News; 11:00 p.m. AP News.  
**NBC INTERNATIONAL SHORT-WAVE BROADCASTS**—(Same schedule as Sun- days.)  
**NATIONAL FARM AND HOME HOUR**—(Produced in cooperation with U. S. Dept. of Agriculture and other groups.) 12:30-1:15 p.m. **BLUE Network.**  
**QUILTING BEE**—(Produced in cooperation with National Council of Women and 21st. National Wadsworth.) May 8 and 22. 7:15- 7:30 p.m. **BLUE Network.**  
**NORTHWESTERN UNIVERSITY Y CANDLE LIGHTING PROGRAM** (May 8 only)—Speakers and music at dedication of University's new School of Engineering. 10:00-10:30 p.m. **BLUE Network.**

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**PUBLIC AFFAIRS AND NEWS**  
News broadcasts, National Farm and Home Hour, America's Town Meeting of the Air.  
**MUSIC**  
U. S. Marine Band, Musical Americana.  
**ARTS AND SCIENCES**  
**SCIENCE**—How Do You Know?  
**MEDICINE**—Medicine in the News.  
**LITERATURE AND DRAMA**—Between the Bookends.  
**FOREIGN LANGUAGES**  
NBC International Broadcasts. (See Public Affairs and News column.)

**NEWS BROADCASTS—BLUE Network:** 8:00 a.m. War News from Europe; 8:10 a.m. Earl Godwin; from Washington; 8:35 a.m. AP News; 4:35 p.m. AP News; 6:45 p.m. Lowell Thomas. **RED Network:** 8:00 a.m. War News from Europe; 8:10 a.m. Earl Godwin from Washington; 9:00 a.m. AP News; 6:25 p.m. AP News; 11:00 p.m. AP News.  
**NBC INTERNATIONAL SHORT-WAVE BROADCASTS**—(Same schedule as Sun- days.)  
**NATIONAL FARM AND HOME HOUR**—(Produced in cooperation with the U. S. Dept. of Agriculture and other groups.) 12:30-1:15 p.m. **BLUE Network.**  
**AMERICA'S TOWN MEETING OF THE AIR**—(Produced in cooperation with Town Hall, Inc., New York City.) 9:30-10:30 p.m. **BLUE Network.**  
**May 23**—"Do Political Parties Educate?"—Max 20—"Should Liberty Censor Books?"— ADDRESS BY FRANK GANNETT. (May 23 only) 11:30-12:00 midnight. **RED Network.**

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**PUBLIC AFFAIRS AND NEWS**  
News broadcasts, National Farm and Home Hour, Story Behind the Headlines.  
**MUSIC**  
NBC Music Appreciation Hour, Josef Marat.  
**ARTS AND SCIENCES**  
**LITERATURE AND DRAMA**—Between the Bookends, Yesterday's Children.  
**PSYCHOLOGY**—Human Nature in Action.  
**SPECIAL SERVICES**  
General Federation of Women's Clubs Program, Your Voice and You.  
**FOREIGN LANGUAGES**  
NBC International Broadcasts. (See Public Affairs and News column.)

**NEWS BROADCASTS—BLUE Network:** 8:00 a.m. War News from Europe; 8:10 a.m. Earl Godwin; from Washington; 8:35 a.m. AP News; 4:35 p.m. AP News; 6:45 p.m. Lowell Thomas. **RED Network:** 8:00 a.m. War News from Europe; 8:10 a.m. Earl Godwin from Washington; 9:00 a.m. AP News; 6:25 p.m. AP News; 11:00 p.m. AP News.  
**NBC INTERNATIONAL SHORT-WAVE BROADCASTS**—(Same schedule as Sun- days.)  
**NATIONAL FARM AND HOME HOUR**—(Produced in cooperation with the U. S. Dept. of Agriculture and other groups.) 12:30-1:15 p.m. **BLUE Network.**  
**STORY BEHIND THE HEADLINES**—(Produced in cooperation with the National Historical Association.) Cesar Serech- chukoff, author of "The Story Behind the History behind the news story of the week." 10:30-10:45 p.m. **RED Network.**

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**PUBLIC AFFAIRS AND NEWS**  
News broadcasts, National Farm and Home Hour.  
**MUSIC**  
National Federation of Music Clubs Programs.  
**ARTS AND SCIENCES**  
**LITERATURE AND DRAMA**—NBC Radio Guild, Landmarks in Radio Drama.  
**EDUCATIONAL PROBLEMS**—American Education Forum.  
**SPECIAL SERVICES**  
**SAFETY**—Watch Your Step.  
**HEALTH**—Bright Sea Club, Calling all Stamp Collectors.  
**FOREIGN LANGUAGES**  
NBC International Broadcasts. (See Public Affairs and News column.)

**NEWS BROADCASTS—BLUE Network:** 8:00 a.m. War News from Europe; 8:10 a.m. Earl Godwin; from Washington; 8:35 a.m. AP News; 4:35 p.m. AP News; 6:45 p.m. Lowell Thomas. **RED Network:** 8:00 a.m. War News from Europe; 8:10 a.m. Earl Godwin from Washington; 9:00 a.m. AP News; 6:25 p.m. AP News; 11:00 p.m. AP News.  
**NBC INTERNATIONAL SHORT-WAVE BROADCASTS**—(Same schedule as Sun- days.)  
**NATIONAL FARM AND HOME HOUR**—(Produced in cooperation with the U. S. Dept. of Agriculture and other groups.) 12:30-1:15 p.m. **BLUE Network.**  
**AMERICAN EDUCATION FORUM**—(Pro- duced in cooperation with national edu- cators.) Round table with Dean Grayson Kilgore of Stanford University School of Education. 12:00-12:25 p.m. **BLUE Network.**

**PIANO SOLOISTS.** Recitals by noted young pianists. 1:00-1:15 p.m. **RED Network.**  
**MUSIC FOR YOUNG LISTENERS.** (Produced in cooperation with the Junior League of Toledo, Ohio, and the Toledo Museum of Art.) A course in music ap- propriate for young listeners, conducted by Mary Van Doren. 2:00-2:15 p.m. **BLUE Network.**  
**GENESIS OF METHODIST CHURCH**—May 1 only—Request Program with the Federal Council of Churches.) Dr. Walter W. Van Kirk, nationally known religious news commentator. 7:45-8:00 p.m. **RED Network.**

**THE ART OF LIVING**—(Produced in cooperation with the Federal Council of Churches, Dr. Norman Vincent Pease, pastor of Marble Collegiate Church, New York City. 12:30-1:45 p.m. **RED Network.**  
**May 23**—"Look for the Face in the Shadows."  
**May 10**—"The Several Persons in the Shadow."  
**May 23**—"Healing the Hurt in Man's Soul."  
**May 30**—"The Future of Our Country."  
**UNITED STATES MARINE BAND.** Captain Taylor Branson, conducting. 2:30-3:00 p.m. **BLUE Network.**  
**MUSICAL AMERICANA**—Program of American music by Westinghouse Symphony Orchestra, conducted by Raymond Paig, with Deems Taylor as commentator. 8:00-8:30 p.m. **BLUE Network.**  
**FLORENCE WYMAN AND CONRAD TITUS.** Recitals by soprano and baritone, with orchestra. 10:30-11:00 p.m. **BLUE Network.**

**NBC MUSIC APPRECIATION HOUR.** Pioneer radio program for schoolroom use, the NBC Music Appreciation Hour is now in its thirtieth season under the direction of Dr. Walter Dammoch. Explaining the beauty and meaning of the masterpieces, Dr. Dammoch helps his listeners develop an understanding and an appreciation of the world's fine music. 7:30-8:00 p.m. **BLUE Network.**  
**May 10**—"High Explosive."  
**May 17**—"The Battle Line."  
**May 24**—"Iodine Near Combine."  
**May 31**—"Steam or Smoke."  
**AT HOME IN THE WORLD.** (Produced in cooperation with the Federal Council of Churches.) Dr. Leslie Bates Moore, general secretary of the Foreign Mission Conference of North America. 12:30-1:45 p.m. **RED Network.**  
**May 10**—"High Explosive."  
**May 17**—"The Battle Line."  
**May 24**—"Iodine Near Combine."  
**May 31**—"Steam or Smoke."  
**PROGRAM IN CELEBRATION OF 50TH ANNIVERSARY OF CAVALIERI RUSTICANA**—(May 17 only)—Concert recital conducted by Fritz Macneil, the opera's composer. 7:40-8:30 p.m. **RED Network.**  
**JOSEF MARAT.** in folksons of the African Burial. 7:00-7:30 p.m. **BLUE Network.**

**CALL TO YOUTH**—(Produced in cooperation with the National Council of Catholic Women.) Subjects and speakers: 12:30-1:15 p.m. "Minerva Bernardino." "Waukiki." "Celia." Mrs. William C. Hammett. "Joan of Arc." Anne Searles Hooley. **RELIGION IN THE NEWS**—(Pro- duced in cooperation with the Federal Council of Churches.) Dr. Walter W. Van Kirk, nationally known religious news commentator. 7:45-8:00 p.m. **RED Network.**  
**MESSAGE OF ISRAEL**—(Produced in cooperation with the Laymen's Committee.) Rabbi Soloveitchik, rabbi of Temple, Pittsburgh, the General of Modern Life. 7:00-7:30 p.m. **BLUE Network.**

**NATIONAL FARM AND HOME HOUR**—(Produced in cooperation with U. S. Department of Agriculture and other groups.) 12:30-1:15 p.m. **BLUE Network.**  
**EDUCATION OF HISTORY**—(Produced in cooperation with the Federation of Women's Clubs.) The original series of historical dramatizations. 2:15-2:30 p.m. Alternate Wednesdays. **BLUE Network.** May 1—"In Favor of Universal Suffrage"—Matthew White. **BLUE Network.** May 15—Address by Booker T. Wash- ington. **BLUE Network.**  
**BETWEEN THE BOOKENDS**—Informal program featuring the National Council of Women's Club. 7:15-7:30 p.m. **BLUE Network.**  
**RADIO MAGIC**—Dramatizations and comments by Dr. Greese H. Callow, noted interpreter of science for the layman, on fascinating radio phenomena. 10:30-10:45 p.m. **BLUE Network.**  
**THE NEXT STEP FORWARD**—(Produced in cooperation with the Twentieth Century Fund.) 11:45-12:30 p.m. **BLUE Network.** May 1—"Next Steps Forward for America" (end of series).

**NATIONAL FARM AND HOME HOUR**—(Produced in cooperation with U. S. Department of Agriculture and other groups.) 12:30-1:15 p.m. **BLUE Network.**  
**HOW DO YOU KNOW?**—(Produced in cooperation with the Federation of Women's Clubs.) Dramatizations of current scientific facts. 2:00-2:15 p.m. **BLUE Network.**  
**BETWEEN THE BOOKENDS**—Informal program of poetry and prose, with Ted Malone. 7:15-7:30 p.m. **BLUE Network.**  
**MEDICINE IN THE NEWS**—(Produced in cooperation with the American Medical Association.) Dramatizations and commentary which aims to conserve resources and public health. 10:30-10:45 p.m. **BLUE Network.**

**NATIONAL FARM AND HOME HOUR**—(Produced in cooperation with U. S. Department of Agriculture and other groups.) 12:30-1:15 p.m. **BLUE Network.**  
**BETWEEN THE BOOKENDS**—Informal program featuring the National Council of Women's Club. 7:15-7:30 p.m. **BLUE Network.**  
**YES, THERE'S CHILDREN'S GARDEN.** long a pioneer in children's state and radio entertainment. May 10—radio dramatization of a favorite childhood book of a famous living person. 7:30-8:00 p.m. **BLUE Network.**  
**THIS AMERICAN AGE**—America's history and geography revealed through quizzer. 8:00-8:30 p.m. **BLUE Network.**  
**HUMAN NATURE IN ACTION**—Dramatized psychobiology with Dr. Harold D. Lawwell, internationally noted radio psychologist. 10:30-11:00 p.m. **RED Network.**  
**May 10**—"Cinco May." "Caterpillar." "Mohammed."  
**May 13**—"Confucius."

**LINCOLN HIGHWAY**—Dramas of one of the most colorful roads in the world. 10:00-10:30 p.m. **RED Network.**  
**AMERICAN EDUCATION FORUM**—(Pro- duced in cooperation with a national committee headed by Dean Grayson N. Kilgore, Stanford University School of Education.) Round table discussions of current problems in secondary education. 12:00-12:25 p.m. **BLUE Network.** May 1—"The American Education." May 15—"From Washington, D. C. (end of series.)"  
**NATIONAL FARM AND HOME HOUR**—(Produced in cooperation with the U. S. Department of Agriculture and other groups.) 12:30-1:15 p.m. **BLUE Network.**  
**LANDMARKS OF RADIO DRAMA**—Re- citals by noted radio dramatists. 7:00-7:30 p.m. **RED Network.**  
**NBC INTERNATIONAL SHORT-WAVE BROADCASTS**—(Same schedule as Sun- days.) 12:30-1:15 p.m. **BLUE Network.**

**NATIONAL FARM AND HOME HOUR**—(See Public Affairs.)  
**STREAKING JOURNAL**—Women's magazine of the air, designed to cover all facets of women's interests. Each week Alma Kitchel, as editor, introduces authorities in the various fields. 1:30-2:00 p.m. **BLUE Network.**  
**QUILTING BEE**—(Produced in cooperation with the National Council of Women.) Discussions of various subjects of interest to women. Alternate Wednesdays. May 8 and 22. 7:15-7:30 p.m. **BLUE Network.**  
**ECHOES OF HISTORY**—(Produced in cooperation with the Federation of Women's Clubs.) Alternate Wednesdays. May 1 and 15. 7:15-7:30 p.m. **BLUE Network.**  
**MUSIC FOR YOUNG LISTENERS**—(See Public Affairs.)  
**IRENE WICKER'S MUSICAL STORIES**—For children. 5:15-5:30 p.m. **BLUE Network.**  
**BUD BARTON**—Boys' story. 5:30-5:45 p.m. **BLUE Network.**  
**MALCOLM CLAIRE**—Children's stories. 6:15-6:25 p.m. **BLUE Network.**

**NATIONAL FARM AND HOME HOUR**—(See Public Affairs.)  
**LET'S TALK IT OVER**—Prominent persons stimulating ideas for the nation. 1:30-1:45 p.m. **RED Network.**  
**IRENE WICKER'S MUSICAL STORIES**—For children. 5:15-5:30 p.m. **BLUE Network.**  
**BUD BARTON**—Boys' story. 5:30-5:45 p.m. **BLUE Network.**  
**CURTIS BLOOM**—Young blind offers listeners opportunity to share their thoughts through stories written to the Guest Book. 6:30- 6:45 p.m. **RED Network.**  
**MALCOLM CLAIRE**—Children's stories. 6:15-6:25 p.m. **RED Network.**

**NATIONAL FARM AND HOME HOUR**—(See Public Affairs.)  
**GENERAL FEDERATION OF WOMEN'S CLUBS**—Directed to consumers as an aid in shopping. 1:30-1:45 p.m. **RED Network.**  
**NBC MUSIC APPRECIATION HOUR.** Pioneer radio program for schoolroom use, the NBC Music Appreciation Hour is now in its thirtieth season under the direction of Dr. Walter Dammoch. Explaining the beauty and meaning of the masterpieces, Dr. Dammoch helps his listeners develop an understanding and an appreciation of the world's fine music. 7:30-8:00 p.m. **BLUE Network.**  
**ALMA KITCHEL'S BRIEF CASE**—Informal chats about radio by "radio's charming ambassador." 9:05-9:15 p.m. **BLUE Network.**  
**BUD BARTON**—Boys' story. 5:30-5:45 p.m. **BLUE Network.**  
**MALCOLM CLAIRE**—Children's stories. 6:15-6:25 p.m. **RED Network.**  
**ANTARCTIC SERVICE EXPEDITION**—(Presented in cooperation with the National Geographic Society.) Special broadcasts to members of Admiral Byrd's Antarctic Expedition. Alternate Fridays. 11:30-12:00 midnight. **RED Network.**

**WATCH YOUR STEP**—Mystery, comedy, and information devoted to safety in the home. With Fields and Hall. 9:15-9:30 a.m. **RED Network.**  
**BRIGHT IDEA CLUB**—Young people exchange ideas for using leisure time. 10:45- 11:15 a.m. **RED Network.**  
**OUR BARN**—Mrs. Walter Tucker, host to children everywhere as the Lady Next Door. Each week a series of weekly talks on the famous "barn" with child actors has been featured. 11:30-12:00 noon. **BLUE Network.**  
**NATIONAL FARM AND HOME HOUR**—(See Public Affairs.)  
**CALLING ALL STAMP COLLECTORS**—(Produced in cooperation with the Federation of Stamp Clubs.) News and information of interest to philatelists. 1:30 p.m. **RED Network.**  
**REVIEW OF THE MOUNTED**—Dramatization of series of war stories by Mrs. Mounica, transferred from the pages of "The American Boy Magazine." 6:30 p.m. **BLUE Network.**

These Programs Sponsored and Presented by the Listener's aids available. (See Special Attention page.)

# NATIONAL BROADCASTING COMPANY

RADIO CITY, NEW YORK

A Radio Corporation of America Service

# DAY BY DAY

Watch your newspapers for additional programs and supplementary information.

## PROGRAMS IN THE PUBLIC INTEREST

MAY ALL TIMES EASTERN DAYLIGHT SAVING

	SERVICE TO SCHOOLS (See other columns for details.)	PUBLIC AFFAIRS AND NEWS	RELIGION	MUSIC	ARTS AND SCIENCES	SPECIAL SERVICES (Including programs for women and children.)	
<b>SUNDAY</b>	<p><b>PUBLIC AFFAIRS AND NEWS</b> News broadcasts, University of Chicago Round Table, Foreign Policy Association Program.</p> <p><b>MUSIC</b> Music and American Youth, Southernaires, Radio City Music Hall, NBC String Symphony, NBC Solists, Tapestry Musicals, NBC String Quartets, Magnolia Blossoms.</p> <p><b>ARTS AND SCIENCES</b> <b>SCIENCE</b>—The World Is Yours. <b>VOCATIONAL GUIDANCE</b>—On Your Job. <b>LITERATURE AND DRAMA</b>—Pilgrimage of Poetry, Great Plays.</p> <p><b>SPECIAL SERVICES</b> <b>HISTORY</b>—The Story of All Us. AFPTZ—Sunday Drivers.</p> <p><b>FOREIGN LANGUAGES</b> NBC International Broadcasts. (See Public Affairs and News column.)</p>	<p><b>NEWS BROADCASTS</b>—BLUE Network: 8:00 a.m. News Bulletin; 11:00 a.m., AP News; 7:30 Europe; 10:00 p.m., William Hillman; 11:00 p.m., AP News. RED Network: 8:00 a.m. News Bulletin; 11:00 a.m., AP News; 3:30 p.m., War News from Europe; 1:45 p.m., H. V. Kattenberg; 11:00 a.m., AP News.</p> <p><b>NBC INTERNATIONAL SHORT-WAVE BROADCASTS</b> On WNBI (17,780 kc) English Period: 10:00 a.m.-1:00 p.m. On WRCA (21,530 kc) and WNBI (17,780 kc) English period: 1:00-2:00 p.m. Italian period: 2:00-3:00 p.m. German period: 3:00-4:00 p.m. French period: 4:00-5:00 p.m. On WRCA (9,670 kc) and WNBI (17,780 kc) Portuguese period: 5:00-6:00 p.m. Spanish period: 6:00-8:00 p.m. On WRCA (9,670 kc) and WNBI (16,100 kc) Portuguese period: 8:00-9:00 p.m. Spanish period: 9:00-11:00 a.m. English period: 11:00-12:00 Midnight Spanish period: 12 Midnight-1:00 a.m.</p> <p><b>*UNIVERSITY OF CHICAGO ROUND TABLE</b>—(Produced in cooperation with the University Broadcasting Council.) Discussions of currently important social, political, and economic issues. 1:30-3:00 p.m., RED Network.</p> <p><b>FOREIGN POLICY ASSOCIATION PROGRAM</b>—(Produced in cooperation with Foreign Policy Association.) 3:15-5:30 p.m., BLUE Network.</p>	<p><b>HIGHLIGHTS OF THE BIBLE</b>—(Produced in cooperation with the Federal Council of Churches.) Dr. Frederick K. Stamm, pastor of Clinton Ave. Community Church, Brooklyn, N. Y. 10:10-10:30 a.m., RED Network. May 16—"A Honeymoon with Life" May 18—"Building a Life Philosophy on God" May 19—"Will See Thy Leading" May 20—"Seeing Out World Right Side Up" <b>NATIONAL VESPERS</b>—(Produced in cooperation with the Federal Council of Churches. Dr. Harry Emerson Fosdick, pastor of Riverside Church, New York City. 4:00-4:30 p.m., BLUE Network. May 14—Children's Sermon. May 12—"Our Deep Desire to Feel Important" May 10—"Getting Out of Us the Best That's in Us" May 26—"The Sermon on the Mount"</p> <p><b>CATHOLIC HOUR</b>—(Produced in cooperation with the National Council of Catholic Men.) Rev. Howard W. Smith. 6:00-6:30 p.m., BLUE Network. May 3—"Origin of Law." May 12—"Meaning of Law." May 19—"Positive Law"—Church and State. May 26—"Law and Conscience"</p>	<p><b>MUSIC AND AMERICAN YOUTH</b>—(Produced in cooperation with Music Educators' National Conference.) Concerts by student vocal and instrumental groups illustrate the work in music being done by American schools and colleges. Also featured are talks by leading music educators. 11:30-12:00 p.m., RED Network. May 12—"Tud and Die Man" May 12—"From Tulsa, Okla." May 12—"From Hollywood, Cal." May 12—"To be announced"</p> <p><b>SOUTHERNAIRES</b>—Negro spirituals. 10:30-11:00 a.m., BLUE Network.</p> <p><b>RADIO CITY MUSIC HALL</b>—12:00 Noon-1:00 p.m. BLUE NETS.</p> <p><b>NBC SOLISTES</b>—NBC Symphony Orchestra members in solo recital. 3:00-3:15 p.m., BLUE Network.</p> <p><b>TAPESTRY MUSICAL</b>—NBC string orchestra. 3:30-4:30 p.m., BLUE Network.</p> <p><b>NBC STRING SYMPHONY</b>—Frank Black conducting. 3:30-6:00 p.m., BLUE Network.</p> <p><b>MAGNOLIA BLOSSOMS</b>—Program of Southern atmosphere featuring the Lamona Fish Jubilee Choir and a concert orchestra. 7:30-8:00 p.m., BLUE Network.</p> <p><b>AMERICAN ART QUARTET</b>—An alternating Sundays. 10:30-11:00 p.m., RED Network.</p>	<p><b>*ON YOUR JOB</b>—(Produced in cooperation with National Vocational Guidance Ass'n.) Dramatized cooperation work and workers, based on research by Frank Ernest Hill of the American Council for Adult Education. Dr. Harry D. Kinsler, professor of Vocational Guidance, University of Pennsylvania. 12:30-1:00 p.m., RED Network. May 5—"Camera Finds the News" May 5—"Tud and Die Man" May 19—"Travelling Salesman" May 26—"Wanted: Enough American Poets"</p> <p><b>*PILGRIMAGE OF POETRY</b>—Broadcasts with readings and human interest stories by Ted Malone. 1:00-1:15 p.m., BLUE Network. May 12—William Cullen Bryant May 12—Emily Dickinson May 12—John Howard Payne <b>*GREAT PLAYS</b>—A series of dramatic masterpieces which traces the development of drama from Athens to Broadway. 2:00-3:00 p.m., BLUE Network. May 5—"Winter's" (end of season) <b>THE WORLD IS YOURS</b>—(Produced in cooperation with U. S. Department of Education and Smithsonian Institution.) Dramatizations of the world of science. 4:30-5:00 p.m., RED Network. May 5—"100 Years of Postage Stamps" May 12—"Whisperer" (end of season) May 19—"Wilkes, the American Who Discovered a Continent" May 26—"The Story of Airships"</p> <p><b>THE MANS FAMILIES</b>—Widely popular drama of family life. 8:30-9:00 p.m., RED Network.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>—(Produced in cooperation with U. S. Department of Agriculture and other groups.) News, music, and information of special interest to farmers and homemakers. 12:30-1:15 p.m., BLUE Network.</p> <p><b>BETWEEN THE BOOKENDS</b>—Informal exchange of poetry and book discussions by Ted Malone. 1:15-1:30 p.m., BLUE Network.</p> <p><b>ADVENTURE IN READING</b>—Designed for class-room listening. Informal series brings to attention of young people the pleasure of reading. Dramatized stories from the lives and works of famous authors. Selections will be made by the Habile parent groups which comprise the National Council of Teachers. 2:00-2:10 p.m., BLUE Network. May 5—Lewis Carroll May 12—Jonathan Swift May 20—Francis Bacon May 27—John Bunyan</p> <p><b>YOUTH IN THE TOOLS</b>—(Produced in cooperation with the National Industrial Conference Board.) These dramas deal on cooperative life present with problems of youth and crime. 2:15-2:30 p.m., BLUE Network.</p>	<p><b>COAST TO COAST ON A BUS</b>—Milton Coast guides the children of this program through a series of entertaining juvenile productions. 9:00-10:00 a.m., BLUE Network.</p> <p><b>SUNDAY DRIVES</b>—Information, music, and comedy by Fields and Hall, devoted to the furtherance of safe driving. 9:30-10:00 a.m., RED Network.</p> <p><b>MUSIC AND AMERICAN YOUTH</b>—(Produced in cooperation with Music Educators' National Conference.) Concerts by student vocal and instrumental groups illustrate the work in music being done by American schools and colleges. 11:30-12:00 Noon.</p> <p><b>THE STORY OF ALL OF US—WORLD SALUTE OF AMERICAS TO US—WORLD WORLD'S FAIR</b>—Greetings by prominent salesmen, singing artists, and instrumental Latin-American composers. 10:00-2:30 p.m., RED Network. May 3—From Peru May 5—From Columbia May 10—From Columbia May 26—From Panama</p>
<b>MONDAY</b>	<p><b>PUBLIC AFFAIRS AND NEWS</b> News broadcasts, National Radio Forum, National Farm and Home Hour.</p> <p><b>MUSIC</b> U. S. Navy Band.</p> <p><b>ARTS AND SCIENCES</b> <b>LITERATURE AND DRAMA</b>—Adventure in Reading, Between the Bookends. <b>LAW</b>—Youth in the Tools.</p> <p><b>FOREIGN LANGUAGES</b> NBC International Broadcasts. (See Public Affairs and News column.)</p>	<p><b>NEWS BROADCASTS</b>—BLUE Network: 8:00 a.m., War News from Europe; 8:15 a.m., Earl Gowlin, from Washington; 8:55 a.m., AP News; 4:55 p.m., AP News; 6:45 p.m., Lowell Thomas. RED Network: 8:00 a.m., War News from Europe; 8:10 a.m., Earl Gowlin from Washington; 9:00 a.m., AP News; 6:25 p.m., AP News; 11:00 p.m., AP News.</p> <p><b>NBC INTERNATIONAL SHORT-WAVE BROADCASTS</b>—(Same schedule as Sunday.)</p> <p><b>NATIONAL FARM AND HOME HOUR</b>—(Produced in cooperation with U. S. Dept. of Agriculture and other groups.) News, music, and information of special interest to farmers and homemakers. Monday through Saturday. 12:30-1:00 p.m., BLUE Network.</p> <p><b>ADDRESS BY PAUL V. MANNIT</b>—(May 20 only.) 9:30-10:00 p.m., BLUE Network.</p> <p><b>NATIONAL RADIO FORUM</b>—(Produced in cooperation with Washington Post.) Questions of national interest discussed by the men in Washington who are working on answers to these problems. 11:30-12:00 midnight, BLUE Network.</p>	<p><b>THE RIDDLE OF LIFE</b>—(Produced in cooperation with the Federal Council of Churches.) Dr. Arthur C. McGee, pastor of All Angels' Protestant Episcopal Church, New York City. 12:30-1:25 p.m., RED Network. May 12—"The Riddle of Judgment" May 19—"The Riddle of Predestination" May 26—"The Riddle of Free Will" May 27—"The Riddle of Decision."</p>	<p><b>UNITED STATES NAVY BAND</b>, Lieut. Charles Benter, conducting. 2:30-3:30 p.m., BLUE Network.</p> <p><b>VOICE OF FIRESTONE</b>—Symphony orchestra directed by Alfred Wallinga, with Richard Krieger, tenor, and Margaret Speaks alternating as soloists. 3:30-3:45 p.m., BLUE Network.</p> <p><b>NBC SYMPHONY ORCHESTRA WITH ARTURO TOSCANINI</b>—Guest conductor. First season with the NBC Symphony Orchestra. 3:30-5:00 p.m., BLUE Network. May 19—Only.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>—(Produced in cooperation with U. S. Department of Agriculture and other groups.) News, music, and information of special interest to farmers and homemakers. 12:30-1:15 p.m., BLUE Network.</p> <p><b>BETWEEN THE BOOKENDS</b>—Informal exchange of poetry and book discussions by Ted Malone. 1:15-1:30 p.m., BLUE Network.</p> <p><b>NATURE SKETCHES</b>—Informal, maintain class as they hike through Rocky Mountain National Park. 1:45-2:00 p.m., RED Network. May 7—"Emerald Trees" May 7—"Mountain Birds" May 14—"Native Peoples" May 20—"Streamside Clouds" <b>INFORMATION FORUM</b>—Clifton Fadiman quizzes notable guests on wide variety of subjects. 8:30-9:00 p.m., BLUE Network.</p> <p><b>CAVALCADE OF AMERICA</b>—Dramatization of interesting episodes in American history. 9:00-9:30 a.m., BLUE Network.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>—(See Public Affairs.)</p> <p><b>BETWEEN THE BOOKENDS</b>—Musical stories—Miss Wicker, long a favorite of our children, has returned this season with a series of musical stories prepared especially. 5:15-5:30 p.m., BLUE Network.</p> <p><b>BUD BARTON</b>—The drama of Bud and his friends deals with real life problems, but appeals to both old and young alike. Presented by parent groups everywhere Monday through Friday. 5:30-6:45 p.m., BLUE Network.</p> <p><b>MALCOLM CLAIRE</b>—Claire presents his own version of familiar stories, and simple interpretations of history, to a cast of children. Monday through Fridays, 6:15-6:23 p.m., BLUE Network.</p>	
<b>TUESDAY</b>	<p><b>PUBLIC AFFAIRS AND NEWS</b> News broadcasts, National Farm and Home Hour.</p> <p><b>MUSIC</b> U. S. Army Band.</p> <p><b>ARTS AND SCIENCES</b> <b>HISTORY</b>—Cavalade of America. <b>SCIENCE</b>—Nature Sketches. <b>LITERATURE AND DRAMA</b>—Between the Bookends.</p> <p><b>FOREIGN LANGUAGES</b> NBC International Broadcasts. (See Public Affairs and News column.)</p> <p><b>SPECIAL SERVICES</b> Gallant American Women.</p>	<p><b>NEWS BROADCASTS</b>—BLUE Network: 8:00 a.m., War News from Europe; 8:10 a.m., Earl Gowlin; 4:55 p.m., AP News; 6:45 p.m., Lowell Thomas. RED Network: 8:00 a.m., War News from Europe; 8:10 a.m., Earl Gowlin from Washington; 9:00 a.m., AP News; 6:25 p.m., AP News; 11:00 p.m., AP News.</p> <p><b>NBC INTERNATIONAL SHORT-WAVE BROADCASTS</b>—(Same schedule as Sunday.)</p> <p><b>NATIONAL FARM AND HOME HOUR</b>—(Produced in cooperation with U. S. Dept. of Agriculture and other groups.) News, music, and information of special interest to farmers and homemakers. Monday through Saturday. 12:30-1:00 p.m., BLUE Network.</p> <p><b>ADDRESS BY HERBERT HOOVER</b> (May 21 only.)—Address to Boys' Clubs of America. 11:00-11:30 p.m., BLUE Network.</p>	<p><b>THINKING BEYOND TODAY</b>—(Produced in cooperation with the Federal Council of Churches.) Dr. Earl F. Adams, general director of promotion, Northern Baptist Convention. 10:00-1:05 p.m., RED Network. May 27—"Realistic Idealism" May 28—"Overcoming Evil with Good" May 29—"Intelligence Is Not Enough" May 28—"You and Your Church."</p>	<p><b>UNITED STATES ARMY BAND</b>, Conducted by Herbert H. Darcy. 2:30-3:00 p.m., BLUE Network.</p> <p><b>CAMEOS OF MELODY</b>—String, quartet, and vocal. 3:00-3:45 p.m., RED Network.</p>	<p><b>NATIONAL FARM AND HOME HOUR</b>—(Produced in cooperation with U. S. Department of Agriculture and other groups.) News, music, and information of special interest to farmers and homemakers. 12:30-1:15 p.m., BLUE Network.</p> <p><b>BETWEEN THE BOOKENDS</b>—Informal exchange of poetry and book discussions by Ted Malone. 1:15-1:30 p.m., BLUE Network.</p> <p><b>NATURE SKETCHES</b>—Informal, maintain class as they hike through Rocky Mountain National Park. 1:45-2:00 p.m., RED Network. May 7—"Emerald Trees" May 7—"Mountain Birds" May 14—"Native Peoples" May 20—"Streamside Clouds" <b>INFORMATION FORUM</b>—Clifton Fadiman quizzes notable guests on wide variety of subjects. 8:30-9:00 p.m., BLUE Network.</p> <p><b>CAVALCADE OF AMERICA</b>—Dramatization of interesting episodes in American history. 9:00-9:30 a.m., BLUE Network.</p>	<p><b>RICHARD KENT, THE TRAVELLING COOK</b>—A world traveler and gourmet in discussions of food and people. 11:30-11:45 a.m., BLUE Network.</p> <p><b>NATIONAL FARM AND HOME HOUR</b>—(See Public Affairs.)</p> <p><b>GALLANT AMERICAN WOMEN</b>—(Produced in cooperation with U. S. Office of Education.) Dramatizations and documentary tell the story of women's contributions to the building of America. May's series will deal with women in aviation, politics and government, communication, and work of great Americans. 2:00-2:30 p.m., BLUE Network.</p> <p><b>IRENE WICKER'S MUSICAL STORIES</b> Information for children. 5:15-5:30 p.m., BLUE Network.</p> <p><b>BUD BARTON</b>—Boys' series. 5:30-6:45 p.m., BLUE Network.</p> <p><b>MALCOLM CLAIRE</b>—Children's stories.</p>	

**PUBLIC AFFAIRS  
AND NEWS**

**SPECIAL BROADCASTS**

National leaders booked to be heard over NBC networks during May include: Frank Gannett (May 2), Paul V. McClure (May 20), Herbert Hoover (May 21) in his address to the Boys' Clubs of America. At the dedication 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 the University's president, Dr. Franklin Bliss Snyder.

Further details concerning these special broadcasts will be found on the inside "Day by Day" schedule. For current bookings of special events, consult daily newspaper.

**NEWS ANALYSIS**

H. V. Kaltenborn, John Gunther, Cesar Sacerching, 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 will be two post-season broadcasts of America's Town Meeting of the Air, 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 ROUND TABLES**

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.

**BOOKS ABOUT RADIO**

**LISTENING TO LEARN**

An installment of NBC's service in education, "Listening to Learn: Modern Education," by Dr. James Rowland Angell, National Committee on Radio and Education, is available in book form. Obtainable gratis by addressing: Information Department, NBC, RCA Building, New York.

**MUSIC FOR EDUCATION**

A new brochure which outlines the National Broadcasting Company's plans and commitments in promoting music culture in the United States. Obtainable gratis by addressing: Information Department, NBC, RCA Building, New York.

**WOMEN AND CHILDREN AND RADIO**

A new survey of the National Broadcasting Company's various programs presented for the special service and general interest of women. Obtainable gratis by addressing: Information Department, NBC, RCA Building, New York.

**HOW SCHOOLS CAN USE RADIO**

A practical teachers' handbook on in-school and out-of-school listening, prepared by the National Broadcasting Company. Address: Information Department, NBC, RCA Building, New York.

**HOW TO USE RADIO AND HOW TO USE RADIO IN THE CLASSROOM**

Guides for classroom use and discussion of the general use of radio by schools. Address: Information Department, NBC, RCA Building, New York.

**DEVELOPMENT OF RADIO EDUCATION POLICIES IN THE AMERICAN PUBLIC SCHOOLS**

Report and discussion by Dr. Carroll Atkinson. Published by the Edinboro Education Press, Edinboro, Pa. Price \$1.50.

**ARTS & SCIENCES**

**THIS AMAZING AMERICA**

This Amazing America, an audience participation quiz show heard over the NBC-Blue Network on Fridays, is designed to acquaint Americans with the country in which they live. The selection of brain puzzles submitted by listeners favors those revealing most information about the geography, history, scenery, and natural wonders of the country. Musical and verbal clues and sound effects identified with sites of historical or geographical interest are used.

**LANDMARKS OF RADIO DRAMA**

This series each Saturday evening presents a drama which has played a definite part in the development of radio writing and production techniques. Coming weeks will bring back such well-remembered dramas as "The Flowers Are Not for You to Pick" and "The Squirrel's Cage." Plans are to first present plays written when most important radio drama came from Europe and to continue with the present when American authors are far in the lead.

**ON YOUR JOB**

Every hour men and women are working, whether American life is rooted-in stores, offices, factories, farms; they are also at work wherever they are. From the move-on-trains, ships, clippers.

On Your Job dramatizes each Sunday the stories of such American workers and workers. News photographers, tool and die men, traveling salesmen, and young engineers are the subjects for May's broadcasts.

Dr. Harry D. Kitson, Columbia University professor of education, and commentator on this career guidance program, which is produced by NBC in cooperation with the National Vocational Guidance Association and Frank E. Hill of the American Association for Adult Education.

**CAVALCADE OF AMERICA**

Additional significance is given to this year's series of Cavalcade of America dramas because of the appointment of three distinguished men of letters and historians who join their efforts to make Cavalcade of greater educational value than ever before. Metcalf James, Pulitzer Prize biographer; Carl Carner, authority in the field of American folklore; and Dr. Frank Monaghan, assistant professor of history at Yale University, are directly responsible for the authentic story material.

**GREAT PLAYS**

Maxwell Anderson's "Winterest", first produced in 1935, regarded as a masterpiece of American drama, will be the last of the season's Great Plays, bringing to a close (on May 5) the cavalcade of 28 plays illustrating two thousand years of drama from Ancient Greece to Broadway.

**HUMAN NATURE IN ACTION**

Confucius, Mohammed, Charlemagne, Scipio, and Alexander the Great will be subjects for dramatization by Dr. Harold D. Lasswell, internationally famed sociologist and psychologist who has Human Nature in Action broadcasts—after they have passed beneath his scientific lens for psychological scrutiny.

**THE WORLD IS YOURS**

"100 Years of Postage Stamps," "Whistler—the Artist and the Man," "Wilkes—the American Who Discovered a Continent," and "The Story of Airships" are the titles of The World Is Yours broadcasts during May. The series is presented by NBC in cooperation with the Smithsonian Institution and the U. S. Office of Education.

**ADVENTURE IN READING**

Lewis Carroll, Mark Twain, Swift, Francis Bacon, and Alfred Henty are Helen Walpole's subjects for her four Monday afternoon Adventure in Reading dramatizations of books and the lives of their authors during May.

**YOUTH IN THE TOLLS**

By means of stirring drama, enlightening facts, and thoughtful recommendations, Youth in the Tolls, produced by NBC in cooperation with the non-partisan American Law Institute, presents the vital problems of youth in crime to listeners. Based on true-life case histories, May's programs are: "The Criminal Sentences Himself," "The Ex-Criminal's Road to Redemption for America," "Rainbow Through the Bars."

**PILGRIMAGE OF POETRY**

Ted Maltus's Pilgrimage of Poetry will be broadcast directly from the homes of Amy Lowell, Richard Cullen Bryant, Emily Dickinson, and John Howard Payne during his Sunday broadcasts for May.

**NATURE SKETCHES**

Raymond Gregg's informal waxy-side chats with his nature class as they hike the 28 plays in this series, plus historical and biographical information. Prepared by Blava Davis. Price 25¢ per copy. Order from Columbia University Press, 2960 Broadway, New York.

**MUSIC**

**TOSCANINI**

The NBC Symphony under the direction of Arturo Toscanini will be heard in a special broadcast over the NBC-Blue Network marking his last broadcast concert of the 1939-40 season with the NBC Symphony Orchestra, on May 6.

**DR. DAMROSCH**

Dr. Walter Damrosch has long defied about a decade last month when he played with the Musical Art Quartet at Town Hall, New York.

Dr. Damrosch's decision to perform was made while he was re-writing his opera "Cyrano" two years ago when he set himself a course of finger exercises because his fingers needed practice and hampered his composing.

Pleased with the kind remarks of New York music critics about his per-

formance, Dr. Damrosch declared that he would practice another year and a half, then give his first solo recital at 80.

The NBC Music Appreciation Hour, conducted by Dr. Walter Damrosch, concludes its season with the broadcast of May 5. For twelve years, Dr. Damrosch has been helping young listeners develop an understanding of fine music. One of these listeners, Helen R. Hunger of Lincoln School, Summit, N. J., wrote the following poem after hearing one of the concerts:

**Damrosch Concert**

Today we sit and listen to the sounds That come to us across the ether waves. Their fairy chimas and bells and zephyrons. Entrail each wondrous listener as their slaves.

Alitra dances and the lester sings. Bloomsbar Street becomes alive, and then Her fingers thine and bells and zephyrons. And now the knights march solemnly again.

Wonder of wonders, how we may recall An age from now this magic of the air We heard when life was new and music had The power to cast enchantment o'er all that

**LISTENER'S AIDS**

**THE WORLD IS YOURS**

Reprints of selected portions of scripts with additional information and reading lists. Price \$1.00 for series of 15. Order from "The World Is Yours", U. S. Office of Education, Washington, D. C.

**HUMAN NATURE IN ACTION**

Reprints of scripts, including comments of Dr. Harold D. Lasswell. Price 10¢ per broadcast. Order from Columbia University Press, 2960 Broadway, New York.

**AMERICAN TOWN MEETINGS OF THE AIR**

Reprints of each town meeting: Price 10¢ each, or \$2.50 for entire series of 28 broadcasts. Order from Columbia University Press, 2960 Broadway, New York. Other material of aid in organizing local "Town Meetings of the Air" series: Town Hall, 123 West 43rd Street, New York.

**ON YOUR JOB**

Reprints of complete scripts: Price 10¢ per copy, or \$1.00 for series of 13. Order from Columbia University Press, 2960 Broadway, New York.

**STORY BEHIND THE HEADLINES**

Reprints of complete scripts: Price 10¢ per copy, or \$1.00 for series of 13. Order from Columbia University Press, 2960 Broadway, New York.

**GREAT PLAYS**

12-page drama guide containing plots of the 28 plays in this series, plus historical and biographical information. Prepared by Blava Davis. Price 25¢ per copy. Order from Columbia University Press, 2960 Broadway, New York.

**UNIVERSITY OF CHICAGO ROUND TABLE**

Reprints of broadcasts, with charts, bibliography, questions for analysis, etc. Price 10¢ per copy, or 5¢ for 25 or more. Half-year subscription, 28 copies for \$1.00. Order from Radio Office, University of Chicago, Chicago.

**ECHOES OF HISTORY**

Reprints of scripts. Available for 10¢ each, or \$1.00 for set of 13. Address Columbia University Press, New York, N. Y.

**PILGRIMAGE OF POETRY**

100-page Album of Poetic Shriens, prepared by Ted Maltus, containing photographs of the 23 homes of American poets to be visited during the Pilgrimage of Poetry. Price 10¢ per copy. Order from Columbia University Press, 2960 Broadway, New York.

**BRIGHT IDEA CLUB WEEKLY**

An illustrated magazine for children who listen to this series of Saturday morning broadcasts, containing many new and bright ideas for the use of leisure, edited by Madeline Gray, the program's mistress of ceremonies. Price 10¢ per copy. Address "Bright Idea Club," c/o NBC, RCA Building, New York.

**CATALOGUE OF LISTENER'S AIDS**

The National Broadcasting Company has prepared a catalogue of all the materials mentioned in this column, freely describing and illustrating each item. This may be obtained without charge by addressing the Information Department, NBC, RCA Building, New York.

## European Crisis Dramatizes Radio Service to Public

When four men in Munich averted the threat of Second World War by an agreement on the Sudeten problem, the National Broadcasting Company gave dramatic illustration of the place radio has taken in twentieth century civilization by flashing to the world the first reading of the full official text of their agreement in 17 minutes after the conference had ended.

From the moment that Eduard Benes, president of Czechoslovakia, stepped to the microphone 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 service, presenting facts and viewpoints direct from authoritative spokesmen, that radio has given the listener a new opportunity to place his own evaluation upon controversial national and international problems.

In other broadcasts, NBC brought American listeners the voice of Prime Minister Chamberlain of England in exclusive pickups after his Berchtesgaden conference with Chancellor Hitler, and after several other statements he made, including his dramatic address to the Empire just before the Munich conference was called.

During the 3,530 minutes which NBC's two networks devoted to their reporting of the crisis, listeners also heard Hitler, Premier Hoda of Czechoslovakia, Chairman Jean Walewski of the Foreign Affairs Committee of the Polish Diet, Foreign Commissar Litvinov of the Soviet Union, Premier Daladier of France and Premier Mussolini of Italy. They heard Pope Pius XI call the world to prayer for peace from the Castel Gandolfo. And they heard veteran correspondents of American newspapers and news 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 443 programs during the momentous twenty days itself recalls the course of the dispute. From Prague and Berlin, in the opening days, the point of pickup shifted with amazing rapidity over the map of Europe, with more than 120 programs from Europe were scattered among 18 cities.

## GREAT PLAYS CYCLE STARTS OCTOBER 16

(Continued from front page)

Nov. 13, "Midsummer Night's Dream" (Comedy), by Shakespeare, 1597.  
Nov. 20, "The Caves" (Tragedy), by Shakespeare, 1600.  
Nov. 27, "Othello" (Tragedy), by Shakespeare, 1600.  
Dec. 4, "The Merchant of Venice" (Comedy), by Shakespeare, 1616.  
Dec. 11, "Life Is a Dream" by Calderon, 1635.  
Dec. 18, "Bourgeois Gentilhomme," by Moliere, 1658.  
Dec. 25-Jan. 1. No program (school holidays).  
Jan. 8, "The Stoops to Conquer," by Goldsmith, 1773.  
Jan. 15, "School for Scandal," by Sheridan, 1772.  
Jan. 22, "Mary Stuart," by Schiller, 1801.  
Jan. 29, "Hernani" by Hugo, 1830.  
Feb. 5, "Richard III" by Lytton, 1839.  
Feb. 12, "The Octoroon," by Boucicault, 1859.  
Feb. 19, "Redemption," by Tolstoy, 1879.  
Feb. 26, "The Doll's House," by Ibsen, 1879.  
Mar. 5, "Patience," by Gilbert-Sullivan, 1881.  
Mar. 12, "Camille," by Dumas Pils, 1852.  
Mar. 19, "Cyrano de Bergerac," by Rostand, 1897.  
Mar. 26, "Peter Pan," by Barrie, 1904.  
Apr. 2, "The Blue Bird," by Maeterlinck, 1908.  
Apr. 9, "Justice," by Galsworthy, 1920.  
Apr. 16, "Back to Methuselah," by Shaw, 1922.  
Apr. 23, "Oliver Cromwell," by Drinkwater, 1923.  
Apr. 30, "White Heated Boy," by Robinson, 1924.  
May 7, "Elizabeth the Queen," by Anderson, 1930.

## Rise of School System Traced in NEA Series

The growth and development of America's schools system, starting with the establishment of the first school in the New World, will be traced during the 1938-39 season of America's schools, a program series presented annually by NBC in cooperation with the National Education Association.

The programs will be offered in two series over the Red Network. The first will consist of dramatizations of the growth of our school system to its present million-dollar establishments and self-discipline; and will be broadcast Wednesdays from 6:00 to 6:15 p.m., EST, starting October 5. Dr. Belmont Farley, director of public relations for the NEA, will be the narrator on the programs.

The second series will present Miss Florence Hale, NEA trustee and editor of the Grade Teacher, in a series of talks aimed especially at the parents of children of school age on Saturdays from 10:45 to 11:00 a.m., EST.

## Works of Bach, Haydn And Beethoven in Chamber Concerts

In keeping with its policy of bringing the radio public the best in musical art, the National Broadcasting Company has completed arrangements with the New Friends of Music for the broadcasting of sixteen Sunday afternoon chamber music concerts to be presented in Town Hall, New York, October 23, 1938, to February 9, 1939, inclusive. The broadcasts will be heard over the Blue Network each Sunday, except Christmas and New Year's days, from 6:00 to 7:30 p.m., EST.

Last season's program was devoted to the chamber music works of Beethoven and Brahms. The coming series will feature the works of Bach, Beethoven and Haydn.

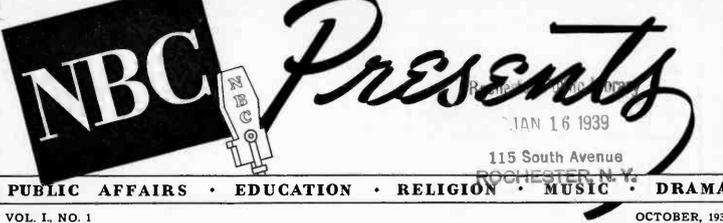
As chamber music includes many works for small orchestras not played by major symphony organizations, the New Friends of Music has engaged a chamber orchestra in order that these rarely heard works may be included in the season's schedule.

This orchestra of forty picked artists under the direction of Fritz Siedy, noted Viennese conductor, will make its debut in the first broadcast on October 23, performing three of Bach's six Brandenburg Concertos and the other three the following Sunday. On other programs it will play twelve Haydn symphonies, several of them being performed from manuscripts never before performed since Haydn's day. The orchestra also will participate in the playing of the complete cycle of Beethoven Concertos for two, three and four pianos.

## Dr. Maddy Expands Music Makers Program

Dr. Joseph E. Maddy's broadcast instructions on how to play musical instruments, an NBC feature for several years, will start on an expanded scale over the Red Network on October 25. It will be heard each Tuesday thereafter from 12:45 to 1:15 p.m., EST.

Dr. Maddy, director of the National Music Camp at Interlochen, Mich., and Extension Director of Radio Education at the University of Michigan, will include this year instruction for stringed instruments as well as the band instruments featured previously, and in singing. The five days of instruction each half-hour period will be devoted to elementary students.



PUBLIC AFFAIRS • EDUCATION • RELIGION • MUSIC • DRAMA

VOL. I. NO. 1

OCTOBER, 1938

## 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 analyzed this 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 unparalleled artistry of Arturo Toscanini conducting the NBC Symphony; on 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 October 15. The Great Plays cycle starts on October 16. The Metropolitan Opera Saturday matinee broadcasts, which have widened the Metropolitan's audience from a few thousand in the Opera House, New York to 9,000,000 in the United States and countless others in foreign lands, will be taken to NBC's shortwave stations, will begin on November 26.

In the fields of public affairs and social and civic education will be found broad programs appealing to all groups, and special series designed by NBC and collaborating experts to meet specific needs of special groups. In one class will be such programs as America's Town Meeting, repeatedly voted the outstanding educational program in the United States, which resumes November 10; the National Radio Forum, presenting prominent speakers on problems faced by this country; the University of Chicago Round Table, Stories Behind the Headlines, and others.

To meet more specific needs NBC will present such series as

Everywhere, a course of elementary and advanced instruction in science for schools; the NBC Music Appreciation Hour with Dr. Walter Damsch; 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 drama, in addition to the Great Plays, NBC is continuing its efforts to develop new drama and dramatists by presenting many works written originally for radio. There 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 will be programs every day of the week in cooperation with the central bodies of the three great faiths, and presenting leaders of the nation's spiritual life. In addition, there will be special programs on occasions of particular religious significance.

## "TROJAN WOMEN" FIRST IN CYCLE OF GREAT PLAYS

Starting with the Trojan Women of Euripides, the National Broadcasting Company's second and extended cycle of the world's greatest plays will begin over NBC Blue Network on October 16, and will be heard each Sunday thereafter until May 7, 1939, from 1:00 to 2:00 p.m., EST.

As an aid to the appreciation of the dramatic masterpieces to be broadcast, a study manual has been prepared giving the plot, setting, sketch of the author's life, and facts about the premieres of the first twelve plays. These manuals, written by Blevins 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, New York.

The coming series 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 audiences—Tolstoy's "Redemption," Calderon's "Life Is a Dream"; Victor Hugo's "Hernani" among them.

Burns Mantle, dramatic critic of the New York Daily News and compiler of the annual volume of "Best Plays" for every New York season, will act as commentator during the series, setting the contemporary scene and describing the historical, sociological or literary significance of the plays to be offered.

The plays to be given, with the broadcast dates, and dates of their premieres, are as follows:

Oct. 16, "The Trojan Women" by Euripides, 415 B.C.  
Oct. 23, "Everyman," a morality play, 1529.  
Oct. 30, "The Great Magician" by G. B. Shaw, 1903.  
Nov. 6, "Doctor Faustus" by Marlowe, 1588.

(Continued on back page)

ARTURO TOSCANINI  
Conductor of the NBC Symphony

<p style="text-align: center;">D N S D A Y</p>	<p>PRESS RADIO NEWS. 9:00 a.m. RED; 9:30 a.m. BLUE; 9:45 p.m. BLUE; 9:55 p.m. RED. ARLINGTON TIME SIGNAL. 12:00 noon. BLUE and RED. NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m. BLUE.</p>	<p>12:30-1:15 p.m. BLUE. LET'S TALK IT OVER. with June Hysed. 1:15-1:30 p.m. RED. YOUR HEALTH. Begins Oct. 10. 2:00-2:15 p.m. BLUE. N. Y. HERALD TRIBUNE FORUM. 2:00-2:30 p.m. 9:00-9:30 p.m. BLUE. Oct. 20. OUR AMERICAN SCHOOLS. Dr. Belmont Farley. Begins Oct. 2. 6:00-6:15 p.m. RED.</p>	<p>NORA. NED AND PEARLES. Starting Oct. 10. 1:30-1:45 p.m. BLUE. FATHER AND SON. 6:45-7:00 p.m. RED.</p>	<p>DOROTHY GRANDALL. Pianist. 12:45-1:00 p.m. RED. MUSIC IS MY HOBBY. guest artists. Begins Oct. 5. 6:30-6:45 p.m. RED.</p>	<p>12:30-1:15 p.m. BLUE. Bring On the Blue Ribbon". 12:45-1:00 p.m. RED. "Above the Fog and Mist"; 10. "Waters and the Stars"; 20. "Dead End Streets". COLUMBIAN DAY PROGRAM of Knights of Columbus. Oct. 12. Address by Marie H. Carmody. Soprano. Knights. 7:30-7:45 p.m. BLUE. NATIONAL EUCCHARISTIC CONGRESS. 12:00 midnight-1:00 a.m. RED. Oct. 15.</p>	<p>LET'S TALK IT OVER. with June Hysed. 1:15-1:30 a.m. RED. MALCOLM CLAIRE. Children's stories. 6:15-6:25 p.m. RED.</p>
<p style="text-align: center;">T H U R S D A Y</p>	<p>PRESS RADIO NEWS. 9:00 a.m. RED; 9:30 a.m. BLUE; 9:45 p.m. RED; 9:55 p.m. BLUE; 6:25 p.m. RED. ARLINGTON TIME SIGNAL. 12:00 noon. BLUE and RED. NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m. BLUE. AMERICA'S TOWN MEETING. Dr. George V. Denny. Begins Nov. 15. 9:30-10:30 a.m. BLUE.</p>	<p>NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m. BLUE. SOCIAL SCIENCE. Begins Oct. 20. 2:00-2:30 p.m. BLUE. N. Y. HERALD TRIBUNE FORUM. 1900-12:25 p.m. 4:50-4:30 p.m. BLUE. Oct. 20. EASTMAN SCHOOL OF MUSIC ORCHESTRA. Begins Oct. 20. 9:30-9:45 p.m. BLUE. AMERICA'S TOWN MEETING OF THE AIR. George V. Denny. Moderator. Begins Nov. 10. 9:30-10:30 p.m. BLUE.</p>	<p>NORA. NED AND PEARLES. 1:30-1:45 p.m. BLUE. DRAMATIZATIONS. Oct. 6. "The Gold Bug." Edgar Allan Poe; 15. "Pantomime Sketches." Rudyard Kipling; others to be scheduled. 6:00-6:30 p.m. BLUE.</p>	<p>LIGHT OPERA SELECTIONS. Harold Stanford Orchestra. 2:30-3:00 p.m. BLUE. ROCHESTER PHILHARMONIC Starts Nov. 10. 8:15-9:00 p.m. BLUE. ROCHESTER PHILHARMONIC. 9:30-10:15 p.m. BLUE. AMERICAN COMPOSERS CONCERT. Eastman School of Music, Dr. Howard Hanson, conductor. Oct. 20 only. 8:00-9:15 p.m. BLUE. EASTMAN SCHOOL OF MUSIC. Dr. Howard Hanson, Conductor. Oct. 27. 8:30-9:15 p.m. BLUE. PROMENADE SYMPHONY. from Toronto. Oct. 5 and 15. 5:00-6:00 p.m. BLUE.</p>	<p>NATIONAL EUCCHARISTIC CONGRESS. Closing ceremonies. 12:00-12:30 p.m. BLUE. Oct. 20. FAITH AND FREEDOM. Dr. Harold Paul Sloan. 12:30-12:45 p.m. RED. Oct. 6. "The Bible"; 13. "Spiritual Life of George Washington"; 20. "I Am Not Afraid to Die"; 27. "I Am Not Afraid to Live."</p>	<p>MALCOLM CLAIRE. Children's stories. 6:15-6:25 p.m. RED.</p>
<p style="text-align: center;">F R I D A Y</p>	<p>PRESS RADIO NEWS. 9:00 a.m. BLUE; 9:30 p.m. RED; 9:45 p.m. BLUE; 6:25 p.m. RED. ARLINGTON TIME SIGNAL. 12:00 noon. BLUE and RED. NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m. BLUE. WASHINGTON NEWS. George R. Holmes. 6:30 p.m. RED. PRESIDENT ROOSEVELT. Opening 1928 Mobilization of Human Needs. 10:10-10:30 p.m. BLUE. Oct. 14. STORY BEHIND THE HEADLINES. Cesar Marchingini. Begins Oct. 14. 10:30-10:45 p.m. RED. STATE OF THE NATION. Jay Franklin. 10:45 p.m. BLUE.</p>	<p>NATIONAL FARM AND HOME HOUR. 12:30-1:15 p.m. BLUE. LET'S TALK IT OVER. 1:15-1:30 p.m. RED. NBC MUSIC APPRECIATION HOUR with Dr. Walter Damrosch. Begins Oct. 16. 2:00-2:00 p.m. BLUE. WASHINGTON NEWS. George R. Holmes. 6:30-6:45 p.m. RED. STORY BEHIND THE HEADLINES. Cesar Marchingini. Begins Oct. 14. 10:30-10:45 p.m. RED. STATE OF THE NATION. Jay Franklin. 10:45-11:00 p.m. BLUE.</p>	<p>NORA. NED AND PEARLES. 1:30-1:45 p.m. BLUE. FATHER AND SON. 6:45-7:00 p.m. RED.</p>	<p>SOUTHERNAIRES. 12:30-12:45 p.m. BLUE. SAN FRANCISCO OPERA CO. Oct. 28. 8:00-9:00 a.m. BLUE. Verdi's "La Forza del Destino." Mestary Scene.</p>	<p>PARTICIPATION FOR LIFE'S DEMANDS. Dr. Eidan H. Millin. 12:30-12:45 p.m. RED. Oct. 7. "What Is in This Heart?"; 14. "On Facing the Future"; 22. "Prayer"; 29. "Can You Take It?" CATHOLIC CHARITIES National Conference. Oct. 6. Round Table discussion. 12:00-1:00 p.m. RED. RELIGION IN THE NEWS. Dr. Walter W. Van Klee. 6:45-7:00 p.m. RED. MESSAGE OF ISRAEL. Rabbi Louis Wolsey of Philadelphia. 7:00-7:30 p.m. BLUE.</p>	<p>LET'S TALK IT OVER. 1:15-1:30 p.m. RED. FORD MADDOX FORD, noted author. Interview. 3:30-3:15 p.m. BLUE. MALCOLM CLAIRE. Children's stories. 6:15-6:25 p.m. RED. IF I HAD THE CHANCE. Distinguished persons discussing their ambitions. 6:30-9:00 p.m. BLUE.</p>
<p style="text-align: center;">S A T U R D A Y</p>	<p>PRESS RADIO NEWS. 9:00 a.m. BLUE; 9:30 a.m. RED; 9:45 p.m. BLUE; 6:25 p.m. RED. ARLINGTON TIME SIGNAL. 12:00 noon. BLUE and RED. NATIONAL FARM AND HOME HOUR. 12:30-1:30 p.m. BLUE. LIVES OF GREAT MEN. Dr. Edward Howard Glegg. 7:45-8:00 p.m. RED. Starts Oct. 25. NBC SYMPHONY ORCHESTRA with Arturo Toscanini. Begins Oct. 15. 10:00-11:30 p.m. BLUE.</p>	<p>CHILD GROWS UP. Talks by Katherine Lanroot, head of Children's Bureau, U. S. Dept. of Labor. 10:30-10:45 a.m. BLUE. FLORENCE HALE'S RADIO COLUMN. Begins Oct. 15. 10:45-11:00 a.m. RED. EASTMAN SCHOOL OF MUSIC CONCERT. Begins Nov. 5. 11:30-12:00 noon. RED. NATIONAL FARM AND HOME HOUR. 12:30-1:30 p.m. BLUE. METROPOLITAN OPERA. Begins Nov. 20. Approximately 1:15 to 3:00 p.m. BLUE. LIVES OF GREAT MEN. Dr. Edward Howard Glegg. 7:45-8:00 p.m. RED. Starts Oct. 25. NBC SYMPHONY ORCHESTRA with Arturo Toscanini. Begins Oct. 15. 10:00-11:30 p.m. BLUE.</p>	<p>OUR BARN. with Madge Tucker. Children's drama. 11:30-12:00 noon. BLUE. ORIGINAL RADIO PLAYS. 8:30-9:00 p.m. BLUE. Oct. 6. "MacLeod, Man of Honor." by Elizabeth Carver.</p>	<p>INTERNATIONAL PROGRAM. from Germany. Berlin Symphony. Oct. 8 only. 12:00-12:30 p.m. RED. NBC SYMPHONY. with Arturo Toscanini. Begins Oct. 15. 10:00-11:30 p.m. BLUE.</p>	<p>CALL TO YOUTH. auspices Federal Council of Churches of Christ in America. Dr. George Stewart. 12:30-12:45 p.m. RED. Oct. 7. "Fate versus Fear"; 8. "Courtesy"; 15. "Paying Your Debts"; 22. "Prayer"; 29. "Can You Take It?" CATHOLIC CHARITIES National Conference. Oct. 6. Round Table discussion. 12:00-1:00 p.m. RED. RELIGION IN THE NEWS. Dr. Walter W. Van Klee. 6:45-7:00 p.m. RED. MESSAGE OF ISRAEL. Rabbi Louis Wolsey of Philadelphia. 7:00-7:30 p.m. BLUE.</p>	<p>THE CHILD GROWS UP. Katherine Lanroot. 10:30-10:45 a.m. BLUE. NO SCHOOL TODAY. safety program. 11:00-11:30 a.m. RED. OUR BARN. For Children, with Madge Tucker. 11:30-12:00 noon. BLUE. CALLING ALL STAMP COLLECTORS. Captain Tim Healy. 3:15-3:30 p.m. RED.</p>

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



OCTOBER

# Day by Day

ALL TIME IS  
EASTERN STANDARD



	PUBLIC AFFAIRS AND NEWS	EDUCATION AND GENERAL INFORMATION	DRAMA	MUSIC	RELIGION	SPECIAL FEATURES
<b>SUNDAY</b>	<p>PRES RADIO NEWS, 12:00 a.m. to 1:00 p.m. BLUE and RED.</p> <p>ARLINGTON TIME SIGNAL, 12:00 noon, BLUE and RED.</p> <p>UNI. OF CHICAGO ROUND TABLE, 12:30 p.m. RED.</p> <p>INTERAMERICAN CONFERENCE, Edward Tomlinson, Starts Oct. 14, 7:00-7:30 p.m., BLUE.</p>	<p>MUSIC AND AMERICAN YOUTH, Begins Nov. 6, 10:30-11:00 a.m. RED.</p> <p>UNI. OF CHICAGO ROUND TABLE, 12:30-1:00 p.m. RED.</p> <p>SHAKESPEARE'S ENGLAND, 1:00-1:30 p.m. Changes time Oct. 16 to 12:00-12:30 p.m. RED.</p> <p>WORLD IS YOURS, auspices Southwestern Institute, 4:30-5:00 p.m. RED.</p> <p>MASTER BUILDER, auspices Federal Housing Administration, 5:45-6:00 p.m. BLUE.</p> <p>NEW FRIENDS OF MUSIC, Chamber music, Begins Oct. 23, 8:00-7:00 p.m. BLUE.</p> <p>INTERAMERICAN CONFERENCE, Edward Tomlinson, Starts Oct. 14, 7:00-7:30 p.m., BLUE.</p>	<p>DREAMS OF LONG AGO, Old song dramatization, 10:30-11:00 a.m. BLUE.</p> <p>PINE TAVERN, serial by Martin Allen, 11:00-11:30 a.m. RED.</p> <p>SHAKESPEARE'S ENGLAND, 1:00-1:30 p.m. RED. Changes time Oct. 16 to 12:00-12:30 p.m. RED.</p> <p>GREAT PLAYS, Series starts Oct. 14, 1:00-1:30 p.m. BLUE.</p> <p>Oct. 15, "Trojan Women," by Euripides; 23, "Everyman"; 30, "The Great Magician."</p>	<p>AMERICAN SOCIETY OF ANCIENT INSTRUMENTS, 10:30-11:00 a.m. RED.</p> <p>MADRIGAL SINGERS, with Yella Pesal, 11:00-12:00 noon, RED.</p> <p>SOUTHERNAIRE, Negro spirituals, 11:30-12:00 noon, BLUE.</p> <p>RADIO CITY MUSIC HALL, 12:30-1:00 p.m. BLUE. Time changes Oct. 16 and thereafter to 12:00-1:00 p.m. RED.</p> <p>INTERCONTINENTAL CONCERT, from Canada, 2:30-3:00 p.m. RED, Oct. 22 only.</p> <p>AUTUMN TIME, concert with Joseph Cherniavsky, conductor, 4:00-4:30 p.m. RED.</p> <p>NEW FRIENDS OF MUSIC, chamber music, Begins Oct. 23, 6:00-7:00 p.m. BLUE.</p>	<p>RADIO PULPIT, Dr. Ralph W. Bockman, 10:00-10:30 a.m. RED, Oct. 2, "Commend for the Defense"; 9, "Centers of Encouragement"; 14, "Lightes that Last"; 23, "Restating Our Frustrations"; 30, "Loathing Ourselves Oct. 2."</p> <p>NATIONAL YEPPEER, Dr. Harry Emerson Fosdick, 4:00-4:30 p.m. BLUE, Oct. 2, "Highroad to Self Surrender"; 9, "Variety of Our Religious Experience"; 14, "How Fares Goodness Without God"; 23, "The Unrecognized God"; 30, "Essence of Personal Christianity."</p> <p>CATHOLIC HOUR, Various Speakers, 6:00-6:30 p.m. RED, Oct. 9, "The Inexhaustible Source of Life," Most Rev. Joseph F. Rummel, Archbishop of New Orleans; 16-20, "Life," Rev. James J. McFarney, O.P., of the Dominican House of Studies, River Forest, Ill.</p>	<p>ANIMAL NEWS CLUB, For Children, 6:45-9:00 a.m. RED.</p> <p>COAST TO COAST ON A BUD or the White Rabbit, Film, For Children, 8:30-9:00 a.m. BLUE.</p> <p>1940 OLYMPIC PREVIEW, International Programs, Oct. 2, Brazil; 16, France; 20, Norway, 2:45-3:00 p.m. RED, Oct. 23, Holland, 3:30-3:45 p.m. RED.</p> <p>SUNDAY DRIVER, Safety Program, 3:00-3:30 p.m. RED.</p> <p>CHEERIO, Inspirational Program, 10:30-11:00 a.m. BLUE.</p>
<b>MONDAY</b>	<p>PRES RADIO NEWS, 9:00 a.m. RED; 9:00 a.m. BLUE; 4:55 p.m. BLUE; 6:25 p.m. RED.</p> <p>ARLINGTON TIME SIGNAL, 12:00 noon, BLUE and RED.</p> <p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m. BLUE.</p> <p>SCIENCE IN THE NEWS, Dr. Arthur H. Compton, 6:00 p.m. RED.</p> <p>SCIENCE ON THE MARCH, 7:45-8:00 p.m. BLUE.</p> <p>HERBERT HOOVER, Talk, Oct. 17, 9:00-9:30 p.m. BLUE.</p> <p>SEN. ARTHUR H. VANDENBERG, "The Agricultural Situation," Oct. 19 only, 9:30 p.m. BLUE.</p> <p>NATIONAL RADIO FORUM, 10:30-11:00 p.m. BLUE.</p>	<p>NATIONAL FARM AND HOME HOUR, 12:30-1:00 p.m. BLUE.</p> <p>LET'S TALK IT OVER, with Alma Kitchell, 1:15-1:30 p.m. RED.</p> <p>ADVENTURE IN READING, Begins Oct. 17, 2:00-2:30 p.m. BLUE.</p> <p>ROCHESTER CIVIC ORCHESTRA, Starts Oct. 17, 2:00-3:45 p.m. BLUE.</p> <p>SCIENCE IN THE NEWS, 9:00-9:15 p.m. RED.</p> <p>SCIENCE ON THE MARCH, 7:45-8:00 p.m. BLUE.</p> <p>NATIONAL RADIO FORUM, 10:30-11:00 p.m. BLUE.</p>	<p>NORA, NED AND FRABLES, Starting Wed., Oct. 19, 1:30-1:45 p.m. BLUE.</p> <p>ADVENTURE IN READING, Starts Oct. 17, 2:00-2:30 p.m. BLUE.</p> <p>FATHER AND SON, 6:45-7:00 p.m. RED.</p>	<p>ROCHESTER CIVIC ORCHESTRA, Matinee Concert, Oct. 17, 24, 31, 2:00-3:45 p.m. BLUE.</p> <p>SNC STRING SYMPHONY, Oct. 3, 6:00-6:00 p.m. BLUE.</p> <p>SAN FRANCISCO OPERA CO. BLUE, Oct. 16, 11:00 p.m.-12:00 a.m. Monday's "Don Giovanni," Act 1; 17, 11:05 p.m.-12 a.m. Leoncavallo's "Cavalleria Rusticana."</p>	<p>TIME FOR THOUGHT: Opportunity, Dr. Daniel A. Poirer, 12:30-1:45 p.m. RED, Oct. 2, "America's Second Name"; 9, "Obedience, Victory and Winning the World"; 17, "Voices that Inspire"; 24, "The Mind That Found Itself"; 31, "The Mind That Found Itself."</p> <p>NATIONAL EUCARISTIC CONGREGATION, Reception to Papsi Dalgam, 10:30-11:00 p.m. RED, Oct. 17.</p>	<p>LET'S TALK IT OVER, with Alma Kitchell, 1:15-1:30 p.m. RED.</p> <p>MALCOLM CLAIRE, Children's Stories, 6:15-6:25 p.m. RED.</p> <p>DISABLED AMERICAN VETERANS of the World War, W. A. Galvin, Comdr., 6:15-6:30, BLUE, Oct. 10 only.</p> <p>SEN. ARTHUR H. VANDENBERG, "The Agricultural Situation," Oct. 19, 9:30-10:30, BLUE.</p> <p>HERBERT HOOVER, Talk, Oct. 17, 9:00-9:30 p.m. BLUE.</p>
<b>TUESDAY</b>	<p>PRES RADIO NEWS, 9:00 a.m. RED; 9:00 a.m. BLUE; 4:55 p.m. BLUE; 6:25 p.m. RED.</p> <p>ARLINGTON TIME SIGNAL, 12:00 noon, BLUE and RED.</p> <p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m. BLUE.</p>	<p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m. BLUE.</p> <p>MUSIC MAKER, conducted by Dr. Joseph E. Maddy, Begins Oct. 23, Elementary Instruction, 12:45-3:00 p.m. advanced, 1:00-1:15 p.m. RED.</p> <p>GEN. FED. WOMEN'S CLUBS Community Program, 1:30-1:45 p.m. RED.</p> <p>ROCHESTER CIVIC ORCHESTRA, Educational Concert, Oct. 18, 1:30-2:00 p.m. BLUE.</p> <p>N. Y. HERALD TRIBUNE FORUM, 1:00-5:00 p.m. BLUE, Oct. 25.</p> <p>SCIENCE EVERYWHERE, Junior Science, Begins Oct. 18, Elementary, 2:00-2:15; advanced, 2:15-2:30, BLUE.</p> <p>BE SENSIBLE, Dr. Joseph Jastrow, Begins Nov. 1, 10:45-11:00 a.m. BLUE.</p>	<p>NORA, NED AND FRABLES, 1:30-1:45 p.m. BLUE.</p>	<p>ROCHESTER CIVIC ORCHESTRA, Educational Concert, 1:30-2:15 p.m. BLUE, Oct. 4, Sun Monday; 11 and 16, Sidney Foster; 23 to be announced.</p> <p>U. S. ARMY BAND, 2:15-2:45 p.m. BLUE.</p>	<p>NATIONAL EUCARISTIC CONGREGATION, 12:30-1:15 p.m. BLUE, 1:30-1:45 p.m. RED; 6:00-6:30 p.m. BLUE, Oct. 8.</p> <p>OUR SPIRITUAL LIFE, Dr. John Sutherland Bonnell, 12:30-12:45 p.m. RED, Oct. 4, "The Day of Pentecost," 11, "When Character is Tested"; 18, "Integrating Family Life"; 25, "Prayer and Character Development."</p>	<p>GEN. FED. WOMEN'S CLUBS Community program, 1:30-1:45 p.m. RED.</p> <p>YMCA FOUNDERS DAY, Dramatization, Film, Oct. 11 only, 2:00-2:30 p.m. BLUE.</p> <p>MALCOLM CLAIRE, Children's Stories, 6:15-6:25 p.m. RED.</p> <p>ANGLER AND HUNTER, Raymond R. Camp, 6:30-6:45 p.m. RED.</p>
<b>WEDNESDAY</b>	<p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m. BLUE.</p>	<p>NATIONAL FARM AND HOME HOUR, 12:30-1:15 p.m. BLUE.</p>	<p>NORA, NED AND FRABLES, 1:30-1:45 p.m. BLUE.</p>	<p>ROCHESTER CIVIC ORCHESTRA, Educational Concert, 1:30-2:15 p.m. BLUE, Oct. 4, Sun Monday; 11 and 16, Sidney Foster; 23 to be announced.</p> <p>U. S. ARMY BAND, 2:15-2:45 p.m. BLUE.</p>	<p>NATIONAL EUCARISTIC CONGREGATION, 12:30-1:15 p.m. BLUE, 1:30-1:45 p.m. RED; 6:00-6:30 p.m. BLUE, Oct. 8.</p> <p>OUR SPIRITUAL LIFE, Dr. John Sutherland Bonnell, 12:30-12:45 p.m. RED, Oct. 4, "The Day of Pentecost," 11, "When Character is Tested"; 18, "Integrating Family Life"; 25, "Prayer and Character Development."</p>	<p>GEN. FED. WOMEN'S CLUBS Community program, 1:30-1:45 p.m. RED.</p> <p>YMCA FOUNDERS DAY, Dramatization, Film, Oct. 11 only, 2:00-2:30 p.m. BLUE.</p> <p>MALCOLM CLAIRE, Children's Stories, 6:15-6:25 p.m. RED.</p> <p>ANGLER AND HUNTER, Raymond R. Camp, 6:30-6:45 p.m. RED.</p>

