

MONDAY 3, 10, 17, 24, 31 March

EASTERN TIME		10	10	11	11
		30	30	30	30
ALA.	60 BIRM'HAM *WAPI	4	E	V	M
	39 BIRM'HAM WBRC	D	2	3	3
ARK.	50 HOT SPCS. *KTHS	4			
	85 L'TLE ROCK *KLRA		2	3	3
COLO.	29 DENVER KOA	4	5	MP	7
	2 DENVER KLZ	O	2	3	3
CONN.	52 HARTFORD *WTIC	1	2	D	M
D. C.	9 WASH'TON WMAL	1	2	3	3
	41 WASH'TON WRC	1	2	D	
FLA.	36 JACK'VLE WJAX	4	M	M	N
	76 MIAMI B. WIOD	4			
GA.	20 ATLANTA WSB	4			7
ILL.	48 CHICAGO KYW		5		7
	23 CHICAGO *WBBM	D	T		
	74 CHICAGO WCFL				
	33 CHICAGO *WENR				DV
	18 CHICAGO WGN	T	B	N	D
	2 CHICAGO *WIBO	1	L	X	D
	33 CHICAGO *WLS	W	V	3	3
	13 CHICAGO WMAQ	1	2		7
IND.	62 FT. WAY'E *WOWO	1	2	3	3
	69 IND'P'LS *WFBM	1	2		
IOWA	72 C. BLUFFS KOIL	1	2	3	3
	46 DAVENP'T *WOC	1	E	M	M
	46 DESMOINES *WHO				
	79 SIOUX CITY *KSCJ				
KANS.	68 LAWREN'E *WREN	4	5	6	7
	4 TOPEKA *WIBW		2	3	3
	76 WICHITA *KFH	M	2	3	3
KY.	94 COV'TON *WCKY				
	28 LOUISVILLE WHAS				7
LA.	71 N. ORLEANS WDSU				
	78 N. ORLEANS WSMB	4	2		7
ME.	40 PORTLAND WCSH	1	2		
MD.	52 BALTIM'RE *WBAL				
	6 BALTIMORE WCAO	1	2	3	3
MASS.	45 SPRINGFIELD WBZ	4	5	E	D
	5 BOSTON WEEI	1	W	N	
	69 BOSTON WNAC	1	2	3	3
	4 WORC'TER WTAG	1	2	N	
MICH.	87 BAY CITY WBCM		2	3	3
	70 DETROIT WGHP	1	2	3	3
	21 DETROIT WJR	4	5	6	D
	38 DETROIT WWJ	1	2	3	D
MINN.	27 MINNEAP. WCCO	X	2	3	3
	92 ST. PAUL KSTP	4	X	X	7
MISS.	73 JACKSON WJDX	4			7
MO.	41 KAN. CITY KMBC	1	2	3	3
	7 KAN. CITY WDAF	1	P	X	7
	55 ST. LOUIS KMOX	1	2		
	1 ST. LOUIS *KSD	1			
	81 ST. LOUIS KWK	4	5		7
NEBR.	5 OMAHA *WOW	1	X	D	3
N. J.	17 NEWARK WOR	M	T	X	MV
CENTRAL TIME		9	9	10	10
*Divides Time with Another Station		30	30	30	30

RADIO NEWS

More than 230 Ohio communities have equipped their public-school buildings with radio, and are participating in the sessions of the Ohio School of the Air. The courses are conducted under the direction of the State Department of Education and are broadcast each schoolday over both WEAO, at Columbus, and WLW, at Cincinnati. Hundreds of schools in near-by States are availing themselves of this service, and the rapid growth has necessitated the publication of a monthly paper, giving each teacher enrolled full information on coming broadcasts.



Regular radio contact between countries in the Pan-American Union will soon be an actuality, according to Dr. L. S. Rowe, director of the Union. Owing to the fact that the twenty-one republics in the Union all lie in practically the same longitude, a program broadcast from one will be received by all at about the same hour. The broadcasting will be done over the two short-wave channels which have been definitely reserved for the use of the Pan-American Union.



Cecil Lewis, former manager of programs of the British Broadcasting Corporation, is spending a few months in America, studying our radio-program technique and incidentally giving American program directors and the listening public a glimpse of his own. While here he will personally direct the broadcasting of several of Bernard Shaw's plays over the NBC chain. For some of the plays he will use four or five studios simultaneously. The British fashion requires that actors, music, sound effects, etc., originate in separate studios, and that the producer at the control panel blend the resultant sound output. Mr. Lewis has been a prominent figure in British radio since the BBC was organized in 1922.



That radio has facilitated the issuing of weather forecasts and warning is apparent to every listener, but the public little appreciates how much radio is being used in assembling weather information. For example, until a year ago little data was procurable concerning conditions prevailing over Atlantic areas. Today, by agreement of the principal maritime powers, each country has arranged for ships of its own registry to radio weather conditions twice a day to Europe when in the East Atlantic, and to Washington when west of longitude 35 degrees. Twice daily the Weather Bureau at

Washington broadcasts bulletins to European meteorologists through the navy radio station at Arlington. In turn, European reports are radioed to the U. S. Weather Bureau from France. Similar arrangements are now being perfected to chart weather conditions over the Pacific. Meanwhile in continental United States the Weather Bureau, with the aid of the Department of Commerce, is developing an intensified service for the benefit of aviation. Already seventy-five stations, covering a belt about three hundred miles broad along the great transcontinental airway from New York to California, report on weather conditions every three hours to certain control stations. The assembled information is rebroadcast to the end that pilots in flight may know just what weather conditions lie before them at all times. This service will later be extended to cover all principal airmail routes.



Now that international broadcasts are a more or less regular part of our radio diet, why not arrange for a round-the-world effort sent westward (or eastward) on the short wave and relayed, picked up, sent on and laid down again somewhere near New Rochelle and in again to the NBC or Columbia chains. If our boys are going to go in seriously for radio eccentricities, why not try that one? There might even be an interpolation of Oriental weather reports or market forecasts to lend it a cosmopolitan flavor. There's really no end of tricks that can be shown to the immense satisfaction of us who live out here west of Harrisburg. Let's have 'em. Boys, do your stuff!



The recent attempt of the Federal Radio Commission to put teeth into its order as to the labeling "canned" or recorded programs should be of direct benefit to the listening fans. Like previous regulations from the same source, however, the larger part of the attention it will get is apt to be the result of infraction rather than obedience to the order. What is needed, and needed badly, is a proper enforcement of the order, for there are often cases when mechanical recordings are offered with the obvious intent of deceiving the listener. The effort of the commission, therefore, should be to project and enforce an order that will cause the set operator to distinguish between the station or advertiser that offers entertainment of the canned variety and the one which spends important money in providing the artists for the program.

The index letters in schedules indicate type of program which will predominate during respective half-hour broadcast period.

- B Band music
- C Children's features
- D Dance music
- E Educational
- G Grand opera
- L Light opera
- M Instrumental (Other than dance)
- N News
- O Organ
- P Popular music (With vocal solos)
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

◆ Dance music from New York

1 Burns Pantela Country Club

Guy Lombardo's orchestra and his Royal Canadians—country club setting.

2 The Gold Strand Group

3 Hank Simmons' Showboat

Revival of melodramas popular twenty and thirty years ago.