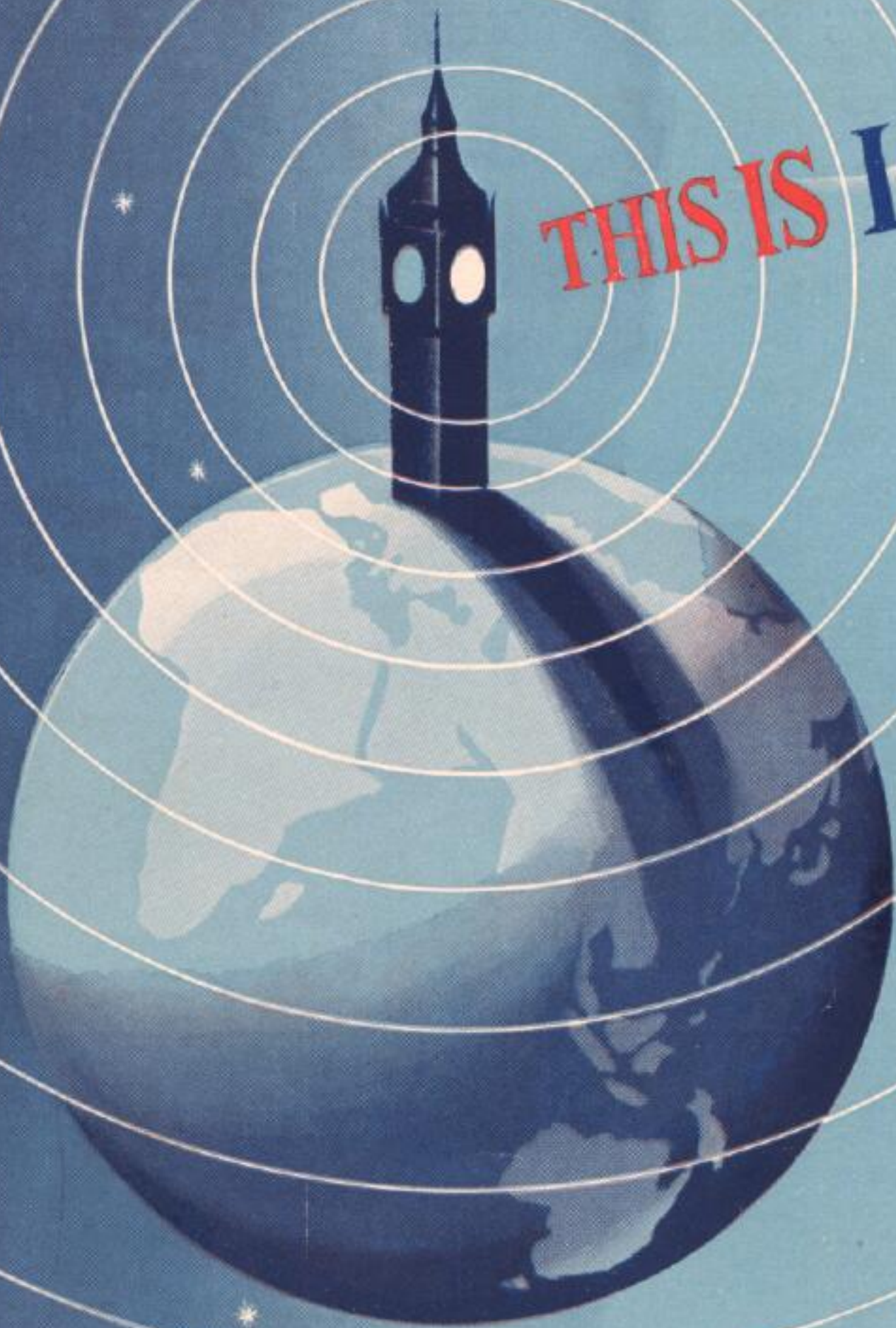


THIS IS LONDON CALLING!



OVERSEAS SERVICE
OF THE
BRITISH BROADCASTING CORPORATION
NORTH AMERICAN TRANSMISSION

5.42—11.35 p.m. Eastern Standard Time

5.42—11.35 p.m.:	GSC	9.58 Mc/s (31.32 m.)
9.30—11.35 p.m.:	GSL	6.11 Mc/s (49.10 m.)
5.42—9.00; and 9.45—11.35 p.m.:	GSD	11.75 Mc/s (25.53 m.)

Listeners in the West Indies and Central America should tune to GSD, 11.75 Mc/s (25.53 m.). After 9.45 p.m. EST, the transmission is also radiated on GSB, 9.51 Mc/s (31.55 m.) for listeners in Central and South America.

Programme Schedule

EST P.M.	EST P.M.
5.42 LONDON CALLING.	8.30 BRITAIN SPEAKS.
5.45 NEWS.	8.45 HEADLINE NEWS AND VIEWS.
6.00 QUESTIONS OF THE HOUR.	9.00—9.45 SEE PUBLISHED PROGRAMMES.
6.15—6.45 SEE PUBLISHED PROGRAMMES.	9.45 TO-NIGHT WE PRESENT.
6.45 NEWS IN FRENCH.	10.00 WITHIN THE FORTRESS.
7.00 LONDON CALLING.	10.15 AT YOUR REQUEST.
7.15 CANADA CALLS FROM LONDON.	10.30 RADIO NEWSREEL.
7.45 SEE PUBLISHED PROGRAMMES.	11.00 THE MUSIC OF BRITAIN.
8.00 NEWS.	11.15 BRITAIN SPEAKS. (REPEAT)
8.15 STARLIGHT.	11.30 NEWS SUMMARY.

HAVE YOU HEARD HISTORY IN THE MAKING? You can hear it now—tonight and every night—coming to you instantaneously from the very centre of the struggle. It brings you the voices of the men and women of Britain, speaking to you while the sirens wail in the streets and the gunfire roars in the London sky.

For six hours every night the voice of Britain speaks to Canada and U.S.A. in the North American Service of the British Broadcasting Corporation. Between 5.42 p.m. and 11.35 p.m. Eastern Standard Time, turn the tuning dial of your radio to 9.58, 6.11, or 11.75 megacycles to hear the authentic, human voice of 'the last stronghold of liberty in Europe.'

You will hear the voices of famous Englishmen—writers and speakers whose names are household words wherever the English tongue is spoken—giving you, simply and sincerely, their observation and comment on what Britain is thinking and doing: the human side of history in the making.

You will hear up-to-the-minute news reports, news commentaries by leading journalists, eye-witness accounts of the day's events, and actuality broadcasts and recordings from the scene of action.

You will hear too the music and entertainment of a Britain that can be gay as well as resolute—troop concerts and vaudeville by stars of the London stage, dance music informally presented, and colourful feature programmes prepared by the Canadian Broadcasting Corporation's unit in England.

Make a special note to listen at 8.30 p.m. EST to the regular nightly broadcast of *BRITAIN SPEAKS*. (If this time isn't convenient, you can hear a repeat of the broadcast at 11.15 p.m. EST.) The spokesman on Sundays, Tuesdays, and Thursdays is that brilliant, blunt Yorkshireman, J. B. Priestley, acclaimed as the outstanding personality in British broadcasting since the outbreak of war. On Mondays, Leslie Howard, screen and stage star of two continents, comes to the microphone. On Wednesday, Air-Marshal Sir Philip Joubert of the R.A.F. takes stock and gives you an authoritative account of strategy and tactics in the fight for air supremacy. The Hon. David Bowes-Lyon, brother of Queen Elizabeth, and Philip Noel Baker, Labour member of Parliament, alternate as speakers on Friday nights; and on Saturdays a guest speaker, often a member of the British Cabinet, is heard in *BRITAIN SPEAKS*.

At 8.45 p.m. EST listen to Vernon Bartlett, George Slocombe, or A. G. Macdonell. Every night one of these top-flight journalists comments expertly on the news of the day. The broadcast is prefaced with a brief reading of headline news.

Another peak hour is 10 p.m. EST with the broadcast of *WITHIN THE FORTRESS*, a faithful composite picture of the daily life of the people of Britain as seen by a panel of trenchant and representative observers. The regular speakers include Sir Hugh Walpole, noted novelist; George Blake, specialist on Scottish affairs; Ronald Cross, the British Minister of Shipping; Clemence Dane, the well-known novelist and authority on the theatre; Wickham Steed, acknowledged expert on international affairs, and Herbert Hodge, a London taxi-driver who brings you not only his own racy comments on life, but also introduces guest speakers.

At 10.30 p.m. EST RADIO NEWSREEL, a graphic actuality picture of events, brings you eye-witness stories, interviews, talks, and commentaries, as well as on-the-spot recordings of action scenes. Airmen, ambulance men, fire-fighters, and civilians tell you their experiences in their own words.

Entertainment highlights in the nightly transmission to North America include:

STARLIGHT, at 8.15 p.m., bringing you the cream of vaudeville;

TO-NIGHT WE PRESENT, at 9.45 p.m., bright music and personalities of stage, screen, and radio;

AT YOUR REQUEST, at 10.15 p.m.—which means just what it says; and



THE MUSIC OF BRITAIN, at 11 p.m., songs and dances of Wales, Scotland, Ireland, and the counties of England, sea shanties, brass bands, pipe music, famous choirs and orchestras, Gilbert and Sullivan, and selections from British music old and new.

A standard schedule of programme items and wavelengths is printed on page 2 of the cover. Full details of forthcoming programmes are given in the BBC's overseas journal LONDON CALLING, a fully illustrated weekly publication containing articles of interest by leading writers and specialists. The annual subscription to LONDON CALLING is 10/- post free, or \$2 in the United States and should be sent to the British Broadcasting Corporation, Broadcasting House, London, W.1, or to Gerald Cock, British Empire Building, 620 Fifth Avenue, New York City, N.Y. Canadian subscribers should send their order with remittance of \$2.50 to W. F. L. Edwards, 394 Bay Street, Toronto, Ontario, Canada.

Broadcasts of special interest are often arranged at short notice. For special announcements and the latest information about BBC programmes, listen each evening at 7.00 EST to LONDON CALLING, a programme about the programmes, which gives you a preview of the personalities and features you will hear in the North American Transmission.

The BBC invites correspondence from listeners. Send us your requests and comments, and when you write, be candid as well as kind. The more we know of your likes and dislikes, the better the service we can give. Please send your letters to the BBC, Broadcasting House, London, W.1.

Help us to make the North American Service more widely known. Pass this folder to your friends or send us the names and addresses of those you think would like to have information about the BBC short-wave programmes.

 TO STATION MANAGERS: Permission can readily be obtained to carry BBC news and talks. Telegraph or send written application to the British Broadcasting Corporation, British Empire Building, 620 Fifth Avenue, New York City, N.Y. 

NEWS BROADCASTS FROM LONDON

All times are shown in Eastern Standard Time. All tuning positions are indicated in megacycles per second. Frequencies directive over North America are shown in red.

Time (E.S.T.)	Frequency (Mc/s)
CENTRAL TRANSMISSION, Part 1 (Eastern)	
6.00 a.m.:	15.31, 17.79, 17.81, 21.47, 21.53, 21.55
8.00 a.m.:	17.79, 17.81, 21.47, 21.53, 21.55
11.00 a.m.:	9.51, 11.75, 15.14, 17.81, 21.47, 21.53, 21.55
CENTRAL TRANSMISSION, Part 2 (African)	
1.00 p.m.:	11.75, 15.14, 15.26
3.45 p.m.:	9.58, 9.60, 11.75, 15.26
NORTH AMERICAN TRANSMISSION	
5.45 p.m.:	9.58, 11.75, 11.86, 15.14
8.00 p.m.:	9.51, 9.58, 11.75, 11.86, 15.14
8.45 p.m.:	9.58, 11.75
11.30 p.m.:	6.11, 9.51, 9.58, 11.75
PACIFIC TRANSMISSION	
1.15 a.m.:	9.51, 9.58, 11.75, 11.86, 15.26
3.30 a.m.:	9.51, 11.75, 11.86, 15.26, 15.31

