# BellBulletin of Service Helps

Vol. I.

Broadcast your up-to-date service

CUSTOMER receives a letter, an invoice. or a statement from you. How pleasant and inviting it is to find at the bottom (some firms print it in red ink)-

Station-to-Station Long Distance orders receive the immediate attention of our Special Telephone Order Service.

If you can add:-

Deduct the cost of the telephone message from your next invoice

- so much the better.

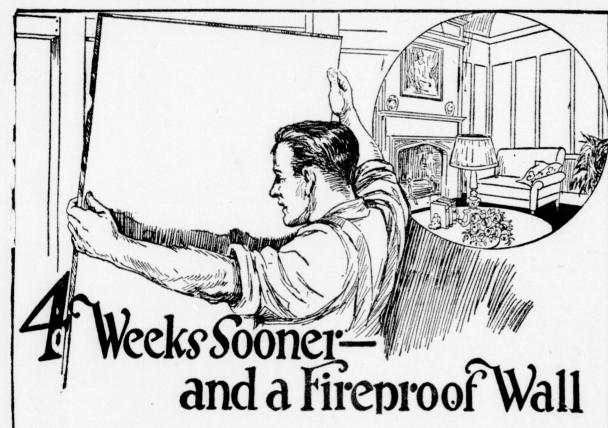
"Use the Bell to Sell"



C. H. BEARD. Local Manager, The customer is made to realize that you are always ready to serve him promptly; that you have a properly organized telephone service that will give him quick and satisfactory service. He recognizes that he will not have to ask for a particular person, to get good service.

If the cost of the message is to be deducted from your invoice, that reduces the cost to you.

Investigation convinces us that many customers who would gladly telephone their orders do not do so largely because they do not know that satisfactory arrangements exist for filling such orders promptly.



THE saving in time alone effected in using Gyproc walls throughout means dollars and cents in your pocket.

### To Illustrate—

With an ordinary plaster wall the lather's time averages about two weeks, then the plasterer spends a week at least in applying the first coat. Two weeks more elapse before the trimmings can be applied, five weeks in all.

Gyproc is pure Gypsum plaster compressed in large sheets 32" wide. 4 to 10 feet long, and 3/8" thick. These broad, ceiling-high, smoothsurfaced sheets of rock are the ideal economical wall and ceiling material for use in new construction and in all alterations and repairs. It comes all ready for use. The carpenter simply nails Gyproc to the joists or studding-and the wall is finished. No dirt to clean up-no

time lost in drying-ready at once for alabastine, paper, paint or panels.

Gyproc is an absolutely fireproof wallboard. Made in Canada. Atmospheric conditions do not affect it. Gyproc walls and ceilings will not bulge, shrink or crack.

A Gyproc wall is just as appropriate for the living room as the attic. The bevelled edge to each sheet makes perfect joining and the finished wall effectively keeps out winter cold and summer

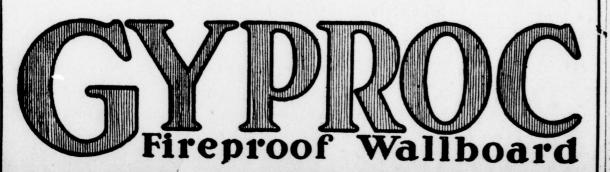
Because it is a perfect insulator Gyproc keeps out heat and cold.

Consult any Gyproc Dealer or write to us direct for complete information.

The ONTARIO GYPSUM CO., Limited, PARIS, ONTARIO

FOR SALE BY

WILLIAM COPP 851/2 YORK STREET TELEPHONE 1044



### TOMORROW'S RADIO

WJZ, NEW YORK—Talks by Leo-pold Stokowski and Edwin Franko Goldman. WRC. WASHINGTON — Opera-WRC, WASHINGTON
logue by Peggy Albion and members
of the Washington Opera Company.
WGY, SCHENECTADY — Radio
Drama, "The Walls of Jericho."
WBZ, SPRINGFIELD—The Royal Quartet.
WJAX, CLEVELAND — The

Thomas Choral Club. CKAC, MONTREAL-The Basilica Choir.
WHA, MADISON — Address by
Glenn Frank.
WFAA, DALLAS—Gibson Mandolin and Guitar Club.

(EASERN STANDARD TIME.)

WEAF, NEW YORK—492.

3-4:40 p.m.—Boy choir of Calvary Episcopal Church. Address by Dr. Livingston Farrand. Address by Micky Bennett, child movie star. Paul Whiteman's Orchestra in special program for benefit of Child Health Association.
6-10 p.m.—Church Federation services. Thornton Fisher's sport talk. Amphion Male Quartet. Male Quartet and instrumental trio. Adelaide Soper, contralto. Joseph Wilberscheid, violinist.

10 p.m.—Vincent Lopez and his Hotel Pennsylvania Orchestra. WJZ, NEW YORK-455.

nestra.

1 p.m.—Board of Education program.

2 p.m.—Wanamaker Auditorium con-

2 p.m.—Wanamaker Auditorium concert.

3-4:39 p.m.—Fashlon talks. "That Street Called Broadway." Stock reports, late news, etc.

6 p.m.—Jack Rabbit stories.

6:39 p.m.—J. Vincent Moore, tenor.

6:45 p.m.—Talk by Leopold Stokowski, conductor of the Philadelphia Symphony Orchestra.

7 p.m.—New York University lecture.

7:30 p.m.—Wanamaker organ recital.

8:15 p.m.—Talk by Edwin Frank Goldman, conductor of the Goldman Symphony Band.

8:30 p.m.—Marion Christian, soprano; Helen Mohr, soprano.

9 p.m.—Wanda Norman, pianist.

9:30 p.m.—Hotel Majestic Orchestra.

WOR. NEWARK—405.

WOR, NEWARK—405.

1:30-3 p.m.—Helen Rennyson Wilson, soprano. Guy Hunter, blind entertainer. One act from Samuel Shipman's play, "Cheaper to Marry," at 2:10 p.m.

5:15 p.m.—Talk on radio, A. E. Sonn. 5:30 p.m.—Music while you dine by Tom Cooper's Country Club Orchestra.

WJY, NEW YORK—405.
6:30 p.m.—Philip Steele, baritone.
6:45 p.m.—"Golf." by Innis Brown.
7 p.m.—Philip Steele, baritone.
7:30 p.m.—Concert program.
8:30 p.m.—May Singhi Breen, banjost, and Peg Wanamaker, pianist.
9 p.m.—Talk on "Movie Cartoons."
9:15 p.m.—Leon G. Simon, baritone.

WFI, PHILADELPHIA-395.

a.
3 p.m.—Address and musical program.
6 p.m.—"Sunny Jim, the Kiddies" 3:30 p.m.—Meyer Davis Orchestra.

6:30 p.m.—Meyer Davis Orchestra,
7 p.m.—Program of dance music.
8 p.m.—Boy Scout Radio Corps.
8:30 p.m.—Lyall Rader Quartet.
10:10 p.m.—Kerr's Symphonic Dance Orchestra. WIP, PHILADELPHIA-509.

10:15 a.m.—Broadcasting of the installation of Rt. Rev. Thomas Garland as bishop of the Diocese of Pennsylvania, from Holy Trinity Church. 6 p.m.—Final baseball scores. 6:05 p.m.—Leonard's "Red Jackets."

### **Tongue Coated** Bad Taste in Mouth Eyes Tinged With Yellow Liver Trouble the Cause.

Mrs. A. C. Brown, Oromocto, Ont., writes: "I have been troubled with my liver for a few years back, and Harry Car was so bad I did not feel able to do my work.

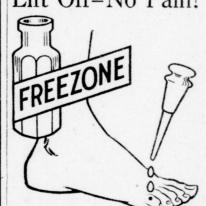
"I had severe pains in my stomach, so bad I could hardly stand them at times; coated tongue; bad taste in the mouth, especially in the morning; whites of eyes tinged with yellow, and had a muddy and sallow com-

"I had read a great deal about Milburn's Laxa-Liver Pills, and decided I would try a vial, and after taking two or three I found I was greatly improved, and can truthfully say that I felt more like living, and can now do my own work without any trouble."

Milburn's Laxa-Liver Pills are 25c

a vial, at all dealers, or will be mailed direct on receipt of price by The T. Milburn Company Limited, Toronto, Ont.—Advt.

Lift Off-No Pain!



Doesn't hurt one bit! Drop a little "Freezone" on an aching corn, stantly that corn stops hurting, shortly you lift it right off with fin-

Your druggist sells a tiny bottle of "Freezone" for a few cents, suffi-cient to remove every hard corn, soft corn, or corn between the toes, and the foot calluses, without soreness or irritation.—Advt. or irritation .- Advt.



7 p.m.—Uncle Wip's Bedtime Stories. 8 p.m.—Talk by James Francis Cooke, editor of "Etude," with soprano solos by Mrs. Cooke. 8:20 p.m.—International broadcast, ander auspices of the International Es-perantists. 9:30 p.m.—Synagogue services.

perantists,
9:30 p.m.—Synagogue services,
10:05 p.m.—Talk by Lieut. Wm. Perry.
10:30 p.m.—Karl Bonawitz, organist.
11:15 p.m.—Ted Weems' Orchestra.
WRC, WASHINGTON—469.

ion.
7:45 p.m.—The Question Box.
8:00 p.m.—The Better 'Ole Orchestra.
9:00 p.m.—Talk on motoring.
9:15 p.m.—Song recital.
9:30 p.m.—Arthur B. Pierce, in negro characterizations.
9:45 p.m.—Song recital.
10:00 p.m.—Operalogue by Peggy Alpion, assisted by members of the Washngton Opera Company.

Opera Company, KDKA, PITTSBURG-326.

2:30-5:00 p.m.—Baseball scores.
5:30 p.m.—Dinner concert by the DKA Little Symphony Orchestra.
6:30 p.m.—Mother Goose.
7:15 p.m.—Farm lecture program.
5:00 p.m.—Concert arranged by Chauny Parsons, details announced by dionhone. WCAE, PITTSBURG-462

130 p.m.—The Sunshine Girl.
130 p.m.—Penn dinner concert.
130 p.m.—Uncle Kaybee.
145 p.m.—Feature.
130 p.m.—Romany Dance Orchestra.
150 p.m.—Boyd's Cameo Six Orstra.

WGY, SCHENECTADY-380. 5:30 p.m.—Romano's Dance Orchestra. 7:40 p.m.—Baseball results. 7:45 p.m.—Radio drama. "The Walls I Jericho," by Alfred Sutro, presented

WGY Players. WGR, BUFFALO—319. 12:30 p.m.—Organ recital by Bouchard. 2:30 p.m.—Radio dealers' concert. 6:00 p.m.—Chamber music recital.

o p.m.—Chamber music recital.

o p.m.—The day's news digest.

wGI, MEDFORD—360.

p.m.—Amrad Big Brother Club.

p.m.—Talk by Geoffrey L.

en. Musical program and popular

hits by "Bernie and His Bunch."

WBZ, SPRINGFIELD—337.

p.m.—Bedtime stories.
p.m.—Musical program from the
Beautiful Exposition.
p.m.—Program from the general
rence of the Methodist Episcopal WJAX, CLEVELAND-398.

:00 p.m.—Cleveland Hotel Orenesura :30 p.m.—Program by Estelle Chapin ompson, soprano; Leonard Z. Bryan, a., violinist; Osborne A. Bryan, pianst. Special return program by the Thomas Choral Club, singers of negro WWJ, DETROIT-547.

WWJ, DETROIT—547.
3:00 p.m.—Detroit News Orchestra.
5:00 p.m.—Baseball scores.
7:00 p.m.—Jean Goldkette's Orchestra.
8:30 p.m.—Detroit News Orchestra,
sissted by Irene Benson, soprano, and WCG, DETROIT-517, 4:15 p.m.—Musical program. 6:00 p.m.—Dinner concert. 8:30 p.m. — National Child Welfare

CKAC, MONTREAL-425. 7:00 p.m.—Kiddles' stories. 7:30 p.m.—Rex Battle's Orchestra. 8:30 p.m.—The Basilica Choir. 10:30 p.m.—Jos. C. Smith's Orchestra.

(Central Standard Time.)
WGN, CHICAGO—370.
7:00-S:00 p.m.—Piano solos by Lucille
Walker Concert selections by the Oriole Orchestra.
9:00-11:00 p.m.—Musical program by
Anna Lawrence, Olga Pica, Chris Fahrenbacher, Lillian Houser and Rose
Lawrence, violinists; Minnie Lee, Bessie
Kohlman, Margaret Neill and William
Sweitzer, pianists. Dance music by the
Oriola Orchestra.

Sweitzer, pianists. Dance music by the Oriole Orchestra.

\*\*SYW, CHICAGO—536.\*

9:30 a.m.—Late news and comment. Every half-hour thereafter.

6:45 p.m.—Children's bedtime story.

7:90 p.m.—Dinner concert by the Debabry and Doerr Orchestra.

7:35 p.m.—Sport talk by Leo Fisher.

7:45 p.m.—Market talk by Argus.

8:90 p.m.—Twenty Minutes of Good leading." Reading." 8:20 p.m. — Edison Symphony Or-

hestra. 8:50 p.m.—Sandy Meeks, tenor and Carl Keske planist. WMAQ, CHICAGO—447.5. 7:00 p.m.—Boy Scouts' weekly talk. 8:40 p.m.—La Salle Orchestra. 9:00 p.m.—University of Chicago lec-

e. 9:15 p.m.—Program by Mrs. Cram. WDAP, CHICAGO—360. WLAG. MINNEAPOLIS-417.

e Jubilee Singers. 7:30 p.m.—Farm lecture program. WHA, MADISON—360. 8:00 p.m.—Phi Betta Kappa address y Glenn Frank, editor of the Century

WLW. CINCINNATI-309. 10:00 p.m.—Times-Star Radio Club.
10:10 p.m.—Special program by the Cincinnati Conservatory of Music; readings by Helen May Curtis; program by male quartet; plano solos by Pauline Stempler.

KSD, ST. LOUIS—546.

Silent Thursdays.
WOAW, OMAHA-526,

WOAW, OMAHA—526,
6:00 p.m.—Every child's story hour.
6:30 p.m.—Harmo Jazz Orchestra.
9:00 p.m.—Third community concert
by Glenwood (lowa) Municipal Band,
WDAF, KANSAS CITY—411.
3:30 p.m.—Haiey's Dance Orchestra.
6:00-7:00 p.m.—School of the Air.
11:45 p.m.—Nighthawk Frolic. "The
Merry Old Chief" and the Coon-Sanders
Novelty Singing Orchestra.

WHB, KANSAS CITY—411. 2:00-3:00 p.m.—Ladies' hour program 7:00 p.m.—Parent-Teachers' Associa-8:00 p.m.-Talent from Higginsville,

p.m.—Sweeney Radio Orchestra. WHAS, LOUISVILLE—400. 4:00-5:00 p.m.—Orchestra selections rgan recital. Regular matinee feaures of WHAS.
7:30-9:00 p.m.—Concert by Fritz Rein-lart and his orchestra. Digest of the international Sunday School Lesson.

wadio Forum talk.

WFAA, DALLAS-476.

12:30 p.m.-Address, Dr. A. D. Laugeour, president Dallas Astronomical
ociety. Society. 6:45 p.m.—Boy Scout program, 8:30 p.m.—Male quartet and entertain-ers from Greenville, Texas, 11:00 p.m.—Gibson Mandolin and Gui-

WBAP, FORT WORTH-476. tra, 9:30 p.m.—Concert by Old-Time Fid-dlers of Lewisville, Texas.

(Pacific Coast Standard Time.) KGO, OAKLAND-312. 4:00 p.m.-St. Francis Concert Orhestra, 8:00 p.m.—"Daddy Long Legs," a four-act comedy, presented by the KGO Players, with incidental music by the

KPO. SAN FRANCISCO-423. KPO, SAN FRANCISCO—423.
1:00 p.m.—Rudy Seiger's Orchestra.
2:30 p.m.—Organ recital by Irwin.
4:30 p.m.—Fairmont Hotel Orchestra.
5:30 p.m.—Children's hour stories.
7:00 p.m.—Rudy Seiger's Orchestra.
8:00-10:00 p.m.—Concert program.
10:00 p.m.—Bradfeld's Versatile Band.
KFI, LOS ANGELES—469.
6:45 p.m.—Y.M.C.A. concert. Lecture.
8:00-10:00 p.m.—Musical program.
10:00 p.m.—Birkel Company's concert. 7:30 p.m.—Baseball, weather, stocks. 8:00 p.m.—Johnny Sylvester, accor-

nionist. 8:15 p.m.—Studio program of dance music by George Olsen's Orchestra. 10:00 p.m.—George Olsen's Orchestra, with soprano solos by Naomi Miller.

Central Standard Time, one hour later than Eastern.
Pacific Coast Standard Time, two
hours later than Central.
Daylight Saving Time, one hour later



## "It is so comfortable to drive"

WOMEN enjoy driving a Durant. It handles so easily, rides so smoothly and picks up so quickly that it meets their every need completely and dependably. Then too, its graceful body lines, its smart equipment and lustrous finish compete with equal favor for their approval.

Durant Division

DURANT MOTORS OF CANADA, LIMITED LEASIDE (TORONTO) ONTARIO



## **Automobile Dealers**

Men to Whom Motorists Tell Their Tire Experience Say All-Weather Cord Gives 27.5% More Miles Than Any Other Tire

UTOMOBILE DEALERS hear thousands and thousands of A tire experiences. Their owners praise or denounce the tires they are using. Prospective purchasers tell of the tire service they've had. Cars come in for service regularly and their mileage is noted. And the automobile dealer is unprejudiced, because his chief interest in tires is to have the cars which he sells make a good showing on tire mileage.

> 3 out of 4 say Goodyear All-Weather Best

We asked 243 automobile dealers if they thought Goodyear All-Weather Cords gave more mileage and if so, how much more than the next best. 74% said Goodyear All-Weather Cords gave most miles—and the average estimate gave them a greater mile-age by 27.5% than the next best tire. Another 22% said All-Weather Cords are the equal of any tire. Only 9 out of 243 think any tire excels the Goodyear All-Weather. What Other Car Dealers Say

There is no question about the Goodyear All-Weather Cord Tire giving greater mileage and more real service than any other cord tire on the market today. I have kept a close check to zen the mileage they give my eustomers." Goodyear All-Weather Cords

are dependable, and I believe they will give longer service than any other tire." "Our experience preves them better than others." "We cannot say too much for Goodyear Cord Tires," as they have given big mileage and ser-vice."

Goodyear means Good Wear

