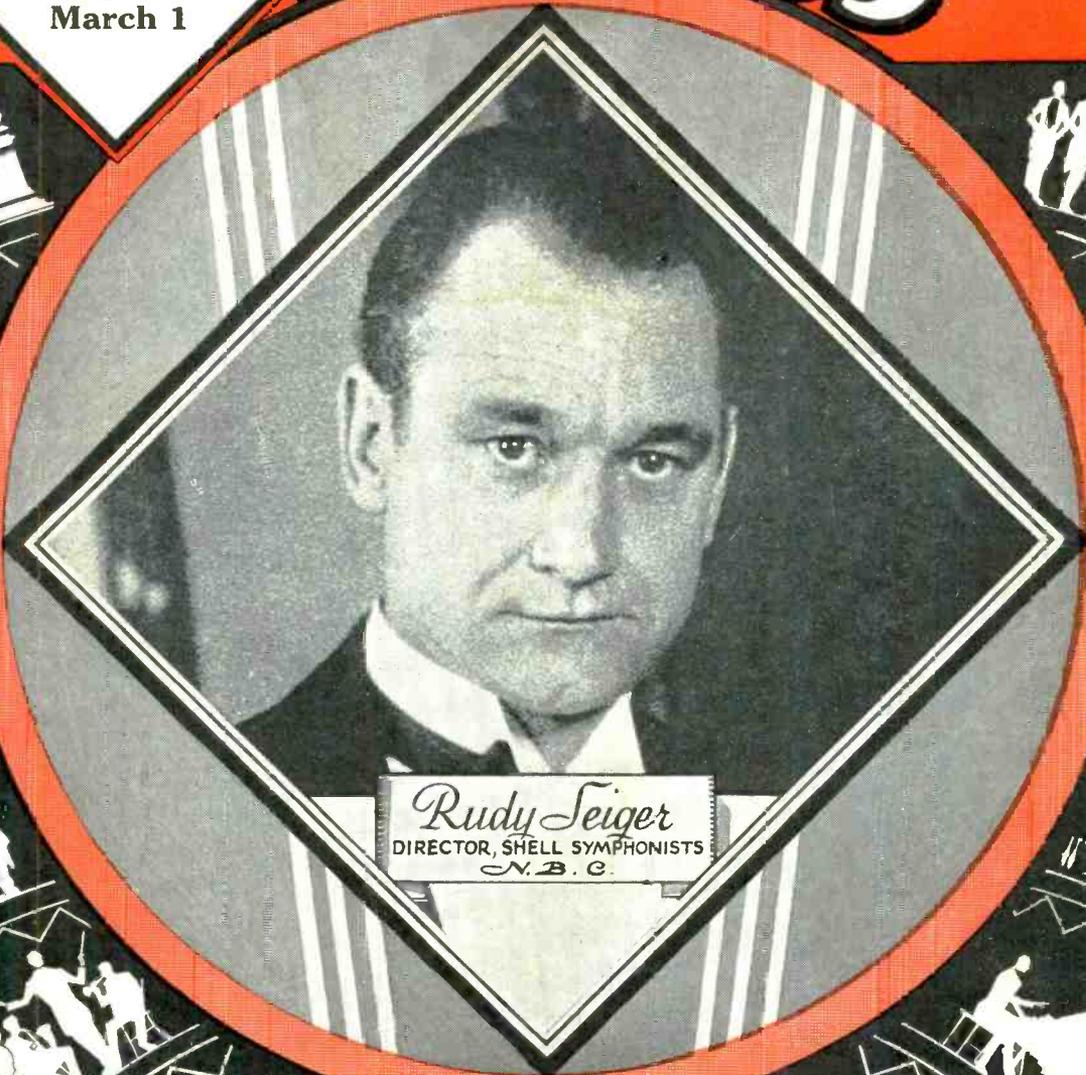


# Broadcast Weekly

FOR  
WEEK OF  
Feb. 23 to  
March 1



*Rudy Seiger*  
DIRECTOR, SHELL SYMPHONISTS  
N. B. C.

"THE LEADING RADIO GUIDE OF THE PACIFIC COAST"

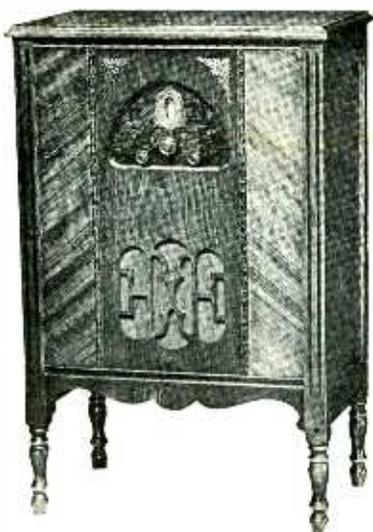


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# BROADCAST WEEKLY

(FORMERLY RADIOCAST WEEKLY - ESTABLISHED 1922 AS BROADCAST PROGRAM)

A. J. URBAIN, *Publisher*

PUBLISHED ON THE FIRST DAY OF  
EACH WEEK BY

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821 MARKET STREET, SAN FRANCISCO  
TELEPHONE DOUGLAS 5273



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MATTER, MARCH 25, 1923, BY THE  
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UNDER ACT OF MARCH 3, 1879

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Vol. 8

San Francisco

FEBRUARY 22, 1930

Los Angeles

No. 22

## The Editor's Page

**T**HE completion of the initial installations of the Universal Wireless Communication Company, told elsewhere in this issue, marks the beginning of a hot battle on the part of the wire telegraph interests of the country to protect themselves from extinction at the hands of radio. A probable coalition with the radio interests seems inevitable. Radio can be operated much more cheaply than wire service. It is much faster in transmission when measured by the yardstick of consistent performance, in the face of all kinds of weather. If it has sufficient channels on which to work, radio will convert the wire lines into accessory adjuncts. The investment of the telegraph companies is mostly in copper cable, and as this wears out it will be replaced by the ever-wear radio waves. Already there is a promise of a reduction in rates, the radio users being able at the very outset to send fifteen words to the telegraph user's ten, for the same price.

\* \* \*

**T**HE action of the South Carolina legislature in attempting to pass legislation taxing radio sets, is being watched all over the country. If this state succeeds in passing the legislation, it is believed other states will follow, as they did in the case of the gasoline tax which is now imposed in forty-five out of forty-eight states. There is a fine legal point involved in the radio thing, however. Radio control is solely a federal function. A state, to tax a radio set, must determine it is, in fact, a radio set. Has any state the legal right to designate any device as a radio set, ex parte, without federal classification? And how can it obtain such a classification? As a property tax it may be levied without question.

As a special tax on a radio instrument, legal opinions vary. The matter will be fought out in South Carolina while the rest of us watch.

\* \* \*

**L**YING in the wilds of the distant Sudan, a British explorer has been carrying on nightly chats with radio amateurs in the United States, it was revealed this week. The explorer has been in the jungle a year, making educational motion pictures of jungle life. He was in constant touch with London, during the trip, using a small Marconi set operating on 30 meters which derived its power from a hand generator. Part of the time the explorer chatted with American stations over thousands of miles of intervening land and water. Radio has ruined the hermit business in truth.

\* \* \*

**U**NCLE SAM has officially served notice on "air pirates" through the arrest by federal authorities of a man in St. Louis, Mo., that stealing programs broadcast by radio will not be permitted. The man was arrested for operating a station without a license and for interfering with interstate commerce by interfering with the broadcasting of other stations. The accused was picking up programs from licensed stations and rebroadcasting them, department of justice agents allege. He is being held for action of the St. Louis grand jury and facing a penalty of five years in prison and a fine of \$5000. An extension of this same rigidity would clean up a lot of objectionable features on the air. There is plenty of radio legislation on the books to remedy most of the present day radio evils. All that it takes is a little enforcement.

# Meredith Willson---KFRC

By "SIMPY FITTS"

MEREDITH WILLSON, Concert Director for KFRC, was born in Stalk City, Iowa, while his parents were attending a county fair there. They were enjoying themselves so thoroughly at the fair that little was thought of the matter. About three years later, however, one evening while Mr. Willson was sitting at home reading the evening paper, young Meredith, then three years old, slipped up behind him and hacked off one of his ears with a double bitted axe.

"Did someone speak?" asked the old man, who was a trifle hard of hearing.

"It's just your young son, *our* young son," spoke up Mrs. Willson, proudly. "What is your name, little boy, and how old are you?" she asked.

"Meredith," was the timid rejoinder, "and I'm three years." Meredith was three years old at the time.

"Oh yes, ears," spoke up father, who had misunderstood his son and up to that moment had not missed his severed auricular organ. "Where is my left ear?"

"Never mind looking for it," said mother; "I'll find it when I sweep tomorrow."

But she never found the lost ear because Meredith climbed out of his cradle in the middle of the night, found the ear and hid it. He dubbed it his musical ear and he has kept it ever since.

With a musical ear in his possession there was nothing for Meredith to do but to become a musician. At the age of 8 he broke into a music store and tried out all the instruments to see which one he liked best. Disturbed by a passing policeman he escaped with only a flute. He felt that fate had decided he was to be a flute player.

A few years later we find him playing soft pedal in the Piano Movers' Band of his home town. From that it was only a short jump of four days in a day coach to New York City, where our hero found a position with the New York Philharmonic Symphonic as personal tonorial artist to the director. For three years he shaved the director daily, and at the end of that time the conductor's whiskers were about three feet long. One day he confessed to Meredith that his flute player had run off with his wife and he was broken hearted; he had no one to take his place.

Meredith realized his big chance had come.

"I play the flute," he confessed, casually.

"No use," replied the conductor glumly; "the dirty dog took his flute with him."

"But I have a flute of my own," said Meredith. "Great you shall have the job!" shouted the conductor.

"I feel confident I can step into his shoes," said Meredith.

The great conductor's face fell again. "I'm sorry," he said, "but my former flute player not only took my wife and his flute, but the greedy puppy took his shoes, too."

"No matter," bravely retorted the undaunted Meredith, "I shall provide my own shoes."

The two men silently clasped hands in hushed agreement.

And so that was the way Willson got his big chance in the New York Philharmonic Symphony.

But before he could play there was yet a minor problem to be solved. Looking through his trunk for his beloved flute he discovered that when leaving home he had mistakenly packed the old tin dipper with the long handle that used to hang at the pump for his flute. What to do! He finally decided to ask for a seat in the rear of the orchestra where the conductor couldn't distinguish a flute from a dipper. The others would be making so much noise anyway, he thought, he wouldn't be heard.

The conductor didn't discover the ruse until three years later when the orchestra was traveling on the Hoboken Ferry, and mistaking Meredith's luggage for his own, he discovered the tin dipper in the top tray. "I shall speak to him about this," he thought, but the matter slipped his mind and Meredith went on playing on the dipper as before. By that time he had had so much practice on the dipper he played it almost as well as a flute. In fact, he was beginning to be known as a dipper man about town.

Meredith was seeing a friend off one day at the Grand Central station when he tripped and fell into a box car. When he woke up he was in Hollywood scoring pictures. He soon lost track of the score, and while wandering about the streets in a dazed condition, was mistaken for a man named Billson or Matthews and given a position at KFRC, where he has been ever since.

Next week we will remove our false whiskers, put on our specs, and under the name of Monroe Upton provide another biographical sketch of Meredith Willson for BROADCAST WEEKLY readers that will be truer to life in some of the minor details.

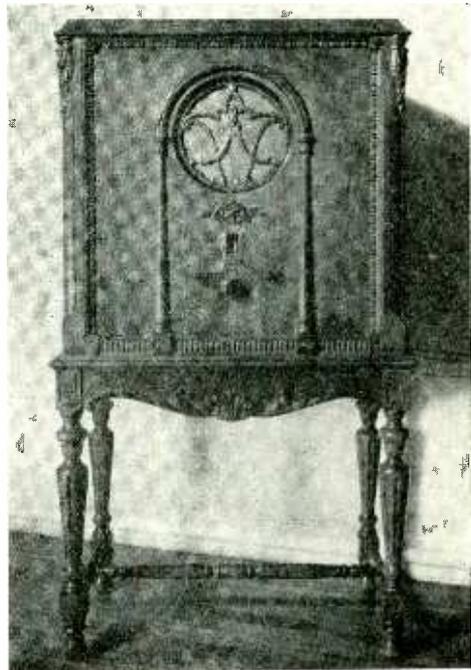


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<p><b>WESTON &amp; JEWELL METERS</b></p> <p>Give real service with real instruments. Always a most complete stock on hand.</p>	<p><b>ARCTURUS TUBES</b></p> <p>An A-C tube for every radio need.</p>																		
<p><b>JUST A FEW OF THE MANY LINES WE CARRY</b></p> <table border="0"> <tbody> <tr> <td>American Beauty Irons</td> <td>Elkon Rectifiers and Chargers</td> <td>Radio Owls</td> </tr> <tr> <td>Audak Pick-ups</td> <td>Flewelling Tube Checkers</td> <td>Raytheon Rectifier Tubes</td> </tr> <tr> <td>B-L Rectifiers</td> <td>Falck Claroceptors</td> <td>Super-Ball Aerials</td> </tr> <tr> <td>Carter Products</td> <td>Gosilco Wire</td> <td>Sunset Aerials and Grounds</td> </tr> <tr> <td>CECO Tubes</td> <td>Knapp Power Units</td> <td>Utah Speakers</td> </tr> <tr> <td>Electrad Products</td> <td>Master Voltage Controls</td> <td>Yaxley Products</td> </tr> </tbody> </table>		American Beauty Irons	Elkon Rectifiers and Chargers	Radio Owls	Audak Pick-ups	Flewelling Tube Checkers	Raytheon Rectifier Tubes	B-L Rectifiers	Falck Claroceptors	Super-Ball Aerials	Carter Products	Gosilco Wire	Sunset Aerials and Grounds	CECO Tubes	Knapp Power Units	Utah Speakers	Electrad Products	Master Voltage Controls	Yaxley Products
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# Won't Somebody Please Use General's Radio

**M**AJOR GENERAL GEORGE O. SQUIER, who several years ago perfected "wired wireless," by which broadcasting may be squirted into the home over a telephone or an electric light wire, without the use of a regular radio set, is dogged if his brain child is going to lay on a shelf and get rusty just because a lot of folks prefer to tinker with the dials of their own sets. He has just asked Congress to make the telephone company take his system and use it over their wires.

The general claims this: that the American Telephone and Telegraph Company has consistently refused to adopt his system, despite the fact there are 19,000,000 telephones in the United States, each one of which represents a potential, at least, subscriber to his broadcast system. The service, he says, could be installed at small expense and with considerable profit. He can understand the company not wanting to put in the system, but hanged if he can understand why they turn down a profit.

According to the general, broadcasting has reached a saturation point. It has reached this point every year for the past ten years, in someone's opinion. But this year it is really saturated, thinks the general, and as a result of all the interference and everything, the only solution is wired wireless. All the company has to do is to attach a little device to the telephone, consisting of an amplifier, a loudspeaker and an electric strainer to take out the static, induction hum and other "dirt" that gets into the best broadcasts, and charge the subscriber for it.

Says the general—all the high towers, big antennae, expensive equipment, overhead, underground, watered stock, patent litigation and uselessly manufactured watts would be done away with if somebody would only listen to him for a minute. Of course it would be tough, he admits, on the people who now have a radio set and not a telephone and an arrangement might be made whereby a few broadcasting stations could be allowed to remain on the air for their benefit. But in the main, he thinks that chain broadcasts could be achieved to a much better degree, and considerably cheaper than at present. He has, therefore, asked the Senate Committee on Interstate Commerce to include in the Couzens communication bill a provision which would enable

the Federal Radio Commission to put the screws on the telephone company and make 'em take wired wireless just like so much castor oil.

It is extremely doubtful, reports out of Washington indicate, that the general's idea will be incorporated in the bill. It was not so long ago that General Squire, in a burst of patriotic generosity, gave his invention to the world, declining to commercialize it. While admitting that it was the most wonderful, marvelous invention of the age, land wire companies did not step on each other in a rush to adopt it because of certain mechanical and financial drawbacks which apparently still operate.

If the Senate committee refuses to spank the telephone company, the general may withdraw his patents from general circulation, incorporate his own company and show 'em what's what. Then again he may not.

---

**R**ADIO broadcasting has been called "the fastest growing industry." Here is what happened to the National Broadcasting Company during 1929, according to the annual report of M. H. Aylesworth, president of the company, submitted to the Advisory Council of the organization recently.

Fourteen stations were added to the national network, including one Canadian station. The network now includes 73 stations.

Gross revenue of the NBC in 1929 totaled more than \$15,000,000. There were no profits.

Fifty-four hundred miles of wire were added to the NBC system, bringing the total to 32,500 miles of wire lines.

More than one million letters from listeners were received in the year.

The personnel of the NBC was increased from 558 to 917 in 1929.

Sixty hours of programs a week were added to the regular schedule of broadcasts from the key stations of the network.

The president of the United States spoke thirteen times through a national network. There were twenty-seven addresses by cabinet members, twenty-eight senators were heard, and twelve members of the lower house made addresses.

Virtually the entire population of the United States can be entertained or informed by one program in the same hour.

# The RADIO TATTLER



By EARLE ENNIS

CANADA is going to charge radio fans \$3 a set tax, to raise a \$1,000,000 revenue. This means that the bootleggers can now work both ends against the middle. They'll run whisky this way, and tubes the other way. Every case of hootch will go back filled with radio parts. When a prohibition officer halts a truck he won't know whether he is going to find a quart of Canadian jackass or a seven-tube radio set.

\* \* \*

Some enterprising American will rig up a battery of loudspeakers at the international boundary line, and squirt music all over Canada and folks that can't afford the tax can leave their windows open and hear it for nothing. Travellers will have their hip pockets slapped, not for leaky flasks, but for grid leaks. An unregistered B battery will bring a year in jail, just as half a pint of gasoline flavored with lemon does in the United States.

\* \* \*

They enforce the law in Canada, which is one reason why the United States is against annexation. Old ladies who have not paid their radio tax will be foreclosed and lose their ear caps. Widows will have their rectifiers jerked right out from under them unless they dig up three Canadian bones for the tax collector. Canadians with automobiles will get up parties to motor over the border and hear American concerts where one can sit at a table and listen—out in the open.

\* \* \*

Another thing the Canadian government is going to try to do is to get the Canadians to listen to their own programs. They believe in a high protective tariff on concerts. There is some talk of putting up a wire netting a mile high right across the country from the Atlantic to the Pacific, to keep out American broadcast programs. Houses will have to have concrete floors to keep radio fans from tapping the earth and sneaking in a program that way. All antennas must run parallel to the boundary line. Anyone who points his aerial toward the United States will be investigated.

\* \* \*

There are to be seven main Canadian stations, operated by the government. They will be on

the air a certain number of hours a day. All the receiving sets run by batteries, except in the larger cities. A Canadian will be allowed so many batteries a year. If he uses more than this amount, the government will figure he is listening to more programs than the Canadian stations offer, and he will have to get on a horse and drive to Ottawa and explain to the Royal Commission just what he did with his juice.

\* \* \*

Canadians wear ear muffs in the colder portions of the country. An ear muff inspector will keep track of these and see that they do not conceal a pair of head phones. Chicken netting must be nailed to the ground and not put on insulators, unless a special permit is issued to allow the use of a chicken yard fence for radio reception. Knitting needles will have to be of bone, not steel, and anyone found turning a knob without a radio operator's card will be cited for suspicious conduct.

\* \* \*

Owners of radio sets, who have paid the \$3 tax, may collect a cover charge from friends who have no radio and who drop in to hear a concert. Listening to a concert without paying a portion of the tax is an evasion of the tax law and such listeners, if caught, will have to surrender their Canadian corkscrew rights for thirty days. If convicted of a second offense, their ears will be plugged for sixty days by a Provincial inspector, and they will be debarred from hearing radio concerts in the public parks for six months.

\* \* \*

And of course they will have the racketeers and hijackers—the armed babies who will go busting into homes, tying up folks and carrying off their pre-tax sets. Canada's era of peace and quiet seems about over. Her troubles are due to begin. Our own complications have doubled. Right now the department of justice boys, who will shortly take over the prohibition work, are figuring on adding a tube tester and a microphone to the official hydrometer which they must carry as a part of their new tool kits, to check up on Canadian radio running activities.

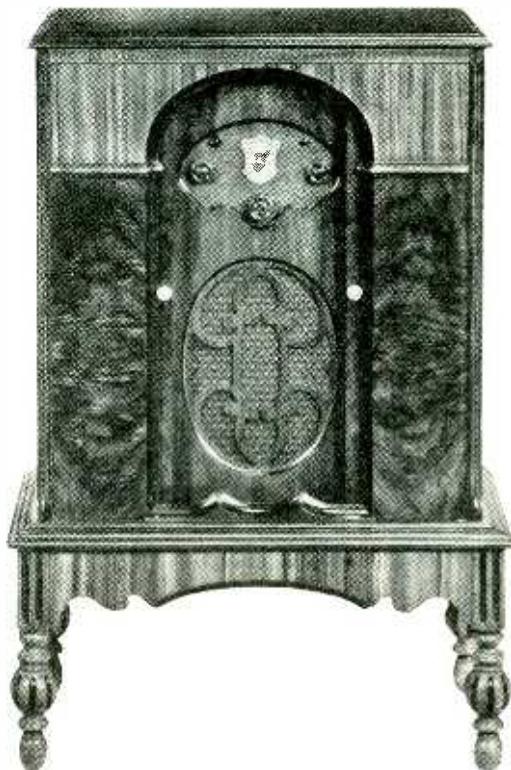
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# ATWATER KENT RADIO

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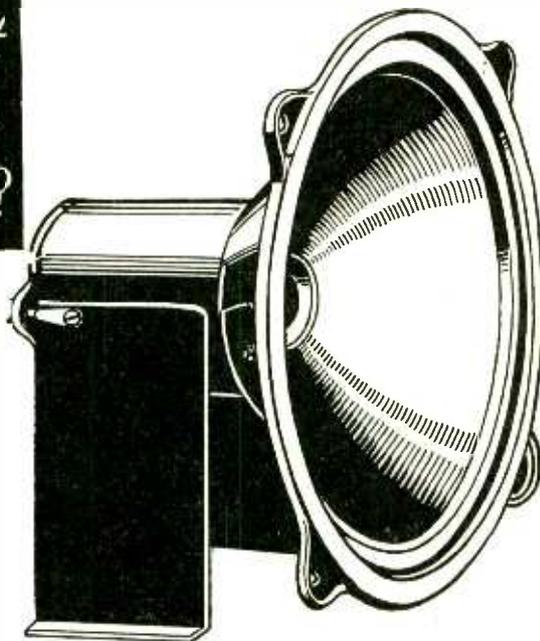
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# Personal Pickups

By GYPSY



MRS. M. P. K., OAKLAND, CAL.—By tuning to KFRC on Friday evening at 6 o'clock you will hear your favorite Al Santoro.

\* \* \*

L. P. H., LACEY, WASH.—Being snow-bound might prove inconvenient, but it sounds perfectly en-

chanting to this Californian, who once had a glimpse of your beautiful state in the early spring. Yes, Esther Hamann is still with KTAB and acts as accompanist for her husband, Henry Hamann, whenever he sings. The name is frequently written Hammond, so you may have overlooked it in the programs. Esther is of rare blonde beauty; at once fragile and vital with a cheery disposition and a genius for adaptability. Her height is 5 feet 6½ inches, she weighs 110 pounds, her eyes are a clear blue and her hair has a natural wave. In short, she looks just as a blonde should.

\* \* \*

H. S. N., OAKLAND, CAL.—Yes, Pearl King Tanner of the radio is the self same leading lady who played for three years in your Seattle stock company. You'll get your picture if I have to send it myself.

\* \* \*

A. A., SAN FRANCISCO, CAL.—The boys call George Nickson the "best egg that ever came from Petaluma," and he certainly is a delightful boy. Twenty years old, refreshingly optimistic, good common sense and fine ideals. He is 6 feet 1 inch in height, weighs 170 pounds, has gray-blue eyes, dark brown hair, a humorous mouth and a cleft in his chin. He came to KYA soon after graduating from Petaluma high and is one of the most beloved personalities on the air.

\* \* \*

JOHN T., SACRAMENTO, CAL.—Yes, Helen Stone, now on KYA, is Jozienna. Her friends deplore the change of name, but Jozienna remains adamant. She says she is weary of being address Mr. Joe Seena.

\* \* \*

MARY C., LOS GATOS, CAL.—James Graham (KQW) was born in Mt. View twenty-one

years ago and has lived much of the time in San Jose, where he attended State College and appeared with the Cole McAllister players. He is 6 feet 1½ inches tall, weighs 150 pounds, has brown hair and dark brown, serious eyes. Not married, no aversions to speak of and no great worries on his mind over the stock market or inconsistencies of the arts, for there is a little farm tucked not far away ever waiting to welcome him. Some people certainly are lucky.

\* \* \*

MRS. R. A., STOCKTON, CAL.—Yes, "Alice-in-Wonderland" is none other than Alice Blue, and she says she gets as much fun out of her kiddies' program as the youngsters do. I wish you could see her broadcast it. With her left hand she plays the piano, while she holds a harmonica in her right. Sometimes she sings, beats a drum and keeps that left hand going all over the keyboard. I have seen one-man bands, but never before a one-girl band and the roguish abandon with which she throws herself into her work is something to remember.

\* \* \*

MARY A., WOODLAND, CAL.—Ask somebody braver'n me. I wouldn't if I could, give my opinion as to who had the biggest following in radioland.

\* \* \*

MRS. F. H., WHITTIER, CAL.—No, the Pearce brothers are not twins and in appearance and temperament, too, the differentiation is decidedly marked. "Cal," the elder, is 6 feet 1 inch in height, weighs 170 pounds and has almost-black hair and eyes. He it is who sings baritone, dreams of being a globe trotter, hastens to the rescue when "Al" is acting as master of ceremonies for the "Happy-Go-Lucky Hour" and its serenity is threatened and swears to be true to the ladies. "Al" has blue eyes, light hair marcelled by nature, which he is constantly trying to smooth down, weighs 190 pounds and stands 6 feet 1. He is emotional, complex, works like a Trojan and does not swear to be true to the ladies. Neither "Cal" nor "Al" is married. More next time.

\* \* \*

T. L., MAYFIELD, CAL.—Raymond Marlowe can be heard over NBC. Jennings Pierce graduated from the University of California in 1923. Jesse Stafford is married and has a son 8 years old.

# MICROPHONE GOSSIP

A cartoon illustration of a man with a mustache, wearing a suit and tie, holding a microphone to his mouth. He is looking towards the left. The illustration is positioned between the words 'MICROPHONE' and 'GOSSIP' in the title.

Although the radio towers at the Warner Brothers' lot on Sunset Boulevard are gayly decorated at night, it no longer means that the radio station is located there.

The radio station many months ago moved to the Warner Brothers' theatre building, corner of Hollywood Boulevard and Wilcox, where it is situated on the top floor with two studios, the transmitter room and office facilities.

The old towers were left at the Sunset Boulevard location, where they serve as landmarks for the region and as a beacon guide for aviators at night.

\* \* \*

Ernie Smith, who broadcasts the hockey games in San Francisco and Oakland, received a unique document from Medicine Hat, Alberta. A petition signed by sixty-four citizens of the Canadian town asked that a Denver station be requested to go off the air during the ice hockey broadcasts from KTAB. The reason was that the Denver station interfered with the hockey broadcast.

\* \* \*

Mel Blanc, who was with KYA in San Francisco, is now at KGW specializing as a Jewish comedian. When not telling funny stories, he toots 15 or 20 feet of brass plumbing known as a sousaphone.

\* \* \*

The creative strain runs in the family. Meredith Willson, KFRC's concert conductor, who at nineteen was solo flutist in the New York Philharmonic Symphony, and whose numerous musical compositions attest to unusual creative ability, has a sister, Dixie Willson, whose stories, articles and poems are well known to magazine readers. She has a story about Coney Island in the February *Delineator* and one about Wall Street in the January *American*.

\* \* \*

Dorothy Nichols, 'cellist, has been with KTAB since the inauguration of the San Francisco studios, and is a 'cellist of thorough musicianship. "Dotty" began her musical career with her brother, "Red" Nichols, famed leader of one of America's foremost orchestras, remembered by many as "Red Nichols and His Five Pennies," now directing the orchestra in George Gershwin's show in London. "Dotty" Nichols, like her brother, has red hair and a ready smile.

Gus Arnheim, who recently returned to the scene of former triumphs—Los Angeles—will once more be regularly featured in radioland. Arnheim and his orchestra, just back from a highly successful night club engagement in London, and a musical tour of the continent, will play in the Montmartre Cafe and thence via remote control to KFVB.

\* \* \*

Maurice Gunsky, radio tenor who gained fame over the air lanes of KPO, has returned to San Francisco after a successful year's invasion of eastern radio stations. Gunsky came back by driving leisurely down the Atlantic Coast, across the southern route and up the coast to San Francisco. The trip was made without mishap, with the exception of a smashup on the desert. His car, containing his wife and family, was badly damaged, turned over two or three times, but luckily no one was hurt. Gunsky intends to remain on the coast for some time.

\* \* \*

Jack Barnet, commercial manager of KGW, was found carting an oil heater around in his sedan during the recent cold snap. He claimed it was in transit and not a permanent installation.

\* \* \*

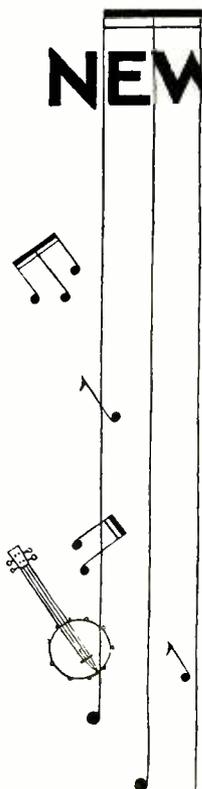
Eleanor Allen, KFRC's organist, comes from the state of Montana, and was educated at Oberlin Conservatory of Music, Oberlin, Ohio. Miss Allen's theater organ experience includes five years at Loew's State Theater in New York City.

\* \* \*

Willis Higley, dramatic tenor and announcer, is back with KVI after an absence of several months. Higley has been heard over stations KFQW, KJR, KGA, KVI and KHQ, since beginning his radio career in 1927. Among outstanding programs in which he appeared are the "Betty and Bob" program of the American Broadcasting System.

\* \* \*

The Prudence Penny home talks at 10 a. m. each Monday, Wednesday and Friday at KFVB, Hollywood, are proving popular with women listeners. Even the mere male finds interest in the series. One man, a semi-invalid, writes in that he makes notes on most of her talks and prepares many palatable dishes for his wife who works during the day.



# NEW WORLDS of ENTERTAINMENT FROM YOUR RADIO

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# Pentode Tube Holds Radio Promise

MUCH scientific interest is attached to the development of a new type a. c. tube—a pentode, or five-element tube, said to be three times more powerful than the screen-grid tube, with possibilities of accomplishing all that five and seven-tube instruments now do.

The tube is not new. It has been used in Europe for some time, but has received little development in this country because of the high profits in tube manufacture. The five-element tube, it was feared by tube manufacturers, would ultimately replace so many thousand tubes that it would be a commercial menace.

The scientific aspects, however, have forced the tube to public attention in spite of this attitude. It is now being applied to modern circuits with surprising results. The tube is, in effect, a form of double screen-grid tube. It has a screen around the plate, as in the case of the present screen-grid tube, and also another screen between the control grid and the cathode.

This second screen permits of greatly increased amplification—three to four times more than the present screen-grid tube under its best operating conditions, it is said. The tube is expected to work a re-designing of certain sets. By the use of the pentode tube, smaller, more compact, and cheaper sets can be built, which will perform equally well with the sets of the present day.

Engineers are now working to perfect the tube for commercial broadcast reception use, examining into its characteristics, determining the coils that will have to be used with it, and all the other internal phenomena which go into the adaptation of a new tube to tested circuits. They are also experimenting with new circuits, many of which failed to work satisfactorily with the shield-grid tube, but which may now work in a highly satisfactory manner.

Manufacturers had a sad experience with the screen-grid tube and they are endeavoring to avoid the same mistake with the pentode. When the screen grid was brought out manufacturers began incorporating it in their sets without having first found out just how the tube had to be shielded, wired and connected. Numbers of sets were a "cold flop," refusing to do what was expected of them. Still others were as "broad" as all outdoors.

It took a year of slap-stick manufacture, with only a few experts able to handle the tube, before makers found out just how to use it. Now a shield-grid set represents the acme of efficiency and distance-getting ability. In the case of the pentode tube, set makers are conducting exhaustive experiments in their laboratories before venturing to use the tube in a commercial set.

Just how far the new tube will revolutionize the use of a. c. tubes remains speculative. If it can be used to handle the amplification credited to it, without other complications not easily removed, it will undoubtedly simplify set construction and enable a high-grade product to be made with relative cheapness. In this alone it promises to be a key to future radio development of high importance.

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## Improved Antenna For Planes Perfected

AVIATION radio may be greatly advanced as a result of successful experiments with a new type of antenna just completed by C. Francis Jenkins, Washington motion picture, radio and television inventor.

Using a wire streaming horizontally from the tail of a plane, held in position by a wind-resisting cone, Jenkins found that it was automatically shielded from motor interference by the metal fire partition between the pilot and the motor compartment, thus affording communication with the home station free from all extraneous noises.

The value of the new antenna, it is said, lies in the fact that it permits the elimination of the elaborate shielding required with the hanging antenna now generally used, a matter of importance since every pound of weight in a plane must be carefully considered in determining its flying ability under various stages of motor efficiency which may be encountered.

The increase in operating efficiency resulting from the quieter signals from the horizontal antenna makes possible the use of simple sets powered by portable batteries, thus permitting continued communication even though the plane may be on the ground with its motor shut off.

# A Page From the NBC Woman's Magazine of the Air

By MADONNA M. TODD

**T**O THE merry group which forms the personnel of the "Woman's Magazine of the Air," it might have been just another day, but to a bevy of visitors and your scribe, it should have been calendared in red like the important holidays.

We're referring to a recent Thursday morning when Helen Webster and Ann Holden put Bennie Walker, the WMA editor, through his paces. He was called upon to do almost everything excepting to jump through a hoop.

We watched from the audition booth which overlooks the studio and affords a vantage point for a monitor and the production department representative whose business it is to see (or hear) just how the program sounds to you. This production man heard the program through a loud-speaker which brings it to him just as the radio receiving set offers it in your home. Meanwhile, he watches the performance through sound-proof glass which divides the audition booth and the studio.

It was amusing indeed to see Ann and Helen literally walk away with Bennie's program. It was the first time these two dignified young women have taken matters entirely into their own hands. It's unfortunate we didn't have television that day for the impromptu 20-minutes was just as amusing to see—perhaps more amusing—than to hear.

Bennie opened the Feature in the accepted fashion, but before he was well under way, Helen and Ann stepped in. Bennie was called upon to sing. Comic and French songs and a ballad were demanded. Then Bennie was ordered to recite. He was alternately Irish, colored and the Bennie Walker you hear reading poems. Then Ann and Helen demanded "Little Bennie." All of which goes to show that Bennie Walker is a most versatile person besides being a personality-plus master-of-ceremonies.

After it was all over, we knew that Bennie had just as much fun as the home science and domestic science editors.



LUCILE KIRTLEY

Irving Kennedy, tenor, and Lucile Kirtley, soprano, are the artists who were programmed that morning, along with Joseph Hornik and his Magazine Melodists.

Of course, we must not overlook the "Canary Quartet." Which reminds one of the quandary the NBC business office recently was thrown into by the little songsters. The question arose: "To which fund should the bird-seed be charged?"

Some say Enie, Menie, Minie and Moe are artists and should be provided for in that budget. Others advance the theory that the gay little birds are "atmosphere" or "props." That would put them into the production department budget. Fortunately the problem doesn't have to be settled here.

Now one more thing. We can't reveal all we know about it but Helen Webster has told us that this business of "raising a baby through the air" is going to provide great excitement. Last week Miss Webster described the baby's first week and Wednesday her topic will be "The Baby's Washing." Miss Webster's "baby talks" will be heard each week during the Easier Housekeeping Feature. The baby's sur-name is Burns, but he still must have a given name, his god-mother tells us. Baby Burns has red hair (and maybe some freckles, we don't know yet), and he's to be named by some member of the radio audience. Helen will have more to say of Baby Burns shortly. Meanwhile, we'll be thinking of smart names for red-haired babies.

Some of the intriguing topics announced by Miss Webster and Miss Holden for this week are: "Whitening Drainboards," "Velveeta Souffle," "Dinner After an Afternoon Away from Home," "Mocha Squares," "Eggs au Gratin" and "Escalloped Vegetables." Helen Chase promises "Faces to Order" and the M. J. B. Chef "Gives Advice." Magnolia, Henry and Charley will give a bit of advice, too, in their Oronite comedy.

(The complete program will be found in the BROADCAST WEEKLY program schedule.)

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# Soviet Plan Astonishes World

WITH the naval conference at London holding international attention as world delegates strive for a forward step toward world peace, Russia's sudden adoption of a gigantic radio program for propaganda purposes looms as a move of significant importance. Nothing like it has been undertaken by any nation, and the stupendous scale of the Russian plans has caused other nations to wonder if they have overlooked something.

Russia has just completed plans for 200 broadcast stations. Of this number 87 of them will operate under a total power of 948,000 watts. Some 101 subsidiary stations are planned by the soviet government as a part of the general "five-year plan" under which all the present handicaps of the present communist regulations are expected to be overcome and Russia to take her place as a world power.

Administration of all broadcasting in Russia is in the hands of the Peoples' Commissariat for Posts and Telegraphs, which plans a long series of programs with a view of furthering the interests of communists, not only in Russia itself, but all over the world. At the present time the most powerful station of all, RA97, which operates on several wave lengths, can be heard in every country of the civilized globe with nothing more than a two-two receiving set.

From this station, from midnight to 4 in the morning, goes a continual stream of "information," all tending to show the mistreatment of "workers" in various parts of the world. This "information" lays stress on riots, arrests of communists in different countries, acknowledges communications from various soviet agents in countries far from Russia, and in general keeps alive the communist contact all over the globe. Speeches, many of them in a fiery nature, in Russian, French, Italian, English and Chinese are interspersed with musical programs.

This is from one station alone. Under the augmented program of 200 additional stations there is to be a series of educational and "cultural" feature, carefully devised to appeal to the various radical groups which comprise the Russian population. In other words, the Russian central government is seeking to sell sovietism to 125,000,000 peasants, as well as the rest of the world, by means of radio.

Radio has long been considered by the red leaders as the ideal medium for propaganda, and steady efforts have been made to extend its reach since 1925, when the first station was estab-

lished in Moscow. There are now 65 stations in soviet Russia, 44 of which are continually active in state affairs. The new series of stations is to cost \$17,000,000, and a \$2,000,000 high-powered station is to be built in Moscow for the benefit of the Internationale.

The proposed network will completely blanket Russia from end to end, and with 50 more stations is expected to be in full operation within five years. The larger stations will be built at strategic points throughout the country and their programs will be rebroadcast by the smaller stations. There are 215 districts, each of which will have its own station. News, educational and communist talks and musical programs are planned.

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## Fake Medicine Men Under Fire

The battle to keep the "quack" off the air has started. Medical men, and the listening fraternity itself, tired of having nostrums hurled at it, has deluged the federal radio commission with protests against the use of the sacred radio time for pains and aches. The commission has informed all inquirants that it is without authority to curb the evil, unless the presentations become indecent or obscene.

However, it is contended by some, Congress can incorporate in its proposed radio legislation a prohibition against advertising of this type, similar to that enforced by the Post Office Department over newspapers and magazines, which are barred from the mails when they contain certain fraudulent advertising. The Post Office Department also proceeds against persons defrauding by mail, and this authority of the postal service has been repeatedly upheld by the courts.

The Department of Agriculture and the Federal Trade Commission also have certain authority over fake cures, the former under the food and drug act which has been used to bar hundreds of "medicines" from distribution, the latter under the "unfair methods of competition" clauses of its enabling act.

The Federal Trade Commission in the past has had radio advertising complaints before it and, in one case, issued a "cease and desist" order against an advertiser making fraudulent claims for his product in radio talks. It has been suggested that if the commission acted upon a few such cases, there would be a considerable diminution in the volume of such advertising.

# SUNDAY Programs

Feb. 23, 1930



Robert Olsen  
KFRC—8:30 p.m.

★ BEST BETS TODAY ★		
TIME	STATION	PROGRAM



Rhena Marshall  
KOMO—7:45 p.m.

440.9 Meters  
680 Kcys.

**KPO**

Channel 68  
5000 Watts

Hale Bros. & The Chronicle, San Francisco

- 9:45 to 10:30 a.m.—Interdenominational and nousectarian church services; Rev. Charles P. Deems, Trinity Episcopal Church
- 2 to 3 p.m.—Sunday concert, NBC
- 3 to 4 p.m.—Catholic services, NBC
- 4 to 4:30 p.m.—Western Artists Series, NBC
- 4:30 to 5 p.m.—Visions at Valley Forge, directed by George Washington Leffingwell
- 5 to 5:15 p.m.—Enna Jettick, NBC
- 5:15 to 6:15 p.m.—Collier Hour, NBC
- 6:15 to 7:15 p.m.—Atwater Kent program, NBC
- 7:30 to 8:30 p.m.—Palace Hotel Concert Orchestra
- 8:30 to 9 p.m.—Rudy Seiger and his Fairmont Hotel Concert Orchestra
- 9 to 10 p.m.—Abas String Quartette, with Allan Wilson, tenor
- 10 to 10:30 p.m.—News Digest, "Scotty" Mortland
- 10:30 to 11:30 p.m.—Joe Wright's Silver Slipper Dance Orchestra

379.5 Meters  
790 Kcys.

**KGO**

Channel 79  
10,000 Watts

General Electric Co., Oakland, California

- 10 to 12 noon—Arion Trio; Bible stories
- 12 to 1 p.m.—National Youth Conference
- 1 to 3 p.m.—Dr. S. Parkes Cadman; concert
- 3 to 4 p.m.—Catholic religious service
- 4:30 to 5 p.m.—Duo Disc program
- 5 to 6:15 p.m.—Gems of the Drama; news service
- 6:15 to 6:45 p.m.—Candle-Light Silhouettes
- 6:45 to 7:15 p.m.—Stanislas Bem's Little Symphony
- 7:15 to 7:45 p.m.—Studebaker Champions
- 7:45 to 8:15 p.m.—Sunday at Seth Parker's
- 8:15 to 9 p.m.—The Pilgrims
- 9 to 9:30 p.m.—Borden program
- 9:30 to 10 p.m.—"The Reader's Guide"
- 10 to 11 p.m.—The Gay Classics
- 11 to 12 midnight—Musical Musketeers

325.9 Meters  
920 Kcys.

**KOMO**

Channel 92  
1000 Watts

Fisher's Blend Station, Inc., Seattle, Wash.

- 9 a.m.—Organ recital, Betty Shilton
- 10 a.m.—International Bible Students' Association
- 11 a.m.—Lucile Johnson and Rhena Marshall
- 11:15 a.m.—Plymouth Congregational Church
- 12:15 p.m.—National Youth Conference, NBC
- 1 p.m.—Cadman Cathedral Hour, NBC
- 2 p.m.—Sunday concert, NBC
- 3 p.m.—Catholic religious services, NBC
- 4 p.m.—Western Artists Series, NBC
- 4:30 p.m.—Duo Disc program, NBC
- 5 p.m.—Enna Jettick Melodies, NBC
- 5:15 p.m.—Collier's Hour, NBC
- 6:15 p.m.—Atwater Kent program, NBC
- 7:15 p.m.—Studebaker Champions, NBC
- 7:45 p.m.—Perdin Korsmo, Rhena Marshall, solos, duets
- 8 p.m.—First Church of Christ, Scientist
- 9 p.m.—Borden Milk program, NBC
- 9:30 p.m.—Reader's Guide, NBC
- 10 to 11 p.m.—Gay Classics, NBC

483.6 Meters  
620 Kcys.

**KGW**

Channel 62  
1000 Watts

The Morning Oregonian, Portland, Oregon

- 9:30 to 10 a.m.—American Legion program
- 10 to 11 a.m.—International Bible Students
- 11 to 12 noon—Church services
- 12 to 1 p.m.—National Youth Conference, NBC
- 1 to 2 p.m.—Dr. Cadman's Cathedral, NBC
- 2 to 3 p.m.—Sunday concert, NBC
- 3 to 4 p.m.—Catholic religious service
- 4 to 4:30 p.m.—Studio program
- 4:30 to 5 p.m.—"Duo-Disc program, NBC
- 5 to 5:15 p.m.—Enna Jettick Melodies, NBC
- 5:15 to 6:15 p.m.—Collier Hour, NBC
- 6:15 to 7:15 p.m.—Atwater Kent Hour, NBC
- 7:15 to 7:45 p.m.—Studebaker program, NBC
- 7:45 to 8 p.m.—Baker's Enna Jetticks
- 8 to 8:15 p.m.—"Cecil and Sally"
- 8:15 to 9 p.m.—Baby's Boudoir; studio program
- 9 to 9:30 p.m.—Borden Milk program, NBC
- 9:30 to 10 p.m.—First National Bank concert orchestra
- 10 to 11 p.m.—Little Symphony Orchestra
- 11 to 12 midnight—Fox Hollywood organ

315.6 Meters  
950 Kcys.

**KFWB**

Channel 95  
1000 Watts

Warner Brothers, Hollywood, California

- 8:30 to 9 a.m.—The Funny Paper Man
- 10 to 1:30 p.m.—Late recordings
- 1:30 to 2:30 p.m.—Program from Moreno Highlands
- 6:30 to 7 p.m.—Harry Jackson's entertainers
- 7 to 7:30 p.m.—Hollywood String Quintet; Buster Dees, tenor
- 7:30 to 8 p.m.—Burr McIntosh, Cheerful Philosopher
- 8 to 9 p.m.—Leo Forbstein and his Vitaphone Recording Orchestra; First National stars and players
- 9 to 11 p.m.—Bill Ray's Ragtime Review

254.1 Meters  
1180 Kcys.

**KEX**

Channel 118  
5000 Watts

Western Broadcasting Co., Portland, Ore.

- 6 p.m.—Hour on Broadway
- 7 p.m.—Miller's Hometowns' Orchestra; Glen Eaton, tenor; Marjorie Robillard, piano; Zac Kalbach, saxophone
- 8 p.m.—Damski's Imperial Grand Orchestra; Agatha Turley, soprano; Jean Kantner, baritone; Henri Damski, saxophone
- 9 p.m.—Los Gauchos Argentines; Elmore Vincent, tenor; Zac Kalbach, saxophone
- 10 p.m.—Angelus Ensemble; Ellen Reep, contralto; Sydney Dixon, tenor
- 11 p.m.—Harmony Aces dance; Eulala Dean, blues; Elmore Vincent, tenor

# SUNDAY Programs

491.5 Meters  
610 Kcys.

**KFRC**

Channel 61  
1000 Watts

Don Lee, Inc., San Francisco, Calif.

- 9 to 12 noon—Home Sweet Home concert, DLBS  
12 to 1 p.m.—Sherman-Clay concert  
1 to 2 p.m.—Jean and Her Shadows, DLBS  
2 to 2:30 p.m.—McKesson and Robbins, CBS  
2:30 to 3 p.m.—Gilbert Chick, tenor, and Eleanor Allen, organist  
3 to 4 p.m.—Frank Moss, pianist; Herman Reinberg, cellist, and Harold Dana, baritone, DLBS  
4 to 4:30 p.m.—Our Romantic Ancestors, CBS  
4:30 to 5 p.m.—Talk by Dr. Louis I. Newman  
5 to 5:30 p.m.—Lucille Harger, contralto; Marjorie Colette, with violins and harp and pianist, DLBS  
5:30 to 6 p.m.—Art Kahn and his Sonotrons, CBS  
6 to 7 p.m.—Majestic Theater of the Air, CBS  
7 to 7:30 p.m.—Jesse Crawford, organist, CBS  
7:30 to 8:30 p.m.—Charles Bulotti, tenor; Juanita Tenyson, soprano, and concert orchestra, directed by Meredith Willson, DLBS  
8:30 to 9 p.m.—Robert Olsen and Harold Dana Melody Hour  
9 to 11 p.m.—Val Valente's Roof Garden Orchestra  
11 to 12 midnight—Herb Meyerinck's Mandarin Band

265.3 Meters  
1130 Kcys.

**KSL**

Channel 113  
5000 Watts

Radio Service Corp., Salt Lake City, Utah

- 7 a.m.—Informal program  
9 a.m.—"Sunny Side Up"  
10 a.m.—Utah Educational Department  
10:30 a.m.—National Light Opera Company, NBC  
11 a.m.—Russian Balalaika Orchestra, NBC  
11:30 a.m.—NBC concert  
12 noon—"The Friendly Hour," NBC  
1 p.m.—L. D. S. services from the Tabernacle  
2:30 p.m.—Vocal and instrumental ensemble  
3:30 p.m.—Studio program; Standard concert  
4:30 p.m.—Baldwin Piano Company program, NBC  
5 p.m.—"Enna Jettick Melodies," NBC  
5:15 p.m.—Collier's Hour, NBC  
6:15 p.m.—Atwater Kent Hour, NBC  
7 p.m.—First Presbyterian Church services  
7:30 p.m.—Mons. Hunt, Roman Catholic discourse  
8 p.m.—L. D. S. Church services  
8:45 p.m.—"Television" concert  
9 p.m.—Borden's Concert Hour, NBC  
9:30 p.m.—Utah Hour; requests

236.1 Meters  
1270 Kcys.

**KOL**

Channel 127  
1000 Watts

Seattle Broadcasting Co., Seattle, Wash.

- 4 to 4:30 p.m.—Semi-classical recorded program  
4:30 to 6:30 p.m.—Concert program  
9:30 to 11:30 p.m.—Everstate Scandinavian American Dance Band

508.2 Meters  
590 Kcys.

**KHQ**

Channel 59  
1000 Watts

Louis Wasmer, Inc., Spokane, Washington

- 9 a.m.—"Sweet and Low"; operatic interlude  
10 a.m.—I. B. S. A., KHQ, KOMO, KGW  
11 a.m.—Central Methodist Episcopal Church  
12 noon—Gold Seal concert  
1 p.m.—Dr. S. Parkes Cadman, NBC  
2 p.m.—"With the Music Masters"  
2:30 p.m.—Sunday afternoon concert  
3 p.m.—Catholic religious service, NBC  
4:30 p.m.—Duo Disc Duo, NBC  
5 p.m.—Enna Jettick Melodies, NBC  
5:15 p.m.—Collier Hour, NBC  
6:15 p.m.—Atwater-Kent, NBC  
7:15 p.m.—Studebaker Champions, NBC  
7:45 p.m.—Marian Boyle, pianist  
8 p.m.—New Episcopal Cathedral  
9 p.m.—Borden Milk, NBC  
9:30 p.m.—The Reader's Guide, NBC  
10 p.m.—The Gay Classics, NBC

**NBC**

National Broadcasting Company

- 12 to 1 p.m.—National Youth Conference  
"The Freeman in Chains" will be Dr. Daniel A. Poling's subject for today. He will also be heard answering a number of questions which have been sent to him by members of his radio audience. Muriel Wilson, soprano; Helen Janke, contralto; Richard Maxwell, tenor, and Earl Waldo, bass, and an orchestra conducted by George Shackley will contribute musical selections. KGO, (KOMO 12:15 to 1 p.m.) and KGW.  
1 to 2 p.m.—Dr. S. Parkes Cadman  
Dr. S. Parkes Cadman will discuss "Holidays Which Are Holy Days" in his weekly sermon. During this hour George Dilworth will direct the Oratorio Choristers in sacred musical numbers. KGO, KHQ, KOMO and KGW.  
2 to 3 p.m.—Sunday Concert  
Coming on the air a half-hour earlier than usual, the NBC System Sunday concert with Charles Hart's orchestra and Lucille Kirtley, soprano, will be broadcast from KGO, KOMO, KPO and KGW.  
3 to 4 p.m.—Catholic Religious Service  
Prominent speakers and choral music will form a part of the service, which will be presented weekly through KGO, KHQ, KOMO, KGW and KPO.  
4 to 4:30 p.m.—Western Artists Series, KGO, KPO and KOMO.  
4:30 to 5 p.m.—Duo Disc Program  
Ned Tollinger and John Wolf have three ballads in the Duo Disc program, in which period they will be supported by Max Dolin's salon orchestra. KGO, KHQ, KOMO, KGW and KECA.  
5 to 5:15 p.m.—Enna Jettick Melodies  
Songs with religious and sentimental appeal will be sung by a mixed quartet over KHQ, KOMO, KGW, KPO and KFI.  
5 to 6 p.m.—Gems of the Drama, KGO.  
5:15 to 6:15 p.m.—Collier's Radio Hour  
With a guest speaker, dramatized stories and musical interludes listed on the program, the weekly Collier's Radio Hour will be broadcast over KHQ, KOMO, KGW, KPO and KFI.  
6:15 to 7:15 p.m.—Atwater Kent Hour  
Maria Mueller, soprano of the Metropolitan Opera Company, and Alexander Smallens, conductor of the Philadelphia Civic Opera Company, will be introduced to the Atwater Kent audience tonight over KHQ, KOMO, KGW, KPO and KFI.  
6:15 to 6:45 p.m.—Candle-Light Silhouettes, KGO.  
6:45 to 7:15 p.m.—Bem's Little Symphony, KGO.  
7:15 to 7:45 p.m.—Studebaker Champions  
An "all-popular" program will be played in the Chicago studios and come to listeners in the far West through KGO, KHQ, KOMO, KGW and KFI.  
7:45 to 8:15 p.m.—Sunday at Seth Parker's  
Sunday at Seth Parker's, a semi-religious presentation featuring Seth and his neighbors, will be broadcast over KGO.  
8:15 to 9 p.m.—The Pilgrims, KGO.  
9 to 9:30 p.m.—Borden Program  
Barbara Blanchard, soprano, and a male quartet join with the Blue and White Band in the presentation of popular music over KGO, KHQ, KOMO, KGW, KFI, KSL and KOA.  
9:30 to 10 p.m.—The Reader's Guide, KGO, KHQ, KOMO and KOA.  
10 to 11 p.m.—The Gay Classics  
So many people are of the opinion that classical music is for the most part dull and sombre. Max Dolin's orchestra and Grace Le Page, soprano, will strive to prove otherwise. KGO, KHQ, KOMO, KECA and KOA.  
11 to 12 midnight—Musical Musketeers, KGO.
- 394.5 Meters  
760 Kcys.
- KVI**
- Channel 76  
1000 Watts
- Puget Sound Broadcasting Co., Tacoma, Wash.
- 4 to 4:30 p.m.—Our Romantic Ancestors, CBS  
4:30 to 4:45 p.m.—French trio, CBS  
4:45 to 5 p.m.—The World's Business, CBS  
5 to 5:44 p.m.—Dorothy Grodvin, soprano; Buddy Jenkins, baritone; Margaret Yost, violin  
9 to 11 p.m.—Val Valente's Roof Garden Orchestra  
11 to 12 midnight—Herb Meyerinck's orchestra, DLBS  
12 to 1 a.m.—Organ recital

# SUNDAY Programs

**535.4 Meters** **KTAB** **Channel 56**  
**560 Kcys.** **500 Watts**

Pickwick Broadcasting Co., Oakland, Calif.

9 to 10 a.m.—Dr. B. L. Corley  
10 to 11 a.m.—Bible Class  
11 to 12:30 p.m.—Church services from Tenth Avenue Baptist Church  
12:30 to 1 p.m.—Chapel of Chimes  
1 to 1:30 p.m.—Church of Latter Day Saints  
1:30 to 2:30 p.m.—Masters Album  
2:30 to 3 p.m.—“Organ Echoes” with Alice Blue  
3 to 3:30 p.m.—“Pianistic Pictures in Blue”  
3:30 to 4 p.m.—Violin recital with Emmet Dorman  
4 to 5 p.m.—Musical Appreciation Hour  
5 to 6 p.m.—Chapel of Chimes  
6 to 7 p.m.—Art Fadden, pianist; Tindall lecture  
7 to 7:45 p.m.—Joan Ray, contralto; Jane S. Sands, pianist; Chapel of Chimes  
7:45 to 9:15 p.m.—Church services from Tenth Avenue Baptist Church  
9:15 to 9:30 p.m.—Chapel of Chimes  
9:30 to 10 p.m.—Recital with Read Givens and Jane Sargent Sands, pianist  
10 to 11 p.m.—Brunswick Hour

**468.5 Meters** **KFI** **Channel 64**  
**640 Kcys.** **5000 Watts**

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10 a.m.—L. A. Church Federation program  
2 p.m.—Salvation Army Band  
3:30 p.m.—Kealoha Trio  
4 p.m.—Genevieve Behrend, “Science of Life”  
4:15 p.m.—Margaret Ruth Kernan  
4:30 p.m.—Lella Castberg, “Advanced Thought”  
5 p.m.—Enna Jettick Melodies, NBC  
5:15 p.m.—Collier Hour, NBC  
6:15 p.m.—Atwater Kent program, NBC  
7:15 p.m.—Studebaker Champions, NBC  
7:45 p.m.—Aeolian organ recital  
9 p.m.—Borden Milk program, NBC  
9:30 p.m.—Purcell Mayer, violin recital  
10 p.m.—Wally Ferrin's Packard Dance Orchestra with Two Shades of Blue

**361.2 Meters** **KOA** **Channel 83**  
**830 Kcys.** **12,500 Watts**

General Electric Co., Denver, Colorado

9:50 a.m.—Trinity Methodist Episcopal Church  
11:15 to 12 noon—The Seven Aces; string trio  
12 to 12:30 p.m.—Davis and Shaw Home Builders  
12:30 to 1 p.m.—Catholic Radio Society  
1 to 2 p.m.—Dr. S. Parkes Cadman  
2 to 3 p.m.—National Religious Service  
3 to 3:30 p.m.—Automatic washers  
4 to 4:30 p.m.—Durant Heroes of the World  
4:30 to 5 p.m.—Williams Ollomatics  
5 to 5:15 p.m.—Enna Jettick Melodies  
5:15 to 6:15 p.m.—Collier's Radio Hour  
6:15 to 7:15 p.m.—Atwater Kent Hour  
7:15 to 7:45 p.m.—Studebaker Champions  
7:45 to 8:15 p.m.—Sunday at Seth Parker's  
8:15 to 8:45 p.m.—The Solitaire Cowboys  
8:45 to 9 p.m.—Everett E. Foster, baritone  
9 to 9:30 p.m.—Borden program  
9:30 to 10 p.m.—The Reader's Guide  
10 to 11 p.m.—The Gay Classics

**299.8 Meters** **KFVD** **Channel 100**  
**1000 Kcys.** **250 Watts**

Auburn Fuller, Culver City, Calif.

9 a.m.—Happy-Go-Lucky Trio  
10 a.m.—Songs That Never Grow Old  
11 a.m.—Madame Zollars Beauty Hour  
12:30 p.m.—Tom and Wash  
1 p.m.—“Inspiration,” Magazine of the Air  
2 p.m.—Sacred half hour  
4:30 p.m.—De Witt Hagar's program  
8:45 p.m.—Tom and Wash  
9 p.m.—Community program

**322.4 Meters** **KFWM** **Channel 93**  
**930 Kcys.** **1000 Watts**

Oakland Educational Society, Oakland, Cal.

9 to 9:45 a.m.—Selected classical recordings  
9:45 to 11 a.m.—Organ prelude; children's radio story; Bible lecture; musical selections  
11 to 1 p.m.—Popular recordings; Aeolian Trio  
1 to 1:25 p.m.—Bible questions and answers  
1:25 to 2:30 p.m.—Musical program by the Jublantee Singers; Bible lecture  
6 to 7 p.m.—Community singing; Bible lecture; musical selections  
7 to 7:30 p.m.—Warren Guthrie, baritone; Hazel Fish, accompanist  
7:30 to 7:45 p.m.—Watch Tower Bible lecture  
9:15 to 10:15 p.m.—Greek program with lecture in Greek language  
10:15 to 12 midnight—V. Toutjian, pianist; Jane Toutjian, vocalist; Ray Hansen, vocalist; Benny Allen, vocalist; Elmer Keaton, organist; Edgar Everson, vocalist; Galen Harvey, organist; Three Banjo Boys; Kay Toutjian, announcer

**322.4 Meters** **KFWI** **Channel 93**  
**930 Kcys.** **500 Watts**

Radio Entertainments, San Francisco, Calif.

2:30 to 4 p.m.—Variety recordings  
4 to 5 p.m.—Sherman Clay Hour of Music  
5 to 6 p.m.—Variety Hour with Florence Lorraine, Nadine Chriss, Rolf Metcalf, Bill Thompson, Henry Blank and others  
7:50 to 9:15 p.m.—Services, Fifth Church of Christ, Scientist

**296.6 Meters** **KQW** **Channel 101**  
**1010 Kcys.** **500 Watts**

First Baptist Church, San Jose, Calif.

10:15 to 11 a.m.—Sunday School lessons by Fred J Hart  
11 to 12:30 p.m.—Morning services, First Baptist Church, conducted by Rev. Paul H. Ralstin  
7:30 to 9 p.m.—Evening services, First Baptist Church

**285.5 Meters** **KNX** **Channel 105**  
**1050 Kcys.** **5000 Watts**

L. A. Evening Express, Los Angeles, Calif.

9 to 11 a.m.—Program of recordings  
11 to 12:30 p.m.—First Presbyterian Church  
12:30 to 1 p.m.—Louise Johnson, astroanalyst  
1 to 2 p.m.—International Bible Students' Association  
2 to 4 p.m.—City Park Board musical program  
4 to 5 p.m.—Radio Church of the Air  
5 to 6 p.m.—Guaranty Bldg. and Loan Association  
6 to 6:30 p.m.—Talk by Dr. Ernest Holmes  
6:30 to 7 p.m.—Hollywood Humanist Society  
7 to 7:30 p.m.—Scriptural Research by Dr. Hallinan  
7:30 to 8 p.m.—KNX artists  
8 to 9 p.m.—First Presbyterian Church  
9 to 10:30 p.m.—Calmon Luboviski, violinist; Claire Mellonino, pianist; Walter V. Ferner, cellist

**333.1 Meters** **KHJ** **Channel 90**  
**900 Kcys.** **1000 Watts**

Don Lee, Inc., Los Angeles, California

8 to 9 a.m.—Program of recordings  
9 to 11 a.m.—Pac. States Sav. & Loan concert, KFRC  
11 to 12:30 p.m.—First M. E. Church of L. A. services  
12:30 to 1:30 p.m.—Terpezone string trio and vocalist  
1:30 to 2 p.m.—Nu-Sight Optical Company, recordings  
2 to 2:30 p.m.—McKesson and Robbins, CBS  
2:30 to 3 p.m.—Prof. Chas. Lindsley and organ  
3 to 4 p.m.—Frank Moss, Herman Reinberg and Harold Dana, baritone, DLBS  
4 to 4:30 p.m.—Program of recordings  
4:30 to 5 p.m.—Talk by Rabbi Edgar Magnin  
5 to 5:15 p.m.—Colonial Dames, recordings  
5:15 to 5:30 p.m.—Tea Time Three, from KFRC  
5:30 to 6 p.m.—Art Kahn and his Sonatrons, CBS  
6 to 7 p.m.—Majestic Theatre of the Air, CBS  
7 to 7:30 p.m.—Jesse Crawford, organist, CBS  
7:30 to 8:30 p.m.—Concert program from KFRC  
8:30 to 9 p.m.—J. W. Miller concert, from KFRC  
9 to 10 p.m.—Val Valente and his orchestra, KFRC  
10 to 10:10 p.m.—World-wide news, courtesy Times  
10:10 to 11 p.m.—Val Valente and his orchestra, KFRC  
11 to 12 midnight—Herb Meyerinck's Band from KFRC  
12 to 1 a.m.—Wesley Tourtellotte's organ recital

## SUNDAY Programs

**243.8 Meters**      **KYA**      **Channel 123**  
**1230 Kcys.**                      **1000 Watts**

Pacific Broadcasting Corp., San Francisco

9 to 12 noon—Recorded program  
12 to 1:15 p.m.—Old St. Mary's Church services  
1:15 to 7 p.m.—Recordings  
7 to 8 p.m.—Pacific Artists' Trio, with Nona Campbell  
8 to 9 p.m.—Old St. Mary's Church services  
9 to 10 p.m.—Pacific Artists' Trio; Nellie Wren  
10 to 12 midnight—Recordings

**340.7 Meters**      **KLX**      **Channel 88**  
**880 Kcys.**                      **500 Watts**

Tribune Publishing Co., Oakland, Calif.

5 to 6 p.m.—Chas. T. Besserer, organist

**291.1 Meters**      **CNRV**      **Channel 103**  
**1030 Kcys.**                      **500 Watts**

Canadian National Railways, Vancouver, B. C.

2 p.m.—All-Canada Symphony Hour  
7 p.m.—Imperial Oil Hour of fine music

**204 Meters**      **KGA**      **Channel 147**  
**1470 Kcys.**                      **5000 Watts**

Northwest Broad. System, Spokane, Wash.

10 a.m.—Morning Revellers  
11 a.m.—Organ concert; song recital  
12 noon—Singing Strings  
1 p.m.—Bailey's Classical Hour  
2 p.m.—Hour of Favorite Steppers  
3 p.m.—Masterworks; popular favorites  
5 p.m.—Artistic Ensemble  
6 p.m.—Broadway Trio; Agatha Turley, soprano; Jean Kantner, baritone; Ellen Reep, contralto; Sydney Dixon, tenor  
7 p.m.—Miller's Hometowners' Orchestra; Glen Eaton, tenor; Zac Kalbach, saxophone  
8 p.m.—KGA Concert Band  
9:30 a.m.—Los Gauchos Argentines; Elmore Vincent, tenor; Zac Kalbach, saxophone  
10 p.m.—Request program

**280.2 Meters**      **KJBS**      **Channel 107**  
**1070 Kcys.**                      **100 Watts**

J. Brunton & Sons, San Francisco, Calif.

8:30 to 10 a.m.—Recordings  
10 to 10:30 a.m.—Sunshine Half-Hour  
10:30 to 11:30 a.m.—Recorded music; Selix program  
11:30 to 12:30 p.m.—Salon orchestra; records  
12:30 to 1 p.m.—U. S. popular half-hour  
1 to 2:30 p.m.—Mission Melodies; records  
2:30 to 3 p.m.—Calif. program  
3 to 3:30 p.m.—Mabel Payne, soprano  
3:30 to 4 p.m.—Variety record program  
4 to 4:30 p.m.—Saphire program  
4:30 to 5:45 p.m.—Chas. Warriner, baritone; records

## Trust Patent Legislation Again Sought

LEGISLATION voiding the rights of patent holders who use their patents to violate the anti-trust laws has been reintroduced in Congress by Senator Clarence C. Dill of Washington.

This is the third time the measure has been introduced. Originally proposed in 1928, Senator Dill reintroduced it last year, and a favorable report was made by the Committee on Patents. No action was taken on the measure before the end of the session in March, however, and as this is a new Congress it is necessary for the bill to start all over again.

In its original form the bill proposed the forfeiture of patents used to form monopolies or to create illegal combinations in violation of the anti-trust laws. Following exhaustive hearings on the subject, the bill was rewritten by the committee, which eliminated the forfeiture proposal and instead provided that the operation of patent rights should be suspended as long as the owner of the patent might continue to violate the law.

It is in this form that the senator has reintroduced the measure, which provides that it shall be a complete defense to any suit for infringement of a patent to prove that the complainant in the suit is using it in such a way as to substantially lessen competition or tend to create a monopoly through use or control of the patent.

The legislation, it was explained in the committee report, is "intended to protect not only independent competitors of patent combinations that are illegal, but also those who are independent inventors in the arts. At the present time independent inventors often find it almost impossible to secure a market for their inventions. They must either sell their patents to an existing monopoly on whatever terms it decides to fix, or they must find capital that will not be intimidated by the fear of having to fight a firmly entrenched monopoly, and to carry on defensive litigation to prevent that monopoly from destroying the new invention.

"The destruction of the benefits of the patent system will be inevitable if those who abuse it to create illegal monopolies are permitted to continue to protect their infractions of the law under pretense of patent rights."

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# Golden State

MILK PRODUCTS COMPANY

# MONDAY Programs

Feb. 24, 1930



Jack Deane  
NBC—1 p.m.

★ BEST BETS TODAY ★		
TIME	STATION	PROGRAM
8 p.m.	DLBS	Blue Monday Jamboree



Dorothy Nichols  
KTAB—9:30 p.m.

491.5 Meters  
610 Kcys.

## KFRC

Channel 61  
1000 Watts

Don Lee, Inc., San Francisco, Calif.

- 7 to 7:30 a.m.—Seal Rocks broadcast; stocks
- 7:30 to 8 a.m.—Bill Wright, "The Laughfinder"
- 8 to 8:30 a.m.—Georgia O. George, DLBS
- 8:30 to 9 a.m.—"Home Products," recordings
- 9 to 9:15 a.m.—"Return of Youth," by Mary Coughlan
- 9:15 to 9:30 a.m.—Recordings
- 9:30 to 10:30 a.m.—Feminine Fancies, DLBS
- 10:30 to 11 a.m.—Wyn's Daily Chats
- 11 to 11:30 a.m.—Mary Lewis Haines, domestic talk
- 11:30 to 12 noon—Auditions
- 12 to 1 p.m.—Sherman-Clay concert
- 1 to 2 p.m.—U. S. Navy Band, CBS
- 2 to 3 p.m.—Happy-Go-Lucky Hour, DLBS
- 3 to 3:15 p.m.—Western Air Express, talk
- 3:15 to 3:25 p.m.—Talk on Good-will Trip to Mexico
- 3:25 to 3:30 p.m.—Something About Everything
- 3:30 to 4 p.m.—Yoeng's Orchestra, CBS
- 4 to 4:30 p.m.—H. Kallenborn, Current Events, CBS
- 4:30 to 5 p.m.—Voices from Finland, CBS
- 5 to 5:30 p.m.—Wellman & Nell, DLBS
- 5:30 to 6 p.m.—Melody Masters, DLBS
- 6 to 6:15 p.m.—Bobs, sports authority
- 6:15 to 6:30 p.m.—"Your Financial Problems"
- 6:30 to 7 p.m.—Charles Hamp for S & W
- 7 to 7:30 p.m.—Don Lee Symphony, DLBS
- 7:30 to 8 p.m.—Voice of Columbia, CBS
- 8 to 10 p.m.—"Golden State Blue Monday Jamboree"
- 10 to 10:15 p.m.—Gypsy and Marta
- 10:15 to 11 p.m.—Hotel Mark Hopkins Orch., DLBS
- 11 to 12 midnight—Los Angeles Biltmore Orch., DLBS
- 12 to 1 a.m.—Dance music

315.6 Meters  
950 Kcys.

## KFWB

Channel 95  
1000 Watts

Warner Brothers, Hollywood, California

- 8 to 8:30 p.m.—Don Warner's dance orchestra
- 8:30 to 10 a.m.—Orpheus Sextet and the Feature Trio
- 10 to 10:30 a.m.—Home Economics talk
- 10:30 to 11:30 a.m.—Jean Cowan; Dixieland Syncopators
- 11:30 to 12:30 p.m.—Quintet and soloists; Cecil & Sally
- 12:30 to 2 p.m.—Variety Serenaders; the Three Boswell Sisters and Bernard Cooney, popular songs
- 2 to 2:30 p.m.—Art Pabst and his banjo
- 4 to 6 p.m.—Everett Hoagland's ensemble with Gus Mack, soloist
- 6 to 6:30 p.m.—KFWB Dinner Ensemble
- 6:30 to 7 p.m.—Harry Jackson's entertainers
- 7 to 7:30 p.m.—Julius K. Johnston, organist
- 7:30 to 7:45 p.m.—Jean Leonard, Wizard of the Ivories
- 7:45 to 8 p.m.—Cliff and Lolly, "Nuts of Radio"
- 8 to 8:30 p.m.—Don Warner's Dance Orchestra
- 8:30 to 10 p.m.—Ice hockey game announced by Bill Scott
- 10 to 10:30 p.m.—George Olsen's orchestra
- 10:30 to 11:30 p.m.—Gus Arnheim's orchestra
- 11:30 to 12 midnight—George Olsen's orchestra

243.8 Meters  
1230 Kcys.

## KYA

Channel 123  
1000 Watts

Pacific Broadcasting Corp., San Francisco

- 9 to 10 a.m.—Recorded program
- 10 to 10:30 a.m.—Cooking, by Belle de Graf
- 10:30 to 11 a.m.—Popular recordings
- 11 to 12 noon—California Sunshine Hour
- 12 to 12:15 p.m.—Newscasting
- 12:15 to 2 p.m.—Recordings
- 2 to 3 p.m.—Bridge Party Hour
- 3 to 3:30 p.m.—Cabbages and Kings
- 3:30 to 4:15 p.m.—Popular recordings
- 4:15 to 5:15 p.m.—Sunset Hour
- 5:15 to 5:45 p.m.—Virginia Spencer and Helen Stone
- 5:45 to 6:15 p.m.—National Kanteens program; records
- 6:15 to 6:30 p.m.—Metro and Cosmo
- 6:30 to 7 p.m.—Popular recordings
- 7 to 7:30 p.m.—George Taylor and the boys
- 7:30 to 8 p.m.—Tommy Monroe and Bob Allen
- 8 to 9 p.m.—Calendar of the Air
- 9 to 10:30 p.m.—Revue of KYA artists
- 10:30 to 1 a.m.—Recordings and requests

325.9 Meters  
920 Kcys.

## KOMO

Channel 92  
1000 Watts

Fisher's Blend Station, Inc., Seattle, Wash.

- 6:55 a.m.—Inspirational services
- 7 a.m.—Making Merry with Sperry
- 8 a.m.—Shell Happytime
- 9 a.m.—Y. M. C. A. health exercises
- 9:15 a.m.—Organ recital, Betty Shilton
- 10:15 a.m.—Fred Lynch, tenor; Marye Burns
- 10:30 a.m.—Woman's Magazine of the Air, NBC
- 11:30 a.m.—Orchestra; Hayden Morris, basso
- 12 noon—Agriculture farm talk
- 12:15 p.m.—"What to Prepare for Dinner"
- 12:30 p.m.—Grain, fruit and vegetable reports
- 12:35 p.m.—Orchestra with tenor, contralto, baritone
- 2:30 p.m.—Pacific Coast School of the Air
- 3 p.m.—Tabernacle choir and organ recital, NBC
- 3:30 p.m.—Vocal ensemble recital
- 4 p.m.—Mining stock quotations
- 4:15 p.m.—Greenwood Mitchell and VeOna Socolofsky, solos and duets
- 4:30 p.m.—Kiddies' program
- 5 p.m.—The Hot Spot of Radio, NBC
- 5:30 p.m.—Artistic Ensemble; Hayden Morris, basso
- 6 p.m.—Moment Musical, NBC
- 6:30 p.m.—General Motors Party, NBC
- 7 p.m.—Stromberg-Carlson concert, NBC
- 7:30 p.m.—Empire Builders, NBC
- 8 p.m.—Rudy Seiger's Shell Symphonists, NBC
- 8:30 p.m.—Amos 'n' Andy, NBC
- 8:45 p.m.—Ole and the Girls, NBC
- 9 p.m.—Voice of Firestone, NBC
- 9:30 p.m.—The Cigar Band
- 10 p.m.—Univ. of Wash. Educational Hour
- 10:45 p.m.—News flashes
- 11 p.m.—Laughner-Harris Dance Orchestra
- 12 midnight—Organ recital, Betty Shilton

# MONDAY Programs

## NBC

### National Broadcasting Company

- 10:30 to 11:30 a.m.—"Woman's Magazine of the Air"  
Helen Chase offers "Faces to Order" during the Camay Feature. She will be preceded to the microphone by Helen Webster, who promises to describe the whitening of a drainboard during her Clorox Feature talk. An impromptu feature also will be offered with Bennie Walker, Miss Webster and Ann Holden taking part. Joseph Hornik and his Magazine Melodists will provide the instrumental selections, with a duo of NBC soloists completing the musical fare. KGO, KHQ, KOMO, KGW, KPO and KFI from 10:30 to 11:30, and through KSL and KOA from 10:30 to 10:50 o'clock.
- 1 to 2 p.m.—Pacific Vagabonds  
Popular tunes will be played by Paul Carson, organist, and the Musical Musketeers and sung by the three co-eds and Jack Deane, tenor. KGO and KGW (1:30 to 2 p.m.).
- 2:30 to 3 p.m.—Pacific Coast School of the Air  
William De Mille will be presented as the speaker during today's Pacific Coast School of the Air, broadcast through KGO, KHQ, KOMO, KGW, KPO and KFI.
- 3 to 3:30 p.m.—Mormon Tabernacle Choir and Organ  
KGO, KOMO, KGW and KPO.
- 3:45 to 4:15 p.m.—California Federation of Women's Clubs, KGO and KECA.
- 4:45 to 5 p.m.—Back of the News in Washington  
KGO and KGW.
- 6 to 6:30 p.m.—Moment Musicale  
Arcadia Birkenholz's string ensemble, Caroline Andrews, soprano, and Richard Maxwell, tenor, will unite in the transcendent presentation of Moment Musicale over KGO, KHQ, KOMO and KGW.
- 6:30 to 7 p.m.—General Motors Family Party  
In the list of the great singers of the world today may be found the name of Ezio Pinza, basso of the Metropolitan Opera Company in New York, and the particular bright star of the General Motors Family Party. KGO, KHQ, KOMO, KGW and KFI.
- 7 to 7:30 p.m.—Stromberg-Carlson Program  
Guy Fraser Harrison and the 50-piece Rochester Civic Orchestra will diverge from the classical music which it is their custom to offer when they play "Turkey in the Straw" in the Stromberg-Carlson program over KGO, KHQ, KOMO, KGW and KFI.
- 7:30 to 8 p.m.—"Empire Builders"  
How a temperamental movie star upsets the plans of her co-workers when she refuses to jump over a 50-foot cliff during the taking of a picture in Glacier National Park is revealed in the Empire Builders' presentation. KGO, KHQ, KOMO, KGW and KFI.
- 8 to 9 p.m.—Rudy Selger's Shell Symphonists  
Rudy Selger's Shell Symphonists will play again for radio auditors when they present their weekly concert. The tuneful light selections to be heard will be announced by Selger and interpreted under his direction. KPO and KFI release the entire program and KHQ, KOMO and KGW the first half-hour.
- 8 to 8:30 p.m.—"Out of the West," KGO.
- 8:30 to 8:45 p.m.—Amos 'n' Andy, KGO, KGW, KHQ, KOMO, KECA.
- 8:45 to 9 p.m.—Ole and the Girls  
Ole gets "pinched" in tonight's episode, and there is considerable doubt as to whether or not Cora and Seeda, the Apple Sisters, will be able to get their vaudeville partner out of jail in time to go on with the show. KGO, KHQ, KOMO, KGW, KECA.
- 9 to 9:30 p.m.—"Voice of Firestone"  
The "Voice of Firestone," bringing again the voices of Myron Neisley, Marian Gilbert and the Choristers, and a full concert orchestra headed by Max Dolin, will be heard over KGO, KHQ, KOMO, KGW, KFI, KSL and KOA.
- 9:30 to 10 p.m.—"The Cigar Band"  
Eight popular melodies, including a waltz melody, will be "The Cigar Band's" contribution to the radio audience when Walter Beban leads this group of dance musicians. KGO, KHQ, KOMO, KGW, KFI.

- 10 to 10:30 p.m.—House of Myths  
"Laura Wins Aeneas" is the self-explanatory title of the concluding episode in "The Adventures of the Trojans." This dramatized myth is one of a series being written in a satirical style by Carleton E. Morse. Appropriate background music will be played throughout the production. KGO, KECA, KSL and KOA.
- 10:30 to 11 p.m.—Music Box  
Selections which are generally heard in a music box will be played by Charles Hart's orchestra. KGO, KECA, KSL and KOA.
- 11 to 12 midnight—Laughner-Harris Hotel St. Francis Dance Orchestra, KGO and KOMO.

468.5 Meters **KFI** Channel 64  
640 Kcys. 5000 Watts

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- 7 a.m.—"Making Merry with Sperry"  
7:30 a.m.—Opening market quotations  
7:45 a.m.—"Making Merry with Sperry"  
8 a.m.—Shell Happytime from KPO  
9 a.m.—Sadye Nathan  
9:15 a.m.—Sylvia's Happy Hour  
10:30 a.m.—Woman's Magazine of the Air, NBC  
11:30 a.m.—"Mental Exercises," Francis Hancock  
12 noon—U. C. and U. S. agriculture talks  
12:15 p.m.—Federal and state market reports  
2:15 p.m.—Winnie Fields Moore, travelogue  
2:30 p.m.—California School of the Air  
3:30 p.m.—Bess Kilmer's Helpful Hints to Housewives  
4 p.m.—"Books I Kept," Francis Sullivan  
4:30 p.m.—Big Brother  
5 p.m.—Baron Keyes, "The Story Man"  
5:30 p.m.—Wilfred Butterworth, tenor  
5:45 p.m.—Stock market reports  
6:30 p.m.—General Motors Family Party, NBC  
7 p.m.—Stromberg-Carlson program, NBC  
7:30 p.m.—Empire Builders, NBC  
8 p.m.—Shell Symphonists, NBC  
9 p.m.—Voice of Firestone, NBC  
9:30 p.m.—The Cigar Band, NBC  
10 p.m.—Packard Concert Orchestra, Pryor Moore, dir.  
10:30 p.m.—Helen Guests, ballads  
11 p.m.—KFI news bureau

236.1 Meters **KOL** Channel 127  
1270 Kcys. 1000 Watts  
Seattle Broadcasting Co., Seattle, Wash.

- 6:45 to 7 a.m.—Radio Time Clock  
7 to 8 a.m.—Eye Opener program  
8 to 9:30 a.m.—Recorded program  
9:30 to 10 a.m.—Home Economics and Cynthia Gray  
10 to 12 noon—Musical program; "The Carnival"  
12 to 2:30 p.m.—Popular melodies  
2:30 to 3:30 p.m.—"KOL Matinee" with Eva Gonnella; Inez Z. Morrison; Alice Blomquist; Ralph Clayton  
3:30 to 4:15 p.m.—"Musical Side Show"  
4:15 to 5 p.m.—Newscasting; Mr. Fixit  
5 to 6 p.m.—Service Hour  
6 to 6:15 p.m.—Ivan Ditmars with Show News  
6:15 to 7 p.m.—Cecil and Sally; Friendship  
7 to 8 p.m.—"The Midway" with Ivan Ditmars; Three Little Girls; Midway Band and Pinkerton Day  
8 to 9 p.m.—Semi-classical program  
9 to 9:30 p.m.—Wheeler's Old Time Band  
9:30 to 10:30 p.m.—Melody Boys; Ruby Veatch; George McCulloch; Goldie Opolsky; Rhythmette Twins  
10:30 to 12 midnight—Dance music

204 Meters **KGA** Channel 147  
1470 Kcys. 5000 Watts  
Northwest Broad. System, Spokane, Wash.

- 8 a.m.—News and popular music  
9 a.m.—Friendly Hour; popular music  
11 a.m.—Luncheon concert  
12 noon—News and music  
1 p.m.—Gold Seal program; Concert Classique  
2 p.m.—Popular Melange; Radio Matinee  
4 p.m.—Gift program; Tea Hour concert  
5 p.m.—World Bookman; Uncle Andy  
5:30 p.m.—Hometowners' Orchestra; Glen Eaton, tenor; Marjorie Robillard, piano  
7 p.m.—Damski's Neapolitans; Agatha Turley, soprano; Sydney Dixon, tenor  
10 p.m.—Request program

**MONDAY Programs**

535.4 Meters  
560 Kcys.

**KTAB**

Channel 56  
500 Watts

Pickwick Broadcasting Co., Oakland, Calif.  
7 to 8:30 a.m.—Studio program; recordings  
8:30 to 9 a.m.—Ye Towne Cryer  
9 to 9:30 a.m.—Morning Prayer Hour  
9:30 to 10 a.m.—“Broadway Tunes”  
10 to 10:30 a.m.—Household Hour with Alma La Marr  
10:30 to 11 a.m.—Dr. B. L. Corley  
11 to 12 noon—Barney Lewis’ Tabloid of the Air  
12 to 1:30 p.m.—Studio program; Chapel of Chimes  
1:30 to 2 p.m.—Dr. Keyes program  
2 to 3 p.m.—Musical Appreciation Hour  
3 to 3:30 p.m.—Organ, Alice Blue; Mabel Payne, soloist  
3:30 to 5 p.m.—“Broadway Tunes”; Dr. Forrester  
5 to 6 p.m.—Brother Bob’s Frolic Hour  
6 to 7 p.m.—Studio program; Chapel of Chimes  
7 to 7:30 p.m.—Art Fadden, pianist  
7:30 to 8 p.m.—“Pep and Personality” program  
8 to 9 p.m.—String ensemble and soloists  
9 to 9:30 p.m.—“Organ Echoes” with Alice Blue  
9:30 to 10 p.m.—Dorothy Nichols, cellist; Alice Blue, pianist and organist  
10 to 11 p.m.—String ensemble; Carl Tobin, tenor; Jane Sargent Sands, pianist  
11 to 12 midnight—Semi-classic program  
12 to 1 a.m.—“Slumber Chaser”

296.6 Meters  
1010 Kcys.

**KQW**

Channel 101  
500 Watts

First Baptist Church, San Jose, Calif.  
9:30 to 11 a.m.—Helpful Hints; weather reports  
11 to 11:45 a.m.—Bancredits Service program  
11:45 to 12:30 p.m.—Recordings; organ recital  
12:30 to 1 p.m.—Market reports, weather  
1 to 1:30 p.m.—Hart’s Happy Half Hour  
1:30 to 2:30 p.m.—The Friendly Hour  
2:30 to 3 p.m.—Helpful Hints to Housewives  
3 to 3:30 p.m.—Musical program  
4:45 to 5:15 p.m.—Children’s program  
5:15 to 5:30 p.m.—Painless Parker  
5:30 to 6 p.m.—San Jose Radionics Institute  
6 to 6:10 p.m.—U. S. D. A. Farm flashes  
6:10 to 6:30 p.m.—Crop digest from S. F. studio  
6:30 to 6:45 p.m.—Market reports, S. F. studio  
6:45 to 6:55 p.m.—Farm reporter  
6:55 to 7 p.m.—Farmers’ Exchange; weather report  
7 to 7:50 p.m.—Farm Bureau evening radio news  
7:50 to 8 p.m.—San Jose Chamber of Commerce  
8 to 9:30 p.m.—Studio programs

483.6 Meters  
620 Kcys.

**KGW**

Channel 62  
1000 Watts

The Morning Oregonian, Portland, Oregon  
7 to 8 a.m.—“Making Merry with Sperry”  
8 to 9 a.m.—Shell Happytime  
9 to 9:30 a.m.—Oregonian Cooking School; news  
9:30 to 10:15 a.m.—The Town Crier  
10:15 to 10:30 a.m.—Fitch program  
10:30 to 11:30 a.m.—Woman’s Magazine of the Air, NBC  
11:30 to 12 noon—Program of recordings  
12 to 12:30 p.m.—“Powers Pied Piper”  
12:30 to 1 p.m.—Stewart-Warner organ  
1 to 2 p.m.—Pacific Vagabonds, NBC  
2:30 to 3 p.m.—Pacific School of the Air, NBC  
3 to 3:30 p.m.—Mormon Tabernacle, NBC  
3:30 to 3:45 p.m.—Studio personalities  
3:45 to 4:15 p.m.—Traffic talk; recordings  
4:15 to 4:45 p.m.—Evening Reveries, NBC  
4:45 to 5 p.m.—Back of the News in Washington, NBC  
5 to 6 p.m.—Movie Club; studio program  
6 to 6:30 p.m.—Moment Musicale  
6:30 to 7 p.m.—General Motors Family Party, NBC  
7 to 7:30 p.m.—Stromberg-Carlson, NBC  
7:30 to 8 p.m.—Empire Builders, NBC  
8 to 8:30 p.m.—Rudy Seiger’s Shell Symphonists, NBC  
8:30 to 8:45 p.m.—Amos ‘n’ Andy, NBC  
8:45 to 9 p.m.—“Ole and the Girls,” NBC  
9 to 9:30 p.m.—Firestone program, NBC  
9:30 to 10 p.m.—“The Cigar Band,” NBC  
10 to 12 midnight—Ben Selling’s Boys; organ recital

340.7 Meters  
880 Kcys.

**KLX**

Channel 88  
500 Watts

Tribune Publishing Co., Oakland, Calif.  
7 to 8 a.m.—Exercises and entertainment  
8 to 9 a.m.—Jean Kent  
9 to 9:30 a.m.—Modern Homes period  
9:30 to 10:15 a.m.—Health questions answered  
10:15 to 10:30 a.m.—S. F. stocks; weather  
10:30 to 12 noon—Records; classified adv.  
12 to 1 p.m.—Machado’s KLX Hawaiians  
1 to 2 p.m.—Jean’s Hi-Lights  
2 to 2:30 p.m.—Recordings  
2:30 to 3:30 p.m.—Opportunity hour; stocks  
3:30 to 5 p.m.—Recordings  
5 to 5:30 p.m.—Brother Bob Club  
5:30 to 6 p.m.—Edgar Russell  
6 to 7 p.m.—Hotel Oakland concert trio  
7 to 7:30 p.m.—News items  
7:30 to 8 p.m.—Jack Delaney’s Alabam Cafe orchestra  
8 to 9 p.m.—Amati Quartet  
9 to 10 p.m.—Helen Wegman Parmelee, pianist; California Saxtet; Edith Fern Newcomb, contralto; and Charles Follette, accompanist  
10 to 10:10 p.m.—Dr. Jelopie  
10:10 to 11 p.m.—Dance program

254.1 Meters  
1180 Kcys.

**KEX**

Channel 118  
5000 Watts

Western Broadcasting Co., Portland, Ore.  
5 p.m.—KEX Bulletin Hour  
6 p.m.—Hometowns’ Orchestra; Glen Eaton, tenor; Marjorie Robillard, piano  
7 p.m.—Dream Melodies; Agatha Turley, soprano; Sydney Dixon, tenor; Mabel Mohrman, piano  
9 p.m.—Novelty program; Melvin & Merciful  
9:30 p.m.—Concert hour  
10:30 p.m.—Jack and Jill Tavern Orchestra  
11:30 p.m.—Time, weather and police reports  
11:40 to 1 a.m.—KEX midnight matinee

361.2 Meters  
830 Kcys.

**KOA**

Channel 83  
12,500 Watts

General Electric Co., Denver, Colorado  
5 to 5:55 p.m.—Brown Palace Hotel Orchestra  
5:55 to 6 p.m.—Berlin Boyd, Better Business Bureau  
6 to 6:30 p.m.—Moment Musicale, NBC  
6:30 to 7 p.m.—General Motors Family Party  
7 to 7:30 p.m.—Stromberg-Carlson program  
7:30 to 8 p.m.—Empire Builders  
8 to 8:30 p.m.—Supreme Serenaders  
8:30 to 8:45 p.m.—Amos ‘n’ Andy  
8:45 to 9 p.m.—Lamb Mixed Quartet  
9 to 10 p.m.—Voice of Firestone; string trio  
10 to 11 p.m.—House of Myths; the Music Box

508.2 Meters  
590 Kcys.

**KHQ**

Channel 59  
1000 Watts

Louis Wasmer, Inc., Spokane, Washington  
6:45 a.m.—Inspirational service  
7 a.m.—Making Merry with Sperry, KPO  
8 a.m.—The Shell Happytime, KPO  
9 a.m.—Walt, Winn and Harvey  
10:30 a.m.—Woman’s Magazine of the Air, NBC  
11:30 a.m.—Winifred Rhoades, RKO organist  
12 noon—National Savings luncheon program  
12:15 p.m.—Erick Bats and Bouquets  
12:30 p.m.—Gold Seal program; Hawaiian Echoes  
1:30 p.m.—“Studio Affairs”; comedy capers  
2 p.m.—“The Old Days”  
2:30 p.m.—Pacific Coast School of the Air, NBC  
3 p.m.—Album Symphonies  
3:30 p.m.—“Paint o’ Mine” period  
4 p.m.—Happy Harmonies; Matched Unit Hour  
5:30 p.m.—“Hits and Bits”  
6 p.m.—Moment Musicale, NBC  
6:30 p.m.—General Motors Family Party, NBC  
7 p.m.—Stromberg-Carlson, NBC  
7:30 p.m.—Empire Builders, NBC  
8 p.m.—Rudy Seiger’s Shell Symph., NBC  
8:30 p.m.—Amos ‘n’ Andy, NBC  
8:45 p.m.—Ole and the Girls, NBC  
9 p.m.—Voice of Firestone, NBC  
9:30 p.m.—The Cigar Band, NBC  
10 p.m.—Novelty program; bridge lessons  
11 p.m.—Just Another Hour; “Ask for It”

## MONDAY Programs

**379.5 Meters  
790 Kcys.**

**KGO**

**Channel 79  
10,000 Watts**

**General Electric Co., Oakland, California**

8 to 9 a.m.—Reveille  
9 to 9:30 a.m.—Meet the Folks  
9:30 to 10:30 a.m.—Radio Ramblings  
10:30 to 11:30 a.m.—Magazine of the Air  
11:30 to 12 noon—Philharmonic organ recital  
12 to 1 p.m.—Rembrandt Trio  
1 to 2 p.m.—Pacific Vagabonds  
2 to 2:30 p.m.—NBC Debut Hour  
2:30 to 3 p.m.—Pacific Coast School of the Air  
3 to 3:30 p.m.—Mormon Tabernacle choir and organ recital, Salt Lake City  
3:30 to 3:45 p.m.—Studio personalities  
3:45 to 4:15 p.m.—Calif. Federation of Women's Clubs  
4:15 to 4:45 p.m.—Evening Reveries  
4:45 to 5 p.m.—Back of the News in Washington, D. C.  
5 to 5:30 p.m.—The Hot Spot of Radio  
5:30 to 5:45 p.m.—Afternoon Musicales  
5:45 to 6:30 p.m.—News service; Moment Musicales  
6:30 to 7 p.m.—General Motors Family Party  
7 to 7:30 p.m.—Stromberg-Carlson program  
7:30 to 8 p.m.—The Empire Builders  
8 to 8:30 p.m.—“Out of the West”  
8:30 to 8:45 p.m.—Amos 'n' Andy  
8:45 to 9 p.m.—Ole and the Girls  
9 to 9:30 p.m.—The Voice of Firestone  
9:30 to 10 p.m.—“The Cigar Band”  
10 to 11 p.m.—House of Myths; the Music Box  
11 to 12 midnight—Hotel St. Francis dance orchestra

**285.5 Meters  
1050 Kcys.**

**KNX**

**Channel 105  
5000 Watts**

**L. A. Evening Express, Los Angeles, Calif.**

6:45 to 8 a.m.—Exercises by Dr. P. M. Seixas  
8 to 8:15 a.m.—Record program  
8:15 to 8:30 a.m.—Inspirational talk and prayer  
9 to 9:30 a.m.—Bundy & Albright program  
9:30 to 10 a.m.—Radio shopping news  
10 to 10:30 a.m.—Town Crier's morning message  
10:30 to 11 a.m.—Kate Vaughn, Household Economics  
11 to 11:15 a.m.—Soda-Lax courtesy program  
11:15 to 11:30 a.m.—Madame Marie, beauty talk  
12 to 12:30 p.m.—KNX String Ensemble  
12:30 to 12:45 p.m.—Bell Laboratories  
12:45 to 1 p.m.—C. P. R.'s program  
1:30 to 2 p.m.—Reading interesting books  
2 to 2:30 p.m.—Records and announcements  
2:30 to 3 p.m.—KNX String Ensemble  
3 to 3:30 p.m.—Organ program  
3:30 to 3:35 p.m.—Lost and found announcements  
3:45 to 4 p.m.—Dr. Hugo Escobar, Spanish lessons  
4:30 to 5 p.m.—C. P. R.'s musical program  
5 to 5:15 p.m.—Travelogue  
5:15 to 5:45 p.m.—Big Brother Ken's Kiddie Hour  
5:45 to 6 p.m.—Town Crier's timely amusement tips  
6 to 6:30 p.m.—Organ program  
6:30 to 7:30 p.m.—Feature program, KNX artists  
7:30 to 8 p.m.—One-act play by Georgia Fildfield  
8 to 9 p.m.—Luboviski Musical Trio  
9 to 9:30 p.m.—Rio Grande Oil program  
9:30 to 10 p.m.—KNX feature program  
10 to 12 midnight—Hotel Ambassador; Johnny Hamp and his Kentucky Serenaders in the Cocoanut Grove  
12 to 1 a.m.—Dance hour of records

**280.2 Meters  
1070 Kcys.**

**KJBS**

**Channel 107  
100 Watts**

**J. Brunton & Sons, San Francisco, Calif.**

6:45 to 8 a.m.—KJBS Alarm Klok Klub  
8 to 8:30 a.m.—Marshall & Stearns program  
8:30 to 9 a.m.—Favorite recordings  
9 to 9:30 a.m.—Associated Grocers' program  
9:30 to 1:45 p.m.—Record program; stock reports  
1:45 to 2 p.m.—Dr. Wiseman, health talk  
2 to 2:40 p.m.—Records; insurance talk  
2:40 to 4:30 p.m.—Record varieties; Shirley Dale  
4:30 to 5 p.m.—Al Sather, “Songs of the Moment”  
5 to 5:45 p.m.—Popular recordings

**440.9 Meters  
680 Kcys.**

**KPO**

**Channel 68  
5000 Watts**

**Hale Bros. & The Chronicle, San Francisco**

7 to 8 a.m.—Health Exercises by Hugh Barrett Dobbs and William Hancock  
8 to 9 a.m.—Shell Happytime, by Hugh Barrett Dobbs and William H. Hancock  
9:30 to 10 a.m.—Dobbsie's Daily Chat  
10 to 10:30 a.m.—Julia Hayes, “Helpful Hints”  
10:30 to 11:30 a.m.—Magazine of the Air, NBC  
11:30 to 11:55 a.m.—Ye Towne Cryer  
11:55 to 12:05 p.m.—Time, Scripture, announcements  
12:05 to 12:10 p.m.—Dean Gresham, Community Chest  
12:10 p.m.—Art talk by Helen G. Barker  
1:30 to 2 p.m.—Ann Warner's Home Chats  
2 to 2:10 p.m.—E. A. Pierce stock reports  
2:10 to 2:30 p.m.—Book Review, Harold Small  
2:30 to 3 p.m.—Pacific Coast School broadcast, NBC  
3 to 3:30 p.m.—Mormon Tabernacle, NBC  
3:30 to 3:45 p.m.—Dept. of Commerce talk  
3:45 to 4 p.m.—Calif. State Chamber of Commerce  
4 to 4:50 p.m.—S. F. Branch American Penwomen  
4:50 to 5 p.m.—E. A. Pierce stock reports  
5 to 5:50 p.m.—Children's Hour  
5:50 to 6 p.m.—News Digest, “Scotty” Mortland  
6 to 7 p.m.—Reo Masters of Music  
7 to 8 p.m.—North Americans  
8 to 9 p.m.—Shell Symphonists program, NBC  
9 to 9:10 p.m.—Cecl and Sally  
9:10 to 10 p.m.—The Treadors  
10 to 11 p.m.—Jesse Stafford's dance orchestra

**265.3 Meters  
1130 Kcys.**

**KSL**

**Channel 113  
5000 Watts**

**Radio Service Corp., Salt Lake City, Utah**

3 p.m.—Salt Lake Tabernacle choir and organ, NBC  
3:30 p.m.—“Ye Olde Towne Cryer”  
5 p.m.—Studio program dance orchestra  
5:30 p.m.—Vocal and instrumental selections  
5:45 p.m.—Educational program  
6 p.m.—Moment Musicales  
6:30 p.m.—General Motors “Family Party,” NBC  
7 p.m.—Program of diversified musical selections  
7:30 p.m.—Great Northern Railroad program, NBC  
8 p.m.—“The Jewel Box”  
8:30 p.m.—Amos 'n' Andy, NBC  
8:45 p.m.—Dr. Keller, “Care of the Eyes”  
9 p.m.—“The Voice of Firestone,” NBC  
9:30 p.m.—Diversified drama program  
10 p.m.—House of Myths, NBC  
10:30 p.m.—“The Music Box,” NBC  
11 p.m.—Midnight Hour

**333.1 Meters  
900 Kcys.**

**KHJ**

**Channel 90  
1000 Watts**

**Don Lee, Inc., Los Angeles, California**

7 to 8 a.m.—Recordings; stock exchange reports  
8 to 9 a.m.—Radio Home Makers, CBS  
9 to 9:30 a.m.—Program of recordings  
9:30 to 10:30 a.m.—Feminine Fancies, from KFRC  
10:30 to 11:15 a.m.—Times Forum; records  
11:15 to 11:30 a.m.—Honoluluans, CBS  
11:30 to 11:45 a.m.—Ann Leaf, CBS  
11:45 to 12 noon—Program of recordings  
12 to 12:30 p.m.—Biltmore Hotel concert orchestra  
12:30 to 12:45 p.m.—World-wide news  
12:45 to 1 p.m.—Organ recital and vocalist  
1 to 1:30 p.m.—Wesley Tourtellotte's organ recital  
1:30 to 2 p.m.—U. S. Navy Band, CBS  
2 to 3 p.m.—Happy Go Lucky Hour, from KFRC  
3 to 3:15 p.m.—Colonial Dames, talk  
3:15 to 3:30 p.m.—Helene Selby, talk on dogs  
3:30 to 3:45 p.m.—M. Murray's talk on home problems  
3:45 to 4 p.m.—Automobile Club of So. Calif.  
4 to 4:05 p.m.—Better Business Bureau talk  
4:05 to 4:30 p.m.—Recordings; world news  
4:30 to 5 p.m.—“Voices from Filmland,” to CBS  
5 to 5:30 p.m.—Charlie Wellman and Nell Larson  
5:30 to 6:30 p.m.—Matinee Melody Masters  
6:30 to 7 p.m.—Chas. Hamp, presented by S. & W.  
7 to 7:30 p.m.—Don Lee Concert Orchestra  
7:30 to 8 p.m.—Silverwood's orchestra and singers  
8 to 10 p.m.—Golden State Milk Products Jamboree  
10 to 10:05 p.m.—World-wide news  
10:05 to 11 p.m.—Mark Hopkins Hotel dance orchestra  
11 to 12 midnight—Biltmore Hotel dance orchestra  
12 to 1 a.m.—Wesley Tourtellotte's organ recital

## MONDAY Programs

**322.4 Meters** **KFWI** **Channel 93**  
**930 Kcys.** **500 Watts**

**Radio Entertainments, San Francisco, Calif.**

7 to 8 a.m.—Musical Clock  
9 to 10 a.m.—Gems from the classics  
10 to 10:30 a.m.—Charlie Glenn, "Songs of Yesterday"  
10:30 to 10:50 a.m.—Dr. T. Linebarger, health talk  
10:50 to 11 a.m.—News, weather, police reports  
11 to 11:30 a.m.—Happy Ray Batz, pianologue  
11:30 to 12:15 p.m.—Program of recordings  
12:15 to 12:45 p.m.—Nearing Sisters and Ramona Saxe  
12:45 to 1:30 p.m.—Records; Cal King's Country Store  
6 to 6:30 p.m.—Philip Steinman, violinist; Theodore Salmon, concert pianist  
6:30 to 7 p.m.—Johnny Oliver's Hawaiian Trio  
7 to 7:15 p.m.—Radio skit, "The Oakleys"  
7:15 to 7:30 p.m.—Edna Baron on the keys  
8:30 to 8:45 p.m.—Variety recordings  
8:45 to 9 p.m.—Kelly's Tavern program  
9 to 9:30 p.m.—Bertha Elliot & Ethel Terrell, piano duo  
9:30 to 10 p.m.—Recordings; Arthur Bergner, baritone  
10 to 11 p.m.—Paul Kelli and his orchestra  
11 to 1 a.m.—"The Hooligans"

**322.4 Meters** **KFWM** **Channel 93**  
**930 Kcys.** **1000 Watts**

**Oakland Educational Society, Oakland, Cal.**

8 a.m.—"Top o' the Morning," Doc Herrold  
8:55 a.m.—Union Mutual Life program  
1:30 p.m.—Studio program  
2:30 p.m.—Brother Walter, vocalist, and Luella Cooper, pianist  
3 p.m.—Organ reverie, Harriett Pool  
3:30 p.m.—Fred Laam, banjoist; Ivan Laam, violinist; Bill Simmons, "yodeling cowboy"  
4 p.m.—The Travelairs  
5 p.m.—Dr. Forrester's request program: Harriett Pool, organist; Charlie of the "Squirrels"; Beth Chase, vocalist; Dr. Forrester, vocalist  
7:30 p.m.—Doc Herrold's shopping program  
7:45 p.m.—Painless Parker's health talk  
8 to 8:30 p.m.—The Musaphilathean Club, under the direction of Prof. Nichols

**394.5 Meters** **KVI** **Channel 76**  
**760 Kcys.** **1000 Watts**

**Puget Sound Broadcasting Co., Tacoma, Wash.**

4 to 4:30 p.m.—Dorothy Grodvg, soprano; Buddy Jenkins, baritone; Margaret Yost, violin  
4:30 to 5 p.m.—Voices from Filmland, CBS  
5 to 5:35 p.m.—Studio program  
9 to 10 p.m.—Blue Monday Jamboree, DLBS  
10 to 11 p.m.—The Co-Eds  
11 to 12 midnight—Earl Burtnett's Biltmore orchestra  
12 to 1 a.m.—Organ recital

**291.1 Meters** **CNRV** **Channel 103**  
**1030 Kcys.** **500 Watts**

**Canadian National Railways, Vancouver, B. C.**

10:30 a.m.—Morning Hour of Music  
10 p.m.—Genesis, Chronicle, Willie and Euphonious, Four Continental Limited Porters

**299.8 Meters** **KFVD** **Channel 100**  
**1000 Kcys.** **250 Watts**

**Auburn Fuller, Culver City, Calif.**

5 p.m.—Timely topics  
8:45 p.m.—Tom and Wash  
9 p.m.—Happy-Go-Lucky Trio  
11 to 1 a.m.—Sebastian's Cotton Club Orchestra

## Fickle Audiences Doom Direct Advertising

**T**HE fickleness of the radio public is responsible for a decided change in the character of radio advertising, with a trend away from the direct advertising of commodities and toward the building up of good will.

The refusal of people to listen regularly to a particular advertising program because there may be another feature on the air at the same time which they would rather hear has caused radio broadcasters and advertisers considerable concern. But there is nothing they can do about it, except make their programs better than the other fellow's, a difficult task in this day of superlative features. And even then, the program will not hold all the people the advertiser desires to reach.

Because of this failure to get to all the people all the time, manufacturers and merchants who advertise over the radio will continue to place their main dependence upon periodicals, where their message can be read every time the publication is picked up. The radio advertisement is gone as soon as the program signs off, but the printed word remains and has some value just as long as the print is legible.

At first it was thought by some optimistic business men that radio was a substitute for the newspapers and magazines, and that the public could be sold over the air fully as well. Now it is realized that this can never be. No advertiser can tell a completed story to a constantly changing audience.

Radio advertising is disconnected, and the same listeners are not always tuned in on consecutive programs. Radio is finding the same obstacles to direct advertising that the motion picture theaters encountered years ago. Many can remember when the feature films were followed by advertising slides, but the theater men found that the advertising did not attract people, but that the substitution of a short comedy film for the advertisements would, and the advertisements were promptly kicked out. Radio undoubtedly is an excellent medium for advertising, but many of the big advertisers are devoting their programs to good-will building, making their selling talk in print and using the radio to "sell" the company.

**BROADCAST WEEKLY devotes more space to station programs than any magazine or newspaper in the United States.**

**TUESDAY Programs** . . . . . **Feb. 25, 1930**



June Pursell  
KNX—Staff Artist

★ BEST BETS TODAY ★		
TIME	STATION	PROGRAM



Alvin Thomas  
KJBS—Announcer

**535.4 Meters**      **KTAB**      Channel 56  
**560 Kcys.**                      500 Watts

Pickwick Broadcasting Co., Oakland, Calif.

7 to 8:30 a.m.—Studio program; Masters Album  
8:30 to 9 a.m.—Ye Towne Cryer  
9 to 9:30 a.m.—Morning Prayer Hour  
9:30 to 10 a.m.—Dr. J. Douglas Thompson  
10 to 10:30 a.m.—Household Hour with Alma La Marr  
10:30 to 11 a.m.—Dr. B. L. Corley  
11 to 12 noon—Barney Lewis' Tabloid of the Air  
12 to 1:30 p.m.—Studio program; Chapel of Chimes  
1:30 to 3 p.m.—"Fashionette"; symphonic records  
3 to 3:30 p.m.—Three Stepsisters  
3:30 to 5 p.m.—Dr. Forrester; "Broadway Tunes"  
5 to 6 p.m.—Brother Bob's Frolic Hour  
6 to 7 p.m.—Studio program; Chapel of Chimes  
7 to 7:30 p.m.—"30 Minutes of Melody with Don"  
7:30 to 8:30 p.m.—String ensemble; Alice Blue, Joan Ray, Jane Sands  
8:30 to 10 p.m.—Ice hockey game with Ernie Smith at the mike  
10 to 11 p.m.—Rudolph's String Ensemble  
11 to 12 midnight—Semi-classical program  
12 to 1 a.m.—"Slumber Chaser"

**340.7 Meters**      **KLX**      Channel 88  
**880 Kcys.**                      500 Watts

Tribune Publishing Co., Oakland, Calif.

7 to 8 a.m.—Exercises and entertainment  
7:35 a.m.—Opening N. Y. stocks  
8 to 9 a.m.—Jean Kent  
9 to 9:30 a.m.—Modern Homes period  
9:30 to 11 a.m.—Records; stocks  
11 to 12 noon—Classified adv. hour  
12 to 1 p.m.—Machado's KLX Hawaiians  
1 to 2 p.m.—Jean's Hi-Lights  
2 to 3 p.m.—Recordings; S. F. stocks  
3 to 3:30 p.m.—The Melody Man  
3:30 to 4:30 p.m.—Records; humane educa. talk  
4:30 to 5 p.m.—Chas. T. Besserer, organist  
5 to 5:30 p.m.—Brother Bob's Club  
5:30 to 6 p.m.—Edgar Russell  
6 to 7 p.m.—Hotel Oakland concert trio  
7 to 7:30 p.m.—News items  
7:30 to 8 p.m.—Ethel Rhinard and Cora Scott  
8 to 9 p.m.—Fleur de Lis dance orchestra  
9 to 9:15 p.m.—Oakland School Department talk  
9:15 to 10 p.m.—Helen Wegman Parmelee, pianist; Nerino Turchet, accordionist; Muriel Scherruble, soprano  
10 to 11 p.m.—Dance records

**483.6 Meters**      **KGW**      Channel 62  
**620 Kcys.**                      1000 Watts

The Morning Oregonian, Portland, Oregon

7:15 to 7:45 a.m.—Y. M. C. A. health exercises  
7:45 to 8 a.m.—Devotional services  
8 to 9 a.m.—Meeting of the Portland Breakfast Club  
9 to 9:30 a.m.—Oregonian Cooking School; news  
9:30 to 9:45 a.m.—The Town Crier  
9:45 to 10:30 a.m.—"Betty Crocker"; Town Crier  
10:30 to 11:30 a.m.—Woman's Magazine of the Air, NBC  
11:30 to 12 noon—Program of recordings  
12 to 12:30 p.m.—"Powers Pied Piper"  
12:30 to 1 p.m.—Organ recital  
1 to 1:15 p.m.—U. S. market report  
1:15 to 1:30 p.m.—Musical entertainment  
1:30 to 2 p.m.—Pacific School of the Air, NBC  
2 to 2:15 p.m.—Matinee Time, NBC  
2:15 to 2:30 p.m.—Flag talk, NBC  
2:30 to 3 p.m.—Matinee Time, NBC  
3 to 3:30 p.m.—Auction bridge by radio  
3:30 to 4 p.m.—Musical Musketeers, NBC  
4 to 4:30 p.m.—Voters' Service, NBC  
4:30 to 5:30 p.m.—Service Hour and program  
5:30 to 6 p.m.—Around the World with Libby  
6 to 6:30 p.m.—Eveready Hour, NBC  
6:30 to 7 p.m.—"Happy Wonder Bakers," NBC  
7 to 7:30 p.m.—Westinghouse Salute  
7:30 to 8:30 p.m.—Radio-Keith-Orpheum, NBC  
8:30 to 8:45 p.m.—Amos 'n' Andy, NBC  
8:45 to 9 p.m.—John and Ned  
9 to 9:30 p.m.—Concert Album, NBC  
9:30 to 10 p.m.—Florsheim Frolic, NBC  
10 to 10:10 p.m.—Cecil and Sally  
10:10 to 11 p.m.—Gold Shield concert  
11 to 12 midnight—Dance band

**333.1 Meters**      **KHJ**      Channel 90  
**900 Kcys.**                      1000 Watts

Don Lee, Inc., Los Angeles, California

7 to 8 a.m.—Recordings; stock exchange reports  
8 to 9 a.m.—Radio Home Makers, CBS  
9 to 9:30 a.m.—Program of recordings  
9:30 to 10:30 a.m.—Feminine Fancies, from KFRC  
10:30 to 11 a.m.—Times Forum  
11 to 11:30 a.m.—Chas. Hamp, presented by S. & W.  
11:30 to 12 noon—American School of the Air, CBS  
12 to 12:30 p.m.—Biltmore Hotel concert orchestra  
12:30 to 12:45 p.m.—World-wide news  
12:45 to 1:30 p.m.—L. A. Advertising Club luncheon  
1:30 to 2 p.m.—U. S. Army Band, CBS  
2 to 2:30 p.m.—Program of recordings  
2:30 to 3 p.m.—Happy Go Lucky Hour, KFRC  
3 to 3:15 p.m.—Western Air Express, talk  
3:15 to 3:30 p.m.—Safety Conference, talk  
3:30 to 3:45 p.m.—Midnight Mission, talk  
3:45 to 4 p.m.—U. S. C. Trojan period  
4 to 4:50 p.m.—Organ and singers  
4:50 to 5 p.m.—World-wide news  
5 to 5:30 p.m.—Charlie Wellman and his six peppers  
5:30 to 6 p.m.—Sunset Ensemble  
6 to 7 p.m.—Paul Whiteman and orchestra, CBS  
7 to 7:30 p.m.—Graybar program, Joe and Vi, CBS  
7:30 to 8 p.m.—Musical suggestions  
8 to 9 p.m.—Pacific States Sav. & Loan program  
9 to 9:30 p.m.—Southern Californians  
9:30 to 10 p.m.—Don Lee Symphony  
10 to 10:05 p.m.—World-wide news  
10:05 to 12 midnight—Biltmore Hotel Dance Orch.  
12 to 1 a.m.—Wesley Tourtellotte, organ recital

## TUESDAY Programs

**440.9 Meters  
680 Kcys.**

**KPO**

**Channel 68  
5000 Watts**

**Hale Bros. & The Chronicle, San Francisco**

- 7 to 8 a.m.—Health Exercises by Hugh Barrett Dobbs and William H. Hancock  
8 to 9 a.m.—Shell Happytime, by Hugh Barrett Dobbs, assisted by William H. Hancock  
9:30 to 10 a.m.—Dobbsie's Daily Chat  
10:30 to 11:30 a.m.—Magazine of the Air  
11:30 to 11:55 a.m.—Ye Towne Cryer  
11:55 to 12:05 p.m.—Time signals, Scripture reading  
1:30 to 2 p.m.—Pac. Coast School broadcast, NBC  
2 to 2:15 p.m.—E. A. Pierce, stock reports  
2:15 to 2:30 p.m.—Flag talk, NBC  
2:30 to 3 p.m.—California Crooners and Mildred Bailey, pianist  
3 to 4:30 p.m.—The Toreadors; bridge lesson  
4:50 to 5 p.m.—Stock Market quotations  
5 to 5:50 p.m.—Children's Hour  
5:50 to 6 p.m.—News Digest, "Scotty" Mortland  
6 to 7 p.m.—Reo Masters of Music  
7 to 8:30 p.m.—North Americans; the Sequoians  
8:30 to 9 p.m.—Packard program, KPO and KFI  
9 to 10 p.m.—Cecil and Sally; Musical Capers  
10 to 11 p.m.—Joe Wright's Silver Slipper Dance Orch.

**315.6 Meters  
950 Kcys.**

**KFWB**

**Channel 95  
1000 Watts**

**Warner Brothers, Hollywood, California**

- 8 to 8:30 a.m.—Betty Silberman, organist  
8:30 to 10 a.m.—Orpheus Sextet; Feature Trio  
10 to 10:30 a.m.—Betty Silberman, organist  
10:30 to 11:30 a.m.—Jean Cowan and Dixieland Syncopators  
11:30 to 12 noon—KFWB String Quintet  
12 to 12:10 p.m.—"Cecil and Sally"  
12:10 to 12:30 p.m.—KFWB String Quintet  
12:30 to 2 p.m.—Variety Serenaders; Boswell Sisters and Bernard Cooney  
4 to 6 p.m.—Radio Varieties  
6 to 6:30 p.m.—KFWB Dinner Ensemble  
6:30 to 7 p.m.—Harry Jackson's entertainers  
7 to 7:30 p.m.—507 Orchestra  
7:30 to 8 p.m.—Murphey Players presenting a playlet  
8 to 8:30 p.m.—String quintet; Vernon Rickard, tenor  
8:30 to 9 p.m.—The Serenaders  
9 to 9:30 p.m.—The Edgewater Plantation Club  
9:30 to 10:30 p.m.—Olympic Auditorium, main bout  
10:30 to 11:30 p.m.—Gus Arnheim's orchestra

**508.2 Meters  
590 Kcys.**

**KHQ**

**Channel 59  
1000 Watts**

**Louis Wasmer, Inc., Spokane, Washington**

- 6:45 a.m.—Inspirational service  
7 a.m.—Peppy Morning Varieties; Headliners  
8 a.m.—The Shell Happy Time, KPO  
9 a.m.—Walt, Winn and Harvey  
9:45 a.m.—Betty Crocker Gold Medal talks, NBC  
10 a.m.—Home Service Hour  
10:30 a.m.—Woman's Magazine of the Air, NBC  
11:30 a.m.—Winifred Rhoades, RKO organist  
12 noon—Chamber of Commerce luncheon  
1 p.m.—"Just In Fun"; chamber music  
1:30 p.m.—Pacific Coast School of the Air, NBC  
2 p.m.—Gems from Sartori & Wolff  
2:15 p.m.—Flag talk, NBC  
3 p.m.—Album Symphonies; Paint o' Mine  
4 p.m.—Voters' Service, NBC  
4:30 p.m.—Happy Harmonies  
5:30 p.m.—Around the World with Libby, NBC  
6 p.m.—Eveready Hour, NBC  
6:30 p.m.—Happy Wonder Bakers, NBC  
7 p.m.—Westinghouse "Salutes," NBC  
7:30 p.m.—RKO program, NBC  
8:30 p.m.—Amos 'n' Andy, NBC  
8:45 p.m.—John and Ned, NBC  
9 p.m.—Don Amalzo, the Wizard  
9:30 p.m.—Florsheim Shoe Co. program, NBC  
10 p.m.—Spotlight Review, NBC  
11 p.m.—Just Another Hour; "Ask for It"

**NBC**

**National Broadcasting Company**

9:45 to 10 a.m.—Betty Crocker's Gold Medal Home Service Talks

Typical recipes from other countries world-wide in their appeal will be the subjects of a series of Betty Crocker Gold Medal Home Service talks over KGO, KHQ, KOMO, KGW and KFI.

10:30 to 11:30 a.m.—"Woman's Magazine of the Air"

Miss Holden will describe a tempting dinner to be prepared easily after the afternoon "out." She promises this discussion during the Wedgewood Feature, while earlier in the broadcast she will offer a new recipe for Velveeta Souffle. Helen Webster is scheduled for a "Colorful Discussion" during the Pepperell period. Musical selections will complete the hour, which is conducted by Bennie Walker. KGO, KHQ, KOMO, KGW, KPO and KFI.

1:30 to 2 p.m.—Pacific Coast School of the Air

A bank president who began his career by working as a "handy boy" will address the student audience this afternoon. KGO, KHQ, KOMO, KGW, KPO.

2 to 2:15 and 2:30 to 3 p.m.—Matinee Time

Joseph Hornik and a full concert orchestra will be heard in a 45-minute program of classical music over KGO and KGW. KOMO the first 15 minutes only.

2:15 to 2:30 p.m.—Flag Talks for Children

"Old Glory's Greatest Glory" is the subject on which Mrs. Ruth Owen will talk. She is the fourth speaker to be heard in this series of flag talks which are believed to have a listening audience of 15,000,000 children. KGO, KHQ, KOMO, KGW, KPO and KFI.

4 to 4:30 p.m.—Voters' Service

"Ethics of Lobbying" will be discussed by Bruce Bliven, editor of "The New Republic," and Charles Brand, president of the Washington group of Trade Association Secretaries. KGO, KHQ, KOMO, KGW.

5:30 to 6 p.m.—"Around the World with Libby"

Captain Josef Pasternack will have the International Singers and his orchestra on board the "Ship of Melody" which will be at sea during the "Around the World with Libby" cruise over KGO, KHQ, KOMO, KGW and KECA.

6 to 6:30 p.m.—Eveready Hour will be broadcast through KGO, KHQ, KOMO, KGW and KFI.

6:30 to 7 p.m.—Happy Wonder Bakers

Harry Armstrong, singer of popular songs, will be the guest artist with the Happy Wonder Bakers. Frank Black directs the orchestra. KGO, KHQ, KOMO, KGW and KECA.

7 to 7:30 p.m.—Westinghouse Salute

Cesare Sodero will wield the conductor's baton before a unique symphonic orchestra of 50 musicians and 40 vocalists. KGO, KHQ, KOMO, KGW, KECA.

7:30 to 8:30 p.m.—Radio-Keith-Orpheum Hour

Leo Reisman's orchestra will usher on and off the ether lanes vaudeville headliners to be heard tonight over KGO, KHQ, KOMO, KGW and KFI.

8:30 to 8:45 p.m.—Amos 'n' Andy, KGO, KGW, KOMO, KECA and KHQ.

8:45 to 9 p.m.—John and Ned

With "Little Mary" again joining in their conversation, John and Ned will be heard over KGO, KHQ, KOMO, KGW, KECA.

9 to 9:30 p.m.—Concert Album, KGO.

9:30 to 10 p.m.—Florsheim Frolic

Novel arrangements of melodious dance tunes calling for the introduction of various vocal solo and ensemble numbers from the members of the orchestra will be heard during the course of this program. KGO, KHQ, KOMO, KGW, KECA, KSL and KOA.

10 to 11 p.m.—Spotlight Review

A review of those to be heard reveals the names of Irving Kennedy, tenor; William Powers, the negro spiritual singer; Bobbe Deane, impersonator; Ted Maxwell; Ben McLaughlin, popular singer; Charles Marshall, guitarist and singer of Hill Billy songs; Captain "Bill" Royle and Harold Peary, blackface comedy team; Nina Hinds and Pearl Leonard, familiarly known as "A Pair of Queens," and instrumental duo; Bert Horton, actor, and Walter Beban's band of Musical Musketeers. KGO, KHQ, KECA.

11 to 12 midnight—Musical Musketeers

Newest fox-trots, popular tunes in other dance rhythms and occasional favorites of past months will be offered through KGO and KOMO (11:15 to 12).

## TUESDAY Programs

379.5 Meters  
790 Kcys.

**KGO**

Channel 79  
10,000 Watts

General Electric Co., Oakland, California

8 to 9:30 a.m.—Reveille; Meet the Folks  
9:30 to 9:45 a.m.—John D. Barry  
9:45 to 10 a.m.—Betty Crocker Gold Medal talks  
10 to 10:30 a.m.—Sunshine Rays  
10:30 to 11:30 a.m.—Magazine of the Air  
11:30 to 12 noon—Philharmonic organ  
12 to 1:30 p.m.—Novelty Five; Songland  
1:30 to 2 p.m.—Pacific Coast School of the Air  
2 to 2:15 p.m.—Matinee Time  
2:15 to 2:30 p.m.—Flag talk for children  
2:30 to 3 p.m.—Matinee Time, NBC  
3 to 4 p.m.—Musical Musketeers  
4 to 4:30 p.m.—Voters' Service  
4:30 to 5:15 p.m.—Hotel St. Francis Salon Orchestra  
5:15 to 5:30 p.m.—News service  
5:30 to 6 p.m.—Around the World with Libby  
6 to 6:30 p.m.—Eveready Hour  
6:30 to 7 p.m.—Happy Wonder Bakers  
7 to 7:30 p.m.—Westinghouse Salutes  
7:30 to 8:30 p.m.—RKO Hour  
8:30 to 8:45 p.m.—Amos 'n' Andy  
8:45 to 9 p.m.—John and Ned  
9 to 9:30 p.m.—Concert Album  
9:30 to 10 p.m.—Florsheim Shoe Co. program  
10 to 11 p.m.—Spotlight Review  
11 to 12 midnight—Musical Musketeers

468.5 Meters  
640 Kcys.

**KFI**

Channel 64  
5000 Watts

Copyright, 1930, E. C. Anthony, Inc., L. A.

2:15 p.m.—Flag talk for children, NBC  
2:30 p.m.—Winnie Fields Moore, travelogue  
3:30 p.m.—Wedgwood Nowell, Playgroups' Club  
4:15 p.m.—"Human Nature" by Dr. Miller  
4:30 p.m.—Big Brother  
5 p.m.—Baron Keyes (Union Oil Co.)  
5:45 p.m.—Stock market reports  
6 p.m.—Eveready Hour, NBC  
6:30 p.m.—Better Business Bureau talk  
7 p.m.—Arthur Lang and concert ensemble  
7:30 p.m.—RKO Hour, NBC  
8:30 p.m.—Eva Olivotti and Pryor Moore Orchestra  
11 p.m.—KFI news bureau

285.5 Meters  
1050 Kcys.

**KNX**

Channel 105  
5000 Watts

L. A. Evening Express, Los Angeles, Calif.

12 to 12:30 p.m.—KNX String Ensemble  
1:30 to 2 p.m.—Reading interesting books  
2 to 2:30 p.m.—Records and announcements  
2:30 to 3:30 p.m.—L. A. Firemen's Orchestra  
3:30 to 4 p.m.—Organ program  
4 to 4:30 p.m.—Bundy & Albricht program  
4:30 to 5 p.m.—C. P. R.'s musical program  
5:15 to 5:45 p.m.—Big Brother Ken's Kiddie Hour  
5:45 to 6 p.m.—Town Crier's timely amusement tips  
6 to 6:30 p.m.—Organ program  
6:30 to 7 p.m.—KNX String Ensemble  
7 to 7:30 p.m.—Dr. Baumgardt, "Popular Science"  
8 to 9 p.m.—Tom and his mule Hercules  
9 to 9:30 p.m.—KNX feature program  
9:30 to 10 p.m.—Puritan Malt courtesy program  
10 to 12 midnight—Hotel Ambassador; Johnny Hamp and his Kentucky Serenaders in the Coconut Grove  
12 to 1 a.m.—Dance hour of records

291.1 Meters  
1030 Kcys.

**CNRV**

Channel 103  
500 Watts

Canadian National Railways, Vancouver, B. C.

10:30 a.m.—Morning Hour of Music  
7 p.m.—Canadian National Rys Transcontinental Hour  
8 p.m.—Educational feature  
8:45 p.m.—Safety topics  
9 p.m.—Helen Ainsworth's violin Quartet  
9:30 p.m.—Richard Stanton, tenor; Catherine McEwan, mezzo-contralto, and Jas. Todd, pianist  
10 p.m.—Canadian National Ensemble and the Lyricist of CNRV

322.4 Meters  
930 Kcys.

**KFWM**

Channel 93  
1000 Watts

Oakland Educational Society, Oakland, Cal.

5 a.m.—Night Watchman's bedtime story  
8 a.m.—"Top o' the Morning," Doc Herrold  
8:30 a.m.—Dr. Wade Forrester, chiropractor  
11 a.m.—Classical recordings  
1:30 p.m.—Helen Louise Jewell, organist  
2 p.m.—Vocal solos and duets by Beth and Mildred  
2:30 p.m.—Brother Walter, vocalist, and Luella Cooper, pianist  
3 p.m.—Organ reverie, Harriett Pool  
3:30 p.m.—Fred Laam, banjoist; Ivan Laam, violinist; Bill Simmons, "yodeling cowboy"  
4 p.m.—The Travelairs  
5 p.m.—Dr. Wade Forrester's Hour  
7:30 p.m.—Doc Herrold's Shopping Hour  
7:45 p.m.—Painless Parker's health talk  
8 p.m.—Bible drama; musical selections  
9 p.m.—Paul Heinsen and Charlie Biuschke  
9:30 p.m.—The Campfire program  
10:15 p.m.—Andy Wallace Dance Orchestra

322.4 Meters  
930 Kcys.

**KFWI**

Channel 93  
500 Watts

Radio Entertainments, San Francisco, Calif.

7 to 8 a.m.—Musical Clock  
9 to 9:30 a.m.—Cal King's Country Store  
9:30 to 10 a.m.—Recordings and announcements  
10 to 10:30 a.m.—Charlie Glenn, "Songs of Yesterday"  
10:30 to 10:50 a.m.—Dr. Linebarger, health talk  
10:50 to 11 a.m.—News, weather, police reports  
12 to 1 p.m.—Dance music  
1 to 1:30 p.m.—Cal King's Country Store  
6 to 7:30 p.m.—Piano instruction; records  
11 to 12 midnight—New Shanghai Orchestra  
12 to 1 a.m.—Midnight Classics

254.1 Meters  
1180 Kcys.

**KEX**

Channel 118  
5000 Watts

Western Broadcasting Co., Portland, Ore.

5 p.m.—KEX Radio Bulletin  
8 p.m.—Popular concert hour  
9 p.m.—Troubles of Thomas  
9:30 p.m.—Concert hour of recordings  
10:30 p.m.—Jack and Jill Tavern Orchestra  
11:30 p.m.—Weather and police news  
11:40 p.m.—KEX midnight matinee

325.9 Meters  
920 Kcys.

**KOMO**

Channel 92  
1000 Watts

Fisher's Blend Station, Inc., Seattle, Wash.

7:55 a.m.—Inspirational services  
8 a.m.—Shell Happy Time  
9 a.m.—Health exercises  
9:15 a.m.—Meet the Folks, NBC  
9:30 a.m.—Talk by John D. Barry  
9:45 a.m.—Betty Crocker's Home Service talk  
10 a.m.—Orchestra with Perdin Korsmo  
10:30 a.m.—Woman's Magazine of the Air, NBC  
11:30 a.m.—Orchestra; Agnes Skartvedt and VeOna Socolofsky  
12 noon—Agriculture farm talk  
12:15 p.m.—"What to Prepare for Dinner"  
12:30 p.m.—Grain, fruit and vegetable reports  
12:35 p.m.—Orchestra; Greenwood Mitchell, baritone  
1:30 p.m.—Pacific Coast School of the Air  
2 p.m.—Matinee Time, NBC  
2:15 p.m.—Flag talks for children, NBC  
3 p.m.—Artistic Ensemble with Marye Burns  
3:45 p.m.—Mining stock quotations  
4 p.m.—Voters' Service, NBC  
5 p.m.—Kiddies' program  
5:30 p.m.—Around the World with Libby, NBC  
6 p.m.—Eveready Hour, NBC  
6:30 p.m.—Happy Wonder Bakers, NBC  
7 p.m.—Westinghouse Salute, NBC  
7:30 p.m.—Radio-Keith-Orpheum Hour, NBC  
8:30 p.m.—Amos 'n' Andy, NBC  
8:45 p.m.—Union Oil Co. program, NBC  
9 p.m.—Don Amaizo, the Wizard  
9:30 p.m.—Florsheim Frolic, NBC  
10 p.m.—Gold Shield Little Symphony Hour  
11 p.m.—News flashes; Musical Musketeers  
12 to 12:30 a.m.—Organ recital, Betty Shilton

## TUESDAY Programs

491.5 Meters  
610 Kcys.

### KFRC

Channel 61  
1000 Watts

Don Lee, Inc., San Francisco, Calif.

7 to 7:30 a.m.—Seal Rocks broadcast; stocks  
7:30 to 8 a.m.—Bill Wright, "The Laughfinder"  
8 to 8:30 a.m.—Musical record program  
8:30 to 9 a.m.—"Home Products," recordings  
9 to 9:30 a.m.—Columbia Revue, CBS  
9:30 to 10:30 a.m.—Feminine Fancies, DLBS  
10:30 to 11 a.m.—Wyn's Daily Chats  
11 to 11:30 a.m.—Charles W. Hamp for S & W  
11:30 to 12 noon—American School of the Air, CBS  
12 to 1 p.m.—Sherman-Clay noonday concert  
1 to 2 p.m.—U. S. Army Band, CBS  
2 to 3 p.m.—Happy-Go-Lucky Hour  
3 to 3:15 p.m.—Colonial Dames beauty talks  
3:15 to 3:30 p.m.—Rita Murray, financial hints  
3:30 to 3:35 p.m.—Something About Everything  
3:35 to 4 p.m.—Yoeng's Orchestra, CBS  
4 to 4:50 p.m.—Organ and singers, DLBS  
4:50 to 5 p.m.—Recordings and Town Topics  
5 to 5:30 p.m.—Wellman & Peppers  
5:30 to 6 p.m.—Edna Fischer, pianist  
6 to 7 p.m.—Paul Whiteman's Old Gold Orch., CBS  
7 to 7:30 p.m.—Joe and Vi, CBS  
7:30 to 8 p.m.—Remar Twins  
8 to 9 p.m.—Pac. States Savings program  
9 to 9:30 p.m.—Mahlon Merrick's Modern Melodists  
9:30 to 10 p.m.—Captain Adams program  
10 to 10:10 p.m.—"Frank Watanabe," Eddie Holden  
10:10 to 12 midnight—Val Valente's Roof Garden Orchestra; soloists  
12 to 1 a.m.—Dance music

265.3 Meters  
1130 Kcys.

### KSL

Channel 113  
5000 Watts

Radio Service Corp., Salt Lake City, Utah

5 p.m.—Novelty instrumental and vocal program  
5:30 p.m.—"Around the World with Libby," NBC  
6 p.m.—Eveready Hour, NBC  
6:30 p.m.—"Happy Wonder Bakers," NEC  
7 p.m.—Westinghouse Salute, NBC  
7:30 p.m.—Radio-Keith-Orpheum, NBC  
8:30 p.m.—Amos 'n' Andy, NBC; studio program  
9 p.m.—Mixed quartet and instrumentalists  
9:30 p.m.—Florsheim Shoe Co. program, NBC  
10 p.m.—Claude Kiff's Tavern Band  
11 p.m.—Midnight Hour

361.2 Meters  
830 Kcys.

### KOA

Channel 83  
12,500 Watts

General Electric Co., Denver, Colorado

5 to 5:30 p.m.—Farm question box, Geo. Wheeler  
5:30 to 6 p.m.—"Around the World with Libby"  
6 to 6:30 p.m.—Eveready Hour  
6:30 to 7 p.m.—Happy Wonder Bakers  
7 to 7:30 p.m.—Westinghouse Salute  
7:30 to 8:30 p.m.—Radio-Keith-Orpheum Hour  
8:30 to 8:45 p.m.—Amos 'n' Andy  
8:45 to 9:30 p.m.—General Electric Hour; Denver Concert Orchestra and General Electric Male Quartet  
9:30 to 10 p.m.—Florsheim program  
10 to 11 p.m.—Spotlight Review

394.5 Meters  
760 Kcys.

### KVI

Channel 76  
1000 Watts

Puget Sound Broadcasting Co., Tacoma, Wash.

4 to 5 p.m.—The Serenaders, Monique Thomas, director; Billy Landers, blues singer  
5 to 5:15 p.m.—Helene Hill and Aubrey Knoff, two-piece piano recital  
5:15 to 5:47 p.m.—Billy Landers, blues singer; Dorothy Grodvg, soprano; Willis Higley, tenor  
9 to 9:30 p.m.—Mahlon Merrick's Modern Melodists, DLBS  
9:30 to 10 p.m.—Capt. Adams program, DLBS  
10 to 10:12 p.m.—Dorothy Grodvg, soprano; Willis Higley, tenor  
10:12 to 12 midnight—Val Valente's Roof Garden Orchestra, DLBS  
12 to 1 a.m.—Organ recital

243.8 Meters  
1230 Kcys.

### KYA

Channel 123  
1000 Watts

Pacific Broadcasting Corp., San Francisco

9 to 10 a.m.—Recorded program  
10 to 10:30 a.m.—Cooking, by Belle de Graf  
10:30 to 11 a.m.—Recordings  
11 to 12 noon—California Sunshine Hour  
12 to 12:15 p.m.—News casting  
12:15 to 1 p.m.—Tuesday Noon Club  
1 to 2 p.m.—Classical recordings  
2 to 3 p.m.—Bridge Party Hour  
3 to 5 p.m.—Fashion show; recordings  
5 to 5:15 p.m.—Ray W. Smith, Community Chest  
5:15 to 5:45 p.m.—Virginia Spencer and Helen Stone  
5:45 to 7 p.m.—National Kanteens program; records  
7 to 7:30 p.m.—George Taylor and the Boys  
7:30 to 7:45 p.m.—College Daze, Toby and Babs  
7:45 to 8 p.m.—Greta, Yvonne and Helen Stone  
8 to 9 p.m.—Calendar of the Air  
9 to 9:30 p.m.—News; Claire Upshur & N. Campbell  
9:30 to 10:30 p.m.—Pacific Artists' Trio  
10:30 to 1 a.m.—Dance recordings and requests

280.2 Meters  
1070 Kcys.

### KJBS

Channel 107  
100 Watts

J. Brunton & Sons, San Francisco, Calif.

6:45 to 8 a.m.—KJBS Alarm Klok Klub  
8 to 8:30 a.m.—Marshall & Stearns program  
8:30 to 9:30 a.m.—Popular records; concert music  
9:30 to 10 a.m.—States Restaurant program  
10 to 10:45 a.m.—Tales of the Sea; records  
10:45 to 11 a.m.—Dr. Wiseman, health talk  
11 to 11:30 a.m.—Record varieties  
11:30 to 12 noon—Maude E. White, soprano  
12 to 12:30 p.m.—Stock report; records  
12:30 to 2 p.m.—Al Kelli and Ernie Lohrman; records  
2 to 2:30 p.m.—Dell Raymond and Oscar Young  
2:30 to 4 p.m.—Popular records; Restful Hour  
4 to 4:30 p.m.—Shirley Dale; records  
4:30 to 5:45 p.m.—Barnes Sunset Revue; records

204 Meters  
1470 Kcys.

### KGA

Channel 147  
5000 Watts

Northwest Broad. System, Spokane, Wash.

5 p.m.—World Bookman; Uncle Andy  
5:30 p.m.—Dinner Hour; market reports  
6 p.m.—Melody Aces  
7 p.m.—Damski's musical comedies  
8 p.m.—Ensemble; Dwight Heter, baritone, soloist  
9 p.m.—Orpheus Quintet; Sydney Dixon, tenor; Betty Andersen, soprano  
10 p.m.—Request program

236.1 Meters  
1270 Kcys.

### KOL

Channel 127  
1000 Watts

Seattle Broadcasting Co., Seattle, Wash.

5 to 6 p.m.—Service Hour  
6 to 6:15 p.m.—Ivan Ditmars with Show News  
6:15 to 7:00 p.m.—Cecil and Sally; Friendship  
7 to 8 p.m.—"The Midway" with Ivan Ditmars; Three Little Girls; Midway Band and Pinkerton Day  
8 to 10:30 p.m.—Baxter's Boys; boxing broadcast  
10:30 to 12 midnight—Dance music

296.6 Meters  
1010 Kcys.

### KQW

Channel 101  
500 Watts

First Baptist Church, San Jose, Calif.

9:30 to 10:30 a.m.—Helpful Hour; weather reports  
10:30 to 11 a.m.—Helpful Hints to Housewives  
11 to 11:45 a.m.—Bancredits Service program  
11:45 to 12:30 p.m.—Recordings; organ recital  
12:30 to 1 p.m.—Market reports, weather  
1 to 1:30 p.m.—Hart's Happy Half Hour  
1:30 to 2:30 p.m.—The Friendly Hour  
2:30 to 3:30 p.m.—Musical program  
4:45 to 5:15 p.m.—Children's program  
5:15 to 5:30 p.m.—Painless Parker  
5:30 to 6 p.m.—San Jose Radionics Institute  
6 to 6:10 p.m.—U. S. D. A. Farm flashes  
6:10 to 6:30 p.m.—Coöperative market reports  
6:30 to 6:45 p.m.—Market reports, S. F. Studio  
6:45 to 6:55 p.m.—Farm reporter  
6:55 to 7 p.m.—Farmers' Exchange; weather reports  
7 to 8 p.m.—Farm Bureau's evening radio news  
8 to 9:30 p.m.—"You Never Can Tell" program



**WEDNESDAY Programs****NBC**

National Broadcasting Company

**491.5 Meters**  
**610 Kcys.****KFRC****Channel 61**  
**1000 Watts**

Don Lee, Inc., San Francisco, Calif.

7 to 8 a.m.—"Simpy Pitts," stocks  
 8 to 8:30 a.m.—Bill Wright, "The Laughfinder"  
 8:30 to 9 a.m.—Home Products; recordings  
 9 to 9:30 a.m.—Columbia Revue, CBS  
 9:30 to 10:30 a.m.—Feminine Fancies, DLBS  
 10:30 to 11 a.m.—Wyn's Daily Chats  
 11 to 11:30 a.m.—Mary Lewis Haines, talk  
 11:30 to 11:45 a.m.—Auditions  
 11:45 to 12 noon—Barbara Gould broadcast  
 12 to 1 p.m.—Sherman-Clay concert  
 1 to 1:30 p.m.—Musical Albums, CBS  
 1:30 to 2 p.m.—Club Plaza Orchestra, CBS  
 2 to 3 p.m.—Happy-Go-Lucky Hour  
 3 to 3:30 p.m.—The Observer About New Books  
 3:30 to 3:35 p.m.—Something About Everything  
 3:35 to 4 p.m.—News items and Lost and Found  
 4 to 4:50 p.m.—Bernhard Levitow's Commodore Ensemble, CBS  
 4:50 to 5 p.m.—Recordings and Town Topics  
 5 to 5:30 p.m.—General Mills Fast Freight, CBS  
 5:30 to 6 p.m.—KFRC Dance Band  
 6 to 6:15 p.m.—Musical Forget-Me-Nots, DLBS  
 6:15 to 6:30 p.m.—So-A-Tone program  
 6:30 to 7 p.m.—Charles W. Hamp for S & W  
 7 to 7:30 p.m.—Philco Hour, CBS  
 7:30 to 8 p.m.—Conclave of Nations, CBS  
 8 to 9 p.m.—Hank Simmons Show Boat  
 9 to 10 p.m.—M-G-M Movie Club, DLBS  
 10 to 10:30 p.m.—Program by electrical transcription  
 10:30 to 11 p.m.—Hotel Mark Hopkins Orchestra  
 11 to 12 midnight—Herb Meyerinck's band  
 12 to 1 a.m.—Dance music

**265.3 Meters**  
**1130 Kcys.****KSL****Channel 113**  
**5000 Watts**

Radio Service Corp., Salt Lake City, Utah

5 p.m.—"The Sunshine Girls"  
 5:30 p.m.—Musical program  
 6 p.m.—"The Old Counsellor," NBC  
 6:30 p.m.—Palmolive Hour, NBC  
 7:30 p.m.—Floyd Gibbons, NBC  
 8 p.m.—Instrumental and vocal ensemble  
 8:30 p.m.—Amos 'n' Andy, NBC  
 8:45 p.m.—"The Romance of Gems"  
 9 p.m.—Utah Woolen Mills  
 10 p.m.—Klawan's Sports Review, NBC  
 10:15 p.m.—Cotton Blossom Minstrels, NBC  
 11 p.m.—Midnight Hour

**285.5 Meters**  
**1050 Kcys.****KNX****Channel 105**  
**5000 Watts**

L. A. Evening Express, Los Angeles, Calif.

6:45 to 8 a.m.—Exercises by Dr. P. M. Seixas  
 8 to 8:15 a.m.—Record program  
 9:15 to 9:30 a.m.—Soda-Lax courtesy program  
 9:30 to 10 a.m.—Radio shopping news  
 10 to 10:30 a.m.—Town Crier's morning message  
 10:30 to 11 a.m.—Kate Vaughn, Household Economics  
 11 to 11:30 a.m.—KNX Clinic of the Air  
 12 to 12:30 p.m.—KNX String Ensemble  
 1:30 to 2 p.m.—Reading interesting books  
 2 to 2:30 p.m.—Records and announcements  
 3:30 to 4 p.m.—KNX Clinic of the Air  
 4 to 4:30 p.m.—Bundy & Albright program  
 4:30 to 5 p.m.—C. P. R.'s musical program  
 5 to 5:15 p.m.—Travelogue  
 5:15 to 5:45 p.m.—Big Brother Ken's Kiddie Hour  
 5:45 to 6 p.m.—Town Crier's timely amusement tips  
 6 to 6:30 p.m.—Organ program  
 6:30 to 7 p.m.—KNX String Ensemble  
 7 to 7:30 p.m.—"Mr. and Mrs." radio skit  
 7:30 to 8 p.m.—Brunswick-Balke-Collender program  
 8 to 8:30 p.m.—Bert Butterworth and his "Airdales"  
 8:30 to 9:30 p.m.—Feature program  
 9:30 to 10 p.m.—Roy L. Sergeant, bridge talk  
 10 to 12 midnight—Hotel Ambassador; Johnny Hamp and his Kentucky Serenaders in the Coconut Grove  
 12 to 1 a.m.—Dance hour of records

10:15 to 10:30 a.m.—Mary Hale Martin's Household Period

Suggesting new recipes for use in preparing the family's meals, Mary Hale Martin will present her weekly Household Period through KGO, KHQ, KOMO, KGW, KFI, KSL and KOA.

10:30 to 11:30 a.m.—"Woman's Magazine of the Air"  
 Bennie will introduce first the Oronite Comedians, Magnolia, Henry and Charley. Afterward Helen Webster will present the second "Raising the Baby" program and an interior decorating lesson during the Fuller period. Joseph Hornik and his Magazine Melodists, with a duo of NBC headliners, will contribute the musical program augmenting today's features. KGO, KHQ, KOMO, KGW, KPO and KFI.

12:30 to 1 p.m.—Evening Stars

Including a historical sketch based upon events occurring in the vicinity of the station and musical selections by leading NBC staff artists who are best known to night-time audiences. KGO, KOMO and KPO.

1 to 2 p.m.—Radio Guild, KGO, KOMO, KGW.

2 to 2:15 p.m.—National Woman's Party, KGO, KHQ and KOMO.

3 to 3:30 p.m.—The Amphions

Salon music of a melodious type will be interpreted by the Amphions, a string and woodwind ensemble directed by Max Dolin, KGO and KPO.

3:30 to 4 p.m.—Plantation Echoes, KGO, KGW and KPO.

4:30 to 5 p.m.—The Choristers, KGO and KOMO.

6 to 6:30 p.m.—Halsey, Stuart Program

Besides the financial advice of the "Old Counselor," there will be musical offerings by George Dasch and the Chicago Little Symphony Orchestra. KGO, KHQ, KOMO, KGW and KFI.

6:30 to 7:30 p.m.—Palmolive Hour

Olive Palmer, Paul Oliver, Elizabeth Lennox, the Revelers and Gustave Haenschen's orchestra will present the Viennese light opera king's musical play, "The Count of Luxemburg." KGO, KHQ, KOMO, KGW and KFI.

7:30 to 8 p.m.—Floyd Gibbons, KGO, KHQ, KOMO.

8 to 8:30 p.m.—Parisian Quintet, KGO.

8 to 8:30 p.m.—Let's Get Associated

Jack and Ethyl are still enjoying wedded bliss and are now in the midst of the social life of Romancia, a mythical town depicted in the "Let's Get Associated" program. Music also contributes a generous share of the entertainment. KHQ, KOMO, KGW, KPO and KFI.

8:30 to 8:45 p.m.—Amos 'n' Andy

KGO, KOMO, KHQ, KGW and KECA.

8:45 to 9:15 p.m.—Sunkist Serenaders

KGO, KHQ, KOMO, KGW, and KFI.

9:15 to 9:30 p.m.—A Pair of Queens

Nina Hines and Pearl Leonard will open their program with "My Last Kiss," a composition by Tom Hutchinson, NBC staff member, written in collaboration with Mynard Jones and Myron Niesley, also known to NBC audiences. KGO and KHQ.

9:30 to 10 p.m.—Miniature Biographies, KGO and KOA

10:15 to 11 p.m.—Cotton Blossom Minstrels

The first part of the show will present the entire company in an old fashioned minstrel act. Vocal and instrumental specialties will be heard in the second act, while the third part will be devoted to a skit handled in the manner of an afterpiece, KGO, KHQ, KECA, KSL and KOA.

11 to 12 p.m.—Laughner-Harris Hotel St. Francis Dance Orchestra, KGO.

**280.2 Meters**  
**1070 Kcys.****KJBS****Channel 107**  
**100 Watts**

J. Brunton &amp; Sons, San Francisco, Calif.

6:45 to 8 a.m.—KJBS Alarm Klok Klub

8 to 8:30 a.m.—Marshall &amp; Stearns program

8:30 to 9 a.m.—Recorded program

9 to 9:30 a.m.—Associated Grocers' program

9:30 to 1:45 p.m.—Saphire program; records

1:45 to 2 p.m.—Dr. Wiseman, health talk

2 to 3 p.m.—Concert music; Renton program

3 to 3:30 p.m.—Art Fadden and Ben Lipston

3:30 to 6 p.m.—Recorded program; Shirley Dale, news

## WEDNESDAY Programs

379.5 Meters  
790 Kcys.

### KGO

Channel 79  
10,000 Watts

General Electric Co., Oakland, California

8 to 9:30 a.m.—Reveille; Meet the Folks  
9:30 to 10:15 a.m.—The Entertainers; Betty Kelly  
10:15 to 10:30 a.m.—Mary Hale Martin  
10:30 to 11:30 a.m.—Woman's Magazine of the Air  
11:30 to 12 noon—Philharmonic organ  
12 to 1 p.m.—Rembrandt Trio; Evening Stars  
1 to 2 p.m.—Radio Guild  
2 to 2:15 p.m.—National Women's Party  
2:15 to 3:30 p.m.—Matinee Time; the Amphions  
3:30 to 4 p.m.—Plantation Echoes  
4 to 4:30 p.m.—St. Francis Hotel orchestra  
4:30 to 5 p.m.—The Choristers  
5 to 5:45 p.m.—The Three Boys; news service  
5:45 to 6 p.m.—Agricultural program  
6 to 6:30 p.m.—Halsey Stuart program  
6:30 to 7:30 p.m.—Palmolive Hour  
7:30 to 8:30 p.m.—Floyd Gibbons; Parisian Quintet  
8:30 to 8:45 p.m.—Amos 'n' Andy  
8:45 to 9:30 p.m.—Sunkist Serenaders; Pair of Queens  
9:30 to 10 p.m.—Miniature Biographies  
10 to 10:15 p.m.—Klawan's sport review  
10:15 to 11 p.m.—The Cotton Blossom Minstrels  
11 to 12 midnight—St. Francis Hotel dance orchestra

333.1 Meters  
900 Kcys.

### KHJ

Channel 90  
1000 Watts

Don Lee, Inc., Los Angeles, California

10:30 to 12 noon—Times Forum; recordings  
12 to 12:30 p.m.—Biltmore Hotel concert orchestra  
12:30 to 12:45 p.m.—World-wide news  
12:45 to 1:30 p.m.—Kiwanis Club luncheon  
1:30 to 2 p.m.—Club Plaza Orchestra, CBS  
2 to 2:15 p.m.—Program of recordings  
2:15 to 3 p.m.—Happy Go Lucky Hour, KFRC  
3 to 3:30 p.m.—Fred McNabb, talk on gardens  
3:30 to 4 p.m.—Public library "book reviews"  
4 to 4:50 p.m.—Bernard Levitow's orchestra, CBS  
4:50 to 5 p.m.—World-wide news  
5 to 5:30 p.m.—General Mills, Inc., CBS  
5:30 to 6 p.m.—Charlie Wellman and his six peppers  
6 to 6:30 p.m.—Romance of Fashions, Peggy Hamilton  
6:30 to 7 p.m.—Chas. Hamp, presented by S. & W.  
7 to 7:30 p.m.—Philco Hour, CBS  
7:30 to 8 p.m.—Don Lee Symphony  
8 to 9 p.m.—Show Boat, CBS  
9 to 10 p.m.—Metro-Goldwyn-Mayer Movie Club  
10 to 10:05 p.m.—World-wide news  
10:05 to 12 midnight—Biltmore Hotel dance orchestra  
12 to 1 a.m.—Wesley Tourtellotte's organ recital

315.6 Meters  
950 Kcys.

### KFWB

Channel 95  
1000 Watts

Warner Brothers, Hollywood, California

10:30 to 11:30 a.m.—Orpheus Sextet and Feature Trio  
11:30 to 12:30 p.m.—Quintet & soloists; "Cecil & Sally"  
12:30 to 1:15 p.m.—Jean Cowan and Syncopators  
1:15 to 1:45 p.m.—Gus Arnheim's orchestra  
1:45 to 2 p.m.—Radio Varieties  
4 to 6 p.m.—Everett Hoagland's ensemble and the Boswell Sisters  
6 to 6:30 p.m.—KFWB Dinner Ensemble  
6:30 to 7 p.m.—Harry Jackson's entertainers  
7 to 7:30 p.m.—Emma Kimmel, soprano; Ray Martinez's concert orchestra  
7:30 to 8 p.m.—Julius K. Johnston, organist  
8 to 8:30 p.m.—The Hollywood Revelers  
8:30 to 9:30 p.m.—Dance band and soloists  
9:30 to 10 p.m.—Bob Murphy's Ham and Cabbage Boys  
10 to 11 p.m.—George Olsen's orchestra  
11 to 12 midnight—Gus Arnheim's Montmartre Cafe Orchestra

291.1 Meters  
1030 Kcys.

### CNRV

Channel 103  
500 Watts

Canadian National Railways, Vancouver, B. C.

10:30 a.m.—Morning Hour of Music  
10 p.m.—Variety program

243.8 Meters  
1230 Kcys.

### KYA

Channel 123  
1000 Watts

Pacific Broadcasting Corp., San Francisco

9 to 10 a.m.—Recorded program  
10 to 10:30 a.m.—Cooking, by Belle de Graf  
10:30 to 11 a.m.—Popular recordings  
11 to 12 noon—California Sunshine Hour  
12 to 2 p.m.—Newscasting; recordings  
2 to 3 p.m.—Bridge Party Hour  
3 to 3:30 p.m.—Short story course  
3:30 to 5:15 p.m.—Popular and classic recordings  
5:15 to 5:45 p.m.—Virginia Spencer and Helen Stone  
5:45 to 6 p.m.—National Kanteens program  
6 to 6:30 p.m.—Mathew W. Brady; Metro & Cosmo  
6:30 to 7 p.m.—Recorded program  
7 to 7:30 p.m.—George Taylor and the Boys  
7:30 to 8:30 p.m.—Tommy Monroe and Bob Allen  
8:30 to 9:30 p.m.—Calendar of the Air  
9:30 to 10 p.m.—George Nickson, Virginia Spencer, Greta Gahler, Fred Heward and Dud Williamson  
10 to 11 p.m.—Pacific Artists' Trio; soloist  
11 to 1 a.m.—Request recordings

254.1 Meters  
1180 Kcys.

### KEX

Channel 118  
5000 Watts

Western Broadcasting Co., Portland, Ore.

3 p.m.—Program of recordings  
5 p.m.—KEX Radio Bulletin  
6 p.m.—Hometowners' Orchestra; Glen Eaton, tenor; Marjorie Robillard, piano  
7 p.m.—Damski's Concert Ensemble; Agatha Turley, soprano; Jean Kantner, baritone  
9 p.m.—"Neapolitans"; Agatha Turley, soprano; Jean Kantner, baritone  
10 p.m.—Concert hour of recordings  
10:30 p.m.—Jack and Jill Tavern Orchestra  
11:30 p.m.—Weather and police news  
11:40 p.m.—KEX midnight matinee

508.2 Meters  
590 Kcys.

### KHQ

Channel 59  
1000 Watts

Louis Wasmer, Inc., Spokane, Washington

6:45 a.m.—Inspirational service  
7 a.m.—Making Merry with Sperry, KPO  
8 a.m.—The Shell Happy Time, KPO  
9 a.m.—Walt, Winn and Harvey  
10 a.m.—Sunshine program  
10:15 a.m.—Mary Hale Martin, NBC  
10:30 a.m.—Woman's Magazine of the Air, NBC  
11:30 a.m.—Winifred Rhoades, RKO organist  
12 noon—"Down Memory Lane"  
12:15 p.m.—"Brick Bats and Bouquets"  
12:30 p.m.—Violin and piano studies  
1:30 p.m.—"Studio Affairs"; Hawaiian Echoes  
2 p.m.—National Woman's Party, NBC  
2:15 p.m.—"Danceomania"  
3 p.m.—Album Symphonies; Paint o' Mine  
4 p.m.—Happy Harmonies; With the Classics  
6 p.m.—Halsey Stuart, NBC  
6:30 p.m.—Palmolive Hour, NBC  
7:30 p.m.—Floyd Gibbons, NBC  
8 p.m.—Let's Get Associated, NBC  
8:30 p.m.—Amos 'n' Andy, NBC  
8:45 p.m.—Sunkist Serenaders, NBC  
9:15 p.m.—A Pair of Queens, NBC  
9:30 p.m.—Veodol Vodvil, NWT  
10 p.m.—Sports talk, NBC  
10:15 p.m.—Cotton Blossom Minstrels, NBC  
11 p.m.—Just Another Hour; "Ask for It"

394.5 Meters  
760 Kcys.

### KVI

Channel 76  
1000 Watts

Puget Sound Broadcasting Co., Tacoma, Wash.

3:30 to 4 p.m.—Roy Ingraham's Paramount Orchestra, CBS  
4 to 5 p.m.—Bernhard Levitow's Commodore Ensemble, CBS  
5 to 5:30 p.m.—"Gold Medal Fast Freight," CBS  
5:30 to 5:45 p.m.—Buddy Jenkins, baritone; Billy Landers, blues  
9 to 10 p.m.—M-G-M Movie Club, DLBS  
10 to 10:30 p.m.—Puget Sound educational program  
10:30 to 11:30 p.m.—The Serenaders, Monique Thomas, director; Billy Landers, blues singer  
11:30 to 12 midnight—Earl Burnett's Biltmore Orchestra, DLBS

# WEDNESDAY Programs

**340.7 Meters  
880 Kcys.**

**KLX**

**Channel 88  
500 Watts**

**Tribune Publishing Co., Oakland, Calif.**

7 to 8 a.m.—Exercises and entertainment  
7:35 a.m.—Opening N. Y. stocks  
8 to 9 a.m.—Jean Kent  
9 to 9:30 a.m.—Modern Homes period  
9:30 to 11 a.m.—Records; stocks  
11 to 12 noon—Classified adv. hour  
12 to 1 p.m.—Machado's KLX Hawaiians  
1 to 2 p.m.—Jean's Hi-Lights  
2 to 3 p.m.—Recordings; stocks  
3 to 3:30 p.m.—Ethel Rhinard, pianist  
3:30 to 5 p.m.—Records; organ recital  
5 to 5:30 p.m.—Brother Bob Club  
5:30 to 6 p.m.—Edgar Russell  
6 to 7 p.m.—Hotel Oakland concert trio  
7 to 8 p.m.—News; Ethel Rhinard and Cora Scott  
8 to 9 p.m.—Signor Rinaldo and his orchestra  
9 to 9:15 p.m.—Bookworm  
9:15 to 10 p.m.—Helen Parmelee, pianist; George Barnes, tenor; Myrth Lacy, soprano  
10 to 10:10 p.m.—Dr. Jelopie  
10:10 to 11 p.m.—Herb Rosine's dance orchestra  
11 to 12 midnight—Dance program

**236.1 Meters  
1270 Kcys.**

**KOL**

**Channel 127  
1000 Watts**

**Seattle Broadcasting Co., Seattle, Wash.**

12 to 12:30 p.m.—Musical melodies  
12:30 to 1:30 p.m.—Rotary Club luncheon  
1:30 to 2:30 p.m.—Popular program  
2:30 to 3:30 p.m.—"KOL Matinee" with Eva Gonnella, Inez Z. Morrison, Alice Blomquist, Ralph Clayton  
3:30 to 4:15 p.m.—"Musical Side Show"  
4:15 to 4:30 p.m.—Newscasting  
4:30 to 5 p.m.—Mr. Fixit and news items  
5 to 6 p.m.—Service Hour  
6 to 6:15 p.m.—Ivan Ditmars with Show News  
6:15 to 7 p.m.—Cecil and Sally; Friendship  
7 to 8 p.m.—Ivan Ditmars; Three Little Girls; Midway Band and Pinkerton Day  
8 to 8:30 p.m.—Bridge game  
8:30 to 9 p.m.—Henry and the Boss with Frank Coombs and Ward Ireland  
9 to 10 p.m.—Alice Blomquist; Christina Tate; Victor Brewbaker; August Prosper; Marie Storm  
10 to 12 midnight—Dance music

**483.6 Meters  
620 Kcys.**

**KGW**

**Channel 62  
1000 Watts**

**The Morning Oregonian, Portland, Oregon**

7 to 8 a.m.—"Making Merry with Sperry"  
8 to 9 a.m.—Shell Happy Time  
9 to 9:30 a.m.—Oregonian Cooking School  
9:30 to 10:15 a.m.—Town Crier  
10:15 to 10:30 a.m.—Mary Martin household talk, NBC  
10:30 to 11:30 a.m.—Woman's Magazine of the Air, NBC  
11:30 to 12 noon—Studio records  
12 to 12:30 p.m.—"Powers Pied Piper"  
12:30 to 1 p.m.—Stewart-Warner organ  
1 to 2 p.m.—Radio Guild of New York, NBC  
2 to 3 p.m.—Musical entertainment  
3 to 3:30 p.m.—Amphions, NBC  
3:30 to 4 p.m.—Plantation Echoes, NBC  
4 to 4:30 p.m.—St. Francis Hotel Orchestra  
4:30 to 5 p.m.—Studio program  
5 to 6 p.m.—"Franz Children's Hour"  
6 to 6:30 p.m.—Halsey-Stuart, NBC  
6:30 to 7:30 p.m.—Palmolive program, NBC  
7:30 to 8 p.m.—Studio program  
8 to 8:30 p.m.—"Let's Get Associated," NBC  
8:30 to 8:45 p.m.—Amos 'n' Andy, NBC  
8:45 to 9:15 p.m.—"Sunkist Serenaders," NBC  
9:15 to 9:30 p.m.—The "4" Davidson Bakers  
9:30 to 10 p.m.—Veedol Vodvil  
10 to 10:10 p.m.—"Cecil and Sally"  
10:10 to 11 p.m.—Fisher Concert Orchestra  
11 to 12 midnight—Dance band

**535.4 Meters  
560 Kcys.**

**KTAB**

**Channel 56  
500 Watts**

**Pickwick Broadcasting Co., Oakland, Calif.**

7 to 8 a.m.—Studio program  
8 to 8:30 a.m.—Ye Towne Cryer  
8:30 to 9 a.m.—Dr. Wade Forrester  
9 to 9:30 a.m.—Morning Prayer Hour  
9:30 to 10 a.m.—Dr. J. Douglas Thompson  
10 to 10:30 a.m.—Household Hour, Alma La Marr  
10:30 to 11 a.m.—Dr. B. L. Corley  
11 to 12 noon—Barney Lewis' Tabloid of the Air  
12 to 1:30 p.m.—Studio program; Chapel of Chimes  
1:30 to 2 p.m.—Dr. Keyes  
2 to 3 p.m.—Musical Appreciation Hour  
3 to 3:30 p.m.—"Pianistic Pictures in Blue"  
3:30 to 4:45 p.m.—"Organ Echoes"; Dr. Forrester  
4:45 to 5 p.m.—"Broadway Tunes"  
5 to 6 p.m.—Brother Bob's Frolic Hour  
6 to 7 p.m.—Studio program; Chapel of Chimes  
7 to 7:30 p.m.—Art Fadden, pianist  
7:30 to 8 p.m.—Read Givens, Jane Sands, pianist  
8 to 9 p.m.—Rudolph's String Ensemble  
9 to 9:30 p.m.—"Organ Echoes" with Alice Blue  
9:30 to 10 p.m.—Dorothy Nichols, cellist; Alice Blue, organ  
10 to 11 p.m.—Rudolph's String Ensemble  
11 to 12 midnight—Semi-classic program  
12 to 1 a.m.—"Slumber Chaser"

**468.5 Meters  
640 Kcys.**

**KFI**

**Channel 64  
5000 Watts**

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12 noon—Agriculture talks and market reports  
12:10 p.m.—Federal and state market reports  
12:15 p.m.—Sheriff's office talk  
2:15 p.m.—Winnie Fields Moore, travelogue  
3:30 p.m.—Noreen Gammill  
3:45 p.m.—Eddie Armstrong, ballads  
4:30 p.m.—Big Brother  
5 p.m.—Baron Keyes, "The Story Man"  
5:30 p.m.—Talk on anthropology, Southwest Museum  
5:45 p.m.—Stock market reports  
6 p.m.—Halsey-Stuart program, NBC  
6:30 p.m.—Palmolive Hour, NBC  
7:30 p.m.—Gene Johnston's trio  
8 p.m.—"Let's Get Associated," NBC  
8:45 p.m.—Sunkist Serenaders, NBC  
9:30 p.m.—Tom Terriss, vagabond movie director  
10 p.m.—Concert orchestra, Pryor Moore, director  
11 p.m.—KFI news bureau

**361.2 Meters  
830 Kcys.**

**KOA**

**Channel 83  
12,500 Watts**

**General Electric Co., Denver, Colorado**

5 to 5:30 p.m.—Extension service, Colorado Agricultural College  
5:30 to 6 p.m.—Mobiloil concert  
6 to 6:30 p.m.—Halsey, Stuart program  
6:30 to 7:30 p.m.—Palmolive Hour  
7:30 to 8:30 p.m.—Floyd Gibbons; slumber music  
8:30 to 8:45 p.m.—Amos 'n' Andy  
8:45 to 9 p.m.—Billiken Shoemakers  
9 to 9:30 p.m.—KOA Concert Orchestra  
9:30 to 10 p.m.—Miniature Biographies  
10 to 10:15 p.m.—Sports talk  
10:15 to 11 p.m.—Cotton Blossom Minstrels

**296.6 Meters  
1010 Kcys.**

**KQW**

**Channel 101  
500 Watts**

**First Baptist Church, San Jose, Calif.**

9:30 to 11 a.m.—Helpful Hour  
11 to 11:45 a.m.—Bancredits Service program  
11:45 to 12:30 p.m.—Recordings; organ recital  
12:30 to 1 p.m.—Market reports, weather  
1 to 1:30 p.m.—Hart's Happy Half Hour  
1:30 to 2:30 p.m.—The Friendly Hour  
2:30 to 3:30 p.m.—Audition  
4:45 to 5:15 p.m.—Children's program  
5:15 to 5:30 p.m.—Painless Parker  
5:30 to 6 p.m.—San Jose Radionics Institute  
6 to 6:10 p.m.—U. S. D. A. Farm flashes  
6:10 to 6:45 p.m.—Market reports, S. F. studio  
6:45 to 6:55 p.m.—Farm reporter  
6:55 to 7 p.m.—Farmers' Exchange; weather reports  
7 to 8 p.m.—Farm Bureau evening radio news  
8 to 9:30 p.m.—First Baptist Church



# THURSDAY Programs

## NBC

### National Broadcasting Company

9:45 to 10 a.m.—Betty Crocker Gold Medal Home Service Talks

Miss Crocker will take the members of her cooking school back to England and to the quaint old town of Coventry, where the famous recipe for tarts originated. KGO, KHQ, KOMO, KGW and KFI.

10 to 11 a.m.—"Woman's Magazine of the Air"

Bennie will reign during the Impromptu period when Miss Holden and Helen Webster also take part, and Ann's Features will be the California Home Catsup and the Crisco. Contest news will be offered and general uses of catsup outlined during the first Feature and a recipe for Mocha Squares is promised at the close. KGO, KHQ, KOMO, KGW, KPO and KFI. KSL and KOA 10:20 to 10:40 a.m.

11 to 11:45 a.m.—Standard School Broadcasts

The elementary lesson, presented during the first 20-minute period, will be illustrated by more than ten musical examples, including a special arrangement of "Yankee Doodle" made by Arthur S. Garbett, NBC Educational Director. For both lessons the Arion Trio and trombone and trumpet players will contribute the illustrations. KGO, KHQ, KOMO, KGW, KPO and KFI.

1 to 2 p.m.—U. S. Army Band, KGO, KOMO, KGW

2 to 2:20 p.m.—Rebroadcast from London

A resumé of proceedings at the Five Power Naval Parley now in session in London, England, will be given by Vernon Bartlett, noted English commentator, today between 2 and 2:20 o'clock, P. S. T. KGO, KHQ, KOMO, KGW, KPO and KFI.

2:20 to 2:30 p.m.—Melody Musketeers, KGO and KGW.

3 to 3:30 p.m.—Black and Gold Room Orchestra KGO, KGW and KPO.

4:30 to 5 p.m.—"A Half Hour in the Nation's Capital"

Another outstanding personality at Washington, D. C., will be brought before the microphone in the third presentation of this program. KGO, KHQ, KOMO, KGW, KPO and KECA.

5 to 6 p.m.—Fleischmann Hour

Rudy Vallee's Connecticut Yankees will syncopate to the tunes of more than a score of popular compositions. The entire program will be played by the Connecticut Yankees, who for the past several weeks have been taking a back seat while guests artists held the spotlight. KGO, KHQ, KOMO, KGW and KECA.

6 to 6:30 p.m.—Seiberling Singers

Frank Black, pianist and director, will be heard in a fantasy on "Love," a song hit from the motion picture "The Trespasser." Other participants heard weekly at this time are James Melton, tenor; a male quartet and the Singing Violins. KGO, KHQ, KOMO, KGW and KFI.

6:30 to 7 p.m.—Maxwell House Melodies

Vocal and instrumental numbers will be heard during this half-hour. KGO, KHQ, KOMO, KGW, and KECA.

7 to 7:30 p.m.—RCA Victor Hour, KGO, KHQ, KOMO, KGW and KFI.

7:30 to 8:30 p.m.—Standard Symphony Hour

Five composers will be represented on the classical program which Alfred Hertz and the San Francisco Symphony Orchestra will play during the Standard Symphony Hour broadcast over KGO, KHQ, KOMO, KGW and KFI.

8:30 to 8:45 p.m.—Amos 'n' Andy, KGO, KOMO, KGW, KHQ and KECA.

8:45 to 9 p.m.—John and Ned, KGO, KHQ, KOMO, KGW and KECA.

9 to 9:30 p.m.—Memory Lane

By special request, the Goshen Center folk will bring to life an old-fashioned box social. Box socials were always quite an event in the life of the small midwest community of 1890, the setting and the time of the "Memory Lane" plays. Lunch boxes at these gatherings were sold to the highest bidder and the proceeds were turned over to some chari-

table cause. N. C. Connette has written the continuity of the box social around situations suggested by two "Memory Lane" radio listeners, Mrs. C. M. Hoy of Portland, Oregon, and Mrs. Francis Kusher of Daly City, Calif. KGO, KOMO and KGW.

9:30 to 10 p.m.—The Olympians

Mynard Jones is director of the Olympians, who will be heard over KGO and KOA.

10 to 11 p.m.—National Concert Orchestra

Max Dolin leading the National Concert Orchestra and a vocal soloist will contribute to the 60-minute program of classical gems over KGO and KOA.

11 to 12 p.m.—Musical Musketeers, KGO.

468.5 Meters  
640 Kcys.

## KFI

Channel 64  
5000 Watts

Copyright, 1930, E. C. Anthony, Inc., L. A.

7:30 a.m.—Opening market quotations

7:45 a.m.—Gertrude Gusselle

8 a.m.—Shell Happytime

9 a.m.—Sadye Nathan beauty talks

9:15 a.m.—Bristow & Company, Ltd., Sylvia and Al

9:45 a.m.—"Betty Crocker Gold Medal Talks," NBC

10 a.m.—Woman's Magazine of the Air, NBC

11 a.m.—Standard School broadcast, NBC

11:45 a.m.—French lesson by Annette Doherty

12 noon—U. C. and U. S. agriculture talks

12:15 p.m.—Federal and state market reports

2 p.m.—Rebroadcast from London, NBC

2:20 p.m.—Winnie Fields Moore, travelogue

2:30 p.m.—L. A. Fire Department Orchestra

3:45 p.m.—Alma and Adele Howell

4 p.m.—Joseph Tolick, tenor; Big Brother

4:30 p.m.—Big Brother

5 p.m.—Baron Keyes, "The Story Man"

5:30 p.m.—Dental talk, Dr. H. Myers

5:45 p.m.—Stock market reports

6 p.m.—Seiberling Singers, NBC

6:30 p.m.—William Don, English comedian

7 p.m.—Radio Victor, NBC

7:30 p.m.—Standard Symphony, NBC

8:30 p.m.—Arthur Lang and North American Ensemble

9:30 p.m.—Tom Terriss, vagabond movie director

11 p.m.—KFI news bureau

204 Meters  
1470 Kcys.

## KGA

Channel 147  
5000 Watts

Northwest Broad. System, Spokane, Wash.

8 a.m.—News and records

10 a.m.—Friendly Hour; concert

12 noon—Grain news and music

1 p.m.—Gold Seal program

1:30 p.m.—Concert Classique

2 p.m.—Popular Melange; Radio Matinee

3:30 p.m.—Tea Hour concert; gift program

5 p.m.—World Bookman, Uncle Andy

5:30 p.m.—Dinner Hour; market reports

6 p.m.—Melody Aces

7 p.m.—Damski's "Old Timer" concert

8 p.m.—Ensemble; Carrie Andrew, tenor

9 p.m.—Clam Diggers Orchestra

9:30 p.m.—Orpheus Quintet; Betty Anderson, soprano;

Jean Kantner, baritone

10 p.m.—Request program

315.6 Meters  
950 Kcys.

## KFWB

Channel 95  
1000 Watts

Warner Brothers, Hollywood, California

8 to 8:30 a.m.—Betty Silberman, organist

8:30 to 10 a.m.—Orpheus Sextet and the Feature Trio

10 to 10:30 a.m.—Betty Silberman, organist

10:30 to 11:30 a.m.—Jean Cowan and Syncopators

11:30 to 12 noon—KFWB Quintet and soloists

12 to 12:10 p.m.—"Cecil and Sally"

12:10 to 12:30 p.m.—Quintet and soloists

12:30 to 2 p.m.—Radio Varieties

4 to 6 p.m.—Radio Varieties

6 to 6:30 p.m.—KFWB Dinner Ensemble

6:30 to 7 p.m.—Harry Jackson's entertainers

7 to 8 p.m.—"The Daffodils" with "Daffy" Duke At-

terbury as Master of Ceremonies

8 to 8:30 p.m.—507 Orchestra

8:30 to 9 p.m.—Program by Bert Butterworth

9 to 10 p.m.—Ice hockey game, California League

10 to 10:30 p.m.—George Olsen's orchestra

10:30 to 11:30 p.m.—Gus Arnheim's orchestra

# THURSDAY Programs

**491.5 Meters** **KFRC** **Channel 61**  
**610 Kcys.** **1000 Watts**

**Don Lee, Inc., San Francisco, Calif.**

7 to 7:30 a.m.—"Simpv Pitts," stocks  
7:30 to 8 a.m.—"Simpv Pitts" and "Pedro"  
8 to 8:30 a.m.—Bill Wright, "The Laughfinder"  
8:30 to 8:45 a.m.—"Home Products"  
8:45 to 9:30 a.m.—Tropical Tramps, CBS  
9:30 to 10:30 a.m.—Feminine Fancies, DLBS  
10:30 to 11 a.m.—Wyn's Daily Chats  
11 to 11:30 a.m.—Charles W. Hamp for S & W  
11:30 to 12 noon—American School of the Air, CBS  
12 to 1 p.m.—Sherman-Clay noonday concert  
1 to 1:30 p.m.—Rhythm Kings, CBS  
1:30 to 2 p.m.—Curtain Calls, CBS  
2 to 3 p.m.—Happy-Go-Lucky Hour  
3 to 3:15 p.m.—Talks on Popular Psychology  
3:15 to 3:30 p.m.—Beauty talks  
3:30 to 4 p.m.—Civic repertoire plays, CBS  
4 to 4:30 p.m.—Bernhard Levitow's Commodore Ensemble, CBS  
4:30 to 5 p.m.—KFRC Dance Band; Town Topics  
5 to 5:15 p.m.—The Vagabonds, CBS  
5:15 to 5:30 p.m.—Frederick William Wile, CBS  
5:30 to 6 p.m.—Edna Fischer, pianist  
6 to 6:30 p.m.—KFRC Dance Band  
6:30 to 7 p.m.—Walter Krausgrill's El Patio Orch.  
7 to 7:30 p.m.—Grand Opera Concert Orchestra, CBS  
7:30 to 8 p.m.—National Forum, Washington, D. C.  
8 to 9 p.m.—Violet Ray Merrymakers, DLBS  
9 to 9:30 p.m.—Veedol Vodvil, DLBS  
9:30 to 10 p.m.—American Maize Products Company  
10 to 10:10 p.m.—"Frank Watanabe," Eddie Holden  
10:10 to 11:10 p.m.—Val Valente's Roof Garden Orch.  
11:10 to 12:10 a.m.—Hotel Mark Hopkins Orchestra  
12:10 to 1 a.m.—Dance music

**361.2 Meters** **KOA** **Channel 83**  
**830 Kcys.** **12,500 Watts**

**General Electric Co., Denver, Colorado**

4:30 to 5 p.m.—Half hour in the Nation's Capitol  
5 to 6 p.m.—Fleischmann Hour  
6 to 6:30 p.m.—Seiberling Singers  
6:30 to 7 p.m.—Maxwell House Melodies  
7 to 8 p.m.—RCA-Victor Hour  
8 to 8:30 p.m.—Conoco Adventurers  
8:30 to 8:45 p.m.—Amos 'n' Andy  
9 to 9:30 p.m.—The Black Fear  
9:30 to 10 p.m.—The Olympians  
10 to 11 p.m.—National Concert Orchestra

**285.5 Meters** **KNX** **Channel 105**  
**1050 Kcys.** **5000 Watts**

**L. A. Evening Express, Los Angeles, Calif.**

6:45 to 8 a.m.—Exercises by Dr. P. M. Seixas  
8 to 8:15 a.m.—Record program  
8:15 to 8:30 a.m.—Inspirational talk and prayer  
9 to 9:30 a.m.—Georgia O. George program  
9:30 to 10 a.m.—Radio shopping news  
10 to 10:30 a.m.—Town Crier's morning message  
10:30 to 11 a.m.—Kate Vaughn, Household Economics  
11 to 12 noon—The Country Jane  
12 to 12:30 p.m.—KNX String Ensemble  
1:30 to 2 p.m.—Reading interesting books  
2 to 2:30 p.m.—Records and announcements  
2:30 to 3 p.m.—French lessons by Edgard Leon  
3:30 to 4 p.m.—Organ program  
4 to 4:30 p.m.—Bundy & Albright program  
4:30 to 5 p.m.—C. P. R.'s musical program  
5:15 to 5:45 p.m.—Big Brother Ken's Kiddie Hour  
5:45 to 6 p.m.—Town Crier's timely amusement tips  
6 to 7 p.m.—Country Jane  
7 to 7:30 p.m.—Pacific States Sav. and Loan program  
7:30 to 8 p.m.—KNX feature program  
8:30 to 9 p.m.—AMORC College courtesy program  
9 to 9:15 p.m.—Shaler Co. courtesy program  
9:15 to 9:45 p.m.—American Maize Co. program  
9:45 to 10 p.m.—Boyer Chemical Lab. program  
10 to 12 midnight—Hotel Ambassador; Johnny Hamp and his Kentucky Serenaders in the Coconut Grove  
12 to 1 a.m.—Dance hour of records

**340.7 Meters** **KLX** **Channel 88**  
**880 Kcys.** **500 Watts**

**Tribune Publishing Co., Oakland, Calif.**

7 to 8 a.m.—Exercises and entertainment  
8 to 9 a.m.—Jean Kent  
9 to 9:30 a.m.—Modern Homes period  
9:30 to 10:15 a.m.—Health questions answered  
10:15 to 10:30 a.m.—S. F. stocks and weather  
10:30 to 11 a.m.—Recordings  
11 to 12 noon—Classified adv. hour  
12 to 1 p.m.—Machado's KLX Hawaiians  
1 to 2 p.m.—Jean's Hi-Lights  
2 to 3 p.m.—Recordings; stocks  
3 to 3:30 p.m.—Helen Parmelee, pianist  
3:30 to 4:30 p.m.—Records; humane educa. talk  
4:30 to 5 p.m.—Chas. T. Besserer, organist  
5 to 5:30 p.m.—Brother Bob's Club  
5:30 to 6 p.m.—Edgar Russell  
6 to 7 p.m.—Hotel Oakland concert trio  
7 to 8 p.m.—News; Ethel Rhinard and Cora Scott  
8 to 9 p.m.—Studio program; "Melody Man"  
9 to 9:30 p.m.—Gospel hymns by J. Goodman, tenor, and Helen Wegman Parmelee, accompanist  
9:30 to 10:30 p.m.—Machado's KLX Hawaiians  
10:30 to 12 midnight—Dance records

**236.1 Meters** **KOL** **Channel 127**  
**1270 Kcys.** **1000 Watts**

**Seattle Broadcasting Co., Seattle, Wash.**

12 to 12:30 p.m.—Popular program  
12:30 to 2:30 p.m.—Shrine luncheon; popular melodies  
2:30 to 3:30 p.m.—"KOL Matinee" with Eva Gonnella, Inez Z. Morrison, Alice Blomquist, Ralph Clayton  
3:30 to 4:15 p.m.—"Musical Side Show"  
4:15 to 4:30 p.m.—Newscasting  
4:30 to 5 p.m.—Mr. Fixit and news items  
5 to 6 p.m.—Service Hour  
6:15 to 7 p.m.—Ceil and Sally; Friendship  
7 to 8 p.m.—"The Midway" with Ivan Ditmars; Three Little Girls; Midway Band and Pinkerton Day  
8 to 9 p.m.—Louise Schroeder; Helen Eng; Bob Dawson; Donald Ballantyne; Ralph Clayton  
9 to 12 midnight—Happiness Hour; dance music

**291.1 Meters** **CNRV** **Channel 103**  
**1030 Kcys.** **500 Watts**

**Canadian National Railways, Vancouver, B. C.**

10:30 a.m.—Morning Hour of Music  
6 p.m.—Wm. Neilson Limited Transcontinental Hour  
7 p.m.—Canadian Nat'l. Rys. Transcontinental Hour

**325.9 Meters** **KOMO** **Channel 92**  
**920 Kcys.** **1000 Watts**

**Fisher's Blend Station, Inc., Seattle, Wash.**

7:55 a.m.—Inspirational services  
8 a.m.—Shell Happytime  
9 a.m.—Y. M. C. A. health exercises  
9:15 a.m.—Artistic Ensemble; Fred Lynch, tenor  
9:45 a.m.—Betty Crocker's Home talk, NBC  
10 a.m.—Woman's Magazine of the Air, NBC  
11 a.m.—Standard School broadcast, NBC  
11:45 a.m.—Barbara Gould Auditone  
12 noon—Agriculture farm talk  
12:15 p.m.—"What to Prepare for Dinner"  
12:30 p.m.—Grain, fruit and vegetable rep'or's  
12:35 p.m.—Orchestra; Greenwood Mitchell, baritone  
1 p.m.—United States Army Band, NBC  
2 p.m.—Rebroadcast from London  
2:20 p.m.—Orchestra; Fred Lynch, tenor  
2:30 p.m.—Musical Musketeers, NBC  
3 p.m.—Orchestra; VeOna Socolofsky, soprano  
4 p.m.—Mining stock quotations  
4:30 p.m.—Half Hour in Nation's Capital  
5 p.m.—Fleishmann Sunshine Hour, NBC  
6 p.m.—Seiberling Singers, NBC  
6:30 p.m.—Maxwell House Melodies, NBC  
7 p.m.—Radio-Victor program, NBC  
7:30 p.m.—Standard Symphony Hour, NBC  
8:30 p.m.—Amos 'n' Andy, NBC  
8:45 to 9 p.m.—John and Ned, NBC  
9 p.m.—Memory Lane, NBC  
9:30 p.m.—Program of recordings  
10 p.m.—Associated Dance Hour  
11 p.m.—Olympic Hotel Dance Orchestra  
12 to 12:30 a.m.—Organ recital, Betty Shilton

# THURSDAY Programs

**243.8 Meters**  
**1230 Kcys.**

**KYA**

**Channel 123**  
**1000 Watts**

**Pacific Broadcasting Corp., San Francisco**

9 to 10 a.m.—Recorded program  
10 to 10:30 a.m.—Cooking, by Belle de Graf  
10:30 to 11 a.m.—Popular recordings  
11 to 12 noon—California Sunshine Hour  
12 to 2 p.m.—Newscasting; recordings  
2 to 3 p.m.—Bridge Party Hour  
3 to 5:15 p.m.—Popular and classic recordings  
5:15 to 5:45 p.m.—Virginia Spencer and Helen Stone  
5:45 to 7 p.m.—National Kanteens program; records  
7 to 7:30 p.m.—George Taylor and the Boys  
7:30 to 7:45 p.m.—College Daze, Toby and Babs  
7:45 to 8 p.m.—Harmonettes, Yvonne, Greta and Helen  
8 to 9 p.m.—Calendar of the Air  
9 to 9:30 p.m.—Celestial Travelogue—"What's in the Sky," with Virginia Spencer, Fred Heward and Tru-Jo Duo  
9:30 to 10:30 p.m.—Pacific Artists' Trio with George Nickson, soloist  
10:30 to 1 a.m.—Dance recordings

**254.1 Meters**  
**1180 Kcys.**

**KEX**

**Channel 118**  
**5000 Watts**

**Western Broadcasting Co., Portland, Ore.**

3 p.m.—Matinee of recordings  
5 p.m.—KEX Radio Bulletin  
8 p.m.—Popular recordings  
9 p.m.—Clam Diggers; orchestra; records  
10:30 p.m.—Jack and Jill Tavern Orchestra  
11:30 p.m.—Weather and police news  
11:40 p.m.—KEX midnight matinee

**265.3 Meters**  
**1130 Kcys.**

**KSL**

**Channel 113**  
**5000 Watts**

**Radio Service Corp., Salt Lake City, Utah**

5:30 p.m.—Musical program, NBC  
5 p.m.—Rudy Vallee's Connecticut Yankees, NBC  
6 p.m.—Vico Light Opera Company  
6:30 p.m.—Maxwell House Coffee, NBC  
7 p.m.—Victor Radio program, NBC  
8 p.m.—Conoco Adventurers, NBC  
8:30 p.m.—Amos 'n' Andy, NBC  
9 p.m.—Musical Varieties  
9:30 p.m.—"Blue Blaze Fireside Entertainers"  
10 p.m.—Milt Taggart's Odeon Orchestra  
11 p.m.—Midnight Hour

**483.6 Meters**  
**620 Kcys.**

**KGW**

**Channel 62**  
**1000 Watts**

**The Morning Oregonian, Portland, Oregon**

7:15 to 8 a.m.—Exercises; devotional services  
8 to 9 a.m.—Shell Happytime  
9 to 9:15 a.m.—Oregonian Cooking School  
9:15 to 10 a.m.—Town Crier; Betty Crocker  
10 to 11 a.m.—"Woman's Magazine of the Air," NBC  
11 to 11:45 a.m.—Standard School Broadcast, NBC  
11:45 to 12 noon—Barbara Gould  
12 to 12:30 p.m.—"Powers Pied Piper"  
12:30 to 1 p.m.—Stewart-Warner organ  
1 to 2 p.m.—U. S. Army Band, NBC  
2 to 2:20 p.m.—Rebroadcast from London, NBC  
2:20 to 3 p.m.—Musical Musketeers, NBC  
3 to 3:30 p.m.—Black and Gold Room Orchestra, NBC  
3:30 to 4 p.m.—Hot Spot of Radio, NBC  
4 to 4:30 p.m.—Service Hour  
4:30 to 5 p.m.—Half Hour in Nation's Capital  
5 to 6 p.m.—Fleischmann, NBC  
6 to 6:30 p.m.—Selberling Singers, NBC  
6:30 to 7 p.m.—Maxwell House Melodies, NBC  
7 to 7:30 p.m.—RCA Radio Victor, NBC  
7:30 to 8:30 p.m.—Standard Symphony Hour, NBC  
8:30 to 8:45 p.m.—Amos 'n' Andy, NBC  
8:45 to 9 p.m.—John and Ned, NBC  
9 to 9:30 p.m.—Memory Lane program, NBC  
9:30 to 9:45 p.m.—"Tommy Luke's" Flower Girls  
9:45 to 10 p.m.—Boyer Chemical Co.  
10 to 11 p.m.—Associated Brass Band from KOMO  
11 to 12 midnight—Organ recital

**440.9 Meters**  
**680 Kcys.**

**KPO**

**Channel 68**  
**5000 Watts**

**Hale Bros. & The Chronicle, San Francisco**

7 to 8 a.m.—Health Exercises by Hugh Barrett Dobbs and William H. Hancock  
8 to 9 a.m.—Shell Happytime, by Hugh Barrett Dobbs and William H. Hancock  
9:30 to 10 a.m.—Dobbs's Daily Chat  
10 to 11 a.m.—Woman's Magazine of the Air  
11 to 11:45 a.m.—Standard School broadcast, NBC  
11:45 to 12:05 p.m.—Time, Scripture announcements  
12:05 to 12:10 p.m.—Dean Gresham, Community Chest  
12:10 to 12:20 p.m.—Book review, Emily Kneiss  
12:30 to 1:30 p.m.—Shrine luncheon broadcast  
1:30 to 2 p.m.—Ann Warner, Home Chat; stocks  
2 to 2:30 p.m.—Julia Hayes, "Helpful Hints"  
3 to 3:30 p.m.—Black and Gold Room Orch., NBC  
4:20 to 4:30 p.m.—E. A. Pierce stock reports  
4:30 to 5 p.m.—Half Hour in the Nation's Capital  
5 to 5:50 p.m.—Children's Hour  
5:50 to 6 p.m.—Federal Business Ass'n talk  
6 to 7 p.m.—Reo Masters of Music  
7 to 8 p.m.—North Americans  
8 to 8:30 p.m.—Caswell Musical Episode  
8:30 to 9 p.m.—KPO Salon Orchestra  
9 to 9:10 p.m.—Ceil and Sally  
9:10 to 9:30 p.m.—Science and Invention, talk  
9:30 to 10 p.m.—Nathan Abas violin recital  
10 to 11 p.m.—Joe Wright's Silver Slipper Dance Orch.

**322.4 Meters**  
**930 Kcys.**

**KFWI**

**Channel 93**  
**500 Watts**

**Radio Entertainments, San Francisco, Calif.**

7 to 8 a.m.—Musical Clock  
9 to 9:30 a.m.—Cal King's Country Store  
9:30 to 10 a.m.—Recordings and announcements  
10 to 10:30 a.m.—Charlie Glenn, "Songs of Yesterday"  
10:30 to 10:50 a.m.—Dr. Linebarger's health talk  
10:50 to 11 a.m.—News, weather, police reports  
12 to 1 p.m.—Dance music  
1 to 1:30 p.m.—Cal King's Country Store  
6 to 6:30 p.m.—Norma Lee, contralto; Louise Gilbert, pianist  
6:30 to 6:45 p.m.—Radio question box  
6:45 to 7:15 p.m.—Mabel H. Payne, mezzo-soprano; Leland Morgan, acc.  
7:15 to 7:30 p.m.—Recordings  
11 to 12 midnight—New Shanghai Orchestra  
12 to 1 a.m.—Midnight Classics

**322.4 Meters**  
**930 Kcys.**

**KFWM**

**Channel 93**  
**1000 Watts**

**Oakland Educational Society, Oakland, Cal.**

8 a.m.—"Top o' the Morning," Doc Herrold  
8:30 a.m.—Dr. Forrester, answering health questions  
11 a.m.—Classical recordings  
1:30 p.m.—Helen Louise Jewell, organist  
2 p.m.—Vocal solos and duets by Beth and Mildred  
2:30 p.m.—Brother Walter, vocalist, and Luella Cooper, pianist  
3 p.m.—Organ reverie, Harriett Pool  
3:30 p.m.—Fred Laam, banjoist; Ivan Laam, violinist; Bill Simmons, "yodeling cowboy"; Travelairs  
5 p.m.—Harriett Pool, organist; Charlie of the "Squirrels"; Beth Chase, vocalist; Dr. Wade Forrester, vocalist  
7:30 p.m.—Doc Herrold's shopping program  
7:45 p.m.—Painless Parker's health talk  
8 p.m.—Bible trilogy; musical selections  
9 p.m.—Paul Heinsen, vocalist; Charlie Biuschke, pianist  
9:30 p.m.—Studio program  
10:30 p.m.—Toutjian's variety program

**280.2 Meters**  
**1070 Kcys.**

**KJBS**

**Channel 107**  
**100 Watts**

**J. Brunton & Sons, San Francisco, Calif.**

6:45 to 8 a.m.—KJBS Alarm Klok Klub  
8 to 8:30 a.m.—Marshall & Stearns program  
8:30 to 11 a.m.—Recordings; sea songs  
11 to 11:45 a.m.—Popular recorded selections  
11:45 to 12 noon—Agnes Alwyn, investments  
12 to 2 p.m.—Variety records; stocks  
2 to 2:30 p.m.—Dell Raymond and Oscar Young  
2:30 to 3 p.m.—Popular records  
3 to 4 p.m.—Blindcraft program; records  
4 to 6 p.m.—Shirley Dale; recordings

# FRIDAY Programs

Feb. 28, 1930



Jean Dunn  
KFI—10:00 p.m.

★ BEST BETS TODAY ★		
TIME	STATION	PROGRAM



Elvia Allman  
KHJ—6:00 p.m.

491.5 Meters  
610 Kcys.

**KFRC**

Channel 61  
1000 Watts

Don Lee, Inc., San Francisco, Calif.

- 7 to 7:30 a.m.—Seal Rocks broadcast; stocks
- 7:30 to 8 a.m.—Bill Wright, "The Laughfinder"
- 8 to 8:30 a.m.—Georgia O. George, DLBS
- 8:30 to 9 a.m.—The Week Enders, CBS
- 9 to 9:30 a.m.—Columbia Salon Orchestra, CBS
- 9:30 to 10:30 a.m.—Feminine Fancies
- 10:30 to 11 a.m.—Wyn's Daily Chats
- 11 to 11:30 a.m.—Mary Lewis Haines, talk
- 11:30 to 12 noon—Auditions
- 12 to 1 p.m.—Sherman-Clay concert
- 1 to 2 p.m.—U. S. Navy Band, CBS
- 2 to 3 p.m.—Happy-Go-Lucky Hour
- 3 to 3:15 p.m.—The Musical Foursome, CBS
- 3:15 to 3:30 p.m.—Musical record program
- 3:30 to 3:35 p.m.—Something About Everything
- 3:35 to 4 p.m.—News items, Lost and Found
- 4 to 4:50 p.m.—Matinee Melody Masters, DLBS
- 4:50 to 5 p.m.—Recordings and Town Topics
- 5 to 5:30 p.m.—Organ recital, DLBS
- 5:30 to 6 p.m.—Custo program
- 6 to 6:15 p.m.—Al Santoro, sports editor
- 6:15 to 6:30 p.m.—Cecil Wright's Specialties
- 6:30 to 7 p.m.—Charles W. Hamp for S & W
- 7 to 7:30 p.m.—Ballad Crooners, DLBS
- 7:30 to 8 p.m.—Light opera, DLBS
- 8 to 8:30 p.m.—Buster Brown and Tige, the dog
- 8:30 to 9 p.m.—Lights and Shadows
- 9 to 10 p.m.—True Story Hour, CBS
- 10 to 10:15 p.m.—Gypsy and Marta
- 10:15 to 11 p.m.—Hotel Mark Hopkins Orch.
- 11 to 12 midnight—Val Valente's orchestra; Gypsy and Marta, soloists
- 12 to 1 a.m.—Dance music

291.1 Meters  
1030 Kcys.

**CNRV**

Channel 103  
500 Watts

Canadian National Railways, Vancouver, B. C.

- 10:30 a.m.—Morning Hour of Music
- 9 p.m.—CNRV Players
- 10:30 p.m.—J. D. Tripp, pianist

254.1 Meters  
1180 Kcys.

**KEX**

Channel 118  
5000 Watts

Western Broadcasting Co., Portland, Ore.

- 3 p.m.—Matinee of recordings
- 5 p.m.—KEX Radio Bulletin
- 6 p.m.—Homesteaders' Orchestra; Glen Eaton, tenor; Marjorie Robillard, piano
- 7 p.m.—Orpheus Quintet; Ernest Gill, violinist; Jan Naylor, cello
- 7:25 p.m.—Crescent program; Ellen Reep, contralto
- 9 p.m.—Records; Melvin and Merciful
- 10:30 p.m.—Jack and Jill Tavern Orchestra
- 11:30 p.m.—Time, weather and police reports
- 11:40 p.m.—KEX midnight matinee

340.7 Meters  
880 Kcys.

**KLX**

Channel 88  
500 Watts

Tribune Publishing Co., Oakland, Calif.

- 7 to 8 a.m.—Exercises and entertainment
- 8 to 9 a.m.—Jean Kent
- 9 to 9:30 a.m.—Modern Homes period
- 9:30 to 11 a.m.—Records; stocks
- 11 to 12 noon—Classified adv. hour
- 12 to 1 p.m.—Machado's KLX Hawaiians
- 1 to 2 p.m.—Jean's Hi-Lights
- 2 to 3 p.m.—Recordings; stocks
- 3 to 3:30 p.m.—Ethel Rhinard, pianist
- 3:30 to 5 p.m.—Records; organ recital
- 5 to 5:30 p.m.—Brother Bob's Club
- 5:30 to 6 p.m.—Edgar Russell
- 6 to 7 p.m.—Hotel Oakland concert trio
- 7 to 8 p.m.—News items; Melody Man
- 8 to 10 p.m.—Hi-jinks—Machado's Hawaiians; lost and found piano duo; Ethel Rhinard, pianist; Cora Scott, contralto; Jean Scott, monologist; Togo and Fugii, two Japanese gentlemen; Dell Sisters, harmony team; Elsbeth Frellesen, guitar girl; orchestra; Yena Genester, the dumb janitress; Fred and Morris, and Lillie Laguna
- 10 to 10:10 p.m.—Dr. Jelopie
- 10:10 to 11 p.m.—Fleur-de-Lis dance orchestra
- 11 to 12 midnight—Dance program

285.5 Meters  
1050 Kcys.

**KNX**

Channel 105  
5000 Watts

L. A. Evening Express, Los Angeles, Calif.

- 6:45 to 8 a.m.—Exercises by Dr. P. M. Seixas
- 8 to 8:15 a.m.—Record program
- 8:30 to 8:55 a.m.—"A Menu for Sunday Dinner"
- 9 to 9:30 a.m.—Bundy & Albright program
- 9:30 to 10 a.m.—Radio shopping news
- 10 to 10:30 a.m.—Town Crier's morning message
- 10:30 to 10:45 a.m.—Madame Marie, beauty talk
- 10:45 to 11 a.m.—Soda-Lax Co. program
- 11 to 11:15 a.m.—Dr. John Matthews, speaking
- 11:15 a.m.—Better Business Bureau talk
- 12 to 12:30 p.m.—Marjorie Healy, soprano; Maebelle Leslie, accompanist
- 12:30 to 12:45 p.m.—Bell Laboratories, H. F. Allen
- 1:30 to 2 p.m.—Reading interesting books
- 2 to 2:30 p.m.—Records and announcements
- 3 to 3:10 p.m.—Joyce Coad, little movie star
- 3:30 to 4 p.m.—Federation of Women's Clubs' program
- 4:30 to 5 p.m.—C. P. R.'s musical program
- 5 to 5:15 p.m.—Travelogue
- 5:15 to 5:45 p.m.—Big Brother Ken's Kiddie Hour
- 5:45 to 6 p.m.—Town Crier's timely amusement tips
- 6 to 7 p.m.—KNX Ensemble, under direction of Margit Hegedus
- 8 to 9 p.m.—The Royal Order of Optimistic Do-Nuts
- 9 to 9:45 p.m.—"Lion Tamers" program
- 9:45 p.m.—Hollywood Legion Stadium, main event
- 10 to 12 midnight—Hotel Ambassador; Johnny Hamp and his Kentucky Serenaders in the Coconut Grove
- 12 to 1 a.m.—Dance hour of records

# FRIDAY Programs

## NBC

### National Broadcasting Company

- 10 to 10:15 a.m.—Du Barry Radio Program  
Miss Hale will suggest simple exercises for improving the chin line and will stress the importance of posture. KGO, KHQ, KOMO, KGW, KFI and KSL.
- 10:30 to 11:30 a.m.—“Woman’s Magazine of the Air”  
The M. J. B. Chef has chosen as his topic—“The Chef Gives Advice.” For the Kraft Feature, Miss Holden will dispense advice on the cooking of eggs au gratin and escapoped vegetables will be discussed during the Alpine period which loses the “Woman’s Magazine of the Air.”  
Bennie Walker, editor, will conduct the program which includes a substantial number of musical selections with vocal solos as the piece de resistance. KGO, KGW, and KFI for the full hour; through KHQ and KOMO from 10:30 to 11:10 a. m., and KSL from 10:50 to 11:10 a.m.
- 1 to 2 p.m.—Pacific Feature Hour  
Five movements from Luigini’s everlastingly appealing “Ballet Russee” will be played by Max Dolin and a full concert orchestra over KGO and KOMO.
- 3:30 to 4 p.m.—What’s Happening in the World  
KGO, KOMO and KGW.
- 5 to 6 p.m.—Cities Service Concert Orchestra, Jessica Dragonette and the Cavaliers. KGO, KHQ, KOMO, KGW and KECA.
- 6 to 6:30 p.m.—Interwoven Pair  
Billy Jones and Ernie Hare will have their rose-colored glasses on again as they harmonize and exchange a fast line of chatter over KGO, KHQ, KOMO, KGW and KFI.
- 6:30 to 7 p.m.—Armour Program  
Joseph Koestner will conduct a 30-piece orchestra and a mixed chorus over KGO, KHQ, KOMO, KGW and KFI.
- 7 to 7:30 p.m.—Armstrong Quakers  
Excerpts from “Katinka,” a musical play by Rudolf Friml, will be played during the Armstrong Quakers’ evening at home to be broadcast over KGO, KHQ, KOMO, KGW and KFI.
- 7:30 to 8 p.m.—Smith Ballew and His Club Richman Orchestra, KGO and KHQ.
- 8 to 8:15 p.m.—Hamilton-Brown Sketch Book  
These dramas are brought to a close without any solution having been given for the perplexing situation in which the principal characters are involved. KGO, KHQ, KOMO, KGW and KECA.
- 8:45 to 9 p.m.—John and Ned  
John and Ned, the Union Service Station Team, will appear before the microphone. “Little Mary” will probably join them in the studio during the program over KGO, KHQ, KOMO, KGW and KECA.
- 9 to 9:30 p.m.—Piano Pictures, KGO and KHQ.
- 9:30 to 10 p.m.—NBC Green Room  
John Teel, baritone, will sing four songs during his appearance with the Arion Trio in the Green Room period over KGO, KHQ and KOA.
- 10 to 10:30 p.m.—Through My Fireplace  
George Rand Reconteur will recall a variety of scenes while an instrumental group plays appropriate music and a cast of National Players appears briefly in short dialogues. KGO, KOA and KHQ.
- 10:30 to 11 p.m.—Pacific Nomads, KGO, KHQ and KOA.
- 11 to 12 p.m.—Laughner-Harris Hotel St. Francis Dance Orchestra, KGO.

265.3 Meters  
1130 Kcys.

## KSL

Channel 113  
5000 Watts

### Radio Service Corp., Salt Lake City, Utah

- 6 p.m.—Interwoven Pair, “The Happiness Boys,” NBC
- 6:30 p.m.—Armour Ensembles, NBC
- 7 p.m.—Armstrong Quakers, NBC
- 7:30 p.m.—Studio program; Musical Moments
- 8:30 p.m.—Amos ‘n’ Andy, NBC
- 9 p.m.—Chamber music
- 10 p.m.—Radio-Keith-Orpheum frolic
- 11 p.m.—Midnight Hour

243.8 Meters  
1230 Kcys.

## KYA

Channel 123  
1000 Watts

### Pacific Broadcasting Corp., San Francisco

- 9 to 11 a.m.—Program of recordings
- 11 to 12 noon—California Sunshine Hour
- 12 to 2 p.m.—Newscasting; recordings
- 2 to 3 p.m.—Bridge Party Hour
- 3 to 3:30 p.m.—Cabbages and Kings
- 3:30 to 5:15 p.m.—Popular and classic recordings
- 5:15 to 5:45 p.m.—Virginia Spencer and Helen Stone
- 5:45 to 6:15 p.m.—National Kanteens program; records
- 6:30 to 7 p.m.—Popular recorded program
- 7 to 7:30 p.m.—George Taylor and the Boys
- 7:30 to 8 p.m.—Tommy Monroe and Bob Allen
- 8 to 9:10 p.m.—Calendar of the Air; news
- 9:10 to 9:30 p.m.—Nona Campbell and Claire Upshur
- 9:30 to 10:30 p.m.—Pacific Artists’ Trio with George Nickson, soloist
- 10:30 to 1 a.m.—Recordings

508.2 Meters  
590 Kcys.

## KHQ

Channel 59  
1000 Watts

### Louis Wasmr, Inc., Spokane, Washington

- 6:45 a.m.—Inspirational service
- 7 a.m.—Making Merry with Sperry, KPO
- 8 a.m.—The Shell Happy Time, KPO
- 9 a.m.—Walt, Winn and Harvey
- 9:30 a.m.—The Chocolate Girl
- 10 a.m.—Dubarry program, NBC
- 10:15 a.m.—Miss Modern
- 10:30 a.m.—Woman’s Magazine of the Air, NBC
- 11:45 a.m.—Organ recital
- 12 noon—“For the Love of the Scotch and Irish”
- 12:15 p.m.—“Brick Bats and Bouquets”
- 12:30 p.m.—Gold Seal program
- 1 p.m.—“Down Memory Lane”
- 1:30 p.m.—Studio affairs; fur facts
- 2 p.m.—Gems from Sartori & Wolff
- 3 p.m.—Album Symphonies; Paint o’ Mine
- 4 p.m.—Happy Harmonies
- 5 p.m.—Cities Service Hour, NBC
- 6 p.m.—Interwoven Pair, NBC
- 6:30 p.m.—Armour program, NBC
- 7 p.m.—Armstrong Quakers, NBC
- 7:30 p.m.—Club Richman Orchestra, NBC
- 8 p.m.—Hamilton Brown Sketch Book, NBC
- 8:15 p.m.—Sports news
- 8:30 p.m.—Amos ‘n’ Andy, NBC
- 8:45 p.m.—John and Ned; Piano Pictures, NBC
- 9:30 p.m.—Green Room, NBC
- 10 p.m.—Thru My Fireplace, NBC
- 10:30 p.m.—Pacific Nomads, NBC
- 11 p.m.—Just Another Hour; “Ask for It”

483.6 Meters  
620 Kcys.

## KGW

Channel 62  
1000 Watts

### The Morning Oregonian, Portland, Oregon

- 7 to 8 a.m.—“Making Merry with Sperry”
- 8 to 9 a.m.—Shell Happy Time, NBC
- 9 to 9:10 a.m.—News
- 9:10 to 9:30 a.m.—Oregonian Cooking School
- 9:30 to 10 a.m.—The Town Crier
- 10 to 10:15 a.m.—Dubarry talk
- 10:15 to 10:30 a.m.—The Recitalists
- 10:30 to 11:30 a.m.—Woman’s Magazine of the Air, NBC
- 11:30 to 12:30 p.m.—Ghirardelli; “Powers Pied Piper”
- 12:30 to 12:45 p.m.—Business talk
- 12:45 to 1:30 p.m.—City Club of Portland
- 1:30 to 2 p.m.—Stewart-Warner organ
- 2 to 3 p.m.—Masterworks; Matinee Time
- 3 to 3:30 p.m.—Piano Capers, NBC
- 3:30 to 4 p.m.—What’s Happening in the World, NBC
- 4 to 4:30 p.m.—St. Francis Salon Orchestra
- 4:30 to 5 p.m.—Spotlight
- 5 to 6 p.m.—Cities Service program, NBC
- 6 to 6:30 p.m.—Interwoven Stocking program, NBC
- 6:30 to 7 p.m.—Armour Hour, NBC
- 7 to 7:30 p.m.—Armstrong Quakers
- 7:30 to 8 p.m.—The Old-Fashioned Millers
- 8 to 8:15 p.m.—Hamilton Brown Sketch Book
- 8:15 to 8:30 p.m.—Studio program
- 8:30 to 8:45 p.m.—Amos ‘n’ Andy
- 8:45 to 9 p.m.—“John and Ned,” NBC
- 9 to 9:30 p.m.—A. Bourjois
- 9:30 to 10 p.m.—Studio program; Cecil and Sally
- 10:10 to 10:40 p.m.—Chas. F. Berg
- 10:40 to 12 midnight—Hoot Owls

## FRIDAY Programs

**440.9 Meters**                      **KPO**                      **Channel 68**  
**680 Kcys.**                              **5000 Watts**

**Hale Bros. & The Chronicle, San Francisco**

7 to 8 a.m.—Health Exercises by Hugh Barrett Dobbs and William H. Hancock  
8 to 9 a.m.—Shell Happytime, by Hugh Barrett Dobbs, assisted by William H. Hancock  
9:30 to 10 a.m.—Dobbsie's Daily Chat  
10:30 to 11:30 a.m.—Woman's Magazine of the Air  
11:30 to 11:55 a.m.—Ye Towne Cryer  
11:55 to 12:05 p.m.—Time signals, Scripture reading  
12:45 to 1:30 p.m.—Commonwealth Club luncheon  
1:30 to 1:50 p.m.—Jerry Jermaine, contralto  
1:50 to 2 p.m.—Stock market quotations  
2 to 2:30 p.m.—Julia Hayes, "Helpful Hints"  
4:50 to 5 p.m.—E. A. Pierce, stock reports  
5 to 5:50 p.m.—Children's Hour  
5:50 to 6 p.m.—News Digest, "Scotty" Mortland  
6 to 7 p.m.—Reo Masters of Music  
7 to 8 p.m.—North Americans  
8 to 9 p.m.—Cy Trobbe's Scrap Book with Allan Wilson, tenor  
9 to 9:10 p.m.—Cecil and Sally  
9:10 to 10 p.m.—Fireside Hour with "Scotty"  
10 to 11 p.m.—Palace Hotel Dance Orchestra  
11 to 12 midnight—Silver Slipper Dance Orchestra

**296.6 Meters**                      **KQW**                      **Channel 101**  
**1010 Kcys.**                              **500 Watts**

**First Baptist Church, San Jose, Calif.**

9:30 to 11 a.m.—Helpful Hour; weather reports  
11 to 11:45 a.m.—Bancroft's Service program  
11:45 to 12:30 p.m.—Recordings; organ recital  
12:30 to 1 p.m.—Market reports, weather, S. F. studio  
1 to 1:30 p.m.—Hart's Happy Half Hour  
1:30 to 2:30 p.m.—The Friendly Hour  
2:30 to 3:30 p.m.—Musical program  
4:45 to 5:15 p.m.—Children's program  
5:15 to 5:30 p.m.—Painless Parker  
5:30 to 6 p.m.—San Jose Radionics Institute  
6 to 6:10 p.m.—U. S. D. A. Farm flashes  
6:10 to 6:30 p.m.—Crop digest from S. F. studio  
6:30 to 6:45 p.m.—Market reports, S. F. Studio  
6:45 to 6:55 p.m.—Mercury-Herald sport review  
6:55 to 7 p.m.—Farmers' Exchange; weather reports  
7 to 8 p.m.—Farm Bureau evening radio news  
8 to 9 p.m.—KQW Minstrels  
9 to 9:30 p.m.—Leda Gregory Jackson program

**333.1 Meters**                      **KHJ**                      **Channel 90**  
**900 Kcys.**                              **1000 Watts**

**Don Lee, Inc., Los Angeles, California**

7 to 8 a.m.—Recordings; stock reports  
8 to 8:45 a.m.—Radio Home Makers, CBS  
8:45 to 9 a.m.—Health talk, Dr. Paul Dorosh  
9 to 9:30 a.m.—Program of recordings  
9:30 to 10:30 a.m.—Feminine Fancies, from KFRC  
10:30 to 11 a.m.—Times Forum  
11 to 11:15 a.m.—Agnes White for Ghirardelli  
11:15 to 11:30 a.m.—Dominion Male Quartet, CBS  
11:30 to 12 noon—Program of recordings  
12 to 12:30 p.m.—Biltmore Hotel concert orchestra  
12:30 to 12:45 p.m.—World-wide news  
12:45 to 1:30 p.m.—Organ and vocalist  
1:30 to 2 p.m.—Charlie Wellman and Nell Larson  
2 to 3 p.m.—Happy Go Lucky Hour, from KFRC  
3 to 3:15 p.m.—H. Robertson, talk on dogs  
3:15 to 3:30 p.m.—Dr. Herzog's school program  
3:30 to 4 p.m.—Council of International Relations  
4 to 4:30 p.m.—Hotel Paramount Orchestra, CBS  
4:30 to 5 p.m.—Recordings; news  
5 to 6 p.m.—Organ recital and singer  
6 to 6:30 p.m.—Elvia Allman's Surprise Package  
6:30 to 7 p.m.—Chas. Hamp, presented by S. & W.  
7 to 7:30 p.m.—"Ballad Crooners"  
7:30 to 8 p.m.—Desmond's light opera program  
8 to 8:30 p.m.—Brown Shoe Co. program  
8:30 to 9 p.m.—Graham-Paige program  
9 to 10 p.m.—True Story Hour, CBS  
10 to 10:05 p.m.—World-wide news  
10:05 to 12 p.m.—Biltmore Hotel dance orchestra  
12 to 1 a.m.—Wesley Tourtellotte's organ recital

**322.4 Meters**                      **KFWI**                      **Channel 93**  
**930 Kcys.**                              **500 Watts**

**Radio Entertainments, San Francisco, Calif.**

7 to 8 a.m.—Musical Clock  
9 to 9:30 a.m.—Cal King's Country Store  
9:30 to 10 a.m.—Recordings and announcements  
10 to 10:30 a.m.—Charlie Glenn, "Songs of Yesterday"  
10:30 to 10:50 a.m.—Dr. Linebarger, health talk  
10:50 to 11 a.m.—News, weather, police reports  
11 to 11:30 a.m.—Happy Ray Batz, pianologue  
11:30 to 12:15 p.m.—Semi-classical recordings  
12:15 to 12:45 p.m.—Nearing Sisters and Ramona Saxe  
12:45 to 1:30 p.m.—Records; Cal King's Country Store  
6 to 6:45 p.m.—Piano instruction  
6:45 to 7 p.m.—Johnny Oliver's Hawaiian Trio  
7 to 7:15 p.m.—Radio skit, "The Oakleys"  
7:15 to 7:30 p.m.—Johnny Oliver's Hawaiian Trio  
8:30 to 8:45 p.m.—Variety recordings  
8:45 to 9 p.m.—Kelly's Tavern program  
9 to 10 p.m.—Del Monte Creamery Hour of Opera  
10 to 11 p.m.—Paul Kelli and his orchestra  
11 to 12 midnight—New Shanghai Orchestra  
12 to 1 a.m.—Midnight Classics

**322.4 Meters**                      **KFWM**                      **Channel 93**  
**930 Kcys.**                              **1000 Watts**

**Oakland Educational Society, Oakland, Cal.**

8 a.m.—"Top o' the Morning," Doc Herrold  
8:55 a.m.—Union Mutual Life program  
1:30 p.m.—Musical program  
2:30 p.m.—Brother Walter, vocalist, and Luella Cooper, pianist  
3 p.m.—Organ reverie, Harriett Pool  
3:30 p.m.—Fred Laam, banjoist; Ivan Laam, violinist; Bill Simmons, "yodeling cowboy"; Travelairs  
5 p.m.—Harriett Pool, organist; Charlie of the "Squirrels"; Beth Chase, vocalist; Dr. Forrester, vocalist  
7:30 p.m.—Doc Herrold's shopping program  
7:45 p.m.—Painless Parker's health talk  
8 p.m.—Wm. Nat Friend, "Oakland 'Pioneers' Hour"

**468.5 Meters**                      **KFI**                      **Channel 64**  
**640 Kcys.**                              **5000 Watts**

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7 a.m.—"Making Merry with Sperry"  
7:30 a.m.—Opening market quotations  
7:45 a.m.—"Making Merry with Sperry"  
8 a.m.—Shell Happy Time  
9 a.m.—Bess Kilmer's Helpful Hints  
9:30 a.m.—Spanish lesson by Annette Doherty  
9:45 a.m.—English lesson by Annette Doherty  
10 a.m.—Du Barry Radio talks, NBC  
10:15 a.m.—"Good Speech," Blanche Townsend  
10:30 a.m.—Woman's Magazine of the Air, NBC  
11:30 a.m.—"Mental Exercises," Francis Hancock  
12 noon—Federal and state market reports  
12:10 p.m.—Christian Science lecture  
2:15 p.m.—Winnie Fields Moore, travelogue  
3:15 p.m.—Wedgwood Nowell, Playgoers' Club  
4:15 p.m.—Winfield Scott, "Trees"  
4:30 p.m.—Big Brother  
5 p.m.—Baron Keyes, "The Story Man"  
5:30 p.m.—E. H. Rust, nurseryman  
5:45 p.m.—Stock market reports  
6 p.m.—Interwoven Pair, NBC  
6:30 p.m.—The Armour Hour, NBC  
7 p.m.—Armstrong Quakers, NBC  
7:30 p.m.—Paul Roberts and Schonberger Trio  
10 p.m.—KFI Symphonette; Jean Dunn, soloist  
11 p.m.—KFI news bureau

**204 Meters**                      **KGA**                      **Channel 147**  
**1470 Kcys.**                              **5000 Watts**

**Northwest Broad. System, Spokane, Wash.**

12 noon—Grain news and music  
1 p.m.—Gold Seal program; Concert Classique  
2 p.m.—Popular Melange; Radio Matinee  
3:30 p.m.—Concert; gift program  
5 p.m.—World Bookman, Uncle Andy  
6 p.m.—Hometowns' Orchestra; Marjorie Robillard, piano; Glen Eaton, tenor  
7 p.m.—Melody Aces  
7:30 p.m.—Crescent program; Damski's Orchestra  
8 p.m.—Ensemble; Dwight Heter, baritone  
9 p.m.—Damski's Neapolitans  
10 p.m.—Request program

# FRIDAY Programs

379.5 Meters  
790 Kcys.

## KGO

Channel 79  
10,000 Watts

General Electric Co., Oakland, California

8 to 9:30 a.m.—Aveville; Meet the Folks  
9:30 to 10 a.m.—Morning Glories  
10 to 10:15 a.m.—Du Barry Radio talk  
10:15 to 10:30 a.m.—Recitalists  
10:30 to 11:30 a.m.—Magazine of the Air  
11:30 to 12 noon—Philharmonic organ recital  
12 to 1 p.m.—Rembrandt Trio  
1 to 2 p.m.—Pacific Feature Hour  
2 to 3:30 p.m.—Matinee Time; Piano Capers  
3:30 to 4 p.m.—What's Happening in the World  
4 to 4:45 p.m.—Hotel St. Francis orchestra  
4:45 to 5 p.m.—News service  
5 to 6 p.m.—Cities Service concert  
6 to 6:30 p.m.—Interwoven Pair  
6:30 to 7 p.m.—Armour program  
7 to 7:30 p.m.—Armstrong Quakers  
7:30 to 8 p.m.—Club Richman Orchestra, NBC  
8 to 8:15 p.m.—Hamilton Brown Sketch Book  
8:15 to 8:30 p.m.—Fiddlers Three  
8:30 to 8:45 p.m.—Amos 'n' Andy  
8:45 to 9:30 p.m.—John and Ned; Piano Pictures  
9:30 to 10 p.m.—NBC Green Room  
10 to 10:30 p.m.—Through My Fireplace  
10:30 to 11 p.m.—Pacific Nomads  
11 to 12 midnight—Hotel St. Francis dance orchestra

361.2 Meters  
830 Kcys.

## KOA

Channel 83  
12,500 Watts

General Electric Co., Denver, Colorado

4:30 to 5 p.m.—Raybestos Twins  
5 to 6 p.m.—Cities Service Concert Orchestra and The Cavaliers  
6 to 7 p.m.—Interwoven Pair; Armour program  
7 to 7:30 p.m.—Armstrong Quakers  
7:30 to 8 p.m.—Reminiscences of the Old West  
8 to 8:15 p.m.—Hamilton Brown Sketch Book  
8:15 to 8:30 p.m.—Leonard Refrigerator program  
8:30 to 8:45 p.m.—Amos 'n' Andy  
8:45 to 9 p.m.—Sally Mason in "New Songs"  
9 to 9:30 p.m.—The Stagecoachers  
9:30 to 10 p.m.—NBC Green Room  
10 to 10:30 p.m.—Through My Fireplace  
10:30 to 11 p.m.—Pacific Nomads

325.9 Meters  
920 Kcys.

## KOMO

Channel 92  
1000 Watts

Fisher's Blend Station, Inc., Seattle, Wash.

6:55 a.m.—Inspirational services  
7 a.m.—Making Merry with Sperry  
8 a.m.—Shell Happy Time  
9 a.m.—Y. M. C. A. health exercises  
9:15 a.m.—Organ recital, Barney Barnes  
10 a.m.—Dubarry Radio talk, NBC  
10:15 a.m.—VeOna Socolofsky, soprano; Perdin Korsmo, tenor  
10:30 a.m.—Woman's Magazine of the Air, NBC  
11:10 a.m.—Orchestra with mixed quartet  
12 noon—Dairymen and Poultrymen visits  
12:15 p.m.—"What to Prepare for Dinner"  
12:30 p.m.—Grain, fruit and vegetable reports  
12:35 p.m.—Orchestra; Fred Lynch, VeOna Socolofsky  
1 p.m.—Pacific Feature Hour, NBC  
3:30 p.m.—What's Happening in the World  
4 p.m.—Mining stock quotations  
4:30 p.m.—Kiddies' program  
5 p.m.—Cities Service concert, NBC  
6 p.m.—Interwoven Pair, NBC  
6:30 p.m.—The Armour program, NBC  
7 p.m.—Armstrong Quakers, NBC  
7:30 p.m.—Artistic Ensemble with Marye Burns  
8 p.m.—Hamilton Brown Sketch Book  
8:15 p.m.—Mixed quartet, Greenwood Mitchell, dir.  
8:30 p.m.—Amos 'n' Andy, NBC  
8:45 p.m.—Union Oil Co. program, NBC  
9 p.m.—Concert Hour, Walter Henningsen, dir.  
10 p.m.—Sixth Engineers U. S. Army Band  
11 p.m.—News flashes  
11:15 p.m.—Laughner-Harris Dance Orchestra, NBC  
12 to 12:30 a.m.—Organ recital, Barney Barnes

535.4 Meters  
560 Kcys.

## KTAB

Channel 56  
500 Watts

Pickwick Broadcasting Co., Oakland, Calif.

7 to 8 a.m.—Studio program  
8 to 8:30 a.m.—Ye Towne Cryer  
8:30 to 9 a.m.—Dr. Wade Forrester  
9 to 9:30 a.m.—Morning Prayer Hour  
9:30 to 10 a.m.—"Broadway Tunes"  
10 to 10:30 a.m.—Household Hour, Alma La Marr  
10:30 to 11 a.m.—Dr. B. L. Corley  
11 to 12 noon—Barney Lewis' Tabloid of the Air  
12 to 1:30 p.m.—Studio program; Chapel of Chimes  
1:30 to 2 p.m.—Dr. Keyes  
2 to 3 p.m.—Musical Appreciation Hour  
3 to 3:30 p.m.—Three Stepisters  
3:30 to 4 p.m.—"Pianistic Pictures in Blue"  
4 to 4:45 p.m.—Dr. Wade Forrester  
4:45 to 5 p.m.—"Broadway Tunes"  
5 to 6 p.m.—Brother Bob's Frolic Hour  
6 to 7 p.m.—Studio program; Chapel of Chimes  
7 to 7:30 p.m.—Art Fadden, pianist  
7:30 to 8 p.m.—Pep & Personality program  
8 to 8:30 p.m.—"High Hat" program with Abe Bloom  
8:30 to 9 p.m.—"The Four Seasons Program," Abe Bloom  
9 to 10 p.m.—Rudolph's String Ensemble, Alice Blue, Joan Ray, contralto; Jane Sargent Sands  
10 to 11 p.m.—Geraldine Kelley, Alice Blue, Dorothy Nichols, Read Givens, Abe Bloom  
11 to 12 midnight—Semi-classic program  
12 to 1 a.m.—"Slumber Chaser"

315.6 Meters  
950 Kcys.

## KFWB

Channel 95  
1000 Watts

Warner Brothers, Hollywood, California

8 to 8:30 a.m.—Betty Silberman, organist  
8:30 to 10 a.m.—Orpheus Sextet and Feature Trio  
10 to 10:30 a.m.—Prudence Penny  
10:30 to 11:30 a.m.—Jean Cowan and Syncopators  
11:30 to 12 noon—KFWB Quintet and soloists  
12 to 12:30 p.m.—Cecil and Sally; quintet  
12:30 to 2 p.m.—Variety Serenaders; Boswell Sisters  
4 to 6 p.m.—Radio Varieties  
6 to 6:30 p.m.—KFWB Dinner Ensemble  
6:30 to 7 p.m.—Harry Jackson's entertainers  
7 to 7:30 p.m.—507 Orchestra  
7:30 to 8 p.m.—"Journeys of a Jilted Girl"  
8 to 8:30 p.m.—Jimmie Mack, "The Jokester"  
8:30 to 9 p.m.—National Life Dance Orchestra  
9 to 9:30 p.m.—Sports interview by Mark Kelly  
9:30 to 10 p.m.—Bob Murphy's Ham and Cabbage Boys  
10 to 11 p.m.—George Olsen's orchestra  
11 to 12 midnight—Gus Arnheim's orchestra  
12 to 1 a.m.—Julius K. Johnston, organist

236.1 Meters  
1270 Kcys.

## KOL

Channel 127  
1000 Watts

Seattle Broadcasting Co., Seattle, Wash.

12 to 1:30 p.m.—Chamber of Commerce luncheon  
1:30 to 2:30 p.m.—Popular melodies  
2:30 to 3:30 p.m.—"KOL Matinee" with Eva Gonnella, Inez Z. Morrison, Alice Blomquist, Ralph Clayton  
3:30 to 4:15 p.m.—"Musical Side Show"  
4:15 to 5 p.m.—Newscasting; Mr. Fixit  
5 to 6 p.m.—Service Hour  
6 to 6:15 p.m.—Ivan Ditmars with Show News  
6:15 to 7 p.m.—Cecil and Sally; Friendship  
7 to 8 p.m.—"The Midway" with Ivan Ditmars; Three Little Girls; Midway Band and Pinkerton Day  
8 to 8:30 p.m.—Hugh Barbour; Helen Raemer; Kenton Eggleston  
8:30 to 10:30 p.m.—Hockey game  
10:30 to 12 midnight—Dance music

280.2 Meters  
1070 Kcys.

## KJBS

Channel 107  
100 Watts

J. Brunton & Sons, San Francisco, Calif.

6:45 to 8 a.m.—KJBS Alarm Klok Klub  
8 to 8:30 a.m.—Marshall & Stearns program  
8:30 to 9 a.m.—Popular recordings  
9 to 9:30 a.m.—Associated Grocers' program  
9:30 to 11:30 a.m.—Records; health talk  
11:30 to 12 noon—States Restaurant program  
12 to 2 p.m.—Variety records; stocks  
2 to 2:30 p.m.—Studio, Kent-Lorenz players  
2:30 to 4:30 p.m.—Restful Hour; records  
4:30 to 6 p.m.—Barnes Sunset Revue; records



# SATURDAY Programs

379.5 Meters  
790 Kcys.

## KGO

Channel 79  
10,000 Watts

General Electric Co., Oakland, California

8 to 9:30 a.m.—Reveille; Meet the Folks  
9:30 to 9:45 a.m.—Grace Adams East, cornetist  
9:45 to 10:30 a.m.—Farm and Home Hour  
10:30 to 11:30 a.m.—Morning Melodies  
11:30 to 12 noon—Philharmonic organ  
12 to 2 p.m.—Novelty Five; Dixie Dandies  
2 to 3:30 p.m.—Matinee Time; Novelties  
3:30 to 4 p.m.—Women's League for Peace  
4 to 4:30 p.m.—The Entertainers  
4:30 to 5 p.m.—Billy and the Gang  
5 to 5:30 p.m.—"The New Business World"  
5:30 to 6 p.m.—Sunset Syncopators  
6 to 7 p.m.—General Electric Hour  
7 to 8 p.m.—Lucky Strike Hour  
8 to 8:30 p.m.—Pacific Serenaders  
8:30 to 8:45 p.m.—Amos 'n' Andy  
8:45 to 9 p.m.—Viennese Quartet  
9 to 9:30 p.m.—Launderland Lyrics  
9:30 to 10 p.m.—Hill Billy Boys  
10 to 10:15 p.m.—Klawan's sport review  
10:15 to 10:45 p.m.—Tales Never Told  
10:45 to 11 p.m.—Prof. Herman Schnitzel  
11 to 12 midnight—Musical Musketeers

296.6 Meters  
1010 Kcys.

## KQW

Channel 101  
500 Watts

First Baptist Church, San Jose, Calif.

9:30 to 11:30 a.m.—Helpful Hints; weather report  
11 to 11:45 a.m.—Bancredits Service program  
11:45 to 12:30 p.m.—Recordings; organ recital  
12:30 to 1 p.m.—Market reports, weather, S. F. studio  
1 to 1:30 p.m.—Hart's Happy Half Hour  
1:30 to 2:30 p.m.—The Friendly Hour  
2:30 to 3:30 p.m.—Musical program  
4:45 to 5:15 p.m.—Children's program  
5:15 to 5:30 p.m.—Painless Parker  
5:30 to 6 p.m.—San Jose Radionics Institute  
6 to 6:45 p.m.—Music; health talk  
6:45 to 7 p.m.—Farmers' Exchange; weather reports  
7 to 7:30 p.m.—Farm Bureau evening radio news  
7:30 to 8:30 p.m.—Future Farmers of America  
8:30 to 9:30 p.m.—Italian program

325.9 Meters  
920 Kcys.

## KOMO

Channel 92  
1000 Watts

Fisher's Blend Station, Inc., Seattle, Wash.

7:55 a.m.—Inspirational services  
8 a.m.—Shell Happy Time  
9 a.m.—Y. M. C. A. health exercises  
9:15 a.m.—Organ recital by Betty Shilton  
9:45 a.m.—National Farm and Home Hour, NBC  
10:30 a.m.—Morning Melodies, NBC  
11:30 a.m.—Orchestra; Greenwood Mitchell, baritone  
12:15 p.m.—"What to Prepare for Dinner"  
12:30 p.m.—Grain, fruit and vegetable reports  
12:35 p.m.—Orchestra; Hayden Morris, basso  
1 p.m.—Dixie Dandies, NBC  
2 p.m.—Orchestra; Agnes Skartvedt, contralto  
3 p.m.—Orchestra with Fred Lynch, tenor  
3:30 p.m.—Women's League for Peace and Freedom  
4 p.m.—Stock, bond and grain quotations  
4:15 p.m.—Artistic Ensemble with Marye Burns  
5 p.m.—The New Business World, NBC  
5:30 p.m.—Ensemble with Hayden Morris, basso  
6 p.m.—General Electric program, NBC  
7 p.m.—Lucky Strike Dance Hour, NBC  
8 p.m.—Gilmore Circus, NBC  
8:30 p.m.—Amos 'n' Andy, NBC  
8:45 p.m.—News flashes  
9 p.m.—Launderland Lyrics, NBC  
9:30 p.m.—Hill Billy Boys, NBC  
10 p.m.—Sports talk  
10:15 p.m.—Tales Never Told  
10:45 p.m.—Prof. Herman Schnitzel  
11 p.m.—Musical Musketeers  
11:30 p.m.—Orpheum theatrical frolic  
12 to 12:30 p.m.—Organ recital, Betty Shilton

# NBC

National Broadcasting Company

9:45 to 10:30 a.m.—National Farm and Home Hour  
A program of particular interest to agriculturists, will be released through KGO, KHQ, KOMO, KGW KPO (10 to 10:30 a.m.), and KFI.

1 to 2 p.m.—Dixie Dandies

Thelma Brown, contralto, William Powers, tenor, and the Southern Harmony Four directed by Basil Wilson are in the group of colored entertainers who will be heard over KGO, KOMO and KGW.

3:30 to 4 p.m.—Women's International League for Peace and Freedom

Prominent speakers are heard weekly on the League's programs, which are released over KGO, KHQ, KOMO, KGW and KPO.

4:30 to 5 p.m.—Billy and the Gang

With Billy Page as their leader, the boys will meet again at the Haunted Hut while radio auditors overhear their proceedings through KGO and KGW.

5 to 5:30 p.m.—"The New Business World"

Merle Thorpe, editor of "Nation's Business," will conduct the program as it is broadcast through KGO, KHQ, KOMO, KGW and KECA.

6 to 7 p.m.—General Electric Hour

With the composer at the piano, Wendell Ross playing the horn solo and Walter Damrosch's orchestra lending symphonic support, the scherzo movement from Mark Wessel's "Sinfonia Concertante" for horn, piano and orchestra will be played; besides the contribution by Wessel, who is an American musician, there will be compositions by Weber, Tchaikovsky, Brahms and Bizet, along with the usual "Adventures in Science" talk by Gloud Gibbons. KGO, KHQ, KOMO, KGW and KFI.

7 to 8 p.m.—B. A. Rolfe and His Lucky Strike Orchestra

This transcontinental presentation will be available through KGO, KHQ, KOMO, KGW and KFI.

8 to 8:30 p.m.—Pacific Serenaders

Ballads with undeniable appeal in their power to enchant the hearts of the fair ones will be played and sung by the Pacific Serenaders, which has Raymond Marlowe, tenor, and a string and woodwind ensemble for its contributors. KGO.

8 to 8:30 p.m.—Gilmore Circus

From the lion's roar to the piercing cries of "Popcorn! Peanuts! and Lemonade," nothing will be left undone to inject realism into the Gilmore Circus to be broadcast over KOMO, KGW, KPO and KFI.

8:30 to 8:45 p.m.—Amos 'n' Andy, KGO, KOMO, KHQ, KGW and KECA.

9 to 9:30 p.m.—Launderland Lyrics

Melodious airs from "Be Yourself," "Chasing Rainbows," "The Love Parade," "Strike Up the Band" and "Nina Rosa" are to be played in the program of "Launderland Lyrics" to be offered by Walter Beban and a dance band over KGO, KHQ, KOMO, KGW and KFI.

9:30 to 10 p.m.—Hill Billy Boys

When the Hill Billy Boys gather around the stove in the general store to make merry tonight they will devote their entire time to playing and singing numbers requested by members of the NBC System radio audience. KGO, KHQ and KOMO.

10:15 to 10:45 p.m.—Tales Never Told

"True Blue Lou" and "I Wish I was in Peoria" are the songs chosen for dramatization tonight. Irving Kennedy, tenor, and Mary Groom, contralto, are the vocalists scheduled to interpret the songs, and the dramatizations will be enacted by a group of National Players, Harry De Lasaux is the author of the sketches. Paul Carson will be at the console of the organ. KGO, KHQ, KOMO, KECA and KOA.

10:45 to 11 p.m.—Prof. Herman Schnitzel, KGO and KOMO.

11 to 12 midnight—Musical Musketeers, KGO.

254.1 Meters  
1180 Kcys.

## KEX

Channel 118  
5000 Watts

Western Broadcasting Co., Portland, Ore.

5 p.m.—KEX Radio Bulletin

8 p.m.—Popular recording concert

9 p.m.—Troubles of Thomas; records

10:30 p.m.—Jack and Jill Tavern Orchestra

11:30 p.m.—Time, weather and police reports

11:40 p.m.—KEX midnight matinee

# SATURDAY Programs

491.5 Meters  
610 Kcys.

**KFRC**

Channel 61  
1000 Watts

Don Lee, Inc., San Francisco, Calif.

7 to 8 a.m.—Seal Rocks broadcast; stocks  
8 to 9 a.m.—U. S. Army Band, CBS  
9 to 9:30 a.m.—Adventures of Helen and Mary, CBS  
9:30 to 10 a.m.—Recordings  
10 to 10:30 a.m.—Norman Nielsen and Edna Fischer  
10:30 to 11 a.m.—Recordings  
11 to 12 noon—Auditions and church announcements  
12 to 1 p.m.—Sherman & Clay  
1 to 1:30 p.m.—The Aztecs, CBS  
1:30 to 2 p.m.—Club Plaza Orchestra, CBS  
2 to 2:30 p.m.—Women's Aviation Hour, CBS  
2:30 to 2:45 p.m.—Quiet Harmonies, CBS  
2:45 to 3 p.m.—Recordings  
3 to 3:30 p.m.—Hotel Shelton Orchestra, CBS  
3:30 to 4 p.m.—Studio program  
4 to 5 p.m.—Bernhard Levitow's Commodore Ensemble, CBS  
5 to 5:15 p.m.—Dr. Torrance, "Exploring," CBS  
5:15 to 5:30 p.m.—Studio program  
5:30 to 6 p.m.—Edna Fischer, pianist  
6 to 6:30 p.m.—Nit Wit Hour, CBS  
6:30 to 6:45 p.m.—Program by elec. transcription  
6:45 to 7 p.m.—"Grand-Daughters," novelty program  
7 to 8 p.m.—Paramount Publix Radio Hour, CBS  
8 to 8:30 p.m.—Williams Oil-O-Matic, DLBS  
8:30 to 9 p.m.—Musical Cocktails, DLBS  
9 to 10 p.m.—Chasin' the Blues, DLBS  
10 to 10:10 p.m.—"Frank Watanabe," Eddie Holden  
10:10 to 11:10 p.m.—Hotel Mark Hopkins Orch.  
11:10 to 12:10 a.m.—Los Angeles Biltmore Hotel Orch.  
12:10 to 1 a.m.—Dance music

265.3 Meters  
1130 Kcys.

**KSL**

Channel 113  
5000 Watts

Radio Service Corp., Salt Lake City, Utah

5 p.m.—"Merle Thorpe," NBC  
5:30 p.m.—"Laundryland Lyrics," NBC  
6 p.m.—General Electric Hour, NBC  
7 p.m.—"Lucky Strike" dance orchestra, NBC  
8 p.m.—Sugarhouse Business League  
8:30 p.m.—Amos 'n' Andy, NBC  
8:45 p.m.—Brimley Brothers Male Quartet  
9:15 p.m.—Jack Stacey's dance orchestra  
10:15 p.m.—Midnight Hour  
11:15 p.m.—Shell Midnite Review, directed by Roscoe Grover

483.6 Meters  
620 Kcys.

**KGW**

Channel 62  
1000 Watts

The Morning Oregonian, Portland, Oregon

7:15 to 7:45 a.m.—Y. M. C. A. health exercises  
7:45 to 8 a.m.—Devotional services  
8 to 9 a.m.—Shell Happy Time, NBC  
9 to 9:30 a.m.—News and Cooking School  
9:30 to 9:45 a.m.—Town Crier  
9:45 to 10 a.m.—National Farm and Home Hour  
10:30 to 11:30 a.m.—Town Crier; Plummer  
11:30 to 12 noon—Recordings  
12 to 12:30 p.m.—"Powers Pied Piper"  
12:30 to 1 p.m.—Stewart-Warner organ  
1 to 2 p.m.—"Dixie Dandies," NBC  
2 to 2:15 p.m.—U. S. market report  
2:15 to 3:30 p.m.—Masterworks  
3:30 to 4 p.m.—New York Women's International League for Peace and Freedom  
4 to 4:30 p.m.—The Entertainers, NBC  
4:30 to 5 p.m.—Billy and the Gang, NBC  
5 to 5:30 p.m.—"The New Business World," NBC  
5:30 to 6 p.m.—Service Hour, KGW  
6 to 7 p.m.—General Electric  
7 to 8 p.m.—Lucky Strike Hour, NBC  
8 to 8:30 p.m.—Gilmore Circus, NBC  
8:30 to 8:45 p.m.—Amos 'n' Andy, NBC  
8:45 to 9 p.m.—Studio program  
9 to 9:30 p.m.—National Laundry Owners, NBC  
9:30 to 10 p.m.—Musical program  
10 to 10:10 p.m.—"Cecil and Sally"  
10:10 to 12 midnight—Hi Jinks

440.9 Meters  
680 Kcys.

**KPO**

Channel 68  
5000 Watts

Hale Bros. & The Chronicle, San Francisco

7 to 8 a.m.—Health Exercises by Hugh Barrett Dobbs and William H. Hancock  
8 to 9 a.m.—Shell Happytime, by Hugh Barrett Dobbs, assisted by Will Hancock  
9:30 to 10 a.m.—Dobbs's Daily Chat  
10 to 10:30 a.m.—National Home and Farm Hour, NBC  
11:30 to 11:55 a.m.—Ye Towne Crier  
11:55 to 12:05 p.m.—Scripture reading and time signals  
1:30 to 2 p.m.—Ann Warner's Home-making Chats  
2 to 2:10 p.m.—E. A. Pierce, stock reports  
3 to 3:30 p.m.—California Crooners  
3:30 to 4 p.m.—Women's International League, NBC  
4:50 to 5:50 p.m.—Stock reports; Children's Hour  
5:50 to 6 p.m.—News Digest, "Scotty" Mortland  
6 to 7 p.m.—Reo Masters of Music  
7 to 8 p.m.—North Americans  
8 to 8:30 p.m.—The Gilmore Circus, NBC  
8:30 to 9 p.m.—Packard program, KPO and KFI  
9 to 9:10 p.m.—Cecil and Sally  
9:10 to 10 p.m.—KPO Salon Orchestra, with Eva De Vol, soprano  
10 to 11 p.m.—Palace Hotel Orchestra  
11 to 12 midnight—Silver Slipper Dance Orchestra

508.2 Meters  
590 Kcys.

**KHQ**

Channel 59  
1000 Watts

Louis Wasmer, Inc., Spokane, Washington

6:45 a.m.—Inspirational service  
7 a.m.—"Sweet and Low"; Headlines  
9 a.m.—Walt, Winn and Harvey  
9:45 a.m.—National Farm and Home Hour, NBC  
10:30 a.m.—Program of waltzes  
11 a.m.—"Their Radio Debut"  
11:30 a.m.—RKO organ recital  
12 noon—National Savings luncheon program  
12:15 p.m.—Brick Bats and Bouquets  
12:30 p.m.—Gold Seal program  
1 p.m.—"Down Memory Lane"; "Studio Affairs"  
1:45 p.m.—Fifteen minutes with the violin  
2 p.m.—"With the Classics"; Unit Trio  
3 p.m.—"Paint o' Mine" period; orchestra  
3:30 p.m.—Women's International League  
5 p.m.—The New Business World, NBC  
5:30 p.m.—Matched Units Hour  
6 p.m.—General Electric, NBC  
7 p.m.—Lucky Strike Hour, NBC  
8 p.m.—"The Melody Three"  
8:30 p.m.—Amos 'n' Andy, NBC  
8:45 p.m.—Sports news, Bert Price  
9 p.m.—Launderland Lyrics, NBC  
9:30 p.m.—Hill Billy Boys & sports talk, NBC  
10:15 p.m.—Tales Never Told, NBC  
10:45 p.m.—Prof. Herman Schnitzel, NBC  
11 p.m.—RKO frolic  
12 midnight—Just Another Hour; "Ask for It"

333.1 Meters  
900 Kcys.

**KHJ**

Channel 90  
1000 Watts

Don Lee, Inc., Los Angeles, California

7 to 8 a.m.—Recordings; stock reports  
8 to 9 a.m.—U. S. Army Band, CBS  
9 to 9:30 a.m.—Adventures of Helen and Mary, CBS  
9:30 to 10:30 a.m.—Young's Orchestra, CBS  
10:30 to 11:15 a.m.—Times Forum; recordings  
11:15 to 12 noon—Patterns in Print, CBS  
12 to 12:30 p.m.—Biltmore Concert Orchestra  
1 to 1:30 p.m.—The Aztecs, CBS  
1:30 to 2 p.m.—Club Plaza Orchestra, CBS  
2 to 2:30 p.m.—Woman's Aviation, CBS  
2:30 to 2:45 p.m.—Quiet Harmonies, CBS  
3 to 3:30 p.m.—Hotel Shelton Orchestra, CBS  
3:30 to 4 p.m.—Ted Husing Sport Slants, CBS  
4 to 4:50 p.m.—Bernhard Levitow's orchestra, CBS  
4:50 to 5 p.m.—World-wide news  
5 to 5:15 p.m.—Exploring the Jungle for Science, CBS  
5:15 to 6 p.m.—Recordings; Dixie Echoes, CBS  
6 to 6:30 p.m.—Nit Wit Hour, CBS  
6:30 to 7 p.m.—Around the Samovar, CBS  
7 to 8 p.m.—Paramount Hour, CBS  
8 to 8:30 p.m.—Oil-O-Matic concert orchestra, DLBS  
8:30 to 9 p.m.—Don Lee Symphony  
9 to 10 p.m.—"Chasin' the Blues"  
10 to 10:05 p.m.—World-wide news  
10:05 to 12 midnight—Biltmore Hotel dance orchestra  
12 to 1 a.m.—Wesley Tourtellotte's organ recital

## SATURDAY Programs

**535.4 Meters** **KTAB** **Channel 56**  
**560 Kcys.** **500 Watts**

Pickwick Broadcasting Co., Oakland, Calif.

7 to 8:30 a.m.—Studio program; Masters Album  
8:30 to 9 a.m.—Ye Towne Cryer  
9 to 9:30 a.m.—Morning Prayer Hour  
9:30 to 10 a.m.—"Broadway Tunes"  
10 to 10:30 a.m.—Household Hour  
10:30 to 11 a.m.—Dr. B. L. Corley  
11 to 12 noon—Barney Lewis' Tabloid of the Air  
12 to 1:30 p.m.—Studio program; Chapel of Chimes  
1:30 to 2:30 p.m.—Dance recordings  
2:30 to 3 p.m.—Alice in Wonderland  
3 to 3:30 p.m.—Sunshine Boy and Alice Blue  
3:30 to 5 p.m.—"Broadway Tunes"; Dr. Forrester  
5 to 6 p.m.—Brother Bob's Frolic Hour  
6 to 7 p.m.—Studio program; Chapel of Chimes  
7 to 7:30 p.m.—"30 Minutes of Melody with Don"  
7:30 to 8 p.m.—Walter J. Rudolph, concert pianist  
8 to 8:30 p.m.—"Organ Echoes"  
8:30 to 9 p.m.—Dorothy Nichols, cellist; Alice Blue at the organ  
9 to 11 p.m.—String ensemble, Joan Ray, Jane Sands, Alice Blue, Abe Bloom, Geraldine Kelley, Carl Tobin, Givens, Torke  
11 to 12 midnight—Semi-classic program  
12 to 1 a.m.—"Slumber Chaser"

**285.5 Meters** **KNX** **Channel 105**  
**1050 Kcys.** **5000 Watts**

L. A. Evening Express, Los Angeles, Calif.

6:45 to 8 a.m.—Exercises by Dr. P. M. Seixas  
8 to 8:15 a.m.—Record program  
8:15 to 8:30 a.m.—Inspirational talk and prayer  
9:30 to 10 a.m.—Radio shopping news  
10 to 10:30 a.m.—Town Crier's morning message  
10:30 to 11 a.m.—Recordings and announcements  
11 to 12 noon—KNX String Ensemble  
12 to 12:30 p.m.—Bundy & Albright program  
12:30 to 1 p.m.—C. P. R.'s musical program  
1 to 1:30 p.m.—Radio Church of the Air  
1:30 to 2 p.m.—Reading interesting books  
2 to 5 p.m.—An opera program of recordings  
5 to 5:15 p.m.—Travelogue  
5:45 to 6 p.m.—Town Crier's timely amusement tips  
6 to 6:30 p.m.—Organ program  
6:30 to 7 p.m.—KNX String Ensemble  
7 to 8 p.m.—Paramount Publix Hour, CBS  
8 to 8:05 p.m.—Church service announcements  
8:05 to 9 p.m.—KNX feature artists  
9 to 10 p.m.—Russian American Art Club  
10 to 12 midnight—Hotel Ambassador; Johnny Hamp and his Kentucky Serenaders in the Coconut Grove  
12 to 1 a.m.—Dance hour of records

**315.6 Meters** **KFWB** **Channel 95**  
**950 Kcys.** **1000 Watts**

Warner Brothers, Hollywood, California

8 to 8:30 a.m.—Betty Silberman, organist  
8:30 to 10 a.m.—Orpheus Sextet; Feature Trio  
10 to 10:30 a.m.—Betty Silberman, organist  
10:30 to 11:30 a.m.—Jean Cowan and Syncopators  
11:30 to 12 noon—KFWB Quintet and soloists  
12 to 12:30 p.m.—Cecil & Sally; quintet  
12:30 to 2 p.m.—Variety Serenaders and the Three Boswell Sisters  
4 to 5 p.m.—Gus Arnheim's orchestra  
5 to 6 p.m.—Radio Varieties  
6 to 6:30 p.m.—KFWB Dinner Ensemble  
6:30 to 7 p.m.—Harry Jackson's entertainers  
7 to 7:30 p.m.—Hollywood String Quintet  
7:30 to 8 p.m.—Don Warner's Dance Orchestra with Ann Grey, soloist  
8 to 9 p.m.—Mona Motor Oilers; Vernon Rickard, tenor; Emma Kimmel, soprano  
9 to 9:30 p.m.—Xavier Cugat, violinist, and Carmen Castillo, soprano  
9:30 to 10 p.m.—Gus Arnheim's Montmartre Orchestra  
10 to 10:30 p.m.—George Olsen's orchestra  
10:30 to 11 p.m.—Gus Arnheim's orchestra

**361.2 Meters** **KOA** **Channel 83**  
**830 Kcys.** **12,500 Watts**

General Electric Co., Denver, Colorado

4:30 to 5 p.m.—The Skellodians  
5 to 5:30 p.m.—The New Business World  
5:30 to 6 p.m.—Launderland Lyrics  
6 to 7 p.m.—General Electric Hour  
7 to 8 p.m.—Lucky Strike Orchestra  
8 to 8:30 p.m.—Olinger Male Quartet  
8:30 to 8:45 p.m.—Amos 'n' Andy  
8:45 to 9:15 p.m.—Preview of International Sunday School lesson  
9:15 to 10:15 p.m.—The Seven Aces—All Eleven of 'Em  
10:15 to 11 p.m.—Tales Never Told  
10:45 to 11 p.m.—Prof. Herman Schnitzel

**204 Meters** **KGA** **Channel 147**  
**1470 Kcys.** **5000 Watts**

Northwest Broad. System, Spokane, Wash.

1 p.m.—Gold Seal program; Concert Classique  
2 p.m.—Popular Melange; Radio Matinee  
3:30 p.m.—Concert; gift program  
5 p.m.—World Bookman; Uncle Andy  
5:30 p.m.—Dinner Hour; market reports  
6 p.m.—Melody Aces; Carrie Andrew, Melodians  
7 p.m.—KGO Melodians, Melody Aces  
7:45 p.m.—Song recital, Carrie Andrew, tenor  
8 p.m.—Saturday Knights; Elmore Vincent, tenor  
9 p.m.—Ensemble; Dwight Heter, baritone  
10 p.m.—Musical Potpourri; recordings

**299.8 Meters** **KFVD** **Channel 100**  
**1000 Kcys.** **250 Watts**

Auburn Fuller, Culver City, Calif.

5 p.m.—Timely topics  
8 p.m.—Peggy Price, blues, and Peggy Wade, piano  
8:45 p.m.—Tom and Wash  
9 p.m.—Happy-Go-Lucky Trio  
11 to 1 a.m.—Sebastian's Cotton Club Orchestra

**394.5 Meters** **KVI** **Channel 76**  
**760 Kcys.** **1000 Watts**

Puget Sound Broadcasting Co., Tacoma, Wash.

5 to 5:15 p.m.—Dr. Arthur Torrance, CBS  
5:15 to 5:30 p.m.—Helena Casey, soprano; Willis Higley, tenor; Margaret Yost, violin  
5:30 to 5:53 p.m.—Dixie Echoes, CBS  
7 to 8 p.m.—Paramount-Publix Radio Hour, CBS  
9 to 10 p.m.—Chasin' the Blues, DLBS  
10 to 10:12 p.m.—Billy Landers, blues singer; Helene Hill, piano  
10:12 to 11:10 p.m.—Anson Weeks' orchestra, DLBS  
11:10 to 12 midnight—Earl Burnett's Biltmore Orchestra, DLBS

**280.2 Meters** **KJBS** **Channel 107**  
**1070 Kcys.** **100 Watts**

J. Brunton & Sons, San Francisco, Calif.

6:45 to 8 a.m.—KJBS Alarm Klok Klub  
8 to 11 a.m.—Variety records  
11 to 11:30 a.m.—Popular recorded selections  
11:30 to 12 noon—Maude E. White, soprano  
12 to 1 p.m.—Stock report; recordings  
1 to 1:30 p.m.—Al Kelli and Ernie Lohrman  
1:30 to 2 p.m.—Salon Orchestra  
2 to 2:30 p.m.—Dell Raymond and Oscar Young  
2:30 to 4 p.m.—Popular recordings  
4 to 6 p.m.—Jerry McMillan, pianist; records

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# TOPICS OF THE TRADE



The Federal Radio Commission recently granted a Radio Police permit to the city of Tulare, California.

\* \* \*

Thompson and Holmes, Ltd., a recent consolidation of the Frederick H. Thompson Company, San Francisco, and the Holmes and Crane Company of Oakland, now San Francisco and East Bay distributors of the Majestic, are now in their new headquarters at 954-956 Mission Street.

\* \* \*

Julius Brunton and Sons Company, distributors of the Willard Storage Batteries, will also handle the Willard Radio receiver. Several sets have been installed by the Brunton Company and they report very satisfactory results.

\* \* \*

The General Electric Company and Westinghouse Electric Manufacturing Company will not manufacture radio sets in competition with RCA-Victor. However, they are planning on distributing receivers manufactured by the RCA-Victor Company with Westinghouse and General Electric name plates.

\* \* \*

Nathaniel Baldwin, Incorporated, has purchased the bankrupt Buckingham Corporation, formerly manufacturers of radio chassis. The Baldwin Company is in the field as a receiver manufacturer.

\* \* \*

The Thomas A. Edison, Incorporated, has announced a price increase on its radio receivers effective February 1.

\* \* \*

The Utah Radio Products Company has announced to set manufacturers that they can furnish them with remote control equipment for receivers.

\* \* \*

Ernest Ingold, president of the Ernest Ingold, Inc., San Francisco Atwater Kent distributors, recently returned from an Eastern trip. Mr. Ingold reports that although many manufacturers have discontinued business, the outlook for the coming year promises to be very satisfactory for those that remain. He also states that the radio business is just as staple as those selling radio wish to make it.

H. R. Curtiss, president of the H. R. Curtiss Company, and chairman of the Pacific Radio Trade Association's Trade Show Committee, is spending several weeks in the East. Mr. Curtiss is representing the Association at the National Federated Radio Associations' Convention in Cleveland, Ohio.

\* \* \*

C. L. McWhorter, Pacific Coast manager of the Philadelphia Storage and Battery Company, manufacturers of the well known Philco Radio, is certainly the company's traveling representative. Mr. McWhorter recently returned from an extended trip throughout the East and within a day or so made a quick trip to Los Angeles territory and then back to San Francisco for two days and then a flying trip to Salt Lake and then back to San Francisco to immediately depart for Portland. Anyhow his family sees him as he passes by.

\* \* \*

Don Lippincott, one of our old time radio members, has now established business for himself as a radio and electrical engineer and patent attorney with offices at 57 Post Street, San Francisco.

\* \* \*

Otto Rothlin, well known in the music and radio circles, is now with the California Victor Distributing Company.

\* \* \*

J. Earl Jordan has now been added to the sales force of the Garnett Young Company, distributors of the Stromberg-Carlson radio receivers. Mr. Jordan has been located in Los Angeles for the past year.

\* \* \*

Gray and Danielson Manufacturing Company, manufacturers of the "Remler" radio receiver, are now located in their new three-story plant at 2101 Bryant Street, San Francisco. They recently had a very disastrous fire at their old location, 260 First Street.

\* \* \*

Our dear old friend Mark Smith, formerly Pacific Coast manager of the E. T. Cunningham Company, now general manager for the Ray Thomas Company, distributors of Atwater Kent receivers in Southern California, was a visitor to San Francisco recently. Mark is now a typical Southern Californian which was apparent by the light summer clothing he wore on his San Francisco visit.

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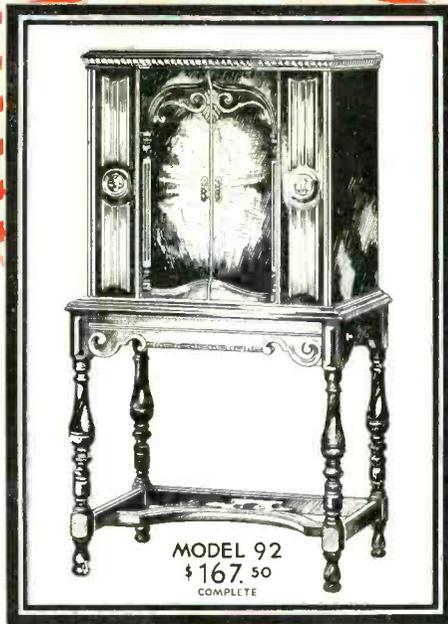
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