

Broadcast Weekly

FOR
WEEK OF
October
12-18

"THE LEADING RADIO GUIDE OF THE PACIFIC COAST"



Eva G. Atkinson

FEATURED ON *S and W* FORUM OF THE AIR
WEDNESDAY 8 to 8.30 P.M.
OVER NBC STATIONS



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BROADCAST WEEKLY

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No. 3

Synchronization Again Urged

CONSIDERABLE impetus has recently been given the movement to inaugurate broadcasting by two or more stations on the same frequency by means of some system of synchronization, with submission to the Federal Radio Commission of an application for permission to experiment along that line by the General Electric Company.

Indications are, however, that the commission will not change its previous attitude of opposition to synchronized transmission, adopted some time ago. The only synchronous transmission which has been operated on a permanent basis has been that of Stations WBZ at Springfield, Mass., and WBZA at Boston, accomplished by wire control. This, however, was found to be a very expensive method, and the Westinghouse company some time ago asked permission to abandon it.

Radio engineers in the employ of the large companies contend that synchronized operation now is feasible as a result of improved equipment, and are anxious to try it out on a commercial scale. The commission, however, it is understood, does not desire to foster synchronization, fearing apparently that successful operation might necessitate a major reallocation of the present broadcasting set-up which is only, after two years, now getting into satisfactory shape.

The matter was recently brought up at a commission meeting by Commissioner Sykes, who proposed that broadcasting stations at

opposite sides of the country be placed on the same channels for simultaneous synchronized operation. He was supported by Commissioner Robinson, but the proposal was voted down by the other three members.

The application of the General Electric Company seeks permission to attempt synchronized operation of Stations WEAJ at New York and WGY at Schenectady during the evening hours. Experimental work along synchronization lines has been attempted in several instances in the early morning hours, but it is pointed out now that it is essential that operating data be gathered regarding the effect of synchronous operation upon reception from other stations, which cannot be secured after programs, generally, have ceased for the night.

One of the greatest handicaps to any proposal for synchronous operation of stations on the Atlantic and Pacific Coasts, it has been contended, is the lack of sufficient high-power stations in the latter area to act as "partners" for the eastern broadcasters.

Members of the radio commission are also represented as opposed to any action which would force synchronization upon stations at the present stage of radio development. They are understood to believe that much has yet to be accomplished before dual operation can be handled satisfactorily, and are reluctant to take any step which would impose a financial burden upon any broadcaster until assured that the project is feasible.

DELL PERRY, NBC

By MONROE R. UPTON

WE first knew Dell Perry about five years ago during those halcyon days of radio when people too near Room 281 at the Whitcomb Hotel complained they couldn't sleep on account of the "noise" from the broadcasting room and people down in the street would look up and wonder how long it would be before a good wind storm came along and blew down KFRC's two wooden poles on top of the building. Dell was accompanying that valiant little song plucker, Mort Harris, who, coatless and vestless wrung the last ounce of sentiment out of Cecelia and other current hits. To give Mort a chance to mop his brow Dell would play piano solos. But one night Mort failed to show, a luxury all radio artists indulged in during those early days, and Dell felt it her duty to American family life to interpolate a few songs in her piano playing. It was the first time she had ever opened her mouth in the presence of a microphone. But that wasn't the half of it. She had never sung a song before an audience in her life. She plunged into a little humorous, sort of talking number she had heard in vaudeville and with quaking heart sang it through to the end. *(This is the point where we should say that the song was an instant hit, that the telephone began to ring, mail poured in, and the hue and cry went up: It's great, we want more*)

But all fooling aside, Dell is one of those very capable young ladies who does a lot of things well and when she suddenly decided to sing a song you can rest assured she put it across, some way.

Dell's independence began when she obtained a job as a stenographer back in Duluth, Minnesota. She was born in Chicago but obtained all of her schooling in Duluth. Her father was a railroad man. She might still be worrying some executive's wife today if she hadn't conceived the idea of getting three other piano-playing blondes, renting four grand pianos and keeping all of them going at once. This was the original vaudeville act, famous all over the



DELL PERRY

country as "Jerry and Her Baby Grands." A month later they were playing the Keith circuit. After less than a year of this Dell's mother died and she gave up the stage to go home and keep house for her father.

*I believe there were some telephone calls, and a lady in San Luis Obispo did write a letter. She wanted to know if Dell would sing an old song she hadn't heard since she was a little girl in Iowa. It was a song about a dog. She couldn't remember the name but she knew it was a song about a dog because whenever it was being sung old Towser would prick up his ears and start to growl.

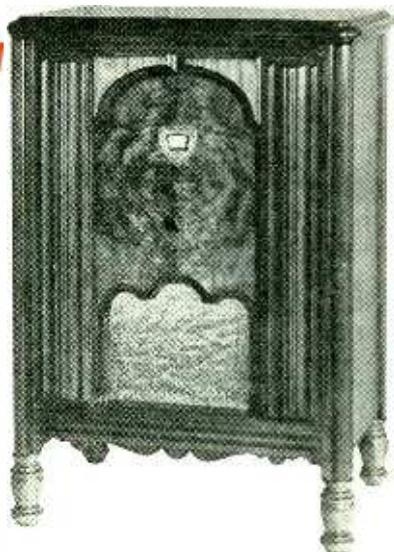
Seven years ago Dell Perry came to San Francisco. Her problem was to find a job for herself and she took the best she could find, selling sheet music. Her next job was on the stage again, in an act over the Pantages circuit called "The California Sun Maids." At least in California it was called that. Next she went with the Irving Berlin song publishing staff in San Francisco, which was then in charge of Mort Harris. She has been doing radio, vaudeville and club work in California and on the West Coast ever since. She played a part in a skit with the late Keith headliner, Percy Bronson, for a time.

Here is how she happened to team up with Oscar Young for the act in which she is now featured over the NBC. Oscar, by the way, was formerly with Paul White-man. There was a chance meeting at a local station and one day, about four months later, Oscar had a brilliant idea. He had been listening to Dell's work and it occurred to him they might get together and work up some duet numbers. They did and those who heard it were interested. KFRC gave them work and later they were signed by NBC.

Dell belongs comfortably to her age. She is in tune with jazz, machines and speed. She lives objectively. There is nothing subtle, imaginative or dreamy about her. On the other hand she is capable, practical, self-sufficient, serenely good humored and likeable.

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MICROPHONE GOSSIP



James (Jimmie) Moyles, former gridiron star of the St. Ignatius High School football team, is the latest addition to the staff of KPO's office force. Jimmie, who occupied the berth of "fullback" on the "Foglets" team, has put away his football togs and has settled down to make his future in the radio field.

* * *

The Hallelujah Quartet, pronounced by the nation's leading music critics the outstanding negro quartet singing spirituals in the world today, became an important addition to the KHJ staff last week. Their magnificent ensemble work and delightful comedy will be a nightly highlight of KHJ programs.

* * *

Kieth Ashton, newest member of the KJBS staff, was formerly announcer at WJZ in the East, and until recently with NBC here in San Francisco.

* * *

Robert Olsen, KFRC tenor, plays "Traumeri" by Schuman, and "In the Shade of the Old Apple Tree" on the violin. This is not generally known, however, and Bob never plays in recitals. His skill is simply what is left of an attempt to become a violinist at the age of ten. He explains that he took the lessons merely to please his father, who was anxious for a musical career for his son. He found that his singing was liked better than his fiddling, however, and he laid the fiddle away.

* * *

Bert Butterworth, conductor of the famous "Lion Tamers," "Airedales," and "Optimistic Do-Nuts" at KNX, Hollywood, isn't satisfied with that and other radio jobs. He also conducts a large job-printing concern, publishes a weekly newspaper, promotes real estate subdivisions, and has other ventures claiming his spare time.

* * *

Put down Chester Foster Rand, character tenor of KFI-KECA, Los Angeles, as a true friend of art.

Chester has organized a new male quartet, and (believe it or not) appears in the roster as second tenor. This is believed to be the first time that a tenor organized an

ensemble group and did not sing the first part.

The members of the new quartet, dubbed "The Sunny Four," are: Eddie Thomas, first tenor; Rand, second tenor; Al Gray, baritone; and Earl Powers, bass. Leila Isbell is the pianist, when one is needed. The group's specialty is the songs of America, grand opera parodies and, for violent contrast, rare religious chorales.

* * *

Robert Whittaker, trumpet soloist for the Mariners' concert orchestra over KGER, is also a singer, although he hasn't been heard over the air as a vocalist for more than a year. He placed second in the Atwater Kent auditions of Long Beach two years.

* * *

Dud Williamson of KYA staff insists that the prop man should share honors with the leading man in the radio plays, for, says Dud, any time a man plays the part of a squeaking rat, a police whistle, a low moan and a slamming door, all in the same sketch, it requires not only art, but concentration.

* * *

Paul Carson, NBC organist, was responsible for the loss of a vegetable patch in Olney, Illinois, the other day. His mother lives in that city, where her next-door neighbor, listening to the transcontinental broadcast of the NBC Vagabond program from San Francisco, suddenly heard Paul's name announced as the next artist. She streaked out the back door and across her pet vegetable garden to Mrs. Carson's house, to tell her. The two women then rushed back again, across the garden, just in time to hear Paul's offering.

"The vegetables were a total loss, but the thrill we got was worth all the lettuce and radishes in the world," Mrs. Carson wrote her son.

* * *

Louis Rueb, the genial physical instructor who conducts KECA's early morning exercise period, sends a diagram to listeners who follow his directions. Recently, in a letter, one of his fair listeners wrote:

"Will you be so kind as to send me one of your diaphragms? I feel that I cannot follow the exercises unless I have one."

"Dobbs Wins Lake Merritt Marathon." This glaring headline in the Oakland Tribune recently caused pretty Ann Jetter, telephone operator at KPO, a busy afternoon when many calls came in to congratulate "Dobbsie." But the fact that Steve Dobbs was the winner, and not "Dobbsie," who, though a number of years ago was a hundred-yard champion, made it necessary for Miss Jetter to sweetly instruct them to "tell it to Steve."

* * *

The new habit of broadcasting stations of using applause from a phonograph record is subject to catastrophe if the operator is not on the job. The applause is liable to come in just when the next number is starting. Al Pearce, of the KFRC Happy Go Lucky Hour, points out that the Happy Go Lucky applause is "not a phonograph record." It is hand-made, and always comes in at the proper time.

* * *

Curtis Benton, noted announcer of KNX, Hollywood, whose descriptions of the boxing matches staged at Hollywood Legion Stadium are an eagerly awaited weekly event at the station, in "private" life is a scenario writer for one of the largest of the talking picture producing concerns.

* * *

June Parker, KHJ's little blue girl, is going to put her highly cultivated tonsils in mothballs for some time and retire from the front line of the radio battle on the western front, where she has been one of the oft-decorated and most decorative of KHJ's veterans. Gogo Delys, vaudeville, stage and screen semi-celebrity, will distribute blues without fear or favor to the radio audience for KHJ.

* * *

California advertising men were interested during September to learn that one of their number had stepped out into the broadcasting field by associating himself with KYA, San Francisco.

Mahlon T. Dolman, who has conducted an advertising agency in San Francisco since 1915 has taken over an hour at KYA, from 9 until 10 o'clock, broadcasting to housewives every day at that time, except Sunday.

Mr. Dolman is presenting the story of certain advertisers with whom he is associated, and is interspersing his talks with philosophical, inspirational messages concerning points of interest in and around San

Francisco and the East Bay cities. Mr. Dolman is assisted also by an able corps of artists which include such well-known figures as Kevin Ahearn, Jimmy Moseley, and Helen Stone. Tune in some morning and give him a cheer.

* * *

Pacific Coast residents who are accustomed to sitting down in the living room after dinner to enjoy Amos 'n' Andy in comfort would find things different in Alaska. There the famous comedians whose daily fun-making goes all over the North American continent through the NBC network, arrive just in time for luncheon. Their dialogue is heard as clearly as in California, a San Franciscan who has just returned says. And even over the luncheon table they are just as popular in Alaska as they are everywhere else.

* * *

Jerry Jermaine, KPO's crooning contralto, has decided to become a teacher. She has opened spacious studios at 26 O'Farrell Street, studio No. 1000, and will teach aspiring pupils of radio, talkies, and records the technic required to become no less popular than herself—and she enjoys a unique distinction on the ether lanes as one of the foremost of western crooning balladists.

Mildred Bailey, another KPO artist, pianist and contralto, will assist in the work of moulding the embryo artists.

* * *

Bill Wright, who is heard regularly over KFRC, chiefly in character parts on the Jamboree, once lived in Marysville. While sitting in the theater there one afternoon talking to the organist he was astonished to see a notice flashed on the screen that he had been drowned. It turned out that some man had been drowned, Bill had been missing all day, and so the practical-minded Marysvilleites simply put two and two together and decided it must have been he. With a little arguing he straightened matters out.

* * *

Another NBC artist has bade farewell forever to his bachelorhood. Captain Bill Royle, British war ace, who teaches radio listeners how to fly, conducting an air school on the air, slipped away to Placerville with Miss Madeline Bernice Kelly the other day and changed her name to Mrs. Royle. The bride was an aviation pupil of Captain Royle's.

PERSONAL PICKUPS

BY GYPSY



J. C., Oakland, Cal. Bob Nichols is now affiliated with the San Francisco studios of the National Broadcasting Co. Bert Lowin's orchestra originates in New York and comes over the Columbia system. You will find his schedule in the program department of this issue.

* * *

E. R., San Mateo, Cal.—Yes, Grace Sanderson Michie's "Miniature Biographies" require intensive research and she attends to this matter personally. Each week she examines literally dozens of volumes for just the right tone, the most interesting, colorful material. The "World Wanderings" also exact strenuous investigation for although she has traveled extensively, she has not lived long enough to have visited all the countries of which she writes so realistically.

* * *

MRS. A. J. B., Los Angeles, Cal.—Eddie McLane, whom you hear nightly over KPO with Joe Wright's orchestra is the same young man who entertained on the President Hayes' cruise a year or so ago.

* * *

MRS. G. D. S., Oakland, Cal.—The "kiddie songs" to which you refer on KTAB are sung by Gerda Lundberg, a Berkeley girl. Gerda is eighteen, ever so pretty; blue-eyed, fair complexioned, with enchantingly soft features emphasized by a piquant bob. She is 5 feet 2 inches tall, weighs 115 pounds and her whole makeup is one of frank, unguarded happiness.

* * *

MARY A., Berkeley, Cal.—Dell Perry (NBC) is 5 feet tall, has violet-blue eyes and is endowed with just the proper transparent complexion to offset her blonde, French coiffure. She has a sunny disposition, is optimistic, philosophical and generous. Before the days of broadcasting, Dell excelled as a professional ice skater. Oscar Young's eyes are blue, his hair is dark brown touched with

gray, he is 5 feet 8½ inches tall and weighs about 150 pounds. Rather a restless, high-strung person. "Just erratic enough" according to his best friend, "to be a genius." Oscar you know, is radio's Nat Goodwin.

* * *

L. T., San Jose, Cal.—The Park Sisters are now in New York and are heard on Tuesday afternoons over KGO at 3:45 Pacific standard time. The vocal soloist with the North Americans during Walter Kelsey's absence was Doug Richardson, staff member of KPO.

* * *

E. L., Sacramento, Cal.—Yvonne Peterson (KYA) is 5 feet 6 inches in height, weighs about 125 pounds, has brown hair and eyes of vampire-green. A magnetic personality with a fascinating little mannerism of bringing one shoulder forward and smiling over it like a small, wistful girl. She is the daughter of a well known educator, is a former U. W. co-ed and is irremediably addicted to swanky motor cars. Her latest sport's model defies description. So does Yvonne when she sits at the wheel in clothes to match.

* * *

GERTRUDE, Stockton, Cal.—George Taylor (KYA) is 5 feet 10½ inches tall and usually weighs 170 pounds but at present is lighter, due to a recent illness. His eyes are greenish-gray, his hair is dark brown, crisp and wavy, he is in his late twenties and is single.

* * *

J. L. H., Los Angeles, Calif.—It was Harold Peary who took Walter Beban's unsuspecting "Ambie" out into the wide, wide world. Harold revels in dialects. Studies them closely and constantly. He rather favors Canuck impersonations, although he is more popularly recognized in negro characterizations. Yes, he wrote the "Sam and Willie" sketches and besides being an impersonator, baritone, actor and writer, he is also an amateur wrestler, a collector of photographs—oh! that reminds me—you asked about an autographed picture. Address your request to Harold Peary in care of the National Broadcasting Co., San Francisco.

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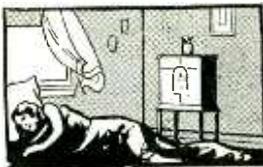
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inches tall. Packed in novel box of modernistic design, suitable for gift giving.

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Los Angeles, California

SUNDAY Programs

379.5 Mtr. **NBC-KGO** Sutter 1920
790 Kc. 10,000 Watts

National Broadcasting Co., San Francisco

8:30 to 9:30 a.m.—NBC organ recital, KGO

9:30 to 10:30 a.m.—Classical Series, KGO

10:30 to 11 a.m.—Neapolitan Nights, KGO

11 to 12 noon—Bible stories, KGO, KGW

"Hannah" will be the title of the Bible story to be dramatized for NBC listeners this morning. Harry De Lasaux has written the drama to be enacted by a cast of National Players. 12 to 1 p.m.—The Friendly Hour, KGO, KGW, KPO; KOMO, 12:15 to 1 p.m.

"Increase Your Range" has been chosen by Dr. J. Stanley Durkee as the subject for his address. His talk will be interpolated between musical numbers by a male quartet under the direction of George Shackley.

1 to 2 p.m.—National Sunday Forum, KGO, KOMO, KGW

An address by Dr. Ralph W. Sockman and music by the Oratorio Choristers will be heard when the National Sunday Forum is broadcast. The singers will be directed by George Dilworth.

2 to 3 p.m.—Philadelphia Storage Battery Company program, KGO, KHQ, KOMO, KGW, KPO, KFI, KFSD, KTAR

Leopold Stokowski and the Philadelphia Symphony Orchestra will present the first of a series of concerts over a coast-to-coast network of NBC stations today. The series is being sponsored by the Philadelphia Storage Battery Company, which sponsored a similar series by the Philadelphia Symphony last winter.

3 to 4 p.m.—Catholic Hour, KGO, KOMO, KGW, KECA, KTAR

Rev. John McClorey, S. J., member of the faculty of the University of Detroit, will be the speaker during the Catholic Hour. The musical program, under direction of Father William J. Finn, will include sacred songs of classical nature sung by the Mediaevalists, a mixed octet.

4 to 5 p.m.—Sunday concert, KGO, KOMO, KGW, KFSD

Gwynn Jones, tenor, and an orchestra headed by Charles Hart will be heard in the Sunday Concert over the NBC network today.

5 to 5:15 p.m.—Enna Jettick Melodies, KHQ, KOMO, KGW, KPO, KFI, KFSD, KTAR

Mme. Ernestine Schumann-Heink will be heard in Rasbach's "Trees" by the radio audience which will listen to the Enna Jettick Melodies to be broadcast. Other singers will be the Enna Jettick quartet, including Betsy Ayres, soprano; Mary Hopple, contralto; Steele Jamison, tenor, and Leon Salathiel, bass.

5 to 6 p.m.—The Vagabonds, KGO, KECA

5:15 to 6:15 p.m.—Collier's Radio Hour, KHQ, KOMO, KGW, KPO, KFI

Collier's Radio Hour, with guest speakers, dramatized stories and music, will be broadcast through an NBC coast-to-coast network tonight.

6 to 6:15 p.m.—News Service, KGO

6:15 to 7:15 p.m.—Atwater Kent program, KHQ, KOMO, KGW, KPO, KFI

Richard Bonelli, American baritone of concert and opera fame, will be presented as the soloist in the second Atwater Kent program in the 1930 winter series. During this one-hour concert Bonelli will be heard in two of the most renowned baritone arias in the entire field of opera—the lovely "Dio Possente" from Gounod's "Faust" and the great Prologue to

"I Pagliacci" by Leoncavallo. Josef Pasternack and the Atwater Kent orchestra and Walter Golde, pianist, will accompany him.

6:15 to 6:45 p.m.—Evening Reveries, KGO

6:45 to 7:15 p.m.—The Olympians, KGO

7:15 to 7:45 p.m.—Studebaker Champions, KGO, KHQ, KOMO, KGW, KFI

Abbie Mitchell, soprano, and the Studebaker Champions, Jean Goldkette directing, will be heard in a half-hour program of semi-classical and popular music.

7:45 to 8:15 p.m.—Sunday at Seth Parker's, KGO, KGW, KFSD, KTAR

A story-sermon by Seth will be the high light of the half-hour semi-religious program. The group of neighbors assembled in the Parker home at Jonesport, Me., will be heard in a number of old-fashioned hymns, with Mother Parker playing the accompaniment on a melodeon.

8:15 to 8:30 p.m.—The Entertainers, KGO, KFSD, KTAR

8:30 to 9 p.m.—Gunnar Johansen, pianist, KGO, KFSD, KTAR KOA; KGW, 8:45 to 9 p.m.

9 to 9:30 p.m.—Borden program, KGO, KHQ, KOMO, KGW, KFI, KTAR, KSL, KOA

Barbara Blanchard, soprano; Irving Kennedy and Ben Klassen, tenors; Austin Mosher, baritone, and Harry Stanton, basso, are the artists appearing on this program. Joseph Hornik directs the Blue and White Band.

9:30 to 9:45 p.m.—Enna Jettick Melodies, KGO, KHQ, KOMO, KGW, KECA KTAR

Heart-songs and ballads popular in days gone by will be interpreted by a mixed quartet and an instrumental ensemble directed by Charles Hart.

9:45 to 10:15 p.m.—The Reader's Guide, KGO, KOMO

10:15 to 11 p.m.—Concert Jewels, KGO, KECA, KOA

11 to 12 midnight—The Vagabonds, KGO, KFI

508.2 Meters **KHO** Main 5383
590 Kcys. 1000 Watts

Louis Wasmer, Inc., Spokane, Washington

8 a.m.—Uncle Herb and the Funnies

9 a.m.—Morning Melodies

10 a.m.—I. B. S. A., KHQ, KOMO, KGW

11 a.m.—Central Methodist Episcopal Church

12 noon—Stewart-Warner

1 p.m.—National Sunday Forum, NBC

2 p.m.—Philadelphia Storage Battery, NBC

3 p.m.—Catholic Hour, NBC

5 p.m.—Enna Jettick Melodies

5:15 p.m.—Colliers Hour, NBC

6:15 p.m.—Atwater Kent, NBC

7:15 p.m.—Studebaker Champions Trs., NBC

7:45 p.m.—Studio feature

8 p.m.—New Episcopal Cathedral

9 p.m.—Borden Milk program, NBC

9:30 p.m.—Enna Jettick Melodies, NBC

9:45 p.m.—Hartley Trio

10:30 p.m.—Concert Jewels, NBC

265.3 Meters **KSL** Wasatch 3901
1130 Kcys. 5000 Watts

Radio Service Corp., Salt Lake City, Utah

4:30 p.m.—Williams' Oil-O-Matic in diversified musical program

5 p.m.—Enna Jettick Melodies, NBC

5:15 p.m.—Colliers Hour, NBC

6:15 p.m.—Atwater Kent, NBC

7:15 p.m.—First Presbyterian Church

7:45 p.m.—Instrumental ensemble with featured vocalists in program of musical paintings

8 p.m.—Twilight Meditation

8:15 p.m.—L. D. S. services

8:45 p.m.—Informal musical presentations

9 p.m.—Borden program

9:30 p.m.—KSL Chamber Music

10:30 p.m.—Vagabond of the Air

SUNDAY Programs

440.9 Meters **KPO** **Garfield 8300**
680 Kcys. **5000 Watts**

Hale Bros. & The Chronicle, San Francisco

8 to 9:30 a.m.—Breakfast with Sperry
9:30 to 10 a.m.—Chronicle Comics of the Air
10 to 10:30 a.m.—Floyd Wright, organ recital
10:30 to 11:30 a.m.—Interdenominational and nonsectarian church services, Dr. Newton E. Moats, pastor Grace Trinity Center United Church

12 to 1 p.m.—Friendly Hour, NBC
1 to 2 p.m.—Temple of the Golden Hour
2 to 3 p.m.—Philadelphia Storage Battery program, NBC

3 to 5 p.m.—Football broadcast, Gonzaga vs. St. Ignatius, from Kezar Stadium, for Associated Oil Company with Don Thompson announcing

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
7:15 to 7:30 p.m.—Lauren P. Wilson, 1929 Northern California State Winner Atwater Kent Foundation's National Radio Audition

7:30 to 8 p.m.—Nathan Abas, violin recital
8 to 8:30 p.m.—Radio feature
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 11 p.m.—Acolian Trio with Eva De Vol, coloratura soprano

11 to 12 p.m.—John Wolohan's El Patio Dance Orchestra

394.5 Meters **KVI** **Broadway 4211**
760 Kcys. **1000 Watts**

Puget Sound Broad. Co., Tacoma, Wash.

8 to 8:30 a.m.—Organ recital, DLBS
8:30 to 9 a.m.—"Come Into the Garden," DLBS
9 to 10 a.m.—Organ recital

10 to 10:30 a.m.—Jewish Art program, CBS

10:30 to 11 a.m.—Conclave of Nations, CBS

11 to 12 noon—Cathedral Hour, CBS

12 to 2 p.m.—New York Philharmonic Orch., CBS

2 to 2:30 p.m.—Studio program, DLBS

2:30 to 3 p.m.—French Trio, CBS

3 to 5 p.m.—To be announced

5 to 5:15 p.m.—The World's Business, CBS

5:15 to 5:29 p.m.—The Crockett Mountaineers, CBS

9 to 11 p.m.—Val Valente's orchestra, DLBS

11 to 12 midnight—Mike Doty's orchestra

12 to 1 a.m.—Organ recital

315.6 Meters **KFWB** **Hollywood 0315**
950 Kcys. **1000 Watts**

Warner Brothers, Hollywood, Calif.

8:30 to 9 a.m.—The Funny Paper Man

9 to 12 noon—Late recordings

1:30 p.m.—Double-header baseball game, Seattle vs. Los Angeles, Pacific Coast League; records

6 p.m.—"Step On W," presenting Ted Dahl's orchestra and soloists

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

7 p.m.—Burr McIntosh, Cheerful Philosopher

7:30 p.m.—The "Mirth Quakers"

8 p.m.—"Hearts Around the World," continuity program

8:30 p.m.—Johnny Johnson's orchestra

9 p.m.—Emma Kimmel, soprano; Ochi-Albi's concert sextet

9:30 p.m.—"Forget-Me-Not" program

10 p.m.—George Olsen's music

10:30 to 11 p.m.—Courtesy program

535.4 Meters **KTAB** **Garfield 4700**
560 Kcys. **1000 Watts**

Associated Broadcasters, Oakland, Calif.

9 to 10 a.m.—Dr. B. L. Corley

10 to 11 a.m.—Bible Class, Tenth Avenue Baptist Church

12 to 12:30 p.m.—Church services

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.—Master's Album

2:30 to 4:45 p.m.—St. Ignatius-Gonzaga football game broadcast from Kezar

4:45 to 6 p.m.—Studio program; organ

6 to 6:30 p.m.—Recordings

6:30 to 7 p.m.—Light opera

7 to 7:30 p.m.—Jack Riley, songs and guitar

7:30 to 7:45 p.m.—Chapel of Chimes

7:45 to 9:15 p.m.—Tenth Avenue Baptist Church

9:15 to 9:30 p.m.—Chapel of Chimes

9:30 to 10 p.m.—Joan Ray, contralto; Jane Sargent Sands, accompanist

10 to 10:30 p.m.—Studio program

10:30 to 11:30 p.m.—Sweet's Ballroom Orchestra

340.7 Meters **KLX** **Lake 6000-6015**
880 Kcys. **500 Watts**

Tribune Publishing Co., Oakland, Calif.

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

6 p.m.—Baseball results

499.7 Meters **KFSD** **Franklin 6353**
600 Kcys. **1000 Watts**

Airfan Radio Corp. Ltd., San Diego, Calif.

9:30 to 10:30 a.m.—Sponsored program

10:30 to 11 a.m.—Neapolitan Nights, NBC

11 to 12 noon—Morning concert

12 to 2 p.m.—Bay City Bldg. & Loan program

2 to 3 p.m.—Philadelphia Storage Battery, NBC

3 to 3:30 p.m.—Organ recital, Dr. Stewart

3:30 to 4 p.m.—Feature program

4 to 5 p.m.—Sunday Concert, NBC

5 to 5:15 p.m.—Enna Jettick Melodies, NBC

5:15 to 6:45 p.m.—Concert program

6:45 to 7:45 p.m.—North American Ensemble

7:45 to 8:15 p.m.—Sunday at Seth Parker's, NBC

8:15 to 8:30 p.m.—The Entertainers, NBC

8:30 to 9 p.m.—Gunnar Johannsen, NBC

9 to 10 p.m.—Hotel del Coronado, featuring Hutton's concert quartet and assisting artists

10 to 11 p.m.—Kennedy's Cafe program

296.6 Meters **KQW** **Columbia 777**
1010 Kcys. **500 Watts**

Pac. Agric. Foundation, Ltd., 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

220.4 Meters **KGER** **Phone: 632-75**
1360 Kcys. **1000 Watts**

C. M. Dobyns, Long Beach, Calif.

12 noon—Studio program; Helen Smith, piano

2 p.m.—Dick Dixon, organ recital

2:30 p.m.—Long Beach Municipal Band

4 p.m.—Charles Lindsey's concert orchestra

5 p.m.—Everett Hoagland's Troubadors

5:30 p.m.—Catholic services

6 p.m.—Master's Music Shelf

6:30 p.m.—Mariners concert orchestra

7 p.m.—Calvary Church, Placentia

9 p.m.—Everett Hoagland's Troubadours

10 p.m.—Ho Hum Frolic and Review

11 p.m.—Everett Hoagland's Troubadours

11:30 p.m.—Dick Dixon, organ memories

SUNDAY Programs

322.4 Meters **KROW** Glencourt 6774
930 Kcys. **1000 Watts**

Educational Broad. Corp., Oakland, Calif.
8 a.m.—Sunday Sleepy-time program
9 a.m.—The Morning Stars, Beth and Harriett, harmony team
9:30 a.m.—Theodore Wolff, violinist; Ted Galindo, tenor; Lillian Boyd, accom.
10 a.m.—Watch Tower program, San Jose choral singers
11 a.m.—KROW Variety program, presenting Mid-Pacific Trio; Nola Starr, vocalist; George Rogers, baritone; Marguerita Bernae, soprano; Lillian Boyd, organist; Jean Ardath, pianist
12 noon—Lillian Boyd, organist; Pete King, tenor
1 p.m.—Watch Tower Program
6 p.m.—Old-fashioned Community Sing-Song
7 p.m.—Bill Simmons and his California Cowboys
9 p.m.—Watch Tower Program
10 p.m.—The Nut Hour, featuring Slim and Jim, Charlie Pacheco and Frank Killinger
11 p.m.—The Distant Hounds program

322.4 Meters **KFWI** Franklin 0200
930 Kcys. **500 Watts**

Radio Entertainments, San Francisco, Calif.
2:30 to 3 p.m.—Helen Bingham and Nelle Callahan
3 to 3:30 p.m.—"The Four of Us"
3:30 to 4 p.m.—Crowell Beard, banjoist
4 to 4:30 p.m.—Norma Lee, contralto, and Lewis Beck, baritone
4:30 to 5 p.m.—Sherman Clay concert
5 to 5:30 p.m.—Schwabacher-Frey program
5:30 to 6 p.m.—Selix popular program
8 to 9:10 p.m.—Service, Second Church of Christ, Scientist

280.2 Meters **KJBS** Ord 4148-49
1070 Kcys. **100 Watts**

J. Brunton & Sons, San Francisco, Calif.
8 to 8:15 a.m.—Musical Shades
8:15 to 9 a.m.—Acme program; records
9 to 9:30 a.m.—Band music
9:30 to 10 a.m.—U. S. popular half-hour
10 to 10:30 a.m.—Sunshine half-hour
10:30 to 11:30 a.m.—Records; Selix program
11:30 to 12:30 p.m.—Steinberg program; records
12:30 to 1 p.m.—Popular half-hour
1 to 1:30 p.m.—Cord Travel Diary
1:30 to 2:30 p.m.—Popular records
2:30 to 3 p.m.—Musical comedy selections
3 to 4:30 p.m.—Concert music; organ recital
4:30 to 5 p.m.—Saphire musical program
5 to 5:30 p.m.—Popular records
12 to 7 a.m.—KJBS Owl program

236.1 Meters **KOL** Elliott 4466
1270 Kcys. **1000 Watts**

Seattle Broadcasting Co., Seattle, Wash.
8 to 8:30 a.m.—Organ recital, DLBS
8:30 to 9 a.m.—"Come Into the Garden." DLBS
9 to 5:15 p.m.—The World's Business, CBS
5:15 to 5:30 p.m.—The Crockett Mountaineers, CBS
5:30 to 5:45 p.m.—Studio program
5:45 to 6 p.m.—Jesse Crawford, organist, CBS
6 to 6:30 p.m.—Majestic Theater of the Air, CBS
6:30 to 7 p.m.—Arabesque, CBS
10 to 11 p.m.—Dance band
11 to 12 midnight—Organ recital, DLBS

309.1 Meters **KJR** Seneca 1515
970 Kcys. **5000 Watts**
Northwest Broad. System, Seattle, Wash.

8 a.m.—Organ concert
9 a.m.—"Joe Comic," reading the funny papers
10 a.m.—String orchestra; organ concert
12 noon—Fiji Hour; Homer Sweetman, crooning tenor
1 p.m.—Gypsy duo; Bursett Bros. quartet
2 p.m.—Emmanuel Tabernacle
2:30 p.m.—Music a la Carte; organ concert
4 p.m.—Lyric Trio; Jan Naylor, 'cello; Sam Meyer, violin; Hubert Graf, harp; George Maddox, tenor; Ellen Reep, contralto
5 p.m.—Songs of today
6 p.m.—Angelus Ensemble, Twilight Hour
7 p.m.—Hometowners Orchestra; Glen Eaton, tenor; Art Pease, accordion
8 p.m.—Damski's Imperial Grand Orchestra; Betty Andersen, soprano; Jean Kantner, baritone; Harold Strong, piano
9 p.m.—Tucker's Everstate Band
10 p.m.—Hour on Broadway; Manhattan Musical Moods
11 p.m.—Warren Wright, organ concert

254.1 Meters **KEX** Atwater 3111
1180 Kcys. **5000 Watts**
Western Broadcasting Co., Portland, Oregon

8 a.m.—Recordings
9 a.m.—Nan Livingston's Funny Paper Review
9:45 a.m.—Recordings; organ concert
11:30 a.m.—Progressive Girls' Club Concert
12 noon—Organ recital
1 p.m.—Piano concert, Rudolph Howard
1:30 p.m.—The Song Bag
2:30 p.m.—Violin recital, Elz Uhles
3 p.m.—Organ concert
4 p.m.—Lyric Trio; Jan Naylor, 'cello; Sam Meyer, violin; Hubert Graf, harp; George Maddox, tenor; Ellen Reep, contralto; NBS
5 p.m.—Studio Song Recital, Josephine Albert
5:30 p.m.—Radio Gospel Hour
6 p.m.—Angelus Ensemble, NBS
8 p.m.—Imperial Grand Orchestra, Henri Damski, director; Betty Andersen, soprano; Harold Strong, piano; Jean Kantner, baritone
9 p.m.—Portland Community Chest
9:30 p.m.—Studio ensemble
10 p.m.—Hour on Broadway, NBS
11 p.m.—Songs of yesterday
12 midnight—Castle Organ Concert

333.1 Meters **KHJ** Vandike 7111
900 Kcys. **1000 Watts**

Don Lee, Inc., Los Angeles, California
8 to 8:30 a.m.—Program of recordings
8:30 to 9 a.m.—Come Into the Garden, KFRC
9 to 9:30 a.m.—Pacific States Sav. & Loan Co. concert from KFRC
9:30 to 9:45 a.m.—London broadcast, CBS
9:45 to 11 a.m.—Concert from KFRC
11 to 12 noon—First M. E. Church service
12 to 2 p.m.—N. Y. Philharmonic Symphony Orchestra
2 to 3 p.m.—Organ, violin and harp
3 to 4:45 p.m.—KFRC studio program
4:45 to 5 p.m.—Colonial Dames, recordings
5 to 5:15 p.m.—The World's Business, CBS
5:15 to 5:30 p.m.—Crockett Mountaineers, CBS
5:30 to 6 p.m.—Rabbi Magnin
6 to 6:30 p.m.—Majestic Theater of the Air, CBS
6:30 to 7 p.m.—Melody Hour, KFRC
7 to 7:30 p.m.—Dr. Strasska Laboratories
7:30 to 8 p.m.—Prof. Lindsley and organ
8 to 8:30 p.m.—Cadillac-La Salle Orch., KFRC
8:30 to 9 p.m.—Out of the Scrapbook
9 to 9:30 p.m.—Chevrolet Motors
9:30 to 10 p.m.—Val Valente's orchestra
10 to 10:10 p.m.—World-wide news
10:10 to 11 p.m.—Val Valente's orchestra
11 to 12 midnight—W. Tourtellotte, organ recital

SUNDAY Programs

468.5 Meters **KFI** Westmore 0337
640 Kcys. **5000 Watts**

Copyright, 1930, E. C. Anthony, Inc., L. A.
9:30 a.m.—Pryor Moore orchestra, with Ever-ton Stidham and male quartet
10:50 a.m.—Third Church of Christ Scientist
12:10 p.m.—Karl Brandenburg, tenor
12:30 p.m.—Helen Guest, ballads
1 p.m.—National Thrift Golden Hour
2 p.m.—Philadelphia Storage Battery Co., NBC
3 p.m.—Sylvia's Happy Hour
3:30 p.m.—"Advanced Thought," Lella Castberg
5 p.m.—Enna Jettick Melodies, NBC
5:15 p.m.—Collier Hour, NBC
5:45 p.m.—Melody Makers String Ensemble
6:15 p.m.—Atwater Kent, NBC
6:45 p.m.—Maurine Dyer, contralto
7:15 p.m.—Studebaker Champions, NBC
7:45 p.m.—Frank Kneeland, baritone
8 p.m.—Evelyn Snow, contralto
8:15 p.m.—Sarah Padden Players
9 p.m.—Borden Milk program, NBC
9:30 p.m.—Jane Green, Ron Wilson, vaudeville headliners
10 p.m.—Pryor Moore's Orchestra
10:30 p.m.—Wally Perrin's Packard dance or-chestra with Three Co-eds
11 p.m.—The Vagabonds, NBC

526 Meters **KMTR** Hollywood 3026
570 Kcys. **500 Watts**
KMTR Radio Corp., Hollywood, California

7 to 9 a.m.—Late recordings
9 to 12 noon—John Driscoll's Musicland Revue
12 to 2 p.m.—Recorded program.
2 to 2:30 p.m.—Hawaiian Breezes
2:30 to 4 p.m.—Polo game; organ numbers
5 to 6 p.m.—Recorded program
6 to 6:30 p.m.—Banjo Boys
6:30 to 7:15 p.m.—Footlight favorites—past and present
7:15 to 7:30 p.m.—Hollywood Sweepstakes
7:30 to 8 p.m.—Musical pictures and tone poems
8 to 8:30 p.m.—"Moss Covered Melodies"
8:30 to 9 p.m.—S. C. Collegians
9 to 9:30 p.m.—Musical "Nit-Wits"
9:30 to 10 p.m.—"Vibrant Melodies"
10 to 10:30 p.m.—"The Old and the New"
10:30 to 10:45 p.m.—Patrick playing by ear
10:45 to 11 p.m.—Popular recordings
11 to 12 midnight—Vernon dance marathon

361.2 Meters **KOA** York 5090
830 Kcys. **12,500 Watts**

General Electric Co., Denver, Colorado
9:30 to 9:55 a.m.—The Nomads
9:55 to 11:15 a.m.—Services of Trinity Meth-odist Episcopal Church
11:15 to 12 noon—Cosmopolitan luncheon hour
12 to 1 p.m.—Network program from N. Y.
1 to 2 p.m.—National Sunday Forum
2 to 3 p.m.—Philco Symphonic Hour
3 to 4 p.m.—Catholic Hour
4 to 4:30 p.m.—Songs of the Season
4:30 to 5 p.m.—Williams Orlomatics
5 to 5:15 p.m.—Enna Jettick Melodies
5:15 to 6:15 p.m.—Collier's 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 evening at Seth Par-ker's
8:15 to 8:45 p.m.—The Solitaire Cowboys
8:45 to 9 p.m.—Russian Cathedral Choir
9 to 9:30 p.m.—Borden program, NBC
9:30 to 10 p.m.—Kaffee Hag slumber music
10 to 11 p.m.—Concert Jewels

285.5 Meters **KNX** Hempstead 4101
1050 Kcys. **5000 Watts**
L. A. Evening Express, Los Angeles, Calif.

9 to 10:15 a.m.—Records; Home Remedy Hour
10:15 to 11 a.m.—Musical program; records
11 to 12:30 p.m.—First Presbyterian Church
12:30 to 1 p.m.—Louise Johnson, astroanalyst
1 to 2 p.m.—Watchtower I. B. S. A. program
2 to 4 p.m.—City Park Board musical program
4 to 4:30 p.m.—Roberts Golden State Band
4:30 to 5:30 p.m.—Radio Church of the Air
5:30 to 6 p.m.—Scriptural Research Bureau
6 to 6:30 p.m.—Dr. Ernest Holmes
6:30 to 7 p.m.—Dr. Theodore Curtis Abel
7 to 8 p.m.—Arizona Wranglers
8 to 9 p.m.—First Presbyterian Church
9 to 10:30 p.m.—Calmon Luboviski, violinist;
Claire Mellonino, pianist; Rosalie Frye, con-tralto
10:30 to 11:30 p.m.—Pantages Hollywood Theater

209.7 Meters **KECA** Westmore 0337
1430 Kcys. **1000 Watts**

Earle C. Anthony, Inc., Los Angeles, Calif.
3 p.m.—Catholic services, NBC
4 p.m.—Aeolian organ recital
5 p.m.—The Vagabonds, NBC
6 p.m.—Three Sisters and Micky Conti
6:30 p.m.—Marien Mabee, soprano
7 p.m.—Margaret Ruth Kernan, diversified mel-odies
7:15 p.m.—Noreen Gammill, original character sketches
7:30 p.m.—Ray Van Dyne orchestra
8:30 p.m.—KECA Symphonette with Raine Ben-nett, Poet of the Air
9:30 p.m.—Enna Jettick Melodies, NBC
9:45 p.m.—Felipe Delgado, baritone
10 p.m.—Concert Jewels, NBC



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Gosilco Radio Products Co.
Huntington Park, Calif.

May Merge Government Radio Services

POSSIBLE eventual consolidation of the radio services operated by the Federal Government is seen in the investigation to be undertaken by an interdepartmental committee organized under instructions from President Hoover with a view to avoiding duplication of radio facilities between the War and Navy Departments and to economize in the use of radio frequencies by governmental agencies.

The committee is composed of representatives of the State, War, Navy and Commerce Departments and the Federal Radio Commission.

The State Department and the Department of Commerce use radio to a considerable extent but do not operate their own services. In common with other Government departments which use this means of communication, their messages, when possible, are routed over the War or Navy Department circuits. The annual volume of departmental matter other than their own which is handled by the War and Navy De-

partments is heavy and is steadily increasing.

Both branches of the military service have extensive circuits, with transmitters capable of communicating with any point in the world. For several years officials of the two departments have been working on plans for the elimination of duplication, but there are still a number of points to which service is rendered by both.

The possibility of consolidating the services is not entirely new, but both the War and Navy Departments have insisted that they must have constant contact with strategic points and the latter with its vessels at sea and at distant ports. The War Department only recently has completed a new station near Washington, to replace old Station WAR. This station maintains a 24-hour service to Seattle, San Francisco, Manila, Hawaii, Panama, San Antonio, Texas; Columbus, Ohio; Omaha, Nebraska; Chicago, Atlanta and Boston, as well as with Army transports at sea.

More Cleared Channels Urged

MORE high-power stations and an increase in the number of cleared channels have been recommended to the Federal Radio Commission by the Radio Manufacturers' Association, the trade organization of the industry, as a means of materially improving the broadcasting service to the public.

To make this possible without increasing congestion, the deletion of stations "not performing a real service to the public" is urged. Elimination of the greater number of small stations, it is indicated in a letter to the commission from Morris Metcalf, president of the organization, is favored by the radio manufacturers, who are "vitally concerned in chain broadcasting, in its maintenance, development and expansion, believing that the public is best served by the high-class radio presentations of the chain companies and larger broadcast stations."

The organization's interest in chain expansion, it is brought out, is due to the fact that more sets can be sold in areas served by high-power stations offering nationally recognized programs than in sections dependent upon small stations offering local talent only.

"Better broadcasting—better radio reception for the public," the commission was told by Mr. Metcalf, "is a constant interest of radio manufacturers and we believe that this can be achieved, first, by increasing the number of cleared channels, and second, by permitting stations on cleared channels to use higher power under adequate regulation. We strongly urge action by the commission to this end, and assure the commission of our support in such action as, in its judgment, seems desirable to improve broadcasting."

Jack Carter, KNX

JACK CARTER, the "Boy from London," of KNX, Hollywood, started out in life to be a baritone, but ended up as a world wanderer and stage star.

Carter studied in the London College of Music under the great Italian master, Uttley, toured in opera for a year, then forsook that branch of art for the musical comedy stage. He says he forsook opera at the request of the company manager, who objected to Carter's back-stage mimicry of great operatic stars and burlesquing of their rôles.



JACK CARTER

Vaudeville was the next port of call of the young singing actor. He toured for several seasons, then went on the legitimate stage.

In this latter field he appeared in "Charley's Aunt," "The Private Secretary," and other noted plays.

Back again in vaudeville, Carter came to the New World and toured throughout Canada and the United States.

For the past four years Carter has been a featured personality at KNX besides filling innumerable engagements as master of ceremonies, entertainer, and other "outside" activities.

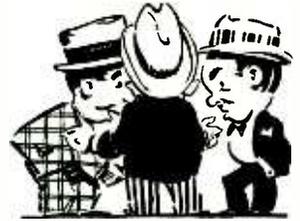
He made his first public appearance in London, where he was born, when he was four years of age and he hasn't stopped since. They do say he has the tremendous repertoire of songs, mostly memorized, numbering more than 650.

These have all been especially arranged by another KNX star, Marie Golden.

During all this time Carter has managed to cross the Atlantic Ocean sixteen times.

Hobbies: Golf and stamp collecting.

Appearance: A typically aristocratic Englishman's appearance; slender, medium complexion, blue eyes, and his English accent is not assumed!



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ARCTURUS TUBES

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Pacific Coast Representatives
UNIVERSAL AGENCIES

1088 Howard Street

San Francisco

MONDAY Programs **October 13, 1930**



Glen Eaton
KJR—1:45 p.m.

TIME	STATION	PROGRAM



Jimmy Brown
KFOX—Announcer

BEST BETS TODAY

440.9 Meters
680 Kcys.
KPO Garfield 8300
5000 Watts
Hale Bros. & The Chronicle, San Francisco
7:30 to 8 a.m.—Quaker Oats, "Start o' the Day"
8 to 9 a.m.—The Shell Happytime by Hugh Barrett Dobbs
9 to 9:30 a.m.—Dobbsie's Birthday Party
9:30 to 10:30 a.m.—Walter W. Cribbins
10:30 to 11:30 a.m.—Woman's Magazine of the Air, NBC
11:30 to 11:45 a.m.—Julia Hayes, Helpful Hints
11:45 to 11:59 a.m.—Helen Barker, art talk
11:59 to 12:05 p.m.—Time signals; Scripture
12:05 to 1 p.m.—Programs in Miniature
1 to 1:30 p.m.—Ann Warner's Home Chat
1:30 to 1:50 p.m.—Harold Small, book review
1:50 to 2 p.m.—Ye Towne Cryer
2 to 3 p.m.—Floyd Wright, organ recital
3 to 3:30 p.m.—Mormon Tabernacle, NBC
3:30 to 4:15 p.m.—Matinee Time, NBC
4:15 to 4:45 p.m.—Short story course
4:45 to 5 p.m.—Calif. State Chamber of Commerce talk
5 to 5:30 p.m.—Radio feature
5:30 to 5:45 p.m.—The Date Book
5:45 to 6 p.m.—News Digest, "Scotty" Mortland
6 to 6:45 p.m.—KPO Masters of Music
6:45 to 7 p.m.—Cecil and Sally
7 to 8 p.m.—North Americans
8 to 9 p.m.—Shell Symphonists program, NBC
9 to 10 p.m.—Radio feature
10 to 11 p.m.—Jesse Stafford's Palace Hotel Dance Orchestra
11 to 12 p.m.—The Toreadors

265.3 Meters
1130 Kcys.
KSL Wasatch 3901
5000 Watts
Radio Service Corp., Salt Lake City, Utah
3 p.m.—Salt Lake Tabernacle Choir, NBC
4:30 p.m.—Quaker Man, NBC
5 p.m.—Criterion Male Quartet
5:30 p.m.—Story of Mines
5:45 p.m.—Federation of Labor
6 p.m.—Maytag Orchestra, NBC
6:30 p.m.—General Motors Family Party, NBC
7 p.m.—Western Concert Hour
7:30 p.m.—Empire Builders, NBC
8 p.m.—"The Jewel Box"
8:30 p.m.—"Amos 'n' Andy," NBC
8:45 p.m.—Fireside entertainments
9:15 p.m.—Utah Advertisers
9:30 p.m.—Studio program
10 p.m.—News Highlights of the Day
11 p.m.—Midnite Hour

340.7 Meters
880 Kcys.
KLX Lake 6000-6015
500 Watts
Tribune Publishing Co., Oakland, Calif.
7 to 8 a.m.—Exercises and entertainment
8 to 8:30 a.m.—Three Happy Hayseeds
8:30 to 9 a.m.—Jean Kent
9 to 9:30 a.m.—Modern homes period
9:30 to 10:15 a.m.—Clinic of the Air
10:15 to 11 a.m.—Stocks; records
11 to 12 noon—Classified adv. hour
12 to 1 p.m.—Jack Delaney and his band
1 to 2 p.m.—Jean's Hi-Lights
2 to 2:40 p.m.—Recordings; stocks
2:40 to 4:30 p.m.—Opportunity Hour; records
4:30 to 5 p.m.—Charles 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 8:30 p.m.—Moments Musicale
8:30 to 9 p.m.—Melody Man
9 to 9:30 p.m.—Helen Wegman Parmelee, pianist
9:30 to 10 p.m.—Will R. Hill, Old Home Poet, in 'Neath the Old Hanging Lamp
10 to 11 p.m.—Dance program

239.9 Meters
1250 Kcys.
KFOX Phone: 672-81
1000 Watts
Nichols & Warinner, Long Beach, Calif.
5 to 12 noon—Music; talks; news
12 noon—The Three Vagabonds
12:30 p.m.—Beatrice Smith, novelty entertainer
1 p.m.—Bill and Co.; The Cherrio Boys
1:50 p.m.—Doris and Clarence; Rolly Wray
2:30 p.m.—The Harmonians
3:15 p.m.—Musical Relaxation treatments
3:30 p.m.—Organ recital, Vera Graham
4 p.m.—News reports; Day Dreams
4:30 p.m.—Gene & Bill; Cheerio Boys
5 p.m.—Organ recital, Vera Graham
5:30 p.m.—Bernice Smith, novelty entertainer
6 p.m.—"Em & Clem"
6:15 p.m.—Percy Prunes and Daisy Mae
6:30 p.m.—Over at Mart's House
6:45 p.m.—Three Vagabonds
7 p.m.—Suydam's Buttercream School
8 p.m.—Treatments of "Harmonious Suggestions"
8:30 p.m.—Texas Cowboys
9 p.m.—Lampit Hour; The Harmonians
9:30 p.m.—Len Nash and his Country Boys
10:30 p.m.—Novelty Foursome
11 p.m.—Majestic Ballroom
12 to 3 a.m.—The Knight Hawk

MONDAY Programs

379.5 Mtr. **NBC-KGO** Sutter 1920
790 Kc. 10,000 Watts

National Broadcasting Co., San Francisco

- 7:30 to 8 a.m.—Sunrise Serenaders, KGO
7:30 to 8 a.m.—Quaker Start of the Day, KHQ, KOMO, KGW, KPO, KFSD; KFI, 7:45 to 8 a.m.
8 to 8:15 a.m.—Financial Service program, KGO
8:15 to 8:30 a.m.—Morning Melodies, KGO
8:30 to 9 a.m.—Cross-Cuts of the Day, KGO
9 to 9:15 a.m.—Vermont Lumberjacks, KGO, KHQ, KOMO, KGW, KECA
9:15 to 9:30 a.m.—Meet the Folks, KGO
9:30 to 10:15 a.m.—Radio Ramblings, KGO
10:15 to 10:30 a.m.—Josephine B. Gibson, food talk, KGO, KHQ, KOMO, KGW, KFI
10:30 to 11:30 a.m.—Woman's Magazine of the Air, KGO, KHQ, KOMO, KGW, KPO, KFI, KFSD; KSL, KOA, 10:30 to 11:10 a.m.; KTAR, 10:50 to 11:10 a.m.

Comedy has come to be the accepted feature of the Clorox program. Incidentally, Helen Webster tells the listening housewives how to use this standard household product. Miss Webster also offers the Easier House-keeping Chart to any who write for it. Ann Holden discusses salads on the Best Foods program. The Best Foods Library offered by the sponsors of the program is an especially complete compendium for the housewife. Monday's Magazine program closes with the Camay feature, presenting Helen Chase, the Camay beauty expert whose ideas and directions regarding complexion care are especially interesting and helpful.

- 11:30 to 12 noon—California Federation of Women's Clubs, KGO, KFSD, KECA
Inaugurating their second series of radio programs, the California Federation of Women's Clubs will present a half-hour broadcast over an NBC network today.
12 to 12:30 p.m.—Luncheon concert, KGO
12:30 to 1 p.m.—Hotel St. Francis Salon Orchestra, KGO, KFSD
1 to 1:30 p.m.—Hotel Cosmopolitan dance orchestra, KGO, KFSD, KTAR
1:30 to 2 p.m.—Silver State light opera, KGO, KFSD, KTAR; KGW, 1:30 to 2 p.m.
2 to 3 p.m.—The Metropolitans, KGO; KTAR 2 to 2:30 p.m.
3 to 3:30 p.m.—Mormon Tabernacle choir and organ, KGO, KGW, KPO, KFSD, KTAR, KOMO
"The Swan," by Saint-Saens, is the best known and the most popular of the six pieces to be interpreted by the Mormon Tabernacle Choir and Alexander Schreiner, organist.
3:30 to 4:15 p.m.—Matinee Time, KGO, KPO
A diversified program offering selections of semi-classical and popular nature will be heard in Matinee Time, directed by Eva Garcia.
4:15 to 4:30 p.m.—The World Today, KGO, KGW
4:30 to 4:45 p.m.—Phil Cook, the Quaker Man, KGO, KHQ, KOMO, KGW, KECA, KFSD, KTAR
4:45 to 5 p.m.—Roxy and His Gang, KGO
5 to 5:30 p.m.—A Half-Hour in the Nation's Capital, KGO, KECA, KFSD, KOMO
5:30 to 6 p.m.—The Olympians, KGO, KGW
"Moonlight on the Colorado" will be the first of nine selections to be offered in special four-voice arrangements by the Olympians. Mynard Jones will direct and accompany the singers during the concert.
6 to 6:30 p.m.—Maytag Orchestra, KGO, KHQ, KOMO, KGW, KECA

Strings of popular music will be heard dur-

ing the presentation of the Maytag Orchestra and a galaxy of vocal and instrumental specialists.

- 6:30 to 7 p.m.—General Motors Family Party, KGO, KHQ, KOMO, KGW, KFI
Wilfred Glenn's bass voice will be heard in two solos. On the same program will be selections by the Brigadiers Quartet and numbers by the orchestra under the direction of Frank Black.
7 to 7:30 p.m.—Stromberg - Carlson program, KGO, KHQ, KOMO, KGW, KFI, KFSD, KTAR
Three numbers from "The Pageant of B. T. Barnum," a suite by Moore, will be played by the Rochester Civic Orchestra of 50 pieces, Guy Fraser Harrison conducting.
7:30 to 8 p.m.—Empire Builders, KGO, KHQ, KOMO, KGW, KECA, KFSD, KTAR
Another episode in the romantic history of the West will be dramatized for a coast-to-coast radio audience. Harvey Hays will be heard as the "Old Timer," with Bernardine Flynn and Don Ameche as the leading characters in the play.
8 to 8:30 p.m.—Pacific Serenaders, KGO, KECA
"Murmuring Zephyrs" and "Forest Sylphs" will entice the Pacific Serenaders into "The Heart of the Redwoods" during a fanciful word and tone picture of the great outdoors.
8 to 9 p.m.—Rudy Seiger's Shell Symphonists, KPO, KFI, KHQ, KOMO, KGW, 8 to 8:30; 8:45 to 9 p.m.
Rudy Seiger's Shell Symphonists will entertain NBC network listeners with a program of light classical and popular dance music tonight.
8:30 to 8:45 p.m.—Amos 'n' Andy, KGO, KHQ, KOMO, KGW, KECA, KFSD
8:45 to 9 p.m.—Southern Harmony Four, KGO
9 to 9:30 p.m.—World Wanderings, KGO, KFSD, KTAR
Moscow, mother city of the Russians, is the destination of the World Wanderings travelogue tonight. The travel continuity for this program has been written by Grace Sanderson Michie. George Rand will be the guide and Paul Carson will play lovely music of Russia on the NBC philharmonic organ.
9:30 to 10 p.m.—Pacific National Singers, KGO, KOA
10 to 10:30 p.m.—Musical Echoes, KGO, KOA
10:30 to 10:45 p.m.—Yip Erlen' Scotty, KGO, KOA, KOMO
10:45 to 11 p.m.—Sarah Kreindler, violinist, KGO, KHQ, KOMO, KOA
"Spanish Dance" by Sarasate and "Berceuse" by Jarnefelt are noteworthy numbers on the program which Sarah Kreindler, violinist, has chosen to play over the NBC network tonight.
11 to 12 p.m.—Laughner-Harris Hotel St. Francis Dance Orchestra, KGO, KGW, KFI
- 499.7 Meters KFSB Franklin 6353**
600 Kcys. 1000 Watts
Airfan Radio Corp. Ltd., San Diego, Calif.
4:30 to 4:45 p.m.—Phil Cook, the Quaker Man, NBC
4:45 to 5 p.m.—Announcements
5 to 5:30 p.m.—Half Hour in the Nation's Capital, NBC
5:30 to 5:50 p.m.—Late news items
5:50 to 6 p.m.—Chuck and Red
6 to 7 p.m.—Florentine Trio with John Ganton, tenor
7 to 7:30 p.m.—Stromberg Carlson, NBC
7:30 to 8 p.m.—Empire Builders, NBC
8 to 8:30 p.m.—Feature program
8:30 to 8:45 p.m.—Amos 'n' Andy, NBC
8:45 to 9 p.m.—Cecil and Sally
9 to 9:30 p.m.—World Wanderings, NBC
9:30 to 10 p.m.—Sponsored program
10 to 11 p.m.—Kennedy's Cafe program
11 to 12 midnight—Request program

MONDAY Programs

254.1 Meters **KEX** **Atwater 3111**
1180 Kcys. **5000 Watts**

Western Broadcasting Co., Portland, Oregon
7 a.m.—Morning Serenaders
8 a.m.—Northwest Salon Orchestra, NBS
8:10 a.m.—The Clock; Journal news
9 a.m.—Julia Hayes
9:30 a.m.—Classified news; Town Topics
12 noon—Time; Weather Report
12:05 p.m.—Happy Hour Girls
1:05 p.m.—Ron's Rhythm Revue
1:30 p.m.—Castle organ recital
2 p.m.—Dental lecture
2:30 p.m.—Vagabond's News Reel
4:30 p.m.—Warner Stone's Pebbles
5 p.m.—Male quartet concert
5:30 p.m.—Baron Keyes' Air Castles
5:45 p.m.—Old Timer
6 p.m.—Farmers' Radio Club
6:30 p.m.—Hometowners Orchestra; Glen Eaton, tenor; Fashion Bootery
8 p.m.—Northwest Salon Orchestra, NBS
8:30 p.m.—Stump program
9 p.m.—Montaville Flowers, Economist; lecture
9:30 p.m.—Concert ensemble; The Angelus
10:30 p.m.—Jack and Jill's Radio Party
11:30 p.m.—The White Wizard
11:45 p.m.—Police and weather reports
12 midnight—The Revellers

236.1 Meters **KOL** **Elliott 4466**
1270 Kcys. **1000 Watts**
Seattle Broadcasting Co., Seattle, Wash.

5:15 to 5:45 p.m.—Records; service period
5:45 to 6 p.m.—Studio program
6 to 6:15 p.m.—Coast Investor program, DLBS
6:15 to 7 p.m.—DLBS program
7 to 7:30 p.m.—Robert Burns Panatella program, CBS
7:30 to 8 p.m.—American Maize program, CBS
8 to 8:15 p.m.—Bert Lown's orchestra CBS
8:15 to 8:30 p.m.—Columbia's Radio Column, CBS
8:30 to 9 p.m.—Ted Florito's orchestra, CBS
9 to 10 p.m.—Blue Monday Jamboree, DLBS
10 to 10:22 p.m.—Studio program
10:22 to 11 p.m.—Anson Weeks, DLBS
11:01 to 12 midnight—Earl Burntnet, DLBS
12 to 12:30 p.m.—Nervous Charlie's Chinese Garden Band
12:30 to 3 a.m.—Requests, recordings

296.6 Meters **KQW** **Columbia 777**
1010 Kcys. **500 Watts**
Pac. Agric. Foundation, Ltd., San Jose, Calif.

9 to 11 a.m.—Morning music; Helpful Hour
11 to 12:30 p.m.—Community Hour; records
12:30 to 1 p.m.—Market reports; weather
1 to 1:30 p.m.—Hart's Happy Half Hour
1:30 to 3:30 p.m.—The Friendly Hour; records
4:30 to 5 p.m.—Children's program
5 to 5:15 p.m.—Baron Keyes' Air Castle
5:15 to 6 p.m.—Vesper music; health talk
6 to 6:10 p.m.—U. S. D. A. Farm Flashes
6:10 to 6:20 p.m.—Farm Topic discussions
6:20 to 6:30 p.m.—Lessons Learned on Plant Disease Control
6:30 to 6:45 p.m.—Market reports
6:45 to 7 p.m.—KQW market place
7 to 7:15 p.m.—News dispatches
7:15 to 7:30 p.m.—Silas and Susie
7:30 to 7:45 p.m.—Mail Bag and announcements
7:45 to 8 p.m.—Editorial
8 to 9 p.m.—United Conservatory program
9 to 9:15 p.m.—Winifred Lewis in This 'n' That
9:15 to 10 p.m.—Melody Masters

535.4 Meters **KTAB** **Garfield 4700**
560 Kcys. **1000 Watts**

Associated Broadcasters, Oakland, Calif.
7 to 9 a.m.—Cuckoo Club; Town Cryer
9 to 10 a.m.—Prayer hour; records
10 to 10:30 a.m.—Household Hour
10:30 to 11 a.m.—Br. B. L. Corley
11 to 11:30 a.m.—Studio program
11:30 to 12 noon—Latin-American program
12 to 1 p.m.—Mid-day musical notes with Frank Wright, Peggy O'Moore, harpist; Alice Blue, pianist, and a soloist
1 to 1:45 p.m.—Organ; Sunshine Girls
1:45 to 2:30 p.m.—Classical program
2:30 to 3 p.m.—Alice Blue, organist; Mabel Payne, soprano
3 to 3:30 p.m.—"Pianistic Pictures in Blue," with Alice Blue
3:30 to 4 p.m.—Elizabeth Gerberding, Current Events
4 to 4:30 p.m.—Studio program
4:30 to 5 p.m.—Short story course by Samuel Dickson
5 to 5:15 p.m.—Story Man's Air Castle
5:15 to 5:30 p.m.—Frank Wright
5:30 to 6:30 p.m.—Brother Bob's Frolic Hour
6:30 to 7 p.m.—Chapel of Chimes
7 to 7:30 p.m.—Studio program
7:30 to 8 p.m.—Alice Blue presenting "Organ Echoes"
8 to 9 p.m.—Poem Pictures, with John Teel, baritone; Jane Sargent Sands, accompanist
9 to 10 p.m.—"Flashlights of Yesterday," with ensemble of seven voices under the direction of Earl Towner
10 to 10:30 p.m.—Alice Blue, "Organ Echoes"
10:30 to 11:30 p.m.—Studio program
11:30 to 1 a.m.—Night Owls with Willard Kimball

285.5 Meters **KNX** **Hempstead 4101**
1050 Kcys. **5000 Watts**

L. A. Evening Express, Los Angeles, Calif.
6:45 to 8 a.m.—Setting-up exercises
8 to 8:15 a.m.—Inspirational talk and prayer
8:15 to 9:30 a.m.—Program of late recordings
9:30 to 10 a.m.—Radio shopping news
10 to 10:30 a.m.—Eddie Albright's family
10:30 to 11 a.m.—Home economics talk
11 to 11:15 a.m.—Recorded program
11:15 to 11:30 a.m.—Radio Church of the Air
11:30 to 12 noon—Musical program; records
12 to 12:30 p.m.—KNX Symphony
12:30 to 1 p.m.—Silver Slipper Cafe program
1:30 to 2 p.m.—Eddie Albright, late fiction
2 to 2:30 p.m.—Records & "Jay," the Jingle Man
2:30 to 2:55 p.m.—Musical program
2:55 to 3 p.m.—Lost and found and stock market reports
3 to 4 p.m.—Word-O-Graphs; music
4 to 4:30 p.m.—Gene Byrnes, organist
4:30 to 5 p.m.—C. P. R.'s musical program
5 to 5:15 p.m.—Talk on "Travel"
5:15 to 5:45 p.m.—"Brother Ken's Kiddie Hour"
5:45 to 6 p.m.—Town Crier's amusement tips
6 to 6:15 p.m.—KNX Trio
6:15 to 6:30 p.m.—Frank Watanabe, Japanese houseboy
6:30 to 7 p.m.—American Maize Co. program
7 to 7:08 p.m.—Professor Herman Schnitzel
7:08 to 7:38 p.m.—"Under the Makeup"
7:38 to 8 p.m.—Horsefly and his Wranglers
8 to 8:30 p.m.—One-act playlet directed by Georgia Pifield
8:30 to 9 p.m.—Luboviski violin choir and Claire Mellonino, pianist
9 to 9:30 p.m.—Rio Grande male quartet, the Piano Twins, Marie Golden and Ethel Kay
9:30 to 10 p.m.—Rev. Ethel Duncan, question and answer lady
10 to 12 midnight—Gus Arnheim's orchestra
12 to 1 a.m.—Madame Zucca's Cafe

MONDAY Programs

322.4 Meters **KFWI** Franklin 0200
930 Kcys. **500 Watts**

Radio Entertainments, San Francisco, Calif.

- 7 to 8 a.m.—Eye-opener program
9 to 9:30 a.m.—Slogan contest
9:30 to 10 a.m.—Records and announcements
10 to 10:10 a.m.—Polly Plan's Homey Period
10:10 to 10:30 a.m.—Studio program
10:30 to 10:50 a.m.—Dr. Linebarger, health talk
10:50 to 11 a.m.—Items of interest
11 to 11:15 a.m.—Selma Miller's Biography Period
11:15 to 11:30 a.m.—Muriel Aaron, soprano, and Irene Trauner Sands, accompanist
11:30 to 12 noon—Schwabacher-Frey program
12 to 1:30 p.m.—Slogan contest
6 to 7 p.m.—Dinner dance music
7 to 7:15 p.m.—Talk on Crime Prevention
7:15 to 7:30 p.m.—Ed Stirn and Howard Garner
8:30 to 8:35 p.m.—Chamber of Commerce speaker
8:35 to 8:50 p.m.—Studio feature
8:50 to 9 p.m.—Blindcraft speaker
9 to 9:30 p.m.—Daniel Murphy, tenor, and Galena Zagor, pianist
9:30 to 10 p.m.—Song recital by Helene Tourjee, soprano
10 to 10:30 p.m.—Hotel Bellevue program
10:30 to 11:15 p.m.—Slogan contest
11:15 to 12 midnight—Bit of Melody Boys (dance orchestra)
12 to 1 a.m.—Midnight Classics

322.4 Meters **KROW** Glencourt 6774
930 Kcys. **1000 Watts**
Educational Broad. Corp., Oakland, Calif.

- 6:30 a.m.—Top o' the Morning Program
8 a.m.—Thirty Minutes of Melody, presenting Maud Nickerson, pop. blues; Florence Mott, pianist
8:30 a.m.—Charlie Pacheco, the Black-Key Boy
1:30 p.m.—Health program by Dr. McLain
1:45 p.m.—Carnival Hour, presenting Melody Girls, harmony team; Maud Nickerson, pop. blues; Billie Sherwood; Hotel Alameda Band
2:30 p.m.—Betty the Shopper, presenting; Dolores Ferguson, vocalist; Madeline Sivyver, violinist
3:30 p.m.—California Cowboys—Bill Simmons, vodeling cowboy; Chuck Darling, harmonica; Red Hildebrand, accordionist
4 p.m.—Musical Thoughts, presenting: Nola Starr, vocalist; Marguerita Bernae, soprano; Lillian Boyd, pianist
5 p.m.—Wade Forrester's Hour of Sunshine
7:30 p.m.—Baseball results and news
7:45 p.m.—LaVida Mineral Water program
8 p.m.—The Ne'er Do Well

280.2 Meters **KJBS** Ord 4148-49
1070 Kcys. **100 Watts**
J. Bruno & Sons, San Francisco, Calif.

- 7 to 8 a.m.—KJBS Alarm Klok Klub
8 to 9 a.m.—Favorite recordings
9 to 9:30 a.m.—Assoc. Food Stores' program
9:30 to 10 a.m.—Tommy Monroe and Bob Allen
10 to 11 a.m.—Variety records; Health Man
11 to 12 noon—Concert music
12 to 12:30 p.m.—Popular luncheon program
12:30 to 2 p.m.—Recordings; stocks
2 to 3 p.m.—Records; organ recital
3 to 3:30 p.m.—Marina piano duo
3:30 to 5 p.m.—Band and concert music
5 to 5:45 p.m.—Popular records
12 to 7 a.m.—KJBS Owl program

243.8 Meters **KYA** Prospect 3456
1230 Kcys. **1000 Watts**
Pacific Broadcasting Corp., San Francisco

- 7 to 7:30 a.m.—Top of the Morning
7:30 a.m.—The Foster Clock
8 a.m.—A Word of Cheer
8:15 a.m.—Standard concert selections
8:30 a.m.—Organ music; Mahlon Dolman
9:30 a.m.—Fox and Warfield Theaters Revue
10 a.m.—Sunshine Hour, conducted by George Taylor
11 a.m.—Popular hits; Reduceoid program
11:30 a.m.—Health talk, Dr. Bond
11:45 a.m.—Charles Beauty Salon
12 noon—La Vida program
12:15 p.m.—Parent Teachers Association
12:30 p.m.—Light Opera Airs
12:45 p.m.—Coming events
1 p.m.—Cal King's Country Store
1:30 p.m.—Newscasting; Pop Questions
2 p.m.—Gustavus Smith, organist
3 p.m.—Baldwin Melody Girl
3:15 p.m.—Health talk, Dr. Buren L. Corley
3:30 p.m.—George Nickson, tenor
3:45 p.m.—Popular hits; salon music
4:30 p.m.—Dex program; "Russell"; records
5:30 p.m.—Simon and Isaacs, Inc.
5:45 p.m.—Judge Deasy, "The Laws and Its Aspects"
6 p.m.—Popular hits
6:15 p.m.—Fox and Warfield Theaters Revue
6:45 p.m.—Stock Yard Prices and Quotations
6:50 p.m.—Novelties; The Whitney Letter
7 p.m.—1640 Boys and Adele Burien
7:30 p.m.—Melvin Dunne; Two Crooners
7:45 p.m.—Mechanics Bldg. & Loan program
8 p.m.—Harper's Corners
8:30 p.m.—Clem Kennedy, Helen Stone, Greta Gahler and George Nickson
9 p.m.—The Home Counsellor
9:30 p.m.—California Sunshine Boys: Glen Putnam, Jay Hurley, Bobbie Bains, piano, and Billy Small, violin
10 p.m.—Paul Kelli's Lido Cafe Dance Orchestra
10:45 a.m.—Gustavus H. Smith, organist; Jack Deane, tenor
- 315.6 Meters** **KFWB** Hollywood 0315
950 Kcys. **1000 Watts**
Warner Brothers, Hollywood, Calif.
- 8:30 a.m.—Dorothy Burnham, pianist; "The Ivory Twins"; Jean Cowan, popular songs
10 a.m.—Prudence Penny, "Home Economics"
10:30 a.m.—Courtesy program
10:45 a.m.—Melody Boys' dance band; Virginia Miller, pianist
11:45 a.m.—Organ recital, Wade Hamilton
12 noon—The Adventures of Tom and Wash
12:15 p.m.—Late recordings
12:30 to 2 p.m.—Rose Valerie and her concert ensemble
2 p.m.—Art Pabb and his banjo
2:30 p.m.—Ann Grey, popular songs
3 p.m.—Art and Artie
3:30 p.m.—Nip and Tuck, two-piano numbers
4 p.m.—Harold Howard's dance band; Jean Cowan, popular songs
6 p.m.—Harry Jackson's entertainers
6:30 p.m.—Wade Hamilton, organist
6:45 p.m.—Cecil and Sally
7 p.m.—The Hillman Orchestra
7:15 p.m.—KFWB Salon Orchestra
7:30 p.m.—Sport talk, R. W. Shirey
7:45 p.m.—Courtesy program
8 p.m.—"One Good Tune Deserves Another"
8:30 p.m.—"Musical Portrait," Kay Van Ripper
9 p.m.—Cliff and Lolly, "The Nuts of Harmony"; Ted Dahl's sextet
9:30 p.m.—Tom Brenneman's "Radio Periscope"
10 p.m.—Johnny Johnson's orchestra
10:30 p.m.—George Olsen's music
11 p.m.—George Freeman's orchestra
11:30 to 1 a.m.—Johnny Johnson's orchestra

MONDAY Programs

204 Meters **1470 Kcys.** **KG A** **Main 3434**
5000 Watts

Northwest Broad. System, Spokane, Wash.

6:45 a.m.—Early Birds; news
8 a.m.—Sunshine Hour; popular hits
9:30 a.m.—That Reminds Me
10 a.m.—Friendly Hour; organ recital
11 a.m.—Novelties; luncheon concert
11:30 a.m.—Popular concert; Peerless Dentists
12 noon—Barton's Brevities
12:30 p.m.—Market reports; novelties
1 p.m.—Popular concert
1:30 p.m.—Dental Clinic of the Air
2 p.m.—Popular Melange; Bargain Matinee
3:30 p.m.—Tea Hour concert
4 p.m.—Good News Magazine
4:30 p.m.—Uncle Andy and the Kiddies
5 p.m.—Novelties; World Bookman
5:15 p.m.—Baron Keyes' Air Castles
5:30 p.m.—Dinner music
6 p.m.—Hometowners Orchestra; Dancing Feet
7 p.m.—Dream Melodies; song story
7:30 p.m.—Whirlwinds Orchestra
8 p.m.—Northwest Salon Orchestra
9 p.m.—Montaville Flowers, Economist; lecture
9:30 p.m.—Concert Ensemble; request program

220.4 Meters **1360 Kcys.** **KGER** **Phone: 632-75**
1000 Watts

C. M. Dobyns, Long Beach, Calif.

6 a.m.—Musical Clock program
7 a.m.—Sunrise Exercise Club
7:30 a.m.—Musical Clock; news
8:30 a.m.—Earl Judy and Paul O'Berg, piano, organ, songs
10 a.m.—Chick, Chet and Chuck
11:15 a.m.—Charles Lindsey's concert orchestra
12:30 p.m.—Peggy and Jerry skit
12:45 p.m.—Billy Van, the bad boy of radio
1:15 p.m.—Helene Smith, piano requests
2 p.m.—Dick Dixon, organ program
3 p.m.—Studio diversities
4 p.m.—News brevities
4:05 p.m.—Allay Oop studio frolic
5 p.m.—James orchestra; organ; Dick Love, accordion
6:15 p.m.—Studio program
6:30 p.m.—Everett Hoagland's Troubadours
7:30 p.m.—Melodies of Bygone Days
8 p.m.—Cavaliers dance orchestra
9 p.m.—Mariners concert orchestra
11:30 p.m.—Dick Dixon, organ memories

526 Meters **570 Kcys.** **KMTR** **Hollywood 3026**
500 Watts

KMTR Radio Corp., Hollywood, California

12:15 to 2:15 p.m.—Prosperity Hour; records
3 to 3:15 p.m.—Vernon dance marathon
3:15 to 5:15 p.m.—Records; Trading Post program
5:15 to 5:45 p.m.—Organ recital
5:45 to 6 p.m.—"Reporter of the Air"
6 to 6:30 p.m.—Banjo Boys
6:30 to 6:45 p.m.—Billy Markowitz, Jazzmaniacs
6:45 to 7 p.m.—Chamber of Commerce talk
7 to 7:15 p.m.—Musical novelties
7:15 to 7:30 p.m.—Hollywood Sweepstakes
7:30 to 7:45 p.m.—Talk on football
7:45 to 8 p.m.—Broadway hits
8 to 8:30 p.m.—Screen Mirror Frolic
8:30 to 9:30 p.m.—Salon ensemble; star reporter
9:30 to 10 p.m.—"String quintette"
10 to 10:30 p.m.—"The Old and the New"
10:30 to 11 p.m.—Happy Harry, requests
11 to 12 midnight—Vernon dance marathon
12 to 1 a.m.—"8 Ball" and Charley Lung

491.5 Meters **610 Kcys.** **KFRC** **Prospect 0100**
1000 Watts

Don Lee, Inc., San Francisco, Calif.

7 to 8 a.m.—Seal Rocks Broadcast
8 to 8:45 a.m.—Hallelujah Hour, DLBS
8:45 to 9 a.m.—La Vida Mineral Water program
9 to 9:15 a.m.—News Items
9:15 to 9:30 a.m.—Columbia Revue
9:30 to 10:30 a.m.—Feminine Fancies, CDJBS
10:30 to 11 a.m.—Wyn's Daily Chat
11 to 11:30 a.m.—Mary Lewis Haines
11:30 to 12 noon—Ann Leaf, organist, CBS
12 to 12:55 p.m.—Sherman Clay noonday concert
12:55 to 1 p.m.—N. Y. stock quotations
1 to 1:30 p.m.—Ballad Hour, CBS
1:30 to 2 p.m.—Wardman Park Hotel Orchestra, CBS
2 to 3 p.m.—Happy Go Lucky Hour, CDJBS
3 to 3:30 p.m.—Manhattan Towers Orch., CBS
3:30 to 3:45 p.m.—The Vagabonds, CBS
3:45 to 4 p.m.—Tony's Scrapbook, CBS
4 to 4:15 p.m.—Current Events, CBS
4:15 to 4:30 p.m.—The Rhythm Kings, CBS
4:30 to 5 p.m.—Novelties; Town Topics
5 to 5:30 p.m.—"Mac" and his Mountain Cabin
5:30 to 5:50 p.m.—Mardi Gras, CBS
5:50 to 6:00 p.m.—News items
6 to 6:15 p.m.—"Your Financial Problems," CDJBS
6:15 to 6:30 p.m.—Studio program
6:30 to 7 p.m.—Bourgeois program, CBS
7 to 7:30 p.m.—Robert Burns Panatela program, CBS
7:30 to 8 p.m.—Adventures of Don Amazo
8 to 10 p.m.—Golden State Blue Monday Jam-boree, DLBS
10 to 10:15 p.m.—Schwartz Ginger Band
10:15 to 10:20 p.m.—Gruen question and answer man
10:20 to 11 p.m.—Anson Weeks' orch., DLBS
11 to 12 midnight—Earl Burnnett's orchestra, DLBS
12 to 1 a.m.—Dance music

468.5 Meters **640 Kcys.** **KFI** **Westmore 0337**
5000 Watts

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

6:45 a.m.—Health exercises, Louis Rueb
7:30 to 8 a.m.—Quaker Start o' the Day, NBC
8 a.m.—Shell Happytime, KPO
9 a.m.—Helpful Hints, Bess Kilmer
9:30 a.m.—Helen Guest, ballads
10 a.m.—Wall Street Journal
10:15 a.m.—Josephine Gibson, talk, NBC
10:30 a.m.—Woman's Magazine of the Air, NBC
11:30 a.m.—Reduceoid Rhythm Boys
11:45 a.m.—French Lesson
12 noon—Dept. of Agriculture talk
12:15 p.m.—Federal and state market reports
2:30 p.m.—Winnie Fields Moore, travelogue
2:45 p.m.—Leonard Van Berg, tenor
3 p.m.—Public Library book review
3:30 p.m.—Bob Thompson Orchestra and Carol Johnson, soloist
4:15 p.m.—KFI News Bureau
4:30 p.m.—Big Brother; Story Man
5:30 p.m.—Beauty Talk, Sadye Nathan
5:45 p.m.—Stock market reports
6 p.m.—Program to be announced
6:30 p.m.—Bernice Morrison, pianist
7 p.m.—Stromberg Carlson, NBC
7:30 p.m.—Jeannie Lang, America's Personality Girl
8 p.m.—Rudy Seiger's Shell Symphonists, NBC
9 p.m.—Virginia Florhl, program of songs
9:15 p.m.—Jas. Carden and cast: "Emperor of Crime"
9:30 p.m.—Concert orch., with Rob. Hurd, tenor
10 p.m.—Soiree Intime, Blanche Crossman, Zhay Clark and Clyde Lehman
11 p.m.—Hotel St. Francis dance orchestra, NBC

MONDAY Programs

325.9 Meters **KOMO** **Elliott 5890**
920 Kcys. **1000 Watts**

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

- 6:55 a.m.—Inspirational service
- 7 a.m.—Organ recital
- 7:30 a.m.—Quaker Oats Start 'o' the Day, NBC
- 8 a.m.—Shell Happytime, KPO
- 9 a.m.—Vermont Lumber Jacks, NBC
- 9:15 a.m.—Julia Hayes Helpful Hints
- 9:30 a.m.—Concert trio
- 9:45 a.m.—Way to a Man's Heart
- 10 a.m.—Concert trio
- 10:15 a.m.—Josephine Gibson food talk, NBC
- 10:30 a.m.—Woman's Magazine of the Air, NBC
- 11:30 a.m.—L. T. Piver Co. program
- 11:45 a.m.—Tuneful Two
- 12 noon—Farm talk, grain, fruit & veg. reports
- 12:15 p.m.—Totem Broadcasters, Prudence Penny
- 12:30 p.m.—Popular orchestra and vocalists
- 1:15 p.m.—Teacup Philosopher
- 2 p.m.—Concert orchestra and vocalists
- 3 p.m.—Tabernacle choir & organ recital, NBC
- 3:30 p.m.—Popular orchestra and vocalists
- 4 p.m.—Concert orchestra and vocalists
- 4:30 p.m.—Phil Cook, the Quaker Man, NBC
- 4:45 p.m.—Stock quotations
- 5 p.m.—Half hour in the Nation's Capital, NBC
- 5:30 p.m.—Garden Patch program
- 6 p.m.—Maytag Orchestra, NBC
- 6:30 p.m.—Gen. Motors Family 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.—Shell Symphonists, NBC
- 9 p.m.—Mozart Concert Hour
- 10 p.m.—News flashes; Tuneful Two
- 10:30 p.m.—Yir Frien' Scotty, NBC
- 10:45 p.m.—Sarah Kreindler, violinist, NBC
- 11 p.m.—Laughner-Harris St. Francis Hotel dance orchestra, NBC
- 12 midnight—Organ recital

309.1 Meters **KJR** **Seneca 1515**
970 Kcys. **5000 Watts**

Northwest Broad. System, Seattle, Wash.

- 7 a.m.—Morning Revellier; news; organ
- 8:30 a.m.—Thrift Home of the Air
- 9 a.m.—Morning devotional program
- 9:10 a.m.—Studio program; Smilin' Sam
- 10 a.m.—Glen Eaton, tenor
- 10:15 a.m.—Beauty talk, Helen Andrews
- 10:30 a.m.—Songs you like to hear
- 11 a.m.—Organ program; World Bookman
- 12:30 p.m.—Mid-day muscacle
- 1 p.m.—Betty Andersen, soprano; George Maddox, tenor
- 1:15 p.m.—Dental lecture
- 2 p.m.—Matinee in miniature
- 2:30 p.m.—Stephanie Lewis, soprano; organ
- 3 p.m.—Stonewall Jackson, guitar
- 3:15 p.m.—The Three Girls; news
- 3:45 p.m.—Studio program
- 4 p.m.—Organ concert, Ivan Ditmars
- 5 p.m.—Chet Cathers, baritone
- 5:10 p.m.—Lost and found
- 5:15 p.m.—Baron Keyes' Air Castles
- 5:30 p.m.—Market reports
- 6 p.m.—Hometowners Orchestra; dancing feet
- 7 p.m.—Dream Melodies; song story
- 7:30 p.m.—Whirlwinds; dance music
- 8 p.m.—Songs of Yesterday
- 9 p.m.—Montville Flowers, economist; lecture
- 9:30 p.m.—Wrestling match; Ken Stuart, announcer
- 10:30 p.m.—Bits of Harmony
- 11 p.m.—Vic Meyers' Club Victor Orchestra
- 12 midnight—Midnight Revellers

333.1 Meters **KHJ** **Vandike 7111**
900 Kcys. **1000 Watts**

Don Lee, Inc., Los Angeles, California

- 7 to 8:15 a.m.—Recordings; Hallelujah
- 8:15 to 8:30 a.m.—Stock exchange reports
- 8:30 to 8:45 a.m.—Stock exchange reports
- 8:45 to 9 a.m.—Mr. Fixit, CBS
- 9 to 9:15 a.m.—Kathleen Clifford
- 9:15 to 9:30 a.m.—Music Lovers Shop
- 9:30 to 10:30 a.m.—Feminine Fancies, KFRC
- 10:30 to 10:45 a.m.—American Institute of Food Products
- 10:45 to 11:15 a.m.—Elvia & Nell
- 11:15 to 11:30 a.m.—Safety Bldg. & Loan Co.
- 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 concert orchestra
- 12:30 to 12:45 p.m.—World-wide news
- 12:45 to 1:30 p.m.—L. A. Optimists Club
- 1 to 1:30 p.m.—Ballad Hour, CBS
- 1:30 to 2 p.m.—Times Forum
- 2 to 3 p.m.—Happy-Go-Lucky Hour
- 3 to 3:30 p.m.—Colonial Dames; Girl Scouts
- 3:30 to 3:45 p.m.—Matthew Murray's talk on Home Problems
- 3:45 to 4 p.m.—H. M. Robertson, talk
- 4 to 4:30 p.m.—Recorded program
- 4:30 to 4:35 p.m.—J. W. Harrington, "Termites"
- 4:35 to 4:40 p.m.—Program of recordings
- 4:40 to 4:45 p.m.—Investment and examining service
- 4:45 to 5 p.m.—World-wide news; Town Topics
- 5 to 5:30 p.m.—Calif. Dairy Council, KFRC
- 5:30 to 6 p.m.—Program of recordings
- 6 to 7 p.m.—Don Lee Symphony
- 7 to 7:30 p.m.—General Cigar Co. program, CBS
- 7:30 to 8 p.m.—American Maize program, CBS
- 8 to 10 p.m.—Blue Monday Jamboree, KFRC
- 10 to 10:05 p.m.—World-wide news
- 10:05 to 10:22 p.m.—Earl Burnnett's orchestra
- 10:22 to 11 p.m.—Anson Weeks' orch., KFRC
- 11 to 12 midnight—Earl Burnnett's orchestra
- 12 to 1 a.m.—W. Tourtellotte, organ recital

508.2 Meters **KHQ** **Main 5383**
590 Kcys. **1000 Watts**

Louis Wasmer, Inc., Spokane, Washington

- 7 a.m.—"Towne Crier"
- 7:30 a.m.—Start O'Day, NBC
- 8 a.m.—The Shell Happy Time, KPO
- 9 a.m.—Vermont Lumber Jacks
- 9:15 a.m.—Wait and Norman
- 9:45 a.m.—Kronenberg Shoe Hospital
- 10 a.m.—KBU, Notebook
- 10:15 a.m.—Josephine Gibson, NBC
- 10:30 a.m.—Woman's Magazine of the Air, NBC
- 11:30 a.m.—Organ recital
- 12 noon—Nat'l Savings Luncheon program
- 12:15 p.m.—C. R. C. program
- 12:30 p.m.—Fulops Fashion Plates
- 1 p.m.—"Dutch Maid," (Harry Long)
- 1:15 p.m.—"Headliners"; "Hawaiian Echoes"
- 1:45 p.m.—Eatsum Period; "The Old Days"
- 2:15 p.m.—Fur Facts (Norman True)
- 2:30 p.m.—"Musical Gems"; Album Airs
- 3:15 p.m.—Stewart-Warner
- 3:30 p.m.—Paint O' Mine; Service Hour
- 4:30 p.m.—Phil Cook, Quaker Man, NBC
- 5 p.m.—Service Hour
- 6 p.m.—The Maytag Orchestra, NBC
- 6:30 p.m.—General Motors Family Party, NBC
- 7 p.m.—Stromberg-Carlson Program, NBC
- 7:30 p.m.—Empire Builders Program, NBC
- 8 p.m.—Rudy Seiger's Shell Symphonists, NBC
- 8:30 p.m.—Amos 'n' Andy, NBC
- 8:45 p.m.—Rudy Seiger, NBC
- 9 p.m.—Recorded program
- 9:30 p.m.—Studio parade
- 10:30 p.m.—Norman True and Evelyn Sparlen
- 10:45 p.m.—Sarah Kreindler, NBC
- 11 p.m.—"The Best Steppers"

Importance of Educational Radio Increasing

EDUCATION bids fair to become an increasingly important phase of radio broadcasting throughout the world, awaiting only the perfection of television to become the ideal combination of oral and visual instruction.

When television does come, it will find educational radio ready to make the most of its facilities, on the basis of the experience now being gained by the various leading countries, in practically all of which broadcasting stations are engaged in considerable educational work.

In the United States, political education is fast becoming one of the most important phases of this work. Public officials, federal, state and local, are frequent speakers over the radio, discussing their work, and interest in political and public problems is said to be increasing rapidly. Rural school organizations, colleges and private and philanthropic agencies are using broadcasting to an increasing extent, and California, South Dakota and Ohio are leaders among the states in making radio education a prominent factor in their schools and among their people.

Abroad, according to reports received in Washington, the government of Mexico is purchasing receiving sets and establishing "listening stations" in order that its educational programs may be heard, and officials believe that the cultural level of the common people will be materially raised in this manner. The British Broadcasting Company, controlled by the English government, is paying considerable attention to adult education by radio and is also broadcasting daily programs for classroom reception.

Educational radio, however, it is claimed, has reached its greatest development so far in Germany, particularly in the way of school work. Microphones are taken into factories, shipyards, motion picture studios, government assemblies, etc., so that students may hear the buzz of industry and actual debates which form an effective background for the descriptions by the radio teacher.

Transfer of Radio Division Sought

LEGISLATION transferring the radio division of the Department of Commerce to the Federal Radio Commission, which failed of action at the last session of Congress, will again be sought when Congress returns to Washington in December.

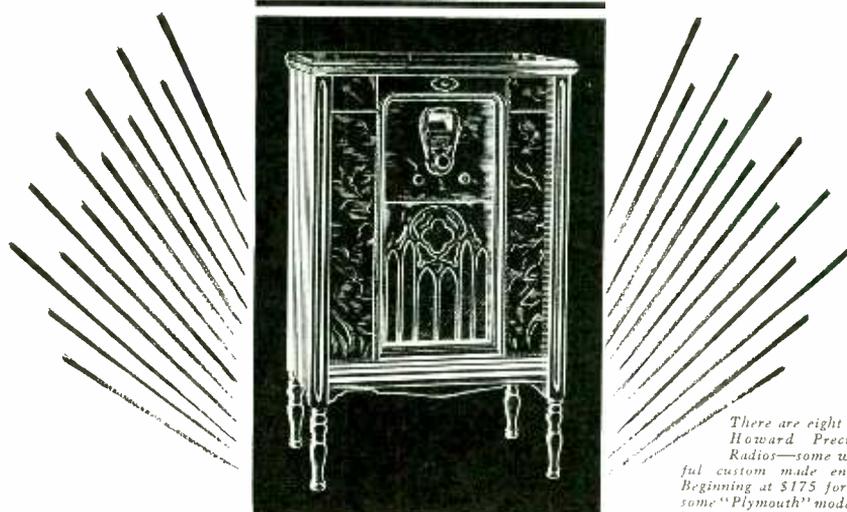
In view of the fact that there is little possibility of passing the Couzens bill for establishment of a Federal Communications Commission in the short period of three months to which the next session will be limited, it is probable that the transfer may be approved by Congress as a means of increasing the efficiency of both the radio division and the commission until permanent legislation can be enacted.

A large part of the radio division's work is closely connected with the activities of the commission, practically the only operations of the former in which the latter is not directly interested being the inspections of ship radio installations. At the same time, having been deprived of administration over broadcasting and other transmitting services, the Department of Commerce, as such, no longer is greatly interested in radio.

The transfer for which the approval of Congress was sought last spring contemplated that the commission should take over not only the work of the radio division but its personnel as well, in order that the services of William D. Terrell, chief of the division, might not be lost. Terrell was practically in full charge of radio from the inception of broadcasting to the creation of the commission, and enjoys the full confidence of government officials and the various branches of the radio industry.

It was Mr. Terrell who broadened the broadcasting band, originally confined to one frequency, as the number of stations increased, and who first classified stations according to the character of their programs, giving to those with the best programs the choicest frequencies and putting the "canned music" stations on the less desirable wavelengths. So successfully did he handle the multitudinous problems of early broadcasting that it was not until 1926 that the authority of the department was questioned in the courts.

SOME PERSONS BUY PRICE... OTHERS QUALITY!



There are eight models of Howard Precision-Made Radios—some with beautiful custom made encasements. Beginning at \$175 for the handsome "Plymouth" model pictured here, the prices range up to \$340

IF YOU honestly think that all radios sound alike, then your choice must logically be the lowest priced.

If you know there is a difference in quality, then some radios must be better. In fact, there must also be a "best."

The best product in any field is usually quite modest in its claims. It can afford to be. It has been placed securely on that pinnacle by popular judgment.

Any advertisement for the new HOWARD radio must merely point to the position it has fairly and honestly earned in the radio industry. That is all. Others may claim superiority . . . may

emphasize this or that immaterial point; but HOWARD remains the standard of excellence in the judgment of those who know.

HOWARD asks nothing more than a fair comparison with any of the better radios. You have only to hear the true tones of this receiver to realize that for clarity and sweetness . . . for sheer faithfulness of reproduction it is supreme.

Your HOWARD dealer will tell you why. Ask him. Better still let him place a HOWARD right in your home and leave the decision to your own judgment. Nothing could be fairer, and that's all we ask.

HOWARD
PRECISION-MADE RADIO

Distributed by

PACIFIC WHOLESALE RADIO, INC.

7th and Folsom Streets

San Francisco

TUESDAY Programs

October 14, 1930



Emma Kimmel
KFWB—2:30 p.m.

TIME	STATION	PROGRAM



William Don
KGO—9:30 a.m.

BEST BETS TODAY

340.7 Meters
880 Kcys.

KLX

Lake 6000-6015
500 Watts

Tribune Publishing Co., Oakland, Calif.

- 7 to 8 a.m.—Exercises and entertainment
- 8 to 8:30 a.m.—Three Happy Hayseeds
- 8:30 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.—Jack Delaney and his band
- 1 to 2 p.m.—Jean's Hi-Lights
- 2 to 2:40 p.m.—Records; stocks
- 2:40 to 3:15 p.m.—Cecilian Singers; ladies' trio
- 3:15 to 3:45 p.m.—Helen Parmelee, pianist
- 3:45 to 4:30 p.m.—Recorded program
- 4:30 to 5 p.m.—Charles 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.—Remar program
- 8 to 8:30 p.m.—Darigold Milk program
- 8:30 to 10 p.m.—Baseball: Oaks vs. Seattle, at Oakland
- 10 to 11 p.m.—Fleur de Lis dance orchestra
- 11 to 12 midnight—Dance program

394.5 Meters
760 Kcys.

KVI

Broadway 4211
1000 Watts

Puget Sound Broad. Co., Tacoma, Wash.

- 7 to 9:30 a.m.—Recordings; CBS program
- 9:30 to 10:30 a.m.—Feminine Fancies, DLBS
- 10:30 to 11 a.m.—Recordings; KOL program
- 11 to 11:15 a.m.—Recordings and announcements
- 11:30 to 12 noon—Master Singers quartet, CBS
- 12 to 12:30 p.m.—Columbia Salon Orchestra, CBS
- 12:30 to 1 p.m.—For Your Information, CBS
- 1 to 1:30 p.m.—Italian Idyll, CBS
- 1:30 to 2 p.m.—Columbia Artists' Recital, CBS
- 2 to 3 p.m.—Happy-Go-Lucky Hour, DLBS
- 3 to 3:30 p.m.—Records; social calendar
- 3:30 to 4 p.m.—Talk and recordings
- 4 to 4:15 p.m.—Crockett Mountaineers, CBS
- 4:15 to 4:45 p.m.—Emerson Gill's orchestra, CBS
- 4:45 to 5 p.m.—Early Book Worm, CBS
- 5 to 5:25 p.m.—Studio program
- 5 to 9:30 p.m.—Studio program
- 9:30 to 10:20 p.m.—DLBS program
- 10:20 to 12 midnight—Val Valente's Orchestra, DLBS
- 12 to 1 a.m.—Organ recital

535.4 Meters
560 Kcys.

KTAB

Garfield 4700
1000 Watts

Associated Broadcasters, Oakland, Calif.

- 7 to 8:45 a.m.—Cuckoo Club; Towne Cryer
- 8:45 to 9 a.m.—The Melody Girl
- 9 to 9:30 a.m.—Morning Prayer Hour
- 9:30 to 10 a.m.—Lou Emmel in one-half hour of radio cheer
- 10 to 10:30 a.m.—Alma La Marr
- 10:30 to 11 a.m.—Dr. B. L. Corley
- 11 to 11:30 a.m.—Studio program
- 11:30 to 12 noon—Latin-American program
- 12 to 1 p.m.—Mid-Day Musical Notes with Frank Wright, Peggy O'Moore, harpist; Alice Blue, pianist and organist; and a soloist
- 1 to 1:30 p.m.—Chapel of Chimes
- 1:30 to 1:45 p.m.—Sunshine Girls
- 1:45 to 2:40 p.m.—Classical program; records
- 2:40 to 4:45 p.m.—Baseball Broadcast
- 4:45 to 5 p.m.—Studio program
- 5 to 5:15 p.m.—Story Man's Air Castles
- 5:15 to 5:30 p.m.—Frank Wright
- 5:30 to 6:30 p.m.—Brother Bob's Frolic Hour
- 6:30 to 7:30 p.m.—Chapel of Chimes; records
- 7:30 to 7:45 p.m.—Alice Blue, "Organ Echoes"
- 7:45 to 8 p.m.—Aplets program with Alice Blue, pianist; Carl Tobin, tenor
- 8 to 9 p.m.—"Highway Highlights," with Elbert Bellows, tenor; Joan Ray, contralto
- 9 to 10 p.m.—Orchestra with Madelaine O'Brien, soprano; John Teel, baritone
- 10 to 10:30 p.m.—"Organ Echoes" with Alice Blue, Carl Tobin, tenor
- 10:30 to 11:30 p.m.—Studio program
- 11:30 to 1 a.m.—"Night Owls," with Willard Kimball and artists

265.3 Meters
1130 Kcys.

KSL

Wasatch 3901
5000 Watts

Radio Service Corp., Salt Lake City, Utah

- 5:30 p.m.—Florsheim Frolic, NBC
- 6 p.m.—Eveready program, NBC
- 6:30 p.m.—Happy Wonder Bakers, NBC
- 7 p.m.—Westinghouse Salute, NBC
- 7:30 p.m.—Diversified music
- 8 p.m.—The Harvester and his Merry Millers in program decidedly different
- 8:30 p.m.—"Amos 'n' Andy," NBC
- 8:45 p.m.—Program of dance music
- 9 p.m.—Morning Hour organ reveries
- 9:30 p.m.—The Aberdeen Miners
- 10 p.m.—News Highlights of the Day
- 11 p.m.—Midnite Hour

TUESDAY Programs

379.5 Mtr. NBC-KGO Sutter 1920
790 Kc. 10,000 Watts
National Broadcasting Co., San Francisco

7:30 to 8 a.m.—Sunrise Serenaders, KGO
 7:30 to 8 a.m.—Quaker Start of the Day, KHQ, KOMO, KGW, KPO, KFSD; KFI, 7:45 to 8 a.m.
 8 to 8:15 a.m.—Financial Service program, KGO
 8:15 to 8:30 a.m.—Morning Melodies, KGO
 8:30 to 9 a.m.—Cross-Cuts of the Day, KGO
 9 to 9:15 a.m.—Vermont Lumberjacks, KGO, KHQ, KOMO, KGW, KECA
 9:15 to 9:30 a.m.—Meet the Folks, KGO
 9:30 to 9:45 a.m.—William Don, KGO
 9:45 to 10 a.m.—The Entertainers, KGO
 10 to 10:30 a.m.—Color Harmony program, KGO, KHQ, KOMO, KGW, KFI

The Arion Trio will offer a group of musical numbers forming a background for the discussion of interior decorating by A. E. Lawrence, weekly speaker on this program.

10:30 to 11:30 a.m.—Woman's Magazine of the Air, KGO, KHQ, KOMO, KGW, KPO, KFI, KFSD, KTAR, KSL, KOA, 11:10 to 11:30 a.m.

Beautiful hair and its care is the subject of Jean Carroll's talk on the Packer Hair Beauty program. The Packer program is followed by the new magazine feature, the Brer Rabbit program which features delicious Southern recipes, Southern songs and harmony. Ann Holden has a new, appetizing suggestion every week as her share of this program. Irving Kennedy and Annabelle Rose will sing charming selections during the programs.

11:30 to 12 noon—NBC Philharmonic organ recital KGO

12 to 1 p.m.—Hotel Sir Francis Drake Orchestra, KGO; KFSD, 12:30 to 1 p.m.

1 to 2 p.m.—Pacific Yagabonds, KGO, KFSD, KTAR, KOA; KGW, 1:30 to 2 p.m.

Participating artists include Mahlon Merrick and the orchestra, the Coquettes, and Clarence Hayes, the "Voice of the South."
 2 to 3 p.m.—Matinee Time, KGO; KTAR, 2 to 2:30 p.m.

3 to 3:45 p.m.—Black and Gold Room Orchestra, KGO; KGW, 3 to 3:30 p.m.

3:45 to 4 p.m.—Parks Sisters, KGO, KECA

4 to 4:15 p.m.—Le Trio Morgan, KGO

4:15 to 4:30 p.m.—Laws that Safeguard Society, KGO, KHQ, KOMO, KGW, KECA

Crimes committed by mistake, and the difference between the Anglo-Saxon and Latin courts of justice, will be the topic of Dean Gleason L. Archer today when his talk on "Laws that Safeguard Society" is released through the NBC coast-to-coast network.

4:30 to 4:45 p.m.—Phil Cook, the Quaker Man, KGO, KHQ, KOMO, KGW, KECA, KFSD, KTAR

4:45 to 5 p.m.—Hotel St. Francis Salon Orchestra, KGO

5 to 5:30 p.m.—Brazilian American program, KGO, KHQ, KOMO, KGW, KECA

5:30 to 5:45 p.m.—Bits of Melody, KGO, KGW

5:45 to 6 p.m.—News service, KGO, KGW

6 to 6:30 p.m.—Eveready program, KGO, KII, KOMO, KGW

An orchestra directed by Nathaniel Shilkret will play for radio listeners during the Eveready program tonight.

6:30 to 7 p.m.—Happy Wonder Bakers, KGO, KHQ, KOMO, KGW, KECA

Percy Wenrich and Walter Donaldson, composers of popular songs, and Charles K. Harris, widely known as the writer of many bal-

lads and musical shows, will be featured guests of the Happy Wonder Bakers.

7 to 7:30 p.m.—Westinghouse Salute, KGO, KHQ, KOMO, KGW, KECA, KFSD, KTAR

Louisville, Kentucky, historic American city, will be honored by the Westinghouse Salute. Various stages in the history of Louisville will be interpreted in music by the Westinghouse Ensemble, directed by Zoel Pareneau, with T. J. Vastine as assistant director.

7:30 to 8 p.m.—B. A. Rolfe and His Lucky Strike Orchestra, KGO, KHQ, KOMO, KGW, KECA, KFSD, KTAR

8 to 8:30 p.m.—Violet Ray Music Box, KGO, KHQ, KOMO, KGW, KFI, KFSD, KTAR

Tinkling music will signalize the presence of the Violet Ray Music Box before.

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

8:45 to 9 p.m.—Sperry Smiles, KGO, KHQ, KOMO, KGW, KECA

Lee S. Roberts, his artists and his music will be heard over the NBC network tonight.

9 to 9:30 p.m.—Florsheim Frolic, KGO, KHQ, KOMO, KGW, KECA, KFSD, KTAR

Anson Weeks and the Florsheim Frolic Orchestra will interpret new dance melodies in individual arrangements when they play for NBC listeners tonight.

9:30 to 10 p.m.—Memory Lane, KGO, KGW, KECA, KFSD, KTAR, KOA

The Smithers family, Muriel La Salle and other residents of Goshen Center, will carry radio auditors back to the gentle "smities" with them tonight. Billy Page, juvenile star of the National Players, will play Billy Smithers, and Eileen Piggott and Richard Le Grand will be "Ma" and "Pa" Smithers.

10 to 11 p.m.—National Concert Orchestra, KGO, KOA; KGW 10:30 to 11 p.m.

11 to 12 midnight—Laughner-Harris St. Francis Hotel Dance Orchestra, KGO, KFI

499.7 Meters KFSD Franklin 6353
600 Kcys. 1000 Watts

Airfan Radio Corp. Ltd., San Diego, Calif.

4 to 4:30 p.m.—Spanish program

4:45 to 5:30 p.m.—Studio concert

5:30 to 5:50 p.m.—Late news items

5:50 to 6 p.m.—Chuck and Red

6 to 6:30 p.m.—Studio program

6:30 to 7 p.m.—Sponsored program

7 to 7:30 p.m.—Westinghouse Salute, NBC

7:30 to 8 p.m.—Lucky Strike orchestra, NBC

8 to 8:30 p.m.—Violet Ray Music Box, NBC

8:30 to 8:45 p.m.—Amos 'n' Andy, NBC

8:45 to 9 p.m.—Cecil and Sally

9 to 9:30 p.m.—Florsheim Frolic, NBC

9:30 to 10 p.m.—Memory Lane, NBC

10 to 11 p.m.—Kennedy's Cafe program

11 to 12 midnight—Program from Douglas Night Club

236.1 Meters KOL Elliott 4466
1270 Kcys. 1000 Watts

Seattle Broadcasting Co., Seattle, Wash.

5 to 5:15 p.m.—Seattlelight, Joe Roberts

5:15 to 5:45 p.m.—Records, service period

5:45 to 6 p.m.—Leggett & Co. program, CBS

6 to 7 p.m.—Studio program

7 to 7:15 p.m.—Joe and Vi, CBS

7:15 to 8 p.m.—Paramount, CBS

8 to 8:15 p.m.—Studio program

8:15 to 8:45 p.m.—"What's the Matter with This Picture," CBS

8:45 to 9 p.m.—Musical program

9 to 10 p.m.—William Caburn's orchestra

10:02 to 10:15 p.m.—Ten o'Clock Tom, DLBS

10:20 to 12 midnight—Val Valente, DLBS

12 to 12:30 a.m.—Nervous Charlie's Chinese Garden Band

12:30 to 3 a.m.—Requests records

TUESDAY Programs

322.4 Meters **KFWI** Franklin 0200
930 Kcys. **500 Watts**

Radio Entertainments, San Francisco, Calif.

7 to 8 a.m.—Eye-opener program
9 to 9:30 a.m.—Slogan contest
9:30 to 10 a.m.—Records and announcements
10 to 10:30 a.m.—Hotel Bellevue program
10:30 to 10:50 a.m.—Dr. Linebarger, health talk
10:50 to 11 a.m.—Items of interest
12 to 12:45 p.m.—Slogan contest
12:45 to 1 p.m.—Drs. Bowring and Crichton
1 to 1:30 p.m.—Slogan contest
6 to 7:15 p.m.—Dinner dance music
7:15 to 7:30 p.m.—Child Guidance Forum, Cecilia Hardman, director
8 to 9 p.m.—Christian Science lecture by Albert F. Gilmore, C. S. B., of Boston, Mass.
11 to 12 midnight—Slogan contest
12 to 1 a.m.—Midnight Classics

239.9 Meters **KFOX** Phone: 672-81
1250 Kcys. **1000 Watts**

Nichols & Warinner, Long Beach, Calif.

5 a.m. to 12:45 p.m.—Music; talks; news
12:45 p.m.—Musical Moments, Mart Dougherty
1 p.m.—Kiwanis luncheon; Cherrio Boys
1:50 p.m.—Doris & Clarence; Rolly Wray
2:30 p.m.—The Harmonians
3:15 p.m.—Musical Relaxation, Dr. J. F. Rausch
4 p.m.—News reports; Day Dreams
4:30 p.m.—Bill & Co.; Cherrio Boys
5 p.m.—Hollywood Girls; "Ern & Clem"
6:15 p.m.—Percy Prunes and Daisy Mae
6:30 p.m.—Over at Mart's House
6:45 p.m.—Dr. Robert Williams
7 p.m.—Sunset Harmony Boys
7:15 p.m.—Froggy and Burrhead
7:30 p.m.—Bill & Co
7:45 p.m.—Silver Spray Hawaiians
8 p.m.—Orpheum vaudeville
8:30 p.m.—Texas Cowboys; Lamplit Hour
9:30 p.m.—The Harmonians; studio program
11 p.m.—Majestic Ballroom
12 to 3 a.m.—The Knight Hawk

220.4 Meters **KGER** Phone: 632-75
1360 Kcys. **1000 Watts**

C. M. Dobyns, Long Beach, Calif.

6 a.m.—Musical Clock program
7 a.m.—Sunrise Exercise Class
7:30 a.m.—Musical Clock program
8:30 a.m.—Earl Judy and Paul O'Berg, songs, piano and organ
10 a.m.—Women's Hour and Chick, Chet and Chuck
11 a.m.—Studio diversities
12:30 p.m.—Peggy and Jerry skit
12:45 p.m.—Cecil Fry, songs and piano
1 p.m.—Helene Smith, piano program
2 p.m.—Dick Dixon, organ requests
2:30 p.m.—Long Beach Municipal Band
4 p.m.—News brevities
4:05 p.m.—Allay Op studio frolic
5 p.m.—Morrissey's orchestra; Cecil Fry, organ
6:15 p.m.—Vest Pocket program
6:30 p.m.—Everett Hoagland's Troubadours
7:30 p.m.—Long Beach Municipal Band
8 p.m.—Billy Van, the bad boy of radio
8:30 p.m.—Rhythm Makers Dance Orchestra
9 p.m.—Everett Hoagland's Troubadours
9:30 p.m.—Olympic fights
10:30 p.m.—Cavaliers Dance Orchestra
10:50 p.m.—Long Beach Sun news flashes
11 p.m.—Everett Hoagland's Troubadours
11:30 p.m.—Dick Dixon, organist

322.4 Meters **KROW** Glencourt 6774
930 Kcys. **1000 Watts**

Educational Broad. Corp., Oakland, Calif.

6:30 a.m.—Top o' the Morning Program
8 a.m.—Thirty Minutes of Melody, presenting Maud Nickerson, pop. blues; Florence Mott, pianist
8:30 a.m.—Wade Forrester, answering health questions
11 a.m.—The Midway, presented by Dan McLoone, tenor; Arlene Dodson, violinist; Mildred Anderson, pianist; Carl Otto and his like
1:30 p.m.—Health program by Dr. McLain
1:45 p.m.—Carnival Hour, presenting Melody Girls, harmony team; Maud Nickerson, pop. blues; Billie Sherwood; Hotel Alameda Band
2:30 p.m.—Betty the Shopper, presenting Mid-Pacific Trio
3 p.m.—Lillian Boyd, Music Memories
3:30 p.m.—California Cowboys: Bill Simmons, Yodeling Cowboy; Chuck Darling, harmonica; Red Hildebrand, accordionist
4 p.m.—The Ne'er Do Well
4:30 p.m.—Fox West Coast Theaters Frolic
5 p.m.—Wade Forrester's Hour of Sunshine
7:30 p.m.—Baseball results; news items
7:45 p.m.—LaVida Mineral Water program
8 p.m.—Conceded to KFWI for special broadcast
9 p.m.—KROW Radio Follies, Jimmie Kendrick, master of ceremonies
10 p.m.—Bible study, "What is Armageddon? Why Necessary?"
10:30 p.m.—Union Mutual Life Company program
10:40 p.m.—KROW Smiling Army Program, presented by Serg. Doc Wells and Lillian Boyd, organist

285.5 Meters **KNX** Hempstead 4101
1050 Kcys. **5000 Watts**

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

6:45 to 8 a.m.—Setting-up exercises
8 to 8:15 a.m.—Inspirational talk and prayer
8:15 to 8:30 a.m.—Program of late recordings
8:30 to 9:30 a.m.—Clinic of the Air
9:30 to 10 a.m.—Radio shopping news
10 to 10:30 a.m.—Eddie Albright's family
10:30 to 11 a.m.—Home economics talk
11 to 11:30 a.m.—Gene Byrnes, Scraps from the Waste Basket
11:30 to 11:40 a.m.—Golden Rule Health Service
11:40 to 12 noon—Program of recordings
12 to 12:30 p.m.—Musical program; records
12:30 to 1 p.m.—Silver Slipper Cafe program
1:30 to 2 p.m.—Eddie Albright, late fiction
2 to 3 p.m.—"Jay," the Jingle Man; music
3 to 3:15 p.m.—Hiram and Simpson at Yapp's Crossing
3:15 to 3:25 p.m.—Popular recordings
3:25 to 3:30 p.m.—Lost and found and stock market reports
3:30 to 4 p.m.—Musical program
4 to 4:30 p.m.—Gene Byrnes, organist
4:30 to 5 p.m.—C. P. R.'s musical program
5 to 5:15 p.m.—Talk on "Travel"
5:15 to 5:45 p.m.—"Big Brother Ken's kiddie hour"
5:45 to 6 p.m.—Town Crier's amusement tips
6 to 6:15 p.m.—Presenting the KNX Trio
6:15 to 7 p.m.—Paramount Public Hour
7 to 7:08 p.m.—Professor Herman Schnitzel
7:08 to 7:30 p.m.—Frank Watanabe, the Japanese House Boy
7:30 to 8 p.m.—"Popular Science" talk by Dr. Mars Baumgard
8 to 9 p.m.—The Arizona Wranglers
9 to 9:30 p.m.—Hap and Sap, Royal Vagabonds
9:30 to 10 p.m.—"Radio Detective"
10 to 12 midnight—Gus Arnheim's orchestra
12 to 1 a.m.—Madame Zucca's Cafe program

TUESDAY Programs

243.8 Meters **KYA** Prospect 3456
1230 Kcys. 1000 Watts

Western Broadcasting Corp., San Francisco

7 a.m.—Top of the Morning
7:30 a.m.—The Foster Clock
8 a.m.—A Word of Cheer
8:15 a.m.—Standard Concert Selections
8:30 a.m.—Organ music
8:50 a.m.—The House You Live In
9 a.m.—Mahlon Dolman
9:30 a.m.—Fox and Warfield Theatres Revue
10 a.m.—Sunshine Hour, conducted by George Taylor
11 a.m.—Popular hits; Reduceoid program
11:30 a.m.—Terpezone program
11:45 a.m.—Charles Beauty Salon
12 noon—Coming events
12:15 p.m.—Tuesday Noon Club
1 p.m.—Cal King's Country Store
1:30 p.m.—Newscasting; popular hits
2 p.m.—Organ recital, Dollo Sargent, organist
3 p.m.—Virginia Spencer, "Soliloquy"
3:15 p.m.—Health talk, Dr. Corley
3:30 p.m.—Gene Sullivan, baritone
3:45 p.m.—Popular hits; Concert Memories
4:30 p.m.—Dex program; "Russell"; records
5:45 p.m.—Variety bits
6 p.m.—Songs of the Islands
6:15 p.m.—Fox and Warfield Theatres Revue
6:45 p.m.—Stock yard prices and quotations
6:50 p.m.—Novelties; "The Whitney Letter"
7 p.m.—Duo Pianoflashes; Clem Kennedy, Virginia Spencer, Jack Deane, tenor
7:25 p.m.—Anti-Daylight Savings
7:30 p.m.—Melvin, Leo, Emanuel
7:45 p.m.—Jimmy Mosely
8 p.m.—Gene Sullivan, Harmonettes; Jack Deane, George Nickson in Song Contrasts
8:30 p.m.—Orpheus Ensemble; Mary Atkinson, soprano
9 p.m.—Orpheus Ensemble, George Nickson, tenor
9:30 p.m.—The Amber God, presented by the KYA Players
10 p.m.—Paul Kelli's Dance Orchestra
11 p.m.—Organ recital, Dollo Sargent, organist; George Nickson, tenor

254.1 Meters **KEX** Atwater 3111
1180 Kcys. 5000 Watts

Western Broadcasting Co., Portland, Oregon

7 a.m.—Morning Serenaders
8 a.m.—The Clock; Oregon News
9 a.m.—Classified; Town Topics
12 noon—Time; weather reports
12:05 p.m.—Happy Hour Girls
1:05 p.m.—Ron's Rhythm Revue
1:30 p.m.—Castle Organ Concert
2 p.m.—Dental lecture
2:30 p.m.—Vagabond's News Reel
4:30 p.m.—Warner Stone and his Pebbles
5 p.m.—Negro Melodies
5:30 p.m.—Baron Keyes' Air Castles
5:45 p.m.—Old Timers
6 p.m.—Farmer's Radio Club
6:30 p.m.—The Six O'Clock Steppers
8 p.m.—Ronald Buck, pianist
8:15 p.m.—The Parker Girls; Ron and Brick
9 p.m.—George Maddox and Betty Andersen, duets
10 p.m.—Ken Stuart's Thirty Minutes of Sunshine
10:30 p.m.—Jack and Jill Tavern Orchestra
11:30 p.m.—The White Wizard
11:45 p.m.—Police and weather reports
12 midnight—Midnight Revellers

491.5 Meters **KFRC** Prospect 0100
610 Kcys. 1000 Watts

Don Lee, Inc., San Francisco, Calif.

7 to 8 a.m.—Seal Rocks broadcast; stocks
8 to 8:45 a.m.—Hallelujah Hour, DLBS
8:45 to 9 a.m.—La Vida Mineral Water program
9 to 9:15 a.m.—News Items
9:15 to 9:30 a.m.—Columbia Revue, CBS
9:30 to 10:30 a.m.—Feminine Fancies, CDLBS
10:30 to 11 a.m.—Wyn's Daily Chat
11 to 11:15 a.m.—Program of recordings
11:15 to 11:30 a.m.—The Metropolitans, CBS
11:30 to 12 noon—The Master Singers quartet, CBS
12 to 12:55 p.m.—Sherman Clay concert
12:55 to 1 p.m.—New York stock quotations
1 to 1:30 p.m.—Italian Idyll, CBS
1:30 to 2 p.m.—Columbia Artists recital, CBS
2 to 3 p.m.—Happy Go Lucky Hour, CDLBS
3 to 3:15 p.m.—National Security League Broadcast Series, CBS
3:15 to 3:30 p.m.—Harry Tucker and His Barclay Orchestra, CBS
3:30 to 3:45 p.m.—MacDougal Ramblers, CBS
3:45 to 4 p.m.—Tony's Scrapbook, CBS
4 to 4:15 p.m.—The Crockett Mountaineers, CBS
4:15 to 4:45 p.m.—Huston Ray and His Orchestra
4:45 to 5 p.m.—The Early Book Worm, CBS
5 to 5:30 p.m.—KFRC Dance Band, DLBS
5:30 to 5:45 p.m.—News Items
5:45 to 6 p.m.—The Premier Salad Dressers, CBS
6 to 7 p.m.—KFRC Dance Band, DLBS
7 to 7:15 p.m.—"Joe and Vi," CBS
7:15 to 8 p.m.—Paramount Publix Revue, CBS
8 to 8:15 p.m.—Johns-Manville "Fire Fighters," CDLBS
8:15 to 8:45 p.m.—What's Wrong With This Picture, CBS
8:45 to 9:30 p.m.—Spanish Mirror, DLBS
9:30 to 9:45 p.m.—Piano and vocalists, DLBS
9:45 to 10 p.m.—Piano Moods, Edna Fischer
10 to 10:15 p.m.—"Radio n t Fire," electrical transcription
10:15 to 10:20 p.m.—Gruen Answer Man
10:20 to 12 midnight—Val Valente's orch., DLBS
12 to 1 a.m.—Dance music

508.2 Meters **KHO** Main 5383
590 Kcys. 1000 Watts

Louis Wasmer, Inc., Spokane, Washington

7 a.m.—"Towne Crier"
7:30 a.m.—Start O'Day, NBC
8 a.m.—Shell Happy Time, KPO
9 a.m.—Vermont Lumber Jacks, NBC
9:15 a.m.—Walt and Norman; Kronenberg
10 a.m.—Color Harmony, NBC
10:30 a.m.—Woman's Magazine of the Air, NBC
11:30 a.m.—Organ recital, Bell Furniture
12 noon—Chamber of Commerce
1 p.m.—Fulops Fashion Plates
1:15 p.m.—"Dutch Maid"; Hawaiian Echoes
1:45 p.m.—Eatsum period; "Varieties"
2:15 p.m.—Fur Facts (Norman Thue)
2:30 p.m.—Gems from musical comedy
3 p.m.—Feature orchestra
3:30 p.m.—"Paint o' Mine"; studio feature
4:15 p.m.—Laws That Safeguard, NBC
4:30 p.m.—Phil Cook, NBC
5 p.m.—Brazilian Coffee program, 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.—Lucky Strike orchestra, NBC
8 p.m.—Violet Ray Music Box, NBC
8:30 p.m.—Amos 'n' Andy, NBC
8:45 p.m.—Sperry Smiles, NBC
9 p.m.—Florsheim Frolic, NBC
9:30 p.m.—Chevrolet transcription
10 p.m.—Studio Parade
11 p.m.—Best Steppers

TUESDAY Programs

468.5 Meters

640 Kcys.

KFI

Westmore 0337

5000 Watts

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

6:30 a.m.—Opening market reports
 6:45 a.m.—Health exercises, Louis Rueb
 7:30 to 8 a.m.—Quaker Start o' the Day, NBC
 8 a.m.—Shell Happytime, KPO
 9 a.m.—Sadye Nathan, beauty talk
 9:15 a.m.—Helpful Hints, Bess Kilmer
 9:30 a.m.—Sunny Four, Quartet
 9:45 a.m.—Beatrice Mabie, beauty talk
 10 a.m.—Wall Street Journal
 10:15 a.m.—Color Harmony, NBC
 10:30 a.m.—Woman's Magazine of the Air, NBC
 11:30 a.m.—Reduceoid Rhythm Boys
 11:45 a.m.—English Lesson
 12 noon—Dept. of Agriculture talk
 12:15 p.m.—Federal and state market reports
 12:30 p.m.—Seeing Southern California, D. Abbott, tenor
 2:30 p.m.—Winnie Fields Moore, travelogue
 2:45 p.m.—Sally and Russell Hill, piano and song
 3 p.m.—Wedgewood Nowell, Playgoers Club
 4:15 p.m.—KFI News Bureau
 4:20 p.m.—Dr. John T. Miller
 4:30 p.m.—Big Brother; Story Man
 5:30 p.m.—Dr. H. Edward Myers
 5:45 p.m.—Stock market reports
 6 p.m.—G. R. Walters, speaker on Radio Interference
 6:15 p.m.—Georgia Williams, violinist
 6:30 p.m.—Vernon Elkins' Cotton Pickers Orch.
 7 p.m.—Arthur Lang, baritone, and concert ensemble
 8 p.m.—Violet Ray Music Box, NBC
 8:30 p.m.—Virginia Flohri, James Burroughs and orchestra
 9:15 p.m.—Jas. Carden and cast: "Emperor of Crime"
 9:30 p.m.—Don Abbott, tenor
 9:45 p.m.—Three Skippers, ballads
 10 p.m.—Aeolian organ recital
 11 p.m.—Hotel St. Francis dance orch., NBC

204 Meters

1470 Kcys.

KGA

Main 3434

5000 Watts

Northwest Broad. System, Spokane, Wash.

6:45 a.m.—Early Birds; news
 8 a.m.—Sunshine Hour; popular hits
 9:30 a.m.—Miss Spokane Musicale
 10 a.m.—Friendly Hour
 10:30 a.m.—Organ recital; novelties
 11:15 a.m.—Luncheon and popular concert
 11:45 a.m.—Peerless Dentists; Barton's Brevities
 12:30 p.m.—Market reports; novelties
 1 p.m.—Concert recordings
 1:30 p.m.—Dental Clinic of the Air
 2 p.m.—Popular Melange; Bargain Matinee
 3:30 p.m.—Tea Hour concert
 4 p.m.—Good News Magazine
 4:30 p.m.—Uncle Andy and the Kiddies
 5 p.m.—Novelties; World Bookman
 5:15 p.m.—Baron Keyes' Air Castles
 5:30 p.m.—Dinner music
 6 p.m.—The Six O'Clock Steppers; "Dud and Duane," saxophone
 7 p.m.—Orpheus Ensemble; Betty Andersen, soprano; Ellen Keep, contralto; Hubert Graf, harp
 8 p.m.—You Never Can Tell
 9 p.m.—Musical Comedy Hour; Betty Andersen and George Maddox, duet
 10 p.m.—Ken Stuart's Thirty Minutes of Sunshine
 10:30 p.m.—Request program

440.9 Meters

680 Kcys.

KPO

Garfield 8300

5000 Watts

Hale Bros. & The Chronicle, San Francisco

7:30 to 8 a.m.—Quaker Oats, "Start o' the Day"
 8 to 9 a.m.—Shell Happytime by Hugh Barrett Dobbs
 9 to 9:30 a.m.—Dohhsie's Birthday Party
 9:30 to 10:30 a.m.—Walter W. Cribbins
 10:30 to 11:30 a.m.—Woman's Magazine of the Air, NBC
 11:30 to 11:45 a.m.—Julia Hayes, "Helpful Hints"
 11:45 to 11:59 a.m.—Radio feature
 11:59 to 12:05 p.m.—Time; Scripture reading
 12:05 to 1 p.m.—Programs in Miniature
 1 to 1:30 p.m.—Sperry Question Airbox
 1:30 to 2:30 p.m.—Knickerbocker Piano Duo with Eva De Vol, soprano
 2:30 to 2:35 p.m.—Ye Towne Cryer
 2:35 to 2:45 p.m.—Doug Richardson
 2:45 to 4:30 p.m.—Get Associated with baseball
 4:30 to 5 p.m.—California Crooners
 5 to 5:15 p.m.—Big Brother
 5:15 to 5:30 p.m.—Federal Business Association Talk
 5:30 to 5:45 p.m.—The Date Book
 5:45 to 6 p.m.—News Digest, "Scotty" Mortland
 6 to 6:45 p.m.—KPO Masters of Music
 6:45 to 7 p.m.—Cecil and Sally
 7 to 8 p.m.—North Americans
 8 to 8:15 p.m.—The Harmonizers
 8:15 to 8:30 p.m.—Meeting in The Tavern
 8:30 to 9 p.m.—Radio feature
 9 to 9:30 p.m.—Cy Trobbe's concert orchestra with Allan Wilson, tenor
 9:30 to 10 p.m.—Earle C. Anthony, "Packard Program"
 10 to 11 p.m.—Palace Hotel Dance Orchestra
 11 to 12 p.m.—Joe Wright's Dance Orchestra

325.9 Meters

920 Kcys.

KOMO

Elliott 5890

1000 Watts

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

6:55 a.m.—Inspirational service
 7 a.m.—Organ recital
 7:30 a.m.—Quaker Oats Start o' the Day, NBC
 8 a.m.—Shell Happytime, KPO
 9 a.m.—Vermont Lumber Jacks, NBC
 9:15 a.m.—Gordon and Mary
 9:30 a.m.—Wright's Shining Moments
 9:35 a.m.—Blues Chasers
 9:45 a.m.—Way to a Man's Heart
 10 a.m.—Color Harmony talk, NBC
 10:30 a.m.—Woman's Magazine of the Air, NBC
 11:30 a.m.—Vocal recital
 12 noon—Farm talk; grain, fruit and veg. reports
 12:15 p.m.—Totem Broadcasters, Prudence Penny
 12:30 p.m.—Musical program
 1 p.m.—Vocal recital; Teacup Philosopher
 1:30 p.m.—Concert orchestra and vocalists
 2 p.m.—Black and Gold Room Orchestra, NBC
 2:30 p.m.—Hotel Sir Francis Drake Orch., NBC
 3 p.m.—Popular orchestra and vocalists
 3:30 p.m.—Concert orchestra and vocalists
 4:15 p.m.—Stock quotations
 4:30 p.m.—Phil Cook, the Quaker Man, NBC
 4:45 p.m.—National Lead Battery Co. NBC
 5 p.m.—Brazilian American Coffee program, NBC
 5:30 p.m.—Garden Patch program
 6 p.m.—Eveready Hour, NBC
 6:30 p.m.—Happy Wonder Bakers, NBC
 7 p.m.—Westinghouse Salute, NBC
 7:30 p.m.—Plymouth contest program
 8 p.m.—Violet Ray Music Box, NBC
 8:30 p.m.—Amos 'n' Andy, NBC
 8:45 p.m.—Sperry Smiles, NBC
 9 p.m.—Florsheim Frolic, NBC
 9:30 p.m.—Fisher's Blend Hour
 10:30 p.m.—News flashes; Tuneful Two
 10:45 p.m.—Uncle Hank from Ciderville Center
 11 p.m.—Laughner-Harris St. Francis Hotel dance orchestra, NBC
 12 midnight—Organ recital

TUESDAY Programs

315.6 Meters **KFVB** Hollywood 0315
950 Kcys. **1000 Watts**

Warner Brothers, Hollywood, Calif.

- 8:30 a.m.—Dorothy Burnham in popular piano numbers; "The Ivory Twins"; Jean Cowan, popular songs
10 a.m.—Wade Hamilton, organist
10:30 a.m.—Melody Boys' dance band; Virginia Miller, pianist
11:30 a.m.—Wade Hamilton, organist
12 noon—The Adventures of Tom and Wash
12:15 p.m.—Louise Lynch, popular songs
12:30 to 2 p.m.—Rose Valerie's concert ensemble
2 p.m.—Late recordings
2:30 p.m.—KFVB Salon Orchestra; Emma Kimmel, soprano; Charles Reynon, tenor; Cliff and Lolly, "The Nuts of Harmony"
3:30 p.m.—Late recordings
4 p.m.—Harold Howard's dance band; Jean Cowan, popular songs, with Elizabeth and Wee Willie
6 p.m.—Harry Jackson's entertainers
6:30 p.m.—Wade Hamilton, organist
6:45 p.m.—Cecil and Sally in "The Funniest Things"
7 p.m.—"Nip and Tuck" in two-piano numbers
7:15 p.m.—"Golden Days," Kay Van Riper
7:45 p.m.—Novelty program
8 p.m.—Johnny Johnson and his orchestra
8:30 p.m.—Strings and Bows; Vernon Rickard, tenor
9 p.m.—The Edgeworth Plantation Club with Art Pabst, Master of Ceremonies
9:30 p.m.—Blow by blow description of the main bout from the Olympic Auditorium
10:30 p.m.—Johnny Johnson's orchestra
11 to 11:30 p.m.—George Freeman's orchestra

333.1 Meters **KHJ** Vandike 7111
900 Kcys. **1000 Watts**

Don Lee, Inc., Los Angeles, California

- 7 to 8:30 a.m.—Recordings; Hallelujah
8:30 to 8:45 a.m.—Stock Exchange Reports
8:45 to 9 a.m.—Sewing Circle, CBS
9 to 9:30 a.m.—Columbia Revue, CBS
9:30 to 10:30 a.m.—Feminine Fancies, KFRC
10:30 to 11 a.m.—Dr. Strasska Laboratories
11 to 11:15 a.m.—Pestless Products
11:15 to 11:30 a.m.—Safety Bldg. & Loan Co.
11:30 to 12 noon—Master Singers Quartet, CBS
12 to 12:30 p.m.—Biltmore concert orchestra
12:30 to 12:45 p.m.—World-wide news
12:45 to 1:30 p.m.—Los Angeles Adv. Club lunch
1:30 to 2 p.m.—Times Forum
2 to 3 p.m.—Happy-Go-Lucky Hour, KFRC
3 to 3:15 p.m.—Clella Collins (Finance)
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 4:30 p.m.—Program of recordings
4:30 to 4:45 p.m.—Platt Music Company
4:45 to 5 p.m.—World-wide news; Town Topics
5 to 5:30 p.m.—Ted White and Nell Larson
5:30 to 5:45 p.m.—Commissioner Thorpe
5:45 to 6 p.m.—Leggett program, CBS
6 to 6:30 p.m.—Peggy Hamilton
6:30 to 7 p.m.—Prof. Linsley
7 to 7:15 p.m.—"Jo and Vi," CBS
7:15 to 8 p.m.—Paramount Hour, CBS
8 to 8:15 p.m.—John Manville, CBS
8:15 to 8:45 p.m.—Green River program, CBS
8:45 to 9:30 p.m.—Studio program; Song Parade
9:30 to 9:45 p.m.—Federal fashion parade, KFRC
9:45 to 10:05 p.m.—Studio program; news
10:05 to 12 midnight—Earl Burnett's dance or.
12 to 1 a.m.—W. Tourtellotte, organ recital

309.1 Meters
970 Kcys.

KJR

Seneca 1515
5000 Watts

Northwest Broad. System, Seattle, Wash.

- 7 a.m.—Morning Reveillier; news; organ
8:30 a.m.—Thrift Home of the Air
9 a.m.—Devotional program
9:10 a.m.—Studio program; Smilin' Sam
10 a.m.—Robert Monsen, tenor
10:15 a.m.—Beauty talk, Helen Andrews
10:30 a.m.—Songs you like to hear
11 a.m.—Organ concert, Warren Wright
12 noon—World Bookman; World in Review
12:30 p.m.—Mid-day musicale
1:05 p.m.—Betty Andersen, soprano; George Maddox, tenor
1:15 p.m.—Dental lecture
1:45 p.m.—Glen Eaton, tenor; Marjorie Robillard, piano
2 p.m.—Matinee in Miniature; organ music
2:15 p.m.—Homer Sweetman, tenor; news
3:45 p.m.—Organ novelties
4 p.m.—The Melodians Orchestra
5 p.m.—Chet Cathers, crooning baritone
5:10 p.m.—Lost and found
5:15 p.m.—Baron Keyes' Air Castles
5:30 p.m.—Market reports
5:50 p.m.—Garden talk, Cecil Solly
6 p.m.—The Six o'Clock Steppers; "Dud and Duane," saxophone
7 p.m.—Fiji Trio and "Bits of Harmony"
7:15 p.m.—Orpheus Ensemble, light classics
8 p.m.—The Song Exchange
9 p.m.—Musical Comedy Hour; Betty Andersen and George Maddox, duets
10 p.m.—Ken Stuart's Sunshine program; Ivan Ditmars, piano
10:30 p.m.—Red Toppers dance orchestra
11 p.m.—Vic Meyers' Club Victor Orchestra
12 midnight—Midnight Revellers

280.2 Meters
1070 Kcys.

KJBS

Ord 4148-49
100 Watts

J. Brunton & Sons, San Francisco, Calif.

- 7 to 8 a.m.—KJBS Alarm Klok Klub
8 to 9:30 a.m.—Popular records; orchestra
9:30 to 10 a.m.—Tommy Monroe and Bob Allen
10 to 11 a.m.—Records; Health Man
11 to 12 noon—Concert music
12 to 12:30 p.m.—Popular luncheon concert
12:30 to 1 p.m.—Auburn Airs
1 to 2 p.m.—Stock report and records
2 to 2:30 p.m.—Dell Raymond and Jack Childes
2:30 to 3:45 p.m.—Recordings
3:45 to 4 p.m.—Marjorie Lee, pianist
4 to 4:30 p.m.—Popular records
4:30 to 5 p.m.—Concert music
5 to 5:30 p.m.—Variety recordings
12 to 7 a.m.—KJBS Owl program

296.6 Meters
1010 Kcys.

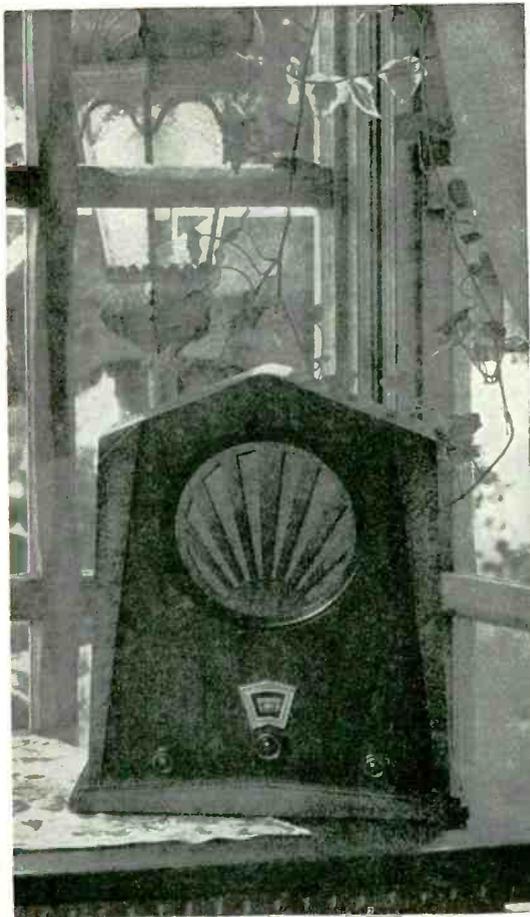
KQW

Columbia 777
500 Watts

Pac. Agric. Foundation, Ltd., San Jose, Calif.

- 9 to 11 a.m.—Morning music; helpful Hour
11 to 12:30 p.m.—Community Hour; records
12:30 to 1 p.m.—Market reports; weather
1 to 1:30 p.m.—Hart's Happy Half Hour
1:30 to 3:30 p.m.—Friendly Hour; records
4:30 to 5 p.m.—Children's program
5 to 5:15 p.m.—Baron Keyes' Air Castle
5:15 to 6 p.m.—Vesper music; health talk
6 to 6:10 p.m.—U. S. D. A. Farm Flashes
6:10 to 6:20 p.m.—Farm Topics Discussion
6:20 to 6:30 p.m.—Nitrogen and Its Effect on Plants
6:30 to 6:45 p.m.—Market reports
6:45 to 7 p.m.—KQW Market Place
7 to 7:15 p.m.—News dispatches
7:15 to 7:30 p.m.—Electrical talk
7:30 to 8 p.m.—KQW Players
8 to 9:30 p.m.—"You Never Can Tell" program
9:30 to 9:45 p.m.—Uncle Willard

A Radio lik



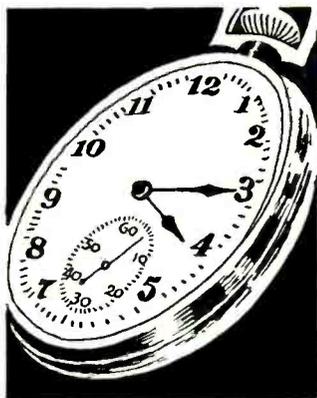
New Model 62 JACKSON BELL . . . "The Canary of Modern Radio," scarcely bigger than a football, yet a Conference Champion for tone-sweetness, power, and selectivity. All electric, 4 screen grid tubes, tone control, illuminated dial, and dynamic speaker. Choice of 2 beautiful walnut cabinets.

\$59.50

New Model 64 JACKSON BELL *Lowboy* . . . reception that will enthuse the most critical musical ear in a cabinet that will gratify the most aesthetic taste. Radio at its best, with the latest modern features . . . tone control, genuine Magnavox dynamic speaker, 4 screen grid tubes, and illuminated dial. **\$89.50**
Complete



e a WATCH



A FINE modern *Watch* looks tiny beside a large clock, yet in many ways is even a finer scientific instrument. New Model 62 JACKSON BELL "Canary" Radio is built like a fine watch . . . unbelievably compact, yet a marvel of precision and accuracy, powerful, selective, and sweet-toned. A full complement of the most modern features found in big radios, yet contained in a cabinet only 8" x 11½" x 15". The set supreme for bedroom, breakfast room, guest room, hotel room, and small apartment, or for portable use in traveling. No home is complete without a clock and a radio, but a clock does not take the place of a watch, nor a stationary radio the place of the handy, portable "Canary." Say JACKSON BELL to your radio dealer TO-DAY. Also a "clock size" Model 64, shown below at left

All JACKSON BELL Radios equipped with genuine PERRYMAN Tubes

JACKSON BELL CO., Manufacturers

H. R. CURTISS CO.—*California Distributor*

San Francisco, 895 O'Farrell Street

Oakland, 311 Tenth Street

JACKSON BELL

NOW.....

S and W

FORUM OF THE AIR

over

NBC SYSTEM



Barbara Blanchard
Soprano



Eva Gruninger
Atkinson

Every

WEDNESDAY 8 to 8:30 P. M.

KGO
SAN FRANCISCO

KECA
LOS ANGELES

KFSD
SAN DIEGO

KTAR
PHOENIX, ARIZ.

Music of the great masters of today . . . and yesterday . . . interpreted by the magnificent S and W string orchestra under the direction of Joseph Hornik; and the renowned soloists, Barbara Blanchard, soprano; Eva Gruninger Atkinson, contralto; and the S and W Quartet, under the direction of Emil Polak, including Ben Klassen, tenor; Harold Dana, baritone; Irving Kennedy, tenor; Harry Staunton, basso. Also occasional brief talks by famous men on subjects of widespread interest.



WEDNESDAY Programs

379.5 Mtr. **NBC-KGO** Sutter 1920
790 Kc. 10,000 Watts

National Broadcasting Co., San Francisco

- 7:30 to 8 a.m.—Sunrise Serenaders, KGO
7:30 to 8 a.m.—Quaker Start of the Day, KHO
KOMO, KGW, KPO, KFSD; KFI, 7:45 to
8 a.m.
8 to 8:15 a.m.—Financial Service program, KGO
8:15 to 8:30 a.m.—Morning Melodies, KGO
8:30 to 9 a.m.—Cross-Cuts of the Day, KGO
9 to 9:15 a.m.—Vermont Lumberjacks, KGO,
KHQ, KOMO, KGW, KECA
9:15 to 9:30 a.m.—Meet the Folks, KGO
9:30 to 9:45 a.m.—Betty Crocker Gold Medal
Home Service talks KGO, KHQ, KOMO,
KGW, KFI, KFSD
9:45 to 10:15 a.m.—Morning Glories, KGO
10:15 to 10:30 a.m.—Mary Hale Martin's House-
hold Period, KGO, KHQ, KOMO, KGW, KFI,
KSL, KOA
10:30 to 11:30 a.m.—Woman's Magazine of the
Air, KGO, KHQ, KOMO, KGW, KPO, KFI;
KFSD, 10:50 to 11:10 a.m.; KTAR, 11:10 to
11:30 a.m.

The Standard Oil Company's Bigger Dollars program opens the Magazine this morning with lively music and a discussion of immediate interest by Helen Webster on the subject of household economics. The second program, known as the Easier Housekeeping feature, is sponsored by "Your Gas Company," and presents the story and development of your Clayton Murdoch Burns, the radio baby, and incidentally, the many uses of fuel gas for cooking and refrigeration. The W. P. Fuller program, giving the newest ideas in home decoration, is the third feature of the morning.

- 11:30 to 12 noon—Organ recital, KGO
12 to 12:30 p.m.—Luncheon concert, KGO
12:30 to 1 p.m.—Evening Stars, KGO
1 to 2 p.m.—Radio Guild, KGO, KTAR
G. K. Chesterton's three-act comedy, "Magic," will be enacted by the Radio Guild during a one-hour broadcast.
2 to 2:15 p.m.—Series of Talks, KGO, KTAR
2:15 to 2:30 p.m.—Breen and De Rose, KGO,
KTAR
2:30 to 3 p.m.—Tea Timers, KGO
3 to 3:25 p.m.—Whyte's Orchestra, KGO, KGW,
KTAR
3:25 to 3:30 p.m.—John B. Kennedy talk, KGO
KGW, KTAR
3:30 to 3:45 p.m.—Whyte's Orchestra, KGO
3:45 to 4 p.m.—Matinee Time, KGO
4 to 4:30 p.m.—Hotel St. Francis Salon Orches-
tra, KGO
4:30 to 4:45 p.m.—Phil Cook, the Quaker Man,
KGO, KHQ, KOMO, KGW, KECA, KFSD,
KTAR
4:45 to 5 p.m.—Back of the News in Wash-
ington, KGO, KOMO, KECA, KFSD
5 to 5:30 p.m.—East of Cairo, KGO
5:30 to 5:45 p.m.—Bits of Melody, KGO
5:45 to 6 p.m.—News Service, KGO
6 to 6:30 p.m.—American Gas Association pro-
gram, KGO, KOMO, KHQ, KGW, KFI, KFSD
Jessica Dragonette, soprano; the Cities Ser-
vice Cavaliers, a male quartet; John Seagle,
baritone; Leo O'Rourke, tenor, and a large
orchestra will be heard in the musical por-
tion of the presentation. Bernard J. Mullaney,
president of the American Gas Associa-
tion, will open the broadcast with a greet-
ing to the radio audience.
6:30 to 7:30 p.m.—Palmolive Hour, KGO, KHQ,
KOMO, KGW, KFI
From opera to musical comedy, and from
Rimsky-Korsakoff to the newest popular num-

bers, stray the Palmolive Revelers and solo-
ists who will be heard tonight.

- 7:30 to 8 p.m.—Coca Cola program, KGO, KHQ,
KOMO, KGW, KECA, KFSD

A Grantland Rice sports interview and dance music by Leonard Joy's all-string orchestra are promised NBC listeners from coast to coast when the Coca Cola program is broadcast. Chester Gaylord, vocalist, will sing the choruses of three popular numbers.

- 8 to 8:30 p.m.—S & W Forum of the Air, KGO,
KECA, KFSD, KTAR

Musical silhouettes, with vocal and instru-
mental artists suggesting the pictures by
means of descriptive melodies, will be heard
in the initial S & W Forum of the Air presen-
tation. Eva Atkinson, contralto, will be the
soloist. A male quartet and a trio directed
by Mynard Jones, will contribute other vocal
interpolations. The instrumental ensemble
will consist entirely of strings. A violin choir
will be an important feature of the program.
Joseph Hornik will be the conductor.

- 8 to 8:30 p.m.—Let's Get Associated, KHQ,
KOMO, KGW, KPO, KFI

"The Love Story of Concepcion Arguello
and Count Rezanof" is the name of the Let's
Get Associated drama whose third act will
be heard tonight. Carlton E. Morse is the
author of the play, which tells of the ro-
mance of the lovely young Concepcion, daugh-
ter of the commander of the Presidio of San
Francisco, and the Russian count who visited
California in the days when it was still part
of the Spanish empire. Jack and Ethyl, Let's
Get Associated stars, enact the principal roles
in the historical drama.

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

- 8:45 to 9 p.m.—The Entertainers, KGO, KGW,
9 to 9:30 p.m.—Miniature Biographies, KGO,
KECA

- 9:30 to 10:30 p.m.—Camel Pleasure Hour, KGO,
KHQ, KOMO, KGW, KECA, KFSD, KTAR,
KSL, KOA

In the group of artists contributing to the
program of popular selections will be Betty
Kelly, soprano; Irving Kennedy, tenor; the
Coquettes, Annette Hastings, Imelda Mon-
tagne and Marjorie Pringley; the orchestra
conducted by Mahlon Merrick, and the Glee
Club.

- 10:30 to 11 p.m.—Hill Billy Boys, KGO, KGW,
KOA

- 11 to 12 p.m.—Laughner-Harris Hotel St. Fran-
cisc Dance Orchestra, KGO, KGW, KFI

239.9 Meters **KFOX** Phone: 672-81
1250 Kcys. 1000 Watts

Nichols & Warinner, Long Beach, Calif.

- 5 a.m. to 12:45 p.m.—Music; talks; news
12:45 p.m.—Musical Moments, Mart Dougherty
1 p.m.—Rotary luncheon; Cherrio Boys
1:50 p.m.—Doris & Clarence; Rolly Wray
2:30 p.m.—The Harmonians
3:15 p.m.—Musical Relaxation treatments
3:30 p.m.—Organ recital, Vera Graham
4 p.m.—Late news reports
4:15 p.m.—Day Dreams; Gene & Bill
4:45 p.m.—Cheerio Boys
5 p.m.—Hollywood Girls; "Em & Clem"
6:15 p.m.—Percy Prunes and Daisy Mae
6:30 p.m.—Over at Mart's House
6:45 p.m.—The Three Vagabonds
7 p.m.—Sunset Harmony Boys
7:15 p.m.—Froggy and Burrehead
7:30 p.m.—Silver Spray Hawaiians
7:45 p.m.—Doris & Clarence
8 p.m.—Seth Parker Singing School
8:30 p.m.—Cline and his harmonica
9:30 p.m.—The Harmonians
10:30 p.m.—Novelty Foursome
11 p.m.—Majestic Ballroom
12 to 3 a.m.—The Knight Hawk

WEDNESDAY Programs

491.5 Meters **KFRC** Prospect 0100
610 Kcys. 1000 Watts

- Don Lee, Inc., San Francisco, Calif.**
7 to 8 a.m.—Seal Rocks broadcast; stocks
8 to 8:45 a.m.—Hallelujah Hour, DLBS
8:45 to 9 a.m.—La Vida Mineral Water Co. program
9 to 9:15 a.m.—News items
9:15 to 9:30 a.m.—Columbia Revue, CBS
9:30 to 10:30 a.m.—Feminine Fancies
10:30 to 10:45 a.m.—Pickle Packers Association, CBS
10:45 to 11 a.m.—Wyn's Daily Chat
11 to 11:15 a.m.—George A. Hornei program
11:15 to 11:30 a.m.—Mary Lewis Haines
11:30 to 12 noon—Columbia Little Symphony and soloist, CBS
12 to 12:55 p.m.—Sherman Clay noonday concert
12:55 to 1 p.m.—Stock quotations
1 to 2 p.m.—Columbia Salon Orchestra with soloists, CBS
2 to 3 p.m.—Happy Go Lucky Hour, CDLBS
3 to 3:30 p.m.—About New Books, Monroe Upton
3:30 to 3:45 p.m.—Something About Everything and recordings
3:45 to 4 p.m.—Tony's Scrapbook, CBS
4 to 4:15 p.m.—The Crockett Mountaineers, CBS
4:15 to 4:30 p.m.—Rhythm Ramblers, CBS
4:30 to 4:55 p.m.—Piano Miniatures, Frank Moss, DLBS
4:55 to 5 p.m.—Town Topics
5 to 5:30 p.m.—Toscha Seidle and concert orchestra, CBS
5:30 to 6 p.m.—Studio program; news items
6 to 6:30 p.m.—General Mills Fast Freight, CBS
6:30 to 6:45 p.m.—Studio program
6:45 to 7 p.m.—Pop Warner's football talks
7 to 7:30 p.m.—Pac. States Sav. concert, DLBS
7:30 to 8 p.m.—"The First of What Have You," DLBS
8 to 8:30 p.m.—Demi Tasse Revue, with George Olsen's Orchestra, courtesy MJB Coffee Co., CDLBS
8:30 to 9 p.m.—California Melodies, CDLBS
9 to 9:30 p.m.—Songology, DLBS
9:30 to 10 p.m.—"Circle W Days"
10 to 10:15 p.m.—Ten o'Clock Tom
10:15 to 10:20 p.m.—Gruen Answer Man
10:20 to 11 p.m.—Anson Weeks' Orch., DLBS
11 to 12 midnight—Earl Burtnett's Orch., DLBS
12 to 1 a.m.—Dance music

394.5 Meters **KVI** Broadway 4211
760 Kcys. 1000 Watts

- Puget Sound Broad. Co., Tacoma, Wash.**
10:30 to 10:45 a.m.—Program of recordings
10:45 to 11 a.m.—Program from KOL
11 to 11:30 a.m.—Recordings; announcements
11:15 to 11:30 a.m.—Syncoated Silhouettes, CBS
11:30 to 12 noon—Columbia Little Symphony and soloist
12 to 12:30 p.m.—Col. Salon Orchestra, CBS
12:30 to 1 p.m.—For Your Information, CBS
1 to 2 p.m.—Musical Albums
2 to 3 p.m.—Happy-Go-Lucky Hour, DLBS
3 to 3:15 p.m.—"Bill Schudt's Going to Press"
3:15 to 3:30 p.m.—Social Calendar
3:30 to 4 p.m.—Talk and recordings
4 to 4:15 p.m.—Crockett Mountaineers, CBS
4:15 to 5 p.m.—Program of recordings
5 to 5:30 p.m.—Toscha Seidel and concert orchestra, CBS
5:30 to 5:37 p.m.—Studio program
9 to 10 p.m.—DLBS program
10 to 11 p.m.—Anson Weeks' Orchestra, DLBS
11 to 12 midnight—Earl Burtnett's Orch., DLBS

243.8 Meters **KYA** Prospect 3456
1230 Kcys. 1000 Watts
Pacific Broadcasting Corp., San Francisco

- 7 a.m.—Top of the Morning
7:30 a.m.—Foster Clock
8 a.m.—A Word of Cheer
8:15 a.m.—Standard Concert Selections
8:30 a.m.—Organ music
8:50 a.m.—The House You Live In
9 a.m.—Mahlon Dolman
9:30 a.m.—Fox and Warfield Theatres Revue
10 a.m.—Sunshine Hour, conducted by George Taylor, the Melodizers and Clem Kennedy, Jack Deane, Greta Gahler
11 a.m.—Popular hits; Reduceoid program
11:30 a.m.—Community Chest
11:45 a.m.—Charles Beauty Salon
12 noon—La Vida program
12:15 p.m.—Album Airs, coming events
1 p.m.—Cal King's Country Store
1:30 p.m.—Newscasting
1:45 p.m.—Willis Zink, Contract Bridge
2 p.m.—Dollo Sargent, organist
3 p.m.—Virginia Spencer, "Soliloquy"
3:15 p.m.—Sydney Dixon, tenor
3:30 p.m.—Popular hits; Concert Memories
4:30 p.m.—Dex program; "Russell"; records
5:45 p.m.—Talk on Crime Prevention
6 p.m.—Popular hits
6:15 p.m.—Fox and Warfield Theatres Revue
6:45 p.m.—Stock yard prices and quotations
6:50 p.m.—Novelties; The Whitney Letter
7 p.m.—Duo Pianoflashes, Clem Kennedy, Virginia Spencer, George Taylor, tenor
7:30 p.m.—Harmonettes and Melvin Dunne
7:45 p.m.—Mechanics Building and Loan program
8 p.m.—Mid-Week Jubilee; "The 1640 Boys" and Adele Burlen
9 p.m.—Home Counsellor
9:30 p.m.—Orpheus Ensemble, under the direction of Neil Schettler; Gene Sullivan, baritone
10 p.m.—Paul Kelli's Lido Cafe Dance Orchestra
11 p.m.—Organ recital; Dollo Sargent, organist; Jack Deane, tenor

508.2 Meters **KHO** Main 5383
590 Kcys. 1000 Watts
Louis Wasmer, Inc., Spokane, Washington

- 7 a.m.—"The Town Crier"
7:30 a.m.—Start O'Day, NBC
8 a.m.—The Shell Happy Time, KPO
9 a.m.—Vermont Lumberjacks, NBC
9:15 a.m.—Walt and Norman
9:30 a.m.—Betty Crocker, NBC
10 a.m.—KBU, Notebook
10:15 a.m.—Mary Hale Martin, NBC
10:30 a.m.—Woman's Magazine of the Air, NBC
11:30 a.m.—Organ recital; Charis Dramalogue
12 noon—"Down Memory Lane"
12:15 p.m.—C. R. C. program
12:30 p.m.—Fulops Fashion Plates
12:45 p.m.—Travelaide; "Dutch Maid"
1:15 p.m.—"Headliners"; Hawaiian Echoes
1:30 p.m.—Organ recital; Eatsum Period
2 p.m.—Varieties; Fur Facts
2:30 p.m.—Album Symphonies
3 p.m.—Feature Singer; studio feature
3:30 p.m.—Paint O' Mine period; Service Hour
4 p.m.—Studio feature
4:30 p.m.—Phil Cook, NBC
4:45 p.m.—Studio feature; Service Hour
6 p.m.—American Gas Assoc. program, NBC
6:30 p.m.—Palm Olive Hour, NBC
7:30 p.m.—Coca Cola program, NBC
8 p.m.—Let's Get Associated, NBC
8:30 p.m.—Amos 'n' Andy, NBC
8:45 p.m.—Recorded program
9 p.m.—Songs of the Past
9:30 p.m.—Camel Pleasure Hour, NBC
10:30 p.m.—Studio Parade; Best Steppers

WEDNESDAY Programs

535.4 Meters **KTAB** **Garfield 4700**
560 Kcys. **1000 Watts**

Associated Broadcasters, Oakland, Calif.
7 to 9 a.m.—Cuckoo Club; Towne Cryer
9 to 10 a.m.—Morning prayer; playlet
10 to 10:30 a.m.—Household Hour, Alma La Marr
10:30 to 11 a.m.—Dr. B. L. Corley
11 to 11:30 a.m.—Studio program
11:30 to 12 noon—Latin-American program
12 to 1 p.m.—Mid-day Musical Notes, with Frank Wright, Peggy O'Moore, harpist; Alice Blue, organist, and a soloist
1 to 1:30 p.m.—Chapel of Chimes
1:30 to 1:45 p.m.—Sunshine Girls
1:45 to 2:40 p.m.—Classical program; records
2:40 to 4:45 p.m.—Baseball Broadcast
4:45 to 5 p.m.—Studio program
5 to 5:15 p.m.—Story Man's Air Castle
5:15 to 5:30 p.m.—Frank Wright
5:30 to 6:30 p.m.—Brother Bob's Frolic Hour
6:30 to 7 p.m.—Chapel of Chimes
7 to 7:30 p.m.—Studio program
7:30 to 8:30 p.m.—"Memory Bouquet," with Joan Ray, contralto; Harry McKnight, tenor; Alice Blue, organist, and Jane Sargent Sands, pianist
8:30 to 9 p.m.—Carl Tobin, tenor; Jack Riley, frontier songs
9 to 10:30 p.m.—"Pepper Box" program
10:30 to 11:30 p.m.—Sweet's Ballroom Orchestra
11:30 to 1 a.m.—The Night Owls, with Willard Kimball and artists

209.7 Meters **KECA** **Westmore 0337**
1430 Kcys. **1000 Watts**

Earle C. Anthony, Inc., Los Angeles, Calif.
9 a.m.—Vermont Lumber Jacks, NBC
3 p.m.—Harry Coe, popular songs
3:45 p.m.—Sherman Lloyd, pianist
4:30 p.m.—Phil Cook, The Quaker Man, NBC
4 p.m.—Lydia Aldrich, soprano
4:15 p.m.—Happy Chappies, songs of tomorrow
4:30 p.m.—Eddie Armstrong, tenor, and Weldenrov, pianist
4:45 p.m.—Back of the News, NBC
6 p.m.—Halsey-Stuart, NBC
6:30 p.m.—Palmolive Hour, NBC
7:30 p.m.—Coca Cola program, NBC
8 p.m.—S. & W. Forum of the Air, NBC
8:30 p.m.—Amos 'n' Andy, NBC
9 p.m.—Will Rounds' String Ensemble with Winnie Fields Moore
9:30 p.m.—Camel Pleasure Hour, NBC
10:30 p.m.—Health exercises, Louis Rueb

499.7 Meters **KFSD** **Franklin 6353**
600 Kcys. **1000 Watts**

Airfan Radio Corp. Ltd., San Diego, Calif.
4:30 to 4:45 p.m.—Phil Cook, the Quaker Man, NBC
4:45 to 5 p.m.—Back of the News in Washington, NBC
5 to 5:30 p.m.—Commercial program
5:30 to 5:45 p.m.—Late news items
5:45 to 6 p.m.—Chuck and Red
6 to 6:30 p.m.—American Gas Assoc. program, NBC
6:30 to 7:30 p.m.—North American Ensemble
7:30 to 8 p.m.—Coca Cola program, NBC
8 to 8:30 p.m.—S. & W. Forum of the Air, NBC
8:30 to 8:45 p.m.—Amos 'n' Andy, NBC
8:45 to 9 p.m.—Cecil and Sally
9 to 9:30 p.m.—Safety program
9:30 to 10:30 p.m.—Camel Pleasure Hour, NBC
10:30 to 11:30 p.m.—Kennedy's Cafe program
11:30 to 12:30 a.m.—Douglas Night Club

340.7 Meters **KLX** **Lake 6000-6015**
880 Kcys. **500 Watts**

Tribune Publishing Co., Oakland, Calif.
7 to 8 a.m.—Exercises and entertainment
8 to 8:30 a.m.—Three Happy Hayseeds
8:30 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.—Jack Delaney and his band
1 to 2:35 p.m.—Jean's Hi-Lights; records
2:35 p.m.—Closing S. F. stocks
2:40 to 3:45 p.m.—Helen Wegman Parmelee, pianist; Sydney Charles, tenor, and Grace Harris, soprano
3:45 to 4:30 p.m.—Recorded program
4:30 to 5 p.m.—Charles 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.—Signor Rinaldo and his orchestra
9 to 9:15 p.m.—Bookworm
9:15 to 9:30 p.m.—Willard Storage Battery program
9:30 to 10 p.m.—Baseball: Oaks vs. Seattle
10 to 11 p.m.—Dance program

280.2 Meters **KJBS** **Ord 4148-49**
1070 Kcys. **100 Watts**

J. Brunton & Sons, San Francisco, Calif.
7 to 8 a.m.—KJBS Alarm Klok Klub
8 to 9 a.m.—Recorded program
9 to 9:15 a.m.—Hy Wide and Handsome
9:15 to 9:30 a.m.—Assoc. Food Stores' program
9:30 to 9:45 a.m.—Broncho Bob
9:45 to 10 a.m.—Tommy Monroe and Bob Allen
10 to 11 a.m.—Varieties; Health Man
11 to 12 noon—Recordings
12 to 12:30 p.m.—Popular luncheon half-hour
12:30 to 2 p.m.—Popular recordings; stocks
2 to 2:30 p.m.—Lucille Gordon Players
2:30 to 3 p.m.—Concert music
3 to 3:30 p.m.—Art Fadden and Frank Galvin
3:30 to 5 p.m.—Variety records
5 to 5:30 p.m.—Salon orchestra
12 to 7 a.m.—KJBS Owl program

315.6 Meters **KFWB** **Hollywood 0315**
950 Kcys. **1000 Watts**

Warner Brothers, Hollywood, Calif.
8 a.m.—The Los Angeles Breakfast Club
10 a.m.—Prudence Penny, "Home Economics"
10:30 a.m.—Louis Meehan, tenor, and Wade Hamilton, organist
11 a.m.—Melody Boys' dance band; Virginia Miller, piano
11:30 a.m.—Wade Hamilton, organist
12 noon—The Adventures of Tom and Wash
12:15 p.m.—Late recordings
12:30 to 2 p.m.—Rose Valerie's concert ensemble
2 p.m.—Late recordings
2:30 p.m.—KFWB Salon Orchestra; Ann Grey, soloist
3:30 p.m.—Late recordings
4 p.m.—Harold Howard's dance band; Jean Cowan, popular songs
6 p.m.—Harry Jackson's entertainers
6:30 p.m.—Wade Hamilton, organist
6:45 p.m.—Cecil and Sally
7 p.m.—Pop Warner on Football, and "Nip and Tuck," two-piano numbers
7:30 p.m.—KFWB Salon Orchestra
7:45 p.m.—Coach Howard Jones
8 p.m.—MJB "Demi Tasse" Revue
8:30 p.m.—KFWB Concert Orchestra
9 p.m.—Orchestra and soloists
9:30 p.m.—"Racketeer," continuity by Jack Joy
10 p.m.—Johnny Johnson's orchestra
10:30 p.m.—George Olsen's music
11 to 12 midnight—George Freeman's orchestra

WEDNESDAY Programs

285.5 Meters **KNX** Hempstead 4101
1050 Kcys. **5000 Watts**

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

- 6:45 to 8 a.m.—Setting-up exercises
8 to 8:15 a.m.—Inspirational talk and prayer
8:15 to 9:15 a.m.—Recorded program
9:15 to 9:30 a.m.—Dorothy Chase and the Charis Players
9:30 to 10 a.m.—Radio shopping news
10 to 10:30 a.m.—Eddie Albricht's family
10:30 to 11 a.m.—Home economics talk
11 to 11:15 a.m.—Musical program
11:15 to 11:30 a.m.—Beauty secrets, Georgia Field
11:30 to 12 noon—Musical program
12 to 12:15 p.m.—Courtesy program
12:15 to 12:30 p.m.—"Belco" talk by H. F. Allen
12:30 to 1 p.m.—Silver Slipper Cafe
1:30 to 2 p.m.—Eddie Albricht, late fiction
2 to 3 p.m.—"Jay," the Jingle Man; music
3 to 3:05 p.m.—Announcements; stock reports
3:05 to 4 p.m.—Musical program
4 to 4:30 p.m.—Gene Byrnes, organist
4:30 to 5 p.m.—C. P. R.'s musical program
5 to 5:15 p.m.—Talk on "Travel"
5:15 to 5:45 p.m.—Brother Ken's Kiddie Hour
5:45 to 6 p.m.—Town Crier's amusement tips
6 to 6:15 p.m.—KNX Trio
6:15 to 6:30 p.m.—Frank Watanabe, the Japanese houseboy
6:30 to 7 p.m.—Program presenting KNX artists
7 to 7:08 p.m.—Professor Herman Schnitzel
7:08 to 7:30 p.m.—Mr. and Mrs. radio skit
7:30 to 8 p.m.—KNX Symphonette
8 to 8:30 p.m.—"The Airdales" and Bert Butterworth
8:30 to 9 p.m.—Musical program
9 to 9:30 p.m.—Sherman Oaks Serenaders
9:30 to 10 p.m.—Rev. Ethel Duncan
10 to 12 midnight—Gus Arnheim and his orchestra
12 to 1 a.m.—Madame Zucca's Cafe

526 Meters **KMTR** Hollywood 3026
570 Kcys. **5000 Watts**

KMTR Radio Corp., Hollywood, California

- 6 to 6:45 a.m.—"Wake Up, Chillun, Wake Up"
6:45 to 7 a.m.—Vernon dance marathon
7 to 8 a.m.—Harold Curtis, organist
8 to 8:05 a.m.—Stock quotations
8:05 to 9 a.m.—Records; health man
9 to 9:30 a.m.—Mildred Kitchen, Home Economics; records
9:30 to 10 a.m.—Herbert Scharlin, piano & songs
10 to 10:30 a.m.—Louise Howatt
10:30 to 10:45 a.m.—"Old Timers"
10:45 to 11 a.m.—Galloping Gophers
11 to 11:45 a.m.—Modes and Fashions; records
11:45 to 12 noon—Public and civic officials
12 to 12:15 p.m.—"World in Review"
12:15 to 1:15 p.m.—Prosperity Hour with Skipper and Crew
1:15 to 3 p.m.—Records; Spanish program
3 to 3:15 p.m.—Vernon dance marathon
3:15 to 4:30 p.m.—Recorded program
4:30 to 5:15 p.m.—Trading Post program
5:15 to 5:45 p.m.—Organ recital
5:45 to 6 p.m.—"Reporter of the Air"
6 to 6:45 p.m.—Banjo Boys; "The Pepsters"
6:45 to 7 p.m.—Patrick playing by ear
7 to 7:15 p.m.—Vernon dance marathon
7:15 to 7:30 p.m.—Hollywood Sweepstakes
7:30 to 8:15 p.m.—"Talking picture song hits"
8:15 to 10:30 p.m.—Baseball game
10:30 to 11 p.m.—Happy Harry, requests
11 to 12 midnight—Vernon dance marathon
12 to 1 a.m.—"8 Ball" and Charley Lung

254.1 Meters
1180 Kcys.

KEX

Atwater 3111
5000 Watts

Western Broadcasting Co., Portland, Oregon

- 7 a.m.—Morning Serenaders
8 a.m.—The White Wizard; The Clock
9 a.m.—Julia Hayes; Robert P. Gust
9:30 a.m.—Classified news; Town Topics
12 noon—Time; weather reports
12:05 p.m.—Happy Hour Girls
1:05 p.m.—Ron's Revue; organ concert
1:30 p.m.—Castle organ concert
2 p.m.—Dental lecture, Painless Parker
2:30 p.m.—Vagabond's News Reel
4:30 p.m.—Warner Stone and his Pebbles
5 p.m.—Band concert; Dr. Dean
5:30 p.m.—Baron Keyes' Air Castles
5:45 p.m.—Old Timers' Concert
6 p.m.—Farmer's Radio Club
6:30 p.m.—Hometowners Orchestra; Ragnar Sallidin, accordion
8 p.m.—Ronald Buck, piano
8:15 p.m.—The Parker Girl
9 p.m.—Damski's Neapolitans Orchestra; Betty Andersen, soprano; Jan Russell, violin; Jean Kantner, baritone
10 p.m.—Ken Stuart's Thirty Minutes of Sunshine
10:30 p.m.—Jack and Jill Tavern Orchestra
11:30 p.m.—The White Wizard
11:45 p.m.—Police and weather reports
12 midnight—Midnight Revellers

236.1 Meters
1270 Kcys.

KOL

Elliott 4466
1000 Watts

Seattle Broadcasting Co., Seattle, Wash.

- 5 to 5:15 p.m.—Seattlight, Joe Roberts
5:15 to 6 p.m.—Records; service period
6 to 6:30 p.m.—Gold Medal Fast Freight, CBS
6:30 to 7:45 p.m.—Studio program
7:45 to 8 p.m.—Electrical transcription
8 to 8:30 p.m.—MJB Demi Tasse Revue, CDLBS
8:30 to 9 p.m.—California Melodies, DLBS
9 to 9:30 p.m.—Rickey's male quartet
9:30 to 10 p.m.—The Whisper Hour, DLBS
10:02 to 10:15 p.m.—Ten o'Clock Tom, DLBS
10:20 to 11 p.m.—Anson Weeks' orch., DLBS
11:01 to 12 midnight—Earl Burnett, DLBS
12 to 12:30 a.m.—Nervous Charlie's Chinese Garden Band
12:30 to 3 a.m.—Request records

220.4 Meters
1360 Kcys.

KGER

Phone: 632-75
1000 Watts

C. M. Dobyns, Long Beach, Calif.

- 6 a.m.—Musical Clock program
7 a.m.—Sunrise exercise class
7:30 a.m.—Musical Clock; news flashes
8:30 a.m.—Earl Judy and Paul O'Bevg, songs, piano and organ
10 a.m.—Woman's Hour and Chick, Chet and Chuck
11:15 a.m.—Charles K. Lindsey's orchestra
12:30 p.m.—Peggy & Jerry, skit
12:45 p.m.—Billy Van, radio's bad boy
1:15 p.m.—Helene Smith, piano request program
2 p.m.—Dick Dixon, organ requests
2:30 p.m.—Long Beach Band
4 p.m.—News brevities
4:05 p.m.—Allay Oop studio frolic
5 p.m.—James orchestra; Dick Love, accordion; organ
6:15 p.m.—Studio brevities
6:30 p.m.—Everett Hoagland's Troubadours
7:30 p.m.—Cavaliers dance orchestra
8 p.m.—Syncoptators dance orchestra
8:30 p.m.—Mid-week varieties
9 p.m.—Everett Hoagland's Troubadours
9:30 p.m.—Wilmington Bowl Fights
10:30 p.m.—Cavaliers Dance Band
11 p.m.—Everett Hoagland's Troubadours
11:30 p.m.—Dick Dixon, organ tunes

WEDNESDAY Programs

325.9 Meters **KOMO** Elliott 5890
920 Kcys. **1000 Watts**

Fisher's Blend Station, Inc., Seattle, Wash.
6:55 a.m.—Inspirational service
7 a.m.—Organ recital
7:30 a.m.—Quaker Oats Start o' the Day, NBC
8 a.m.—Shell Happytime, KPO
9 a.m.—Vermont Lumber Jacks, NBC
9:15 a.m.—Julia Hayes, Helpful Hints
9:30 a.m.—Betty Crocker's Home talk, NBC
9:45 a.m.—Way to a Man's Heart
10 a.m.—P. S. Power & Light Co., Tuneful Two
10:15 a.m.—Mary Hale Martin Hour, NBC
10:30 a.m.—Woman's Magazine of the Air, NBC
11:30 a.m.—Tuneful Two
12 noon—Grain, fruit & veg. reports
12:15 p.m.—Prudence Penny; vocal recital
1 p.m.—Talk; Teacup Philosopher
1:30 p.m.—Popular orchestra and vocalists
2:15 p.m.—Dorothy Chase and Charis Players
2:30 p.m.—Tea Timers, NBC
3 p.m.—Concert orchestra and vocalists
4 p.m.—The Vagabonds, NBC
4:30 p.m.—Phil Cook, the Quaker Man, NBC
4:45 p.m.—Back of the news in Washington, NBC
5 p.m.—Stock quotations; Tuneful Two
5:30 p.m.—Garden Patch program
6 p.m.—American Gas Association program, NBC
6:30 p.m.—Palmolive Hour, NBC
7:30 p.m.—Coca Cola program, NBC
8 p.m.—Let's Get Associated, NBC
8:30 p.m.—Amos 'n' Andy, NBC
8:45 p.m.—Tuneful Two; The Navigators
9:15 p.m.—Uncle Hank from Ciderville Center
9:30 p.m.—Camel Pleasure Hour, NBC
10:30 p.m.—Dance Hour; news flashes
11:45 p.m.—Vocal recital; organ recital

333.1 Meters **KHJ** Vandike 7111
900 Kcys. **1000 Watts**

Don Lee, Inc., Los Angeles, California

7 to 8:30 a.m.—Recordings; Hallelujah
8:30 to 9 a.m.—Stock Reports; records
9 to 9:15 a.m.—Kathleen Clifford
9:15 to 9:30 a.m.—Music Lovers Shop
9:30 to 10:30 a.m.—Feminine Fancies, KFRC
10:30 to 10:45 a.m.—American Institute of Food Products
10:45 to 11 a.m.—Agnes White
11 to 11:15 a.m.—Elvia Allman and Nell Larson
11:15 to 11:30 a.m.—Safety Bldg. & Loan Co.
11:30 to 11:45 a.m.—Columbia Little Symphony, CBS
11:45 to 12 noon—Program of recordings
12 to 12:30 p.m.—Biltmore Hotel concert orch.
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.—Times Forum
2 to 3 p.m.—Happy-Go-Lucky Hour, KFRC
3 to 3:30 p.m.—Fred C. McNabb, talk on gardens
3:30 to 4 p.m.—Records; book review
4 to 4:30 p.m.—Independent Merchants' Ass'n
4:30 to 4:45 p.m.—Nell Larson
4:45 to 5 p.m.—World-wide news; Town Topics
5 to 5:30 p.m.—Gordon Berger and Mona Content
5:30 to 6 p.m.—Recordings
6 to 6:30 p.m.—Gold Medal Fast Freight, CBS
6:30 to 7 p.m.—Dr. Strasska Laboratories
7 to 7:30 p.m.—Ballad Crooners
7:30 to 8 p.m.—Wm. Hughson program, KFRC
8 to 8:30 p.m.—MJB Demi-Tasse Revue
8:30 to 9 p.m.—California Melodies, CBS
9 to 10 p.m.—Legion Ascot Auto Races
10 to 10:05 p.m.—World-wide news
10:05 to 12 midnight—Earl Burnett's dance or.
12 to 1 a.m.—W. Tourtellotte, organ recital

309.1 Meters
970 Kcys.

KJR

Seneca 1515
5000 Watts

Northwest Broad. System, Seattle, Wash.

7 a.m.—Morning Reveillier; news; organ
8:30 a.m.—Thrift Home of the Air
9 a.m.—Morning devotional program
9:10 a.m.—Studio program; Smilin' Sam
10 a.m.—Glen Eaton, tenor
10:15 a.m.—Beauty talk, Helen Andrews
10:30 a.m.—Songs you like to hear
11 a.m.—Warren Wright, organ concert
12 noon—World Bookman; World in Review
12:30 p.m.—Mid-day musicale
1 p.m.—George Maddox, tenor; Betty Andersen, soprano
1:15 p.m.—Dental lecture
2 p.m.—Matinee in Miniature
2:30 p.m.—Stephanie Lewis, soprano; organ
3 p.m.—Stonewall Jackson, guitar
3:15 p.m.—The Three Girls; news
3:45 p.m.—Studio program; organ concert
5 p.m.—Chet Cathers, crooning baritone
5:10 p.m.—Lost and found
5:15 p.m.—Baron Keyes' Air Castles
5:30 p.m.—Market reports
5:50 p.m.—Garden Talk, Cecil Solly
6 p.m.—Hometowners; Ragnar Salldin, accordion
7 p.m.—Old songs for new
8 p.m.—Thirty minutes with the operas
8:30 p.m.—Popular melodies
9 p.m.—Neapolitans; Betty Andersen, soprano; Jan Russell, violin; Jean Kantner, baritone
10 p.m.—Ken Stuart's Sunshine Program; Ivan Dittmars, piano
10:30 p.m.—Song Birds
11 p.m.—Vic Meyers' Club Victor Orchestra
12 midnight—Midnight Revellers

468.5 Meters
640 Kcys.

KFI

Westmore 0377
5000 Watts

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6:30 a.m.—Opening market reports
6:45 a.m.—Health exercises, Louis Rueb
7:30 to 8 a.m.—Quaker Start o' the Day, NBC
8 a.m.—Shell Happytime, KPO
9 a.m.—Bess Kilmer's Helpful Hints
9:15 a.m.—Cal. Rice Growers' program
9:30 a.m.—Betty Crocker, talk, NBC
9:45 a.m.—Sally and Russell Hill, piano and song
10 a.m.—Wall Street Journal
10:15 a.m.—Mary Hale Martin talk, NBC
10:30 a.m.—Woman's Magazine of the Air, NBC
11:30 a.m.—Reduceoids Rhythm Boys
11:45 a.m.—French lesson, Annette Doherty
12 noon—Dept. of Agriculture talk
12:15 p.m.—Federal and state market reports
2:30 p.m.—Winnie Fields Moore, travelogue
2:45 p.m.—Sylvia's Happy Hour
3:45 p.m.—Eddie Armstrong, ballads
4 p.m.—Noreen Gammill, character sketches
4:15 p.m.—KFI News Bureau
4:30 p.m.—Big Brother; Story Man
5:30 p.m.—Haven Johnson, the melody man
5:45 p.m.—Closing stock market reports
6 p.m.—American Gas Assoc. program, NBC
6:30 p.m.—Nick Harris
6:45 p.m.—Slavick String Trio
7 p.m.—Virginia Flohri, Luis Alvares and Los Caballeros
7:30 p.m.—Paul Roberts, tenor
8 p.m.—Let's Get Associated, NBC
8:30 p.m.—Arthur Lang, baritone
8:45 p.m.—Pietro Salvatore, violinist
9:15 p.m.—James Carden and cast, "Emperor of Crime"
9:30 p.m.—Musical Comedy Album, Eva Olivotti, soprano; James Burroughs, tenor, and concert orchestra
11 p.m.—Hotel St. Francis dance orchestra, NBC

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THURSDAY Programs

379.5 Mtr. NBC-KGO Sutter 1920
790 Kc. 10,000 Watts
National Broadcasting Co., San Francisco

- 7:30 to 8 a.m.—Sunrise Serenaders, KGO
 7:30 to 8 a.m.—Quaker Start of the Day, KHQ, KOMO, KGW, KPO, KFSD; KFI, 7:45 to 8 a.m.
 8 to 8:15 a.m.—Financial Service program, KGO
 8:15 to 8:30 a.m.—Morning Melodies, KGO
 8:30 to 9 a.m.—Cross-Cuts of the Day, KGO
 9 to 9:15 a.m.—Vermont Lumberjacks, KGO, KHQ, KOMO, KGW, KECA
 9:15 to 9:30 a.m.—Meet the Folks, KGO
 9:30 to 9:45 a.m.—The Entertainers, KGO
 9:45 to 10 a.m.—Safeguarding the Nation's Food and Drug Supply, KGO
 10 to 11 a.m.—Woman's Magazine of the Air, KGO, KHQ, KOMO, KGW, KPO, KFI; KSL, KOA, 10:20 to 11 a.m.

Today gives us Ann Holden in three different moods—a bright red one when she tells about California Catsup in the first period of the Woman's Magazine program; a pure white one when she discusses Crisco, and cake making; and a regal Roman mood when she makes Roman Meal waffles.

Mynard Jones, well known basso, will be heard on all three programs. The Magazine Melodists, under the direction of Edward J. Fitzpatrick, will offer a diversified program.

- 11 to 11:45 a.m.—Standard School Broadcast, KGO, KHQ, KOMO, KGW, KPO, KFI, KFSD
 A study of the Los Angeles Philharmonic Orchestra and a review of previous lessons in the first period of this school term, devoted to the history of music, will be heard by students today. The lectures this morning include the first portion of the Christmas Term of this radio course in music appreciation. Both elementary and advanced pupils will devote their attention to the same subjects.

- 11:45 to 12 noon—NBC organ recital, KGO
 12 to 1 p.m.—Hotel Sir Francis Drake Orchestra, KGO; KFSD, 12:45 to 1 p.m.

- 1 to 1:30 p.m.—Magic of Speech, KGO, KFSD, KTAR

- 1:30 to 2 p.m.—The Lady Next Door, KGO, KGW, KFSD, KTAR

- 2 to 2:30 p.m.—In the Spotlight, KGO, KFSD, KTAR

- 2:30 to 2:45 p.m.—Ballads, KGO, KTAR

- 2:45 to 3 p.m.—Tea Timers, KGO

- 3 to 3:45 p.m.—Black and Gold Room Orchestra, KGO; KGW, 3 to 3:30 p.m.

- 3:45 to 4 p.m.—Thelma Brown, KGO

- 4 to 4:30 p.m.—The Vagabonds, KGO

- 4:30 to 4:45 p.m.—Phil Cook, the Quaker Man, KGO, KHQ, KOMO, KGW, KECA, KFSD, KTAR

- 4:45 to 5 p.m.—Friendly Five Footnotes, KGO, KHQ, KOMO, KECA, KFSD, KTAR

- 5 to 6 p.m.—Fleischmann Hour, KGO, KHQ, KOMO, KGW, KECA, KTAR

Led by Rudy Vallee, the Connecticut Yankees will be heard in their interpretations of popular song hits.

- 6 to 6:30 p.m.—Arco Birthday Party, KGO, KHQ, KOMO, KGW, KECA

William Penn, founder of Pennsylvania, is to be the reincarnated guest of the Arco Birthday Party.

- 6:30 to 7 p.m.—Maxwell House Ensemble, KGO, KHQ, KOMO, KGW, KECA

Willard Robison and his Deep River Orchestra, together with a male quartet and soloists, will be heard by a coast-to-coast radio audience.

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

An orchestra under the direction of Nathaniel Shilkret will contribute a portion of the RCA Hour program.

- 7:30 to 8:30 p.m.—Standard Symphony Hour, KGO, KHQ, KOMO, KGW, KFI

Artur Rodzinski and the Los Angeles Philharmonic Orchestra will present their first symphony concert this season for radio listeners when they play during the Standard Symphony Hour.

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

- 8:45 to 9 p.m.—Sperry Smiles, KGO, KHQ, KOMO, KGW, KECA

- 9 to 9:30 p.m.—The Story Teller, KGO

"Clouds Across the Moon" is the interesting title of the tale which will be presented. Written by Thomas H. Hutchinson, the radio drama is a novel story of reincarnation. It begins in the Wanderers' Club, where two young friends meet and begin reminiscing.

- 9 to 10 p.m.—B. A. Rolfe and His Lucky Strike Dance Orchestra, KHQ, KOMO, KGW, KPO, KECA, KFSD, KTAR

- 9:30 to 10 p.m.—The Vagabonds, KGO

- 10 to 10:30 p.m.—Piano Paintings, KGO, KOA

"Piano Paintings," the half-hour program of piano ensemble playing by Phyllida Ashley and Alleen Fealy.

- 10:30 to 10:45 p.m.—Yr Frien' Scotty, KGO, KOA

- 10:45 to 11 p.m.—Sarah Kreindler, violinist, KGO, KOA

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

265.3 Meters KSL Wasatch 3901
1130 Kcys. 5000 Watts

Radio Service Corp., Salt Lake City, Utah

- 4:30 p.m.—Quaker Man, NBC

- 4:45 p.m.—Friendly Five Footnotes, NBC

- 5 p.m.—Fleischmann program, NBC

- 6 p.m.—Arco Birthday Party, NBC

- 6:30 p.m.—Maxwell House Melodies, NBC

- 7 p.m.—RCA Hour, NBC

- 8 p.m.—Vico "Pep" program

- 8:30 p.m.—"Amos 'n' Andy," NBC

- 8:45 p.m.—A musical glimpse of Paris

- 9 p.m.—Morning hour organ reveries

- 9:30 p.m.—Lucky Strike Orchestra, NBC

- 10 p.m.—News Highlights of the Day

- 10:15 p.m.—Jack Frost Harmony Night Hawks

- 11 p.m.—Midnite Hour

239.9 Meters KFOX Phone: 672-81
1250 Kcys. 1000 Watts

Nichols & Warinner, Long Beach, Calif.

- 5 a.m. to 12:45 p.m.—Music; talks; news

- 1 p.m.—Health and Efficiency

- 1:30 p.m.—Cheerio Boys

- 1:50 p.m.—Doris & Clarence; Rolly Wray

- 2:30 p.m.—The Harmonians

- 3:15 p.m.—Musical Relaxation, Dr. J. F. Ransch

- 3:30 p.m.—Organ recital, Vera Graham

- 4 p.m.—Late news; Day Dreams

- 4:30 p.m.—Gene & Bill; Cheerio Boys

- 5 p.m.—Hollywood Girls; "Em & Clem"

- 6:15 p.m.—Percy Prunes and Daisy Mae

- 6:30 p.m.—Over at Mart's House

- 6:45 p.m.—The Three Vagabonds

- 7 p.m.—Sunset Harmony Boys

- 7:15 p.m.—Froggy and Burrhead

- 7:30 p.m.—Bill & Co

- 7:45 p.m.—Silver Spray Hawaiians

- 8 p.m.—Three Vagabonds

- 8:30 p.m.—Ted and Anna

- 8:45 p.m.—Two Girls in Blue

- 9 p.m.—Lampit Hour; The Harmonians

- 10:30 p.m.—Novelty Foursome

- 11 p.m.—Majestic Ballroom

- 12 to 3 a.m.—The Knight Hawk

THURSDAY Programs

340.7 Meters **KLX** **Lake 6000-6015**
880 Kcys. **500 Watts**

Tribune Publishing Co., Oakland, Calif.
7 to 8 a.m.—Exercises and entertainment
8 to 8:30 a.m.—Three Happy Hayseeds
8:30 to 9 a.m.—Jean Kent
9 to 9:30 a.m.—Modern homes period
9:30 to 10:15 a.m.—Clinic of the Air
10:15 to 10:50 a.m.—Stocks; records
10:50 to 11 a.m.—Belco talk
11 to 12 noon—Classified Adv. hour
12 to 1 p.m.—Jack Delaney and his band
1 to 2 p.m.—Jean's Hi-Lights
2 to 3 p.m.—Records; stocks
3 to 3:30 p.m.—Helen Parmelee, pianist
3:30 to 4:30 p.m.—Recorded program
4:30 to 5 p.m.—Charles 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 10 p.m.—Baseball: Oaks vs. Seattle, at Oakland
10 to 11 p.m.—Dance program

296.6 Meters **KQW** **Columbia 777**
1010 Kcys. **500 Watts**

Pac. Agric. Foundation, Ltd., San Jose, Calif.
1:30 to 2:30 p.m.—The Friendly Hour
2:30 to 3:30 p.m.—Variety recordings
4:30 to 5 p.m.—Children's program
5 to 5:15 p.m.—Baron Keyes' Air Castle
5:15 to 6 p.m.—Vesper music; health talk
6 to 6:10 p.m.—U. S. D. A. Farm Flashes
6:10 to 6:20 p.m.—Farm Topics Discussion
6:20 to 6:30 p.m.—Quarantine Against Alfalfa Weevil
6:30 to 6:45 p.m.—Market reports
6:45 to 7 p.m.—KQW Market Place
7 to 7:15 p.m.—News Dispatches
7:15 to 7:30 p.m.—Pacific Rural Press
7:30 to 7:45 p.m.—What We Use for Money
7:45 to 8 p.m.—Editorial
8 to 9 p.m.—Songs of the Old Church Choir
9 to 9:15 p.m.—The Lass from County Clare
9:15 to 10 p.m.—The Five Pretzels

254.1 Meters **KEX** **Atwater 3111**
1180 Kcys. **5000 Watts**

Western Broadcasting Co., Portland, Oregon
7 a.m.—Morning Serenaders
8 a.m.—The White Wizard
8:10 a.m.—The Clock; Oregon Journal news
9 a.m.—Classified; Town Topics
12:05 p.m.—Happy Hour Girls
1:05 p.m.—Ron's Rhythm Revue
1:30 p.m.—Castle Organ Concert
2 p.m.—Dental lecture
2:30 p.m.—Vagabond's News Reel
4:30 p.m.—Warner Stone and his Pebbles
5 p.m.—Novelty recordings
5:30 p.m.—Baron Keyes' Air Castles
5:45 p.m.—Old Timers
6 p.m.—Farmer's Radio Club
6:30 p.m.—Hometowners Orchestra
8 p.m.—Northwest Salon Orchestra
8:30 p.m.—Stump 'em Program
9 p.m.—Montaville Flowers, Economist; lecture
9:30 p.m.—Melodies and Memories
10 p.m.—Ken Stuart's Thirty Minutes of Sunshine
10:30 p.m.—Jack and Jill Tavern Orchestra
11:30 p.m.—The White Wizard
11:45 p.m.—Night Club of the Air
12:30 a.m.—Midnight Revellers

491.5 Meters **KFRC** **Prospect 0100**
610 Kcys. **1000 Watts**

Don Lee, Inc., San Francisco, Calif.
7 to 8 a.m.—Seal Rocks broadcast; stocks
8 to 8:45 a.m.—Hallelujah Hour, DLBS
8:45 to 9 a.m.—La Vida Mineral Water Co. program
9 to 9:15 a.m.—News Items
9:15 to 9:30 a.m.—Columbia Revue, CBS
9:30 to 10:30 a.m.—Feminine Fancies, CDLBS
10:30 to 11 a.m.—Wyn's Daily Chat
11 to 11:15 a.m.—Charis Players
11:15 to 11:30 a.m.—Columbia Artists' Recital, CBS
11:30 to 12 noon—Ann Leaf, organist, CBS
12 to 12:55 p.m.—Sherman Clay concert
12:55 to 1 p.m.—New York Stock Quotations
1 to 1:30 p.m.—The Captivators, CBS
1:30 to 2 p.m.—Melody Magic, CBS
2 to 3 p.m.—Happy Go Lucky Hour, CDLBS
3 to 3:15 p.m.—Columbia Educational Feature
3:15 to 3:30 p.m.—Harry Tucker's Orch., CBS
3:30 to 4 p.m.—Mary Lewis Haines
4 to 5 p.m.—Studio program; Town Topics
5 to 5:30 p.m.—Pacific States Organ, DLBS
5:30 to 6 p.m.—News items; studio program
6 to 6:15 p.m.—Bobs, sports authority
6:15 to 6:30 p.m.—"Pianoville," DLBS
6:30 to 7 p.m.—Studio program
7 to 7:30 p.m.—Lutheran Laymen's League, CBS
7:30 to 8 p.m.—"Chocolate Isle," CDLBS
8 to 8:30 p.m.—Violet Ray Melody Hour, DLBS
8:30 to 9 p.m.—Golden Bear Growlers and Bear Cats
9 to 9:30 p.m.—Folgeria, courtesy Folger Company, CDLBS
9:30 to 9:45 p.m.—"Piano Moods," Edna Fischer
9:45 to 10 p.m.—"As You Like It," John Moss, soloist; Eleanor Allen, organist
10 to 10:15 p.m.—"McAleer Melodists"
10:15 to 10:20 p.m.—Gruen Answer Man
10:20 to 11 p.m.—Anson Weeks' Orch., DLBS
11 to 12 midnight—Val Valente's orch., CDLBS
12 to 1 a.m.—Dance music

285.5 Meters **KNX** **Hempstead 4101**
1050 Kcys. **5000 Watts**

L. A. Evening Express, Los Angeles, Calif.
6:45 to 8 a.m.—Setting-up exercises
8 to 8:15 a.m.—Inspirational talk and prayer
8:15 to 9:15 a.m.—Musical program
9:15 to 9:30 a.m.—Golden Rule Health Service
9:30 to 10 a.m.—Radio shopping news
10 to 10:30 a.m.—Eddie Albright's family
10:30 to 11 a.m.—Home economics talk
11 to 11:15 a.m.—Barbara Gould, program
11:15 to 11:45 a.m.—Gene Byrnes Scraps from the Waste Basket
11:45 to 12 noon—"Belco" talk by H. F. Allen
12 to 12:15 p.m.—Kip Corp. courtesy program
12:30 to 1 p.m.—Silver Slipper Cafe program
1:30 to 2 p.m.—Eddie Albright, late fiction
2 to 2:30 p.m.—Records & "Jay," the Jingle Man
2:30 to 3 p.m.—Prof. Leon, French lessons
3 to 3:30 p.m.—Musical program
3:35 to 4 p.m.—Louise Johnson, astroanalyst
4 to 4:30 p.m.—Musical program
4:30 to 5 p.m.—C. P. R.'s musical program
5 to 5:15 p.m.—Talk on "Travel"
5:15 to 5:45 p.m.—"Big Brother Ken"
5:45 to 6 p.m.—Town Crier's amusement tips
6 to 6:15 p.m.—KNX Trio
6:15 to 6:30 p.m.—Frank Watanabe, the Japanese houseboy
6:30 to 7 p.m.—Gene Byrnes, organist
7 to 7:08 p.m.—Professor Herman Schnitzel
7:08 to 8 p.m.—Laf-O-Grafs; music
8 to 9 p.m.—The Arizona Wranglers in an old-fashioned hoe-down
9 to 10 p.m.—The Nomads; music
10 to 12 midnight—Gus Arnheim's orchestra
12 to 1 a.m.—Madame Zucca's Cafe

THURSDAY Programs

440.9 Meters **KPO** **Garfield 8300**
680 Kcys. **5000 Watts**

Hale Bros. & The Chronicle, San Francisco
7:30 to 8 a.m.—Quaker Oats, "Start o' the Day"
8 to 9 a.m.—Shell Happytime by Hugh Barrett Dobbs
9 to 9:30 a.m.—Dobbsie's Birthday Party
9:30 to 10 a.m.—Walter W. Cribbins
10 to 11 a.m.—Magazine of the Air, NBC
11 to 11:45 a.m.—Standard School broadcast
11:45 to 11:59 a.m.—Julia Hayes, "Helpful Hints"
11:59 to 12:05 p.m.—Time signals; Scripture reading, weather forecast
12:05 to 12:10 p.m.—Wright's "Shining Moments," NRA
12:10 to 1 p.m.—Programs in Miniature
1 to 1:30 p.m.—Shrine Luncheon broadcast
1:30 to 2 p.m.—Sperry Question Air Box
2 to 2:15 p.m.—Julia Hayes, "Helpful Hints"
2:15 to 2:20 p.m.—Ye Towne Cryer
2:20 to 2:45 p.m.—The Harmonizers
2:45 to 4:30 p.m.—Get Associated with baseball
4:30 to 5 p.m.—California Crooners
5 to 5:30 p.m.—Big Brother
5:30 to 5:45 p.m.—The Date Book
5:45 to 6 p.m.—News Digest, "Scotty" Mortland
6 to 6:45 p.m.—KPO Masters of Music
6:45 to 7 p.m.—Cecil and Sally
7 to 8 p.m.—North Americans
8 to 8:30 p.m.—Radio feature, NRA
8:30 to 8:45 p.m.—The Harmonizers
8:45 to 9 p.m.—Meeting in the Tavern
9 to 10 p.m.—Lucky Strike dance orch., NBC
10 to 11 p.m.—Jesse Stafford's Dance Orchestra
11 to 12 midnight—Joe Wright's Dance Orchestra

333.1 Meters **KHJ** **Vandike 7111**
900 Kcys. **1000 Watts**

Don Lee, Inc., Los Angeles, California
7 to 8:30 a.m.—Recordings; Hallelujah
8:30 to 8:45 a.m.—Stock Exchange Reports
8:45 to 9 a.m.—Party House
9 to 9:30 a.m.—Columbia Revue, CBS
9:30 to 10 a.m.—Feminine Fancies, KFRC
10 to 10:15 a.m.—Ocean Spray, to CBS
10:15 to 10:30 a.m.—Feminine Fancies, KFRC
10:30 to 11 a.m.—Dr. Strasska Laboratories
11 to 11:15 a.m.—Elvia & Nell
11:15 to 11:30 a.m.—Safety Bldg. & Loan Co.
11:30 to 12 noon—Ann Leaf, CBS
12 to 12:30 p.m.—Biltmore Hotel concert orch.
12:30 to 1 p.m.—World-wide news; records
1 to 1:30 p.m.—The Captivators, CBS
1:30 to 2 p.m.—Times Forum
2 to 3 p.m.—Happy-Go-Lucky Hour, KFRC
3 to 3:15 p.m.—Weaver Jackson, talk
3:15 to 3:30 p.m.—U. S. C. Trojan period
3:30 to 3:45 p.m.—Y. M. C. A.
3:45 to 4 p.m.—Auto. Club of So. Calif.
4 to 4:30 p.m.—KFRC studio program
4:30 to 4:45 p.m.—Fifteen Hot Minutes
4:45 to 5 p.m.—World-wide news; Town Topics
5 to 5:30 p.m.—Organ recital
5:30 to 5:45 p.m.—Musical program
5:45 to 6 p.m.—Coast Investor, speaker
6 to 6:30 p.m.—Pianoville
6:30 to 7 p.m.—Arrowhead Springs dance orch.
7 to 7:30 p.m.—Lutheran Laymen's League, CBS
7:30 to 8 p.m.—"Songs of the Decade"
8 to 8:30 p.m.—Violet Ray Music Hour
8:30 to 9 p.m.—Inglewood Memorial Park
9 to 9:30 p.m.—"Folgeria"
9:30 to 10 p.m.—Sports Edition of the Air
10 to 10:05 p.m.—World-wide news
10:05 to 12 midnight—Earl Burnnett's dance or.
12 to 1 a.m.—Organ recital

243.8 Meters **KYA** **Prospect 3456**
1230 Kcys. **1000 Watts**
Pacific Broadcasting Corp., San Francisco

7 a.m.—Top of the Morning
7:30 a.m.—The Foster Clock
8 a.m.—A Word of Cheer
8:15 a.m.—Standard concert selections
8:30 a.m.—Organ music; Mahlon Dolman
9:30 a.m.—Fox and Warfield Theatres Revue
10 a.m.—Sunshine Hour, conducted by George Taylor
11 a.m.—Popular hits; Reduceoid program
11:30 a.m.—Terpezone program
11:45 a.m.—Charles Beauty Salon
12 noon—La Vida program
12:15 p.m.—Album Airs
12:45 p.m.—Coming events
1 p.m.—Cal King's Country Store
1:30 p.m.—Newscasting; popular hits
2 p.m.—Dollo Sargent, organist
3 p.m.—Virginia Spencer—"Soliloquy"
3:15 p.m.—Health talk, Dr. Corley
3:30 p.m.—Song recital, Helen Stone
3:45 p.m.—Popular hits
4 p.m.—Concert Memories
4:30 p.m.—Dex program; "Russell"; records
5:30 p.m.—"Simon and Isaacs, Inc."
6 p.m.—Close Harmony
6:30 p.m.—Fox and Warfield Theatres Revue
6:45 p.m.—Stock yard prices and quotations
6:50 p.m.—Novelities
7 p.m.—Duo Pianoflashes, Clem Kennedy, Virginia Spencer, Jack Deane, tenor
7:25 p.m.—Anti-Daylight Saving Talk
7:30 p.m.—Home Bruisers
7:45 p.m.—Jimmy Mosely
8 p.m.—Sydney Dixon, tenor, in "Song and Word Pictures"
8:30 p.m.—Orpheus Ensemble, Gene Sullivan, baritone; Mary Atkinson, soprano
9:15 p.m.—Neil Schettler, violin
9:30 p.m.—Tom Smith, Dud Williamson, "The Melodizers," "Pleasing You"
10 p.m.—Paul Kelli's Dance Orchestra
11 p.m.—Dollo Sargent, organist; George Nickson, tenor

508.2 Meters **KHQ** **Main 5383**
590 Kcys. **1000 Watts**
Louis Wasmer, Inc., Spokane, Washington

7 a.m.—The Town Crier
7:30 a.m.—Start o' Day, NBC
8 a.m.—Shell Happy Time, KPO
9 a.m.—Vermont Lumber Jacks, NBC
9:15 a.m.—Walt and Norman
9:45 a.m.—KHQ Studio
10 a.m.—Woman's Magazine of the Air, NBC
11 a.m.—Standard School program, NBC
11:45 a.m.—Bell program, KHQ
12 noon—National Savings luncheon program
12:15 p.m.—C. R. C. program
12:30 p.m.—Fullop's Fashion Plates
12:45 p.m.—Travelaide; "Dutch Maid"
1:15 p.m.—"Headliners"; Hawaiian Echoes
1:45 p.m.—Eatsum period; Norman True
2:15 p.m.—Fur Facts; "With the Classics"
3 p.m.—Thompson Cadillac
3:15 p.m.—Stewart-Warner
3:30 p.m.—Paint o' Mine; Service Hour
4:30 p.m.—Phil Cook, NBC
4:45 p.m.—Friendly Five Footnotes, NBC
5 p.m.—Fleischmann Program, NBC
6 p.m.—Arcs Birthday Party, NBC
6:30 p.m.—Maxwell House Melodies, NBC
7 p.m.—Radio Victor Hour, NBC
7:30 p.m.—Standard Symphony Concert, NBC
8:30 p.m.—Amos 'n' Andy, NBC
8:45 p.m.—Sperry Program, NBC
9 p.m.—Lucky Strike dance band, NBC
10 p.m.—Associated Dance Band
11 p.m.—Best Steppers

THURSDAY Programs

315.6 Meters
950 Kcys.

KFWB Hollywood 0315
1000 Watts

Warner Brothers, Hollywood, Calif.

- 8:30 a.m.—Dorothy Burnham in popular piano numbers; "The Ivory Twins"; Jean Cowan, popular songs
10 a.m.—Wade Hamilton, organist
10:30 a.m.—The Melody Boys' dance band; Virginia Miller, pianist
11:30 a.m.—Wade Hamilton, organist
12 noon—The Adventures of Tom and Wash
12:15 p.m.—Louise Lynch, popular songs
12:30 to 2 p.m.—Rose Valerie's concert ensemble
2 to 3 p.m.—Brunswick Preview Hour
3 to 4 p.m.—KFWB Salon Orchestra; Charles Beynon, tenor; Emma Kimmel, soprano; Cliff & Lolly, the "Nuts of Harmony"
4 p.m.—Harold Howard's dance band; Jean Cowan in popular songs
6 p.m.—Harry Jackson's entertainers
6:30 p.m.—Wade Hamilton, organist
6:45 p.m.—Cecil and Sally
7 p.m.—Salon orchestra; Lewis Meehan, tenor
7:30 p.m.—"The Rubbernecks"
8 p.m.—Seaboard Serenaders
8:30 p.m.—KFWB Concert Orchestra
9 p.m.—Examiner sport interview
9:30 p.m.—"Star Dust" program
10 p.m.—Johnny Johnson's orchestra
10:30 p.m.—George Olsen's music
11 p.m.—George Freeman's orchestra

236.1 Meters
1270 Kcys.

KOL Elliott 4466
1000 Watts

Seattle Broadcasting Co., Seattle, Wash.

- 5 to 5:15 p.m.—Seattlelight, Joe Roberts
5:15 to 6 p.m.—Records; service period
6 to 7 p.m.—Studio program
7 to 7:30 p.m.—Lutheran Laymen's League, CBS
7:30 to 8:30 p.m.—Jimmie Bigelow's dance band
8:30 to 9 p.m.—Jewels from the operas
9 to 9:30 p.m.—Folgeria, CDLBS
9:30 to 10 p.m.—Opera Mirror, DLBS
10:02 to 10:15 p.m.—Ten o'Clock Tom, DLBS
10:20 to 11 p.m.—Anson Weeks' orch., DLBS
11:01 to 12 midnight—Val Valente, DLBS
12 to 12:30 a.m.—Nervous Charlie's Chinese Garden Band
12:30 to 3 a.m.—Request records

499.7 Meters
600 Kcys.

KFSD Franklin 6353
1000 Watts

Airfan Radio Corp. Ltd., San Diego, Calif.

- 1 to 1:30 p.m.—Magic of Speech, NBC
1:30 to 2 p.m.—Lady Next Door, NBC
2 to 2:30 p.m.—In the Spotlight, NBC
2:30 to 3:30 p.m.—Organ recital, Dr. Stewart
3:30 to 4 p.m.—French lesson, Mme. Bremonte
4 to 4:30 p.m.—Studio program
4:30 to 4:45 p.m.—Phil Cook, the Quaker Man, NBC
4:45 to 5:35 p.m.—Feature program; NBC program
5:35 to 5:50 p.m.—Late news items
5:50 to 6 p.m.—Chuck and Red
6 to 6:30 p.m.—Commercial program
6:30 to 7:30 p.m.—Concert trio with John Wells, baritone
7:30 to 8 p.m.—Political program
8 to 8:30 p.m.—Chevrolet Chronicles
8:30 to 8:45 p.m.—Amos 'n' Andy, NBC
8:45 to 9 p.m.—Cecil and Sally
9 to 10 p.m.—Lucky Strike orchestra, NBC
10 to 11 p.m.—Kennedy's Cafe program
11 to 12 midnight—Requests

309.1 Meters
970 Kcys.

KJR

Seneca 1515
5000 Watts

Northwest Broad. System, Seattle, Wash.

- 7 a.m.—Morning Reveiller; news; organ
8:30 a.m.—Thrift Home of the Air
9 a.m.—Morning Devotional program
9:10 a.m.—Studio program; Smilin' Sam
10 a.m.—Glen Eaton, tenor
10:15 a.m.—Beauty Talk, Helen Andrews
10:30 a.m.—Songs You Like to Hear
11 a.m.—Warren Wright, organ concert
12 noon—World Book Man
12:30 p.m.—Mid-Day Musicale
1 p.m.—George Maddox, tenor; Betty Andersen, soprano
1:15 p.m.—Dental lecture
1:45 p.m.—Glen Eaton, tenor; Marjorie Robillard, piano
2 p.m.—Matinee in Miniature
2:30 p.m.—Organ music
3:15 p.m.—Homer Sweetman, tenor; news
3:45 p.m.—Studio program; organ concert
5:10 p.m.—Lost and found
5:15 p.m.—Baron Keyes' Air Castles
5:30 p.m.—Market reports
5:50 p.m.—Garden Talk, Cecil Solly
6 p.m.—American Institute of Banking
6:15 p.m.—Hometowners Orchestra; Ed Sheldon, banjo
7 p.m.—Fiji Trio; Dream Melodies
7:30 p.m.—Electrical transcription program
7:45 p.m.—Los Gauchos
7:55 p.m.—Rabbi Samuel Koch, talk
8 p.m.—Northwest Salon Orchestra
8:30 p.m.—Italian Knights
9 p.m.—Montaville Flowers, economist; lecture
9:30 p.m.—Melodies and Memories
10 p.m.—Ken Stuart's Sunshine Program; Ivan Ditmars, piano
10:30 p.m.—Whirlwinds Orchestra; Eulala Dean, blues singer
11 p.m.—Vic Meyers' Club Victor orchestra
12 midnight—Midnight Revellers
- 325.9 Meters**
920 Kcys.
- KOMO** Elliott 5890
1000 Watts
- Fisher's Blend Station, Inc., Seattle, Wash.
- 6:55 a.m.—Inspirational service
7 a.m.—Theater organ recital
7:30 a.m.—Quaker Oats Start 'o' the Day, NBC
8 a.m.—Shell Happytime, KPO
9 a.m.—Vermont Lumber Jacks, NBC
9:15 a.m.—Gordon and Mary in Song of the Morning
9:30 a.m.—"Safeguarding the Nation's Food and Drug Supply"
9:45 a.m.—Way to a Man's Heart
10 a.m.—Woman's Magazine of the Air, NBC
11 a.m.—Standard School broadcast, NBC
11:45 a.m.—Barbara Gould broadcast
12 noon—Farm talk; grain, fruit & veg. reports
12:15 p.m.—Totem Broadcasters, Prudence Penny
12:30 p.m.—Hotel Sir Francis Drake Orch., NBC
1 p.m.—Tuneful Two; Teacup Philosopher
1:30 p.m.—Popular orchestra and vocalists
2:30 p.m.—Concert orchestra and vocalists
3:30 p.m.—Old time orchestra and vocalists
4 p.m.—Popular orchestra and vocalists
4:30 p.m.—Phil Cook, the Quaker Man, NBC
4:45 p.m.—Friendly Five Footnotes, NBC
5 p.m.—Fleischmann Sunshine Hour, NBC
6 p.m.—Arco Birthday Party, NBC
6:30 p.m.—Maxwell House Melodies, NBC
7 p.m.—RCA Hour, NBC
7:30 p.m.—Standard Symphony Hour, NBC
8:30 p.m.—Amos 'n' Andy, NBC
8:45 p.m.—Sperry Smiles, NBC
9 p.m.—Lucky Strike program, NBC
10 p.m.—Associated Equi-Fractionated Dance Hour
11 p.m.—News flashes
11:15 p.m.—Laughner-Harris St. Francis Hotel dance orchestra, NBC
12 midnight—Organ recital

THURSDAY Programs

322.4 Meters **KROW** Glencourt 6774
930 Kcys. **1000 Watts**

Educational Broad. Corp., Oakland, Calif.
6:30 a.m.—Top o' the Morning Program
8 a.m.—Thirty Minutes of Melody, presenting Maud Nickerson, pop. blues; Florence Mott, pianist
8:30 a.m.—Wade Forrester, health questions
11 a.m.—The Midway, presenting: Dan McLeone, tenor; Arlene Dodson, Gypsy violinist; Mildred Anderson, pianist; Carl Otto and his uke
1:30 p.m.—Health Program by Dr. McLain
1:45 p.m.—Carnival Hour, presenting Melody Girls, harmony team; Maud Nickerson, pop. blues; Billie Sherwood; Hotel Alameda Band
2:30 p.m.—RKO, Oakland Orpheum
3 p.m.—Betty the Shopper, presenting: Dolores Ferguson, vocalist; Madeline Sivyer, violinist
3:30 p.m.—California Cowboys—Bill Simons, yodeling cowboy; Chuck Darling, harmonica; Red Hildebrand, accordionist
4 p.m.—The Ne'er Do Well
4:30 p.m.—Fox West Coast Theaters Frolic
5 p.m.—Wade Forrester's Hour of Sunshine
7:30 p.m.—Baseball results and news items
7:45 p.m.—LaVida Mineral Water program
8 p.m.—Bible talk, "The Glorious Liberty of the Sons of God"
8:15 p.m.—Ward Baker, KROW musical director and concert violinist
8:30 p.m.—Piano Recreation, Jean Ardath
8:45 p.m.—Sports review, Al Santoro
9 p.m.—Musical Reflections, presented by Marguerita Bernae, vocalist; Ward Baker, violinist; Lillian Boyd, organist and pianist
9:30 p.m.—Program of First Christian Church
10 p.m.—Program of the Anti-intelligence Society
10:40 p.m.—KROW Smiling Army program, presented by Serg. Doc Wells and Lillian Boyd, organist

526 Meters **KMTR** Hollywood 3026
570 Kcys. **500 Watts**

KMTR Radio Corp., Hollywood, California
6 to 6:45 a.m.—"Wake Up, Chillun, Wake Up"
6:45 to 7 a.m.—Vernon dance marathon
7 to 8 a.m.—Harold Curtis, organist
8 to 8:05 a.m.—Stock quotations
8:05 to 9 a.m.—Records; health man
9 to 10 a.m.—Mildred Kitchen, Home Economics Expert; records
10 to 10:30 a.m.—Louise Howatt
10:30 to 10:45 a.m.—Old Timers
10:45 to 11 a.m.—Galloping Gophers
11 to 11:45 a.m.—Modes and Fashions; records
11:45 to 12 noon—Public and civic officials
12 to 12:15 p.m.—"World in Review"
12:15 to 2:15 p.m.—Prosperity Hour; records
2:15 to 3 p.m.—Spanish program
3 to 3:15 p.m.—Vernon dance marathon
3:15 to 4:30 p.m.—Recorded program
4:30 to 5:15 p.m.—Trading Post program
5:15 to 5:45 p.m.—Organ recital
5:45 to 6 p.m.—"Reporter of the Air"
6 to 6:30 p.m.—Banjo Boys
6:30 to 7 p.m.—S. C. Collegians
7 to 7:15 p.m.—Vernon dance marathon
7:15 to 7:45 p.m.—Grayco Boys
7:45 to 8 p.m.—Jack Boaz, talk
8 to 8:15 p.m.—Nat Winecuff and pianist
8:15 to 10:30 p.m.—Baseball game
10:30 to 11 p.m.—Special recordings
11 to 12 midnight—Vernon dance marathon
12 to 1 a.m.—"8 Ball" and Charley Lung

322.4 Meters **KFWI** Franklin 0200
930 Kcys. **500 Watts**
Radio Entertainments, San Francisco, Calif.

7 to 8 a.m.—Eye-opener program
9 to 9:30 a.m.—Slogan contest
9:30 to 10 a.m.—Records and announcements
10 to 10:30 a.m.—Hotel Bellevue program
10:30 to 10:50 a.m.—Dr. Linebarger, health talk
10:50 to 11 a.m.—Items of interest
12 to 12:45 p.m.—Slogan contest
12:45 to 1 p.m.—Drs. Bowring and Crichton
1 to 1:30 p.m.—Slogan contest
6 to 7 p.m.—Dinner dance music
7 to 7:15 p.m.—Rita Murray's investment chat
7:15 to 7:30 p.m.—Lovey Wolf, blues singer, and Nadine Chriss, pianist
11 to 12 midnight—Slogan contest
12 to 1 a.m.—Midnight Classics

204 Meters **KGA** Main 3434
1470 Kcys. **5000 Watts**
Northwest Broad. System, Spokane, Wash.

6:45 a.m.—Early Birds; news
8 a.m.—Sunshine Hour; popular hits
9:30 a.m.—Miss Spokane Musicales
10 a.m.—Friendly Hour
10:30 a.m.—Organ recital; novelties
11:15 a.m.—Luncheon concert; Barton's Brevities
12:30 p.m.—Music; market reports
1 p.m.—Concert recordings
1:30 p.m.—Dental Clinic of the Air
2 p.m.—Popular Melange; Bargain Matinee
3:30 p.m.—Tea Hour concert
4 p.m.—Good News Magazine
4:30 p.m.—Uncle Andy and the Kiddies
5 p.m.—Novelties; World Bookman
5:15 p.m.—Baron Keyes' Air Castles
5:30 p.m.—Dinner music
6 p.m.—Hometowners Orchestra; Ed Sheldon, banjo
7 p.m.—Dream Melodies
7:30 p.m.—Los Gauchos Argentinos
8 p.m.—Northwest Salon Orchestra
8:30 p.m.—Italian Knights, NBS
9 p.m.—Montaville Flowers, Economist; lecture
9:30 p.m.—Melodies and Memories
10 p.m.—Ken Stuart's Thirty Minutes of Sunshine
10:30 p.m.—Request program

304.5 Meters **KVI** Broadway 4211
760 Kcys. **1000 Watts**

Puget Sound Broad. Co., Tacoma, Wash.
7 to 8:15 a.m.—Program of recordings
8:15 to 8:30 a.m.—The Five Arts, CBS
8:30 to 9 a.m.—The Party House
9 to 9:30 a.m.—Columbia Revue, CBS
9:30 to 10:30 a.m.—Feminine Fancies, DLBS
10:30 to 10:45 a.m.—Program of recordings
10:45 to 11 a.m.—Program from KOL
11 to 11:15 a.m.—Recordings; announcements
11:15 to 11:30 a.m.—Col. Artists Recital, CBS
11:30 to 12 noon—Ann Leaf, organist, CBS
12 to 12:30 p.m.—Col. Salon Orchestra, CBS
12:30 to 1 p.m.—For Your Information, CBS
1 to 1:30 p.m.—The Captivators, CBS
1:30 to 2 p.m.—Melody Magic, CBS
2 to 3 p.m.—Happy-Go-Lucky Hour, DLBS
3 to 3:30 p.m.—Records; Social Calendar
3:30 to 5 p.m.—Talk and recordings
5 to 5:15 p.m.—The political situation
5:15 to 5:22 p.m.—Romany Patteran, CBS
9 to 9:30 p.m.—"Folgeria," DLBS
9:30 to 10 p.m.—DLBS studio program
10 to 10:15 p.m.—Ten O'Clock Tom, DLBS
10:15 to 10:20 p.m.—Studio program
10:20 to 11 p.m.—Anson Weeks' Hotel Mark Hopkins orchestra
11 to 12 midnight—Val Valente's Orch., DLBS
12 to 1 a.m.—Organ recital

"Advertising Fundamentals Do Apply to Radio"

By E. H. SANDERS

EDITOR'S NOTE.—The Shell Oil Company pioneered in radio in the West, having gone on the air with "spot" commercial programs two years before the national chains entered this section. Mr. Sanders, as director of advertising and sales promotion, has charge of the company's radio activities. His views and conclusions are based on a wealth of first-hand experience.

BECAUSE radio advertising was new, thousands of experienced advertisers greeted it a few years ago with the declaration that a brand-new set of advertising principles must be set up, assuming that none of those already established could be adapted to this newest and awe-inspiring medium.

Methods long ago catalogued as obsolete and impractical in other fields of advertising were introduced, in new dress, as the revolutionary by-laws of radio advertising. The trial and contradiction of these methods and the substitution of more practical ones simply confirmed the bromide that "history repeats itself," for the same steps were taken years ago in other advertising fields.

The readjustment was slow. First, there was a general revolt, among sponsors, against the illogical procedure, adopted in the beginning, of simply buying so much time on the air and relying on providence and an overworked radio station staff and management for the efficient use of that time. Advertisers finally realized that such a method was just as impractical and absurd as the practice, universal years ago, of buying newspaper space and allowing a member of the newspaper's advertising department, usually a solicitor, to turn out the copy. The copywriting was not a proper function of the publisher, and that a space salesman could not do the copy justice was eventually brought home to the advertisers.

Similarly it became apparent that radio continuities, particularly commercial announcements, required careful preparation by people entirely conversant with the sponsor's organization, policies and product. Immediately the more progressive sponsors recognized this matter as an advertising



E. H. SANDERS

problem and concluded that their advertising agencies were best equipped to handle it.

But even this agency supervision did not correct some of the very apparent faults of this early procedure. Sponsors were still paying for "factory-made" programs presented with little enthusiasm and less originality. One minute the fans heard Johnny Jones directing a program for an automobile company and the next period brought Johnny Jones' message about a new cake of

soap. Similarly, the station orchestra would be used for a number of programs the same evening. Advertisers came to realize that these methods did not make for enthusiasm. The entertainers and musical staff members could not possibly maintain an interest in all their programs. The evening's final program did not get the same enthusiastic interpretation as did the first.

The advertising agencies came to the fore again. "We had a similar problem years ago," was their statement. "We found it bad policy to maintain a staff of artists. While we had such a staff it was good business for us to confine assignments to it, regardless of the fact that men better fitted for the assignment were available outside the organization. Finally we disbanded such staffs and retained only an art director."

The larger agencies found that their art director, familiar with the best artists in every field, knew the best men for each job and was not influenced by the problem of keeping a regular art staff busy. Advertisers today are getting distinctive advertising art, not the similarly executed illustrations rushed through an art department a few years back.

Seeking originality, distinctiveness and new personalities, radio advertisers found

their agencies prepared for this new problem. Many agencies had been building up radio departments comprising men whose experience with the various radio problems correspond to that of the art director in the advertising art world. The same advertisers who had long ago turned their newspaper and magazine advertising problems over to an agency decided that radio was simply another medium.

Today a large percentage of the successful programs are being handled through advertising agencies. Our agency supervises both Shell programs. Program sponsors no longer submit to the assignment of talent to a number of programs. The regular staffs of most stations are utilized, but are either assigned to particular programs or subordinated under the leadership of one or more featured program personalities. Some of the outstanding radio personalities have been "discovered" by sponsors or introduced to the radio audience by the advertising agencies.

Hugh Barrett Dobbs, the "Captain Dobbie" of our Shell Happytime program, retains all of the talent for our daily program. There are many "regulars" on the programs in addition to Dobbie whose names and specialties are well known to the period's audience. We have Dobbs under a long-term contract, and he is a Shell artist exclusively.

The development of distinctive programs has been gradual. Personalities are being featured and have developed "program pride." Members of an orchestra, formerly referred to simply as "The Nightingales" or under a similar title, are now being "spotted." They are given solo assignments or feature parts which makes them feel a greater responsibility and pride in the program.

It was formerly out of order to allow an orchestra leader to talk to his audience. As early as 1927 we allowed Rudy Seiger, leader of our Shell Symphonists, to announce numbers and introduce guest artists and soloists, only to be told that it wasn't being done—that such duties were properly the announcer's. But we felt it lent a personal touch and continued the practice. Now virtually all well-known and successful programs are similarly handled.

The principles are elemental. They were proved years ago in the newspaper and magazine advertising fields—they are now being proved in radio.

JENSEN

*announces the
appointment of*

Bushnell & Rayner

as sales representatives for

*Jensen Electro-
Dynamic Speakers*

in Northern California,
Oregon and Washington

Effective October 15, 1930

with offices at

212 Ninth Street, Oakland

Phone GLENCOURT 2325

**A service department will be
maintained by Jensen as
heretofore at**

**212 NINTH STREET
OAKLAND**

**JENSEN RADIO
MFG. CO.**

**6601 S. Laramie Ave.
CHICAGO, ILL.**

FRIDAY Programs **October 17, 1930**



Hale Hooper
KLX—8 p.m.

TIME	STATION	PROGRAM



Major Lawrence Mott
KHJ—6 p.m.

BEST BETS TODAY

440.9 Meters
680 Kcys.
KPO Garfield 8300
5000 Watts
Hale Bros. & The Chronicle, San Francisco
7:30 to 8 a.m.—Quaker Oats, "Start o' the Day"
8 to 9 a.m.—Shell Happytime by Hugh Barrett
Dobbs
9 to 9:30 a.m.—Dobbsie's Birthday Party
9:30 to 10:30 a.m.—Walter W. Cribbins
10:30 to 11:30 a.m.—Woman's Magazine of the
Air, NBC
11:30 to 11:45 a.m.—Julia Hayes, "Helpful Hints"
11:45 to 11:59 a.m.—Radio feature, NRA
11:59 to 12:05 p.m.—Scripture; time signals
12:05 to 12:45 p.m.—Programs in Miniature
12:45 to 1:30 p.m.—Commonwealth Club Lunch-
eon
1:30 to 2:30 p.m.—Paul Lingle Piano Duo and
KPO Male Trio
2:30 to 2:45 p.m.—Ye Towne Cryer
2:45 to 2:55 p.m.—Doug. Richardson
2:55 to 4:30 p.m.—Get Associated with Baseball
4:30 to 5 p.m.—California Crooners
5 to 5:30 p.m.—Big Brother
5:30 to 5:45 p.m.—The Date Book
5:45 to 6 p.m.—News Digest, "Scotty" Mortland
6 to 6:45 p.m.—KPO Masters of Music
6:45 to 7 p.m.—Cecil and Sally
7 to 8 p.m.—North Americans
8 to 8:30 p.m.—Caswell Coffee Musical program
8:30 to 9 p.m.—Cy Trobbe's "Scrap Book" pro-
gram
9 to 9:30 p.m.—Radio feature, NRA
9:30 to 10 p.m.—"Packard Program,"
10 to 11 p.m.—Jesse Stofan's Dance Orchestra
11 to 12 p.m.—John Wolohan's Dance Orchestra

280.2 Meters
1070 Kcys.
KJBS Ord 4148-49
100 Watts
J. Brunton & Sons, San Francisco, Calif.
7 to 8 a.m.—KJBS Alarm Klok Klub
8 to 9 a.m.—Popular recordings
9 to 9:30 a.m.—Assoc. Food Stores' program
9:30 to 9:45 a.m.—Uncle Willard
9:45 to 10 a.m.—Tommy Monroe and Bob Allen
10 to 11 a.m.—Records; Health Man
11 to 12 noon—Concert music
12 to 1 p.m.—Popular luncheon program
1 to 2 p.m.—Stock report; musical concert
2 to 3 p.m.—Variety records
3 to 3:30 p.m.—Marina piano duo
3:30 to 4:30 p.m.—Recordings
4:30 to 5 p.m.—Buddy's Half-Hour
5 to 5:30 p.m.—Popular music
12 to 7 a.m.—KJBS Owl program

254.1 Meters
1180 Kcys.
KEX Atwater 3111
5000 Watts
Western Broadcasting Co., Portland, Oregon
12 noon—Weather reports; news ouletin
12:05 p.m.—Happy Hour Girls
1:05 p.m.—Ron's Rhythm Revue
1:30 p.m.—Organ concert; dental lecture
2:30 p.m.—Vagabond's News Reel
4:30 p.m.—Popular dance concert
5 p.m.—Song recital, Dr. Dean
5:30 p.m.—Baron Keyes' Air Castles
5:45 p.m.—Old Timers
6 p.m.—Farmer's Radio Service Club
6:30 p.m.—Vic Meyers' Recording Orchestra
8 p.m.—Ronald Buck, piano
8:15 p.m.—The Parker Girl; Ron and Brick
9 p.m.—Montaville Flowers, Economist; lecture
9:30 p.m.—Thirty minutes with the masters
10 p.m.—Ken Stuart's Thirty Minutes of Sun-
shine
10:30 p.m.—Jack and Jill Tavern Orchestra
11:30 p.m.—The White Wizard
11:45 p.m.—Police and weather reports
12 midnight—Midnight Revellers

239.9 Meters
1250 Kcys.
KFOX Phone: 672-81
1000 Watts
Nichols & Warinner, Long Beach, Calif.
5 a.m. to 12:45 p.m.—Music; news; talks
12:45 p.m.—Musical Moments, Mart Dougherty
1 p.m.—Masonic luncheon; Cheerio Boys
1:50 p.m.—Clarence & Doris; Rolly Wray
2:30 p.m.—The Harmonians
3:15 p.m.—Musical Relaxation treatments by
Dr. J. F. Rausch
3:30 p.m.—Organ recital, Vera Graham
4 p.m.—Late news; Day Dreams
4:30 p.m.—Gene & Bill, Those Two Boys
4:45 p.m.—Cheerio Boys; Hollywood Girls
6 p.m.—"Em & Clem"
6:15 p.m.—Percy Prunes and Daisy Mae
6:30 p.m.—Over at Mart's House
6:45 p.m.—The Three Vagabonds
7 p.m.—Sunset Harmony Boys
7:15 p.m.—Froggy and Burrhead
7:30 p.m.—Bill and Co
7:45 p.m.—Silver Spray Hawaiians
8 p.m.—Beverly Farm market program
8:30 p.m.—"Harmonious Suggestions"
9 p.m.—Lamplit Hour
9:30 p.m.—The Harmonians
10:30 p.m.—Novelty Foursome
11 p.m.—Majestic Ballroom
12 to 3 a.m.—The Knight Hawk

FRIDAY Programs

379.5 Mtr. **NBC-KGO** Sutter 1920
790 Kc. 10,000 Watts

National Broadcasting Co., San Francisco

- 7:30 to 8 a.m.—Sunrise Serenaders, KGO
7:30 to 8 a.m.—Quaker Start of the Day, KHQ, KOMO, KGW, KPO, KFSD; KFL, 7:45 to 8 a.m.
8 to 8:15 a.m.—Financial Service program, KGO
8:15 to 8:30 a.m.—Morning Melodies, KGO
8:30 to 9 a.m.—Cross-Cuts of the Day, KGO
9 to 9:15 a.m.—Vermont Lumberjacks, KGO, KHQ, KOMO, KGW, KECA
9:15 to 9:30 a.m.—Meet the Folks, KGO
9:30 to 9:45 a.m.—Betty Crocker Gold Medal Home Service talks, KGO, KHQ, KOMO, KGW, KFL, KFSD
9:45 to 10 a.m.—Morning Glories, KGO
10 to 10:15 a.m.—The Recitalists, KGO
10:15 to 10:30 a.m.—Josephine B. Gibson, food talk, KGO, KHQ, KOMO, KGW, KFL
10:30 to 11:30 a.m.—Woman's Magazine of the Air, KGO, KHQ, KOMO, KGW, KPO, KFL; KSL, KOA, 10:50 to 11:10 a.m.; KFSD, KTAR, 11:10 to 11:30 a.m.

Today's programs are given for the makers of Ivory Flakes and Del Ray Fine Foods. In the first period Helen Webster will discuss Fall Fashions, and in the second, Ann Holden will offer a recipe for eggs and spinach a la Florentine, that would make a continental chef green with envy. Clarence Hayes sings some popular tunes. Austin Mosher, baritone, will offer three numbers. Edward J. Fitzpatrick leads the Magazine Melodists, who will supply the orchestral setting.

- 11:30 to 12 noon—NBC Philharmonic organ recital, KGO
12 to 12:30 p.m.—Luncheon concert, KGO
12:30 to 1 p.m.—Hotel St. Francis Salon Orchestra, KGO, KFSD
1 to 2 p.m.—Pacific Feature Hour, KGO, KFSD, KTAR; KOMO, KGW, 1:30 to 2 p.m.
Eva Gruniger Atkinson, contralto, fresh from her recent triumphs with the San Francisco and Los Angeles Opera Companies, will be heard singing two solos during the Pacific Feature Hour presentation.
2 to 3 p.m.—The Vagabonds, KGO
3 to 3:15 p.m.—The World in Music, by Pierre V. R. Key, KGO, KTAR, KGW
Pierre V. R. Key, widely known editor and music critic, will present a 15-minute discussion of current events in the musical realm.
3:15 to 3:45 p.m.—Black and Gold Room Orchestra, KGO, KTAR; KGW, 3 to 3:30 p.m.
3:45 to 4 p.m.—William Don, KGO
4 to 4:15 p.m.—Madame Lolita Cabrera Gainsborg, KGO
Madame Lolita Cabrera Gainsborg, celebrated pianist, teacher and composer, will be heard in a 15-minute recital.
4:15 to 4:30 p.m.—Football Forecasts, by Parke H. Davis, KGO, KOMO, KFL, KFSD
Comments on the major gridiron contests to be played tomorrow throughout the country will be offered by Parke H. Davis in his "Football Forecasts."
4:30 to 4:45 p.m.—Phil Cook, the Quaker Man, KGO, KHQ, KOMO, KGW, KECA, KFSD, KTAR
4:45 to 5 p.m.—News service, KGO

5 to 6 p.m.—Cities Service Concert Orchestra, KGO, KHQ, KOMO, KGW, KECA
Artists who will contribute to the program include Jessica Dragonette, soprano, Leo O'Rourke, tenor, the Cavaliers quartet, and a concert orchestra under the direction of Rosario Bourdon.

- 6 to 6:30 p.m.—Interwoven Pair, KGO, KHQ, KOMO, KGW, KFL, KFSD
Billy Jones and Ernie Hare are the comedians who appear on this program, and Will C. Perry and the Interwoven Orchestra provide the musical background.
6:30 to 7 p.m.—Armour program, KGO, KHQ, KOMO, KGW, KFL
A mixed chorus of thirty voices and an orchestra headed by Josef Koestner will be heard in a program of semi-classical and light popular music.
7 to 7:30 p.m.—Armstrong Quakers, KGO, KHQ, KOMO, KGW, KFL
"My Husband at Home" is the title of a talk to be given by Mrs. Edgar Guest, wife of America's widely read and beloved poet, during the Armstrong Quakers' program.
7:30 to 8 p.m.—Radio-Keith-Orpheum program, KGO, KHQ, KOMO, KGW, KFL, KFSD, KTAR
The imaginary aerial curtain will part on the RKO Theatre of the Air with the presentation of the 30-minute variety offering.
8 to 8:15 p.m.—Elgin program, KGO, KHQ, KOMO, KGW, KECA, KFSD
Godfrey Ludlow, violinist, and the Armchair male quartet will furnish the musical portion of the Elgin program.
8:15 to 8:30 p.m.—Brownbill Poolites, KGO, KHQ, KOMO, KGW, KFL, KFSD, KTAR
Tuneful, syncopated dance music. The orchestra will be directed by Mahlon Merrick. Clarence Hayes, tenor, a violin and guitar duo, and a novel instrumental quartet called the What Four will also be heard.
8:30 to 8:45 p.m.—Amos 'n' Andy, KGO, KHQ, KOMO, KGW, KECA, KFSD
8:45 to 9:15 p.m.—Tone Pictures, KGO, KHQ, KOMO, KGW, KFL
A half-hour of popular numbers that lend themselves particularly well to rearrangement for four voices will be heard when the Rounders sing. Dudley Chambers is director of this male quartet, which has Donald Novis for first tenor and soloist.
9:15 to 9:30 p.m.—Mabel and Min, KGO, KTAR
Mabel, without a cent to her name, was left in the restaurant to foot the supper bill in the last episode of the "Mabel and Min" skit, the next edition of which will be heard tonight.
9:30 to 10 p.m.—Modern Melodists, KGO, KOMO, KGW, KOA; KHQ 9:30 to 9:45 p.m.
A group of standard classical selections and light popular melodies have undergone modernistic treatment at the hands of the Modern Melodists and will be played by an orchestra with Mahlon Merrick directing and sung by Irving Kennedy, tenor.
10 to 10:30 p.m.—The City of the Dead, KGO, KOA
An old, deserted graveyard in which gruesome happenings occur is the scene of the serial which tonight piles up new horrors. The murder mystery grows deeper, and more strange incidents take place, binding still tighter the principal characters of the play in a net of terror. Bernice Berwin and Thomas Kelly have the roles of the young people.
10:30 to 11 p.m.—Pacific Nomads, KGO, KOA
Charles Hart is the director of the string ensemble which features the Pacific Nomads presentations. Lucile Kirtley, soprano, is always heard as the assisting guest artist.
11 to 12 p.m.—Laughner-Harris Hotel St. Francis Dance Orchestra, KGO, KFL

FRIDAY Programs

340.7 Meters **KLX** Lake 6000-6015
880 Kcys. **500 Watts**

Tribune Publishing Co., Oakland, Calif.

- 7 to 8 a.m.—Exercises and entertainment
- 8 to 8:30 a.m.—Three Happy Hayseeds
- 8:30 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.—Jack Delaney and his band
- 1 to 2 p.m.—Jean's Hi-Lights
- 2 to 3 p.m.—Records and stocks
- 3 to 3:30 p.m.—Musical Memories with John and Sylvia
- 4:30 to 5 p.m.—Children's program
- 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.—"The Melody Man"
- 8 to 10 p.m.—Hi-jinks: Lost and Found, piano duo; Ethel Rhinard, pianist; Cora Scott, contralto; Vinton La Ferrera's KLX orchestra; Fred and Morris; Three Happy Hayseeds; Charlie Berger and his uke; Johnnie Zunino, accordionist; Franklin Roberts, baritone, and Hale Hooper, tenor
- 10 to 11 p.m.—Dance program

209.7 Meters **KECA** Westmore 0337
1430 Kcys. **1000 Watts**

Earle C. Anthony, Inc., Los Angeles, Calif.

- 9 a.m.—Vermont Lumber Jacks, NBC
- 3:15 p.m.—Dorothy Raymond, piano capers
- 3:45 p.m.—Sherman Lloyd, pianist
- 4:30 p.m.—Phil Cook, The Quaker Man, NBC
- 5 p.m.—Cities Service Hour, NBC
- 6:30 p.m.—Armour Hour, NBC
- 7 p.m.—RKO Revue
- 7:30 p.m.—Buster Wilson and his orchestra
- 8 p.m.—Elgin program, NBC
- 8:15 p.m.—Otto Platz, dialect songs
- 8:30 p.m.—Amos 'n' Andy, NBC
- 8:45 p.m.—Joe Bishop and his guitar
- 9 p.m.—Winifred Donaldson, contralto
- 9:30 p.m.—Catherine C. Dixon, pianist
- 10 p.m.—Owen Evans, tenor
- 10:30 p.m.—Health exercises, Louis Rueb

315.6 Meters **KFWB** Hollywood 0315
950 Kcys. **1000 Watts**

Warner Brothers, Hollywood, Calif.

- 8:30 a.m.—Dorothy Burnham, pianist; "The Ivory Twins"; Jean Cowan, popular songs
- 10 a.m.—Prudence Penny, "Home Economics"
- 10:30 a.m.—"Nip and Tuck" two-piano numbers; Cliff and Lolly, "The Nuts of Harmony"
- 11 a.m.—Melody Boys' dance band; Virginia Miller, pianist
- 11:30 a.m.—Wade Hamilton, organist
- 12 noon—The Adventures of Tom and Wash
- 12:15 p.m.—Late recordings
- 12:30 p.m.—Rose Valerie's concert ensemble
- 2 p.m.—Friday's Follies
- 4 p.m.—Harold Howard's dance band; Jean Cowan, popular songs
- 6 p.m.—Harry Jackson's entertainers
- 6:30 p.m.—Wade Hamilton, organist
- 6:45 p.m.—Cecil and Sally
- 7 p.m.—KFWB Salon Orchestra
- 7:30 p.m.—Sport talk, R. W. Shirey
- 7:45 p.m.—"Mac and Al"
- 8 p.m.—U. C. L. A. vs. St. Mary's
- 10 p.m.—Johnny Johnson's orchestra
- 10:30 p.m.—George Olsen's music
- 11 to 11:30 p.m.—George Freeman's orchestra

243.8 Meters **KYA** Prospect 3456
1230 Kcys. **1000 Watts**

Pacific Broadcasting Corp., San Francisco

- 7 a.m.—Top of the Morning
- 7:30 a.m.—The Foster Clock
- 8 a.m.—A Word of Cheer
- 8:15 a.m.—Standard concert selections
- 8:30 a.m.—Organ music
- 8:50 a.m.—The House You Live In
- 9 a.m.—Mahlon T. Dolman
- 9:30 a.m.—Fox and Warfield Theatres Revue
- 10 a.m.—Sunshine Hour, conducted by George Taylor
- 11 a.m.—Popular hits; Reduceoid program
- 11:30 a.m.—Health talk, Dr. Bond
- 11:45 a.m.—Charles Beauty Salon
- 12 noon—La Vida program
- 12:15 p.m.—Album Airs
- 12:45 p.m.—Coming events
- 1 p.m.—Cal King's Country Store
- 1:30 p.m.—Newscasting
- 1:45 p.m.—Willis Zink, contract bridge
- 2 p.m.—Dollo Sargent, organist; George Nickson, tenor
- 3 p.m.—Virginia Spencer, "Soliloquy"
- 3:15 p.m.—Gene Sullivan, baritone
- 3:30 p.m.—Popular hits; Concert Memories
- 4:30 p.m.—Dex program; "Russell"; records
- 6 p.m.—Close Harmony
- 6:15 p.m.—Fox and Warfield Theatres Revue
- 6:45 p.m.—Stock yards prices and quotations
- 6:50 p.m.—Popular hits
- 7 p.m.—1640 Boys and Adele Burien
- 7:30 p.m.—Gene Sullivan, baritone; Virginia Spencer, accompanist
- 7:45 p.m.—Mechanics Bldg. & Loan program
- 8 p.m.—Orpheus Ensemble, under the direction of Neil Schettler; soprano soloist, Mary Atkinson; Sydney Dixon
- 9 p.m.—Home Counsellor
- 9:30 p.m.—Foolish Fables; Tom Smith, Harry Bechtel, Yvonne Peterson, Dud Williamson, "Melodizers"
- 10 p.m.—Futuristic Rhythm
- 11 p.m.—Dollo Sargent, organist; Gene Sullivan, baritone

508.2 Meters **KHO** Main 5383
590 Kcys. **1000 Watts**

Louis Wasmer, Inc., Spokane, Washington

- 9 a.m.—Vermont Lumber Jacks, NBC
- 9:15 a.m.—Walt and Norman
- 9:30 a.m.—Betty Crocker, NBC
- 9:45 a.m.—Walt and Norman
- 10 a.m.—Notebook, KBU
- 10:15 a.m.—Josephine Gibson, NBC
- 10:30 a.m.—Woman's Magazine of the Air, NBC
- 11:45 a.m.—Organ recital
- 12 noon—"For the Love of Scotch and Irish"
- 12:15 p.m.—C. R. C. program
- 12:30 p.m.—Fulop's Fashion Plates
- 12:45 p.m.—Travelaide; "Dutch Maid"; "Headliners"
- 1:30 p.m.—Popular organ compositions
- 1:45 p.m.—Eatsum period; Norman True
- 2:15 p.m.—Fur Facts; Musical Gems
- 3:30 p.m.—Paint o' Mine; Service Hour
- 4:30 p.m.—Phil Cook, NBC
- 4:45 p.m.—Service Hour
- 5 p.m.—Cities Service Orchestra, NBC
- 6 p.m.—Interwoven Pair, NBC
- 6:30 p.m.—Armour program, NBC
- 7 p.m.—Armstrong Quakers, NBC
- 7:30 p.m.—RKO program, NBC
- 8 p.m.—Elgin Watch program, NBC
- 8:15 p.m.—Brownbilt Foot-Lites, NBC
- 8:30 p.m.—Amos 'n' Andy, NBC
- 8:45 p.m.—Tone Pictures, NBC
- 9:15 p.m.—Studio Features; Hum & Strum
- 9:30 p.m.—Modern Melodists, NBC
- 10 p.m.—Heat; Studio Parade
- 11 p.m.—Best Steppers

FRIDAY Programs

322.4 Meters **KFWI** Franklin 0200
930 Kcys. **500 Watts**

Radio Entertainments, San Francisco, Calif.
7 to 8 a.m.—Eye-opener program
9 to 9:30 a.m.—Slogan contest
9:30 to 10 a.m.—Records and announcements
10 to 10:10 a.m.—Polly Plan's Homey Period
10:10 to 10:30 a.m.—Studio program
10:30 to 10:50 a.m.—Dr. Linebarger, health talk
10:50 to 11 a.m.—Items of interest
11 to 11:15 a.m.—Selma Miller
11:15 to 12 noon—Schwabacher-Frey program
12 to 1:30 p.m.—Slogan contest
6 to 7 p.m.—Dinner dance music
7 to 7:15 p.m.—Dorothy Churchhill, soprano
7:15 to 7:30 p.m.—Cecilia Hardman's Forum on Child Guidance
8:30 to 8:35 p.m.—Chamber of Commerce speaker
8:35 to 8:50 p.m.—Studio program
8:50 to 9 p.m.—Blindcraft speaker
9 to 9:30 p.m.—Pacific Choral Society
9:30 to 10 p.m.—Isabel Henion, soprano, and Nadine Chriss, pianist
10 to 10:30 p.m.—Hotel Bellevue program
10:30 to 10:45 p.m.—"The Three Sweethearts"
10:45 to 11 p.m.—Don Merrill, baritone
11 to 12 midnight—Slogan contest and dance music
12 to 1 a.m.—Sherman Clay midnight classics

322.4 Meters **KROW** Glencourt 6774
930 Kcys. **1000 Watts**

Educational Broad. Corp., Oakland, Calif.
6:30 a.m.—Top o' the Morning Program
8 a.m.—Thirty Minutes of Melody, featuring Maud Nickerson, pop. blues; Florence Mott, pianist
8:30 a.m.—Wade Forrester, health questions
1:30 p.m.—Health Program by Dr. McLain
1:45 p.m.—Carnival Hour, presenting Melody Girls, harmony team; Maud Nickerson, pop. blues; Billie Sherwood; Hotel Alameda Band
2:30 p.m.—Watch Tower program
2:45 p.m.—Betty the Shopper
3:30 p.m.—California Cowboys, Bill Simmons, yodeling cowboy; Chuck Darling, harmonica; Red Hildebrand, accordionist
4 p.m.—Nola Starr, vocalist; Marguerita Bernae, vocalist; Lillian Boyd, organist and pianist
4:30 p.m.—Fox West Coast Theaters Frolic
5 p.m.—Wade Forrester's Hour of Sunshine
7:30 p.m.—Baseball results and news items
7:45 p.m.—LaVida Mineral Water program
8 p.m.—The Ne'er Do Well

499.7 Meters **KFSD** Franklin 6353
600 Kcys. **1000 Watts**

Airfan Radio Corp. Ltd., San Diego, Calif.
4 to 4:30 p.m.—Studio program; Football forecasts, NBC
4:30 to 4:45 p.m.—Phil Cook, the Quaker Man, NBC
4:45 to 5:45 p.m.—Dinner program
5:45 to 6 p.m.—Late news items
6 to 6:30 p.m.—Interwoven Pair, NBC
6:30 to 7:30 p.m.—Parker's Old Time program
7:30 to 8 p.m.—RKO Hour, NBC
8 to 8:15 p.m.—Elgin program, NBC
8:15 to 8:30 p.m.—Brownbilt Footlites, NBC
8:30 to 8:45 p.m.—Amos 'n' Andy, NBC
8:45 to 9 p.m.—Cecil and Sally
9 to 10 p.m.—Concert quintette with Mildred Marini
10 to 11 p.m.—Kennedy's Cafe program
11 to 12 midnight—Douglas Night Club program

491.5 Meters **KFRC** Prospect 0100
610 Kcys. **1000 Watts**

Don Lee, Inc., San Francisco, Calif.
7 to 8 a.m.—Seal Rocks Broadcast
8 to 8:45 a.m.—Hallelujah Hour, DLBS
8:45 to 9 a.m.—La Vida Mineral Water Co. program
9 to 9:15 a.m.—News Items
9:15 to 9:30 a.m.—Columbia Revue, CBS
9:30 to 10:30 a.m.—Feminine Fancies, CDLBS
10:30 to 11 a.m.—Wyn's Daily Chats
11 to 11:15 a.m.—Recordings
11:15 to 11:30 a.m.—Rhythm Ramblers, CBS
11:30 to 12 noon—Columbia artists recital, CBS
12 to 12:55 p.m.—Sherman Clay Concert
12:55 to 1 p.m.—New York Stock Quotations
1 to 1:30 p.m.—Thirty Minute Men, CBS
1:30 to 2 p.m.—Light Opera Gems, CBS
2 to 3 p.m.—Happy Go Lucky Hour, CDLBS
3 to 3:30 p.m.—Ozzie Nelson's Glen Islanders, CBS
3:30 to 3:45 p.m.—Huston Ray and His Orchestra, CBS
3:45 to 4 p.m.—Tony's Ramblers, CBS
4 to 4:15 p.m.—The Crockett Mountaineers, CBS
4:15 to 4:30 p.m.—Huston Ray and his orchestra, CBS
4:30 to 4:55 p.m.—Novelties, DLBS
4:55 to 5 p.m.—Town Topics
5 to 5:30 p.m.—The Darling Little Nit Wits, CBS
5:30 to 5:50 p.m.—Dixie Echoes, CBS
5:50 to 6 p.m.—News Items
6 to 6:45 p.m.—Joe Mendle and His Pep Band, DLBS
6:45 to 7 p.m.—Pat Frayne's Sports talk
7 to 7:30 p.m.—"Radio Pollies," CBS
7:30 to 7:45 p.m.—Studio program, DLBS
7:45 to 8 p.m.—Phoenix program, CBS
8 to 8:30 p.m.—"Three Decades of Dance Tunes," DLBS
8:30 to 9 p.m.—Dink Templeton and Brick Morse, discussion on forthcoming football events and Brick Morse's Collegians, CDLBS
9 to 9:30 p.m.—Operatic Moods
9:30 to 10 p.m.—Singing Strings
10 to 10:15 p.m.—Schwartz Ginger Band
10:15 to 10:20 p.m.—Gruen Answer Man
10:20 to 11 p.m.—Anson Weeks' Orch., DLBS
11 to 12 midnight—Val Valente's Orch., DLBS
12 to 1 a.m.—Dance music

220.4 Meters **KGER** Phone: 632-75
1360 Kcys. **1000 Watts**

C. M. Dobyns, Long Beach, Calif.
6 a.m.—Musical Clock program
7 a.m.—Sunrise Exercise Class
7:30 a.m.—Musical Clock; news flashes
8:30 a.m.—Earl Judy and Paul O'Berg, piano, songs, organ
10 a.m.—Women's Hour and Helene Smith, pianist
11:15 a.m.—Charles K. Lindsey's orchestra
12:30 p.m.—Peggy and Jerry skit
12:45 p.m.—Billy Van
1:15 p.m.—Helene Smith, piano requests
2 p.m.—Organ recital, Dick Dixon
2:30 p.m.—Long Beach Municipal Band
4 p.m.—Allay Oop studio frolic
5 p.m.—James orchestra; Love, accordion; Fry, songs; organ
6:15 p.m.—Studio Brevities
6:30 p.m.—Everett Hoagland's Troubadours
7:30 p.m.—Long Beach Municipal Band
8 p.m.—Cavaliers dance orchestra
8:30 p.m.—Newscasting
9 p.m.—Everett Hoagland's Troubadours
9:30 p.m.—Mariners concert orchestra
10 p.m.—Selby, tenor; Berry, soprano; Beau-champ, tenor
10:30 p.m.—Rhythm Makers dance orchestra
11 p.m.—Everett Hoagland's Orchestra
11:30 p.m.—Organ Memories, Dick Dixon

FRIDAY Programs

535.4 Meters **KTAB** Garfield 4700
560 Kcys. **1000 Watts**

Associated Broadcasters, Oakland, Calif.
7 to 9 a.m.—Cuckoo Club; Towne Crier
9 to 10 a.m.—Prayer Hour; recordings
10 to 10:30 a.m.—Household Hour
10:30 to 11 a.m.—Dr. B. L. Corley
11 to 11:15 a.m.—Artists' Vignettes
11:15 to 11:30 a.m.—Studio program
11:30 to 12 noon—Latin-American program
12 to 1 p.m.—Mid-Day Musical Notes with Frank Wright, Peggy O'Moore, harpist; Alice Blue, organist and pianist, and a soloist
1 to 1:45 p.m.—Organ; Sunshine Girls
1:45 to 2:40 p.m.—Classical program; records
2:40 to 4:45 p.m.—Baseball game
4:45 to 5 p.m.—Studio program
5 to 5:15 p.m.—Story Man's Air Castle
5:15 to 5:30 p.m.—Frank Wright
5:30 to 6:30 p.m.—Brother Bob's Frolic Hour
6:30 to 7:15 p.m.—Chapel of Chimes; records
7:15 to 8 p.m.—Alice Blue, piano and organ
8 to 9 p.m.—"Highway Highlights," John Teel, baritone
9 to 9:30 p.m.—Trends of football, featuring Nibs Price, U. C. coach, assisted by Four Quarters
9:30 to 10 p.m.—Orchestra
10 to 10:30 p.m.—Lou Enumel, Alice Blue, pianist, and Carl Tobin, tenor
10:30 to 11:30 p.m.—Sweet's Ballroom Orchestra
11:30 to 1 a.m.—"Night Owls," with Willard Kimball and artists

526 Meters **KXA** Seneca 1000
570 Kcys. **500 Watts**

American Radio Tel. Co., Seattle, Wash.
5 p.m.—Town Crier
6 p.m.—Time, weather reports; all request program
6:30 p.m.—Murrah; Cecil and Sally
7 p.m.—Salvation Army program
7:45 p.m.—Harry Foley, piano; records
8:30 p.m.—Harold Ford; concert records
9:45 p.m.—Red Toppers
10 p.m.—Weather report; late dance records
10:30 p.m.—Harry Foley, piano
11 p.m.—Late dance records

296.6 Meters **KQW** Columbia 777
1010 Kcys. **500 Watts**

Pac. Agric. Foundation, Ltd., San Jose, Calif.
9 to 11 a.m.—Morning music; Helpful Hour
11 to 12:30 p.m.—Community Hour; records
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.—Concert program
3:30 to 4:30 p.m.—Records
4:30 to 5 p.m.—Charles T. Besserer, organist
5 to 5:15 p.m.—Baron Keyes' Air Castle
5:15 to 6 p.m.—Vesper music; health talk
6 to 6:10 p.m.—USDA farm flashes
6:10 to 6:20 p.m.—Farm topics discussion
6:20 to 6:30 p.m.—Maintaining Livestock on the Farm
6:30 to 6:45 p.m.—Market reports
7 to 7:15 p.m.—News dispatches
7:15 to 7:30 p.m.—Sperry Flour playlet
7:30 to 7:45 p.m.—Mail Bag announcements
7:45 to 8 p.m.—Editorial
8 to 9 p.m.—KQW Minstrels
9 to 9:30 p.m.—Helen Hepburn, Stephen Merrill, J. Charnow
9:30 to 10 p.m.—Accordion Club

325.9 Meters **KOMO** Elliott 5890
920 Kcys. **1000 Watts**

Fisher's Blend Station, Inc., Seattle, Wash.
6:55 a.m.—Inspirational Service
7 a.m.—Organ recital
7:30 a.m.—Quaker Oats Start o' the Day, NBC
8 a.m.—Shell Happytime, KPO
9 a.m.—Vermont Lumber Jacks, NBC
9:15 a.m.—Julia Hayes, Helpful Hints
9:30 a.m.—Betty Crocker's Home talk, NBC
9:45 a.m.—Way to a Man's Heart
10 a.m.—Blues Chasers
10:15 a.m.—Josephine Gibson food talk, NBC
10:30 a.m.—Woman's Magazine of the Air, NBC
11:30 a.m.—Vocal recital
12 noon—Radio visit to Pac. N. W. Dairymen and poultrymen; grain, fruit & veg. reports
12:15 p.m.—Prudence Penny
12:30 p.m.—Popular orchestra and vocalists
1 p.m.—Pacific Feature Hour, NBC
1:15 p.m.—Teacup Philosopher
1:30 p.m.—Pacific Feature Hour, NBC
2 p.m.—Old time orchestra and singers
2:30 p.m.—Concert orchestra and vocalists
3:30 p.m.—Popular orchestra and vocalists
4:15 p.m.—Football Forecasts, NBC
4:30 p.m.—Phil Cook, the Quaker Man, NBC
4:45 p.m.—Stock quotations
5 p.m.—Cities Service Concert Orchestra, NBC
6 p.m.—Interwoven Pair, NBC
6:30 p.m.—The Armour Hour, NBC
7 p.m.—Armstrong Quakers, NBC
7:30 p.m.—RKO program, NBC
8 p.m.—Elgin Watch program, NBC
8:15 p.m.—Brown Bilt Foot Lites, NBC
8:30 p.m.—Amos 'n' Andy, NBC
8:45 p.m.—Tone Pictures, NBC
9:15 p.m.—News Reel Theater of the Air
9:30 p.m.—Modern Melodists, NBC
10:30 p.m.—Totem Broadcasters, News Flashes
11 p.m.—Laughner-Harris St. Francis Hotel dance orchestra, NBC
12 midnight—Theater organ recital

309.1 Meters **KJR** Seneca 1515
970 Kcys. **5000 Watts**

Northwest Broad. System, Seattle, Wash.
7 a.m.—Morning Reveillier; news; organ
8:30 a.m.—Thrift Home of the Air
9 a.m.—Morning Devotional Program
9:10 a.m.—Studio program; Smilin' Sam
10 a.m.—Robert Monsen, tenor
10:15 a.m.—Beauty talk, Helen Andrews
10:30 a.m.—Songs You Like to Hear
11 a.m.—Warren Wright, organ recital
12 noon—World Book Man
12:30 p.m.—Mid-Day Musicale
1 p.m.—George Maddox, tenor; Betty Andersen, soprano
1:15 p.m.—Dental Lecture
1:45 p.m.—Glen Eaton, tenor; Marjorie Robillard, piano
2 p.m.—Matinee in Miniature
2:30 p.m.—Stephanie Lewis, soprano; organ
3 p.m.—Stonewall Jackson, guitar
3:15 p.m.—The Three Girls; news
3:45 p.m.—Studio program
4 p.m.—The Melodians Orchestra
5 p.m.—Chet Cathers, baritone
5:10 p.m.—Lost and found
5:15 p.m.—Baron Keyes' Air Castles
5:30 p.m.—Market reports
5:50 p.m.—Garden Talk, Cecil Solly
6 p.m.—Vic Meyers' Recording Orchestra
7 p.m.—Henri Damski's Wood-Wind Ensemble
8 p.m.—The Song Exchange
9 p.m.—Montaville Flowers, Economist; lecture
9:30 p.m.—Thirty minutes with the masters
10 p.m.—Ken Stuart's Sunshine Program; Ivan Diltmars, piano
10:30 p.m.—Song Birds; Homer Sweetman, tenor
11 p.m.—Vic Meyers' Club Victor Orchestra
12 midnight—Midnight Revellers

FRIDAY Programs

333.1 Meters
900 Kcys.

KHJ

Vandike 7111
1000 Watts

Don Lee, Inc., Los Angeles, California

7 to 8:30 a.m.—Recordings; Hallelujah
8:30 to 9 a.m.—Stock reports; records
9 to 9:15 a.m.—Kathleen Clifford
9:15 to 9:30 a.m.—Music Lovers Shop
9:30 to 10:30 a.m.—Feminine Fancies, KFRC
10:30 to 10:45 a.m.—American Institute of Food Products
10:45 to 11 a.m.—Cranberry Assn.—Agnes White
11 to 11:15 a.m.—Gordon Berger and Mona Content
11:15 to 11:30 a.m.—Safety Bldg. & Loan Co.
11:30 to 11:45 a.m.—Columbia artists' recital, CBS
11:45 to 12 noon—Recordings
12 to 12:30 p.m.—Biltmore Hotel Concert Orch.
12:30 to 12:45 p.m.—World-wide news
12:45 to 1 p.m.—Calif. Home Extension Assoc.
1 to 1:30 p.m.—Thirty Minute Men
1:30 to 2 p.m.—Times Forum
2 to 3 p.m.—Happy-Go-Lucky Hour, KFRC
3 to 3:15 p.m.—Clella Collins, talk
3:15 to 3:30 p.m.—Dr. Herzog's school program
3:30 to 3:45 p.m.—Walter Brown Murray
3:45 to 4 p.m.—Council of Interna. Relations
4 to 4:15 p.m.—Crockett Mountaineers, CBS
4:15 to 4:30 p.m.—Ted Fiorito Orch., CBS
4:30 to 4:45 p.m.—Platt Music Company
4:45 to 5 p.m.—World news; Town Topics
5 to 6 p.m.—Program of recordings
6 to 6:15 p.m.—Major Lawrence Mott, Sport-o-Logues
6:15 to 6:30 p.m.—Studio program
6:30 to 7 p.m.—Dr. Strasska Laboratories
7 to 7:30 p.m.—Assoc. Retail Jewelers' Assn, CBS
7:30 to 8 p.m.—Orchestra and singers
8 to 8:30 p.m.—Studio program
8:30 to 9 p.m.—Calif. Walnut Growers Ass'n
9 to 9:30 p.m.—Nights in Old World
9:30 to 10 p.m.—Singing Strings
10 to 10:05 p.m.—World-wide news
10:05 to 12 midnight—Earl Buttnett's dance or.
12 to 1 a.m.—W. Tourtellotte, organ recital

204 Meters
1470 Kcys.

KGA

Main 3434
5000 Watts

Northwest Broad. System, Spokane, Wash.

6:45 a.m.—Early Birds; news
8 a.m.—Sunshine Hour; popular hits
9:30 a.m.—That Reminds Me; Friendly Hour
10 a.m.—Friendly Hour
10:30 a.m.—Organ recital; novelties
11:15 a.m.—Luncheon concert
11:30 a.m.—Popular concert; Peerless Dentists
12 noon—Barton's Brevities
12:30 p.m.—Music; market reports; weather
1 p.m.—Concert recordings
1:30 p.m.—Dental Clinic of the Air
2 p.m.—Popular Melange; Bargain Matinee
3:30 p.m.—Tea Hour concert
4 p.m.—Good News Magazine
4:30 p.m.—Uncle Andy and the Kiddies
5 p.m.—Novelties; World Bookman
5:15 p.m.—Baron Keyes' Air Castles
5:30 p.m.—Pacific Transfer Company program
5:45 p.m.—Dinner music
6 p.m.—Vic Meyers' recording orchestra
7 p.m.—Henri Damski's Wood-Wind Ensemble
8 p.m.—You Never Can Tell frolic
9 p.m.—Montville Flowers, Economist; lecture
9:30 p.m.—Thirty minutes with the masters
10 p.m.—Ken Stuart's Thirty Minutes of Sunshine
10:30 p.m.—Request program

285.5 Meters
1050 Kcys.

KNX

Hempstead 4101
5000 Watts

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

6:45 to 8 a.m.—Setting-up exercises
8 to 8:15 a.m.—Inspirational talk and prayer
8:15 to 9 a.m.—Musical program of late records
9 to 9:30 a.m.—Home Economics talk
9:30 to 10 a.m.—Radio shopping news
10 to 10:30 a.m.—Eddie Albright's family
10:30 to 10:45 a.m.—Late recordings
10:45 to 11 a.m.—Musical program
11 to 11:30 a.m.—First Radio Church of the Air
11:30 to 12 noon—Records; "Musical Contrasts"
12 to 12:30 p.m.—Musical program
12:30 to 1 p.m.—Silver Slipper Cafe
1:30 to 2 p.m.—Eddie Albright, late fiction
2 to 2:30 p.m.—"Jay," the Jingle Man
2:30 to 3 p.m.—Rev. Ethel Duncan
3 to 3:15 p.m.—Program of records
3:15 to 3:25 p.m.—Joyce Coad, little movie star
3:25 to 3:30 p.m.—Lost and found and stock market reports
3:35 to 4 p.m.—Federation of Women's Clubs program
4 to 4:30 p.m.—Gene Byrnes, organist
4:30 to 5 p.m.—C. P. R.'s musical program
5 to 5:15 p.m.—Talk on "Travel"
5:15 to 5:45 p.m.—Brother Ken's Kiddie Hour
5:45 to 6 p.m.—Town Crier's amusement tips
6 to 6:15 p.m.—KNX Ensemble
6:15 to 6:30 p.m.—Frank Watanabe, the Japanese houseboy
6:30 to 7 p.m.—Pantages Hollywood Theater
7 to 8 p.m.—Stove Poker String Trio and Country Jane, vocalist
8 to 9 p.m.—The Royal Order of Optimistic Nuts
9 to 9:45 p.m.—"Lion Tamers"
9:45 p.m.—Main event from Hollywood Legion Stadium
10 to 12 midnight—Gus Arnheim's orchestra
12 to 1 a.m.—Madame Zucca's Cafe

468.5 Meters
640 Kcys.

KFI

Westmore 0377
5000 Watts

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6:30 a.m.—Opening market reports
7:30 to 8 a.m.—Quaker Start of the Day, NBC
8 a.m.—Shell Happytyme, KPO
9 a.m.—Bess Kilmer's Helpful Hints
9:15 a.m.—Calif. Rice Growers' program
9:30 a.m.—Betty Crocker talk, NBC
9:45 a.m.—Sally and Russell Hill
10 a.m.—Wall Street Journal
10:15 a.m.—Josephine Gibson, food talk, NBC
10:30 a.m.—Woman's Magazine of the Air, NBC
11:30 a.m.—Reduceoids Rhythm Boys
11:45 a.m.—English Lesson, Artia Drew
12 noon—Dept. of Agriculture talk
12:15 p.m.—Federal and state market reports
12:30 p.m.—Seeing Southern Calif., D. Abbott, tenor
2:30 p.m.—Winnie Fields Moore
2:45 p.m.—James Owen, tenor
3:15 p.m.—Wedgewood Nowell, Playgoers Club
4:15 p.m.—Football forecasts, NBC
4:30 p.m.—Big Brother; The Story Man
5:30 p.m.—E. H. Rust, nurseryman
5:45 p.m.—Stock market reports
6 p.m.—Interwoven Pair, NBC
7 p.m.—Armstrong Quakers, NBC
7:30 p.m.—RKO program, NBC
8 p.m.—Pitch and Putt, with Schonberger Trio
8:15 p.m.—Brown-Bilt Footlights, NBC
8:30 p.m.—Clyde Lehman, pianist
8:45 p.m.—Union Oil Rounders, NBC
9:15 p.m.—James Carden and cast, "Emperor of Crime"
9:30 p.m.—Packard concert orchestra with Everton Stidham, baritone
10:30 p.m.—Bob and Jimmy, popular songs
11 p.m.—Laughner-Harris Hotel St Francis Orchestra, NBC

*The Musical
Sensation of the Day*



**Durium Products
Phonograph Record**

THAT BENDS

IT CANNOT BE BROKEN

The Finest Dance Music of the Day

**THE HIT OF
THE WEEK** **15c**

Every Friday a New Record

On Sale at All Newsstands



Distributed by ERNIE SMITH

SATURDAY Programs

379.5 Mtr. NBC-KGO Sutter 1920
790 Kc. 10,000 Watts
National Broadcasting Co., San Francisco

7:30 to 8 a.m.—Sunrise Serenaders, KGO
 7:30 to 8 a.m.—Quaker Start of the Day, KHQ, KOMO, KGW, KPO, KFSD; KFI, 7:45 to 8 a.m.

8 to 8:15 a.m.—Financial Service program, KGO

8:15 to 8:30 a.m.—Morning Melodies, KGO

8:30 to 9 a.m.—Cross-Cuts of the Day, KGO

9 to 9:15 a.m.—Vermont Lumberjacks, KGO, KHQ, KOMO, KGW, KECA

9:15 to 9:30 a.m.—Meet the Folks, KGO

9:30 to 10:30 a.m.—National Farm and Home Hour, KGO, KHQ, KFI, KGW, 9:45 to 10:30 a.m.; KPO, 10 to 10:30 a.m.

10:30 to 10:50 a.m.—Woman's Magazine of the Air, KGO, KHQ, KOMO, KGW, KPO, KFI

Football and food technique. Helen Webster and Ann Holden will be the sneakers during the Rumford program. Miss Webster will talk on home management, and Miss Holden will discuss hot bread recipes.

Harold Peary, baritone, will sing. The Magazine Melodists, led by Edward J. Fitzpatrick, will feature Harvard and Army college songs, in honor of the game to be played today.

10:50 to 1:30 p.m.—Harvard vs. Army football game, KGO, KOMO, KECA

1:30 to 2 p.m.—Merry Makers, KGO, KGW, KTAR

2 to 5 p.m.—Oregon-Washington Football Game, KGW, KOMO

2 to 2:30 p.m.—The Lady Next Door, KGO, KTAR

to 5 p.m.—Oregon-Washington Football Game, KGW, KOMO

2:30 to 3 p.m.—Tea Timers, KGO

3 to 3:15 p.m.—The Jameses, KGO, KTAR

3:15 to 3:45 p.m.—Black and Gold Room Orchestra, KGO, KGW, 3 to 3:30 p.m.

3:45 to 4 p.m.—Bits of Melody, KGO

4 to 4:30 p.m.—Whyte's Orchestra, KGO, KFSD

4:30 to 5 p.m.—Phil Spitalny's Music, KGO, KFSD

5 to 5:30 p.m.—"Pop" Concert, KGO, KGW

A Bohemian dance tune, the polka from Smetana's merry opera, "The Bartered Bride," will be heard as the introductory number on the "Pop" Concert of orchestral and vocal music.

5:30 to 6 p.m.—The Fuller Man, KGO, KHQ, KOMO, KGW, KECA

The Fuller Man will bring old and new numbers with him when he makes his appearance along with Earle Spicer, baritone, a male quartet and an orchestra led by Don Voorhees.

6 to 7 p.m.—General Electric program, KGO, KHQ, KOMO, KGW, KFI, KFSD, KTAR

Floyd Gibbons will occupy the spotlight for ten minutes, during which time he will be heard giving his rapid-fire talk on "Adventures in Science." The balance of the period will be given over to music.

7 to 8 p.m.—B. A. Rolfe and His Lucky Strike Orchestra, KGO, KHQ, KOMO, KGW, KFI, KFSD, KTAR

8 to 8:30 p.m.—Rainbow Harmonies, KGO, KECA, KTAR

Popular tunes that enjoyed quite a reign of popularity some years ago compose the major portion of the program to be played by an orchestra under the direction of Joseph Hornik.

8 to 8:30 p.m.—Gilmore Circus, KOMO, KGW, KPO, KFI

Clowns' jokes and circus music will be heard tonight when the Gilmore Circus is broadcast. The atmosphere of the "big top" is recreated over the air, and a whimsical ring-master introduces the characteristic acts and artists.

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

8:45 to 9 p.m.—Sperry Smiles, KGO, KHQ, KOMO, KGW, KECA

9 to 9:30 p.m.—El Sidelo Minstrels, KGO, KHQ, KOMO, KGW

Tambo, Bones and the Interlocutor, the three headmen of all minstrel shows, will be portrayed by Harold Peary, Charles Marshall and Barry Hopkins during the half-hour fun-fest by the El Sidelo Minstrels.

9:30 to 10:30 p.m.—NBC Drama Hour, KGO, KFSD, KOA

Uproarious comedy and thrilling melodrama are mingled in "Captain Apple Jack," tonight's offering in the NBC Drama Hour. Earl Hodgins is the producer of the radio play.

10:30 to 12 midnight—Spotlight Revue, KGO, KOMO, KECA, KOA; KGW 10:30 to 11:30 p.m.

Following the gridiron tussle between Oregon State and Stanford, at Palo Alto, California, students and members of the team of Oregon State will visit the National Broadcasting Company studios in San Francisco to take part in this collegiate program. There will be talks by the coach and the captain of the team and spirited singing of the Oregon fight and college songs.

NBC will back up the guest of honor with the usual Spotlight presentation of comedy and song by such artists as Bobbe Deane, Peggy Chapman, Walter Beban, Captain "Bill" Royle, Irving Kennedy, Ted Maxwell, the Coquettes, Harold Peary, the Hill Billy Boys, Bennie Walker and others.

285.5 Meters KNX Hempstead 4101
1050 Kcys. 5000 Watts

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

6:45 to 8 a.m.—Setting-up exercises

8 to 8:15 a.m.—Inspirational talk and prayer

8:15 to 8:30 a.m.—Program of late recordings

8:30 to 9 a.m.—Courtesy program

9:30 to 10 a.m.—Radio shopping news

10 to 10:30 a.m.—Eddie Albricht's family

10:30 to 11 a.m.—"Jay," the Jingle Man

11 to 11:30 a.m.—Musical program; records

11:30 to 12 noon—C. P. R.'s musical program

12 to 12:30 p.m.—KNX Symphonette and Marjorie Healy, soprano

12:30 to 1 p.m.—Silver Slipper Cafe program

1 to 1:25 p.m.—First Radio Church of the Air

1:25 to 1:30 p.m.—Lost and found announcements and stock reports

1:30 to 2 p.m.—Eddie Albricht, late fiction

2 to 5 p.m.—Football game

5 to 5:45 p.m.—Talk on "Travel"; records

5:45 to 6 p.m.—Town Crier's amusement tips

6 to 6:15 p.m.—The KNX Trio

6:15 to 6:30 p.m.—Frank Watanabe, the Japanese House Boy

6:30 to 7 p.m.—Organ recital

7 to 7:08 p.m.—Professor Herman Schnitzel

7:08 to 7:30 p.m.—The Calangis musical family

7:30 to 8 p.m.—Musical program

8 to 9 p.m.—Arizona Wranglers

9 to 9:05 p.m.—Announcements of church services

9:05 to 9:45 p.m.—Presenting Calmon Luboviski,

violinist, and Claire Mellonino, pianist

9:45 to 10 p.m.—"Musical Contrasts"

10 to 12 midnight—Gus Arnheim's orchestra

12 to 1 a.m.—Madame Zucca's Cafe

SATURDAY Programs

535.4 Meters
560 Kcys. **KTAB** **Garfield 4700**
1000 Watts

Associated Broadcasters, Oakland, Calif.

7 to 8:45 a.m.—Cuckoo Club; Towne Cryer
8:45 to 9 a.m.—The Melody Girl
9 to 10 a.m.—Morning prayer; recordings
10 to 10:30 a.m.—Household Hour
10:30 to 11 a.m.—Dr. B. L. Corley
11 to 11:15 a.m.—Artists Vignettes
11:15 to 11:30 a.m.—Studio program
11:30 to 12 noon—Latin American program
12 to 1 p.m.—Midday Musical Notes with Peggy O'Moore, harpist; Alice Blue, organist and pianist; Frank Wright, and a soloist
1 to 1:30 p.m.—Chapel of Chimes
1:30 to 1:45 p.m.—Sunshine Girls
1:45 to 2:40 p.m.—Classical program; records
2:40 to 4:45 p.m.—Baseball, Ernie Smith at the mike
4:45 to 5:15 p.m.—Studio program
5:15 to 5:30 p.m.—Frank Wright
5:30 to 6:30 p.m.—Brother Bob's Frolic Hour
6:30 to 7:30 p.m.—Chapel of Chimes; records
7:30 to 8 p.m.—Dorothy Nichols, cellist; Alice Blue, organist
8 to 8:30 p.m.—Walter J. Rudolph, concert pianist, in recital
8:30 to 9:30 p.m.—Orchestra with Carl Tobin, tenor; Jane Sargent Sands, accompanist
9:30 to 10:30 p.m.—Orchestra with Lou Emmel, singer, and Alice Blue, pianist
10:30 to 11:30 p.m.—Sweet's ballroom orchestra
11:30 to 1 a.m.—"Night Owls," with Willard Kimball and artists

499.7 Meters
600 Kcys. **KFSD** **Franklin 6353**
1000 Watts

Airfan Radio Corp. Ltd., San Diego, Calif.

4 to 4:30 p.m.—Whyte's orchestra, NBC
4:30 to 5 p.m.—Phil Spitalny's orchestra, NBC
5 to 6 p.m.—Evening musicale; news
6 to 7 p.m.—General Electric, NBC
7 to 8 p.m.—Lucky Strike Orchestra, NBC
8 to 8:30 p.m.—Fox Theater program
8:30 to 8:45 p.m.—Amos 'n' Andy, NBC
8:45 to 9 p.m.—Cecil and Sally
9 to 9:30 p.m.—Kennedy's Cafe program
9:30 to 10:30 p.m.—Drama Hour, NBC
10:30 to 11 p.m.—Kennedy's Cafe program
11 to 12 midnight—Douglas Night Club program

254.1 Meters
1180 Kcys. **KEX** **Atwater 3111**
5000 Watts

Western Broadcasting Co., Portland, Oregon

7 a.m.—Morning Serenaders
8 a.m.—The White Wizard; news
9 a.m.—Classified; Town Topics
12 noon—Time; weather reports
12:05 p.m.—Happy Hour Girls
1:05 p.m.—Ron's Rhythm Revue
1:30 p.m.—Organ concert; Newscasting
2:30 p.m.—Vagabond's News Reel
4:30 p.m.—Popular dance concert
5:30 p.m.—Hawaiian concert; Old Timers
6 p.m.—Farmers' Radio Club
6:30 p.m.—Fiji Trio
8 p.m.—The Gondoliers; Stephanie Lewis, soprano; George Maddox, tenor
8:45 p.m.—Bob and Monte, Renton program
9 p.m.—Hokum Hour
10 p.m.—Ken Stuart's Thirty Minutes of Sunshine
10:30 p.m.—Jack and Jill Tavern Orchestra
11:45 p.m.—Police and weather reports
12 midnight—Midnight Revellers

322.4 Meters
930 Kcys. **KROW** **Glencourt 6774**
1000 Watts

Educational Broad. Corp., Oakland, Calif.

6:30 a.m.—Top of the Morning Program
8 a.m.—Thirty Minutes of Melody, presenting Maud Nickerson, pop. blues; Florence Mott, pianist
8:30 a.m.—Charlie Pacheco, The Black-Key Boy
11 a.m.—The Midway, presenting Dan McLoone, tenor; Arlene Dodson, gypsy violinist; Mildred Anderson, pianist; Carl Otto and his Uke
1:30 p.m.—Health Program by Dr. McLain
1:45 p.m.—Carnival Hour, presenting Melody Girls, harmony team; Maud Nickerson, pop. blues; Billie Sherwood; Hotel Alameda Band
2:30 p.m.—Betty the Shopper
3:30 p.m.—California Cowboys—Bill Simmons, vodeling cowboy; Chuck Darling, harmonica; Red Hildebrand, accordionist
4 p.m.—The Ne'er Do Well
4:30 p.m.—Fox West Coast Theaters Frolic, presenting piano trio, Lewis Brothers and Dorothy Graham; Jean Wakefield, vocalist; Charlie Warner, vocalist
5 p.m.—Wade Forrester's Hour of Sunshine
7:30 p.m.—Baseball results and News Items; musical program
8 p.m.—Westward Ho program
8:30 p.m.—Ward Baker, violinist
8:45 p.m.—Piano Recreation, Jean Ardath
9 p.m.—Pete King, Marguerita Bernae, Jean Ardath, Ward Baker and Lillian Boyd
10 p.m.—Charlie Pacheco, the Black-Key Boy, and Charlie Addington presenting novelty songs
10:40 p.m.—KROW Smiling Army Program, presented by Serg. Doc Wells and Lillian Boyd, organist

322.4 Meters
930 Kcys. **KFWI** **Franklin 0200**
500 Watts

Radio Entertainments, San Francisco, Calif.

7 to 8 a.m.—Eye-opener program
9 to 9:30 a.m.—Slogan contest
9:30 to 10 a.m.—Records and announcements
10 to 10:30 a.m.—Hotel Bellevue program
10:30 to 10:50 a.m.—Dr. Lineberger, health talk
10:50 to 11 a.m.—Items of interest
12 to 1:30 p.m.—Slogan contest
6 to 7 p.m.—Dinner dance music
7 to 7:30 p.m.—Norma Lee, contralto, and Louise Gilbert, pianist
11 to 12 midnight—Slogan contest
12 to 1 a.m.—Midnight Classics

220.4 Meters
1360 Kcys. **KGER** **Phone: 632-75**
1000 Watts

C. M. Dobyms, Long Beach, Calif.

7:30 a.m.—Musical Clock; news flashes
10 a.m.—Women's Hour; Chick, Chet and Chuck
11:15 a.m.—Charles K. Lindsey's orchestra
12:30 p.m.—Peggy and Jerry skit
12:45 p.m.—Billy Van
1:15 p.m.—Helene Smith, piano requests
2 p.m.—Organ requests, Dick Dixon
2:30 p.m.—Long Beach Municipal Band
4 p.m.—News brevities
4:05 p.m.—Allay Oop studio frolic
5 p.m.—Morrissey's orchestra; organ; trio
6:15 p.m.—Studio Brevities
6:30 p.m.—Everett Hoagland's Troubadours
7:30 p.m.—Long Beach Municipal Band
8 p.m.—Billy Van
8:30 p.m.—Cavalliers dance orchestra
9 p.m.—Everett Hoagland's Troubadours
9:30 p.m.—Musical bouquet program
10 p.m.—Mariners concert orchestra
11 p.m.—Everett Hoagland's Troubadours
11:30 p.m.—Dick Dixon, organist

SATURDAY Programs

340.7 Meters **KLX** Lake 6000-6015
880 Kcys. **5000 Watts**

Tribune Publishing Co., Oakland, Calif.

7 to 8 a.m.—Exercises and entertainment
8 to 8:30 a.m.—Three Happy Hayseeds
8:30 to 9 a.m.—Jean Kent
9 to 9:30 a.m.—Modern homes period
9:30 to 10:15 a.m.—Clinic of the Air
10:15 to 11 a.m.—Stocks; records
11 to 12 noon—Classified Adv. hour
12:05 to 1 p.m.—Jack Delaney and his band
1 to 2 p.m.—Jean's Hi-Lights
2 to 2:30 p.m.—Recordings
2:30 to 5 p.m.—Football: U. C. vs. Olympic Club
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 7:45 p.m.—Ethel Rhinard and Cora Scott
7:45 to 8:45 p.m.—Lynn Pryor and his California Midshipmen at Athens Athletic Club
8:45 to 9 p.m.—Sports news
9 to 10 p.m.—Chuck Dutton and his Hotel Oakland Ivory Court dance band
10 to 11 p.m.—Classic recordings

265.3 Meters **KSL** Wasatch 3901
1130 Kcys. **5000 Watts**

Radio Service Corp., Salt Lake City, Utah

5:30 p.m.—New England Priscilla
6 p.m.—General Electric program, NBC
7 p.m.—Lucky Strike Dance Orchestra, NBC
8 p.m.—A visit with a great composer—Sego Concert Hour
8:30 p.m.—"Amos 'n' Andy," NBC
8:45 p.m.—Musical varieties
9 p.m.—Jack Frost Entertainers
9:30 p.m.—Utah Advertisers
10 p.m.—News Highlights of the Day
10:15 p.m.—Dance orchestra
11 p.m.—Midnite Hour

309.1 Meters **KJR** Seneca 1515
970 Kcys. **5000 Watts**

Northwest Broad. System, Seattle, Wash.

7 a.m.—Morning Reveillier; news; organ
8:30 a.m.—Thrift Home of the Air
9 a.m.—Morning devotional services
9:40 a.m.—Smilin' Sam
10 a.m.—Robert Monsen, tenor
10:15 a.m.—Beauty Talk, Helen Andrews
10:30 a.m.—Songs You Like to Hear
11 a.m.—Warren Wright, organ recital
12 noon—World Book Man
12:30 p.m.—Mid-Day Musicale
1 p.m.—George Maddox, tenor; Betty Andersen, soprano
1:15 p.m.—Uncle Frank's Kiddies Program
2 p.m.—Football game
5:05 p.m.—Labor talk; lost and found
5:15 p.m.—Air Transport Talk
5:30 p.m.—Market reports
5:50 p.m.—Garden talk, Cecil Solly
6 p.m.—Saturday Knights; Pearle Dempsey, piano; Robert Monsen, tenor; Art Pease, accordion
6:30 p.m.—Fiji Trio; "Old Chestnuts"
7:30 p.m.—Music a la Carte; The Gondoliers
9 p.m.—Tucker's Everstate Band
10 p.m.—Ken Stuart's Sunshine Program; Ivan Ditmars, piano
10:30 p.m.—Whirlwinds; Eulala Dean, blues singer; "Dud and Duane," saxophones
11 p.m.—Tucker's Everstate Band
12 midnight—Midnight Revellers

440.9 Meters **KPO** Garfield 8300
680 Kcys. **5000 Watts**

Hale Bros. & The Chronicle, San Francisco

7:30 to 8 a.m.—Quaker Oats, "Start o' the Day"
8 to 9 a.m.—Shell Happytime by Hugh Barrett Dobbs
9 to 9:30 a.m.—Dobbsie's Birthday Party
9:30 to 10 a.m.—Walter W. Cribbins
10 to 10:30 a.m.—National Home and Farm Hour, NBC
10:30 to 10:50 a.m.—Woman's Magazine of the Air, NBC
10:50 to 11 a.m.—Doug Richardson
11 to 11:55 a.m.—Floyd Wright, organ recital
11:55 to 12:05 p.m.—Scripture; time signals
12:05 to 1 p.m.—Programs in Miniature
1 to 1:55 p.m.—KPO Salon Orchestra
1:55 to 2 p.m.—Ye Towne Cryer
2 to 2:15 p.m.—The Harmonizers
2:15 to 5 p.m.—Football broadcast, Olympic Club vs. University of California, Don Thompson at microphone for Associated Oil Company
5 to 5:30 p.m.—Big Brother
5:30 to 5:45 p.m.—The Date Book, Stuart Strong
5:45 to 6 p.m.—News Digest, "Scotty" Mortland
6 to 6:45 p.m.—KPO Masters of Music
6:45 to 7 p.m.—Cecil and Sally
7 to 8 p.m.—North Americans
8 to 8:30 p.m.—The Gilmore Circus, NBC
8:30 to 9:30 p.m.—Radio feature, NRA
9:30 to 10 p.m.—Earle C. Anthony, "Packard Program"
10 to 11 p.m.—Jesse Stafford's Palace Hotel Orchestra
11 to 12 p.m.—John Wolohan's El Patio Dance Orchestra

280.2 Meters **KJBS** Ord 4148-49
1070 Kcys. **100 Watts**

J. Brunton & Sons, San Francisco, Calif.

7 to 7:30 a.m.—KJBS Alarm Klok Klub
7:30 to 9 a.m.—Auburn Airs; variety records
9 to 9:30 a.m.—Assoc. Food Stores' program
9:30 to 10 a.m.—Tommy Monroe and Bob Allen
10 to 10:30 a.m.—Sunshine program
10:30 to 11 a.m.—Records; Health Man
11 to 12 noon—Concert music
12 to 1:30 p.m.—Popular records; stocks
1:30 to 2 p.m.—Salon orchestra
2 to 2:30 p.m.—Dell Raymond and Jack Childes
2:30 to 4 p.m.—Popular recordings
4 to 4:30 p.m.—Jerry McMillan, pianist
4:30 to 5:15 p.m.—Recordings
12 to 8 a.m.—KJBS Owl program

204 Meters **KGA** Main 3434
1470 Kcys. **5000 Watts**

Northwest Broad. System, Spokane, Wash.

6:45 a.m.—Early Birds; news
8 a.m.—Sunshine Hour; popular hits
9:30 a.m.—Miss Spokane Musicale
10 a.m.—Friendly Hour; organ recital
11 a.m.—Novelties; luncheon concert
11:30 a.m.—Popular concert; Barton's Brevities
12:30 p.m.—Music; market reports; weather
1 p.m.—Concert recordings
2 p.m.—Popular Melange; Bargain Matinee
3:30 p.m.—Tea Hour concert
4 p.m.—Good News Magazine
4:30 p.m.—Uncle Andy and the Kiddies
5 p.m.—World Bookman; dinner music
6 p.m.—Saturday Knights; Pearl Dempsey, piano; Robert Monsen, tenor; A. Pease, accordion
6:30 p.m.—Fiji Trio, NBS
8 p.m.—The Gondoliers; Stephanie Lewis, soprano; George Maddox, tenor
9 p.m.—KGA Orchestra
10 p.m.—Ken Stuart's Thirty Minutes of Sunshine
10:30 p.m.—Request program

SATURDAY Programs

508.2 Meters **KHO** **Main 5383**
590 Kcys. **1000 Watts**

Louis Wasmer, Inc., Spokane, Washington

7 a.m.—The Town Crier
7:30 a.m.—Start o' Day, NBC
8 a.m.—Shell Happy Time, KPO
9 a.m.—Vermont Lumber Jacks, NBC
9:15 a.m.—Walt and Norman
9:45 a.m.—Nat'l Farm and Home Hour, NBC
10:30 a.m.—Woman's Magazine of the Air, NBC
11:30 a.m.—Organ recital; band music
12:15 p.m.—C. R. C. program
12:30 p.m.—Fulop's Fashion Plates; Travelaide;
1 p.m.—"Dutch Maid"; "Headliners"
1:30 p.m.—"Trail Blazing"; Eatsum Twins
2 p.m.—"Varieties"; Fur Facts; musical gems
3 p.m.—Concert gems; studio feature
3:30 p.m.—Paint o' Mine; Service Hour
4:30 p.m.—Phil Cook, NBC
5 p.m.—Service Hour; Studio Feature
5:30 p.m.—The Fuller Man, NBC
6 p.m.—General Electric
7 p.m.—Lucky Strike Hour, NBC
8 p.m.—Songs of the Past
8:30 p.m.—Amos 'n' Andy, NBC
8:45 p.m.—Sperry Program, NBC
9 p.m.—El Sidelo Minstrels, NBC
9:30 p.m.—Recorded program
10:30 p.m.—Best Steppers

361.2 Meters **KOA** **York 5090**
830 Kcys. **12,500 Watts**

General Electric Co., Denver, Colorado

3:45 to 4 p.m.—Edgewater Beach organ program
4 to 4:15 p.m.—Whyte's orchestra
4:30 to 5 p.m.—Phil Spitalny's music
5 to 5:30 p.m.—Preview of International Sunday School lesson, the Rev. William O. Rogers
5:30 to 6 p.m.—The Fuller Man
6 to 7 p.m.—General Electric Band
7 to 8 p.m.—B. A. Rolfe and his Lucky Strike orchestra
8 to 8:15 p.m.—Slumber music
8:15 to 8:30 p.m.—Literary Digest topics in brief, Floyd Gibbons
8:30 to 8:45 p.m.—Amos 'n' Andy
8:45 to 9:45 p.m.—Atwater Kent Colorado audition
9:45 to 11 p.m.—Johnny Johnson and his orch.

526 Meters **KMTR** **Hollywood 3026**
570 Kcys. **500 Watts**

KMTR Radio Corp., Hollywood, California

8:05 to 9 a.m.—Records; health man
9 to 10 a.m.—Mildred Kitchen, Home Economics Expert; records
10 to 10:30 a.m.—Louise Howatt
10:30 to 11 a.m.—Galloping Gophers
11 to 11:45 a.m.—Modes and Fashions; records
11:45 to 12 noon—Public and civic officials
12 to 12:15 p.m.—"World in Review"
12:15 to 1:15 p.m.—Prosperity Hour
1:15 to 2:30 p.m.—Records; Spanish program
2:30 to 5 p.m.—Football game at Los Angeles Coliseum
5 to 5:15 p.m.—Trading Post program
5:15 to 5:45 p.m.—Organ recital
5:45 to 6 p.m.—"Reporter of the Air"
6 to 6:30 p.m.—Banjo Boys
6:30 to 7:15 p.m.—Ben Berman and Studio Boys
7:15 to 7:30 p.m.—Hollywood Sweepstakes
7:30 to 8:15 p.m.—"Talking picture song hits"
8:15 to 10:30 p.m.—Baseball game
10:30 to 11 p.m.—Happy Harry Geise—requests
11 to 12 midnight—Vernon dance marathon
12 to 1 a.m.—"8 Ball" and Charley Lung

239.9 Meters **KFOX** **Phone: 672-81**
1250 Kcys. **1000 Watts**

Nichols & Warinner, Long Beach, Calif.

5 a.m. to 12:45 p.m.—Music; talks; news
12:45 p.m.—Musical Moments, Mart Dougherty
1 p.m.—Bill and Co.; Cheerio Boys
1:50 p.m.—Doris & Clarence; Rolly Wray
2:30 p.m.—The Harmonians
3:15 p.m.—Musical Relaxation, Dr. J. F. Rausch
3:30 p.m.—Organ recital, Vera Graham
4 p.m.—Late news; Day Dreams
4:15 p.m.—Rolly Wray in piano numbers
4:30 p.m.—Gene & Bill, Those Two Boys
4:45 p.m.—Cheerio Boys; Hollywood Girls
6 p.m.—"Em and Clem"
6:15 p.m.—Percy Prunes and Daisy Mae
6:30 p.m.—Over at Mart's House
6:45 p.m.—The Three Vagabonds
7 p.m.—Sunset Harmony Boys
7:15 p.m.—Froggy and Burrhead
7:30 p.m.—Bill & Co
7:45 p.m.—Silver Spray Hawaiians
8 p.m.—Cline and his harmonica
8:15 p.m.—Rolly Wray; Dream Train
9 p.m.—Lamplit Hour
9:30 p.m.—The Harmonians
10:30 p.m.—Novelty Foursome
11 p.m.—Majestic Ballroom
12 to 3 a.m.—The Knight Hawk

296.6 Meters **KQW** **Columbia 777**
1010 Kcys. **500 Watts**

Pac. Agric. Foundation, Ltd., San Jose, Calif.

9 to 11 a.m.—Morning music; Helpful Hour
11 to 12:30 p.m.—Community Hour; records
12:30 to 1 p.m.—Market reports, weather
1 to 1:30 p.m.—Hart's Happy Half Hour
1:30 to 3:30 p.m.—Friendly Hour; records
4:30 to 5:15 p.m.—Children's program
5:15 to 6 p.m.—Vesper music; health talk
6 to 6:45 p.m.—Recordings
6:45 to 7 p.m.—KQW Market Place
7 to 7:15 p.m.—Farm Bureau radio news
7:15 to 7:30 p.m.—San Jose Better Business Bureau
7:30 to 7:45 p.m.—Musical program
7:45 to 8:45 p.m.—Studio program
8:45 to 10 p.m.—Italian program

394.5 Meters **KVI** **Broadway 4211**
760 Kcys. **1000 Watts**

Puget Sound Broad. Co., Tacoma, Wash.

7 to 9 a.m.—Records; orchestra
9 to 9:30 a.m.—Adv. of Helen and Mary, CBS
9:30 to 10 a.m.—Feminine Fancies, DLBC
10 to 10:30 a.m.—Program from KHJ
10:30 to 11:15 a.m.—Recordings; KOL program
11:15 to 11:30 p.m.—Colum. artists recital, CBS
11:30 to 12 noon—Col. Salon Orchestra, CBS
12 to 12:30 p.m.—Master Singers Quartet, CBS
12:30 to 1 p.m.—For Your Information, CBS
1 to 1:30 p.m.—Manhattan Towers Orchestra, CBS
1:30 to 2 p.m.—Spanish Serenade, CBS
2 to 2:45 p.m.—Ozzie Nelson's Glen Islanders, CBS
2:45 to 3 p.m.—Dr. Clark's French Lesson, CBS
3 to 3:15 p.m.—Tom, Dick and Harry, CBS
3:15 to 3:30 p.m.—Social Calendar
3:30 to 4 p.m.—Talk and recordings
4 to 4:15 p.m.—The Crockett Mountainers, CBS
4:15 to 4:30 p.m.—Colored male chorus, CBS
4:30 to 5 p.m.—Recordings
5 to 5:15 p.m.—Romance of Amer. Industry, CBS
5:15 to 5:18 p.m.—Review of evening broadcasts
9 to 9:30 p.m.—Vaudeville program, DLBS
9:30 to 10 p.m.—Ted White's Top of the World Night Club, DLBS
10 to 11 p.m.—Mike Doty's orchestra
11 to 12 midnight—Earl Burnett's orch., DLBS
12 to 1 a.m.—Organ recital

SATURDAY Programs

**468.5 Meters
640 Kcys.**

**KFI Westmore 0377
5000 Watts**

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

6:30 a.m.—Opening market reports
6:45 a.m.—Health exercises, Louis Rueb
7:30 to 8 a.m.—Quaker Start o' the Day, NBC
8 a.m.—Shell Happytime, KPO
9 a.m.—Chester Foster Rand, tenor
9:15 a.m.—Wall Street Journal
9:30 a.m.—Frances Hancock, mental exercises
9:45 a.m.—National Farm and Home Hour, NBC
10:30 a.m.—Woman's Magazine of the Air, NBC
11:30 a.m.—Jules Garrison, the passer-by
11:45 a.m.—Spanish Lesson, Annette Doherty
12 noon—Dept. of Agriculture talk
12:15 p.m.—Federal and State market reports
2:15 p.m.—Alma and Adele Howell, duets
2:45 p.m.—Kelly Alexander, ballads
3:15 p.m.—L. A. Fire Department Orchestra
4:15 p.m.—KFI News Bureau
4:30 p.m.—Don Abbott, tenor
5 p.m.—Investment Talk
5:15 p.m.—Will E. Wing, Hollywood
5:30 p.m.—A. Malvern Christie, ballads
5:45 p.m.—Stock market reports
6 p.m.—General Electric program, NBC
7 p.m.—Lucky Strike Hour, NBC
8 p.m.—Gilmore Circus, NBC
8:30 p.m.—Soiree Intime
10 p.m.—Georgia Williams, violinist
10:30 p.m.—Harold Spaulding, tenor
11 p.m.—KFI Midnight Frolic

**333.1 Meters
900 Kcys.**

**KHJ Vandike 7111
1000 Watts**

Don Lee, Inc., Los Angeles, California

7 to 8:30 a.m.—Recordings; Hallelujah
8:30 to 8:40 a.m.—Stock exchange reports
8:40 to 9:30 a.m.—Program of recordings
9:30 to 10 a.m.—Feminine Fancies, KFRC
10 to 11 a.m.—Cheer Up and Smile Hour
11 to 11:15 a.m.—Nell Larson, organist
11:15 to 11:30 a.m.—Safety Bldg. & Loan Co.
12 to 12:30 p.m.—Biltmore Hotel concert orch.
12:30 to 1 p.m.—World-wide news; records
1 to 1:30 p.m.—Manhattan Towers Orch., CBS
1:30 to 2 p.m.—Times Forum
2 to 2:15 p.m.—Ozzie Nelson's Glen Islanders, CBS
2:15 to 5 p.m.—Oregon State-Stanford football game, from KFRC
5 to 5:15 p.m.—News; Town Topics
5 to 5:15 p.m.—World-wide news; Town Topics
5:15 to 5:30 p.m.—Columbia Male Chorus, CBS
5:30 to 6 p.m.—Studio program
6 to 7 p.m.—Show Boat, CBS
7 to 7:30 p.m.—Chicago Varieties, CBS
7:30 to 8 p.m.—Jesse Crawford, CBS
8 to 8:30 p.m.—Don Lee Symphony
8:30 to 9 p.m.—Musical Cocktails
9 to 9:30 p.m.—Lyons & Lyons, vaudeville
9:30 to 10 p.m.—Ted White's Top of the World Night Club
10 to 10:05 p.m.—World-wide news
10:05 to 12 midnight—Biltmore Hotel dance orch.
12 to 1 a.m.—W. Tourtelotte, organ recital

**526 Meters
570 Kcys.**

**KXA Seneca 1000
500 Watts**

American Radio Tel. Co., Seattle, Wash.

4 p.m.—Murrah; Town Crier
6:30 p.m.—Murrah; Cecil and Sally
7 p.m.—Popular records; Mozart studio trio
8:15 p.m.—Records; Harold Ford
9:45 p.m.—Red Toppers program
10 p.m.—Weather report; late dance records

**315.6 Meters
950 Kcys.**

**KFWB Hollywood 0315
1000 Watts**
Warner Brothers, Hollywood, Calif.

8:30 a.m.—Dorothy Burnham, pianist; "The Ivory Twins"; Jean Cowan, popular songs
10 a.m.—Wade Hamilton, organist
10:30 a.m.—The Melody Boys' dance band; Virginia Miller, pianist
11:30 a.m.—Wade Hamilton, organist
12 noon—The Adventures of Tom and Wash
12:15 p.m.—Harold Rhodes, pianist
12:30 p.m.—Rose Valerie's concert ensemble
2 p.m.—Football game, Southern California vs. Utah Aggies
5:30 p.m.—Harold Howard's dance band; Jean Cowan, popular songs
6 p.m.—Harry Jackson's entertainers
6:30 p.m.—Wade Hamilton, organist
6:45 p.m.—Cecil and Sally in "The Funniest Things"
7 p.m.—Strings and Bows (string combination); Emma Kimmel soprano; Vernon Rickard, tenor
7:50 p.m.—Football talk
8 p.m.—Mona Motor Oilers; Lewis Meehan, tenor
9 p.m.—"Garden of Melody"
9:30 p.m.—Radio playlet by Stuart Buchanan
10 p.m.—Johnny Johnson's orchestra
10:30 p.m.—George Olsen's music
11 to 11:30 p.m.—George Freeman's orchestra

**235.1 Meters
1270 Kcys.**

**KOL Elliott 4466
1000 Watts**

Seattle Broadcasting Co., Seattle, Wash.

2:30 to 5 p.m.—Football game U. of Oregon vs. U. of W.
5 to 5:15 p.m.—Seattlight, Joe Roberts
5:15 to 5:45 p.m.—Records; service period
5:45 to 6 p.m.—Studio program
6 to 7 p.m.—Hank Simmons' Show Boat, CBS
7 to 7:30 p.m.—Chicago variety program, CBS
7:30 to 8 p.m.—Jesse Crawford, organist, CBS
8 to 8:30 p.m.—Jack Denny's orchestra, CBS
8:30 to 9 p.m.—Guy Lombardo's Canadians, CBS
9 to 9:30 p.m.—Vaudeville program, DLBS
9:30 to 10 p.m.—Ted White's Top of the World Nite Club, DLBS
10 to 11 p.m.—Barney's Jazz Band from Parker's Pavilion
11:01 to 12 midnight—Earl Burnett, DLBS
12 to 12:30 a.m.—Nervous Charlie's Chinese Garden Band
12:30 to 3 a.m.—Request records

**325.9 Meters
920 Kcys.**

**KOMO Elliott 5890
1000 Watts**

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

6:55 a.m.—Inspirational service
7 a.m.—Organ recital
7:30 a.m.—Quaker Oats Start o' the Day, NBC
8 a.m.—Shell Happytime, KPO
9 a.m.—Vermont Lumber Jacks, NBC
9:15 a.m.—Gordon and Mary
9:30 a.m.—Concert trio and vocalists
10:30 a.m.—Woman's Magazine of the Air, NBC
10:50 a.m.—Football game; Army vs. Harvard
1:30 p.m.—Male quartet
2 p.m.—Football game: University of Wash. vs. University of Oregon, NBC
5 p.m.—Garden Patch program
5:30 p.m.—The Fuller Man, NBC
6 p.m.—General Electric program, NBC
7 p.m.—Lucky Strike dance orchestra, NBC
8 p.m.—Gilmore Circus, NBC
8:30 p.m.—Amos 'n' Andy, NBC
8:45 p.m.—Sperry Smiles, NBC
9 p.m.—El Sidelo Minstrels, NBC
9:30 p.m.—Drama Hour, NBC
10:30 p.m.—Spotlight Revue, NBC
12 midnight—Organ recital

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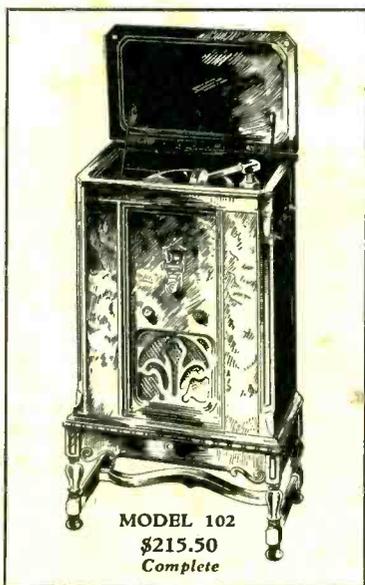
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