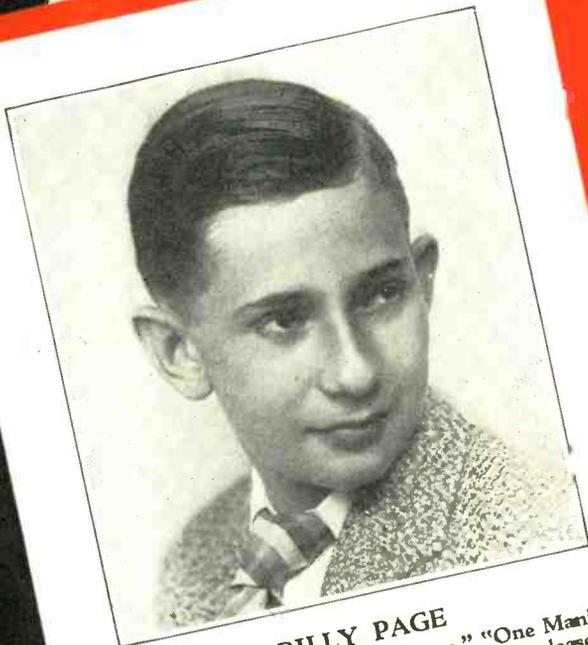


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# BROADCAST WEEKLY



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THE LEADING RADIO GUIDE OF THE PACIFIC COAST



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# BROADCAST WEEKLY

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29 South La Salle Street  
Chicago

NEW YORK

Edwin F. Ripley  
118 East 28th Street  
New York City

*The Leading Radio Guide of the Pacific Coast*

Vol. XI, No. 35

A. J. URBAIN, *Editor and Publisher*  
726 Pacific Building, San Francisco, Calif.

August 27, 1932

## .. And Now, to You Mr. Sponsor

THE one justification for a radio program and the expenditure it entails, is an audience. Money spent by a sponsor prior to gaining that audience is money wasted. And the maximum return a sponsor may ever expect or receive is in direct ratio to the size, purchasing power, and responsiveness of his audience.

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# PERSONAL PICKUPS

BY GYPSY



**Helen, Fort Bragg.** Sidney Lippman was born in New York, is of Austrian ancestry, weighs 145 pounds, has black hair, dark brown eyes, is 5 feet 9 inches tall and celebrated his

thirty-second birthday last May. His earliest ambition was to become a surgeon, but circumstances forced him to enter the business world after two years at Normal School. Later, with only five months of violin training, he held his own in orchestral work and for some time he acted as director of the Orpheum orchestra in Houston, Texas. During the reign of silent pictures he was under contract for three years to Corinne Griffith as personal violinist and eventually drifted into radio and the writing of musical scores. For diversion he reads or plays tennis. His favorite composer is Schubert, his flower the gardenia and his color brown. He is married and the father of two active boys aged five and two. Page 24 tells how you may procure pictures of radio stars.

\* \* \*

**G. R., Portland.**—Florence Lake is the "Elsie" of the Demitasse programs. Bruce Adams portrays the part of Judge Whipple in George Frame Brown's "Thompkins' Corners" sketches. Occasionally he is heard also in the role of mayor of the neighboring town of Sordis. They say he gets that mumbly, thick-lipped effect by placing paper clips in his mouth.

\* \* \*

**Mrs. F. G. H., Sacramento.**—Bobbie Moore (KROW) began life in Chicago, Illinois, as Robert Mohr about thirty-nine years ago, grew up in the Pacific Northwest, ran away from home at the age of fourteen to sing and do a black face act with a medicine show, returned to the fold two years later and began an eventful career as singer and actor in the cabarets of Seattle. Later, hearing of a medicine show that was headed for Alaska, he again heeded the urge to travel and in the far

North, where incidentally, he met the famous Bill Dawson, was lost for thirty days, suffering all the inconveniences, to put it mildly, experienced by many another adventurous lad who couldn't "stay put." However, the show did drift back in time and Bob found himself a favorite in the night life of Portland, then San Francisco and eventually in vaudeville. His theatrical bookings were interrupted by the war after which more show business followed and six years ago he was introduced to his first microphone. He is 5 feet 8 inches tall, weighs 150 pounds, has blue eyes, brown hair, is married and the father of an eight-year-old son.

\* \* \*

**C. N., Ventura.**—The "Hoofers" skit is written by Laird Doyle and the principal characters are played by Mary Duckett, a Stanford girl, and Stuart Buchanan.

\* \* \*

**Captain Argus Fans.**—A correspondent who asks that his name be withheld, advises me that our "Captain Argus," alias Gustav Severin, is none other than his old countryman, Count von Schweinitz und Krain. The illustrious count, my informant goes on to say, was at one time a tremendous power in European affairs and is a close friend of Count Von Luckner, who appeared in a recent series of broadcasts over the Columbia Broadcasting System.

\* \* \*

**E. L. S., Sacramento.**—Tom Coakley was born in Oakland, Calif., March 30, 1905, attended St. Mary's College for two years, switched to the University of California and graduated in 1929. Morton Downey's birthplace is Wallingford, Conn. He is the son of an Irish day laborer, quit school at the age of fifteen and his first singing job was in a burlesque theatre. In 1927 he sang in London night clubs, opened a club of his own in November of the same year and is now among the very highest salaried persons in the singing profession. He owns a blue chow named Teddy, eats three banana splits a day, is addicted to expensive cars, carries around several good luck tokens.

\* \* \*

**Mrs. G. M., Los Angeles.**—Stuart Buchanan (KNX) played halfback and quarterback at Notre Dame under the late

Knut Rockne, was dramatic instructor for four years at the University of West Virginia, directed dramatic classes at the University of Florida for three years and acted as athletic coach for a number of years before succumbing to radio. He is in his late thirties, has four children, studied with Otis Skinner and does a good deal of writing. Easton Kent is back from his vacation and again making regular appearances over NBC. You have no doubt heard him by now. "Truthful Deacon Brown" is Kenneth Spencer, young colored baritone, member of the Southern Harmony Four, who have sung these many moons on Dr. Lawrence L. Cross' morning programs.

\* \* \*

**Mrs. F. T., Portland.**—Mrs. Jennings Pierce was Alice Johnson before her marriage. Walter Beban's birthday falls on the eighteenth day in March. Sid Goodwin celebrates his natal day February 26.

\* \* \*

**Henrietta, Oakland.**—In the Pemm Players' (KROW) productions you hear the voices of Margaret Fisher, Wilma Spence, Grace Rhodin, "Doc" Wells, Rhys Davies, Irwin DeVore and George Tolin. The dramas are under the direction of Elmer Pemm and the sound effects are produced by Charles Calender.

\* \* \*

**John, Sacramento.**—Station KJBS, during the month of August, signed off at 7:00 p. m. In September the sign-off time is 6:30. The Federal Radio Commission designates the signing-off time for all stations which shut down at sunset.

\* \* \*

**Ellen, Santa Barbara.**—George Frame Brown introduced his "Real Folks" to NBC audiences in 1928. Evelyn Sandberg may be heard over KPWL. You will find her schedule of appearances in the program department of this issue. Yes, Phil Harris has an odd first name, but he pleaded with me to keep it out of circulation and you know, Ellen, when Phil asks a favor, somehow one just cannot refuse him. He is married to Mascott Ralston, an Australian girl, daughter of an opera singer. By the way, Mrs. Harris appears in dramatic skits on the air under the name of Christine Eddie.

# CONFIDENCE



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# ETHER GLEANINGS

By J. CLARENCE MYERS

STATION KSL at Salt Lake City, which, according to those "in the know" was alleged to have been a "Peck's bad boy" as far as the associations with the NBC went, has finally shifted its affections to Columbia and moves under its protecting wing on September 1.

That drastic move caused no end of commotion at the local NBC camp, for KSL was a fat plum in the NBC orchard, what with it already started on its 50,000 watt transmitter, the permission of which to build was recently granted by the Federal Radio Commission.

Nevertheless the NBC is not left in the cold as far as coverage in the Salt Lake area is concerned, for it has negotiated with KDYL, the CBS station in that town and on the same date that KSL goes to the CBS, KDYL steps into the NBC régime. It's a good exchange, as far as Columbia is concerned. KDYL is but a 1000-watt station, but, according to the NBC, is a "good station with a popular coverage." Are they tossing the asparagus at CBS?

Anyhow it seems that KSL has gotten in the NBC's hair off and again because they refused to take any of the network's sustaining (unsponsored) programs and even had the "audacity" to turn down NBC sponsored broadcasts from time to time, if they happened to collide with some of their own commercial spots. Maybe they were not to be blamed for that, because an NBC commercial pays its affiliated stations a flat fee of \$50 an hour, whereupon KSL was probably getting three or four times that amount for its own local commercials. But the NBC says those times happened too frequently. The affiliated stations of the network are required to pay a certain amount for unsponsored programs given them by the NBC. The network went to the bat for KSL at Washington, D. C., to help it get its license to construct a 50,000 watter, too.

S. S. Fox and Philip G. Lasky, the boys who own KDYL, were out to see Don Gilman, NBC chief here, the other day and closed negotiations and at the same time made preparations for a dedicatory program

which will usher their station into the NBC family.

\* \* \*

The Union Oil Company comes out with a new series of etherizations beginning on September 4, over the KGO network, which will be presented by the Domino Club of Hollywood. In case you're not wised up, let's tell you that the Club is an association of movie celebs who are known for their ingenious private entertainments. The broadcast will consist of black-outs, short plays, and a sprinkling of "moosic."

\* \* \*

Adele Burian, torch singer, who got her "walking papers" along with a number of others when they chopped off the KYA artist personnel some weeks back, is tantalizing the ether via KTAB now. She's on four times weekly—Monday, Tuesdays, Thursdays and Fridays.

\* \* \*

Don Lee's San Diego station, KGB, which Dick Rickard, formerly of KFRC, manages, recently was granted authority by the Federal Radio Commission to increase its power from 500 to 1,000 watts.

\* \* \*

If it hadn't been for Emil Polak, the NBC conductor, a certain program on the network would have been a regular "tea party" from producer down. The Arion Trio (feminine instrumentalists) and the Cecilians (vocal gals) were on the same program, with Helen O'Neill doing the producing. Polak spotted them rehearsing in the studio and exclaimed: "What, not a man on that program!" And so he drafted himself as vocal director and accompanist for the Cecilians. And the manless program is no more.

\* \* \*

The week's best laugh on KTAB occurred during the Looney and Gooney program the other day. Of course they hope for that. But this chuckle session was on the "inside." But the audience was admitted to the fun later. It seems that the "sills"—Glenhall Taylor and Arnold Maguire, had turned over the microphone to Roger Krupp, the announcer, to make his regular commercial

spiel. But alas and alack, poor Roger had his pet pivot tooth out for an airing. And that's why the audience heard something like this while he hastily tossed it back in his jaws—"umpth—aww—umpf."

\* \* \*

That "around the corner" business is not such a fairy tale after all, the NBC is finding out. New sponsored programs continue to pop up. Since we reported the new ones to you last week, a number of others have signed for broadcasts. Among them are: a program by the Three Bakers for Standard Brands, Inc., starting on October 2, to be heard over the KGO network; the General Electric Circle, presenting various radio and operatic stars each Sunday afternoon, starting next month; Van and Don, the two professors of Cuckoo College, who go to work before the mike once more on August 29 for Quaker Oats; a program for the A. C. Gilbert Company, toy makers, beginning October 30; a program for Paraffine Companies, Inc., entitled "The Merryfields," starting soon, and on November 16 the Arzen Laboratories, Inc., present a broadcast originating at the local NBC shops.

\* \* \*

Eleanor Allen, the KFRC organist, is just beginning to wonder if those two valuable silver fox furs she lost at the studio recently ran out under their own leg power or were lifted to the ether heights by her music. Anyhow, they disappeared right from the organ studio a la Houdini, and no one has seen them since. They were a gift and she valued them highly. Called the coppers in on the case, had appeals broadcast and ads run in the town's papers, but no findee yet.

\* \* \*

Eleanor's been having a streak of tough luck lately. Only the other day she wrecked her nice shiny new car and before that injured her ankle.

\* \* \*

Congrat, Theodore Strong, on your celebration of ten years of broadcasting. There aren't many around here that claim that distinction. Strong, who is organist and musical director for the Shell Happytime program, is purchasing an organ of his own. It's quite a nice one, too, with five registers and chimes, and he's having it installed in his

own studio at 1040 Geary Street. He expects soon to broadcast by remote control from there and also will make recordings.

\* \* \*

Solly Sieff, who has quite a "rep" as a manipulator of the black and white ivories, is KFRC's new pianist, succeeding Edna Fischer, who went to the NBC.

\* \* \*

Short Shots.—Doakes and Doakes, KFRC's Jamboree funsters, have been tramping the boards in the "legit" houses in southern California lately, but are scheduled to return to the mike soon. . . . Maybe when the cows come home Mona Lowe will get to sing that song that the NBC sent East especially for. It seems that the song arrived all right, but each time Mona was scheduled to warble it, something occurred that killed her program—first it was the convention broadcasts (that happened twice) and then the President Hoover acceptance speech, but anyhow she's determined to sing it, so you can be expecting it. . . . Bob Roberts of KTAB hasn't his land legs yet; he went yachting and was introduced to some rough sea. . . . Charley Hamp, that "pussonality" boy, is back on the ether tracks, singing and playing and telling about the advantages of some beauty products over a Los Angeles station. . . . Did you know that John P. Medbury, who m. c.'s the M. J. B. Demi Tasse Revue, has a 13-year-old son going to military school? . . . Mel Blanc, who worked at the NBC some months back, is making 'em chuckle who dial KNX these nights. . . . Max Dolin, that master of the violin, is being featured in a new program along with Martha Meade, a domestic science expert, over KFRC and thirty-one other stations. . . . The Texas Cowboy is now a'croonin' those range ditties over KTAB daily except Sunday from 7:30 to 8 a. m. in addition to his programs on KROW. . . . Looney and Gooney on KTAB are now sponsored by a cleaning fluid company. . . . Ben Bernie will make the NBC headquarters his home when he returns to the air for that malt company on September 13. Forty NBC stations will release his program, which has been signed for fifty-two weeks. . . . All records at window nose-rubbing have been broken at the 111 Sutter Building, where the NBC is located—the reason: the excellent window display of photographs of the network artists. It has been almost necessary on several occasions to call out traffic coppers, so great has been the congestion around the windows. . . . China and Japan have sent over representatives to study American television systems and programs, says the CBS.



# SILHOUETTES



**L**IKE many others who pursue their fortunes in the theatrical world, Little Jack Little also has submitted to the exigencies of that profession. More than ten years ago he sacrificed a perfectly good name upon the altar of expediency.

Born in London, England, thirty-one years ago as John James Leonard, Jack early displayed an aptitude for music. At the age of four he evidenced so much interest in his mother's piano lessons that she arranged to have them transferred to the youngster. Eighteen months later he was entered in the London conservatory of music.

When Jack was nine his family decided to emigrate to America. His father, an automobile mechanic, had accepted a position in a cream separator factory in Waterloo, Iowa, in which city the family made their home after arrival in America.

Jack found America to his liking and entered into the new life with enthusiasm. Prevented from playing football because of his parents' high regard for the safety of his hands and fingers, which he needed for the piano, Jack turned to cheer leading. At an annual Thanksgiving Day game he let loose one shout that proved too much for his vocal chords. He was unable to speak for a month, and it was some time before he could raise his voice above a whisper. It was this incident that resulted in his unusual type of singing which he describes as an "intimate parlor

voice"—half talk and half melody.

During the World War when he joined the navy at the age of seventeen, one year under the age limit, his abilities as an entertainer made him more valuable than his services as a seaman. For seventeen months the com-



LITTLE JACK LITTLE

mander of the Great Lakes training base kept him busy playing the piano.

The war over, Jack enrolled at Iowa University with the idea of becoming a medico. Working his way through school, he organized several orchestras which were so successful that his studies became a side issue. At this point a concerted movement on the part of his professors convinced Jack that his best interests lay elsewhere.

Having heard much about the perennial flowers and sunshine of California the diminutive

pianist started westward, but when he reached Denver he ran out of money and spent the next eight months recouping his fortunes.

The next move took Jack to Broadway, but that street is not always lavish with its gifts, and although Jack secured engagements they were so unremunerative that he was forced to exercise his ingenuity. In endeavoring to transfer from one vaudeville circuit to another, a bitter rival, Jack hit upon the expedient of changing his name. Seeking the descriptive and picturesque he decided upon Little Jack Little. Almost immediately his luck changed.

Feeling that radio, still in its infancy, offered possibilities, Jack became affiliated with a music publishing house and with a partner, Tommy Maley, toured the country's largest radio stations exploiting the songs of his employer.

While thus engaged he decided to try out one of his own tunes, and having none available wrote one on the train en route to Pittsburgh. It was "Jealous," and it became one of the biggest hits in the history of Tin Pan Alley. Later he fabricated such popular melodies as "Ting-a-Ling," "My Missouri Home," "Because They All Love You," "After I've Called You Sweetheart," "I Want to Count Sheep," "I Promise You," and "A Shanty in a Shanty-Town."

While in Chicago on a radio engagement he met Paul Lougher, another entertainer as diminutive as himself. He

suggested Lougher change his name to Small. The other agreed and soon Little and Small headlined the vaudeville circuits.

Four years ago Jack married and settled in Cincinnati, where he won an enthusiastic following through his broadcasts over a local station. Part of the time he spent in vaudeville, but his name became synonymous with radio. In January, 1931, he moved to New York to appear before the microphone of one of the networks which signed him under a year's contract. At the expiration of his contract Little came to Columbia as an exclusive artist.

Jack's apartment on Central Park West, New York, is the scene of many informal gatherings of radio folk. He enjoys pinochle and golf and hopes to write an entire musical show. Wears blue shirts that match his eyes and often goes hatless.

**A**t the age of three she played with gold nuggets instead of dolls—because there were no dolls available in the heart of the Rocky Mountains.

At thirteen she passed the entrance examination of the Boston Conservatory of Music, the youngest westerner ever to do so, and a year later she was teaching thirty pupils to play piano.

Which is just to give you an idea of the strange contrasts which Dollo Sargent, pretty little auburn-haired organist of NBC, has known in her not-very-long career.

She was born on a farm in Madison, Wisconsin, but before she was a year old she and her mother were gaily accompanying Dollo's father,

who was a mining engineer, on what was to be a decade and a half of real western life.

"It was the happiest kind of experience for a child like me," Dollo says, looking back on those early years. "Our home was at Wallace, Idaho, but Dad took me on prospecting trips as soon as I was old enough to go with him, and by the time I was ten I felt I was a real gold-miner. My mother still has the gold nuggets which were my only toys for a time, because we had to travel



**DOLLO SARGENT**

so light that she had to leave all my belongings at home.

Both Dollo's parents were musically trained, and Dollo's mother saw to it that there was a piano in the house in Wallace as soon as they arrived there. She gave Dollo her first piano lesson at the age of four and a half, and the little girl showed unusual aptitude from the first. A noted music teacher who had come to the mountains in search of health took her under his wing when she was six, and gave her seven years of solid training which is the

basis for her firm, sure technique and enabled her to pass the conservatory examination with high honors.

When she was eighteen, Dollo entered the University of Idaho for a year, but music drew her away from her classes, and she joined an orchestra which took her to Spokane, Washington. There she studied organ with George McClelland, and later with other well-known teachers.

She played the organ in the Public theaters in Los Angeles for five years; in Sid Grauman's Million Dollar Theater for four, alternating her hours between the theater, the Hal Roach studios and De Mille previews. She appeared with Paul Whiteman, Gilda Gray and other notables during this period.

Her first radio appearance was over a station in Los Angeles, as pianist of the Golden State Trio, and she was a KFI artist before she came to San Francisco and joined the NBC staff here.

Small, quiet, with clear, hazel eyes which bespeak the directness and loyalty for which Dollo's friends love her, the little organist takes her work seriously, but life with a laugh. Her pet hobbies are writing verse, making photographs and cutting out paper dolls, and her favorite books, Alice in Wonderland and the Arabian Nights. She has a music library of her own which contains 3000-odd organ compositions and 2000 orchestra numbers, yet although she always has her music on the organ, she never looks at it—plays everything from memory. Doesn't feel she will ever marry until she meets a man who has a "real sense of humor!"

# MICROPHONE GOSSIP



• • • Elsbeth Frellesen, who is "Glawdys," the languishing bride of "Simp and Glawdys," in which she appears with Monroe Upton, likes Persian cats—but not as much as she used to do, she admits. Her admiration for these felines changed when two cats of her own and a friend's pet for which she was caring became parents all within a few days. For a week Elsbeth shared a three-room apartment with the proud mamas and thirteen kittens—and after that—"Well, things were never the same between us!" she says.

• • • Station KSL, Salt Lake City, Utah, will become a full-time outlet of the Columbia Broadcasting System on September 1, it has been announced by William S. Paley, president of the network. A 50,000-watt ultra-modern transmitter, now under construction for KSL, will be on the air some time between September 15 and October 1 of this year. The Columbia Broadcasting System will not only supply KSL the full-time network program schedule, but will originate several presentations weekly there.

• • • The queries which the telephone brings to the National Broadcasting Company! One woman called the San Francisco studios not long ago to ask if a message could be broadcast to her son, who had just left for Burlingame, a San Francisco suburb.

"Is it important?" asked the NBC operator, thinking a matter of life or death might be involved.

"Important? I should say so!" declared the mother. "I have an errand for him to do for me on the way home!"

• • • Albert Knowles, Columbia production man assigned to the symphony programs from the Lewisohn Stadium, does not trust his musical memory when he supervises the broadcasts of the New York Philharmonic Orchestra. Seated next to the engineer he follows the score sheets as closely as the musicians themselves and gives instructions when to raise or lower the volume in order to achieve the best result on the air.

• • • "Tiny" Newland, who stands six feet umpty-ump inches in his bare feet, is the newest addition to the KHJ staff. A native of Nebraska, and christened Paul E. by fond parents. Newland has played football with the University of Missouri; appeared in theatres up and down the Pacific Coast; sung with noted dance bands, and has been heard on every major station in Los Angeles during the past nine years. Swimming is his pet sport, in which he indulges frequently. He took a short fling at banking in Los Angeles, and played professional football and basketball for two years in the Middle West. He's a baritone . . . and single.

• • • Glen Rice and his Beverly Hill Billies have hied themselves to the studios of KLV in Oakland, and this popular group is now appearing nightly, except Saturday, over the *Tribune* station.

• • • James Melton (NBC tenor) put his speedboat into a little cove on Long Island Sound the other afternoon for gasoline, and found the pump attendant missing. But there was a sign, according to the waggish tenor, reading, "Out to *launch*, back in a half hour." And they crease trousers!

• • • Dr. Laurance L. Cross, of NBC's Crosscuts program, is the son of an Alabama minister, and Dr. Cross's other two brothers, like himself, followed in their father's footsteps and are clergymen also.

• • • A group of KFRC Happy-Go-Lucky stars, including Al Pearce, Norman Nielsen, Charlie Carter, Eugene Eubanks, assistant production manager and Jennison Parker, author of the "Deep Dramatic Stock Company" plays, were guests of the battleship New York at luncheon recently. The radio people were taken on a tour of the giant man-o-war and, needless to state, picked up a bushel of ideas for some radio presentations.

• • • The radio fraternity of southern California feels deeply with KFOX, the passing, on August 13, of William H. Warinner,

secretary-treasurer of Nichols & Warinner, Inc., owners and operators of KFOX.

Several years ago Mr. Warinner came to Long Beach from Denver, Colorado, intending to retire from business and devote his time to golf and motoring. A chance meeting with Hal G. Nichols with whose father he had enjoyed a long and interesting friendship years before in the East, led to his becoming interested in KFOX, then just starting and known as KFON. He became one of the most enthusiastic radio executives on the Pacific Coast, giving all of his time to the business, which, under his conservative guidance prospered markedly.

• • • When Blossom Seeley and Benny Fields, who are Mr. and Mrs. Fields in private life, broadcast, Blossom has to stand on a soap box to sing into the same microphone with her husband. He is much taller and each must sing into the microphone from the same level to get a proper balance of their voices.

• • • Bill Goodwin, former master of ceremonies for the KFRC Feminine Fancies program, has transferred his attentions to station KHJ, Los Angeles, where he has been appointed a member of the announcing staff.

• • • Col. Rhys Davies, lecturer and novelist, who is the author of "The House of Doom," a new mystery serial being presented over KROW every Thursday evening, has had a rather brilliant military career.

When a boy he served in the Boer War in South Africa. During the World War Colonel Davies commanded the famous 44th Canadian Regiment.

For extreme bravery in action he was awarded the Distinguish Service Cross with three bars. He was also cited for bravery on fourteen different occasions.

In "The House of Doom" Colonel Rhys plays the rôle of Inspector Dyke of Scotland Yard.

• • • Billy Page, NBC juvenile star, has become the proud possessor of the first shell made in the United States when this country entered the World War. Walter Beban, NBC orchestral leader, who has had it among his own collection of curiosities for several years, gave it to the youthful actor.

• • • Barbara Jo Allen, NBC actress, hopes to dance before the microphone some day—when television comes. She has studied tap-dancing, Hawaiian dancing, and Spanish dancing, and is particularly accomplished in the latter style.

• • • A recent addition to the KFOX program schedule is Gus Gagel and His Troubadours, heard in a daily broadcast. The dance aggregation has ten talented musicians, including Peggy Birdsell, singer, in addition to a specialty vocal trio, "Three Kings of Harmony."

Gus and his orchestra is not new to the air, but he has instituted something new with his music. A tune-in on the program will convince listeners that this orchestra has "something." Quite ahead of the times, Gus has instituted the feature of presenting eight attractive chorus girls, who unfortunately cannot be seen during the broadcasts, but dance on the stage with the musicians while patrons dance to the music of Gagel and his boys at the Seal Beach Ballroom, just out of Long Beach.

• • • Madge Tucker, director of the NBC Lady Next Door program, has had charge of many children's broadcasts, but never has been called Aunt Madge or Auntie. She isn't the auntie type. The children always call her Lady-Next-Door or Miss Tucker.

• • • "The legs of the duck are short; the legs of the stork long—you cannot make the duck's legs long or the stork's legs shorter, so why worry?"

This old Chinese proverb is a favorite of Ethel Cotton, NBC's "Conversation Lady," and she offers it to NBC listeners as one means of checking conversation which tends to become too critical.

• • • Two French speaking societies in New York City have recently written the NBC to express their appreciation of the recitals of D'Avrey of Paris, radio tenor.

• • • John Toffoli, NBC accordionist, has been playing his favorite instrument for sixteen years—but that doesn't mean he is a veteran for he was just ten years old when he first taught himself to play. Technical study augmented his early aptitude, and he has a large class of pupils now.



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**MYRT AND MARGE**

MYRTLE VAIL left school when she was fifteen to join the chorus of a Chicago musical comedy. Vaudeville engagements came next. She headlined in big time for a number of years. Wrote all of her own sketches and music. The hard luck epidemic found her again in Chicago. She sold her talents to an advertiser who had been turning down scripts and ideas for years. Her cast was selected from former theatre associates. "Marge" is Donna Damerel.

**SUNDAY Programs** • • • • • *August 28, 1932*

**CBS**

**Columbia Broadcasting System**

- 8 A.M.—Voice of St. Louis: KFBK, KWG, KERN, KOL, KFRC, KGB, KLZ, KOH
- 8:30—Reis and Dunn: KFBK, KWG, KOL, KVI, KFRC, KHJ, KGB
- 8:45—Emery Deutsch and His Orchestra: KFBK, KMJ, KWG, KOL, KVI, KFRC, KHJ, KGB
- 9:15—The Four Clubmen, male quartet: KFBK, KOL, KFPY, KFRC, KHJ, KGB
- 9:30—Community Center Faculty Recital: KFBK, KOL, KVI, KFPY
- 10—Thirty Minute Men, Freddie Rich, conductor, William Perry, tenor: KFBK, KOL, KVI, KFPY
- 10:30—Ann Leaf at the Organ: KFBK, KMJ, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB
- 11—Symphonic hour: KFBK, KMJ, KWG, KERN, KOL, KFPY, KFRC, KHJ, KGB
- 12 noon—Cathedral hour: Channon Collinge, conductor; Barbara Maurer, contralto; Theo Karle, tenor; Julia Mahoney, soprano; Crane Calder, bass, and Cathedral Choir: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB
- 1—Irene Beasley, contralto: KMJ, KWG, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB
- 1:30—Poet's Gold, poetic readings by David Ross: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB
- 1:45—Little Jack Little, vocalist and pianist: KMJ, KWG, KERN, KOL, KFPY, KFRC, KHJ, KGB
- 2—Ballad Hour, Andre Kostelanetz, conductor: KMJ, KWG, KERN, KOL, KVI, KFRC, KHJ, KGB
- 3—Four Eton Boys, novelty quartet: KMJ, KWG, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB
- 3:15—Chicago Knights: KMJ, KWG, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB
- 3:45—Theo Karle, tenor, with Howard Barlow's Orchestra: KMJ, KWG, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB
- 4—Columbia Dramatic Laboratory: KMJ, KWG, KERN, KOL, KFPY, KFRC, KHJ, KGB
- 4:30—William Vincent Hall, baritone; Do Re Mi; and orchestra: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB
- 5—Grand Opera Miniatures: KFBK, KMJ, KOL, KVI, KFPY, KFRC, KHJ
- 6:30—The Gauchos, Vincent Sorey, conductor with Tito Guizar, Mexican tenor: KFBK, KMJ, KERN, KOL, KVI, KFPY, KFRC, KGB
- 7—Ann Leaf at the Organ and Ben Alley, tenor: KFBK, KMJ, KOL, KFPY, KFRC, KGB
- 7:30—En Route to Pennzoil Parade of Melodies: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KOIN, KFRC, KHJ, KGB
- 8:30—California Melodies, guest stars and Paige's Orch.: KFBK, KMJ, KWG, KERN, KOL, KFI, KFPY, KFRC, KHJ, KGB



**GEORGE WEBSTER**  
NBC—DRAMATIC ARTIST

- 491.5 Meters **KFRC** Prospect 0100  
610 Kcys. 1000 Watts  
Don Lee, Inc., San Francisco, Calif.
- 8 A.M.—CBS Programs to 9:30
- 9:30—Home Sweet Home Concert
- 10:30—CBS Programs to 2:30
- 2:30—Prof. Lindsley
- 3—CBS Programs to 5:30
- 5:30—Topics of World-wide Interest
- 6—Sunday Night Melody Hour
- 6:30—CBS Programs to 8
- 8—Come Into the Library
- 8:30—California Melodies
- 9—Hutton's Concert Ensemble
- 9:15—Musical Forget-Me-Not
- 9:30—Grand Hotel Orchestra
- 10—Jay Eslick's Orchestra
- 11 to 12 midnight—Midnight Moods
- 243.8 Meters **KYA** Prospect 3456  
1230 Kcys. 1000 Watts  
Pac. Broadcast. Corp., San Francisco
- 8:45 A.M.—Tuneful Topics
- 9—Sabbath Reveries
- 9:15—Watch Tower Sermon
- 9:30—Rhythmic Ripples
- 9:45—Uncle Harry Comics
- 10:30—Melody Moods
- 11—Old St. Mary's Church Services
- 12 noon—Salon Moments
- 12:30—Musical Novelties
- 1—Dance Matinee
- 1:30—At the Console
- 2—Opera
- 4—Masters of the Violin
- 4:30—Symphony Series
- 5:30—Artist Celebrities
- 6—Revue
- 6:30—Twilight Harmonies
- 7—Light Opera Musicale
- 8—Tone Paintings
- 8:30—Ted Fio-Rito's Band
- 9—News Flashes
- 9:15—Sacred Hour
- 10 to 11 P.M.—Concert Memories

- 535.4 Meters **KTAB** Garfield 4700  
560 Kcys. 1000 Watts  
Assoc. Broadcasters, Oakland, Calif.
- 9:15—Ira Blue
- 9:30—Recordings
- 10—Baptist Church Bible Class
- 11—Baptist Church Services
- 12:30 P.M.—Chapel of Chimes Organ
- 1—Church of Latter Day Saints
- 1:30—Popular Records
- 2:30—Masterpieces of Melody
- 3:30—Theatre of the Air
- 4—Recorded Program
- 4:30—Emilio Bonislaus, Guitarist
- 4:45—Studio program
- 5—Chapel of the Chimes Organ
- 6—Baseball Reports
- 6:15—Studio Program
- 6:30—"Master's Music Room"
- 7—Electrical Transcription
- 7:30—Olive May Williamson, Pianist
- 7:45—Baptist Church Services
- 9:15—Rod Hendrickson
- 9:45—Chapel of the Chimes Organ
- 10 to 11 p.m.—Hill Billies
- 340.7 Meters **KLX** Lake. 6000  
880 Kcys. 500 Watts  
Tribune Pub. Co., Oakland, Calif.
- 12 noon—Records
- 12:30—John Wharry Lewis Quintet; Corynne Sidney, Soprano Soloist
- 1:30 P.M.—Baseball, double-header: Oaks vs. Seattle
- 5—Records
- 5:30—Studio Program
- 6—Mixed Quartet under the direction of M. Jay Goodman, Tenor
- 6:30—Hotel Oakland Trio
- 7:30—Hawaiian Memories, with The Three Cocoanuts
- 8—Eight o'Clock Players, under the direction of Nester Piava
- 9—Helen Parmelee, pianist
- 9:15—Ebrahm's Trio
- 9:45—Marge Vogel and Jean Ardath
- 10—Beverly Hill Billies
- 11 to 12 midnight—Dance program
- 296.6 Meters **KQW** Ballard 777  
1010 Kcys. 500 Watts  
Pac. Agric. Foundation, Ltd., San Jose
- 10:15 A.M.—Sunday School Lessons, Fred J. Hart
- 11 to 12 noon—First Baptist Church
- 7:30 to 9 P.M.—First Baptist Church Services
- 322.4 Meters **KROW** Glenc. 6774  
930 Kcys. 1000 Watts  
Educa. Broad. Corp., Oakland, Calif.
- 8 A.M.—Recordings
- 9—Dr. T. G. Linebarger
- 9:15—Union Mutual Life
- 9:30—Melodies of Yesterday & Today
- 10—Bible Lecture, Judge Rutherford
- 10:45—Lloyd Adams, Pianist
- 11—The Smoky Oaks
- 11:45—George Gilly, Baritone
- 12 noon—Trujo Music Studios
- 12:30—Al Cook's Oklahoma Cowboys
- 1—Watch Tower Program
- 2—Okoni Hula-waians
- 2:30—Silent Period
- 6—Watch Tower Program
- 7—Oakland Chamber of Commerce
- 7:15—Spanish Watch Tower Program
- 7:50—Silent Period
- 9 to 10:30 P.M.—Greek Watch Tower

440.9 Mtrs. **NBC-KPO** GA. 8300  
680 Kcys. 5000 Watts  
National Broadcast. Co., San Francisco

Service to KJR, KEX, KGA,  
KECA, KTAR, KSL, KFSD

- 8 A.M.—Major Bowes' Capitol Family: KPO, KGA, KJR, KEX  
8:30—Summer Idyll: KPO, KGA, KJR, KEX  
9—Garcia's Mexican Marimba Band—Hector DeLara, baritone: KPO, KGA, KJR, KEX, KTAR, KSL  
9:30—Piano Pictures, Aileen Fealy and Phyllida Ashley, piano duo: KPO, KGA, KJR, KEX (KFSD on 9:45)  
10—Rembrandt Trio, Eva Garcia, pianist and director: KPO, KGA (KJR on 10:15) KEX  
11—Bible Stories, "Sons of Lamech," by Harry DeLasaux; Paul Carson, organist: KPO, KGA, KJR, KEX, KFSD  
12 noon—Romancers, vocalist; dance orchestra, direction Rex Dunn: KPO, KGA, KJR, KEX  
1—The Guardsmen, male quartet direction Howard C. Kimes; orchestra: KPO, KGA, KEX  
1:30—Songland, Gail Taylor, soprano; Myron Niesley, tenor; instrumental ensemble: KPO, KGA, KEX  
2—Catholic Hour: KPO, KGA, KJR, KEX, KTAR, KGIR  
2:30—Sweetheart Days, songs and poetry: KPO, KGA, KJR, KEX, KFSD, KTAR  
3—The Cecilians, women's trio; Eva De Vol, Barbara Blanchard, sopranos Eva Gruninger, contralto; Arion Trio, instrumental ensemble: KPO, KGA, KJR, KEX  
3:30—Cavaliers, dance orchestra direction Rex Dunn: KPO, KGA, KJR, KEX  
4—Community Forum: KPO, KGA, KJR, KEX, KGIR  
4:30—Nathan Abas Violin Recital: KPO, KGA, KJR, KEX  
5—Kenneth Spencer, baritone and dramatic reader: KPO, KGA, KJR, KEX  
5:15—Sunday Concert: KPO, KGA, KJR, KEX, (KFSD off 5:45)  
6:15—Gunnar Johansen, concert pianist: KPO, KGA, KJR, KEX, KFSD  
6:45—Rendezvous, vocal trio, Annette Hastings, Imelda Montagne, Marjorie Primley; Paul Carson, organist; Alvin Rey, guitarist: KPO, KGA, KJR, KEX  
7:15—News Editor of the Air: KPO  
7:15—Tom 'n' Dudd: KGA, KJR  
7:30—Silhouettes, Rodney Johnson, tenor: KPO, KGA, KJR  
8—Wonders of the Sky: KPO, KGA, KEX  
8:15 P.M.—Henry Thompson, tenor: KPO, KGA, KEX, KFSD  
8:30—Rudy Seiger and His Fairmont Hotel Orchestra: KPO, KGA, (KEX on 8:45)  
9—Abas String Quartet Chamber Music Hour: KPO, KGA, KJR, KEX, KECA on 9:30  
10—Lakeside Dance Orchestra: KPO, KGA, KJR, KEX, KECA, KOA  
10:30—Manhattan Serenaders, orchestra direction Joseph Hornik: KPO, KGA, KJR, KEX, KFSD, KOA  
11 to 12 midnight—Midnight Melodies: KPO, KGA, KJR, KEX, KFSD

379.5 Mtrs. **NBC-KGO** Sutter 1920  
790 Kcys. 7500 Watts  
National Broadcast. Co., San Francisco

Service to KHQ, KOMO, KGW,  
KFI, KOA, KSL, KTAR,  
KFSD, KGIR, KGHL

- 8 A.M.—Organ Concert: KGO, KGW, KFSD  
8:30—Arion Trio, Joyce Barthelson, pianist and director; Modesta Mortensen, violinist; Margaret Avery, cellist; Irving Kennedy, tenor: KGO, KHQ, KFI on 9; KOMO, KFSD  
9:30—Great Composers: symphonic music direction Cesare Sodero: KGO, KOMO 9:30 to 9:45; 10 to 10:30, KGW on 10, KFI, KFSD, KSL off 10  
10:30—Yeast Foamers, orchestra direction Charlie Agnew; Irene Taylor, contralto: KGO, KHQ, KOMO, KGW, KFI, KFSD, KTAR, KSL, KGIR, KGHL  
11—Lady Esther Serenade, Gus Arnheim and his orchestra: KGO, KHQ, KOMO, KGW, KFI, KSL  
11:30—National Sunday Forum: Dr. Paul E. Scherer, president, United Lutheran Church in America; music direction Keith McLeod: KGO, KHQ, KOMO, KGW, KTAR, KSL, KGIR, KGHL  
12 noon—Iodent Program with Jane Froman, contralto and orchestra; historical dramatization: KGO, KHQ, KOMO, KGW, KFI, KFSD, KTAR, KSL, KGIR, KGHL  
12:15—Temple of Songs—Chicago A Cappella Choir: KGO, KGW, KFI, KFSD  
12:30—Highlights of the Bible: KGO, KHQ, KGW, KFSD, KTAR, KSL, KGIR, KGHL  
1—Sabbath Reveries: KGO, KHQ, KGW, KFSD, KTAR, KGIR, KGHL  
1:30—The World of Religion: KGO, KHQ, KGW, KFSD, KTAR, KSL, KGHL  
2—Conventionalties, orchestra direction Joseph Hornik; soloist: KGO, KHQ, KFI  
3—Donald Novis with Orchestra: KGO, KHQ, KGW, KFI, KFSD, KSL  
3:30—The Commodores, male quartet: KGO, KHQ, KOMO, KGW, KFSD, KTAR  
4—Chase and Sanborn Program, Harry Richman, master of ceremonies; Rubinoff's orchestra: KGO, KHQ, KOMO, KGW, KFI, KFSD, KTAR, KSL  
5—Enna Jettick Melodies: KGO, KHQ, KOMO, KGW, KFI, KFSD, KTAR, KSL, KGIR, KGHL  
5:15—The American Album of Familiar Music: KGO, KHQ, KOMO, KGW, KFI, KSL  
5:45—Sheaffer Lifetime Revue: Gill and Demling, comedy duo; vocal soloists; orchestra direction Leopold Spitalny: KGO, KHQ, KOMO, KGW, KFI, KSL, KGIR, KGHL  
6:15—The Old Singing Master: KGO, KHQ, KOMO, KGW, KFI  
6:45—Sunday at Seth Parker's: KGO, KHQ, KOMO, KGW, KFSD, KTAR, KSL, KGIR, KGHL  
7:15—Herman and Banta: xylophonist and pianist: KGO  
7:30—Mood Oriental: oriental music direction Walberg Brown; poetry, Edward H. Smith: KGO; KOMO, KFSD, off 7:45; KTAR, KGHL

- 8—William Stoess and His Flying Dutchmen: KGO, KHQ on 8:15, KOMO, KGW, KGHL  
8:30—Reader's Guide, Joseph Henry Jackson, book reviews: KGO, KHQ, KFSD, KOA  
9—On Wings of Music, vocal soloist; orchestra direction Emil Polak: KGO, KHQ, KGW, KTAR  
9:30—Ted Flo-Rito and His Hotel St. Francis Dance Orchestra: KGO, KHQ, KGW, KFI  
10—Richfield News Flashes: KGO, KHQ, KOMO, KGW, KFI, KFSD  
10:15—Paul Carson, Organist: KGO, KHQ, KOMO off 10:30, KGW, KFI, KFSD off 10:30  
11 to 12 midnight—Carol Lofner and His Bal Tabarin Orchestra: KGO, KHQ, KGW off 11:30

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

- L. A. Evening Express, Los Angeles  
7 A.M.—Bill Sharples' Gang  
9—Cannon Schools  
9:30—Musical program  
10—Judge Rutherford, Sermon  
10:35—Transcription  
10:50—Third Church of Christ, Scientist  
12:30 P.M.—Louise Johnson, Astroanalyst and Vocational Director  
1—Jehovah's Witnesses  
2—City Park Board Program  
4—Leila Castberg  
4:15—Transcription  
4:30—Bert Butterworth  
4:45—Martin Luther Thomas  
5—Dr. John Matthews  
6—Transcription  
6:15—Swami Dhirananda  
6:30—Hollywood Humanist Society  
7—Transcription Program  
8—First Presbyterian Church  
9—News  
9:15—Ethel Duncan, Good Samaritan of the Air  
9:30 to 11 P.M.—Beverly Hill Billies

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

- Radio Entertainments, San Francisco  
2:30 P.M.—Italian airs  
3—Lee Sims pianologue  
3:30—Console Memories  
4—Musical Masterpieces  
5—Dance Hour  
6 to 7:50 P.M.—Silent Period  
7:50 to 9 P.M.—Services from Fifth Church of Christ, Scientist

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

- J. Brunton & Sons, San Francisco  
8 A.M.—Recordings  
9—Album Popular Program  
9:30—Morning Concert  
10—Sunshine Half Hour  
10:30—Recorded Music  
11—Selix Program  
11:30—Jo Mendel's Music  
11:45—Records  
12 noon—Maison Paul Program  
12:15—Stories by Famous Authors  
12:30—Dance Orchestra  
1—Popular Selections  
1:30—Musical Memories  
2—Afternoon Concert  
2:30—Joe Green's Marimba Band  
2:45—Organ Music  
3—Melody Gems  
3:30—Records  
4:30—Musical Styles  
5—Popular Selections  
5:30—Symphony Orchestra  
6—Musical Contrasts  
6:30 to 7 P.M.—Popular Records  
12 to 6 A.M.—Owl Program

**468.5 Meters KFI** Richm'd 6111  
640 Kcys. 50,000 Watts  
Earle C. Anthony, Inc., Los Angeles  
9 A.M.—NBC-KGO Programs to 11:30  
11:30—Lilyan Ariel, Pianist  
12 noon—NBC-KGO Programs to 12:30  
12:30—Virginia Pearson Program  
1—Julie Kellar, Harpist  
1:15—Wesley Tourtellotte, Organist  
2—NBC-KGO Programs to 3:30  
3:30—Biblical Drama Hour  
4—NBC-KGO Programs to 6:45  
6:45—Orchestra  
7:30—Hotel Miramar Orchestra  
8—Concert Orch. and Rudolfo Hoyos  
8:30—Play by Sheldon Lewis & Cast  
9—Orchestra  
9:30 to 11—NBC-KGO Programs

**209.7 Meters KECA** Richm'd 6111  
1430 Kcys. 1000 Watts  
Earle C. Anthony, Inc., Los Angeles  
9 A.M.—Nick Harris Program  
10—Record Program  
12:30 P.M.—Wesley Tourtellotte, Organist  
1—Record Programs  
5—Fine Arts Program  
5:30—Stuart Skolfield, "Poems"  
5:45—Record Program  
6—Bingville Weekly Bugle  
6:15—Neil Russell, Scotch Songs  
6:30—"Story of India," by Lal Chand Mehra  
6:45—Studio program  
7:15—Male Quartet  
7:30—Werewolf Play and String Trio  
8—Samoloff Vocal Trio  
8:30—Hotel Miramar Orchestra  
9—Wesley Tourtellotte, Organist  
9:30—NBC-KPO Program  
10 to 11 P.M.—Record Program

**499.7 Meters KFSD** Franklin 6353  
600 Kcys. 1000 Watts  
Airfan Radio Corp., Ltd., San Diego  
8 A.M.—NBC-KGO Programs to 11  
11—NBC-KPO Program  
12 noon—NBC-KGO Programs to 2:30  
2:30—NBC-KPO Program  
3—NBC-KGO Programs to 5:15  
5:15—NBC-KPO Program  
5:45—U. S. Grant Hotel Serenaders  
6:15—NBC-KPO Program  
6:45—NBC-KGO Program  
7:15—Organ Concert  
7:30—NBC-KGO Program  
8—To be announced  
8:30—NBC-KGO Program  
9—Dance Music  
10—NBC-KGO program  
11 to 12 Mid.—Midnight Melodies

**333.1 Meters KHJ** Vandike 7111  
900 Kcys. 1000 Watts  
Don Lee, Inc., Los Angeles, Calif.  
8 A.M.—Sunday Times Comics  
8:30—Reis & Dunn  
8:45—CBS Programs to 9:30  
9:30—"Home Sweet Home" Concert  
10:30—CBS Programs to 2:30  
2:30 P.M.—Prof. Lindsley  
3—CBS Programs to 5:30  
5:30—Rabbi Edgar Magnin  
6—Sunday Night Melody Hour  
6:30—CBS Program  
7—Musical Cameo  
7:15—CBS Programs to 8  
8—Edison Reverbs  
8:30—CBS Program  
9—Jaye Warde Hutton's Ensemble  
9:30—Jay Eslick and Orchestra  
10—World-wide News  
10:10—Grand Hotel Orchestra  
11 to 12 midnight—Organ Recital

**254.1 Meters KEX** Atwater 3111  
1180 Kcys. 5000 Watts  
Western Broad. Co., Portland, Ore.  
8 A.M.—NBC-KPO Programs to 7:15  
7:15 P.M.—Silent period  
8 to 12 mid.—NBC-KPO Programs

**309.1 Meters KJR** Seneca 1515  
970 Kcys. 5000 Watts  
Northwest Broad. System, Seattle, Wn.  
8 A.M.—NBC-KPO Programs to 10  
10—International Bible Students  
10:15—NBC-KPO programs to 8  
8—First Church Scientist  
9—NBC-KPO Program  
10—Lakeside Dance Orchestra  
10:30 to 12 mid.—NBC-KPO Prog.

**204 Meters KGA** Main 3434  
1470 Kcys. 5000 Watts  
NW. Broad. System, Spokane, Wash.  
8 A.M. to 12 midnight—NBC-KPO Programs

**225.4 Meters KGB** FRank. 6151  
1330 Kcys. 500 Watts  
Don Lee, Inc., San Diego, California  
8 A.M.—CBS programs to 9:30  
9:30—Home Sweet Home concert  
10:30—CBS programs to 5:30 P.M.  
5:30—Rabbi Magnin  
6—CDLBS program  
6:30—CBS programs to 8  
8—Quaw's Orchestra  
8:30—CBS program  
9—Hutton's Concert Quartet  
9:30—Slim Martin's Orchestra  
10—Eslick's Orchestra  
11 to 12 Mid.—Midnight Moods

**239.9 Meters KFOX** Phone: 672-81  
1250 Kcys. 1000 Watts  
Nichols & Warinner, Long Beach, Cal.  
6 A.M.—The Early Bird  
8—Family Altar, Foster Rucker  
8:30—Recordings  
9—Popular Selections  
9:30—Peppy Tunes  
10:30—Pleasing Melodies  
11—Popular Selections  
12:30 P.M.—Novelty Recordings  
1—Vera Graham, Organist  
2—Sunshine and Roses  
3—Salon Recordings  
4—Dance Tunes  
4:30—Nazarene Church  
5—Cally Holden's Orchestra  
6—Old Hymns, Foster Rucker  
6:15—Orange Blossom Girls  
6:30—KFOX School Kids  
7—The Three Girls  
7:15—The Boy Detective  
7:30—Mack, Himself  
7:45—Electric Transcription  
8—First Church of Christ, Scientist  
9—After Church Hour  
10—Cally Holden's Orchestra  
11 to 12 midnight—Recordings

**384.4 Meters KTM** Exposition 1341  
780 Kcys. 1000 Watts  
Pickwick Broad. Corp., Los Angeles  
2:45—Drama  
3—Recorded Program  
3:45—Poetry  
4—Salvation Army  
4:15—Recorded Program  
5—Silent Period  
8—KTM Miniature Symphony  
8:30—Talk on California Govern-ment  
8:45—Prohibition Talks  
9—Charles Lierley, Tenor  
10—World Wide Christian Couriers  
10:30—Bartley Sims, Organist  
11—Request Records  
1 to 4 A. M.—Recorded Program

**483.6 Meters KGW** Atwater 2121  
620 Kcys. 1000 Watts  
Morning Oregonian, Portland, Ore.  
8 A.M.—NBC-KGO Program  
8:30—Reading the Comics  
9—NBC-KGO Program  
9:30—American Legion Program  
10—NBC-KGO Programs to 2  
1:30—Albert Gillette, Baritone  
2—NBC-KGO Programs to 3:30  
3:30—Harry Keats, "Minute Biog-raphies"  
4—NBC-KGO Programs to 7:15  
7:15—The Irish Minstrel  
7:30—Kelly's Salon Orchestra  
8—The Wizards  
8:30—Did You Know?  
9—NBC-KGO Programs to 9:45  
9:45—Don Smith  
10—NBC-KGO Programs to 10:30  
10:30—KGW Concert Quartet  
11—NBC-KGO Program  
11:15 to 12 midnight—Bagdad Organ

**325.9 Meters KOMO** Elliott 5890  
920 Kcys. 1000 Watts  
Fisher's Blend Station, Inc., Seattle  
8 A.M.—NBC-KGO Programs to 7:15  
7:15—Male Quartet  
7:30 to 12 mid.—NBC-KGO Prog.

**508.2 Meters KHQ** Main 5383  
590 Kcys. 1000 Watts  
Louis Wasmer, Inc., Spokane, Wash.  
9 A.M.—NBC-KGO Program  
9:30—Book Reviews, Lucy Robinson  
10—Watch Tower Program  
10:15—Dance Program  
10:30—NBC-KGO Programs to 12:15  
12:15 P.M.—Crazy Crystals  
12:30—NBC-KGO Programs to 8  
8—Rainbow Hawaiians  
8:15 to 12—NBC-KGO Programs

**236.1 Meters KOL** Elliott 4466  
1270 Kcys. 1000 Watts  
Seattle Broadcast. Co., Seattle, Wash.  
8 A.M.—CBS Programs to 2:30  
2:30 P.M.—Professor Lindsley  
3—CBS Programs to 4:30  
4:30—Studio Program  
4:45—CBS Program  
5:30—Rabbi Magnin  
6—KFRC Program  
6:30—CBS Programs to 8  
8—John C. Stevenson  
8:30—California Melodies  
9—The Globe Trotter  
9:15—Hutton's Concert Ensemble  
9:30—Grand Hotel Orchestra  
10—Jay Eslick's Orchestra  
10:30—Ken's Crazy Quilt  
11 to 12 midnight—Midnight Moods

**526 Meters KVI** Broadway 4211  
570 Kcys. 1000 Watts  
Puget Sound Broadcast. Co., Tacoma  
8 A.M.—First Baptist Church  
8:30—CBS Programs to 9  
9—Church of the Air  
9:30—CBS Programs to 11  
11—Central Lutheran Church  
12 noon—CBS Programs to 1:45  
1:45—Watch Tower Program  
2—CBS Program  
2:30—Professor Lindsley  
3—CBS Programs to 5:30  
5:30—Rabbi Magnin  
6—Program to be announced  
6:30—CBS Program  
7—Crazy Quartette (E. T.)  
7:15—CBS Programs to 8  
8—Dr. Stevenson  
9:30—Grand Hotel Orchestra  
10—Jay Eslick's Orchestra  
10:30—Ken's Crazy Quilt  
11 to 12 midnight—Midnight Moods

# *Myrt and Marqe*

## With You Again

Back after summer vacation.  
And more exciting than ever.

### MONDAY, AUGUST 29

KHJ . . . . Los Angeles  
KOIN . . . . Portland  
KGB . . . . San Diego  
KFRC . . . San Francisco  
KOL . . . . . Seattle  
KFPY . . . . Spokane

# 6:45 P.M.

Tacoma . . . . . KVI  
Sacramento . . . . KFBK  
Fresno . . . . . KMJ  
Stockton . . . . . KWG  
Bakersfield . . . . KERN  
Santa Barbara . . . . KDB

Continuing every night  
except Saturday and Sunday.

# WRIGLEY'S

**FINEST  
GUM**



**IN FINEST  
PACKAGE**

**MONDAY Programs** . . . . . August 29, 1932

**243.8 Meters KYA Prospect 3456**  
**1230 Kcys. 1000 Watts**  
**Pac. Broadcast. Corp., San Francisco**  
 7:30 A.M.—Dawn Salute  
 8—Breakfast Hour  
 8:45—Tuneful Topics  
 9—At the Console  
 9:30—Melody Moods  
 10—Sunshine Hour  
 11—Album Leaves  
 11:15—Manhattan Moods  
 11:30—Prudence Penny  
 11:45—Song and Dance Kings  
 12 noon—Meridian Medleys  
 12:45—Organ Recital, Glen Goff  
 1:45—Calif. Parent Teachers Assoc.  
 2—Famous Songs and Singers  
 2:30—Glen Goff, Organist  
 3—Musical Novelties  
 3:30—Masters of Music  
 4—The Singing Strings  
 4:15—Bertram B. Bronson, psychiatrist  
 4:30—"Your Helpful Friend"  
 4:45—On Parade  
 5—Metropolitan Hour  
 6—Revue  
 6:30—Waltz Time  
 7—"The Daily Challenge"  
 7:15—Tone Paintings  
 7:45—Bob Allen, Piano Recital  
 8—Light Opera Program  
 9—RKO Variety Program  
 9:15—Sydney Dixon, Song Recital  
 9:30—Virginia Miller, Piano Recital  
 9:45—News Flashes  
 10—Goff's Organ Serenade  
 11 to 12 midnight—Concert Memories



**HENRI DAMSKI**  
 NBC-KPO—10 A.M.

**322.4 Meters KROW Glenc. 6774**  
**930 Kcys. 1000 Watts**  
**Educa. Broad. Corp., Oakland, Calif.**  
 8 A.M.—News and Recordings  
 8:45—Dr. Wade W. Forrester  
 9—Silent Period  
 1 P.M.—Weather Forecast  
 1:05—Latin-American Program  
 2—Union Mutual Life  
 2:08—Recordings  
 2:30—Frances Hathaway, Vocalist  
 2:45—Studio Program  
 3—The KROW-ian Revue  
 4—Prosperity Program  
 4:15—The Cheer Benders  
 4:45—Prosperity Program  
 5—Recordings  
 5:30—Covered Wagon Jubilee  
 6—Silent Period  
 7:30—Studio Program  
 7:45—The Texas Cowboy  
 8 to 8:30 P.M.—Italian Program

**322.4 Meters KFWE Franklin 0200**  
**930 Kcys. 500 Watts**  
**Radio Entertainments, San Francisco**  
 7 A.M.—Musical Pot Pourri  
 8—Silent Period  
 9—Blues Chasers  
 9:50—Timely Topics  
 10—White House Program  
 10:15—Bellevue Hotel Program  
 10:30—"My Twin Joe"  
 11—Studio feature  
 11:15—Concert melodies  
 12 noon—News Flashes  
 12:15—Dance Music  
 1—Silent Period  
 6—Dinner Dance Music  
 6:45—News Flashes  
 7—Violin recital  
 7:15—National Contest Review

7:30—Silent Period  
 8:30—Hawaiian Trio  
 8:45—John D. Barry, World Events  
 9—Dance music  
 9:10—Bond issue speaker  
 9:15—Ella Stankevich, concert pianist  
 9:30—Master Melodies  
 10:30—Evolution of Music, discussion by Chester Beck  
 11 to 1 A.M.—Kendrick's Hi-Jinks

**340.7 Meters KLX Lake. 6000**  
**880 Kcys. 500 Watts**  
**Tribune Pub. Co., Oakland, Calif.**  
 8 A.M.—Records; N. Y. Stocks  
 9—Modern Homes Period  
 9:30—Clinic of the Air  
 10:15—Stocks; Financial Information; Weather  
 10:30—Records  
 11—Sunshine Twins  
 12 noon—Jack Delaney and his Band  
 1—Jean's Hi-Lights  
 2—Classical Recordings  
 2:35—Closing San Francisco Stocks  
 2:45—Opportunity Hour  
 3:45—Records  
 4:30—Brother Bob's Club  
 5—Helen Parmelee, Pianist  
 5:30—The Three Cocoanuts  
 6—Betty Babbish Band  
 7—News Items  
 7:30—Neighborhood Songs and Poems  
 7:45—Fred and Morris, Comedians  
 8—The Clark Sisters  
 8:15—Better Business Talk  
 8:20—Egan Trio  
 8:30—Faucit Theater Players  
 9—Jack Manley, Violinist  
 9:15—Gay Caballeros  
 9:45—Herman C. Hiller, pianist  
 10—Beverly Hill Billies  
 11 to 12 midnight—Dance program

**491.5 Meters KFRC Prospect 0100**  
**610 Kcys. 1000 Watts**  
**Don Lee, Inc., San Francisco, Calif.**  
 7 A.M.—Seal Rocks Broadcast  
 7:30—Early Morning Exercise Period  
 8—Shell Happy Time  
 8:30—CBS Programs to 9:30  
 9:30—Through the Looking Glass  
 9:45—Kitchen Lyrics, Ann Welcome  
 10—KFRC Shopper's Club  
 10:30—Globe Trotter  
 10:35—CBS Programs to 12  
 12 noon—Noonday Concert  
 1—CBS Program  
 1:30—Stock Exchange Quotations  
 1:35—Globe Trotter  
 1:45—Colonial Dames Beauty Talk  
 2—Happy Go Lucky Hour  
 3—Feminine Fancies  
 4—CBS Programs to 4:30  
 4:30—Recordings  
 4:45—CBS Program  
 5—Skippy  
 5:15—Globe Trotter  
 5:25—Town Topics  
 5:30—CBS Programs to 6:15  
 6:15—Song Recital  
 6:30—CBS Programs to 7:30  
 7:30—McAdoo Political Campaign  
 7:45—Joe Crail Political Campaign  
 8—Blue Monday Jamboree  
 10—Gene Quaw's Orchestra  
 11—Henry Halstead's Orchestra  
 12 to 1 A.M.—Request Hour

**535.4 Meters KTAB Garfield 4700**  
**560 Kcys. 1000 Watts**  
**Assoc. Broadcasters, Oakland, Calif.**  
 6:45 A.M.—Records  
 7—"Back Alley" program  
 7:30—Surprise Program  
 8—Allay-Oop! with Bob Roberts  
 8:30—Jack Hall and Clem Kennedy  
 9—Morning Prayer Hour  
 9:30—Dr. J. Douglas Thompson  
 10—Household Hour, Alma La Marr  
 10:25—Thumbnail Dramatic Sketch  
 10:30—News service  
 10:35—Dr. B. L. Corley  
 11—Store Scenes  
 11:30—X-Bar-B Ranch Boys  
 12 noon—Echoes of Portugal  
 12:30—News service; records  
 12:45—Studio program  
 1—Over the Teacups  
 1:30—Records  
 1:45—Lunatics of Large  
 2—Studio program  
 2:15—Billie Burke, Entertainer  
 2:30—Records  
 2:45—Masterpieces of Melody  
 3:15—Recorded Program  
 3:45—Adele Burian  
 4—Studio program  
 4:30—Jack Hall and Clem Kennedy  
 5—Uncle Rod's Smile Club  
 5:30—Dr. J. Douglas Thompson  
 6—Records  
 6:30—Ernie Smith's Sport Page  
 6:45—News Reporter  
 7—Covered Wagon Jubilee  
 7:30—News Service  
 7:45—Congressman Joe Crail  
 8—Rex Boyer's Program  
 8:30—Slim Martin's Orchestra  
 8:45—The Gossipers  
 9—Hill Billies  
 9:45—Boxing bouts from Civic Auditorium  
 10:45—The Mirror  
 11 to 1 A.M.—Night Owls with Ray Howell

# BACK AGAIN!



## JIMMIE GRIER

—his orchestra and an all-  
star cast, with John P.  
Medbury as Master of  
Ceremonies

## M. J. B

### “DEMI-TASSE REVUE”

EVERY MONDAY — 6:30 P. M. — NBC STATIONS

**483.6 Meters KGW** Atwater 2121  
 620 Kcys. 1000 Watts  
 Morning Oregonian, Portland, Ore.  
 6:45 A.M.—Musical Program  
 7—Morning Appetizers  
 7:30—Crazy Crystals Quartet  
 7:45—NBC-KGO program  
 8—Program to be announced  
 8:15—NBC-KGO Program  
 8:30—Cecil and Sally  
 8:45—The Oregonian of the Air  
 9—The Specialists  
 9:30—Cooking School  
 10—Dancing Accordion, Arnia Hart-  
 man  
 10:15—Smilin' Through, Anna Lee  
 Snyder  
 10:30—NBC-KGO Program  
 11:30—Me and My Shadow  
 12 noon—The Oregonian of the Air  
 12:15—NBC-KGO Program  
 1—15 Minutes at Lipman-Wolfe's  
 1:15—Gladys Johnson, Violin & Organ  
 1:45—NBC-KGO Program  
 2:15—Tea Time Bazaar  
 3:15—Gordon Onstad Recital  
 3:30—NBC-KGO Program  
 3:45—Oregonian of the Air  
 4—Santiseptic Program  
 4:30—NBC-KGO Program  
 5—Pirate's Club  
 5:15—Samoa Islanders  
 5:30—NBC-KGO Program to 8:45  
 8:45—The Wizards  
 9—Little Symphony  
 10—NBC-KGO Program  
 10:15—The Mad Hatters  
 10:45—Mellow Cello  
 11—Just a Dreaming, Clarence Tol-  
 man  
 11:15 to 12 midnight—Bagdad Organ

**254.1 Meters KEX** Atwater 3111  
 1180 Kcys. 5000 Watts  
 Western Broad. Co., Portland, Ore.  
 7 A.M.—Morning Serenaders  
 8—NBC-KPO Programs to 11:30  
 11:30—Julia Hayes  
 11:45—NBC-KPO Programs to 5  
 5 P.M.—Lucien E. Becker, Pianist  
 5:15—Breck Holton, Ballads  
 5:30—NBC-KPO Programs to 6:45  
 6:45—Newscasting  
 7—NBC-KPO Programs  
 7:15—Silent period  
 8 to 12 mid.—NBC-KPO Programs

**280.2 Meters KJBS** Ord. 4148-49  
 1070 Kcys. 100 Watts  
 J. Brunton & Sons, San Francisco  
 6 A.M.—KJBS Alarm Klok Klub  
 8—Favorite Recordings  
 9—Assoc. Food Stores' Program  
 9:30—Irene Hubbell, Pianist  
 9:45—Recordings  
 10—Reporter of the Air  
 10:05—Scotty's Table Talks  
 10:20—Popular Selections  
 11:30—Charles' Miniature Vaudeville  
 11:45—Concert Music  
 12 noon—Recordings  
 12:30—Band Concert  
 12:45—Song Cycle  
 1—Stock Report and Records  
 1:15—Financial Common Sense  
 1:30—Records  
 2:45—Speak-Easy Time; Records  
 3—Reporter of the Air; Records  
 4—Julie and Jim  
 4:15—Recordings  
 5—Andy Anderson  
 5:15—Popular Records  
 5:30—Carl Coveny and Pat Buckman  
 5:45—Records  
 6:15—Philco Varieties  
 6:30—Walkathon  
 6:45 to 7 P.M.—Records  
 12:01 to 6 A.M.—Owrl Program

**236.1 Meters KOL** Elliott 4466  
 1270 Kcys. 1000 Watts  
 Seattle Broadcast. Co., Seattle, Wash.  
 6:45 A.M.—Top o' the Morning  
 7—KOL Time Klock  
 8—Shell Happytime  
 8:30—CBS Programs to 10  
 10—Morning Melodies  
 10:30—Prince of the Ivories  
 10:45—CBS Program  
 11—The Carnival  
 12 noon—CBS Programs to 1:15  
 1:15 P.M.—John C. Stevenson  
 1:45—CBS Program  
 2—Happy Go Lucky Hour  
 3—Feminine Fancies  
 4—To be announced  
 4:15—CBS Program  
 4:30—Cecil Solly  
 4:45—CBS Program  
 5—Hill and Dale  
 5:15—CBS Program  
 5:30—Skippy  
 5:45—CBS Programs to 6:15  
 6:15—Don Lee Feature  
 6:30—CBS Programs to 7  
 7—Sports Review  
 7:15—CBS Programs to 7:45  
 7:45—John C. Stevenson  
 8:15—Bouquet of Melody  
 8:45—The Globe Trotter  
 9—Blue Monday Jamboree  
 10—Gene Quaw's Orchestra  
 11 to 12 mid.—Henry Halstead's Or.

**296.6 Meters KQW** Ballard 777  
 1010 Kcys. 500 Watts  
 Pac. Agric. Foundation, Ltd., San Jose  
 7 A.M.—The Breakfast Hour  
 7:45—Texas Cowboy  
 8—Silent Period  
 9—Morning Melodies  
 10—Helpful Hour  
 10:30—Recordings  
 11—Eleventh Hour Program  
 11:30—Band Concert  
 12 noon—Recordings  
 12:30—Weather; Market Reports  
 1—One o'Clock Program  
 1:30—The Friendly Hour  
 2:30—Martha Meade Program  
 3—Silent Period  
 4:30—Story Time  
 4:45—Skippy  
 5—Vespers, Roger Darling  
 5:30—Dinner Music  
 6—Evening Echoes  
 6:15—Franco's Program  
 6:30—Federal State Market Reports  
 6:45—Radio News and Forum  
 7:45—Liberty Bell Quarter Hour  
 8—Sacred Memories  
 8:30—Kallua Beach Boys  
 9 to 10 P.M.—Fireside Program

**309.1 Meters KJR** Seneca 1515  
 970 Kcys. 5000 Watts  
 Northwest Broad. System, Seattle, Wn.  
 7 A.M.—Chet and Mabel  
 7:04—Produce Quotations  
 7:14—Vocal Solos; Farm Flashes  
 7:27—Rhythm Aces; Sport News  
 8—NBC-KPO programs to 11  
 11—Blue Streaks Orchestra  
 11:30—Julia Hayes  
 11:45—NBC-KPO programs to 3  
 3—The Easy Chair  
 3:10—NBC-KPO program  
 3:55—The World Bookman  
 4—Lost and Found Advertisements  
 4:05—NBC-KPO programs to 5:15  
 5:15—Steamboat Bill  
 5:30—NBC-KPO programs to 6:45  
 6:45—Studio program  
 7—NBC-KPO Programs to 7:45  
 7:45—Dollars and Sense Program  
 8 to 12 mid.—NBC-KPO Programs

**325.9 Meters KOMO** Elliott 5890  
 920 Kcys. 1000 Watts  
 Fisher's Blend Station, Inc., Seattle  
 6:55 A.M.—Inspirational Service  
 7—NBC-KGO Programs to 9:15  
 9:15—Prudence Penny  
 9:30—NBC-KGO Programs to 11:30  
 11:30—Old Folks' Corner  
 11:45—Club Minutes  
 12 noon—Masterworks of the Piano  
 12:12—Grain Quotations  
 12:15—NBC-KGO Programs to 3  
 3—Santiseptic Program  
 3:15—NBC-KGO Programs to 3:45  
 3:45—News of the Air  
 4—NBC-KGO Program  
 4:15—Memory Book  
 5—NBC-KGO Programs to 8:45  
 8:45—Male Quartet  
 9—Little Symphony Hour  
 10—NBC-KGO Program  
 10:15—Vic Meyers' Music  
 11:15 to 12 mid.—NBC-KGO Prog.

**508.2 Meters KHQ** Main 5383  
 590 Kcys. 1000 Watts  
 Louis Wasmer, Inc., Spokane, Wash.  
 6:45 A.M.—Morning News  
 7:15—Cisco Bullivant, Exercises  
 7:30—Herb Wixson  
 8—Program to be announced  
 8:15—NBC-KGO Programs to 9  
 9—Joyner's Joys, Wait and Marian  
 9:15—Sartori and Wolf  
 9:30—Home Comfort  
 9:45—Fashion Notes  
 10—Crazy Crystals  
 10:15—Home Canning Contest  
 10:30—NBC-KGO Programs to 12  
 12 noon—Stewart-Warner  
 12:15—NBC-KGO Program  
 1—Various Programs  
 1:30—NBC-KGO Program  
 1:45—Spokane Fur Co.  
 2—NBC-KGO Program  
 2:30—Commercial Creamery  
 3—NBC-KGO Programs to 3:45  
 3:45—Peerless Dental Hygiene  
 4—NBC-KGO Program  
 4:15—Alaska Junk Co.  
 5—NBC-KGO Program  
 5:15—Skippy  
 5:30—NBC-KGO Program  
 6—Kinman Business University  
 6:30—NBC-KGO Programs to 8:45  
 8:45—Editorial Page  
 9—NBC-KGO Program  
 9:15—Eb and Zeb  
 9:30 to 12—NBC-KGO Programs

**526 Meters KVI** Broadway 4211  
 570 Kcys. 1000 Watts  
 Puget Sound Broadcast. Co., Tacoma  
 6:30 A.M.—Farm Flashes  
 6:45—Crazy Cowboys  
 7—Dr. Kenyon's Church  
 7:30—Organ Reveille  
 8—Shell Happytime  
 8:30—The Modern Shopper  
 9—CBS Programs to 2  
 2 P.M.—Happy Go Lucky Hour  
 3—Feminine Fancies  
 4—CBS Programs to 4:30  
 4:30—Studio Program  
 4:45—Twilight Reveries  
 5—George Yount, Organist  
 5:30—CBS Programs to 6:15  
 6:15—The Angora Man  
 6:30—CBS Programs to 7:30  
 7:30—George Yount, Piano  
 7:45—Dr. Stevenson  
 8—Scandinavian Hour  
 9—Blue Monday Jamboree  
 10—Crazy Quartette  
 10:15—Delin. Serviteers  
 10:45—Gene Quaw's Orchestra  
 11 to 12 mid.—Henry Halstead's Or.

440.9 Mtrs. **NBC-KPO** GA. 8300  
680 Kcys. 5000 Watts  
National Broadcast. Co., San Francisco

Service to KJR, KEX, KGA,  
KECA, KTAR, KSL, KFSD

7:30 A.M.—Arion Trio: KPO  
8—Financial Service: KPO, KGA,  
KJR, KEX, KTAR  
8:15—Crosscuts from the Log o' the  
Day: KPO, KGA, KJR, KEX,  
KTAR off 8:30  
9:15—Cultural Conversation: KPO,  
KGA, KEX, KTAR, KFSD  
9:30—Helpful Hints to Housewives,  
Julia Hayes: KPO  
9:30—Organ Concert: KGA, KJR on  
9:45, KEX, KFSD  
9:45—University of California at  
Your Service: KPO  
10—Mardi Gras: KPO, KGA, KJR,  
KEX, KFSD, KGIR on 10:15  
10:30—Outstanding Daytime Speak-  
ers: KPO, KGA, KJR, KEX,  
KFSD  
10:45—Smackouts, comedy duo:  
KPO, KGA, KJR, KEX, KFSD  
11—Mid-day Musical Notes: KPO,  
KGA, KEX off 11:15, KFSD  
11:30—Rhythmic Serenade: KPO,  
KFSD off 11:40  
11:45—Scripture Reading: KPO  
11:46—Tickling the Keys: KPO  
11:45—Rhythmic Serenade: KGA,  
KJR, KEX, KFSD  
11:50—South San Francisco Stock-  
yards Report: KPO  
11:57—Time Signals: KPO  
12 noon—In a French Cafe, songs  
and characterizations by Beatrice  
Benaderet; orchestra direction  
Walter Beban: KPO, KGA on  
12:05, KJR, KEX  
12:30—Pair of Pianos, Grace Fran-  
kel, Gertrude Lyne: KPO, KGA,  
KJR, KEX  
1—Soloist: KPO, KGA, KEX  
1:15—Jingle Joe—Joe Parsons,  
basso, songs, organ: KPO, KGA,  
KJR, KEX, KOA  
1:30—Schirmer and Schmitt, piano  
duo: KPO, KGA, KJR, KEX  
1:45—Sparklers, Agatha Turley, so-  
prano: KPO, KGA, KJR, KEX,  
(KFSD on 2:00)  
2:30—On Parade, band music direc-  
tion Rex Dunn: KPO, KGA, KJR,  
KEX, KGHL  
3—The Cavaliers, orchestra, direc-  
tion Walter Beban: KPO (KGA on  
3:05), (KJR off 3:05 to 3:15, off  
3:55), KEX, (KFSD on 3:30 to  
3:45)  
4—Eileen Piggott, soprano: KPO,  
KGA, KJR on 4:05, KEX  
4:15—Federal Business Talk: KPO,  
KGA, KJR, KEX  
4:30—Pipe Dreams, readings by  
Victor Rodman; organ accompani-  
ment: KPO, KGA, KJR, KEX  
5—California State Chamber of  
Commerce Program: KPO, KGA,  
KJR  
5:15—Headliners, soloist: KFI  
5:30—The Singing Lady: KPO,  
KGA, KJR, KEX, KECA  
5:45—Dixie Memories: KPO, KGA,  
KJR, KEX, KFSD  
6—Meet the Orchestra: KPO, KGA,  
KJR on 6:15 to 6:30, KEX off  
6:30, KFSD off 6:30  
6:45—Cecil and Sally: KPO  
7—Tom Mitchell, baritone: KPO,  
KGA, KJR, KEX  
7:15—Argentine Trio, instrumental  
ensemble, direction John Picadura:  
KGA  
7:15—News Editor of the Air: KPO  
7:30—Political Talk: KPO

7:30—Alice Gentle, soprano, string-  
wood ensemble direction Charles  
Hart: KPO, KJR on 7:45, KGA  
8—Road Show, variety program:  
KPO, KGA, KJR, KEX, KGHL off  
8:30  
9:30—Olympians: KPO, KGA, KJR,  
KEX  
10—Ramona, serial drama by Wil-  
bur Hall, tenth episode: KPO,  
KGA, KJR, KEX, KECA, KOA  
10:30—The Arcadians: KPO, KGA,  
KJR, KEX, KFSD, KSL, KOA  
11—Stringwood Ensemble: KPO,  
KGA, KJR, KEX  
11:30 to 12 midnight—Organ Con-  
cert: KPO, KGA, KJR, KEX

379.5 Mtrs. **NBC-KGO** Sutter 1920  
790 Kcys. 7500 Watts  
National Broadcast. Co., San Francisco  
Service to KHQ, KOMO, KGW,  
KFI, KOA, KSL, KTAR,  
KFSD, KGIR, KGHL

7 A.M.—Organ Concert: KGO  
7:30—United States Navy Band:  
KGO, KFI, KFSD  
7:45—Van and Don, the Two Pro-  
fessors: comedians: KGO, KHQ,  
KOMO, KGW, KFI, KFSD, KTAR,  
KSL, KOA  
8—Johnny Marvin, tenor: KGO  
8:15—Little Orphan Annie: KGO,  
KHQ, KOMO, KGW, KFI  
8:30—On Wings of Song: KGO,  
KHQ, KFI; KFSD on 8:45  
9—Harold Stokes and His Orches-  
tra: KGO; KOMO off 9:15; KFI on  
9:15  
9:15—Happy Jack: KGO KFI  
9:30—Buckaroos, Charles Marshall  
and Ted Maxwell: KGO, KOMO  
9:45—Arion Trio, Joyce Barthelton,  
pianist and director; Modesta Mor-  
tensen, violinist; Margaret Avery,  
cellist: KGO, KOMO, KFI, KGIR  
on 10:15, KGW on 10  
10:30—Woman's Magazine of the  
Air: KGO, KHQ, KOMO, KGW,  
KFI, KFSD off 10:50, on 11:10,  
KTAR, KSL, KOA on 11:10  
11:30—The League of Western Writ-  
ers: KGO  
12 noon—Organ Concert: KGO,  
KOMO off 12:12, KFI, KFSD  
12:15—Western Farm and Home  
Hour: KGO, KHQ, KOMO, KGW,  
KFI, KFSD, KTAR on 12:30,  
KSL, KGIR, KGHL  
1—Stringwood Ensemble, instrumen-  
talists direction Charles Hart:  
KGO, KOMO, KGW on 1:30  
1:45—G E Circle: Grace Ellis, host-  
ess; Eddie Dunham, organist;  
Theodore Webb, baritone: KGO,  
KHQ, KOMO, KGW, KFI, KSL,  
KGIR, KGHL  
2—Palais d'Or Orchestra: KGO,  
KHQ; KGW off 2:15; KFSD on  
2:30  
2:45—Donald Novis: KGO, KFSD  
3—Harriet Lee and Her Boys: KGO,  
KHQ  
3:15—Outstanding Speakers, inter-  
viewed by Thomas L. Stix: KGO,  
KHQ, KFSD  
3:30—The Stebbins Boys; Parker  
Fennelly and Arthur Allen, com-  
edy sketch: KGO, KHQ, KOMO,  
KGW, KFI, KSL  
3:45—News Service: KGO  
4—Fine Art String Quartet: KGO,  
KHQ, KOMO, KFI, KFSD  
4:30—Home, Sweet Home—musical  
and dramatic production: KGO,  
KHQ, KGW, KFSD

5—Music Doctor, orchestra direction  
Joseph Hornik: KGO, KHQ off  
5:15, KGW, KOA  
5:30—Parade of the States: orches-  
tra direction Erno Rapee: KGO,  
KHQ, KOMO, KGW, KFI, KSL  
6—National Radio Forum: KGO,  
KOMO, KGW, KFI, KSL, KGIR,  
KGHL  
6:30—Demi-Tasse Revue, John P.  
Medbury, master of ceremonies;  
Biltmore Hotel Orchestra direction  
Jimmy Grier: KGO, KHQ, KOMO,  
KGW, KFI, KFSD, KTAR, KSL,  
KOA, KGIR, KGHL  
7—Amos 'n' Andy: KGO, KHQ,  
KOMO, KGW, KFI, KFSD, KSL  
7:15—Maxwell House Program, Lan-  
ny Ross, tenor; orchestra direction  
Don Voorhees: KGO, KHQ,  
KOMO, KGW, KFI, KFSD,  
KTAR, KSL  
7:30—Voice of Firestone, Richard  
Crooks, tenor; Harvey Firestone,  
Jr., guest speaker: KGO, KHQ,  
KOMO, KGW, KFI, KFSD,  
KTAR, KSL, KGIR, KGHL, KGU  
8—G. Washington Coffee Concert  
Orchestra: KGO, KHQ, KOMO,  
KGW, KFI, KFSD, KTAR, KSL  
8:30—Billy Jones and Ernie Hare,  
songs and patter: KGO, KHQ,  
KOMO, KGW, KFI, KFSD,  
KTAR, KSL  
8:45—Romantic California: talk by  
Louis F. Byington: KGO, KFI,  
KFSD  
9—Tallant Tubbs for U. S. Senator:  
KGO, KFI, KFSD  
9—Nomads, Mary Wood, soprano;  
orchestra direction Joseph Hor-  
nik: KGO on 9:15, KHQ off 9:15,  
KFSD, KOA on 9:15 and East  
9:30—Anson Weeks' Dance Orch-  
estra: KGO, KHQ, KGW, KFI, KFSD  
10—Richfield News Flashes: KGO,  
KHQ, KOMO, KGW, KFI, KFSD  
10:15—Musical Highlights, Barbara  
Blanchard, soprano; Myron Nies-  
ley, tenor; orchestra direction  
Emil Polak: KGO, KHQ, KFSD  
off 10:30  
11—Organ Concert: KGO, KHQ,  
KFI, KFSD  
11:30 to 12 midnight—Rhythm Ven-  
dors: KGO, KHQ, KFI, KFSD

## CBS

### Columbia Broadcasting System

8:30 A.M.—Columbia Revue, Vien-  
nese program: KFBK, KMJ, KWG,  
KERN, KOL, KFRC, KHJ, KGB  
9—George Hall and His Hotel Taft  
Orchestra: KFBK, KMJ, KWG,  
KERN, KOL, KVI, KFPY, KFRC,  
KHJ on 9:15, KGB  
9:30—Madison Ensemble, Salon Or-  
chestra: KFBK, KMJ, KWG,  
KERN, KOL, KVI, KFPY, KHJ,  
KGB  
10—Ann Leaf at the Organ: KFBK,  
KMJ, KERN, KVI, KHJ  
10:30—Elizabeth Barthell: KFBK,  
KMJ, KWG, KERN, KVI, KFPY,  
KFRC  
10:45—Columbia Salon Orchestra:  
KFBK, KMJ, KWG, KERN, KOL,  
KVI, KFPY, KFRC, KHJ, KGB  
11:30—The Captivators: KFBK,  
KMJ, KWG, KERN, KVI, KFPY,  
KFRC, KHJ, KGB  
11:45—Four Eton Boys, male quar-  
tet: KFBK, KMJ, KWG, KERN,  
KVI, KFPY, KFRC, KHJ, KGB  
12 noon—Frank Westphal's Dance  
Orchestra: KFBK, KMJ, KWG,  
KOL, KVI, KFPY, KHJ on 12:15,  
KGB

12:30—Columbia Artists Recital: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KGB  
 1—Romance, featuring Frank Westphal's Orchestra: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRC, KGB  
 1:30—Between the Bookends: KMJ, KWG, KERN, KVI, KFPY, KGB  
 3:45—Tito Guizar, Mexican tenor: KVOR, KFRC, KLZ, KOH  
 4—To be announced: KFBK, KMJ, KWG, KERN, KOL, KFPY, KFRC, KHJ, KGB  
 4:15—Red Nichols Orchestra: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 4:45—Swiss Yodelers: KFBK, KMJ, KWG, KOL, KFPY, KFRC, KGB  
 5—Manhattan Serenaders: KFBK, KMJ, KWG, KFPY, KHJ, KGB  
 5:15—Harl Smith and His Orchestra: KFBK, KMJ, KERN, KOL, KFPY, KGB  
 5:30—Musical Album of Popular Classics: KERN, KVOR, KFBK, KMJ, KWG, KOL, KFPY, KFRC, KHJ on 5:45, KGB  
 6—"Music That Satisfies": KGB, KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KOIN, KFRC, KHJ, KGB  
 6:30—Guy Lombardo and His Royal Canadians: KMJ, KWG, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 6:45—"Myrt and Marge": KFBK, KOL, KVI, KFPY, KFRC  
 7—Howard Barlow and the Columbia Symphony Orchestra: KVOR, KFBK, KMJ, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 7:30—Charles Carille, tenor, with Freddie Rich's Orchestra: KMJ, KERN, KOL, KGB  
 7:45 P.M.—Freddie Martin's Bosert Orchestra: KMJ, KERN, KFPY  
 333.1 Meters **KHJ** VAndike 7111  
 900 Kcys. 1000 Watts  
 Don Lee, Inc., Los Angeles, Calif.  
 7 A.M.—News Briefs and Records  
 8—Shell Happytime  
 8:30—CBS Program  
 9—Jack and Grace  
 9:15—CBS Programs to 10:15  
 10:15—Phoebé Elkin's Magazine  
 10:45—CBS Programs to 12  
 12 noon—Beauty Talk and Organ  
 12:15—CBS Program  
 12:30—World-wide News  
 12:45—Buron Fitts speaks  
 1—Times Forum  
 1:30—Blue Ridge Colonel  
 1:45—To be announced  
 2—Happy Go Lucky Hour  
 3—Feminine Fancies  
 4—To be announced  
 4:15—CBS Program  
 4:30—All Year Club  
 4:45—Kerry Conway, Chats on Words  
 5—CBS Program  
 5:15—News Items; Town Topics  
 5:30—Skippy  
 5:45—CBS Programs to 6:15  
 6:15—To be announced  
 6:30—CBS Programs to 7:15  
 7:15—Tallant Tubbs speaks  
 7:30—W. G. McAdoo speaks  
 7:45—Joe Crail speaks  
 8—Blue Monday Jamboree  
 10—World-wide News  
 10:10—Bisquick Band  
 10:15—Gene Quaw's Orchestra  
 11—Hotel Roosevelt Orchestra  
 12 to 1 A.M.—Roger King and Roy Ringwald

285.5 Meters **KNX** Hemp. 4101  
 1050 Kcys. 5000 Watts  
 L. A. Evening Express, Los Angeles  
 6:45 A.M.—Bill Sharples' Gang  
 8:45—Inspirational Talk and Prayer  
 9—Clinic of the Air  
 9:30—News  
 9:45—Maxine's Shopping Service  
 10—Eddie Albright's Family  
 10:30—Kate Brew Vaughn  
 11—Marmola  
 11:15—Recordings  
 12 noon—News  
 1—New Paris Inn  
 2—Eddie Albright, The Bookworm  
 3—Matinee Mirthmakers  
 3:30—Medi Creme, records  
 4—Travelogue; Stocks; Announcements  
 4:15—Maxine's Shopping Service  
 5—Town Crier  
 5:45—Crazy Water Co., transcription  
 6—News  
 6:15—Musical Program  
 6:30—Oh-h-h Elmer  
 6:45—Feature Program  
 7—Frank Watanabe and Hon. Archie  
 7:15—R. M. Cannon  
 7:30—Vigilantes, Mirthquakers  
 7:45—Buron Fitts (politics)  
 8—"The Reator Californians"  
 8:30—Georgia Fifield Players  
 9—News  
 9:15—Ethel Duncan  
 9:30—Calmon Luboviski, Violinist  
 10—Beverly Hill Billies  
 11 to 12 midnight—New Paris Inn

209.7 Meters **KECA** Richm'd 6111  
 1430 Kcys. 1000 Watts  
 Earle C. Anthony, Inc., Los Angeles  
 9 A.M.—Louis Rueb, Exercises  
 9:15—Record Program  
 10—News Release  
 10:15—Record Program  
 11:45—County Medical Assoc. Talk  
 12 noon—Record Program  
 1:45—Bob, Bunny and Junior  
 2—Record Program  
 2:45—NBC-KPO Program  
 3—Record Program  
 3:30—Alex. Bevani, Italian Language  
 3:45—Record Program  
 4—News Release  
 4:15—Record Program  
 5—Brother Ken and his Kiddies  
 5:30—NBC-KPO Program  
 5:45—Al, Mack and Tommy  
 6—Olympic Choral Club  
 6:30—Record Program  
 7—Tom Murray's Hill Billies  
 7:30—Wesley Tourtellotte, Organist  
 7:45—Joe Warner's Jolly Journal  
 8—Studio Program  
 8:30—Hudson Essex Orchestra  
 9—Hemlock Corners  
 9:15—Wesley Tourtellotte, Organist  
 9:45—Close Partners, sketch  
 10—NBC-KPO Program  
 10:30 to 11 P.M.—Record Program

384.4 Meters **KTM** Exposition 1341  
 870 Kcys. 1000 Watts  
 Pickwick Broad. Corp., Los Angeles  
 9:30—Sunshine in Sermon and Song  
 10—Silent Period  
 1—Poetry  
 1:15—World Wide Christian Couriers  
 1:45—Dance Marathon  
 2—Spanish Concert  
 3—Recorded Program  
 4—Bert Ober's Request Records  
 5—Silent Period  
 6—Rainbow Revue  
 7:15—Charles Lierley, Tenor  
 10—Dance Marathon  
 10:30—Jack Dunn  
 11—Request Records  
 1 to 4 A. M.—Recorded Program

468.5 Meters **KFI** Richm'd 6111  
 640 Kcys. 50,000 Watts  
 Earle C. Anthony, Inc., Los Angeles  
 6:30 A.M.—Stock Market Quotations  
 6:45—Dr. Seikas, Health Exercises  
 7:30—NBC-KGO Programs to 9  
 9—Helpful Hints to Housewives  
 9:15—NBC-KGO Program  
 9:30—Fashion Tour with Melisse  
 10—NBC-KGO Programs  
 10:15—Dorothy Raymond, Pianist  
 10:30—NBC Program  
 11:30—Co. Medical Assoc. Program  
 11:45—Federal & State Mkt. Reports  
 12 noon—Dept. of Agriculture Talk  
 12:15—NBC-KGO Program  
 1—News Release  
 1:10—Woman Columnist of the Air  
 1:15—Ann Warner Chats  
 1:45—Cheiro, Astrologist  
 2—Tom Murray's Hill Billies  
 3—Randy Andrews, Songs  
 3:15—Book Review  
 3:30—NBC-KGO Program  
 3:45—News Release  
 4—NBC-KGO Program  
 4:30—Studio Program  
 5—String Trio  
 5:30—NBC-KGO Programs to 8:45  
 8:45—The Californians  
 9—Political Program  
 9:15—Packard Concert Orchestra  
 9:30—NBC-KGO Programs to 10:15  
 10:15—Hotel Ambassador Orchestra  
 11 to 12 mid.—NBC-KGO Programs

499.7 Meters **KFSB** Franklin 6353  
 600 Kcys. 1000 Watts  
 Airfan Radio Corp., Ltd., San Diego  
 7:30 A.M.—NBC-KGO Program  
 8—Morning Musicale  
 8:35—Stock Reports  
 8:45—NBC-KGO Program  
 9—Good Cheer Program  
 9:15—NBC-KGO Programs to 12  
 12 noon—NBC-KGO Programs to 1  
 1—U. S. Grant Hotel Serenaders  
 1:30—NBC-KPO Program  
 2—NBC-KGO Program  
 2:30—NBC-KPO Program  
 2:45—NBC-KGO Program  
 3—NBC-KGO Programs to 3:30  
 3:30—NBC-KPO Program  
 3:45—Radio Dental Clinic  
 4—NBC-KGO Programs to 5  
 5—Studio Program  
 5:10—Program Resume  
 5:15—Late news  
 5:30—Studio Program  
 5:45—NBC-KPO programs to 6:25  
 6:30—NBC-KGO programs to 8:45  
 8:45—Political talks  
 9:15—NBC-KGO programs to 10:15  
 10:15—NBC-KPO programs to 11  
 11 to 12 mid.—NBC-KGO Programs

225.4 Meters **KGB** FRank. 6151  
 1330 Kcys. 500 Watts  
 Don Lee, Inc., San Diego, California  
 7 A.M.—The Morning Edition  
 8—Shell Happytime  
 8:30—CBS programs to 10  
 10—Helen Stone, Around the Town  
 11—CBS programs to 12  
 12 noon—Farm Flashes; Stocks  
 12:15—CBS programs to 2  
 2—Happy Go Lucky Hour  
 3—Feminine Fancies  
 4—CBS programs to 4:30  
 4:30—Town Topics; News Reel  
 4:45—CBS programs to 5:30  
 5:30—Hutton's Ensemble  
 5:45—CBS programs to 7:15  
 7:15—Chamber of Commerce prog.  
 7:30—Hutton's Concert Quartet  
 8—Blue Monday Jamboree  
 10—KGB News Reel  
 10:15—Quaw's Orchestra  
 11 to 12 midnight—Halstead's Orch.

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# TUESDAY Programs

August 30, 1932

**491.5 Meters KFRC** Prospect 0100  
610 Kcys. 1000 Watts  
Don Lee, Inc., San Francisco, Calif.

- 7 A.M.—Seal Rocks Broadcast
- 7:30—Exercise Period
- 8—Shell Happytime
- 8:30—CBS Programs to 9:45
- 9:45—Ida Bailey Allen
- 10—KFRC Shopper's Club
- 10:30—Globe Trotter
- 10:35—CBS Programs to 11:30
- 11:30—Martha Meade
- 11:45—CBS Program
- 12 noon—Noonday Concert
- 1—CBS Programs to 1:30
- 1:30—Stock Exchange Quotations
- 1:35—Globe Trotter
- 1:45—CBS Program
- 2—Happy Go Lucky Hour
- 3—Feminine Fancies
- 4—CBS Program
- 4:15—Medical Talk
- 4:30—The Sampler
- 4:45—CBS Program
- 5—Skippy
- 5:15—Globe Trotter
- 5:25—Town Topics
- 5:30—CBS Programs to 6:15
- 6:15—Langendorf Program
- 6:30—CBS Programs to 7:30
- 7:30—Chandu, the Magician
- 7:45—CBS Program to 8:30
- 8:30—To the Ladies
- 9—Three Shades of Blue
- 9:15—Eb and Zeb
- 9:30—Jay Eslick's Orchestra
- 10—Grand Hotel Orchestra
- 11—Henry Halstead's Orchestra
- 12 to 1 A.M.—Request Hour

**243.8 Meters KYA** Prospect 3456  
1230 Kcys. 1000 Watts  
Pac. Broadcast. Corp., San Francisco

- 7:30 A.M.—Dawn Salute
- 8—Breakfast Hour
- 8:45—Tuneful Topics
- 9—At the Console
- 9:30—Melody Moods
- 10—Sunshine Hour
- 11—Album Leaves
- 11:15—Manhattan Moods
- 11:30—Prudence Penny,
- 11:45—"Canning Time"
- 12 noon—Marjorie Lee, Melody Girl
- 12:15—Meridian Medleys
- 12:45—Tuesday Noon Club
- 1—Across the Footlights
- 2—Musical Novelties
- 2:30—Verses, Mrs. M. C. Sloss
- 2:45—Hawaiian Entertainers
- 3—Glen Goff, Organist
- 4—Artist Celebrities
- 4:30—"Your Helpful Friend"
- 4:45—Famous Songs and Singers
- 5—Metropolitan Hour
- 6—Revue
- 6:30—Chappie's Sleepy Time Express
- 6:45—Waltz Time
- 7—"The Daily Challenge"
- 7:15—Tone paintings
- 7:45—Bob Allen, Piano Recital
- 8—Ted Fio-Rito and his band
- 8:30—Virginia Miller, Piano Recital
- 8:45—"The Islanders"
- 9—Sydney Dixon and G. Donald Gray, Duets
- 9:30—Milly and Billy, the Cub Reporters
- 9:45—News Flashes
- 10—Goff's Organ Serenade
- 11 to 12 midnight—Concert Memories



**ADELE BURIAN**  
KTAB—3:45 P.M.

**535.4 Meters KTAB** Garfield 4700  
560 Kcys. 1000 Watts  
Assoc. Broadcasters, Oakland, Calif.

- 6:45 A.M.—Recorded Program
- 7—"Back Alley" program
- 7:30—Surprise Program
- 8—Allay-Oop! with Bob Roberts
- 8:30—Jack Hall and Clem Kennedy
- 9—Morning Prayer Hour
- 9:30—Dr. J. Douglas Thompson
- 10—Household Hour
- 10:30—News Service
- 10:35—Dr. B. L. Corley
- 11—Store Scenes
- 11:25—X-Bar-B Ranch Boys
- 12 noon—Echoes of Portugal
- 12:30—News Service; Records
- 1—Over the Teacups
- 1:30—Studio Program
- 1:45—Lunatics at Large
- 2—Studio program
- 2:15—Billie Burke, Entertainer
- 2:30—Ira Blue, Bridge Instructor
- 2:45—Records
- 3—Masterpieces of Melody
- 3:45—Adele Burian, vocalist
- 4—Studio Program
- 4:30—Jack Hall and Clem Kennedy
- 5—Uncle Rod's Smile Club
- 5:30—Wandering Thru Switzerland
- 6—Weaver of Dreams
- 6:15—Life o' Reilly in Hollywood
- 6:30—Ernie Smith's Sport Page
- 6:45—News Reporter
- 7—Covered Wagon Jubilee
- 7:30—Oakland Post Enquirer
- 7:45—Studio Program
- 8:15—Dance Orchestra
- 8:30—Front Page Headlines
- 8:45—The Gossipers
- 9—Hill Billies
- 10—Better Business Bureau
- 10:15—Putnam's Treasure Chest
- 10:45—Moment Musicale
- 11 to 1 A.M.—Night Owls

**322.4 Meters KROW** Glenc. 6774  
930 Kcys. 1000 Watts  
Educa. Broad. Corp., Oakland, Calif.

- 8 A.M.—News and Recordings
- 8:30—Kalia Melody Makers
- 9—Silent Period
- 1 P.M.—Weather Forecast
- 1:05—Latin-American Program
- 2—Union Mutual Life
- 2:08—Recordings
- 2:30—Mae Church, Contralto
- 2:45—Ambrose Whitmer, Pianist
- 3—Billy and Grace Carmen
- 3:30—The Smoky Oaks
- 4—Prosperity Program
- 4:15—Ira Diagnosis Clinic
- 4:30—Myrtle Segal, Soprano
- 4:45—Prosperity program; records
- 5:30—Covered Wagon Jubilee
- 6—Silent Period
- 7:30—Fireside Chorusters
- 7:45—The Texas Cowboys
- 8—Bible Lecture, Judge Rutherford
- 8:15—The Burlesquers
- 9:15—The Wailele Trio
- 9:30—Cowboy Jack
- 9:45—Dot and Dash, Harmony Duo
- 10 to 11 P.M.—Fleur De Lis Orch.

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

- 7 A.M.—Musical Pot Pourri
- 8—Silent Period
- 9—Cal King's Country Store
- 9:30—Blues Chasers; Timely Topics
- 10—White House Program
- 10:15—Bellevue Hotel Program
- 10:30—"My Twin Joe"
- 11—Studio feature
- 11:15—Concert melodies
- 12 noon—News flashes; Dance music
- 1—Silent Period
- 1—Blue Rhythm Boys
- 6:30—Rosenthal Program
- 6:45—News Flashes
- 7—Elaine Edwards, Blues Singer
- 7:15—Helen Bellevue
- 7:30—Silent Period
- 11 to 1 A.M.—Kendrick's Hi-Jinks

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

- 7 A.M.—The Breakfast Hour
- 7:45—Texas Cowboy
- 8—Silent Period
- 9—Carmel Program
- 9:30—Morning Melodies
- 10—Martha Meade Society
- 10:15—Aunt Sammy
- 10:30—Recordings
- 11—Eleventh Hour Program
- 11:30—Band Concert
- 12 noon—Recordings
- 12:30—Weather; Market Reports
- 1—One o'Clock Program
- 1:30—The Friendly Hour
- 2:30—Martha Meade Program
- 3—Silent Period
- 4:30—Story Time
- 4:45—Skippy
- 5—Watch Tower
- 5:15—Sacred Music
- 5:30—Dinner Music
- 6—Evening Echoes
- 6:15—Franco's Program
- 6:30—Fed., State Market Reports
- 6:45—Radio News and Forum
- 7:45—Musical Tid-Bits
- 8 to 10 P.M.—You Never Can Tell

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car is \_\_\_\_\_ year \_\_\_\_\_

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Address \_\_\_\_\_ City \_\_\_\_\_

**340.7 Meters KLV** Lake. 6000  
**880 Kcys.** 500 Watts  
 Tribune Pub. Co., Oakland, Calif.  
 8 A.M.—Records; Stocks  
 9—Modern Homes Period  
 9:30—Records  
 10:15—Stocks; Financial Inform.  
 10:30—Records  
 11—Sunshine Twins  
 12 noon—Jack Delaney's Band  
 1—Jean's Hi-Lights  
 2—Classical Recordings  
 2:35—Closing San Francisco Stocks  
 2:45—Ethel Rhinard, Pianist  
 3—Records  
 3:45—Harvey and Sivyer  
 4—Records  
 4:30—Brother Bob's Club  
 5—Helen Parmelee, Pianist  
 5:15—The Three Cocanuts  
 5:45—Song Stories, the Clark Sisters  
 6—Hotel Oakland Trio  
 7—News Items  
 7:30—William Don, Comedian  
 7:45—Fred and Morris, Comedians  
 8—Organ Recital: Ethel Rhinard at the Console; Cora Scott, Soloist  
 8:30—Studio Program  
 8:45—Helen Benson, Lucille Swan, Banjoists, and Lillah Clark, Pianist  
 9—Old Gospel Hymns Mixed Quartet, M. Jay Goodman, tenor  
 9:30—Nerino's Variety Orchestra  
 10—Beverly Hill Billies  
 11 to 12 midnight—Dance program

**309.1 Meters KJR** Seneca 1515  
**970 Kcys.** 5000 Watts  
 Northwest Broad. System, Seattle, Wn.  
 7 A.M.—Chet and Mabel  
 7:04—Produce Quotations  
 7:14—Vocal Solos; Farm Flashes  
 7:27—Blue Strakes Orch.; Sports  
 8—NBC-KPO programs to 11:30  
 11:30—Julia Hayes  
 11:45—NBC-KPO programs to 3  
 3—Better Business Talk  
 3:05—NBC-KPO program  
 3:50—The World Bookman  
 3:55—Lost and Found Advertisemts.  
 4—NBC-KPO programs to 5:30  
 5:45—NBC-KPO program to 6:45  
 6:45—Sohl-Lundberg & Reed  
 7—NBC-KPO programs to 7:30  
 7:30—News Edition  
 7:45—NBC-KPO programs to 9  
 9—Around the Town with Lloyd Spencer  
 9:15—Eb 'n' Zeb  
 9:30—Lakeside Dance Orchestra  
 10 to 12 mid.—NBC-KPO Programs

**236.1 Meters KOL** Elliott 4466  
**1270 Kcys.** 1000 Watts  
 Seattle Broadcast. Co., Seattle, Wash.  
 6:45 A.M.—Top of the Morning  
 7—KOL Time Clock  
 8—Shell Happytime  
 8:30—CBS Program  
 9—Through the Looking Glass  
 9:15—CBS Program  
 9:30—Colonial Dames  
 9:45—CBS Program  
 10—Morning Melodies  
 10:30—Prince of the Ivories  
 10:45—CBS Program  
 11—Carnival with Ken Stuart  
 12 noon—CBS Programs to 1:15  
 1:15—John C. Stevenson  
 1:45—CBS Program  
 2—Happy Go Lucky Hour  
 3—Feminine Fancies  
 3:30—CBS Program  
 3:45—Feminine Fancies  
 4—CBS Programs to 4:30  
 4:30—Cecll Solly  
 5—Hill and Dale  
 5:30—Skippy

5:45—CBS Programs to 6:15  
 6:15—Otto A. Case  
 6:30—CBS Programs to 7  
 7—Sports Review  
 7:15—CBS Program  
 7:30—Chandu, the Magician  
 7:45—CBS Programs to 9  
 9—The Globe Trotter  
 9:15—Arizona Joe  
 9:30—Don Lee Feature  
 10—Grand Hotel Orchestra  
 11 to 12 mid.—Henry Halstead's Or.

**254.1 Meters KEX** Atwater 3111  
**1180 Kcys.** 5000 Watts  
 Western Broad. Co., Portland, Ore.  
 7 A.M.—Morning Serenaders  
 8—NBC-KPO Programs to 11:30  
 11:30—Julia Hayes  
 11:45—NBC-KPO Programs to 5:15  
 5:15—William Elliott, Baritone  
 5:30—NBC-KPO Programs to 6:45  
 6:45—Newscasting  
 7—NBC-KPO Program  
 7:15—Silent period  
 8 to 12 mid.—NBC-KPO Programs

**325.9 Meters KOMO** Elliott 5890  
**920 Kcys.** 1000 Watts  
 Fisher's Blend Station, Inc., Seattle  
 6:55 A.M.—Inspirational Service  
 7—NBC-KGO Programs to 9  
 9—Uncle Hank from Ciderville Center  
 9:15—Prudence Penny  
 9:30—NBC-KGO Program  
 9:45—Male Quartet  
 10—NBC-KGO Programs to 11:30  
 11:30—Old Folks' Corner  
 11:45—Club Minutes  
 12 noon—Masterworks of the Piano  
 12:12—Grain Quotations  
 12:15—NBC-KGO Program  
 1—Einer & Einar, Two Counselors  
 1:15—Concert Orchestra  
 1:45—Teacup Philosopher  
 2—NBC-KGO Programs to 3  
 3—Santiseptic Program  
 3:15—NBC-KGO Programs to 3:45  
 3:45—News of the Air  
 4—NBC-KGO Program  
 4:15—Memory Book  
 4:30—NBC-KGO Programs to 9  
 9—Fisher's Blend Hour  
 9:30—NBC-KGO Programs to 10:15  
 10:15—Vic Meyers' Music  
 11:15 to 12 mid.—NBC-KGO Prog.

**508.2 Meters KHQ** Main 5383  
**590 Kcys.** 1000 Watts  
 Louis Wasmer, Inc., Spokane, Wash.  
 6:45 A.M.—Morning News  
 7:15—Crazy Crystals  
 7:30—Kronenberg's Shoe Hospital  
 8—Program to be announced  
 8:15—NBC-KGO Program  
 8:30—Frances Ingram  
 8:45—NBC-KGO Program  
 9—Joyner's Joys, Wait and Marian  
 9:15—Sartori and Wolf  
 9:30—Home Comfort  
 9:45—Canning Time  
 10—Martha Meade Society  
 10:15—NBC-KGO Programs to 12:15  
 12:15 P.M.—Chamber of Commerce  
 1—Various Programs  
 1:30—NBC-KGO Program  
 1:45—Spokane Fur Co.  
 2—NBC-KGO Program  
 2:30—Commercial Creamery  
 3—NBC-KGO Programs to 3:45  
 3:45—Peerless Dental Hygiene  
 4—NBC-KGO Program  
 5:15—Skippy  
 5:30—NBC-KGO Programs to 8  
 8—Editorial Column, Russ Bankson  
 8:30—NBC-KGO Programs to 9:15  
 9:15—Eb and Zeb  
 9:30 to 12 mid.—NBC-KGO Prog.

**526 Meters KVI** Broadway 4211  
**970 Kcys.** 1000 Watts  
 Puger Sound Broadcast. Co., Tacoma  
 6:30 A.M.—Farm Flashes  
 6:45—Crazy Cowboys  
 7—Dr. Kenyon's Church  
 7:30—Organ Reveille  
 8—Shell Happytime  
 8:30—CBS Programs to 2  
 2 P.M.—Happy Go Lucky Hour  
 3—Feminine Fancies  
 3:30—CBS Program  
 3:45—Feminine Fancies  
 4—CBS Programs to 4:30  
 4:30—Studio Program  
 5—George Yount, Organist  
 5:30—CBS Programs to 6:15  
 6:15—Studio Program  
 6:30—CBS Programs to 7:30  
 7:30—Chandu, the Magician  
 7:45—CBS Programs to 8:15  
 8:15—Eddie Coy  
 8:30—CBS Program  
 9—Studio Program  
 10—Grand Hotel Orchestra  
 10:15—Crazy Quartette  
 10:30—Grand Hotel Orchestra  
 11 to 12 mid.—Henry Halstead's Or.

**204 Meters KGA** Main 3434  
**1470 Kcys.** 5000 Watts  
 NW. Broad. System, Spokane, Wash.  
 6 A.M.—Early Birds; News  
 8—NBC-KPO Programs to 12  
 12 noon—News Bulletins  
 12:05—NBC-KPO Programs to 3  
 3—News Bulletins  
 3:05—NBC-KPO Programs to 5:15  
 5:15—Peerless Quarter Hour  
 5:30—NBC-KPO Programs to 6:45  
 6:45—Dayton Three  
 7 to 12 mid.—NBC-KPO Programs

**483.6 Meters KGW** Atwater 2121  
**620 Kcys.** 1000 Watts  
 Morning Oregonian, Portland, Ore.  
 6:45 A.M.—Musical Program  
 7—Morning Appetizers  
 7:30—T. N. T. Claude Bristol  
 7:45—NBC-KGO program  
 8—Program to be announced  
 8:15—NBC-KGO Program  
 8:30—The Specialists  
 9—Oregonian of the Air  
 9:15—Crazy Crystals Cowgirls  
 9:30—Cooking School  
 10—Martha Meade  
 10:15—Francis Ingram  
 10:30—NBC-KGO Program  
 11:30—Me and My Shadow  
 12 noon—The Oregonian of the Air  
 12:15—NBC-KGO Program  
 1—15 Minutes at Lipman-Wolfe's  
 1:15—Gordon Onstad and Organ  
 1:45—NBC-KGO Programs to 2:15  
 2:15—Tea Time Bazaar  
 3:15—NBC-KGO Programs to 3:45  
 3:45—Oregonian of the Air  
 4—Santiseptic Program  
 4:15—Piano Duo  
 4:30—Don Smith, Tenor  
 4:45—NBC-KGO Program  
 5—Crazy Crystals Quartet  
 5:15—NBC-KGO Programs to 8  
 8—Paul K. Hutchinson  
 8:30—Arnie Hartman, Dancing Ac-cordion  
 8:45—Studio Program  
 9—Fisher's Blend Hour  
 9:30—Samoa Islanders  
 9:45—Don Smith, Tenor  
 10—NBC-KGO Program  
 10:15—The Mad Hatters  
 10:45—Montana Cowgirls  
 11—Just a Dreamin', Clarence Tol-man  
 11:15 to 12 midnight—Glenn Shelley, Organist

440.9 Mtrs. **NBC-KPO** GAR. 8300  
680 Kcys. 5000 Watts  
National Broadcast. Co., San Francisco

**Service to KJR, KEX, KGA,  
KECA, KTAR, KSL, KFSD**

7:30 A.M.—Arlon Trio: KPO  
8—Financial Service: KPO, KGA,  
KJR, KEX, KTAR on 8:30  
8:15—Crosscuts from the Log o' the  
Day, Dr. Laurence L. Cross:  
KPO, KGA, KJR off 9, KEX,  
KTAR off 8:45  
9:15—Stringwood Ensemble: KPO,  
KFSD  
9:30—Bluettes: KPO off 9:45, KGA,  
KEX, KFSD  
9:45—University of California at  
Your Service: KPO  
10—Mardi Gras: KJR, KPO, KGA,  
KEX  
10:30—Strollers' Matinee: Glenn  
Riggs, master of ceremonies; or-  
chestra direction Zoel Parentau:  
KPO, KGA; KJR, off 10:45;  
KEX  
11—Vocal Art Quartet: KPO, KGA,  
KJR, KEX, KFSD, KSL off 11:15  
11:15—Vocal Art Quartet: KPO,  
KGA, KJR, KEX, KFSD  
11:30—Organ Concert: KPO off  
11:45, KGA, KJR, KEX on 11:45  
11:45—Scripture Reading: KPO  
11:46—Tickling the Keys: KPO  
11:50—South San Francisco Stock-  
yard Report: KPO  
11:57—Time Signals: KPO  
12 noon—Music Masters, orchestra  
direction Joseph Hornik; Allan  
Wilson, tenor soloist: KPO, KGA  
on 12:05, KJR on 12:30, KEX  
12:45—California Trio: KPO, KGA,  
KJR, KEX  
1—Garden Melodies: KPO, KGA,  
KJR on 1:15, KEX, KFSD,  
KTAR on 1:30  
1:45—Vagabonds, vocal soloist: or-  
chestra direction Meredith Will-  
son: KPO, KGA, KJR, KEX,  
KFSD on 2  
2:30—Music Garden: KPO, KGA,  
KJR, KEX  
3—The Cavaliers, orchestra direction  
Walter Beban: KPO, KGA on  
3:05, KJR on 3:15, off 3:55, KEX  
4—"Doom," dramatic program:  
KPO, KGA, KJR, KEX  
4:30—Mrs. Luther Burbank, Garden  
Walks, "Interesting Hum an  
Plants": KPO, KGA, KJR, KEX  
4:45—Rosa Low, Rumanian-Amer-  
ican Opera and Concert Soprano:  
KPO, KGA, KJR, KEX  
5—Simpv and Gladwys, comedy  
sketch featuring Monroe Upton  
and Elsbeth Frellesen: KPO,  
KGA, KJR, KEX  
5:15—Headliners, soloist: KPO  
5:30—The Singing Lady: KPO,  
KGA, KJR, KEX, KECA  
5:45—Dixie Memories, Sam Moore,  
Carolyn Moore, Dixie Marsh,  
Chuck Russell, songs and dia-  
logue: KPO, KGA, KJR, KEX  
6—Recollections, Charles Bulotti,  
tenor; orchestra direction Joseph  
Hornik: KPO, KGA, KJR, KEX  
6:45—Cecil and Sally: KPO  
7—Tom Mitchell, baritone: KPO,  
KGA, KJR, KEX  
7:15—News Editor of the Air:  
KPO  
7:15 P.M.—Cesare Sodero and the  
NBC Concert Orchestra: KPO on  
7:30, KGA, KJR off 7:30, on  
7:45, KGIR off 7:30  
8—Crosscuts from the Log of the  
Day: KPO, KGA, KJR, KEX

8:30—Mona Lowe, blues singer:  
KPO, KGA, KJR, KEX, KFSD  
9—Waltz Time, Ben Klassen, tenor;  
orchestra direction Meredith Will-  
son: KPO, KGA, KJR, KEX  
9:30—Lakeside Dance Orchestra:  
KPO, KGA, KJR, KEX, KOA  
10—Melody Train, vocal trio; or-  
chestra direction Walter Beban:  
KPO, KGA, KJR, KEX  
10:30—Hello, Buddies, band and  
male quartet: KPO, KGA, KJR,  
KEX, KFSD, KSL  
11—Carol Lofner and His Bal Tab-  
arin Orchestra: KPO, KGA, KJR,  
KEX  
11:30 to 12 midnight—Oran Con-  
cert: KPO, KGA, KJR, KEX

379.5 Mtrs. **NBC-KGO** Sutter 1920  
790 Kcys. 7500 Watts  
National Broadcast. Co., San Francisco

**Service to KHQ, KOMO, KGW,  
KFI, KOA, KSL, KTAR,  
KFSD, KGIR, KGHL**

7 A.M.—Organ Concert: KGO  
7:30—United States Army Band:  
direction Capt. William J. Stan-  
nard: KGO, KHQ, KFI, KFSD  
7:45—Van and Don, the Two Pro-  
fessors: KGO, KHQ, KOMO,  
KGW, KFI, KFSD, KTAR, KSL,  
KOA  
8—Johnny Marvin, Tenor: KGO  
8:15—Little Orphan Annie: KGO,  
KHQ, KOMO, KGW, KFI  
8:30—On Wings of Song: KGO,  
KHQ, KGW, KFSD, on 8:45, KFI  
9—Harold Stokes' Orchestra: KGO,  
KFI  
9:15—Happy Jack, vocalist: KGO,  
KFI  
9:30—Buckaroos, Ted Maxwell,  
Charles Marshall: KGO  
9:45—Eva Garcia, piano: KGO, KHQ  
10—Arlon Trio: KGO, KHQ on 10:15,  
KFI off 10:15  
10:30—Woman's Magazine of the  
Air: KGO, KHQ, KOMO, KGW,  
KFI, KFSD, KTAR, KSL, KOA  
off 10:50, on 11:10, KGIR off  
10:50  
11:30—Synco-Thots: Edna Fischer,  
Newell Chase, piano duo: KGO,  
KFSD  
11:45—Mormon Tabernacle Choir  
and Organ: KGO; KHQ off 12;  
KFSD, KSL  
12:15—Western Farm and Home  
Hour: KGO, KOMO, KGW, KFI,  
KFSD, KTAR on 12:30, KSL off  
12:45, KGIR, KGHL  
1—Stringwood Ensemble: KGO,  
KHQ, KGW 1:30 to 1:45  
1:45—G E Circle: Grace Ellis, host-  
ess: KGO, KHQ, KOMO, KGW,  
KFI, KSL  
2—Ted Black and Orchestra: KGO,  
KGHL  
2:30—Sheer Romance, dramatic pro-  
gram: KGO, KOMO  
2:45—Back of the News in Wash-  
ington: KGO, KFI, KFSD, KGIR,  
KGHL  
3—Mid-Week Federation H y m n  
Sing: KGO, KHQ, KFI, KFSD,  
KTAR  
3:15—Frankie Masters and His Or-  
chestra: KGO, KHQ, KOMO,  
KGW, KFSD  
3:30—The Stebbins Beys: KGO,  
KHQ, KOMO, KGW, KFI, KSL  
3:45—News Service: KGO, KGIR  
4—Balladettes, Irving Kennedy,  
tenor; Orchestra direction Rex  
Dunn: KGO, KHQ, KGW, KFI  
on 4:15

4:30—Little Musicale, classic music:  
KGO, KGW, KFSD  
4:45—Motoring Thru Europe: KGO,  
KFSD  
5—National Artists Series: KGO,  
KHQ off 5:15, KGW, KTAR  
5:30—Ed Wynn and the Fire Chief  
Band: KGO, KHQ, KOMO, KGW,  
KFI, KFSD, KTAR, KSL, KGIR,  
KGHL  
6—Lucky Strike Dance Hour—Wal-  
ter O'Keefe, master of cere-  
monies: KGO, KHQ, KOMO, KGW,  
KFI, KFSD, KTAR, KSL  
7—Amos 'n' Andy: KGO, KHQ,  
KOMO, KGW, KFI, KFSD, KSL  
7:15—Memory Lane, rural drama  
by H. C. Connette, featuring Billy  
Page, Eileen Piggott, Ted Max-  
well: KGO, KHQ, KOMO, KGW,  
KFI, KFSD, KTAR  
7:45—Famous Foods Parade, Alvino  
Rey's band; Rush Hughes, guest  
announcer: KGO, KHQ, KOMO,  
KGW, KFI  
8—Ralph Kirbery, the Dream Sing-  
er: KGO, KFSD, KGHL  
8:05—Paul Whiteman and His  
Chieftains: KGO, KHQ on 8:20,  
KGW on 8:30, KFSD, KGHL off  
8:30  
8:45—John and Ned, vocal and in-  
strumental duo: KGO, KOA  
9—Rainbow Harmonies, tenor solo-  
ist; orchestra direction Emil Po-  
lak: KGO, KGW, KFSD, KTAR  
9:30—The Story Teller: KGO, KHQ,  
KGW, KFSD  
10—Richfield News Flashes: KGO,  
KHQ, KOMO, KGW, KFI, KFSD  
10:15—Bluebird Melodies, Lucile  
Kirtley, soprano; orchestra direc-  
tion Meredith Willson: KGO, KHQ,  
KFSD  
10:45—Everett Foster, baritone:  
KGO, KHQ  
11—Ted Fjo-Rito and His Hotel St.  
Francis Dance Orchestra: KGO,  
KHQ, KFI, KFSD  
11:30 to 12 midnight—Jay Whid-  
den's Miramar Hotel Orchestra:  
KGO, KHQ, KOMO, KFI, KFSD

333.1 Meters **KHJ** VAndike 7111  
900 Kcys. 1000 Watts  
Don Lee, Inc., Los Angeles, Calif.

7 A.M.—News Briefs and Records  
7:45—Captain Dobbie  
8—Shell Happytime  
8:30—CBS Programs to 9:30  
9:30—Through the Looking Glass  
9:45—CBS Programs to 10:15  
10:15—Martha Meade Society  
10:30—Phoebe Elkin's Magazine  
11—CBS Programs to 12:30  
12:30 P.M.—World-wide News  
12:45—Charlie Hamp & Beauty Talk  
1—Times Forum  
1:30—CBS Programs to 2  
2—Happy Go Lucky Hour  
3—Feminine Fancies  
4—CBS Program  
4:15—U. S. C. Trojan Period  
4:30—The Sampler  
4:45—CBS Programs to 5:15  
5:15—News Items; Town Topics  
5:30—Skippy  
5:45—CBS Programs to 6:15  
6:15—Hutton's Ensemble  
6:30—CBS Programs to 7:30  
7:30—Chandu, the Magician  
7:45—CBS Programs to 8:15  
8:15—Joe Crall speaks  
8:30—To the Ladies  
9—Nesbitts, the Bachelors  
9:15—Eb and Zeb  
9:30—Jay Esleck and his Orchestra  
10—World-wide News  
10:10—Bisquick Band

10:15—Grand Hotel Orchestra  
 11—Hotel Roosevelt Orchestra  
 12 to 1 A.M.—Roger King, Baritone,  
 and Roy Ringwald, Organist

**CBS**

**Columbia Broadcasting System**

8:30—Columbia Revue, classical program: KFBK, KMJ, KWG, KERN, KOL, KVI, KFRK, KHJ, KGB  
 9—George Hall and His Hotel Taft Orchestra: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRK, KHJ, KGB  
 9:30—Atlantic City Musicales: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRK, KHJ, KGB  
 10—Rhythm Kings, Fred Berrens, conductor: KFBK, KVI, KHJ, KGB  
 10:30—Columbia Salon Orchestra: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRK  
 11—Columbia Artists Recital: KFRK, KMJ, KWG, KERN, KVI, KFPY, KFRK, KHJ, KGB  
 11:30—Snapshots: KFBK, KMJ, KWG, KERN, KVI, KFPY, KFRK on 11:45, KHJ, KGB  
 12 noon—Boston Popular Revue: KFBK, KMJ, KWG, KOL, KVI, KFPY, KHJ, KGB  
 12:30—Dancing by the Sea: KFBK, KERN, KOL, KVI, KFPY, KGB  
 1—"Meet the Artist": KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRK, KGB  
 1:15—Virginia Arnold, pianist: KFBK, KMJ, KWG, KERN, KVI, KFPY, KFRK, KGB  
 1:30—Between the Bookends: KFBK, KMJ, KWG, KERN, KVI, KFPY, KHJ, KGB  
 1:45—Musical Comedy Memories: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRK, KHJ, KGB  
 4—Edwin C. Hill, "The Human Side of the News": KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRK, KHJ, KGB  
 4:15—Willie Botts: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KGB  
 4:45—Fray and Braggiotti, Franco-Italian piano team: KFBK, KOL, KFPY, KFRK, KHJ, KGB  
 5:00—Jay C. Flippen-cles: KFBK, KMJ, KVI, KFPY, KHJ, KGB  
 5:30—Harl Smith and His Orchestra: KFBK, KMJ, KERN, KOL, KVI, KFPY, KFRK, KHJ on 5:45, KGB  
 6—"Music That Satisfies": KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KOLN, KFRK, KHJ, KGB  
 6:30—Isham Jones and His Orchestra: KFBK, KMJ, KWG, KERN, KOL, KFPY, KFRK, KHJ, KGB  
 6:45—"Myrt and Marge," courtesy William Wrigley, Jr.: KFBK, KOL, KVI, KFPY, KFRK  
 7—Howard Barlow and the Columbia Symphony Orchestra: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRK, KHJ, KGB  
 7:30—Little Jack Little, vocal and pianist: KGB  
 7:45—Freddie Martin's Bossert Orchestra: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRK, KHJ  
 8—Harold Stern and His St. Moritz Orchestra: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRK, KHJ  
 8:30 P.M.—Gus Arnheim and His Orchestra: KOL, KVI, KFPY

**285.5 Meters KNX Hemp. 4101 1050 Kcys. 5000 Watts**  
 L. A. Evening Express, Los Angeles  
 6:45 A.M.—Bill Sharples' Gang  
 8:45—International Talk and Prayer  
 9—Clinic of the Air  
 9:30—News  
 9:45—Maxine's Shopping Service  
 10—Eddie Albright's Family  
 10:30—Kate Brew Vaughn  
 11—Jack Carter's Birthday Party  
 12 noon—News  
 1—New Paris Inn  
 2—Eddie Albright, The Bookworm  
 3—Matinee Mirthmakers  
 4—Travelogue; Stocks; Announcements  
 4:15—Maxine's Shopping Service  
 5—Town Crier  
 6—News  
 6:15—KNX Ensemble  
 6:30—Oh-h-h Elmer  
 6:45—Feature Program  
 7—Frank Watanabe and Hon. Archie  
 7:15—Rev. R. P. Shuler  
 8—Sol Hoopi's Hawaiians  
 8:30—American Legion Program  
 9—News  
 9:15—Dreamin' Time, with Drury Lane  
 9:30—Stuart Buchanan & Ensemble  
 10—Beverly Hill Billies  
 11 to 12 midnight—New Paris Inn

**209.7 Meters KECA Richm'd 6111 1430 Kcys. 1000 Watts**  
 Earle C. Anthony, Inc., Los Angeles  
 9 A.M.—Louis Rueh, Exercises  
 9:15—Record program  
 9:30—News release  
 10:15—Record program  
 1:45 P.M.—Bob. Bunny and Junior  
 2—Record program  
 2:45—Doria Balli's Personality program  
 3—Wesley Tourtellotte, organist  
 3:45—Record program  
 4—News release  
 4:15—Record program  
 4:45—Dr. H. Edward Meyers  
 5—Brother Ken's Kiddies  
 5:30—NBC-KGO program  
 5:45—Al, Mack and Tommy  
 6—Record Program  
 7—Tom Murray's Hill Billies  
 7:30—String Trio  
 7:45—Joe Warner's Jolly Journal  
 8—Studio Program  
 8:30—Hotel Miramar Orchestra  
 9—Helen Guest, Ballads  
 9:15—Wesley Tourtellotte, Organist  
 9:45—Close Partners, sketch  
 10 to 11 P.M.—Record Program

**499.7 Meters KFSD Franklin 6353 600 Kcys. 1000 Watts**  
 Airfan Radio Corp., San Diego  
 7:30 A.M.—NBC-KGO Program  
 8—Morning Musical  
 8:35—Stock Reports  
 8:45—NBC-KGO Program  
 9—Good Cheer Program  
 9:15—NBC-KGO Programs to 10  
 10—Martha Meade Society  
 10:15—Radio Dental Clinic  
 10:30—NBC-KGO Programs to 11:30  
 11:30—NBC-KGO Programs to 1  
 1 P.M.—U. S. Grant Hotel Srenaders  
 1:30—NBC-KGO Program  
 2—NBC-KGO Programs to 3:30  
 3:30—French Lesson  
 4—To be announced  
 4:30—NBC-KGO Programs to 5  
 5—Studio Program  
 5:10—Program Resume  
 5:15—Better Business Bureau  
 5:20—Late News Items  
 5:30—NBC-KGO Programs to 7:45  
 7:45—Chamber of Commerce prog.

8—NBC-KGO Programs to 8:30  
 8:30—NBC-KPO Program  
 9—NBC-KGO Programs to 10:30  
 10:30—NBC-KPO Program  
 11 to 12 mid.—NBC-KGO Programs

**468.5 Meters KFI Richm'd 6111 640 Kcys. 50,000 Watts**  
 Earle C. Anthony, Inc., Los Angeles  
 6:30 A.M.—Stock Market Quotations  
 6:45—Health Exercises  
 7:30—NBC-KGO Programs to 9  
 9—Dorothy Raymond, Pianist  
 9:15—NBC-KGO Program  
 9:30—Fashion Tour with Melissa  
 10—NBC-KGO Program  
 10:15—Lou Gordon, Tenor; Jackson Swales, Pianist; Sally Hill, Speaker  
 10:30—NBC-KGO Program  
 11:30—Polly Hall, Pianist  
 11:45—State Market Reports  
 12 noon—Dept. of Agriculture Talk  
 12:15—NBC-KGO Program  
 1—News Release  
 1:10—Woman Columnist of the Air  
 1:15—Ann Warner Chats  
 1:45—Baldassare Ferlazzo, Violinist  
 2—Tom Murray's Hill Billies  
 2:45—NBC-KGO Programs to 3:15  
 3:15—David Allen, Pianist  
 3:30—NBC-KGO Program  
 3:45—News Release  
 4—Wesley Tourtellotte, Organist  
 4:30—Scientific Training of Older Boys, Dr. Casterberry  
 4:45—Nick Harris Program  
 5—String Trio  
 5:30—NBC-KGO Programs to 8  
 8—Hotel Miramar Orchestra  
 8:30—Virginia Dixie Singers  
 9—KFI Fun Factory, Unlimited  
 10—NBC-KGO Program  
 10:15—Hotel Ambassador Orchestra  
 11 to 12 mid.—NBC-KGO Programs

**225.4 Meters KGB FRank. 6151 1330 Kcys. 500 Watts**  
 Don Lee, Inc., San Diego, California  
 12 Noon—Farm Flashes  
 12:10—Closing Stock Quotations  
 12:15—CBS programs to 2  
 2—Happy Go Lucky Hour  
 3—Feminine Fancies  
 4—CBS programs to 5  
 5—News Reel; Town Topics  
 5:15—CBS programs to 6:15  
 6:15—Hutton's Concert Quartette  
 6:30—CBS programs to 7:30  
 7:30—Quaw's Orchestra  
 7:45—CBS program  
 8:30—To the Ladies  
 9—Three Shades of Blue  
 9:15—Eb and Zeb  
 9:30—Eslick's Orchestra  
 10—KGB News Reel  
 10:10—Grand Hotel Orchestra  
 11 to 12 midnight—Halstead's Orchestra

**280.2 Meters KJBS Ord. 4148-49 1070 Kcys. 100 Watts**  
 J. Brunton & Sons, San Francisco  
 10:05—Scotty's Table Talks  
 11:15—Health Talk  
 11:30—Popular Records  
 11:45—Concert Music  
 12 noon—Variety Recordings  
 12:45—Song Cycle  
 1—Stock Report and Records  
 2—Better Business Bureau Talk  
 2:15—Popular Records  
 2:45—Speak-Easy Time; Records  
 3—Reporter of the Air; Records  
 4:30—Marjorie Lee, Pianist  
 4:45—Records  
 6:30—Walkathon  
 6:45 to 7 P.M.—Records  
 12:01 to 6 A.M.—Owl Program



# JACKSON-BELL

—continuing JACKSON-BELL'S pioneer

## New 1933 Model 26-S All-Wave Super- Heterodyne Console

—short and long wave on single dial, merely turn knob to switch from one to other; quick, positive, easy tuning and noise-free reception on *all* wave lengths: retail price complete with 6 Cunningham tubes—

**\$59<sup>95</sup>**



## New 1933 Model 212, 12- tube Super-Heterodyne Period Console

—new class A power amplification, automatic volume control, inter-station static silencer, meter tuning; remarkable power and sharpness; surpassing tone beauty; an amazing new standard of radio performance and value, 1933's super-radio: retail price complete with 12 Cunningham tubes—

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## New 1933 Model 25 Peter Pan Super-Heterodyne Midget

—never before so much radio condensed in such handy, compact and attractive form; automatic volume control, newest type tubes, drawer for log card; brings in Los Angeles police calls in addition to regular stations: retail price complete with 5 Cunningham tubes—

**\$31<sup>95</sup>**



**A** BRAND new 1933 line comes the most compact midget to the size 12-tube furniture model. No up-to-the-minute features, and our performance never before combined to extent in any radios. **PLUS** the dependability which has made J. preferred standard merchandise where are used or sold. This will be a JACKSON-BELL Dealers. Write for particulars.

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## New 1933 Model 25 JACKSON-BELL Super-Heterodyne Midget

**O**NE of the most unique New 1933 JACKSON-BELL Super-Heterodyne chassis in novel, a Speaker in end, radio enclosed in hinged lid. Log panel a drawer for deck of cards or recessed in top. Automatic volume control, newest type tubes: retail price complete with 5 Cunningham tubes—

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sive low prices,  
outstanding per-  
formance to the same  
at pioneer de-  
SIGNER-BELLS  
wherever radios  
are good fall for  
once for full

, San Francisco

# A COMPLETE NEW 1933 LINE

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of radios of all time.  
JACKSON-BELL Super-Hetero-  
dynamic chest-cabinet.  
entirely concealed by  
and handy compart-  
ment pack of cigarettes  
and volume control,  
price complete with

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New 1933 Model 27-A JACK-  
SON-BELL 7-tube Super-  
Heterodyne Console

—popular price, re-  
markable perfor-  
mance and new fea-  
tures make this set  
an outstanding  
value; automatic  
volume control,  
meter tuning, inter-  
station static silen-  
cer, newest type  
tubes: retail price  
complete with 7  
Cunningham tubes

\$62 50



New 1933 Model 27-A,  
7-Tube Midget Super-  
Heterodyne

—same chassis pictured  
and described above,  
but in artistic new mantel  
type cabinet: complete  
with 7 Cunningham tubes

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New 1933 Model 26  
Broadcast Midget  
Super-Heterodyne

—six latest type  
tubes, new features,  
exceptional power  
and clearness: com-  
plete with 6 Cun-  
ningham tubes,  
short and long  
wave model —  
\$39.95, long wave  
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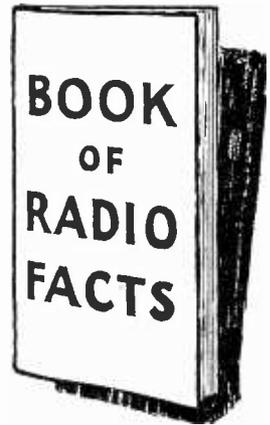
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# WEDNESDAY Programs

August 31, 1932

491.5 Meters **KFRC** Prospect 0100  
610 Kcys. 1000 Watts  
Don Lee, Inc., San Francisco, Calif.

- 7 A.M.—Seal Rocks Broadcast
- 7:30—Exercise Period
- 8—Shell Happytime
- 8:30—CBS Programs to 9:30
- 9:30—Betty Crocker
- 9:45—Kitchen Lyrics, Ann Welcome
- 10—KFRC Shopper's Club
- 10:30—Globe Trotter
- 10:35—CBS Programs to 12
- 12 noon—Noonday Concert
- 1—CBS Programs to 1:30
- 1:30—Stock Exchange Quotations
- 1:35—Globe Trotter
- 1:45—Recordings
- 2—Happy Go Lucky Hour
- 3—Feminine Fancies
- 4—CBS Programs to 4:30
- 4:30—Popular Recordings
- 4:45—CBS Program
- 5—Skippy
- 5:15—Globe Trotter
- 5:25—Town Topics
- 5:30—CBS Programs to 7:30
- 7:30—Chandu, the Magician
- 7:45—CBS Programs to 8:30
- 8:30—Eno Crime Club
- 9—Memories
- 9:15—Eb and Zeb
- 9:30—Isle of Golden Dreams
- 10—Frank Trevor's Band
- 10:30—Magic Mirror
- 11—Henry Halstead's Orchestra
- 12 to 1 A.M.—Request Hour



**PAT BUCKMAN**  
KJBS—5:30 P.M.

243.8 Meters **KYA** Prospect 3456  
1230 Kcys. 1000 Watts  
Pac. Broadcast. Corp., San Francisco

- 7:30 A.M.—Dawn Salute
- 8—Breakfast Hour
- 8:45—Tuneful Topics
- 9—At the Console
- 9:30—Melody Moods
- 10—Sunshine Hour
- 11—Album Leaves
- 11:15—Manhattan Moods
- 11:30—Prudence Penny
- 11:45—Song and Dance Kings
- 12 noon—Meridian Medleys
- 12:45—Glen Goff, Organist
- 1:45—Musical Contrasts
- 2—Town Hall Harmonies
- 2:30—Community Question Box
- 2:45—Symphony Highlights
- 3:45—Better Business Bureau
- 4—Musical Novelties
- 4:30—"Your Helpful Friend"
- 4:45—On Parade
- 5—Metropolitan Hour
- 6—Revue
- 6:30—Waltz Time
- 7—"The Daily Challenge"
- 7:15—Tone Paintings
- 7:30 A.M.—Dawn salute
- 7:45—Bob Allen, Piano Recital
- 8—Ted Flo-Rito's Band
- 8:30—G. Donald Gray, Song Recital
- 8:45—Virginia Miller, Piano Recital
- 9—Sydney Dixon, Song Recital
- 9:15—Drama, "Crime Specialist"
- 9:45—News Flashes
- 10—Goff's Organ Serenade
- 11 to 12 midnight—Concert Memories

322.4 Meters **KROW** Glenc. 6774  
930 Kcys. 1000 Watts  
Educa. Broad. Corp., Oakland, Calif.

- 8 A.M.—Recordings
- 8:45—Dr. Wade W. Forrester
- 9—Silent Period
- 1 P.M.—Weather Forecast
- 1:05—Latin-American Program
- 2—Union Mutual Life
- 2:08—Recordings
- 2:30—Watch Tower Program
- 2:45—Lou and Flo, "Fifteen Minutes of Song"
- 3—The KROW-lian Revue
- 4—Prosperity Program
- 4:15—Nell Callahan, Pianist
- 4:30—Recordings
- 4:45—Prosperity Program
- 5—Italian Program
- 5:30—Covered Wagon Jubilee
- 6—Silent Period
- 7:30—Wallele Trio
- 7:45—The Texas Cowboy
- 8 to 8:30 P.M.—Latin-American Program

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

- 7 A.M.—Musical Pot Pourri
- 8—Silent Period
- 8—Blues Chasers
- 9:50—Timely Topics
- 10—White House Program
- 10:15—Bellevue Hotel Program
- 10:30—"My Twin Joe"
- 11—Studio feature
- 11:15—Concert melodies
- 11:30—Learn Italian, Prof. Achille
- 11:45—Musical Sketches
- 12 noon—News Flashes
- 12:15—Dance Music
- 1—Silent Period

- 6—Dinner Dance Music
- 6:45—News Flashes
- 7—Console Memories
- 7:15—Margaret Lambert, Soprano
- 7:30—Silent Period
- 8:30—Virginia Mifka, Pianist
- 8:45—John D. Barry, World Events
- 9—Anna Nettleman, soprano
- 9:15—Guitar duet
- 9:30—Best Bets in Music
- 10—Master Melodies
- 11 to 1 A.M.—Kendrick's Hi-Jinks

340.7 Meters **KLX** Lake. 6000  
880 Kcys. 500 Watts  
Tribune Pub. Co., Oakland, Calif.

- 8 A.M.—Records; Stocks
- 9—Modern Homes Period
- 9:30—Better Business Talk
- 9:30—Records
- 10:15—Stocks; Financial Information; Car Load Reports; Weather
- 10:30—Records
- 11—Sunshine Twins
- 12 noon—Jack Delaney and his Band
- 1—Jean's Hi-Lights
- 2—Classical Recordings
- 2:35—Closing San Francisco Stocks
- 2:45—Ethel Rhinard, Organist
- 3:15—Records
- 3:45—Galen Harvey, Piano Rambles
- 4—Records
- 4:30—Brother Bob's Club
- 5—Helen Parmelee, Pianist
- 5:30—The Three Cocoanuts
- 6—Hotel Oakland Trio
- 7—News Items
- 7:30—The Clark Sisters
- 7:45—Fred and Morris, Comedians
- 8—John Wharry Lewis' Quintet; Henri Sheffoff, Bass Soloist
- 9—Sunshine Twins' Overflow program
- 10—Beverly Hill Billies
- 11 to 12 midnight—Dance program

535.4 Meters **KTAB** Garfield 4700  
560 Kcys. 1000 Watts  
Assoc. Broadcasters, Oakland, Calif.

- 6:45 A.M.—Records
- 7—"Back Alley" program
- 7:30—Surprise Program
- 8—Allay Oop! with Bob Roberts
- 8:30—Jack Hall and Clem Kennedy
- 9—Morning Prayer Hour
- 9:30—Dr. J. Douglas Thompson
- 10—Household Hour
- 10:25—Thumbnail Sketch
- 10:30—News service
- 10:35—Dr. B. L. Corley
- 11—Store Scenes
- 11:25—X-Bar-B Ranch Boys
- 12 noon—Echoes of Portugal
- 12:30—News Service
- 12:35—Studio program
- 1—Over the Teacups
- 1:30—Studio Program
- 1:45—"Lunatics at Large"
- 2—Studio program
- 2:15—Billie Burke, Entertainer
- 2:30—Studio Program
- 2:45—Baseball from Seal Stadium
- 4:30—Jack Hall and Clem Kennedy
- 5—Uncle Rod's Smile Club
- 5:30—Dr. J. Douglas Thompson
- 6—Ernie Smith's Magazine Review
- 6:15—Studio Program
- 6:30—Ernie Smith's Sport Page
- 6:45—Reporter
- 7—Covered Wagon Jubilee
- 7:30—News Service
- 7:45—Italian Program
- 8:15—Piano Flashes
- 8:30—Edmund Breese in "Memories"
- 8:45—The Gossipers
- 9—Hill Billies
- 10—Golden Memories, Louise Tabor
- 10:30—"Treasure Chest"
- 11 to 1 A.M.—Nite Owls

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SHORT WAVE FEATURE



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The Remler Minuette offers rich mellow tone harmony; full, strong volume and sharp tuning. New features include smartly re-designed cabinetry—new improved six prong type tubes—and a short wave feature.

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**309.1 Meters KJR Seneca 1515**  
**970 Kcys. 5000 Watts**  
 Northwest Broad. System, Seattle, Wn.  
 7 A.M.—Chet and Mabel  
 7:04—Produce Quotations  
 7:14—Vocal Solos; Farm Flashes  
 7:27—Rhythm Aces; Sport News  
 8—NBC-KPO programs to 11  
 11—Blue Streaks Orchestra  
 11:30—Julia Hayes  
 11:45—NBC-KPO programs to 3  
 3—The Easy Chair  
 3:10—NBC-KPO program  
 3:55—The World Bookman  
 4—Lost and found advertisements  
 4:05—NBC-KPO program  
 5:15—Steamboat Bill  
 5:30—NBC-KPO programs to 7:15  
 7:15—Anson Weeks Orch. (E.T.)  
 7:30—News Edition of the Air  
 7:45—Dollars and Sense Program  
 8—NBC-KPO Programs to 9:15  
 9:15—Eb 'n' Zeb  
 9:30 to 12 mid.—NBC-KPO Programs

**236.1 Meters KOL Elliott 4466**  
**1270 Kcys. 1000 Watts**  
 Seattle Broadcast. Co., Seattle, Wash.  
 6:45 A.M.—Top o' the Morning  
 7—KOL Time Klock  
 8—Shell Happytime  
 8:30—CBS Programs to 9:30  
 9:30—Betty Crocker  
 10—Morning Melodies  
 10:30—Prince of the Ivories  
 10:45—CBS Program  
 11—Carnival with Ken Stuart  
 12 noon—CBS Programs to 1:15  
 1:15—John C. Stevenson  
 1:45—CBS Programs to 2:15  
 2:15—Happy Go Lucky Hour  
 3—Feminine Fancies  
 4—CBS Programs to 4:30  
 4:30—Cecil Solly, Garden Talk  
 4:45—CBS Program  
 5—Hill and Dale  
 5:30—Skippy  
 5:45—CBS Programs to 7  
 7—Sports Review  
 7:30—Chandu, the Magician  
 7:45—Mayor Dore, Talk  
 8—Mayor Dore  
 8:15—CBS Programs to 9  
 9—The Globe Trotter  
 9:30—Midweek Jubilee  
 11 to 12 mid.—McElroy's Greater Oregonians

**296.6 Meters KQW Ballard 777**  
**1010 Kcys. 500 Watts**  
 Pac. Agric. Foundation, Ltd., San Jose  
 6:45 A.M.—Echoes of Portugal  
 7—The Breakfast Hour  
 7:45—Texas Cowboy  
 8—Silent Period  
 9—Morning Melodies  
 9—Helpful Hour  
 10:30—Recordings  
 11—Eleventh Hour Program  
 11:30—Band Concert  
 12 noon—Recordings  
 12:30—Weather; State Markets  
 1—One o'Clock Program  
 1:30—The Friendly Hour  
 2:30—Martha Meade Program  
 3—Silent Period  
 4:30—Story Time, Lena Leland  
 4:45—Skippy  
 5—Vespers  
 5:30—Dinner Music  
 6—Evening Echoes  
 6:15—Franco's Program  
 6:30—State Market Reports  
 6:45—Radio News and Forum  
 7:45—Liberty Bell Quarter Hour  
 8—American Legion War Camp  
 8:15—Song Recital  
 8:30—Studio Program  
 9 to 9:30 P.M.—Flashlight Program

**325.9 Meters KOMO Elliott 5890**  
**920 Kcys. 1000 Watts**  
 Fisher's Blend Station, Inc., Seattle  
 6:55 A.M.—Inspirational Service  
 7—Fisher's Farm Broadcast  
 7:30—NBC-KGO Programs to 9:15  
 9:15—Prudence Penny  
 9:30—NBC-KGO Program  
 9:45—Vocal Recital  
 10—NBC-KGO Programs to 11:30  
 11:30—Male Quartet  
 11:45—Club Minutes  
 12 noon—Masterworks of the Piano  
 12:12—Grain Quotations  
 12:15—NBC-KGO Program  
 1—The Home Towners  
 1:30—NBC-KGO Programs to 3  
 3—Santiseptic Program  
 3:15—NBC-KGO Programs to 3:45  
 3:45—News of the Air  
 4—NBC-KGO Program  
 4:15—Memory Book  
 4:30—NBC-KGO Programs to 8  
 8—Fireside Melodies  
 8:30—NBC-KGO Program  
 8:45—Male Quartet  
 9—NBC-KGO Programs to 10:15  
 10:15—Greater Washington Hour  
 11:15 to 12 mid.—NBC-KGO Prog.

**508.2 Meters KHQ Main 5383**  
**590 Kcys. 1000 Watts**  
 Louis Wasmer, Inc., Spokane, Wash.  
 6:45 A.M.—Morning News  
 7:15—Cisco Bullivant, Exercises  
 7:30—Herb Wikson  
 8—Program to be announced  
 8:15—NBC-KGO Programs to 9  
 9—Joyner's Joys, Walt and Marian  
 9:15—Sartori and Wolff  
 9:30—Home Comfort  
 9:45—Fashion Notes  
 10:15—Home Canning Contest  
 10:30—NBC-KGO Programs to 1  
 1—Various Programs  
 1:30—NBC-KGO Program  
 1:45—Spokane Fur Co.  
 2—NBC-KGO Program  
 2:30—Commercial Creamery  
 3—NBC-KGO Programs to 3:45  
 3:45—Peerless Dental Hygiene  
 4—NBC-KGO Program  
 4:15—To be announced  
 5:15—Skippy  
 5:30—NBC-KGO Programs to 6:45  
 6:45—Editorial Column  
 7—NBC-KGO Programs to 8:45  
 8:45—Crazy Crystals  
 9 to 12 mid.—NBC-KGO Programs

**280.2 Meters KJBS Ord. 4148-49**  
**1070 Kcys. 100 Watts**  
 J. Brunton & Sons, San Francisco  
 6 A.M.—KJBS Alarm Klok Klub  
 8—Popular Records  
 8:30—S. F. Breakfast Club  
 9—Recordings  
 9:30—Irene Hubbell, Pianist  
 9:45—Recordings  
 10—The Reporter of the Air  
 10:05—Scotty's Table Talks  
 10:20—Variety Recordings  
 11:30—Charles' Miniature Vaudeville  
 11:45—Concert Music  
 12 noon—Recorded Program  
 12:30—Band Concert  
 12:45—Song Cycle  
 1:05—Stock Report; Records  
 2:45—Speak-Easy Time; Records  
 3—Reporter of the Air; Records  
 4—Julie and Jim; Recordings  
 4:30—Asso. Food Stores' Program  
 5—Variety Records  
 5:20—Carl Coveny and Pat Buckman  
 5:45—Records  
 6:15—Art Fadden  
 6:30—Walkathon  
 6:45 to 7 P.M.—Records  
 12:01 to 6 A.M.—Owl Program

**254.1 Meters KEX Atwater 3111**  
**1180 Kcys. 5000 Watts**  
 Western Broad. Co., Portland, Ore.  
 7 A.M.—Morning Serenaders  
 8—NBC-KPO Programs to 11:30  
 11:30—Julia Hayes  
 11:45—NBC-KPO Programs to 6:45  
 6:45 P.M.—Newscasting  
 7—NBC-KPO Program  
 7:15—Silent period  
 8 to 12 mid.—NBC-KPO Programs

**526 Meters KVI Broadway 4211**  
**970 Kcys. 1000 Watts**  
 Puget Sound Broadcast. Co., Tacoma  
 6:30 A.M.—Farm Flashes  
 6:45—Crazy Cowboys  
 7—Dr. Kenyon's Church  
 7:30—Organ Reveille  
 8—Shell Happytime  
 8:30—The Modern Shopper  
 9—CBS Program  
 9:30—Betty Crocker  
 9:45—CBS Programs to 2:15  
 2:15 P.M.—Happy Go Lucky Hour  
 3—Feminine Fancies  
 4—CBS Programs to 4:30  
 4:30—Joe Lento, Guitarist  
 4:45—CBS Program  
 5—George Yount, Organist  
 5:30—CBS Programs to 6:15  
 6:15—The Angora Man  
 6:30—CBS Programs to 7:30  
 7:30—Chandu, the Magician  
 7:45—CBS Program  
 8—George Yount, Pianist  
 8:15—Jack Hughes' Book Review  
 8:30—Eno Crime Club  
 9—Boxing Matches  
 10:15—Crazy Quartette  
 10:30—Magic Mirror  
 11 to 12 mid.—Cole McElroy's Orch.

**483.6 Meters KGW Atwater 2121**  
**620 Kcys. 1000 Watts**  
 Morning Oregonian, Portland, Ore.  
 6:45 A.M.—Musical Program  
 7—Morning Appetizers  
 7:30—T. N. T., Claude Bristol  
 7:45—NBC-KGO program  
 8—Program to be announced  
 8:15—NBC-KGO Program  
 8:30—The Specialists  
 9—The Oregonian of the Air  
 9:15—Crazy Crystals Cowgirls  
 9:30—Cooking School  
 10—Hurlburt's Pianologue  
 10:15—Anna Lee Snyder  
 10:30—NBC-KGO Program  
 11:30—Me and My Shadow  
 12 noon—Oregonian of the Air  
 12:15—NBC-KGO Program  
 1—15 Minutes at Lipman-Wolfe's  
 1:15—Bagdad Organ  
 1:45—NBC-KGO Programs to 2:15  
 2:15—Tea Time Bazaar  
 3:15—NBC-KGO Programs to 3:45  
 3:45—Oregonian of the Air  
 4—Santiseptic Program  
 4:15—The Man from the South  
 4:30—NBC-KGO Program  
 5—Pirate's Club  
 5:15—Dr. Ross' Pet Clinic  
 5:30—NBC-KGO Programs to 6:30  
 6:45—Kelly's Salon Orchestra  
 7—NBC-KGO Programs to 8  
 8—Montag Fireside Hour  
 8:30—NBC-KGO Program  
 8:45—The Wizards  
 9—Samoa Islanders  
 9:15—NBC-KGO Program  
 9:45—Don Smith  
 10—NBC-KGO Program  
 10:15—The Mad Hatters  
 10:45—Montana Cowgirls  
 11—Clarence Tolman  
 11:15 to 12 midnight—Bagdad Organ

440.9 Mtrs. **NBC-KPO** GA. 8300  
680 Kcys. 5000 Watts  
National Broadcast. Co., San Francisco

**Service to KJR, KEX, KGA,  
KECA, KTAR, KSL, KFSD**

7:30 A.M.—Organ Concert: KPO  
8—Financial Service: KPO, KGA,  
KJR, KEX  
8:15—Crosscuts from the Log of the  
Day: KPO, KGA, KJR, KEX,  
KTAR off 8:30  
9:15—Stringwood Ensemble: KPO  
off 9:30, KGA, KJR on 9:45, KEX,  
KFSD  
9:30—Helpful Hints to Housewives,  
Julia Hayes: KPO  
9:45—University of California at  
Your Service: KPO  
10—Mardi Gras: KPO, KGA, KJR,  
KEX, KFSD, KGIR on 10:15  
10:30—Syncopators, Harold Stokes'   
dance orchestra: KPO, KGA,  
KJR, KEX, KFSD  
10:45—Smackouts, comedy duo  
KPO, KGA, KJR, KEX, KFSD  
11—Salon Concert Ensemble: KPO,  
KTAR  
11:30—Rhythmic Serenade: KPO off  
11:45, KGA, KJR, KEX on 11:45  
11:45—Scripture Reading: KPO  
11:46—Tickling the Keys: KPO  
11:50—South San Francisco Stock-  
yards Report: KPO  
11:57—Time Signals: KPO  
12 noon—Mid-week Musicale: KPO,  
KGA on 12:05, KJR, KEX  
12:15—Tom 'n' Dudd: KPO, KGA,  
KJR, KEX  
12:30—Rhythm Vendors, orchestra:  
KPO, KGA, KJR, KEX  
1—Jingle Joe, Joe Parsons, basso;  
organ: KPO, KGA, KJR, KEX  
1:15—Swanee Serenaders: KPO,  
KGA, KJR, KEX  
1:30—Beau Balladeer: KPO, KGA,  
KJR, KEX  
1:45—Argentine Trio, string ensemble  
direction John Picadura: KPO,  
KGA, KJR, KEX, KFSD  
2—Discovery Hour: KPO  
2—Waldorf Astoria Sert Room Or-  
chestra: KGA, KJR, KEX, KFSD,  
KGHL on 2:15, KSL off 2:15  
2:30—Drifting and Dreaming, the  
Harding sisters, two piano team:  
KGA, KJR, KEX, KFSD  
2:45—Donald Novis, tenor; orches-  
tra: KGA, KJR, KEX, KECA,  
KFSD  
3—The Cavaliers: KPO, KGA on  
3:05, KJR on 3:15 off 3:55, KEX,  
KFSD off 3:45  
4—Sunset Serenaders, Everett Fos-  
ter, baritone; orchestra direction  
Emil Polak: KPO, KGA, KJR on  
4:05, KEX  
5—Footlight Fantasies: KPO, KGA,  
KJR, KEX off 5:15  
5:30—The Singing Lady: KPO,  
KGA, KJR, KEX, KECA  
5:45—Dixie Memories: KPO, KGA,  
KJR, KEX, KFSD  
6—Music Masters: KPO, KGA,  
KJR, KEX, KGIR on 6:15  
6:30—Tish, dramatization of story  
by Mary Roberts Rinehart: KPO,  
KGA, KJR, KEX, KECA, KFSD,  
KGIR, KGHL  
6:45—Cecil and Sally: KPO  
6:45—Jane Froman and Her Band:  
KGA, KJR, KEX, KFSD, KSL,  
KGHL  
7—Tom Mitchell, Baritone: KPO,  
KJR, KEX  
7:15—Edna Fischer, pianist: KGA  
7:15—News Editor of the Air:  
KPO

7:30—Silver Strains, mixed quartet;  
orchestra: KGA, KECA on 7:45  
7:30—University of California pro-  
gram: KPO  
8 P.M.—Personal Closeups: Dr.  
Laurence L. Cross, interviewed by  
Gypsy: KPO, KGA, KJR, KEX  
8:15—Marching Through, with the  
Guardsmen, male quartet; salon  
orchestra direction Rex Dunn:  
KPO, KGA, KJR, KEX, KGHL  
off 8:30  
9—Hill Billies, Charles Marshall,  
John O'Brien, John Toffoli, Ace  
Wright, Sam Moore: KPO, KGA,  
KJR off 9:15, KEX  
9:30—NBC Drama Hour: KPO,  
KGA, KJR, KEX  
10—Myron Niesley, tenor: KPO,  
KGA, KJR, KEX  
10:15—National Concert Orchestra:  
KPO, KGA, KJR, KEX  
11—Carol Lofner and His Bal Tab-  
arin Orchestra: KPO, KGA, KJR,  
KEX  
11:30 to 12 midnight—Organ Con-  
cert: KPO, KGA, KJR, KEX

379.5 Mtrs. **NBC-KGO** Sutter 1920  
790 Kcys. 7500 Watts

**Service to KHQ, KOMO, KGW,  
KFI, KOA, KSL, KTAR,  
KFSD, KGIR, KGHL**

7 A.M.—Organ Concert: KGO  
7:30—United States Army Band:  
KGO, KFI, KFSD, KTAR  
7:45—Van and Don, the Two Pro-  
fessors, comedians: KGO, KHQ,  
KOMO, KGW, KFI, KFSD, KTAR,  
KSL, KOA  
8—Johnny Marvin, Tenor: KGO  
8:15—Little Orphan Annie: KGO,  
KHQ, KOMO, KGW, KFI  
8:30—On Wings of Song: KGO,  
KHQ, KFI, KFSD on 8:45  
9—Harold Stokes and His Orchestra:  
KGO, KFI on 9:15  
9:15—Happy Jack, vocalist: KGO,  
KFI  
9:30—The Buckaroos, Ted Maxwell,  
Charles Marshall: KGO  
9:45—Pair of Pianos: Grace Fran-  
kel, Gertrude Lyne: KGO; KHQ,  
on 10  
10:15—Entertainers, Tommy Mon-  
roe, baritone: KGO, KOMO, KGW  
10:30—Woman's Magazine of the  
Air: KGO, KHQ, KOMO, KGW,  
KFI, KGHL  
11:30—Organ Recital: KGO, KHQ  
off 12, KOMO on 12 to 12:12,  
KFSD  
12:15—Western Farm and Home  
Hour: KGO, KHQ, KOMO, KGW,  
KFI, KFSD, KTAR on 12:30,  
KSL, KGIR, KGHL  
1—Stringwood Ensemble, instru-  
mentalists direction Charles Hart:  
KGO, KFSD  
1:30—The Little Colleen: KGO,  
KHQ, KFSD  
1:45—G E Circle: Clara Littledale  
Savage, guest speaker: KGO,  
KHQ, KOMO, KGW, KFI, KSL  
2—Vagabonds, vocalists; orchestra  
direction Meredith Willson: KGO,  
KHQ off 2:30  
3—Paul Whiteman and His Chief-  
tains: KGO  
3:15—Royal Vagabonds, Ward Wil-  
son, impersonations; vocalists;  
orchestra direction Billy Artz:  
KGO, KHQ, KOMO, KGW, KFI  
3:30—The Stebbins Boys: KGO,  
KHQ, KOMO, KGW, KFI, KSL  
3:45—News Service: KGO, KGIR

4—American Taxpayers League Pro-  
gram: KGO, KOMO, KFSD,  
KTAR, KGIR  
4:15—Soloist: KGO, KHQ, KFSD  
4:30—Yesterday and Today: Sig-  
mund Spaeth, narrator; orchestra  
direction Frank Tours: KGO,  
KHQ, KGW  
5—Novellettes, Ben Klassen, tenor;  
orchestra direction Paul Carson:  
KGO, KHQ off 5:15, KOMO,  
KGW, KFI, KTAR, KOA, KGHL  
5:30—Mobil Oil Concert, Gladys Rice,  
soprano; Men About Town, vocal  
trio: KGO, KHQ, KOMO, KGW,  
KFI, KTAR, KSL  
6—Corn Cob Pipe Club of Virginia:  
KGO, KHQ, KOMO, KGW, KFI,  
KSL, KGIR, KGHL  
6:30—Western Artists Series: KGO,  
KHQ, KGW  
6:45—To be announced  
7—Amos 'n' Andy: KGO, KHQ,  
KOMO, KGW, KFI, KFSD, KSL  
7:15—Maxwell House Program:  
KGO, KHQ, KOMO, KGW, KFI,  
KFSD, KTAR, KSL  
7:30—Team Mates: Mary Wood, so-  
prano; Irving Kennedy, tenor;  
Snowdrift Quartet: KGO, KHQ,  
KOMO, KGW, KFI, KFSD, KTAR,  
KSL, KOA  
8—One Man's Family: serial dra-  
ma by Carlton E. Morse; episode  
eighteen: KGO, KHQ, KOA,  
KGHL  
8:30—Billy Jones and Ernie Hare:  
KGO, KHQ, KOMO, KGW, KFI,  
KFSD, KTAR, KSL  
8:45—Charlie Agnew and His Or-  
chestra: KGO  
9—Dancing in Milwaukee: KGO,  
KHQ  
9:15—Goodyear Program: KGO,  
KHQ, KOMO, KGW, KFI, KFSD,  
KTAR, KSL, KGIR, KGHL  
9:45—Out of the East, concert or-  
chestra direction Emil Polak:  
KGO, KHQ  
10—Richfield News Flashes: KGO,  
KHQ, KOMO, KGW, KFI, KFSD  
10:15—Anson Weeks' Orchestra:  
KGO, KHQ; KFSD off 10:30  
10:45—Organ Concert: KGO, KHQ,  
KFSD  
11—Ted Fio-Rito's Hotel St. Fran-  
cisc Dance Orch.: KGO, KFI, KFSD  
cisc Dance Or.: KGO, KFI, KFSD  
11:30 to 12 midnight—Jay Whid-  
den's Miramar Hotel Orchestra:  
KGO, KHQ, KOMO, KFI, KFSD

## CBS

### Columbia Broadcasting System

8:30 A.M.—Columbia Revue: KFBK,  
KMJ, KWG, KERN, KOL, KFRC,  
KHJ, KGB  
9—George Hall and His Hotel Or-  
chestra: KFBK, KMJ, KWG,  
KERN, KOL, KVI, KFPY, KFRC,  
KGB  
9:15—George Hall and His Hotel  
Taft Orchestra: KFBK, KMJ,  
KWG, KERN, KOL, KVI, KFPY,  
KFRC, KHJ, KGB  
9:45—Madison Ensemble: KFBK,  
KWG, KERN, KOL, KVI, KFPY,  
KHJ, KGB  
10—Columbia Artists Recital:  
KFBK, KMJ, KERN, KVI, KHJ  
10:30—Elizabeth Barthell, songs:  
KFBK, KMJ, KWG, KERN, KVI,  
KFPY, KFRC  
10:45—Columbia Salon Orchestra:  
KFBK, KMJ, KWG, KERN, KOL,  
KVI, KFPY, KFRC, KHJ, KGB  
11:15—Madame Belle Forbes Cut-  
ter: KFBK, KMJ, KWG, KERN,  
KVI, KFPY, KFRC, KHJ, KGB

11:45—Four Eton Boys, male quartet: KFBK, KMJ, KWG, KVI, KFPY, KFRC, KGB  
 12 noon—The Captivators, Fred Berrens' Orchestra: KOL, KGB  
 12:30—Dancing by the Sea: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KGB  
 1—Bill Schudt's "Going to Press": KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRC, KGB  
 1:15—Kathryn Parsons, "Girl o' Yesterday": KFBK, KMJ, KWG, KERN, KVI, KFPY, KFRC, KGB  
 1:30—Between the Bookends: KFBK, KWG, KERN, KVI, KFPY, KGB  
 2—Happy Time with Irene Beasley, popular melodies and adventure story: KOL, KVI, KFPY  
 4—To be announced: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRC, KHJ KGB  
 4:15—Red Nichols' Orchestra: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 4:45—The Songsmiths: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 5:30—Phil Baxter's Orchestra: KFBK, KWG, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 6—"Music That Satisfies": KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KOIN, KFRC, KHJ, KGB  
 6:30—Isham Jones and His Orchestra: KMJ, KWG, KERN, KOL, KVI, KHJ, KGB  
 6:45—"Myrt and Marge": KFBK, KMJ, KOL, KVI, KFPY, KOIN, KFRC, KHJ  
 7—Howard Barlow and the Columbia Symphony Orchestra: KFBK, KWG, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 7:45—Ozzie Nelson and his Glen Island Orchestra: KMJ, KVI, KFPY, KFRC, KHJ  
 8—Eddie Duchin and His Casino Orchestra: KWG, KMJ, KERN, KOL, KFPY, KFRC, KHJ, KGB  
 8:30 P.M.—Eno Crime Club: KMJ, KWG, KERN, KOL, KVI, KOIN, KFRC, KHJ, KGB

333.1 Meters **KHJ** Vandike 7111  
 900 Kcys. 1000 Watts  
 Don Lee, Inc., Los Angeles, Calif.

7 A.M.—News Briefs and Records  
 8—Shell Happytime  
 8:30—CBS Program  
 9—Jack and Grace  
 9:15—CBS Programs to 10:15  
 10:15—Phoebe Elkin's Magazine  
 10:45—CBS Programs to 12:30  
 12:30 P.M.—World-wide News  
 12:45—Charlie Hamp & Beauty Talk  
 1—Times Forum  
 1:30—Blue Ridge Colonel  
 1:45—To be announced  
 2—Happy Go Lucky Hour  
 3—Feminine Fancies  
 4—Prof. Henry McLemore  
 4:15—CBS Program  
 4:30—Kerry Conway, Chats  
 4:45—CBS Program  
 5—To be announced  
 5:15—News Items; Town Topics  
 5:30—Skippy  
 5:45—CBS Program  
 6—To be announced  
 6:15—CBS Programs to 8:30  
 8:30—Eno Salts Crime Club  
 9—Grand Hotel Orchestra  
 9:15—Eb and Zeb  
 9:30—Isle of Golden Dreams  
 10—World-wide News  
 10:10—Bisquick Band  
 10:15—Frank Trevor's Orchestra  
 10:30—Magic Mirror

11—Hotel Roosevelt Orchestra  
 12 to 1 A.M.—Roger King, Baritone, and Roy Ringwald, Organist

499.7 Meters **KFSD** Franklin 6353  
 600 Kcys. 1000 Watts  
 Airfan Radio Corp., Ltd., San Diego

7:30 A.M.—NBC-KGO programs to 8  
 8—Musical program  
 8:35—Stock Reports  
 8:45—NBC-KGO Program  
 9—Good Cheer Program  
 9:15—NBC-KPO Programs to 11  
 11—Child Psychology  
 11:30—NBC-KGO Programs to 2  
 2 P.M.—NBC-KPO Programs to 4  
 4—NBC-KGO Programs to 4:30  
 4:30—Belcanto Chorus  
 5—Studio Program  
 5:15—Program Resume  
 5:15—Postal Talk  
 5:20—Late News Items  
 5:30—Studio Program  
 5:45—NBC-KPO Program  
 6—U. S. Grant Hotel Sereaders  
 6:30—NBC-KPO Programs to 7  
 7—NBC-KGO Programs to 8  
 8—Dr. Strauss Sketchbook  
 8:30—NBC-KGO Program  
 8:45—Studio Program  
 9—Dance Music  
 9:15—NBC-KGO Program  
 9:45—Nashold's Ballroom  
 10 to 12 mid.—NBC-KGO Programs

209.7 Meters **KECA** Richm'd 6111  
 1430 Kcys. 1000 Watts  
 Earle C. Anthony, Inc., Los Angeles

9 A.M.—Louis Rueb, Exercises  
 9:15—Record Program  
 10—News Release  
 10:15—Record Program  
 11—German Lesson, Annette Doherty  
 11:15—Record Program  
 1:45 P.M.—Bob, Bunny and Junior  
 2—Record Program  
 2:45—NBC-KGO Program  
 3—Record Program  
 3:30—Alex. Bevani, Italian Language  
 3:45—Bill Hayman, Songs  
 4—News Release  
 4:15—Record Program  
 4:45—Announcement Period  
 5—Brother Ken's Kiddies  
 5:30—NBC-KPO Program  
 5:45—Al, Mack and Tommy  
 6—L. A. Fire Dept. Orchestra  
 6:30—NBC-KPO Program  
 6:45—Record Program  
 7—Tom Murray's Hill Billies  
 7:30—String Trio  
 7:45—Joe Warner's Jolly Journal  
 8—Hudson Essex Orchestra  
 8:30—Miramar Hotel Orchestra  
 9—Hemlock Corners  
 9:15—Wesley Tourtellotte, Organist  
 9:45—Close Partners, sketch  
 10 to 11 P.M.—Record Program

225.4 Meters **KGB** FRank. 6151  
 1330 Kcys. 500 Watts  
 Don Lee, Inc., San Diego, California

5:15—Tonight's Features  
 5:30—CBS programs to 6:15  
 6:15—Quaw's Orchestra  
 6:30—CBS programs to 7:15  
 7:15—Hutton's Concert Quartette  
 7:30—Quaw's Orchestra  
 7:45—CBS programs to 8:15  
 8:15—Bill Rossi, songs  
 8:30—Eno Crime Club  
 9—Three Shades of Blue  
 9:15—Eb and Zeb  
 9:30—Isle of Golden Dreams  
 10—KGB News Reel  
 10:15—Eslick's Orchestra  
 11 to 12 midnight—Halstead's Orchestra

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

6 A.M.—Early Birds; News  
 8—NBC-KPO Programs to 12  
 12 noon—News Bulletins  
 12:05—NBC-KPO Programs to 3  
 3—News Bulletins  
 3:05—NBC-KPO Programs to 5:15  
 5:15—Peerless Quarter Hour  
 5:30 to 12 mid.—NBC-KPO Programs

468.5 Meters **KFI** Richm'd 6111  
 640 Kcys. 50,000 Watts  
 Earle C. Anthony, Inc., Los Angeles

6:30 A.M.—Stock Market Quotations  
 6:45—Dr. Seixas, Health Exercises  
 7:30—NBC-KGO Programs to 9  
 9—Helpful Hints to Housewives  
 9:15—NBC-KGO Program  
 9:30—Fashion Tour with Melisse  
 10—Dorothy Raymond, Pianist  
 10:15—English Lesson, Airmist  
 10:30—NBC-KGO Program  
 11:30—Randy Andrews, Songs  
 11:45—Market Reports  
 12 noon—Dept. of Agriculture Talk  
 12:15—NBC-KGO Program  
 1—News Release  
 1:10—Woman Columnist of the Air  
 1:15—Ann Warner Chats  
 1:45—Chairo, Astrologist  
 2—Tom Murray's Hill Billies  
 3—Baldwin Twins  
 3:15—NBC-KGO Programs to 3:45  
 3:45—News Release  
 4—Question Box  
 4:15—Studio Program  
 4:30—Winnie Moore, Nomad Novelist  
 4:45—Julie Kellar, Harpist  
 5—NBC-KGO Programs to 6:30  
 6:30—Orchestra  
 6:45—Studio Program  
 7—NBC-KGO Programs to 8  
 8—String Ensemble, Organist and Tenor  
 8:15—Helene Handin, Truthful Trouper  
 8:30—NBC-KGO Program  
 8:45—Orchestra  
 9:15—NBC-KGO Program  
 9:45—Orchestra  
 10—NBC-KGO Program  
 10:15—Hotel Ambassador Orchestra  
 11 to 12 mid.—NBC-KGO Programs

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

6:45 A.M.—Bill Sharples' Gang  
 8:45—Inspirational Talk and Prayer  
 9—Clinic of the Air  
 9:30—News  
 9:45—Maxine's Shopping Service  
 10—Eddie Albright's Family  
 10:30—Kate Brew Vaughn  
 11—Marmola Transcription  
 12 noon—News  
 1—New Paris Inn  
 2—Eddie Albright, The Bookworm  
 3—Matinee Mirthmakers  
 4—Travelogue; Stocks; Announcements  
 4:15—Maxine's Shopping Service  
 5—Town Crier  
 5:45—Records  
 6—News  
 6:15—KNX Ensemble  
 6:30—Oh-h-h Elmer  
 6:45—Feature Program  
 7—Frank Watanabe and Hon. Archie  
 7:15—R. M. Cannon  
 7:30—Vigilantes, Mirthquakers  
 7:45—Musical Program  
 9—News  
 9:15—KNX Ensemble  
 10—Beverly Hill Billies  
 11 to 12 midnight—New Paris Inn

# The OPEN CIRCUIT



*This department is open to all. Send in your letters. Anonymous letters will not be published. Give full name and address.*

## *We're Grateful, Too, for Letters Like This*

JUST a word of praise for your splendid gesture toward restoring good times. You have begun a movement in the right direction and have set a fine example for others to follow.

We like the tone of your new editorials. They give us a better understanding of your problems and help us to cooperate with intelligence.

My niece, with whom I live, and I, both count the hours from Wednesday to Wednesday in anticipation each week of the fascinating Personal Closeups and thank our good luck in having a set that reaches out successfully to KPO. The Closeups are not merely interviews; they are like exciting parties planned by a careful hostess. We dearly love Gypsy with her musical voice and charming personality.

Also we admire her column in your weekly. By the way, could not you give us two pages of it instead of one, and have the type a little larger?

All of your features are splendid. Mr. Myers gives us some very interesting news and the Silhouettes are so enjoyable.

Now if you just get back Dyal Turner and Carlton E. Morse's stories again we will be completely happy.

But we are willing to wait, because we know you are doing all you can to give us the best.

Once more, believe us to be grateful for the courage you have displayed in starting a movement for good times.

Sincerely yours,

*Marie K., Los Angeles, Cal.*

## *More Congratulations*

I WISH to offer my congratulations on your speedy return to normal. I have been a purchaser of BROADCAST WEEKLY for quite some time, but was not a subscriber until recently. I can hardly get along without my copy of this little magazine. It would be useless to say that I didn't miss the various departments that were left out of one or two of the issues, and I am sincerely glad that you have found it possible to again put all these departments in each issue.

I feel very much ashamed for not acknowledging before this, receipt of the key case which was sent to me as one of the voters in the program popularity ballot, but I do thank you at this time.

Hoping your magazine will continue to grow in popularity and circulation and with all good wishes for continued success, I am,

Cordially yours,

*Frances J., Yakima, Wash.*

## *Worth the Money*

IN the first place, please accept my congratulations for the return of "good times" to you. You and your little magazine certainly deserved the break. When I say "little magazine," I do not wish to be misunderstood in the sense of belittling it. I mean it in a sense of fondness, just as a father would call his best beloved boy—even after he has become a big, fat fellow: my little boy. Good luck to you for all future times. As one of your correspondents has said: "You are worth the money. . . ."

Glad to hear you say again that Dyal Turner will return to your fold. One could rely on his judgment and recommendations, aside from his "hit the bull's-eye style" of writing. Incidentally, it's in connection with him that I am pounding the machine here now. He made me find and enjoy many a radio feature that without his comment I would never have found. This was especially the case, a few months ago, with KYA's so-called "story teller," booked as Captain Argus. Since that time we have never missed a Friday's Argus talk and many a friend of ours has made him a weekly radio dish.

Now it is not my intention here to sing the praise of this brilliant yarn weaver. His fans will see to that, I presume, but—yes but: why are features such as he kept so much in the dark by our radio critics of the press and the ditto ballyhoo writers? Every little prune and peach grower who makes an appeal for joining something or other will get a helping hand from them, while such a unique and outstanding feature is wrapped in total silence, so to speak! It's a mystery to me, and I begin to doubt the cleverness of advertising staffs. KYA ought to know that they have made a find in that

fellow. I see that you had a keener scent in the matter, since you devoted once almost a whole page to a personal sketch of the gentleman. Well, that's where you scored again and showed your keen discernment. Keep up the good work and may you persevere. Don't go in for big branching out and don't rock the boat by trying to grow to oversize. That way, depression lies! Remember, comets come and go, but the sun stays on forever. Where are the "boomers" of yesteryears?

Sincerely yours,  
G. S., Yerba Buena Island, Calif.

### *Personal Closeups Will Be Changed*

ENJOY listening so much to "One Man's Family," which has always been given on Friday evenings, and now interferes with Gypsy's program, "Personal Closeups," given Wednesday evening, which we never miss listening to. Why cannot "One Man's Family" be put back on Friday night, or any other time would be O. K. just so as not to cut in on "Personal Closeups." Do not want to miss either program. Won't you please help us out again as you have done many times before, and trust you will continue your good work. Our little BROADCAST WEEKLY is always so fine, always looking forward to next copy. Yours sincerely,

E. M. T., Los Angeles, Calif.

### *Thanks Dorothy*

THREE cheers for your speedy "recovery." "Let's be frank," reads the caption of your front page article today.

That's it! If only all of our "high pressure go-getters" would cut down with their often insincere high pressure and increase the pressure of honest to goodness frankness, as you did, a few weeks ago! It would help them and all of us a lot.

Last week I read a well meant "Open Circuit" letter from one of your friends. I abstain from any commentary, since it was really well meant.

But if you should ever enlarge upon the "human interest" field, give Gypsy a "chatterer's" column, as it were. I think a "Gypsology" page would be good reading matter.

The "yanking" of the Dingelbenders, reported by you, is not a loss at all. Quite a few similar features deserve "yanking," while others deserve—or ought to deserve—much greater scope.

For instance, the "Night in Old Mexico" should find a daily sponsor, I should think.

The Walt Roesner Orchestra, heard over Shell Happy Time the other day, also would make an A1 feature. It's one of the best balanced musical organizations one can hear. Chalk one for Mona Lowe, NBC's "Blurette," the only one of that whole sisterhood which I really enjoy. In my estimation, she is far nearer to concert singing than to mere crooning. A voice with a personality and of real distinction in her chosen field. Also put a few stars in front of KYA's story teller, "Captain Argus." Why this most original and distinguished speaker has not yet made the "chain gang" of NBC or CBS is a mystery to me. For sheer personality and voice appeal he has few equals. And since I spoke of KYA, its GREATEST feature is the opera hour, presented every Sunday. It's only records, true enough, but masterpieces nevertheless.

Well, here is to you, Mr. Broadcast, long may you broadcast.

Sincerely yours,  
Dorothy N., San Francisco.

### *Sure They Can*

I HAVE read and enjoyed your book for several years and have sent you many customers. I was really disappointed when your "depression edition" came out, but what a joy when I saw the large regular WEEKLY again! It made us all feel hopeful again.

Now for just one complaint. In this week's book the NBC programs and CBS schedules are on different pages. Can't they be on the same page again? It was so handy.

Thanks again for your grand newsy little booklet, and "Long may it live!"

E. B., Belvedere.

### *We Second the Motion*

JUST a few words in appreciation of NBC dramas. Day by day in every way they are getting greater and greater—and the greatest of these is "One Man's Family," by Carleton E. Morse. More power to our radio dramatists and actors and to Samuel B. Dickson, whose finger is in the mixing of each dramatic pie.

Last but not least, more power to our BROADCAST WEEKLY. We appreciate the good things it contains all the more because we have had to do without them for a few weeks. Let us be glad that they were lean weeks and not lean years.

Sincerely,  
Pauline H. V., Sacramento.

## FLOYD GIBBONS

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(Please print or write name plainly)

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CITY..... STATE.....

# THURSDAY Programs

Sept. 1, 1932

**491.5 Meters KFRC** Prospect 0100  
610 Kcys. 1000 Watts  
Don Lee, Inc., San Francisco, Calif.  
7 A.M.—Seal Rocks Broadcast  
7:30—Exercise Period  
8:30—CBS Programs to 9:45  
9:45—Ida Bailey Allen  
10—KFRC Shopper's Club  
10:30—Globe Trotter  
10:35—CBS Programs to 12  
12 noon—Noonday Concert  
1—Farm News  
1:15—Recordings  
1:30—Stock Exchange Quotations  
1:35—Globe Trotter  
1:45—CBS Program  
2—Happy Go Lucky Hour  
3—Feminine Fancies  
4—CBS Programs to 4:30  
4:30—Better Business Bureau  
4:45—Fred Lane's Book Review  
5—Skippy  
5:15—Globe Trotter  
5:25—Town Topics  
5:30—CBS Program to 6:15  
6:15—Langendorf Program  
6:30—CBS Programs to 7:30  
7:30—Chandu, the Magician  
7:45—CBS Programs to 8:30  
8:30—Eno Crime Club  
9—Bocherini String Quartette  
9:15—Eb and Zeb  
9:30—Jay Eslick's Orchestra  
10—Grand Hotel Orchestra  
11—Henry Halstead's Orchestra  
12 to 1 A.M.—Request Hour

**535.4 Meters KTAB** Garfield 4700  
560 Kcys. 1000 Watts  
Assoc. Broadcasters, Oakland, Calif.  
6:45 A.M.—Popular Records  
7—"Back Alley" program  
7:30—Surprise Program  
8—Alley-Oop! with Bob Roberts  
8:30—Jack Hall and Clem Kennedy  
9—Morning Prayer Hour  
9:30—Dr. J. Douglas Thompson  
10—Household Hour  
10:30—News service  
10:35—Dr. B. L. Corley  
11—Store Scenes  
11:25—X-Bar-B Ranch Boys  
12 noon—Echoes of Portugal  
12:35—Records  
1—Over the Teacups  
1:30—Records  
1:45—"Lunatics at Large"  
2—Recordings  
2:15—Billie Burke, Entertainer  
2:30—Ira Blue, Bridge Review  
2:45—Records  
3—Emille Bonsilaus, guitarist  
3:45—Adele Burian, vocalist  
4—Studio program  
4:30—Jack Hall and Clem Kennedy  
5—Uncle Rod's Smile Club  
5:30—"Wanderin' Thru Switzerland"  
6—Weaver of Dreams  
6:15—Dance Music  
6:30—Ernie Smith's Sport Page  
6:45—News Reporter  
7—Covered Wagon Jubilee  
7:30—News Service  
7:45—Relaxation Hour  
8:15—Night Time Races  
8:30—Gus Arnheim  
8:45—The Gossipers  
9—Hill Billies  
10—Luther Putnam's Treasure Chest  
10:30—Moment Musicale  
11 to 1 A.M.—Night Owls with Ray Howell



**ELSBETH FRELLESON**  
"GLAWDYS"  
NBC-KPO—5 P.M.

**243.8 Meters KYA** Prospect 3456  
1230 Kcys. 1000 Watts  
Pac. Broadcast. Corp., San Francisco  
7:30 A.M.—Dawn Salute  
8—Breakfast Hour  
8:45—Tuneful Topics  
9—At the Console  
9:30—Melody Moods  
10—Sunshine Hour  
11—Album Leaves  
11:15—Manhattan Moods  
11:30—Prudence Penny  
11:45—Song and Dance Kings  
12 noon—Glen Goff, Organist  
12:30—Town Hall Harmonies  
1—Afternoon Concert  
2—Musical Novelties  
2:15—Glen Goff, Organist  
2:45—Watch Tower Sermon  
3—Masters of the Violin  
3:15—Good Will Industries  
3:30—Masters of Music  
4—Artist Celebrities  
4:30—"Your Helpful Friend"  
4:45—Famous Songs and Singers  
5—Metropolitan Hour  
6—Revue  
6:30—Waltz Time  
7—"The Daily Challenge"  
7:15—Sportsman's Corner, Gene Sulivan  
7:30—Tone Paintings  
7:45—Bob Allen, Piano Recital  
8—G. Donald Gray, Song Recital  
8:15—Sports Parade  
8:45—"The Islanders"  
9—Ted Fio-Rito's Band  
9:30—Milly and Billy, the Cub Reporters  
9:45—News Flashes  
10—Goff's Organ Serenade  
11 to 12 midnight—Concert Memories

**340.7 Meters KLX** Lake. 6000  
880 Kcys. 500 Watts  
Tribune Pub. Co., Oakland, Calif.  
8 A.M.—Records; Stocks  
9—Modern Homes Period  
9:30—Clinic of the Air  
10:15—Stocks; Financial Information; Weather  
10:30—Records  
11—Sunshine Twins  
12 noon—Jack Delaney's Band  
1—Jean's Hi-Lights  
2—Classical Recordings  
2:35—Closing San Francisco Stocks  
2:45—Baseball, Oaks vs. Hollywood  
4—Records  
4:30—Brother Bob's Club  
5—Helen Parmelee, Pianist  
5:30—Dot Kay, "Wes" Summerford and Lilah Clark  
6—Hotel Oakland Trio  
7—News Items  
7:30—The Egan Trio  
7:45—Road Information  
8—Clark Sisters  
8:15—Studio Program  
10—Beverly Hill Billies  
11 to 12 midnight—Dance program

**322.4 Meters KFVI** Franklin 0200  
930 Kcys. 500 Watts  
Radio Entertainments, San Francisco  
7 A.M.—Musical Pot Pourri  
8—Silent Period  
9—Blues Chasers  
10—White House Program  
10:15—Bellevue Hotel Program  
10:30—Timely Topics  
10:40—Musical Novelties  
11—Concert Melodies  
12 noon—News Flashes  
12:15—Dance Music  
1—Silent Period  
6—Dinner Dance Music  
6:45—News Flashes  
7—Cecilia Hardeman, Open Forum  
7:15—Helen Bellevue  
7:30—Silent Period  
11 to 1 A.M.—Kendrick's Hi-Jinks

**322.4 Meters KROW** Glenc. 6774  
930 Kcys. 1000 Watts  
Educa. Broad. Corp., Oakland, Calif.  
8 A.M.—News and Recordings  
8:30—Kalua Melody Makers  
9—Silent Period  
1 P.M.—Weather Forecast  
1:05—Latin-American Program  
2—Union Mutual Life  
2:08—Recordings  
2:30—Myrtle Segal, SoPrano  
2:45—Klyn Headley, "Piano Moods"  
3—Billy and Grace Carmen  
3:30—The Smoky Oaks  
4—Prosperity Program  
4:15—Ira Diagnosis Clinic  
4:30—Ambrose Whitmer, Pianist  
4:45—Prosperity Program  
5:30—Covered Wagon Jubilee  
6—Silent Period  
7:30—The Sportsman's Guide  
7:45—The Texas Cowboy  
8—Miss Lou and Topsy  
8:15—Watch Tower Program  
8:30—Hal Roberts' Banjo Band  
8:45—Curtain Wood & Apple Bottom  
9—Al Cook's Oklahoma Cowboys  
9:15—"Echoes of Paradise"  
9:30—Pemm Repertory Players  
10—Mexican-Spanish Program  
10:30 to 11 P.M.—Veterans of Foreign Wars Program

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HEAR THE "ASSOCIATED SPOTLIGHT," THE WEST'S LEADING RADIO  
EXTRAVAGANZA . . . NBC STATIONS . . . SATURDAYS . . . 8:30-10 P. M.

**508.2 Meters KHQ** Main 5383  
 590 Kcys. 1000 Watts  
 Louis Wasmer, Inc., Spokane, Wash.  
 6:45 A.M.—Morning News  
 7:15—Crazy Crystals  
 7:30—Home Canning Contest  
 7:45—Kronenberg's Shoe Hospital  
 8—Program to be announced  
 8:15—NBC-KGO Program  
 8:30—Miss Spokane  
 8:45—NBC-KGO Program  
 9—Joyner's Joy, Wait and Marian  
 9:15—Sartori and Wolf  
 9:30—Burgan's Home Comfort  
 9:45—NBC-KGO Programs to 11:30  
 11:30—Bell Furniture Company  
 12:15 P.M.—NBC-KGO Program  
 1—Various Programs  
 1:30—NBC-KGO Program  
 1:45—Spokane Fur Company  
 2—NBC-KGO Program  
 2:30—Commercial Creamery  
 3—NBC-KGO Programs to 3:45  
 3:45—Peerless Dentists  
 4—NBC-KGO Programs to 5:15  
 5:15—"Skippy"  
 5:30—NBC-KGO Programs to 7:30  
 7:30—Editorial Page  
 7:45—NBC-KGO Program  
 8—Ice Delivery Company  
 8:15—NBC-KGO Program  
 9:45—Eb and Zeb  
 10 to 12 mid.—NBC-KGO Programs

**236.1 Meters KOL** Elliott 4466  
 1270 Kcys. 1000 Watts  
 Seattle Broadcast. Co., Seattle, Wash.  
 6:45 A.M.—Top o' the Morning  
 7—KOL Time Klock  
 8—Shell Happytime  
 8:30—CBS Programs to 10:30  
 10:30—Prince of the Ivories  
 10:45—CBS Program  
 11—Carnival with Ken Stuart  
 12 noon—CBS Programs to 1:15  
 1:15—John C. Stevenson  
 1:45—CBS Program  
 2—Happy Go Lucky Hour  
 3—Feminine Fancies  
 4—CBS Programs to 4:30  
 4:30—Cecil Solly, Garden Talk  
 5:15—CBS Program  
 5:30—Skippy  
 5:45—CBS Programs to 6:15  
 6:15—The Happy Repairmen  
 6:30—CBS Programs to 7  
 7—Sports Review  
 7:15—CBS Program  
 7:30—Chandu, the Magician  
 7:45—John C. Stevenson  
 8:15—CBS Program  
 8:30—Eno Crime Club  
 9—The Globe Trotter  
 9:15—Arizona Joe  
 9:30—"Reflections"  
 10—Grand Hotel Orchestra  
 11 to 12 mid.—Henry Halstead's Or.

**280.2 Meters KJBS** Ord. 4148-49  
 1070 Kcys. 100 Watts  
 J. Brunton & Sons, San Francisco  
 10—Reporter of the Air  
 10:05—Scotty's Table Talks  
 10:20—Favorite Records  
 11:45—Concert Music  
 12 noon—Variety Recordings  
 12:45—Song Cycle  
 1:05—Stock Report; Records  
 1:15—Financial Common Sense; Records  
 2—Blindcraft Ensemble  
 2:30—Records  
 2:45—Speak-Easy Time; Records  
 3—Reporter of the Air; Records  
 4—Recordings  
 4:30—Marjorie Lee, Pianist  
 4:45—Popular Records  
 5:30 to 6:15 P.M.—Records  
 12:01 to 6 A.M.—Owl Program

**309.1 Meters KJR** Seneca 1515  
 970 Kcys. 5000 Watts  
 Northwest Broad. System, Seattle, Wn.  
 7 A.M.—Chet and Mabel  
 7:04—Produce Quotations  
 7:14—Vocal Solos; Farm Flashes  
 7:27—The Sun Risers; Sport News  
 8—NBC-KPO programs to 11:30  
 11:30—Julia Hayes  
 11:45—NBC-KPO programs to 11:30  
 3—Around the Town with Lloyd Spencer  
 3:15—NBC-KPO program  
 3:55—The World Bookman  
 4—Lost and found advertisements  
 4:05—NBC-KPO programs to 5:15  
 5:15—Steamboat Bill  
 5:30—NBC-KPO Programs to 6:45  
 6:45—Sohl and Reed  
 7—NBC-KPO Programs to 9  
 9—Myrtle and Harold Strong, piano duo  
 9:15—Eb 'n' Zeb, Comedians  
 9:30 to 12 mid.—NBC-KPO Programs

**483.6 Meters KGW** Atwater 2121  
 620 Kcys. 1000 Watts  
 Morning Oregonian, Portland, Ore.  
 7 A.M.—Morning Appetizers  
 7:30—T. N. T. Claude Bristol  
 7:45—NBC-KGO program  
 8—Program to be announced  
 8:15—NBC-KGO Program  
 8:30—The Specialists  
 9—The Oregonians of the Air  
 9:15—Crazy Crystals Cowgirls  
 9:30—Cooking School  
 10—NBC-KGO Programs to 11:30  
 11:30—Me and My Shadow  
 12 noon—Oregonian of the Air  
 12:15—NBC-KGO Program  
 1—15 Minutes at Lipman-Wolfe's  
 1:15—Hurlburt's Pianologue  
 1:30—NBC-KGO Program  
 1:45—Santiseptic Program  
 2—NBC-KGO program  
 2:15—Tea Time Bazaar  
 3:15—NBC-KGO Programs to 3:45  
 3:45—Oregonian of the Air  
 4—NBC-KGO Program  
 5—Crazy Crystals Quartet  
 5:15—NBC-KGO Programs to 7:30  
 7:30—Kelly's Salon Orchestra  
 7:45—NBC-KGO Program  
 8—Golden Memories  
 8:15—NBC-KGO Program  
 9:45—Don Smith  
 10—NBC-KGO Program  
 10:15—The Mad Hatters  
 10:45—Alhert Gillette Recital  
 11—The Wizards  
 11:15 to 12 midnight—Bagdad Organ

**296.6 Meters KQW** Ballard 777  
 1010 Kcys. 500 Watts  
 Pac. Agric. Foundation, Ltd., San Jose  
 11—Eleventh Hour Program  
 11:30—Band Concert  
 12 noon—Recordings  
 12:30—Weather; Market Reports  
 1—One o'Clock Program  
 1:30—The Friendly Hour  
 2:30—Martha Meade Program  
 3—Silent Period  
 4:30—Story Time  
 4:45—Skippy  
 5—Vespers, Dr. Sylvester  
 5:30—E. L. Maxwell  
 5:45—Dinner Music  
 6—Evening Echoes  
 6:15—Franco's Program  
 6:30—State Market Reports  
 6:45—Radio News and Forum  
 7:30—Musical Tid-Bits  
 8—Old Church Choir Songs  
 9—Kailua Beach Boys  
 9:15 to 9:30 P.M.—Songs You Love to Sing

**526 Meters KVI** Broadway 4211  
 970 Kcys. 1000 Watts  
 Puget Sound Broadcast. Co., Tacoma  
 6:30 A.M.—Farm Flashes  
 6:45—Crazy Cowboys  
 7—Dr. Keyyon's Church  
 7:30—Organ Reveille  
 8—Shell Happytime  
 8:30—CBS Programs to 12:45  
 12:45 P.M.—Rotary Club Luncheon  
 1:30—CBS Programs to 2  
 2—Happy Go Lucky Hour  
 3—Feminine Fancies  
 4—CBS Programs to 4:30  
 4:30—Camille Arnda  
 4:45—Twilight Reveries  
 5—George Yount, Organist  
 5:30—CBS Programs to 6:15  
 6:15—Studio Program  
 6:30—CBS Programs to 7:30  
 7:30—Chandu, the Magician  
 7:45—Dr. Stevenson  
 8:15—CBS Program  
 8:30—Eno Crime Club  
 9—Studio Program  
 9:15—"Behind the Microphone"  
 9:30—Jay Esleck's Orchestra  
 10—Grand Hotel Orchestra  
 10:15—Crazy Quartette  
 10:30—Grand Hotel Orchestra  
 11 to 12 mid.—Henry Halstead's Or.

**204 Meters KGA** Main 3434  
 1470 Kcys. 5000 Watts  
 NW. Broad. System, Spokane, Wash.  
 6 A.M.—Early Birds; News  
 8—NBC-KPO Programs to 12  
 12 noon—News Bulletins  
 12:05—NBC-KPO Programs to 3  
 3—News Bulletins  
 3:05—NBC-KPO Programs to 5:15  
 5:15—Peerless Quarter Hour  
 5:30—NBC-KPO Programs to 6:45  
 6:45—Rhyme and Reason  
 7 to 12 mid.—NBC-KPO Programs

**254.1 Meters KEX** Atwater 3111  
 1180 Kcys. 5000 Watts  
 Western Broad. Co., Portland, Ore.  
 7 A.M.—Morning Serenaders  
 8—NBC-KPO Programs to 11:30  
 11:30—Julia Hayes  
 11:45—NBC-KPO Programs to 5:15  
 5:15—William Elliott, Baritone  
 5:30—NBC-KPO Programs to 6:45  
 6:45—Newscasting  
 7—NBC-KPO Programs to 8:30  
 8:30—RKO Program  
 8:45 to 12 mid.—NBC-KPO Programs

**325.9 Meters KOMO** Elliott 5890  
 920 Kcys. 1000 Watts  
 Fisher's Blend Station, Inc., Seattle  
 6:55 A.M.—Inspirational Service  
 7—NBC-KGO Programs to 9  
 9—Uncle Hank from Ciderville Center  
 9:15—Prudence Penny  
 9:30—Songs of Long, Long Ago  
 9:45—NBC-KGO to 11:45  
 11:45—Club Minutes  
 12 noon—Masterworks of the Piano  
 12:12—Grain Quotations  
 12:15—NBC-KGO Program  
 1—Einer & Einar, Two Counselors  
 1:15—Concert Orchestra  
 1:45—Memory Book  
 2—Concert Orchestra  
 2:30—NBC-KGO Program  
 3—Santiseptic Program  
 3:15—NBC-KGO Programs to 3:45  
 3:45—News of the Air  
 4—NBC-KGO Programs to 8  
 8—Golden Memories  
 8:15—NBC-KGO Program  
 9:45—Male Quartet  
 10—NBC-KGO Program  
 10:15—Vic Meyers' Music  
 11:15 to 12 mid.—NBC-KGO Prog.

**379.5 Mtrs. NBC-KGO Sutter 1920  
790 Kcys. 7500 Watts  
National Broadcast. Co., San Francisco  
Service to KHQ, KOMO, KGW,  
KFI, KTAR, KFSD, KOA,  
KGIR, KGHL, KDYL**

7 A.M.—Organ Concert: KGO  
7:30—Hugo Mariani and His Mar-  
ionettes: KGO, KFI, KFSD  
7:45—Van and Don, the Two Pro-  
fessors, comedians: KGO, KHQ,  
KOMO, KGW, KFI, KFSD, KTAR,  
KDYL, KOA  
8—Johnny Marvin, tenor: KGO  
8:15—Little Orphan Annie: KGO,  
KHQ, KOMO, KGW, KFI  
8:30—On Wings of Song: KGO, KFI;  
KHQ, KFSD on 8:45  
9—Harold Stokes and His Orches-  
tra: KGO, KGW, KFI on 9:15  
9:15—Happy Jack, vocalist: KGO,  
KFI  
9:30—The Buckaroos, Ted Maxwell,  
Charles Marshall: KGO, KOMO  
9:45—Eva Garcia, Piano: KGO, KHQ  
10—Woman's Magazine of the Air:  
KGO, KHQ, KOMO, KGW, KFI;  
KFSD, KTAR, KDYL, KOA, on  
10:40  
11—Arion Trio: KGO, KHQ off 11:15,  
KGW, KFI, KFSD  
11:45—Shakespearean Plays: KGO,  
KFSD  
12 noon—Organ Concert: KGO,  
KOMO off 12:12  
12:15—Western Farm and Home  
Hour: KGO, KHQ, KOMO, KGW,  
KFI, KFSD; KTAR, on 12:30;  
KDYL, KGIR, KGHL  
1—Ivy Scott, Disease: KGO  
1:15—Whiteman and Rhythm Boys:  
KGO  
1:30—Swanee Serenaders, Harold  
Stokes' orchestra: KGO  
1:45—G E Circle: Grace Ellis, host-  
ess: KGO, KHQ, KOMO, KGW,  
KFI KDYL  
2—Vagabonds, vocal soloist; or-  
chestra direction Meredith Will-  
son: KGO, KHQ off 2:30  
3—Clyde Doerr Saxophone Octet:  
KGO, KHQ KFI  
3:15—Royal Vagabonds; Ward Wil-  
son, impersonations: KGO, KHQ,  
KOMO, KGW, KFI, KDYL  
3:30—The Stebbins Boys: KGO,  
KHQ, KOMO, KGW, KFI, KDYL  
3:45—News Service: KGO, KGIR  
4—Fleischmann Hour; Rudy Vallee  
and his orchestra; Olsen and  
Johnson, comedians, guest artists:  
KGO, KHQ, KOMO, KGW, KFI,  
KTAR, KDYL  
5—The Revelers; male quartet:  
KGO; KHQ, off 5:15; KGW, on  
5:15; KFI  
5:30—Thompkins Corners; rural  
drama: KGO, KHQ, KOMO, KGW,  
KFI, KFSD, KTAR, KDYL  
6—Lucky Strike Dance Hour: KGO,  
KHQ, KOMO, KGW, KFI, KFSD,  
KTAR, KDYL  
7—Amos 'n' Andy, blackface com-  
edians: KGO, KHQ, KOMO, KGW,  
KFI, KFSD, KDYL  
7:15—Caswell Concert: KGO, KHQ,  
KOMO, KGW, KFI  
7:30—Mona Lowe, blues singer:  
KGO  
7:45—To be announced  
8—Harry Stanton, Bass: KGO  
8:15—Symphony Hour: KGO, KHQ,  
KOMO, KGW, KFI  
9:45—Starlight Serenaders; Eva de  
Vol, soprano; Rodney Johnson,  
tenor: KGO

10—Richfield News Flashes: KGO,  
KHQ, KOMO, KGW, KFI, KFSD  
10:15—Anson Weeks' Dance Orches-  
tra: KGO, KHQ, KFSD  
10:45—Ship of Dreams: KGO, KHQ  
off 11  
11:30 to 12 midnight—Jay Whip-  
den's Miramar Hotel Orchestra:  
KGO, KHQ, KOMO, KFI, KFSD  
off 11

**440.9 Mtrs. NBC-KPO Gar. 8300  
680 Kcys. 5000 Watts  
National Broadcast. Co., San Francisco  
Service to KJR, KEX, KGA,  
KECA, KTAR, KFSD**

7:30 A.M.—Arion Trio: KPO  
8—Financial Service: KPO, KGA,  
KJR, KEX  
8:15—Crosscuts from the Log o' the  
Day, Dr. Laurence L. Cross:  
KPO, KGA, KJR, KEX, KTAR  
off 9  
9:15—Eileen Piggott, Soprano: KPO,  
KGA, KEX, KFSD  
9:30—Rhythm Vendors, orchestra:  
KPO off 9:45, KGA, KJR on 9:45,  
KEX, KFSD  
9:45—University of California at  
Your Service: KPO  
10—Mardi Gras: KPO, KGA, KJR,  
KEX, KFSD  
10:30—Syncopators, Harold Stokes'  
dance orchestra: KPO, KGA,  
KJR, KEX  
10:45—Smackouts: Comedy Duo:  
KPO, KGA, KJR, KEX  
11—Three Musatchios, male trio:  
KPO, KGA, KJR, KEX  
11:15—Famous Loves, dramatic pro-  
gram with Ulita Torgerson: KPO,  
KGA, KJR, KEX  
11:30—Concert Petite: KPO  
11:45—Scripture Reading: KPO  
11:46—Tickling the Keys: KPO  
11:45—Rhythmic Serenade: KGA,  
KJR, KEX  
11:50—South San Francisco Stock-  
yard Report: KPO  
11:57—Time Signals: KPO  
12 noon—Meet the Girl Friends:  
KPO, KGA on 12:05, KJR, KEX  
12:30—Bits of Melody, vocalist:  
KPO, KGA, KJR, KEX  
12:45—United States Navy Band:  
KPO, KGA, KJR, KEX  
1—Shrie Luncheon: KPO  
1—Stringwood Ensemble, instrumen-  
talists direction Charles Hart:  
KPO, on 1:30; KGA; KJR, on  
1:15; KEX, KFSD, on 1:30  
1:15—Paul Whiteman and his  
Rhythm Boys: KGA, KJR, KEX,  
KTAR  
1:30—Swanee Serenaders: KPO,  
KGA, KJR, KEX  
2—Ted Black's Orchestra: KPO,  
KGA, KJR, KEX, KFSD, KGHL  
2:25—Talk by John B. Kennedy:  
KPO, KGA, KJR, KEX, KFSD,  
KGHL  
2:30—Old Songs of the Church:  
KPO, KGA, KJR, KEX, KFSD  
2:45—Soloist: KPO, KGA, KJR,  
KEX, KFSD  
3—The Cavaliers: KPO, KGA on  
3:05, KJR on 3:15 off 3:55, KEX  
KFSD off 3:30  
4—Eva De Vol, soprano: KPO,  
KGA, KJR on 4:05, KEX, KFSD  
4:15—Cultural Conversation: KPO,  
KGA, KJR, KEX, KFSD  
4:30—Nathan Abas, Violinist: KPO,  
KGA, KJR  
5—Simp and Gladys: KPO, KGA,  
KJR, KEX  
5:15—Headliners, soloist: KPO  
5:30—The Singing Lady: KPO,  
KGA, KJR, KEX, KECA

5:45—Dixie Memories: KPO, KGA,  
KJR, KEX  
6—Music Masters: KPO off 6:30,  
KGA, KJR, KEX, KGHL  
6:30—Chief of Police Quinn: KPO  
6:45—Cecil and Sally: KPO  
7—Tom Mitchell, Baritone: KPO,  
KGA, KJR, KEX  
7:15—News Editor of the Air: KPO  
7:15—Cesare Sodero and NBC Con-  
cert Orchestra: KPO on 7:30,  
KGA, KJR  
7:45—Elsa Behlow Trautner, sopra-  
no: KPO, KGA, KJR  
8—Hollywood on the Air: KPO,  
KGA, KJR, KEX, KFSD, KGHL  
8:30—Pacific Serenaders: KPO,  
KEX off 8:45, KGA, KJR, KFSD,  
KOA  
8:45—Keep the Home Fires Burn-  
ing: KPO  
9—Truthful Deacon Brown: KPO,  
KGA, KEX  
9:30—Carol Lofner and His Bal Tab-  
arin Orchestra: KPO, KGA, KJR,  
KEX  
10—John and Ned, vocal and in-  
strumental duo: KPO, KGA, KJR,  
KEX  
10:15—Golden Legends: KPO, KGA,  
KJR, KEX  
10:45—The Coquettes: KPO, KGA,  
KJR, KEX, KFSD  
11—Ted Fio-Rito and His Hotel St.  
Francis Dance Orchestra: KPO,  
KGA, KJR, KEX, KFI  
11:30 to 12 midnight—Organ Con-  
cert, Dollo Sargent, organist:  
KPO, KGA, KJR, KEX

## CBS

### Columbia Broadcasting System

8:30 A.M.—Columbia Revue: KFBK,  
KMJ, KWG, KERN, KOL, KVI,  
KFRC, KHJ, KGB  
9—George Hall and His Hotel Taft  
Orchestra: KFBK, KMJ, KWG,  
KERN, KOL, KVI, KFPY, KFRC,  
KHJ, KGB  
10—Rhythm Kings, Fred Berrens,  
conductor: KFBK, KMJ, KERN,  
KOL, KVI, KHJ, KGB  
10:30—Ann Leaf at the Organ:  
KFBK, KMJ, KWG, KERN,  
KOL, KVI, KFPY, KFRC, KHJ  
on 10:45  
11—La Forge Berumen Musicale:  
KFBK, KMJ, KWG, KERN, KVI,  
KFPY, KFRC, KHJ, KGB  
11:30—Frank Westphal and His Or-  
chestra: KFBK, KMJ, KWG,  
KERN, KVI, KFPY, KFRC, KHJ,  
KGB  
12 noon—U. S. Army Band Concert:  
KFBK, KMJ, KOL, KFPY, KHJ,  
KGB  
12:45—Dancing by the Sea: KFBK,  
KWG, KOL, KFPY, KHJ, KGB  
1:30—Between the Bookends: KFBK,  
KMJ, KWG, KERN, KFPY, KHJ,  
KGB  
1:45—Shapiro and Shefter, Grand  
piano boys: KFBK, KMJ, KWG,  
KERN, KOL, KVI, KFPY, KFRC,  
KGB  
4—Edwin C. Hill, "The Human  
Side of the News": KFBK, KMJ,  
KWG, KERN, KOL, KVI, KFPY,  
KFRC, KHJ, KGB  
4:15—Red Nichols' Orchestra:  
KFBK, KMJ, KWG, KOL, KVI,  
KFPY, KFRC, KHJ, KGB  
5—Freddie Rich and His Colum-  
bians: KFBK, KWG, KOL, KFPY,  
KHJ, KGB  
5:15—Those McCarty Girls: KFBK,  
KMJ, KERN, KOL, KFPY, KGB

5:30—Harl Smith and His Orchestra: KFBK, KERN, KOL, KVI, KFPY, KFRC, KHJ on 5:45, KGB  
 6—"Music That Satisfies": KGMB, KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KOIN, KFRC, KHJ, KGB  
 6:30—Isham Jones and His Orchestra: KFBK, KWG, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 6:45—"Myrt and Marge": KFBK, KMJ, KOL, KVI, KFPY, KOIN, KFRC, KHJ  
 7—Howard Barlow and the Columbia Symphony Orchestra: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 7:30—Little Jack Little: KWG, KGB  
 7:45—Ozzie Nelson and His Glen Island Orchestra: KFBK, KMJ, KWG, KERN, KFPY, KFRC, KHJ  
 8—Noble Sissle and His Orchestra: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRC  
 8:30—Eno Crime Club: KMJ, KWG, KERN, KOL, KVI, KOIN, KFRC, KHJ, KGB

**468.5 Meters KFI Richm'd 6111**  
**640 Kcys. 50,000 Watts**  
 Earle C. Anthony, Inc., Los Angeles  
 6:30 A.M.—Stock Market Quotations  
 6:45—Dr. Seixas, Health Exercises  
 7:30—NBC-KGO Programs to 9  
 9—Dorothy Raymond, Pianist  
 9:15—NBC-KGO Program  
 9:30—Fashion Tour with Melisse  
 10—NBC-KGO Program  
 11:45—Market Reports  
 12 noon—Dept. of Agriculture Talk  
 12:15—NBC-KGO Program  
 1—News Release  
 1:10—Woman Columnist of the Air  
 1:15—Ann Warner Chats  
 1:45—Laguna Beach Art Club Program  
 2—Tom Murray's Hill Billies  
 3—NBC-KGO Programs to 3:45  
 3:45—News Release  
 4—NBC-KGO Program  
 5—String Trio  
 5:30—NBC-KGO Programs to 7:30  
 7:30—Verne Gray's Graycolians  
 7:45—NBC-KGO Program  
 8—Orchestra  
 8:15—NBC-KGO Program  
 9:45—Orchestra  
 10—NBC-KGO Program  
 10:15—Hotel Ambassador Orchestra  
 11 to 12 mid.—NBC-KGO Programs

**499.7 Meters KFSD Franklin 6353**  
**600 Kcys. 1000 Watts**  
 Airfan Radio Corp., Ltd., San Diego  
 9:15—NBC-KPO Programs to 11  
 11—NBC-KGO Programs to 12  
 12 noon—Dr. Strauss' Sketchbook  
 12:15—NBC-KGO Program  
 1—U. S. Grant Hotel Serenaders  
 1:30—NBC-KGO Program  
 2—NBC-KPO Programs to 3:30  
 3:30—Radio Dental Clinic  
 3:45—Mr. Morganstern  
 4—NBC-KGO Programs to 4:30  
 4:30—Civic Shakespeare Association  
 5—Studio Program  
 5:10—Program Resume  
 5:15—Safety talk  
 5:20—Late News  
 5:30—NBC-KGO Programs to 7:15  
 7:15—Feature Program  
 8—NBC-KPO Programs to 9  
 9—Dance Music  
 10—NBC-KGO Programs to 10:45  
 10:45—NBC-KPO Programs to 11:30  
 11:30 to 12 mid.—NBC-KGO Prog.

**285.5 Meters KNX Hemp. 4101**  
**1050 Kcys. 5000 Watts**  
 L. A. Evening Express, Los Angeles  
 6:45 A.M.—Bill Sharple's Gang  
 8:45—Inspirational Talk and Prayer  
 9—Clinic of the Air  
 9:30—News  
 9:45—Maxine's Shopping Service  
 10—Eddie Albricht's Family  
 10:30—Kate Brew Vaughn  
 12 noon—News  
 12:15—Parkelp  
 12:30—Dr. John Matthews  
 1—New Paris Inn  
 2—Eddie Albright, The Bookworm  
 2:30—Prof. Leon, French Lesson  
 3—Matinee Mirthmakers  
 3:30—Louise Johnson, Astroanalyst  
 4—Travelogue; Stocks; Announcements  
 4:15—Maxine's Shopping Service  
 5—Town Crier  
 5:45—Records  
 6—News  
 6:15—KNX Ensemble  
 6:30—Oh-h-h Elmer  
 6:45—Feature Program  
 7—Frank Watanabe and Hon. Archie  
 7:15—Bob Shuler  
 7:45—KNX Ensemble; Philip Musgrave, 'Cellist  
 8—KNX Varieties  
 9—News  
 9:15—Dreamin' Time, with Drury Lane  
 9:30—Mark Jones for Dist. Attorney  
 9:45—KNX Concert Ensemble  
 10—Beverly Hill Billies  
 11 to 12 midnight—New Paris Inn

**209.7 Meters KECA Richm'd 6111**  
**1430 Kcys. 1000 Watts**  
 Earle C. Anthony, Inc., Los Angeles  
 9 A.M.—Louis Rueb, Exercises  
 9:15—Record Program  
 10—News Release  
 10:15—Record Program  
 11:45—NBC-KPO Program  
 12 noon—Record Program  
 1—Spanish Lesson, Annette Doherty  
 1:15—Record Program  
 1:45—Bob, Bunny and Junior  
 2—Record Program  
 4—News Release  
 4:15—French Lesson, Annette Doherty  
 4:30—Record Program  
 4:45—Common Sense of Science  
 5—Brother Ken's Kiddies  
 5:30—NBC-KPO Program  
 5:45—Al, Mack and Tommy  
 6—Record Program  
 6:30—Dorothy Raymond, Pianist  
 6:45—Record Program  
 7—Tom Murray's Hill Billies  
 7:30—Wesley Tourtellotte, Organist  
 7:45—Joe Warner's Jolly Journal  
 8—Studio Program  
 8:30—Hotel Miramar Orchestra  
 9—Hygrade Sylvania Co. Program  
 9:15—Orchestra  
 9:45—Close Partners, sketch  
 10 to 11 P.M.—Record Program

**225.4 Meters KGB FRank. 6151**  
**1330 Kcys. 500 Watts**  
 Don Lee, Inc., San Diego, California  
 7 A. M.—The Morning Edition  
 7:45—Exercise & Applesauce  
 8—Shell Happytime  
 8:30—CBS programs to 10  
 10—Around the Town with Helen Stone  
 11—CBS programs to 12  
 12 noon—Farm Flashes  
 12:10—Closing Stock Quotations  
 12:15—CBS program  
 12:45—Nell Larsen, organ

1—State Dept. of Agriculture  
 1:15—Studio program  
 1:30—CBS programs to 2  
 2—Happy Go Lucky Hour  
 3—Feminine Fancies  
 4—To be announced  
 4:15—CBS program  
 4:45—News Reel; Town Topics  
 5—CBS program  
 5:15—Elvia and Nell  
 5:30—CBS programs to 6:15  
 6:15—Hutton's Concert Quartette  
 6:30—CBS programs to 7  
 7—Quaw's Orchestra  
 7:15—CBS programs to 8  
 8—American Legion Revue  
 8:30—Eno Crime Club  
 9—Bocherini Quartette  
 9:15—Eb and Zeb  
 9:30—Eslick's Orchestra  
 10—KGB News Reel  
 10:15—Grand Hotel Orchestra  
 11 to 12 midnight—Halstead's Orchestra

**333.1 Meters KHJ VAndike 7111**  
**900 Kcys. 1000 Watts**  
 Don Lee, Inc., Los Angeles, Calif.  
 7 A.M.—News Briefs and Records  
 7:45—Captain Dobbsie  
 8—Shell Happytime  
 8:30—CBS Programs to 10  
 10—Gene Wolf and Organ  
 10:15—Phoebe Elkin's Magazine  
 10:45—CBS Programs to 11:15  
 11:15—Beauty Talk  
 11:30—CBS Programs to 12:30  
 12:30 P.M.—World-wide News  
 12:45—CBS Program  
 1—Times Forum  
 1:30—CBS Program  
 1:45—Barbara Gould  
 2—Happy Go Lucky Hour  
 3—Feminine Fancies  
 4—CBS Programs to 4:30  
 4:30—U. S. C. Trojan Period  
 4:45—Elvia and Nell  
 5—CBS Program  
 5:15—News Items; Town Topics  
 5:30—Skippy  
 5:45—CBS Programs to 6:15  
 6:15—Hutton's Concert Ensemble  
 6:30—CBS Programs to 7:45  
 7:45—Inglewood Park Concert  
 8:15—CBS Program  
 8:30—Eno Salts Crime Club  
 9—The Bachelors, Nesbitts  
 9:15—Eb and Zeb  
 9:30—Jay Esleck and Orchestra  
 10—World-wide News  
 10:10—Bisquick Band  
 10:15—Grand Hotel Orchestra  
 11—Hotel Roosevelt Orchestra  
 12 to 1 A.M.—Roger King, Baritone, and Roy Ringwald, Organ

**384.4 Meters KTM Exposition 1341**  
**780 Kcys. 1000 Watts**  
 Pickwick Broad. Corp., Los Angeles  
 6 A. M.—Spanish Concert  
 8:30—Recorded Program  
 9—Dr. McCoy's Health Talk  
 9:30—Sunshine in Sermon and Song  
 10—Silent Period  
 1—Poetry  
 1:15—Christian Couriers  
 1:45—Dance Marathon  
 2—Spanish Concert  
 3—Recorded Program  
 5—Silent Period  
 8—Marketeters  
 8:30—Karns & Mack, vocalists  
 9—Charles Lierley, Tenor  
 10—Dance Marathon  
 10:30—Jack Dunn  
 11—Bartley Sims, Organist  
 11:30—Request Records  
 1 to 4 A. M.—Recorded Program

# INSIDE STUFF . . .

By THE PAVEMENT POUNDER

WELL, folks, we thought perhaps you'd kinda like to be let "in" on some of the dope we pick up outside in our rounds among our advertisers and prospective clients, so we offer you this chatter for what it's worth.

\* \* \*

Believe us our throbbing souls took wing when we called on the Southern Pacific advertising department. Great gang there, all fine fellows working under Fred Treadway, the ad boss for the big choo-choo company. They know a good advertising buy when they see it, and it didn't take 'em long to see that BROADCAST WEEKLY was a fine medium in which to tell their story. Notice their attractive ad elsewhere in this issue. I'll let you in on a little secret. We had planned to go to Los Angeles over the Labor Day holiday by boat, but when the gang at the S. P. tipped me off on their dollar day excursion—well, we're "training" down now.

\* \* \*

No education is complete without a knowledge of music. We've heard that said somewhere. Anyway Edna Fischer's School of Music is sure "knocking 'em" over. You know why? She believes in advertising. You saw her advertisement in last week's issue—a full page. And she'll be back in the magazine right soon again with more copy. Sure it pays to advertise, and frequently, too.

\* \* \*

We are honored this week, too, with the first of a series of full page advertisements of Wrigley's "Myrt and Marge" program, which is to be resumed on August 29. For years the Wrigley gum people have been one of the country's widest users of ad space, and BROADCAST WEEKLY is complimented by their action in choosing it to tell their story to the radio public. Take a look at their nifty ad now.

\* \* \*

But don't think, that all we have to do is go out and ask for advertising and come back to the boss with the business in our pocket. Nay, nay.

For instance, our call on the local office of a large breakfast food company didn't get us very far. We wanted them to publicize the fact that they were again sponsoring a radio program on the NBC starting August 29. But they had more alibis and more lack of funds than we have falling hairs (and ours is thinning out). We didn't tell 'em right out that they didn't know their

"cereals" when it came to popularizing their own feature, but we thought it.

\* \* \*

Also, a certain tea company is probably under the impression that radio enthusiasts who read this magazine don't drink tea. We got the "cold shoulder" from them, too. "Oh yes, you have a nice magazine," says they, "but it's no place for our advertising." Well, we hope to show 'em and some day they'll take back that remark.

\* \* \*

On the other hand the Crazy Crystals Water Company knows what advertising can do. They've proven it by increasing their scope many times in a short period. They are preparing copy now for our next issue, and believe us, it's going to be an attractive layout, judging by the advance tip we got. Watch for it. They have a real interesting story to tell.

\* \* \*

And say, while we are popping off here about some of our advance stuff, let me tell you about what Frank Martinelli, owner of San Francisco's grandest cafe, the Bal Tabarin, is going to do. Called on him t'other day and got some business which breaks in next issue. You see, Tom Gerun and his great band are returning to the cafe on September 7 and Martinelli is preparing a sort of a welcome home ad. Don't miss it.

\* \* \*

And that reminds me, speaking of good things to eat and drink (there we go thinking of our tummy again), that Golden State Company, Ltd., which turns out those delicious ice creams and high class butter and milk, is going to tell you readers all about its new radio program and its products in a series of ads starting next issue. They are coming back on the air over the NBC on September 10, you know, and will present a half hour drama program once every week over KGO and KFI. Old time readers of BROADCAST WEEKLY will recall that Golden State was a constant advertiser with us over a long period. And do we welcome 'em back!

\* \* \*

Here I am saving some of the best news to the last. Associated Oil Company has just signed a 52 weeks' contract with us and will carry an ad every issue. Ain't that sumpin! Pipe their first one in this number. You see Harold Deal, the ad boss for the big oil company, ups and gives us a couple of

ads which ran a few weeks ago with a coupon attached to each. And boy, oh boy, what a response he got! Well, that tremendous response to his coupon ads, thanks to you loyal followers, convinced Mr. Deal that BROADCAST WEEKLY was the place to tell his story each week.

\* \* \*

Another new comer with us is the National Carbon Company, which will publicize its famous Eveready Tubes starting next issue. They've signed a ten weeks' contract. The first ad was scheduled to appear in this issue, but it was impossible to get the copy ready before we went to press. But watch for it next issue.

\* \* \*

Drifted into the Thompson & Holmes office t'other day and they wised me up that they are going to have a very important announcement to make right soon now regarding their new radio receiving set for the home. They handle the Majestic line, you know. In fact an ad on their Majestic auto radio appears in this number.

And, speaking of those auto radios, let me tell you what the boss did. He's pretty keen about new fangled ideas and the interest in automobile radios has been so keen lately that he ups and installs one in his puddle jumper. And now he can roll along the highways to the tune of the mayonnaise song or anything. Great, eh?

\* \* \*

Nosed into Sherwood Brunton's office up at Julius Brunton & Sons Company the other day and he tells me that he is more than satisfied with the results he has obtained from you readers in regards to his Philco Transitone auto radios. And he's happy. And we're happy. So keep up the good work and keep us in that mood.

\* \* \*

In our pavement travels, also called upon the Western Pacific, Gensler-Lee, Schwabacher-Frey, Christensen School of Music, Alexander-Balart Company and many others, but "no soap" this time. But are we downhearted? No! Who says there's a depression, anyway?

## MYRT AND MARGE RETURN TO AIR

TANNED to a mahogany hue that a stage actress would never dare attain, Myrtle Vail, author and lead of "Myrt and Marge," is back in Chicago with a portfolio filled with scripts for the reopening of this five-a-week program over the Columbia network, Monday, August 29.

Under the same sponsorship, the William Wrigley Jr. Company, "Myrt and Marge" will return to the air-lanes on their former schedule, 6:45 to 7 p. m., P. S. T. The program again will originate in Columbia's Chicago studios.

Long Lake, a wilderness resort in the extreme north end of Wisconsin, has been the scene of Myrt's preparatory work for the reopening of this microphone series depicting the trials, triumphs, tears, and laughs in a theatrical behind-the-scenes setting. As the portable typewriter clicked in the lamp-light, several new characters were created who will take their places alongside the established ones in the microphone series.

Max Schwartz, musical director of "Hayfield's Pleasures of 1932," will be one of the newcomers. Max will provide much of the comedy with his uncertain German dialect. Dave Andrews, dance director; Alice de

Wald, society girl, and her playboy brother, Floyd, will be among other additions to the "Myrt and Marge" cast. Actors to play the roles have not yet been selected.

Dixie Lane, formerly known to the followers of the script only through reference in the development of the plot, will become a real character in the new series—and it is forecast she will be a most villainous character.

The venomous Billy, who so complicated the original series, will not be present at the reopening, but she will make an entrance later under circumstances highly dramatic.

Miss Donna Damerel will, of course, resume the role of Marge. Myrt intimates that Marge will be in for even more romantic complications in the new series. The newly-created Dave Andrews is expected to take the role of Jack Arnold's rival.

Arnold (in real life Vinton Haworth) will soon return to Chicago from a vacation in the East to resume rehearsals under the direction of Bobby Brown. All of the other characters are already on the scene, including Gwen, the dumb "Patsy" and comedy center of the show. Patricia Ann Manners again will portray this role.



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# FRIDAY Programs

Sept. 2, 1932

**491.5 Meters KFRC Prospect 0100**  
**610 Kcys. 1000 Watts**  
 Don Lee, Inc., San Francisco, Calif.

- 7 A.M.—Seal Rocks Broadcast
- 7:30—Exercise Period
- 8—Shell Happytime
- 8:30—CBS Programs to 9:30
- 9:30—Betty Crocker
- 9:45—CBS Program
- 10—KFRC Shopper's Club
- 10:30—Globe Trotter
- 10:35—CBS Programs to 11:30
- 11:30—Martha Meade
- 11:45—CBS Program
- 12 noon—Noonday Concert
- 1—CBS Programs to 1:30
- 1:30—Stock Exchange Quotations
- 1:35—Globe Trotter
- 1:45—Recordings
- 2—Happy Go Lucky Hour
- 3—Feminine Fancies
- 4—To be announced
- 4:15—CBS Programs to 5
- 5—Skippy
- 5:15—Globe Trotter
- 5:25—Town Topics
- 5:30—Pat Frayne's Sports Talk
- 5:45—CBS Programs to 6:15
- 6:15—Pasadena Community Players
- 6:30—CBS Programs to 7:30
- 7:30—Chandu, the Magician
- 7:45—CBS Programs to 9
- 9—The Buccaneers under the direction of Earl Towner
- 9:15—Eb and Zeb
- 9:30—Eastman Kodak Week-End Hr.
- 10—Grand Hotel Orchestra
- 11—Henry Halstead's Orchestra
- 12 to 1 A.M.—Request Hour

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

- 7 A.M.—Musical Pot Pourri
- 8—Silent Period
- 9—Cal King's Country Store
- 9:30—Blues Chasers
- 10—White House Program
- 10:15—Bellevue Hotel Program
- 10:30—Timely Topics
- 10:40—Musical Novelties
- 11—Concert Melodies
- 11:30—Learn Italian, Prof. Achille
- 11:45—Musical Sketches
- 12 noon—News Flashes
- 12:15—Dance Music
- 1—Silent Period
- 6—Dinner Dance Music
- 6:30—Rosenthal Program
- 7—News Flashes
- 7:15—Helen Bellevue
- 7:30—Silent Period
- 8:30—Julie Foster, Dream Girl
- 8:45—John D. Barry, World Events
- 9—Dance music
- 9:15—Mildred Epsteen, Soprano
- 9:30—Piano Pictures, Wm. F. Lavy
- 10—Master Melodies
- 11 to 1 A.M.—Kendrick's Hi-Jinks

**322.4 Meters KROW Glenc. 6774**  
**930 Kcys. 1000 Watts**  
 Educa. Broad. Corp., Oakland, Calif.

- 8 A.M.—News and Recordings
- 8:45—Dr. Wade Forrester
- 9—Silent Period
- 1 P.M.—Weather Forecast
- 1:05—Latin-American Program
- 2—Union Mutual Life
- 2:08—Recordings
- 2:30—Golden Age News Items



**MARJORIE TRUSDALE**  
 KFRC—2 P.M.

- 2:45—Lou and Flo, "Fifteen Minutes of Song"
- 3—The KROW-lian Revue
- 4—Prosperity Program
- 4:15—Recordings
- 4:45—Prosperity Program
- 5—Italian Program
- 5:30—Covered Wagon Jubilee
- 6—Silent Period
- 7:30—Bob Robb, Sports Lights
- 7:45—The Texas Cowboy
- 8—Grace King and Loretta Van Dyl
- 8:15 to 8:30 P.M.—Tom King, Detective Story

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

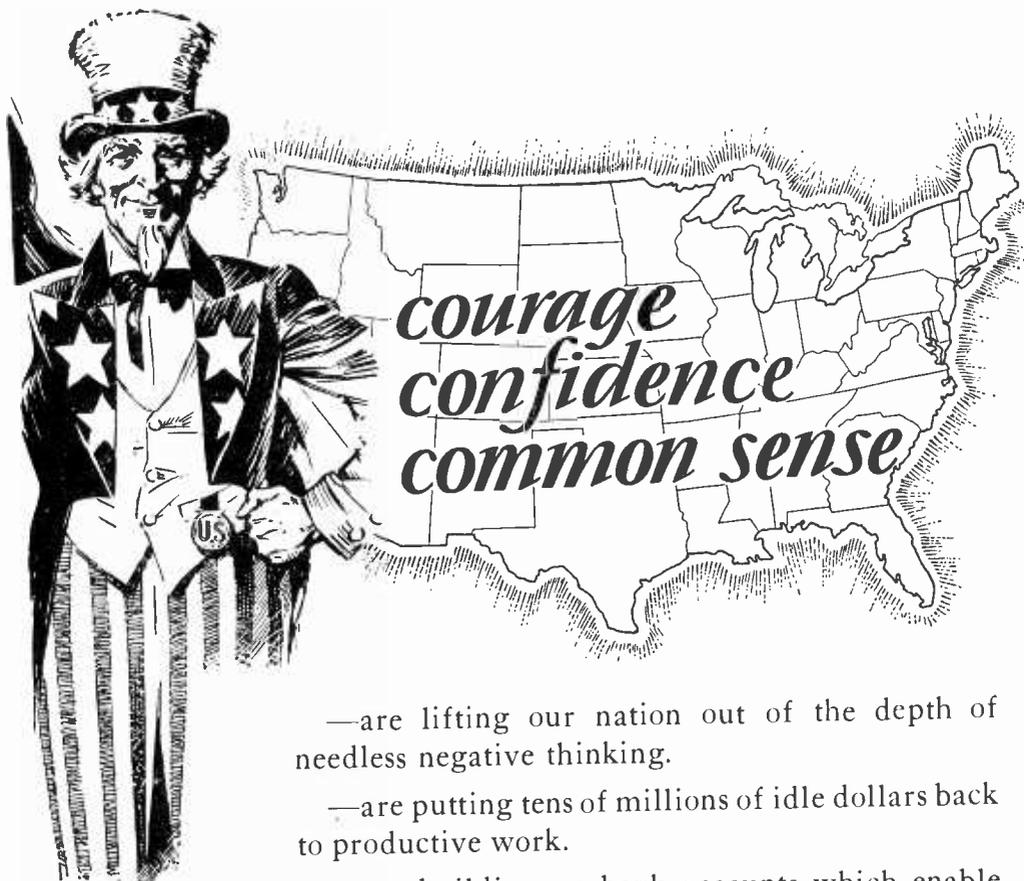
- 7 A.M.—The Breakfast Hour
- 8—Silent Period
- 9—Morning Melodies
- 10—Martha Meade Society
- 10:15—Aunt Sammy, Home Economics
- 10:30—Recordings
- 11—Eleventh Hour Program
- 11:30—Band Concert
- 12 noon—Recordings
- 12:30—Weather; State Mkt. Reports
- 1—One o'Clock Program
- 1:30—The Friendly Hour
- 2:30—Martha Meade Program
- 3—Silent Period
- 4:30—Story Time
- 4:45—Skippy
- 5—Vespers
- 5:30—Dinner Music
- 6—Evening Echoes
- 6:15—Franco's Program
- 6:30—Fed., State Market Reports
- 6:45—Radio News and Forum
- 7:45—Liberty Bell Quarter Hour
- 8—San Jose Accordion Club
- 8:30—Salon Quartette
- 9 to 9:30 P.M.—The Harvest Mooners

**243.8 Meters KYA Prospect 3456**  
**1230 Kcys. 1000 Watts**  
 Pac. Broadcast. Corp., San Francisco

- 7:30 A.M.—Dawn Salute
- 8—Breakfast Hour
- 8:45—Tuneful Topics
- 9—At the Console
- 9:30—Melody Moods
- 10—Sunshine Hour
- 11—Album Leaves
- 11:15—Manhattan Moods
- 11:30—Prudence Penny
- 11:45—"Canning Time"
- 12 noon—"Your Helpful Friend"
- 12:15—Radio Guild
- 1:15—Rhythmic Ripples
- 2—Famous Songs and Singers
- 2:30—Blends of Blue
- 3—Glen Goff, Organist
- 4—Artist Celebrities
- 4:30—On Parade
- 5—Metropolitan Hour
- 6—Revue
- 6:30—Waltz Time
- 7—"The Daily Challenge"
- 7:15—Tone Paintings
- 7:45—Bob Allen, Piano Recital
- 8—Ted Flo-Rito's Band
- 8:30—G. Donald Gray, Song Recital
- 8:45—Virginia Miller, Piano Recital
- 9—Captain Argus
- 9:45—News Flashes
- 10—Goff's Organ Serenade
- 11 to 12 midnight—Concert Memories

**535.4 Meters KTAB Garfield 4700**  
**560 Kcys. 1000 Watts**  
 Assoc. Broadcasters, Oakland, Calif.

- 6:45 A.M.—Popular Records
- 7—Back Alley program
- 7:30—Surprise Program
- 8—Allay-Op! with Bob Roberts
- 8:30—Jack Hall and Clem Kennedy
- 9—Morning Prayer Hour
- 9:30—Dr. J. Douglas Thompson
- 10—Household Hour
- 10:30—News Service
- 10:35—Dr. B. L. Corley
- 11—Store Scenes
- 11:25—X-Bar-B Ranch Boys
- 12 noon—Echoes of Portugal
- 12:30—News Service
- 12:35—Recorded Program
- 1—Over the Teacups
- 1:30—Recorded Program
- 1:45—"Lunatics at Large"
- 2—Records
- 2:15—Studio Program
- 2:45—Masterpieces of Melody
- 3:30—Recordings
- 4—Theatre of the Air
- 4:30—Jack Hall and Clem Kennedy
- 5—Uncle Rod's Smile Club
- 5:30—Dr. J. Douglas Thompson
- 6—Studio Program
- 6:15—The Fishin' Fool
- 6:30—Ernie Smith's Sport Page
- 6:45—News Reporter
- 7—Covered Wagon Jubilee
- 7:30—News Service
- 7:45—Italian Program
- 8—Rex Boyer Program
- 8:15—Orchestra
- 8:30—Dance Music
- 8:45—Gossipers
- 9—Hill Billies
- 10—Moment Musicale
- 10:30—Luther Putnam's Treasure Chest
- 11 to 1 A.M.—Night Owls with Ray Howell



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- 340.7 Meters KLX** Lake. 6000  
880 Kcs. 500 Watts  
Tribune Pub. Co., Oakland, Calif.
- 8 A.M.—Records; Stocks  
9—Modern Homes Period  
9:30—Clinic of the Air  
10:15—Stocks; Financial Information; Weather  
10:30—Records  
11—Sunshine Twins  
12 noon—Jack Delaney and his Band  
1—Jean's Hi-Lights  
2—Classical Recordings  
2:35—Closing San Francisco Stocks  
2:45—Ethel Rhinard, Organist  
3:45—Galen Harvey, Piano Rambles  
4—Records  
4:30—Brother Bob's Club  
5—Helen Parmelee, Pianist  
5:30—The Three Cocoanuts  
6—Hotel Oakland Trio  
7—News Items  
7:30—Dr. W. J. Ross' Pet Clinic of the Air  
7:45—Fred and Morris  
8—Hi-Jinks: Sunshine Twins; piano duo, Three Wise Owls; Cora Scott, contralto; Ethel Rhinard, pianist; John Wharry Lewis' KLX Orchestra; The Clark Sisters; Franklin Roberts and Phebe Starr; Boris and Bertha; "Two Shop Girls"; Helen Benson and Lucille Swan, banjoists; Johnny Zunino, accordionist; "Tony"; The Three Cocoanuts; Colonel Mildew, and "Wes" Summerford, tenor  
10—Beverly Hill Billies  
11 to 12 midnight—Dance program
- 309.1 Meters KJR** Seneca 1515  
970 Kcs. 5000 Watts  
Northwest Broad. System, Seattle, Wn.
- 7 A.M.—Chet and Mabel  
7:04—Produce Quotations  
7:14—Vocal Solos; Farm Flashes  
7:27—The Sun Risers; Sport News  
8—NBC-KPO programs to 9:45  
9:45—Martha Meade Society  
10—NBC-KPO Programs to 10:45  
10:45—Canning Topics  
11—Blue Streaks Orchestra  
11:30—Julia Hayes  
11:45—NBC-KPO Programs to 1:15  
1:15 P.M.—Mary's Afternoon Talk  
1:30—NBC-KPO Programs to 3  
3—The Easy Chair  
3:10—NBC-KPO program  
3:55—The World Bookman  
4—Lost and found advertisements  
4:05—NBC-KPO programs to 5:15  
5:15—Steamboat Bill  
5:30—NBC-KPO programs to 6:30  
6:30—Facts About Seattle  
6:45—Marshal Sohl-Winifred Lundberg and Harry Reed  
7—NBC-KPO program  
7:15—Anson Weeks Orchestra  
7:30—NBC-KPO program  
7:45—Dollars and Sense Program  
8—NBC-KPO Programs to 9:15  
9:15—Eb 'n' Zeb, Comedians  
9:30 to 12 mid.—NBC-KPO Programs
- 280.2 Meters KJBS** Ord. 41 48-49  
1070 Kcs. 100 Watts  
J. Brunton & Sons, San Francisco
- 2:15—Recordings  
2:30—Lucille Gordon Players  
2:45—Speak-Easy Time: Records  
3—Reporter of the Air; Records  
4—Julie and Jim  
4:15—Records  
4:30—Asso. Food Stores' Program  
5—Records  
5:30—Carl Coveny and Pat Buckman  
5:45 to 6:15 P.M.—Records  
12:01 to 6 A.M.—Owl Program
- 204 Meters KGA** Main 3434  
1470 Kcs. 5000 Watts  
N.W. Broad. System, Spokane, Wash.
- 6 A.M.—Early Birds; News  
8—NBC-KPO Programs to 12  
12 noon—News Bulletins  
12:05—NBC-KPO Programs to 3  
3—News Bulletins  
3:05—NBC-KPO Programs to 5:15  
5:15—Peerless Quarter Hour  
5:30—NBC-KPO Programs to 6:45  
6:45—Inland Empire Series  
7 to 12 mid.—NBC-KPO Programs
- 508.2 Meters KHQ** Main 5383  
590 Kcs. 1000 Watts  
Louis Wasmer, Inc., Spokane, Wash.
- 6:45 A.M.—Morning News  
7:15—Cisno Bullivant, Exercises  
7:30—Herb Wixson  
8—Program to be announced  
8:15—NBC-KGO Programs to 9  
9—"Walt and Marian"  
9:15—Sartori and Wolff  
9:30—Burgan's Home Comfort  
9:45—Canning Time, Sylvia North  
10—Martha Meade Society  
10:15—Fashion Notes  
10:30—NBC-KGO programs to 11:45  
11:45—Organ Concert  
12:15 P.M.—NBC-KGO program  
1—Various Programs  
1:30—NBC-KGO program  
1:45—Spokane Fur Co.  
2—NBC-KGO program  
2:30—Commercial Creamery  
3—NBC-KGO programs to 4  
4—Peerless Dental Hygiene  
4:15—Studio program  
4:30—NBC-KGO program  
5:15—"Skippy"  
5:30—NBC-KGO programs to 6:45  
6:45—Crazy Crystals  
7—NBC-KGO programs to 7:30  
7:30—Davenport Dinner Music  
8—Editorial Column, Russell Bankson  
8:15—Marian Boyle, Pianist  
8:30—NBC-KGO Program  
8:45—"Book of Memories"  
9:15—"Eb and Zeb"  
9:30 to 12:30 A.M.—NBC-KGO Prog.
- 236.1 Meters KOL** Elliott 4466  
1270 Kcs. 1000 Watts  
Seattle Broadcast. Co., Seattle, Wash.
- 6:45 A.M.—Top of the Morning  
7—KOL Time Klock  
8—Shell Happytime  
8:30—CBS Programs to 9:30  
9:30—Betty Crocker  
9:45—CBS Program  
10—Morning Melodies  
10:30—Prince of the Ivories  
10:45—CBS Program  
11—Carnival with Ken Stuart  
12 noon—CBS Programs to 1:15  
1:15—John C. Stevenson  
1:45—CBS Program  
2—Happy Go Lucky Hour  
3—Feminine Fancies  
4—To be announced  
4:15—CBS Program  
4:30—Cecil Solly  
4:45—CBS Program  
5—Hill and Dale  
5:30—Skippy  
5:45—CBS Programs to 7  
7—Sports Review  
7:15—CBS Program  
7:30—Chandu, the Magician  
7:45—John C. Stevenson  
8:15—CBS Programs to 8:45  
8:45—The Globe Trotter  
9—Wrestling  
9:30—CBS Program  
10—Wrestling  
11 to 12 mid.—Henry Halstead's Or.
- 254.1 Meters KEX** Atwater 3111  
1180 Kcs. 5000 Watts  
Western Broad. Co., Portland, Ore.
- 7 A.M.—Morning Serenaders  
8—NBC-KPO Programs to 5:15  
11:30—Julia Hayes  
11:45—NBC-KPO Programs to 5:15  
5:15 P.M.—Brick Holton, Ballads  
5:30—NBC-KPO Programs to 6:45  
6:45—Newscasting  
7—NBC-KPO Program  
7:15—Silent period  
8—NBC-KPO Programs to 9  
9—Jimmy Richardson's Sports Talk  
9:15—NBC-KPO Program  
9:30—Jim McCool's Fishing Bulletin  
9:45 to 12 mid.—NBC-KPO Programs
- 325.9 Meters KOMO** Elliott 5890  
920 Kcs. 1000 Watts  
Fisher's Blend Station, Inc., Seattle
- 6:55 A.M.—Inspirational Service  
7—NBC-KGO Programs to 9:15  
9:15—Prudence Penny  
9:30—NBC-KGO Programs to 11:45  
11:45—Club Minutes  
12 noon—Masterworks of the Piano  
12:12—Grain Quotations  
12:15—NBC-KGO Program  
1—Home Towners  
1:30—NBC-KGO Program  
1:45—Teacup Philosopher  
2—NBC-KGO Programs to 3  
3—Santiseptic Program  
3:15—NBC-KGO Programs to 4  
4—News of the Air  
4:15—Memory Book  
4:30—National Concert Orchestra  
5—NBC-KGO Programs to 6:45  
6:45—Vocal Ensemble  
7—NBC-KGO Programs to 8:45  
8:45—Male Quartet  
9—Mozart Hour  
10—NBC-KGO Program  
10:15—Vic Meyers' Music  
11:15 to 12 mid.—NBC-KGO Prog.
- 483.6 Meters KGW** Atwater 2121  
620 Kcs. 1000 Watts  
Morning Oregonian, Portland, Ore.
- 6:45 A.M.—Musical Program  
7—Morning Appetizers  
7:30—T. N. T., Claude Bristol  
7:45—NBC-KGO program  
8—Studio Program  
8:15—NBC-KGO Program  
8:30—The Specialists  
9—The Oregonian of the Air  
9:15—Crazy Crystals Cowgirls  
9:30—Cooking School  
10—Martha Meade  
10:15—Society Column of the Air  
10:30—NBC-KGO Programs to 11:45  
11:45—Newport News  
11:50—Me and My Shadow  
12 noon—Oregonian of the Air  
12:15—NBC-KGO Program  
1—15 Minutes at Lipman-Wolfe's  
1:15—Bagdad Organ  
1:45—Dancing Accordion  
2—The Oregonian of the Air  
2:15—Tea Time Bazaar  
3:15—NBC-KGO Programs to 4  
4—Santiseptic Program  
4:15—Better English Talk  
4:30—NBC-KGO Program  
5—Pirate's Club  
5:15—NBC-KGO Programs to 6:30  
6:30—Mutual Life Insurance Co.  
7—NBC-KGO Programs to 8:45  
8:45—Samoa Islanders  
9—Terrace Soliloquies  
9:30—studio Program  
9:45—Don Smith  
10—NBC-KGO Program  
10:15—The Mad Hatters  
10:45—Montana Cowgirls  
11 to 12 midnight—Paramount Hour



**CORA SCOTT**, contralto, was born in Braintree, Mass., lived for eight years in Colon down in the Canal Zone and between school terms made exciting trips to New York, Boston, Cuba and other interesting places. In 1924 she moved to California, finished high school and six months later married a Stanford boy. She began studying music after her marriage and has for the past three years been heard consistently along the air lanes. She is hazel-eyed, brown-haired; 5 feet tall and weighs 104 pounds. American from away back.

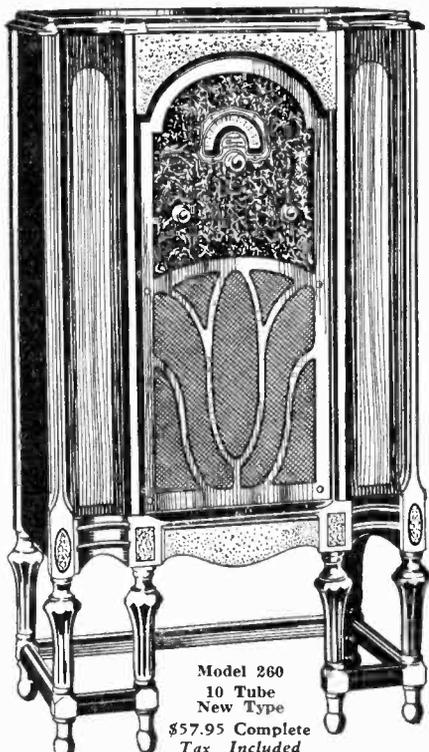
- 379.5 Mtrs. **NBC-KGO** Sutter 1920  
790 Kcys. 7500 Watts  
National Broadcast. Co., San Francisco  
Service to KHQ, KOMO, KGW,  
KFI, KTAR, KFSD, KOA,  
KGIR, KGHL, KDYL
- 7 A.M.—U. S. Marine Band; Capt.  
Taylor Branson, director; KGO;  
KGW, KFI, KFSD, on 7:30;  
KTAR
- 7:45—Van and Don, the Two Profes-  
sors, comedians: KGO, KHQ,  
KOMO, KGW, KFI, KFSD, KTAR,  
KDYL, KOA
- 8—Johnny Marvin, tenor: KGO
- 8:15—Little Orphan Annie: KGO,  
KHQ, KOMO, KGW, KFI
- 8:30—On Wings of Music: KGO,  
KHQ, KFI; KFSD on 8:45
- 9—Harold Stokes and His Orches-  
tra: KGO; KFI, KFSD on 9:15
- 9:15—Happy Jack, vocalist: KGO,  
KFI
- 9:30—The Buckaroos: KGO, KOMO
- 9:45—Arion Trio: KGO; KHQ,  
KOMO 10 to 10:15
- 10:30—Woman's Magazine of the  
Air: KGO, KHQ, KOMO, KGW,  
KFI KFSD, KTAR, KDYL, KOA;  
KGIR, KGHL, 10:50 to 11
- 11:30—Borden Program, talks on  
baby care: KGO, KHQ, KOMO,  
KGW, KFI, KFSD, KTAR
- 11:45—Organ Concert: KGO, KHQ,  
KOMO on 12 to 12:12
- 12:15—Western Farm and Home  
Hour: KGO, KHQ, KOMO, KGW,  
KFI, KFSD, KTAR on 12:30,  
KGIR, KGHL
- 1—Rhythm Vendors: KGO
- 1:30—Echoes of Erin; Joe White,  
tenor; string ensemble: KGO
- 1:45—G E Circle; Grace Ellis, host-  
ess: KGO, KHQ, KOMO, KGW,  
KFI, KDYL, KGIR, KGHL
- 2—National Association of Broad-  
casters Talk: KGO
- 2—Waldorf-Astoria Sert Room Or-  
chestra; direction Mischa Bori:  
KGO, on 2:05; KFSD
- 2:30—Merry Madcaps: KGO
- 3—Organ Reveries: KGO, KHQ,  
KFI
- 3:15—Royal Vagabonds; Ward Wil-  
son, impersonations: KGO, KHQ,  
KOMO, KGW, KFI, KDYL
- 3:30—The Stebbins Boys: KGO,  
KHQ, KOMO, KGW, KFI, KDYL
- 3:45—Pay Fraser's Studio Party:  
KGO, KHQ, KOMO, KGW, KFI
- 4—News Service: KGO, KGIR
- 4:15—National Concert Orchestra:  
KGO, KHQ, KGW on 4:30, KFI  
off 4:30
- 5—The First Nighter; "The Fugli-  
tive," three-act mystery drama:  
KGO, KHQ, KOMO, KGW, KFI,  
KFSD, KTAR, KDYL
- 5:30—To be announced
- 6—Paul Whiteman's Orchestra:  
KGO, KHQ, KOMO, KGW, KFI,  
KDYL
- 6:30—"The Phantom of Crestwood,"  
RKO Radio Picture mystery dra-  
ma: KGO, KHQ, KOMO, KGW,  
KFI, KFSD, KTAR, KDYL,  
KGIR, KGHL
- 6:45—Vocal and Instrumental Solo-  
ists: KGO
- 7—Amos 'n' Andy, blackface com-  
edians: KGO, KHQ, KOMO, KGW,  
KFI, KFSD, KDYL
- 7:15—Maxwell House program;  
KGO, KHQ, KOMO, KGW, KFI,  
KFSD, KTAR, KDYL
- 7:30—Gilmore Circus: KGO, KOMO,  
KGW, KFI
- 8:30—Billy Jones and Ernie Hare:  
KGO, KHQ, KOMO, KGW, KFI,  
KFSD, KTAR, KDYL
- 8:45—Eva Gruninger, Contralto:  
KGO, KHQ, KFSD
- 9—Concert in Rhythm; orchestra di-  
rection Meredith Willson: KGO;  
KHQ off 9:15
- 9:30—Ted Fio-Rito and His Hotel St.  
Francis Dance Orchestra: KGO,  
KHQ, KFI
- 10—Richfield News Flashes: KGO,  
KHQ, KOMO, KGW, KFI, KFSD
- 10:15—Anson Weeks and His Hotel  
Mark Hopkins Dance Orchestra:  
KGO, KFSD
- 10:45—Organ Concert: KGO, KHQ,  
KFI on 11, KFSD off 11
- 11:30 to 12 midnight—Jay Whid-  
den's Miramar Hotel Orchestra:  
KGO, KHQ, KOMO, KFI
- 440.9 Mtrs. **NBC-KPO** Gar. 8300  
680 Kcys. 5000 Watts  
National Broadcast. Co., San Francisco  
Service to KJR, KEX, KGA,  
KECA, KTAR, KFSD
- 7:30 A.M.—Arion Trio, Joyce Bar-  
thelsson, pianist and director; Mo-  
desta Mortensen, violinist; Mar-  
garet Avery, 'cellist: KPO
- 8—Financial Service: KPO, KGA,  
KJR, KEX
- 8:15—Crosscuts from the Log o' the  
Day: KPO, KGA, KJR, KEX
- 9:15—Stringwood Ensemble: KPO  
off 9:30; KGA, KEX off 9:45,  
KFSD
- 9:30—Helpful Hints to Housewives,  
Julia Hayes: KPO
- 9:45—University of California at  
Your Service: KPO
- 10—Mardi Gras: KJR, KPO, KGA,  
KEX
- 10:30—Syncoptators, Harold Stokes'  
dance orchestra: KPO, KGA,  
KJR, KEX, KFSD
- 10:45—Smackouts, comedy duo:  
KPO, KGA, KEX, KFSD
- 11—Mid-day Musical Notes: KPO,  
KGA, KEX off 11:15
- 11:30—Celebrated Sayings: KPO
- 11:45—Rhythmic Serenade: KGA,  
KJR, KEX
- 11:45—Scripture Reading, Charles  
J. Leimer: KPO
- 11:46—Tickling the Keys: KPO
- 11:50—South San Francisco Stock-  
yards Report: KPO
- 11:57—Time Signals: KPO
- 12 noon—Rhythmic Serenade: KPO,  
KGA on 12:05, KEX
- 12:15—Golden Melodies: KPO
- 12:15—Radio Guild, dramatization  
of a famous classic: KYA, KGA,  
KJR, KEX
- 12:45—Commonwealth Club Lunch-  
eon: KPO
- 1:15—Pickard Family, hill-billy  
songs: KGA, KEX
- 1:30—Stringwood Ensemble: KPO,  
KGA, KJR, KEX
- 2:15—Metropolitans, orchestra di-  
rection Joseph Hornik: KPO,  
KGA, KJR, KEX, KGHL on 2:30
- 2:30—Merry Madcaps: KPO, KGA,  
KJR, KEX, KFSD
- 3—The Cavaliers, Bluettes, vocal  
trio; orchestra direction Walter  
Behan: KPO, KGA on 3:05, KJR  
on 3:15, off 3:55, KEX, KFSD off  
3:45, KGIR on 3:30
- 4—Discovery Hour: KPO
- 4—Bouquet of Melodies, Harold  
Dana, baritone; violinist and or-  
ganist: KGA, KJR, KEX, KFSD
- 4:30—Tom 'n' Dudd, vocal duo:  
KGA, KJR, KEX, KFSD
- 4:45—Old World Serenader: KPO,  
KGA, KJR, KEX, KFSD off 5
- 5:15—Headliners, soloist: KPO
- 5:30—The Singing Lady: KPO,  
KGA, KJR, KEX, KECA
- 5:45—Dixie Memories: KPO, KGA,  
KJR, KEX, KFSD
- 6—Ramblers, orchestra direction  
Meredith Willson: KPO, KGA on  
6:15, KJR off 6:15, KEX on 6:30  
to 6:45, KFSD off 6:30
- 6:45—Ceel and Sally: KPO
- 7—Tom Mitchell, baritone: KPO,  
KGA, KJR
- 7:15—Millie Montagne, contralto:  
KGA, KGIR, KGHL
- 7:15—News Editor of the Air: KPO
- 7:30—Cesare Sodero and NBC Con-  
cert Orchestra: KPO, KGA, KFSD,  
KGIR, KGHL
- 8—Ralph Kirbery, the Dream Sing-  
er: KPO, KGA, KJR, KEX, KFSD
- 8:05—William Scott and His Or-  
chestra: KPO, KGA, KJR, KEX,  
KFSD
- 8:30—Chinatown Squad: KPO, KGA,  
KJR, KEX, KGHL
- 9—The Dress Circle: KPO, KGA,  
KJR off 9:15 to 9:30, KEX on  
9:15 to 9:30 and 9:45 to 10
- 10—Lakeside Park Orchestra: KPO,  
KGA, KJR, KEX, KECA, KOA
- 10:30—To be announced: KPO
- 11—Carol Lofner and His Bal Tab-  
arin Orchestra: KPO, KGA, KJR,  
KEX, KFSD
- 11:30 to 12 midnight—Organ Con-  
cert: KPO, KGA, KJR, KEX,  
KFSD
- 499.7 Meters **KFSD** Franklin 6353  
600 Kcys. 1000 Watts  
Airfan Radio Corp., Ltd., San Diego
- 7:30 A.M.—NBC-KGO Program
- 8—Morning Musical Revue
- 8:35—Stock Reports
- 8:45—NBC-KGO Program
- 9—Good Cheer Program
- 9:15—NBC-KGO Program
- 10—Martha Meade Society
- 10:15—NBC-KGO Program
- 10:30—NBC-KPO Programs to 11
- 11—Studio Program
- 11:10—NBC-KGO Programs to 1  
P.M.—U. S. Grant Hotel Serenaders
- 1:30—NBC-KPO Programs to 3:45
- 3:45—Radio Dental Clinic
- 4—NBC-KPO Programs to 5
- 5—NBC-KGO Program
- 5:30—Program Resume
- 5:35—Late News Items
- 5:45—NBC-KPO Programs to 7
- 7—NBC-KGO Programs to 7:30
- 7:30—NBC-KPO Programs to 8:30
- 8:30—NBC-KGO Programs to 9
- 9—Dance Music
- 10—NBC-KGO Programs to 10:45
- 10:45 to 12 mid.—NBC-KPO Prog.
- 526 Meters **KVI** Broadway 4211  
570 Kcys. 1000 Watts  
Puget Sound Broadcast. Co., Tacoma
- 3:30—Children's Progress
- 4—CBS Programs to 5
- 5—George Yount, Organist
- 5:30—Studio Program
- 5:45—CBS Programs to 7
- 7—Delin Servitors
- 7:30—Chandu, the Magician
- 7:45—Dr. Stevenson
- 8:15—George Yount, Piano
- 8:30—CBS Program
- 9—Studio Program
- 9:15—Harold Zollman, Pianist
- 9:30—Eastman Kodak Hour
- 10—Grand Hotel Orchestra
- 10:15—Crazy Quartette
- 10:30—Grand Hotel Orchestra
- 11 to 12 mid.—Henry Halstead's Or.

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**CBS****Columbia Broadcasting System**

- 8:30 A.M.—Columbia Revue. Oriental program presented by Emery Deutsch's Orchestra: KFBK, KMJ, KWG, KERN, KOL, KFRC, KHJ, KGB
- 9—George Hall and His Hotel Taft Orchestra: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRC, KHJ on 9:15, KGB
- 9:45—Atlantic City Musicale: KFBK, KWG, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB
- 10—Do Re Mi, novelty female trio: KFBK, KVI, KHJ
- 10:15—Alexander Semmler, pianist: KFBK, KMJ, KVI, KFPY
- 10:30—Elizabeth Barthell, songs: KFBK, KMJ, KWG, KVI, KFPY, KFRC
- 10:45—Columbia Artist Recital: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRC
- 11—The Grab Bag: KFBK, KMJ, KWG, KERN, KVI, KFPY, KFRC, KHJ, KGB
- 11:45—Columbia Educational Features: KFBK, KMJ, KWG, KERN, KVI, KFPY, KFRC, KHJ, KGB
- 12 noon—Columbia Salon Orchestra: KFBK, KMJ, KWG, KOL, KVI, KFPY, KHJ, KGB
- 12:45—Ross Franklin's Orchestra: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRC and KGB on 1
- 1:15—John Kelvin, Irish tenor: KFBK, KMJ, KWG, KVI, KFPY, KFRC, KGB
- 1:30—Between the Bookends: KFBK, KMJ, KWG, KERN, KVI, KFPY, KGB
- 4—To be announced: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB
- 4:15—Red Nichols' Orchestra: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRC, KGB
- 4:30—Andre Kostelanetz Presents: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRC, KHJ, KGB
- 5:45—Jay C. Flippen, Four Eton Boys and Orchestra: KFBK, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB
- 6—"Music That Satisfies": KGMB, KFBK, KMJ, KWG, KOL, KVI, KFPY, KOIN, KFRC, KHJ, KGB
- 6:15—Fray and Braggiotti, Franco-Italian piano team: KOL, KVI, KFPY
- 6:30—Guy Lombardo and His Royal Canadians: KFBK, KMJ, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB, KYDL, KLZ, KOH
- 6:45—"Myrt and Marge": KFBK, KMJ, KOL, KVI, KFPY, KOIN, KFRC, KHJ
- 7—Howard Barlow's Columbia Symphony Orchestra: KFBK, KMJ, KOL, KVI, KFRC, KHJ, KGB
- 7:45—Freddie Martin's Bossert Orchestra: KFBK, KWG, KMJ, KOL, KFPY, KFRC, KHJ
- 8—Ozzie Nelson's Glen Island Casino Orchestra: KFBK, KMJ, KWG, KERN, KOL, KFPY, KFRC
- 8:15—Ozzie Nelson and His Glen Island Casino Orchestra: KFBK, KMJ, KWG, KERN, KOL, KFPY, KFRC, KHJ
- 8:30—Duke Ellington and His Orchestra: KFBK, KMJ, KVI, KFPY, KFRC, KGB
- 9:30—Kodak Weekend Hour: KMJ, KWG, KERN, KOL, KVI, KFPY, KOIN, KFRC, KHJ

- 468.5 Meters **KFI** Richm'd 6111  
640 Kcys. 50,000 Watts  
Earle C. Anthony, Inc., Los Angeles
- 6:30 A.M.—New York Stocks  
6:45—Dr. Seixas, Health Exercises  
7:30—NBC-KGO Programs to 9  
9—Helpful Hints to Housewives  
9:15—NBC-KGO Program  
9:30—Fashion Tour with Melisse  
10—Beauty Talk  
10:15—Lou Gordon, Tenor; Jackson Swales, Pianist; Sally Hill, Speaker  
10:30—NBC-KGO Programs to 11:45  
11:45—State Market Reports  
12 noon—Dept. of Agriculture Talk  
12:15—NBC-KGO Program  
1—News Release  
1:10—Woman Columnist of the Air  
1:15—Ann Warner Chats  
1:45—Cheiro, Astrologist  
2—Tom Murray's Hill Billies  
3—NBC-KGO Programs to 4  
4—News Release  
4:15—NBC-KGO Program  
4:30—Calif. Teachers' Assoc. Prog.  
4:45—Judge Paonessa, Speaker  
5—NBC-KGO Programs to 6:45  
6:45—String Orchestra  
7—NBC-KGO Programs to 8:45  
8:45—String Orchestra  
9—Hotel Miramar Orchestra  
9:30—NBC-KGO Programs to 10:15  
10:15—Hotel Ambassador Orchestra  
11 to 12 mid.—NBC-KGO Programs

- 209.7 Meters **KECA** Richm'd 6111  
1430 Kcys. 1000 Watts  
Earle C. Anthony, Inc., Los Angeles
- 9 A.M.—Lous Rueb, Exercises  
9:15—Record Program  
10—News Release  
10:15—Record Program  
11—German Lesson, Annette Doherty  
11:15—Record Program  
11:45—The Chaparral Club  
12 noon—Record Program  
12:30—Laurel Saunders, Songs  
12:45—Record Program  
1:45—Bob, Bunny and Junior  
2—Record Program  
2:45—Doria Balli's Personality Program  
3—Record Program  
4—News Release  
4:15—Record Program  
5—Brother Ken's Kiddies  
5:30—NBC-KPO Program  
5:45—Al, Mack and Tommy  
6—String Orchestra  
6:30—"Oral Lornettes"  
6:45—Randy Andrews, Songs  
7—Tom Murray's Hill Billies  
7:30—Country Jane, Songs  
7:45—Joe Warner's Jolly Journal  
8—Studio Program  
8:15—The Rhythm Girls  
8:30—Miramar Hotel Orchestra  
9—Hemlock Corners  
9:15—Wesley Tourtellotte, Organist  
9:45—Close Partners, sketch  
10—NBC-KPO Program  
10:30 to 11 P.M.—Record Program

- 225.4 Meters **KGB** FRank. 6151  
1330 Kcys. 500 Watts  
Don Lee, Inc., San Diego, California
- 2—Happy Go Lucky Hour  
3—Feminine Fancies  
4—CBS program  
4:15—Safety Talk  
4:30—CBS program  
5—Playboys  
5:15—CBS program  
5:30—News Reel; Town Topics  
5:45—CBS programs to 6:15  
6:15—Pasadena Community Players  
6:30—CBS program  
7—Quaw's Orchestra

- 7:15—Fairway Orchestra  
7:30—Hutton's Concert Ensemble  
8—CBS programs to 9  
9—Three Shades of Blue  
9:15—Eb and Zeb  
9:30—CBS program  
10—KGB News Reel  
10:15—Gene Quaw's Orchestra  
11 to 12 midnight—Eslick's Orch.
- 333.1 Meters **KHJ** Vandike 7111  
900 Kcys. 1000 Watts  
Don Lee, Inc., Los Angeles, Calif.
- 7 A.M.—News Brief and Records  
8—Shell Happytime  
8:30—CBS Program  
9—Jack and Grace  
9:15—CBS Program  
9:30—Betty Crocker  
9:45—CBS Programs to 10:15  
10:15—Martha Meade Society  
10:30—Phoebe Elkin's Magazine  
11—CBS Programs to 12:30  
12:30 P.M.—World-wide News  
12:45—Beauty Talk & Charlie Hamp  
1—Times Forum  
1:30—Blue Ridge Colonel  
1:45—To be announced  
2—Happy Go Lucky Hour  
3—Feminine Fancies  
4—CBS Program  
4:15—Prof. Hertzog's School Program  
4:30—CBS program  
5—Pasadena Community Players  
5:15—News Items, Town Topics  
5:30—"Skippy"  
5:45—CBS Programs to 8  
8—"Dots and Dashes"  
8:15—CBS Programs to 9  
9—The Bachelors, Nesbitts  
9:15—Eb and Zeb  
9:30—Week-end Hour  
10—World-wide News  
10:10—Bisquit Band  
10:15—Grand Hotel Orchestra  
11—Hotel Roosevelt Orchestra  
12 to 1 A. M.—Gerald Norton and Roy Ringwald, Midnight Moods

- 285.5 Meters **KNX** Hemp. 4101  
1050 Kcys. 5000 Watts  
L. A. Evening Express, Los Angeles
- 6:45 A.M.—Bill Sharples' Gang  
8:45—Inspirational Talk and Prayer  
9:30—News  
9:45—Maxine's Shopping Service  
10—Eddie Albright's Family  
10:30—Kate Brew Vaughn  
12 noon—News  
12:15—Homeopathic  
12:30—Dr. John Matthews  
1—New Paris Inn  
2—Eddie Albright, The Bookworm  
2:30—Federated Women's Clubs  
3—Matinee Mirthmakers  
3:30—Numbers and You; Joy Lombard  
3:45—Mrs. Shutts  
4—Travelogue; Stocks; Announcements  
4:15—Maxine's Shopping Service  
5—Town Crier  
5:15—Rabbi Winkler  
5:45—Records  
6—News  
6:15—KNX Ensemble  
6:30—Oh-h-h Elmer  
6:45—Feature Program  
7—Frank Watanabe and Hon. Archie  
7:15—Violin Choir  
7:45—Buron Fitts (political)  
8—The Royal Order of Optimistic Do-Nuts  
9—News  
9:15—Musical Program  
9:45—Broadcast of Fights  
10:45—Beverly Hill Billies  
11 to 12 midnight—New Paris Inn

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San Francisco

# SATURDAY Programs

Sept. 3, 1932

**243.8 Meters KYA Prospect 3456**  
**1230 Kcys. 1000 Watts**  
**Pac. Broadcast. Corp., San Francisco**  
 7:30 A.M.—Dawn Salute  
 8—Breakfast Hour  
 8:45—Tuneful Topics  
 9—At the Console  
 9:30—Melody Moods  
 10—Sunshine Hour  
 11—Album Leaves  
 11:15—Manhattan Moods  
 11:30—Prudence Penny  
 11:45—Song and Dance Kings  
 12 noon—Town Hall Harmonies  
 12:15—Church Bulletin  
 12:30—Song Vogues  
 1—Afternoon Concert  
 2—Glen Goff, Organist  
 3—Rhythmic Ripples  
 3:30—Across the Footlights  
 4—Artist Celebrities  
 4:30—“High School of the Air”  
 5—Metropolitan Hour  
 6—Revue  
 6:30—Waltz Time  
 7—“The Daily Challenge”  
 7:15—NBC-KFO Program  
 7:30—Tone Paintings  
 7:45—Bob Allen, Piano Recital  
 8—Ted Flo-Rito’s Band  
 8:30—Virginia Miller, Piano Recital  
 8:45—“The Islanders”  
 9—Sydney Dixon and G. Donald Gray, Duets  
 9:30—Milly and Billy, the Cub Reporters  
 9:45—News Flashes  
 10—Goff’s Organ Serenade  
 11 to 12 midnight—Concert Memories

**535.4 Meters KTAB Garfield 4700**  
**560 Kcys. 1000 Watts**  
**Assoc. Broadcasters, Oakland, Calif.**  
 6:45 A.M.—Popular Records  
 7—“Back Alley” program  
 7:30—Surprise Program  
 8—Allay-Oop! with Bob Roberts  
 8:30—Tommy Tucker  
 9—Morning Prayer Hour  
 9:30—Dr. J. Douglas Thompson  
 10—Household Hour  
 10:30—Dr. B. L. Corley  
 11—Store Scenes  
 11:25—X-Bar-B Ranch Boys  
 12 noon—Echoes of Portugal  
 12:30—Records  
 1—Over the Teacups  
 1:30—Records  
 2—Studio Program  
 2:30—Masterpieces of Melody  
 2:45—Ira Blue—bridge talk  
 3—Theater of the Air  
 4—Top of the Dial Music Room  
 4:30—Records  
 5—Radio Shopping News  
 5:30—Wanderin’ Thru Switzerland  
 6—Studio program  
 6:30—Ernie Smith’s Sport Page  
 6:45—Reporter  
 7—Dance Music  
 7:30—Post Enquirer Funnies  
 7:45—Studio Program  
 8—Young People’s Program  
 8:30—Elbert La Chelle, Organist  
 8:45—The Gossipers  
 9—Vagabond Players  
 9:30—“Side-Show”  
 10:30—Luther Putnam’s Treasure Chest  
 11 to 1 A.M.—Night Owls with Ray Howell



**VAN and DON**  
**NBC-KGO—7:45 A.M.**

**322.4 Meters KROW Glenc. 6774**  
**930 Kcys. 1000 Watts**  
**Educa. Broad. Corp., Oakland, Calif.**  
 8 A.M.—News and Recordings  
 8:30—Kahua Melody Makers  
 9—Silent Period  
 1:05—Latin-American Program  
 2—Union Mutual Life  
 2:30—Nina Frellsen and Kiddies  
 3—Billy and Grace Carmen  
 3:30—The Smoky Oaks  
 4—Prosperity Hour  
 4:15—Sela Safar, “Bluer than Blue”  
 4:30—Al Cook’s Oklahoma Cowboys  
 4:45—Prosperity Program  
 5—Recordings  
 5:30—Covered Wagon Jubilee  
 6—Silent Period  
 7:30—Isobelle Henion, Vocalist  
 7:45—The Texas Cowboy  
 8—Latin-American Program  
 9—Johnny Cerruti, Accordionist  
 9:15—Italian Program  
 10 to 11 P.M.—Mystic Knights of the Sea

**322.4 Meters KFWI Franklin 0200**  
**930 Kcys. 500 Watts**  
**Radio Entertainments, San Francisco**  
 7 A.M.—Musical Pot Pourri  
 8—Silent Period  
 9—Blues Chasers  
 10—White House Program  
 10:15—Bellevue Hotel Program  
 10:30—Timely Topics  
 10:40—Popular Tunes  
 11—Children’s Hour  
 12 noon—News Flashes  
 12:15—Dance Music  
 1—Silent Period  
 6—Dance Music  
 6:30—Salon Music  
 7:15—Helen Bellevue  
 7:30—Silent Period  
 11 to 1 A.M.—Kendrick’s Hi-Jinks

**340.7 Meters KLX Lake. 6000**  
**880 Kcys. 500 Watts**  
**Tribune Pub. Co., Oakland, Calif.**  
 8 A.M.—Records; Stocks  
 9—Modern Homes Period  
 9:30—Clinic of the Air  
 10:15—Stocks; Financial Information; Weather  
 10:30—Better Business Talk  
 10:35—Records  
 11—Sunshine Twins  
 12 noon—Closing S. F. Stocks  
 12:05—Jack Delaney and his Band  
 1—Jean’s Hi-Lights  
 2—Classical Recordings  
 2:45—Records  
 3:45—Galen Harvey and Madelon Sivyer  
 4—Records  
 4:30—Brother Bob’s Club  
 5—Helen Parmelee, Pianist  
 5:15—The Three Cocoanuts  
 5:45—Song Stories, Clark Sisters  
 6—Hotel Oakland Trio  
 7—News Items  
 7:30—Helen Parmelee, Pianist  
 7:45—Sports Hi-Lights of the Air  
 8—Musical Soiree: John Wharry Lewis, Violinist; Evelyn Phelan, Accompanist; L. G. French, Baritone; Ruth Hall Crandall, Contralto; Helen Parmelee, Pianist  
 9—Faucit Theater of the Air Players  
 10—Fred Hoyer and his Hotel Oakland Dance Orchestra  
 11 to 12 midnight—Dance Program

**280.2 Meters KJBS Ord. 4148-49**  
**1070 Kcys. 100 Watts**  
**J. Brunton & Sons, San Francisco**  
 6 A.M.—KJBS Alarm Klok Klub  
 8—Recordings  
 9—Asso. Food Stores’ Program  
 9:30—Irene Hubbell, Pianist  
 9:45—Records  
 10—Reporter of the Air  
 10:05—Scotty’s Table Talks  
 10:20—Recordings  
 11:30—Concert Music  
 12 noon—Variety Program  
 1—Popular Records  
 2:45—Speak-Easy Time; Records  
 3—Reporter of the Air; Records  
 4 to 6:15 P.M.—Records  
 12:01 to 8 A.M.—Owl Program

**296.6 Meters KQW Ballard 777**  
**1010 Kcys. 500 Watts**  
**Pac. Agric. Foundation, Ltd., San Jose**  
 10—Helpful Hour  
 10:30—Recordings  
 11—Eleventh Hour Program  
 11:30—Band Concert  
 12 noon—Recordings  
 12:30—Weather; State Mkt. Reports  
 1—One o’Clock Program  
 1:30—The Friendly Hour  
 2:30—Martha Meade Program  
 3—Silent Period  
 4:30—Story Time  
 4:45—Skippy  
 5—Vespers  
 6:30—Dinner Music  
 6—Evening Echoes  
 6:15—Franco’s Program  
 6:30—Dinner Music  
 6:45—Radio News and Forum  
 8—Studio Program  
 8:30—Irma Hoffman and Dorothy Griffin  
 8:45 to 10 P.M.—Italian Program

440.9 Mtrs. **NBC-KPO** GA. 8300  
680 Kcys. 5000 Watts  
National Broadcast. Co., San Francisco

Service to KJR, KEX, KGA,  
KECA, KTAR, KFSD

7:30 A.M.—Arion Trio: KPO  
8—Financial Service: KPO, KGA,  
KJR, KEX  
8:15—Crosscuts from the Log o' the  
Day: KPO, KGA, KJR, KEX,  
KTAR off 8:45  
9:15—Stringwood Ensemble: KPO,  
off 9:45, KGA, KJR, KEX  
9:45—University of California at  
Your Service: KPO  
10—Familiar Songs: KPO, KGA,  
KJR, KEX  
10:30—The NBC Farm Forum:  
KPO, KGA, KJR, KEX, KECA  
11—Radio Troubadours: KPO, KGA,  
KEX, KTAR  
11:30—Singing Strings, Walter Blau-  
fuss, director: KPO off 11:45,  
KGA, KJR, KEX  
11:45—Scripture Reading, Charles  
J. Leimer: KPO  
11:46—Ticking the Keys, Paul Lin-  
gle, pianist: KPO  
11:50—South San Francisco Stock-  
yards Report: KPO  
11:57—Time Signals: KPO  
12 noon—Saturday Matinee, one-act  
play: KPO, KGA on 12:05, KJR,  
KEX  
12:30—Concert Favorites, vocalist;  
orchestra direction Joseph Gallie-  
chio: KPO, KGA, KJR, KEX  
12:45—Tom 'n' Dudd, vocal duo:  
KPO, KGA, KJR, KEX  
1—Pacific Feature Hour, concert or-  
chestra and vocal ensemble direc-  
tion Emil J. Polak: KPO, KGA,  
KJR, KEX, KGHL  
1:30—Bluettes, vocal trio: KPO,  
KGA, KJR, KEX, KFSD, KGA  
1:45—Andy Sannella's All-Star Or-  
chestra: KPO, KGA, KJR, KEX,  
KFSD  
2—Waldorf Astoria Sert Room Or-  
chestra: KPO, KGA, KJR, KEX,  
KGHL  
2:30—Opry House Tonight, back-  
stage skit: KPO, KGA, KJR,  
KEX, KFSD  
2:45—Donald Novis, Tenor, orches-  
tra: KPO, KGA, KJR, KEX,  
KFSD  
3—Don Amados Orchestra: KPO,  
KGA on 3:05, KJR, KEX, KFSD  
3:30—Cuckoo Program with Ray-  
mond Knight, orchestra direction  
Robert Armbruster: KPO, KGA,  
KJR, KEX  
4—Ted Flo-Rito and His Hotel St.  
Francis Orchestra: KPO, KGA,  
KJR on 4:05, off 4:45, KEX  
5—Arion Trio: Joyce Barthelson, pi-  
anist and director, Modesta Mor-  
tensen, violinist; Margaret Avery,  
cellist: KPO, KGA off 5:15, on  
5:30, KJR, KEX  
5:45—Dixie Memories, Sam Moore,  
Carolyn Moore, Dixie Marsh,  
Chuck Russell; songs and di-  
alogue: KPO, KGA, KJR, KEX,  
KECA  
6—Toreadors, Robert Stevens, Rod-  
ney Johnson, tenors; Harvey Orr,  
baritone; Henry Perry, basso; Bob  
Bence, Ned Nestor, comedians;  
Doc Johnson, banjoist: KPO,  
KGA, KJR, KEX, KGIR off 6:15  
6:45—Cecil and Sally: KPO  
7—Tom Mitchell, baritone: KPO,  
KGA, KJR, KEX  
7:15—Merle Thorpe, talk, "Our  
Vanishing Freedom": KYA, KGA,  
KJR, KGHL

7:15—News Editor of the Air: KPO  
7:30—Cesare Sodero and NBC Con-  
cert Orchestra: KPO, KGA, KJR  
on 7:45, KGHL  
8—Synco-Thots, Edna Fischer,  
Newell Chase, piano duo: KPO,  
KGA, KJR, KEX, KFSD  
8:15—To be announced  
9:45—Carol Lofner and his Bal  
Tabarin Orchestra: KPO, KGA,  
KJR  
10:15—Musical Echoes, Gail Tay-  
lor, soprano; Katherine Julye,  
harpist; Carl Kalash, violinist;  
Paul Carson, organist: KPO, KGA,  
KJR, KEX on 10:15  
10:45—McElroy's Spanish Orches-  
tra: KPO, KGA, KJR, KEX  
11:15 to 12 midnight—Organ con-  
cert, Dollo Sargent, organist:  
KPO, KGA, KJR, KEX, KFSD

379.5 Mtrs. **NBC-KGO** Sutter 1920  
790 Kcys. 7500 Watts  
National Broadcast. Co., San Francisco  
Service to KHQ, KOMO, KGW,  
KFI, KTAR, KFSD, KOA,  
KGIR, KGHL, KDYL

7 A.M.—Organ Concert: KGO  
7:30—Sven Swenson and His  
Swede-hearts: KGO, KFI, KHQ,  
KFSD  
7:45—Van and Don, the Two Pro-  
fessors, comedians: KGO, KHQ,  
KOMO, KGW, KFI, KFSD, KTAR,  
KDYL, KOA  
8—Johnny Marvin, tenor: KGO  
8:15—Little Orphan Annie: KGO,  
KHQ, KOMO, KGW, KFI  
8:30—On Wings of Song, string  
trio: KGO, KGW, KFI  
8:45—American Legion program;  
national trade revival campaign:  
KGO, KOMO, KFSD  
9—Harold Stokes and His Orches-  
tra: KGO, KFI, KFSD, on 9:15  
9:15—Happy Jack, vocalist: KGO,  
KFI  
9:30—National Farm and Home  
Hour: KGO, KHQ, KOMO, on 10;  
KFI, KFSD, KTAR, KDYL,  
KGIR  
10:30—Woman's Magazine of the  
Air: KGO, KHQ, KOMO, KFI,  
KFSD on 10:45  
11:30—Organ Recital: KGO, KHQ  
off 12, KOMO on 12 to 12:12,  
KFSD  
12:15—Western Agriculture: KGO,  
KHQ, KOMO, KGW, KFI, KFSD,  
KTAR, KGIR, KGHL  
1—Stringwood Ensemble: KGO,  
KHQ on 1:30 to 1:45, KOMO 1 to  
1:15, 1:30 to 1:45, KGW on 1:15,  
KFI on 1:30  
2—Vagabonds, vocal soloist; orches-  
tra direction Walter Behan: KGO,  
KHQ, KGW off 2:15, KTAR  
2:30—Matinee Hour, vocal soloist;  
orchestra direction Rex Dunn:  
KGO  
3—The Olympians: KGO  
3:30—John and Ned, vocal and in-  
strumental duo: KGO, KHQ  
3:45—News Service: KGO, KGIR  
4—Harlem Fantasy: KGO, KHQ,  
KFI, KFSD  
4:30—"K-7," secret service spy  
story: KGO, KHQ, KOMO, KGW,  
KFI, KFSD  
5—Erno Rapee in Foreign Lands:  
KGO, KHQ, off 5:15 to 5:30;  
KGW, on 5:15; KTAR  
6—Lucky Strike Dance Hour: KGO,  
KHQ, KOMO, KGW, KFI, KFSD,  
KTAR, KDYL, KGU  
7—Amos 'n' Andy, blackface com-  
edians: KGO, KHQ, KOMO, KGW,  
KFI, KFSD, KDYL  
7:15—Rhythmic Shadows: KGO,  
KHQ on 7:30, KFI, KFSD  
7:45—Kenneth Spencer, basso and  
dramatic reader: KGO, KHQ,  
KFSD  
8—Buddy Rogers and His California  
Cavaliers: KGO, KHQ, KGW,  
KGHL  
8:30—Associated Spotlight; "In-  
sects"; The Coquettes, vocal trio:  
Annette Hastings, Marjorie Prim-  
ley, Imelda Montagne; Cycol  
Four, male quartet; Irving Ken-  
nedy, Gwynfi Jones, tenors; Har-  
old Dana, baritone; Armand Gi-  
rard, basso; Max Walzmann, Mon-  
roe Upton, Harold Peary, Bobbe  
Deane, Captain William H. Royle,  
Bennie Walker; Cecil Underwood,  
master of ceremonies; orchestra  
direction Walter Behan. NBC  
Service to KGO, KHQ, KOMO,  
KGW, KFI  
10—Mona Lowe, blues singer: KGO,  
KHQ, KGW  
10:15—Anson Weeks and His Hotel  
Mark Hopkins Dance Orchestra:  
KGO, KHQ  
10:45—Organ concert, Paul Carson:  
KGO, KHQ, KOA  
11—Ted Flo-Rito and His Hotel St.  
Francis Dance Orchestra:  
KGO, KGW, KFI  
11:30 to 12 midnight—Jay Whid-  
den's Miramar Hotel Orchestra:  
KGO, KHQ, KOMO, KGW, KFI

## CBS

### Columbia Broadcasting System

8:30 A.M.—Ted Brewer and His  
Yoeng's Orchestra: KFBK, KMJ,  
KWG, KERN, KOL, KVI, KFRC,  
KHJ, KGB  
9—George Hall and His Hotel Taft  
Orchestra: KFBK, KMJ, KWG,  
KERN, KOL, KVI, KFPY, KFRC,  
KHJ, KGB  
9:30—Madison Ensemble, Vincent  
Sorey, conductor: KFBK, KMJ,  
KWG, KERN, KOL, KVI, KFPY,  
KHJ, KGB  
10—Saturday Syncopators, Fred  
Berrens' conductor; Taylor Buck-  
ley, baritone: KFBK, KMJ, KWG,  
KERN, KOL, KVI, KFPY, KHJ  
10:30—Columbia Salon Orchestra:  
KFBK, KMJ, KERN, KOL, KVI,  
KFPY, KHJ  
11—Boston Popular Revue: KFBK,  
KMJ, KWG, KERN, KOL, KVI,  
KFPY, KFRC, KHJ, KGB  
11:30—The Round Towers, male  
quartet: KFBK, KMJ, KWG,  
KERN, KOL, KVI, KFPY, KFRC,  
KHJ, KGB  
12 noon—Spanish Serenade: KFBK,  
KMJ, KWG, KVI, KFPY, KHJ,  
KGB  
12:30—Tommy Christian's Palisades  
Orchestra: KFBK, KMJ, KWG,  
KERN, KVI, KFPY, KHJ on  
12:45, KGB  
1—Dancing by the Sea: KFBK,  
KMJ, KWG, KERN, KOL, KVI,  
KFPY, KFRC, KHJ, KGB  
1:30—Between the Bookends: KFBK,  
KMJ, KWG, KERN, KOL, KVI,  
KFPY, KFRC, KHJ, KGB  
1:45—George Hall and His Hotel  
Taft Orchestra: KFBK, KMJ,  
KWG, KERN, KOL, KVI, KFPY,  
KFRC, KHJ, KGB  
2—Freddie Martin's Bossert Orches-  
tra: KFBK, KMJ, KWG, KERN,  
KOL, KVI, KFPY, KFRC, KHJ,  
KGB

2:30—Midland Broadcasters: KFBK, KWG, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 2:45—Ozzie Nelson and His Glen Island Casino Orchestra: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 3:15—William Vincent Hall, baritone: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 3:30—Keenan and Phillips, piano pictures: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 3:45—Do Re Mi, novelty female trio: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 4—Edwin C. Hill, "The Human Side of The News": KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KHJ, KGB  
 4:15—Vaughn De Leath: KFBK, KMJ, KERN, KOL, KVI, KFPY, KFRC, KHJ  
 4:30—Syracuse Variety hour: KFBK, KMJ, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 5—Ann Leaf at the Organ: KFBK, KMJ, KOL, KVI, KFPY, KFRC on 5:15, KHJ, KGB  
 5:30—Isham Jones and His Orchestra: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRC, KHJ on 5:45, KGB  
 6—"Music That Satisfies": KFBK, KMJ, KWG, KOL, KVI, KFPY, KOIN, KFRC, KHJ, KGB  
 6:15—Columbia Public Affairs Institute: KFBK, KMJ, KWG, KOL, KVI, KFPY, KHJ, KGB  
 6:30—Columbia Public Affairs Institute: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 6:45—Coral Islanders: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 7—Dancing by the Sea: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 7:45—Harold Stern and His St. Moritz Orchestra: KFBK, KMJ, KWG, KERN, KVI, KFPY, KFRC, KHJ, KGB  
 8—Guy Lombardo and His Royal Canadians: KFBK, KMJ, KWG, KERN, KOL, KVI, KFPY, KFRC, KHJ, KGB  
 8:30 P.M.—Noble Sissle and His Orchestra: KFBK, KMJ, KWG, KOL, KVI, KFPY, KFRC, KHJ

483.6 Meters **KGW** Atwater 2121  
 620 Kcs. 1000 Watts  
 Morning Oregonian, Portland, Ore.  
 6:45 A.M.—The Olympians  
 7—Morning Appetizers  
 7:30—T. N. T., Claude Bristol  
 7:45—NBC-KGO program  
 8—Studio program  
 8:30—The Specialists  
 9—The Oregonian of the Air  
 9:15—Crazy Crystals Cowgirls  
 9:30—Cooking School  
 10—Orchestra  
 10:15—Anna Lee Snyder  
 10:30—NBC-KGO Program  
 11:30—Me and My Shadow  
 12 noon—The Oregonian of the Air  
 12:15—NBC-KGO Program  
 12:45—O. M. Plummer  
 1—15 Minutes at Lipman-Wolfe's  
 1:15—NBC-KGO Programs to 2:15  
 2:15—Tea Time Bazaar  
 3:15—Dancing Accordion  
 3:30—Samoa Islanders  
 3:45—Oregonian of the Air  
 4—Santiseptic Program

4:15—Man from the South  
 4:30—NBC-KGO Program  
 5—Crazy Crystals Quartet  
 5:15—NBC-KGO Programs to 7:15  
 7:15—Kelly's Salon Orchestra  
 7:45—Gordon Onstad, Tenor  
 8—Fisher's Blend Hour  
 8:30—NBC-KGO Program  
 10—Don Smith  
 10:15—The Mad Hatters  
 10:45—Clarence Tolman  
 11 to 12 mid.—NBC-KGO Programs

491.5 Meters **KFRC** Prospect 0100  
 610 Kcs. 1000 Watts  
 Don Lee, Inc., San Francisco, Calif.  
 7 A.M.—Seal Rocks Broadcast  
 7:30—Exercise Period  
 8—Shell Happytime  
 8:30—CBS Programs to 9:30  
 9:30—Globe Trotter  
 9:45—Ida Bailey Allen  
 10—Junior Artists Program  
 10:55—Church Announcements  
 11—CBS Programs to 12  
 12 noon—Noonday Concert  
 1—CBS Programs to 1:45  
 1:45—Stock Quotations  
 1:50—CBS Programs to 4  
 4—News Parade  
 4:15—CBS Programs to 4:55  
 4:55—Town Topics  
 5—Skippy  
 5:15—CBS Programs to 6:15  
 6:15—Anson Weeks' Orch. (E. T.)  
 6:30—CBS Programs to 7:30  
 7:30—Chandu, the Magician  
 7:45—CBS Programs to 9  
 9—The Merry-makers  
 10—Bisquick Band  
 10:45—Gene Quaw's Orchestra  
 11—Henry Halstead's Orchestra  
 12 to 1 A.M.—Request Hour

254.1 Meters **KEX** Atwater 3111  
 1180 Kcs. 5000 Watts  
 Western Broad. Co., Portland, Ore.  
 7 A.M.—Morning Serenaders  
 8—NBC-KPO Programs to 5:15  
 5:15—William Elliott, Baritone  
 5:30—NBC-KPO Programs to 6:45  
 6:45 P.M.—Newscasting  
 7—NBC-KPO Program  
 7:15—Silent period  
 8—NBC-KPO Programs to 9:45  
 9:45—Chapel Hour  
 10:15 to 12 mid.—NBC-KPO Prog.

309.1 Meters **KJR** Seneca 1515  
 970 Kcs. 5000 Watts  
 Northwest Broad. System, Seattle, Wn.  
 7 A.M.—The Sun Risers  
 7:04—Produce Quota's; Vocal Solos  
 7:17—Road Reports; Sport News  
 8—NBC-KPO programs to 4  
 4—Lost and found advertisements  
 4:03—NBC-KPO program  
 4:45—Aviation talk  
 5—NBC-KPO programs to 6:45  
 6:45—Piano Ramblings  
 7 to 12 mid.—NBC-KPO Programs

526 Meters **KVI** Broadway 4211  
 570 Kcs. 1000 Watts  
 Puget Sound Broadcast. Co., Tacoma  
 6:30 A.M.—Farm Flashes  
 6:45—Crazy Cowboys  
 7—Dr. Kenyon's Church  
 7:30—Organ Reveille  
 8—Shell Happytime  
 8:30—CBS Programs to 7:30  
 7:30 p.m.—Chandu, the Magician  
 7:45—CBS Programs to 9  
 9—The Merry-makers  
 10—Crazy Quartette  
 10:15—Gene Quaw's Orchestra  
 11 to 12 mid.—Henry Halstead's Or.

236.1 Meters **KOL** Elliott 4466  
 1270 Kcs. 1000 Watts  
 Seattle Broadcast. Co., Seattle, Wash.  
 6:45 A.M.—Top o' the Morning  
 7—KOL Time Klock  
 8—Shell Happytime  
 8:30—CBS Programs to 10  
 10—Morning Melodies  
 10:30—Prince of the Ivories  
 10:45—Columbia Salon Orchestra  
 11—CBS Programs to 12  
 12 noon—Kiddies' Hour  
 1—CBS Programs to 4:30  
 4:30—Ceclil Solly  
 5—Hill and Dale  
 5:30—Skippy  
 5:45—CBS Programs to 7  
 7—Sports Review  
 7:15—CBS Program  
 7:30—Chandu, the Magician  
 7:45—John C. Stevenson  
 8:15—CBS Programs to 8:45  
 8:45—The Globe Trotter  
 9—Merrymakers from KHJ  
 10—Gene Quaw's Orchestra  
 11 to 12 mid.—Henry Halstead's Or.

508.2 Meters **KHQ** Main 5383  
 590 Kcs. 1000 Watts  
 Louis Wasmser, Inc., Spokane, Wash.  
 6:45 A. M.—Morning News  
 7:15—Crazy Crystals  
 7:30—NBC-KGO program  
 7:45—Kronenberg's Shoe Hospital  
 8—Studio program  
 8:15—NBC-KGO program  
 8:30—Dessert Hotel  
 8:45—Home Comfort  
 9—"Walt and Marian"  
 9:15—Sartori and Wolf  
 9:30—NBC-KGO programs to 1  
 1—Home Canning Contest  
 1:15—Silver Loaf Bakery  
 1:30—NBC-KGO program  
 1:45—Spokane Fur Co.  
 2—NBC-KGO program  
 2:30—Commercial Creamery  
 3—NBC-KGO program  
 3:45—Peerless Dental Hygiene  
 4—NBC-KGO programs to 5:15  
 5:15—"Skippy"  
 5:30—NBC-KGO programs to 7:15  
 7:15—Editorial Column—Russell Bankson  
 7:30 to 12 midnight—NBC-KGO programs

325.9 Meters **KOMO** Elliott 5890  
 920 Kcs. 1000 Watts  
 Fisher's Blend Station, Inc., Seattle  
 6:55 A.M.—Inspirational Service  
 7—NBC-KGO Programs to 9  
 9—Uncle Hank from Ciderville Center  
 9:15—Prudence Penny  
 9:30—NBC-KGO Programs to 11:30  
 11:30—Old Folks Corner  
 11:45—Club Minutes  
 12 noon—Masterworks of the Piano  
 12:12—Grain Quotations  
 12:15—NBC-KGO Programs to 1  
 1—Einer & Einar, Two Counselors  
 1:30—Home Towners  
 2—NBC-KGO Programs to 3  
 3—Santiseptic Program  
 3:15—NBC-KGO Programs to 3:30  
 3:30—Memory Book  
 3:45—News of the Air  
 4—Concert Orchestra  
 4:30—NBC-KGO programs to 5:30  
 5:30—Musical  
 6—NBC-KGO Programs to 8  
 8—Fisher's Blend Program  
 8:30—NBC-KGO Program  
 10—Vic Meyers' Music  
 11 to 12 mid.—NBC-KGO Programs

**468.5 Meters KFI Richm'd 6111**  
**640 Kcys. 50,000 Watts**  
**Earle C. Anthony, Inc., Los Angeles**

6:30 A.M.—Market Quotations  
 6:45—Dr. Seixas, Health Exercises  
 7:30—NBC-KGO Programs to 9  
 9—Dorothy Raymond, Pianist  
 9:15—NBC-KGO Programs to 11:30  
 11:30—French Lesson, Annette Doherty  
 11:45—Federal & State Mkt. Reports  
 12 noon—Dept. of Agriculture Talk  
 12:15—NBC-KGO Program  
 1—News Release  
 1:10—Woman Columnist of the Air  
 1:15—NBC-KGO Program  
 2—Tom Murray's Hill Billies  
 3—NBC-KGO Program  
 3:30—Rhythm Girls  
 3:45—News Release  
 4—NBC-KGO Programs to 5:30  
 5:30—Studio Program  
 6—NBC-KGO Programs to 7:45  
 7:45—The Choraleers  
 8—Tom Murray's Hill Billies  
 8:30—NBC-KGO Program  
 10—Hotel Ambassador Orchestra  
 11 to 12 mid.—NBC-KGO Programs

**499.7 Meters KFSD Franklin 6353**  
**600 Kcys. 1000 Watts**  
**Airfan Radio Corp., Ltd., San Diego**

7:30 A.M.—NBC-KGO Program  
 8—Morning Musical Revue  
 8:15—Morning Musical Revue  
 8:35—Stock Reports  
 8:45—NBC-KGO Programs  
 9—Good Cheer Program  
 9:15—NBC-KGO Programs to 10:30  
 10:30—Radio Dental Clinic  
 10:45—NBC-KGO Programs to 1  
 1 P.M.—E. S. Grant Hotel Serenaders  
 1:30—NBC-KGO Programs to 3:30  
 3:30—French Lesson  
 4—NBC-KGO Program  
 4:30—To be announced  
 5:15—Program Resume  
 5:20—Late News  
 5:30—To be announced  
 6—NBC-KGO Programs to 8  
 8—NBC-KGO Programs to 10  
 10—To be announced  
 11—Dance Music  
 11:30 to 12 mid.—Studio Program

**239.9 Meters KFOX Phone: 672-81**  
**1250 Kcys. 1000 Watts**  
**Nichols & Warinner, Long Beach, Cal.**

6 A. M.—The Early Bird  
 7—Recordings  
 7:45—News Report  
 8—Popular Selections  
 9—Blue Ribbon Group  
 10—Vera Graham, Organist  
 10:10—Louis C. Newman, Voice of Unity  
 10:20—Organ Recital  
 10:30—Orange Blossom Girls  
 11—Foster Tucker, Songs  
 11:15—The Three Girls  
 11:30—News Report  
 11:45—The Olympians  
 12 noon—Blue Ribbon Group  
 12:30—The Vagabonds  
 1—Gus Gagle's Orchestra  
 2—Cleo Hibbs, Melody Man  
 2:30—Lazar Samoiloff  
 3—Recordings  
 4—News Report  
 4:15—Dental Clinic

4:45—Tennessee Joe  
 5—Sunset Harmony Boys  
 5:30—Bill and Co  
 5:45—Rosebud and Marblehead  
 6—"Married Life," comedy skit  
 6:15—Cheerio Boys  
 6:30—KFOX School Kids  
 6:45—The Three Girls  
 7—The Vagabonds  
 7:15—The Boy Detective  
 7:30—Chandu, The Magician  
 7:45—The Old Professor  
 8—Petri's Programme Beautiful  
 8:15—Al and Monnie  
 8:30—Blue Ribbon Group  
 9—Pacific Coast Club Orchestra  
 9:30—Cally Holden's Orchestra  
 11 to 12 midnight—Halstead's Orchestra

**209.7 Meters KECA Richm'd 6111**  
**1430 Kcys. 1000 Watts**  
**Earle C. Anthony, Inc., Los Angeles**

9 A.M.—Louis Rueb, Exercises  
 9:15—Record Program  
 10—News Release  
 10:15—Record Program  
 10:30—NBC-KPO Program  
 11—Physical Education  
 11:30—Record Program  
 11:45—Spanish Lesson, Annette Doherty  
 12 noon—Record Program  
 1:45—Bob, Bunny and Junior  
 2—Record Program  
 4—News Release  
 4:15—Record Program  
 5—Brother Ken's Kiddies  
 5:30—Dr. Snape's Forum  
 5:45—Record Program  
 8:30—Hotel Miramar Orchestra  
 9—String Orchestra and Soloists  
 9:45 to 11 P.M.—Record Program

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

6 A.M.—Early Birds; News  
 8—NBC-KPO Programs to 12  
 12 noon—News Bulletins  
 12:05—NBC-KPO Programs to 3  
 3—News Bulletins  
 3:05—NBC-KPO Programs to 5:15  
 5:15—Peerless Quarter Hour  
 5:30—NBC-KPO Programs to 6:45  
 6:45—The Keystone Five  
 7 to 12 mid.—NBC-KPO Programs

**384.4 Meters KTM Exposition 1341**  
**780 Kcys. 1000 Watts**  
**Pickwick Broad. Corp., Los Angeles**

6 A. M.—Spanish Concert  
 8:30—Recorded Program  
 9—Dr. McCoy's Health Talk  
 9:30—Sunshine in Sermon and Song  
 10—Silent Period  
 11—Poetry  
 1:15—Christian Couriers  
 1:45—Dance Marathon  
 2—Spanish Concert  
 3—Recorded Program  
 5—Silent Period  
 8—String Ensemble, David Carlyle  
 8:30—Miniature Symphony  
 9—Playground Program  
 9:30—Jack Dunn  
 10—Dance Marathon  
 10:30—Jack Dunn  
 11—Bartley Sims, Organist  
 11:30—Request Records  
 1 to 4 A. M.—Recorded Program

**333.1 Meters KHJ VAndike 7111**  
**900 Kcys. 1000 Watts**  
**Don Lee, Inc., Los Angeles, Calif.**

7 A.M.—News Briefs and Records  
 7:45—Capt. Dobbsie  
 8—Shell Happytime  
 8:30—CBS programs to 12  
 12 noon—Spanish Serenade  
 12:30—World-wide News  
 12:45—CBS Programs to 5:15  
 3:30—Piano Pictures  
 3:45—CBS programs to 5:15  
 5:15—News Items, Town Topics  
 5:30—"Skippy"  
 5:45—CBS programs to 7:30  
 7:30—Chandu, the Magician  
 7:45—CBS program  
 8:45—Buron Pitts speaks  
 9—The Merry Makers  
 10—World-wide News  
 10:10—Bisque Band  
 10:15—Gene Quaw and Orchestra  
 11—Hotel Roosevelt Orchestra  
 12 to 1 A. M.—Roger King and Roy Ringwald

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

6:45 A.M.—Bill Sharples' Gang  
 8:45—Inspirational Talk and Prayer  
 9:30—News  
 9:45—Maxine's Shopping Service  
 10—Eddie Albright's Family  
 11:30—Maxine's Shopping Service  
 12 noon—News  
 1—New Paris Inn  
 2—Eddie Albright, Late Fiction  
 3—Matinee Mirthmakers  
 4:15—Church, Lost and Found Announcements  
 5—Town Crier  
 5:15—Dr. John Matthews  
 6—News  
 6:15—KNX Ensemble  
 6:30—Oh-h-h Elmer  
 6:45—Feature Program  
 7—Frank Watanabe and Hon. Archie  
 7:15—Ensemble  
 7:30—Vigilantes; Mirthquakers  
 7:45—Calmon Luboviski, Violinist  
 9—News  
 9:15—Dreamin' Time, with Drury Lane  
 10—KNX Ensemble  
 11 to 12 midnight—New Paris Inn

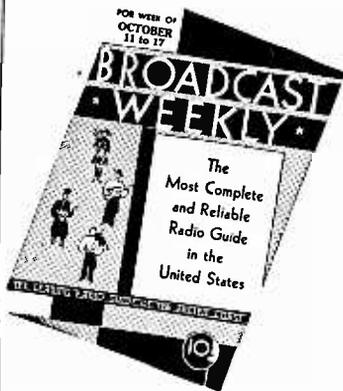
**225.4 Meters KGB Frank. 6151**  
**1330 Kcys. 5000 Watts**  
**Don Lee, Inc., San Diego, California**

7 A.M.—The Morning Edition  
 8—Shell Happytime  
 8:30—CBS programs to 10  
 10—Helen Stone, Around the Town  
 11—CBS programs to 12:15  
 12:15 P.M.—Ann Leaf at the Organ, CBS  
 12:15—Closing Stock Quotations  
 12:20—CBS programs to 4:15  
 4:15—Town Topics; News Reel  
 4:30—CBS programs to 6:45  
 6:45—Gene Quaw's Orchestra  
 7—CBS programs to 8  
 8—Hutton's Ensemble  
 8:30—Eslick's Orchestra  
 9—Merrymakers  
 10—KGB News Reel  
 10:10—Gene Quaw's Orchestra  
 11 to 12 midnight—Hotel del Coronado Casino Orchestra

Published weekly by the Broadcast Weekly Publishing Company, 726 Pacific Building, San Francisco, Calif.  
 Telephone DOuglas 5273

Yearly subscription: \$3.00 in the United States, \$5.50 in Canada. Entered as second class matter, March 25, 1923.  
 at the Post Office, San Francisco, California, under Act of March 3, 1879

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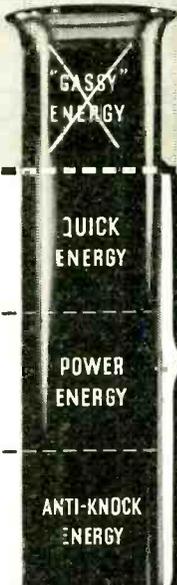
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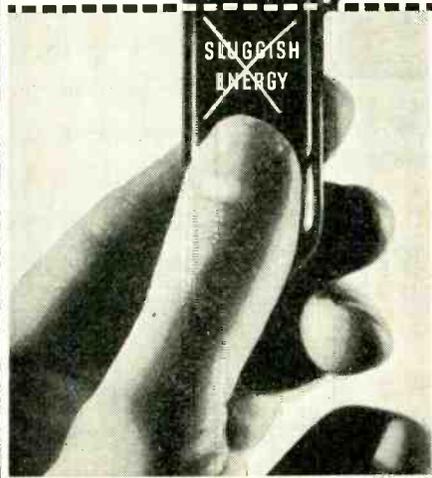
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