

FOR WEEK OF
MARCH
12th to 18th

BROADCAST WEEKLY

IN THIS ISSUE

QUESTIONS *and* ANSWERS
By GYPSY

ETHER GLEANINGS
By J. CLARENCE MYERS

OPEN CIRCUIT LETTERS

MICROPHONE GOSSIP

PICTURES OF ARTISTS

Complete NBC and CBS Programs

Programs of Leading Coast Stations

Silhouettes of Artists

Topics of the Trade



THE LEADING RADIO GUIDE OF THE PACIFIC COAST





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BROADCAST WEEKLY

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The Leading Radio Guide of the Pacific Coast

Vol. XII, No. 11

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

March 11, 1933

A New President Is Inaugurated

THE ceremonies by which *Franklin Delano Roosevelt*, ex-governor of the state of New York, was inaugurated thirty-second President of the United States, were both impressive and significant.

They reaffirmed the existence of equal opportunity and the reward of character and courage in a land where these had become mere political shibboleths. At one of the most perilous moments in its history they gave to the biggest business on earth a new general manager, endowed with greater political power than any living man, and dedicated to a "new deal" affecting the destiny of the entire world. Broadly speaking, they marked the successful culmination of one of the most sudden and sweeping political revolutions mankind has ever achieved without civil strife armed rebellion, or actual bloodshed.

But the recent inaugural ceremonies had yet another and perhaps even greater significance. They marked another great stride toward the universal recognition and day-to-day utilization of radio's prodigious power as a means of solving social and political problems, improving popular government, and augmenting the sum total of human happiness.

Only twice previously in American history has there been so positive or precipitate a political upheaval as occurred November last. The first was in the election of 1800, when the one and only *Thomas Jefferson*, glorified patron saint of all subsequent democrats, was swept into the White House. The second twenty-eight years later when rebellion at the polls again shot democracy's star to the zenith in the person of that rough-and-ready

wielder of political patronage, *Andrew Jackson*. Certainly the apparent difference between candidates *Roosevelt* and *Hoover* and their respective party platforms was insufficient either to inspire the tremendous total vote cast in the recent election or the overwhelming one-sidedness of that vote.

True, *Roosevelt* had manifested considerable political promise in his repeated victories over the powerful and corrupt "*Tammany Tiger*." His remarkable resoluteness in conquering the malignant paralysis of which he was victim, augured ill for mere political opponents. And he stood squarely and unequivocally for repeal of the Eighteenth Amendment. But no one could then be sure of the fickle public's attitude on this or any other issue. And *Hoover* was not without powerful friends or proven virtues. His devout sincerity had deeply impressed the entire nation. He had the benefit of many years' international experience and four years in the White House, the outspoken endorsement of capital and business, and the support of that great retinue of political henchmen and appointees who must ever depend upon party victory for their maintenance in office. And his stand on prohibition was calculated to alienate neither wets nor dries.

It then remained for *radio* to project the living personalities of the opposing candidates into seventeen million homes for face-to-face appraisal. It was *radio* that made every fireside a forum and carried the ringing appeal of the political spellbinder direct and simultaneously to the remotest corners of the country. It was radio that transmuted

(Continued on Page 31)

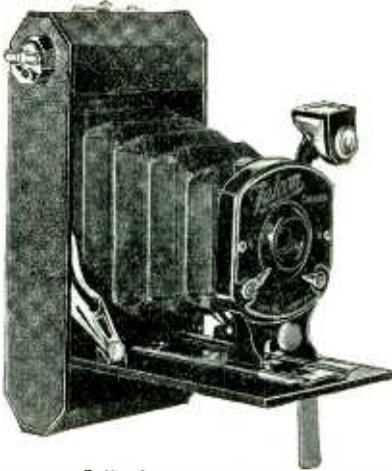
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This Falcon Vest Pocket Camera Takes Pictures

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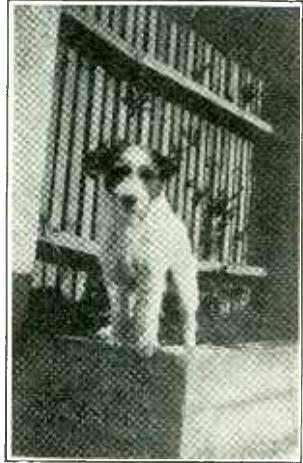


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VEST Pocket Size. Takes all standard eight exposure roll film. Pictures $1\frac{1}{8} \times 2\frac{1}{2}$ inches. Light weight but sturdy all-metal case covered in pin seal grain finish in a range of attractive colors.

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Gentlemen: Herewith is \$4.00 for which send me immediately the Falcon vest pocket camera and *Broadcast Weekly* for one year.

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CITY..... STATE

ETHER GLEANINGS

By J. CLARENCE MYERS

TO the steady abundant supply of children's programs that are cracking the ether from the network stations in these parts, add another—"Growing Up." This latest juvenile air show was launched over the NBC recently and is being released by KPO.

At the present time there are no less than ten broadcasts especially designed for younger ears, that are being released by both the CBS and NBC stations. Most of the independent stations, too, have at least one offering to attract the attention of the coming generation.

All of which puts us to thinking that the sponsors believe that today's youngster has more than a little influence on what brands of this and that are purchased for the household pantry. Practically all of the sponsors of children's programs are food manufacturers.

If little Willie and Anna Jean like a program, they become ardent followers of it and consequently demand that advertised brands that they hear during their favorite program be added to mother's grocery list. Children are the most responsive type of listeners. And when premiums are offered for sending in the paste-board cover of a certain brand of what-nots, they lose no time in carrying out the announcer's request.

That, we believe, is the solution to this sudden barrage of youth appealing programs just before the dinner hour.

"Growing Up" is to be heard nightly except Saturday and Sunday from 5 to 5:15 o'clock and is being sponsored by the Los Angeles Soap Company. It was this firm that last year footed the bill for that popular feature, "Chandu, the Magician." Gay Seabrook and Emerson Treacy, stars of stage and screen, are the principal characters. Both have starred in a number of Henry Duffy productions and in various film stories.

* * *

New York is a great place, but there's no city like San Francisco, says Anson Weeks, who, with his popular dance music aggregation, are scheduled to return to the Hotel Mark Hopkins on March 15. Homesickness is a terrible thing, and Anson and his boys have it bad. They've been playing at the St. Regis in Gotham for several months. Vincent Lopez, now at the Congress Hotel in Chicago, moves Eastward to the St. Regis when Anson moves out.

* * *

Al Pearce and his Happy Go Lucky gang, for five years contributors to the Don Lee network programs, have moved into their new berth at the NBC.

They are on a five day a week schedule from 2 to 3 o'clock, the same time that they occupied on the other network.

The program is originating from the stage of a Los Angeles theater, is piped to KFI and thence to the network, being released in San Francisco over KGO.

Swift and Company is making it possible.

Appearing with Pearce are his brother, Cal, Norman Nielsen, Hazel Warner, Tony Romano, Andy Andrews and Mory Amsterdam.

* * *

It's rice and old shoes for Mona Lowe and Paul Rickenbacher on April 19.

The popular young NBC blues singer and KHJ announcer have finally set the date for their wedding. It is to be held in Los Angeles.

It's to be the NBC's loss, too. For on April 1 Mona says "Au Revoir" to her radio followers and the network fraternity. She's ditching her mike career for a married one. Says she. Betcha' she'll be crooning away before the mike again before long, even if she is Mrs. Rickenbacher.

* * *

The Langendorf Pictorial, with Rush Hughes as narrator, has moved from a morning to a matinee spot on KGO and KFI. It is now heard from 3 to 3:15 o'clock, a more advantageous spot, its sponsors believe.

* * *

Elvia Allman, former Don Lee-Columbia mike ace, has stepped into national prominence in the radio world through her appearances on coast to coast NBC programs. Miss Allman, for five years a member of KHJ's staff, is now heard every Wednesday from 4:30 to 4:45 o'clock in a program entitled "California Cocktails," in which she sings, gives impersonations and cuts up in general. The broadcast originates in New York and is released here by KGO. Eastern listeners hear her twice a week.

* * *

The Standard Oil Company of California and the S. and W. food products company are still auditioning for night time programs which they plan to present on one of the chains soon.

* * *

This new bicycle riding craze has struck the KYA staff in a large way. Particularly the feminine members of the staff. Saturday afternoons and Sunday mornings will find a number of the fair ones pedaling through Golden Gate Park to and from the ocean beach.

Just try and make a date with any of those fair NBC gals on Thursday night. Impossible, right now, at least. For, you see, they are right in the midst of the NBC's second annual bridge tournament, and Thursday is the playing day. Thirty-six mike personalities are entered in the contest, which was conceived and promoted by Lloyd E. Yoder, head man in the press department.

If you happen up to the NBC plant on bridge night you'll see among others seated at the card tables: Ann Chase, last year's champ; Bernice Berwin, Eva Gruninger, Yoder, Ted Maxwell, Wilda Wilson Church, Elsbeth Frelleson, Edna Fischer, Myron Niesley, Ann Holden, Nelson Case, Meredith Willson, Lew Frost, Ralph Lamb.

Paul W. Black, Culbertson authority, is referee.

* * *

The NBC Road Show, Monday night event, has been chopped to one hour. Jennison Parker's musical comedy is the exclusive feature.

* * *

A merger between KOMO and KJR has been officially announced, according to our Northwest eavesdropper, John Haughn, Jr.

KJR, NBC-owned station in Seattle, will be leased to O. D. Fisher, who controls KOMO of the same city. The Federal Radio Commission has sanctioned the action.

Work has already begun upon an expansion plan which involves the construction of new studios in a new location for both stations, installation of the most modern broadcasting equipment and the construction of a new transmitter for KJR.

Tentative plans call for the stations being established in their new quarters by April 15. The new studios of both stations will be constructed in the Skinner Building in Seattle and will occupy 12,000 square feet. When completely overhauled, KJR will then utilize its 5000 watts of power, permission for which was granted it some time ago.

Bert Fisher, present manager of KOMO, will head the new organization. The stations will continue to operate separately on the air, however.

* * *

Val Valente, noted radio personality a few years ago, opened an engagement at a San Francisco ballroom recently and in all probability will be on the air soon again.

* * *

Les Mawhinney, generalissimo of publicity for KHJ, Los Angeles, hopped up to San Francisco t'other day and told us the radio business was picking up down thata-way.

* * *

One of the latest programs catering to the kiddies to hit the airways is the Sunshine

Discoverers Club, released on KFRC on Mondays and Wednesday from 5:15 to 5:30 o'clock. The Loose-Wiles Bisquit Company pays the bill.

* * *

Jean Paul King, one time announcer at the NBC here, is associated with two others on a new six times a week series over WBBM in Chicago.

* * *

The NBC's Stringwood Ensemble, directed by Charles Hart, has been increased to nine pieces, making it the major concert group on the network on the coast.

* * *

We'll bet Meredith Willson had something to do with this. He has a new program entitled "The Orchestra" on the NBC-KPO net, 9:30 to 10:30 o'clock, Wednesday nights, which is a combined dance and concert orchestra. Novelty personified.

* * *

"Keep the Air Lanes Clean." Them's our sentiments, too, boss. But what are you going to do about it when a sea-going parrot gets up before the microphone, is invited to sing a little ditty and then utters some blasphemous oaths? That's exactly what happened up at KOL recently. The boys in the studio thought it would be novel to have this trained bird do a number, but were their faces crimson when he turned the tables on them! So we'd advise you program managers who want to keep the air lanes clean, don't trust a parrot.

* * *

Radio Productions, Inc., recently organized in Los Angeles, for which Charles Gabriel resigned from KNX to become an official, have announced the completion of their radio playhouse. It is a completely equipped modern theater where radio programs may be presented by sponsors or stations to visual audiences at the same time they go on the air. The organization also has available audition and rehearsal rooms, electrical turntable transcription equipment and facilities for auditing in private, programs currently on the air.

* * *

Agatha Turley, the NBC soprano has been appearing in the studios lately with her right paw all bandaged up. She explained that as the result of an old injury she had to have it rebroken, and some of the tendons cut in order to get it functioning correctly.

* * *

The Westinghouse Company is going to award 952 prizes during its eighteen weeks of broadcasting, to the fans who give the best solutions to the various episodes of Octavus Roy Cohen's Townsend Murder Mystery serial.

Those Wheatena plays are scheduled to conclude at the end of April. It is possible that they will be renewed for the summer season, but it is definite that they will be back on the air again in the fall, the NBC says.

* * *

Opera diva Mary Garden is scheduled to speak on the program entitled "Singing—the Well Spring of Music," which the NBC is winging out on Sundays, on March 12. Other speakers to be heard on succeeding Sundays will include Herbert Witherspoon and A. Atwater Kent.

* * *

There was a great hullabaloo at the KYA studios recently when the weirdest of noises came from one of the corners of the studio. On investigating the several staff members found Harry Bechtel seemingly distressed. He explained that he was rehearsing his role of "Uncle Harry" in which he reads the Sunday comics and he was practicing making a sound like a stork.

* * *

Edward Imhaus, operatic tenor, and Bill Clinch, vocalist, are two of the latest recruits to the Feminine Fancies program, we were informed by Bill Wright, KFRC program boss, when we drifted into his spacious office t'other afternoon.

The station impresario informed this reporter that KFRC is constantly on the look-out for new talent.

"We are holding auditions for new voices every Saturday," he said. "From these trials we often discover some very fine material, and on the other hand there is empty-umpt times that number that is hopeless as far as radio is concerned."

* * *

Quite a coincidence, isn't it, that the B. A. Rolfe orchestra should pop back on that same Saturday night NBC spot which Lucky Strike abandoned and on which we first heard him under that ciggie banner many months ago? The Hudson Motor Car Company is paying his broadcasting bill now, though. The hour is 7 to 8 o'clock, NBC-KGO net.

They say that the reason that Mr. Lucky Strike quit his Saturday night show was because he got peeved at NBC for permitting so many crime dramas to creep into the programs, thus taking the effect away from his Tuesday night offering. So he chopped his schedule down to two a week.

* * *

The Mary in Globe Headlines is Sylvia Pickert, who was Elsie, the Dumb Dame in those skits with John P. Medbury on the M. J. B. Demi-Tasse Revue.

KTAB recently inaugurated a feature entitled "True Stories of Real People," which hits the ether lanes from 7:45 to 8 o'clock every Saturday night. The narrator is Rev. Gail Cleland, well known East Bay pastor.

* * *

Brief Broadcasts.—Richard Le Grand, veteran air actor and original teacher in the Associated Spotlight "School Days" skit, was a recent visitor in San Francisco. . . . Tommy Harris doesn't forget the station that gave him his start to radio fame—KFRC. He's a frequent visitor there. . . . Although Kush Hugnes is on the air over NBC but fifteen minutes a day, he spends hours daily doing research work for it. . . . The Business and Professional Men's Club of Oakland are presenting a program over KTAB every Monday night at 10 o'clock. . . . Have you heard those San Francisco booster announcements on KPO? . . . Paul Gale of the NBC's traffic department was telling us about those new teletype machines that were recently installed there which enable direct communication between the chain centers. . . . Milton Samuel, NBC publicity man, is one of the few scribes we've seen use shorthand. . . . Hollywood on the Air has been moved to Monday nights on KGO, 9:30 to 10 o'clock. . . . Big shots in the business and academic world are appearing on that series "Music Is My Hobby" being released over KGO every Friday afternoon. . . . There is a man in San Francisco who is as regular as clock work in his appearances at a local recording laboratory where he sings love songs onto the wax discs and sends 'em to his best girl in the East. . . . Eileen Fealy and Phyllida Ashley, NBC piano team, have been appearing before the mike for five years, but spoke over the air for the first time recently when interviewed by Gypsy of Broadcast Weekly. . . . Gene Sullivan, who conducts the "Sportsman's Corner" on KYA, has a nice new salmon reel sent him by an admirer. . . . Ralph Kirbery, the NBC Dream Singer, is making a series of thirteen talkie shorts in the East. . . . That Oldsmobile program with George Olsen and Ethel Shutta folds up on NBC on April Fool's Day. . . . The NBC mikes will follow Paul White-man around the country. He's on his vacation now in Florida. Then he goes on a vaudeville tour. . . . One of Harold Peary's most recent detective yarns will be published soon in a magazine devoted to Sleuth stories. . . . Since several Paris theaters and cabarets have gone on the air with programs from their stage and floor shows, there is considerable more interest in the commercial programs there. . . . George A. Presby was recently named program manager of KGW, Portland.

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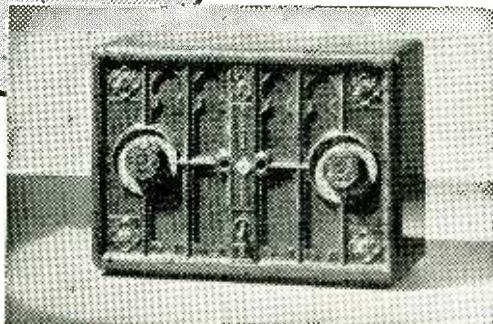
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Here's the world's most useful radio: Perfection of the ambilectric feature makes this radio operate on any kind of lighting current or dry batteries.

Its volume, tone and clarity will amaze you. Weighs only 5½ pounds—carries like a camera. Cased in genuine bakelite. Requires no installation—just plug it in the light socket or connect to batteries.

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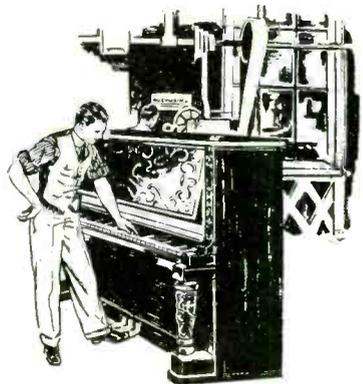
SINGIN' SAM'S FIRST PROGRAM BROUGHT IN MORE ORDERS FOR LAWN-MOWERS THAN THE SPONSORS COULD HANDLE . . . AND SO CAME TO RADIO A VETERAN OF 26 YEARS ON THE STAGE . . . SAM WAS BORN IN DANVILLE, KY. . . BUT MOVED TO RICHMOND, IND. AT THE AGE OF 8 . . . LEFT HIGH SCHOOL TO WORK IN A PIANO FACTORY (HE CAN'T PLAY TO THIS DAY) . . . AT 17 JOINED J.A. COBURN'S GREATER MINSTRELS . . . BEING FEATURED AS THE "BOY BASSO" . . . AND PARTNERING WITH FRANK TINNEY



SINGIN' SAM

HARRY FRANKEL

BECAME A FEATURED COMEDIAN WITH AL G. FIELDS' MINSTRELS . . . TOURED VAUDEVILLE FOR 8 YEARS WITH "THE BIG FOUR" QUARTET . . . EACH MEMBER OF WHICH WEIGHED OVER 200 POUNDS . . . THEN WITH JOE DUNLEVY IN "TWO BLACKBIRDS" . . . TRANPOSES HIS SONGS AT SIGHT . . . AS NONE ARE WRITTEN IN A KEY LOW ENOUGH FOR HIS VOICE . . . A CONSTANT RADIO LISTENER



COURTESY of E. T. CUNNINGHAM, INC.
Manufacturers of Cunningham Radio Tubes

The OPEN CIRCUIT



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

Advertisers Take Notice

I HAVE been a reader of BROADCAST WEEKLY for a long time, but only recently became one of your regular subscribers and as long as you keep getting better I will never be without BROADCAST WEEKLY. Frankly, when I can no longer get BROADCAST WEEKLY I will lose all interest in my receiving set. Radio entertainment without BROADCAST WEEKLY is just like a ship at sea without a compass. A short time ago my copy must have gone through the machine without the address being printed, and for four days my Ship of Radio was without its compass and we were heading for the rocks in a fog, when just in the nick of time an unaddressed copy was located in the postoffice and we were able to steer our radio ship back into the calm and peaceful waters of enjoyable entertainment. And what a relief.

Your editorials are very good and to the point. As to your Topics of the Trade and full-page ads, there is no question but what the advertisers are getting the biggest value for their money that is possible. I read every line of every add and I know that every other subscriber does the same. If dealers everywhere only knew how completely the BROADCAST WEEKLY is read every week from cover to back, they would flood you with applications for space.

Your idea of grouping the principals' pictures in the different regular programs is fine. Discussion always arises after a program as to who's who, etc.

As a rule all programs are good. After all, it is a matter of taste. Personally I like good dramas and would like to see more discussion of national and world affairs. Let our public servants keep the public advised as to the meaning and progress of important measures and events.

Now, for just one suggestion for improvement. After reading BROADCAST WEEKLY from cover to back as soon as it is received, I like most everyone else with whom I have talked, make notes of programs and broadcasts on the top, bottom, and margins of the pages so that we will be reminded on that particular day of certain programs; also to make up for the day a continuous program without any breaks. The method of marking up the tops and margins spoils the appearance of the WEEKLY and the space is too small. Now as a convenience to your many subscribers and

readers, why not have a blank page somewhere in each day's program? That would only take seven pages. Head the page "Memorandum." Besides being a help to the readers it would enable your subscribers to make notes of advertisers to which they might wish to acknowledge a program; also notes of next week's announcements, as are sometimes made.

The various members of your staff would find this blank page a handy medium for notes, corrections and comments in the make-up of the next week's issue.

Readers know that often an announcement comes over the air and there is a wild scramble for paper to take down the address, etc. I am sure that your readers would welcome this added convenience.

With best wishes for your continued success.
C. R. C., Marshfield, Oregon.

Spotlight Hits Stride

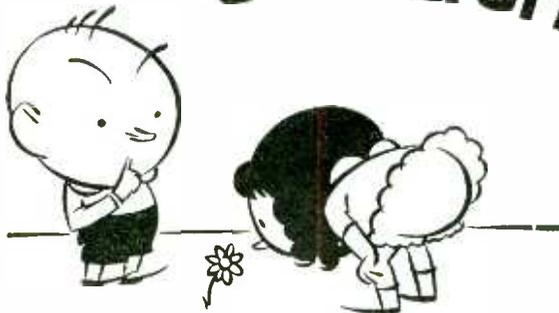
GRANTING that it took the Associated Spotlighters a couple of weeks to hit their stride under the new set-up, I for one, believe that they are now offering the best all-around program of entertainment, with the greatest variety of interesting features, of all program on the air.

It was somewhat difficult for us to become used to not having Cecil Underwood as master of ceremonies, and we missed Irving Kennedy. The Spotlighters, too, evidently felt the change. But after the second or third week, both the cast and we listeners began to get our stride again for even bigger and better entertainment. The loss of Cecil Underwood was tempered somewhat by the happy news of his promotion in the NBC ranks, and Kennedy too is now a big NBC feature in his nightly fifteen-minute period. As for Captain Bill Royle and the newcomer, Bob Stevens, both are splendid, and the latter in my opinion is destined to go right up to the top among radio tenors.

I like the idea of holding the School Days and Prof. Fizzmeyer to a quarter hour, and of mixing in more skits with the musical numbers. This greater variety gives the broadcast a sustained spice with not a moment's lag. Also, the idea of having various of the artists assist in the master of ceremonies job is an excellent contribution to the variety of the new Spotlight.

Dahrl F. D., San Francisco, Calif.

SIMPLICITY!



NO complicated belts, pistons, stuffing boxes, or other contraptions on the amazing new GRUNOW Electric Refrigerator — no, sir, and no, ma'am. *None.* It has the simplest yet sturdiest mechanism imaginable. That means extra years of steady, dependable, trouble-free service and satisfaction. No other refrigerator like it the world over. 34 separate and distinct features, including a new odorless, pressureless refrigerant *exclusive* with GRUNOW. Some dealer in your vicinity is handling this amazing new refrigerator. Be sure to SEE IT.

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QUESTIONS AND ANSWERS

By GYPSY

(See Page 17 for Answers)

1. Who is Dorothy Desmond, the actress, in private life?
2. Does Floyd Gibbons use a written continuity or talk extemporaneously when broadcasting, and for what eccentricity is he noted?
3. How old was Henry Schumer when he began his acting career?
4. In what capacity and with which station is Harold Horton now identified?
5. How old is Myron Niesley?
6. Where was Louis Dean born?
7. What is Jerry Kilgore's favorite pastime?
8. To whom is Edna O'Keefe married?
9. What are some of the organizations to which Jennings Pierce belongs?
10. Is George Gibson Davis married or single?
11. Where does Helen Norris, the writer, live?
12. How long has Pearl King Tanner been identified with radio?
13. Who was Mrs. Raymond Paige before her marriage?
14. Who is Juanita Tennyson in private life?
15. Is "Scotty" a native of Scotland?
16. What prominent western writer is the granddaughter of a pioneer San Francisco mayor, and sold her first story at the age of nine?
17. Which university did Harrison Holliway attend?
18. What does the initial E. signify in Carlton E. Morse's name?
19. What is J. Anthony Smythe's ancestry?
20. On what date does Al Schuss celebrate his birthday?
21. Who enacts the rôle of Dr. Watson in Sherlock Holmes?
22. What is Jack Arnold's real name and what does he look like?
23. What is Victor Linfoot's pet aversion?
24. Who played the part of Mamie Snodgrass in the Cecil and Sally skit before that feature signed off?

DEAD MAN'S LEGACY

. . . the unfinished mystery story which recently appeared in this magazine will be produced with its prize winning ending—

FRIDAY, MARCH 17

at 9:30 P. M.

Over the NBC-KPO Network



WITH THIS ALL-STAR CAST

<i>Case</i>	J. Anthony Smythe
<i>Max</i>	Cameron Prud'Homme
<i>Ben</i>	Michael Raffetto
<i>Joseph</i>	Barton Yarborough
<i>Marion</i>	Kathleen Wilson
<i>Carol</i>	Anne Chase

Produced by CARLTON E. MORSE

DON'T FORGET—March 17 at 9:30 p. m.

"The Beauty Winner"

AND

"The Hungarian Hang-Woman"

With JUNE KNIGHT

Two "Real-Life" American Weekly Features

ON THE AIR!

A strange, man-hating woman, the leader of a murder cult! "The Hungarian Hang-Woman" reveals how an epidemic of "suicides" caused the arrest of 100 wives for husband-murder. Taken from the thrilling article appearing Sunday, March 12, in *The American Weekly* under the title: "Wanted to be Widows So They Hanged Their Husbands." Hear the radio dramatization Wednesday evening, March 8, over—

KYA—6:30

KFRC—8:15

●

Nine beauty winners embark on a voyage. Youth, beauty, and world-wide fame was theirs. Nothing but happiness and joy appeared ahead. Yet—they found instead heartache and bitter disillusionment. Read "The Fatal Voyage of the Nine Beauty Queens" in the same issue of *The American Weekly*, Sunday. But tune in Friday evening, March 10, and hear it dramatized, with June Knight—

OVER THESE STATIONS

KPO	8:15	KQW	10:00
KYA	7:00	KFBK	7:00
KTAB	7:15	KMJ	7:00
KFRC	8:45	KWG	7:00
		KOH	7:00

You will want to hear these entertaining radio dramas, Wednesday and Friday evenings. And you will also want to read the features on which they are based—in *The American Weekly*, with the Sunday, March 12, *San Francisco Examiner*.

MICROPHONE GOSSIP



• • • Dave Marshall, tall, handsome, affable, and looking much younger than his twenty-five summers, has been signed by KFI for a series of appearances with the dance band on Wednesday nights.

Like all successful popular singers, Dave started out to be something else. Born and educated in St. Louis, his first love at the University of Washington was a drawing board, whom he met during a course in architecture. At the same time, however, he became interested in a saxophone, which he played in a collegiate band. From blowing saxes to crooning ballads, is too easy a step, particularly when one possesses a rich natural baritone. So before we knew it, Architect Marshall was established in the front rank of college musicians.

Locally, he made his bow with Gus Arnheim's band. From there he went to George Olson in the East, singing over practically every station of NBC by virtue of chain programs. Since then he has sung continually—and continuously—always with the proper result.

In his new KFI program Dave will coordinate three songs to fit a special continuity. He will *not* play a saxophone during the orchestra's interludes.

• • • President-elect Franklin D. Roosevelt was presented a bullet-proof speaker's desk, equipped with outlets for four microphones, by the Columbia Broadcasting System. The presentation was made by Herbert B. Glover, director of news broadcasting for Columbia, at the Roosevelt residence in New York. The desk is being shipped to Washington for Mr. Roosevelt's use during his official career,

The desk is somewhat similar to those used on convention rostrums or for outdoor meetings, except that the body of it is deeper than usual, the front surface extending from the speaker's shoulders to his waist. The four microphone outlets are spread across the front of this surface, and a hooded electric lamp provides illumination. The body of the desk is hollow and is lined with thin steel to render it bullet-proof. The various parts are demountable to permit shipment about the country.

• • • Eddie Peabody, besides being acclaimed the world's greatest banjo artist, is credited with the ownership of more valuable musical instruments than any other artist in the country.

In the studios of the National Broadcasting Company, where he presents his program every Wednesday evening at 7:30 o'clock over the NBC-KGO network, Eddie keeps in tune his many instruments that total in actual cash value an investment of \$26,000. All in all, he owns and plays 31 stringed instruments, a number of which are his own invention. Five valuable banios are included in his valuable collection.

• • • A lot of folks who have always liked the piano and song talents of Helen Guest will give three cheers upon hearing the announcement that she is being regularly featured on Charlie Wellman's "Chasin' the Blues" program (KECA, most weekdays at 12 noon).

• • • During Columbia's novel "cosmic ray" broadcast the other day from a 360-ton steel vault forty feet below Fifth Avenue, Announcer Don Ball, Newsman Joe Donahue

and several CBS engineers were confined in the vault for an hour and a quarter by a 27-ton steel time-lock door.

"What do we do if that door doesn't open on time?" asked Messrs. Ball and Donahue hopefully.

"Right behind you are five oxygen tanks," remarked the optimistic attendant, "and a dozen boxes of oxygen powder. If the air gets bad just sprinkle some of the powder on the floor and the air will freshen at once. You boys can last at least a week."

P.S.—The door opened on time.

• • • Roy Atwell, the word-scrambler heard on Fred Allen's CBS Revue, has a featured part in "Strike Me Pink," the new Brown and Henderson musical show which opened on Broadway Monday, February 27. Others being starred in the production are Jimmie Durante, Hope Williams, Lupe Velez and Hal LeRoy.

• • • Greely sent them West, but "California Melodies" sends them East—from the sunny shores of the Pacific to the contract-studded skies of Radioland's capital. It's a case of reverse English. They start in Hollywood, become famous, and then come to New York. If you don't get the idea, here's what we mean. "California Melodies," which used to be just a West Coast radio program over the Columbia network, has become the incubator for some of airdom's biggest stars. This bright thought occurred to us while we were contemplating the career of John P. Medbury, one of the incubator babies. Medbury was master of ceremonies on "California Melodies," and it was as a direct result of his work on that

show that he was brought to New York as head man of the Old Gold program. Then there's Bing Crosby, another of the incubator's output. He made his debut on the West Coast program two and a half years ago. "California Melodies" originates at KHJ, Los Angeles and has been on the air under the direction of Raymond Paige for three years.

• • • Helen Musselman, NBC actress, now knows exactly how long it takes her to say every line she speaks in every NBC drama. . . . From Genoa, Italy, a friend brought the pretty dramatic star a wrist watch which is evoking "Oh's" and "Ah's" in the studios. It is a tiny square affair in dull metal, very modernistic in appearance. Instead of the customary dial it has three miniature crystal windows set perpendicularly in its face, and across the windows march a never-ceasing line of numerals telling the hour, the minute and the second as they pass.

• • • Kate Smith, the Songbird of the South announces that she has changed her theme song of nearly two years' standing. In the future she'll hold onto the moon but forget about the mountain. That is to say, Kate is adopting as her new air signature "Moon Song," the hit melody from her recent motion-picture success, "Hello Everybody."

• • • Those very superstitious Boswell Sisters are slowly recovering from their recent tour. It was bad enough when they opened their tour on Friday, January 13th, and news photographers rushed up to their hotel room, opened umbrellas, broke mirrors, and placed step-ladders against the wall. Subsequently, a black cat crossed their paths in a station waiting-room and in three cities they were assigned rooms on the 13th floor. In New York their 13th floor apartment is called "12A."

• • • When the World War broke out in 1914, James R. Waters, currently heard as Jackie Goldberg in NBC's Goldberg sketches, was touring England as star of "Potash and Perlmutter." The famed comedy of Jewish life was being presented in Hull at the time of the first German air raid on England.

Waters and other members of the company were staying at a boarding house patronized by actors because of its proximity to the theatre. Good, bad and indifferent performers made the place their headquarters and the landlady, a typical cockney, sometimes lost patience with the theatrical people.

When the sirens warned of the approach of the German air fleet, reports Waters, the landlady's daughter rushed into the house.

"Mama," she cried, "the Zeppelins are coming."

"Well," mumbled the woman without stopping her sweeping, "if they are actors we h'aint got no more room."

• • • Wide-awake New York radio powers have drafted another KNX star. Tom Wallace, the baritone serenader, is the latest of the Hollywood studio's artists to heed the beckon on Broadway. He soon will be heard from Gotham over chain facilities.

• • • KROW has begun a weekly presentation entitled "This Week in Hollywood," a program which has to do with current happenings in the cinema city and intimate chats about the screen stars and the pictures in which they will be filmed.

"This Week in Hollywood" is presented every Monday afternoon, from 4:30 to 4:45.

• • • Introduced over the air several weeks ago as the Topango Serenaders this instrumental group has now become known as the Topango Mountaineers. They perform on KROW.

• • • Anita Calfot, NBC juvenile star, is fond of birds, and almost every week sees an addition to her home aviary in which eight canaries are now featured. She keeps the number down to the figure set by her family as the limit, by giving birds away to her friends, and every bird bears the name of some part the youngster has played on the air.

• • • Gypsy, who interviews radio stars before the NBC microphone Sunday nights in Personal Closeups, was a concert pianist before she turned to radio.

• • • It seems we must have our "dog news." Miss M. Stover of Roseville, California, writes that her pet pooch, a fox terrier, refuses to hit the hay until he has heard Say Hayes in his "Well, that's thirty for tonight, friends." And what's more, the radio-minded hound takes that as his signal to retire even when his mistress has company.

• • • In offering Joseph Diskay, Hungarian tenor, as a weekly feature of its programs, KNX claims a former star of the Budapest Royal Opera, one of the most famous companies in Europe.

His long years of radio experience have made Diskay a master of broadcasting technique. His radio repertoire includes songs in twenty languages.

• • • Columbia's "John Henry" presentations have been formally incorporated in the curriculum of the Lincoln School in New York. Students in three grades at the school are reading Roark Bradford's collection of "John Henry" legends, and as part of their home work in the course they are required to listen to the CBS Sunday evening broadcasts.

• • • Seth Parker is repenting a practical joke he played on his dog "Peeler." Parker,

known to millions of NBC listeners from coast-to-coast for his homey philosophy in private life is Philips H. Lord. Dogs are his favorite pets. Peeler, his favorite of a small pack, always was the first to obey Lord's commands. Recently Lord had a record made of his call to Peeler. Lord placed the record on a phonograph and then hid. Peeler came running—but no master. He dashed about the room in frenzy but couldn't find anyone. Now he refuses to come when called.

• • • Tall, blondish Alice Forsythe Mosher, soprano of note (s), appeared at the KFI studio the other night, a la Marlene Dietrich. The masculine Mosher ensemble was a ducky affair of navy blue from beret to trouser-cuffs.

And while announcers gathered round to split an admiring infinitive or two, other fems about the studio (heside Miss Mosher) quietly began hoarding their marcel money. They won't be happy UNTIL.

• • • Paul Tremaine and his band from Lonely Acres are back on Columbia's airwaves again after an absence of a year and a half. Paul and his orchestra recently returned to New York from Denver, where they'd been playing for almost a year.

• • • Sunday evening is both the busiest and the pleasantest time of the week for Ernest Hutcheson, the distinguished pianist who is heard in weekly CBS recitals with Howard Barlow's Symphony Orchestra. Mr. and Mrs. Hutcheson regularly give Sunday evening parties for approximately twenty of the outstanding young students at the Juilliard Graduate School of Music, of which Hutcheson is dean. Following supper and a few games of bridge and ping pong, the party journeys to the CBS studios, where the student group witnesses the radio recital from select seats

directly beside the distinguished pianist. Following the broadcast, the Hutchesons usually drop in at one of Author John Erskine's regular Sunday night parties, where Hutcheson frequently entertains those present with his playing until the small hours of the morning.

• • • Just before taking part in a recent Chicago Charity Show little Jackie Heller, Columbia's latest vocal find, painfully burned one eye when he collided backstage with Ben Bernie's cigar. With one eye closed, Jackie smiled his way through the show, remarking afterwards that when he was Chicago's amateur fly-weight boxing champion not so long ago he never left his public until both eyes were closed.

• • • It's probably a good thing that Lord Bilgewater doesn't happen to know where Bob Stevens, new top tenor with the Associated Spotlight, was born. If he did know, he would probably make a riddle out of the information—something about "How can a star tenor be born in two states?" It so happens that Stevens was born in Nevada, Missouri.

But he didn't stay there long. He came out to the Coast and went to school in Santa Cruz. Later he became a member of the NBC staff, where he has delighted listeners for about one year with his resonant tenor voice.

Since his appointment to the Associated Spotlight cast recently, critics have predicted for him unlimited heights in radio. Unlike most featured singers, he has no single favorite high-light number on which to stake his reputation, but believes instead constant daily study to make every number a high-light of the Associated Spotlight broadcast.

Stevens is well known to the radio audience for his featured numbers in a number of NBC programs.

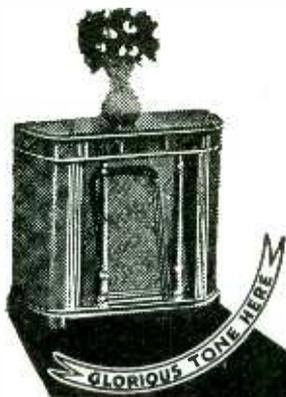
ANSWERS

To Questions on Page 12

1. The wife of Thomas Joseph Kelly, NBC producer.
2. Mr. Gibbons uses a completely written script and invariably broadcasts with his hat pulled low over his forehead.
3. Fifteen years of age.
4. Mr. Horton is now production manager of Station KMTR
5. Thirty-two years old.
6. Valley Head, Alabama, in 1901.
7. Solving cross-word puzzles.
8. Ronald Graham, baritone.
9. Delphic Club, Alpha Zeta, the National Agricultural Society, Kappa Delta Rho, and the Olympic Club.
10. Single.
11. Medford, Oregon.
12. Ten years.
13. Mary Yorke.
14. The wife of Dr. Howard Tennyson.
15. No, "Scotty" (Samuel Gayley Mortland) was born in St. Louis, Missouri.
16. Grace Sanderson Michie.
17. Stanford University.
18. Errol.
19. Slavonian.
20. February 9.
21. Leigh Lovel, for many years identified with the legitimate stage in England.
22. Vinton Haworth: Five feet 11 $\frac{3}{4}$ inches tall, weighs 150 pounds, has blue eyes, dark brown hair, a frenchy mustache, and is thirty years old.
23. Unfunny masters of ceremonies.
24. Greta Gahler.

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JOHN and NED both went to Omaha High but John was a senior when Ned was a frosh and their paths did not cross (consciously) until each had graduated. John was a traffic manager for a grain concern and Ned was commercial artist for a theatre in Council Bluffs when they were brought together by a girl who since that time has become Ned's wife. Their broadcast activities cover some five or six years. Both are dark, of average height and weight. John's last name is Wolfe. Ned's is Tollinger. John is single.



Others may imitate the deep-voiced Phil Harris' style but they can not "borrow" that intangible something in his personality. Linton, Indiana, is his birthplace. He was reared in Nashville, Tenn. After military academy, he studied law, played football and drums. Legal volumes were discarded for orchestra work upon leaving Tennessee U. and during an engagement in Australia he married Mascott Ralston. Phil is 27, weighs 170, measures 5 feet 11 and has blue eyes.

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SHORT WAVE BROADCASTING STATIONS OF THE WORLD

BY METERS AND KILOCYCLES

Mtrs.	K. C.	Call	Location	Mtrs.	K. C.	Call	Location	Mtrs.	K. C.	Call	Location
5.0	59984	PK4PA	Palembang, E. I.	30.0	10013	CM2LA	Havana, Cuba	44.0	6800	V08Z	St. Johns, N. F. D.
5.8	51724	RF61	Moscow, U.S.S.R.	30.0	10000	Belgrade, Yu-Slav.	44.4	6725	VRY	Georgetown, B. Gui.
14.0	21540	W8XK	Pittsburgh, Pa.	30.4	9868	EAQ	Aranjuez, Spain	45.0	6655	KFD	Mexico, Mexico
14.0	21540	W6XAL	Westminster, Cal.	30.5	9835	Poznan, Poland	45.0	6670	HKM	Bogota, Colombia
14.0	21460	W1XAL	Boston, Mass.	30.6	9810	LSR	Buenos Aires, Arg.	45.0	6665	11AX	Rome, Italy
14.9	20040	DHO	Nauen, Germany	31.2	9615	VQ7LO	Nairobi, Africa	45.0	6665	PK8R	Algiers, Algeria
15.2	19735	EAQ	Madrid, Spain	31.3	9590	KZ8M	Manila, P. I.	45.0	6660	PK3CH	Surabaya, E. I.
15.9	18860	PLF	Bandoeng, Java	31.3	9590	VK2ME	Sydney, Australia	46.7	6425	W3XL	Newark, N. J.
16.4	18350	VYQ	Caracas, Ven.	31.3	9590	W3XAU	Coytesville, N. J.	46.7	6420	RW6Z	Minsk, U. S. S. R.
16.7	17780	W8XK	Pittsburg, Pa.	31.3	9590	PCJ	Hilversum, Holl.	47.0	6370	HC1DR	Quito, Ecuador
16.7	17780	W9XAA	Chicago, Ill.	31.3	9580	VE9DN	Montreal, Que.	47.8	6270	HKC	Bogota, Col.
16.8	17775	PHI	Huitzen, Holland	31.3	9570	W1XAZ	Springfield, Mass.	48.6	6170	HRB	Tegucigalpa, Hon.
17.0	17640	PLF	Malabar, E. I.	31.3	9570	W8XK	Pittsburgh, Pa.	48.7	6160	HKA	Barranquilla, Col.
18.4	16330	VK2ME	Sydney, Aus.	31.4	9560	TIRC	San Jose, C. R.	48.8	6148	VE9EL	Middlechurch, Man.
19.6	15340	W2XAD	Schnectady, N. Y.	31.4	9560	Berlin, Germany	48.8	6148	VE9CS	Vancouver, B. C.
19.6	15300	Copenhagen, Den.	31.5	9530	W2XAF	Schnectady, N. Y.	48.9	6140	W8XK	Pittsburgh, Pa.
19.6	15280	W2XE	New York, N. Y.	31.6	9500	HSP2	Bankok, Siam	48.9	6130	VE9BA	Montreal, Que.
19.7	15250	W1XAL	Boston, Mass.	31.6	9500	Copenhagen, Den.	49.0	6125	FL	Paris, France
19.7	15250	W6XAL	Westminster, Cal.	31.6	9500	VK3ME	Melbourne, Aus.	49.0	6120	W2XE	New York, N. Y.
19.7	15235	FYA	Paris, France	31.9	9410	PLE	Bandoeng, Java	49.0	6120	F31CD	Chi Hoa, China
19.7	15230	DJB	Zeesen, Germany	32.0	9375	XDA	Mexico, Mexico	49.1	6115	VUB	Bombay, India
19.7	15210	W8XK	Pittsburgh, Pa.	32.0	9375	F8GC	Paris, France	49.1	6110	VE9CG	Calgary, Alberta
19.8	15190	VE9BA	Montreal, Que.	32.0	9370	TGGA	Guatemala, Guat.	49.2	6100	W3XAL	Boundbrook, N. J.
19.8	15112	HVJ	Vatican City, It.	32.0	9370	VK3LO	Melbourne, Aus.	49.2	6095	ZTJ	Johannesburg, S. Afr.
19.8	15110	HBT	Berne, Switz.	32.0	9360	CM2MK	Havana, Cuba	49.2	6095	VE9GW	Toronto, Ontario
20.4	14850	HBC	Berne, Switz.	32.1	9335	CGA	Drumville, Ont.	49.3	6090	VE9BJ	St. John, N. B.
20.5	14630	XDA	Mexico, Mexico	32.3	9300	PTT	Rabat, Mexico	49.3	6080	W9XAA	Chicago, Ill.
20.8	14420	VPD	Suva, F. I.	32.5	9230	VK2BL	Sydney, Australia	49.3	6080	W6XAL	Westminster, Cal.
20.9	14320	G2NM	Sonning, Eng.	32.8	9125	HAT	Sz'vegervar, Hun.	49.4	6070	UOR2	Vienna, Austria
21.0	14300	TGW	Guatemala, Guat.	32.8	9110	SUS	Cairo, Egypt	49.5	6065	SBG	Motala, Sweden
22.7	13200	TGX	Guatemala, Guat.	33.0	9091	XFD	Mexico, Mexico	49.5	6060	W8XAL	Cincinnati, Ohio
23.4	12830	PTT	Rabat, Morocco	33.2	9030	CFH	Haifax, N. S.	49.5	6060	W3XAU	Newark, N. J.
24.2	12400	Gothenburg, Swed.	34.0	8820	VK3UZ	Melbourne, Aus.	49.5	6060	YV2BC	Caracas, Ven.
25.0	12010	FZG	Saigon, China	34.5	8692	HKF	Bogota, Colombia	49.6	6050	HKD	Barranquilla, Col.
25.0	12000	HKK	Call, Colombia	34.6	8240	Gothenburg, Swed.	49.7	6040	W1XAL	Boston, Mass.
25.0	12000	PK6KZ	Makassar, E. I.	37.5	7995	JHBB	Hirasio, Japan	49.7	6040	PK3AN	Surabaya, E. I.
25.2	11900	FYA	Paris, France	38.0	7890	PK3AG	Semarang, E. I.	49.8	6030	VE9CA	Calgary, Alta.
25.2	11880	W8XK	Pittsburgh, Pa.	39.0	7680	HC2FG	Riomambo, Ecuador	49.8	6020	W9XF	Chicago, Ill.
25.2	11880	VE9DN	Montreal, Que.	39.7	7615	HKF	Bogota, Colombia	50.0	6005	VE9DR	Montreal, Que.
25.3	11870	VUC	Calcutta, India	39.8	7540	HKN	Medellin, Colombia	50.0	6005	HRB	Tegucigalpa, Hon.
25.3	11850	W6XN	Oakland, Calif.	40.1	7515	X26A	Nuevo Laredo, Mex.	50.0	6000	PK2AF	Djokjakarta, Siam
25.3	11840	W2XE	New York, N. Y.	40.2	7465	YR	Lyons, France	50.0	6000	ZL3ZC	Christchurch, N. Z.
25.4	11830	W9XAA	Chicago, Ill.	41.0	7317	F8GC	Paris, France	50.0	6000	EAJ25	Barcelona, Spain
25.4	11810	I2B0	Rome, Italy	41.0	7300	TGW	Guatemala, Guat.	50.0	6000	VQ7LO	Nairobi, Africa
25.4	11810	VE9GW	Toronto, Ont.	41.0	7300	CM5RY	Mantazos, Cuba	50.3	5965	HVJ	Vatican City, It.
25.4	11810	UOR2	Vienna, Austria	41.0	7300	HSP2	Bankok, Siam	50.5	5940	HKD	Barranquilla, Col.
25.4	11800	W1XAL	Boston, Mass.	41.0	7300	HKS	Call, Colombia	51.0	5880	AIN	Casablanca, Mor.
25.5	11800	W9XF	Chicago, Ill.	41.0	7300	CM6DW	Cienfuegos, Cuba	51.1	5870	W6XAF	Sacramento, Calif.
25.5	11780	VE9JR	Winnipeg, Man.	41.3	7270	HKJ	Call, Colombia	51.2	5855	XDA	Mexico, Mexico
25.5	11765	XDA	Mexico, Mexico	41.3	7260	V81AB	Singapore, Malaya	51.4	5835	HKD	Barranquilla, Col.
25.5	11760	SAS	Karlsborg, Swed.	41.5	7220	HKU	Bogota, Colombia	52.5	5710	HCJB	Quito, Ecuador
25.5	11750	G5SW	Chelmsford, Eng.	41.6	7210	EA858	Teneriffe, Can. Is.	54.0	5650	Tananaur, Mad.
25.6	11710	HKN	Medellin, Col.	41.8	7815	CM2MK	Havana, Cuba	58.0	5170	OK1MPI	Prague, Cz-Slov.
25.6	11700	VY4BV	Valencia, Ven.	41.8	7185	HKB	Tunja, Colombia	58.0	5165	HKR	Call, Colombia
25.7	11540	XAM	Yucatan, Yuc.	42.0	7145	HKF	Bogota, Colombia	60.0	5000	XCTE	Shanghai, China
25.8	11308	FYA	Paris, France	42.0	7145	HKT	Manizales, Col.	61.0	4262	F8GC	Paris, France
25.8	11305	VE9BA	Montreal, Que.	42.5	7055	V83AB	Johore Baru, Mal.	62.8	4775	ZL2XX	Wellington, N. Z.
27.0	11111	XFD	Mexico, Mexico	42.7	7025	EAR125	Madrid, Spain	0.2	4272	RW54	Kharbarovsk, USSR.
27.3	10990	ZLW	Wellington, N. Z.	42.8	7005	F8KR	Constantine, Tun.	77.5	4000	PK2AA	Batavia, E. I.
28.0	10710	F8MC	Cassablanca, Mor.	42.9	6995	CT1AA	Lisbon, Portugal	80.0	3750	I2R0	Rome, Italy
28.0	10710	CT2B0	Lisbon, Portugal	43.0	6975	EAR100	Lisbon, Portugal	87.0	3446	Haiphong, China
28.5	10520	VK2FC	Sydney, Australia	43.1	6970	XFA	Mexico, Mexico	99.0	3030	SBG	Motala, Sweden
28.9	10380	LSX	Buenos Aires, Arg.	43.6	6875	F8MC	Casablanca, Mor.	105.0	2850	VE9AF	Montreal, Que.
29.3	10240	T14NR	Heredia, C. R.	43.6	6875	PTT	Rabat, Mor.	112.1	2735	W6XAF	Sacramento, Cal.
29.5	10167	HS2PJ	Bankok, Siam	44.0	6820	XDA	Mexico, Mexico	126.7	2370	W4XA	Miami, Fla.

MEXICAN STATIONS

Call	Kilo	Power	City	Call	Kilo	Power	City	Call	Kilo	Power	City
XEA	1000	100	Guadalajara, Jal.	KEK	990	100	Mexico, D. F.	XETG	1000	100	Torreón, Coah.
XEB	1030	1000	Mexico, D. F.	XEM	1300	250	Mexico, D. F.	XETH	1000	100	Puebla, Pue.
XED	965	10000	Reynosa, Tams.	XEN	711	1000	Mexico, D. F.	XETR	610	1000	Mexico, D. F.
XEF	735	75000	Villa Acuna, Coah.	XEO	940	5000	Mexico, D. F.	XEU	1000	100	Veracruz, Ver.
XEFA	1250	250	Mexico, D. F.	XEP	1400	200	N. Laredo, Tams.	XEV	1000	100	Puebla, Pue.
XEPD	1020	500	Tijuana, B. C.	XEQ	750	5000	Ciudad Juarez, Ch.	XEW	910	5000	Mexico, D. F.
XEFE	1000	100	N. Laredo, Tams.	XER	735	75000	Villa Acuna, Coah.	XEX	1210	500	Mexico, D. F.
XEFI	1000	100	Chihuahua, Chib.	XES	890	500	Tampico, Tams.	XEY	1000	105	Merida, Yuc.
XEFJ	1000	100	Monterrey, N. L.	XET	690	500	Monterrey, N. L.	XEZ	780	500	Mexico, D. F.
XEFZ	1500	100	Coyacan, D. F.	XETA	1140	500	Mexico, D. F.	XFC	805	350	Aguaascalientes, Agta.
XEH	1080	100	Mexico, D. F.	XETB	1380	125	Torreón, Coah.	HFG	638	3000	Mexico, D. F.
XEI	1132	1000	Monterrey, N. L.	XETC	1000	100	Jalapa, Ver.	XFI	818	1000	Mexico, D. F.
XEJ	1000	100	Morelia, Mich.	XETF	630	500	Veracruz, Ver.	XFX	860	500	Mexico, D. F.
XKJ	1000	100	Ciudad Juarez, Ch.								

Sunday, March 12 at 7:15 p. m.



GYPSY

WILL INTERVIEW

LOUISE LANDIS

FEATURE EDITOR OF NBC PRESS RELATIONS

in another "Personal Close-up" Program

Listen in over NBC-KPO Network

KPO San Francisco

KGA Spokane

KJR Seattle

KFSD San Diego

KGHL Montana

Associated Spotlight Artists

NBC-KGO
NETWORK



BENNIE WALKER
"Bennie Fishel"



CAPT. "BILL" ROYLE
Master of Ceremonies



THE COQUETTES
Vocal Trio

SATURDAYS
AT 9 P. M.



BOBBIE DEANE
"Sassie Little"



ARMAND GIRARD
Basso



HAROLD PEARY
Baritone-Comedian



MAX WAIZMAN
"Prof. Fizzmeyer"

SILHOUETTES

THE real brains of The Goldbergs, radio's most engrossing family, is Mollie Goldberg. Mrs. Gertrude Berg is Mollie Goldberg.

Gertrude Berg is the proudest mother in the land. A young woman with an idea so good that it would not be downed, she has seen her brain children become the adopted family of the nation.

No episode of The Goldbergs, no matter how enthralling, could equal in interest the story of Gertrude Berg. A New York college graduate with a penchant for writing, a keen understanding of human nature and a rare skill in delineating mother rôles, she occupies a niche all her own in the hall of radio fame.

Mrs. Berg is distinctly a radio product. She is as much a part of broadcasting as the microphone. She came to radio with no stage, screen, operatic, concert or literary reputation preceding her.

Survey of Mrs. Berg's background, somehow, does not quite prepare one for understanding of her achievements. It's true she is Jewish and writes of Jewish people and customs. Originally her characters were creatures of the Ghetto and the pushcart atmosphere of Hester Street was all prevailing. As Jake Goldberg evolved from pants' presser

into business man and moved to better communities, his progress was faithfully followed and recorded by the author.

Actually Mrs. Berg knows no more, from actual contact, of life in Manhattan's crowded slums than does the average New Yorker. She was born



GERTRUDE BERG
"Mollie Goldberg"

and raised in Harlem when Harlem was still a white settlement. Her father was a hotel keeper named Edelstein. She attended Public Schools 103 and 149, Wadleigh High School and Columbia University. She is married to Louis Berg, a sugar merchant, and with the exception of two years spent with her husband on a Louisiana sugar plantation, has lived all her life in New York.

If the Goldbergs are popular because they are natural and disclose sidelights on human nature so true as to be recognized by all classes and creeds, they are so because Mrs. Berg has ever been a student of character. Since she was able to handle a pencil she has scribbled.

Her first radio script had to do with Jewish salespeople, but didn't pan out well. Then came the big idea, a story of Jewish family life—The Goldbergs, or The Rise of the Goldbergs, as it was originally called. The preparing of the script was easy enough. Finding an outlet was quite another matter. For months Mrs. Berg patiently and persistently knocked at the portals of the radio stations demanding the right of a hearing. Seven words, "It's a story of Jewish family life," for a long time stood between her and an audition.

One fortunate morning Mrs. Berg reached the ear of an NBC executive. He liked the idea, he liked the script, and he arranged the audition. The NBC program board personally enjoyed the performance, but it, too, was doubtful about the public reception. To get a definite line it was decided to put the program on the air for one night.

In selling to NBC the idea of The Goldbergs, in writing

an acceptable script and in making good at the audition. Mrs. Berg leaped three hurdles on the hazardous course to radio renown. The fourth and most difficult instruction—that of selling the listeners—was yet to be surmounted.

Mrs. Berg, having faith in her idea, her confidence in herself. Although without stage experience, she resolved to play the rôle of Mollie Goldberg herself. For the part of Jake she engaged James R. Waters, a veteran from the legitimate theatre who had devoted his life to impersonating Jewish characters. For the children she turned to the NBC studios and enlisted the aid of Alfred Corn as Sammy, and Roslyn Silber as Rosie.

With her cast thus assembled, Mrs. Berg went on the air. The feature had hardly signed off before the telephones began to jingle in the NBC offices. Pleased listeners could not wait to express their delight by mail. "Give us more of the Goldbergs" was the song they sang.

That was November 10, 1929. The Goldbergs have been on the air ever since. For two years before attracting the attention of a sponsor they were on once a week over the eastern network. Since becoming a Pepsodent feature they appear daily except Saturday and Sunday over the eastern and western NBC networks.

Mrs. Berg is 30 years old. She is 5 feet 5 inches in height, and weighs 150 pounds. She has dark brown hair and eyes. She has two children,

a boy, Cheney, aged 10, and a girl, Harriet, aged 6. In the Goldberg sketches Mrs. Berg can explain anything to her children, but in her real home she has a hard time explaining to friend daughter the other family with whom she lives so publicly.

Notwithstanding her radio activities Mrs. Berg finds time to preside over her own home and raise her own family. She likes to dance, sing, and paint pictures for diversion. Sam Jaffe is her favorite stage actor and Helen Hayes her favorite actress. Her favorite color is navy blue.



SAM HAYES

SAM HAYES, dynamic-voiced Richfield Reporter whose news-flashes are heard every night at 10 o'clock over the NBC-KGO network, was born in Cookesville, Illinois, and grew up in California, attending Hollywood High School and Stanford University.

When he entered Stanford, it was with the intent of

studying law, and he did follow the law course there, but somewhere between matriculation and graduation a change occurred, and it was an actor instead of a lawyer that he emerged from the storied arches at Palo Alto.

The Mountain Play Association's annual production enlisted him as leading man two successive years, and the San Francisco Theater Guild claimed him for such plays as "Craig's Wife" and "The Young Idea." He also has appeared with the San Francisco Community Players and in a number of legitimate productions on the Coast.

Hayes joined the NBC National Players in 1929 and played in many productions broadcast from San Francisco, then turned to announcing. He was chief announcer at an Oakland station, and broadcast the running story of twenty-four football games in one season.

As the voice of the Richfield News Flashes he brings listeners news copy hot off a leased wire service. He rehearses the feature portions of his nightly broadcasts with especial care as to pronunciation. He himself prepares the question-box replies to listeners and his interviews with notable figures.

Six feet two inches in height, with dark hair, Hayes looks the alert, pleasant personality reflected in his voice over the ether. His favorite occupations are horseback riding, broadcasting, football, and reading; his ambitions are to play both comedy and tragedy on the stage.

SUNDAY Programs

March 12, 1933

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 11:30
11:30—Marshall Grant, Organist
11:45—Fred Lane's Book Review
12 noon—New York Philharmonic
Symphony Orchestra
2—Prof. Lindsley
2:15—Rabbi Magnin, world topics
2:30—The Islanders
2:45—CBS Programs to 4:45
4:45—Up to Par with Parkelp
5—John Henry, Black River Giant
5:15—Andre Kostelanetz Presents
5:45—John Henry
6—Fred Allen's Revue
6:30—"Melody Hour," directed by
Walter Kelsey
7—Ernest Hutcheson, Pianist
7:30—To be announced
8—The Gauchos
8:15—Angelo Patri
8:30—Isham Jones Orchestra
9—The Merry-makers
10—Ted Flo-Rito Orchestra
11 to 12 mid.—Midnight Moods

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

12 noon—Records
12:30—John Wharry Lewis' quintet
1:30—Classical Recordings
2:30—Clyde Diddle, basso; Helen
Thurby, soprano; Arco and An-
ita, novelty guitar duo, and Jean
Arath, pianist
3:30—Records
4:30—The Singing Strings, violin en-
semble; T. G. Brashear, director
5—Records
5:30—Helen Parmelee, pianist
5:45—"Old Man Soliloquy"
6—Mixed quartet under the direc-
tion of M. Jay Goodman, tenor
6:30—Hotel Oakland Trio
7:30—Amateur baseball results
7:45—Dot Kay and Ethel Rhinard
8—Eight O'Clock Players
9—Brahms Trio
9:30—Bungling Bunglers
9:45—Marge Vogel and Ethel Rhin-
ard
10 to 11 P.M.—Dance program

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

2:30 P.M.—Musical Masterpieces
3:30—Blues Chasers
4—Symphonic Serenade
5—Dance Music
6—Silent period
7:50 to 9 P.M.—Service from First
Church of Christ, Scientist

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

Educa. Broad. Corp., Oakland, Calif.
8 A.M.—Sunday Symphonies
8:45—Dance of the Hour
9—Health Talk, Dr. Linebarger
9:15—Recordings
10—Lecture by Judge J. F. Ruther-
ford
10:30—Recordings
12 noon—Topango Mountaineers
12:30—Galen Harvey, organist
1—Watch Tower Program; Bible
Lecture by Judge Rutherford
1:15—Walk-a-thon

1:30—Bible Questions and Answers
2—Recordings
2:30—Silent period
6—Music; Lecture
6:30—Margaret Stuart, contralto
6:45—Diah! Graham, banjoist
7—Oakland Chamber of Commerce
7:15—Roy Edwards, Tenor
7:52—Silent period
9—Japanese Watch Tower program
9:40—Jess Norman's Orchestra
10—Walk-a-thon
10:30 to 11 P.M.—Jess Norman's Or.

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

Pac. Agric. Foundation, Ltd., San Jose
10:15 A.M.—Sunday School Lesson
11 to 12 noon—First Baptist Church
Services
7:30 to 9 P.M.—Evening Service,
First Baptist Church

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

Don Lee, Inc., Los Angeles, Calif.
8 A.M.—Sunday Times Comics
8:30—The Melody Makers
8:45—World-wide News
9—Salt Lake Tabernacle
9:30—"Home Sweet Home" Concert
10:30—Columbia Church of the Air
11—To be announced
11:30—Francisco Del Campo
11:45—Book Review
12 noon—CBS Program to 2
2—Adventure, Mystery and Romance
2:15—Rabbi Magnin
2:30—The Islanders
2:45—Chicago Knights
3—Legion Ascot Auto Races
4:30—CBS programs to 6:30
6:30—Melody Hour
7—CBS Program to 9
9—The Merry-makers
10—News Items
10:10—Ted Flo-Rito's Orchestra
11:30 to 12 Midnight—Marshall
Grant, Organist

499.7 Meters **KFSD** Franklin 6352
600 Kcys. 1000 Watts

Airfan Radio Corp., Ltd., San Diego
6 P. M.—GE Circle
6:30—Gunnar Johannsen, pianist
7—David Lawrence
7:15—Gypsy's Personal Closeups
7:30—Memories
7:45—Seth Parker
8:15—Organ Program
8:30—Melodic Serenade
9—Reader's Guide
9:30—Netherland Plaza Orchestra
10—Richfield News Flashes
10:15—Bridge to Dreamland
11 to 12 mid.—Bal Tabarin Orch.

225.4 Meters **KGB** FRank. 6151
1330 Kcys. 1000 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 11:30
11:30—Francisco del Campo
11:45—Recordings
12 noon—CBS Program
2—Bible Talk
2:30—To be announced
2:45—CBS Programs to 6:30
6:30—Melody Hour
7—CBS Programs to 9
9—Merry-makers
10—Ted Flo-Rito's Orchestra
11:30 to 12 mid.—Midnight Moods

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

Pac. Broadcast. Corp., San Francisco
8:15 A.M.—Christian Science Prog.
8:30—"Uncle Harry" Comics
9—The Troubador
9:15—Sabbath Reveries
10:15—Au Matin
10:30—Singing Strings
11—Old St. Mary's Church Services
12 noon—Salon Group
1—Waltz Idylls
2—Opera
4—Violin Masters
4:30—Symphony Series
5:30—Rabbi Elliott M. Burstein
5:45—Royal Serenaders
6—Sacred Hour
6:30—Light Opera Concert
8—John Wolohan's El Patio Orch.
9—News Flashes
9:15 to 11 P.M.—Concert Memories

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

Assoc. Broadcasters, Oakland, Calif.
8:30 A.M.—Recorded program
9—Chas. Frederick Lindsley; Records
9:30—Watchtower Program
9:45—Studio Program
10—Bible Class
11—Baptist Church Services
12:30—Chapel of the Chimes Organ
12:45—Calvary Meditations
1—Church of the Latter Day Saints
1:30—The State
1:45—Crazy Program
2—Program of classics; records
2:40—Soccer Game, Ernie Smith
4:10—Putnam's Treasure Chest
4:30—Dramatic Play
5—Chapel of Chimes Organ
6—Clinic of the Air
6:30—Portuguese Program
7—To be announced
7:15—Viennese Nights
7:30—Olive May Williamson, pianist
7:45—Church Services
9:15—Rod Hendrickson
9:30—Chapel of the Chimes Organ
9:45—Favorite Melodies
10—Jess Stafford's orchestra
11 to 11:15 P.M.—Emeryville Walka-
thon

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

J. Brunton & Sons, San Francisco
8 A.M.—Recordings
8:45—Over the Coffee Cups
9—Morning Melodies
9:30—Cosgrave's Program
9:45—Prudential Quarter Hour
10—Sunshine Melodies
10:15—Tortola program
10:30—Recordings
11—Selix Masterpieces
11:30—Three Quarter Time
11:45—Auburn Airs
12 Noon—Scherer Popular Program
12:30—Benatar's Quarter-Hour
12:45—Gray O-Grams
1—Musical Varieties
1:30—Wexel Musical Comedy Gems
2—Jo Mendel's Music
2:15—Birthday Murder Mystery
2:30—Recordings
2:45—Scherer Popular Program
3—Bernard Katz, pianist
3:15—Records
3:30—Light Classics
4—Musical Styles
4:30—Instrumental Favorites
5—Popular Selections
6:15—Silent period
12:01 to 6 A.M.—Owl program

379.5 Mtrs. **NBC-KGO** Sutter 1920
790 Kcys. 5000 Watts
National Broadcast. Co., San Francisco
Service to KHQ KOMO KGW
KFI KOA KDYL KGIR
KGHL KTAR KFSD

- 8 A.M.—Organ Concert: KGO KGW KOMO
- 8:30—Arlon Trio: KGO KOMO KGW (KFI on 9)
- 9:30—Song Album: KGO KHQ KOMO
- 10—Stringwood Ensemble: KGO KFI
- 10:15—Pop Concert: KGO KOMO KGW KFI KFSD KDYL KGHL
- 10:30—Moonshine and Honeysuckle, dramatic sketch: KGO KOMO KHQ KGW KFI KFSD KDYL KGHL
- 11—Monarch Mystery Tenor: KGO KFI KDYL
- 11:15—International Radio Forum: KGO KHQ KOMO KFI KFSD KTAR KDYL KGIR KGHL
- 11:30—Yeast Foamers, orchestra direction Charlie Agnew: KGO KHQ KOMO KGW KFI KFSD KTAR KDYL KGIR KGHL
- 12 noon—Wayne King and his Orchestra: KGO KHQ KOMO KGW KFI KDYL
- 12:30—Hour of Worship: KGO KHQ KOMO KGW KFI KFSD KTAR KDYL KGIR
- 1—Singing, the Well-Spring of Music, guest speaker: KGO KHQ KFI KOMO KFSD KDYL
- 1:15—Wildroot Institute, with Vee Lahnwurst, pianist and contralto: KGO KHQ KOMO KGW KFI KDYL
- 1:30—National Youth Conference: KGO KHQ KGW KFSD KGIR KGHL
- 2—National Vespers: KGO KHQ KGW KFSD KTAR KDYL KGIR KGHL
- 2:30—Sealed Power Program: Singing Cylinders Quartet: KGO KHQ KOMO KGW KFI KTAR KDYL KGIR KGHL
- 3—Songland, Gail Taylor, soprano; Myron Niesley, tenor: KGO KHQ KOMO KGW KFSD
- 3:30—Melodians, orchestra direction Emil Polak: KGO (KHQ on 3:45) KOMO KGW
- 4—To be announced: KGO KOMO KFSD KDYL
- 4:15—The Morin Sisters: Trio: KGO KHQ KOMO KGW KFSD KDYL
- 4:30—Great Moments in History: KGO KHQ KOMO KGW KFI KFSD KTAR KDYL
- 5—Chase and Sanborn Program: Eddie Cantor, master of ceremonies: KGO KHQ KOMO KGW KFI KFSD KTAR KDYL
- 6—General Electric Sunday Circle Concert: KGO KHQ KOMO KGW KFI KFSD KTAR KDYL
- 6:30—The American Album of Familiar Music: KGO KHQ KOMO KGW KFI KDYL
- 7—Current Government: KGO KHQ KOMO KFSD KTAR KDYL KGIR KGHL
- 7:15—Real Silk Program: KGO KHQ KOMO KGW KFI KDYL
- 7:45—Sunday at Seth Parker's: KGO KHQ KGW KECA KFSD KTAR KDYL KGHL
- 8:15—Walter Winchell: KGO KHQ KOMO KGW KFI KTAR KDYL KGIR KGHL
- 8:30—Readers' Guide, Joseph Henry Jackson: KGO

- 9—Dance Nocturne: KGO KHQ KOMO (KGW on 9:15) KDYL
- 9:30—Plano Pictures, Aileen Fealy and Phyllida Ashley: KGO KHQ KOMO KGW
- 10—Richfield News Flashes: KGO KHQ KOMO KGW KFI KFSD
- 10:15—Paul Carson, Organist: KGO KHQ (KOMO on 10:30) (KGW on 10:20) KFSD
- 11 to 12 mid.—Tom Gerun and his Bal Tabarin Orchestra: KGO KHQ KGW KFSD

440.9 Mtrs. **NBC-KPO** Sutter 1920
680 Kcys. 5000 Watts
National Broadcast. Co., San Francisco
Service to KJR KEX KGA
KECA KTAR KDYL KFSD
KGHL KGIR KOA

- 8 A.M.—Chronicle Comics, read by Scotty: KPO
- 8—Radio Rubes, hill billy quartet: KGA KJR KEX KECA KDYL KGHL
- 8:15—Major Bowes' Capitol Family: (KPO on 8:30) KGA KJR KEX KECA KFSD KDYL
- 9:15—Promenade Concert, vocal and instrumental soloists: KPO KGA KJR KEX KECA KTAR KFSD KDYL KGHL
- 10:15—Au Matin: KPO KGA KJR KEX KECA
- 10:30—Bohemians, Easton Kent, tenor: KPO KGA (KJR on 1:45) KEX KECA
- 11—Bible Stories: KPO KGA KJR KEX KECA
- 12 noon—Pastels: Lucille Kirtley, soprano; woodwind ensemble: KPO KGA KJR KEX KECA KFSD KGHL
- 12:30—Melody Mixers, Rita Lane, soprano; Bob Stevens, tenor: KPO KGA KJR KEX KECA KGHL
- 1:30—Quartet Time—The Olympians KPO KGA KJR (KEX off 1:45) KECA
- 2—Stringwood Ensemble: KPO KJR KGA KEX (KECA KFSD on 2:30) (KGHL off 2:30)
- 3—Catholic Hour: KPO KGA KJR KEX KECA KTAR KDYL KGIR
- 3:30—Our American Schools: KPO KGA KJR KEX KECA KFSD KDYL KGIR KGHL
- 4—Community Forum: KPO KGA KJR
- 4:30—Nathan Abas, violinist: KPO KGA KJR (KEX off 4:45) KECA KGHL
- 5—Rendezvous, vocal trio: KPO KGA KJR KEX KECA KGHL
- 5:30—Evening Concert: KPO KJR KGA KGHL
- 6—Cecilians, Barbara Blanchard, soprano; Eva Gruninger, contralto; Arion Trio: KPO KGA KECA KJR KEX
- 6:30—Gunnar Johansen, concert pianist: KPO KGA KJR KECA KFSD KGHL
- 7—John and Ned, harmony duo: KPO KGA KJR KECA
- 7:15—Personal Close-ups, Louise Landis, feature editor, interviewed by Gypsy: KPO KGA KJR KFSD KGHL
- 7:30—Silhouettes, vocal soloist: KPO KGA (KJR off 8)
- 8:15—Wonders of the Earth: KPO KGA KEX
- 8:30—Manhattan Merry-Go-Round: KPO

- 8:30—Jesse Crawford, organist: KGA KECA
- 9—Rudy Seiger and his Fairmont Orchestra: KPO KGA KECA
- 9:30—Seymour Simon and his Orchestra: KPO KGA KJR (KEX on 9:45) KECA KFSD KDYL
- 10—Denver Musicians' Union: KPO KGA KJR KECA KDYL KOA
- 10:30—On Wings of Music: KPO KGA KJR KEX KECA KDYL KOA
- 11 to 12 mid.—Midnight Melodies: KPO KGA KJR (KEX on 11:15) KECA

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 1:30
1:30—Julie Kellar, harpist
1:45—Wesley Tourtellotte, organist
2:30—Joseph Koestner's Orchestra
3—"Justice Through Law," Judge Leon R. Yankwich
3:15—Barbara Jamieson, pianist
3:30—College of Music, U. S. C.
4—Classic Hour, string trio
4:30—NBC-KGO Programs to 7
7—Tales of the Secret Service
7:15—Real Silk Program
7:45—String Ensemble and Soloist
8—Pacific Union College
8:15—Walter Winchell
8:30—"Manhattan Merry-go-round"
9—Tapestries of Life: Cast and orch.
9:30—Eno Crime Club
10—Richfield Reporter of the Air
10:15 to 11 P.M.—Gus Arnheim's Or.

209.7 Meters **KECA** Richm'd 6111
1430 Kcys. 1000 Watts
Earle C. Anthony, Inc., Los Angeles
8 A.M.—NBC-KPO programs to 2
2—Smallman Studios Program
2:30—NBC-KPO programs to 4
4—Recorded program
4:30—NBC-KPO programs to 5:30
5:30—Commissioners Daughter: Play
6—NBC-KPO programs to 7
7—John and Ned
7:15—Record Program
7:30—Packard Concert Orchestra
7:45—Seth Parker Program
8:15—Pierce Brothers quartet
8:30 to 12 midnight—NBC-KPO Programs

285.5 Meters **KNX** Hemp. 4101
1050 Kcys. 25,000 Watts
Western Broadcast. Co., Los Angeles
7 A.M.—Bill Sharples and his Gang
9—Avocado Man
9:30—Organ Recital
10—Judge Rutherford Sermon
10:15—Organ Recital
10:50—Third Church of Christ, Scientist
12:10 P.M.—Story of India
12:30—Louise Johnson, interpreter of cosmic laws
1—Jehovah's Witnesses
2—Los Angeles City Park Board
4—Organ; Records
4:45—Parkelp
5—Dr. John Matthews
6—Dr. Abel, Humanitarian Society
6:30—Organ
6:45—Musical Program
7—Organ, Piano, Violin, Vibraphone and Vocal Ensemble
8—First Presbyterian Church
9—News
9:15—Paris Night Life
9:30 to 10:30 P.M.—Calmon Luboviski, violinist; Claire Mellonino, pianist

CBS**Columbia Broadcasting System**

- 8 A.M.—Rhoda Arnold and Charles Carlile, duets: KFBK KWG KOL KERN KOL KVI KFRC
- 8:30—The Melody Makers: KFBK KWG KERN KDB KOL KVI KFRC KHJ KGB
- 9—Salt Lake City Tabernacle Choir and Organ: KFBK KMJ KWG KDB KOL (KVI on 9:15) KFPY KOIN KFRC KHJ KGB KSL
- 9:30—Emery Deutsch's Orchestra: KFBK KOL KVI KFPY KOIN KSL
- 9:45—Arthur Tracy, Street Singer: KFBK KOL KVI KFPY KOIN KSL
- 10—Poet's Gold. Poetic readings by David Ross: KFBK KOL KVI KFPY KOIN KLL KKH
- 10:15—Little Jack Little, vocalist and pianist: KFBK KOL KVI KFPY KOIN
- 10:30—Columbia Church of the Air: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB
- 11—"Smiling Ed" McConnell: KWG KFBK KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 12 noon—New York Philharmonic Symphony Orch.: KFBK KMJ KWG KERN KDB KOL KVI KHJ KFPY KOIN KFRC KSL KGB
- 2:45—Chicago Knights: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB
- 3—The Lawyer and the Public: KFBK KMJ KERN KDB KOL KVI KFPY KOIN KFRC KHJ KSL
- 3:30—Cathedral Hour: KFBK KMJ KWG KERN KDB KOL KVI KHJ KFPY KOIN KFRC KSL
- 4—Current Events: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KSL
- 4:15—Morton Downey: KFBK KMJ KWG KDB KVI KFPY KOIN KFRC KHJ KGB KSL
- 4:30—Fray and Braggiotti: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 4:45—Canta Nina Singing Girls: KFBK KMJ KWG KERN KDB KFPY KOIN KHJ KSL KGB
- 5—John Henry, Black River Giant: KFBK KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KSL
- 5:15—Andre Kostelanetz Presents: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 5:45—John Henry, Black River Giant: KFBK KMJ KWG KDB KOL KVI KFPY KOIN KFRC KHJ KSL KGB
- 6—Fred Allen's Bath Club Revue: KFBK KMJ KWG KERN KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 7—Ernest Hutcheson, pianist: KFBK KMJ KWG KERN KDB KOL KVI KOIN KHJ KGB
- 7:30—The Gauchos: KFBK KMJ KWG KERN KDB KVI KFPY KOIN KFRC KHJ KGB
- 8—Isham Jones and his Orchestra: KFBK KMJ KWG KERN KDB KOL KFPY KFRC KHJ KGB KLL KOH
- 8:15—Angelo Patri, "Your Child":

KFBK KMJ KWG KERN KOL
KVI KFPY KOIN KFRC KHJ
KGB KSL

- 8:30—Eddie Duchin and His Orch.: KFBK KWG KERN KOL KVI KFPY KOIN KFRC KHJ KSL
- 9 to 9:30 P.M.—Ben Follack and his Orch.: KFBK KOIN KSL

236.1 Meters **KOL** Main 2312
1270 Kcys. 1000 Watts
Seattle Broadcast. Co., Seattle, Wash.

- 8 A.M.—CBS Programs to 11
11:30—Democratic Educ. Feature
11:30—Francesco del Campo
11:45—Fred Lane's Book Review
12 noon—N. Y. Symphony Orchestra
2—Professor Lindsley
2:15—Rabbi Magnin
2:30—The Islanders
2:45—CBS Programs to 4:15
4:15—Cecil Solly
4:30—Fray and Braggiotti, pianists
4:45—Negro Achievement Hour
5—CBS Program
5:15—The Stamp Man
5:20—CBS Programs to 6:30
6:30—Melody Hour
7—Manhattan Merry-Go-Round
7:30—Radio Speaker Stevenson
8—CBS Programs to 9
9—Merrymakers
10—Crazy Minstrel
10:15—Ted Fio-Rito's Orchestra
11 to 12 mid.—Midnight Moods

483.6 Meters **KGW** Atwater 2121
620 Kcys. 1000 Watts
Morning Oregonian, Portland, Ore.

- 8 A.M.—Organ
8:30—Arlon Trio
9—Reading the Comics
9:30—Piano Surprises
10—NBC-KGO Program
11—Tommy Luke's Half Hour
11:30—NBC-KGO programs to 3
3—Willamette Choir
3:30—Melodians
4—Schwan Piano Classics
4:15—Ray Gill
4:30—NBC-KGO programs to 7
7—Round the World
7:05—Mark Daniels, baritone
7:15—NBC-KGO Programs to 8:30
8:30—The G. A. Paine Violinist
8:45—Melodic Serenade
9—Baldy's Melodies
9:15—NBC-KGO programs to 10:15
10:15—National Symphonic Singers
10:45—Bridge to Dreamland
11 to 12 mid.—Bal Tabarin Orch.

526 Meters **KVI** Broadway 4211
570 Kcys. 1000 Watts
Puget Sound Broadcast. Co., Tacoma

- 8 A.M.—CBS Program
8:30—The Melody Makers
8:45—Radio Gospel League
9:15—CBS Programs to 11:15
11:15—Central Lutheran Church
12 noon—New York Philharmonic Symphony Orchestra
2 P.M.—Judge Rutherford
2:15—Rabbi Magnin
2:30—The Islanders
2:45—CBS Programs to 4:45
4:45—Radio Gospel Musicale
5—CBS Programs to 6:30
6:30—To be announced
7—CBS Programs to 8
8—Crazy Boys
8:15—CBS Programs to 9
9—Mademoiselle Modiste
9:05—The Merrymakers
10—Ted Fio-Rito's Orchestra
11:15—Le Roy, pianist
11:30 to 12 mid.—Midnight Moods

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

- 9 A.M.—Post-Intelligencer Comics
9:30—The Song Album
10—Watch Tower Program
10:15—State Fed. Women's Clubs
10:30—Moonshine and Honeysuckle
11—Studio program
11:15—NBC-KGO programs to 1
1—To be announced
1:15—NBC-KGO Programs to 3:30
3:30—Voice of Texas
3:45—Tull and Gibbs Express
4—Northwest on Parade
4:30—NBC-KGO programs to 8:30
8:30—Rainbow Hawaiians
8:45—Editorial Column
9 to 12 mid.—NBC-KGO Programs

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

- 8 A.M.—NBC-KPO Prog. to 10:30
10:30—International Bible Students
10:45—NBC-KPO Programs to 8
8 P.M.—First Church of Christ Scientists
9 to 12 mid.—NBC-KPO Programs

254.1 Meters **KEX** Atwater 3111
1180 Kcys. 5000 Watts
Western Broad. Co., Portland, Ore.

- 8 A.M.—NBC-KPO Programs to 1:30
1:30—Albert Creitz, violinist
1:45—NBC-KPO programs to 4
4—Vesper Hour
4:30—NBC-KPO programs to 6:15
6:15—Silent period
8—NBC-KPO Programs to 8:45
8:45—Harry M. Kenin
9—Oregon Federation of Music Clubs
9:30—Netherland-Plaza Hotel Orch.
10 to 12 mid.—NBC-KPO Programs

319 Meters **KOIN** Atwater 3333
940 Kcys. 1000 Watts
The Journal, Portland, Oregon

- 9 A.M.—CBS Programs to 11
11—Smiling Ed O'Connell
11:15—CBS Program to 2
2—DLBS program
2:30—CBS programs to 6:30
6:30—Studio program
7—CBS programs
8—Journal Front Page
8:15—CBS Programs to 9
9—The Merrymakers
10—The Wanderer
10:30 to 11:30 P.M.—Dance Orch.

325.9 Meters **KOMO** Elliott 5890
920 Kcys. 1000 Watts
Fisher's Blend Station, Inc., Seattle

- 8 A.M.—NBC-KGO Programs to 10
10—Sermonette
10:15—NBC-KGO programs to 11
11—Soloist
11:15—NBC-KGO programs to 1
1:15—Wildroot Institute Program
1:30 P.M.—For All the Family
2:30—Josef Koestner and Orchestra
3—The Cornish School
3:30—The Melodians
4—Ben Tipp
4:15—NBC-KGO Programs to 7
7—Voice at the Piano
7:15—Real Silk Program
7:45—NBC-KGO Programs to 8:30
8:30—Pioneers
9—Baldy's Homespun Melodies
9:15—Dance Nocturne
9:30—Univ. of Washington Talk
9:45—Piano Pictures
10—Richfield News Flashes
10:15—Crazy Crystal Quartet
10:30 to 11 P.M.—NBC-KGO Prog.

A NEW PRESIDENT IS INAUGURATED

(Continued from Page 3)

cynical disbelief of the efficacy of the franchise into the greatest ballot-box bombardment the nation has ever known. The voter could not escape inoculation with political fever merely by failing to attend party rallies—that fever was “in the air,” life in the radio home was one *continuous* rally. Figures from authentic sources indicate the two major parties used over *five million* dollars’ worth of radio broadcasting in this campaign. And be it said to the everlasting credit of the major radio chains that they contributed approximately half of this broadcasting without charge of any kind, patriotically donating commercial time for which sponsors had already contracted to pay them two and one-half million dollars cash.

Through radio the country learned the outcome of the election hours earlier, distant sections securing the returns even days sooner via the magic ether. And when finally on Saturday, March 4, *Franklin D. Roosevelt*, President-elect, stood before Chief Justice *Hughes* of the United State Supreme Court with right hand upraised, repeating after him word for word that solemn oath administered to every incoming President, all the world heard. To radio goes the credit for permitting more people actually to “attend” this stirring patriotic ceremony than participated in any previous inaugural in American history. The broadcast was on both long and short wave. By augmenting the regular stationary microphones with a battery of the newly-perfected mobile transmitters packed on the backs of announcers in the line of march and carried in aeroplanes overhead, radio reporters were able to describe every move and pick up practically every word of President *Hoover*, President-elect *Roosevelt*, and the inaugural officials. The triumphant march down historic Pennsylvania Avenue to the tune of blaring bands; the ceremonies at the Capital, in the White House, on the reviewing stand—the broadcast picture was faithful and complete in every vivid detail. Well done, radio broadcasters.

And now, as “the tumult and the shouting dies” and “the Captains and the Kings depart” shall radio, like “the forgotten man,” be relegated to a political pigeonhole until ambitious office seekers again clamor for election? Speaking authoritatively for the western radio audience, BROADCAST WEEKLY answers with an emphatic “NO!” The citizens of the West who rallied in such numbers to support a “new deal” at the polls last fall, insist that radio be counted in on this “new

deal.” They demand a permanent radio hook-up with the country’s Capital which will enable the people to hear their President and their Congressmen in action throughout the *entire* tenure of office of each. Can anyone contend that such a radio hook-up and public check-up would not make Congressmen more constituency-minded in their attitudes, more circumspect in their conduct of public affairs, more judicious in their expenditure of public money? Can any one doubt that it would permit more intelligent voting at subsequent elections, and shortly accomplish higher-caliber office holders and greatly increased governmental efficiency and economy? Then, Mr. President, and Honorable Congressmen, let’s have it NOW.

ADVERTISING HEAD MAKES CHANGE

MR. NORTON W. MOGGE, until recently head of the San Francisco Food Department of Lord & Thomas, International Advertising Agency, joined the staff of the United Prune Growers of California on Thursday, February 23, to supervise grower and trade relations under the direction of President Hugh Hersman and General Manager F. R. Wilcox.

“We anticipate that this announcement will add impetus to our sales promotion drive,” stated Mr. Wilcox, “because Mr. Mogge brings to us a wealth of sales and advertising experience in the field of foods. He is particularly well versed in merchandising activities of western fruit cooperatives, starting with pioneering dealer service work for the California Fruit Growers Exchange (Sunkist) in 1914. For several years he worked with the trade for the Exchange in New York and other midwest and eastern territories. Following this he had direct charge of advertising for Skookum Apples and from 1920 to 1923 was advertising manager for the Northwestern Fruit Exchange, later being made division manager at Wenatchee. For several years following 1924 he was vice-president of Northwestern Fruit Distributors.”

Mr. Mogge has been with Lord & Thomas for the past five years and has handled advertising for a wide range of food products, including M. J. B. Coffee, California Ripe Olives, Sun-Maid Raisins, Blue Anchor Plums, Peaches and Cherries, California Vineyardist Grapes, Rainier Beverages and California Prunes.

Mr. Mogge will assist Mr. Hersman in grower relations, including publicity, meetings and work on the sign-up campaign.

How to be as Love

READ wh
LILLIAN



THIS

Lillian R Cleansing Cream

Before retiring at night and as often during the day as necessary, cleanse your face with LILLIAN R Cleansing Cream . . . made of quickly soluble oils; fragrant and light. Gently massage the cream over the face and throat with the cushions of the finger tips. Remove all trace of cream (this is as important as the application); using soft cloth or cleansing tissue. Now bathe the face with cold water cupped in the palms of the hands. If retiring apply LILLIAN R Balm — if preparing make-up apply LILLIAN R Lil-Lait.



4 oz. Jar \$1.00

OR THIS

Lillian R Face Powder

If you seek a really vivacious Face Powder . . . of soft texture, fine quality, exquisitely toned, with an ethereal charm that clings like mist, your quest ends when you first discover the youthful glow that LILLIAN R FACE POWDER brings to your skin! LILLIAN R FACE POWDER is without leadiness and can be worn by women of all types, for it is obtainable in 6 attractive shades: White, Rachel, Flesh, Nubian, Sun-tan, Oriental. The most important Beauty requisite is your Face Powder . . . choose LILLIAN R and your quest for the best is over.



Jumbo Box \$1.00

OR TH

Lillian R Lil

A delightful and rare preparation (arms, too). perfumed with LILLIAN R secret and exquisitely quiet. Keep a bottle handy — often. Greaseless, of smooth with velvety softness for the chapping of winds burn of summer suns.

Bottles—

Special

ely as the Lily

at GYPSY says about
R BEAUTY Requisites . . .

"I have used Lillian R products for over four years and can highly recommend them to my many radio friends. They are superior in every respect to other makes at comparable prices."



Lillian R

l Trial Offer

THIS AND Broadcast Weekly for 16 Weeks—Both for only \$1.00

y Lotion

eration for the hands
th LIL-
lite bou-
—use it
course.
ie hands
s. Ideal
and the



\$1.00

BROADCAST WEEKLY
Pacific Building, San Francisco.

Gentlemen: I enclose herewith \$1.00 for which send me *Broadcast Weekly* for 16 weeks and the

Name of Lillian R product requested

When ordering powder specify color

Name

Address

City

State

New

Renewal

Extension

ANOTHER SCOOP BY M.J.B



PETER B. KYNE

NOW A REGULAR
FEATURE ON THE

M.J.B "DEMI-TASSE REVUE"

DURING the past three years M.J.B was first to sponsor such famous stars as Bing Crosby, Donald Novis, George Olsen and John P. Medbury. Now, M.J.B scores another scoop in presenting to the radio audience Peter B. Kyne.

This famous author will tell of thrilling adventures and will spin many an interesting yarn on this new series of broadcasts.

Mr. Kyne is one of the world's best known writers and is the author of such popular works as the "Cappy Ricks" stories, "The Go Getter," "Pride of Palomar," "Kindred of the Dust," and "Never the Twain Shall Meet."

Ted Fio-Rito, America's foremost composer-director, and his nationally known orchestra will continue to do the musical honors.



Monday Nites 7:30

NBC STATIONS

MONDAY Programs

March 13, 1933

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

Don Lee, Inc., San Francisco, Calif.

- 7 A.M.—Seal Rocks Broadcast
- 7:15—Cecil Wright
- 7:25—N. Y. Stock Quotations
- 7:30—Exercise Period
- 8—Shell Happy Time
- 8:30—CBS Programs to 9:30
- 9:30—Through the Looking Glass
- 9:45—CBS Programs to 10:30
- 10:30—Globe Trotter
- 10:35—CBS Programs to 12
- 12 noon—Noonday Concert
- 1 P.M.—Edna Wallace Hopper
- 1:05—Frank Westphal's Orchestra
- 1:30—N. Y. Stock Quotations
- 1:35—Globe Trotter
- 1:45—Beauty Talk
- 2—Happy Go Lucky Hour
- 3—Feminine Fancies
- 4—Hodge Podge Lodge
- 4:30—Better Business Bureau
- 4:45—Globe Trotter; Town Topics
- 5—H-O Rangers
- 5:15—S. Shine Discoverers' Club
- 5:30—S. Gpy
- 5:45—Juanita Tennyson, vocalist
- 6—Chesterfield Program
- 6:15—CBS Programs to 8
- 8—Blue Monday Jamboree
- 10—Bisquick Band
- 10:05—Etude Ethiopians
- 10:30—Frank Greenough's Orchestra
- 11—Dancing with the Stars
- 11:30—Cafe de Paris Dance Orch.
- 12 to 1 A.M.—Midnight Request Hr.

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

Educa. Broad. Corp., Oakland, Calif.

- 8 A.M.—News Items
- 8:15—Recordings; Announcements
- 9—Silent period
- 1 P.M.—Latin-American Program
- 2—Dance of the Hour
- 2:08—Recordings; Announcements
- 2:30—American Road Builders Assn
- 2:45—Bob Moore, baritone
- 3—Milton Fallon, organist; Margaret Stuart, contralto
- 3:30—Tropical Beach Combers
- 4—Recordings
- 4:30—This Week in Hollywood
- 4:45—Muff and Millie
- 5—Topango Serenaders; W. Forrester
- 5:30—Prosperity Auction Program
- 5:45—Walk-a-thon
- 6—Silent period
- 7:30—Homer D. Gatchett, Tenor
- 7:45—Milton Fallon, organist
- 8 to 8:30 P.M.—Italian Program, James Guaragna

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

Radio Entertainments, San Francisco

- 7 A.M.—The Early Bird
- 8—Silent period
- 9—Blues Chasers
- 9:45—Dr. Corley Program
- 10—White House Program
- 10:15—Bellevue Hotel Program
- 10:30—Topics and Music
- 11—Helen Gordon Barker, art talk
- 11:15—Concert Melodies
- 11:45—Musical Portraits
- 12 noon—Oklahoma Cowboys
- 12:30—Dance Music
- 1—Silent period
- 6—Dance Music
- 6:15—News Reporter
- 6:30—Russian Balalaika Orchestra
- 7—Christian Science Program

7:15—Willitts' Contest Review

- 7:30—Silent period
- 8:30—Mildred Epstein, vocalist
- 8:45—John D. Barry, World Events
- 9—Ella Stankevich, pianist
- 9:15—C. Martin Friberg, tenor
- 9:30—Waldrenn Ensemble
- 10—Master Melodies
- 11 to 1 A.M.—Hi-Dee-Ho!

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

Tribune Pub. Co., Oakland, Calif.

- 8 A.M.—Records
- 9:15—Noon Prices N. Y. Stocks
- 9:30—Clinic of the Air
- 10:15—Stocks, financial information
- 10:30—International Kitchen, Gladys Cronkhite, director
- 11—Sunshine Twins
- 11:30—Arco and Anita
- 11:45—Madelon Sivyer and Nancy Ann Hersey
- 12 noon—Jack Delaney's Band
- 1—Jean's Highlights
- 2—Classical Recordings
- 2:40—Closing S. F. Stocks
- 2:45—Opportunity hour
- 3:45—Health School of the Air
- 4—Records
- 4:30—Brother Bob's Club
- 5—Helen Wegman Parmelee, pianist
- 5:15—"The Rhymesmith"
- 5:30—The Lovable Liars
- 5:45—Lilah Clark, pianist
- 6—Betty Babbish
- 7—News Items
- 7:30—Clark Sisters
- 7:45—Fred and Morris, comedians
- 8—Iverson's Colonial String Quartet
- 8:25—Better Business Bureau talk
- 8:30—Faucit Theatre of the Air
- 9—Aspre and his Manila String Orchestra
- 9:30—Bungling Bunglers
- 9:45—Fred Skinner, "What Have You?"
- 10 to 11 P.M.—Dance program

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
- 8:45—Ralph and Rainbow Trouper
- 9—Crazy Crystals
- 9:15—Morning Melodies
- 10—Helpful Hour; Weather
- 10:30—Monarch Melodies
- 11—Chats with Margaret Gilmer
- 11:30—Accordion Capers
- 12 noon—Band Concert
- 12:30—Weather Forecast
- 1—Mauna Keans
- 1:30—The Friendly Hour
- 2:30—Organ recital
- 3—Silent Period
- 4:30—Story Time
- 4:45—Dental Clinic of the Air
- 5—Vespers, Roger Darling
- 5:30—Skippy
- 5:45—Scott Held's Orchestra
- 6—Dinner Concert
- 6:15—Franco's Program
- 6:30—State Market Reports
- 6:45—Farmers' Exchange and Market Place
- 7—U. S. Weather Forecast
- 7:03—Radio News and Forum
- 7:30—Minute Man
- 7:45—Band Concert
- 8—Sacred Memory
- 8:30—Golden Memories
- 9—Cross-Cuts of the Log of the Day
- 9:05—Accordion Capers
- 9:30 to 10 P.M.—Mauna Keans

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

Pac. Broadcast. Corp., San Francisco

- 7:30 A.M.—Dawn Salute
- 7:45—Christian Science Program
- 8—Breakfast Hour
- 8:45—Organ Concert
- 9—Melody Moods
- 9:45—Mardi Gras
- 10—Sunshine Hour
- 11—Album Leaves
- 11:30—Prudence Penny
- 11:45—Rhythmsters
- 12 noon—Scriptures
- 12:03—Glen Goff, organist
- 1—Radio Guild
- 2—P-T-A Lecture
- 2:15—International Troubadors
- 2:30—Organ Matinee
- 3—Musical Novelties
- 3:30—Music Masters
- 4—Singing Strings
- 4:15—Bertram Bronson: Lecture
- 4:30—On Parade
- 5—Tourist Bureau Talk
- 5:05—Sunset Revue
- 5:45—Campbell Digest
- 6—Basil Wilson: Baritone
- 6:15—Supper Serenade
- 6:30—Waltz Idylls
- 7—The Classroom of the Air
- 7:30—National Radio Forum
- 8—Bay Bridge Facts
- 8:15—Sydney Dixon, G. Donald Gray, duo recital
- 8:30—Choir Hour
- 9—Virginia Miller, pianist
- 9:15—Junior Chamber of Commerce
- 9:30—Evening Lullaby
- 9:45—News Flashes
- 10—Sandman Organ
- 11 to 12 mid.—Concert Memories

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

Assoc. Broadcasters, Oakland, Calif.

- 6:45 A.M.—Records
- 7:15—Morning Reporter
- 7:30—Crazy Quartette; Records
- 8:30—Jack Hall and Clem Kennedy
- 9—Morning Prayer Hour
- 9:30—Dr. J. Douglas Thompson
- 10—Household Hour; recordings
- 10:35—Dr. B. L. Corley
- 11—Records
- 11:15—Lillian R.
- 11:30—X Bar B Ranch Boys
- 12 noon—Echoes of Portugal
- 12:25—Oakland Post Enquirer
- 12:30—Professor Lataner
- 12:45—Studio Program
- 1—Over the Teacups
- 1:30—Studio program; Crazy prog.
- 2:30—Radio Advisor
- 2:35—Recorded Program
- 3:30—Health Talk
- 3:45—Putnam's Treasure Chest
- 4—"Keep Smiling" Revue
- 4:30—Studio Program
- 4:45—Happy Hoboe
- 5—Uncle Rod's Smile Club
- 5:30—Dr. J. Douglas Thompson
- 6—Automobile Question Box
- 6:15—Emeryville Walkathon
- 6:30—News Reporter
- 6:45—Ernie Smith's Sport Page
- 7—Frank Watanabe and Archie
- 7:15—Golden Memories
- 7:30—Oakland Post-Enquirer
- 7:45—Masters' Music Room
- 8—To be announced
- 8:15—Tarzana Hill Billies
- 9—To be announced
- 10—Studio program
- 11—Emeryville Walkathon
- 11:15 to 12 mid.—Radio Cabaret

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

National Broadcast. Co., San Francisco

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

7 A.M.—Organ Concert: **KGO KOMO** (KGW on 7:15) **KGHL**
7:30—United States Navy Band: **KGO** (KOMO off 7:45) **KGW KFSD** (KDYL on 7:45) **KGHL**
8—Singing Strings: **KGO KHQ KGW KFI KFSD KDYL KGHL**
8:15—Jack and Patsy, dramatic sketch: **KGO KHQ KOMO KGW**
8:30—Sonata Recital: **KGO KHQ KGW KFI KFSD** (KGHL off at 8:45)
9—Hudson Program: **KGO KOMO KGW KFI KDYL**
9:15—Buckaroos, Charles Marshall and Ted Maxwell: **KGO KGHL**
9:30—Arion Trio: **KGO** (KHQ on 9:45, off 10) **KOMO** (KGW on 10) (KFSD on 9:45)
10:15—Doctor Dick: Drama: **KGO KHQ KOMO KGW KFI KFSD KTAR KDYL KOA KGIR KGHL**
10:30—Woman's Magazine of the Air: **KGO KHQ KOMO KGW KFI**
11:30—California Federation of Women's Clubs: **KGO KGW KFSD**
12 noon—Edna Fischer, pianist: **KGO KHQ KOMO KFSD KGHL KOA**
12:15—Western Farm and Home Hour: **KGO KHQ KOMO KGW KFI KFSD** (KTAR on 12:30) **KDYL KGIR KGHL**
1—Radio Guild: **KGO**
2—Al Pearce and his Happy-Go-Lucky Gang: **KGO KFI**
3—Langendorf Pictorial, news talk by Rush Hughes: **KGO KFI**
3—Waldorf-Astoria Orchestra: (KGO on 3:15) **KHQ KOMO KGW KDYL**
3:30—King Kong, drama: **KGO KHQ KOMO KGW KDYL**
3:45—Andrea Marsh, contralto: **KGO KOMO KGW KFSD**
4—Hall and Gruen, piano duo: **KGO KOMO KDYL**
4:15—Concert Ensemble: **KGO KFSD KDYL**
4:30—Argentine Trio: Instrumentalists: **KGO KHQ KGW**
4:45—News Service: **KGO KHQ KGW**
4:45—Little Orphan Annie: **KDYL KOA KGIR KGHL**
5—Oahu Serenaders: **KGO KOMO KFSD KDYL KGHL**
5:15—'Round-the-World Club, dramatic travelogue: **KGO KHQ KOMO KGW KFI**
5:30—Little Orphan Annie: **KGO KHQ KOMO KGW KFI KTAR**
5:45—Wheatenaville: Dramatic sketch: **KGO KHQ KOMO KGW KFI**
6—Tommy Watkins and his Orchestra: **KGO KHQ** (KOMO off 6:15) (KGW **KDYL** on 6:15) **KOA**
6:30—The Bulck Program: **KGO KHQ KOMO KGW KFI KFSD KTAR KDYL KGIR KGHL**
7—The Sizzlers, vocal trio: **KGO KFSD KDYL KGHL**
7:15—Vic and Sade: Dramatic sketch: **KGO KFSD KDYL KGHL**
7:30—Demi-Tasse Revue, Peter B. Kyne, stories; Ted Pio-Rito and his Hotel St. Francis orchestra; Tommy Harris, imitator; Ernie Smith: **KGO KHQ KOMO KGW**

KFI KFSD KDYL KOA KGIR

KGHL
8—Amos 'n' Andy: **KGO KHQ KOMO KGW KFI KFSD KDYL**
8:15—Spratts Dog Show of the Air: **KGO KOMO KGW KFI**
8:30—Voice of Firestone: **KGO KHQ KOMO KGW KFI KFSD KTAR KDYL KGIR KGHL KGU**
9—Pennzoll News Review: **KGO KFI**
9—Southern Harmony Four: **KHQ KGW KGHL**
9:15—Freddie Martin's Orchestra: **KDYL KGHL**
9:30—Hollywood on the Air: **KGO**
10—Richfield News Flashes: **KGO KHQ KOMO KGW KFI KFSD**
10:15—Mark Hopkins Hotel Orch.: **KGO KHQ** (KOMO off 10:30) **KGW KFSD**
11—Phil Harris' Orchestra: **KGO KHQ KOMO KGW KFI KFSD**
11:30 to 12 mid.—Organ Concert, Dollo Sargent: **KGO KHQ KOMO KGW KFI KFSD**

440.9 Mtrs. **NBC-KPO** Sutter 1920
680 Kcs. 5000 Watts

National Broadcast. Co., San Francisco

Service to **KJR KEX KGA
KECA KTAR KDYL KFSD
KGHL KGIR KOA**

7:30 A.M.—Arion Trio: **KPO**
8—Financial Service: **KPO KGA KJR KEX**
8:15—Elsie May Gordon, characterizations: **KPO KGA KJR KEX KECA**
8:30—Organ Concert: (KPO off 8:45) (KYA on 8:45) **KGA** (KJR KEX off 8:45) **KECA KFSD**
8:45—Julia Hayes, helpful hints: **KPO**
9—Tom Mitchell, baritone: **KPO KGA KJR KEX KECA**
9:15—On Wings of Song, string trio **KPO KGA KJR KECA KFSD**
9:30—Mardi Gras: (KPO off 9:45) (KYA on 9:45) **KGA KJR KEX KECA**
9:45—U. of C. Program: **KPO**
10—Sax-o-Tunes: **KPO KGA KJR KEX KECA**
10:30—The Ambassadors: Male quartet: **KPO KGA KJR KEX KFSD KDYL**
10:45—Rhythmic Serenade: **KPO KGA KJR KEX KFSD KDYL**
11—Words and Music: **KPO KGA KJR KEX KECA KFSD KGHL KDYL**
11:30—Outstanding Daytime Speakers: **KPO KDYL KGHL**
11:45—Sisters of the Skillet: Comedy sketch: **KPO KGA KJR KEX KECA KDYL**
12 noon—Organ Concert: **KPO** (KGA on 12:05) **KJR KEX**
12:30—Pair of Pianos: **KPO KGA KEX KECA**
1—Stringwood Ensemble: **KGA KJR KEX**
1:15—Ann Warner, household talks: **KPO**
2—Lee Sims and Ilomay Bailey: **KPO KGA KJR KEX KECA KFSD KDYL KGHL**
2:15—Concert Petite. Orch.: **KPO KGA KJR** (KEX off 2:45) **KECA KFSD**
3—Melody Mixers: **KPO** (KGA on 3:05) (KJR on 3:10, off 3:50) **KEX KECA KGHL**
4—Life of the Reillys: **KPO KGA KJR KEX KECA KFSD KGHL**

4:15—Health Ways, health talk: **KPO KGA KJR KECA KGHL KEX**

4:30—Eileen Piggott, soprano: **KPO KGA KJR KEX KDYL KGHL**

4:45—Barbara Dale's Charm Matinee: **KPO KFSD**

5—Growin' Up, dramatic sketch, with Gay Seabrook and Emerson Tracy: **KPO**

5—California State Chamber of Commerce Program: **KGA KJR KECA**

5:15—Hotel Hollenenden Orchestra: **KPO KGA KEX KECA KFSD KGHL**

5:30—Meredith Willson, orchestra: **KPO KGA KJR KDYL KOA KGHL**

6—Music Doctor: Orchestra direction Joseph Hornik: **KPO KGA KJR KECA KFSD KGHL**

6:30—Safety First: Traffic talk: **KPO KGA KJR KECA**

6:45—Irving Kennedy, tenor; Instrumental trio: **KPO KJR**

7—Dr. Copeland's health talks: **KPO**

7—John and Ned, harmony duo: (KPO on 7:05) **KGA**

7:15—Tarzan of the Apes: **KPO**

7:30—National Radio Forum: **KYA KGA KJR KTAR**

7:30—Gypsiana: Louis Ford, violinist; William Cowles, pianist: **KPO**

7:45—The Seal of the Don: Mystery serial: **KPO**

8—Bluettes, vocal trio: **KPO KJR KGA KECA**

8:15—Pacific Advertising Association Talks: **KPO KGA KJR KEX KECA**

8:30—NBC Drama Hour: **KPO KJR KGA KEX KECA**

9—The Goldbergs: **KPO KGA KJR KEX KECA KDYL**

9:15—Synco-Thots, Edna Fischer, Newell Chase, piano duo: **KPO KGA KJR KECA KFSD**

9:30—Road Show, variety program: **KPO KGA KJR KEX KECA** (KDYL on 10) **KOA** (KGHL off 10)

10:30—Charles Hart, instrumental ensemble. **KPO KGA KJR KEX KECA KDYL KOA**

11—Organ Concert: **KPO KGA KEX KECA**

11:30 to 12 mid.—Rhythm Vendors: **KPO KGA KJR KEX KECA**

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

J. Brunton & Sons, San Francisco

6 A.M.—**KJBS** Alarm Klok Klub

8—Favorite recordings

9—Assoc. Food Stores

9:30—Popular Song Favorites

10—Reporter of the Air

10:05—Scotty's Table Talks

10:20—Popular Selections

11:30—Charles' Miniature Vaudeville

11:45—Concert Favorites

12 noon—Recordings

12:15—Gaila Rini, accordionist

12:30—Band Concert

12:45—Carl Coveny & Pat Buckman

1—Stock reports; records

2:15—Willie Mae Carson, bridge authority

2:30—Records

2:45—Speak-Easy Time; records

3—Reporter of the Air; records

4—Dance Melodies

4:30—Musical Styles

4:45—Popular Recordings

6:15—Silent Period

12:01 to 6 A.M.—Owl Program

CBS

Columbia Broadcasting System

- 8:30 A.M.—Academy of Medicine Program: KFBK KMJ KWG KVI KERN KOL KFRC KHJ
- 8:45—Ben Alley, tenor: KFBK KMJ KWG KERN KDB KOL KFPY KVIN KFRC KHJ KSL KGB
- 9—Paul Tremaine's Orch.: KFBK KMJ KWG KERN KDB KOL KVI KFPY KVIN KFRC KHJ KGB
- 9:30—Concert Miniatures: KFBK KWG KERN KDB KOL KVI KFPY KVIN (KFRC on 9:45) KHJ KGB
- 10—Billy Hays and his Orchestra: KFBK KMJ KWG KERN KDB KOL KVIN KFRC KHJ
- 10:30—Palmer House Ensemble. KFBK KMJ KERN KDB KFPY KVI KFRC KHJ KGB KSL
- 11—National Student Federation of America program: KFBK KMJ KWG KERN KDB KOL KVI KHJ KVIN KFRC KGB KSL
- 11:15—Sylvia Sapiro. Presenting "The Well-Tempered Clavichord": KFBK KMJ KWG KERN KDB KOL KVI KFPY KVIN KFRC KHJ KGB
- 11:30—American School of the Air: KFBK KMJ KWG KERN KDB KOL KVI KFPY KVIN KFRC KHJ KGB KSL
- 12 noon—Eton Boys, male quartet: KMJ KDB KERN KFPY KVIN
- 12:15—Columbia Salon Orchestra: KFBK KMJ KWG KERN KDB KVI KFPY KVIN KGB KSL
- 12:45—Sam Prager, pianist; Helen Nugent, contralto: KFBK KMJ KWG KERN KDB KVI KFPY KVIN KSL KGB
- 1—Frank Westphal's Orch.: KFBK KMJ KWG KERN KDB (KOL & KVI on 1:15) KFPY KFRC KSL
- 1:30—Columbia Artist Recital: KMJ KFBK KWG KERN KDB KFPY KOL KHJ KSL
- 2 to 4:30—Programs to KSL
- 4:30—Howard Neumiller, pianist, and Phil Porterfield, baritone: KFBK KMJ KWG KERN KDB KFPY KSL
- 4:45—Between the Bookends: KMJ KFBK KERN KDB KOL KFPY KVI KSL
- 5—H-Bar-O Rangers: KFBK KMJ KWG KERN KOL KVI KFPY KVIN KFRC KHJ KGB
- 5:15—Carl Moore and his Orchestra: KFBK KMJ KWG KERN KOL KFPY KGB
- 6—Chesterfield Program: Ruth Etting: KFBK KMJ KWG KERN KOL KVI KFPY KVIN KFRC KHJ KGB KSL
- 6:15—Red Nichols and his Orch.: KFBK KWG KDB KOL KFPY KFRC KHJ KSL
- 6:30—"Mysteries in Paris": KSL
- 7—Columbia Radio Revue: KFBK KWG KDB KFPY KVIN KFRC KHJ KSL
- 7:30—Edwin C. Hill: KFBK KMJ KWG KERN KDB KFPY KVIN KFRC KHJ KGB
- 7:45—"Myrt and Marge": KFBK KMJ KWG KERN KOL KVI KSL KFPY KVIN KFRC KHJ KGB
- 8—Howard Barlow Orchestra: KSL
- 8:30 to 9 P.M.—Guy Lombardo and his Orchestra: KSL

- 236.1 Meters **KOL** Main 2312 1270 Kcys. 1000 Watts
Seattle Broadcast. Co., Seattle, Wash.
- 6:45 A.M.—KOL Time Klock
- 8—Shell Happytime
- 8:30—Crazy Minstrel
- 8:45—CBS Programs to 9:15
- 9:15—Cecil Solly
- 9:30—Concert Miniatures
- 10—Morning Melodies
- 10:30—Prince of the Ivories
- 10:45—CBS Programs to 11:15
- 11:15—Democratic Educa. Feature
- 11:30—American School of the Air
- 12 noon—The Carnival
- 1—Health Hints
- 1:15—CBS Programs to 2
- 2—Happy Go Lucky Hour
- 3—Feminine Fancies
- 3:30—P. T. A. Program
- 4—Hodge Podge Lodge
- 4:30—Studio program
- 4:45—CBS Programs to 5:30
- 5:30—Skippy
- 5:45—Song Recital
- 6—CBS Programs to 6:30
- 6:30—Sports Review, Ken Stuart
- 6:45—CBS Program
- 7—Ditmars Musical Technocrats
- 7:30—Radio Speaker Stevenson
- 7:45—Myrt and Marge
- 8—Eb and Zeb
- 8:15—Blue Monday Jamboree
- 10—Globe Trotter
- 10:15—Ken Stuart's Program
- 10:45 to 12 mid.—Dance Music

- 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 8:45
- 8:45—Julia Hayes
- 9—NBC-KPO Programs to 2:45
- 2:45—The Question Box
- 3—NBC-KPO Programs to 4:45
- 4:45—Serenades
- 5:15—NBC-KPO programs to 6:15
- 6:15—Silent period
- 8—Tarzan of the Apes
- 8:15—NBC-KPO programs to 12
- 12 to 12:15 A.M.—Glimpses of Tomorrow's News

- 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 3
- 3 P.M.—News Bulletins
- 3:05—NBC-KPO Programs to 4:45
- 4:45—To be announced
- 5—NBC-KPO Programs to 6:45
- 6:45—Frank Funkhauser
- 7—John and Ned
- 7:15—Tarzan of the Apes
- 7:30 to 12 mid.—NBC-KPO Prog.

- 319 Meters **KOIN** Atwater 3333 940 Kcys. 1000 Watts
The Journal, Portland, Oregon
- 6:30 A.M.—OSC Farm Exten. Talk
- 7—KOIN Klock
- 7:30—Movie Chatter
- 8—Shell Happytime
- 8:30—Dixie Baker and Bob White
- 8:45—CBS Programs to 10:30
- 10:30—Art Kirkham. This & That
- 11—Beavers Dance Band
- 11:30—CBS programs to 1 P.M.—Book of Life
- 2—Happy-Go-Lucky Hour
- 3—Feminine Fancies
- 3:30—Newspaper of the Air
- 4:45—Cecil and Sally
- 5—H-bar-O Rangers
- 5:15—Skippy
- 5:30—Davidson Prize Club
- 6—Chesterfield Program
- 6:15—Studio Program
- 6:30—Bells of Harmony
- 6:45—CBS Programs to 8
- 8—Redding White, tenor
- 8:15—Blue Monday Jamboree
- 10—Blisquick Band
- 10:05—DLBS program
- 10:15—Sport Flashes
- 10:30—Studio program
- 11 to 12 mid.—DLBS program

- 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 8
- 8—Prudence Penny
- 8:15—Jack and Fatsy
- 8:30—Sonata Recital
- 9—Neighborly Mary
- 9:30—To be announced
- 9:45—The Bon Marche
- 10—The Observer
- 10:15—NBC-KGO Programs to 11:30
- 11:30—Uncle Hank, Ciderville Center
- 11:45—Club Minutes
- 12 noon—Farm Program
- 12:15—Farm and Home Hour
- 1—Tea Time Tales
- 1:15—Popular Orchestra
- 1:45—Red Shadow
- 2—NBC-KGO programs to 7
- 7—Alaskans
- 7:15—NBC-KGO programs to 9
- 9—Little Symphony Hour
- 10—Richfield News Flashes
- 10:15—Dollars and Cents
- 10:30 to 12 mid.—NBC-KGO Prog.

- 309.1 Meters **KJR** Seneca 1515 970 Kcys. 5000 Watts
Northwest Broad. System, Seattle, Wn.
- 7—Rhythm Aces; Produce Quotations; The Sun Risers; Sport News
- 8—NBC-KPO program
- 8:45—Julia Hayes
- 9—NBC-KPO Programs to 12:30
- 12:30—Johnny Robinson's Vagabonds
- 1—NBC-KPO Programs to 3
- 3—The Easy Chair
- 3:05—The Melody Mixers
- 3:45—The World Bookman
- 3:55—Lost & Found Advertisements
- 4—NBC-KPO Programs to 4:45
- 4:45—Radio Service News
- 5—Chamber of Commerce Program
- 5:15—Steamboat Bill
- 5:30—NBC-KPO Programs to 6:45
- 6:45—Chamber of Com. Speaker
- 7—News Edition of the Air
- 7:15—Tarzan of the Apes
- 7:30—NBC-KPO Programs to 11
- 11—Spanish Ballroom Orchestra
- 11:30 to 12 mid.—Tom Gerun Orch.

KJBS today!

The Alarm Klok Klub

6 to 8 a.m., with "Dr." Frank Cope, the Original Blues Dispenser

Galla Rini
Piano-Accordionist

12:15 to 12:30 P. M.

483.6 Meters KGW Atwater 2121
620 Kcys. 1000 Watts

Morning Oregonian, Portland, Ore.

6:45 A.M.—Caterpillar Trail Blazers
7:15—Organ Concert
7:30—U. S. Navy Band
8—NBC-KGO programs to 9
9—Crazy Crystals Program
9:15—Cooking School
9:45—NBC-KGO Programs to 12
12 noon—The Oregonian of the Air
12:15—Farm and Home Hour
1—Organ Concert
1:30—Dental Clinic of the Air
1:45—NBC-KGO program
2—Edna Wallace Hopper
2:05—NBC-KGO programs to 2:30
2:30—Foreign Affairs
2:45—NBC-KGO Programs to 4
4—Friendly Chat
4:30—Argentine Trio
4:45—Oregonian of the Air
5—Piano Surprises
5:15—'Round-the-World Club
5:30—NBC-KGO Programs to 6
6—Traffic Talk
6:15—Tommy Watkins' Orchestra
6:30—The Buick Program
7—Covered Wagon Days
7:30—Demi-Tasse Revue
8—Amos 'n' Andy
8:15—Spratt Dog Show
8:30—Voice of Firestone
9—Around the World
9:05—Southern Harmony Four
9:15—Orchestra
9:30—Hollywood on the Air
10—Richfield News Flashes
10:15—Hotel Mark Hopkins Orch.
11—Ambassador Hotel Orchestra
11:30 to 12 mid.—Organ Concert

526 Meters KVI Broadway 4211
570 Kcys. 1000 Watts

Puget Sound Broadcast. Co., Tacoma

6 A.M.—Recordings
6:30—Farm Features
6:50—The Revell Reporter
7—Daybreak Devotionals
7:30—Organ Reveille
8—Shell Happytime
8:30—CBS Programs to 9
9—Mary from Proctor's
9:30—Concert Miniatures
10—Celia Lee, Home Economics
10:15—Style and Song Hits
10:30—CBS Programs to 12
12 noon—Noon News
12:15—CBS Programs to 1
1—Cora Day DeVore, English lessons
1:15—Frank Westphal's Orchestra
1:30—Le Roy, pianist
1:45—Pre-School Assoc. program
2—Happy-Go-Lucky Hour
3—Feminine Fancies
3:45—Happy Jack Reed
4—"Hodge Podge Lodge"
4:30—Dr. Walsh, Dental Clinic
4:45—Between the Bookends
5—H-Bar-O Rangers
5:15—George Yount, organ
5:40—Style Talk
5:45—Musical Creditors
6—CBS Programs to 6:30
6:30—Civic Affairs Program
6:45—"The Crazy Boys"
7—Musical Technocrats
7:20—Dr. Mellor
7:45—Myrt and Marge
8—"Cross-Cuts of the Day"
8:05—Blue Monday Jamboree
10—Etude Ethiopians
10:30—Le Roy, pianist
10:45—Frank Greenough's Orch.
11—Dancing with the Stars
11:30 to 12 mid.—Cafe De Paris orchestra

508.2 Meters KHQ Main 5383
590 Kcys. 1000 Watts

Louis Wasmer, Inc., Spokane, Wash.

7 A.M.—Caterpillar Pioneers
7:30—Morning News
7:45—Early Birds
8—To be announced
8:30—Sonata Recital
9—Walt and Marian
9:15—NBC-KGO Program
9:30—Burgan's Home Comfort
9:45—Celia Lee
10—NBC-KGO programs to 11:30
11:30—Bell Organ Concert
12:15—Farm and Home Hour
1—Home Owned Bakery
1:15—Silver Loaf Bakery
1:30—Electric Home Quarter Hour
1:45—Spokane Fur Co.
2—NBC-KGO Programs to 4:15
4:15—KHQ News
4:30—Tull and Gibbs
4:45—"Skippy"
5:15—NBC-KGO programs to 6
6—Peerless Dentists
6:30—Buick Program
7—Kinman Business University
7:15—Voice of Texas
7:30—M. J. M. Demi-Tasse Revue
8—Amos 'n' Andy
8:15—Editorial Column
8:30—NBC-KGO Programs to 9:15
9:15—American Weekly
9:30—Dance Orchestra
10—Richfield News Flashes
10:15—Dance Orchestra
11:30 to 12 mid.—Organ Concert

209.7 Meters KECA Richm'd 6111
1430 Kcys. 1000 Watts

Earle C. Anthony, Inc., Los Angeles

8 A.M.—Louis Rueb, exercises
8:15—NBC-KPO Programs to 10:30
10:30—News Release
10:45—French Lesson
11—NBC-KPO programs to 12
12 noon—Chasin' the Blues; Charlie Wellman and Company
12:30—NBC-KPO programs to 4:30
4:30—Randy Andrews, songs
4:45—Alexander Bevani, Italian language
5—NBC-KPO programs to 5:30
5:30—Uncle Jim
5:45—Al, Mac and Tommy
6—NBC-KPO Programs to 6:45
6:45—News release; Sports talk
7—Oral Lornettes
7:15—String Trio
7:30—Organ and Colonial Quartet
7:45—Nick Harris Detective Stories
8 to 12 mid.—NBC-KPO Programs

499.7 Meters KFSD Franklin 6333
600 Kcys. 1000 Watts

Airfan Radio Corp., Ltd., San Diego

5 P.M.—To be announced
5:15—Hotel Hollenden Orchestra
5:30—Judge Phillips Smith
5:35—Studio program
5:45—Program Highspots
5:50—Late News Reporter
6—Music Doctor
6:30—Buick Program
7—The Sizzlers
7:15—Vic and Sadie
7:30—Demi-Tasse Revue
8—Amos 'n' Andy
8:15—Seal of the Don
8:30—Voice of Firestone
9—Chamber of Commerce Program
9:15—Synco Thots
9:30—Program to be announced
10—Richfield News Flashes
10:15—Hotel Mark Hopkins Orch.
11—Ambassador Hotel Orchestra
11:30 to 12 mid.—Midnight Organ

468.5 Meters KFI Richm'd 6111
640 Kcys. 50,000 Watts

Earle C. Anthony, Inc., Los Angeles

6:45 A.M.—Dr. Seixas, exercises
7:30—N. Y. Stock Quotations
7:45—Polly Hall, pianist
8—Singing Strings
8:15—Joe Warner's Jolly Journal
8:30—NBC-KGO Programs to 9:15
9:15—Helpful Hints to Housewives
9:30—Fashion Tour with Mellisse
10—Donald Douglas, songs
10:15—NBC-KGO programs to 11:30
11:30—Care of the Hair
11:45—State Market Reports
12 noon—Dept. of Agriculture Talk
12:15—Farm and Home Hour
1—News Release
1:15—Ann Warner Chats
1:45—Baldassare Ferlazzo, violinist
2—Al Pearce and Happy-Go-Lucky Gang
3—Tom Murray's Hill Billies
3:45—Bess Meals Menu Service
4—Wesley Tourtelotte, organist
4:30—News Release
4:45—Noreen Gammill, character sketches
5—String Trio
5:15—Round the World Club
5:30—Little Orphan Annie
5:45—Wheatonsville
6—Makers of History
6:30—The Buick Program
7—Tangee Program
7:15—"The Seal of the Don"
7:30—M. J. B. Demi-Tasse Revue
8—Amos 'n' Andy
8:15—Spratt's Dog Show
8:30—The Voice of Firestone
9—Pennzoil News Review
9:30—Eho Crime Club
10—Richfield Reporter of the Air
10:15—Phil Harris' Orchestra
11:30 to 12 mid.—Organ Concert

285.5 Meters KNX Hemp. 4101
1050 Kcys. 25,000 Watts

Western Broadcast. Co., Los Angeles

6:45 A.M.—Bill Sharples' Gang
8:45—Inspirational Talk and Prayer
9—Clinic of the Air
9:15—Arthon-Organ
9:30—News
9:45—Aratone
10—Eddie Albright's Family
10:30—Kate Brew Vaughn
11:45—Talk by H. B. Drollinger
12 noon—News; Records
12:30—Organ Recital
1—New Paris Inn
2—Eddie Albright, "The Bookworm"
3—Matinee Mirthmakers
4—Travelogue; Stocks; Announcements
4:45—Tudor Williams
5:25—Jolly Time Popcorn Company
5:30—Black and Blue
5:45—Electric Transcription
6—News
6:15—Cecil and Sally
6:30—Si and Elmer
6:45—Musical Program
7—Frank Watanabe and Hon. Archie
7:15—Marion Mansfield
7:30—"Fifty Famous Landmarks"
7:45—Guardsmen
8—Light Concert Music
8:30—Studio program
8:45—Golden Memories for Golden Life Sales
9—News
9:15—Happy Chappies
9:30—Joseph Diskay and Concert Or.
10—Crockett Mountaineers
10:30—Organ Recital
11 to 12 mid.—New Paris Inn

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 Programs to 12
 12 noon—Beauty Talk
 12:15—Health Talk
 12:30—World-wide News
 12:45—Beauty Talk
 1—Bob Holman's Orchestra
 1:30—Columbia Artists' Recital
 2—Happy-Go-Lucky Hour
 3—Feminine Fancies
 4—Hodge Podge Lodge
 4:30—Review of the News
 4:45—The Lowdown
 5—H-bar-O Rangers
 5:15—News Items; Town Topics
 5:30—Skippy
 5:45—"Maud and Cousin Bill"
 6—CBS Programs to 7:30
 7:30—The Balto Dog Catchers
 7:45—Myrt and Marge
 8—Blue Monday Jamboree
 10—News Items and Bisquick Band
 10:15—Etude Ethiopians
 10:30—Frank Greenough orchestra
 11—Hal Grayson's Orchestra
 11:30—Bob Holman's Orchestra
 12 to 1 A.M.—Marshall Grant, organ

225.4 Meters KGB FRank. 6151
 1330 Kcys. 1000 Watts
 Don Lee, Inc., San Diego, California
 7 A.M.—Morning Edition
 8—Shell Happytime
 8:30—Iokelp program
 8:45—CBS programs to 10

10—Blanche Wood
 10:30—CBS Programs to 12
 12 noon—Farm Flashes
 12:15—CBS programs to 1
 1—Closing Stocks and News
 1:15—CBS programs to 2
 2—Happy-Go-Lucky Hour
 3—Feminine Fancies
 4—Hodge Podge Lodge
 4:30—CBS Programs to 5
 5—H-O Rangers
 5:15—Carl Moore's orchestra
 5:30—News and Town Topics
 5:45—To be announced
 6—Chesterfield Program
 6:15—Chamber of Commerce
 6:30—Red Nichols' Dance Orch.
 6:45—Sheriff Cooper
 7—Columbia Revue
 7:30—To be announced
 7:45—Myrt and Marge
 8—Elue Monday Jamboree
 10—Tomorrow's News Tonight
 10:15—Etude Ethiopians
 10:30—Greenough's Orchestra
 11—Dance Orchestra
 11:30—Cafe De Paris Orchestra
 12-1 A.M.—Recordings

361.2 Meters KOA York 5090
 830 Kcys. 12,500 Watts
 General Electric Co., Denver, Colo.
 5 P.M.—Oahu Serenaders
 5:15—Hotel Hollanden Orchestra
 5:30—On Parade
 6—Tommie Watkins' Orchestra
 6:30—The Buick program
 7—The Sizzlers
 7:15—Vic and Sade

7:30—Demitasse Revue
 8—Amos 'n' Andy
 8:15—Colorado Legislative Doings
 8:30—Voice of Firestone
 9—The Goldbergs
 9:15—Rocky Mountain News
 9:30—Hollywood on the Air
 10—Roadshow
 10:30 to 11 p.m.—Stringwood Ensemble

265 Meters KSL Wasatch 3901
 1130 Kcys. 50,000 Watts
 Radio Serv. Corp. of Utah, Salt Lake
 5 P.M.—Carl Moore's Orchestra
 5:15—Chandu
 5:30—Novelty Group
 6—Chesterfield program
 6:15—Red Nichol's Orchestra
 6:30—Mysteries of Paris
 7—Columbia Revue
 7:30—The Jewel Box
 7:45—Myrt and Marge
 8—Howard Barlow's Symphony Orchestra
 8:15—Crazy Crystals
 8:30—Guy Lombardo's Orchestra
 8:45—Utah Federation of Labor
 9—Blue Monday Jamboree
 10—Covey's Orchestra
 10:30 to 11 P.M.—Frank Greenough's Orchestra

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Ray Maxwell, Manager

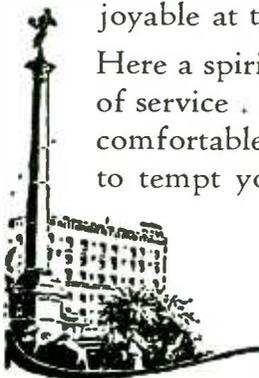
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TUESDAY Programs

March 14, 1933

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

7 A.M.—Seal Rocks Broadcast
7:15—Cecil Wright
7:25—N. Y. Stock Quotations
7:30—Exercise Period
8—Shell Happy Time
8:30—CBS Programs to 9:45
9:45—Ann Welcome, kitchen lyrics
10—CBS Program
10:30—Globe Trotter
10:35—Madison Ensemble
11—Rumford Chemical Company
11:15—Cooking School
11:30—CBS Programs to 12
12 noon—Noonday Concert
1 P.M.—Stock Exchange Quotations
1:05—Globe Trotter
1:15—Curtiss Institute of Music
2—Happy Go Lucky
3—Feminine Fancies
4—Health Talk
4:15—Recordings
4:30—CBS Program
4:45—Globe Trotter; Town Topics
5—Steamboat Bill
5:15—Red Nichol's Orchestra
5:30—Skippy
5:45—Mahdi Magic Circle
6—Chesterfield Program
6:15—Threads of Happiness
6:30—California Melodies
7—CBS Programs to 8
8—Globe Mills Headlines
8:15—Howard Barlow, Columbia
Symphony
8:30—Dick Aurdant, Organist
8:45—Isham Jones' Orchestra
9—Marlboro Band of Distinction
9:15—Unknown Hands
9:30—CBS Program
10—Bisquick Band
10:05—Hotel St. Francis Orchestra
11—Dancing with the Stars
11:30—Cafe de Paris Dance Orch.
12 to 1 A.M.—Midnight Request Hr.

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

6:45 A.M.—Recorded program
7:15—Morning Reporter
7:30—Crazy Quartette; Records
8:30—Jack Hall and Clem Kennedy
9—Morning Prayer Hour
9:30—Dr J. Douglas Thompson
10—Household Hour; records
10:35—Dr. B. L. Corley
11—Lora Lee
11:15—Records
11:30—X Bar B Boys
12 noon—Echoes of Portugal
12:25—Oakland Post Enquirer
12:30—Records
1—Over the Teacups
1:30—Studio program
1:45—Crazy program
2—Studio program; Records
2:30—Radio Advisor; records
2:40—Better Business Bureau
2:45—Better Homes, Frank Cox
3—Women in the Home
3:30—Health talk
3:45—Educational program
4—"Keep Smiling" Revue
4:30—Grace and Billy Carmen
4:45—Studio Program
5—Uncle Rod's Smile Club
5:30—Dr. J. Douglas Thompson
6—Dance Music
6:05—Parisian Amer. Entertainers
6:10—Records; Walkathon
6:30—News Reporter
6:45—Ernie Smith's Sport Page

7—Frank Watanabe and Archie
7:15—Taylor Made Tempos
7:30—Oakland Post-Enquirer
7:45—Memories of Victor Herbert
8—To be announced
8:15—Hill Billies
10—Jesse Stafford's Orchestra
11 to 12 midnight—Radio cabaret

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

7 A.M.—The Early Bird
8—Silent Period
9—Blues Chasers
9:45—Romance of the Kitchen
10—White House Program
10:15—Bellevue Hotel Program
10:30—Topics and Music
11—Concert Melodies
11:45—Correct English
12 noon—Oklahoma Cowboys
12:30—Dance Music
1—Silent period
6—Dance Time
6:15—News Reporter
6:30—Russian Balalaka Orchestra
7—Christian Science Program
7:15—Charles Myers, pianist
7:30—Silent period
11 to 1 A.M.—Hi-Dee-Ho!

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

8 A.M.—News Items
8:15—Recordings; Announcements
9—Silent period
1—Latin-American Program
2—"Dance of the Hour" Program
2:08—Recordings; Announcements
2:30—Organ Harmony, Milton Fallon
3—Recordings; Announcements
3:15—Buddy Lewis' Dance Orchestra
4—Recordings; Announcements
4:45—Meglin Kiddies Program
5—Topango Mountaineers
5:30—Prosperity Auction Program
5:45—Walk-a-thon
6—Silent period
7:30—Verna Anderson, pianist
7:45—Stephen Doyle, Irish songs
8—Bible Lecture, Judge Rutherford
8:15—Tommy Herbert Violinist
8:30—The KROW-ian Revue
10—Walk-a-thon
10:30 to 11 P.M.—Dance Recordings

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

6 A.M.—KJBS Alarm Klok Klub
8—Melody Parade
8:15—Variety Recordings
9—Melody Gems
9:30—Popular Song Hits
10—Reporter of the Air
10:05—Scotty's Table Talks
10:20—Popular Music
10:30—Foster's Quarter-hour
10:45—Recordings
11:15—Medical Society Talk
11:30—Concert Favorites; recordings
12 noon—Musical Cocktail
12:15—Dance Matinee
1:05—Stock reports; records
2—Better Business talk
2:15—Popular Music
2:45—Speak-Easy Time; records
3—Reporter of the Air; Records
4:15—Andy Anderson
4:30—Records
6:15—Silent Period
12:01—Capitol Theatre Program
12:30 to 6 A.M.—Owl Program

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

7:30 A.M.—Dawn Salute
7:45—Christian Science Program
8—Breakfast Hour
8:45—U. S. Army Band
9—Melody Moods
9:15—School Broadcast
9:45—Bluettes
10—Sunshine Hour
11—Album Leaves
11:30—Rhythmsters
12 noon—Scriptures
12:03—Midday Concert
12:45—Aviation Club
1:15—Meredith Wilson's orchestra
1:45—Footlight Features
2—Prudence Penny
2:15—Musical Novelties
2:30—Verse: Mrs. M. C. Sloss
2:45—Hawaiian Entertainers
3—Glen Goff, organist
4—Artist Celebrities
4:15—"You and Your Government"
4:45—Chamber of Commerce
5—Congress Hotel Orchestra
5:15—Sunset Revue
5:45—Campbell Digest
6—Supper Serenade
6:30—Waltz Idylls
7—G. Donald Gray; Baritone
7:15—Synco-Thots
7:30—Royal Serenaders
7:45—Bob Allen, piano novelties
8—John Wolohan's Orchestra
8:30—Bustle and Crinoline
8:45—Kenneth Spencer
9—Modern Maestros
9:15—Hotel Lexington Orchestra
9:30—Milly and Billy, the Cub Re-
porters
9:45—News Flashes
10—Sandman Organ
11 to 12 mid.—Concert Memories

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

8 A.M.—Records
9:15—N. Y. Stocks
9:30—Records
10:15—Stocks; financial information
weather
10:30—International Kitchen
11—Sunshine Twins
11:30—Aroo and Anita
11:45—Fred Skinner
12 noon—Jack Delaney's Band
1—Jean's Highlights
2—Classical Recordings
2:40—San Francisco stocks
2:45—Ethel Rhinard, pianist
3—Records
3:45—Health School of the Air
4—"Timely Garden Tips"
4:15—Records
4:30—Brother Bob's Club
5—Helen Parmelee, pianist
5:30—Wailele Trio
6—Hotel Oakland Trio
7—News items
7:30—Wm. Don, eccentric comedian
7:45—Fred and Morris, comedians
8—Organ Recital
8:30—John Wharry Lewis, violinist;
Helen Parmelee, pianist
8:45—Banjo Girls, Helen Benson and
Lucille Swan; Lilah Clark, pianist
9—Old Gospel Hymns, mixed quar-
tel, under direction of M. Jay
Goodman, tenor
9:30—Bungling Bunglers
9:45—Nerino's variety orchestra
10:30 to 11:30 P.M.—Dance prog.

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

- 7 A.M.—Organ Concert: KGO KOMO (KGW on 7:15) KGHL
- 7:30—Happy Jack, Jack Turner, songs: KGO KOMO KGW KFSD KGHL
- 7:45—Breen and De Rose, vocal and instrumental duo: KGO KGW KFSD KGHL
- 8—Your Child: KGO KOMO KFI KFSD KDYL KGIR
- 8:15—Jack and Patsy, dramatic sketch: KGO KHQ KOMO KGW
- 8:30—Cross-Cuts from the Log o' the Day: KGO KHQ KOMO KGW KFI
- 9—To be announced
- 9:15—Buckaroos, Ted Maxwell, Charles Marshall: KGO
- 9:30—Martha Meade Society: KGO KHQ KOMO KGW KFI KFSD
- 9:45—Arion Trio—KGO (KHQ on 10:15) (KOMO on 10)
- 10:30—Woman's Magazine of the Air: KGO KHQ KOMO KGW KFI (KFSD on 10:50 to 11:10) (KTAR KDYL KOA off 10:50)
- 11:30—Sego Gift Girl, talk by Wyn: KGO KFI KFSD
- 11:30—Rhythm Vendors: (KGO on 11:45) KGW (KOMO off 11:45)
- 12 noon—Edna Fischer, pianist: KGO KHQ KOMO KFSD KOA KGHL
- 12:15—Western Farm and Home Hour: KGO KHQ KOMO KGW KFI KFSD (KTAR on 12:30) KDYL KGIR KGHL
- 1—Stringwood Ensemble: KGO (KHQ on 1:45) (KOMO on 1:20) (KGW off 1:30, on 1:45)
- 2—Al Pearce and his Happy-Go-Lucky Gang: KGO KFI
- 3—Langendorf Pictorial: KGO KFI
- 3—Melody Mixers. (KGO on 3:15) KHQ KOMO KGW
- 3:30—Mid-Week Federation Hymn Sing: KGO KHQ KOMO KGW KFSD KTAR
- 3:45—Alvino Rey, guitarist, with Mort Grauenhorst and Bob Cruse, banjoists and guitarists: KGO KHQ KFSD KDYL
- 4—Hotel St. Regis Orchestra: KGO KHQ KOMO KFSD KDYL
- 4:15—Tea Timers, Agatha Turley, soprano; John Childs, cellist; Dollo Sargent, organist: KGO (KHQ KOMO off 4:30) (KGW on 4:30)
- 4:45—Little Orphan Annie: KDYL KOA KGIR KGHL
- 4:45—News Service: KGO KHQ KGW
- 5—Argentine Trio, instrumentalists: KGO
- 5:15—Round-the-World Club dramatic travelogue: KGO KHQ KOMO KGW KFI
- 5:30—Little Orphan Annie: KGO KHQ KOMO KGW KFI KTAR
- 5:45—Wheatenaville: Dramatic sketch: KGO KHQ KOMO KGW KFI
- 6—Balladettes, vocalist; orchestra: KGO (KHQ KOMO KGW off 6:15) KDYL
- 6:30—Ed Wynn and the Fire Chief Band: KGO KHQ KOMO KGW KFI KFSD KTAR KDYL KGIR KGHL
- 7—Lucky Strike Dance Hour: KGO

- KHQ KOMO KGW KFI KFSD KTAR KDYL KGW
- 8—Amos 'n' Andy: KGO KHQ KOMO KGW KFI KFSD KDYL
- 8:15—Memory Lane: Drama featuring Billy Page, Eileen Piggott, Ted Maxwell: KGO KHQ KOMO KGW KFI KFSD KTAR
- 8:45—Horlick Program: Adventures in Health: KGO KHQ KOMO KGW KFI KDYL
- 9—Waltz Time: KGO KGHL
- 9:30—Ben Bernie and his Blue Ribbon Orchestra: KGO KHQ KOMO KGW KFI
- 10—Richfield News Flashes: KGO KHQ KOMO KGW KFI KFSD
- 10:15—Mark Hopkins Hotel Orch.: KGO KHQ KOMO KGW KFSD KDYL KOA
- 11—Phil Harris' Orchestra: KGO KHQ KGW KFI KFSD
- 11:30 to 12 mid.—Organ Concert, Dollo Sargent: KGO KHQ KOMO KGW KFSD

440.9 Mtrs. **NBC-KPO** Sutter 1920
680 Kcys. 5000 Watts
National Broadcast. Co., San Francisco
Service to **KJR KEX KGA**
KECA KTAR KDYL KFSD
KGHL KGIR KOA

- 7:30 A.M.—Arion Trio: KPO
- 8—Financial Service: KPO KGA KJR KEX
- 8:15—Genia Fonariova, soprano: KPO KGA KJR KECA KDYL
- 8:30—United States Army Band: (KPO off 8:45) (KYA on 8:45) KGA (KJR off 8:45) KECA KFSD KTAR KGHL
- 8:45—Julia Hayes, helpful hints to housewives: KPO
- 9—Tom Mitchell, baritone: KPO KGA KJR KEX KECA KGHL
- 9:15—Pollock and Lawnhurst, piano duo: KPO KGA KJR KEX KECA
- 9:30—Bluettes, vocal trio: (KPO off 9:45) (KYA on 9:45) KGA (KJR KECA KGIR off 9:45) KEX (KFSD KDYL on 9:45) KGHL
- 9:45—University of California Program: KPO
- 10—Mardi Gras, with Al Schuss, master of ceremonies: KPO KGA KJR KEX KECA KGHL
- 10:30—George Sherban and Hotel New Yorker Orchestra: KPO KGA KJR KEX KDYL KGHL
- 11—Words and Music: KPO KGA KJR KEX KECA (KDYL off 11:15) KGHL
- 11:30—Syncopators, Harold Stokes' orchestra: KPO KGA KJR KEX KECA KDYL KGHL
- 11:45—Sisters of the Skillet: KPO KGA KJR KEX KECA KFSD KDYL KGHL
- 12 noon—Organ Concert, Paul Carson: KPO (KGA on 12:05) KJR KEX (KECA on 12:30)
- 12:45—Entertainers: KPO KGA KJR KEX KECA
- 1—Tommy Watkins' Orch.: KPO KGA KJR KEX KECA KFSD KDYL KOA KGHL
- 1:15—Meredith Willson and his Orchestra: KPO KGA KJR KEX KDYL KOA KGHL
- 1:15—Ann Warner, household talks: KPO
- 1:45—Brownie Tales: Children's Program: KPO KGA KJR KEX KECA KDYL KGHL
- 2—Paul Whitemean's Rhythm Boys: KPO KGA KJR KEX KECA

- 2:15—Melodic Thought: KPO KGA KJR KEX KECA
- 2:45—Concert Echoes: KPO KGA KJR KECA KFSD
- 3—Mme. Frances Alda, soprano: KPO (KGA on 3:05) (KJR on 3:15, off 3:35) KEX KECA KGHL
- 3:30—Rhythm Vendors: KPO KEX KGHL KOA
- 4—Simpdy and Gladwys: KPO KGA KJR KEX KGHL
- 4:15—You and Your Government: KPO KYA KGA KJR KEX KECA KFSD KDYL KGIR KGHL
- 4:45—Barbara Dale's Charm Matinee: KPO KECA KFSD
- 5—Growin' Up, dramatic sketch with Gay Seabrook and Emerson Tracy: KPO
- 5—Congress Hotel Orchestra: (KPO on 5:15) (KYA off 5:15) (KGA (KJR off 5:15) KEX KECA (KFSD off 5:15) KGHL 7:45) (KEX on 8) KGHL
- 5:30—Utah Trail, vocalists: KPO KGA KJR KDYL
- 6—Recollections, vocal soloist: KPO KGA KJR (KECA on 6:30) (KFSD off 6:30)
- 6:45—Irving Kennedy, tenor: KPO
- 7—Dr. Copeland's Health Talks: KPO
- 7—John and Ned, harmony duo: (KPO on 7:05) KGA
- 7:15—Synco Thots: KYA KGHL
- 7:15—Tarzan of the Apes: KPO
- 7:30—Chas. Hart, instrumentalists: KPO KGA (KJR on 7:45) KECA KGHL
- 8:15—Octavus Roy Cohen Murder Mystery, drama: KPO KGA KJR KEX KECA KDYL
- 8:30—Bustle and Crinoline: KYA KGA KJR KDYL KGHL
- 8:30—Eno Crime Club, drama: KPO
- 8:45—Kenneth Spencer, basso: KYA KGA KJR KEX (KFSD on 8:50) KGHL
- 9—The Goldbergs: KPO KGA KJR KEX KECA KDYL
- 9:15—Misterole Fireside Fantastes —Whispering Jack Smith: KPO
- 9:15—Don Bestor and his Orchestra: KYA KGA KJR KEX KECA KDYL
- 9:30—The Story Teller: KPO KGA KJR KEX KECA KFSD KDYL KOA KGIR KGHL
- 10—Myron Niesley, tenor, and Austin Mosher, baritone: KPO KGA KJR KEX KECA KDYL KOA
- 10:15—Chiffon Jazz: KPO KGA KJR KEX KECA
- 10:45—Stringwood Ensemble: KPO KGA (KJR off 11, on 11:15) KEX (KECA off 11)
- 11:30 to 12 mid.—Tom Gerun and his Bal Tabarin Orchestra: KPO KGA KJR KEX

3 p.m. Don Lee Stations

Your Own Home
Decoration Problems
solved by
FAY FRASER
Home Decoration
Specialist
A Free Service to All
A "General Paint" Program

CBS**Columbia Broadcasting System**

- 8:30 A. M.—Current Questions Before Congress: KFBK KMJ KWG KERN KOL KVI KFPY KFRC KHJ
- 8:45—Ben Greenblatt, pianist: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB
- 9—Buddy Harrod Orchestra: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ
- 9:30—Concert Miniatures: KFBK KWG KERN KDB KVI KFPY KOIN KFRC KGB
- 10—Vincent Travers and his Orchestra: KFBK KMJ KWG KERN KDB KOIN KFRC (KHJ KSL on 10:15)
- 10:30—George Scherben Russian Gypsies Orchestra: KFBK KMJ KERN KDB KVI KFPY KFRC KGB KSL
- 11—Ann Leaf, Organist: KFBK KMJ KERN KDB KOL KVI KFPY KOIN (KGB on 11:15) KSL
- 11:30—American School of the Air: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 12 noon—Columbia Artists Recital: KFBK KMJ KWG KERN KDB (KVI on 12:15) KFPY KOIN KHJ KSL
- 12:30—Frank Westphal and his Orchestra: KFBK KMJ KERN KVI KFPY KOIN KSL
- 1—Tito Guizar: KFBK KMJ KWG KERN KDB KOL KVI KFPY KSL
- 1:15—Curtis Institute of Music program: KFBK KMJ KWG KERN KDB KVI KFPY KHJ KGB KSL
- 2—Happy Go Lucky Hour: KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB
- 2—Programs to KSL KVOR KLZ KOH
- 4:30—Howard Ely, organist: KFBK KMJ KWG KERN KDB KOL KFPY KFRC KHJ KSL
- 4:45—Between the Bookends: KFBK KMJ KWG KERN KDB KOL KVI KFRC KHJ KSL
- 5—Kansas City Presents: KFBK KMJ KWG KERN KDB KOL KVI KFPY (KFRC on 5:15) KHJ KSL
- 5:45—Carl Moore, Orchestra: KFBK KMJ KWG KERN KFPY
- 6—Chesterfield Program: KMJ KWG KERN KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 6:15—Threads of Happiness: KFBK KMJ KWG KERN KOL KFPY KVI KOIN KFRC KHJ KGB KSL
- 6:30—California Melodies: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 7—Those McCarty Girls: KFBK KMJ KWG KERN KDB KOL KVI KFPY KFRC KHJ KSL
- 7:15—Keyboard Varieties: KFBK KMJ KWG KERN KDB KOL KHJ KFPY KFRC
- 7:30—Edwin C. Hill: KFBK KMJ KWG KERN KOL KFPY KOIN KFRC
- 7:45—"Myrt and Marge": KFBK KMJ KWG KERN KOL KVI KHJ KFPY KOIN KFRC KGB KSL
- 8—Howard Barlow and the Columbia Symphony Orch.: KOL KVI KFPY (KOIN KFRC KGB on at 8:15) KLZ KOH

- 8:30—Isham Jones Orch.: KFBK KMJ KWG KERN KDB KVI KFPY KOIN (KFRC KHJ KGB on 8:45)
- 9:15—Joe Haymes, Orchestra: KFBK KMJ KWG KERN KDB KVI KFPY KSL
- 9:30 to 10 P.M.—Harold Stern's Orchestra: KFBK KMJ KWG KERN KDB KFPY KOIN KFRC KHJ KGB KSL

254.1 Meters KEX Atwater 3111 1180 Kcys. 5000 Watts**Western Broad. Co., Portland, Ore.**

- 7 A.M.—Morning Serenaders
- 8—Financial Service
- 8:15—Portland Breakfast Club
- 8:45—Julia Hayes
- 9—NBC-KPO Programs to 2:45
- 2:45—Question Box
- 3—NBC-KPO programs to 4:45
- 4:45—Breck Holton, Ballads
- 5—NBC-KPO programs to 6:15
- 6:15—Silent period
- 8—Pac. Advertising Association
- 8:15—Cohen Murder Mystery
- 8:30—Tarzan of the Apes
- 8:45—NBC-KPO Programs to 12
- 12 to 12:15 A.M.—Glimpses of Tomorrow's News

526 Meters KVI Broadway 4211 570 Kcys. 1000 Watts**Puget Sound Broadcast. Co., Tacoma**

- 6 A.M.—Recordings
- 6:30—Farm Features
- 6:50—Reveille Reporter
- 7—Daybreak Devotionals
- 7:30—Recordings
- 8—Shell Happytime
- 8:30—CBS Programs to 9
- 9—Mary from Proctor's
- 9:30—Concert Miniatures
- 10—Celia Lee, Home Economics
- 10:15—Style and Song Hits
- 10:30—Health Talk
- 10:35—CBS Programs to 2
- 2—Happy-Go-Lucky Hour
- 3—Feminine Fancies
- 3:45—Happy Jack Reed
- 4—Book Review
- 4:15—Recordings
- 4:30—Dr. Walsh, Dental Clinic
- 4:45—CBS Programs to 5:30
- 5:30—Les Smith, pianist
- 5:40—Style Talk
- 5:45—Musical Creditors
- 6—CBS Programs to 7
- 7—to be announced
- 7:15—"Rhymy Time"
- 7:30—Dr. Mellor
- 7:45—Myrt and Marge
- 8—Howard Barlow Symphony
- 8:30—"The Crazy Boys"
- 8:45—Isham Jones' Orchestra
- 9—Mademoiselle Modiste
- 10—Ted Fio Rito's orchestra
- 10:30—Le Roy, pianist
- 11—Dancing with the Stars
- 11:30 to 12 mid.—Cafe De Paris orchestra

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

- 7 A.M.—Rhythm Aces; Produce Quotations
- 7:30—Sun Risers; Sport News
- 8—NBC-KPO Programs to 8:45
- 8:45—Julia Hayes
- 9—NBC-KPO Programs to 3
- 3—Better Business Talk
- 3:05—Melody Mixers
- 3:45—The World Bookman
- 3:55—Lost & Found Advertisements
- 4—NBC-KPO Programs to 4:45
- 4:45—Radio Service News
- 5—Congress Hotel Orchestra
- 5:15—Steamboat Bill
- 5:30—NBC-KPO Programs to 6:45
- 6:45—American Legion Speaker
- 7—Native Sons of Washington
- 7:15—Tarzan of the Apes
- 7:30—News Edition
- 7:45 to 12 mid.—NBC-KPO Programs

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

- 7 A.M.—Caterpillar Pioneers
- 7:30—Morning News
- 7:45—Early Birds
- 8—Crazy Crystals
- 8:15—To be announced
- 8:30—Crosscuts of the Day
- 9—Walt and Marian
- 9:15—Musical Gems
- 9:30—Martha Meade Society
- 9:45—Celia Lee
- 10—Frances Ingram
- 10:15—Burgan's Home Comfort
- 10:30—Magazine of the Air
- 11:30—Bell Organ Concert
- 12:15—Chamber of Comm. Luncheon
- 1—Home Owned Business
- 1:15—Various programs
- 2—NBC-KGO programs to 4:15
- 4:15—KHQ News
- 4:30—Tull and Gibbs
- 4:45—"Skippy"
- 5:15—NBC-KGO programs to 6
- 6—Editorial Column
- 6:15—NBC-KGO programs to 9
- 9—Northwest on Parade
- 9:30 to 12 Mid.—NBC-KGO Prog.

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 8
- 8—Prudence Penny
- 8:15—Jack and Patsy
- 8:30—NBC-KGO programs to 9
- 9—Neighborhood Mary
- 9:30—Martha Meade Society
- 9:45—The Bon Marche
- 10—The Observer
- 10:15—NBC-KGO Programs to 11:45
- 11:45—Club Minutes
- 12 noon—NBC-KGO Programs to 1
- 1—Tea Time Tales
- 1:15—Popular Orchestra
- 1:45—NBC-KGO Programs to 4:15
- 4:15—Concert Orchestra
- 4:45—NBC-KGO programs to 6:15
- 6:15—Voice at the Piano
- 6:30—Ed Wynn, Texaco Fire Chief
- 7—Lucky Strike Dance Hour
- 8—Amos 'n' Andy
- 8:15—Memory Lane
- 8:45—Adventures in Health
- 9—Fisher's Blend Half Hour
- 9:30—Ben Bernie's Orchestra
- 10—Richfield News Flashes
- 10:15—Ghost Story
- 10:30—Hotel Mark Hopkins Orch.
- 11—Ambassador Hotel Orch.
- 11:30 to 12 mid.—Organ Concert

KJBS today!**The Alarm Klok Klub**

6 to 8 a.m.

News Broadcasts

10 a.m. and 3 p.m.

Scotty Mortland

10:05 to 10:20 a.m.

483.6 Meters KGW Atwater 2121
620 Kcys. 1000 Watts
Morning Oregonian, Portland, Ore.
6:45 A.M.—Caterpillar Trail Blazers
7:15—Organ Concert
7:30—Happy Jack
7:45—NBC-KGO programs to 9
9—Crazy Crystals Program
9:15—Cooking School
9:30—Martha Meade Society
9:45—Through the Looking Glass
10—Arion Trio
10:15—Rumford School of Cookery
10:30—Woman's Magazine
11:30—Rhythm Vendors
12 noon—The Oregonian of the Air
12:15—Farm and Home Hour
1—Stringwood Ensemble
1:30—Dental Clinic of the Air
1:45—NBC-KGO Programs to 4
4—Friendly Chat
4:30—Tea Timers
4:45—Oregonian of the Air
5—Mahdi, the Magician
5:15—NBC-KGO programs to 6:10
6:10—Around the World
6:15—Book Chat
6:30—Ed Wynne, Texaco Fire Chief
7—Lucky Strike Dance Hour
8—Amos 'n' Andy
8:15—Memory Lane
8:45—Adventures in Health
9—Fisher's Blend Hour
9:30—Ben Bernie's Orchestra
10—Richfield News Flashes
10:20—Hotel Mark Hopkins Orch.
11—Hotel Ambassador Orchestra
11:30 to 12 mid.—Organ Concert

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 3
3 P.M.—News Bulletins
3:05—NBC-KPO Programs to 4:45
4:45—To be announced
5—Congress Hotel Orchestra
5:30—Johnny Muskrat
5:35—NBC-KGO programs to 7:15
7:15—Tarzan of the Apes
7:30 to 12 mid.—NBC-KPO Prog.

236.1 Meters KOL Main 2312
1270 Kcys. 1000 Watts
Seattle Broadcast. Co., Seattle, Wash.
6:45 A.M.—KOL Time Klock
8—Shell Happytime
8:30—Crazy Minstrel
8:45—CBS Programs to 9:15
9:15—Cecil Solly
9:30—Colonial Dames
9:45—Concert Miniatures
10—Morning Melodies
10:30—Prince of the Ivories
10:45—CBS Programs to 11:15
11:15—Democratic Educa. Feature
11:30—American School of the Air
12 noon—The Carnival
1—CBS Program
2—Happy-Go-Lucky Hour
3—Feminine Fancies
4:15—Walter Schelp, trio
4:30—CBS Programs to 5:30
5:30—Skippy
5:45—Health on the Air
6—CBS Programs to 6:30
6:30—Sports Review, Ken Stuart
6:45—California Melodies
7—CBS Feature
7:30—Radio Speaker Stevenson
7:45—CBS Programs to 8:45
8:45—Buy American
8:50—CBS Program
9—The Globe Trotter
9:15—Unknown Hands
9:30—Boxing Bouts
11 to 12 mid.—Dance Music

468.5 Meters KFI Richm'd 6111
640 Kcys. 50,000 Watts
Earle C. Anthony, Inc., Los Angeles
6:45 A.M.—Dr. Seixas, exercises
7:30—Stock Market Quotations
7:45—Polly Grant Hall, pianist
8—Your Child
8:15—Helpful Hints to Housewives
8:30—NBC-KGO Programs to 9:15
9:15—Joe Warner's Jolly Journal
9:30—Martha Meade Society
9:45—Fashion tour with Melisse
10—Donald Douglas, songs
10:15—County Medical Assoc. talk
10:30—Magazine of the Air
11:30—Sego Gift Girl
11:45—Federal & State Mkt. Reports
12 noon—U.C. & U.S. Dept. Agric.
12:15—Farm and Home Hour
1—News Release
1:15—Ann Warner, chats
1:45—Cal McCoy, baritone
2—Al Pearce and Happy-Go-Lucky Gang
3—Tom Murray's Hill Billies
3:45—Calif. Asso. for Adult Educa.
4—Wesley Tourtelotte, organist
4:30—News Release
4:45—Nick Harris Detective Stories
5—String trio
5:15—NBC-KGO programs to 6
6—Thirty Minutes from Broadway
6:30—Ed Wynn & Fire Chief's Band
7—Lucky Strike Dance Hour
8—Amos 'n' Andy
8:15—Memory Lane
8:45—Adventures in Health
9—Tapestries of Life
9:30—Ben Bernie's Orchestra
10—Richfield Reporter of the Air
10:15—Phil Harris's Orchestra
11:30 to 12 mid.—Gus Arnheim's Or.

499.7 Meters KFSD Franklin 6353
600 Kcys. 1000 Watts
Airfan Radio Corp., Ltd., San Diego
5 P.M.—Congress Hotel Orchestra
5:15—Better Business Bureau
5:20—Studio Program
5:30—Program Highspots
5:35—Late News Reporter
5:45—Mahdi Magic Circle
6—Recollections
6:30—Ed Wynn and Fire Chief Band
7—Lucky Strike Dance Hour
8—Amos 'n' Andy
8:15—Memory Lane
8:45—Chamber of Commerce Prog.
9—Waltz Time
9:30—Story Teller
10—Richfield News Flashes
10:15—Hotel Mark Hopkins Orch.
11—Ambassador Hotel Orchestra
11:30 to 12 mid.—Organ Recital

225.4 Meters KGB Frank. 6151
1330 Kcys. 1000 Watts
Don Lee, Inc., San Diego, California
7 A.M.—Morning Edition
8—Shell Happytime
8:30—CBS Programs to 9
9—Frances Ingram
9:15—CBS Programs to 10
10—Blanche Wood
10:30—Madison Ensemble
11—J. A. Hennessy
11:15—CBS programs to 12
12 Noon—Farm Flashes
12:15—CBS Programs to 12:45
12:45—News and Closing Stocks
1—Charis Program
1:15—Bible Talk
1:45—Curtis Institute of Music
2—Happy-Go-Lucky Hour
3—Feminine Fancies
4:30—CBS Programs to 5:30
5:30—News and Town Topics
5:45—CBS Programs to 7

7—Chandu
7:15—To be announced
7:45—Myrt and Marge
8—Headlines
8:15—Columbia Symphony Orchestra
8:30—Eb and Zeb
8:45—Isham Jones' Orchestra
9—Marlboro Band of Distinction
9:15—CBS Programs to 10
10—Tomorrow's News Tonight
10:10—Ted Fio-Rito's Orchestra
11—Dance Music
11:30—Cafe de Paris Orchestra
12 to 1 A.M.—Recordings

333.1 Meters KHJ VAndike 7111
900 Kcys. 1000 Watts
Don Lee, Inc., Los Angeles, Calif.
7 A.M.—News Briefs; Records
8—Shell Happytime
8:30—CBS Programs to 9:30
9:30—Through the Looking Glass
9:45—CBS Programs to 11
11—Adele Nelson
11:15—Gen. Foods Cooking School
11:30—CBS Programs to 12:15
12:15 P.M.—Vidacrin Lab. Program
12:30—World-wide News
12:45—Beauty Talk
1—Bob Holman's Orchestra
1:15—Curtis Institute of Music
2—Happy-Go-Lucky
3—Feminine Fancies
4—Tiny Newland
4:15—U. S. C. Trojan Period
4:30—CBS Programs to 5:15
5:15—News Items; Town Topics
5:30—Skippy
5:45—"Maud & Cousin Bill"
6—Chesterfield program
6:15—To be announced
6:30—California Melodies
7—To be announced
7:30—Chandu, the Magician
7:45—Myrt and Marge
8—Globe Headlines
8:15—CBS Program
8:30—Harold Grayson's Orchestra
8:45—Isham Jones' Orchestra
9—Marlboro Band of Distinction
9:15—Unknown Hands
9:30—Harold Stern Orchestra
10—News Items and Bisquick Band
10:15—Ted Fio-Rito's Orchestra
11—Hal Grayson's Orchestra
11:30—Bob Holman's Orchestra
12 to 1 A.M.—Marshall Grant, organ

319 Meters KOIN Atwater 3333
940 Kcys. 1000 Watts
The Journal, Portland, Oregon
6:30 A.M.—KOIN Klock
7:30—Movie Chatter
8—Shell Happytime
8:30—Dixie Baker and Bob White
8:45—CBS Programs to 10:30
10:30—Art Kirkham
11—CBS Programs to 1
1 P.M.—Book of Life
2—Happy-Go-Lucky Hour
3—Feminine Fancies
3:30—Newspaper of the Air
4:45—Cecl and Sally
5—Steamboat Bill
5:15—Skippy
5:30—Davidson Prize Club
6—Chesterfield program
6:15—Threads of Happiness
6:30—California Melodies
7—Musical Technocrats
7:30—Edwin C. Hill
7:45—Myrt and Marge
8—Redding White, tenor
8:15—CBS Program
9—Bells of Harmony
9:15—Unknown Hands
9:30—CBS Program
10—Bisquick Band
10:05 to 12 mid.—DLBS Programs

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
8:45—Ralph and Rainbow Trouper
9—Crazy Crystals
9:15—Morning Melodies
9:30—Martha Meade Society
9:45—To be announced
10:15—Aunt Sammy
10:30—Monarch Melodies
11—Chats with Margaret Gilmer
11:30—Accordion Capers
12 noon—Band Concert
12:30—Weather; Market Reports
1—Mauna Keans
1:30—The Friendly Hour
2:30—Organ recital
3—Silent period
4:30—The Story Hour
4:45—Dental Clinic
5—Watch Tower
5:15—Rev. McKee
5:30—Skippy
5:45—O'Brien's Dinner Concert
6—Dinner Concert
6:15—Franco's Program
6:30—Market Reports
6:45—Farmers' Exchange
7—U. S. Weather Reports
7:03—Radio News and Forum
7:30—State Federation of Labor
7:45—Band Concert
8 to 10 P.M.—You Never Can Tell

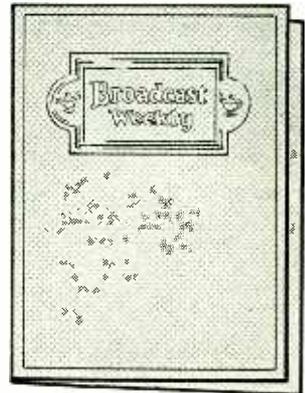
209.7 Meters **KECA** Richm'd 6111
1430 Kcys. 1000 Watts
Earle C. Anthony, Inc., Los Angeles
8 A.M.—Louis Rueb, exercises
8:15—NBC-KPO programs to 9:45
9:45—County Medical Assoc. talk
10—Mardi Gras
10:30—News Release
10:45—German Lesson
11—NBC-KPO programs to 12
12 noon—Charlie Wellman and Co.
12:30—NBC-KPO programs to 3:45
3:45—Care of the Teeth
4—Talk on Mathematics
4:15—NBC-KPO Programs to 5:30
5:30—Uncle Jim
5:45—Al. Mack and Tommy
6—"Deadline," dramatic production
6:30—Recollections
6:45—News release; sports talk
7—John and Ned
7:15—Packard Concert Orchestra
7:30—Rainbow Harmonies
8—Pacific Adv. Assoc. talk
8:15—Mystery Serial
8:30—Gus Arnheim's Orchestra
9 to 12 Midnight—NBC-KPO programs

361.2 Meters **KOA** York 5090
830 Kcys. 12,500 Watts
General Electric Co., Denver, Colo.
4:45 P.M.—Little Orphan Annie
5—Vincent Lopez Orchestra
5:30—Henry Trustman Ginsburg, violinist; Faye Roswell, accompanist
5:45—Utah Trail
6—Ben Bernie's Orchestra
6:30—Ed Wynn and Firechief Band
7—Lucky Strike
8—Amos 'n' Andy
8:15—Mystery Serial
8:30—Cheerio Boys—vocal trio
8:45—Horlick's program
9—The Goldbergs
9:15—Rocky Mountain News
9:30—The Story Teller
10—Fireside Reveries
10:15 to 11 P.M.—Johnny Hamp's Orchestra

285.5 Meters **KNX** Hemp. 4101
1050 Kcys. 25,000 Watts
Western Broadcast. Co., Los Angeles
6:45—Bill Sharples Gang
8:45—Inspirational talk and prayer
9—Clinic of the Air
9:30—News
9:45—Keltabs, Health Talk
10—Eddie Albright's Family
10:30—Kate Brew Vaughn
11—Jack Carter's Birthday Party
12 noon—News
12:15—Homeopathic Talks
1—New Paris Inn
2—Eddie Albright, late fiction
2:30—Fireman's Band
3:45—Emily Shutts Travel Talks
4—Travelogue; Stocks; Announcements
5:30—Black and Blue
5:45—Chandu, the Magician
6—News
6:15—Cecil and Sally
6:30—Si and Elmer
6:45—Musical Program
7—Frank Watanabe and Hon. Archie
7:15—Marion Mansfield
7:30—To be announced
7:45—Lafograph Theatre
8—Calmon Luboviski with Claire Mellonino
8:45—Golden Memories
9—News
9:15—Happy Chappies
9:30—Patches
10—Crockett Mountaineers
10:30—Organ Recital
11 to 12 mid.—New Paris Inn

265 Meters **KSL** Wasatch 3901
1130 Kcys. 50,000 Watts
Radio Serv. Corp. of Utah, Salt Lake
5 P.M.—Red Nichols' Orchestra
5:15—Chandu
5:30—Piano recital
5:45—Up to Par with Parkel
6—Chesterfield Program
6:15—Threads of Happiness
6:30—California Melodies
7—To be announced
7:15—The Utah Buckaroos
7:45—Myrt and Marge
8—KSL Micromaniacs
9—Mary and John, dramatic sketch
9:15—Joe Haymes' Orchestra
9:30—Harold Stern's Orchestra
10 to 11 P.M.—Ted Fio-Rito's Orchestra

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WEDNESDAY Programs

March 15, 1933

243.8 Meters KYA Prospect 3456
1230 Kcys. 1000 Watts
Pac. Broadcast. Corp., San Francisco
7:30 A.M.—Dawn Salute
7:45—Christian Science Program
8—Breakfast Hour
8:45—Rhythm Ramblers
9—Melody Moods
9:45—Rhythm Vendors
10—Sunshine Hour
11—Album Leaves
11:30—Rhythmsters
12 noon—Scriptures
12:03—Midday Concert
12:45—Glen Goff, Organist
1:45—Tango Time
2—Prudence Penny
2:15—Quartette
2:30—Community Chest
2:45—Symphony Highlights
3:45—Better Business Bureau
4—Musical Novelties
4:30—On Parade
5—“Safety First” Talk
5:15—Sunset Revue
5:45—Campbell Digest
6—Supper Serenade
6:30—Drama
6:45—Waltz Idylls
7—Slavic Concert
7:30—Salon Group
7:45—Bob Allen, Piano Novelties
8—Marshall’s Mavericks
8:30—Hotel Mark Hopkins Orch.
9—Sydney Dixon and G. Donald Gray; duo recital
9:30—Virginia Miller, pianist
9:45—News Flashes
10—Sandman Organ
11 to 12 mid.—Concert Memories

322.4 Meters KROW Glenc. 6774
930 Kcys. 1000 Watts
Educa. Broad. Corp., Oakland, Calif.
8 A.M.—News Items
8:15—Recordings; Announcements
9—Silent period
9:15—Latin-American Program
10—Dance of the Hour
10:08—Recordings; Announcements
10:30—Bible Lecture
10:45—Recordings
11—Galen Harvey, organist
11:30—Tropical Beach Combers
12—Recordings; Announcements
1—Topango Serenaders; Wade Forrester
5:30—Prosperity Auction Program
5:45—Walk-a-thon
6—Silent period
7:30—Jolly Time Recordings
7:45—The Pavon Sisters
8 to 8:30 P.M.—Italian Program, James Guaragna

322.4 Meters KFWI Franklin 0200
930 Kcys. 500 Watts
Radio Entertainments, San Francisco
7 A.M.—The Early Bird
8—Silent period
9—Blues Chasers
9:45—Dr. Corley Program
10—White House Program
10:15—Bellevue Hotel Program
10:30—Topics and Music
11—Concert Melodies
11:30—Franklin Riker, tenor
11:45—Trio
12 noon—Oklahoma Cowboys
12:30—Dance Music
1—Silent period
6—Dance Music
6:15—News Reporter
6:30—Russian Balalaika Orchestra

7—Christian Science Program
7:15—String Trio
7:30—Silent period
8:30—Virginia Mifka, pianist
8:45—John D. Barry, World Events
9—Max Dolin and Dr. Katzoff
9:30—Open Forum
9:45—George Eldredge, baritone
10—Master Melodies
11 to 1 A.M.—Hi-Dee-Ho!

340.7 Meters KLX Lake. 6000
880 Kcys. 500 Watts
Tribune Pub. Co., Oakland, Calif.
8 A.M.—Records
9:15—N. Y. Stocks
9:30—Records
10:15—Stocks; Financial Information; Weather
10:30—International Kitchen
11—Sunshine Twins
11:30—Arco and Anita
11:45—Clark Sisters
12 noon—Jack Delaney’s Band
1—“Timely Garden Tips”
1:15—Jean’s Highlights
2—Classical recordings
2:35—Better Business Bureau talk
2:40—San Francisco Stocks
2:45—Organ recital
3:15—Records
3:30—Nancy Ann Hersey, pianist
3:45—Health School of the Air
4—Records
4:30—Brother Bob’s Club
5—Helen Wegman Parmelee, pianist
5:30—The Lovable Liars
5:45—Arco and Anita
6—Hotel Oakland Trio
7—News Items
7:30—The Clark Sisters
7:45—Fred and Morris, comedians
8—John Wharry Lewis, quintet
9—Ethel Rhinard and Cora Scott
9:15—Castagnola Brothers
9:30—Bungling Bunglers
9:45—Fred Skinner
10 to 11 P.M.—Dance program

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
8:45—Ralph and Rainbow Trouper
9—Crazy Crystals
9:15—Morning Melodies
10—Helpful Hour; Weather
10:30—Monarch Melodies
11—Chats with Margaret Gilmer
11:30—Accordion Capers
12 noon—Band Concert
12:30—Weather; Market Reports
1—Mauna Keans
1:30—The Friendly Hour
2:30—Organ recital
3—Silent period
4:30—Story Time
4:45—Dental Clinic
5—Vespers
5:30—Skippy
5:45—Scott Held’s Orchestra
6—Dinner Concert
6:15—Franco’s Program
6:30—State Market Reports
6:45—Farmers’ Exchange
7—U. S. Weather Forecast
7:03—Radio News and Forum
7:30—Alta California
7:45—Band Concert
8—American Legion War Camp
8:15—Gene Mancini, tenor
8:30—Music Lovers’ Program
9—A. Caro Miller
9:30 to 10 P. M.—Monarch Melodies

491.5 Meters KFRC Prospect 0100
610 Kcys. 1000 Watts
Don Lee, Inc., San Francisco, Calif.
7 A.M.—Seal Rocks Broadcast
7:15—Cecil Wright
7:25—N. Y. Stock Quotations
7:30—Morning Exercise Period
8—Shell Happy Time
8:30—CBS Programs to 9:30
9:30—Betty Crocker
9:45—CBS Programs to 10:30
10:30—Globe Trotter
10:35—CBS Programs to 12
12 noon—Noonday Concert
1 P. M.—Edna Wallace Hooper
1:05—Claude Hopkins’ Orchestra
1:30—N. Y. Stock Quotations
1:35—Globe Trotter
1:45—“Going to Press”
2—Happy Go Lucky Hour
3—Feminine Fancies
4—Hodge Podge Lodge
4:30—Howard Neumiller and Phil Porterfield
4:45—Globe Trotter; Town Topics
4:55—Jolly Time Popcorn
5—H-O Rangers
5:15—Loose Wiles
5:30—Skippy
5:45—Up to Par with Parkelp
6—Bing Crosby and Hayton’s Orch.
6:15—The Romantic Bachelor
6:30—Star Dust Revue
7—CBS Programs to 8
8—Globe Headlines
8:15—American Weekly Magazine
8:30—Remar Jubilee
9:30—Ben Pollack’s Orchestra
10—Bisquick Bando
10:05—Ted Fio-Rito’s Orchestra
11—Dancing With the Stars
11:30—Cafe De Paris Dance Orch.
12 to 1 A.M.—Midnight Request Hr.

535.4 Meters KTAB Garfield 4700
560 Kcys. 1000 Watts
Assoc. Broadcasters, Oakland, Calif.
6:45 A.M.—Recorded program
7:15—Morning Reporter
7:30—Crazy Quartette
7:45—Recorded Programs
8:30—Jack Hall and Clem Kennedy
9—Morning Prayer Hour
9:30—Dr. J. Douglas Thompson
10—Household Hour
10:30—Recorded Program
10:35—Dr. E. B. Corley
11—Recorded program
11:30—X Bar B Boys
12 noon—Echoes of Portugal
12:25—Oakland Post Enquirer
12:30—Professor Lataner
12:45—Records
1—Over the Teacups
1:30—Records; Crazy Program
2:30—Radio Advisor
2:35—Records; Health Talk
3:45—Treasure Chest
4—“Keep Smiling” Revue
4:30—Records
4:45—The Happy Hoboe
5—Uncle Rod’s Smile Club
5:30—Dr. J. Douglas Thompson
6—Automobile Question Box
6:15—Emeryville Walkathon
6:30—News Reporter
6:45—Ernie Smith’s Sport Page
7—Frank Watanabe and Archie
7:15—To be announced
7:30—Oakland Post-Enquirer News
7:45—Studio Program
8:15—Hill Billies
9—To be announced
10—North. Calif. Trade Area
10:15—KNX broadcast
11 to 12 mid.—Radio Cabaret

379.5 Mtrs. **NBC-KGO** Sutter 1920
7900 Kcys. 7500 Watts
National Broadcast. Co., San Francisco

Service to **KHQ KOMO KWG**
KFI KOA KDYL KGIR
KGHL KTAR KFSD

7 A.M.—Organ Concert, Charles Runyan: KGO (KGW on 7:15)
7:30—Happy Jack Turner, songs: KGO KOMO KFSD KGHL
7:45—Accordiana, Johnny Toffoli, accordionist: KGO KHQ KOMO KGW KFSD KDYL
8—Breen and De Rose: Vocal and instrumental duo: KGO KHQ KGW KFI KFSD KDYL
8:15—Jack and Patsy: KGO KHQ KOMO KGW
8:30—Cross-Cuts from the Log of the Day: KGO KHQ KOMO KGW KFI
9—To be announced
9:15—The Buckaroos: KGO KHQ KGHL
9:30—Organ Concert: KGO (KOMO off 9:45) (KGW on 9:45)
9:45—Jean Abbey, talk: KGO
10—Sarah Kreindler, violinist: KGO KHQ KGW
10:15—Books for Children, Grace Sutton Powell: KGO KHQ KOMO
10:30—Woman's Magazine of the Air: KGO KHQ KOMO KGW KFI (KFSD off 10:50)
11:30—Westminster Choir, direction John F. Williamson: KGO KHQ KGW KFSD KTAR KDYL
12 noon—Edna Fischer, pianist: KGO KHQ KOMO KFSD KOA
12:15—Western Farm and Home Hour: KGO KHQ KOMO KGW KFI KFSD (KTAR on 12:30) KDYL KGIR KGHL
1—Eastman School Symphony: KGO (KOMO on 1:15) KDYL KGHL
1:30—Outstanding Daytime Speakers: KGO KOMO KDYL KGHL
1:45—Charis Musical Review: KGO KHQ KOMO KGW KFI KDYL
2—Al Pearce and his Happy-Go-Lucky Gang: KGO KFI
3—Langendorf Pictorial: KGO KFI
3—Melody Mixers: (KGO on 3:15) KHQ KGW (KGHL off 3:30)
4—Mitscha Weisbord, violinist: KGO KHQ KOMO KDYL
4:15—The Southern Singers: KGO KOMO KDYL KGHL
4:30—Elvia Allman, the California Cocktail, personality singer, and diseuse: KGO KOMO KGW KFI KDYL KGHL
4:45—News Service: KGO KHQ KGW
4:45—Little Orphan Annie: KDYL KOA KGIR KGHL
5—Ramblers, orchestra direction of Josef Hornik: KGO
5:15—Round-the-World Club: KGO KHQ KOMO KGW KFI
5:30—Little Orphan Annie: KGO KHQ KOMO KGW KFI KTAR
5:45—Wheatenaville: Dramatic sketch: KGO KHQ KOMO KGW KFI
6—General Tire and Rubber program, music and drama with General John J. Pershing: KGO KHQ KOMO KGW KFSD KTAR KFI KDYL KGIR KGHL
6:30—Morton Downey and Donald Novis: KGO KHQ KOMO KGW KFI KTAR KDYL KGIR KGHL
7—Corn Cob Pipe Club of Virginia: KGO KHQ KOMO KGW KFI KDYL KGIR KGHL

7:30—Eddie Peabody, entertainer; instrumental ensemble: KGO KHQ KOMO KGW KFI
8—Amos 'n' Andy: KGO KHQ KOMO KGW KFI KFSD KDYL
8:15—Jimmy Kemper, entertainer: KGO KGW KDYL
8:30—One Man's Family: Serial drama by Carlton E. Morse: KGO KHQ KOMO KGW KFI KDYL KOA KGIR KGHL
9—Tom Gerun and his Bal Tabarin Orch.: KGO KGHL
9:15—Adventures of Sherlock Holmes: KGO KHQ KOMO KGW KFI KFSD KTAR KDYL KGIR KGHL
9:45—Don Pedro's Orchestra: KGO KHQ KDYL
10—Richfield News Flashes: KGO KHQ KOMO KGW KFI KFSD
10:15—Mark Hopkins Hotel Orch.: KGO KHQ (KGW on 10:20) KFSD
11—Phil Harris and his Ambassador Hotel Orch.: KGO KHQ KGW KFI
11:30 to 12 mid.—Organ Concert, Dollo Sargent: KGO KHQ KGW KFI

440.9 Mtrs. **NBC-KPO** Sutter 1920
680 Kcys. 5000 Watts
National Broadcast. Co., San Francisco

Service to **KJR KEX KGA**
KECA KTAR KDYL KFSD
KGHL KGIR KOA

7:30 A.M.—Organ Concert: KPO
8—Financial Service: KPO KGA KJR KEX
8:15—Sax Appeal: Mickey Gillette, saxophonist: KPO KGA KJR KEX KECA
8:30—Rhythm Ramblers: (KPO off 8:45) (KYA on 8:45) KGA (KJR KEX off 8:45) KECA KFSD KTAR
8:45—Julia Hayes, helpful hints to housewives: KPO
9—Tom Mitchell, baritone: KPO KGA KJR KEX KECA
9:15—On Wings of Song: KPO KJR KGA KEX KECA KDYL
9:30—Rhythm Vendors: (KPO off 9:45) (KYA on 9:45) KGA KJR KEX KECA (KFSD on 9:45) KGHL
9:45—University of California Program: KPO
10—Mardi Gras: Variety program with Al Schuss, master of ceremonies: KPO KGA KJR KEX KECA KFSD KGHL
10:30—Rex Battle Concert Ensemble: KPO KGA KJR KEX KDYL KGHL
11—Words and Music: KPO KGA KJR KEX KECA KDYL KGHL
11:30—Pair of Pianos: Grace Frankel, Gertrude Lyne: KPO KGA KJR KEX KECA KGHL
12 noon—Organ Concert, Chas. Runyan: KPO (KGA on 12:05) KJR KEX (KECA on 12:30)
12:45—Stringwood Ensemble: (KPO off 1:15) KGA KJR KEX KECA (KFSD on 1:30)
1:15—Ann Warner, household talks: KPO
1:45—Eileen Pigzott, soprano: KPO KGA KJR KEX
2—Maurice Sherman's Orch.: KPO KGA KJR KEX
2:15—Joseph Gallieno's Orchestra: KPO KGA KJR KEX
2:30—Irma Glenn, organist: KPO KGA KJR KEX
2:45—Swanee Serenaders: KPO KJR KGA

3—Meyer Davis and the Waldorf-Astoria Orch.: KPO (KGA on 3:05) (KJR on 3:15) KEX KFSD KDYL
3:30—Drifting and Dreaming, the Harding Sisters, piano team: KJR KPO KGA KEX KGHL
3:45—Andy, Jerry and Eddie: KPO KGA KJR KEX KECA KFSD
4—The Life of the Reillys: Comedy serial featuring Ted Maxwell and Bobbe Deane: KPO KGA KJR KEX KFSD KGHL
4:15—Cosmopolitans: KPO KGA KJR KEX KECA
4:45—Barbara Dale's Charm Matinee: KPO KECA KFSD
5—Growin' Up, dramatic sketch: KPO
5—Choralia, the State Carollers: (KPO on 5:15) (KYA off 5:15) KGA (KJR off 5:15) KEX KFSD KECA (KDYL off 5:15) KGHL
5:30—L'Amour Melodique: KPO KGA KJR KDYL KGHL
6—Charles Hart, instrumental ensemble: KPO KGA KJR KECA
6:45—Irving Kennedy, tenor, instrumental trio: KPO
7—Dr. Copeland's health talks: KPO
7—John and Ned, harmony duo: (KPO on 7:05) KGA KJR
7:15—Tarzan of the Apes: KPO
7:30—Exploring America with Conoco and Carveth Wells: KGA KDYL KGIR KGHL
7:30—Charles Runyan, pianist: KPO
7:45—The Seal of the Don: Mystery serial: KPO
8—University of California Prog.: KPO
8—Marshall's Mavericks: KYA KGA KJR (KEX on 8:15) KECA KGHL
8:30—Hotel Mark Hopkins Orches.: KYA KGA KJR KEX KFSD KTAR
8:30—Eno Crime Club, drama: KPO
9—The Goldbergs: KPO KGA KJR KEX KECA KDYL
9:15—Kenneth Spencer, basso: KPO KGA KJR KEX KECA
9:30—The Orch.: KPO KGA KJR (KEX off 9:45) KECA (KDYL KOA on 10)
10:30—Doric Quartet: KPO KGA (KJR off 10:45) KEX KECA KOA KDYL
11—Slumber Hour: KPO KGA (KJR on 11:15) KEX KFSD
11:30 to 12 mid.—Tom Gerun and His Bal Tabarin Orch.: KPO KGA KEX KFSD

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—Assoc. Food Stores' program
9:30—Popular Song Hits
10—Reporter of the Air
10:05—Scotty's Table Talks
10:20—Variety Recordings
10:30—Marjorie Lee, pianist
10:45—Popular records
11:30—Charles Miniature Vaudeville
11:45—Concert Favorites
12 noon—Jo Mendel's Music
12:15—Dance Matinee
12:30—Band Music
12:45—Carl Coveny, Pat Buckman
1—Stock report; records
2:45—Speak-Easy Time; records
3—Reporter of the Air; records
4:30—Musical Styles
4:45—Popular records
6:15—Silent Period
12:01 to 6 A.M.—Owl program

CBS

Columbia Broadcasting System

- 8:30 A.M.—The Merrymakers: KFBK KMJ KWG KERN KOL KVI KSL KFPY KFRC
- 8:45—The Ambassadors: KMJ KWG KFBK KERN KOL KVI KFPY KOIN KFRC KGB KSL
- 9—Harold Knight and his Orchestra: KFBK KMJ KWG KERN KDB KOL KFPY KOIN KFRC KGB
- 9:45—Concert Miniatures: KFBK KWG KERN KDB KOL KFPY KVI KOIN KFRC KHJ KGB
- 10—George Hall Orchestra: KOIN KFBK KMJ KWG KERN KDB KFRC KHJ (KSL on 10:15)
- 10:30—Scherben's Gypsies: KFBK KMJ KERN KDB KVI KFPY KFRC KGB KSL
- 11—Ann Leaf, Organist: KFBK KMJ KERN KDB KOL KVI KFPY KOIN KFRC KHJ KSL
- 11:30—American School of the Air: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 12 Noon—Rhythm Kings: KFBK KMJ KWG KERN KDB KFPY KOIN KHJ KSL KLZ KOH
- 12:15—Madame Belle Forbes Cutter: KFBK KMJ KWG KERN KDB
- 12:45—The Funnyboners: KFBK KMJ KWG KERN KDB KVI KFPY KOIN KGB KSL
- 1—Claude Hopkins' Orch.: KFBK KMJ KWG KERN KDB KVI KSL KFPY KFRC KGB
- 1:15—Architecture and the Allied Arts: KFBK KMJ KWG KERN KDB KOL KFPY KFRC KGB KSL
- 1:30—Jack Brooks Orchestra KFBK KMJ KWG KERN KDB KOL KFPY KHJ KGB KSL
- 1:45—Bill Schudt's Going to Press: KFBK KWG KERN KDB KOL KVI KFPY KHJ KSL
- 4:30—Del Coon and his Orchestra: KFBK KMJ KWG KERN KFRC KHJ KSL
- 4:45—Between the Bookends: KWG KFBK KMJ KERN KDB KOL KVI KHJ KGB KSL
- 5—H-Bar-O Rangers: KFBK KMJ KWG KERN KOL KVI KFPY KOIN KFRC KHJ KGB
- 5:15—Carl Moore Orchestra: KFBK KWG KERN KOL KFPY
- 5:45—Those McCarty Girls: KFBK KWG KERN KFPY KGB KSL
- 6—Chesterfield program: KFBK KMJ KWG KERN KOL KVI KHJ KFPY KOIN KFRC KGB KSL
- 6:15—"The Romantic Bachelor": KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 6:30—Robert Burns Panatela Program: KSL
- 7—Old Gold Program. John P. Medbury, Master without Ceremonies; Fred Waring's Pennsylvanians: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 7:30—Edwin C. Hill: KFBK KWG KERN KFPY KOIN KFRC KSL
- 7:45—"Myrt and Marge": KFBK KMJ KWG KERN KOL KVI KHJ KFPY KOIN KFRC KGB KSL
- 8—Nino Martini, tenor, with the Columbia Symphony Orch.: KFPY KOL KVI (KOLN KHJ KGB on 8:15) KSL KLZ KOH

- 8:30—Isham Jones Orchestra: KFBK KWG KERN KDB KVI KFPY KOIN KFRC KHJ KGB KSL
- 9—Eddie Duchin: KFBK KGW KDB KVOR KOL KVI KFPY KOIN KFRC KHJ
- 9:30 to 10 P.M.—Ozzie Nelson's Orchestra: KFBK KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB KSL

285.5 Meters KNX Hemp. 4101 1050 Kcys. 25,000 Watts

- Western Broadcast. Co., 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—Aaratone
- 10—Eddie Albright's Family
- 10:30—Kate Vaughn, Home Econ.
- 11:45—Talk by H. B. Drollinger
- 12 noon—News
- 12:15—Elec. Transcription
- 1—New Paris Inn broadcast
- 2—Eddie Albright, late fiction
- 3—Matinee Mlthrmakers
- 3:30—Recordings
- 4—Travelogue; Announcements; Stocks
- 5:30—Black and Blue
- 5:45—Chandu, the Magician
- 6—News
- 6:15—Cecil and Sally
- 6:30—Sl and Elmer
- 6:45—Musical Program
- 7—Frank Watanabe and Archie
- 7:15—Marion Mansfield and Ensemble
- 7:30—"Fifty Famous Landmarks"
- 7:45—Guardsmen
- 8—KNX Mid-Week Parade
- 9—News
- 9:15—Happy Chappies
- 9:30—"Patches"
- 10—Crockett Mountaineers
- 10:30—Organ Recital
- 11 to 12 mid.—New Paris Inn

209.7 Meters KECA Richm'd 6111 1430 Kcys. 1000 Watts

- Earle C. Anthony, Inc., Los Angeles
- 8 A.M.—Louis Rueb, exercises
- 8:15—NBC-KPO Programs to 10:30
- 10:30—News Release
- 10:45—Spanish Lesson
- 11—NBC-KPO programs to 12
- 12 noon—Charlie Wellman and Co.
- 12:30—NBC-KPO programs to 2:15
- 2:15—Bill Hayman, songs
- 2:30—NBC-KPO programs to 5:30
- 5:30—Uncle Jim
- 5:45—Al, Mac and Tommy
- 6—Sunset, Serenaders
- 6:45—News; Sport news
- 7—Masterpieces of music
- 7:15—String Orchestra
- 7:30—Packard Concert Orchestra
- 8—Marshall's Mavericks
- 8:30—Gus Arnheim's Orchestra
- 9 to 12 mid.—NBC-KPO Programs

468.5 Meters KFI Richm'd 6111 640 Kcys. 50,000 Watts

- Earle C. Anthony, Inc., Los Angeles
- 6:45 A.M.—Dr. Selxas, exercises
- 7:30—Stock Market Quotations
- 7:45—Polly Hall, pianist
- 8—NBC-KGO Program
- 8:15—Joe Warner's Jolly Journal
- 8:30—NBC-KGO Programs to 9:15
- 9:15—Helpful Hints to Housewives
- 9:30—Fashion Tour with Melisse
- 10—Jean Abbey's Shopping Tours
- 10:15—English Lesson
- 10:30—Magazine of the Air
- 11:30—Care of the Hair
- 11:45—Market Reports
- 12 noon—Dept. of Agriculture Talk
- 12:15—Western Farm and Home Hr.
- 1—News Release
- 1:15—Ann Warner Chats
- 1:45—Charis Corporation program
- 2—Al Pearce and Happy-Go-Lucky Gang
- 3—Tom Murray's Hill Billies
- 3:45—Book Review
- 4—Wesley Tourtellotte, organist
- 4:30—News Release
- 4:45—Winnie Moore, Nomad Novelist
- 5—String Trio
- 5:15—Round the World Club
- 5:30—Little Orphan Annie
- 5:45—Wheatenaville
- 6—General Pershing and musical and dramatic production
- 6:30—NBC-KGO programs to 8:15
- 8:15—The Seal of the Don
- 8:30—"One Man's Family," drama
- 9—Packard Orchestra
- 9:15—Adventures of Sherlock Holmes
- 9:45—Singing Service Men
- 10—Richfield Reporter of the Air
- 10:15—Phil Harris' Orchestra
- 11:30 to 12 mid.—Gus Arnheim's Or.

333.1 Meters KHJ Vandike 7111 900 Kcys. 1000 Watts

- Don Lee, Inc., Los Angeles, Calif.
- 7 A.M.—News Briefs and Records
- 8—Shel Happytime
- 8:30—CBS Programs to 9
- 9—Beauty Talk
- 9:15—Bud Shay Orchestra
- 9:30—Betty Crocker
- 9:45—CBS Programs to 10:30
- 10:30—"Up to Par with Parkelp"
- 10:45—CBS Programs to 12:15
- 12:15—Health Talk
- 12:30—World-wide News
- 12:45—Beauty Talk
- 1—Bob Holman's Orchestra
- 1:30—CBS Programs to 2
- 2—Happy-Go-Lucky Hour
- 3—Feminine Fancies
- 4—Hodge Podge Lodge
- 4:30—CBS Program
- 4:45—Between the Bookends
- 5—H-bar-O Rangers
- 5:15—News Items; Town Topics
- 5:30—"Skippy"
- 5:45—"Maude & Cousin Bill"
- 6—Bing Crosby
- 6:15—Vick's Vapo Rub Varieties
- 6:30—Stardust Revue
- 7—Old Gold Program
- 7:30—Chandu, the Magician
- 7:45—Myrt and Marge
- 8—Globe Headlines
- 8:15—Columbia Symphony Orch.
- 8:30—Isham Jones' Orchestra
- 8:45—Bob Holman's Orchestra
- 9—Tiny Newland and Islanders
- 9:15—Eddie Duchin's Orchestra
- 9:30—Ben Pollack's Orchestra
- 10—News Items; Bisquick Band
- 10:15—Ted Fio Rito's Orchestra
- 11—Hal Grayson's Orchestra
- 11:30—Bob Holman's Orchestra
- 12 to 1 A.M.—Marshall Grant, organ

KJBS today!

The Alarm Klok Klub
6 to 8 a.m.



S. F. Breakfast Club
8:30 to 9 a.m.

225.4 Meters KGB FRank. 6151
1330 Kcys. 1000 Watts
Don Lee, Inc., San Diego, California

7 A.M.—Morning Edition
8—Shell Happytime
8:30—CBS Programs to 9:30
9:30—Betty Crocker
9:45—Concert Miniatures
10—Blanche Wood
10:30—CBS Programs to 12
12 noon—Farm Flashes
12:15—Belle Forbes Cutter
12:45—News and Closing Stocks
1—CBS Programs to 2
2—Happy-Go-Lucky Hour
3—Feminine Fancies
4—Hodge Podge Lodge
4:30—State College Chats
4:45—Between the Bookends
5—H-O Rangers
5:15—Carl Moore's orchestra
5:30—News and Town Topics
5:45—Institute of World Affairs
6—CBS Programs to 6:30
6:15—Romantic Bachelor
6:30—Stardust Revue
6:45—Chandu
7—John Medbury and Fred Waring's Pennsylvanians
7:30—To be announced
7:45—Myrt and Marge
8—Headlines
8:15—CBS Programs to 9
9—Tiny Newland and Islanders
9:15—CBS programs to 10
10—Tomorrow's News Tonight
10:10—Cross-Cuts
10:15—Ted Fio-Rito's Dance Orch.
11—Grayson's Orchestra
11:30—Cafe de Paris Orchestra
12 to 1 A.M.—Recordings

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 3
3 P.M.—News Bulletins
3:05—NBC-KPO Programs to 4:45
4:45—To be announced
5—NBC-KPO Programs to 6:45
6:45—The Chanticleers
7—John and Ned
7:15—Tarzan of the Apes
7:30 to 12 mid.—NBC-KPO Prog.

325.9 Meters KOMO Elliott 5890
920 Kcys. 1000 Watts
Fisher's Blend Station, Inc., Seattle

6:55 A.M.—Inspirational Service
7—Sunrise Farm Broadcast
7:30—NBC-KGO Programs to 8
8—Prudence Penny
8:15—NBC-KGO Programs to 9
9—Neighborly Mary
9:30—Program to be announced
9:45—The Bon Marche
10—The Observer
10:15—NBC-KGO Programs to 11:45
11:45—Club Minutes
12 noon—Farm Program
12:15—Farm and Home Hour
1—Tea Time Tales
1:15—NBC-KGO Program
1:45—Charis Corporation
2—Concert Orchestra
2:30—NBC-KGO programs to 3:30
3:30—Concert Orchestra
4—NBC-KGO programs to 8:15
8:15—Golden Memories
8:30—One Man's Family
9—Baldy's Homespun Melodies
9:15—Adventures of Sherlock Holmes
9:45—Dollars and Cents
10—Richfield News Flashes
10:15—Greater Washington Hour
11:15—Ambassador Hotel Orchestra
11:30 to 12 mid.—Organ Concert

483.6 Meters KGW Atwater 2121
620 Kcys. 1000 Watts
Morning Oregonian, Portland, Ore.

6:45 A.M.—Caterpillar Trail Blazers
7:15—NBC-KGO programs to 9
9—Crazy Crystals Program
9:15—Cooking School
9:45—NBC-KGO programs to 10:15
10:15—Up to Par with Parkelp
10:30—NBC-KGO programs to 12
12 noon—The Oregonian of the Air
12:15—Farm and Hour Hour
1—Studio program
1:30—Parker Dental Clinic of the Air
1:45—Charis Program
2—Edna Wallace Hopper
2:05—NBC-KGO programs to 2:30
2:30—Better English Talk
2:45—NBC-KGO programs to 4
4—Friendly Chat
4:30—Concert Ensemble
4:45—Oregonian of the Air
5—Piano Surprises
5:15—Round-the-World Club
5:30—Little Orphan Annie
5:45—Wheatenaville
6—General Tire program
6:30—Woodbury Program
7—Corn Cob Pipe Club of Virginia
7:30—Eddie Peabody, banjoist
8—Amos 'n' Andy
8:15—Golden Memories
8:30—One Man's Family
9—Baldy's Melodies
9:15—Adventures of Sherlock Holmes
9:45—The G. A. Paine Violinist
10—Richfield News Flashes
10:15—"Sweethearts o' Mine"
10:20—Hotel Mark Hopkins Orch.
11—Ambassador Hotel Orchestra
11:30 to 12 mid.—Organ Concert

526 Meters KVI Broadway 4211
570 Kcys. 1000 Watts
Puget Sound Broadcast. Co., Tacoma

6 A.M.—Recordings
6:30—Farm Features
7—Daybreak Devotionals
7:30—Organ Reveille
7:45—Texas Cowboy
8—Shell Happytime
8:30—CBS programs to 9
9—Mary from Proctor's
9:30—Betty Crocker
9:45—Concert Miniatures
10—Celia Lee, Home Economics
10:15—Style and Song Hits
10:30—CBS Programs to 1:15
1:15—Ethyl's Society Column
1:30—Le Roy, pianist
1:45—"Going to Press"
2—Happy-Go-Lucky Hour
3—Feminine Fancies
3:45—Fan Fare
4—"Hodge Podge Lodge"
4:30—Dr. Walsh, Dental Clinic
4:45—Between the Bookends
5—H-Bar-O Rangers
5:15—George Yount, organist
5:40—Style Talk
5:45—Musical Crediters
6—CBS Programs to 6:30
6:30—Star Dust Revue
7—Fred Waring's Pennsylvanians
7:30—Dr. Mellor
7:45—Myrt and Marge
8—Columbia Symphony
8:30—"The Crazy Boys"
8:45—Isham Jones' orchestra
9—Mademoiselle Modiste
9:05—Eddie Duchin orchestra
9:30—Ben Pollack's Orchestra
10—Ted Fio-Rito's Orchestra
10:30—Le Roy, pianist
10:45—Ted Fio-Rito's Orchestra
11—Dancing with the Stars
11:30—Cafe De Paris orchestra
12 to 1 A.M.—KVI, DX program

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

7 A.M.—Caterpillar Pioneers
7:30—Morning News
7:45—Early Birds
8—To be announced
8:30—Crosscuts of the Day
9—Wait and Marian
9:15—NBC-KGO Program
9:30—Burgan's Home Comfort
9:45—Celia Lee
10:15—NBC-KGO Programs to 1
1—Various programs
1:45—Charis Concert
2—Spokane Fur Company
2:15—Edna Wallace Hopper
2:45—NBC-KGO programs to 6:15
4:15—KHQ News
4:30—Tull and Gibbs
4:45—Skippy
5:15—NBC-KGO Programs to 6:15
6:15—Voice of Texas
6:30—NBC-KGO Programs to 8:15
8:15—Home Beautiful
8:30—One Man's Family
9—To be announced
9:15—Sherlock Holmes
9:45 to 12 mid.—NBC-KGO Prog.

319 Meters KOIN Atwater 3333
940 Kcys. 1000 Watts
The Journal, Portland, Oregon

6:30 A.M.—KOIN Klock
7:30—Movie Chatter
8—Shell Happytime
8:30—Dixie Baker and Bob White
8:45—CBS Programs
9:30—Betty Crocker
9:45—CBS Program
10:30—Art Kirkham
11—Studio program
11:30—CBS programs to 1
1 P.M.—Book of Life
2—Happy-Go-Lucky Hour
3—Feminine Fancies
3:30—Newspaper of the Air
4:45—Ceil and Sally
5—H-bar-O Rangers
5:15—Skippy
5:30—Davidson Prize Club
6—CBS Programs to 8
8—Redding White, tenor
8:15—CBS programs to 10
10—DLBS program
10:30—De Honey's Dance Band
11 to 12 mid.—DLBS Program

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

7 A.M.—Rhythm Aces; Produce Quotations
7:30—Sun Risers; Sport News
8—NBC-KPO Programs to 8:45
8:45—Julia Hayes
9—NBC-KPO Programs to 10
10—Mardi Gras
10:30—NBC-KPO Programs to 3
3 P.M.—The Easy Chair
3:10—NBC-KPO Programs to 3:45
3:45—The World Bookman
3:55—Lost & Found Advertisements
4—NBC-KPO Programs to 4:45
4:45—Radio Service News
5—Choralia
5:15—Steamboat Bill
5:30—NBC-KPO Programs to 6:45
6:45—Around the Town
7—John and Ned
7:15—Tarzan of the Apes
7:30—News Edition of the Air
7:45—Vespers
8—NBC-KPO programs to 10:45
10:45—Johnny Robinson's Orchestra
11:15—Slumber Hour
11:30 to 12 mid.—Spanish Ballroom Dance Orchestra

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 8:45
 8:45—Julla Hayes, Helpful Hints
 9—NBC-KPO Programs to 12:30
 12:30—Ad Club Luncheon
 12:45—NBC-KPO Programs to 2:45
 2:45—Question Box
 3—NBC-KPO Programs to 4:45
 4:45—Boy Scout Drama
 5—NBC-KPO programs to 6:15
 6:15—Silent period
 8—Tarzan of the Apes
 8:15—NBC-KPO Programs to 12
 12 to 12:15 A.M.—Glimpses of To-
 morrow's News

236.1 Meters KOL Main 2312
 1270 Kcys. 1000 Watts
 Seattle Broadcast. Co., Seattle, Wash.
 6:45 A.M.—KOL Time Klock
 8—Shell Happytime
 8:30—Crazy Minstrel
 8:45—CBS Programs to 9:15
 9:15—Cecil Solly
 9:30—Betty Crocker
 9:45—Concert Miniatures
 10—Morning Melodies
 10:30—Prince of the Ivories
 10:45—CBS Programs to 11:15
 11:15—Democratic Educa. Feature
 11:30—CBS Programs to 12
 12 noon—The Carnival
 1—Health Hints
 1:15—CBS Programs to 2
 2—Happy-Go-Lucky Hour
 3—Feminine Fancies
 4—Hodge Podge Lodge

4:30—Studio Program
 4:45—CBS Programs to 5:30
 5:30—Skippy
 5:45—CBS Programs to 6:30
 6:30—Sports Review, Ken Stuart
 6:45—Star Dust Revue
 7—Old Gold Program
 7:30—Radio Speaker Stevenson
 7:45—"Myrt and Marge"
 8—Eb and Zeb
 8:15—Columbia Symphony Orch.
 8:30—Isham Jones' Orchestra
 9—Globe Trotter
 9:15—CBS Programs to 10
 10—Ken Stuart's Program
 10:30 to 12 mid.—Dance Music

499.7 Meters KFSD Franklin 6353
 600 Kcys. 1000 Watts
 Airfan Radio Corp., Ltd., San Diego
 5 P.M.—NBC-KPO program
 5:15—To be announced
 5:30—Postal Talk
 5:35—Studio Program
 5:45—Program Highspots
 5:50—Late News Reporter
 6—General Pershing Program
 6:30—Sheriff Ed Cooper
 6:35—Serenaders
 7—Dr. Strauss' Sketchbook
 7:30—Marie Viratelle Kriete
 8—Amos 'n' Andy
 8:15—Seal of the Don
 8:30—Mark Hopkins Orchestra
 9—Selberling Singers
 9:15—Adventures of Sherlock Holmes
 9:45—Terrace Gardens Orchestra
 10—Richfield News Flashes
 10:15—Hotel Mark Hopkins Orch.
 11—Slumber Hour
 11:30 to 12 mid.—Bal Tabarin Orch.

361.2 Meters KOA York 5000
 830 Kcys. 12,500 Watts
 General Electric Co., Denver, Colo.
 5 P.M.—Choralia
 5:30—L'Amour Melodique
 6—Symphony Orchestra
 6:30—Woodbury Soap
 7—Corn Cob Pipe Club
 7:30—Exploring America
 8—Amos 'n' Andy
 8:15—Sports Interview
 8:30—One Man's Family
 9—The Goldbergs
 9:15—Adventures of Sherlock
 Holmes
 9:45—The Air Edition
 10—The Orchestra, NBC
 10:30 to 11 P.M.—Doric Quartet

265 Meters KSL Wasatch 3901
 1130 Kcys. 50,000 Watts
 Radio Serv. Corp. of Utah, Salt Lake
 5 P.M.—Carl Moore's Orchestra
 5:15—Chandu
 5:30—Novelty Group
 5:45—Red Nichols' Orchestra
 6—Chesterfield Program
 6:15—The Romantic Bachelor
 6:30—Guy Lombardo, Burns and
 Allen
 7—Warings Pennsylvanians
 7:30—Crazy Crystals program
 7:45—Myrt and Marge
 8—Nino Martini and Orchestra
 8:30—Dr. Jordan
 8:45—Isham Jones' Orchestra
 9—Eddie Duchin's Orchestra
 9:30—Ben Pollack's Orchestra
 10—Dance Music
 10:30 to 11 P.M.—Ted Fio-Rito's Or.

The REMAR JUBILEE

featuring the new

Remar Jubilee Bread

Every Wednesday Evening at 8:30

OVER

KFRC



15 Outstanding Artists

16-Piece Orchestra
 WALTER KELSEY, Director

ARNOLD MAGUIRE
 MASTER OF CEREMONIES

THURSDAY Programs

March 16, 1933

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

- 6:45 A.M.—Recorded program
- 7:15—Morning Reporter
- 7:45—Recorded Program
- 7:30—Crazy Quartette
- 8:30—Jack Hall and Clem Kennedy
- 9—Morning Prayer Hour
- 9:30—Dr. J. Douglas Thompson
- 10—Household Hour; Records
- 10:35—Dr. B. Corley
- 11—Lora Lee; studio program
- 11:30—X Bar B Boys
- 12 noon—Echoes of Portugal
- 12:25—Oakland Post Enquirer
- 12:30—Studio Program
- 12:45—Italian Program
- 1—Over the Teacups
- 1:30—Studio Program; Crazy Prog.
- 2:30—Radio Advisor; Records
- 2:45—Better Homes program
- 3—Women in the Home
- 3:30—Health talk
- 3:45—Putnam's Treasure Chest
- 4—"Keep Smiling," Revue
- 430—Grace and Billy
- 4:45—Studio program
- 5—Uncle Rod's Smile Club
- 5:30—Dr. J. Douglas Thompson
- 6—Parisian American Entertainers
- 6:10—Recordings
- 6:15—Emeryville Walkathon
- 6:30—News Reporter
- 6:45—Ernie Smith's Sport Page
- 7—Frank Watanabe and Archie
- 7:15—Taylor Made Tempos
- 7:30—Oakland Post-Enquirer
- 7:45—Popular Song Composers
- 8—To be announced
- 9—Hill Billies
- 10—Jess Stafford's Orchestra
- 10:30—Moment Musicale
- 11—Emeryville Walkathon
- 11:15 to 12 mid.—Radio Cabaret

322.4 Meters KFVI Franklin 0200
930 Kcys. 500 Watts

- Radio Entertainments, San Francisco
- 7 A.M.—The Early Bird
 - 8—Silent period
 - 9—Blues Chasers
 - 10—White House program
 - 10:15—Bellevue Hotel Program
 - 10:30—Topics and Music
 - 11—Piano Recital
 - 11:15—Concert Melodies
 - 11:45—Correct English
 - 12 noon—Oklahoma Cowboys
 - 12:30—Dance Music
 - 1—Silent period
 - 6—Dance Time
 - 6:15—News Reporter
 - 6:30—Russian Balalaika Orchestra
 - 7—Christian Science Program
 - 7:15—The Empire Minstrels
 - 7:30—Silent period
 - 11 to 1 A.M.—Hi-Dee-Ho!

322.4 Meters KROW Glenc. 6774
930 Kcys. 1000 Watts

- Educa. Broad. Corp., Oakland, Calif.
- 8 A.M.—News Items
 - 8:15—Recordings; Announcements
 - 9—Silent period
 - 1—Latin American Program
 - 2—Dance of the Hour
 - 2:08—Recordings; Announcements
 - 2:30—Cy Hiram's Microphone Gossip
 - 3—Recordings; Announcements
 - 3:15—Buddy Lewis's Orchestra
 - 4—Recordings; Announcements
 - 5—Topanga Mountaineers
 - 5:30—Prosperity Auction program
 - 5:45—Walk-a-thon

- 6—Silent period
- 7:30—Tropical Beach Combers
- 8—Lecture by Judge Rutherford
- 8:15—Mildred Lewis, blues singer
- 8:30—Verna Anderson, pianist
- 8:45—Milton Fallon, Organist
- 8:50—Tuni-coil Recordings
- 9—Charles Follette, bass; Tonisita Ivanov, soprano; Hazel Lindsay, pianist
- 9:30—Jess Norman's Orchestra
- 10—Walk-a-thon
- 10:30 to 11 P.M.—Jess Norman's Or.

340.7 Meters KLX Lake. 6000
880 Kcys. 500 Watts

- Tribune Pub. Co., Oakland, Calif.
- 8 A.M.—Records
 - 9:15—Noon prices
 - 9:30—Clinic of the Air
 - 10:15—San Francisco stocks; financial information; weather
 - 10:30—International Kitchen
 - 11—Sunshine Twins
 - 11:30—Fox-Orpheum Curtain Calls
 - 11:45—Fred Skinner
 - 12 noon—Jack Delaney's Band
 - 1—Jean's High Lights
 - 2—Classical Recordings
 - 2:40—Closing S. F. stocks
 - 2:45—Ethel Rhinard, pianist
 - 3—Records
 - 3:45—McCoy Health School
 - 4—Records
 - 4:30—Brother Bob's Club
 - 5—Helen Wegman Parmelee, pianist
 - 5:30—Dot Kay, "Wes" Summerford and Lila Clark
 - 6—Hotel Oakland Trio
 - 7—News Items
 - 7:30—Jack Manley, violinist
 - 7:45—Sports Hi-Lights of the Air
 - 8—Iverson's String Quartet
 - 8:30—Helen Parmelee, pianist
 - 8:45—"The Maredens," Ladies Trio
 - 9—Aspre's Manila String Orchestra
 - 9:30—Bungling Bunglers
 - 9:45—Organ Recital, Ethel Rhinard
 - 10:15 to 11 P.M.—Dance Program

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
 - 8:45—Ralph and Rainbow Trouper
 - 9—Crazy Crystals
 - 9:15—Morning Melodies
 - 9:30—Martha Meade Society
 - 10—Helpful Hour
 - 10:30—Monarch Melodies
 - 11—Chats with Margaret Gilmer
 - 11:30—Accordion Capers
 - 12 noon—Band Concert
 - 12:30—Weather; Market Reports
 - 1—Mauna Keans
 - 1:30—The Friendly Hour
 - 2:30—Organ recital
 - 3—Silent period
 - 4:30—Story Time
 - 4:45—Dental Clinic of the Air
 - 5 P.M.—Vespers; Skippy
 - 5:45—O'Brien's Dinner Concert
 - 6—Dinner Concert
 - 6:15—Franco's Program
 - 6:30—State Market Reports
 - 6:45—Farmers' Exchange
 - 7—U. S. Weather Forecast
 - 7:03—Radio News and Forum
 - 7:30—The Minute Man
 - 7:45—Band Concert
 - 8—Songs of the Old Church Choir
 - 9—Songs You Love to Sing
 - 9:15—Pezzola Sisters
 - 9:30—Musical Readings
 - 9:45 to 10 P.M.—Three Pineapples

491.5 Meters KFRC Prospect 0100
610 Kcys. 1000 Watts

- Don Lee, Inc., San Francisco, Calif.
- 7 A.M.—Seal Rocks Broadcast
 - 7:15—Cecil Wright
 - 7:25—N. Y. Stock Exch. Quotations
 - 7:30—Morning Exercise Period
 - 8—Shell Happy Time
 - 8:30—CBS Programs to 9:45
 - 9:45—Ann Welcome, kitchen lyrics
 - 10—Vincent Travers' Orchestra
 - 10:30—Globe Trotter
 - 10:35—CBS Programs to 11:15
 - 11:15—Gen. Foods Cooking School
 - 11:30—CBS program
 - 12 noon—Noonday Concert
 - 1—U. S. Army Band
 - 1:15—Stock Ex. Quotations
 - 1:20—Globe Trotter
 - 1:30—"Farm News"
 - 2—Happy Go Lucky
 - 3—Feminine Fancies
 - 4—Discovery Hour, George Davis
 - 4:30—Howard Ely, Organist
 - 4:45—Globe Trotter; Town Topics
 - 5—Steamboat Bill
 - 5:15—Red Nichol's Orchestra
 - 5:30—Skippy
 - 5:45—Mandi Magic Circle
 - 6—Ruth Etting and Orchestra
 - 6:15—CBS Programs to 8
 - 8—Globe Headlines
 - 8:15—Howard Barlow's Symphony
 - 8:30—Dick Auranndt, Organist
 - 8:45—Isham Jones' Orchestra
 - 9—Marlboro Band of Distinction
 - 9:15—Unknown Hands
 - 9:30—Eb and Zeb
 - 9:45—Tangee Cosmetic program
 - 10—Bisquick Band
 - 10:05—Ted Flo-Rito Orchestra
 - 11—Dancing with the Stars
 - 11:30—Cafe De Paris Dance Orch.
 - 12 to 1 A.M.—Midnight Request Hr.

243.8 Meters KYA Prospect 3456
1230 Kcys. 1000 Watts

- Pac. Broadcast. Corp., San Francisco
- 7:30 A.M.—Dawn Salute
 - 7:45—Christian Science Program
 - 8—Breakfast Hour
 - 8:30—Marine Band
 - 9—Melody Moods
 - 9:45—Mardi Gras
 - 10—Sunshine Hour
 - 11—Album Leaves
 - 11:30—Prudence Penny; Rhythmster
 - 12 noon—Scriptures
 - 12:03—Glen Goff, organist
 - 12:30—Townhall Harmonies
 - 1—Shrine Luncheon
 - 1:30—Tango Time
 - 2—Musical Novelties
 - 2:15—Organ Matinee
 - 2:45—Singing Strings
 - 3:15—Florence Mendoza
 - 3:30—Music Masters
 - 4—International Troubadors
 - 5—Nathan Abas
 - 5:15—Sunset Revue
 - 5:45—Campbell Digest
 - 6—Supper Serenade
 - 6:30—Waltz Idylls
 - 7—Kay Kendall, Queen of Song
 - 7:15—"Sportsman's Corner"
 - 7:30—Royal Serenaders
 - 7:45—Bob Allen; Piano Novelties
 - 8—John Wolohan's Orchestra
 - 8:30—Sports Parade
 - 9—Modern Maestros
 - 9:15—Tunes of the Times
 - 9:30—The Cub Reporters
 - 9:45—News Flashes
 - 10—Sandman Organ
 - 11 to 12 mid.—Concert Memories

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

Service to KHQ KOMO KGW
KFI KOA KDYL KGIR
KGHL KTAR KFSD

- 7 A.M.—Organ Concert, Charles Runyan: KGO (KGW on 7:15)
- 7:30—Happy Jack, Jack Turner, KGO KOMO KGW KFSD KGHL
- 7:45—Breen and de Rose: KGO KGW KFSD KDYL KGHL
- 8—Singing Strings: KGO KGW KFI KFSD KDYL KGHL
- 8:15—Jack and Patsy, dramatic sketch: KGO KOMO KGW
- 8:30—Cross-Cuts from the Log o' the Day: KGO KHQ KOMO KGW KFI
- 9—Tom Mitchell, baritone: KGO
- 9:15—The Buckaroos: KGO KFSD
- 9:30—Martha Meade Society: KGO KHQ KOMO KGW KFI KFSD
- 9:45—Fun with Facts, Monroe Up-ton: KGO KGW KFSD
- 10—Woman's Magazine of the Air: KGO KHQ KOMO KGW KFI (KFSD on 10:40) (KDYL KOA on 10:20-10:40)
- 11—Standard School Broadcast: KGO KPO KHQ KOMO KGW KFI KFSD
- 11:45—Shakespearean Quarter Hour: KGO KGW KECA KDYL
- 12 noon—Edna Fischer, pianist: KGO KHQ KFSD KOA KGHL
- 12:15—Western Farm and Home Hour: KGO KHQ KOMO KGW KFI KFSD (KTAR on 12:30) KDYL KGIR KGHL
- 1—Music Masters: KGO (KOMO on 1:15) (KGW off 1:30, on 1:45)
- 2—Al Pearce and his Happy-Go Lucky Gang: KGO KFI
- 3—Langendorf Pictorial: KGO KFI
- 3—Melody Mixers: (KGO KHQ on 3:15) KGW (KGHL off 3:30)
- 4—Concert Orchestra: KGO KHQ KOMO KDYL
- 4:15—Tea Timers: Arion Trio: KGO (KOMO KGW on 4:30) (KDYL off 4:30)
- 4:45—News Service: KGO KGW
- 5—Fleischmann Hour: KGO KHQ KOMO KGW KFI KTAR KDYL
- 6—Captain Henry's Maxwell House Show Boat: KGO KHQ KOMO KGW KFI KFSD KTAR KDYL
- 7—Lucky Strike Dance Hour: Jack Pearl, the modern Baron Munchausen: KGO KHQ KOMO KGW KFI KFSD KTAR KDYL
- 8—Amos 'n' Andy: KGO KHQ KGW KFI KOMO KFSD KDYL
- 8:15—Standard Symphony Hour: KGO KHQ KOMO KGW KFI
- 9:15—Howard Thurston, the Magician: KGO KHQ KOMO KGW KFI KDYL
- 9:30—Song Heaven: KGO KHQ
- 10—Richfield News Flashes: KGO KHQ KOMO KGW KFI KFSD
- 10:15—Mark Hopkins Hotel Orch.: KGO KHQ KOMO KGW KFSD (KDYL KOA on 10:30)
- 11—Phil Harris and his Ambassador Hotel Orchestra: KGO KHQ KGW KFI
- 11:30 to 12 mid.—Organ Concert, Dollo Sargent: KGO KHQ KOMO KGW KFSD

440.9 Mtrs. **NBC-KPO** Sutter 1920
680 Kcys. 5000 Watts
National Broadcast. Co., San Francisco

Service to KJR KEX KGA
KECA KTAR KDYL KFSD
KGHL KGIR KOA

- 7:30 A.M.—Arion Trio: KPO
- 8—Financial Service: KPO KGA KJR KEX
- 8:15—Singing Strings: KPO KGA KJR KEX KECA KDYL KGHL
- 8:30—Marine Band Shut-in Hour: (KPO on 9) (KYA off 9) (KJR KEX off 8:45, on 9) KGA (KECA off 9:15) (KFSD off 9) (KTAR off 9, on 9:15)
- 8:30—Organ Recital: KPO
- 8:45—Julia Hayes, helpful hints to housewives: KPO
- 9:30—Mardi Gras, variety program: (KPO off 9:45) (KYA on 9:45) KGA KJR KEX KECA KDYL KGHL
- 9:45—University of California Program: KPO
- 10—Rhythm Vendors: KPO KGA KJR KEX KECA (KFSD off at 10:30) (KGHL off 10:15)
- 10:45—Concert Ensemble: KPO KGA KJR KEX KDYL
- 11—Words and Music: KGA KJR KEX KECA KDYL KGHL
- 11—Standard School Broadcast: KPO
- 11:30—Synopators: Harold Stokes' Orchestra: KGA KJR KEX KECA KDYL KGHL
- 11:45—Sisters of the Skillet: KPO KGA KJR KEX KDYL KGHL
- 12 noon—Organ Concert, Paul Carson: KPO (KGA on 12:05) KJR KEX
- 12:30—Five Cards: Bluettes, vocal trio; Alvino Rey, guitarist; Jack Meakin, pianist: KPO KGA KJR KEX KECA
- 1—Headlines in Song: KPO KGA KJR KEX KECA KDYL KGHL
- 1:15—Ann Warner, household talk: KPO
- 1:15—Romances: KGA KJR KEX KECA KDYL KGHL
- 1:30—Thursday Special. (KPO on 1:45) KGA KJR KEX KECA KFSD KDYL KGHL
- 2—Schirmer and Schmitt, piano duo: KPO KGA KJR KEX
- 2:15—Paul Whiteman's Rhythm Boys: KPO KGA KJR KEX
- 2:30—Genia Fonariva, soprano: KPO KGA KJR KEX
- 2:45—Concert Echoes: KPO KGA KJR
- 3—Waldorf-Astoria Orchestra: KPO (KGA on 3:05) (KJR on 3:15) KEX KECA KFSD KDYL
- 3:30—John B. Kennedy: KPO KGA KJR KEX KECA KFSD
- 3:35—The Three Keys: KPO KGA KJR KEX KECA KFSD
- 3:45—Arion Trio: KPO KGA (KJR off 3:50) KEX KECA KGHL
- 4—Simple and Gladys: Comedy sketch: KPO KGA KJR KEX KFSD KGHL
- 4:15—Mindways: Stories of Human Behavior: KPO KGA KJR KEX KECA KFSD KTAR KDYL KOA KGIR
- 4:30—Concert Footlights: KPO KJR KEX KECA KFSD KDYL KGHL
- 4:45—Barbara Dale's Charm Matinee: KPO KFSD KGA KJR KEX KECA KGHL
- 5—Growin' Up, dramatic sketch: KPO

- 5—Nathan Abas, violinist (KPO on 5:15) (KYA off 5:15) KGA (KJR off 5:15) KEX KECA KFSD KGHL
- 5:30—Eva Gruninger, contralto: KPO KGA KJR KECA KGHL
- 5:45—Tommy Harris, tenor: KPO KGA KJR KFSD
- 6—Concert in Rhythm: KPO KGA KJR KECA KGIR KGHL
- 6:30—Federal Business Talk: KPO KGA KJR KGHL
- 6:45—Irving Kennedy, tenor; instrumental trio: KPO KGA KGHL
- 7—Dr. Copeland's health talks: KPO
- 7—John and Ned, harmony duo: (KPO on 7:05) KGA KGHL
- 7:15—Tarzan of the Apes: KPO
- 7:30—Cross-Cuts from the Log o' the Day: KPO KGA KGHL
- 8—Myron Niesley, tenor: KPO KGA KJR KEX KECA KGHL
- 8:15—Octavus Roy Cohen Murder Mystery, drama: KPO KGA KJR KEX KECA KDYL
- 8:30—Josef Lhevinne, Concert Pianist: KPO KGA KJR KEX KFSD KDYL KGHL
- 9—The Goldbergs: KPO KGA KJR KEX KECA KDYL
- 9:15—Musterole Fireside Fantasies, Whispering Jack Smith: KPO
- 9:15—Tunes of the Times: KYA KGA KJR KEX
- 9:30—Congress Hotel Orch.: KPO KGA KJR KFSD KDYL KGHL
- 10—Railroad Stories: KPO KGA KJR KEX KECA KDYL KOA
- 10:30—Ship of Dreams: KPO KGA (KJR off 10:45) KEX KECA
- 11—Pacific Serenaders: KPO KGA (KJR on 11:15) KEX KECA KFSD
- 11:30 to 12 mid.—Tom Gerun and his Bal Tabarin Orchestra: KPO KGA KJR KEX KECA

280.2 Meters **KJBS** Ord. 4148-49
1070 Kcys. 100 Watts
J. Brunton & Sons, San Francisco
6 A.M.—Alarm Klok Klub
8—Melody Parade
8:15—Recordings
9:30—Salon Music
9:45—Andy Anderson
10—Reporter of the Air
10:05—Scotty's Table Talks
10:20—Favorite Records
11:30—Concert Favorites
11:45—Recordings
12 noon—Dance Matinee
12:15—Philco Varieties
12:30—Recorded programs
1:05—Stock report; records
2—Blindcraft Ensemble
2:30—Records
3—Reporter of the Air; records
4:30—Musical Styles
4:45—Popular records
6:15—Silent Period
12:01 to 6 A.M.—Owl program

KJBS today!
The Alarm Klok Klub
 6 to 8 a.m.
Scotty Mortland
 10:05 to 10:20 a.m.
Blindcraft Ensemble
 2 to 2:30 p.m.
Speak Easy Time
 2:45 p.m.

CBS

Columbia Broadcasting System

- 8:30 A.M.—The Magic Tenor and Round Towners Quartet: KFBK KMJ KERN KWG KDB KOL KVI KFPY KFRC KHJ KGB KSL
- 8:45—Keenan and Phillips, pianists: KFBK KMJ KWG KERN KOL KVI KFPY KOIN KFRC KHJ KSL
- 9—Buddy Harrod Orchestra: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB
- 9:30—Concert Miniatures: KFBK KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB
- 10—Vincent Travers and his Orch.: KFBK KMJ KWG KERN KDB KOIN KFRC KHJ (KSL on 10:15)
- 10:30—Palmer House Ensemble: KFBK KMJ KERN KDB KVI KFPY KFRC KHJ KGB KSL
- 11—Ann Leaf, Organist: KFBK KVI KWG KERN KDB KVI
- 11:15—American Museum of Natural History: KFBK KMJ KERN KDB KOL KVI KFPY KOIN
- 11:30—American School of the Air: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KSL
- 12 noon—La Forge Berumen Musicale: KFBK KMJ KWG KERN KDB KFPY KOIN KHJ KSL
- 12:30—Frank Westphal Orchestra: KFBK KMJ KERN KFPY KOIN KSL
- 1—U. S. Army Band Concert: KFBK KMJ KERN KDB KOL KFPY KFRC KSL
- 1:45—American Legion National Trade Revival Campaign Speaker: KFBK KWG KERN KOL KVI KFPY KFRC KHJ KSL
- 2—Programs to KVOR KSL KOH until 4:30
- 4:30—Howard Ely, organist: KFBK KMJ KWG KERN KDB KOL KFPY KFRC KHJ KGB
- 4:45—Between the Bookends: KFBK KWG KERN KDB KOL KVI KHJ KSL
- 5—Kansas City Presents: KFBK KMJ KWG KDB KOL KVI KFPY (KFRC on 5:15) KHJ KGB KSL
- 5:45—Swiss Yodelers: KFBK KMJ KERN KFPY KGB KSL
- 6—Chesterfield Program, Ruth Etting: KFBK KMJ KWG KERN KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 6:15—Carl Moore Orchestra: KFBK KMJ KWG KERN KDB KVI KSL KFPY KOIN KFRC KGB
- 6:30—Colonel Stoenagle and Budd: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 7—The Foreign Legion: KFBK KWG KDB KOL KFPY KOIN KFRC KSL
- 7:30—The Boswell Sisters: KFBK KMJ KWG KFPY KOIN KFRC
- 7:45—'Myrt and Marge': KFBK KMJ KWG KERN KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 8—Howard Barlow and the Columbia Symphony Orchestra: KVI KFPY KOIN (KFRC KHJ KGB on 8:15)
- 8:30—Isham Jones' Orch.: KFBK KMJ KWG KERN KDB KOL KFPY KOIN (KFRC on 8:45) KHJ KSL

9—Chas. Barnett Orch.: KVI KFPY (KHJ and KGB on 9:15) KOH
9:30 to 10—Clyde McCoy Orchestra: KFBK KMJ KWG KERN KDB KOL 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 Programs to 10
10—National Oil Products
10:05—CBS Programs to 11
11—Adele Nelson
11:15—Gen. Foods Cooking School
12:15—Health Talk
12:30—News Items
12:45—Beauty Talk
1—Bob Holman's Orchestra
1:30—CBS Programs to 2
2—Happy-Go-Lucky Hour
3—Feminine Fancies
4—To be announced
4:15—U. S. C. Trojan Period
4:30—CBS programs to 5:15
5:15—News Items; Town Topics
5:30—Skippy
5:45—Institute of World Affairs
6—Chesterfield program
6:15—Pasadena Community Players
6:30—'Col. Stoenagle & Budd'
7—Inglewood Park Concert
7:30—Chandu, the Magician
7:45—Myrt and Marge
8—Globe Headlines
8:15—'Laff Clinic'
9—Marlboro Band of Distinction
9:15—CBS Program
9:30—Zoellner String Quartet
10—World News; Bisquick Band
10:15—Ted Flo Rito's Orchestra
11—Hal Grayson's Orchestra
11:30—Bob Holman's Orchestra
12 to 1 A.M.—Marshall Grant, organ

285.5 Meters **KNX** Hemp. 4101
1050 Kcys. 25,000 Watts

- Western Broadcast. Co., Los Angeles
- 6:45 A.M.—Bill Sharples' Gang
8:45—Inspirational talk and prayer
9—Recordings
9:30—News
9:45—Kel Food, health talk
10—Eddie Albright's Family
10:30—Kate Vaughn, Home Econ.
11—Records
11:45—Happy Chappies
12 noon—News
12:30—Recordings
1—New Paris Inn
2—Eddie Albright
2:30—French lessons
3—Happy Chappies
3:30—Louise Johnson
4—Travelogue; Announcements;
Stocks
4:15—Studio program
5:30—Black and Blue
5:45—Chandu, the Magician
6—News
6:15—Ceil and Sally
6:30—Si and Elmer
6:45—Musical Program
7—Frank Watanabe and Archie
7:15—Marion Mansfield and Ensemble
7:30—Hollywood Hams
7:45—Midweek Parade
8:45—Golden Memories
9—News
9:15—Happy Chappies
9:30—Luboviski Violin Choir
10—Crockett Mountaineers
10:30—Organ recital
11 to 12 mid.—New Paris Inn

468.5 Meters **KFI** Richm'd 6111
640 Kcys. 50,000 Watts

- Earle C. Anthony, Inc., Los Angeles
- 6:45 A.M.—Dr. Seixas, exercises
7:30—Stock Market Quotations
7:45—Polly Hall, pianist
8—Singing Strings
8:15—Helpful Hints to Housewives
8:30—NBC-KGO Programs to 9:15
9:15—Joe Warner's Jolly Journal
9:30—Martha Meade Society
9:45—Fashion Tour with Melissa
10—NBC-KGO Programs to 11:45
11:45—Federal Market Reports
12 noon—Dept. of Agriculture Talk
12:15—Farm and Home Hour
1—News Release
1:15—Ann Warner Chats
1:45—Laguna Beach Art Club
2—NBC-KGO programs to 3:45
3:45—Bess Meals Menu Service
4—Organ Recital, Wesley Tourtellotte
4:30—News Release
4:45—Calif. Teachers' Assoc. Prog.
5—Fleischmann Program
6—Captain Henry's Showboat
7—Lucky Strike Dance Hour
8—Amos 'n' Andy
8:15—Standard Symphony Hour
9:15—Howard Thurston, magician
9:30—Packard Concert Orchestra
10—Richfield Reporter of the Air
10:15—Phil Harris' Orchestra
11:30 to 12 mid.—Gus Arnheim's Or.

209.7 Meters **KECA** Richm'd 6111
1430 Kcys. 1000 Watts

- Earle C. Anthony, Inc., Los Angeles
- 8 A.M.—Louis Rueb, exercises
8:15—NBC-KPO Programs to 9:15
9:15—Talk on Philharmonic Concerts
9:30—NBC-KPO Programs to 10:30
10:30—News Release
10:45—German Lesson
11—NBC-KPO programs to 12
12 noon—Charlie Wellman and Co.
12:30—NBC-KPO programs to 4
4—French lesson, Annette Doherty
4:15—NBC-KPO programs to 5:30
5:30—Uncle Jim
5:45—Al, Mac and Tommy
6—Concert in Rhythm
6:30—String Trio
6:45—News release; Sport news
7—Paul Roberts, tenor
7:30—Organ and Colonial Quartet
7:45—String Orchestra
8—NBC-KPO Programs to 8:30
8:30—Gus Arnheim's Orchestra
9—The Goldbergs
9:15—Fun Factory, Unlimited
10 to 12 mid.—NBC-KPO programs

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

- Louis Wasmer, Inc., Spokane, Wash.
- 7 A.M.—Caterpillar Pioneers
7:30—Morning News
7:45—Early Birds
8—Voice of Texas
8:15—To be announced
8:30—Crosscuts of the Day
9—Wait and Marian
9:15—NBC-KGO Programs
9:30—Martha Meade Society
9:45—Burgan's Home Comfort
10—Magazine of the Air
11—NBC-KGO Program
11:45—Bell Organ Concert
12 noon—NBC-KGO Programs to 1
1—Various programs
2—NBC-KGO programs to 4
4—To be announced
4:15—KHQ News
4:30—Tull and Gibbs
4:45—Skippy
5 to 12 mid.—NBC-KGO Programs

483.6 Meters KGW Atwater 2121
620 Kcys. 1000 Watts
Morning Oregonian, Portland, Ore.
6:45 A.M.—Caterpillar Trail Blazers
7:15—Organ Concert
7:30—NBC-KGO programs to 9
9—Crazy Crystals Program
9:15—Cooking School
9:30—Martha Meade Society
9:45—Cooking School
10—NBC-KGO programs to 12
12 noon—The Oregonian of the Air
12:15—Farm and Home Hour
1—Music Masters
1:30—Dental Clinic of the Air
1:45—NBC-KGO programs to 4
4—Friendly Chat
4:30—Tea Timers
4:45—The Oregonian of the Air
5—Fleischmann Hour
6—Captain Henry's Showboat
7—Lucky Strike Dance Hour
8—Amos 'n' Andy
8:15—Standard Symphony Hour
9:15—Howard Thurston, Magician
9:30—Montag Fireside Hour
10—Richfield News Flashes
10:20—Hotel Mark Hopkins Orch.
11—Ambassador Hotel Orchestra
11:30 to 12 mid.—Organ Concert

499.7 Meters KFSD Franklin 6353
600 Kcys. 1000 Watts
Airfan Radio Corp., Ltd., San Diego
5 P.M.—Nathan Abas
5:30—Studio program
5:45—Program Highspots
5:50—Late News Reporter
6—Capt. Henry's Showboat
7—Lucky Strike Dance Hour
8—Amos 'n' Andy
8:15—Emma Lindsay Squire
8:30—Josef Lhevinne
9—Aztec Half Hour
9:30—Congress Hotel Orchestra
10—Richfield News Flashes
10:15—Hotel Mark Hopkins Orch.
11—Ambassador Hotel Orchestra
11:30 to 12 mid.—Organ Recital

225.4 Meters KGB FRank. 6151
1330 Kcys. 1000 Watts
Don Lee, Inc., San Diego, California
7 A.M.—Morning Edition
8—Shell Happytime
8:30—CBS Programs to 10
10—Blanche Wood
10:30—Palmer House Ensemble
11—J. A. Hennessy
11:15—CBS programs to 12
12 Noon—Farm Flashes
12:15—CBS Programs to 12:45
12:45—News and Closing Stocks
1—Parent-Teachers' Assoc. Program
1:30—U. S. Army Band
1:45—American Legion Trade Re-
vival Campaign
2—Happy-Go-Lucky Hour
3—Feminine Fancies
4—Discovery Hour
4:30—CBS programs to 5:30
5:30—News and Town Topics
5:45—CBS Programs to 7
7—Chandu
7:15—To be announced
7:45—Myrt and Marge
8—Headlines
8:15—CBS Programs to 9
9—Marlboro Band of Distinction
9:15—CBS programs to 9:45
9:45—Zoellner String Quartette
10—Tomorrow's News Tonight
10:10—Ted Fio-Rito's Orchestra
11—Grayson's Orchestra
11:30—Cafe De Paris Orchestra
12 to 1 A.M.—Recordings

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 8:45
8:45—Julia Hayes
9—NBC-KPO Programs to 2:45
2:45—Question Box
3—NBC-KPO programs to 4:30
4:30—To be announced
4:45—NBC-KPO programs to 6:15
6:15—Silent period
8—Tarzan of the Apes
8:15—NBC-KPO Programs to 9:30
9:30—Circus Court of the Air
10—NBC-KPO Programs to 12
12 to 12:15 A.M.—Tomorrow's News

319 Meters KOIN Atwater 3333
940 Kcys. 1000 Watts
The Journal, Portland, Oregon
6:30 A.M.—Farm Extension Talk
7—KOIN Clock
7:30—Movie Chatter
8—Shell Happytime
8:30—Dri-Brite Wax
8:45—Dixie Baker and Bob White
9—CBS program
10:30—Art Kirkham, This & That
11—CBS Programs to 1
1 P.M.—Book of Life
2—Happy-Go-Lucky Hour
3—Feminine Fancies
3:30—Newspaper of the Air
4:45—Cecil and Sally (E.T.)
5—Steamboat Bill
5:15—Skippy
5:30—Davidson Prize Club
6—CBS Programs to 8
8—Redding White, tenor
8:15—CBS Programs to 9
9—Bells of Harmony
9:15—Unknown Hands
9:30—Dorothy Dix Dramatization
10—Bisquick Band
10:05—DLBS Program
10:15—Sport Flashes
10:30 to 12 mid.—DLBS Program

361.2 Meters KOA York 5090
830 Kcys. 12,500 Watts
General Electric Co., Denver, Colo.
5 P.M.—Fleischmann Hour
6—Capt. Henry's Showboat
7—Lucky Strike
8—Amos 'n' Andy
8:15—Mystery Serial
8:30—Joseph Lhevinne, pianist
8:45—The Air Edition
9—The Goldbergs
9:15—Howard Thurston, the Ma-
gician
9:30—Congress Hotel Orchestra
10—Railroad Stories
10:30 to 11 P.M.—Johnny Hamp's
Orchestra

265 Meters KSL Wasatch 3901
1130 Kcys. 50,000 Watts
Radio Serv. Corp. of Utah, Salt Lake
5 P.M.—Up to Par with Parkelp
5:15—Chandu
5:30—Twilight Reveries
5:45—Swiss Yodelers
6—"Music that Satisfies"
6:15—Carl Moore's Orchestra
6:30—Colonel Stoopnagle and Bud
7—Famous Furniture Stories
7:15—To be announced
7:30—Crazy Crystals Program
7:45—Myrt and Marge
8—The Fejo and Wico Ensemble
8:30—Covey's Orchestra
9—Education by Radio
9:30—Clyde McCoy's Orchestra
10 to 11 P.M.—Ted Fio-Rito and
his Orchestra

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 8
8—Prudence Penny
8:15—Jack and Patsy
8:30—Crosscuts from the Log of
the Day
9—Neighborly Mary
9:30—Martha Meade Society
9:45—The Bon Marche
10—NBC-KGO Programs to 11:45
11:45—The Observer
12 noon—Club Minutes
12:15—NBC-KGO Program
1—Tea Time Tales
1:15—NBC-KGO Programs to 9:30
9:30—Montag Fireside Hour
10—Richfield News Flashes
10:15—Ghost Story
10:30 to 12 mid.—NBC-KGO Prog.

309.1 Meters KJR Seneca 1515
970 Kcys. 5000 Watts
Northwest Broad. System, Seattle, Wn.
7 A.M.—Rhythm Aces; Produce
Quotations
7:30—Sun Risers; Sport News
8—NBC-KPO Programs to 8:45
8:45—Julia Hayes
9—NBC-KPO Programs to 3:45
3:45 P.M.—The World Bookman
3:55—Lost & Found Advertisements
4—NBC-KPO Programs to 6:15
5:15—Steamboat Bill
5:30—NBC-KPO Programs to 6:45
6:45—Harold and Myrtle Strong,
piano duo
7—Native Sons of Wash. Program
7:15—Tarzan of the Apes
7:30—News Edition
7:45—Henri Damski, saxophone solos
8—NBC-KPO Programs to 10:45
10:45—Spanish Ballroom Orch.
11:15 to 12 mid.—NBC-KPO Prog.

236.1 Meters KOL Main 2312
1270 Kcys. 1000 Watts
Seattle Broadcast. Co., Seattle, Wash.
6:45 A.M.—KOL Time Clock
8—Shell Happytime
8:30—Dribright Wax program
8:45—Crazy Serenader
9—Buddy Herrod
9:15—Cecil Solly
9:30—Concert Miniatures
10—Morning Melodies
10:30—Prince of the Ivories
10:45—"Natura" Program
11—Democratic Educa. Feature
11:15—CBS Programs to 12
12 noon—The Carnival, Ken Stuart
1—U. S. Army Band
1:15—Radio Speaker Stevenson
1:45—Amer. Legion Trade Revival
2—Happy-Go-Lucky Hour
3—Feminine Fancies
4—Studio Program
4:15—Walter Schelp Trio
4:30—CBS Programs to 5:30
5:30—Skippy
5:45—Health on the Air
6—Chesterfield Program
6:15—Sports Review, Ken Stuart
6:30—CBS Programs to 7:30
7:30—Radio Speaker Stevenson
7:45—"Myrt and Marge"
8—Columbia Symphony Orchestra
8:30—Isham Jones Orchestra
8:45—Buy American
8:50—Isham Jones' Orchestra
9—The Globe Trotter
9:15—American Weekly
9:30—CBS Program
10—Ted Fio-Rito's Orchestra
11 to 12 mid.—Dance Music

FRIDAY Programs

March 17, 1933

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

7 A.M.—Seal Rocks Broadcast
7:15—Ceel Wright's Melodies
7:25—N. Y. Stock Ex. Quotations
7:30—Morning Ex. Period
8—Shell Happytime
8:30—Recordings
8:45—CBS Programs to 9:30
9:30—Betty Crocker
9:45—CBS Programs to 10:30
10:30—Globe Trotter
10:35—Atlantic City Musicale
11—Rumford Chemical
11:15—Recordings
11:30—CBS Programs to 12
12 noon—Noonday Concert
1 P.M.—Edna Wallace Hopper
1:05—CBS program
1:30—N. Y. Stock Quotations
1:35—Globe Trotter
1:45—U. S. Army Band
2—Happy Go Lucky
3—Feminine Fancies
4—Hodge Podge Lodge
4:30—Neumiller and Porterfield
4:45—Globe Trotter; Town Topics
5—H-O Rangers
5:15—Skippy
5:30—CBS Programs to 8
8—Globe Headlines
8:15—CBS Programs to 8:45
8:45—American Weekly Program
9—Charlie Straight's Orchestra
9:30—Eb and Zeb
9:45—Hal Kemp's Orchestra
10—Bisquick Band
10:05—Ted Fio-Rito's Orchestra
11—Dancing with the Stars
11:30—Cafe De Paris Orchestra
12 to 1 A.M.—Midnight Request Hr.

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

6:45 A.M.—Recorded programs
7:15—Morning Reporter
7:30—Crazy Quartette
7:45—Records
8:30—Jack Hall and Clem Kennedy
9—Morning Prayer Hour
9:30—Dr. J. Douglas Thompson
10—Household Hour; records
10:35—Dr. B. L. Corley
11—Records
11:30—X Bar B Boys
12 noon—Echoes of Portugal
12:25—Oakland Post Enquirer
12:30—Professor Lataner
12:45—Studio Program
1—Over the Teacups
1:30—Studio program
2—Radio frolics
2:30—Radio Advisor
2:35—Studio program; Health talk
3:45—Putnam's Treasure Chest
4—"Keep Smiling" Revue
4:30—Studio program
4:45—Emeryville Walkathon
5—Uncle Rod's Smile Club
5:30—Dr. J. Douglas Thompson
6—Automobile Question Box
6:15—"Fishin' Fool
6:30—News Reporter
6:45—Ernie Smith's Sport Page
7—Frank Watanabe and Archie
7:15—Dance Music
7:30—Oakland Post-Enquirer
7:45—Masters' Music Room
8—To be announced
9—Hill Billies
10—Jess Stafford's Band
10:30—Moment Musicale
11—Emeryville Walkathon
11:30 to 12 mid.—Radio Cabaret

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

7:30 A.M.—Dawn Salute
7:45—Christian Science Program
8—Breakfast Hour
9—Tom Mitchell
9:15—Musical Novelties
9:30—Organ Concert
10—Sunshine Hour
11—Album Leaves
11:30—Prudence Penny
11:45—Radio Council
12 noon—Scriptures
12:03—Midday Concert
1—Rhythmsters
2—International Troubadours
2:30—Violin Masters
3—Glen Goff, Organist
4—Artist Celebrities
4:30—On Parade
5—Cosmopolitan
5:15—Sunset Revue
5:45—Campbell Digest
6—Supper Serenade
6:30—Waltz Idylls
7—Drama
7:15—"What's Behind the News"
7:30—Sydney Dixon and G. Donald Gray; Duo recital
7:45—Professor Jack McLellan, Sarah and Sassafras
8—John Wolohan's Orchestra
9—Captain Argus
9:30—Ariosa Trio
9:45—News Flashes
10—Sandman Organ
11 to 12 mid.—Concert Memories

280.2 Meters **KJBS** Ord. 4148-49
1070 Kcys. 1000 Watts
J. Brunton & Sons, San Francisco

6 A.M.—KJBS Alarm Klok Klub
8—Records
9—Assoc. Food Stores' program
9:30—Popular Song Hits
10—Reporter of the Air
10:05—Scotty's Table Talks
10:20—Popular Music
11:30—Charles' Miniature Vaudeville
11:45—Concert Favorites
12 noon—Musical Cocktail
12:15—Dance Matinee
12:30—Band Concert
12:45—Carl Coveny & Pat Buckman
1—Stock reports; records
2—Better Business Bureau
2:15—Records
2:30—The Family Album; records
3—Reporter of the Air; records
3:30—Art Fadden, pianist
3:45—Popular Records
4—Popular Melodies
4:30—Musical Styles
4:45—Records
6:15—Silent Period
12:01—Capitol Theatre Program
12:30 to 6 A.M.—Owl Program

KJBS today!

The Alarm Klok Klub
6 to 8 a. m.

News Broadcast
10 a. m. and 3 p. m.

The Family Album
2:30 to 2:45 p. m.

340.7 Meters **KLX** Lake. 6000
8800 Kcys. 500 Watts
Tribune Pub. Co., Oakland, Calif.

8 A.M.—Records
9:15—Noon prices
9:30—Clinic of the Air
10:25—Stocks; financial information; weather
10:30—International Kitchen
11—Sunshine Twins
11:30—Arco and Anita
11:45—Madelon Sivyer and Nancy Ann Hersey
12 noon—Jack Delaney's Band
1—Jean's Hi-Lights
2—Classical recordings
2:35—Better Business talk
2:40—Closing S. F. stocks
2:45—Organ recital
3:15—Records
3:45—McCoy Health School
4—Records
4:30—Brother Bob's Club
5—Helen Parmelee, pianist
5:30—The Lovable Liars
5:45—Arco and Anita, guitar duo
6—Hotel Oakland Trio
7—News items
7:30—Helen Parmelee, pianist
7:45—Fred and Morris, comedians
8—KLX Hi-Jinks Program
10—Fred Skinner
10:15 to 11 P.M.—Dance Program

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

8 A.M.—News Items
8:15—Recordings; Announcements
9—Silent period
9:30—Latin American Program
1 P.M.—Dance of the Hour; Recordings
2:08—Recordings; Announcements
2:30—Golden Age News Items
2:45—Bob Moore, baritone
3—Organ Harmony, Milton Fallon
3:30—Tropical Beach Combers
4—Recordings; Announcements
4:45—Muff and Millie
5—Topango Mountaineers
5:30—Prosperity Auction Program
5:45—Walk-a-thon
6—Silent period
7:30—Milton Fallon, organist
7:45—George Gilly, baritone
8 to 8:30 P.M.—Pemm Players

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

7 A.M.—The Early Bird
8—Silent period
9—Blues Chasers
9:45—Dr. Corley Program
10—White House Program
10:15—Bellevue Hotel Program
10:30—Topics and Music
11—Concert Melodies
11:45—Musical Portraits
12 noon—Oklahoma Cowboys
12:30—Dance Music
1—Silent period
6—Max Dolin, violinist
6:15—News Reporter
6:30—Russian Balalaika Orchestra
7—Christian Science Program
7:15—Drama
7:30—Silent period
8:30—Julie Foster, Dream Girl
8:45—John D. Barry, World Events
9—Whitney Wright, violinist
9:15—C. Martin Friberg, tenor
9:30—The Singing Americans
10—The Drama Hour, Bias Players
10:30—St. Patrick's Day program
11 to 1 A.M.—Hi-Dee-Ho!

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

National Broadcast. Co., San Francisco
Service to KHQ KOMO KGW
KFI KOA KDYL KGJR

KGHL KTAR KFSO

7 A.M.—Organ Concert, Charles Runyan: KGO (KGW on 7:15)

7:30—Happy Jack: KGO KOMO KGW KFSO KGHL

7:45—Pair of Pianos: KGO (KHQ KFI on 8) (KOMO KFSO KGHL off 8)

8:15—Jack and Patsy: KGO KHQ KOMO KGW

8:30—Cross-Cuts from the Log of the Day: KGO KHQ KOMO KGW KFI

9—To be announced

9—Smackout, comedy sketch: KGW

9:15—The Buckaroos: KGO KGHL

9:30—Arion Trio: KGO (KOMO off

9:45-10:15) (KGW KDYL on

9:45-10) (KFSO on 9:45) (KGHL off 10)

10:30—Woman's Magazine of the Air: KGO KHQ KOMO KGW KFI

11:30—Talks on Baby Care: KGO KHQ KOMO KGW KFI KFSO KTAR

11:45—Organ Concert: KGO KHQ KGW

12 Noon—Edna Fischer, pianist: KGO KHQ KOMO KFSO KOA

12:15—Western Farm and Home Hour: KGO KHQ KOMO KGW KFI KFSO (KTAR on 12:30)

KDYL KGJR KGHL

1—Vic Schilling's Orchestra: KGO (KOMO on 1:15) KGW KFSO KDYL

1:30—To be announced

2—Al Pearce and his Happy-Go-Lucky Gang: KGO KFI

3—Langendorf Pictorial, news talk by Rush Hughes: KGO KFI

3—Melody Mixers: (KGO on 3:15) KHQ KGW (KGHL off 3:30)

4—Donald Novis, tenor: KDYL KGO KGHL

4:15—Music Is My Hobby: KGO KHQ KOMO KDYL KGHL

4:30—Concert Ensemble: KGO KGHL

4:45—Little Orphan Annie: KDYL KOA KGJR KGHL

4:45—News Service: KGO KHQ KGW

5—Music Room: KGO (KHQ off at 5:15)

5:30—Little Orphan Annie: KGO KHQ KOMO KGW KFI KTAR

5:45—Wheatonville: Dramatic sketch: KGO KHQ KOMO KGW KFI

6—The First Nighter: Drama: KGO KHQ KOMO KGW KFI KFSO KTAR KDYL

6:30—Armour Program: KGO KHQ KOMO KGW KFI KDYL

7—Chevrolet Program: KGO KHQ KOMO KGW KFI KFSO KTAR KDYL KGJR KGHL

7:30—Bits of Broadway, Tommy Harris, vocalist: KGO

8—Amos 'n' Andy: KGO KHQ KOMO KGW KFI KFSO KDYL

8:15—Gillmore Circus: KGO KOMO KGW KFI

9:15—Howard Thurston, the Magician: KGO KHQ KOMO KGW KFI KDYL

9:30—Best Foods Musical Grocery Store: KGO KHQ KOMO KGW KFI KFSO KTAR KDYL

10—Richfield News Flashes: KGO KHQ KOMO KGW KFI KFSO

10:15—Mark Hopkins Hotel Orch.: KGO KHQ (KGW on 10:20) KFSO

11—Phil Harris' Orchestra: KGO KHQ (KOMO on 11:15) KGW KFI KFSO

11:30 to 12 mid.—Organ Concert, Dollo Sargent: KGO KHQ KGW KFSO

440.9 Mtrs. **NBC-KPO** Sutter 1920
680 Kcys. 5000 Watts

National Broadcast. Co., San Francisco
Service to KJR KEX KGA
KECA KTAR KDYL KFSO

KGHL KGJR KOA

7:30 A.M.—Arion Trio: KPO

8—Musical Appreciation Hour: KPO KGA KJR KEX KECA KFSO KTAR KDYL KGJR KGHL

9—Julia Hayes: KPO

9—Tom Mitchell, baritone: KYA KGA KECA KGHL

9:15—John Fogarty, tenor: KPO KGA KJR KEX KECA KFSO

9:30—Organ Concert: KYA KGA (KJR off 9:45) KEX KECA

9:30—Through the Looking Glass with Frances Ingram: KPO

9:45—University of California Program: KPO

10—Mardi Gras: Variety program: KPO KGA KJR KEX KECA (KDYL on 10:15) KGHL

10:30—Marshall's Mavericks: KPO KGA KJR KEX

11—Magic of Speech: KPO KGA KJR KEX KECA KFSO KDYL

11:30—Ivy Scott, soprano: KPO KGA KJR KEX KECA KDYL

11:45—Sisters of the Skillet: KPO KGA KJR KEX KDYL

12 noon—Mid-day Musical, Stringwood Ensemble: KPO (KGA on 12:05) KJR KEX (KECA on at 12:30)

12:45—Commonwealth Club Luncheon: (KPO off 1:15) KGA KJR KEX KECA

1:15—Ann Warner, household talks: KPO

1:30—Rhythm Vendors: (KPO on 1:45) KGA KJR KEX KECA

2—Concert Artists: KPO KGA KJR KEX

2:15—Maurice Sherman and his Orchestra: KPO KGA KJR KEX

2:30—Irma Glenn, Organist: KPO KGA KJR KEX

2:45—Concert Echoes: KPO KGA KJR

3—Waldorf-Astoria Orchestra: KPO (KGA on 3:05) (KJR on 3:15) KEX KECA KFSO KDYL

3:30—Betty Boop, Mae Questel, songs, patter and dramatizations with Max Fleischer; orchestra: KPO KGA KJR KEX KECA KFSO KDYL KGHL

3:45—South Sea Islanders, Hawaiian music: KPO KGA KJR KEX KECA KFSO KGHL

4—Josef Hornik and his Orchestra: KPO KGA (KJR on 4:10) KEX (KECA on 4:15) KFSO

5—Growin' Up—Dramatic sketch: KPO

5—Cosmopolitans: (KPO on 5:15) (KYA off 5:15) KGA (KJR off 5:15) KEX KECA KFSO KGHL

5:30—Bluettes: KPO KGA KJR KGHL

5:45—Charles Hart, instrumental ensemble: KPO KGA KJR KGHL

6:15—Talks by Rabbi Morris Goldstein: KPO KGA KJR KGHL

6:30—Synco-Thots, Edna Fischer: KPO KGA KJR KECA KFSO KGHL

6:45—Irving Kennedy, tenor: KPO KGA KJR KGHL

7—Dr. Copeland's health talk: KPO

7—John and Ned, harmony duo: (KPO on 7:05) KGA KJR

7:15—Tarzan of the Apes: KPO

7:30—Idomy Bailey, soprano: KPO KGA KECA KFSO KDYL KGHL

7:45—Prof. Jack McLallen, Sarah and Sassafras, comedy sketch: KYA KGA KJR KECA KFSO KDYL KGHL

8—American Legion Program: KPO KGA KJR KEX KTAR KGJR KGHL

8:15—American Weekly Program: Drama: KPO

8:15—Welcome Lewis, contralto: KGA KJR KECA KDYL KGHL

8:30—Night Song: KPO KGA KJR (KEX on 8:45) KGHL KDYL

9—The Goldbergs: KPO KGA KJR KEX KECA KDYL

9:15—Stringwood Ensemble: KPO KGA KJR KECA KGHL

9:30—"Dead Man's Legacy," prize winning Broadcast Weekly contest play by Carlton E. Morse in collaboration with Art Clough: KPO KGA KJR KEX KECA KGHL

10—Talent Parade: Variety program: KPO KGA KJR KEX KECA KDYL KOA

11—Organ Concert, Paul Carson: KPO KGA KECA

11:30 to 12 mid.—Tom Gerun and his Bal Tabarin Orchestra: KPO KGA KEX KECA

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

8:45—Ralph and Rainbow Trouper

9—Crazy Crystals

9:15—Morning Melodies

10—Weather

10:15—Home Economics

10:30—Monarch Melodies

11—Chats with Margaret Gilmer

11:30—Accordion Capers

12 noon—Band Concert

12:30—State Market Reports

1—Mauna Keans

1:30—The Friendly Hour

2:30—Organ recital

3—Silent period

4:30—Story Time

4:45—Dental Clinic

5—Evening Vespers

5:30—Skippy

5:45—Scott Held's Orchestra

6—Dinner Concert

6:15—Franco's Program

6:30—State Market Reports

6:45—Farmers' Exchange

7—U. S. Weather Forecast

7:03—Radio News and Forum

7:30—Ralph Taylor

7:45—Band Concert

8—San Jose Accordion Club

8:30—Fireside Program

9—Log of the Day

9:05—Musical Album

9:30 to 10 P.M.—Mauna Keans

CBS**Columbia Broadcasting System**

- 8:45 A.M.—Melody Parade: KFBK KMJ KWG KERN KOL KVI KHJ KFPY KOIN KFRC KGB
- 9—Paul Tremaine's Orch.: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ
- 9:45—Columbia Educational Features: KFBK KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ
- 10—International Lenten Service: KFBK KWG KERN KDB KOIN KFRC KHJ KGB
- 10:15—Billy Hays Orchestra: KFBK KWG KERN KDB KOIN KFRC KHJ KSL
- 10:30—Palmer House Ensemble: KFBK KMJ KWG KERN KDB KFPY KVI KFRC (KHJ and KGB on 10:45) KSL
- 11—American School of the Air: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KHJ KGB KSL
- 11:30—The Round Towners: KFBK KMJ KERN KDB KOL KVI KSL KFPY KOIN KFRC KHJ KGB
- 11:45—Columbia Salon Orchestra: KFBK KMJ KWG KERN KDB KOL KVI KFPY KFRC KOIN KHJ KSL KGB
- 12:15—Blanche Calloway and her Orchestra: KFBK KMJ KWG KDB KERN KVI KFPY KOIN KHJ KGB KSL
- 12:45—Alex Semmler, pianist: KMJ KFBK KWG KERN KVI KFPY KOIN KGB KSL
- 1—The Grab Bag: KFBK KMJ KWG KERN KDB (KOL on 1:15) KVI KFPY KFRC KSL
- 1:30—U. S. Army Band Concert: KFBK KWG KERN KDB KOL KFPY (KFRC on 1:45) KHJ KGB KSL
- 2—Programs to KSL KVOR KLZ KOH to 4:40
- 4:30—Del Coon and his Orchestra: KFBK KMJ KWG KDB KFRC KHJ KSL
- 4:45—Between the Bookends: KVOR KFBK KWG KERN KDB KOL KVI KHJ KSL
- 5—H-bar-O Rangers: KFBK KMJ KWG KERN KOL KVI KFPY KOIN KFRC KHJ KGB
- 5—"Trade and Mark": KSL
- 5:15—Carl Moore and his Orchestra: KFBK KWG KFPY
- 5:30—March of Time: KFBK KMJ KWG KERN KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 5—Chesterfield Program: KFBK KMJ KWG KERN KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 6:15—Mary Eastman, soprano: KFBK KWG KDB KVI KFPY KOIN KFRC KSL
- 6:30—"The Inside Story": KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 7—Columbia Revue: KFBK KWG KDB KOL KVI KFPY KOIN KFRC KHJ
- 7:30—The Street Singer: KFBK KMJ KWG KERN KFPY KOIN KFRC
- 7:45—"Myrt and Marge": KFBK KMJ KWG KERN KOL KVI KFPY KOIN KFRC KHJ KGB KSL

- 8—Nino Martini, tenor and the Columbia Symphony Orchestra: KOL KVI KFPY (KOIN KFRC KHJ on 8:15) KLZ KOH
- 8:30—Abe Lyman Orchestra: KFBK KWG KERN KDB KFPY KFRC (KOL KVI KHJ on 8:45)
- 9—Ben Pollack and his Orchestra: KFBK KWG KERN KDB KFPY KFRC KGB KSL
- 9:30 to 10 P.M.—Ozzie Nelson's Orchestra: KFBK KWG KERN KDB KOL KFPY KOIN (KFRC on at 9:45) KHJ KGB KSL

236.1 Meters KOL Main 2312 1270 Kcys. 1000 Watts Seattle Broadcast Co., Seattle, Wash.

- 6:45 A.M.—KOL Time Clock
- 8—Shell Happytime
- 8:30—Crazy Minstrel
- 8:45—CBS Programs to 9:15
- 9:15—Cecil Solly
- 9:30—Betty Crocker
- 9:45—Columbia Educa. Feature
- 10—Morning Melodies
- 10:30—Prince of the Ivories
- 10:45—Atlantic City Musicale
- 10:55—Democratic Educa. Feature
- 11—CBS Programs to 12
- 12 noon—Carnival
- 1—Health Hints
- 1:15—The Grab Bag
- 1:30—U. S. Army Band
- 2—Happy-Go-Lucky Hour
- 3—Feminine Fancies
- 4—Hodge Podge Lodge
- 4:30—Studio Program
- 4:45—CBS Programs to 5:15
- 5:15—Skippy
- 5:30—CBS Programs to 6:15
- 6:15—Sports Review, Ken Stuart
- 6:30—"The Inside Story"
- 7—Columbia Revue
- 7:30—Radio Speaker Stevenson
- 7:45—"Myrt and Marge"
- 8—Ed and Zeb
- 8:15—L. E. Hill, financial expert
- 8:30—Abe Lyman's Orchestra
- 9—Globe Trotter
- 9:15—CBS Programs to 10
- 10 to 12 mid.—Dance music

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 8
- 8—Prudence Penny
- 8:15—Jack and Patsy
- 8:30—Crosscuts of the Day
- 9—Neighborly Mary
- 9:30—Program to be announced
- 9:45—The Bon Marche
- 10—The Observer
- 10:15—NBC-KGO Programs to 11:45
- 11:45—Club Minutes
- 12 noon—NBC-KGO Program
- 12:12—Grain Quotations
- 12:15—NBC-KGO Program
- 1—Tea Time Tales
- 1:15—NBC-KGO Programs to 1:45
- 1:45—Red Shadow
- 2—NBC-KGO Programs to 5
- 5—Concert Orchestra
- 5:30—Little Orphan Annie
- 5:45—Wheatenville
- 6—The First Nighter (drama)
- 6:30—The Armour Hour
- 7—Chevrolet Motor program
- 7:30—Old Song Contest
- 7:45—NBC-KGO programs to 9:45
- 9:45—Dollars and Cents
- 10—Richfield News Flashes
- 10:15—Mozart Hour
- 11:15—Ambassador Hotel Orchestra
- 11:30 to 12 mid.—Organ Concert

254.1 Meters KEX Atwater 3111 1180 Kcys. 5000 Watts Western Broad. Co., Portland, Ore.

- 7 A.M.—Morning Serenaders
- 8—Musical Appreciation Hour
- 9—Julia Hayes, Helpful Hints
- 9:15—NBC-KPO programs to 2:45
- 2:45—Question Box
- 3—NBC-KPO Programs to 4:45
- 4:45—Boy Scout Drama
- 5—NBC-KPO programs to 6:15
- 6:15—Silent period
- 8—American Legion program
- 8:15—Tarzan of the Apes
- 8:30—NBC-KPO Programs to 9:15
- 9:15—Richardson's Sport Talk
- 9:30—"Dead Man's Legacy," drama
- 10—Talent Parade
- 11—Archie Loveland's Orchestra
- 11:30—Bal Taborin Orchestra
- 12 to 12:15 A.M.—Glimpses of Tomorrow's News

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

- 7 A.M.—Caterpillar Pioneers
- 7:30—Morning News
- 7:45—Early Birds
- 8—To be announced
- 8:30—Crosscuts of the Day
- 9—Walt and Marian
- 9:15—Musical Gems
- 9:30—Burgan's Home Comfort
- 9:45—Celia Lee
- 10—Warn and Warn
- 10:15—To be announced
- 10:30—NBC-KGO Programs to 1
- 1—Home Owned Business
- 1:15—Silver Luf Bakery
- 1:30—Spokane Fur Co.
- 1:45—KHQ News
- 2—NBC-KGO program
- 2:15—Edna Wallace Hopper
- 3—NBC-KGO programs to 4:15
- 4:15—News
- 4:30—Tull and Gibbs
- 4:45—"Skippy"
- 5—Cosmopolitans
- 5:30—NBC-KGO Programs to 8:15
- 8:15—Editorial Column
- 8:30—Voice of Texas
- 8:45—American Weekly
- 9—Marian Boyle, Pianist
- 9:15 to 12 mid.—NBC-KGO Prog.

319 Meters KOIN Atwater 3333 940 Kcys. 1000 Watts The Journal, Portland, Oregon

- 6:30 A.M.—KOIN Clock
- 7:30—Movie Chatter
- 8—Shell Happytime
- 8:30—Dixie Baker and Bob White
- 8:45—CBS Programs to 9:30
- 9:30—Betty Crocker
- 9:45—CBS Program
- 10:30—Art Kirkham, This & That
- 11—CBS Programs to 1
- 1 P.M.—Book of Life
- 2—Happy-Go-Lucky Hour
- 3—Feminine Fancies
- 3:30—Newspaper of the Air
- 4:45—Cecil and Sally (E.T.)
- 5—H-bar-O Rangers
- 5:15—Skippy
- 5:30—CBS programs to 6:15
- 6:15—Bells of Harmony
- 6:30—CBS programs to 8
- 8—Redding White, tenor
- 8:15—CBS program
- 8:30—Davidson Prize Club
- 9—Band Box Revue
- 9:15—CBS program
- 10—Bisquick Band
- 10:05—DLBS Program
- 10:15—Sport Flashes
- 10:30 to 12 mid.—DLBS Programs

309.1 Meters KJR Seneca 1515
970 Kcs. 5000 Watts
 Northwest Broad. System, Seattle, Wn.
 7 A.M.—Rhythm Aces; Produce Quotations
 7:30—Sun Risers; Sport News
 8—Music Appreciation Hour
 9—Julia Hayes
 9:15—NBC-KPO Programs to 3
 3 P.M.—The Easy Chair
 3:10—NBC-KPO Programs to 4
 4—Lost and Found Advertisements
 4:05—The World Bookman
 4:10—Orchestra
 4:45—Radio Service News
 5—Cosmopolitans
 5:15—Steamboat Bill
 5:30—NBC-KPO Programs to 6:45
 6:45—American Legion Speaker
 7—John and Ned
 7:15—Tarzan of the Apes
 7:30—News Edition of the Air
 7:45—NBC-KPO Programs to 11
 11 to 12 mid.—Robinson's Vagabonds

483.6 Meters KGW Atwater 2121
620 Kcs. 1000 Watts
 Morning Oregonian, Portland, Ore.
 3:45 A.M.—Caterpillar Trail Blazers
 7:15—NBC-KGO programs to 9:15
 9:15—Cooking School
 9:45—Arion Trio
 10:15—Rumford School of Cookery
 10:30—NBC-KGO programs to 12
 12 noon—The Oregonian of the Air
 12:15—Farm and Home Hour
 12:45—O. M. Plummer
 1—Hotel Cosmopolitan Orchestra
 1:30—Dental Clinic of the Air
 1:45—NBC-KGO programs to 4
 4—Friendly Chat
 4:30—Up to Par with Parkelp
 4:45—Oregonian of the Air
 5—Mahdi, the Magician
 5:15—Piano Surprises
 5:30—NBC-KGO programs to 7:30
 7:30—Crazy Crystals Program
 7:45—NBC-KGO Program
 7:55—Round the World
 8—Amos 'n' Andy
 8:15—Gilmore Circus
 9:15—Howard Thurston, Magician
 9:30—Hellman's Musical Store
 10—Richfield News Flashes
 10:15—"Sweethearts o' Mine"
 10:20 to 12 mid.—NBC-KGO prog.

209.7 Meters KECA Richm'd 6111
1430 Kcs. 1000 Watts
 Earle C. Anthony, Inc., Los Angeles
 8 A.M.—Music Appreciation Hour
 9—Louis Rueb, exercises
 9:15—NBC-KPO Programs to 10:30
 10:45—Spanish lesson
 11—NBC-KPO Programs to 11:45
 11:45—Chaparral Club Program
 12 noon—Charlie Wellman and Co.
 12:30—NBC-KPO programs to 4
 4—Paul Kellar, pianist
 4:15—NBC-KPO programs to 5:30
 5:30—Uncle Jim
 5:45—Al, Mac and Tommy
 6—Helen Guest, ballads
 6:15—Out of the East
 6:45—News Release
 7—Talk on Children's Symphony
 7:15—String Orchestra
 7:30—Musical Highlights
 8—String Orchestra
 8:15—Soloist
 8:30—Gus Arnheim's Orchestra
 9—The Goldbergs
 9:15—Stringwood Ensemble
 9:30—To be announced
 10—Talent Parade
 11—Organ Recital
 11:30 to 12 mid.—Bal Tabarin Orch.

333.1 Meters KHJ Vandike 7111
900 Kcs. 1000 Watts
 Don Lee, Inc., Los Angeles, Calif.
 7 A.M.—News Briefs; Records
 8—Shell Happytime
 8:30—Tiny Newland and Organ
 8:45—CBS Programs to 9:30
 9:30—Betty Crocker
 9:45—CBS Programs to 10:30
 10:30—"Up to Par With Parkelp"
 10:45—CBS Programs to 12:15
 12:15—Health Talk
 12:30—News Items
 12:45—Beauty Talk
 1—Bob Holman's Orchestra
 1:15—Beauty Talk
 1:30—U. S. Army Band
 2—Happy-Go-Lucky Hour
 3—Feminine Fancies
 4—Hodge Podge Lodge
 4:30—CBS Programs to 5
 5—Hi-Bar-O Rangers
 5:15—Skippy
 5:30—March of Time
 6—CBS programs to 7:30
 7:30—Chandu the Magician
 7:45—Myrt and Marge
 8—Globe Headlines
 8:15—Columbia Symphony Orch.
 8:30—Hal Grayson's Orchestra
 8:45—Abe Lyman's Orchestra
 9—Tiny Newland and Islanders
 9:15—Unknown Hands
 9:30—CBS Programs to 10
 10—World-wide News
 10:10—Bisquick Band
 10:15—Ted Fio Rito's Orchestra
 11—Hal Grayson's Orchestra
 11:30—Bob Holman's Orchestra
 12 to 1 A.M.—Marshall Grant, organ

499.7 Meters KFSD Franklin 6353
600 Kcs. 1000 Watts
 Airfan Radio Corp., Ltd., San Diego
 5 P.M.—Cosmopolitans
 5:15—Safety Talk
 5:20 P.M.—Studio Program
 5:30—Program Highspots
 5:35—Late News Reporter
 5:45—Mahdi's Magic Circle
 6—First Nighter
 6:30—Manhattan Serenaders
 6:45—Serenaders
 7—Chevrolet program
 7:30—Concert Orchestra
 8—Amos 'n' Andy
 8:15—The Seal of the Don
 8:30—Voice, Violin and Piano
 9—Plata Real Orchestra
 9:30—Hellman's Musical Store
 10—Richfield News Flashes
 10:15—Hotel Mark Hopkins Orch.
 11—Ambassador Hotel Orchestra
 11:30 to 12 mid.—Organ Recital

285.5 Meters KNX Hemp. 4101
1050 Kcs. 25,000 Watts
 Western Broadcast. Co., Los Angeles
 9:30 A.M.—News
 9:45—Health Talks
 10—Eddie Albright's Family
 10:30—Kate Vaughn, Home Econ.
 11:45—Talk by H. B. Drollinger
 12 noon—News
 12:15—Homeopathic
 12:30—Dr. John Matthews
 1—New Paris Inn
 2—Eddie Albright
 2:30—Federated Women's Clubs
 3—Matinee Mirthmakers
 3:30—Organ
 4—Travelogue; Announcement; Stocks
 4:15—Records
 4:30—Synagogue of the Air
 4:55—Jolly Time Popcorn
 5:15—Musical Comedy Selections
 5:30—Black and Blue

5:45—Chandu the Magician
 6—News
 6:15—Cecil and Sally
 6:30—St and Elmer
 6:45—Musical Program
 7—Frank Watanabe and Archie
 7:15—Marion Mansfield
 7:30—"Fifty Famous Landmarks"
 7:45—Guardsmen
 8—"The Royal Order of Optimistic Do-Nuts"
 9—News
 9:15—Happy Chappies
 9:45—Fights from Hollywood Stad.
 10:45—Crockett Mountaineers
 11 to 12 mid.—New Paris Inn

468.5 Meters KFI Richm'd 6111
640 Kcs. 50,000 Watts
 Earle C. Anthony, Inc., Los Angeles
 6:45 A.M.—Dr. Seixas, exercises
 7:30—Stock Market Quotations
 7:45—Folly Hall, pianist
 8—Arion Trio
 8:15—Joe Warner's Jolly Journal
 8:30—NBC-KGO Programs to 9:15
 9:15—Helpful Hints to Housewives
 9:30—Fashion Tour with Melisse
 10—Through the Looking Glass
 10:15—Dorothy Raymond, pianist
 10:30—NBC-KGO Programs to 11:45
 11:45—State Market Reports
 12 noon—Dept. of Agriculture Talk
 12:15—Western Farm and Home Hr.
 1—News Release
 1:15—Ann Warner Chats
 1:45—Cal McCoy, baritone
 2—Al Pearce and Gang
 3—NBC-KGO Programs to 3:45
 3:45—Educational Speech
 4—U. S. C. Arts & Speech program
 4:30—News Release
 4:45—Talk on Psychology
 5—Wesley Tourtelote, Organist
 5:30—Little Orphan Annie
 5:45—Wheatenaville
 6—The First Nighter
 6:30—Armour Hour
 7—Chevrolet Motor program
 7:30—"The Seal of the Don"
 7:45—String Orchestra "Stardust"
 8—Amos 'n' Andy
 8:15—Gilmore Circus
 9:15—Howard Thurston, magician
 9:30—Hellman's Musical Store
 10—Richfield Reporter
 10:15—Phil Harris' Orchestra
 11:30 to 12 mid.—Gus Arnheim's Or.

225.4 Meters KGB Frank. 6151
1330 Kcs. 1000 Watts
 Don Lee, Inc., San Diego, California
 12 noon—Farm Flashes
 12:15—CBS Programs to 1
 1—News and Gossip Markets
 1:15—CBS Programs to 2
 2—Happy-Go-Lucky Hour
 3—Feminine Fancies
 4—Hodge Podge Lodge
 4:30—Coon's orchestra
 4:45—News and Town Topics
 5—H-O Rangers
 5:30—CBS Programs to 7
 7—Chandu
 7:15—Columbia Revue
 7:30—To be announced
 7:45—Myrt and Marge
 8—Headlines
 8:15—Nino Martini's Orchestra
 8:30—Eb and Zeb
 8:45—Abe Lyman's orchestra
 9—Buccaneers' Quartette
 9:15—CBS programs to 10
 10—Tomorrow's News Tonight
 10:10—Ted Fio-Rito's Orchestra
 11—Grayson's Orchestra
 11:30—Cafe de Paris Orchestra
 12 to 1 A.M.—Recordings

SATURDAY Programs

March 18, 1933

491.5 Meters KFRC Prospect 0100
610 Kcys. 1000 Watts
Don Lee, Inc., San Francisco, Calif.
7 A.M.—Seal Rocks Broadcast
7:15—Cecil Wright's Melodies
7:25—N. Y. Stock Quotations
7:30—Early Morning Exercise Period
8—Shell Happy Time
8:30—CBS Programs to 9:30
9:15—Bud Shay Orchestra
9:30—Globe Trotter
9:45—Happy Felton's Orchestra
10—Jr. Artists program
10:55—Church Announcements
11—CBS Programs to 12
12 noon—Noonday Concert
1—CBS program
1:30—Stock Ex. Quotations
1:35—CBS Programs to 2:45
2:45—Recordings
3—CBS Programs to 4
4—Ted Flo-Rito Orchestra
4:45—Street Singer
5—Steamboat Bill
5:15—News Parade
5:30—Skippy
5:45—To be announced
7—CBS programs to 9
9—Marlboro Band of Distinction
9:15—Joe Haynes' Orchestra
9:30—Ted Flo-Rito Orchestra
11—Dancing with the Stars
11:30—Cafe de Paris Dance Orch.
12 to 1 A.M.—Midnight Request Hr.

280.2 Meters KJBS Ord. 4148-49
1070 Kcys. 100 Watts
J. Brunton & Sons, San Francisco
6 A.M.—KJBS Alarm Klok Klub
8—Melody Parade
8:15—Andy Anderson
8:30—Popular Records
9—Assoc. Stores' Program
9:30—Popular Song Hits
10—Reporter of the Air
10:05—Scotty's Table Talks
10:20—Recordings
11:30—Concert Favorites
11:45—Records
12 noon—Variety program
1—Dance Matinee
1:45—Popular recordings
2:45—Speak-Easy Time; records
3—Reporter of the Air; records
3:30—Marjorie Lee, pianist
3:45—Recordings
4:30—Musical Styles
4:45—Popular Melodies
6:15—Silent Period
12:01 to 8 A.M.—Owl program

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
8:45—Ralph and Rainbow Trouper
9—Crazy Crystals
9:15—Morning Melodies
10—Helpful Hour; Weather
10:30—Monarch Melodies
11—Chats with Margaret Gilmer
11:30—Accordion Capers
12 noon—Band Concert
12:30—Weather; Market Reports
1—Mauna Keans
1:30—The Friendly Hour
2:30—Organ recital
3—Silent period
4:30—Story Time
4:45—Dental Clinic
5—Vespers
5:30—Skippy
5:45—Scott Held's Orchestra
6:15—Franco's Program

6:30—Livestock and Poultry Clinic
6:45—Farmers' Exchange and Market Place
7—U. S. Weather Forecast
7:03—Soul of Portugal
7:30—Common Property Taxpayers
7:45—Rabbi Joseph Karech
8—Studio Program
8:30—With the Poets
8:45 to 10 P.M.—Italian Program

243.8 Meters KYA Prospect 3456
1230 Kcys. 1000 Watts
Pac. Broadcast. Corp., San Francisco
7:30 A.M.—Dawn Salute
7:45—Christian Science Program
8—Breakfast Hour
8:45—Swen Swenson and his Swede-hearts
9—Melody Moods
9:45—Stringwood Ensemble
10—Sunshine Hour
11—Album Leaves
11:15—Prudence Penny
11:30—Band Concert
12 noon—Scriptures
12:03—Townhall Harmonies
12:30—Song Vagues
1—Aftersoon Concert
1:30—South of Market Boys prog.
2:30—Glen Goff, organist
3—Rhythmic Ripples
3:30—Symphony Series
4:30—Light Opera
5—Sunset Revue
5:45—Campbell Digest
6—Supper Serenade
6:30—Waltz Idylls
7—Saturday Special
7:15—Royal Serenaders
7:45—Bob Allen: Piano Novelties
8—Emilio and Maria
8:15—Bal Tabinan Orchestra
8:45—John Wolohan's Orchestra
9:30—The Cub Reporters
9:45—News Flashes
10—Sandman Organ
11 to 12 mid.—Concert Memories

340.7 Meters KLX Lake. 6000
880 Kcys. 500 Watts
Tribune Pub. Co., Oakland, Calif.
8 A.M.—Records
9:15—New York Stocks
9:30—Clinic of the Air
10:15—San Francisco stocks, financial information; weather
10:30—International Kitchen
11—Sunshine Twins
11:30—Arco and Anita
11:45—Fred Skinner, "What Have You?"
12 noon—Closing S. F. stocks
12:05—Jack Delaney's Band
1—Jean's Hi-Lights
2—Classical recordings
2:45—Jean Ardath, pianist
3—Records
3:15—Gay Caballeros
3:45—Health School of the Air
4—Records
4:30—Brother Bob's Club
5—Helen Parmelee, pianist
5:30—Banjo Girls: Helen Benson and Lucile Swan
5:45—Song Stories, the Clark Sisters
6—Hotel Oakland Trio
7—News Items
7:30—Wallele Hawaiian Trio
7:45—Latham Foundation program; Ardito Trio
8—Musical Soiree
9—Faucit Theater of the Air
9:30—Iversen's String Quartet
10—Hotel Oakland dance orchestra
11 to 12 mid.—Dance program

535.4 Meters KTAB Garfield 4700
560 Kcys. 1000 Watts
Assoc. Broadcasters, Oakland, Calif.
6:45 A.M.—Records
7:15—Morning Reporter
7:30—Crazy Quartette; records
9—Morning Prayer Hour
9:30—Dr. J. Douglas Thompson
10—Household Hour; recorded prog.
10:35—Dr. B. L. Corley
11—Studio program
11:30—X Bar B Boys
12 noon—Echoes of Portugal
12:30—Recorded program
1—Over the Teacups; studio prog.
1:45—Crazy Program; Records
2:25—Radio Advisor
2:30—Watchtower program
2:45—Better Homes program
3—Women in the Home
3:30—Studio program
3:45—Putnam's Treasure Chest
4—Records
5:30—Wandering Through France
6—Emeryville Walkathon; records
6:25—Parisian-Amer. Entertainers
6:30—News Reporter
6:45—Ernie Smith's Sport Page
7—Frank Watanabe and Archie
7:15—Taylor Made Tempos
7:30—Oakland Post-Enquirer
7:45—"True Stories of Real People"
8—To be announced
9—Jesse Stafford's Orchestra
9:30—Charles Frederick Lindsley
9:45—Varsity Program
10—March Players
10:30—Jesse Stafford's Band
11 to 12 Midnight—Radio Cabaret

322.4 Meters KFWI Franklin 0200
930 Kcys. 500 Watts
Radio Entertainments, San Francisco
7 A.M.—The Early Bird
8—Silent period
9—Blues Chasers
10—White House Program
10:15—Bellevue Hotel Program
10:30—Topics and Music
11—Concert Melodies
12 noon—Oklahoma Cowboys
12:30—Dance Music
1—Silent period
6—Dance Time
6:15—News Reporter
6:30—Russian Balalalka Orchestra
7—Christian Science Program
7:15—Bellevue Program
7:30—Silent period
11 to 1 A.M.—Hi-Dee-Ho!

322.4 Meters KROW Glenc. 6774
930 Kcys. 1000 Watts
Edco. Broad. Corp., Oakland, Calif.
8 A.M.—News Items
8:15—Recordings; Announcements
9—Silent period
1 P.M.—Latin-American Program
2—Dance of the Hour
2:08—Recordings; Announcements
2:30—Organ Harmony Milton Fallon
3—Recordings; Announcements
3:15—Buddy Lewis's Orchestra
4—Recordings; Announcements
4:45—Meglin Kiddies Program
5—Topango Mountaineers
5:30—Prosperity Auction Program
5:45—Walk-a-thon
6—Silent period
7:30—The Crystal Boys
8—Latin-American Program
9—Recordings
9:15—Italian Program
10—Walk-a-thon
10:30 to 11 P.M.—Jess Norman's Or.

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

Service to KHQ KOMO KGW
KFI KOA KDYL KGIR
KGHL KTAR KFSD

- 7 A.M.—Arion Trio: KGO (KHQ
KGW KDYL on 7:15) KGHL
7:30—Le Trio Charmant: KGO KGW
KOMO KFSD KGHL
7:45—Breen and de Rose: KGO
KGW KFSD KDYL KGHL
8—Melodies of the South: KGO
KOMO KGW KFI KFSD KDYL
8:15—Jack and Patsy, dramatic
sketch: KGO KHQ KOMO KGW
8:30—Crosscuts from the Log of the
Day: KGO KHQ KOMO KGW
KFI
9—Johnny Marvin, tenor: KGO KFI
9:15—American Legion National
Trade Revival Campaign: KGO
KOMO KFSD KDYL
9:30—National Farm and Home
Hour: KGO KHQ KOMO (KGW
on 10) KFI KFSD (KTAR off 10)
KDYL KGIR KGHL
10:30—Woman's Magazine of the
Air: KGO KFI KDYL (KFSD
off 10:50 to 10:55) (KGHL off
11)
11:30—Organ Concert, Paul Carson:
KGO (KHQ KDYL on 11:45, off
12 noon) (KOMO on 12 noon)
(KGW on 11:45, KFSD off 12:10)
12:15—Western Agriculture: KGO
KHQ KOMO (KGW off 12:45)
KFI KFSD KTAR KGIR KGHL
1—Stringwood Ensemble: KGO
(KHQ on 1:30) (KGW off 1:30-
1:45) (KFI on 1:15)
2—Cosmopolitans: KGO KHQ KFI
KGW
2:30—Familiar Songs: KGO KHQ
KOMO KGW KFI
3—Melody Matinee: KGO KHQ KGW
KGHL
4—Hotel Mark Hopkins Orchestra:
KGOKHQ (KOMO on 4:30) (KGW
off 4:15, on 4:30)
4:45—Little Orphan Annie: KDYL
KOA KGIR KGHL
4:45—News Service: KGO KHQ
KGW
5—Organ Concert: KGO
5:15—Round-the-World Club: KGO
KHQ KOMO KGW KFI
5:30—Little Orphan Annie: KGO
KHQ KOMO KGW KFI KTAR
5:45—Wheatenaville: Dramatic
sketch: KGO KHQ KOMO KGW
KFI
6—Riesensfeld's Viennese Program:
KGO KHQ KOMO KGW KFSD
KDYL
6:30—Oldsmobile Program with Gus
Van; George Olsen and his music:
KGO KHQ KOMO KGW KFI
KFSD KDYL
7—Saturday Night Dancing Party—
Men About Town Trio; B. A.
Roife and his Orchestra: KGO
KFI KDYL
8—Caswell Concert: KGO KHQ
KOMO KGW KFI
8:15—Golden State Family Robin-
son: KGO KFI
8:15—Tom Gerun and his Bal Tab-
arin Orchestra: (KGO on 8:45)
(KYA KGW off 8:45) (KHQ on
8:30) KOMO (KGHL off 8:30)
9—Associated Spotlight — Captain
William H. Royle, master of cere-
monies; "School Days," with

- Max Waizman (Herr Fizzmeyer);
the Coquettes, vocal trio; Annette
Hastings, Marjorie Primley, Im-
elda Montagne; Miss Ethyl As-
sociated, soprano; Cyool Four,
male quartet; Robert Stevens,
Gwynn Jones, tenors; Harold
Dana, baritone; Armand Girard,
basso; Harold Peary, Bobbe
Deane, Bennie Walker, the Hill
Nellies; Beban's Burlesque; "Fly-
ing A" Bandsmen direction of
Walter Beban: KGO KHQ KOMO
KGW KFI
10:30—Musical Echoes, Gail Taylor,
soprano: KGO KHQ KGW
11—Phil Harris and his Ambassador
Hotel Orchestra: KGO KHQ
(KOMO on 11:15) KGW KFI
11:30 to 12 mid.—Gus Arnheim's
Orchestra: KGO KHQ KOMO
KGW KFI

440.9 Mtrs. **NBC-KPO** Sutter 1920
680 Kcys. 5000 Watts
National Broadcast. Co., San Francisco

Service to KJR KEX KGA
KECA KTAR KDYL KFSD
KGHL KGIR KOA

- 7:30 A.M.—Organ Concert: KPO
8—Financial Service: KPO KGA
KJR KEX
8:15—Bits of Melody: KPO KGA
KJR KEX KECA KGHL
8:30—Sven Swenson and his Swede-
hearts: KGA (KPO KJR KEX
off 8:45) (KYA on 8:45) KECA
KFSD KTAR KGHL
8:45—Julia Hayes, helpful hints to
housewives: KPO
9—Tom Mitchell, baritone: KPO
KGA KJR KEX KECA KGHL
9:15—Johnny O'Brien, harmonica
player: KPO KGA KJR KEX
KECA KGHL
9:30—Arion Trio: (KPO off 9:45,
on 10) (KYA on 9:45, off 10) KJR
KGA KEX
9:45—University of California: KPO
10:30—NBC Farm Forum: KPO
KGA KJR KEX KECA KDYL
11—Words and Music: KPO KGA
KJR KEX KECA KDYL
11:30—Syncopators, Harold Stokes'
orchestra: KPO KGA KEX KECA
11:45—Sisters of the Skillet, comedy
sketch: KPO KGA KJR KEX
KECA KDYL
12 noon—Organ Concert: KPO (KGA
on 12:05) KJR KEX KDYL
12:15—Radio Troubadours: KPO
KGA KJR KEX KDYL
12:30—The Ambassadors: Male
quartet: KPO KGA KJR KEX
KECA KDYL
12:45—Lee Sims and Ilomay Bailey:
KPO KGA KJR KEX KECA
KDYL
1—Dance Masters: KPO KGA KJR
KEX KECA KDYL
1:30—Concert Favorites: KPO KGA
KJR KEX KECA KDYL KGHL
(KOA on 1:45)
2—Maurice Sherman's Orchestra:
KPO KGA KJR KEX KECA
(KFSD off 2:15) KDYL KGHL
2:30—Beau Balladeer: Leonard Lew-
is, baritone: KPO KGA KJR KEX
KECA KFSD KDYL
2:45—Concert Echoes: KPO KGA
KJR KEX KECA KFSD KDYL
3—Waldorf-Astoria Orchestra: KPO
(KOA on 3:05) KJR KEX KFSD
KECA

- 3:30—Laws that Safeguard Society:
KPO KGA KJR KEX KECA
KFSD KTAR
3:45—Organ Concert: KPO KGA
KJR KEX KFSD
4—Orchestra: KPO KGA (KJR on
4:05) KXK KFSD KDYL KGHL
4:15—Merle Thorpe, talk: KPO
KGA KJR KEX KECA KFSD
KTAR KDYL KGIR
4:30—Twenty Fingers of Harmony:
KPO KGA KJR KECA KFSD
KDYL KGHL
4:45—Barbara Dale's Charm Mati-
nee: KPO KFSD
5—American Taxpayers League:
KPO KGA KJR KECA KTAR
KDYL KGIR KGHL
5:15—Echoes of the Palisades: KPO
KGA KJR KEX KGHL
5:30—The Economic World Today:
KPO KGA KJR KFSD KDYL
KGIR KGHL
6—Stringwood Ensemble, KPO KGA
KJR KECA KGHL
6:30—Education at the Crossroads:
KPO KGA KJR KECA KGIR
KGHL
6:45—Irving Kennedy, tenor: KPO
KGHL
7—Medicine Show: KPO KGA KJR
KECA KGHL
7:30—Charles Hart, instrumental en-
semble: KPO KGA KECA KGHL
8—The Buccaneers: KPO KGA KJR
KEX KECA KFSD KDYL KGIR
KGHL
8:15—Octavus Roy Cohen Murder
Mystery, drama: KPO KGA KJR
KEX KECA KDYL
8:30—Night Song, Lew White, or-
ganist; Trio Romantique: KPO
KGA KJR KEX KFSD KDYL
KGHL
9—Mark Fisher's Orch.: KPO KGA
(KJR off 9:15) KEX KECA KFSD
KDYL KGHL
9:30—Sam Robbins and his Bermu-
dians: KPO KGA KJR KEX
KECA KFSD (KDYL on 9:45)
KGHL
10—Oregon Grill Orch.: KPO KGA
KJR KEX KECA KDYL KOA
10:30—Tom Gerun and his Bal Tab-
arin Orchestra: KPO KGA KJR
KEX KECA KFSD KDYL (KOA
off 10:45)
11 to 12 mid.—Reminiscences: Organ
concert, Dollo Sargent: KPO KGA
KJR KEX KECA KFSD

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

- 7 A.M.—Caterpillar Pioneers
7:30—Morning News
7:45—Kronenberg's Shoe Hospital
8—Voice of Texas
8:15—To be announced
8:30—Crosscuts of the Day
9—Walt and Marian
9:15—Burgan's Home Comfort
9:30—NBC-KGO Programs to 11:30
11:30—Bell Organ Concert
12:15 P.M.—NBC-KGO Program
1—Home Owned Business
1:15—Silver Loaf Bakery
1:30—Spokane Fur Co.
1:45—To be announced
2—NBC-KGO Programs to 4:15
4:15—KHQ News
4:30—Tull and Gibbs
4:45—"Skippy"
5:15—NBC-KGO programs to 7
7—To be announced
8—Caswell program
8:15—Editorial Column
8:30 to 12 Mid.—NBC-KGO prog's

CBS**Columbia Broadcasting System**

- 8:30 A.M.—N.Y. Philharmonic Concert: KFBK KMJ KWG KERN KDB KOL KVI KFPY (KOIN on 8:45) KFRC KHJ KGB
- 9:15—Harold Knight and his Orch.: KFBK KMJ KWG KERN KFPY KOIN KFRC KHJ KGB
- 9:30—Happy Felton's Orchestra: KFBK KMJ KWG KERN KDB KOL KFPY KOIN (KFRC on 9:45) KHJ KGB KSL
- 10—George Hall's Orchestra: KFBK KMJ KWG KERN KDB KFPY KOIN KHJ
- 10:30—Madison Ensemble: KFBK KMJ KERN KDB KVI KFPY KHJ KGB KSL
- 11—Dancing Echoes: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB
- 11:15—Five Octaves: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB
- 11:30—Columbia Salon Orchestra: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 12 noon—Round Towners: KFBK KMJ KWG KERN KDB KOL KFPY KOIN KHJ KGB KSL KLZ
- 12:15—Spanish Serenade: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KGB KSL
- 12:30—Dick Mansfield's Orchestra: KFBK KMJ KWG KERN KOL KVI KFPY KOIN (KHJ on 12:45) KGB KSL
- 1—Sigurd, The Viking: KFBK KMJ KERN KWG KDB KOL KVI KSL KFPY KFRC
- 1:15—Tony Wons, with Keenan and Phillips: KFBK KMJ KWG KERN KDB KOL KVI KFPY KFRC KHJ KSL
- 1:30—Leon Belasco and his Ambassador Orchestra: KFBK KMJ KWG KERN KDB KOL KVI KFPY KFRC KHJ KGB KSL
- 2—Eddie Duchin and his Orchestra: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 2:30—Between the Bookends: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 3—America's Grub Street Speaks KFBK KMJ KWG KDB KOL KVI KFPY KOIN KFRC KHJ KSL
- 3:15—Paul Tremaine and His Orchestra: KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 3:45—The Funnyboners: KFBK KMJ KWG KERN KDB KOL KVI KFPY KFRC KHJ KGB
- 4:15—Fray and Braggiotti, Franco-Italian Piano Team: KFBK KWG KERN
- 4:45—The Street Singer, Arthur Tracy: KFBK KERN KDB KOL KVI KFPY KFRC KHJ KGB KSL
- 5—Kansas City Presents: KFBK KMJ KWG KERN KDB KOL KVI KFPY KHJ KGB KSL
- 7—The Boswell Sisters: KFBK KMJ KWG KERN KDB KOL KVI KSL KFPY KOIN KHJ KGB KOH
- 7:15—Columbia Public Affairs Institute: KFBK KMJ KWG KERN KFPY KOIN KFRC KGB

- 7:45—Gertrude Niesen: KFBK KMJ KWG KERN KDB KVI KFPY KOIN KFRC KHJ KGB
- 8—Guy Lombardo and His Royal Canadians: KVOR KFBK KMJ KWG KERN KDB KOL KVI KFPY KOIN KFRC KHJ KGB KSL
- 8:30—Harold Stern's Orch.: KFBK KWG KERN KDB KOL KVI KFPY KOIN KFRC
- 9—Joe Haymes' Orchestra: KFBK KWG KERN KDB KVI KFPY KFRC KHJ
- 9:30 to 10 P.M.—Ted Fio-Rito and his St. Francis Hotel Orch.: KWG KFBK KERN KDB KOL KFPY KVI KOIN KFRC KHJ KGB KSL

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 8:45
- 8:45—Julia Hayes, Helpful Hints
- 9—NBC-KPO Programs to 4:30
- 4:30—Kids' Matinee
- 5—NBC-KPO programs to 6:15
- 6:15—Silent period
- 8—NBC-KPO Programs to 10
- 10—Jim Taft's Oregonians
- 10:30—Bal Tabarin Orchestra
- 11—Reminiscences
- 12 to 12:15 A.M.—Tomorrow's News

483.6 Meters KGW Atwater 2121
620 Kcys. 1000 Watts
Morning Oregonian, Portland, Ore.

- 6:45 A.M.—Caterpillar Trail Blazers
- 7:15—NBC-KGO programs to 9
- 9—Crazy Crystals Program
- 9:15—Cooking School
- 9:45—National Farm & Home Hour
- 10:30—Magazine of the Air
- 11:30—Organ Concert
- 12 noon—Oregonian of the Air
- 12:15—NBC-KGO Programs to 1:30
- 1:30—Dental Clinic of the Air
- 1:45—NBC-KGO Programs to 4
- 4—Friendly Chat
- 4:30—Hotel Mark Hopkins Orchestra
- 4:45—Oregonian of the Air
- 5—Piano Surprises
- 5:15—NBC-KGO programs to 7:30
- 7—U. S. 7th Infantry Band
- 7:30—Homicide Squad
- 8—NBC-KGO programs to 8:30
- 8:30—Musical Mannequins
- 9—Associated Spotlight
- 10:30—Musical Echoes
- 11—Hotel Ambassador Orchestra
- 11:30 to 12 Mid.—Arnheim's Orch.

236.1 Meters KOL Main 2312
1270 Kcys. 1000 Watts
Seattle Broadcast. Co., Seattle, Wash.

- 6:45 A.M.—KOL Time Clock
- 8—Shell Happy Time
- 8:30—Crazy Serenader
- 8:45—New York Philharmonic Concert
- 9:15—Cecil Solly
- 9:30—Happy Felton Orchestra
- 10—Morning Melodies
- 10:30—Prince of the Ivories
- 10:45—CBS Programs to 2:45
- 2:45—Organ Moods
- 3—CBS Programs to 4
- 4—Ted Fio Rito Orchestra
- 4:30—CBS Programs to 5:30
- 5:30—Shippy
- 5:45—CBS Programs to 6:30
- 6:30—Sports Review, Ken Stuart
- 6:45—Democratic Educa. Feature
- 7—Boswell Sisters, CBS
- 7:15—Brad and Al
- 7:30—John C. Stevenson
- 8—Guy Lombardo Orchestra
- 8:30—Harold Stern Orchestra
- 9—Globe Trotter
- 9:15—CBS Programs to 10
- 10—Ted Fio-Rito's Orchestra
- 10:40 to 12 mid.—Dance Orchestra

319 Meters KOIN Atwater 3333
940 Kcys. 1000 Watts
The Journal, Portland, Oregon

- 6:30 A.M.—KOIN Klock
- 7:30—Movie Chatter
- 8—Shell Happy Time
- 8:30—Dixie Baker and Bob White
- 8:45—CBS Programs
- 10:30—This and That
- 11—Studio program
- 11:30—CBS programs to 1
- 1—Book of Life
- 2—CBS Programs
- 3:30—Newspaper of the Air
- 4:45—Cecil and Sally (E.T.)
- 5—Steamboat Bill
- 5:15—Shippy
- 5:30—Davidson Prize Club
- 6—Bing Crosby
- 6:15—CBS Programs
- 6:45—Bells of Harmony
- 7—CBS Programs
- 8—Redding White, tenor
- 8:15—CBS Program
- 9—McElroy's Greater Oregonians
- 9:30—Bisquick Band
- 9:35—DLBS program
- 9:45—De Honey's Dance Band
- 10:15—Sport Flashes
- 10:30 to 12 mid.—Dance Music

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 Sunrise Farm Broadcast
- 7:30—Le Trio Charmante
- 8—Prudence Penny
- 8:15—NBC-KGO Programs to 9
- 9—The Observer
- 9:15—NBC-KGO Program
- 9:30—Uncle Hank from Ciderville
- 9:45—The Bon Marche
- 10—NBC-KGO Programs to 11:45
- 11:45—Club Minutes
- 12 noon—NBC-KGO Program
- 12:12—Grain Quotations
- 12:15—NBC-KGO Programs to 1:30
- 1:30—Concert Orchestra
- 2—NBC-KGO Programs to 8:15
- 8:15—Four Shades of Rhythm
- 8:30—Musical Mannequins
- 9—Associated Spotlight
- 10:30—Musical Echoes
- 11—Ambassador Hotel Orchestra
- 11:30 to 12 mid.—Gus Arnheim's Orchestra

KJBS today!**The Alarm Klok Klub**

6 to 8 a.m.

News Broadcasts

10 a.m. and 3 p.m.

Scotty Mortland

10:05 to 10:20 a.m.

Sports Review

12 to 12:15 p.m.

309.1 Meters KJR Seneca 1515
970 Kcys. 5000 Watts
Northwest Broad. System, Seattle, Wn.
7 A.M.—Sun Risers; Produce Quotations
7:33—Sport News
8—NBC-KPO Programs to 8:45
8:45—Julia Hayes
9—NBC-KPO Programs to 3:45
3:45—The World Bookman
3:55—Lost and Found Advertisements
4—NBC-KPO Programs to 4:45
4:45—Aviation talk
5—NBC-KPO Programs to 6:45
6:45—Tropical Whispers
7—NBC-KPO Program
7:30—News Edition of the Air
7:45—NBC-KPO Programs to 9
9—Johnny Robinson's Vagabonds
9:30—Dance Orchestra
10—Spanish Ballroom Orchestra
10:30—Tom Gerun's Orchestra
11 to 12 mid.—Reminiscences

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 Programs to 12:15
12:15 P.M.—Vidacrin health talk
12:30 P.M.—News Items
12:45—Dick Mansfield's Orchestra
1—Bob Holman's Orchestra
1:30—CBS programs to 2:45
2:45—Tiny Newland & Islanders
3—CBS Programs to 4
4—Ted Fio-Rito's Orchestra
4:45—Street Singer
5—Larry Funk's Orchestra
5:15—News Items; Town Topics
5:30—Skippy
5:45—Alexander Haas' Orchestra
6—Bing Crosby, songs
6:15—Walter Smith's Band
7—Boswell Sisters
7:15—The Dons
7:45—Chandu, the Magician
7:45—Gertrude Niessen
8—Guy Lombardo's Orchestra
8:30—Harold Stern's Orchestra
9—Marlboro Band of Distinction
9:15—Joe Hayme's Orchestra
9:30—Ted Fio-Rito's Orchestra
11—Hal Grayson's Orchestra
11:30—Bob Holman's Orchestra
12 to 1 A.M.—Marshall Grant, organ

225.4 Meters KGB FRank. 6151
1330 Kcys. 1000 Watts
Don Lee, Inc., San Diego, California
7 A.M.—Morning Edition
8—Shell Happytime
8:30—CBS Programs to 10
10—Blanche Wood
10:30—CBS programs to 1
1—News and Closing Stocks
1:15—CBS Programs to 2:45
2:45—Tiny Newland
3—CBS Programs to 4
4—Ted Fio-Rito's Orchestra
4:30—CBS Programs to 5:15
5:15—News and Town Topics
5:30—CBS programs to 6:15
6:15—To be announced
7—Chandu
7:15—CBS programs to 9
9—Marlboro Band of Distinction
9:15—CBS programs to 10
10—Tomorrow's News Tonight
10:10—Cross-Cuts
10:15—Don Cave's dance orchestra
10:30—Studio program
11—Grayson's Orchestra
11:30—Cafe de Paris Orchestra
12 to 1 A.M.—Recordings

285.5 Meters KNX Hemp. 4101
1050 Kcys. 25,000 Watts
Western Broadcast. Co., Los Angeles
6:45 A.M.—Bill Sharples' Gang
8:45—Inspirational talk and prayer
9:30—News
10—Eddie Albright's Family
10:30—Recordings
12 noon—News
12:45—Church
1—New Paris Inn
2—Entire Opera (records)
5—Records
5:15—Dr. John Matthews
5:45—Chandu, the Magician
6—News
6:15—Cecil and Sally
6:30—Si and Elmer
6:45—Musical Program
7—Frank Watanabe and Archie
7:15—Marion Mansfield
7:30—Hollywood Hams
7:45—Novis Ensemble
8—KNX Varieties
9—News
9:15—Happy Chappies
9:30—KNX Playlet
10—Crockett Mountaineers
10:30—Organ Recital
11 to 12 mid.—New Paris Inn

209.7 Meters KECA Richm'd 6111
1430 Kcys. 1000 Watts
Earle C. Anthony, Inc., Los Angeles
8 A.M.—Louis Rueb, exercises
8:15—NBC-KPO Programs to 9:30
9:30—Division of Physical Education
10:30—NBC-KPO programs to 4
4—News release
4:15—NBC-KPO programs to 5:30
5:30—Temple Baptist Question Hour
5:45—Record Program
6—NBC-KPO Programs to 6:45
6:45—Julie Kellar, harpist
7—NBC-KPO Programs to 8:30
8:30—Gus Arnheim's Orchestra
9 to 12 mid.—NBC-KPO Programs

499.7 Meters KFSD Franklin 6353
600 Kcys. 1000 Watts
Airfan Radio Corp., Ltd., San Diego
5 P.M.—Studio Program
5:15—Program Highspots
5:20—Late News Reporter
5:30—Nat'l Advisory Council
6—Viennese program
6:30—Oldsmobile Program
7—B. A. Rolfe Orchestra
8—Bucaniers
8:15—Thurman Robertson
8:30—Night Song
9—Edgewater Beach Orchestra
10—Plata Real Orchestra
10:30—Bal Tabarin Orchestra
11—Ambassador Hotel Orchestra
11:30 to 12 midnight—Organ Recital

361.2 Meters KOA York 5090
830 Kcys. 12,500 Watts
General Electric Co., Denver, Colo.
5 P.M.—American Taxpayers League
5:15—Echoes of the Fallsades
5:30—Economic World Today
6—Network program
6:30—Oldsmobile Program
7—To be announced
7:15—Composite Special
8:15—Mystery Serial
8:30—Composite Special
9:30—The Air Edition
9:45—Tommy Watkins Orchestra
10—Spanish Ballroom Orchestra
10:30 to 11 mid.—Tom Gerun's Or-
chestra

468.5 Meters KFI Richm'd 6111
640 Kcys. 50,000 Watts
Earle C. Anthony, Inc., Los Angeles
6:45 A.M.—Dr. Seixas, exercises
7:30—N. Y. Stock Quotations
7:45—Polly Grant Hall
8—NBC-KGO Program
8:15—Helpful Hints to Housewives
8:30—NBC-KGO Programs to 9:15
9:15—Dorothy Raymond, pianist
9:30—NBC-KGO Programs to 11:30
11:30—Studio program
11:45—Federal & State Mkt. Reports
12 noon—Dept. of Agriculture Talk
12:15—Western Agric. Program
1—News Release
1:15—NBC-KGO Programs to 3
3—Wesley Tourtelotte, organist
4—Tea Dance, Ambassador Hotel
4:45—News Release
5—Univ. of So. Calif. program
5:15—Round the World Club
5:30—Little Orphan Annie
5:45—Wheatenaville
6—Viennese program
6:30—Oldsmobile Program
7—B. A. Rolfe Orchestra
8—Caswell Coffee Concert
8:15—Golden State Family Robinson
8:45—Capt. Don Wilkie, "Tales of the Secret Service"
9—Associated Spotlight
10:30—Phil Harris' Orchestra
11:30 to 12 mid.—Gus Arnheim's Or.

KNOW YOUR WEST

UPHOLDING its reputation as a leader in the exploitation of scenic and historic spots in the West, the Associated Oil Company has secured the cooperation of the chambers of commerce throughout the Pacific Coast region in launching a "Know Your West" essay contest on the Associated Spotlight broadcast.

According to Harold R. Deal, advertising manager, for Associated, the campaign is designed to call attention to outstanding points of interest and thus to promote travel on the Pacific Coast.

Each Saturday night an essay, chosen from the hundreds that have been pouring in to the Associated Oil offices since announcement of the contest, is read, and the writer is awarded a ten-dollar Associated scrip book. The contest is open to everyone, the only requisites being that the contestant secure an entry blank from his local Smiling Associated service man, limit his essay to 250 words, and concentrate his description upon some outstanding scenic or historic spot.



TOPICS OF THE TRADE



National Carbon Company Quits Radio Tube Business

The National Carbon Company will cease to be a factor in the radio tube business in the near future and henceforth will devote all of its activities to the manufacture and sale of electric flashlights and batteries, according to an announcement made by H. S. Scott, vice-president of the company.

An announcement being sent to present distributors of Eveready-Raytheon radio tubes explaining the new policy of the company states: "The National Carbon Co., Inc., has arranged for the Raytheon Production Corporation to take over the sale and distribution of Raytheon four-pillar radio tubes which we have been marketing for the past four years.

"The Raytheon Production Corporation has been the manufacturer of the high quality, unique construction Raytheon four-pillar tube sold by the National Carbon Co., Inc. After March 31 they will handle sales and distribution as well as production."

No announcement has yet been made regarding the sales or distribution policy of the Raytheon Production Corporation.

Local Firm to Feature Mail Order Business

The San Francisco Radio Exchange, one of the largest dealers in radio parts and equipment for amateur operators on the Coast, is preparing to publish a special monthly price bulletin which will be mailed free to dealers and amateur operators in Northern California, according to George Weiss, manager of the concern.

"Our mail order business has been growing rapidly,"

said Mr. Weiss. "The new monthly price bulletins will better acquaint out of town customers with new radio merchandise coming on the market and enable them to take advantage of any special prices prevailing in the San Francisco market."

Flechtheim Condensers

A complete line of Flechtheim electrolytic type condensers in all capacities has just been placed on the market, according to Zack of the Zack Radio Supply Co., wholesale distributors.

New Majestic Auto-Radio Lists at \$49.95

The newest addition to the Majestic line of radio sets was announced last week by Thompson & Holmes, Northern California distributors. It is a six-tube automobile radio set which the manufacturers claim will equal the performance of the average eight-tube set. The new model employs a superheterodyne circuit and is equipped with automatic volume control. The complete set, speaker and "B" eliminator are enclosed in a metal case 6 x 6 x 12 inches in size and can be installed with little more work than is necessary to install a spotlight. The set is known as Model 116. List price is \$49.95 complete; installation is \$2.50 additional. Deliveries will start about March 10, it was said.

Les Logan, of Radio and Electric Salvage Company, San Francisco, visited Los Angeles last week for a vacation.

Wolcott Curtiss, of H. R. Curtiss Company, San Francisco, has been away enjoying the winter sports at Lake Tahoe. He returned last Friday.

Radio Prices Show Average Decline of 61 Per Cent in Three Years

Retail prices of console model radio sets made by standard manufacturers averaged \$40 for the year 1932, as compared with \$68.50 for 1931, and \$103, during the year 1930, according to a survey of comparative prices made by the sales department of the General Electric Supply Corporation.

Zenith Has New 12-Tube Console

The H. R. Curtiss Company, Northern California distributors for Zenith radio sets is exhibiting the newest addition to that line. The new model is a twelve-tube superheterodyne employing the new heater-type tubes and is enclosed in a console cabinet of walnut. Drum type dials are used for volume and tone control and the set has two speakers. Intended list price is \$169.50.

Pacific Wholesale Co.

Distributors
EVEREADY Tubes and Batteries
ARCTURUS Tubes
ELECTRAD Resistors-Volume Controls
OHMITE and I. R. C. Resistors
STANCOR Transformers
GIRARD-HOPKINS Products
CLAROSTAT Products

Complete Line of Radio Parts and Accessories

116 Ninth St., San Francisco

PHILCO RADIOS

Factory Branch

218 Fremont Street, San Francisco

Garfield 5232

Philco Replacement Parts Sheet

A new replacement parts sheet containing a complete list of all Philco replacement parts, and describing the latest developments of the company, including the new Philco all-purpose antenna system, has been prepared by the Philco Radio and Television Corporation for free distribution to radio dealers and service men. A copy may be obtained by writing the Philco factory branch, 218 Fremont Street, San Francisco.

H. R. Curtiss Company, distributors of the new Grunow Electric refrigerator, announce a special meeting of Northern California refrigerator dealers to be held in San Francisco on March 16, for the purpose of viewing the new Grunow line which will be on display at the meeting. Harry Curtiss states that a shipment is now enroute. Sales plans will also be discussed and franchises granted. Any dealer interested in electric refrigerators is invited to attend the meeting regardless of what line he now handles. A letter or postcard addressed to H. R. Curtiss Company, 895 O'Farrell St., San Francisco, will effect a reservation or bring further details.

Audiola Behind in Deliveries of Auto-Radio Sets

With the factory more than two weeks behind on deliveries of automobile radio sets to distributors, the Audiola Radio Manufacturing Company, Chicago, has made preparations to double their present production for the next several months so dealers will be assured of ample stocks during the spring and summer, according to Brown-Doran Co., factory representatives.

"The early spring demand for automobile radio sets became greater than the factory anticipated," said Mr. Doran.

"Most distributor's stocks are exhausted. The factory has advised us they will make express shipments to fill back-orders as fast as they can be produced. It looks like a good year for the automobile radio set business and I hope we will soon be in a position to again make deliveries from our warehouse stock."

FADA Appoints Northern California Representative

Bushnell & Rayner Sales Company, Pacific Building, of Oakland, Calif., have been appointed factory representatives in Northern California, for the F. A. D. Andrea Company, Long Island City, N. Y., makers of the FADA line of radio sets.

Crosley Brings Out New Low-Priced Auto-Radio

The Roamio "98"—a new all-electric 5-tube superheterodyne retailing at \$49.95, completely installed—is the most recent Crosley entry in the automobile radio-set field, according to Henry Wolff of Kierulff & Ravenscroft, local Crosley distributors.

A synchronode power unit to eliminate "B" batteries; quiet automatic volume control; latest heater type tubes and full floating moving coil dynamic speaker are among the features embodied in the new model.

Parts Business Shows Upward Trend

A noticeable improvement in the demand for radio parts of all kinds has become evident in all sections of Northern California during the past month, according to John Shaw, manager of the Pacific Wholesale Company.

"Dealers are ordering more parts than they have for some time and are also ordering in larger quantities, which indicates stocks are low in many cases. Collections have also improved during the past month," said Mr. Shaw.

W. E. & W. H. Jackson
 Incorporated
DISTRIBUTOR
American-Bosch Radios
NATIONAL UNION TUBES
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 GLencourt 4370
 255 15th Street, San Francisco
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WHOLESALE RADIO & ELECTRIC SUPPLY CO.
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AUDIOLA
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VICTORY DYNAMIC SPEAKERS
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NEW and USED
 Speed Keys, new, \$5.45, guar.
 RCA 204A Tubes, used, \$15 (Guaranteed)
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S. F. Radio Exchange
 1284 Market St. San Francisco
 Everything in radio—Lowest prices.

BANISH WASTE !



—The energy you need in a hurry—for starts, shifts, bursts of speed

—The power flow for miles of smooth, economical driving—pull without strain

—By every test that has been made—positively higher in octane rating than any other non-premium fuel in the market

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You are sure of Shell

Shell service men *seal* every station tank when they fill it with gasoline. Only authorized persons may remove the seal. Thus you know what you are getting when you buy from a Shell pump.



Until Now no ONE GASOLINE could make an engine do so many things so much better!



New SHELL 3-energy GASOLINE

made entirely of the **3** kinds of energy your motor needs

GASOLINES made to do one thing well aren't hard to find. Your car may not knock on hills—only sputter when you are starting. Or it may start *quietly* and lack power just when you ask it to pass something in a hurry. Perhaps it gives you everything but good mileage.

Don't tell your passengers it's the car—because it is more likely the *gasoline*.

Until now you couldn't do anything about it.

And even now, only *Shell* has produced a 3-energy gasoline!

Out of crude oils can be refined many energy substances. Some are "gassy," erratic, wasteful. Some are sluggish and slow—too heavy to use in a modern automobile. Some cause knocks in many cars.

Shell *discards* these. But in the very heart of petroleum are three *energy groups* every car vitally needs. These energy groups and these alone go into the new Shell gasoline. When your car gets this

basic fuel, it has the ultimate in gasoline value—*Shell 3-energy gasoline reduces every engine waste*.

Note this anti-knock fact!

Shell 3-energy gasoline has positively the highest octane efficiency of any non-premium fuel in the market! It surpassed leading competitors in anti-knock rating in every test that has been made!

A gasoline triumph

Shell 3-energy gasoline is a definite, scientific advance in fuels. As new and exciting as free-wheeling. As modern as a twenty-four cylinder car. Watch it give you what you want *most*, yet sacrifice none of the *other things* you'd like to have. And here, too, is gasoline economy—the real economy of a perfect fuel doing a better job.

For sale at *Shell Service, Inc., stations, and Shell dealers*. Colored golden amber for your protection.

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—Reduces engine waste