

FOR WEEK OF  
**JULY**  
9th to 15th

# BROADCAST WEEKLY



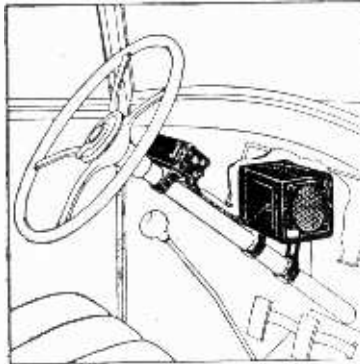
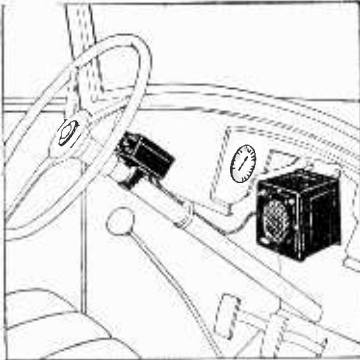
**NORA SCHILLER**  
Diminutive songstress heard over KHJ  
and the Don Lee Broadcasting System  
several times each week.

THE LEADING RADIO GUIDE OF THE PACIFIC COAST





## MUSIC AT THE WHEEL



New ZENITH Auto Radio, complete with tubes, direct tuning and other latest ZENITH features—

**\$64.95**

*Complete Enjoyment with—*



**I**MPORTANT features perfected by ZENITH make the performance of this advanced type AUTO SET absolutely amazing. Even in the thick of city traffic you are aware of no interference. The tone is beautiful. Every word, every note is sharp, clear, full rounded. Enjoyment is as complete as though you sat before one of ZENITH's incomparable instruments in your own home. For *Auto* or for *Home* you can buy with confidence from the dealer featuring this famous name which has pioneered over 38 major radio developments in 17 years of leadership. Ask the Zenith Dealer nearest you to demonstrate this new AUTO SET, and explain its many outstanding features. Easy to install, easy to buy.

Be sure to hear the ZENITH first—the difference is amazing

H. R. CURTISS COMPANY, *Distributors*  
895 O'Farrell Street     San Francisco

# BROADCAST WEEKLY

LOS ANGELES  
R. J. Birch Co.  
846 S. Broadway  
Los Angeles

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

*The Leading Radio Guide of the Pacific Coast*

Vol. XII, No. 28

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

July 8, 1933

## NOW is the Time to BUY

RADIO continues to play a paramount part in reviving the nation's courage and in speeding collective cooperation with the government's recovery measures. One of the most important of such measures ever undertaken by this or any other government is the "*National Recovery Act*" initiated by our President, passed by the recent session of Congress, and now in active operation. And one of the most significant public addresses since the presidential election was that broadcast nation-wide from Washington, Sunday evening, June 25th, by Brigadier General Hugh Johnson, official *Administrator* of this "Act," to explain its purposes and provisions and enlist the cooperation of the country in carrying them out.

When people become lost in the woods it is said they wander in a circle. American business has been doing that for three years. Now government undertakes a new responsibility and sets an historic precedent in not merely pointing the way out, but in actually leading and supervising the rescue. Without circumscribing their initiative or to any extent limiting their proper activities, the "*National Recovery Act*" simply outlines to the people and their enterprises certain conditions and activities essential to the well being of all, and proposes immediate mutual cooperation to that end. It sets up machinery for eliminating destructive "cut-throat" competition. It establishes new wage and working standards conducive to maximum employment and sustained income. It provides a plan for giving immediate employment to many people and ultimate employment to every person willing and able to work. And, as a grand goal, it conceives an era of perpetual "prosperity" in which recurrence of depression is obviated by maintaining between production and consumption a constant balance so complete and exact that unemployment and overproduction shall be impossible.

The "Act" is admirably American in principle and provision. On its Board, headed by Secretary of Commerce Daniel C. Roper, every American activity and interest has active and adequate representation. Although clothed with mandatory powers for emergency use, the Board will attain its objectives by suggestion and direction rather than by blunt command, making the various associations and trade organizations throughout the country responsible for conformity and self-discipline within the industries and groups respectively represented by each.

Make up your mind now that this "Act" is adequate to its purpose and is going to succeed. By sheer force of righteousness an inspired President and his energetic co-workers, utilizing Radio to combat any possible obstacles or opposition, will *force* it to succeed. It is already succeeding. Assured protection against the ravages of cut-price competition and experiencing a more active market for their products, employers are gradually raising wages. Stocks have advanced, commodity prices jumped, the demand for labor, materials, and products of every description increased. So brisk is trade in certain merchandise that some manufacturers are actually limiting the amount purchasable by a single customer and refusing to quote prices for more than a day at a time. And the revival has only begun.

Is your radio modern? Have you an electric refrigerator? How long since you have taken inventory of your home, your wardrobe, and personal property? Have you contemplated buying a new home or automobile or making certain improvements and repairs? In buying now you will not only save money, but increase employment, spread optimism, and give additional impetus to recovery now so well under way, thanks to our valiant President and his coterie of staunch associates. Throw your weight into the balance *now*.



# Free!

## Big 80-Page Book of Delicious Prize Recipes

with your subscription to

### SUNSET MAGAZINE

2 Whole Years for only . . . . . **\$1**  
 Newsstand Cost, \$2.40  
 You SAVE \$1.40



The Cream of 15,000 Favorite Western Recipes — 80 Pages — 300 Illustrations — Step-by-Step Directions — Twice-tested Recipes Not Found in the Ordinary Cook Book!



A Guide for Truly "Different" Meals — Indexed and Cross-Indexed — Ingredients Given First, in the Order in Which They Are Used, in Each Recipe — Also Cooking Time and Temperature!



Appetizers, breads, biscuits, cakes, cookies, icings, candies, desserts, egg dishes, fish, jellies, jams, preserves, spaghetti, meats, pastry, salads, salad dressings, sandwiches, soups and vegetables!

**B**ETWEEN the golden-yellow checkered covers of the SUNSET "Kitchen Cabinet" Recipe Book you'll find Prize Winning recipes and menus for every kind of Western meal—favorite company and family dinners, money-saving End o' the Month meals, dainty bridge refreshments, grand holiday dinners, unusual one-dish meals, afternoon teas, jolly home picnics, charming luncheons and many others!

Each month hundreds of good Western cooks send their finest recipes to SUNSET'S famous "Kitchen Cabinet" department. Genevieve A. Callahan, Home Economics Editor, personally tests and selects the BEST of these BEST for publication, and a \$1.00 Prize is paid for each one used. Now the selected favorites have been gathered in the "Kitchen Cabinet" Recipe Book for your permanent use and enjoyment!

The timely, attractive pages of SUNSET, the West's only home, garden and outdoor magazine, tell you "how to"—how to prepare and serve Western foods, how to have lovelier flowers, how to build, furnish and decorate your Western home, how to plan your vacation in the West's outdoors . . . and 1001 things you've always wanted to do but never knew how.

SUNSET'S regular rate is two whole years for only \$1—and with your subscription you may have, ABSOLUTELY FREE, a copy of the "Kitchen Cabinet" Recipe Book. Your FREE copy of this valuable book will come to you by return mail. Just drop this coupon in the mail TODAY!

SUNSET Magazine, BW-2  
 1045 Sansome Street, San Francisco, Calif.

Yes, send me SUNSET Magazine for 2 years (24 issues). I enclose \$1. Now I am to receive, by return mail, my FREE copy of the SUNSET "Kitchen Cabinet" Recipe Book.

NAME .....

ADDRESS .....

P. O. .... STATE .....

# The OPEN CIRCUIT

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

## *An Orchid to Hazel*

THERE is one thing that always amuses me. Any plan or idea that pleases the public receives little personal praise; but—my, oh my—just let something come up that doesn't strike the right spot and letters come in from everywhere. It is impossible to please everyone. From the looks of things it appears that five-minute programs are "killed." Who knows? They might be a good thing—how can we tell until we hear them?

One thing we can always be sure of—rain or shine—it is BROADCAST WEEKLY. It is always first with the latest. I'm for you every-time. No one is expected to make a home run all the time.

I wonder if anyone can tell me what has happened to Hazel Warner. She is heard so seldom anymore, just once or twice a week on the Happy Go Lucky Hour, and sometimes on California Melodies. I wonder why KHJ doesn't give us our songbird on more chain programs? Ten local programs a day doesn't mean a thing to us in the northern part of the State. Please give us more of Hazel. No one has more charm and sweetness, and when Hazel croons she puts that same charm and sweetness in her songs. The writers of "Thank Heaven for You" and "An Orchid to You" must have been thinking of the sweetheart of the air with her golden voice.

And even though BROADCAST WEEKLY is not as large as it was at one time, I still think it is the creme de menthe of radio magazines.

*Mildred E., Berkeley, Calif.*

## *Still Worth the Price*

YOU don't know how much pleasure we get out of your BROADCAST WEEKLY. We have a scrapbook and save every picture, cut out all interesting articles; in fact, we make use of every page. Have decided nothing could be more acceptable for a Christmas gift than a subscription, so we intend to remember several of our radio fan friends with same.

We use our radio constantly and will say all the stations (even the small ones) give the best they have in them, and I am sure most listeners appreciate their efforts. Of course, enough can't be said for our favorites, such as One Man's Family, Al Pearce and His Gang, Gilmore Circus, and our little

Petty and Aunt Minnie. Too bad Vic and Sade can't be on the air in the evenings, so more fans could enjoy them, because they sure are good.

Reducing the price of your magazine has enabled us to subscribe, and we never hesitate to boost and encourage subscribing, as it is more than worth the price.

Wishing you the best of luck.

*F. B., Berkeley, Calif.*

(P. S.: Sometime in the future, would it be possible to have a group picture in your magazine of One Man's Family, and some of our other favorites. Thanks.)

## *Let's Have More GOOD Music*

ADMITTEDLY, such inanities as: "Buy a five dollars' worth of goods in M. B. Ceil and Company's store and you'll receive absolutely free of charge a one dollar tie, a two dollar pair of slippers, all the peanuts you can eat on your way home, and free ticket to the World's Fair at Chicago—absolutely without cost" should be kicked out of radio advertising. Such stuff is enough to make a half way decent citizen, who perhaps spent his bottom dime on a radio, go batty. I suppose we have to have a certain amount of radio advertising, but why in the name of sanity can't sponsors and broadcasting companies draw a line between legitimate advertising and gosh-dern blah?

And why should "the air" be so gosh-dern stingy with good music? There are days when one cannot possibly get anything but rot, no matter how that abused dial is turned and twisted. Turn to station A—jazz; to B—more jazz; to C—crooning; to D—"sparkling melodies"; to E—again jazz. And so all the way through the alphabet. Why is that? Is it that the radio brass hats think that is what the radio listeners want? Can it be that good music cannot be had that night, or that day? Or can it be that these same brass hats don't want to broadcast good music themselves? Why can't we have more like Abas, Johansen, Kreindler, Arion Trio, Kenneth Spencer, Standard Symphony, Howard Barlow, Erno Rapee, Tibbett, Gwynfi Jones? And there are others. Often, when such musicians are on the air it is only for fifteen minutes; then there is about an hour and a half of jazz. When it comes to making money, building bridges, organizing huge en-

terprises it is hard to beat us; but when it comes to good music we are not even in the back row in school. We are crawling in the ashes around the old-fashioned wood stove. It is hard for me to believe that there are no music lovers out in radio land. There are plenty who would deeply appreciate a little thoughtfulness by broadcasting companies. To shoot out such an immense amount of musical rubbish on the ether waves is pretty close to a slam on the very people who spend money for radio equipment to GET something worth while. In the old days when we had to crank the phonograph we could at least select our records; when we buy tickets for concerts we can also select the kind of musical entertainment we want; if we play ourselves we can again do as we please—but when it comes to the radio we are absolutely helpless, at the mercy of the shovel wielders and the coal heavers and the junk dealers, etc., who have taken it upon themselves to fill the air with all this unholy bleating.

With very little hope I pray: Let there be light.

*D. E. S., Oakland, Calif.*

### *Ether Etchings*

**S**OFTLY, drifting through the night, comes a lovely melody. Upon it we are transported from a world of reality into a land of dreams.

Paul Carson is building us a "Bridge to Dreamland," reaching from this prosaic, "work a day" world, to the land of our secret desires. And as we listen, an echo from the past seems to haunt us. A dream that was forgotten and lost.

Perhaps, across this magic Bridge we will find it again.

Masterfully he builds. Glorious billows of melody mount to the sky, to come drifting softly back again in shining arches of exquisite color.

Arches of our own choosing. Old songs dear to our hearts because of intimate association; grand music of great masters, perfectly interpreted by this master of the organ.

Skillfully he weaves them into one changing, rainbow of harmony, ending at last on a strain of tender melody that fastens the completed Bridge forever in the land of dreams.

The Bridge to Dreamland.

\* \* \*

It is Wednesday night. Come, drop everything else, and let us draw up our chairs and "eavesdrop" on "One Man's Family."

What fun it is to laugh with Claudia, philosophize with Paul, to get into and out of trouble with Jack and Clifford, to live

deeply with Hazel, to be "bossed" by Mother Barbour, and to be corrected by conventional Daddy Barbour, whose heart is pure gold.

To share in all of their intimate family relationships, to walk in their lovely garden, sit upon their sea wall, and yes, to be let into their culinary secrets are privileges for which we are indebted, not alone to them and their author, but to the Wesson Oil and Snowdrift Company, their sponsors.

\* \* \*

"Was you dere, Charley?" And most of us were. Who does not enjoy a good laugh with the Baron Munchausen, appreciate his witty sallies, the discomfiture of Cliff Hall, and most of all, the rare occasions upon which the latter "puts one over" on the Baron.

\* \* \*

Now let us look into some of the homes whose radios are tuned in to Charles Runyan's half hour of Old Time Music.

Eager faces reveal the interest with which each number is received.

Recognition of some old favorite brings happy memories, and, at times, a tear or two as a tender, almost forgotten hour returns with a familiar air.

Grandma nods, and smiling says, "Yes, I remember that one. Your grandfather sang that to me forty years ago."

Now comes an old refrain that causes Mother to glance shyly at Dad, to see if he remembers. He looks up, smiling at her over his paper, and she is content.

The friendly voice of the announcer, the sympathetic interpretations by the organist are all that is needed to draw listeners, far and wide, into one magic circle of retrospection and comradeship.

\* \* \*

Saturday night closes the week with Blue Moonlight bathing land and sea in mystic beauty.

We hear soft winds whispering forgotten tales to stately trees on a mountain side; we see, outlined against the golden glow of the moon, the rugged lines of a high promontory overlooking a great canyon.

We hear the subdued murmur of the waves kissing the dreaming shore of an island paradise; see the gleam of silver water rise and fall in perfect rhythm under the light of the southern moon.

We hear the strum of a guitar in a moonlit garden where splashing fountains play; hear the old story of love told tenderly to the accompaniment of a haunting melody.

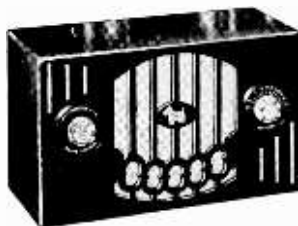
Peace, beauty, romance. Brought to us by Paul Carson and Alvino Rey, in Blue Moonlight.

*Iola McR., Chico, Calif.*



Hoot mon—it's a brae wee r-radio  
as pr-retty as a bit o' heather  
and as chummy as a puppy!

The New  
**REMLER  
SCOTTIE**



**M**ADE by Remler—Builders of the World's first superheterodyne—the smart new Scottie is a miniature five-tube superheterodyne de luxe with performance as heart-warming as a wee drop of Scotch.

The completely enclosed cabinet—designed by an artist and made of mirror-finished bakelite with contrasting trim in ivory—adds the final touch of distinction.

Features include: AC-DC operation, which means that you can plug it in anywhere; dynamic speaker; translucent dial illumination; and new multiple prong type tubes. Its diminutive size,  $10\frac{1}{8}$ " x  $6\frac{1}{4}$ " x  $4\frac{7}{8}$ ", makes the eight pound Scottie an ideal travelling companion. Scotch price, too! Complete with tubes . . . .

Suede-finished zipper carrying case at a slight additional cost

**\$27.90**

Remler Company, Ltd.

2101 Bryant Street

San Francisco

REMLER THE RADIO FIRM AS OLD AS RADIO



To sustain interest in Radio  
throughout the summer . .

# BROADCAST WEEKLY

*offers*

A regular \$3 full  
year's subscription  
now special at . . .

New, Renewal or Extension

\$ **1** 00

Interest in radio must be sustained the year around, if good programs are to continue. Believing *Broadcast Weekly* stimulates this interest, we are offering, for a short time only, a regular \$3 full year's subscription for \$1. You save \$2 by subscribing *now*, and the offer is also open to your friends. Tell them, and act yourself.

●  
SHORT  
TIME  
OFFER

Don't wait!  
MAIL  
THE COUPON  
NOW

✓ ✓ Subscribe for  
your friends, too.

THIS COUPON SAVES YOU \$2 IF MAILED NOW

BROADCAST WEEKLY PUBLISHING CO.,  
Pacific Building, San Francisco, California.

*Gentlemen:*

I enclose herewith One Dollar, for which send me *Broadcast Weekly* for one full year. It is understood this pays for a full year's subscription.

Name \_\_\_\_\_

Address \_\_\_\_\_

NEW       RENEWAL       EXTENSION



# ETHER GLEANINGS

By J. CLARENCE MYERS

SAN FRANCISCO is going to tell the "cock-eyed world" about the actual start of one of the engineering wonders of the decade—the construction of the San Francisco Bay Bridge. And it's going to yelp it out by the most modern means of communication—radio.

It all comes about Sunday, July 9, from 12 noon to 2 p. m. KPO and an NBC coast to coast network will carry the ceremonies pertaining to the ground-breaking for the bridge to every nook and cranny in these forty-eight states.

The ground-breaking ceremonies will get under way when President Roosevelt, back in Washington, D. C., pushes a button which will set in action the official ground breaking. Governor James Rolph, Mayor Angelo Rossi, San Francisco and East Bay supervisors and other state and city officials will be present. Many of them will speak. A description of the whole thing will be verbally pictured by NBC reporters.

\* \* \*

Appointment of Frank Cox as commercial manager of the Oakland studios of KTAB has been announced by Bob Roberts, chief executive of the station.

\* \* \*

Finally Charlie Marshall's Mavericks have let down the bars and have permitted a woman to enter their radio group. She is Mona Greer from the Blue Ridge of Texas, and sings hill billy songs with gusto.

\* \* \*

The latest ivory pounder to be put on KTAB's payroll is Paul Keller, who comes there with quite a musical background. He was orchestra conductor in Greenwich Village in New York for three years and played over WEAJ, New York, in 1925.

\* \* \*

Creating a pigeon-coo for the microphone which was declared to have made thousands of pigeons jealous, was the recent feat of a sound effects technician in the New York studios of the NBC. The correct effect was obtained by blowing bubbles in a container filled with water. And it baffled the audience.

\* \* \*

Since *Shopping News*, a paper devoted to department store advertising in San Francisco, has been sponsoring a news broadcast on KYA, the three Hearst papers in the bay district have ceased publishing that station's broadcasting schedule. They are the *Examiner*, *Call-Bulletin* and *Post-Enquirer* in Oak-

land. The *Examiner* was formerly affiliated with KYA.

\* \* \*

Harold Peary, actor and singer, who left the NBC July 1 after a five years' engagement, left for Los Angeles. Later he plans to go to Honolulu.

\* \* \*

Al Pearce and his Gang, NBC luminaries, played a week's engagement at the RKO Golden Gate Theater in San Francisco recently.

\* \* \*

Harold Dana fans, attention!

The famous NBC baritone hasn't deserted the microphone permanently, only temporarily, while he recovers from a severe case of laryngitis. He has been away from the studios for several weeks, due to the affliction.

\* \* \*

For five years Elmore Vincent, alias Senator Frankenstein Fishface, has been working to get on the NBC payroll and at last his ambition has been realized. He was associated with radio stations in the Pacific Northwest, more recently with KJR in Seattle. He has been a sensation since his arrival on the Carefree Carnival, NBC Monday night event. Vincent is but 25 years old.

\* \* \*

W. Austin Campbell, well known southern California advertising man, was recently named general manager of station KMTR in Hollywood.

\* \* \*

In January of this year the NBC's expenditure for artists for the Pacific Coast division was \$21,000, and that sum, we understand, must be cut to \$9,000 a month by December of this year.

\* \* \*

Have you noticed the many new voices on KFRC? The station is having quite a turnover in artist material and wisely is presenting us something new.

\* \* \*

Paul Scharrenberg, secretary of the California State Federation of Labor, is speaking regularly over KQW every Tuesday evening at 7:15 o'clock. He discusses present labor problems and calls to the attention of the listener many matters of interest, not only to the workmen or the employer, but to the public in general.

\* \* \*

Although the two big networks have taken a severe kick in the nose what with sponsors pulling off during the summer period, pros-

pects for the fall and winter season are exceedingly encouraging. Most of the advertisers who yanked their radio shows off the air during this season are coming back strong when the leaves begin to fall.

Henry Maas, who is commercial traffic manager for the NBC here, tipped us off that these and others will be back when the heat of the summer sun has cooled off: G. Washington Coffee with Sherlock Holmes; Chevrolet with Jack Benny, the funny man; Great Moments in History; Pages of Romance, and Ghirardelli Chocolate Company.

Among those companies to renew their broadcasting contracts with the NBC are the Gilmore Oil Company for its Gilmore Circus; Maxwell House Coffee Company for its "Showboat"; Corn-cob Pipe Club, and Hudson-Essex for B. A. Rolfe's orchestra.

\* \* \*

Two new appointments at the NBC here have been announced by Don Gilman, chain boss in these parts. Both were effective July 1.

Lloyd E. Yoder, manager of the press department, adds to his present duties by taking charge of special NBC feature broadcasts.

Jennings Pierce, chief announcer for the network, has been named director of agricultural activities in the Pacific Division.

Pierce will continue to announce the Standard Symphony Hour and similar programs with which he has been associated in the past, as well as the Western Farm and Home Hour daily and the Western Agricultural program which is heard Saturdays.

Gilman stated that to these farm broadcasts will be added another series which will be heard over KPO beginning early this month.

\* \* \*

The Phillip Morris Company, ciggy makers, gave its final coast to coast program over the NBC July 5. It featured Ferde Grofe's orchestra. The company remains on the Eastern network, however.

\* \* \*

Josef Hornik, the Viennese orchestral director at the NBC, is doubling in brass before the microphone these days and doing it quite successfully, too. His delicious foreign accent lends flavor to several programs in which he has become story-teller as well as baton welder. Among them are the Music Doctor and Aesop's Fables.

**CASA DEL REY**

ANSWER THE LURE  
OF MOUNTAINS, SEA AND SUNSHINE

**SURF**, plunge and sun bathing · stream and deep sea fishing · golf, tennis, polo · delightful dinner and ballroom dances · restful Spanish garden · complete kiddies' playground.

Come where sunshine, salt-tanged breeze and cloudless sky, rushing streams and foaming breakers promise carefree days of fun and zest. Then, to make your outing complete, delicious meals and soothing slumber at home-like CASA DEL REY.

Rates as low as \$2.00 per day or \$10.00 per week European Plan, and \$4.50 per day or \$25.00 per week American Plan. Beautifully appointed housekeeping apartments with complete hotel service \$30.00 per week and up.

Open the year 'round. Write for Descriptive Folder.

MANAGEMENT TROYER BROTHERS

AT THE BEACH

**SANTA CRUZ CALIF.**

# ONE SNIFF AND THEY'RE STIFF



I'm at the end of my wits! Every moth in the neighborhood seems to think I'm running a free boarding house.



A tribe of mosquitoes is holding a flying circus in my kitchen, and the ants are using my cupboard for a warehouse.



And flies don't seem to realize that I have screens on all the doors and windows to keep them from coming in. What to do?



One Sniff and they're Stiff! Associated Fly Spray gets rid of the pests. It is stainless, odorless, more effective—costs less.

Buy Associated Fly Spray from your neighborhood grocer or Smiling Associated Dealer.



# STARS OF THE RADIO



**HARRY HALL**  
KFI—Announcer



**JESS NORMAN**  
KJBS—Staff Artist



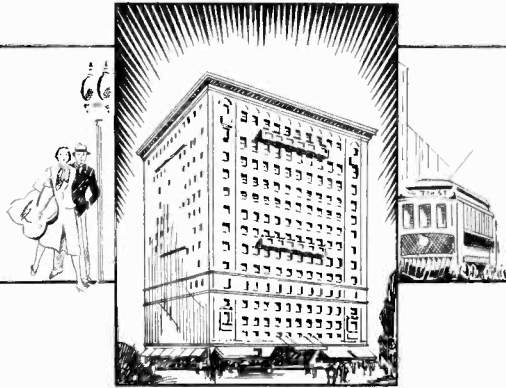
**NBC "COQUETTES"**  
Imelda Montagne, Annette Hastings, Marjorie Primley



**TED HUSING**  
CBS—Announcer



**KENNETH NILES**  
KHJ—Announcer



**T**HE MAYFAIR is one of the finest appointed hotels on the Pacific Coast. The location is ideal, away from the congested and noisy part of the city and yet within walking distance to theatres and business section.

There are three hundred and fifty rooms, each with private bath or shower. A unique Coffee Shop and beautiful Dining Room with a concert orchestra of unusual talent. These are a few of the features that help to make the atmosphere of the MAYFAIR exceedingly attractive.

**ROOM TARIFF**

One person \$2.50 day  
 Two persons \$3.50 day  
 Twin Bedrooms for two persons, \$4.00 day

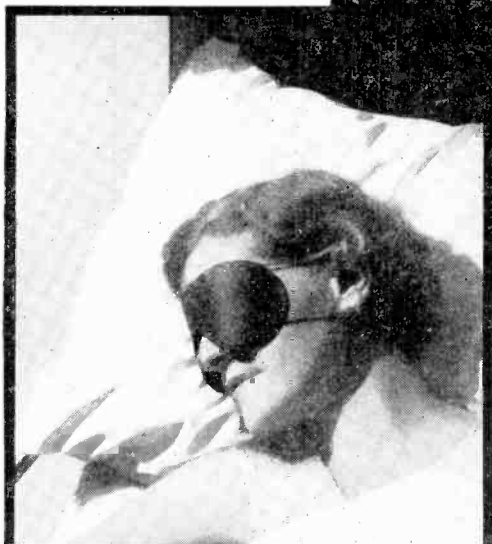


Car storage is free to guests, in the garage owned and operated by the *Mayfair*.

THE  
**MAYFAIR**  
 LOS ANGELES

**Wear a**  
No. 100

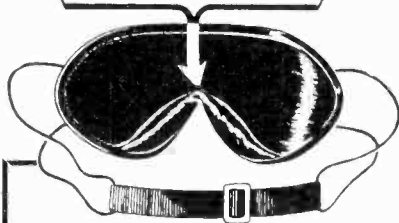
# SLEEP SHADE



—and enjoy sound  
refreshing sleep  
Day or Night, in  
any Light . . .

*Recommended by Physicians, Eye Specialists*

REAR VIEW SHOWING  
DOWN STUFFED PAD—



**MAIL the**  
**Coupon NOW**  
and try SLEEP  
SHADE at OUR risk

**GUARANTEED**  
to improve sleep or  
money refunded

SLEEP SHADE is light as a feather, soft as a caress. Scientifically designed for absolute night-long comfort. Slip-proof, downy-soft, pressureless. Pad of finest fluffy down absorbs all pressure, holds SLEEP SHADE clear of eye lids, and permits normal movement of lids and lashes.

SLEEP SHADE COMPANY,  
1466 Pine Street, San Francisco, Calif. ©

Gentlemen: I enclose herewith \$ . . . . . in check, P. O. money order, or dollar bills, for which please send me . . . . . SLEEP SHADES, postpaid. It is understood that I may return these to you within 10 days after I receive them and you will refund the entire purchase price.

*Also ideal for*  
**SUN PORCH,**  
**BEACH and**  
**TRAVEL**  
*Wear*



NAME .....

ADDRESS .....

# MICROPHONE GOSSIP



• • • The University of California Extension Division which last year provided evening and day classes in a wide variety of subjects for more than 30,000 people has just announced that more than 250 new classes of instruction will be started in the Bay Region during the months of August and September.

"There is no requirement for admission to a class other than the ability to pursue the work with profit," states Professor Leon J. Richardson, director of extension.

A new schedule of classes will be available for distribution in August and may be obtained by communicating with one of the offices; in San Francisco, 540 Powell Street; Oakland, 1730 Franklin Street; Berkeley, 301 California Hall.

• • • Brightened up visually and acoustically, KFRC's main studio presents a completely changed appearance to frequenters and artists. The acoustic properties have been materially improved, under the direction of Al Cormack, technical director. Mr. Cormack has succeeded in finding the exact spot in the studio at which a loudspeaker could be placed without echo or feedback into the "mikes." As a result spectator listeners are now able to hear every word, even though whispered, by the performers.

• • • Leah Ray, vocalist appearing with Phil Harris and his orchestra over the NBC chain, was born February 16, 1915, and the first song she ever learned was "Struttin' Miss Lizzie." After amateur appearances in her native city (Norfolk, Virginia), she went to Hollywood and met Harris in the Coconut Grove just when the young maestro was looking for new

talent. He asked Miss Ray if she sang, and she answered by singing. The next day she had a year's contract. Her big chance came, however, when Maurice Chevalier heard Miss Ray at the Coconut Grove. Chevalier was accompanied by Norman Taugog, director of the film, "A Bedtime Story," which was ready to go into production. Although she had never been before a camera, Miss Ray was selected on the spot to appear with the great French star. Her full name is Leah Ray Hubbard.

• • • Now originating in a sound stage at Sunset Blvd., and Gordon Street in Hollywood, with a large audience present, that old-timer in radio productions, "The Optimistic Revue" (KNX), continues to grow in popularity. The large cast is headed by Allan Rogers as master of ceremonies, and includes the famous "High-Hat Hattie," Howard Swartz, "The Man in the Brown Derby," Joe Twirp, artistic garbler of English, Charlotte Woodruff, light opera star, "The Guardsmen," that excellent quartet, Joe Bishop and his guitar, and Bill Hatch's augmented orchestra.

• • • Sydney Rosenbloom, talented young English pianist who has been giving recitals over KTAB Friday evenings, has concertized in London and the provinces as pianist and composer, and has appeared many times at the Queen's Hall Concerts.

During the war Rosenbloom served as a private in the 4th London Regiment. After his discharge from the army he divided his concert work between England and South Africa. He was at one time pianoforte professor at the Conservatoire, Johannesburg.

the University of the Witwatersrand, and the University of Pretoria. He is a fellow of the Royal Academy of Music.

• • • Helen Musselman, pretty blonde singing star who is heard in Standard On Parade, started her radio career as an actress and sang only for her own recreation until she was persuaded to warble on a recent Talent Parade program, and the result was the Standard job.

• • • One of the maddest scrambles seventeen radio artists ever got into took place when Al Pearce NBC gang played seven shows one recent Saturday afternoon and evening, four of them in Riverside and the other three 15 miles away in San Bernardino. It was a mad dash back and forth between the two theatres to make the shows. Pretty soon the artists became confused and couldn't figure out which town they were in. Morey Amsterdam was using a line in his act: "I want you folks to know that I was born right here—" but he couldn't remember so he had to say: "I'm a local boy." One of the Rhythmettes went off with the key to the car Bilgy was driving and he had to hire a car to get himself and the other two Rhythmettes to the other town in time. Tizzie Lish, according to her story on the air the following Monday, found herself putting on the show alone in Riverside while the rest of the gang was performing in San Bernardino.

• • • George Rand, NBC actor who plays the Old Ranger in Death Valley Days, says he hasn't had a part which didn't call for whiskers since he was nineteen.

• • • Annette Hanshaw, blues singer on Capt. Henry's Show Boat, has gained ten pounds in the last ten days. She now weighs 97 pounds. That's almost a new high for Annette, and the market still looks bullish. She has been ill recently, but she has the weight problem licked now. All you have to do is drink five glasses of cream every day.

• • • Gus Arnheim, who is now filling a limited engagement at the Hotel St. Francis in San Francisco, will alternate weekly with Anson Weeks and his Hotel Mark Hopkins Orchestra on the M. J. B. Demi-Tasse Revue. Arnheim was previously featured in this series when his orchestra was playing in Los Angeles at the Coconut Grove. Walter Paterson and Ralph Loon will continue their "Tropic Terrors" stories in the program.

• • • Raymond Paige, director of "California Melodies" hit a new high recently, for what Grandma used to term "being plain persnickity." Paige moved into a new home not long ago, in Beverly Hills, and it appears the front hallway boasted one of those ancient chime-clocks. And the durned chimes were out of tune. Paige stood it for three weeks. Then he took the thing to a jeweler. No good was accomplished. He sought out a number of different clock repairmen. Then he had an inspiration—he took the job to a professional organ tuner who promptly went to work with a file, and everything is lovely. Paige sleeps well at nights, now.

• • • Eddie Peabody, safe-way program star and most diminutive performer in NBC's San Francisco studios, has the tallest producer on the staff—Donald Cope, six feet seven inches in height—whom Eddie refers to as: "See Cope—he's my bumper!"

• • • When Tiny Ruffner, advance man for Captain Henry's Show Boat, gave that description of how the illumination of the World's Fair Grounds looked, he knew just what he was talking about. The script writer of the show boat went out to Chicago before he wrote the script for last week's show to look the fair over. In order to get a good view of the spectacular illumination ceremonies, he hired a blimp and cruised over the Fair for two hours seeing the sights. So that's why the blimp scene seemed like the real McCoy. It was. The blimp cost \$137.

• • • Mary Wood, NBC soprano, has sung over the air more than a thousand times—but every time she stands before the microphone she says, she visualizes her audience differently. She sings with more ease, she finds, if she pictures one particular individual—sometimes a friend, sometimes an unknown listener who has written to her—and sings, in her own mind, for this one hearer.

• • • An interesting visitor at the KYA studios recently was a real Indian Chief of the Iroquois tribe. He came for a special Knights of Columbus broadcast, and appeared in his full tribal uniform—minus only the warpaint.

• • • Ted Husing had what the Colonel or Budd might call a ducky time of it down at Philadelphia where he went to describe the Childs Cup crew race along the Schuylkill. Rough water filled the boat in which he was following the shells and a stiff wind blew down the short-wave antenna over which he was supposed to broadcast. A sorry afternoon was climaxed when he had to jump in to help rescue two on-lookers who were forced into the water when their launch caught fire.

• • • Although her husband is one of radio's most prolific broadcasters, Mrs. Morton Downey never approached the microphone until recently. It required the combined efforts of Downey, several newspapermen, and the staff of Columbia's Chicago studios to persuade the former Barbara Bennett to make her radio debut. Then her contribution to the airwaves consisted of one word: "Hello." However, Morton believes, now that the ice is broken she may be persuaded to broadcast frequently—perhaps in a singing rôle, as he asserts that his wife has an excellent singing voice.

It's COOL in the SKY  
FOR COMFORT  
and SPEED —

# FLY

between

SAN FRANCISCO and  
SACRAMENTO

ROUND TRIP \$720  
Now only . . .

Fast schedules, frequent service, solid comfort. Planes leave from Municipal Airport, Sacramento, and San Francisco Bay Airdrome, Alameda. Express also carried. Connections with Varney Speed Lines for Southern California.

For time tables, reservations, and further information, write or phone—

## HARGROVE AIR LINE

ALAMEDA, CALIFORNIA

Telephone

S. F. . . . EXbrook 0540  
OAK. . . . ALameda 1111  
SAC. . . . CAPitol 7700



# Shell Oil Co. Launches New Advertising Campaign

**A**NNOUNCING the launching of a new product and the inauguration of a comprehensive advertising and sales promotion campaign in eight western states, Hawaii and British Columbia, G. Legh-Jones, president of the Shell Oil Company, hailed President Roosevelt's leadership and the Industrial Recovery Act, reiterating his words of a year ago that "the way to regain prosperity is to deserve it and to deserve it calls for confidence, vigorous effort and co-operation."

Speaking to thousands of employees in Shell's second annual radio convention, President Legh-Jones used a network of 14 radio stations to praise President Roosevelt's "encouragement of industry" and to declare that his company's recognition of the need for aggressive action a year ago had put more men and money to work at that time and placed Shell "a jump ahead of the field" in capitalizing now on the opportunity created by the administration's "New Deal."

"The fundamental soundness of the efforts we made last year has now been amply confirmed," Mr. Legh-Jones said. "Shell declared its first new deal a year ago and now, with the roughest part of the going behind us, we are finding our second breath. The new program, launched at the same time as President Roosevelt's policy, will give Shell people a second New Deal."

Shell's intensive advertising campaign, built on a strong newspaper schedule and supplementary radio and outdoor advertising efforts will introduce Super Shell, a product described by company executives as "a premium type gasoline at the price of ordinary motor fuels." The new product is a development of exclusive refining processes which eliminate wasteful gasoline fractions and produce a concentrated fuel of maximum efficiency. The announcement said further that "Super Shell was developed in western refineries and introduced in the East where motorists paid millions of dollars in premium prices. It is now being offered in the West without the three cents per gallon premium.

"Some 112,000 motorists were asked to name the qualities they wanted in a gasoline. Shell technicians found that the combining of these qualities assured matchless performance so that the product, when perfected, represented both the technical and popular idea of the best in motor fuels. With mileage as an

outstanding feature, Super Shell also offers extra fast starting, lightning pick-up, flashing get-away, surging power and a higher octane rating than any other non-premium fuel," according to the announcement.

The product and campaign were described by Mr. Legh-Jones and associates, including E. L. Miller, vice-president in charge of marketing; L. T. Kittinger, general sales manager; E. H. Sanders, advertising manager, and J. W. Miller, vice-president of Shell Service, Inc.

**HOTEL President**

RATES AS LOW AS  
\$2.00  
DAY

New & Modern  
Refined

While in San Francisco, why not live at Hotel **PRESIDENT** and enjoy the best? It costs no more. Shower and tub in every room. One of San Francisco's newest and finest hotels. Special low weekly rates. Write for particulars.

935 GEARY  
near  
LARKIN

**SAN FRANCISCO**

# SUNDAY Programs

July 9, 1933

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

8 A.M.—Chronicle Comics  
8:30—Arion Trio  
9:15—Palmer House Ensemble  
9:30—Sabbath Reveries  
10—Gene Arnold and Commodores  
10:15—International Radio Forum  
10:30—Yeast Foamers  
11—Lady Esther Serenade  
11:30—Radio Pulpit  
12—Fiddlers Three and vocal trio  
12:15—Wildroot Program  
12:30—Organ Recital  
1—The World of Religion  
1:30—Eva Jessye Choir  
2—Pastels: Orchestra and vocal  
2:30—Tunes of the Times  
3—Nathan Abas, violinist  
3:30—Wisdom of the Ages: Drama  
4—Chase and Sanborn Program  
5—Manhattan Merry-Go-Round  
5:30—American Album of Music  
6—Col. Louis McHenry Howe  
6:15—Impressions of Italy  
6:45—Sunday at Seth Parker's  
7:15—Anton Dounis, mandolin  
7:30—Orchestral Gems  
8—Standard on Parade  
9—Reader's Guide, Joseph Jackson  
9:30—Chas. Hart Instrumentalists  
10—Richfield News Flashes  
10:15—Paul Carson, organist  
11 to 12 mid.—Kay Kyser's Orch.

296.6 Meters **KQW** Ballard 777  
1010 Kcys. 500 Watts  
Pac. Agric. Foundation, Ltd., San Jose  
10:15—Sunday School Lesson  
11—First Baptist Church Services;  
Silent at 12:30  
7:30 to 9 P.M.—Church Services

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—Sabbath Reveries  
10—Townhall Harmonies  
10:30—Singing Strings  
11—Old St. Mary's Church Services  
12 noon—Organ; Paraders  
1:30—Waltz Idylls; Opera at 2:00  
3:30—Records; Serenaders  
4:30—Symphony Series  
5:30—Violin Masters  
6—Choir Hour  
6:30—Evening Lullaby  
7—Political Talk  
7:15—Memory Music; Opera  
9:30—John Wolohan's Orchestra  
10:30 to 11 P.M.—Concert Memories

535.4 Meters **KTAB** Garfield 4700  
560 Kcys. 1000 Watts  
Assoc. Broadcasters, Oakland, Calif.  
8:30 A.M. to 1—Various programs  
1 P.M.—Church of Latter Day Saints  
2—Golden Memories  
2—Explorations; Records  
2:30—String Quartet; Music Masters  
3:30—Isle of Dreams  
4—Jewish Classical Hour  
5—Organ Recital  
6—Echoes of Portugal  
7—George Kruger, pianist  
7:15—Amateur Sports News  
7:30—Church Services  
9:15—Rod Hendrickson; Organ  
9:45—Records  
10—Jess Stafford's Orchestra  
10:30 to 11:15 P.M.—Records; Walk-  
athon

440.9 Meters **KPO** Sutter 1920  
680 Kcys. 50,000 Watts  
National Broadcast. Co., San Francisco

8 A.M.—Major Bowes' Family  
8:15—Loddy City Concert  
9:15—Concert Ensemble  
9:30—Melody Mixers; Orchestra  
10:30—Cecilians; Vocal and instr.  
11—Bible Stories  
12 noon—San Francisco-Oakland Bay  
Bride Ground-Breaking  
2—Catholic Hour  
2:30—Pollikoff Novelty Orchestra  
3—Harmonica Rascals  
3:15—World Economic Conference  
3:30—San Francisco Municipal Organ  
4—Community Forum  
4:30—Song Thots  
5—Louis Ford, violinist  
5:15—Coquettes: Vocal trio  
5:30—Evening Concert: Orchestra  
direction Emil Polak  
6—Melodians: Orchestra direction  
Walter Beban  
6:30—Irving Kennedy, tenor  
7:15—Personal Close-ups: Tommy  
Harris, tenor, interviewed by  
Gypsy  
7:30—Gunnar Johansen, pianist  
8—Dance Nocturne  
8:30—Leo Reisman and his Congress  
Hotel Orchestra  
9—Rudy Seiger and his Fairmont  
Hotel Orchestra  
9:30—University of California prog.  
10—Gene Quaw's Orchestra  
10:30—On Wings of Music  
11 to 12 mid.—Chas. Runyan, organ

340.7 Meters **KLX** Lake. 6000  
880 Kcys. 1000 Watts  
Tribune Pub. Co., Oakland, Calif.

12 noon—Records  
12:30—John Lewis quintet  
1:30—Recordings  
2:30—Alice Lucas, contralto; Mer-  
riel Bond, baritone; Anita and  
Romando, novelty guitar duo;  
Jean Ardath, pianist  
3:30—Records; violin ensemble  
5—Covered Wagon Jubilee  
5:30—"Old Man Soliloquy"  
5:45—Studio prog.; mixed quartet  
6:30—Hotel Oakland Trio  
7:30—Dot Kay, contralto and Nancy  
Ann Hersey, pianist  
7:45—William Don, comedian  
8—Manila Stringed Orchestra  
8:30—Florence Hertzog, contralto;  
Henri Sheoff, basso, and Helen  
Parmelee, pianist  
9:15—Songs and Poems  
9:30—Wallele Trio  
10 to 11 P.M.—Dance program

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

8 A.M. to 12—Various programs  
12 noon—"Muse and Music"  
12:30—Organ; Sebastopol Trio  
1:30—Bible Questions and Answers  
2—Marie George, soprano  
2:30—Novelty Review; Requests  
4—Hour with the Masters  
5—Program; Lecture: Music  
6:30—Dixieland Melodies  
6:45—Organ Reveries  
7—Oakland Chamber of Commerce  
7:15—Studio program  
9—Japanese Watch Tower  
9:30—Bill Roth, songs  
9:45—Hawaiian Melodies  
10 to 12 midnight—Dance Music

491.5 Meters **KFRG** Prospect 0100  
610 Kcys. 1000 Watts  
Don Lee Broadcast. System, S. F., Cal.

8 A.M.—Examiner Comics  
8:30—CBS, Emery Deutsch's Orch.  
9—CBS, Fred Feibel, Organist  
9:30—CBS, Compinsky Trio  
10—Home Sweet Home Concert  
11—Jean Ellington & Dick Aurdant  
11:15—CBS, Symphonic Hour  
12 noon—CBS, Cathedral Hour  
1—CBS, Poet's Gold  
1:15—CBS, Vera Van and Orchestra  
1:30—Fred Lane's Book Review  
1:45—Claude Sweeten's Concert.  
2—CBS, Ballad Hour  
2:30—CBS, Chicago Knights  
3—CBS, The Gauchos  
3:30—CBS, Current Events  
3:45—CBS, Gertrude Niesen  
4—CBS, Chicago Variety Program  
4:30—Philadelphia Summer Concerts  
6:15—CBS, John Henry  
6:30—CBS, Rhythm Rhapsody  
7—CBS, Guy Lombardo's Canadians  
7:30—CBS, Jerry Freeman's Orch.  
8—Salon Moderne  
8:30—CBS, Ted Lewis' Orchestra  
9—The Merry-makers  
10—Examiner News Items  
10:10—Gus Arnheim's Orchestra  
11 to 12 midnight—Midnight Moods

280.2 Meters **KJBS** Ord. 4148-49  
1070 Kcys. 100 Watts  
J. Brunton & Sons, San Francisco  
8 A.M. to 7:30—Records; News;  
Music

7:30 P.M.—Silent period  
12:01 to 6 A.M.—Owl Program

285.5 Meters **KNX** Hemp. 4101  
1050 Kcys. 25,000 Watts  
Western Broadcast Co., Los Angeles

6:45 A.M. to 5—Various programs  
5 P.M.—Ethel Hubler; Records  
5:30—First Radio Church  
6:30—Humanist Society  
7—Calmon Luboviski, violinist  
8—First Presbyterian Church  
9—Newspaper Service  
9:15—Judge Rutherford  
10 to 11 P.M.—Loyal Underwood  
presents.

333.1 Meters **KHJ** VAndike 7111  
900 Kcys. 1000 Watts  
Don Lee Broadcast. System, L. A., Cal.

8 A.M. to 12—Various programs  
12 noon—CBS, Cathedral Hour  
1—CBS, Poet's Gold  
1:15—CBS, Vera Van and Orch.  
1:30—Musical program  
1:45—To be announced  
2—CBS, Ballad Hour  
2:30—Professor Linsley  
2:45—To be announced  
3—CBS, The Gauchos  
3:30—CBS, Current Events  
3:45—CBS, Gertrude Niesen  
4—CBS, Columbia Variety Program  
4:30—CBS, Philadelphia Summer  
Concert  
6:15—CBS, John Henry  
6:30—CBS, Rhythm Rhapsody  
7—CBS, Guy Lombardo's Orchestra  
7:30—CBS, Jerry Freeman's Orch.  
8—Salon Moderne  
8:15—S. & W. Mellow'd Melodies  
8:30—CBS, Ted Lewis' Orchestra  
9—The Merry-makers  
10—News Items  
10:10—Gus Arnheim's Orchestra  
11 to 12 mid.—Claude Reimer,  
Organist

468.5 Meters **KFI** Richm'd 6111  
640 Kcys. 50,000 Watts  
Earle C. Anthony, Inc., Los Angeles  
9 A.M. to 12:15—Various programs  
12:15 P.M.—NBC, Wildroot Program  
12:30—Dr. Casselberry  
12:45—Barbara Jamieson, pianist  
1—Classic Hour, String Trio  
1:30—Eva Jessye Choir  
2—Wesley Tourtelotte, Organist  
2:30—Univ. of S. Calif. Music Prog.  
3—Symphonic Band Concert  
3:30—To be announced  
4—NBC, Chase and Sanborn prog.  
5—NBC, Merry-Go-Round  
5:30—NBC, Amer. Album of Music  
6—NBC, Col. Louis M. Howe  
6:15—To be announced  
6:45—Ranse Valentine and cast  
7:15—NBC, Anton Dounis, mandolin  
7:30—Orchestral Gems  
8—NBC, Standard on Parade  
9—The Galeties of '33  
10—NBC, Richfield Reporter  
10:15 to 11 P.M.—NBC, Bridge to Dreamland

225.4 Meters **KGB** Franklin 6151  
1330 Kcys. 1000 Watts  
Don Lee Broadcast. System, S. D., Cal.  
8 A.M. to 4:30—Various programs  
4:30—CBS, Philadelphia Summer Concert  
6:15—CBS, John Henry  
6:30—CBS, Columbia Revue  
7—CBS, Pancho's Orchestra  
7:30—Singing Strings  
7:45—CBS, Jerry Friedman's Orch.  
8—Salon Moderne  
8:30—CBS, Ben Pollack and Orch.  
8:45—CBS, Johnny Hamp's Orch.  
9—KHJ Merrymakers  
10—World-Wide News  
10:10—Arnheim's Dance Orchestra  
11:30 to 1 A.M.—Organ; Records

483.6 Meters **KGW** Atwater 2121  
620 Kcys. 1000 Watts  
Morning Oregonian, Portland, Ore.  
8 A.M. to 12—Various Programs  
12 noon—NBC-KGO Programs to 2  
2—Catholic Hour  
2:30—Pollikoff Novelty Orchestra  
3—NBC-KGO programs to 7:30  
7:30—Book Chat; Melodies  
8—NBC, Standard on Parade  
9—G. A. Paine, violinist  
9:15—Golden Sonnets  
9:30—NBC, Hart Instrumentalists  
9:55—Musical Comedy Miniatures  
10 to 12 mid.—NBC-KGO programs

319 Meters **KOIN** Atwater 3333  
940 Kcys. 1000 Watts  
The Journal, Portland, Oregon  
8 A.M. to 1—Various programs  
1 P.M.—CBS, Poet's Gold  
1:15—Bright Interlude  
1:30—Little Concert  
2—CBS Ballad Hour  
2:30—Prof. Lindsley  
2:45—Rabbi Magnin  
3—CBS Chicago Knights  
3:30—CBS Current Events  
3:45—CBS Gertrude Niessen  
4—CBS, Chicago Variety Show  
4:30—CBS, Philadelphia Summer Concert  
6:15—CBS, John Henry  
6:30—CBS, Rhythm Rhapsody  
7—CBS, Guy Lombardo's Orchestra  
7:30—Jerry Friedman's Orchestra  
8—Journal Column of the Air  
8:15—CBS Orchestra  
8:30—Steiner Artist Recital  
9—KHJ Merrymakers  
10 to 12 mid.—Dance Music

508.2 Meters **KHQ** Main 5383  
590 Kcys. 1000 Watts  
Louis Wasmser, Inc., Spokane, Wash.  
(Spokane Daylight Saving Time)  
9 A.M. to 1—Various programs  
1 P.M.—U. S. Forest Service  
1:15—NBC, Wildroot Program  
1:30—NBC, Organ Recital  
2—NBC, World of Religion  
2:30—NBC, Eva Jessye Choir  
3—NBC, Catholic Hour  
3:30—NBC, American Schools  
4—Northwest on Parade  
4:30—To be announced  
5—NBC, Chase and Sanborn Hour  
6—NBC, Merry-Go-Round  
6:30—NBC, Bayer's Amer. Album  
7—NBC, Col. Louis Howe  
7:15—To be announced  
7:45—NBC, Sunday at Seth Parker's  
8:15—Anton Dounis, mandolin  
8:30—Electrical Transcription  
9—NBC, Standard on Parade  
10—NBC, Reader's Guide  
10:30—Musical Program  
11—NBC, Richfield News Flashes  
11:15—NBC, Bridge to Dreamland  
12 to 1 A.M.—NBC, Bal Tabarin

526 Meters **KVI** Broadway 4211  
570 Kcys. 1000 Watts  
Puget Sound Broadcast. Co., Tacoma  
(Tacoma Daylight Saving Time)  
8 A.M. to 12—Various programs  
12 noon—CBS, Symphonic Hour  
1—CBS, The Cathedral Hour  
2—CBS, Poet's Gold  
2:15—Vera Van and Orchestra  
2:30—Judge Rutherford  
2:45—Studio program  
3—CBS, Ballad Hour  
3:30—CBS, Chicago Knights  
4—CBS, The Gauchos  
4:30—CBS, H. V. Kaltenborn  
4:45—CBS, Gertrude Neisen  
5—CBS, Chicago Variety Program  
5:30—Philadelphia Summer Concerts  
7:15—CBS, John Henry  
7:30—CBS, Rhythm Rhapsody  
8—CBS, Lombardo Orchestra  
8:30—CBS, Jerry Freeman's Orch.  
9—Salon Moderne  
9:30—CBS, Ben Pollack's Orchetra  
9:45—CBS, Johnny Hamp's Orch.  
10—The Merrymakers  
11 to 12 mid.—CBS, Arnheim's Orch.

499.7 Mtrs. **KFSD** Franklin 6353  
600 Kcys. 1000 Watts  
Airfan Radio Corp., Ltd., San Diego  
7:45 A.M. to 12—Various programs  
12 noon—NBC, Fiddlers Three  
12:15—Studio program  
12:30—NBC, Organ Recital  
1—NBC, World of Religion  
1:30—NBC, Eva Jessye Choir  
2—Old Time program  
2:30—NBC, Pollikoff Orchestra  
3—NBC, Harmonica Rascals  
3:15—NBC, William Hard  
3:30—Symphony Concert  
5—Morales Entertainers  
5:30—Twilight Hour  
6—Angelita, accordionist  
6:15—Impressions of Italy  
6:45—NBC, Seth Parker  
7:15—Bonham's program  
7:30—NBC, Orchestral Gems  
8—NBC, Standard on Parade  
9—NBC, Reader's Guide  
9:30—Univ. of Calif. Programs  
10—NBC, Richfield News Flashes  
10:15—NBC, Bridge to Dreamland  
11 to 12 mid.—NBC, Bal Tabarin Or.

325.9 Meters **KOMO** Elliott 5890  
920 Kcys. 1000 Watts  
Fisher's Blend Station, Inc., Seattle  
(Seattle Daylight Saving Time)  
9 A.M. to 12—Various programs  
12 noon—NBC, Lady Esther prog.  
12:30—NBC, Radio Pulpit  
1—Emil Hanson  
1:15—NBC, Wildroot Program  
1:30—Old Songs of the Church  
2—Sonata Recital  
2:15—Airs and Arias  
2:30—NBC, Eva Jessye Choir  
3—Banjoland  
3:15—Sohl and Lundberg  
3:30—Cornish School  
4—NBC, Harmonica Rascals  
4:15—NBC, World Conference  
4:30—To be announced  
5—NBC, Chase and Sanborn Prog.  
6—NBC, Merry-Go-Round  
6:30—NBC, Amer. Album of Music  
7—NBC, Col. Louis Howe  
7:15—To be announced  
7:45—NBC, Sunday at Seth Parker's  
8:15—For all the Family  
8:45—Baldy's Homespun Melodies  
9—NBC, Standard On Parade  
10—Crazy Wells Serenaders  
10:15—Helms and Harkins  
10:30—Greater Washington Hour  
11—NBC, News Flashes  
11:15—Harp Concert  
11:30 to 12 mid.—Eighteen Strings of Harmony

309.1 Meters **KJR** Seneca 1515  
970 Kcys. 5000 Watts  
Northwest Broad. System, Seattle, Wn.  
(Seattle Daylight Saving Time)  
9 A.M. to 1—Various programs  
1—NBC, Fiddlers Three  
1:15—Singing Stars  
1:30—NBC-KGO programs  
2:30—Lyric Melodies  
3—KPO programs  
4—Skyscrapers, Recorded  
4:30—Negro Melodies  
4:45—Harp Concert, Hubert Graf  
5—String Quartet  
5:30—Frank Kane, pianist  
6—Angelus Hour; Works of Strauss  
7:30—Mystic Asia  
8—First Church of Christ  
9—Lyric Melodies; Silver Strings  
10—NBC, Readers' Guide  
10:30—Helms and Harkins  
11—Banjoland  
11:15 to 12 mid.—NBC, Bridge to Dreamland

236.1 Meters **KOL** Main 2312  
1270 Kcys. 1000 Watts  
Seattle Broadcast. Co., Seattle, Wash.  
(Seattle Daylight Saving Time)  
8 A.M. to 1—Various programs  
1 P.M.—CBS, Cathedral Hour  
2—CBS, Poets Gold  
2:15—CBS, Bright Interlude  
2:30—Book Review  
2:45—Claud Remier, organist  
3—CBS, Ballad Hour  
3:30—CBS, Chicago Knights  
4—CBS, The Gauchos  
4:30—CBS, Current Events  
4:45—CBS, Gertrude Neisen  
5—CBS, Columbia Variety Program  
5:30—CBS, Summer Concerts  
7:15—CBS, John Henry  
7:15—CBS, Columbia Revue  
7:45—CBS, Quiet Harmonies  
8—CBS, Lombardo's Orchestra  
8:30—CBS, Jerry Freeman's Orch.  
9—CBS, Salon Moderne  
9:30—CBS, Ted Lewis' Orchestra  
10—The Merrymakers  
11 to 12 mid.—Dance Music

SEE PAGE 8

# MONDAY Programs

July 10, 1933

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

National Broadcast. Co., San Francisco

- 7 A.M.—Hour of Memories
- 8—Gene Arnold and Commodores
- 8:15—Lee S. Roberts
- 8:30—The Merrie Men Quartet
- 8:45—Rhythmic Serenade
- 9—Vic and Sade: Skit
- 9:15—Buckaroos: Ted Maxwell and Charles Marshall
- 9:30—Organ Concert
- 10—Sax-o-Tunes
- 10:30—Magazine of the Air
- 11:30—Financial Flashes
- 11:35—Words and Music
- 11:45—Pat Kennedy, tenor
- 12 noon—To be announced
- 12:15—Farm and Home Hour
- 1—Tom Gowan's Orchestra
- 1:30—Society Sidlights
- 1:45—Organ Concert
- 2—Al Pearce and his Gang
- 3—News, Rush Hughes
- 3:15—Xylophonist and Pianist
- 3:30—St. Regis Orchestra
- 3:45—The Well-Dressed Woman
- 4—Stringwood Ensemble
- 4:30—Mickey Gillette, saxophone
- 4:45—King's Jesters: Male quartet
- 5—Stories of Human Behavior
- 5:15—John and Ned, harmony duo
- 5:30—Goldman Band
- 6—The Hour Glass: vocal and orch.
- 7—Amos 'n' Andy
- 7:15—Chester H. Rowell interview
- 7:30—M.J.B. Demi-Tasse Revue
- 8—Hollywood on the Air
- 8:30—Palmer House Orchestra
- 8:45—To be announced
- 9—Charles Hart: Instrumentalists
- 9:30—Don Irwin Orchestra
- 9:45—Richfield News Flashes
- 10:15—Melody Mixers: Orchestra
- 11—Organ Concert
- 11:30 to 12 mid.—Arion Trio

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

Don Lee Broadcast. System, S. F., Cal.

- 7 A.M.—Seal Rocks Broadcast
- 7:25—Stocks: Exercises at 7:30
- 8—CBS, George Hall's Orchestra
- 8:30—CBS, Concert Miniatures
- 9—CBS, Paul Mason's Orchestra
- 9:30—CBS, George Scherban's Orch.
- 10—Round Towners
- 10:15—CBS, Caroline Gray
- 10:30—Better Business Bureau
- 10:45—CBS, The Captivators
- 11—Ann Leaf, Organist
- 11:15—Prudence Penny
- 11:30—CBS, Columbia Salon Orch.
- 12 noon—Sherman Clay Concert
- 1—CBS, True Animal Stories
- 1:15—CBS, Syracuse Spotlight
- 1:30—Stocks; Records; Talk
- 2—Happy Go Lucky Hour
- 3—Feminine Fancies
- 4:15—Hodge Podge Lodge
- 4:45—Lost and Found Items
- 4:50—Records; Town Topics
- 5—CBS, Wayfaring Men
- 5:15—"Street Singer" and Lula
- 5:30—Thompson and Jenks
- 5:45—CBS, Tito Guizar and Orch.
- 6—CBS, In the Gloaming
- 6:30—CBS, Phil Regan, tenor
- 6:45—CBS, Edwin C. Hill
- 7—CBS, Columbia Symphony
- 7:15—Connie Moffatt
- 7:30—CBS, Casa Loma Orchestra
- 7:45—Fun Frolic
- 8—Blue Monday Jamboree
- 10—News Editor of the Air

10:10—Plymouth Motor Car Co.  
10:15—The Islanders  
11—Amer. Legion Airplane Roundup  
12 to 1 A.M.—Request Hour

440.9 Meters **KPO** Sutter 1920  
680 Kcys. 50,000 Watts

National Broadcast. Co., San Francisco

- 7:30 A.M.—Organ Concert
- 7:45—Financial Service; Organ
- 8:15—Log o' the Day Crosscuts
- 9:15—Palmer House Ensemble
- 9:30—Johnnie O'Brien, harmonica
- 9:45—News Items
- 10—Tom Mitchell, baritone
- 10:15—Winston Petty, cellist
- 10:30—Outstanding Speakers
- 10:45—Sisters of the Skillet
- 11—Outstanding Speakers
- 11:15—Words and Music
- 11:30—League of Western Writers
- 12 noon—Radio Guild: Drama
- 1—News; 1:15, Ann Warner
- 1:45—Melodic Wanderings
- 2—Viennese Ensemble
- 2:30—Richard Himbers' Ensemble
- 2:45—Langford Leibert program
- 3—Slow River: Eva Taylor, crooner; Southernaires, male quartet
- 3:15—Ramblers: Orchestra
- 3:45—University of California prog.
- 4—Oahu Serenaders
- 4:30—World Economic Conference
- 4:45—Arion Trio
- 5:15—Pair of Pianos; 5:45 News
- 6—Rhythm Vendors
- 6:30—Safety First: Traffic talk
- 6:45—Detectives Black and Blue
- 7—Edna Fischer, pianist
- 7:15—Tarzan of the Apes
- 7:30—Powderpuff Revue
- 8—Carefree Carnival: Variety show
- 9—Ted Weems Orchestra
- 9:30—NBC Drama Hour
- 10—Pacific Serenaders
- 11—Abe Lyman's Orchestra
- 11:30 to 12 mid.—Organ Concert

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

Educa. Broad. Corp., Oakland, Calif.

- 7 A.M. to 5—Various programs
- 5 P.M.—Brother Walter
- 5:30—Castro Valley program
- 5:45—Jack Morgan, accordion
- 6—Oklahoma "Doc" Shahan
- 6:30—Organ; Night Hawks
- 7:30—Italian program
- 8—Topics of the Day
- 8:15—Watch Tower program
- 8:30—Tropical Hour; Casual Hour
- 10 to 12 midnight—Dance Music

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

J. Brunton & Sons, San Francisco

- 6 A.M.—Alarm Klock Klub
- 8—Records; News; Music
- 7:30 P.M.—Silent Period
- 12:01 to 6 A.M.—Owl Program

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

Pac. Agric. Foundation, Ltd., San Jose

- 7 A.M. to 6—Music; Talks; Stocks
- 6 P.M.—Dinner Music
- 6:15—Franco's program
- 6:30—Fed. State Market Reports
- 7—Weather Forecast
- 7:03—Radio News and Forum
- 7:30—Minute Man; Quartette
- 8—Sacred & Golden Memories
- 9—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. to 12—Music and Talks
- 12 noon—Scriptures
- 12:03—Singing Strings
- 12:30—Organ Recital, Elmer Vincent
- 1—Afternoon Concert
- 2—Royal Serenaders
- 3—Organ; Music Masters
- 5—Recorded program
- 5:45—Campbell Digest
- 6—"Liza and Lindy"
- 6:15—Supper Serenade
- 6:30—Waltz Idylls
- 6:45—Cecil and Sally
- 7—Paraders; Hawaiians
- 8—Hill Billies
- 8:15—Sydney Dixon & Donald Gray
- 8:45—Tango Time; News
- 9:15—Junior Chamber of Commerce
- 9:30—Novelties; News; Organ
- 11 to 12 mid.—Concert Memories

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

Assoc. Broadcasters, Oakland, Calif.

- 6:30 A.M. to 1—Various programs
- 1 P.M.—Radio Frolics
- 1:30—Over the Teacups
- 2—Ye Olde Towne Crier
- 3—Matinee, Paul Kellar
- 3:30—Song Recital, John Collins
- 4—"Keep Smilin' Revue"
- 4:30—Explorations; News
- 5—Smile Club; Health Talk
- 6—Auto Question Box
- 6:15—Walkathon; News
- 6:45—Sport Page of the Air
- 7—Bargain Page
- 7:15—Cuban Cabaret
- 7:30—Crazy Quilt
- 7:45—Romance of the Turf
- 8—Blue Blowers Minstrel Show
- 8:30—Miles of Melody
- 9—Reporter; Souvenirs
- 9:45—Paul Kellar, pianist
- 10—Curtis Mosby's Blue Blowers
- 10:30—Records; Walkathon
- 12 to 1 A.M.—Nite Owls

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

Western Broadcast Co., Los Angeles

- 6:45 A.M. to 6—Various programs
- 6 P.M.—Newspaper Service
- 6:15—Loyal Underwood presents
- 6:30—Lawrence King, tenor
- 6:45—Grown' Up
- 7—Frank Watanabe
- 7:15—Black and Blue
- 7:30—Fifty Famous Landmarks
- 7:45—Count of Monte Cristo
- 8—Calmon Lubovick, violinist
- 9—News; Organ Recital
- 9:20—Happy Chappies
- 9:30 to 11 P.M.—Vocalist; Orchestra

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

Airfan Radio Corp., Ltd., San Diego

- 7:30 A.M. to 6—Various programs
- 6 P.M.—NBC, The Hour Glass
- 6:30—To be announced
- 7—Studio program
- 7:15—NBC, Ethel Waters, vocalist
- 7:30—NBC-KGO Programs to 8:45
- 8:45—Chamber of Commerce
- 9—Charles Hart Instrumentalists
- 9:30—NBC Drama Hour
- 10—News Flashes
- 10:15—NBC, Melody Mixers
- 11—Ambassador Hotel Orchestra
- 11:30 to 12 mid.—Colonial Trio

340.7 Meters **KLX** Lake. 6000  
880 Kcys. 1000 Watts  
Tribune Pub. Co., Oakland, Calif.  
8 A.M.—Records; Stocks, 8:15  
8:30—Covered Wagon Jubilee  
9—Recorded program  
10:15—Stocks; News Flashes  
10:30—International Kitchen  
11—Sunshine Twins; News  
11:30—Novelty Guitar Duo  
11:45—Madelon and Nancy  
12 noon—Jack Delaney's Band  
1—Jean's Hi-Lights  
2—Recordings; News Flashes  
2:40—Opportunity Hour  
3:30—News Flashes; Health School  
4—Records; News Flashes  
4:30—Brother Bob's Club  
5—Covered Wagon Jubilee  
5:30—News; Lovable Liars  
5:45—Helen Parmelee, pianist  
6—Betty Babbish Band  
7—News; Clark Sisters  
7:45—Studio program  
8—Wailele Trio  
8:25—Better Business talk  
8:30—Faucit Theatre Players  
9—Nevada Night Herders  
9:30—Bungling Bunglers  
9:45—Helen Parmelee, pianist  
10—Fred Skinner  
10:15 to 11 P.M.—Dance Program

483.6 Meters **KGW** Atwater 2121  
620 Kcys. 1000 Watts  
Morning Oregonian, Portland, Ore.  
7 A.M. to 12—Various programs  
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 3  
3—Slow River  
3:15—Allyn's program  
3:20—Friendly Chat  
4—NBC-KGO programs to 4:30  
4:30—To be announced  
5—Piano Surprises  
5:15—NBC, John and Ned  
5:30—NBC, Goldman Band  
5:45—Piano Surprises  
6—Ervin Traffic Talk  
6:15—NBC-KGO programs to 8  
8—Covered Wagon Days  
8:30—Dance Orchestra  
8:40—Musical Comedy Miniatures  
8:45—To be announced  
9—Four Shades of Rhythm  
9:30—Plymouth program  
9:35 to 12 mid.—NBC-KGO progs.

508.2 Meters **KHQ** Main 5383  
590 Kcys. 1000 Watts  
Louis Wasmer, Inc., Spokane, Wash.  
(Spokane Daylight Saving Time)  
7 A.M. to 1—Various programs  
1 P.M.—Sylvia Grey  
1:15—NBC, Farm and Home Hour  
2—Spokane Fur Co.  
2:15—Kelvinator program  
2:30—NBC, Schirmer & Schmitt  
2:45—Club Bulletin  
3—NBC, Al Pearce and Gang  
4—The Bill Board  
4:30—NBC, St. Regis Orchestra  
4:45—Studio Programs  
5:15—Sax Appeal  
5:30—To be announced  
5:45—King's Jesters  
6—Mindways Stories  
6:15—NBC, John & Ned, harm'y duo  
6:30—Goldman Band  
6:45—Voice of Texas  
7—Three Little Maids  
7:15—Hour Glass  
7:30—To be announced  
8—NBC, Amos 'n' Andy  
8:15—NBC, Ethel Waters, vocalist

8:30—NBC, Demi-Tasse Revue  
9—Black and Blue  
9:15—Frank Funkhouser  
9:30—Richard Cole Orchestra  
10—Radio Specialties  
10:30—NBC, Drama Hour  
11—NBC, Richfield News Flashes  
11:15 to 1 A.M.—Dance Music

333.1 Meters **KHJ** Vandike 7111  
900 Kcys. 1000 Watts  
Don Lee Broadcast. System, L. A., Cal.  
7 A.M. to 5—Various programs  
5 P.M.—CBS, Modern Male Chorus  
5:10—Town Topics; Records  
5:15—CBS, "The Street Singer"  
5:30—Kay Thompson & Frank Jones  
5:45—CBS, Tito Guizar and Orch.  
6—CBS, In the Gloaming  
6:30—CBS, Phil Regan  
6:45—CBS, Edwin C. Hill  
7—CBS, Columbia Symphony  
7:15—CBS, Theo. Karle  
7:30—Balto Dog Catchers  
7:45—Fun Frolic  
8—Blue Monday Jamboree  
10—News; Orchestra; Islanders  
11:15—Kay Thompson and Kings of  
Rhythm  
11:30—Announcers' Revel  
12 to 1 A.M.—Claude Reimer, Or-  
ganist

236.1 Meters **KOL** Main 2312  
1270 Kcys. 1000 Watts  
Seattle Broadcast. Co., Seattle, Wash.  
(Seattle Daylight Saving Time)  
6:45 A.M. to 1—Various programs  
1—CBS, Billy White's Orchestra  
1:30—Julie Day  
1:45—CBS, Col. Artists Recital  
2—CBS, "True Animal Stories"  
2:15—CBS, Syracuse Spotlight  
2:30—CBS, Between the Bookends  
2:45—CBS, Grub Street speaks  
3—Happy Go Lucky Hour  
4—Feminine Fancies  
5—Studio program  
5:15—Hodge Podge Lodge  
5:45—CBS, Howard Ely, organist  
6—CBS feature  
6:15—CBS, The Street Singer  
6:30—Ken Stuart's Sports Review  
6:45—CBS, Tito Guizar  
7—CBS feature  
7:15—Radio Speaker Stevenson  
7:30—Black and Blue  
7:45—Chandu the Magician  
8—CBS, Howard Barlow's Orchestra  
8:15—CBS, Theo Karle  
8:30—Cecil and Sally  
8:45—CBS, Casa Loma Orchestra  
9—Globe Trotter  
9:15—Blue Monday Jamboree  
11 to 12 mid.—Adams Dance Band

526 Meters **KVI** Broadway 4211  
570 Kcys. 1000 Watts  
Puget Sound Broadcast. Co., Tacoma  
(Tacoma Daylight Saving Time)  
6 A.M. to 5—Various programs  
5 P.M.—CBS, The Village Choir  
5:15—Hodge Podge Lodge  
5:45—Musical Creditors  
6—Investment Talk  
6:15—The Street Singer  
6:30—Organ Concert  
6:45—CBS, Tito Guizar and Orch.  
7—CBS, In the Gloaming  
7:15—Civic Affairs  
7:30—Dr. Mellor  
7:45—CBS, Howard Barlow & Orch.  
8—Dramatic program  
8:30—CBS, Charlie Davis' Orchestra  
9—Blue Monday Jamboree  
11—Cafe de Parea Orchestra  
11:45 to 12 mid.—The Islanders

309.1 Meters **KJR** Seneca 1515  
970 Kcys. 5000 Watts  
Northwest Broad. System, Seattle, Wn.  
(Seattle Daylight Saving Time)  
8:30 A.M. to 1—Various programs  
1—Musical program  
1:15—Master Works of the Piano  
1:30—Sherman, Clay Hour  
2:30—NBC, Schirmer and Schmitt  
2:45—NBC, Organ concert  
3—Recorded Programs  
4—Sohl and Lundberg  
4:15—Concert Ensemble  
4:45—Sweet and Lovely  
5—Steamboat Bill  
5:15—Pastel Harmonies  
5:45—NBC-KGO programs to 7  
7—Chamber of Commerce talk  
7:15—Tarzan (E. T.)  
7:30—To be announced  
8—Times News Edition  
8:15—Northwest Mines Reporter  
8:30—Modern Concert Ensemble  
9—NBC, Hollywood on the Air  
9:15—Frank Funkhouser  
9:30—NBC, Palmer House Orch.  
9:45—Banjoland  
10—NBC, Charles Hart  
10:30—NBC, Drama Hour  
11—Eighteen Strings of Harmony  
11:15 to 12 mid.—Dance Orchestra

468.5 Meters **KFI** Richm'd 6111  
640 Kcys. 50,000 Watts  
Earle C. Anthony, Inc., Los Angeles  
3:30 A.M. to 5—Various programs  
5 P.M.—Baron Keyes' Air Castle  
5:15—NBC-KGO Programs to 6  
6—Raine Bennett, Poet of the Air  
6:15—NBC, The Hour Glass  
6:45—Keller, Sargent and Ross  
7—NBC, Amos 'n' Andy  
7:15—Orchestra  
7:30—NBC, Demi-Tasse Revue  
8—Orchestra  
8:30—NBC, Palmer House Orchestra  
8:45—To be announced  
9—NBC, Charles Hart  
9:30—String Quartet  
10—NBC, Richfield Reporter  
10:15—NBC-KGO program  
11—Abe Lyman's Orchestra  
11:30 to 12—Arion Trio

325.9 Meters **KOMO** Elliott 5890  
920 Kcys. 1000 Watts  
Fisher's Blend Station, Inc., Seattle  
(Seattle Daylight Saving Time)  
7:55 A.M. to 1—Various programs  
1 P.M.—Tea Time Tales  
1:15—NBC, West. Farm and Home  
2—NBC, Casino Orchestra  
2:30—Easy Chair; Red Shadow  
3—NBC, Al Pearce and Gang  
4—NBC, Slow River  
4:15—The Observer and Vocalist  
4:30—Mary March, vocal  
4:45—Stringwood Ensemble; Accor-  
dionist  
5:30—To be announced  
5:45—Helms and Harkins  
6—Dinner Dansant  
6:30—Rhythmic Strings  
7—NBC, The Hour Glass  
7:30—Moment Musicale  
7:45—Dollars and Cents  
8—NBC, Amos 'n' Andy  
8:15—Musical program  
8:30—NBC, Demi-Tasse Revue  
9—Ann Olander and Chet Cathers  
9:15—Thirty Minutes of Music  
9:45—To be announced  
10—Four Shades of Rhythm  
10:30—Big Opportunity Contest  
10:45—Violin Concert  
11—NBC, Richfield News Flashes  
11:15—Club New Yorker  
11:30 to 12 mid.—Hawaiian Melodies

# TUESDAY Programs

July 11, 1933

379.5 Mtrs. **NBC-KGO** Sutter 1920  
790 Kcys. 7500 Watts  
National Broadcast. Co., San Francisco  
7 A.M.—Organ Concert  
7:30—U. S. Army Band  
8—Johnny Marvin, tenor  
8:15—Pollock & Lawnhurst, pianists  
8:30—Rex Battle, Concert Ensemble  
9—Vic and Sade; Skit  
9:15—Buckaroos  
9:30—Martha Meade Society  
9:45—Tom Mitchell, baritone  
10—Arion Trio  
10:30—Magazine of the Air  
11:30—Financial Flashes  
11:35—Argentine Trio  
11:45—Meredith Willson's Orchestra  
12:15—Farm and Home Hour  
1—Tom Gerun's Orchestra  
1:30—Contract Bridge  
1:45—John and Ned; vocal duo  
2—Al Pearce and his Gang  
3—News, Rush Hughes  
3:15—Rhythm Vendors  
3:45—Ray Heatherton, baritone  
4—The Family Cook Book  
4:15—Vincent Lopez' Orchestra  
4:30—Little Collen, vocalist  
4:45—Back Stage Chatter  
5—Balladettes  
5:30—Ed Wynn & Fire Chief Band  
6—Lives at Stake; Drama  
6:30—National Radio Forum  
7—Amos 'n' Andy  
7:15—Memory Lane  
7:45—Horlick's Adventures in Health  
8—Cotton Club Orchestra  
8:15—The Phillistine; Dr. Maker  
8:30—Ben Bernie's Orchestra  
9—Ted Weems Orchestra  
9:30—College Inn Orchestra  
10—Richfield News Flashes  
10:15—Anson Weeks' Orchestra  
11—Organ Concert  
11:30 to 12 mid.—Kay Kyser's Orch.

440.9 Meters **KPO** Sutter 1920  
680 Kcys. 50,000 Watts  
National Broadcast. Co., San Francisco  
7:30 A.M.—Organ; Financial Service  
8:15—Log of the Day Crosscuts  
9:15—Palmer House Ensemble  
9:30—Johnny O'Brien, harmonica  
9:45—News  
10—New Kitchen Secrets  
10:15—Songs by the Kitchen Sink  
10:30—Syncopators; Dance music  
10:45—Sisters of the Skillet  
11—Vocal Art Quartet  
11:30—Organ Concert  
12 noon—Midday Musicale; News  
1:15—Ann Warner's Chats  
1:45—Nursery Rhymes; Milton Cross  
and Lewis James, tenor  
2—Viennese Ensemble  
2:30—Federation Hymn Sing  
2:45—James Melton, tenor  
3—Jack and Loretta Clemens; Songs  
and guitar  
3:15—National Advisory Council on  
Radio in Education  
3:45—University of California  
4—Stringwood Ensemble  
4:30—Book Parade; Book reviews  
4:45—Arnold & Amber Adventures  
5—Scotty's Talkathon  
5:15—Arion Trio; 5:45, News  
6—Mickey Gillette, saxophonist  
6:15—Music Box  
6:45—Irving Kennedy, tenor  
7—Edna Fischer, pianist  
7:15—Jack Denny's Orchestra  
7:30—Master Singers  
7:45—California State Chamber of  
Commerce program  
8—Aesop's Fables  
8:30—Eno Crime Clues

9—Waltz Time  
9:30—Marshall's Mavericks  
10—Melody Mixers  
11—Abe Lyman's Orchestra  
11:30 to 12 mid.—Organ Concert  
**491.5 Meters KFRC** Prospect 0100  
610 Kcys. 1000 Watts  
Don Lee Broadcast. System, S. F., Cal.  
7 A.M.—Seal Rocks Broadcast  
7:25—Stocks; Exercises at 7:30  
8—CBS, U. S. Marine Band  
8:15—Mary Sear's Garden party  
8:30—CBS, Concert Miniatures  
8:55—National Oil Products Co.  
9—The Little French Princess  
9:15—CBS, Harold Knight's Orch.  
9:30—CBS, George Scherban's Orch.  
10—CBS, Ann Leaf, Organist  
10:30—CBS, Voice of Experience  
10:45—CBS, New World Symphony  
11—Prudence Penny  
11:15—Frances Lee Barton  
11:30—Billy White, tenor, and Orch.  
12 noon—Sherman Clay Concert  
1—CBS, Memories Garden  
1:15—CBS, Fred Berren's Orch.  
1:30—Stocks; Recordings  
1:45—Belle and Martha  
2—Happy Go Lucky Hour  
3—Feminine Fancies  
4—CBS, Mary Eastman  
4:15—Health Talk  
4:30—Children's Radio Theatre  
4:45—Lost and Found Items  
4:50—Records; Town Topics  
5—CBS, Modern Male Chorus  
5:15—CBS, Fry and Braggiotti  
5:30—CBS, Nino Martini  
5:45—Health Products Corporation  
6—To be announced  
6:15—California Melodies  
6:45—Light Opera Gems  
7:15—Vagabonds of the Hills  
7:45—Fun Frolic  
8—Globe Headlines  
8:15—CBS, Glen Gray's Orch.  
8:30—Ozzie Nelson's Orchestra  
9—Gus Arnheim Orchestra  
9:30—Hodge Podge Lodge  
10—News Editor of the Air  
10:10—Dance Orchestra  
10:45—Golden Sands  
11:15—The Georgians  
11:30—I'Zingari  
12 to 1 A.M.—Midnight Request Hr.

340.7 Meters **KLX** Lake. 6000  
880 Kcys. 1000 Watts  
Tribune Pub. Co., Oakland, Calif.  
8 A.M.—Records; Stocks, 8:15  
8:30—Covered Wagon Jubilee  
9—Records; Stocks; News  
10:30—International Kitchen  
11—Sunshine Twins; News  
11:30—Novelty Guitar Duo  
11:45—Fred Sklinner  
12 noon—Jack Delaney's Band  
1—Jean's Hi-lights  
2:30—News Flashes; Stocks  
2:45—Verna Anderson, pianist  
3—Records; News Flashes  
3:45—Health School  
4—"Timely Garden Tips"  
4:15—Records; News  
4:30—Brother Bob's Club  
5—Covered Wagon Jubilee  
5:30—Helen Parmelee, pianist  
6—Hotel Oakland Trio  
7—News Items; Arco's Trio  
7:45—Studio program  
8—John Lewis Quintet  
9—Old Gospel Hymns  
9:30—Bungling Bunglers  
9:45—Nevada Night Herders  
10:15 to 11 P.M.—Dance Program

243.8 Meters **KYA** Prospect 3456  
1230 Kcys. 1000 Watts  
Pac. Broadcast. Corp., San Francisco  
7:30 A.M. to 12—Music and talks  
12 noon—Scriptures  
12:03—Mid-Day Concert  
12:45—Aviation Club  
1:15—Footlight Features  
1:45—Symphonic Band; Serenaders  
2:30—Singing Strings  
3—Organ Matinee; Records  
5:45—Campbell Digest; Serenade  
6:15—Social Service News  
6:30—Waltz Idylls  
6:45—Ceil and Sally  
7—Hawaiian Melodies  
7:15—Strange Adventures  
7:30—Mountain Echoes  
7:45—Bob Allen, pianist  
8—Holman Dramatic Players  
8:30—Eagles' Band  
9—News Flashes  
9:15—Musical Novelties  
9:30—The Cub Reporters  
9:45—Quartette; Organ  
11 to 12 mid.—Concert Memories

535.4 Meters **KTAB** Garfield 4700  
560 Kcys. 1000 Watts  
Assoc. Broadcasters, Oakland, Calif.  
6:30 A.M. to 1—News; music; talks  
1 P.M.—Radio Frolics  
1:30—Over the Teacups  
2—Ye Olde Towne Crier  
3—Matinee, Paul Keller  
3:30—Song Recital, John Collins  
4—"Keep Smiling Revue"  
4:30—Explorations; News  
5—Smile Club; Health Talk  
6—Dinner Concert  
6:15—Walkathon; News  
6:45—Sport Page of the Air  
7—Bargain Page  
7:15—Masquerade  
7:45—Voice of Democracy  
8—Jewish Classical Hour  
9—Reporter; Souvenirs  
9:45—Paul Keller, pianist  
10—Curtis Mosby's Blue Blowers  
10:45—Records; Walkathon  
11:30—Jess Stafford's Orchestra  
12 to 1 A.M.—Nite Owls

322.4 Meters **KROW** Glenc. 6774  
930 Kcys. 1000 Watts  
Educa. Broad. Corp., Oakland, Calif.  
7 A.M. to 5—Various programs  
5 P.M.—Brother Walter  
5:30—Castro Valley program  
5:45—Jack Morgan, accordion  
6—Oklahoma "Doc" Shahan  
6:30—Organ; Night Hawks  
7:30—Watch Tower program  
7:45—Bill Roth, songs  
8—Topics of the Day  
8:15—Echoes of Yesterday  
8:30—KROW Frolic  
10 to 12 midnight—Dance Music

319 Meters **KOIN** Atwater 3333  
940 Kcys. 1000 Watts  
The Journal, Portland, Oregon  
6:30 A.M. to 5:30—Various progs.  
5:30 P.M.—CBS, Nino Martini Orch.  
6:15—California Melodies  
6:45—CBS, Light Opera Gems  
7:15—CBS, Charles Carlile  
7:30—CBS, Orchestra  
7:45—Tarzan of the Apes  
8—CBS, Orchestras  
9—Gus Arnheim's Orchestra  
9:30—Hodge Podge Lodge  
10—Cafe de Paris Orch.  
10:45—DLBS, Golden Sands  
11:15 to 12 mid.—Dance program

**483.6 Meters KGW** Atwater 2121  
620 Kcys. 1000 Watts  
Morning Oregonian, Portland, Ore.  
7 A.M. to 12—Various programs  
12 noon—Oregonian of the Air  
12:15—Star Furniture program  
1—NBC, Tom Gerun's Orchestra  
1:30—Dental Clinic of the Air  
1:45—NBC-KGO Programs to 3  
3—Crazy Crystals program  
3:15—Allyn's prog.; Friendly Chat  
4—NBC-KGO Programs to 4:45  
4:45—Mahdi, the Magician  
5—NBC-KGO Programs to 6:30  
6:30—Concert Trio  
6:55—Portland Cleaning Works  
7—NBC-KGO Programs to 8  
8—Montag Fireside Hour  
8:30—Ben Bernie Orchestra  
9—Musical Mannequins  
9:30—Homicide Squad  
10 to 12 mid.—News; Orchestra

**236.1 Meters KOL** Main 2312  
1270 Kcys. 1000 Watts  
Seattle Broadcast. Co., Seattle, Wash.  
(Seattle Daylight Saving Time)  
6:45 A.M. to 1—Various programs  
1 P.M.—CBS, U. S. Navy Band  
1:30—Julie Day  
1:45—CBS, Memories Garden  
2:15—CBS, Fred Berens's Orch.  
2:30—CBS, Between the Bookends  
2:45—Belle and Martha  
3—Happy Go Lucky Hour  
4—Feminine Fancies  
5—CBS, Mary Eastman  
5:15—Walter M. Schelp, trio  
5:30—Studio program  
5:45—CBS, Howard Ely, Organist  
6—CBS, Modern Male Chorus  
6:15—Sports Review  
6:30—CBS, Nino Martini Orchestra  
6:45—Charles A. Reynolds  
7—Hill and Dale  
7:15—Radio Speaker Stevenson  
7:30—California Melodies  
7:45—Chandu the Magician  
8—CBS, Light Opera Gems  
8:15—CBS, Charles Carlile  
8:30—Cecil and Sally  
8:45—CBS, Isham Jones' Orchestra  
9—Globe Trotter; Orchestra  
9:15—CBS, Glen Gray and Orch.  
9:30—Boxing Bouts  
11 to 12 mid.—Dance Music

**296.6 Meters KQW** Ballard 777  
1010 Kcys. 500 Watts  
Pac. Agric. Foundation, Ltd., San Jose  
7 A.M.—Records; Silent at 8  
9 to 6—Music; Stocks; Talks  
6 P.M.—Dinner Music  
6:15—Franco's program  
6:30—State Market Reports  
6:45—Farmers' Exchange  
7—Weather Reports  
7:03—Radio News and Forum  
7:30—Minute Man; Concert  
8 to 10 P.M.—You Never Can Tell

**499.7 Mtrs. KFSD** Franklin 6353  
600 Kcys. 1000 Watts  
Airfan Radio Corp., Ltd., San Diego  
7:30 A.M. to 6—Various programs  
6 P.M.—Studio program  
6:30—NBC, Natl. Radio Forum  
7—Bernice Briggs, soprano  
7:15—NBC, Memory Lane  
7:45—Rafael Villagrana, baritone  
8—NBC, Cotton Club Orch.  
8:15—NBC, The Philistine  
8:30—Studio program  
9—NBC, Waltz Time  
9:30—NBC, College Inn Orchestra  
10—NBC, News Flashes  
10:15 to 12 mid.—Dance Orchestra

**468.5 Meters KFI** Richm'd 6111  
640 Kcys. 50,000 Watts  
Earle C. Anthony, Inc., Los Angeles  
6:30 A.M. to 5—Various programs  
5 P.M.—Baron Keyes' Air Castle  
5:15—Calvin Hendricks, baritone  
5:30—NBC-KGO Programs  
6:30—Pierce Brothers Quartet  
6:45—Orch. and Robt. Hurd, tenor  
7—NBC-KGO Programs to 8  
8—Orchestra  
8:15—NBC, The Philistine  
8:30—NBC, Ben Bernie's Orchestra  
9—"Tapestries of Life"  
9:30—Eno Crime Clues  
10—NBC, Richfield Reporter  
10:15—NBC, Mark Hopkins Orch.  
11—NBC, Abe Lyman's Orchestra  
11:30 to 12 mid.—Dance Music

**285.5 Meters KNX** Hemp. 4101  
1050 Kcys. 25,000 Watts  
Western Broadcast Co., Los Angeles  
6:45 A.M. to 6—Various programs  
6 P.M.—Newspaper of the Air  
6:15—King Cowboy  
6:30—Lawrence King and Orchestra  
6:45—Growin' Up  
7—Frank Watanabe  
7:15—Light Opera Concert  
7:45—Count of Monte Cristo  
8—Bob Shuler; Program  
8:45—Drury Lane, tenor  
9—News Service  
9:15—Miles of Melody  
9:45—Musical program  
10:15 to 11:15 P.M.—Dance Music

**333.1 Meters KHJ** V Andike 7111  
900 Kcys. 1000 Watts  
Don Lee Broadcast. System, L. A., Cal.  
5 P.M.—CBS, Wayfaring Man  
5:15—Town Topics  
5:20—CBS, Fray and Braggiotti  
5:30—CBS, Nino Martini  
6—"To be announced"  
6:15—CBS, California Melodies  
6:45—CBS, Light Opera Gems  
7:15—Chandu, the Magician  
7:30—CBS, Jerry Freeman's Orch.  
7:45—Fun Frolic  
8—"Globe Headlines"  
8:15—Hollywood Bowl Concert  
9:45—Hodge Podge Lodge  
10—News Items; Orchestra  
10:45—Golden Sands  
11:15—"To be announced"  
12 to 1 A.M.—Claude Reimer, Or-  
ganist

**225.4 Meters KGB** Franklin 6151  
1330 Kcys. 1000 Watts  
Don Lee Broadcast. System, S. D., Cal.  
7 A.M. to 7 P.M.—Various programs  
7—Chandu (E. T.)  
7:15—Fantasia  
7:30—CBS, Freeman's Orchestra  
7:45—Fun Frolic  
8—Globe Headlines  
8:15—Chamber of Commerce  
8:30—Eb and Zeb  
8:45—CBS, Dance Orchestra  
9—Gus Arnheim's Orch.  
9:30—Hodge Podge Lodge  
10—News; Dance Orchestra  
10:45—CDLBS, Golden Sands  
11:15—Georgians  
11:30—J. Zingari  
12 to 1 A.M.—Recordings

**280.2 Meters KJBS** Ord. 4148-49  
1070 Kcys. 100 Watts  
J. Brunton & Sons, San Francisco  
6 A.M.—Alarm Klock Klub  
8—Records; News; Music  
7:30 P.M.—Silent Period  
12:01 to 6 A.M.—Owl Program

**508.2 Meters KHQ** Main 5383  
590 Kcys. 1000 Watts  
Louis Wasmer, Inc., Spokane, Wash.  
(Spokane Daylight Saving Time)  
7 A.M. to 1—Various programs  
1 P.M.—Sylvia Grey  
1:15—NBC, Farm and Home Hour  
2—Studio programs  
2:30—NBC, Schirmer & Schmitt  
2:45—Club Bulletin  
3—NBC, Al Pearce and Gang  
4—The Bill Board  
4:30—Sid McNutt, pianist  
5—Tull and Gibbs Express  
5:15—Morones Beach Orchestra  
5:30—Studio program  
5:45—NBC, Balladettes  
6:30—NBC-KGO Program  
7—NBC, Lives at Stake  
7:30—National Radio Forum  
8—NBC, Amos 'n' Andy  
8:15—NBC, Memory Lane  
8:45—NBC, Adventures in Health  
9—Northwest on Parade  
9:30—NBC, Ben Bernie Orchestra  
10—Radio Specials  
10:30—Musical program  
11—NBC, Richfield News Flashes  
11:15 to 1 A.M.—Dance Music

**325.9 Meters KOMO** Elliott 5890  
920 Kcys. 1000 Watts  
Fisher's Blend Station, Inc., Seattle  
(Seattle Daylight Saving Time)  
7:55 A.M. to 1—Various programs  
1 P.M.—Tea Time Talks  
1:15—NBC, Farm and Home Hour  
2—Rhapsody in Rhythm  
2:30—Concert in Miniature  
3—NBC, Al Pearce and Gang  
4—NBC, Jack and Loretta Clemens  
4:15—The Observer  
4:30—Pastel Harmonies  
5—NBC, Congress Hotel Orchestra  
5:30—"To be announced"  
5:45—Helms and Harkins  
6—Dinner Dansant  
6:30—NBC-KGO program  
7:30—Vacation Land Review  
8—NBC, Amos 'n' Andy  
8:15—NBC, Memory Lane  
8:45—NBC, Adventures in Health  
9—Montag Fireside Hour  
9:30—Ben Bernie's Orchestra  
10—Musical Mannequins  
10:30—Concert in Miniature  
11—NBC, Richfield News Flashes  
11:15 to 12—Club New Yorker

**309.1 Meters KJR** Seneca 1515  
970 Kcys. 5000 Watts  
Northwest Broad. System, Seattle, Wn.  
(Seattle Daylight Saving Time)  
8:30 A.M. to 1:15—Various programs  
1:15—Master Works of the Piano  
1:30—Concert in Miniature  
2—NBC-KGO programs to 3  
3—Recorded Programs  
4—Harmony Duo  
4:15—NBC, Nat'l Advisory Council  
4:45—NBC, Little Colleen  
5—Steamboat Bill  
5:15—Eighteen Strings of Harmony  
5:45—NBC, Balladettes  
6:30—Pastel Harmonies  
7—Concert Ensemble, Henri Damski  
7:30—NBC, National Radio Forum  
8—Times News Edition  
8:15—Harp Concert, Hubert Graf  
8:30—Gypsy Trails  
9—NBC, Cotton Club Orchestra  
9:30—Melodic Moods  
10—NBC Programs  
11—Banjoland  
11:15 to 12 mid.—NBC, Mark Hop-  
kins Orchestra

# WEDNESDAY Programs

July 12, 1933

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

7 A.M.—Organ Concert  
7:30—Rhythm Ramblers  
8—Gene Arnold and Commodores  
8:15—Lee S. Roberts  
8:30—Merrie Men: Male quartet  
8:45—Rhythmic Serenade  
9—Vic and Sade: Skit  
9:15—Buckaroos: Songs, dialogue  
9:30—Organ Concert  
9:45—Jean Abbey, shop news  
10—Sarah Kreindler, violinist  
10:15—Books for Children  
10:30—Magazine of the Air  
11:30—Financial Flashes  
11:35—Sax-o-Tunes  
12 noon—Southern Symphonies  
12:15—Farm and Home Hour  
1—Tom Gerun's Orchestra  
1:30—Winnie the Pooh  
1:45—John and Ned: Harmony duo  
2—Al Pearce and his Gang  
3—News Talk, Rush Hughes  
3:15—Short Revue  
3:30—Art and Music  
3:45—String Symphony  
4—Pair of Pianos  
4:15—Carl Kalash, violinist  
4:30—To be announced  
5—Stringwood Ensemble  
5:30—Myron Niesley, tenor  
5:45—Argentine Trio  
6—Corn Cob Pipe Club  
6:30—Dobbies's Ship of Joy  
7—Amos 'n' Andy  
7:15—Chester H. Rowell  
7:30—Eddie Peabody, entertainer  
8—College Inn Orchestra  
8:30—Mark Fisher's Orchestra  
8:45—To be announced  
9—One Man's Family: Drama  
9:30—Don Irwin Orchestra  
10—Richfield News Flashes  
10:15—Anson Weeks' Orchestra  
11—Organ Concert  
11:30 to 12 mid.—Jim Taft's Orch.

**440.9 Meters KPO** Sutter 1920  
680 Kcys. 50,000 Watts

National Broadcast. Co., San Francisco  
7:30 A.M.—Organ; Financial Service  
8:15—Log o' the Day Crosscuts  
9:15—Palmer House Ensemble  
9:30—Johnny O'Brien, harmonica  
9:45—News Items  
10—Tom Mitchell, baritone  
10:15—Fashion Flashes  
10:30—Syncopators  
10:45—Sisters of the Skillet  
11—Grand Trio: Instrumental  
11:15—Words and Music  
11:30—Happy Days in Dixie  
12 noon—Midday Musicals  
1—News Items  
1:15—Ann Warner's Chats  
1:45—Melodic Wanderings  
2—Viennese Ensemble  
2:30—Back of the News  
2:45—John Pierce, tenor  
3—Jack and Loretta Clemens  
3:15—Rhythm Vendors  
3:45—University of California prog.  
4—Charles Hart: Instrumentalists  
4:30—Facing the Music  
4:45—Kenneth Spencer, basso  
5:15—World Economic Conference  
5:30—Synco-Thots; 5:45 News  
6—Melody Mixers: Orchestra  
6:45—Detectives Black and Blue  
7—Edna Fischer, pianist  
7:15—Tarzan of the Apes  
7:30—Sunburst of Song  
8—Californians on Parade

8:30—Eno Crime Clues  
9—Kay Kyser's Orchestra  
9:30—Talent Parade  
10:30—Seven Seas: Orchestra  
11—Abe Lyman's Orchestra  
11:30 to 12 mid.—Organ Concert

**491.5 Meters KFRC** Prospect 0100  
610 Kcys. 1000 Watts  
Don Lee Broadcast. System, S. F., Cal.

7 A.M.—Seal Rocks Broadcast  
7:25—Stocks; Exercises 7:30  
8—CBS, Vincent Traver's Orch.  
8:15—Mary Sears' Garden Party  
8:30—CBS, Concert Miniatures  
9—CBS, Little French Princess  
9:15—CBS, George Hall's Orchestra  
9:30—Betty Crocker  
9:45—CBS, Geo. Scherban's Orch.  
10—CBS, Ann Leaf, Organist  
10:30—CBS, Four Norsemen  
10:45—CBS, The Captivators  
11—Mary Lewis Haines, talk  
11:10—Goodwill Industries, speaker  
11:15—Prudence Penny  
11:30—CBS, Orchestra and Vocalist  
11:45—CBS, Luis Russell's Orch.  
12 noon—Sherman Clay Concert  
1—CBS, Dancing by the Sea  
1:30—Stocks; Records  
1:45—Belle and Martha  
2—Happy Go Lucky Hour  
3—Feminine Fancies  
4—Hodge Podge Lodge  
4:30—Dick Aurdant, organist  
4:45—Lost and Found Items  
4:50—Records; Town Topics  
5:15—"Street Singer and Lula"  
5:30—Bobs, Sports Authority  
5:45—Organ and Vocalist  
6—CBS, Warnings Pennsylvanians  
6:30—CBS, Theo Karle  
6:45—CBS, Edwin C. Hill  
7—CBS, Columbia Symphony  
7:30—CBS, Charlie Davis' Orchestra  
7:45—Fun Frolic  
8—Globe Headlines  
8:15—CBS, Ted Lewis' Orchestra  
8:30—Lombardo; "Burns & Allen"  
9—Gus Arnheim's Orchestra  
9:30—Catherine the Great  
10—News Editor of the Air  
10:10—Plymouth Motor program  
10:15—Johnny Robinson's Orchestra  
10:30—Isle of Golden Dreams  
11—Johnny Robinson's Orchestra  
11:30—McElroy's Orchestra  
12 to 1 A.M.—Request Hour

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

Assoc. Broadcasters, Oakland, Calif.  
6:30 A.M. to 1—News; music; talks  
1 P.M.—Radio Frolic  
1:30—Over the Teacups  
2—Ye Olde Towne Crier  
3—Matinee, Paul Kellar  
3:30—Song Recital, J. Nash  
3:45—Tom and Molly  
4—"Keep Smilin' Revue"  
4:30—Siesta; News  
5—Smile Club; Health Talk  
6—Automobile Question Box  
6:15—Walkathon; News  
6:45—Sport Page of the Air  
7—Barkain Page; Cuban Cabaret  
7:30—Crazy Quilt  
7:45—Romance of the Turf  
8—March Players  
8:30—Miles of Melody  
9—Reporter; Souvenirs  
9:45—Walter Rudolph, pianist  
10—Blue Blowers; Records  
11—Walkathon; Records  
12 to 1 A.M.—Nite Owls

**340.7 Meters KLX** Lake. 6000  
880 Kcys. 1000 Watts  
Tribune Pub. Co., Oakland, Calif.

8 A.M.—Records; Stocks  
8:30—Covered Wagon Jubilee  
9—Records; Stocks; News  
10:30—International Kitchen  
11—Sunshine Twins; News  
11:30—Novelty Guitar Duo  
11:45—Clark Sisters  
12 noon—Jack Delaney's Band  
1—"Timely Garden Tips"  
1:15—Jean's Hi-Lights  
2—Records; News  
2:35—Better Business Talk  
2:40—Closing San Francisco Stocks  
2:45—Verna Anderson, pianist  
3—Records; News; Pianist  
3:45—McCoy Health School  
4—Records; News  
4:30—Brother Bob's Club  
5—Covered Wagon Jubilee  
5:30—The Lovable Liars  
5:45—Helen Parmelee, pianist  
6—Hotel Oakland Trio; News  
7:30—Jack Manley; Helen Crawford  
7:45—Studio program  
8—Banjo Girls; Melody Maids  
9—Mania Stringed Orchestra  
9:30—Bungling Bunglers  
9:45—Helen Parmelee, pianist  
10—Fred Skinner  
10:15 to 11 P.M.—Dance program

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

7:30 A.M. to 12—Music and Talks  
12 noon—Scriptures  
12:03—Concert; Organ Recital  
12:30—Organ; Royal Serenaders  
1:30—Modern Maestros; Quartette  
2:30—Com. Chest Question Box  
2:45—Mountain Echoes  
3:15—Elmer Vincent, organist  
4:15—Better Business Bureau  
4:30—Symphony Highlights  
5—"Safety First"—Talk  
5:15—Records; Campbell Digest  
6—"Liza and Lindy"  
6:15—Waltz Idyls  
6:45—Ceil and Sally  
7—Slavic Concert; Tango Time  
8—"Souvenirs of Italy"  
9—News Flashes  
9:15—John Wolohan's Orchestra  
10 to 12 mid.—Organ; Records

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

J. Brunton & Sons, San Francisco  
6 A.M.—Alarm Klock Klub  
8—Records; News; Music  
7:30 P.M.—Silent Period  
12:01 to 6 A.M.—Owl Program

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

Pac. Agr. Foundation, Ltd., San Jose  
7 A.M.—Records; Silent at 8  
9 to 6—Music; Stocks; Talks  
6 P.M.—Dinner Music  
6:15—Franco's program  
6:30—Fed. State Market Reports  
6:45—Farmer's Exchange  
7—U. S. Weather Forecast  
7:03—Radio News and Forum  
7:30—Chamber of Commerce  
7:45—Dairyman's Message  
8—American Legion War Camp  
8:15—Mabel Adams, vocalist  
8:30—Music Lovers program  
9—A. Caro Miller  
9:30 to 10 P.M.—Monarch Melodies



**333.1 Meters KHJ Vandike 7111**  
**900 Kcys. 1000 Watts**  
 Don Lee Broadcast. System, L. A., Cal.  
 7 A.M. to 5—Various programs  
 5—Nora Schiller and Tiny Newland  
 5:10—Town Topics  
 5:15—CBS, The Street Singer  
 5:30—CBS, World Affairs  
 5:45—Kay Thompson  
 6—CBS, Waring's Pennsylvanians  
 6:30—CBS, Theo Karle  
 6:45—CBS, Edwin C. Hill  
 7—CBS, Symphony Orchestra  
 7:15—Chandu, the Magician  
 7:30—CBS, Orchestra  
 7:45—Fun Frolic  
 8—"Globe Headlines"  
 8:15—S. & W. "Mellow'd Melodies"  
 8:30—Lombardo, Burns & Allen  
 9—Gus Arnheim's Orchestra  
 9:30—Catherine the Great  
 10—News Items; Orchestra  
 10:30—Isle of Golden Dreams  
 11—Johnny Robinson's Orchestra  
 12 to 1 A.M.—Organ recital

**468.5 Meters KFI Richm'd 6111**  
**640 Kcys. 50,000 Watts**  
 Earle C. Anthony, Inc., Los Angeles  
 6:30 A.M. to 5—Various programs  
 5 P.M.—Baron Keyes' Air Castle  
 5:15—NBC, World Econ. Conference  
 5:30—Julie Kellar, harpist  
 5:45—NBC-KGO Programs to 7:15  
 7:15—Orchestra  
 7:30—NBC, Eddie Peabody  
 8—Orchestra and Soloist  
 8:30—Mark Fisher Orchestra  
 8:45—NBC, Ferde Grofe's Orchestra  
 9—NBC, One Man's Family  
 9:30—Eno Crime Clues  
 10 to 12 mid.—News; Dance Orch.

**322.4 Meters KROW Glenc. 6774**  
**930 Kcys. 1000 Watts**  
 Educa. Broad. Corp., Oakland, Calif.  
 7 A.M. to 6—Various programs  
 6 P.M.—"Doc" Shahan's Ramblers  
 6:30—Organ; Night Hawks  
 7:30—Italian program  
 8—Topics of the Day  
 8:15—Watch Tower program  
 8:30—Program; Tropical Four  
 10 to 12 midnight—Dance Music

**285.5 Meters KNX Hemp. 4101**  
**1000 Kcys. 25,000 Watts**  
 Western Broadcast Co., Los Angeles  
 6:45 A.M. to 6—Various programs  
 6 P.M.—Newspaper of the Air  
 6:15—Loyal Underwood presents  
 6:30—Lawrence King and Orchestra  
 6:45—Growin' Up  
 7—Frank Watanabe  
 7:15—Black and Blue  
 7:30—Fifty Famous Landmarks  
 7:45—Count of Monte Cristo  
 8—Grocer's Basket of Fun  
 9—News; Happy Chappies  
 9:30 to 11 P.M.—Musical program

**483.6 Meters KGW Atwater 2121**  
**620 Kcys. 1000 Watts**  
 Morning Oregonian, Portland, Ore.  
 7 A.M. to 12—Various programs  
 12 noon—Oregonian of the Air  
 12:15—Star Furniture Company  
 1:15—NBC, Casino Orchestra  
 1:30—Dental Clinic of the Air  
 1:45—NBC-KGO Programs to 3:15  
 3:15—Ailyn's Prog.; Friendly Chat  
 4—NBC-KGO programs to 5:30  
 5:30—Fairview Farms  
 5:35—NBC, Myron Niesley  
 5:45—Piano Surprises  
 6—Corncob Pipe Club

6:30—Sam Gordon, the Kibitzer  
 6:45—NBC, Ship of Joy  
 7—NBC-KGO Programs to 8  
 8—Baldy's Homespun Melodies  
 8:15—NBC-KGO programs to 9:40  
 5:40—Studio program  
 9:45—G. A. Paine, violinist  
 10—News; Orchestras  
 11:15 to 12 mid.—Taft's Orchestra

**309.1 Meters KJR Seneca 1515**  
**970 Kcys. 5000 Watts**  
 Northwest Broad. System, Seattle, Wn.  
 (Seattle Daylight Saving Time)  
 8:30 A.M. to 1:30—Various progs.  
 1:30 P.M.—Sherman Clay Hour  
 2:30—NBC, Winnie the Pooh  
 2:45—NBC, John and Ned  
 3—Recorded Programs  
 4—Sohl and Lundberg  
 4:15—Short Revue  
 4:30—NBC-KGO programs to 5  
 5—Steamboat Bill  
 5:15—NBC, Carl Kalash, violinist  
 5:30—Shades of Yesterday  
 5:45—To be announced  
 6:30—NBC, Myron Niesley  
 6:45—NBC, Argentine Trio  
 7—Around the Town  
 7:15—Tarzan  
 7:30—Times News Edition  
 7:45—Northwest Mines Reporter  
 8—String Quartet, Tyroleans  
 9—Orchestra and vocalist  
 9:45—Wandering Minstrel  
 10—Dream Melodies  
 10:30—Terrace Garden Orch.  
 11—Eighteen Strings of Harmony  
 11:15 to 12 mid.—NBC, Mark Hopkins Orchestra

**508.2 Meters KHQ Main 5383**  
**590 Kcys. 1000 Watts**  
 Louis Wasmer, Inc., Spokane, Wash.  
 (Spokane Daylight Saving Time)  
 7 A.M. to 2:45—Various programs  
 2:45 P.M.—Club Bulletin  
 3—NBC, Al Pearce and Gang  
 4—The Bill Board  
 4:30—Dandies of Yesterday  
 5—Full and Gibbs Express  
 5:15—NBC, Carl Kalash, violinist  
 5:30—To be announced  
 5:45—To the Sweethearts  
 6—NBC, Mandoleers  
 6:15—NBC, World Econ. Conference  
 6:30—NBC, Myron Niesley, tenor  
 6:45—Voice of Texas  
 7—NBC, Corn Cob Pipe Club  
 7:30—NBC, Ship of Joy  
 8—NBC, Amos 'n' Andy  
 8:15—NBC, Ethel Waters, vocalist  
 8:30—NBC, Eddie Peabody  
 9—Black and Blue  
 9:15—College Inn Orchestra  
 9:30—NBC, Edgewater Beach Orch.  
 9:45—Radio Specials  
 10—NBC, One Man's Family  
 10:30—Terrace Garden Orchestra  
 11—NBC, Richfield News Flashes  
 11:15 to 1 A.M.—Dance Music

**499.7 Mtrs. KFSF Franklin 6353**  
**600 Kcys. 1000 Watts**  
 Airfan Radio Corp., Ltd., San Diego  
 7:30 A.M. to 6—Various programs  
 6 P.M.—Studio program  
 6:15—Sheriff Ed F. Cooper  
 6:30—NBC, Ship of Joy  
 7—Dr. Strauss' Sketchbook  
 7:15—Poet Prince  
 7:30—Y.M.C.A. Harmonica Band  
 8—NBC programs  
 8:45—L'Heure Exquise  
 9:30—NBC-KGO programs to 11  
 11—Ambassador Hotel Orchestra  
 11:30 to 12 mid.—Jimmie Taft's Or.

**236.1 Meters KOL Main 2312**  
**1270 Kcys. 1000 Watts**  
 Seattle Broadcast. Co., Seattle, Wash.  
 (Seattle Daylight Saving Time)  
 6:45 A.M. to 1:15—Various progs.  
 1:15 P.M.—CBS, Round Towners  
 1:30—Julie Day  
 1:45—CBS, "Going to Press"  
 2—CBS, Fred Berren's Orchestra  
 2:30—Between the Bookends  
 2:45—Belle and Martha  
 3—Happy Go Lucky Hour  
 4—Feminine Fancies  
 5—Studio program  
 5:15—Hodge Podge Lodge  
 5:45—CBS, Howard Ely, Organ  
 6—Ivan Ditmars, pianist  
 6:15—CBS, Street Singer and Lula  
 6:30—Sports Review  
 6:45—Radio Speaker Stevenson  
 7—CBS, Old Gold Program  
 7:30—Black and Blue  
 7:45—Chandu the Magician  
 8—CBS, Howard Barlow's Orchestra  
 8:30—Cecil and Sally  
 8:45—Ralph Horr; Globe Trotter  
 9:15—CBS, Ted Lewis' Orchestra  
 9:30—CBS, Guy Lombardo's Orch.  
 10—Dance Music  
 10:30—Joe Adams, Dance Band  
 11:30—Isle of Golden Dreams  
 12 to 1 A.M.—Johnny Robinson's Dance Band

**319 Meters KOIN Atwater 3333**  
**940 Kcys. 1000 Watts**  
 The Journal, Portland, Oregon  
 6:30 A.M. to 5—Various programs  
 5 P.M.—Fun Club  
 5:15—CBS, Street Singer and Lula  
 5:30—Organ Concert  
 6—CBS, Waring's Pennsylvanians  
 6:30—CBS, Theo Karle  
 6:45—CBS, Edwin C. Hill  
 7—CBS, Columbia Symphony Orch.  
 7:30—Adventures of Black & Blue  
 7:45—CBS, Orchestras  
 8:15—Bells of Harmony  
 8:30—CBS, Lombardo-Burns & Allen  
 9—Gus Arnheim's Orchestra  
 9:30—Gene Baker "The Wanderer"  
 10—Johnny Robinson's Orchestra  
 10:30—Isle of Golden Dreams  
 11—Johnny Robinson's Orchestra  
 11:30 to 12—McElroy's Oregonians

**325.9 Meters KOMO Elliott 5890**  
**920 Kcys. 1000 Watts**  
 Fisher's Blend Station, Inc., Seattle  
 (Seattle Daylight Saving Time)  
 7:55 A.M. to 1—Various programs  
 1 P.M.—Tea Time Talks  
 1:15—NBC, Farm and Home Hour  
 2—Casino Orchestra  
 2:15—Violin Concert  
 2:30—Easy Chair; Red Shadow  
 3—NBC, Al Pearce and Gang  
 4—NBC, Jack and Loretta Clemens  
 4:15—The Observer  
 4:30—Concert in Miniature  
 4:45—NBC, Pair of Pianos  
 5:15—NBC, Carl Kalash  
 5:45—Helms and Harkins  
 6—Dinner Dansant  
 6:30—NBC, Myron Niesley  
 6:45—Sax Appeal  
 7—NBC, Corn Cob Pipe Club  
 7:30—Fifteen Carefree Minutes  
 7:45—Dollars and Cents  
 8—NBC-KGO programs to 9  
 9—Baldy's Homespun Melodies  
 9:15—Light Opera Melodies  
 9:45—NBC-KGO Programs to 10:30  
 10:30—Big Opportunity Contest  
 10:45—The Tyroleans  
 11—NBC, Richfield News Flashes  
 11:15 to 12 mid.—Club New Yorker

# THURSDAY Programs

July 13, 1933

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

7 A.M.—Singing Strings  
7:30—United States Navy Band  
8—Gene Arnold, Commodores  
8:15—On Wings of Song  
8:30—Concert Ensemble  
9—Vic and Sade: Skit  
9:15—The Buckaroos  
9:30—Martha Meade Society  
9:45—Johnny Toffoli, accordionist  
10—Magazine of the Air  
11—Arion Trio  
11:30—Financial Flashes  
11:35—Organ Concert  
12:15—Farm and Home Hour  
1—Tom Gerun's Orchestra  
1:30—Trio Romantique  
1:45—John and Ned: Harmony duo  
2—Al Pearce and his Gang  
3—Rush Hughes, news  
3:15—Concert Footlights  
3:30—The Well Dressed Woman  
4—Fleischmann Hour  
5—Children's Corner  
5:15—Dance Journal  
5:30—Memory's Melody  
6—To be announced  
7—Amos 'n' Andy  
7:15—Sam Robbins' Orchestra  
7:30—Death Valley Days  
8—Standard Symphony Hour  
9—Captain Henry's Show Boat  
10—Richfield News Flashes  
10:15—Anson Weeks' Orchestra  
11—Organ Concert  
11:30 to 12 mid.—Kay Kyser's Orch.

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

7 A.M.—Records; Silent at 8  
9 to 6—Music; Stocks; Talks  
6 P.M.—Dinner Music  
6:15—Franco's program  
6:30—State Market Reports  
6:45—Farmers' Exchange  
7—U. S. Weather Forecast  
7:02—Radio News and Forum  
7:30—Minute Men  
7:45—Kenneth Adcock, tenor  
8—Old Church Choir Songs  
9—Gene Mancini, tenor  
9:15—Pezzolo Sisters  
9:30—Musical Readings  
9:45 to 10 P.M.—Studio program

440.9 Meters **KPO** Sutter 1920  
680 Kcys. 50,000 Watts  
National Broadcast. Co., San Francisco

7:30 A.M.—Organ; Financial Service  
8:15—Log o' the Day Crosscuts  
9:15—Ralph Ginsberg's Ensemble  
9:30—Johnny O'Brien, harmonica  
9:45—News Items  
10—New Kitchen Secrets  
10:15—Songs by the Kitchen SINK  
10:30—The Pioneers: Male Quartet  
10:45—Sisters of the Skillet  
11—Echoes of Erin  
11:15—Words and Music  
11:45—Pat Kennedy  
12 noon—Thursday Special  
12:15—Melody Mixers; News at 1  
1:15—Ann Warner's Chats  
1:45—Genia Fonarova, soprano  
2—Viennese Ensemble  
2:30—John E. Kennedy  
2:35—Essex House Ensemble  
3—Rhythm Vendors  
3:45—University of California prog.  
4—California Dons; Arion Trio  
5:15—Behind the Footlights  
5:30—Tom Mitchell, baritone

5:45—News Items; Tone Portraits  
6:30—Federal Business Talk  
6:45—Irving Kennedy, tenor  
7—Edna Fischer, pianist  
7:15—Review of Activities of San Francisco Municipal Government  
7:30—United States Army Band  
8—Don Bestor's Orchestra  
8:30—Dancing in Twin Cities  
9—Doric Quartet  
9:30—The Orchestra  
10—Rhythm Aces  
10:30—Voice of Pan: Flute & piano  
11—Abe Lyman's Orchestra  
11:30 to 12 mid.—Organ Concert

491.5 Meters **KFRC** Prospect 0100  
610 Kcys. 1000 Watts  
Don Lee Broadcast. System, S. F., Cal.

7 A.M.—Recorded programs  
7:25—Stocks; Exercises at 7:30  
8—CBS, Frank La Marr's Orchestra  
8:15—Mary Sears' Garden Club  
8:30—CBS, Concert Miniatures  
9—Little French Princess  
9:15—CBS, Harold Knight's Orch.  
9:30—CBS, Geo. Scherban's Orch.  
10—CBS, Ann Leaf, Organist  
10:30—CBS, The Merry-makers  
11—Prudence Penny  
11:15—Frances Lee Barton  
11:30—CBS, Billy White, tenor & Or.  
12 noon—Sherman Clay Concert  
1—Discovery Hour  
1:30—Stocks; Records  
1:45—Belle and Martha  
2—Happy Go Lucky Hour  
3—Feminine Fancies  
4—CBS, Ewan Evans and Orchestra  
4:30—Children's Radio Theatre  
4:45—Lost and Found Items  
4:50—Records; Town Topics  
5—CBS, Wayfaring Men  
5:15—CBS, Pray and Braggiotti  
5:30—CBS, Presenting Mark Warnow  
6—To be announced  
6:15—CBS, Windy City Revue  
6:45—CBS, Orchestra and Vocalist  
7:15—Vagabonds of the Hills  
7:45—Fun Frolic  
8—Globe Headlines  
8:15—CBS, Glen Gray's Orchestra  
8:30—"Sports Parade"  
9—Gus Arnheim Orchestra  
9:30—The Buccaneers  
9:45—The Personality Trio  
10—News, Darrell Donnell  
10:10—Dance Orchestra; Berceuse  
11:15—The Georgians  
11:30—The Islanders  
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. to 12—Music and Talks  
12 noon—Scriptures; Organ  
12:03—Tango Time  
12:15—Organ Recital, Elmer Vincent  
1—Mid-day Concert  
2—International Troubadors  
2:15—Hawaiian Melodies  
2:45—Singing Strings  
3—NBC, Regimentalists  
3:15—Organ Matinee  
4:15—Florence Mendoza, Old Songs  
4:30—Records; Campbell Digest  
6—Serenade; Waltz Idylls  
6:45—Cecil and Sally  
7—Harmony Highlights  
7:15—"Sportsman's Corner"  
7:30—Modern Maestros; Sports  
8—John Wolohan's Orchestra  
9—News Flashes; Pianist  
9:30—The Cub Reporters  
9:45 to 12 mid.—News; Organ; Rec.

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

6:30 A.M. to 1—Various programs  
1 P.M.—Radio Frolics  
1:30—Over the Teacups  
2—Ye Olde Town Crier  
3—Matinee, Paul Kellar  
3:30—John Collins, vocalist  
4—"Keep Smilin' Revue"  
4:30—Explorations; News  
5—Smile Club; Health Talk  
6—Concert; Walkathon  
6:30—News Reporter  
6:45—Sport Page of the Air  
7—Bargain Page  
7:15—Chinese Fantasia  
7:45—Mystery Drama  
8—Eight o'Clock Show  
9—Reporter; Souvenirs  
9:45—Paul Keller, pianist.  
10—Dance Records  
11—Walkathon; Records  
11:30—Jess Stafford's Orchestra  
12 to 1 A.M.—Nite Owls

340.7 Meters **KLX** Lake. 6000  
880 Kcys. 1000 Watts  
Tribune Pub. Co., Oakland, Calif.

8 A.M.—Records; Stocks  
8:30—Covered Wagon Jubilee  
9—Recorded program  
10:15—Stocks; Financial Info.  
10:30—International Kitchen  
11—Sunshine Twins; News  
11:30—Curtain Calls, Wood Soanes  
11:45—Fred Skinner  
12 noon—Jack Delaney's Band  
1—Jean's Hi-Lights  
2—Recordings; Stocks; News  
2:45—Records; News Flashes  
3:45—Health School; Records  
4:30—Brother Bob's Club  
5—Covered Wagon Jubilee  
5:30—Head's Business College  
6—Hotel Oakland Trio; News  
7:30—Arco's Novelty Trio  
7:45—Sports Hi-Lights  
8—Dot, Kay; Herb Kennedy; Three Echoes and Nancy Ann Hersey  
8:30—Recreation Dept. Talk  
8:45—Franklin Roberts, baritone  
9—Nevada Night Herders  
9:30—Bungling Bunglers  
9:45—Bill Gray and his Californians  
10:15 to 11 P.M.—Dance program

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

6 A.M.—Alarm Klock Klub  
8—Records; Talks; Music  
8—Blindcraft Ensemble  
2:30—Records; News  
7:30 P.M.—Silent Period  
12:01 to 6 A.M.—Owl Program

285.5 Meters **KNX** Hemp. 4101  
1050 Kcys. 25,000 Watts  
Western Broadcast Co., Los Angeles

6:45 A.M. to 6—Various programs  
6 P.M.—Newspaper of the Air  
6:15—King Cowboy  
6:30—Orchestra and vocalist  
6:45—Growin' Up  
7—Frank Watanabe  
7:15—Light Opera  
7:45—Count of Monte Cristo  
8—Talk, Bob Shuler  
8:15—Midweek Parade  
8:45—Drury Lane, tenor  
9—Newspaper of the Air  
9:15—Miles of Melody  
9:45—Musical program  
10 to 11 P.M.—Dance Music

**322.4 Meters KROW** Glenc. 6774  
930 Kcys. 1000 Watts  
Educa. Broad. Corp., Oakland, Calif.  
7 A.M. to 6—Various programs  
6 P.M.—“Doc” Shahan’s Ramblers  
6:30—Organ; Night Hawks  
7:30—Blue J’s; Poet’s Gold  
8—Topics of the Day  
8:15—Tubby Addington, songs  
8:30—Jack Morgan, accordion  
8:45—Paul Benson, songs  
9—Pemm Beyers  
9:30—Concert Melodies  
10 to 12 midnight—Dance Music

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

(Seattle Daylight Saving Time)  
6:45 A.M. to 1—Various programs  
1 P.M.—CBS, U. S. Army Band  
1:30—Julie Day  
1:45—CBS, American Legion  
2—Discovery Hour  
2:30—CBS, Between the Bookends  
2:45—Belle and Martha  
3—Happy Go Lucky Hour  
4—Feminine Fancies  
5—CBS, Evan Evans and Orch.  
5:15—Walter Schelp, trio  
5:30—Studio program  
5:45—CBS, Novelty Rhythms  
6—CBS, Wayfaring Men  
6:15—CBS, Fray and Braggiotti  
6:30—Stuart’s Sports Review  
6:45—CBS feature  
7—To be announced  
7:15—Radio Speaker Stevenson  
7:30—Hill and Dale  
7:45—Chandu, the Magician  
8—Maud Rooney and Orchestra  
8:15—CBS, Phil Regan  
8:30—Cecil and Sally  
8:45—Vagabonds of the Hills  
9—Globe Trotter  
9:15—CBS, Orchestras  
10—American Weekly  
10:15 P.M.—Don Lee programs

**225.4 Meters KGB** Franklin 6151  
1330 Kcys. 1000 Watts  
Don Lee Broadcast. System, S. D., Cal.

7 A.M. to 5—Various programs  
5 P.M.—CBS, Wayfaring Men  
5:15—CBS, Fray & Braggiotti  
5:30—CBS, Mark Warnow  
6—CBS, John Henry  
6:15—CBS, Windy City Revue  
6:45—CBS, Columbia Symphony Or.  
7—Chandu, the Magician  
7:15—Basketeers  
7:45—Fun Frolic  
8—Globe Headlines  
8:30—Eb and Zeb  
8:45—CBS, Dance Band  
9—Gus Arnheim’s Orchestra  
9:30—Buccaneers; Olga Steeb  
10—News; Berceuse; Orchestra  
11:15—Georgians; Islanders  
12 to 1 A.M.—Recordings

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

7:30 A.M. to 6—Various programs  
6 P.M.—Studio program  
7—Ferry Scope  
7:15—NBC, Hotel McAlpin Orch.  
7:30—Chamber of Commerce Prog.  
7:45—Thurman Robertson, tenor  
8—Studio program  
8:30—Voice, Violin and Piano  
9—NBC, Maxwell House Showboat  
10—NBC, Richfield News Flashes  
10:15—NBC, Hotel Mark Hopkins Or.  
11 to 12 mid.—Dance Music

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

6 30 A.M. to 5—Various programs  
5 P.M.—Baron Keyes’ Air Castle  
5:15—Calif. Teachers’ Assoc. Prog.  
5:30—NBC, Memory’s Melody  
5:45—Calvin Hendricks, baritone  
6—To be announced  
7—NBC, Amos ‘n’ Andy  
7:15—Orchestra  
7:30—NBC, Death Valley Days  
8—NBC, Standard Symphony Hour  
9—NBC, Capt. Henry’s Showboat  
10—NBC, Richfield Reporter  
10:15—NBC, Anson Weeks’ Orch.  
11—NBC, Abe Lyman’s Orchestra  
11:30 to 12 mid.—Bal Tabarin Orch.

**333.1 Meters KHJ** VAndike 7111  
900 Kcys. 1000 Watts  
Don Lee Broadcast. System, L. A., Cal.

7 A.M. to 5—Various programs  
5 P.M.—Fire Department talks  
5:15—Town Topics  
5:30—CBS, Col. Stoopnagle & Budd  
6—Pasadena Community Players  
6:15—CBS, Windy City Revue  
6:45—CBS, Maude Rooney  
7:15—Chandu, the Magician  
7:30—CBS, Guy Lombardo’s Orch.  
7:45—Fun Frolic  
8—“Globe Headlines”  
8:15—“Laff Clinic”  
9—Dance Orchestra  
9:30—The Buccaneers  
9:45—Olga Steeb, pianist  
10—News; Orchestra; Berceuse  
11:15—To be announced  
12 to 1 A.M.—Organ recital

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

(Seattle Daylight Saving Time)  
7:55 A.M. to 1—Various programs  
1 P.M.—Tea Time Tales  
1:15—NBC, Farm and Home Hour  
2—Musical Madcaps  
2:30—Modern Concert Ensemble  
3—NBC, Al Pearce and Gang  
4—To be announced  
4:15—The Observer  
4:30—Melody Musketeers  
5—NBC, Fleishmann Sunshine Hour  
6—Dinner Dantsant  
6:30—Venetian Ensemble  
7—NBC, To be announced  
8—NBC, Amos ‘n’ Andy  
8:15—Moment Musicale  
8:30—NBC, Death Valley Days  
9—NBC, Standard Symphony Hour  
10—NBC, Capt. Henry’s Showboat  
11—NBC, Richfield News Flashes  
11:15 to 12 mid.—Banjoland; Lyric Melodies

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

(Spokane Daylight Saving Time)  
7 A.M. to 1:15—Various programs  
1:15—NBC, Farm and Home Hour  
2—Studio programs  
2:30—NBC, Trio Romantique  
2:45—Club Bulletin  
3—NBC, Al Pearce and Gang  
4—The Bill Board  
4:15—NBC, Concert Footlights  
4:45—Tull and Gibbs Express  
5—NBC, Rudy Vallee Orch.  
6—NBC, Dance Journal  
6:30—NBC, Memory’s Melody  
6:45—Crazy Wells  
7—NBC-KPO Programs to 11:15  
11:15—Radio Specials  
11:30 to 1 A.M.—Dance Music

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

7 A.M. to 12—Various programs  
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 3  
3—Crazy Crystals program  
3:15—Allyn’s Prog.; Friendly Chat  
4—NBC-KGO Programs to 10:15  
10:15—McCool’s Fishing Guide  
10:30—Anson Week’s Orchestra  
11—Abe Lyman’s Orchestra  
11:30 to 12 mid.—Liberty organ

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

(Seattle Daylight Saving Time)  
8:30 A.M. to 1—Various programs  
1—Musical programs  
1:15—Masterworks of the Piano  
1:30—Musical Madcaps  
2—NBC-KGO programs  
3—Recorded Programs  
4—Harmony Duo  
4:15—NBC-KGO programs  
5—Steamboat Bill  
5:15—Tunes for Tots  
5:30—The Olympians  
6—NBC-KGO program  
7—Gems from Light Operas  
7:30—Times News Edition  
7:45—Helms and Harkins  
8—Sohl and Lundberg, songs  
8:15—Hotel McAlpin Orchestra  
8:30—Orpheus Ensemble  
9—The Tyroleans  
9:30—Rhythm Aces  
10—Woodwind Ensemble  
11—Harp Solos, Hubert Graf  
11:15 to 12 mid.—NBC, Mark Hopkins Orchestra

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

6:30 A.M. to 6—Various programs  
6 P.M.—CBS, To be announced  
6:15—CBS, Windy City Revue  
6:45—CBS Columbia Symphony or.  
7:15—The Vagabonds  
7:45—Tarzan of the Apes  
8—Glen Gray’s Orchestra  
8:30—CBS, Ben Pollack’s Orchestra  
9—CBS, Gus Arnheim’s Orchestra  
9:30—Dorothy Dix Dramatization  
10—Dance Music; Sports  
10:30—Berceuse; Orchestra  
11—Rose City Beavers  
11:30 to 12 mid.—Dance Music

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

(Tacoma Daylight Saving Time)  
6 A.M. to 5—Various programs  
5 P.M.—CBS, Evan Evans’ Orch.  
5:30—Children’s Radio Theatre  
5:45—Musical Crediteer  
6—CBS, Wayfaring Men  
6:15—CBS, Fray & Braggiotti  
6:30—CBS, Columbia Revue  
7—CBS, John Henry  
7:15—Jimmy McDowell’s Orchestra  
7:30—Dr. Mellor  
7:45—Baseball Game  
9:30—CBS, Ben Pollack Orchestra  
9:45—CBS, Johnny Hamp Orchestra  
10—Gus Arnheim’s Orchestra  
10:30—The Buccaneers  
10:45—Olga Steeb, pianist  
11—Cafe de Parea Orchestra  
11:45 to 12 mid.—Berceuse

# FRIDAY Programs

July 14, 1933

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

National Broadcast. Co., San Francisco  
7 A.M.—United States Marine Band  
8—Gene Arnold Commodores  
8:15—Lee S. Roberts, Memory Box  
8:30—Merrie Men: Male quartet  
8:45—Rhythmic Serenade  
9—Vic and Sade: Skit  
9:15—The Buckaroos  
9:30—Organ; Arion Trio  
10:30—Magazine of the Air  
11:30—Borden program  
11:45—Financial Flashes  
11:50—Vocal Trio; Piano & Guitar  
12:15—Farm and Home Hour  
1—Arlene Jackson, soloist  
1:15—Three Scamps: Vocal trio  
1:30—Winnie the Pooh  
1:45—John and Ned: Harmony Duo  
2—Al Pearce and his Gang  
3—Rush Hughes, news  
3:15—Four Horsemen  
3:30—Joseph Littau's Orchestra  
4—Family Cook Book  
4:15—Music Room; Orchestra  
4:45—Southern Harmony Four  
5—Let's Listen to Harris  
5:30—Armour Jester: Phil Baker  
6—The First Night: Drama  
6:30—World Economic Conference  
6:45—Hill Billy Heart Throbs  
7—Amos 'n' Andy  
7:15—Chester H. Rowell  
7:30—Best Foods Musical Grocery  
8—Sports Headliners  
8:15—Gilmore Circus  
9:15—Ted Weems Orchestra  
9:30—Terrace Garden Orchestra  
10—Richfield News Flashes  
10:15—Anson Weeks' Orchestra  
11—Organ Concert  
11:30 to 12 mid.—Kay Kyser's Orch.

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

Don Lee Broadcast. System, S. F., Cal.  
7 A.M.—Recorded program  
7:25—Stocks; Exercises at 7:30  
8—CBS, Harold Knight's Orchestra  
8:15—Mary Sears' Garden Party  
8:30—CBS, Concert Miniatures  
9—CBS, Little French Princess  
9:15—CBS, Frank La Marr's Orch.  
9:30—Betty Crocker  
9:45—Smiling Ed McConnell  
10—CBS, Fred Berren's Orchestra  
10:30—CBS, Madison Singers  
10:45—CBS, Colum. Educ. Features  
11—Prudence Penny  
11:15—CBS, Alex Semmler, pianist  
11:30—CBS, Harrisburg Program  
12 noon—Nocturn Concert  
1—CBS, "True Animal Stories"  
1:15—CBS, John Kelvin, tenor  
1:30—Stocks; Recordings  
1:45—Belle and Martha  
2—Happy Go Lucky Hour  
3—Feminine Fancies  
4—Hodge Podge Lodge  
4:30—Records; Lost & Found Items  
4:50—Records; Town Topics  
5—Organ and Vocalist  
5:15—CBS, The Street Singer  
5:30—CBS, Andre Kostelanetz  
5:45—Health Products Corporation  
6—CBS, Lennie Hayton's Orchestra  
6:30—CBS, Frigidaire program  
6:45—CBS, Edwin C. Hill  
7—CBS, Freddie Rich's Orchestra  
7:30—CBS, Isham Jones' Orchestra  
7:45—Fun Frolic  
8—Globe Headlines  
8:15—CBS, Freddie Martin's Orch.  
8:30—CBS, Leon Belasco's Orch.  
9—Gus Arnheim's Orchestra  
9:30—Conquerors of the Air

10—Darrell Donnell, News  
10:10—Dance Orchestra  
10:45—The Georgians  
11—Raymond Paige's Orchestra  
12 to 1 A.M.—Request Hour

440.9 Meters **KPO** Sutter 1920  
680 Kcys. 50,000 Watts

National Broadcast. Co., San Francisco  
7:30 A.M.—Organ; Financial Service  
8:15—Log o' the Day Crosscuts  
9:15—Ralph Ginsberg's Ensemble  
9:30—Synco Thots: Piano duo  
9:45—News; Tom Mitchell, baritone  
10:15—Fashion Flashes  
10:30—Canzonetta; Arion Trio  
11—Sonata Recital  
11:15—Famous Loves  
11:30—Organ Concert  
11:45—Midday Musicale  
12:45—Commonwealth Club Lunch  
1:30—Ann Warner's Chats  
2—Viennese Ensemble  
2:30—News; 2:45, Just Relax  
3—Harmonica Rascals  
3:15—Stringwood Ensemble  
3:45—University of California prog.  
4—Pair of Pianos  
4:30—Arion Trio  
5—Scotty's Talkathon  
5:15—For Girls and Boys Only  
5:45—News; Musical Echoes  
6:30—Alvino Rey, guitarist  
6:45—Detectives Black and Blue  
7—Edna Fischer, pianist  
7:15—Parzan of the Apes  
7:30—Josef Hornik: Viennese prog.  
8—Mills Musical Playboys  
8:15—Sports Revue  
8:30—Harold Stern's Orchestra  
9—Singable Songs: Orch., vocalist  
9:30—Story Teller  
10—Out of the East  
10:30—Symphonettes  
11—Abe Lyman's Orchestra  
11:30 to 12 mid.—Organ Concert

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

Pac. Agric. Foundation, Ltd., San Jose  
7 A.M.—Records; Silent at 8  
9 to 6—Music; Stocks; Talks  
6 P.M.—Dinner Music  
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—Minute Man; Concert  
8—San Jose Accordion Club  
8:30—Paramount Quartette  
9—Fireside Program  
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. to 12—Music and Talks  
12 noon—Scriptures  
12:03—Concert; Hawaiians  
1:30—Modern Maestros  
1:45—Melodic Wandering  
2—International Troubadors  
2:30—Gould and Shefter, pianists  
2:45—Violin Masters  
3—Organ Matinee; Records  
6—"Liza and Lindy"  
6:15—Waltz Idylls  
6:45—Cecil and Sally  
7—Tango Time  
7:15—Romance of Music  
7:30—Musical Novelties  
8—John Wolohan's Orchestra  
9—News; Captain Argus  
9:45—Bob Allen, Pianist  
10 to 12 mid.—Organ; Records

340.7 Meters **KLX** Lake. 6000  
880 Kcys. 1000 Watts

Tribune Pub. Co., Oakland, Calif.  
8 A.M.—Records; Stocks  
8:30—Covered Wagon Jubilee  
9—Recorded program  
10:15—Stocks; Financial Info.  
10:30—International Kitchen  
11—Sunshine Twins; News  
11:30—Novelty Guitar Duo  
11:45—Madelon and Nancy  
12 noon—Jack Delaney's Band  
1—Jean's High-Lights; Records  
2:35—Better Business Talk  
2:40—Closing San Francisco Stocks  
2:45—Verna Anderson, pianist  
3—Records; News Flashes  
3:45—Health School; Records; News  
4:30—Brother Bob's Club  
5—Covered Wagon Jubilee  
5:30—News; Lovable Liars  
5:45—Helen Parmelee, pianist  
6—Hotel Oakland Trio; News  
7:30—Dr. Ross Pet Clinic  
7:45—Fred and Morris, comedians  
8—Hi-Jinks program  
10—Fred Skinner  
10:15 to 11 P.M.—Dance program

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

Assoc. Broadcasters, Oakland, Calif.  
6:30 A.M. to 1—Various programs  
1 P.M.—Radio Frolics  
1:30—Over the Teacups  
2—Ye Olde Towne Crier  
3—Matinee, Paul Kellar  
3:30—John Collins, vocalist  
4—"Keep Smilin' Revue"  
4:30—Walkathon; News  
5—Smile Club; Health Talk  
6—Auto Question Box  
6:15—"Fishin' Fool; News  
6:45—Sports Page of the Air  
7—Bargain Page  
7:15—Cuban Cabaret  
7:30—Financial Adviser  
7:45—Romance of the Turf  
8—Artists Recital  
8:15—American Weekly Drama  
8:30—Miles of Melody  
9—Reporter; Souvenirs  
9:45—Paul Kellar, pianist  
10—Blue Blowers; Records  
11—Walkathon; Records  
11:30—Jess Stafford's Orchestra  
12 to 1 A.M.—Nite Owls

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

Educa. Broad. Corp., Oakland, Calif.  
7 A.M. to 6—Various programs  
6 P.M.—"Doc" Shahan's Ramblers  
6:30—Organ; Night Hawks  
7:30—Electrical transcription  
8—"Topics of the Day"  
8:15—Nellie Alsing, soprano  
8:30—Tom King, crime news  
8:45—Studio program  
10 to 12 midnight—Dance Music

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

Airfan Radio Corp., Ltd., San Diego  
7:30 A.M. to 6—Various programs  
6 P.M.—Studio program; News  
6:30—NBC, World Conference  
6:45—NBC, Hill Billy Heart Throbs  
7:15—NBC-KGO Program to 8:15  
8:15—Fairway Facts  
8:30—Viratelle Quartette  
9—Yucataca Duo; Orchestra  
9:30—NBC, Story Teller  
10 to 12 mid.—News; Music

**236.1 Meters KOL** Main 2312  
1270 Kcys. 1000 Watts  
Seattle Broadcast. Co., Seattle, Wash.  
(Seattle Daylight Saving Time)

6:45 A.M. to 1—Various programs  
1 P.M.—CBS, Grab Bag  
1:30—Julie Day  
1:45—CBS, U. S. Army Band  
2—CBS, "True Animal Stories"  
2:15—CBS, John Kelvin, tenor  
2:30—CBS, Between the Bookends  
2:45—Belle and Martha  
3—Thru the Looking Glass  
3:15—Happy Go Lucky Hour  
4—Feminine Fancies  
5—Hodge Podge Lodge  
5:30—CBS, Barx  
6—L. E. Hill, financial expert  
6:15—CBS, Street Singer  
6:30—Sports Review  
6:45—Radio Speaker Stevenson  
7—CBS, Chesterfield Program  
7:30—Black and Blue  
7:45—Chandu the Magician  
8—CBS, Freddie Rich's Orchestra  
8:30—Cecil and Sally  
8:45—Charles A. Reynolds  
9—Globe Trotter  
9:15—CBS Programs  
10 to 12 midnight—Dance Music

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

7 A.M. to 12—Various programs  
12 noon—Oregonian of the Air  
12:15—Farm and Home Hour  
12:45—O. M. Plummer  
1—NBC-KGO Programs to 1:30  
1:30—Dental Clinic of the Air  
1:45—NBC-KGO Programs to 3:15  
3:15—Alynn's Prog.; Friendly Chat  
3:45—NBC-KGO programs to 4:30  
4:30—To be announced  
4:45—Mahdi the Magician  
5—NBC-KGO Programs to 8  
8—Texas Cowboy  
8:15—NBC-KGO programs to 9:30  
9:30—The Story Teller  
10 to 12—News; Orchestras

**285.5 Meters KNX** Hemp. 4101  
1050 Kcys. 25,000 Watts  
Western Broadcast Co., Los Angeles

6:45 A.M. to 6—Various programs  
6 P.M.—Newspaper of the Air  
6:15—Loyal Underwood presents  
6:30—Concert and Lawrence King  
6:45—Growin' Up  
7—Frank Watanabe  
7:15—Black and Blue  
7:30—Fifty Famous Landmarks  
7:45—Count of Monte Cristo  
8—Optimistic Revue  
9—News; Happy Chappies  
9:30—Musical program  
9:50 to 11 P.M.—Boxing; Music

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

6:30 A.M. to 5—Various programs  
5—NBC, Phil Harris Orchestra  
5:30—NBC, Armour Hour  
6—NBC, The First Nighter  
6:30—NBC, World Conference  
7—NBC, Amos 'n' Andy  
7:15—String Orchestra  
7:30—NBC, Best Foods Program  
8—String Orchestra  
8:15—NBC, Gilmore Circus  
9:15—String Orchestra  
10—NBC, Richfield Reporter  
10:15—NBC, Anson Weeks' Orch.  
11—NBC, Abe Lyman's Orchestra  
11:30 to 12 mid.—Bal Tabarin Orch.

**333.1 Meters KHJ** VAndike 7111  
900 Kcys. 1000 Watts  
Don Lee Broadcast. System, L. A., Cal.

7 A.M. to 5—Various programs  
5 P.M.—Town Topics  
5:15—CBS, "The Street Singer"  
5:30—CBS, Andre Kostelanetz  
6—CBS, Chesterfield  
6:30—Studio program  
6:45—CBS, Edwin C. Hill  
7—CBS, Fred Rich's Columbians  
7:15—Chandu, the Magician  
7:30—CBS, Isham Jones' Orchestra  
7:45—Fun Frolic  
8—Globe Headlines  
8:15—S. & W. "Mellow'd Melodies"  
8:30—"Tapestries of Life"  
9—Gus Arnheim's Orchestra  
9:30—Conquerors of the Sky  
10—News; Orchestra  
10:45—The Georgians  
11—Ray Paige's Symphony Orch.  
12 to 1 A.M.—Organ Concert

**508.2 Meters KHQ** Main 5383  
590 Kcys. 1000 Watts  
Louis Wasmer, Inc., Spokane, Wash.  
(Spokane Daylight Saving Time)

7 A.M. to 1—Various programs  
1 P.M.—Sylvia Grey  
1:15—NBC, Farm and Home Hour  
2—To be announced  
2:30—NBC, Winnie the Pooh  
2:45—Club Bulletin  
3—NBC, Al Pearce and Gang  
4—The Bill Board  
4:30—To be announced  
5—Tull and Gibbs Express  
5:30—To be announced  
5:45—NBC-KGO Programs  
6:15—Voice of Texas  
6:30—NBC, Armour; Phil Baker  
7—NBC, The First Nighter  
7:30—To be announced  
8—NBC, Amos 'n' Andy  
8:15—Frances Paperte, soprano  
8:30—NBC, Best Foods Program  
9—Black and Blue  
9:15—Bohemian Club  
9:45—To be announced  
10—Radio Specialties  
11—NBC, Richfield News Flashes  
11:15 to 1 A.M.—Dance Music

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

6 A.M.—Alarm Klock Klub  
8 to 7:30—Records; News; Music  
7:30 P.M.—Silent Period  
12:01 to 6 A.M.—Owl Program

**225.4 Meters KGB** Franklin 6151  
1330 Kcys. 1000 Watts  
Don Lee Broadcast. System, S. D., Cal.

7 A.M. to 5:15—Various programs  
5:15 P.M.—CBS, Street Singer  
5:30—CBS, Andre Kostelanetz  
5:45—Recordings  
6—CBS, Chesterfield  
6:30—CBS, Frigidale program  
6:45—CBS, Fred Rich's Columbians  
7—Chandu, the Magician  
7:15—Fantasia; Tarzan at 7:30  
7:45—Fun Frolic  
8—Globe Headlines  
8:15—CBS Orchestra  
8:30—Eb and Zeb  
8:45—CBS, Orchestra  
9—Gus Arnheim's Orchestra  
9:30—Conquerors of the Sky  
10—World-Wide News  
10:10—Dance Orchestra; Music  
10:45—Georgians  
11—Raymond Paige's Orchestra  
12 to 1 A.M.—Recordings

**309.1 Meters KJR** Seneca 1515  
970 Kcys. 5000 Watts  
Northwest Broad. System, Seattle, Wn.  
(Seattle Daylight Saving Time)

8:30 A.M. to 1—Various programs  
1—Chamber of Commerce Luncheon  
1:30—Sherman, Clay Hour  
2:30—NBC-KGO programs  
3—Recorded program  
4—Sohl and Lundberg, vocal  
4:15—NBC, Four Horsemen  
5—Steamboat Bill  
5:15—NBC, Music Room  
5:30—Helms and Harkins  
5:45—Musical program  
6—Dinner Dansant  
6:30—Venetian Ensemble  
7—Moment Musical  
7:15—Tarzan; News  
7:45—Northwest Mines Reporter  
8—Banjoland  
8:15—NBC, Frances Paperte  
8:30—Bunker Hill Billies  
9—Musical program  
9:15—Harp Concert, Graf  
9:30—Eighteen Strings of Harmony  
10—Wandering Minstrel  
10:15—NBC, Lincoln Tavern Orch.  
10:30—Helms and Harkins  
10:45—Paul Carson, Organist  
11—Dreamland  
11:15 to 12 mid.—NBC, Mark Hopkins Orchestra

**325.9 Meters KOMO** Elliott 5890  
920 Kcys. 1000 Watts  
Fisher's Blend Station, Inc., Seattle  
(Seattle Daylight Saving Time)

7:55 A.M. to 1—Various programs  
1—Tea Time Tales  
1:15—NBC, Farm and Home Hour  
2—Musical program; Soloist, NBC  
2:30—Easy Chair; Red Shadow  
3—NBC, Al Pearce and Gang  
4—Emil Hansen  
4:15—The Observer  
4:30—Metropolitans  
5—NBC, Eileen Piggott  
5:15—Music Room  
5:30—To be announced  
5:45—Helms and Harkins  
6—Phil Harris' Orchestra  
6:30—NBC, The Armour Hour  
7—NBC, The First Nighter  
7:30—To be announced  
7:45—Dollars and Cents  
8—NBC, Amos 'n' Andy  
8:15—Moment Musicale  
8:30—NBC, Best Foods Program  
9—Ann Olander and Chet Cathers  
9:15—NBC, Gilmore Circus  
10:15—NBC-KGO program  
10:30—Big Opportunity Contest  
10:45—Helms and Harkins  
11—NBC, Richfield News Flashes  
11:15 to 12 mid.—Club New Yorker

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

6:30 A.M. to 5—Various programs  
5—Jantzen Beach Fun Club  
5:15—CBS, Street Singer and Lula  
5:30—CBS feature  
6—CBS, Chesterfield program  
6:30—CBS program  
6:45—CBS, Edwin C. Hill  
7—CBS, Freddie Rich's Orchestra  
7:30—Adventures of Black and Blue  
7:45—Fishing Bulletin  
8—CBS, Freddie Martin's Orchestra  
8:30—World Fair Tour  
8:35—CBS, Dance Orchestra  
9:30—Conquerors of the Sky  
10—Orchestra; Sport Flashes  
10:30—Jack Cody program  
10:45—The Georgians Quartet  
11 to 12 mid.—Dance Orchestra

# SATURDAY Programs

July 15, 1933

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

- 7 A.M.—Morning Parade
- 7:15—Organ Concert
- 7:30—Down Lovers' Lane
- 8—Johnny Marvin, tenor
- 8:15—American Legion National Trade Revival Campaign
- 8:30—Syncoptors: Dance orchestra
- 9—Vic and Sade; Skit
- 9:15—Ralph Ginsberg's Ensemble
- 9:30—National Grange Program
- 10:30—Magazine of the Air
- 11:30—Financial Flashes
- 11:35—Marshall's Mavericks
- 12 noon—Synco-Thots: Piano duo
- 12:15—Western Agriculture
- 1—Tom Gerun's Orchestra
- 1:30—Organ Concert
- 1:45—John and Ned: Harmony Duo
- 2—Viennese Ensemble
- 2:30—The Week-Enders
- 3—American Taxpayers' League
- 3:15—Bert Lown's Orchestra
- 3:30—Jack and Loreta Clemens
- 3:45—To be announced
- 4—Jack Denny Orchestra
- 4:30—Edna Fischer, pianist
- 4:45—Stringwood Ensemble
- 5:15—Harry Stanton, basso
- 5:30—Organ Concert
- 6—Saturday Night Dancing Party
- 7—Flori Gough Shorr and Lev Shorr, cellist and pianist
- 7:30—The Witching Hour
- 8—Caswell Concert
- 8:15—Sarah Kreindler, violinist
- 8:30—Hotel Shoreham Orchestra
- 9—Ted Weems' Orchestra
- 9:30—Terrace Gardens Orchestra
- 10—Kay Kyser's Orchestra
- 10:30—Serenata: Orchestra
- 11—Organ Concert
- 11:15 to 12 mid.—Jim Taft's Orch.

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

- 7 A.M. to 6—Various programs
- 6 P.M.—"Doc" Shahan's Ramblers
- 6:30—Organ; Night Hawks
- 7:30—Bobbie Lee, songs
- 7:45—Poet's Gold
- 8—"Topics of the Day"
- 8:15—Latin-Amer. Program
- 9:15—Italian program
- 10:15 to 12 midnight—Dance Music

**340.7 Meters KLX** Lake. 6000  
880 Kcys. 1000 Watts  
Tribune Pub. Co., Oakland, Calif.

- 8 A.M.—Records; Stocks
- 8:30—Covered Wagon Jubilee
- 9—Records; Stocks; News
- 10:30—International Kitchen
- 11—Sunshine Twins; News
- 11:30—Novelty Guitar Duo
- 11:45—Fred Skinner
- 12 noon—Closing Stocks
- 12:05—Jack Delaney's Band
- 1—Jean's Hi-Lights
- 2—Classical Recordings; News
- 2:45—Jean Ardath, pianist; records
- 3:30—Studio Program; News
- 3:45—Records; News
- 4:30—Brother Bob's Club
- 5—Covered Wagon Jubilee
- 5:30—Helen Parmelee, pianist
- 6—Hotel Oakland Trio; News
- 7:30—Ardito Trio; Musical Soiree
- 9—Faucit Theatre of the Air
- 9:30—Wallele Trio
- 10—Buddy Lyman's Orchestra
- 11 to 12 mid.—Dance program

**440.9 Meters KPO** Sutter 1920  
680 Kcys. 50,000 Watts  
National Broadcast. Co., San Francisco

- 7:30 A.M.—Organ; Financial Service
- 8:15—Log o' the Day Crosscuts
- 9:15—Arion Trio; 9:45, News
- 10—Tom Mitchell, baritone
- 10:15—Johnnie Toffoli, accordionist
- 10:30—Concert Echoes
- 11—Words and Music
- 11:30—Wealth of Harmony
- 12 noon—Carnival Orchestra
- 12:30—Concert Favorites
- 1—News; Organ Concert
- 1:30—Gotham Gaeties
- 2—Melody Mixers: orch. and vocalist
- 3—Arion Trio
- 4—News; Organ Concert
- 4:30—N. Y. Philharmonic Orchestra
- 6—Charles Hart Orchestra
- 6:30—Education at the Crossroads
- 6:45—Irving Kennedy, tenor
- 7—Rudy Valle and his Hotel Pennsylvania Orchestra
- 7:30—Rhythm Vendors
- 8—Mark Fisher's Orchestra
- 8:30—Magnolia Minstrels
- 9—Pacific Serenaders
- 9:30—Anson Weeks' Orchestra
- 10—Jack Walton's Orchestra
- 10:30—Blue Moonlight: Organ
- 11—Abe Lyman's Orchestra
- 11:30 to 12 midnight—Organ Concert

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

- 6:30 A.M. to 1—Various programs
- 1 P.M.—The Homesteaders
- 2—Ye Olde Towne Crier
- 3—Matinee, Paul Kellar
- 3:30—Records
- 4—Chili Peppers; Siesta
- 4:45—Post-Enquirer Funnies
- 5—Young Peoples Program
- 5:30—Travelogues; Concert
- 6:15—Walkathon; News
- 6:45—Sport Page of the Air
- 7—Bargain Page
- 7:15—Blue Blowers
- 8—Home Favorites
- 8:30—Jess Stafford's Band
- 9—Reporter; Souvenirs
- 9:45—Paul Kellar, pianist
- 10—Blue Blowers; Records
- 10:30—Jess Stafford's Orchestra
- 11—Walkathon; Records
- 12 to 1 A.M.—Nite Owls

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

- 6 A.M.—Alarm Klock Klub
- 8 to 7:30—Records; News; Music
- 7:30 P.M.—Silent Period
- 12:01 to 6 A.M.—Owl program

**225.4 Meters KGB** Franklin 6151  
1330 Kcys. 1000 Watts  
Don Lee Broadcast. System, S. D., Cal.

- 7 A.M. to 5—Various programs
- 5—CBS—Melody Headlines
- 5:15—CBS programs
- 6:15—CBS, Isham Jones' Orchestra
- 6:45—CBS, Gertrude Niesen
- 7—Chandu, the Magician
- 7:15—CBS, Freddie Martin's Orch.
- 7:30—CBS, Ozzie Nelson's Orchestra
- 8—CBS Orchestra
- 8:30—CBS, Gus Arnheim's Orch.
- 9—Symphony Concert
- 10—World-Wide News
- 10:10—Dance Orchestras
- 12 to 1 A.M.—Recordings

**491.5 Meters KFRC** Prospect 0100  
610 Kcys. 1000 Watts  
Don Lee Broadcast. System, S. F., Cal.

- 7 A.M.—Recorded program
- 7:25—Stocks; Exercises 7:30
- 8—CBS, Vincent Travers' Orchestra
- 8:30—CBS, Frank L. Marr's Orch.
- 8:45—S. F. Convention & Tour. Bureau
- 9—CBS, George Hall's Orchestra
- 9:30—CBS, Madison Ensemble
- 10—Junior Artists program
- 10:55—Church Announcements
- 11—CBS, Italian Idyll
- 11:15—Prudence Penny
- 11:30—CBS, Mark Warnow's Orch.
- 12 noon—Noonday Concert
- 1—CBS, Harold Knight's Orchestra
- 1:30—Stock Ex. Quotations
- 2—CBS, Tito Guizar
- 2:15—CBS, Arrowhead Inn Orch.
- 2:30—Popular Selections
- 2:45—CBS, Buddy Wagner's Orch.
- 3—CBS, Eton Boys
- 3:15—CBS, Gypsy Nina
- 3:30—CBS, Glen Gray's Orchestra
- 3:50—Lost and Found; Town Topics
- 4—Gus Arnheim's Orchestra
- 4:30—CBS, Philadelphia Summer Concerts from Robin Hood Dell in Fairmount Park, Philadelphia
- 5:15—Dr. J. C. Campbell
- 5:30—CBS, Saturday Revue
- 5:45—CBS, Ann Leaf, organist
- 6:15—CBS, Isham Jones' Orchestra
- 6:45—CBS, Gertrude Niesen
- 7—CBS, Jerry Freeman's Orchestra
- 7:30—CBS, Charlie Davis' Orch.
- 8—CBS, Don Bestor's Orchestra
- 8:30—Gus Arnheim's Orchestra
- 9—So. Calif. Symphony Concert
- 10—News Editor of the Air
- 10:10—Dance Music
- 12 to 1 A.M.—Request Hour

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

- 7:30 A.M. to 12—Music and Talks
- 12 noon—Scriptures
- 12:05—Harmony Highlights
- 1—Afternoon Concert
- 2—Rhythmic Ripples
- 2:30—Song Vogues
- 3—Lyric Trio; Songs
- 3:45—Tom and Molly
- 4—Symphony Series
- 5—Sunset Revue; Hawaiians
- 5:45—Campbell Digest
- 6—Supper Serenade
- 6:15—Waltz Idylls
- 6:45—Cecil and Sally
- 7—Paraders
- 7:30—Sydney Dixon & Donald Gray
- 8—John Wolohan's Orchestra
- 9—News Flashes; Pianist
- 9:30—The Cub Reporters
- 9:45—Tango Time
- 10 to 12 mid.—Organ; Records

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

- 7 A.M.—Records; Silent at 8
- 9 to 6—Music; Talks; Stocks
- 6 P.M.—Dinner Music
- 6:15—Farmer's program
- 6:30—Band Music
- 6:45—Farmers' Exchange
- 7—Weather Forecast
- 7:03—Radio News and Forum
- 7:15—Fifteen Minutes in Paris
- 7:30—Soul of Portugal
- 8—Studio program
- 8:45 to 10 P.M.—Italian Program

**325.9 Meters KOMO** Elliott 5890  
920 Kcys. 1000 Watts  
Fisher's Blend Station, Inc., Seattle  
(Seattle Daylight Saving Time)

7:55 A.M. to 1—Various programs  
1 P.M.—Cecile Barbezat  
1:15—NBC, Western Agriculture  
2—Lyric Melodies  
2:30—Children's Matinee  
3—NBC, Waldorf Astoria Orch.  
3:30—NBC, Weekenders  
4—NBC, Amer. Taxpayers League  
4:15—Observer; Concert Ensemble  
5—Pastel Harmonies  
5:30—To be announced  
5:45—NBC, Stringwood Ensemble  
6—NBC, N. Y. Philharmonic Orch.  
7—Dancing Party  
8—NBC, Flori and Lev Shorr  
8:30—NBC, Witching Hour  
9—NBC, Caswell Coffee Concert  
9:15—NBC, Sarah Kreindler, violin  
9:30—Fisher's Blend Half Hour  
10—NBC programs to 11  
11 to 12 mid.—Orchestra

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

6:30 A.M. to 5:15—Various progs.  
5:15 P.M.—CBS, Freddie Barrens' Or.  
5:45—CBS, Ann Leaf, organist  
6:15—CBS, Isham Jones' Orchestra  
6:45—CBS, Gertrude Niesen, blues  
7—CBS, Dance Orchestras  
7:45—Tarzan of the Apes  
8—CBS, Don Bestor's Orchestra  
8:30—CBS, Gus Arnheim's Orch.  
9—McElroy's Orchestra  
9:30—Symphony Concert  
10 to 12 mid.—Dance Music

**333.1 Meters KHJ** Vandike 7111  
900 Kcys. 1000 Watts  
Don Lee Broadcast. System, L. A., Cal.

7 A.M. to 4:30—Various programs  
4:30—CBS, Philadelphia Summer Concerts  
5:15—Town Topics  
5:20—CBS, Melody Headlines  
5:45—CBS program  
6:15—CBS, Isham Jones' Orch.  
6:45—CBS, Gertrude Niesen  
7—CBS, Freddie Martin's Orchestra  
7:15—Chandu, the Magician  
7:30—CBS, Ben Pollack's Orchestra  
7:45—Orville Knapp's Orchestra  
8—CBS, Don Bestor's Orchestra  
8:30—Gus Arnheim's Orchestra  
9—Symphony Concert  
10—News; Dance Orchestra  
12 to 1 A.M.—Organ Concert

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

(Seattle Daylight Saving Time)  
8:30 A.M. to 1—Various programs  
1 P.M.—NBC, Synco-Thots  
1:15—Songs of the British Isles  
1:30—Eighteen Strings of Harmony  
2—NBC-KGO programs to 3  
3—Recorded; Talk  
4—Sohl and Lundberg  
4:15—NBC-KGO Programs to 5:30  
5:30—Claude Saner's Scrapbook  
6—Dinner Dansant  
7—Concert Ensemble

7:30—Times News Edition  
7:45—Banjoland; Melodic Moods  
8:30—Latin American Nights  
9—Concert in Miniature  
9:30—To be announced  
9:45—Harp Concert  
10—Concert Serenaders  
11—Bal Tabarin Orchestra  
11:30 to 12 mid.—NBC, Blue Moonlight

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

7 A.M. to 12—Various programs  
12 noon—Oregonian of the Air  
12:15—Star Furniture Co.  
1:15—Hotel Sherman Orchestra  
1:30—Dental Clinic of the Air  
1:45—NBC-KGO Programs to 3:15  
3:15—Alyn's Prog.; Friendly Chat  
4—NBC-KGO Programs to 5  
5—Studio program  
5:45—Collins & Erwin  
6—Saturday Night Dancing Party  
7—Let Us Boast a Bit  
7:15—NBC-KGO Programs to 8:30  
8:30—Fisher's Blend Half Hour  
9—Jinx of the Dumaru  
10—Orchestra; Organ  
11—Abe Lyman's Orchestra  
11:30 to 12 mid.—Jim Taft's Orh.

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

6:30 A.M. to 5—Various programs  
5 P.M.—NBC-KGO Programs to 8:15  
8:15—Philharmonic Orchestra  
9—NBC, Lincoln Tavern Orchestra  
9:30—NBC, Terrace Garden Orch.  
10—Bal Tabarin Orchestra  
10:30—Blue Moonlight  
11—NBC, Abe Lyman Orchestra  
11:30 to 12 mid.—Jimmy Taft's Orh.

**285.5 Meters KNX** Hemp. 4101  
1050 Kcys. 25,000 Watts  
Western Broadcast Co., Los Angeles

6:45 A.M. to 6—Various programs  
6 P.M.—Newspaper Service  
6:15—King Cowboy  
6:30—Orchestra and vocalist  
6:45—Curtis Benton, interview  
7—Frank Watanabe  
7:15—Dominion Day program  
7:45—Happy Chappies  
8—KNX Varieties  
9—News Service  
9:15—Miles of Melody  
9:45 to 11 P.M.—Musical program

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

7:30 A.M. to 6—Various programs  
6 P.M.—Studio program; News  
6:15—Ray de O'Fan  
6:30—Studio program  
7—NBC-KGO program  
7:30—NBC, Witching Hour  
8—American Weekly  
8:15—NBC, Sarah Kreindler, violin  
8:30—Hotel Shoreham Orchestra  
9—NBC, Lincoln Tavern Orchestra  
9:30—NBC, Terrace Gardens Orch.  
10—Johnny Crofton's Orchestra  
10:30—NBC, Blue Moonlight  
11—Ambassador Hotel Orchestra  
11:30 to 12 mid.—Jimmy Taft's Or.

**236.1 Meters KOL** Main 2312  
1270 Kcys. 1000 Watts  
Seattle Broadcast. Co., Seattle, Wash.  
(Seattle Daylight Saving Time)

6:45 A.M. to 1:30—Various programs  
1:30 P.M.—Julie Day  
1:45—CBS, The Ambassadors  
2—CBS, Paul Mason's Orchestra  
2:30—CBS, Between the Bookends  
2:45—CBS, Tito Guizar  
3—CBS, Art Coogan's Orchestra  
3:15—Nat Brusloff's Orchestra  
3:30—Studio programs  
3:45—CBS, Buddy Wagner's Orch.  
4—CBS, Political Situation, Wash.  
4:15—CBS, Gypsy Nina  
4:30—CBS, Glen Gray's Orchestra  
5—CBS, Evan Evans and Orchestra  
5:15—Gus Arnheim's Orchestra  
5:30—CBS, Summer Concerts  
6:15—CBS, Melody Headlines  
6:45—Democratic Educ. Feature  
7—Hill and Dale  
7:15—Radio Speaker Stevenson  
7:45—CBS, Gertrude Niesen  
8—CBS, Jerry Freeman's Orchestra  
9—Globe Trotter  
9:15—CBS, Glen Gray's Orchestra  
9:30—CBS, Gus Arnheim's Orchestra  
10—South. Calif. Symphony  
11 to 1 A.M.—Dance Music

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

(Spokane Daylight Saving Time)  
7 A.M. to 1—Various programs  
1 P.M.—Sylvia Grey  
1:15—NBC, Western Agriculture  
2—Studio programs  
2:30—NBC, Organ Concert  
2:45—Club Bulletin  
3—NBC, Viennese Ensemble  
3:30—The Week-enders  
4—The Bill Board  
4:30—NBC, Jack & Loretta Clemens  
4:45—Congressman Coffin  
5—Tull and Gibbs Express  
5:15—NBC-KGO programs  
6—To be announced  
7—American Weekly  
8—NBC, Flori and Lev Shorr  
8:45—NBC, Witching Hour  
9—NBC, Caswell Concert  
9:15—NBC, Sarah Kreindler, violin  
9:30—Dance Orchestra  
10—Radio Specialties  
10:30—Dance Music  
11:30—NBC, Blue Moonlight  
12 to 1a.m.—NBC-KGO, Dance Music

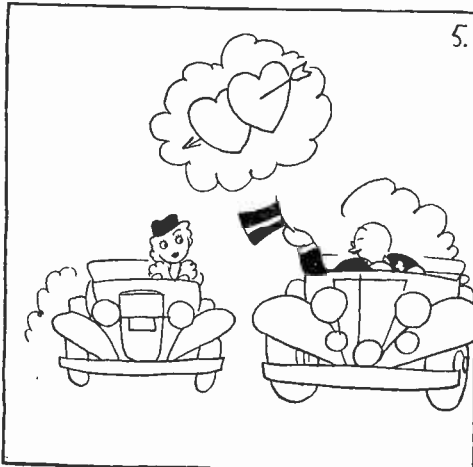
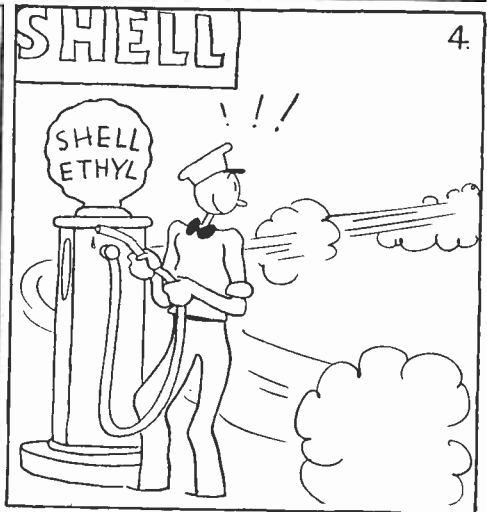
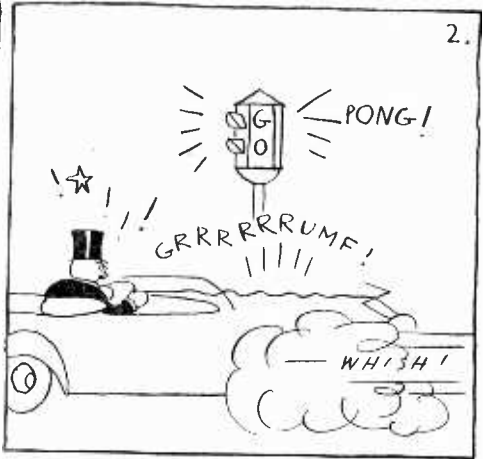
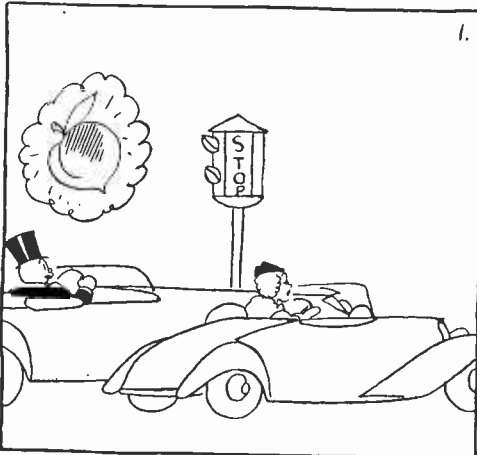
**526 Meters KVI** Broadway 4211  
570 Kcys. 1000 Watts  
Puget Sound Broadcast. Co., Tacoma  
(Tacoma Daylight Saving Time)

6 A.M. to 5—Various programs  
5 P.M.—CBS, Evan Evans  
5:15—Gus Arnheim's Orchestra  
5:45—Musical Criticter  
6—CBS, Fray & Braggiotti  
6:15—CBS, Melody Headliners  
6:45—CBS program  
7:15—Mary March  
7:30—Dr. Mellor  
7:45—Baseball Game  
9:30—CBS, Gus Arnheim Orchestra  
10—Symphony Orchestra  
11 to 12 mid.—Gus Arnheim's Orch.

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

Yearly subscription: \$1.00 in the United States. Entered as second class matter, March 25, 1923,  
at the Post Office, San Francisco, California, under Act of March 3, 1879.

Copyright, 1933, by Broadcast Weekly Publishing Company.



Fun... that's what driving becomes once more! It's a new kind of a thrill to feel the extra power Shell Ethyl gives your motor. The instantaneous starts. The quiet smoothness. From three vital energies . . . plus Ethyl. There's never been a gasoline like it!