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August 18, 1935



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BECKHAM, H.—610 W. 3rd.....	R 6633
BERQUIST, ED—Washington Radio, 405 Riverside	R 6303
BITTER, CLEM—1624 N. Holliston Road.....	B 3074W
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FRINK, ED—Sears-Roebuck	R 6141
FULWILER, G.—Cohn Bros., N. 9 Monroe	M 4014
GILSTROM, JAMES D.—E. 964 11th ave.	L 1888
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HUNTLEY, JOHN—Maxwell-Franks, 619 1st ave.	M 2279
JENSEN, J. C. —Washington Radio, 405 Riverside	R 6303
JOHNSON, EDWIN M.—S. 16 Monroe.....	R 5432
LEWIS, CLAIR—Bancorporation Bldg., Pullman, Wash.	
MABBOTT, L.—Radio Service Co., N. 1508 Monroe	B 3901
NEYLAND, VERN—State Radio, Howard and Main	R 4520
SAFRANEK, H. K.—610 W. 3rd.....	E 6633
STAHL, C. L.—Fidelity Radio, E1914 Sprague	L 2973
SUTTON, REG. A.—N. 1111 Stone.....	
TAMMEL, E.—S. 122 Lincoln.....	R 1500
THOMPSON, T. G.—Sears-Roebuck	E 6141
VAN DUSEN, F. PAUL—Marshall-Wells, S157 Howard	R 1171
VENT, M.—Radio Hospital, N. 1215 Division	B 1516
VENT, W. H.—Radio Hospital, N. 1215 Division	B 1516
WELCH, W. A.—1423 E. 12th Ave.....	L 2138
WESTERFIELD, VIC—Palace Dept. Store	M 4211
WHARF, DELL—Montgomery Wards	M 3341
WHITE, G.—Radio Hospital, N1215 Division	B 1516
WHITE, ROY—White's Radio, 908 1st ave.	M 5751

Meeting Monday Evening 8:30 P. M. Dessert Hotel

PUBLISHED BY

RADIO SERVICE MEN'S ASSOCIATION

Business Office 610 Jamieson Bldg.

Riv. 5929

MURMURS AND WHISPERS

MEET MR. SHINKOSKEY

Shinkoskey—a perfect name for a musician. Tuner-inners hearing him announce visualize a tall, lean, long-haired genius—a temperamental Russian perhaps. What a surprise, when visiting the studios to find the romantically-named musician is in reality a slight, baldish young American with no more temperament than an old shoe, and—of all things—a red-hot saxophone tooter.

Hank is as American as he looks, having been born in that bustling nearby city, Colfax. He is married to a very charming young lady, a member of the great American Smith family. Four generations have passed since the Shinkoskeys left the frigid steppes of Russia for America.

* * *

A good radio man will never sell a used tube.

LAKE DEVOTEES

There is a rumor around KFIO that Smith and Frazier are not the only ones who like to go to the lakes. It seems as though Ruby Rand, as well as Curt Strong, have a hankering for lake resorts, only it developed that Ruby Rand was a better weather prophet than Curt Strong, although it is said that Curt did catch a few fish, but not the kind that you catch on a fishing rod and pole. We understand that he threw all of his back into the lake, except those that he caught in the market, and brought back home. Anyway, friend wife had a fish to eat, but we would say it came from the coast rather than one of the Inland Empire lakes.

* * *

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Main 3316

KHQ

(Official release 5 p. m. Wednesday)

- 8:00 Maj. Bowes Capitol Theatre—NBC
- 8:30 Radio City Music Hall—NBC
- 9:00 Highlights of the Bible—NEC
- 10:00 Bible Dramas—NBC
- 10:30 Light Opera—NBC
- 11:30 Sunday Vespers—NBC
- 12:00 Willard Robison Deep River Orchestra
- 12:30 Sunday Special—Sperry—NBC
- 1:00 Kans. City Symphony—United Drug—NBC
- 1:30 Cleo Brown—NBC
- 1:45 Covered Wagon—Crazy Wells
- 2:00 Catholic Hour—NBC
- 2:30 Grand Hotel—Campana—NBC
- 3:00 Kay 7—NBC
- 3:30 Moody Institute Singers—NBC
- 4:00 Major Bowes Amateur Hour—Chase & Sanborn—NEC
- 5:00 Manhattan Merry-go-round—R. L. Watkins—NBC
- 5:30 American Musical Review—Bayers—NBC
- 6:00 Ivory Tent Show—NBC
- 7:00 Sunset Dreams—Fitch Co.—NBC
- 7:15 Cornelia Otis Skinner—Jergens—NBC
- 7:30 State Fair Concert—NBC
- 8:00 Silken Strings—Real Silk—NBC
- 8:30 One Man's Family—Stand. Brands—NBC
- 9:00 Musical Moments—Chevrolet
- 9:15 Pee-less Program
- 9:30 Readers Guide

- 10:00 Richfield News—NBC
- 10:15 Bridge to Dreamland—NBC
- 11:00 Bal Tabarin Cafe Orchestra—NBC

KFIO

(Official release 5 p. m. Wednesday)

- 8:00 Band Concert
- 8:30 Missionary Alliance
- 9:30 Judge Rutherford
- 10:00 Cook's Hill Billys—Cook's Drug Stores
- 11:00 Magazine of the Air
- 11:30 Recordings
- 12:00 Chapell's Entertainers—West End
- Drug, Gardner Remedies
- 12:30 Broadway Baptist—Rev. Shorsren
- 1:00 Grange Program—Inland Empire Dairy Association
- 2:00 Windy & Dick
- 2:30 Tap Dance Review—Sophia Pilloud School
- 3:30 Recordings
- 4:00 Twilight Hour—Sacred
- 4:30 Waltz Time
- 5:00 Studio Ensemble
- 5:15 Song of Evening

AT THE THEATERS

..FOX—Sunday, "Man on the Flying Trapeze," with W. C. Fields, and "Don't Bet on Blondes," with Warren William.

STATE—"China Seas," with Clark Gable, Jean Harlow and Wallace Beery.

ORPHEUM — Sunday, "Shanghai," with Charles Boyer and Loretta Young, and "She Gets Her Man," with Zasu Pitts. Wednesday, "Paris in the Spring," with Mary Ellis and Tullio Carminati, and "Black Room Mystery," with Boris Karloff. Saturday, "The Virginian," with Gary Cooper, Mary Brian and Richard Arlen, and "Old Man Rhythm," with Buddy Rogers.

LIBERTY—Sunday, "Cardinal Richelieu," with George Arliss, and "Stolen Harmony," with Ben Bernie and George Raft. Wednesday, "Go Into Your Dance," with Ruby Keeler and Al Jolson, and "Mary Jane's Pa," with Guy Kibbee.

GRANADA—Sunday to Wednesday, "Star of Midnight," with Ginger Rogers and William Powell, and "Unfinished Symphony," with Helen Chandler, the life story of Franz Schubert in music. Wednesday, "Alias Mary Dow," with Sally Eilers, and "Make a Million," with Charles Starrett.

DILUF—Sunday to Thursday, "Roberta," with Fred Astaire and Ginger Rogers, plus "The Winning Ticket," Leo Carrillo and Louise Fazenda, Thursday, "Murder on a Honeymoon," Edna May Oliver and Jimmy Gleason, plus "Law Beyond the Range," a western, starring Tim McCoy, plus "Mountain Mystery," a first-run serial, starring Ken Maynard and his famous horse, Tarzan.

RITZ — Starting Sunday, "Gilded Lady," with Claudette Colbert, and Fred MacMurray, plus "Notorious Gentlemen," with Charles Bickford. Thursday, "West Point of the Air," with Wallace Beery and Robert Young, and "When a Man's a Gentleman," with George O'Brien and Dorothy Wilson.

PIANISTE TO U. OF W.

Though she's as modern as a magazine cover co-ed or her own piano melodies, Patsy Jackson, attractive blond KGA pianiste, has a secret ambition to play classical and operatic music.

Youthful, blond Patsy, who will leave the airways with her tuneful modern piano interpretations in September, to enter the University of Washington, is a student of the opera.

And her favorite heroine is—Trilby!

Alice's Beauty Shop



2nd floor Jamieson Bldg.
Phone Main 4884

KFPY

(Official release 5 p. m. Wednesday)

- 9:00 Compinsky Trio—CBS
- 9:30 Eddie Dunstetter Presents—CBS
- 10:00 Johnny Augustine—CBS
- 10:30 Between the Bookends—CBS (Eastern Outfitting Co.)
- 10:45 St. Stephens Celebration—CBS
- 11:00 Symphonic Hour—CBS
- 12:00 St. Louis Parade
- 1:00 Jackie and Earl Hatch—DLBS
- 1:15 The Islanders—DLBS
- 1:30 Eunice Steele—DLBS
- 1:45 Helen Hughes—DLBS
- 2:00 National Amateur Night — CBS (Peenamin)
- 2:30 Three Brown Bears—CBS
- 2:45 The Dictators—CBS
- 3:00 Vivian Della—CBS
- 3:30 Summer Serenade—CBS
- 4:00 Sweet Music—CBS
- 4:15 Bob Cullen, Pianist
- 4:30 Artists Trio
- 4:45 Marshall Sohl—DLBS (Eastern Outfitting Co.)
- 5:00 America's Hour—CBS
- 6:00 Wayne King's Orchestra—CBS (Lady Esther)
- 6:30 Benay Venuta—CBS (Dr. Ramsey)
- 6:45 Congressional Opinion—CBS
- 7:00 Salon Moderne
- 7:30 Minutes Melodies—DLBS
- 7:35 Johnny Hamp's Orchestra—CBS
- 7:45 Piano Artistries—Bernice M. Gornell
- 8:00 Newspaper of the Air (Alka-Seltzer)
- 8:15 Frank's Masters—CBS
- 8:30 Cathedral Organ and Quartette
- 9:00 Thomas Lee Presents—DLBS
- 8:30 Jan Garber's Orchestra—CBS
- 10:00 Les Hite's Orchestra—DLBS
- 10:30 Orville Knapp's Orchestra—DLBS
- 11:00 Ray Herbeck's Orchestra—DLBS
- 11:30 Teague and Emmel—DLBS
- 11:45 The Wanderer—DLBS

KGA

(Official release 5 p. m. Wednesday)

- 9:00 Walkathon
- 9:15 Sacred Concert
- 10:00 Melody Parade
- 10:30 Rug Romances—Tull & Gibbs
- 11:00 String Concert
- 11:30 Sunday Vespers—NBC
- 12:00 Walkathon
- 12:15 Across the Seas

- 12:30 Old Timers—Tull & Gibbs
- 1:00 Washington State College on Soil Erosion
- 1:30 Glad Tidings
- 2:00 Baseball Game
- 4:00 Masters of Melody—Tull & Gibbs
- 4:30 Sunday Players—Hazen-Jaeger
- 5:00 Technocracy Talk
- 5:15 Walkathon
- 5:30 Daytime Revue
- 5:45 Watch Tower—I. B. S. A.
- 6:00 After Sundown
- 6:15 Questions and Answers
- 6:45 Mann Bros. Orchestra
- 7:00 Wings of Song
- 7:15 Peerless Program
- 7:45 Mann Bros. Orchestra
- 8:00 Musical Scrapbook
- 8:15 Song Market
- 8:30 Rev. Gould
- 8:45 Musical Jigsaws
- 9:00 Oriental Gardens—NBC
- 9:30 Musical Comedy Moments
- 10:00 Popular Concert
- 10:30 Requests

COLONEL KNOX TO SPEAK

Colonel Frank Knox, publisher of the Chicago Daily News and frequently mentioned as a possible candidate for the Republican presidential nomination next year, will be heard over KHQ Wednesday evening at 6 o'clock. Colonel Knox will speak from Batavia, New York, during the Genesee County Republican field day celebration, and his talk will center on the possibilities of the Republican party for 1936.

PUBLIC ADDRESS SERVICE

AND RENTALS

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KHQ

(Official release 5 p. m. Wednesday)

- 7:00 Morning News
- 7:15 Wendell Hall—NBC
- 7:30 Morning Melodies—Peerless
- 7:45 Lawrence Quintet—Commercial Creamery
- 8:00 Financial Service—NBC
- 8:15 Mort Werner—NBC
- 8:30 Early Birds—Tull & Gibbs
- 8:45 Melody Mixers—NBC
- 9:00 Oleanders—NBC
- 9:15 Two Hearts in Song—NBC
- 9:30 Walt and Marion—Joyner Drug
- 9:45 Dessert Hotels
- 10:00 KHQ News
- 10:15 Miniature Revue—Burgans
- 10:30 NBC Music Guild—NBC
- 11:00 Musical Gems—Sartori & Wolf
- 11:15 Vic & Saale—Proctor & Gamble—NBC
- 11:30 Ma Perkins—Proctor & Gamble—NBC
- 11:45 Novelty Orchestra—NBC
- 12:00 Betty and Bob—Gen. Mills—NBC
- 12:15 Bell Organ Concert
- 12:45 Song Recital—Spokane Fur
- 1:00 Business and Pleasure
- 1:30 News Album—Tull & Gibbs
- 1:45 Adventures of Sam and Dick—NBC
- 2:00 New Woman's Magazine—NBC
- 3:00 Club Bulletin—Tull & Gibbs
- 3:15 Oriental Gardens—NBC
- 3:30 KHQ News
- 3:45 Sylvia Grey—Silver Loaf
- 4:00 Fibber McGee & Molly—S. C. Johnson—NBC
- 4:30 To Be Announced—NBC
- 5:00 Beaux Arts Trio—NBC
- 5:30 Meredith Willson Orchestra—NBC
- 6:00 Contented Hour—Carnation—NBC
- 6:30 Grant Park Orchestra—NBC
- 7:00 Amos and Andy—Pepsodent—NBC
- 7:15 Tony and Gus—Post Toasties—NBC
- 7:30 Voice of Firestone—NBC
- 8:00 Romance of the Orogrande—National Co.
- 8:15 Rhythm Revue—Peerless
- 8:30 Vagabonds—Crazy Wells
- 9:00 Hotel Bismark Orchestra—NBC
- 9:30 Chapel Chimes—Smith & Co.
- 9:45 The Doughboys—Silver Loaf
- 10:00 Richfield Reporter—NBC
- 10:15 Anti Sleep Society—NBC
- 11:00 Dessert Hotel Orchestra
- 11:30 Biltmore Hotel Orchestra—NBC

* * *

Have an expert check your radio.

KFIO

(Official release 5 p. m. Wednesday)

- 6:00 Early Bird Band
- 6:15 Melodies of the South
- 6:30 Around the Globe
- 6:45 Old Timers Hour
- 7:10 Gardner Remedy
- 7:15 Farm Flashes
- 7:45 Musicale
- 8:00 Concert Period
- 9:15 Sacred Quarter Hour—Bell Furniture Co.
- 9:30 Recordings
- 9:45 Today's Dance Hits—Liberty Furniture Co.
- 10:00 Housewives Hour—Ruby Rand
- 10:30 Band Concert—Spokane Furniture Co.
- 11:00 Organ Concert—Don Casey
- 12:00 Road Report
- 12:15 Mid-Day Evangels—Rev. Lake
- 1:00 Timely Tips
- 2:00 Siesta Serenade
- 2:15 Pianology—Eurice Oswald
- 2:45 Rhythm Rendezvous
- 3:00 Melodious Melodies
- 3:15 Requests
- 4:00 Time Signal
- 5:15 John Casey
- 6:00 Dinner Dance
- 6:45 Knowing Notes—Gertrude Hurley
- 7:00 Song of Evening

VIOLINIST FAVORITE

One of the most often heard, yet one of the least publicized, of the KHQ artists is pretty little Florence Waterhouse. Flossie is a serious-minded young lady, who devotes herself to her work rather than to the pranks which make for color and publicity.

The lady is a real musician, as any KHQ listener will testify. For several years she was featured with the Spokane Symphony Orchestra, and her thrilling romantic violin tones have made her a favorite with Inland Empire audiences.

Every Night!
NBC BROADCAST

from the
DESERT
Roundup Room

11:00 to 11:30 P. M.

NIGHTLY KHQ PARTIES
11 p. m.—Except Sunday



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Main 5751

KFPY

(Official release 5 p. m. Wednesday)

- 6:50 U. of Idaho Farmflashes
- 7:00 Devotional Services
- 7:15 Organ Reveille
- 8:00 Fred Peibel—CBS
- 8:15 The Gump—CBS (Corn Products)
- 8:30 Mary Marlin—CBS (Kleenex)
- 8:45 Morning News Period
- 9:00 Carlton and Shaw—CBS
- 9:15 Musical Miniatures—Bernice M. Gornell
- 9:30 Merrymakers—CBS
- 10:00 Musical Organ Matinee
- 10:30 Between The Bookends—CBS (Eastern Outfitting Co.)
- 10:45 Happy Hollow—CBS
- 11:00 Solon Musicals—CBS
- 11:30 Manhattan Matinee—CBS
- 12:00 Visiting America's Little House—CBS
- 12:15 Chicago's Variety Hour—CBS
- 12:30 News at Noon
- 12:45 Orientale—CBS
- 1:00 Do Re Mi—CBS
- 1:15 Melodic Moments—CBS
- 1:45 Patty Chapman—CBS
- 2:00 Happy Go Lucky Hour—DLBS
- 2:55 Minute Melodies—DLBS
- 3:00 Feminine Fancies—DLBS
- 3:30 Musical Nick Nacks—CBS
- 4:00 Land o' Dreams—CBS
- 4:30 Harmonettes—CBS
- 4:45 Edith Karen—CBS
- 5:00 Lux Theater of the Air—CBS
- 6:00 Wayne King's Orchestra—CBS (Lady Esther)
- 6:30 Lilac Time with the Night Singer—CBS (Pinaud)
- 6:45 Abe Lyman's Orchestra—CBS
- 7:00 Jimmie Allen (Richfield)
- 7:15 Abe Lyman's Orchestra—CBS
- 7:30 One Night Stands With Pick and Pat—CBS (U. S. Tobacco)
- 8:00 Newspaper of the Air (Alka-Seltzer)
- 8:15 Health Drama (Life Buoy)
- 8:20 Bert Block—CBS
- 8:30 Road to Fame—DLBS (Rocket Oil)
- 9:00 The Pioneers—Coeur d'Alene Hotel
- 9:30 Jan Garber's Orchestra—DLBS
- 9:45 Moonlight and Roses
- 10:15 Jimmy Davis' Orchestra—DLBS (Peerless Dentists)
- 10:30 Phil Sheridan's Orchestra
- 11:00 News Bulletin of the Air
- 11:05 Griff Williams' Orchestra—DLBS
- 11:30 Les Hite's Orchestra—DLBS

KGA

(Official release 5 p. m. Wednesday)

- 7:00 Honeymooners
- 7:15 Out of the East
- 7:30 Hour of Memories—NBC
- 8:00 Shopping News—Tull and Gibbs
- 8:15 Dental Health
- 8:30 Melody Mixers—NBC
- 8:45 Walkathon
- 9:00 Organ Concert
- 9:15 KGA News
- 9:30 New World—NBC
- 10:00 Otto Clare—NBC
- 10:30 Chorus Music
- 10:45 Home Service Pd.
- 11:15 Concert—Tull & Gibbs
- 11:45 Favorites
- 12:00 Walkathon
- 12:15 Western Farm and Home—NBC
- 1:00 KGA News
- 1:15 Harry Stanton—NBC
- 1:30 Alice in Orchestralla—NBC
- 1:45 Dental Health—Peerless
- 2:00 Matinee—Tull & Gibbs
- 3:00 Tea Time Tunes
- 3:30 Dot & Will—NBC

- 3:45 Gould and Sheffter—NBC
- 4:00 Inland Empire Woman—Tull & Gibbs
- 4:15 Musical Palette
- 4:30 Modern Masterpieces
- 4:45 Walkathon
- 5:00 Old-Fashioned Melodies
- 5:15 Air Special—Tull & Gibbs
- 5:30 Melody Parade
- 5:45 Jack Armstrong—General Mills
- 6:00 Encores
- 6:15 Just a Song at Twilight
- 6:30 John C. Stevenson—KOL
- 6:45 Mann Bros. Orchestra
- 7:00 Castles in Music
- 7:15 Dental Health
- 7:30 This and That
- 7:45 Mann Bros. Orchestra
- 8:00 Mark Hopkins Orchestra—NBC
- 8:30 KGA News
- 8:45 Coconut Grove Orchestra—NBC
- 9:00 Carefree Capers
- 9:30 Marshalls Mavericks—NBC
- 10:00 Musical Auction
- 10:15 Walkathon
- 10:30 Popular Concert
- 11:00 Night Club Favorites
- 11:30 Requests

AMONG THOSE YOU HEAR

R. F. (Bob) Davis, that tall, handsome blond brute at the microphone of KPIO, is carrying on quite a lot of personal correspondence with Walter Winchell. We wonder why.

HEARD ON THE AIR

On last Sunday's Grande program, we heard it said that Eurice Oswald's beautiful complexion came from a bottle of Best Milk. Our mistake, Eurice. We thought it washed off.

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KHQ

(Official release 5 p. m. Wednesday)

- 7:00 Morning News
- 7:15 Covered Wagon—Crazy Wells
- 7:30 Morning Melodies—Peerless
- 7:45 Hessberger's Bavarian Orchestra—NBC
- 8:00 Financial Service—NBC
- 8:15 Silver Strains—Burgans
- 8:30 Early Birds—Tull & Gibbs
- 8:45 Words and Music—NBC
- 9:00 Willowick Club Orchestra—NBC
- 9:30 Pair of Pianos—NBC
- 9:55 Ball Canning Time
- 10:00 KHQ News
- 10:15 Miniature Revue—Burgans
- 10:30 Martha Meade and Hazel Warner—Gen. Mills—NBC
- 11:00 Song Contest—Roundup Grocery
- 11:15 Vic & Sade—Proctor & Gamble—NBC
- 11:30 Ma Perkins—Proctor & Gamble—NBC
- 11:45 Girl Next Door—Proctor & Gamble—NBC
- 12:00 Betty and Bob—Gen. Mills—NBC
- 12:15 Chamber of Commerce
- 1:00 Business and Pleasure
- 1:30 News Album—Tull & Gibbs
- 1:45 Betty Marlowe—Mar-O-Oil—NBC
- 2:00 New Woman's Magazine—NBC
- 3:00 Club Bulletin—Tull & Gibbs
- 3:15 Practical Hostess—John W. Graham
- 3:30 KHQ News
- 3:45 Silvia Grey—Silver Leaf
- 4:00 Hotel Bismark—NBC
- 4:30 Radio Personalities—Schuleins
- 4:45 String Time—NBC
- 5:00 N. T. G. & Girls—Emerson Drug—NBC
- 5:30 Eddie Duchin Orchestra—Texaco—NBC
- 6:00 To Be Announced—NBC
- 7:00 Amos and Andy—Peepsodent—NBC
- 7:15 Tony and Gus—Post Toasties—NBC
- 7:30 Leo Reisman—Phillip Morris—NBC
- 8:00 Death Valley Days—Pacific Coast Bolax—NBC
- 8:30 Popular Varieties—Peerless Dentists
- 8:45 Melody Lant—NBC
- 9:15 Northwest on Parade—Davenport Hotel
- 9:45 Harry Tracy, the Bandit—Eastern Outfitting Co.—KOMO
- 10:00 Richfield Reporter—NBC
- 10:15 Palace Hotel Orchestra—NBC
- 11:00 Roundup Room
- 11:30 Mark Hopkins Hotel Orchestra—

KFIO

(Official release 5 p. m. Wednesday)

- 6:00 Early Bird Band
- 6:30 Around the Globe
- 6:45 Old Timers Hour
- 7:10 Gardier Remedy
- 7:15 Farm Flashes
- 7:45 Musicale
- 8:00 Concert Period
- 9:15 Sacred Quarter Hour—Bell Furniture Co.
- 9:30 Recordings
- 9:45 Today's Dance Hits—Liberty Furniture Co.
- 10:00 Housewives Hour—Ruby Rand
- 10:30 Martial Airs—Spokane Furniture Co.
- 11:00 Organ Concert—Don Casey
- 12:00 Road Report
- 12:15 Mid-Day Evangels—Rev. Lake
- 1:00 Timely Tips
- 2:00 Siesta Serenade
- 2:15 Pianology—Eurice Oswald
- 4:00 Time Signal
- 5:15 Don Casey
- 6:00 Dinner Dance
- 6:30 Dave and Francis
- 6:45 Knowing Notes—Gertrude Hurley
- 7:00 Song of Evening

NEW FEATURE

A new feature started yesterday is a quarter-hour organ program sponsored by Casey's Department Store and the Betty Hearst Shop, which will be on the air every Monday, Tuesday, Thursday and Friday at 11 a. m., with Don Casey at the organ. Don has just recently returned from an extended visit in the east, where he interviewed well-known musicians in the middle west and also called at the Kimble Organ studios, where he gained so many new and novel ideas which he, no doubt, will use on his organ program over KFIO, from time to time.

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KFPY

(Official release 5 p. m. Wednesday)

- 6:50 U. of Idaho Farmflashes
- 7:00 Devotional Services
- 7:15 Organ Revellie
- 8:00 Waltz Time—CBS
- 8:15 Rhythm Bandbox
- 8:30 Mary Marlin—CBS (Kleenex)
- 8:45 Morning News Period
- 9:00 Herdan and Hughes—CBS
- 9:15 Musical Miniatures—Bernice M. Gornell
- 9:30 Milton Charles—CBS
- 9:45 Time on My Hands—DLBS (Fels Naptha)
- 10:00 Musical Organ Matinee
- 10:15 Colgate's Theater Romance (Crystal White)
- 10:30 Between The Bookends—CBS (Eastern Outfitting Co.)
- 10:45 Happy Hollow—CBS
- 11:00 Dalton Bros—CBS
- 11:15 Orientale—CBS
- 11:30 Oklahoma Bob Albright and His Hoosier Hop—CBS
- 12:00 Bolek Musicale—CBS
- 12:30 News at Noon
- 12:45 Connie Gates—CBS
- 1:00 The Merry Makers—CBS
- 1:30 Billy Bailey—CBS (Peerless Dentists)
- 1:45 When Heroes Meet—CBS
- 2:00 Happy Go Lucky Hour—DLBS (General Mills)
- 2:55 Minute Melodies—DLBS (Paint)
- 3:00 Feminine Fancies—DLBS (General Paint)
- 3:30 Melodies of Manhattan—CBS
- 3:45 The Pioneers
- 4:00 Harmonettes—CBS
- 4:15 Edith Karen—CBS
- 4:30 Dramatic Interlude—CBS
- 5:00 Lud Gluskin Presents—CBS
- 5:30 Fred Waring's Orchestra—CBS (Ford Motors)
- 6:30 Jerry Cooper—CBS
- 6:45 Louis Prima—CBS
- 7:00 Carl Hoff—CBS
- 7:30 Ted Flo Rito's Orchestra—CBS
- 8:00 Newspaper of the Air (Alka-Seltzer)
- 8:15 San Francisco Symphony—CBS
- 8:30 Jan Garber's Orchestra—DLBS
- 9:00 Jav Eslick—Peerless Dentists—CBS
- 9:15 Jav Eslick's Orchestra—DLBS
- 9:30 Phil Sheridan's Orchestra
- 9:45 Moonlight and Roses
- 10:15 Jimmy Davis Orchestra—DLBS
- 10:30 Orville Knaap's Orchestra—DLBS
- 11:00 News Broadcast
- 11:05 Griff Williams' Orchestra—DLBS
- 11:30 Les Hite's Orchestra—DLBS

KGA

(Official release 5 p. m. Wednesday)

- 7:00 Honeycreepers—NBC
- 7:15 Wendell Hall—NBC
- 7:30 Heschberger's Bavarian Orchestra—NBC
- 7:45 Dental Health
- 8:00 Shopping News—Tull & Gibbs
- 8:15 Moppy Mues—NBC
- 8:30 Words and Music—NBC
- 8:45 Walkathon
- 9:00 Coeur d'Alene Hotel
- 9:15 KGA News
- 9:30 In Modern Tempo
- 10:00 Army Band—NBC
- 10:30 Hill Billies
- 10:45 Home Service Pd.
- 11:15 Concert—Tull & Gibbs
- 12:00 Walkathon

- 12:15 Western Farm and Home—NBC
- 1:00 KGA News
- 1:15 Pan Americans—NBC
- 1:30 Era Symphony Orchestra—NBC
- 1:45 Dental Health—Peerless Dentists
- 2:00 Matinee—Tull & Gibbs
- 3:00 Harp Interlude
- 3:15 Hall & Gruen—NBC
- 3:30 Dot & Will—NBC
- 3:45 You and Your Government—NBC
- 4:00 Inland Empire Woman—Tull & Gibbs
- 4:15 Souvenirs of Song
- 4:30 String Time—NBC
- 4:45 Walkathon
- 5:00 Hits of Today
- 5:15 Air Special—Tull & Gibbs
- 5:30 Memories
- 5:45 Jack Armstrong—General Mills
- 6:00 Trios and Quartets
- 6:15 Tango Tunes
- 6:30 John C. Stevenson—KOL
- 6:45 Mann Bros. Orchestra
- 7:00 Patsy Jackson
- 7:15 Prom the Orient—Peerless
- 7:30 Spice of Life
- 7:45 Mann Bros. Orchestra
- 8:00 Little White Church
- 8:15 Magic Harmony
- 8:30 KGA News
- 8:45 Souvenirs in Song
- 9:00 Divertissement
- 9:30 Hotel Biltmore Orchestra—NBC
- 10:00 World Revue
- 10:15 Walkathon
- 10:30 Popular Concert
- 11:00 Ambassador Orchestra—NBC
- 11:30 Requests

"NEWSPAPER" BIRTHDAY

One of the most auspicious "blessed events" of the northwest ether waves occurred two years ago when a lusty radio infant, the "KGA Newspaper of the Air," first localized news broadcasting feature in the Pacific northwest, made its appearance.

This summer the now thriving youngster celebrates its second birthday with quintuplets in the family. So popular was the new feature that duplicates have sprung up on other major stations throughout the northwest and are making efforts to rival big brother "KGA News" in popularity.

* * *

All radio tubes carry different voltages. Can you trust yourself to install them in their proper sockets?

YOU GET

EXPERT RADIO SERVICE

at

UNITED RADIO SERVICE

911 Riverside Main 5853

KHQ

(Official release 5 p. m. Wednesday)

- 7:00 Morning News
- 7:15 Wendell Hall and Others—NBC
- 7:30 Morning Melodies—Peerless
- 7:45 Band Concert—Commercial Creamery
- 8:00 Financial Service—NBC
- 8:15 Shoe Doctor—Kronenberg
- 8:30 Early Birds—Tull & Gibbs
- 8:45 Magic Recipes—Bordens—NBC
- 9:00 Lee Gordon Orchestra—NBC
- 9:15 Don Jose and Others—NBC
- 9:30 Calif. Fed. Women's Clubs—NBC
- 10:00 KHQ News
- 10:15 Miniature Revue—Burgans
- 10:30 Golden Melodies—NBC
- 11:00 Gems of Melody—Sartori & Wolff
- 11:15 Vic & Sade—Proctor & Gamble—NBC
- 11:30 Ma Perkins—Proctor & Gamble—NBC
- 11:45 Girl Next Door—Proctor & Gamble—NBC
- 12:00 Betty and Bob—Gen. Mills—NBC
- 12:15 Bell Organ Concert
- 12:45 Song Recital—Spokane Fur Business and Pleasure
- 1:00 News Album—Tull & Gibbs
- 1:45 Adventures of Sam and Dick—NBC
- 2:00 New Woman's Magazine—NBC
- 3:00 Club Bulletin—Tull & Gibbs
- 3:15 Oriental Gardens—NBC
- 3:30 KHQ News
- 3:45 Silvia Grey—Silver Loaf
- 4:00 One Man's Family—Stand. Brands—NBC
- 4:30 Russian Gypsies—Warn & Warn
- 4:45 Just Around the Corner—NBC
- 5:00 Our Home on the Range—Wm. Warner—NBC
- 5:45 Singing Secretary—Kinman Business U.
- 6:00 Col. Frank Knox, Publisher Chicago Daily News
- 6:30 Stones of History—NBC
- 7:00 Amos and Andy—Pepsodent—NBC
- 7:15 Tony and Gus—Post Toasties—NBC
- 7:30 House of Glass—Supersuds—NBC
- 8:00 Happy Valley—True's Oil
- 8:15 Teddy Hill Orchestra—NBC
- 8:30 Lights Out
- 9:00 Musical Moments—Chevrolet
- 9:15 Cubanettes—Peerless Dentists
- 9:30 Vagabonds—Crazy Wells
- 9:45 Doughboys—Silver Loaf
- 10:00 Richfield Reporter—NBC
- 10:15 Mark Hopkins Hotel Orchestra—NBC
- 11:00 Roundup Room
- 11:30 Deauville Club Orchestra—NBC

- 12:15 Mid-Day Evangels—Rev. Lake
- 1:00 Timely Tips
- 2:00 Siesta Serenade
- 2:15 Pianology—Eurice Oswald
- 2:45 Rhythm Rendezvous—Sophia Pil-loud School of Dancing
- 3:00 Melodious Moments
- 3:15 Requests
- 4:00 Time Signals
- 5:15 Don Casey
- 6:00 Dinner Dance
- 6:45 Knowing Notes—Gertrude Hurley
- 7:00 Song of Evening

FAILS TO FOOL 'EM

Jess Mann of Mann Brothers orchestra, NBC and KGA artists, is having great fun with the deception he is working on the public. Jess is convinced that not a single soul has recognized the personality behind the "old Colonel" of the Friday night request hour. But the joke's on Jess for nary a single person has failed to recognize that Texas drawl of the old Colonel's. Jess can come out from behind the mask any time.

* * *

REQUEST PROGRAM

The most popular feature on the schedule of KFIO is the afternoon request period. Although unable to fill all of the requests that are received, order received. If you call and do not due to the fact that they do not have hear your request, undoubtedly it is where possible they are filled in the the number or time does not permit them to play it.

* * *

Insist that your old radio tubes be destroyed before your eyes.

KFIO

(Official release 5 p. m. Wednesday)

- 6:00 Early Bird Band
- 6:15 Melodies of the South
- 6:30 Around the Globe
- 6:45 Old Timers Hour
- 7:10 Gardner Remedy
- 7:15 Poultry School of the Air
- 7:45 Muscalle
- 8:00 Concert Period
- 9:15 Sacred Quarter Hour—Bell Furniture Co.
- 9:30 Recordings
- 9:45 Today's Dance Hits—Liberty Furniture Co.
- 10:00 Housewives Hour—Ruby Rand
- 10:30 Martial Aids—Spokane Furniture Co.
- 11:00 Organ Concert—Don Casey
- 12:00 Road Report

WE RECOMMEND
THE NEW WESTINGHOUSE

AUTO RADIOS

To prove their outstanding merit we offer a free personal demonstration. Phone Brdy. 3901 for appointment.



RADIO SERVICE CO.



N. 1508 Monroe St.

WEDNESDAY, AUGUST 21

KFPY

(Official release 5 p. m. Wednesday)

- 6:50 U. of Idaho Farmflashes
- 7:00 Devotional Services
- 7:15 Organ Reveille
- 8:00 Fred Feibel and Organ—CBS
- 8:15 The Gumps—CBS (Corn Products)
- 8:30 Mary Marlin—CBS (Kleenex)
- 8:45 Morning News Period
- 9:00 Martha Holmes—CBS
- 9:15 Musical Miniatures—Bernice M. Gornell
- 9:30 Concert Miniatures—CBS
- 9:45 Betty Crocker—DLBS (General Mills)
- 10:00 Musical Organ Matinee
- 10:30 Between The Bookends—CBS (Eastern Outfitting Co.)
- 10:45 Happy Hollow—CBS
- 11:00 Jack Brooks—CBS
- 11:30 Whoa, Pineus—CBS
- 12:00 La Forge-Berumen—CBS
- 12:30 News at Noon
- 12:45 Loretta Lee, Clubmen and Orchestra—CBS
- 1:00 Mount and Gest—CBS
- 1:15 Melodic Moments—CBS
- 1:45 Patti Chapin—CBS
- 2:00 Happy Go Lucky Hour—DLBS
- 2:45 Poetic Strings—CBS
- 2:55 Minute Melodies—DLBS
- 3:00 Feminine Fancies—General Mills—DLBS
- 3:30 Musical Nick Nacks—CBS
- 4:00 Harmonettes—CBS
- 4:15 Connie Gates—CBS
- 4:30 Sunset Serenade—CBS
- 5:00 Six Gun Justice—CBS
- 5:30 Presenting Mark Warnow—CBS
- 5:45 President Roosevelt's Address to Boy Scouts
- 6:00 Adventures of Gracie—CBS (General Cigar Co.)
- 6:30 He, She and They—CBS
- 7:00 Jimmie Allen (Richfield)
- 7:15 Claude Hopkins
- 7:30 Ted Fio Rito's Orchestra—CBS (Dr. Ramsey)
- 7:45 Musings (True's Oil)
- 8:00 Newspaper of the Air (Alka-Seltzer)
- 8:15 Health Drama (Life Buoy)
- 8:20 Judy Starr—CBS
- 8:30 Buddy Rogers Orchestra—CBS
- 9:00 Donkey Room
- 9:45 Moonlight and Roses
- 10:30 Orville Knapp's Orchestra—DLBS
- 11:00 Phil Sheridan's Orchestra
- 11:30 Organ Concert

KGA

(Official release 5 p. m. Wednesday)

- 7:00 Honeymoon—NBC
- 7:15 Dental Hygiene
- 7:30 U. S. Army Band—NBC
- 7:45 Christian Science Program
- 8:00 Shopping News—Tull & Gibbs
- 8:15 Merry Macs—NBC
- 8:30 Merry Madcaps—NBC
- 8:45 Walkathon
- 9:15 KGA News
- 9:30 Soloists
- 10:00 Beaux Arts Trio—NBC
- 10:30 Songs We Love
- 10:45 Home Service Pd.
- 11:15 Concert—Tull & Gibbs
- 11:45 In the Spotlight
- 12:00 Walkathon
- 12:15 Western Farm and Home—NBC
- 1:00 KGA News
- 1:15 Crosscuts—NBC
- 1:30 James Wilkinson—NBC
- 1:45 Dental Health—Peerless

- 2:00 Matinee—Tull & Gibbs
- 3:00 Modern Composers
- 3:30 Dot and Will—NBC
- 3:45 City Voices—NBC
- 4:00 Inland Empire Woman—Tull & Gibbs
- 4:15 Songs of Home
- 4:30 Just Around the Corner—NBC
- 4:45 Walkathon
- 5:00 In Old Madrid
- 5:15 Air Special—Tull & Gibbs
- 5:30 Latin Rhythm
- 5:45 Jack Armstrong—General Mills
- 6:00 Marimba Rhythm
- 6:15 Spirituals
- 6:30 John C. Stevenson—KOL
- 6:45 Mann Bros. Orchestra
- 7:00 Castles in Music
- 7:15 Theatrical Revue
- 7:30 Dental Health—Peerless
- 7:45 Mann Bros. Orchestra
- 8:00 Teddy Hill Orchestra—NBC
- 8:15 This and That
- 8:30 KGA News
- 8:45 Melody Palette
- 9:00 Hotel Bismark Orchestra—NBC
- 9:30 Wandering Minstrel—NBC
- 10:00 Musical Auction
- 10:15 Walkathon
- 10:30 Popular Concert
- 11:00 Ambassador Orchestra—NBC
- 11:30 Requests

NO JITTERS HERE

There is no fear and trembling in the editorial sanctum of the "KGA Newspaper of the Air" when a listener bursts in and asks to see "the Walter Winchell that wrote that about me." Because "that Walter Winchell," Harold Parr, mild-mannered little news editor, was just a few years ago one of the hardest-socking amateur featherweights in northwest fistic circles. Before he turned to putting his sock into radio stories, the former Gonzaga boxing star was putting his socks into opponents' midsections.

* * *

Better not take a chance with your radio—call an association member.

Florence Beauty Salon

108 Mohawk Building

Riv. 6622

Contoure
Cosmetics

Authorized
E. Frederic Shop

KHQ

(Official release 5 p. m. Wednesday)

- 7:00 Morning News
- 7:15 House Detective—NBC
- 7:30 Morning Melodies—Peerless
- 7:45 U. S. Navy Band—NBC
- 8:00 Financial Service—NBC
- 8:15 Merry Macs—NBC
- 8:30 Early Birds—Tull & Gibbs
- 8:45 Words and Music—NBC
- 9:00 Rex Battle Ensemble—NBC
- 9:30 Cliff Nazzaro—NBC
- 9:45 Piano Vignettes—NBC
- 9:55 Ball Canning Time
- 10:00 KHQ News
- 10:15 Miniature Revue—Burgans
- 10:30 Martha Meade and Hazel Warner—Gen. Mills—NBC
- 11:00 Song Contest—Roundup Grocery
- 11:15 Vic & Sade—Proctor & Gamble—NBC
- 11:30 Ma Perkins—Proctor & Gamble—NBC
- 11:45 Girl Next Door—Proctor & Gamble—NBC
- 12:00 Betty and Bob—Gen. Mills—NBC
- 12:15 Bell Organ Concert
- 1:00 Business and Pleasure
- 1:30 News Album—Tull & Gibbs
- 1:45 Betty Marlowe—Mar-O-Oil—NBC
- 2:00 New Woman's Magazine—NBC
- 3:00 Club Bulletin—Tull & Gibbs
- 3:15 Practical Hostess—John W. Graham
- 3:30 KHQ News
- 3:45 Silvia Grey—Silver Leaf
- 4:00 Rudy Vallee—Fleischman—NBC
- 5:00 Capt. Henry's Showboat—Maxwell House—NBC
- 6:00 Paul Whitoman—Kraft—NBC
- 7:00 Amos and Andy—Pepsodent—NBC
- 7:15 Tony and Gus—Post Toasties—NBC
- 7:30 Winning the West—Occidental Life—NBC
- 8:00 Pathfinder—Day-Majer
- 8:15 Standard Symphony Concert—Standard Oil—NBC
- 9:15 Romance of Achievement—First National Bank
- 9:30 Peerless Program
- 9:45 Vagabonds—Crazy Wells
- 10:00 Richfield Reporter—NBC
- 10:15 Palace Hotel Orchestra—NBC
- 11:00 Roundup Room
- 11:30 Hotel Bismark Orchestra—NBC

* * *

You should never get more than one local station at one place on your dial.

HEAR THE
‘PATHFINDER’
OVER KHQ

EVERY THURS-
DAY AT 8 P. M.

A more-than-inter-
esting program
—travelogues for
all the Northwest,
and music by Vincent York's orchestra.
Remember—for Square-Deal Used Cars,
see YOUR Ford dealer—



The DAY-MAJER Co.

Boone and Division—Brdwy. 5302
First and Adams—Riv. 4955

KFIO

(Official release 5 p. m. Wednesday)

- 6:00 Early Bird Band
- 6:15 Melodies of the South
- 6:30 Around the Globe
- 6:45 Old Timers Hour
- 7:10 Gardner Remedy
- 7:15 Farm Flashes
- 7:45 Musicale
- 8:00 Concert Period
- 9:15 Sacred Quarter Hour—Bell Furni-
ture Co.
- 9:30 Recordings
- 9:45 Today's Dance Hits—Liberty Fur-
niture Co.
- 10:00 Housewives Hour—Ruby Rand
- 10:30 Martial Airs—Spokane Furniture
Co.
- 11:00 Organ Concert—Don Casey
- 12:00 Road Report
- 12:15 Mid-Day Evangels—Rev. Lake
- 1:00 Timely Tips
- 2:00 Siesta Serenade
- 3:00 Melodious Melodies
- 3:15 Requests
- 4:00 Time Signals
- 5:15 Don Casey
- 6:00 Dinner Dance
- 6:45 Knowing Notes—Gertrude Hurley

* * *

Ask the radio man that calls at your house to give you some proof he is qualified to work on your radio.



Look for the
BIG BLACK DIAL

You Don't Need Glasses to Tune the
NEW ZENITHS

Split Second Tuning

Zenith offers, in this feature, the only practical means known to actually log foreign short wave stations.

Triple Filtering

You Can Detect the Difference



KFPY

(Official release 5 p. m. Wednesday)

- 6:50 U. of Idaho Farmflashes
- 7:00 Devotional Services
- 7:15 Organ Reveille
- 8:00 Salon Musicale—CBS
- 8:15 Merry Makers—CBS
- 8:30 Mary Marlin—CBS (Kleenex)
- 8:45 Morning News Period
- 9:00 Jack Shannon—CBS
- 9:15 Musical Miniatures—Bernice M. Gornell
- 9:30 Concert Miniatures—CBS
- 9:45 Time on My Hands—DLBS (Fels Naptha)
- 10:00 Musical Organ Matinee
- 10:30 Between The Bookends — CBS (Eastern Outfitting Co.)
- 10:45 Happy Hollow—CBS
- 11:00 Dalton Brothers—CBS
- 11:15 Waltz Time—CBS
- 11:30 Do You Remember—CBS
- 12:00 Current Questions Before Congress—CBS
- 12:15 Steel Pier Hawaiians—CBS
- 12:30 News at Noon
- 12:45 Greetings From Old Kentucky—CBS
- 1:00 Howell and Wright—CBS
- 1:15 Instrumentalists—CBS
- 1:30 Piano Artistries
- 1:45 Men of Manhattan—CBS
- 2:00 Happy Go Lucky Hour—DLBS (General Mills)
- 2:55 Minute Melodies—DLBS
- 3:00 Feminine Fancies—DLBS (General Mills)
- 3:30 Fats Waller—Peerless Dentists—CBS
- 3:45 The Pioneers
- 4:00 Kate Smith Hour—CBS
- 4:45 Fisher Body Craftsman Guild
- 5:00 Manhattan Choir—CBS (Kendall) (Stewart Warner)
- 5:15 Chas. Hanson Towne—CBS
- 5:30 Marty Mag—CBS
- 6:00 Horace Hoidt's Brigadiers—CBS (Stewart Warner)
- 6:30 Jackie and Earl Hatch—CBS
- 7:00 Johnny Hamp's Orchestra—CBS
- 7:15 Midge Williams
- 7:30 Ted Fiorito—CBS
- 8:00 Newspaper of the Air (Alka-Seltzer)
- 8:15 San Francisco Symphony—CBS
- 8:30 Jan Savitt's Orchestra—CBS (Eastern Outfitting Co.)
- 9:00 Mobil Magazine—DLBS (General Petroleum)
- 9:30 Jan Garber's Orchestra—DLBS
- 9:45 Moonlight and Roses
- 10:15 Lille Daniels' Orchestra—DLBS
- 10:30 Orville Knapp's Orchestra—DLBS
- 11:00 Jav Widden's Orchestra—DLBS
- 11:30 Mountaineers

KGA

(Official release 5 p. m. Wednesday)

- 7:00 Honeymoovers
- 7:15 Old Time Songs
- 7:30 U. S. Navy Band—NBC
- 7:45 Dental Health
- 8:00 Shopping News—Tull & Gibbs
- 8:15 Morning Melodies
- 8:30 Words and Music—NBC
- 8:45 Walkathon
- 9:00 Songs of the West
- 9:15 KGA News
- 9:30 Pianologue
- 9:45 Poultry School of the Air
- 10:00 Marshall's Mavericks—NBC
- 10:30 Organ Interlude
- 10:45 Home Service Pd.
- 11:15 Concert—Tull & Gibbs

- 11:45 Singing Strings
- 12:00 Walkathon
- 12:15 Western Farm Hour—NBC
- 1:00 KGA News
- 1:15 Meredith Willson Orchestra—NBC
- 1:30 Carol Dies and Ben Klassen—NBC
- 1:45 Dental Health—Peerless
- 2:00 Matinee—Tull & Gibbs
- 3:00 Quartet Time
- 3:15 John Herrick—NBC
- 3:30 Dot & Will—NBC
- 4:00 Inland Empire Woman—Tull & Gibbs
- 4:15 The Moderns
- 4:45 Walkathon
- 5:00 On Wings of Song
- 5:15 Air Special—Tull & Gibbs
- 5:30 Little Band Concert
- 5:45 Jack Armstrong—General Mills
- 6:00 Musical Scrap Book
- 6:15 Hill Billies
- 6:30 John C. Stevenson—KOL
- 6:45 Mann Bros. Orchestra
- 7:00 Patsy Jackson
- 7:15 Peerless Program
- 7:30 Spice of Life
- 7:45 Mann Bros. Orchestra
- 8:00 Coconut Grove Orchestra—NBC
- 8:30 KGA News
- 8:45 Souvenirs in Song
- 9:00 Airways
- 9:15 Armand Girard—NBC
- 9:30 Broadmoor Country Club Orchestra—NBC
- 10:00 Musical Jigsaws
- 10:15 Walkathon
- 10:30 Popular Concert
- 11:00 Ambassador Orchestra—NBC
- 11:30 Requests

TECHNICIAN ALSO ARTIST

Art Swartz, "Q" technician, will never have to worry about his future—for in addition to his sound knowledge of the radio business, he has a talent that could readily be turned into cash.

Art is a pen and ink artist of no small ability and his caricatures and cartoons, done merely for his personal entertainment, rank favorably with the works of professionals. Art's sketches of Harry Lantry look more like Harry than he does himself.

**Auto Radio
Installation**

FULLY GUARANTEED

TUBES — PARTS — LABOR

All Wave Antenna's

COOK'S SALES & SERVICE

Main 1421

W. 260 Riverside

KHQ

(Official release 5 p. m. Wednesday)

- 7:00 Morning News
- 7:15 Covered Wagon—Crazy Wells
- 7:30 Morning Melodies—Peerless
- 7:45 Lawrence Quintet—Commercial Creamery
- 8:00 Financial Service—NBC
- 8:15 Silver Strains—Burgans
- 8:30 Early Birds—Tull & Gibbs
- 8:45 Words and Music—NBC
- 9:00 Joe White—NBC
- 9:15 Oleanders—NBC
- 9:30 Wait and Marion—Joyner Drug
- 9:45 Hawaiian Echoes
- 10:00 KHQ News
- 10:15 Miniature Revue—Burgans
- 10:30 Francis Lee Barton—Kitchen Party—Gen. Foods—NBC
- 11:00 Musical Gems—Sartori & Wolff
- 11:15 Vic & Sade—Proctor & Gamble—NBC
- 11:30 Ma Perkins—Proctor & Gamble—NBC
- 11:45 Morin Sisters—NBC
- 12:00 Betty and Bob—Gen. Mills—NBC
- 12:15 Bell Organ Concert
- 12:45 Song Recital—Spokane Fur
- 1:00 Business and Pleasure
- 1:30 News Album—Tull & Gibbs
- 1:45 Adventures of Sam & Dick—NBC
- 2:00 New Woman's Magazine—NBC
- 3:00 Club Bulletin—Tull & Gibbs
- 3:15 Oriental Gardens—NBC
- 3:30 KHQ News
- 3:45 Sylvia Grey—Silver Loaf
- 4:00 Irene Rich—Welch Grape Juice—NBC
- 4:15 Lucille Manners—NBC
- 4:30 Kellogg College Program—NBC
- 5:00 Beaux Arts Trio—NBC
- 5:30 Arrow Head Orchestra
- 5:45 Cubanettes—Peerless Dentists
- 6:00 First Nighter—Campana—NBC
- 6:30 Al Pearce and His Gang—NBC
- 7:00 Amos & Andy—Pepsodent—NBC
- 7:15 Tony and Gus—Post Toasties—NBC
- 7:30 Beauty Box Theater—Palmolive—NBC
- 8:30 Caswell Concert—NBC
- 8:45 Musical Moments—Chevrolet
- 8:00 Romance of the Orogrande—National Co.
- 9:15 Northwest on Parade—Davenport Hotel
- 9:45 Doughboys—Silver Loaf Baking Co.
- 10:00 Richfield Reporter—NBC
- 10:15 Deauville Club Orchestra—NBC
- 10:30 Mann Bros. Orchestra
- 11:00 Roundup Room
- 11:30 Biltmore Hotel Orchestra—NBC

KFIO

(Official release 5 p. m. Wednesday)

- 6:00 Early Bird Band
- 6:15 Southern Melodies
- 6:30 Around the Globe
- 6:45 Old Timers Hour
- 7:10 Gardner Remedy
- 7:15 Farm Flashes
- 7:45 Musicale
- 8:00 Concert Period
- 9:15 Sacred Quarter Hour—Bell Furniture Co.
- 9:30 Recordings
- 9:45 Today's Dance Hits—Liberty Furniture Co.
- 10:00 Housewives Hour—Ruby Rand
- 10:30 Band Concert—Spokane Furniture Co.
- 11:00 Organ Concert—Don Casey
- 12:00 Road Report

- 12:15 Mid-Day Evangels—Rev. Lake
- 1:00 Timely Tips
- 2:00 Siesta Serenade
- 2:15 Pianologue—Eurice Oswald
- 2:45 Rhythm Rendezvous—Sophia Pilloud School of Dancing
- 3:00 Melodious Moments
- 3:15 Requests
- 4:00 Time Signals
- 5:15 Don Casey
- 6:00 Dinner Dance
- 6:45 Knowing Notes—Gertrude Hurley

Second-hand radio tubes are ones that somebody has thrown away.

GROWS NEW HEDGE

Warren Steen, hustling KGA commercial man, devoted his entire vacation to thinking up a new approach to prospective customers, and when he was about to give up in despair on the last day he stroked his chin thoughtfully—and presto! he had it.

To be able to concentrate on the subject Warren went to his sylvan retreat at Lake Pend Oreille, and became so absorbed in the problem as well as in building a cabin that he completely forgot to shave and arrived back in the city completely disguised in a luxurious hirsute chin adornment.

* * *

Insist on your old tubes being destroyed in your presence.

YOU GET A

RELIABLE GUARANTEE

at

UNITED RADIO SERVICE

911 Riverside Main 5853

ART WELCH

Auto Radio

SALES and SERVICE

We Install and Service All Makes

Goodrich — Silvertown

827 W. Second Ave.

Main 5271 Riv. 0064

KFPY

(Official release 5 p. m. Wednesday)

- 6:50 U. of Idaho Farmflashes
- 7:00 Devotional Services
- 7:15 Organ Reveille
- 8:00 Fred Feibel at the Organ—CBS
- 8:15 The Gumps—CBS (Corn Products)
- 8:30 Mary Marlin—CBS (Kleenex)
- 8:45 Morning News Period
- 9:00 Eton Boys—CBS
- 9:15 Musical Miniatures—Bernice M. Gornell
- 9:30 Bob Long—CBS
- 9:45 Betty Crocker -- CBS (General Mills)
- 10:00 Organ Matinee
- 10:15 Theater of Romance—CBS (Crystal White)
- 10:30 Between The Bookends — CBS (Eastern Outfitting Co.)
- 10:45 Happy Hollow—CBS
- 11:00 Connie Gates—CBS
- 11:15 Instrumentalists—CBS
- 11:30 Eddie Dunstetter, Organist—CBS
- 12:00 Grab Bag—CBS
- 12:30 News at Noon
- 12:45 U. S. Army Band—CBS
- 1:00 Loretta Lee—CBS
- 1:15 Melodic Moments—CBS
- 1:30 Carleton & Shaw—CBS
- 1:45 The Gohlmaires—CBS
- 2:00 Happy Go Lucky Hour—DLBS (General Mills)
- 2:55 Minute Melodies—DLBS
- 3:00 Feminine Fancies—DLBS (General Mills)
- 3:30 Bert and Block—CBS
- 4:00 L. Nazar Kurkdjie—CBS
- 4:30 Edith Karen—CBS
- 4:45 Harmonettes—CBS
- 5:00 Hollywood Hotel—CBS (Campbell Hotel)
- 6:00 Among My Souvenirs—DLBS
- 6:15 Kendall Organist
- 6:30 Lee Stevens Harmonies—CBS
- 7:00 Jimmie Allen (Richfield)
- 7:15 Carl Hoff—CBS
- 7:30 Bennie Goodman—CBS
- 7:45 Trio and Francis
- 8:00 Newspaper of the Air (Alka Seltzer)
- 8:15 Health Drama (Life Buoy)
- 8:20 Luigi Romanelli Orchestra—CBS
- 8:30 Richard Humber's Champions—CBS (Studebaker)
- 9:00 The Pioneers from Coeur d'Alene Hotel
- 9:05 Broadcast from Donkey Room
- 9:15 Bill Hogan's Orchestra—CBS
- 9:30 Bob Kinney's Orchestra—DLBS
- 9:45 Moonlight and Roses
- 10:15 Jimmy Davis' Orchestra—DLBS (Peerless Dentists)
- 10:30 Phil Sheridan's Orchestra
- 11:00 Jay Whidden's Orchestra—CBS
- 11:30 Foot and Organ

KGA

(Official release 5 p. m. Wednesday)

- 7:00 U. S. Marine Band Shut-In Hour—NBC
- 8:00 Shopping News—Tull & Gibbs
- 8:15 Merry Ma's—NBC
- 8:30 Words and Music—NBC
- 8:45 Walkathon
- 9:00 Hotel Coeur d'Alene
- 9:15 KGA News
- 9:30 National Farm Hour—NBC
- 10:00 Otto Clare
- 10:15 Nell Cook—NBC
- 10:30 Peerless Dentists
- 10:45 Home Service Pd.
- 11:15 Morning Concert—Tull & Gibbs
- 11:45 Days of Long Ago
- 12:00 Walkathon

- 12:15 Western Farm and Home Hour—NBC
- 1:00 KGA News
- 1:15 Hotel Cosmopolitan Orchestra—NBC
- 1:30 Castles of Romance—NBC
- 1:45 Dental Health—Peerless
- 2:00 Matinee—Tull & Gibbs
- 3:00 Tea Time Tunes
- 3:30 Dot & Will—NBC
- 3:45 Mario Cozzi—NBC
- 4:00 Inland Empire Woman—Tull & Gibbs
- 4:30 Old World Music
- 4:45 Serenaders
- 5:00 Latin Rhythm
- 5:15 Air Special—Tull & Gibbs
- 5:30 Classic Jazz
- 5:45 Jack Armstrong—General Mills
- 6:00 Music Box
- 6:15 Dinner Dance
- 6:30 John C. Stevenson—KOL
- 6:45 Mann Bros. Orchestra
- 7:00 Castles in Music
- 7:15 Theatrical Review
- 7:30 Cavalier Hotel Orchestra—NBC
- 7:45 Mann Bros. Orchestra
- 8:00 Mark Hopkins Hotel Orchestra—NBC
- 8:15 Dental Health—Peerless
- 8:30 KGA News
- 8:45 Hotel Bismark Orchestra—NBC
- 9:00 Technocracy Talk
- 9:15 Reflections—NBC
- 9:30 New Vanity Fair Orchestra—NBC
- 9:45 Lincoln Tavern Orchestra—NBC
- 10:00 Musical Auction
- 10:15 Walkathon
- 10:30 Beauville Club Orchestra—NBC
- 11:00 Ambassador Orchestra—NBC
- 11:30 Requests

MANN BROTHERS POPULAR

In the same way that they so long captivated Spokane dancers, the two southern gentlemen of melody, Jess and Hayden Mann, playing from the Italian Gardens of the Davenport hotel, are now creating a rhythmical stir the length of the coast. "Eleven-thirty Saturday Night" was a popular tune and the Mann Brothers have made it a popular time as well with their broadcasts over the NBC coast hook-up at that time. Walt McKinney, KHQ tenor favorite, takes a hand on NBC night, as does Don Norman, KHQ announcer.

* * *

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KHQ

(Official release 5 p. m. Wednesday)

- 7:00 Morning News
- 7:15 Tony Wons—NBC
- 7:30 Morning Melodies—Peerless
- 7:45 Whitney Ensemble—NBC
- 8:00 Financial Service—NBC
- 8:15 Shoe Doctors—Kronenberg
- 8:30 Early Birds—Tull & Gibbs
- 8:45 Words and Music—NBC
- 9:00 Happy Jack—NBC
- 9:15 Oriental Gardens—NBC
- 9:30 National Farm and Home Hour—NBC
- 10:30 Miniature Revue—Burgans
- 10:45 KHQ News
- 11:00 Wightman Cup Tennis Matches—
- 11:30 Music Guild—NBC
- 12:15 Bell Organ Concert
- 1:00 Business and Pleasure
- 1:30 News Album—Tull & Gibbs
- 1:45 American Weekly
- 2:00 Arrow-Head Inn Orchestra—NBC
- 2:30 Alma Kitchell—NBC
- 2:45 Merry Maes—NBC
- 3:00 Club Bulletin—Tull & Gibbs
- 3:15 Covered Wagon—Crazy Wells
- 3:30 KHQ News
- 3:45 Sylvia Gray—Silver Leaf
- 4:00 Hit Parade—American Tobacco—NBC
- 5:00 "G" Men—Chevrolet—NBC
- 5:30 Shell Chateau—NBC
- 6:30 Carefree Carnival—NBC
- 7:00 Natl. Barn Dance—Dr. Miles—NBC
- 8:00 Old Time Party—Peerless
- 9:00 Waltz Time—NBC
- 9:30 Strange Cases—NBC
- 10:00 John Teel—NBC
- 10:15 Mark Hopkins Hotel Orchestra—NBC
- 11:00 Roundup Room
- 11:30 Mann Bros. Orchestra

KFIO

(Official release 5 p. m. Wednesday)

- 6:00 Early Bird Band
- 6:15 Southern Melodies
- 6:30 Around the Globe
- 6:45 Old Timers Hour
- 7:10 Gardner Remedy
- 7:15 Farm Flashes
- 7:45 Musicals
- 8:00 Concert Period
- 9:15 Sacred Quarter Hour—Bell Furniture Co.
- 9:30 Recordings
- 9:45 Today's Dance Hits—Liberty Furniture Co.
- 10:00 Crazy Kat Klub—Orpheum Theater
- 10:30 Band Concert—Spokane Furniture Co.
- 11:00 Organ Concert—Don Casey
- 12:00 Road Report
- 12:15 Mid-Day Evangels—Rev. Lake
- 1:00 Timely Tips
- 2:00 Siesta Serenade
- 3:15 Requests
- 4:00 Time Signals
- 5:15 Don Casey
- 6:00 Dinner Dance
- 6:45 Knowing Notes—Gertrude Hurley
- 7:00 Song of Evening

* * *

Some people like to have their radio diagnosed and then have some boy in the neighborhood fix it. That's not fair play.

WALT LOSES TO JIMMY

By the narrow margin of one solitary vote, Walt McKinney, KHQ'S popular tenor, lost out to Jimmy Harvey of Seattle in the Northwest district finals of the Texaco "radio open" contest at Seattle last Friday night.

The 13 judges forced Walt and his rival to sing for nearly three hours before finally making a decision—and then the Spokane singer received six votes to his adversary's seven.

Walt went to Seattle after winning the Inland Empire auditions, which were staged at the KHQ studios Wednesday, August 7. A true sportsman, Walt took his heart-breaking loss with a smile and reported: "The best man won. Jimmy has a fine voice and I was glad he earned the trip to Los Angeles."

The winner, Harvey, will compete at Los Angeles against winners from other sections of the west coast for the opportunity to go to New York, where a \$1000 cash prize awaits the national winner.

* * *

Don't blame the radio station because the programs come in bad.

* * *

Don't trust just anyone to fix your radio.

* * *

NEW PROGRAM

A new voice to the radio audience of KFIO was heard last Tuesday evening at 6 o'clock, when Charles Bryan sang his way into their hearts. His assistants, Norma LePage and Nick Wayne, lending their assistance at piano and guitar.

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SATURDAY, AUGUST 24

KFPY

(Official release 5 p. m. Wednesday)

- 6:50 U. of Idaho Farmflashes
- 7:00 Devotional Services
- 7:15 Organ Reveille
- 8:00 Orientale—CBS
- 8:30 Al Roth's Orchestra—CBS
- 8:45 Morning News Period
- 9:00 Jack Shannon—CBS
- 9:15 Morning News
- 9:30 Billy Mills—CBS
- 10:00 Madison Ensemble—CBS
- 10:30 Maurice Sherman Orchestra—CBS
- 11:00 On the Village Green—CBS
- 11:30 Buffalo Presents—CBS
- 12:00 U. S. Army Maneuvers at Pine Camp—CBS
- 12:15 Chicagoans—CBS
- 12:30 News at Noon
- 12:35 Chicagoans With Marshall Sosson—CBS
- 12:45 Merchants & Citizens Handicap From Saratoga
- 1:00 Frank Bailey's Orchestra—CBS
- 1:15 Joe Haymes Orchestra—CBS
- 1:30 Thompson and MacGregor—CBS
- 1:45 Tito Guizar—CBS
- 2:00 Frederick Wm. Wile—CBS
- 2:15 Dalton Brothers—CBS
- 2:30 Allan Alfors Orchestra—CBS
- 2:55 Minute Melodies—CBS
- 3:00 Johnny Hamp's Orchestra—CBS
- 3:30 San Francisco Symphony
- 3:45 Afternoon News Period
- 4:00 Love Letters—DLBS
- 4:30 Freddie Rich Entertains—CBS
- 5:00 Columbia's Concert Hall—CBS
- 5:30 California Melodies—CBS
- 6:00 Fiesta From Canada—CBS
- 6:30 Jan Garber's Orchestra—CBS
- 7:00 Sporting Mike
- 7:15 Spanish Serenade—CBS
- 7:30 Claude Hopkins' Orchestra—CBS
- 8:00 Newspaper of the Air (Alka Seltzer)
- 8:15 Bob Kinney's Orchestra—DLBS (Peerless Dentists)
- 8:30 Orville Knapp's Orchestra—DLBS
- 9:00 Jay Whidden's Orchestra—CBS
- 9:30 Jay Castle's Orchestra—DLBS
- 10:00 Jimmie Davis' Orchestra—DLBS
- 10:30 Merle Carlson's Orchestra—DLBS
- 11:00 News Bulletins
- 11:05 Hill Billy Hi-Jinks

KGA

(Official release 5 p. m. Wednesday)

- 7:00 Honeymooners—NBC
- 7:15 Bouquet of Melodies
- 7:30 Whitney Ensemble—NBC
- 7:45 Dental Health
- 8:00 Shopping News—Tull & Gibbs
- 8:15 Genia Fonarovich—NBC
- 8:30 Words and Music—NBC
- 8:45 Walkathon
- 9:00 New Blues
- 9:15 KGA News
- 9:30 National Farm Hour—NBC
- 10:30 Week-End Revue—NBC
- 10:45 Home Service Pd.
- 11:15 Concert—Tull & Gibbs
- 11:45 Galettes
- 12:00 Walkathon
- 12:15 Wightman Cup Tennis Matches—NBC
- 1:00 KGA News
- 1:15 Platt & Nierman—NBC
- 1:30 Euclid Beach Orchestra—NBC
- 2:00 Matinee—Tull & Gibbs
- 3:00 Art of Living—NBC
- 3:15 Master Bullter
- 3:45 Care of Trees—NBC
- 4:00 Dental Hygiene
- 4:15 Songs of Home

- 4:30 Classic Jazz
- 4:45 Walkathon
- 5:00 On Wings of Song
- 5:15 Air Special—Tull & Gibbs
- 5:30 Musical Comedy Echoes
- 6:00 In the Song Shop
- 6:15 Romance of Melody
- 6:30 John C. Stevenson—KOL
- 6:45 Mann Bros. Orchestra
- 7:00 Metropolitan Moods
- 7:30 Dental Health—Peerless
- 7:45 Mann Bros. Orchestra
- 8:00 Coconut Grove Orchestra—NBC
- 8:30 KGA News
- 8:45 Palace Hotel Orchestra—NBC
- 9:00 Carefree Capers
- 9:30 Sweet and Hot
- 9:45 Spice of Life
- 10:00 Magic Harmony
- 10:30 Popular Concert
- 11:00 Jantzen Beach Orchestra—NBC
- 10:15 Walkathon
- 11:30 Requests

FROM SAN FRANCISCO

Frank Graham, KGA's newest announcer, not so long ago was singing for his meals in a not-so-high-class San Francisco cabaret. It seems that Frank and two of his school pals organized a rhythm trio, which was considered pretty hot in Chico, Calif.

Intoxicated by the plaudits of the Chico citizens, the lads decided to try their fortune in 'Friseo, where, in their belief, fame and fortune were awaiting with outstretched arms.

The singing adventurers landed in 'Friseo with hearts full of hope, but pockets empty of money. After weeks of fruitlessly trying to convince hard-heated managers that the trio really had something, the boys grabbed an offer to sing at the cabaret for their meals and a dollar a week. The trio was broken following the demands of the youths for a raise in pay to \$3 per week. The manager fired them, and Frank came north to become a radio announcer.

* * *

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