

RADIO DOINGS

« THE PACIFIC COAST PROGRAM
AND TRADE WEEKLY »

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SO PASADENA, CALIF



Dorothy Dee
KTM

September 27, 1930

Price Ten Cents

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*Mantel Radio, a Midget made by a
Great National Manufacturer*

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\$64⁵⁰ *Complete with Tubes*

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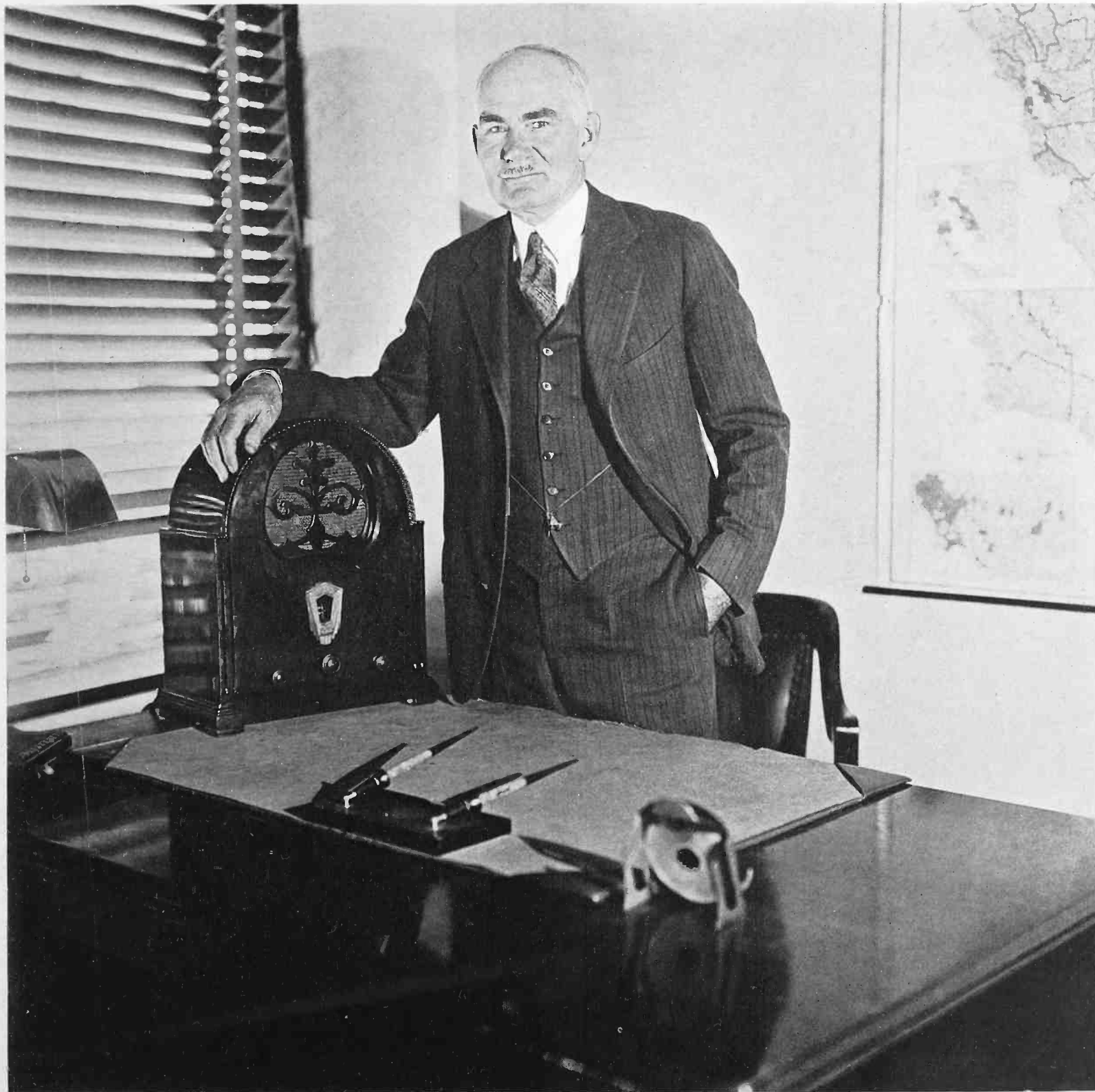


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The new **BOSCH SUPER SCREEN GRID RADIO**

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Here is a radio which actually outperforms every claim made for it.

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Above is the new Bosch Radio de Luxe Model D in a highboy console expressing rare elegance of line and detail. A nine-tube receiver with all the modern refinements. \$199.50, less tubes. (Tubes, \$24.60.)

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RADIO DOINGS

CLOYD MARSHALL, JR. Editor
 G. W. MARSHALL Business Manager
 K. G. ORMISTON Technical Editor
 DOROTHY HUMMEL Studio Editor

September 27, 1930

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Advertising!

ADVERTISING, both printed and verbal, has been a great source of annoyance to many people. They purchase a magazine and find that a third or a half of the pages are used for advertising display and they feel that they are somehow being cheated.

They turn on their radio sets and have to listen to word pictures of many different products. We realize that it is aggravating to have to listen to the description of some product when we are interested in the musical program which is being presented.

The purchasers of magazines and the radio public should not feel that they are being cheated or abused, for it is this very advertising that allows them to buy a magazine for five, ten or twenty-five cents which costs the publisher from two to five times as much for printing and paper alone.

In European countries, Asia, and Australia the radio users are taxed for the use of their sets. The money collected is given over to the government broadcasting stations to be used in defraying the expenses of the programs presented.

The Americans were more ingenious. They did not want government controlled stations or monopolies so they devised the plan of free broadcasting, eliminating all taxes and getting their operating expenses through advertising.

Although radio equipment has reached a plane of almost mechanical and electrical perfection the broadcasting of programs is still in its infancy. Not all of the program managers have yet learned what the people like nor have all the advertising managers for the sponsors yet realized that the one who is listening in does not want to hear a lot of detailed description about the products of the sponsors but would probably react favorably if the advertising was presented in a subtle way. They are all groping around trying to find what the listening public wants.

Time and experience will improve both the programs and the advertising. We know that you will be patient when you realize that it is advertising that makes it possible for you to share (without cost to you other than the purchase price of your set) in the seventy-five million dollars worth of entertainment that will be presented over the air for your enjoyment during the coming twelve months.

Cloyd Marshall Jr.

VOLUME XVII

NUMBER FOURTEEN

Copyright, 1930, Horwood Publishing Co., Inc.

ISSUED WEEKLY AT 407 EAST PICO, SUITE 400, LOS ANGELES, CALIF. SUBSCRIPTION \$3.00 A YEAR. ENTERED AS SECOND CLASS MATTER, NOVEMBER 25, 1922, LOS ANGELES, CALIF., POST OFFICE UNDER ACT OF MARCH 3, 1879.

New York Office
 J. W. HASTIE
 155 East 42nd Street. Vanderbilt 4661

Los Angeles Office
 HORWOOD PUBLISHING CO., INC.
 407 East Pico Street. Westmore 1401

San Francisco Office
 H. H. CONGER CO.
 929-30 Hearst Bldg. Garfield 8990

YEARS

OF STEADY PERFORMANCE MUST BE THE ANSWER

It is with great satisfaction and interest that we watch the same old customers mingle with new ones in our store year in and year out. Every year sees an addition to our list of regular friends. We are sure that a good sound organization intelligently able to steadily distribute good merchandise in a business like way—not blatantly and not by continually shouting empty boasts—is the reason why our old customers stay and new ones come. In other words—

STEADY PERFORMANCE

THIS IS BACKED UP BY A LARGE COMPLETE STOCK OF

Hammarlund Hi-Q 31 Kits, National M. B. 30 Kits and Power Units, Silver-Marshall Kits and their Newest Licensed Super-Heterodyne Kits coming; Carter, Yaxley, Pilot and hundreds of pieces and parts that represent the latest—the very peak of radio broadcast reception. "Radio Supply" is at the Service of the West—Use Us!

Merchandise that the Amateur Eagerly Seeks:

National SW5 AC Kits, Mershon, Pilot Super Wasp Kits, Weston Meters, Thordarson Power Units, Vibroplex, Cardwell, Flechtheim, Universal Mikes. More makes than we can list here. Most "hams" know it. Make use of it. Drop in and see W6FBI Working! You are invited.

"Radio Supply" is sole Southern California Distributor of

RECTO BULBS

and all National Transmitting Tubes. Send for price list.

**Amateur Radio W6FB1, 150 Watts,
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WESTERN RADIO, Inc.

ANNOUNCES

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Radiette

For Distribution in Southern California and Arizona

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We have found in the new **Radiette** a remarkable radio set which we believe is the finest Midget set ever produced.



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- 4 Tuned Circuits
- Band Pass Filter
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WESTERN RADIO, Inc.

LES TAUFENBACH, *President*

1135 Wall St., Los Angeles

WEStmore 3338

1000 SOUTH BROADWAY CORNER 10TH STREET

1000 SOUTH BROADWAY CORNER 10TH STREET

TRANSMITTING-RECEIVING SHORT WAVE - PUBLIC ADDRESS EQUIPMENT!

EVERY LEADING RADIO MANUFACTURER REPRESENTED IN OUR COMPLETE STOCK

LATEST LEACH RELAYS

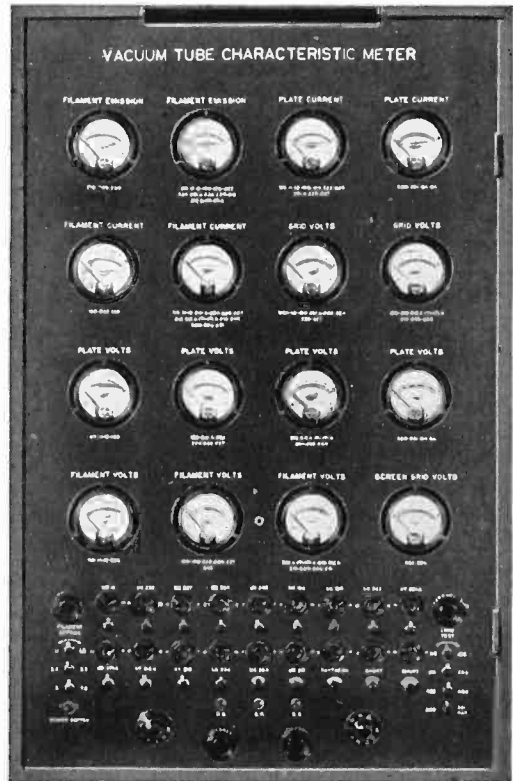
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YOU can be SURE that the **TUBES** you buy **HERE** **ARE RIGHT!**

Our **LABORATORY TEST BOARD**
*the only one of its kind on the
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PROTECTS YOU
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IT DOES NOT PAY TO GUESS

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ARDON RADIO TUBES, Radiotron, HYVAC, EC RADIO TUBES, PILOTRON, STANTON
LABORATORY TESTED before YOUR very eyes!

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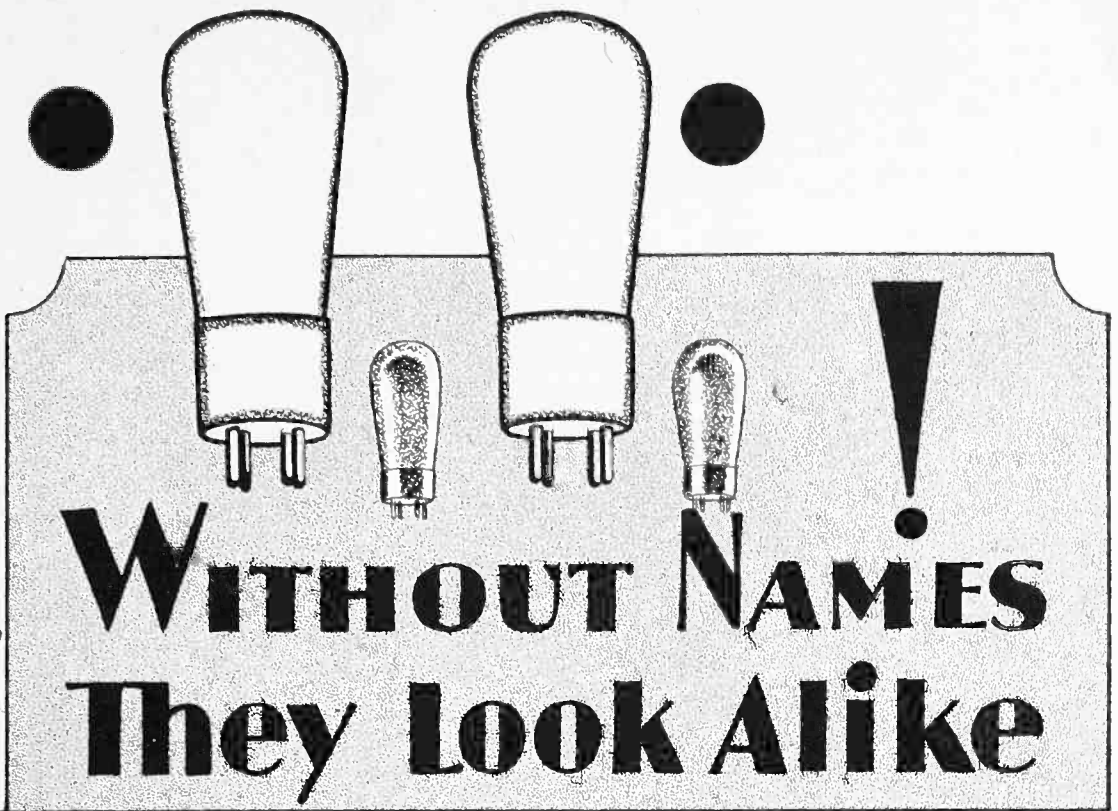
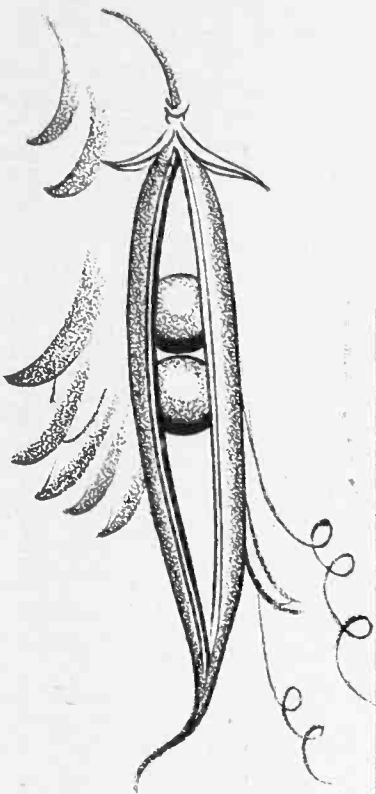
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FREE
TO OUR
PATRONS

RADIO MANUFACTURERS SUPPLY CO.

1000 So. Broadway

CORNER 10TH ST., "THE FAMOUS RADIO CORNER"
LOS ANGELES

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RADIO tubes look alike outside and inside. But what a difference when it comes to performance. There are reasons — and plenty of them — why Professionals endorse Pilotron Radio Tubes. If you could test your tubes as the scientist does, you would quickly agree that Pilotron Radio Tubes are to be preferred...dependable under all conditions — quick to get into action — perfect in tone reproduction — uniform in quality. Even though Pilotrons are better, they cost no more than ordinary tubes. Your Pilot radio dealer will gladly explain more fully why you should prefer Pilotrons.

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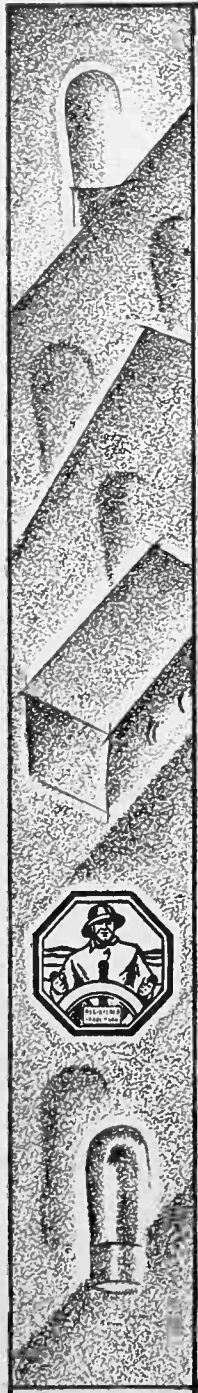
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WE have brought to radio the reputation of General Motors. Our business must uphold a world-wide renown for sound practice, for progressive policies, for permanence, for fair dealing, for an ability to create extraordinary value. ☞ That is why we have built an exclusive dealer organization comprised of men able to meet unusual requirements of character, integrity, and responsibility. That is why we have put service on a national basis—with expertly-manned, thoroughly-equipped service stations at strategic points throughout the entire country. That is why we have developed an exceptional product—distinguished in appearance, impressive in performance, equipped with the new Visual Tone Selector which lets you emphasize bass or treble at will. ☞ Judge how well we are meeting the obligations of our inherited reputation. Go over our dealer franchise feature by feature. You will find it the kind of agreement under which you prefer to conduct your business, representing the type of product you prefer to sell . . . a distinctive product . . . a Product of General Motors. Inquiry by wire or letter will bring complete information.



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—recommend and sell
new and improved

TRIAD RADIO TUBES

Every development known to radio tube science—you will find them *all* built into the new, improved TRIAD line. Types T-24 and T-45 have been entirely redesigned to assure greater power output and less distortion at higher signal voltages. The new construction and thoriated tungsten filament makes T-210 an easy oscillator and guarantees a longer life. The construction of T-50 has been strengthened to withstand the most severe usage.

All through the entire TRIAD line you will find the same sensational improvements carried out. No wonder TRIAD tubes have won the confidence of trade and public alike!



A NEW 210
OSCILLATOR

We have designed this tube for strenuous service under transmitting conditions. The filament is thoriated tungsten and the plates are molybdenum. At exhaust, each 210 is individually treated and evacuated for the highest possible vacuum.

For further information send for our bulletin T-10. Special prices extended to Licensed Amateurs and Members of A.R.R.L.

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TRIAD MANUFACTURING COMPANY, INC.
PAWTUCKET, RHODE ISLAND

TRIAD Tubes are manufactured under R.C.A., Westinghouse and G.E. patents.

TRIAD — THE TUBE THAT'S HONOR — BUILT!

Sensation of the Radio Industry

from 12th Place to 1st Place
in 3 Years

Now... Philco steals a *new* march on the Radio Industry with this combination of new features and phenomenally low prices.

WHAT causes *one* radio to be universally demanded above all others?

Performance!

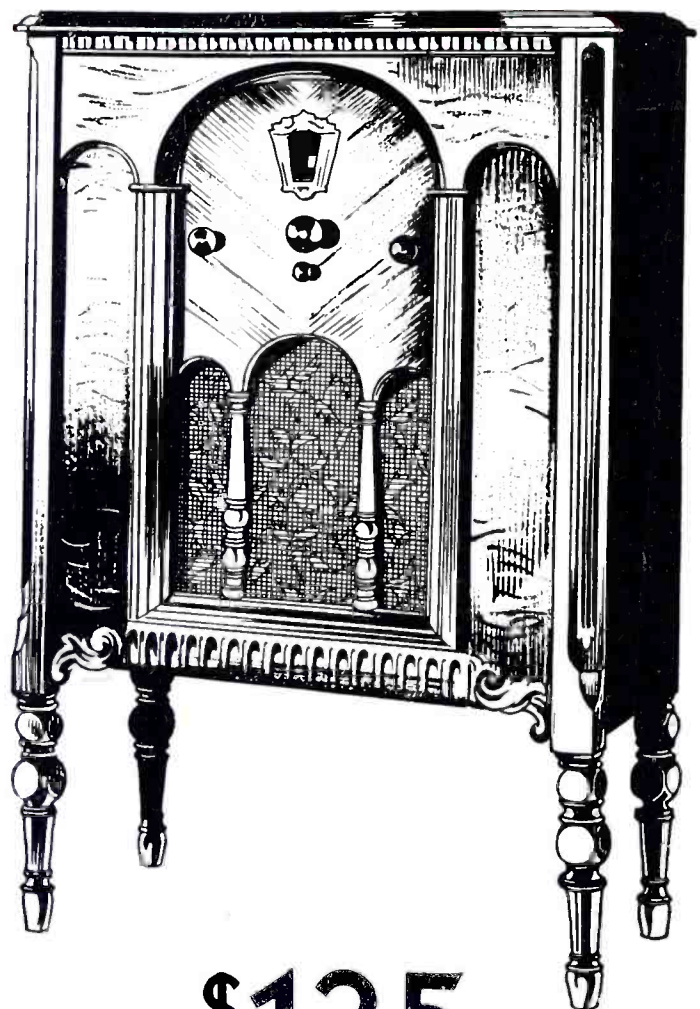
That is the *only* method by which the public can truly judge. In 1929, Philco sets became world leaders, in popular favor and in sales. *Why?*

Because Philco was *first* in Philco Balanced Units, producing a TONE never before achieved in radio.

Now Philco sets the pace again...with TONE CONTROL, newest miracle of radio reception. This amazing feature gives you *personal control* of station tone through FOUR degrees of tone quality... "Brilliant"... "Bright"... "Mellow"... "Deep". And, *cuts interference noises*.

In addition, Philco brings you four other features, never before *combined* in one radio. (1) Automatic Volume Control, in Philco Screen Grid Plus. A remarkable device that enables you to pick up and *hold* far-away stations, without "blasting", fading or distortion. Volume remains the same for stations near or far, where you set it on the dial. (2) Visible Station Recording Dial, on which you can permanently log your favorite stations. (3) Tremendous power, selectivity, and distance ability. (4) Exquisite cabinets, created by one of the most famous designers in America.

But...you must hear, see and *operate* the new Philco before you can appreciate why it is the outstanding sensation of the radio industry. Then you'll wonder *how* Philco can be offered at such sensationally low prices. Philco *volume* does it



\$135

COMPLETE
with 7 tubes

Screen Grid Chassis

SCREEN GRID LOWBOY

This exquisite cabinet, of American black walnut, figured burr walnut and Oriental wood, contains new 7-tube Philco Screen Grid Radio. One of a complete range of exquisite models, priced

from \$115⁰⁰ to \$235⁰⁰

(Radio-Phonograph Combination) complete with tubes.

Baby Grand Model, \$69⁵⁰

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So. California Philco Distributors

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WEstmore 7194

SEE . . . HEAR . . . OPERATE THE NEW PHILCO AT YOUR NEAREST DEALER



HAROLD HOWARD—KFWB

WE
APPLAUD . . .

Because: HAROLD HOWARD plays the piano and directs his orchestra in three hours of dance music over KFWB every day in the week; because his trio and two featured singers show considerable promise, and most of all because the orchestra is composed entirely of former college men and their music is melodiously syncopated and reminiscent of campus days.



ROLLY WRAY—KFOX

Because: MISS ROLLY WRAY of KFOX, Long Beach, is talented and ambitious; because her piano music is unusually rhythmic and her voice young and pleasant; and finally because she is one of the "Campus Sweeties," a member of the "Bill and Coo" team and still has time to be herself two fifteen-minute periods a day when she dispenses piano and songs.

A LISTENER AT LARGE

By DOROTHY HUMMEL



In the first issue of the new RADIO DOINGS we defined the purpose of this page and in the event that you have lost sight of our ideal we are going to quote one paragraph from the introductory remarks which prefaced this department. "Progress in any field is furthered by criticism and it is our purpose in this new department of RADIO DOINGS to offer criticism, not censorious but constructive of radio programs which reach our ears. This page will act as mediator between the listening public and the broadcaster. Here you may voice your enthusiasms and your grievances and here the broadcaster will be given the opportunity to defend his station's efforts. We want you to listen critically to your radio and then take an active part in the discussions." The letters quoted in this department are NOT editorial comment but expressions from our readers. They are not published to give offense but to afford listeners the privilege of voicing their likes and dislikes. Again we urge you to write down your opinions and send them to this department and if your letter arouses a desire to defend the point in question, this page welcomes the reprisal. A worthwhile subject will come through the fire of discussion all the stronger.



Here is a Robert Hurd supporter who feels that that estimable gentleman has been unjustly accused in the matter of program inaccuracies.

"Referring to the criticism of program manager's in your "Listeners At Large" article in the Sept. 13 copy of Radio Doings, I see that Mr. Hurd of KFI came in for most of the criticism and in my opinion is the one that least deserves it.

"I wonder if those who criticise are aware of the fact that Mr. Hurd is not only program director for two stations, but also appears on several programs a week as one of radio's best loved tenors.

"I for one think he deserves only admiration and praise for the able way he fills his position in the radio world.

"His programs are always as near perfect as it is humanly possible for them to be.

"Mr. Hurd has been singing for the Gordon Bread program for about two years and you had it listed as two separate programs of fifteen minutes each.

"While he was on his vacation you had him on for his regular weekly programs and did not even tell your readers of his absence.

"Do you expect your readers are going to believe Mr. Hurd was responsible for all those mistakes?

"I for one would not believe it.

"I wonder if those who criticize ever send in a little note of thanks to the artists or patronize the firms that sponsor their favorite programs?"

J. H., 436 Magnolia, Inglewood, Calif.

May we re-iterate one important thing. This magazine publishes the programs of the various stations

EXACTLY as they are sent to us with the exception of a few cuts which are made to save space. It would never occur to the Program Editor to list the Gordon Bread Company program and Paul Roberts separately unless the release sent us from KFI had so scheduled it. We are credited with considerably more ingenuity than we actually possess. One irate radio entertainer accused us of (in his mind) malicious intent to omit his name from the schedule of a certain broadcasting station. He had a fifteen minute program twice a week and for some reason the station manager had not included it on the release sent to the press. Out of the thousands of lines that make up the detailed programs in that department, is it humanly possible for the program editor to catch the omission? How could she have known that the program was actually on the air when the station's schedule made no mention of it? A little understanding is all that is needed but that is needed badly.



Comes the clear note of a soft-toned "bong," repeated three times and on the oriental strains of "Song of India," "the Morning Psychologist" is ushered over the ether to your breakfast table. The smell of incense almost reaches you and the voice of the "psychologist" is neatly calculated to inspire a feeling of dreamy mysticism in the mind of the listener. After tuning in on several astrologists, mystics, seers, ad nauseum, we found this half-hour at least a good show. The voice is pleasant, the answers not so stereotyped and the musical background effective, but—psychology? For some years the term has been loosely applied to many practices, legitimate and illegitimate, not properly belonging to psychology, and from our limited knowledge of the subject it has nothing whatever to do with mysticism, fortune-telling or astrology. It is the science of the mind. Could it be that the work psychic has been confused with psychology? We have no particular quarrel with the above-mentioned program except that it is given under the guise of psychology. One typical answer given on this program the other day will illustrate the point nicely: "You will never regain your health until you stop worrying. My advice is for you to see a competent doctor." Is that anything deeper than just obvious good common sense?

The powers that be have frowned so darkly on mystics, seers and air fortune tellers, that their broadcasts are getting to be too cautious to be entertaining. They have all abandoned any claim to the supernatural, but they still manage to convey the message that if you send the dollar bill for the star-map, the inspirational booklet or what have you, you will be immeasurably benefitted by their uncanny penetration of the three problems which you are invited to send with the bill. Our admonition is merely this . . . don't let it ruin your life one way or another.

FOR YOUR ENTERTAINMENT. . .



The fetching young person on this week's cover is Miss Dorothy Dee whom you have undoubtedly heard in some delightful organ recitals over KTM. We have hinted several times about there being some worthwhile programs over this station in addition to the ever popular Ranch Boys, and Dorothy Dee's organ recitals are in this group; and in a near future issue we are going to show you a picture of Marillah Olney, KTM's dramatic continuity writer and actress. So don't go away, folks!

* * * *

And of course that last admonition reminds us that Charlie Wellman, KHJ's erstwhile popular Prince of Pep, has taken it into his head to do a little heavy free-lancing for the next few months. You may stumble on him over most any station and we are sorry that we cannot be more definite but as we feed this copy to the roaring presses, Charlie is still thinking it over.

* * * *

If the Columbia Broadcasting System's affiliated stations on the west coast don't bring us Alexander Woollcott, author and critic who started a new series on September 15 from the CBS key station, we suggest that you register a complaint. KHJ is mute on the subject but maybe they will change their mind by next Monday at 4:15; and in that happy possibility be sure and tune in for you will not want to miss Woollcott, who has been intimately associated with the theater, journalism, and literature for over twenty years and knows whereof he speaks.

* * * *

KFXM, San Bernardino's own little station, blossomed forth on the night of September 5th with a very elegant new studio. A formal opening properly celebrated the event and many nice things were said about KFXM, the ambitious young gentlemen—the Lee brothers, who own the station, the talent and the future of this popular little station. Very best wishes!

* * * *

Rumors to the effect that on October 2nd, President Hoover will talk via the National and Columbia Broadcasting System networks are beginning to circulate around KFI and KHJ, but members of both stations wouldn't be too definite about it. Their idea seems to be that they'd rather surprise you than disappoint you, although it isn't clear just how they could surprise you if you didn't know he was going to be on the air. But tune in about 5:30 on either station.

* * * *

KMTR has a well-planned record program every Sunday from 12:00 to 2:30 and for you who prefer to hear records of those successful in their field rather than the real thing from amateurs who are not so good, we recommend this program. At 12:00 noon Rudy Vallee admirers can enjoy a half-hour program by Rudy and his Connecticut Yankees. Abe Lyman fans will tune in for the next thirty minutes, and Nick Lucas followers will like the 1:00 to 1:30 period. New and popular releases are next presented and just before the polo game at 2:30 the older folks will love old time waltz records.

California's most famous love story—the romance of Concepcion Arguello and Count Resanof—has been chosen for the next drama in the "Let's Get Associated" series, the opening episode of which will be presented through the NBC network October 1 between 8:00 and 8:30 o'clock p.m.

The story of Dona Concepcion, daughter of the commandant of San Francisco's Presidio in the days when California belonged to Spain, and her tragic love for the sophisticated Russian count is one of the most exquisite in the history of the West. Running side by side with the romance of the tale, as told by Carlton E. Morse, author of the "Let's Get Associated" dramas, is an interesting glimpse of Russia's attempted conquest of the Pacific Coast.

The characters of Concepcion and Count Resanof, shown so intimately in the radio play, offer large scope to Jack and Ethyl, the "Let's Get Associated" stars. A cast of national players supports the two leads as Resanof and Concepcion. Other historical figures which are brought back to life in the radio play are Concepcion's father, Commandant Jose Arguello, her brother, Luis, later governor of California, and Governor Arrillaga. KHQ, KOMO, KGW, KPO and KFI will release the program.

* * * *

Effective Monday, September 20th, the staff orchestra of KNX came under the direction of Bill Hatch, long and favorably known to the station's audience. Hatch comes to the task well prepared, having had a long and varied career in music both here and in the east. The orchestra will offer something unusual because of the combination of strings and saxophones eliminating brass. It will also be able to offer a diversified program by utilizing the small combinations contained in it.

* * * *

The Happy Chappies, a picture of whom we showed you in a recent issue of Radio Doings, are harmonizing over at KMPC now. As sure as we publish a picture in this magazine the artists get the wanderlust or something else, at any rate they usually move. The writers of "When the Bloom is on the Sage" are on regular schedule over the Beverly Hills station and we refer you to the program section for the time.

* * * *

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

* * * *

"The Mikado," perhaps the best known of all Gilbert and Sullivan comic operas, will be the final September presentation of the Silver State Light Opera Company over KOA, Denver, and an NBC network at 1:00 p.m., Monday, Sept. 29. This opera, originally scheduled for Sept. 15, was postponed for the broadcast of the America's Cup Races.

Football Schedules

EDITOR'S NOTE: Each week this page will publish football schedules and show you pictures of the various football announcers. Keep this page by your radio during football season.



FRANK BULL—KMTR

KMTR

October 4—U.S.C.-Oregon State.
 October 11—U.C.L.A.-Pomona.
 October 18—U.S.C.-Utah Aggies
 October 25—To be announced.
 November 1—U.S.C.-Denver.
 November 8—U.S.C.-California.
 November 15—U.S.C.-Hawaii.
 November 22—To be announced.
 November 27—U. S. C.-Washington.
 November 29—U.C.L.A.-Idaho.
 December 6—U.S.C.-Notre Dame.

NIGHT GAMES

September 26—Occidental-Hawaii.
 October 17—St. Mary's-U.C.L.A.
 October 21—Oregon-U.C.L.A.
 October 30—Stanford-U.C.L.A.

Columbia Broadcasting Co.

Oct. 4—So. Methodist vs. Notre Dame at South Bend.
 Oct. 11—World Series.
 Oct. 18—Army vs. Harvard at Cambridge.
 Oct. 25—Notre Dame vs. Pittsburgh at Pittsburgh.
 Oct. 31—To be announced.
 Nov. 1—Princeton vs. Chicago at Chicago.
 Nov. 8—Illinois vs. Army at New York.
 Nov. 15—New York vs. Princeton at Princeton.

Nov. 22—Pennsylvania vs. Cornell at Philadelphia.
 Nov. 29—Army vs. Notre Dame at Chicago.
 Dec. 6—Notre Dame vs. U. S. C. at U. S. C. (to CBS)

National Broadcasting Co.

Sat., Oct. 4, 2:00 p.m.—University of Southern California vs. Oregon State, at Los Angeles.
 Sat., Oct. 11, 11:45 a.m.—Navy vs. Notre Dame.
 Sat., Oct. 11, 2:00 p.m.—University of Southern California vs. Washington State, at Pullman.
 Sat., Oct. 18, 11:30 a.m.—Harvard vs. Army.
 Sat., Oct. 18, 2:00 p.m.—Oregon vs. Washington.
 Sat., Oct. 25, 11:30 a.m.—Army vs. Yale.
 Sat., Oct. 25, 2:00 p.m.—Stanford vs. University of Southern California, at Palo Alto.
 Sat., Oct. 25, 2:00 p.m.—California vs. Washington.
 Sat., Nov. 1, 11:45 a.m.—Princeton vs. Chicago, at Chicago.
 Sat., Nov. 1, 2:00 p.m.—Oregon State vs. Washington State, at Portland.
 Sat., Nov. 1, 11:45 a.m.—Princeton vs. Chicago.
 Sat., Nov. 8, 2:00 p.m.—Stanford vs. Washington.
 Sat., Nov. 8, 2:00 p.m.—University of Southern California vs. California, at Los Angeles.



TED HUSING—CBS

Sat., Nov. 15, 11:30 a.m.—Yale vs. Princeton.
 Sat., Nov. 15, 2:00 p.m.—Washington State vs. Washington, at Seattle.
 Sat., Nov. 22, 11:30 a.m.—Yale vs. Harvard.
 Sat., Nov. 22, 2:00 p.m.—Stanford vs. California.
 Thurs., Nov. 27, 11:45 a.m.—Cornell vs. Pennsylvania.
 Thurs., Nov. 27, 2:00 p.m.—University of Southern California vs. Washington, at Los Angeles.
 Sat., Nov., 29, 1:45 p.m.—Dartmouth vs. Stanford.
 Sat., Dec. 6, 11:30 a.m.—Navy vs. University of Pennsylvania, at Philadelphia.
 Sat., Dec. 6, 2:00 p.m.—Notre Dame vs. U. S. C.

RADIO NEWS FLASHES

California Radio Benefits by Census

The Federal Radio Commission has adopted the census figures officially released by the Department of Commerce as the basis for computing the radio facilities due each state under the Radio Act of 1927 as amended. Commissioner Harold A. Lafount calls our attention to the fact that California has benefited more than any other state so far as allocation of radio stations is concerned by the 1930 census. The broadcast facilities assigned to California as of July 31, 1930, gave the state 22% more than the actual quota required by the estimated population figures of 1928. The new census figures have reduced this to 7% over quota.

A brief explanation of how radio allocations are affected by state population totals and just how California has benefited so greatly by the new census is here given so that our readers may understand the allocation methods used by the Commission.

The Radio Act of 1927 with its amendments requires that the broadcasting facilities of the nation be equally divided between the five zones. We are in the Fifth Zone which comprises the eleven western states, Alaska and Hawaii. That vast territory is therefore entitled to one-fifth of the nation's broadcast facilities. One-fifth of the total power, one-fifth of the cleared channels, one-fifth of the regional channels, etc. These facilities are then divided between the states which comprise the zone on the basis of their population.

The estimated population of California in 1928 was 4,556,000 and the estimated population of the entire Fifth Zone was 11,266,244. Therefore, California was entitled to 40.44 per cent of the zone's radio facilities. This called for 32.34 units, under the Commission's unit system. However, California was assigned 39.53 units as of July 31, 1930. We were then 22% over quota.

Under the 1930 census, the total population of the Fifth Zone is 12,312,182. The population of California is 5,672,009. This is 46.06 per cent of the total and California now is entitled to 46.06 per cent of the radio facilities of the zone. This percentage represents 36.85 units, so that instead of being 22% over quota we are only 7%, while retaining the same facilities.

California benefited so greatly because of the fact that while our population increased by more than a million, the population of seven of the states in the zone decreased.

No Ban on Wet Broadcasts

The air is wide open for the verbal war of the wets and the dries so far as the Federal Radio Commission is concerned. The decision as to whether or not any station may broadcast an attack on the prohibition amendment is left entirely to the station owner.

Speaking of the refusal of Station WHEC, of Rochester, N. Y., to broadcast the addresses of former Senator James W. Wadsworth, Jr., and Mrs. Charles H. Sabin, prominent New York society woman, at a wet rally, Maj. Gen. Charles McK. Saltzman, chairman of the Radio Commission, said that the commission had no power of censorship of such broadcasts.

"The Commission always follows the law," he said, "and the law does not give us any right to judge the programs of a station."

This is Last Week of Survey

This is the last time the Station Popularity Survey form will appear in Radio Doings. It is the last opportunity to include your opinion of the relative merit of the Southern California stations with those of the thousands of readers who have already taken part in this Survey. Ballot may be found on Page 18.

If you have not voted, please do so at once. If you have sent in your ballot, interest a friend or neighbor in giving us his honest opinion relative to the stations so that the concluded survey may be as widespread and as representative as possible.

October 4th is the last day for ballots to reach the office of Radio Doings, and if the work of tabulation can be completed in time, the results will be published in our issue of October 11. A full report of the tally and all of the signed forms will be delivered to James Chapple, Department of Commerce radio inspector for the Southern California district.

Lafount Quotes Figures

The total turnover in all branches of the radio industry should reach \$1,000,000,000 this year in the opinion of Radio Commissioner Harold A. Lafount, despite the general business depression.

Exports are helping to offset the domestic slump, he said, and even the political upheavals in South America are not likely to damage this trade.

The industry is anticipating the sale of approximately 3,500,000 receiving sets, with an estimated value of \$400,000,000, the commissioner pointed out. Radio tubes should bring an additional \$200,000,000.

British Broadcasting

The British are very well satisfied with their government-controlled radio broadcasting system, according to Lieut. Col. A. G. Lee, Engineer-in-Chief of the British Post Office Department and Vice-Chairman of the Radio Research Board, who was a caller this week at the offices of the Federal Radio Commission.

"Probably one of the reasons why England turned over the control of radio broadcasting to the government instead of following a system similar to that which is used in this country is the fact that the British are more used to government control than the people of this nation," he said.

Explaining that the programs of the two countries are very much the same, he shot home this pertinent observation:

"Programs in England seem to be much freer from distraction because, since there is government control, there is no advertising to clutter up the programs as there is in this country."

But then each radio receiving set owner in the British Isles has to pay a tax of about \$2.50 a year.

Three chains operate in the country under the British system. There are less than 20 local stations, and steps are already being taken to reduce this number so that the chains can have wider coverage.

RADIO DOINGS POPULARITY SURVEY

Below are listed the stations of Southern California, arranged in the order in which they tune in on your dial. Please indicate your opinion of the relative merit of the stations by numbering them in the order of their value to you—"1" for your first choice, "2" for your second, etc. Mark zero after the stations which are of no value to you. A column is also provided for your comments and suggestions. Be sure and write your name and address at the bottom of the page, otherwise your vote will not be counted.

Fill out carefully and thoughtfully, cut out the half page and mail to RADIO DOINGS, 407 East Pico St., Los Angeles, Calif.

Station	Rating by Number	Comments or Suggestions
KMTR		
KFSD		
KFI		
KMPC		
KTM		
KELW		
KHJ		
KFWB		
KFVD		
KNX		
KMIC		
KFSG		
KGFJ		
KFXM		
KFOX		
KGEF		
KTBI		
KGB		
KGER		
KPSN		
KECA		

Name

Address

DX CLUB NOTES

During the past week, climatic conditions have continued to become more favorable for DX reception. Dozens of stations which have not been heard since last Spring again greet us with familiar voices and announcements. The Japanese stations have good volume these mornings, and many low-powered broadcasters throughout the country are breaking through the diminishing static level. From our experience we would say that all indications to date point toward a very good DX season with unusually high signal strength.

Letters from our readers listing stations logged and otherwise reporting their DX accomplishments are welcome as in former seasons, and a number of these will be published in each issue of Radio Doings. We imagine the fans have been holding off pending this direct invitation. But you need no longer be bashful. Send in your DX log right now and start the ball rolling.

The "Around the Dial" column will also be resumed immediately, wherein our readers may exchange information regarding DX stations. This proved to be a very interesting and helpful page last year, and many fans were enabled to add new stations to their lists through information gleaned from its columns.

Meanwhile, do not forget the big Contest, Saturday, October 4, when you may fish for the elusive DX from sunset until sunrise Sunday morning. In listing your stations, be sure to state the time and selections heard. Your log must be accompanied by a few paragraphs on the subject "Why I Enjoy DX Reception." This will not be a factor in the valuation of the log submitted, however, or have any bearing on the judges' choice of logs for the two prizes. We simply want these little essays in the hope that some of them will be worthy of publication and will possibly inspire "casual listeners" to become DX enthusiasts.

In addition to the two grand prizes already announced, the Pilot Super-Wasp short wave set and the National Thrill Box short wave set, we will also send a worthwhile radio accessory to every contestant which will enhance the DX-getting ability of his set.

Some of our friends have suggested that the "sunset to sunrise" contest is too long; that from sunset to midnight would be better. Other contests will be conducted for the fewer number of hours. One thing in favor of the all night session is that some of the fans whose sets are not particularly selective are able to log many eastern stations in the early morning which they could not hope to land during the evening. Then, too, many listeners will enjoy the thrill of hearing the Japanese stations for the first time because our Contest keeps them up sufficiently late.

In next week's issue we will announce a meeting of the charter members of the Radio Doings DX Club.

Survey

This is the last week of the Radio Doings Survey of station popularity. If you have not already done so, be sure and take advantage of this opportunity to express your views. All ballots must be in our office by October 4. The final results of the survey will be published in our issue of October 11, and all signed ballots will be delivered to James Chapple for his use.

Are Advertising Agencies People?

By NAYLOR ROGERS*

A few weeks ago, Robert Hurd, Program Director of KFI-KECA, discussed radio programs with Jose Roderiguez, Publicity Director of the two stations, and the article appeared in *Radio Doings*. And now we have Naylor Rogers, Manager of KNX, rising up to defend his point of view, which is as it should be—Editor.

“YOUR host for this evening is the X Y Z Company. Confidentially, their advertising agency is terribly dumb. They have no culture. Their knowledge of music is nil. Their taste is poor. Why,



NAYLOR ROGERS

would you believe it? . . . they thought the name of our esteemed musical director sounded like a Czecho-Slovakian cuss-word. But we've managed to give the X Y Z people a pretty good program, in spite of what their agency tried to do to it. So listen in, folks, and enjoy yourselves.”

Radio announcements of the above type do not go out over the air, but expressions quite similar in tone and intent do get into the public prints, where they are entirely visible to the eye of the radio audience. And then we who are in the business of radio broadcasting wonder why our sponsors do not get better results, and why advertising agencies are not more enthusiastic in their cooperation.

It would be rather difficult to imagine *The Saturday Evening Post*, or *The Ladies Home Journal*, or *Liberty* breaking into print with a story of its poor opinion of advertising agencies. But radio, almost from the beginning, has done just that thing. When it comes to a question of bad taste, one wonders whether it is worse to lack a profound knowledge of Italian or Russian composers, or Czecho-Slovakian conductors, for that matter, or to accept the business and the cooperation that advertising agencies bring to us, and then to make faces at them behind their backs.

It may be rather presumptuous for an advertising agency with necessarily limited radio experience to pose as an authority on program-building. Yet the advertising agency does, of necessity, dictate the copy that must go into a publication advertisement, and it selects the art and typography and supervises other mechanical details. Within reasonable bounds, the white space that an advertising agency reserves for its client in a magazine may be used as that agency sees fit. The magazine does not say that the agency must or must not use a certain phraseology, copy of certain length, pictures of a certain kind. And, speaking of presumption, is it not equally presumptuous for a radio program director, with

his necessarily limited knowledge of advertising, to lay down hard and fast rules as to what an agency's advertisement on the air shall consist of?

After all, it is the agency man who is charged with the responsibility of making the program dovetail with the entire advertising plan. He must see that the program, as it finally goes on the air, is closely allied in theme to the object that the advertiser is trying to accomplish. While he should not presume to set himself up as a musical authority, unless he is one, he at least is the best judge as to whether the suggestions of the program department constitute good advertising as well as good entertainment.

Instead of bursting into the public prints and calling naughty names (which both the station staffs and the advertising agency have been a bit too prone to do) would it not be far better for those two to get together on a common ground and attempt to discover a happy medium that will mean better programs and better advertising support for the station, better entertainment for the radio listener, and better results for the advertiser? It can be done. Our very agreeable experience here at KNX is proof of that.

Perhaps the writer's viewpoint is not altogether unbiased. He came into radio from advertising. He knew advertising agencies before the advent of radio as quite intelligent, usually progressive, and more than usually successful human beings. Nothing has occurred since the writer's debut in radio, which dates back about as far as one can date in radio, to alter this opinion. And since this opinion is shared generally by both the artistic and the technical staffs of the station which the writer represents, we get along quite beautifully with our sponsors and have never, never, had to apologize for them or to punish them in the public prints.

Much may depend on the state of mind. There was a time when commercial artists believed themselves entitled to at least an occasional outburst of artistic temperament. They insisted on art for art's sake, regardless of what the picture was supposed to say. And some terrible advertising art, and equally terrible advertising, was the result. Then artists, writers, advertisers, and agencies learned to know one another and to work together, and today some of the very best, if not most of the best, pages in our modern magazines are the advertising pages.

The same thing must happen in radio before radio broadcasting can achieve anything approaching the finish and the excellence of the modern magazine. That same thing has been happening at our station, for the last six years, and neither we nor our listeners have anything to complain about. We have some big names on our artistic staff at KNX—men and women known not only nationally but internationally as consummate artists. Yet never has a sponsor of ours asked one of these artists to do anything that he or she did not accept as quite appropriate and in accord with the highest artistic standards.

It is time that radio broadcasting staffs—musical, dramatic, technical—realized that they cannot get along without the advertising sponsor who pays the bill (including the salaries of these same ladies and gentlemen) and therefore set about devising means of getting along

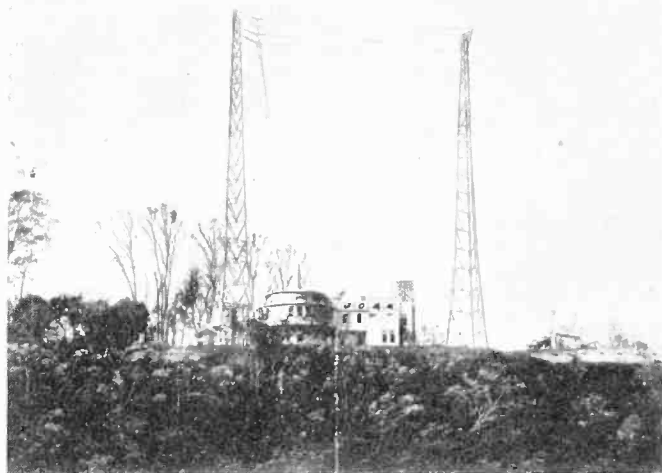
(Continued on Page 44)

*Manager, Radio Station KNX.

Broadcasting in Japan

BROADCASTING in Japan, while much newer than in the United States, is very similar in the character of its programs though given more to educational matter and less to comedy and boop-a-doop music.

An interesting review of the origin and the present status of broadcasting, from a program point of view, has been brought to the attention of the Federal Radio



TOKYO STATION JOAK

Commission by an article in the Japan Advertiser, English language newspaper published at Tokyo.

"Broadcasting by radio is a comparatively new thing in Japan," the paper states. "It is, of course, a new thing in the world at large, but it was several years after the United States and Europe had taken to this new diversion with great avidity before more conservative Japan looked upon it with favor and granted licenses for the first broadcasting station in the Empire and permitted private individuals to own and utilize receiving sets.

"There was some justification for this attitude. The fear of Communist propaganda here is a very real fear, whether actually justified or not. The fact that such a fear exists must be recognized. Vladivostok, Khabarovsk, and other Soviet Russian cities with broadcasting stations lie so close to the Empire of Japan that it would be easy, save for the restrictive regulations which have been put into effect, for them to flood the country with doctrines which are subversive to the very basis of the Japanese state and Japanese ethics.

"It is true that the broadcasting from these cities of Siberia is sent out in the Russian language, but, through the powers in Tokyo, discontented Japanese and Korean malcontents could be easily obtained to broadcast in a language that would be readily understood by every Japanese with a receiving set.

"After mature deliberation, it was decided to establish the first broadcasting station in Japan at Tokyo, which was designated as JOAK, and which was followed by stations at Osaka and a few other cities. Mechanical safeguards were thrown around them in order to prevent any influx of 'dangerous thoughts' from the Asiatic continent. They were licensed in a most profit-

able manner to both the Government and those obtaining the concessions."

The popularity of the new entertainment grew quickly, it is explained, and soon the voice of radio was "heard from morning to night, and late at night at that, wherever one goes in the Empire."

Declaring that the program broadcast by Station JOAK is "probably as good an index to what Japan is thinking and is interested in as can be found," the paper takes a program "at random and so one that is typical" and reviews it as follows:

"The program starts at 6 o'clock in the morning with instruction in physical exercise, a far cry from the day of the fencing master of samurai-ridden Japan. It is followed by a lesson in German and that in turn by a lecture on How to Master English Conversation. What more striking proof of the direction in which Japan is moving could be offered than the fact that instruction in two foreign languages is sufficiently popular to occupy a place on the radio program? It may well be questioned whether a parallel will be found in any other country.

"The language lessons are followed by the weather report, a topic of worldwide interest and particularly so to all farmers. Business men then have their innings, for the day's list of commodity prices follows, and the women are not neglected, for they are given brief instructions on the preparation of foods. Subjects of absorbing public interest vary from time to time, yet there can be no doubt that just at present the question of the promotion of the consumption of home-produced products at home is a popular one in Japan, and so Dr. Shigechi Mayeda is to give a comparative talk at 10:30 o'clock this morning on Japan-made and foreign-made articles.

"At noon comes the time signal, which is of interest in any country in the world, and five minutes later a program of Japanese music begins, a program which is typical of the Japan which has not as yet vanished and which never will entirely. The Miyako Shimbun will then broadcast the day's news, which will be followed by a report of the inter-city baseball tournament now being staged at the Outer Grounds of the Meiji Shrine. Is there need to comment on the fact that baseball has come to occupy so prominent a part in Japanese life? Another report on the weather will follow, and then again an immediate problem will be dealt with in a practical manner, for JOAK will broadcast the names of firms desiring laborers in these days of unemployment.

"The evening program starts with foreign music for children, thus educating them to accept the musical standards of the West as well as of their own land. Nippon Dempo will then take up the task left off by the Miyako Shimbun, and bring news events up to date. A return to pre-Meiji Japan follows, for Bun Takagi will tell the story of the knight-adventurer, Chohichiro Matsudaira, of several centuries ago, a story that will stir the blood and rouse the spirit of Yamato Damashii. Japanese music again follows; then the correct time is given once more; then tomorrow's weather forecast, and finally, for the sake of both farmers and business men, the quotations on summer and autumn cocoons."

Fading and Mushing

By K. G. ORMISTON

WE regularly receive letters from set owners in communities situated anywhere from 60 to 200 miles from Los Angeles, complaining of the fading and "mushing" of the Los Angeles stations at night. They report excellent reception during the daytime, but as soon as darkness comes, the signals fade and distort to such an extent that stations at much greater distances must be used for reliable reception. One such letter, chosen at random, reads as follows:

"I have been spending a two weeks' vacation in Santa Barbara with friends and whilst there they bought a Victor radio. During the day the reception was all that could be desired. We could receive all Los Angeles stations, Long Beach, San Diego and KPO, San Francisco, perfectly. But as soon as dusk set in they would fade and get mushy. That seems to be the general thing in Santa Barbara with all receivers. Why should it be, at so short a distance?—J. T. S., Los Angeles."

We have explained this phenomena in Radio Doings repeatedly but since our family of readers is being constantly augmented, and so many letters similar to the above are being received, it is perhaps timely to again throw some light on a natural condition which often mystifies the listener.

Have you ever heard the airport radio stations broadcasting weather conditions along the air routes? If so, you have heard the expression, "Ceiling 300 feet," or "Ceiling 1000 feet." This means that at the stated height there exists a barrier to visibility such as a cloud bank or fog, and that the courses of the airplanes, must necessarily be restricted to the area between the earth's surface and this "ceiling."

In radio we have a similar ceiling which keeps our radio waves bouncing back and forth between it and the earth's surface. They penetrate into it only with great difficulty, and the major part of their energy is turned back just as a beam of light is reflected by a mirror. If this radio ceiling did not exist we would have no long distance radio, since the waves that follow the earth's surface are quickly absorbed and can only be received a few hundred miles. Were it not for the ceiling all of the energy radiated by the transmitting station except the small amount near the station at the earth's surface would be totally lost to us. It would travel on out into space indefinitely and serve us not at all.

The upper layer or ceiling, which is technically known as the "Heaviside Layer," in honor of a scientist of that name, fortunately intervenes in the path of the "sky waves" emitted by the transmitting station, and turns them back to earth. The energy contained in them is thus available at great distances from the transmitter,

and long after the "ground waves" have been absorbed by the hills, trees, buildings, etc., through which they must pass.

The Heaviside Layer is assumed to be a layer of free ions. At any rate, we are safe in assuming that it is a good conductor of electro-magnetic waves. We can readily prove its existence and calculate its height. If we set up a transmitter and a receiver 50 miles apart and then record the received energy by means of an oscillograph we find a second impulse of lesser value following along behind each of the main impulses, exactly like an echo. This echo impulse is the reflected wave, arriving an instant later than the stronger signal, due to the fact that it has travelled up to the ceiling and back again. And though both the direct and reflected waves travel at the speed of 186,000 miles per second, we can still measure the time interval between the arrival of the direct impulse and its echo, and from this value calculate how much farther the sky wave has traveled and hence the height of the Heaviside Layer. Experiments of this nature also show us that this upper reflecting surface is not stationary but is constantly moving up and down and that its surface is not smooth and flat but slowly undulating, like ground swells on the ocean.

It is obvious that as we move away from the transmitter the ground wave will become weaker in far greater proportion to the sky wave, due to the former's greater attenuation or absorption along the earth's surface. Hence there will be a point where the two will be received with equal volume and since they have taken

different paths and one arrives sooner than the other, they will conflict and produce the effects of fading and distortion. During intervals when they arrive in opposite phase the station will fade out, and as the Heaviside Layer moves and the

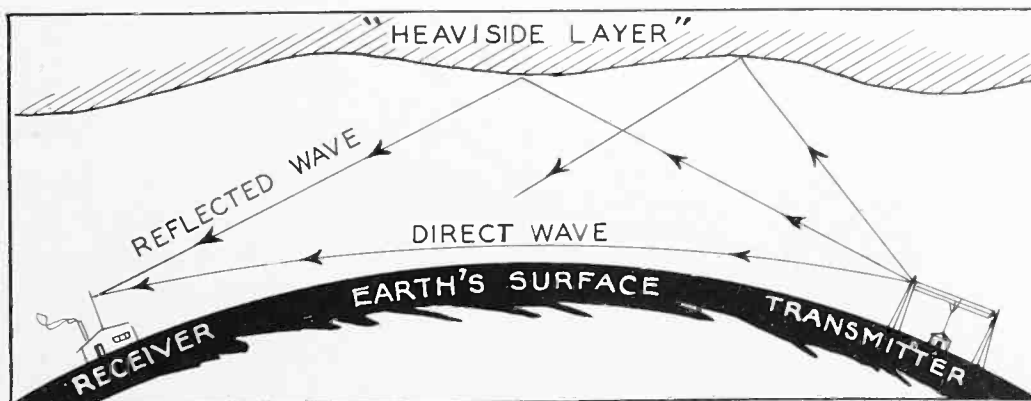
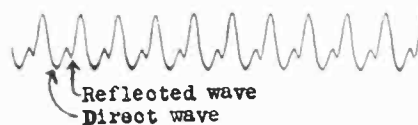
reflected wave arrives a trifle sooner or later the signal will strengthen but the quality will be mushed and distorted. As we move out to greater distances from the station, the ground wave will become so weak in relation to the strong sky wave, that these effects will disappear. And at closer distances, the ground wave will predominate and there will be no interference from the sky wave, which at a minimum must travel 200 miles or more, up to the ceiling and back. This critical area wherein the fading and mushing takes place is usually from about 60 to 200 miles from the broadcasting station.

During the daytime, the sky wave is so weakened because of the ionization of the atmosphere by the sun's rays, that the energy returning to the earth is negligible at broadcast frequencies. Hence, there is no interference with the ground wave, and reception is clear.

Fig. 1 Direct Wave



Fig. 2 Direct and Reflected Waves



MAJESTIC

SUPER-HETERODYNE

These Dealers Invite You to Hear the New Majestic Radio in Your Home

SOUTH VERMONT
Liberal Trade-In Allowance
Peoples Outfitting Co.
Trade Away from Downtown Congestion
 3990 S. Vermont Ave. REpublic 5101.2-3

Plenty of Room to Park
Open Daily and Sunday to 9 P. M.
Universal Music Co.
Terms to Suit Every Purse
 1632 S. Maple WE. 3859

Demonstrations That Convince
Ormiston Radio
Service That Satisfies
 4018 W. 10th St. WYoming 2704

DOWNTOWN
American Radio Co.
Terms — Home Demonstrations
 817 S. Main St. TUCKER 6028

ROBINSON
 RADIO SHOP
 CERTIFIED SERVICE
 4528 S. Western VERmont 6683

"It Will Pay You to See Us First"
Angelus Radio Shop
 4208 Santa Monica Blvd. OLYMPIA 7745

His Service with a Smile
MAJESTIC
 at
WATSON RADIO CO.
 AXridge 1581 4411 S^o Broadway.
 Pleasant 4092 8558 So. Broadway



CULVER CITY
Blunt Radio Electric Shop
It Is Easier to Buy from Us
Come In and Make Us Prove It
 6808 Culver Blvd. Phone 2286

Bender's Radio and Electric Service
 2130 W. Jefferson (Near 2nd Ave.) EM. 1212

Birkel Music Co.
 LIBERAL TERMS
Home Demonstration Solicited
 446 S. Broadway VAudike 1241

Hatfield's
Radio and Refrigeration
 1762 N. Vermont OLYMPIA 5220

De Hoog Bros.
 RADIO
 OUR BUSINESS — NOT A SIDE LINE —
 6120 SOUTH BROADWAY

STATION DIRECTORY



HOWARD MILHOLLAND

National Broadcasting Co., Inc.

Pacific Coast Network

KGO — KGW — KOMO — KFI — KECA
KPO — KHQ — KOA — KSL
KTAR — KFSD

Telephone Sutter 1920

HOWARD MILHOLLAND
Program Director

JENNINGS PIERCE
Chief Announcer

KFOX

Long Beach, California—1250 Kc

"Where Your Ship Comes In"
1000 WATTS—239.9 METERS

Hancock Oil Station Telephone No. 672-81
Owned and Operated by Nicholas & Warriner, Inc.
220 E. Anaheim St.

HAL G. NICHOLS
Manager

L. W. McDOWELL
Chief Technician

CLARENCE CRARY
FOSTER RUCKER
THEODORE BLISS
Announcers



CLARENCE CRARY

Columbia Broadcasting System

Pacific Coast Network

845 Madison Ave., New York

KHJ — KFRC — KVI — KFPY — KOIN
KOL — KDYL

WILLIAM S. PALEY
President

HENRY A. BELLOWS
Chief Announcer



TED HUSING



HARRISON HOLLIDAY

KFRC

San Francisco, California—610 Kc.

1000 WATTS—491.5 METERS

Owned and Operated by Don Lee, Cal. Dist. for
Cadillac and LaSalle

1000 Van Ness Telephone Prospect 0100

HARRISON HOLLIDAY
Manager

EDWIN WILSON
Commercial Director

ALAN N. CORWIN
Technical Director
FRANK MOSS
Musical Director

KDYL

Salt Lake City—1290 Kc.

1000 WATTS—232.5 METERS

S. S. Fox, General Manager
PHILIP G. LASKY, Station Director
KENNETT LARSON, Program Director

JOHN M. BALDWIN
Technical Director

CHARLES R. HANSON
Musical Director

GEORGE D. SNELL
TOM BARBRE
Announcer



GEORGE SNELL

KFSD

San Diego, California—600 Kc.

1000 WATTS—499.7 METERS

"The Air Capitol of the West"

Telephone Franklin 6353

LESLIE ADAMS
General Manager

GLEN LITTON
Chief Technician

GENE PERRY
Announcer

LEAH MCMAHON
Program Director



GENE PERRY

KECA

Los Angeles, California—1430 Kc.

209.7 METERS—1000 WATTS

Earl C. Anthony, Inc.

1000 South Hope St.

WEStmore 0331

CARL HAVERLIN
Commercial Manager

ROBERT HURD
Program Manager



HARRY HALL

KFSG

Los Angeles, California—1120 Kc.

500 WATTS—267.7 METERS

Angelus Temple, Echo Park. EX. 1141

"Four Square Gospel"

AIMEE SEMPLE
MCPHERSON
Founder-President

RODERICK H. MORRISON
Station Director

NOLAND TUCKER
Announcer

MAURICE E. KENNEDY
Technical Director



RODERICK H. MORRISON

KEX

Portland, Oregon—1180 Kc.

5000 WATTS—254.1 METERS

Telephone Atwater 3111

Owned and Operated by WESTERN BROADCASTING
COMPANY

Member of Northwest Broadcasting System, Inc.
Terminal Sales Building

WILLIAM L. NORVELL
Station Manager



WILLIAM L. NORVELL

KFVD

Culver City, California—1000 Kc.

250 WATTS—299.8 METERS

Aburn-Fuller Company

Hal E. Roach Motion Picture Studios
Culver City 4517

JOHN W. SWALLOW
Vice-President and
General Manager

PAUL MYERS
Advertising

AL WEINERT
BERTON BENNETT
Announcers

M. S. ADAMS
Chief Technician



BERTON BENNETT

KFI

Los Angeles, California—640 Kc.

5000 WATTS—468.5 METERS

Radio Central Super-Station of
Earle C. Anthony, Inc.

1000 S. Hope

Phone WE. 0331

After 5 P. M., WE. 0337

CARL HAVERLIN
Commercial Manager

ROBERT HURD
Program Manager



ROBERT HURD



GERALD KING

KFWB

Hollywood, California—950 Kc.

1000 WATTS—315.6 METERS

Warner Bros. Motion Picture Studios

Warner Brothers' Theater, 6425 Hollywood Blvd.

Phone HO. 0315

GERALD L. KING
Manager

LESLIE HEWITT
Chief Technician

STATION DIRECTORY



DEAN METCALF

KFWI

San Francisco, California—930 Kc.

322.4 METERS—500 WATTS
Radio Entertainment, Inc.
Bellevue Hotel, San Francisco
Telephone Franklin 0200

JOHN B. GEISEN
General Manager
DEAN METCALF
Program Director

E. E. JEFFERSON
Technician
BILL SANDERSON
Announcer



RAYMOND PAIGE

KHJ

Los Angeles, California—900 Kc.

1000 WATTS—333.1 METERS
Don Lee Bldg., 7th and Bixel Sts.
Owned and Operated by Don Lee. Phone VA. 7111
Lewis Allen Weiss, Manager
Raymond Paige, Musical Director

BOB SWAN
Chief Announcer
C. M. C. RAYMOND
Commercial Director

HAROLD PEERY
Chief Engineer
DICK CREEDON
Director of Features

KFXM

San Bernardino, California—1210 Kc.

100 WATTS—247.8 METERS
California Hotel, Fifth and E Streets. Phone 4761
The Voice of the Sunkist Valley

J. C. and E. W. LEE
Owners
J. C. LEE
Business Manager
GENE LEE
Studio Director

EDDIE RIED
Director of Features
BILL O'HEARN
Program Director
E. P. KIERNAN
Technical Director



J. C. LEE

KJR

Seattle, Washington—970 Kc.

309.1 METERS—5000 WATTS

Northwest Broadcasting System, Inc.
Thomas F. Smart, Manager
I. Schaefer, Press Relations

Studio Telephone, Seneca 1515 — Office Main 2495
Home Savings Building

THOMAS F. SMITH
Chief Announcer

HENRI DAMSKI
Musical Director

AL SCHUSE

Announcers

JOHN PEARSON



THOMAS SMART

KGB

San Diego, California—1330 Kc.

250 WATTS—225.4 METERS

Pickwick Terminal Hotel—Franklin 6151-2-3
Pickwick Broadcasting Corporation
HENRY HOHMAN, Managing Director

ROBERT G. BINYON
Manager
LUTHER L. PUTNAM
Studio Director

LILAS JOHNSON
Program Director
RALPH WILLIAMS
Chief Technician



LUTHER PUTNAM



FRANK BULL

KMIC

Inglewood, California—1120 Kc.

500 WATTS—267.7 METERS

Chamber of Commerce Bldg., Inglewood, Calif.
Owned and Operated by Dalton's, Inc.
Telephone TH. 1121 Inglewood 1927

V. G. FRIETAG
Manager
FRANK BULL
Studio Director

CLIFF HOWELL
Announcers
LOWREY HESTER
Musical Director

CHARLES WHITNEY
Engineer

KGER

Long Beach, California—1360 Kc.

1000 WATTS—220.4 METERS

435 Pine Avenue. Phone 632-75
C. Merwyn Dobyns, Owner and Director
Bill Ray, Manager

HERBERT R. CONNOR
Assistant Manager
DICK DIXON
Program Manager

JAY TAPP
Chief Engineer
Chester Bobyns
Research Engineer



BILL RAY

KMPC

Beverly Hills, California—710 Kc.

500 WATTS—422.3 METERS

Operated by Macmillan Petroleum Co.
CRestview 3101. Wilshire Blvd. at Camden Drive

GLEN RICE
Manager

RAY HOWELL
Chief Technician

DON CHISHOLM
Assistant Manager
JOHN MCINTIRE
Announcers



GLEN RICE

KGFJ

Los Angeles, California—1200 Kc.

100 WATTS—249.9 METERS

J. V. Baldwin Bldg., 15th and Figueroa Sts.
Phone: Westmore 7788
"Keeping Good Folks Joyful 24 Hours a Day"

BEN S. MCGLASHAN
Owner

THELMA KIRCHNER
Publicity

DUKE HANCOCK
Assistant Manager

ALLAN FAIRCHILD
Chief Announcer



ALLAN FAIRCHILD



CARL E. HAMMOND

KMO

Tacoma, Washington—1340 Kc.

500 WATTS—223.1 METERS

Owned by KMO, Inc.
Hotel Winthrop

Manager and Chief
CARL E. HAMMOND
Announcer

JANE MORSE
Studio Director
MARGIE MAHON

Ass't Studio Director
I. D. KOLESAR
Chief Technician

KGW

Portland, Oregon—620 Kc.

1000 WATTS—483.6 METERS

The Morning Oregonian
"Keep Growing Wiser"

PAUL R. HEITMYER
Manager
ALBERT GILLETTE
Studio Director

ABE BERKOVITZ
Director of Music
VERN HAYBARKER
Chief Engineer



ALBERT GILLETTE

KMTR

Hollywood, California—570 Kc.

500 WATTS—526 METERS

KMTR Radio Station, 1025 N. Highland Ave.
Holly 3026

The Official Broadcasting Station of the
Los Angeles Evening Herald

V. G. FRIETAG
General Manager
HARRY GEISE
Program Director

RAY BAILEY
Musical Director
EUGENE INGE
Press Relations



HARRY GEISE

STATION DIRECTORY

KNX

Hollywood, California—1050 Kc.

5000 WATTS—285.5 METERS
Los Angeles Evening Express
Paramount-Lasky Studio, 5555 Marathon
"The Voice of Hollywood"
Phone HEmpstead 4101

NAYLOR ROGERS
Director-Manager
PIERRE MELLONINO
Program Director

CHARLES H. GABRIEL, JR.
Publicity Director
N. D. GARVER
Technical Engineer



NAYLOR ROGERS

KSL

Salt Lake City, Utah—1090 Kc.

Telephone Wasatch 3901

EARL J. GLADE
Managing Director
SHIPLEY D. BURTON
Program Director

DOUGLAS NOWELL
RICHARD EVANS
TED ROGERS
Announcers



EARL, GLADE

KOA

Denver, Colorado—830 Kc.

12,500 WATTS—361.2 METERS

General Electric Co. Telephone York 5090

"Rocky Mountain Broadcasting Station"

Program Furnished by the National Broadcasting Company



FREEMAN H. TALBOT

KTAB

San Francisco, California—560 Kc.

1000 WATTS—535.4 METERS

Official Pickwick Stages Station

Owned and Operated by the Associated Broadcasters, Inc.

Pickwick Terminal Hotel, Fifth and Mission Sts.

Telephone Garfield 4700

BOB ROBERTS
General Manager

WALTER J. RUDOLPH
Musical Director



BOB ROBERTS

KOL

Seattle, Washington—1270 Kc.

1000 WATTS—236.1 METERS

Operated by The Seattle Broadcasting Co., Inc.
National Life Tower, Seattle Phone MAin 2312
Mr. E. M. Doernbecher, President
Leon F. Van Schuck, Gen. Mgr.

DICK RICKARD
Studio Director

STEPHEN GAYLORD
Chief Announcer

STAN SPIEGLE, Public Relations



STEPHEN GAYLORD

KTBI

Los Angeles, California—1300 Kc.

1000 WATTS—230.6 METERS

Bible Institute of Los Angeles
Phone MA. 1641

CHRISTIAN M. BOOKS
Program Director and
Announcer

HOWARD C. WILSON
Technician
GORDON E. HOOKER
Accompanist



CHRISTIAN M. BOOKS

KOMO

Seattle, Washington—920 Kc.

1000 WATTS—325.9 METERS

Fisher's Blend Station
Metropolitan Center, Seattle
Telephone Elliott 5809



GEORGE GODFREY

KTM

Los Angeles, California—780 Kc.

1000 WATTS—384.4 METERS

Transmitter in Santa Monica, Calif.
Los Angeles Studio: 3636 Beverly Blvd. EX. 1341
Pickwick Broadcasting Corporation
Henry A. Hohman, General Manager
Clarence B. Juneau, Chief Transmission Engineer

GLEN HALL TAYLOR
Manager

J. J. QUINN
Commercial Manager

FRANK GAGE
Director of Features



FRANK GAGE

KPO

San Francisco, California—680 Kc.

5000 WATTS—440.9 METERS

Hale Brothers and The Chronicle
"The Voice of San Francisco"
Phone Garfield 8300

J. W. LAUGHLIN
Managing Director

CURTIS PECK
Technical Director



J. W. McLAUGHLIN

KVI

Tacoma, Washington—760 Kc.

1000 WATTS—394.5 METERS

Puget Sound Broadcasting Co., Inc.
Tacoma Hotel, Tacoma Broadway 42111, Tacoma
E. M. DOERENBECKER, President

Manager
EDWARD J. JANSEN
P. G. GALE Engineer in Charge

WILLIS HIGLEY
Announcer



EDWARD J. JANSEN

KQW

San Jose, California—1010 Kc.

500 WATTS—296.6 METERS
Telephone Columbia 777

California Farm Bureau Station

FRED J. HART
Manager



FRED J. HART

KYA

San Francisco, California—1230 Kc.

1000 WATTS—243.8 METERS

Theatre of the Air—Fox Theatre Studios
983 Market Et. San Francisco Prospect 3456

CLAIR E. MORRISON
Manager
SYDNEY DIXEN
Production Mgr.

T. B. PALMER
Chief Technician
LIBORIUS HAUPTMAN
Director of Music



LIBORIUS HAUPTMAN

Monday, Sept. 29.—Cont.

- 5:15 p. m.—Organ Recital.
5:45 p. m.—Reporter of the Air.
6:00 p. m.—Banjo Boys.
6:30 p. m.—Billy Markowitz Jazzmaniacs.
6:45 p. m.—Chamber of Commerce Talk.
7:00 p. m.—Vernon Dance Marathon.
7:15 p. m.—Hollywood Sweepstakes.
7:30 p. m.—Talk on Football.
7:45 p. m.—Broadway Hits.
8:00 p. m.—Screen Mirror Frolic.
8:30 p. m.—Talking Picture Song Hits.
9:00 p. m.—"Star Reporter."
9:30 p. m.—String Quintet.
10:00 p. m.—"The Old and the New."
10:30 p. m.—Happy Harry, requests.
11:00 p. m.—Vernon Dance Marathon.
12:00 midnight—"8 Ball" and Charley Lung.

KFSD San Diego, Calif. 600 Kc.—1000 Watts

Local Programs Only. See NBC Program for Balance.

- 8:00 a. m.—Morning Musical.
9:00 a. m.—Good Cheer program.
9:15 a. m.—Morning Musical continued.
9:45 a. m.—Amy Lou Shopping Hour.
11:00 a. m.—Service Hour.
12:00 noon.—Organ program from Fox Orpheum.
2:30 p. m.—Matinee Hour.
3:30 p. m.—Concert program.
4:45 p. m.—Continuation of Concert.
5:30 p. m.—Late News Items.
5:50 p. m.—Chuck and Red.
6:00 p. m.—Feature program.
8:00 p. m.—Concert Quintette with soloists.
8:45 p. m.—Cecil and Sally.
9:00 p. m.—KFSD Trio.
10:00 p. m.—Kennedy's Cafe.
11:00 p. m.—Request program.

KFI Los Angeles, Calif. 640 Kc.—5000 Watts

- 6:30 a. m.—Opening Stock Market Quotations.
6:45 a. m.—Health Exercises, Louis Hueb.
7:30 a. m.—Karl Brandenburg, ballads.
7:45 a. m.—NBC, Start of the Day.
8:00 a. m.—NBC, Shell Happy Time.
9:00 a. m.—Helpful Hints to Housewives, Bess Kilmer.
9:30 a. m.—Carol Johnson, piano and song.
9:45 a. m.—Chester Foster Rand, tenor.
10:00 a. m.—Wall Street Journal.
10:15 a. m.—Josephine Gibson, speaker, NBC.
10:30 a. m.—NBC, Woman's Magazine of the Air.
11:30 a. m.—Reducooid Rhythm Boys.
11:45 a. m.—French Lesson, by Annette Doherty.
12:00 noon.—U. C. and U. S. Dept. of Agriculture Talk.
12:15 p. m.—Federal and State Market Reports.
(Off the Air Until 2:30 P. M.)
2:30 p. m.—Winnie Fields Moore, travelog.
2:45 p. m.—Leonard VanBerg, popular melodies.
3:00 p. m.—Los Angeles Public Library Book Review.
3:30 p. m.—Masked Minstrels.
4:15 p. m.—KFI News Flashes.
4:30 p. m.—Big Brother Don.
5:00 p. m.—The Story Man, Baron Keyes.
5:30 p. m.—Bob and Jimmy, popular songs.
5:45 p. m.—Closing Stock Market Quotations.
6:00 p. m.—NBC, Stromberg Carlson program.
6:30 p. m.—Bernice Morrison, pianist.
7:00 p. m.—Packard Twins.
7:15 p. m.—Jeannie Lang, Americas' Personality Girl.
7:30 p. m.—Jacob Kaz, violinist.
8:00 p. m.—NBC, Shell program.
9:00 p. m.—Mildred Laughlin, contralto.
9:15 p. m.—James Carden and cast: "Emperor of Crime."
9:30 p. m.—KFI Symphonette.
10:00 p. m.—Duel de Kerekjarto, violinist.
11:00 p. m.—NBC, Hotel St. Francis Dance Orchestra.

KMPC Beverly Hills, Calif. 710 Kc.—500 Watts

- 7:00 a. m.—Latin-American program.
8:00 a. m.—Classified.
8:30 a. m.—State of Prosperity.
9:00 a. m.—Dan Maxwell—the King of Scotland.
9:15 a. m.—Ad-Visor.
9:30 a. m.—"Sam."
9:50 a. m.—Chapel Services—CBS—remote.
10:10 a. m.—Early Morning Musicals.
11:00 a. m.—Rollicking Radioliers.
12:00 noon.—Live Stock Market Report.
12:05 p. m.—At Noonday.
1:00 p. m.—Gene Taylor.
1:45 p. m.—Bob, Bunny and Junior.
2:00 p. m.—Classical and Semi-Classical.
2:30 p. m.—Macmillan Hawaiian program.
3:00 p. m.—USC Lectures—remote.
5:00 p. m.—Just Kids Club.
5:30 p. m.—Cuckoo Clock.
9:00 p. m.—USC Lectures—remote.
10:00 p. m.—Ray Howell—"And Now."

KTM Los Angeles, Calif. 780 Kc.—1000 Watts

- 6:00 a. m.—Eye Opener.
7:00 a. m.—Bill Sharples and His Gang.
9:00 a. m.—Bert's Best Bets.
1:00 p. m.—Fowler's Food for Thought.
1:30 p. m.—Semi-classical Melodies.
1:45 p. m.—Health Man.
2:00 p. m.—Over the Tea Cup.
2:30 p. m.—Masters Album.
2:45 p. m.—Inspirational Poetry.
3:00 p. m.—Dot and Don.
3:30 p. m.—Danceband Melodies.
4:30 p. m.—Spanish Program.
8:00 p. m.—Ranch Hour.
9:00 p. m.—Charmers of History.
9:30 p. m.—Miniature Symphony.
10:00 p. m.—Whispering Serenaders.
11:00 p. m.—Organ Recital.
12:00 midnight—Spizzerintum Club.

KHJ Los Angeles, Calif. 900 Kc.—1000 Watts

- 7:00 a. m.—Recordings.
7:30 a. m.—Hallelujah.
8:30 a. m.—Stock Exchange Reports.
8:45 a. m.—Back Fence, CBS.
9:00 a. m.—Beauty talk.
9:15 a. m.—Richardson's Music Lovers' Shop.
9:30 a. m.—Feminine Fancies, KALC.
10:30 a. m.—American Institute of Food Products.
10:45 a. m.—Impromptu Imps—Ted Vate, Nell Larsen.
11:15 a. m.—Safety Building and Loan Company.
11:30 a. m.—Shafer Hat Works, recordings.
11:45 a. m.—Records.
12:00 noon.—Biltmore Hotel Concert Orchestra.
12:30 p. m.—World-wide News.
12:45 p. m.—Recordings.
1:00 p. m.—L. A. Optimist Club.
1:30 p. m.—Times Forum.
2:00 p. m.—Happy Go Lucky Hour, KFRC.
3:00 p. m.—Colonial Dames.
3:15 p. m.—Girl Scouts.
3:30 p. m.—Matthew Murray on "Home Problems."
3:45 p. m.—H. M. Robertson, Talk on Dog.
4:00 p. m.—Records.
4:30 p. m.—J. Harrington, "Termites."
4:35 p. m.—Recordings.
4:40 p. m.—Mr. Dougherty.
4:45 p. m.—World-wide News.
4:55 p. m.—Town Topics.
5:00 p. m.—"Mac" and his Gang.
5:30 p. m.—Records.
6:00 p. m.—Don Lee Symphony.
6:30 p. m.—Concert from KFRC.
7:00 p. m.—Guy Lombardi's Orchestra, CBS.
7:30 p. m.—Don Amazio, CBS.
8:00 p. m.—Blue Monday Jambooree.
10:00 p. m.—World-wide News.
10:05 p. m.—Earl Burtonett.
10:22 p. m.—Anson Weeks' Orchestra.
11:00 p. m.—Earl Burtonett's Biltmore Hotel Dance Orch.
12:00 midnight.—Wesley Tourtellotte's Organ Recital.

KFWB Hollywood, Calif. 950 Kc.—1000 Watts

- 8:30 a. m.—Dorothy Burnham, pianist.
10:00 a. m.—Home Economic Expert.
10:30 a. m.—Program, courtesy of L. T. Piver, Inc.
10:45 a. m.—Melody Boys' Dance Band.
11:45 a. m.—Organ recital by Wade Hamilton.
12:00 noon.—The Adventures of Tom and Wash.
12:15 p. m.—National Home Furnishings Week.
12:30 p. m.—Rose Valerie and her Concert Ensemble.
2:00 p. m.—Art Pabst and his Banjo in old-time songs.
2:30 p. m.—Ann Grey, popular songs.
3:00 p. m.—Art and Artie.
3:30 p. m.—Emma Kimmell, soprano; Buster Dees.
4:00 p. m.—Harold Howard's Dance Band.
6:00 p. m.—Harry Jackson and his Entertainers.
6:30 p. m.—Wade Hamilton at orum Theatre organ.
7:00 p. m.—Cecil and ally.
7:10 p. m.—KFWB alone Orchestra.
7:30 p. m.—port Talk.
7:45 p. m.—Willard Battery Company.
8:00 p. m.—Bert Fiske's Orchestra.
8:30 p. m.—"Musical Portrait."
9:00 p. m.—KFWB Concert Orchestra.
9:30 p. m.—Tom Breneman's "Radio Periscope."
10:00 p. m.—Johnny Johnson and his Orchestra.
10:30 p. m.—George Olsen and his Music.
11:00 p. m.—George Fretman's Orchestra.
11:30 p. m.—Johnny Johnson and his Orchestra.

KFVD Culver City, Calif. 1000 Kc.—250 Watts

- 6:00 a. m.—Spanish program.
7:00 a. m.—Hal Roach Happy-Go-Lucky Trio.
9:30 a. m.—Zandra—Morning Psychologist.
11:00 a. m.—Beauty Hour—Records.
12:00 noon.—The Stranger and His Guitar.
12:30 p. m.—Waves of Happiness.
1:00 p. m.—G. Allison.
2:00 p. m.—Helpful Hints to Housewives.
2:30 p. m.—Merchants Slogan Contest.
4:15 p. m.—Health Talk.
5:35 p. m.—Timely Topics.
10:00 p. m.—Organ—J. Newton Yates.
11:00 p. m.—Louie Armstrong—Cotton Club.
12:00 midnight—Ballads, Old and New—Organ.

KNX Hollywood, Calif. 1050 Kc.—5000 Watts

- 6:45 a. m.—"Earlybirds" exercises.
7:45 a. m.—"Pep and Ginger" exercises.
7:45 a. m.—"Home Folks" exercises.
8:00 a. m.—Inspirational Talk.
8:15 a. m.—Musical program of recordings.
9:00 a. m.—Program of recordings.
9:30 a. m.—Radio Shopping News by C. P. R.
10:00 a. m.—"Be Young and Be Happy" Eddie Albright.
10:30 a. m.—Home Economics Talk, Kate B. Vaughn.
11:00 a. m.—Gene Byrnes.
11:30 a. m.—First Radio Church of the Air.
11:45 a. m.—Musical program.
12:00 noon.—Records.
12:30 p. m.—The Silver Slipper Cafe.
1:00 p. m.—(Off the air.)
1:30 p. m.—Eddie Albright's reading of late fiction.
2:00 p. m.—"Jay" the Jingle Man.
2:30 p. m.—Program of recordings.
2:55 p. m.—Lost and found announcements.
3:00 p. m.—Wordographs by Jack Wyche Feeney.
3:15 p. m.—Musical program of popular recordings.
3:30 p. m.—Excerpts from plays by the Civic Repertory Theatre.
4:00 p. m.—Gene Byrnes the Whispering Organist.
4:30 p. m.—C. P. R.'s musical program.
5:00 p. m.—Travelogue.
5:15 p. m.—"Big Brother Ken's Kiddie Hour."
5:45 p. m.—Town Crier's Timely Amusement Tips.
6:00 p. m.—KNX Symphonette.
6:15 p. m.—Frank Watanabe the Japanese Houseboy.
6:30 p. m.—The Luboviski Violin Choir, C. Mellouino.
7:00 p. m.—Peggy Wynne and Ambrose Barker.
7:30 p. m.—Don Amazio, over the Columbia Chain.
8:00 p. m.—The KNX Symphonette and Theodore Klitay

- 8:30 p. m.—One Act playlet by Georgia Field.
9:00 p. m.—Rio Grande Male Singers and the Piano Twins, Marie Golden and Ethel Kay.
9:30 p. m.—Rev. Ethel Duncan, Questions and Answers.
10:00 p. m.—Hotel Ambassador; Gus Arnheim and Orch.

KMIC Inglewood, Calif. 1120 Kc.—500 Watts

- 6:00 a. m.—Andy and Jack.
8:00 a. m.—Records.
9:00 a. m.—"Zoro" Astrologist.
9:30 a. m.—Records.
9:45 a. m.—Health Man.
10:00 a. m.—Radio News Reporter.
12:15 p. m.—Hi Noon Varieties.
1:00 p. m.—Latest Releases.
2:00 p. m.—Musical Comedy Selections.
3:00 p. m.—Popular Dance Orchestra.
4:00 p. m.—Novelty Numbers.
5:00 p. m.—Gordon Smith's Radiotising Program.
6:00 p. m.—Latest Releases.
6:30 p. m.—"Radio Round-up."
8:30 p. m.—Orchestra from Venice Ballroom.
10:30 p. m.—Musical Comedy Selections.
12:00 midnight—Louie Armstrong & his Cotton Club Orch.
2:00 a. m.—Jack the Bell Boy—Dawn Patrol.

KFSG Los Angeles, Calif. 1120 Kc.—500 Watts

- 7:00 a. m.—Family Altar Hour.
10:00 p. m.—Sunshine Hour and Studio program.

KGFJ Los Angeles, Calif. 1200 Kc.—100 Watts

- 12:00 midnight—Mosby's Dixieland Blue Blowers.
1:00-6:00 a. m.—Nite Owl Request program.
6:00 a. m.—Breakfast Philosopher.
7:00 a. m.—Goodwill program.
8:30 a. m.—Records.
9:30 a. m.—Dr. Dean Clinic.
10:00 a. m.—Studio Ensemble; Jerry Joyce, violinist.
11:00 a. m.—The Health Man.
11:30 a. m.—Spanish program.
12:00 noon.—Dr. Wiseman's Talk.
12:30 p. m.—Bob Holman's California Freshmen.
1:30 p. m.—Organ Recital by Arch Fritz.
2:00 p. m.—Morey Paul's Rainbow Garden Orchestra.
3:00 p. m.—Murray & Harris, the Gainsborough Boys.
4:00 p. m.—Organ Recital by Arch Fritz.
4:30 p. m.—Sincerely program.
5:00 p. m.—Market Reports; Harmony Hawaiian Quartet.
6:00 p. m.—Glenn Edmunds' Orchestra from Elks' Club.
7:00 p. m.—Lucky Seven Orchestra.
8:00 p. m.—Bob Holman's California Freshmen.
8:30 p. m.—String Quintet; Allan Fairchild, vocalist.
9:30 p. m.—Mosby's Dixieland Blue Blowers from Apex Nite Club.
10:30 p. m.—Organ Melodies.
11:00 p. m.—Morey Paul's Rainbow Garden Orchestra.

KFXM San Bernardino, Calif. 1210 Kc.—100 Watts

- 7:00 a. m.—Early Bird Club.
8:00 a. m.—Sunshine Boys, Untied Vacuum Cleaners.
8:15 a. m.—Old-Time program.
8:30 a. m.—Citizens' Service program.
9:00 a. m.—San Bernardino Music Company.
9:30 a. m.—Cal. Ariz. Land Company.
10:00 a. m.—B. S. Pearfall Company.
10:15 a. m.—California Hotel.
10:30 a. m.—Records.
11:00 a. m.—Carrier's Health program.
11:15 a. m.—News Reports.
11:30 a. m.—Trading Post.
12:00 noon.—Donleon Oil Company.
12:30 p. m.—Organ Recital.
5:00 p. m.—Novelty Recordings.
5:30 p. m.—Hunt's Theater.
5:45 p. m.—Evening Mail and News Report.
6:45 p. m.—C. W. Barnes' Accessory Service Co.
7:00 p. m.—Penny's Millon Dollar Orchestra.
8:00 p. m.—KFXM Sketch Book.
9:00 p. m.—Champton-A-Thon. (Remote.)
9:30 p. m.—Olive Hazell and Ensemble.
10:00 p. m.—KFXM Carnival of the Air.

KFOX Long Beach, Calif. 1250 Kc.—1000 Watts

- 5:00 a. m.—The Early Bird.
7:00 a. m.—Hello Everybody.
7:30 a. m.—Early News Items, Press-Telegram.
7:45 a. m.—Novelty Musical Numbers.
7:50 a. m.—Bright and Early Hour.
8:20 a. m.—Music.
9:00 a. m.—Beauty Talk, Mae Day Salon.
9:10 a. m.—Music.
10:30 a. m.—Organ Recital, Vera Graham.
11:00 a. m.—Rolly Wray.
11:15 a. m.—Cline and Gene.
11:30 a. m.—News Reports, Press-Telegram.
11:45 a. m.—Steinway Duo Art.
12:00 noon.—The Three Vagabonds.
12:30 p. m.—Beatrice Smith, Novelty Entertainer.
12:45 p. m.—Musical Moments, Mart Dougherty.
1:00 p. m.—Bill and Co.
1:30 p. m.—The Cheerio Boys.
1:50 p. m.—Dr. Harbottle, Doris and Clarence.
2:20 p. m.—Rolly Wray.
2:30 p. m.—Len Nash and his Country Boys.
3:15 p. m.—Today in History.
3:30 p. m.—Organ Recital, Vera Graham.
4:00 p. m.—Press-Telegram Late News Reports.
4:15 p. m.—Rolly Wray in Piano Numbers.
4:30 p. m.—Bill and Co.
4:45 p. m.—Cheerio Boys.
5:00 p. m.—Organ Recital, Vera Graham.
5:30 p. m.—Beatrice Smith, Novelty Entertainer.
6:00 p. m.—"Em and Clem."
6:15 p. m.—Percy Urunes and Daisy Mae.
6:30 p. m.—Vest Pocket Minstrels.
6:45 p. m.—Three Vagabonds.
7:00 p. m.—Suydam's Buttercream School.
8:00 p. m.—Texas Cowboys.
8:30 p. m.—Treatments of "Harmonious Suggestions."
9:00 p. m.—Lampitt Hour.
9:30 p. m.—Len Nash and his Country Boys.

Monday, Sept. 29—Cont.

- 2:02 p. m.—Matinee String Trio.
2:45 p. m.—Pictures from Roumanian Life.
3:00 p. m.—Mormon Tabernacle Choir.
3:30 p. m.—Colorado Sunshiners.
3:45 p. m.—Everett E. Foster, baritone.
4:00 p. m.—Rosalie Wolfe.
4:30 p. m.—Phil Cook—the Quaker Man.
4:45 p. m.—Weather, stocks, markets.
5:00 p. m.—In the Nation's Capitol (Washington).
6:00 p. m.—The Maytag Orchestra.
6:30 p. m.—General Motors Family Party.
7:00 p. m.—Stromberg-Carlson program.
7:30 p. m.—Empire Builders.
8:00 p. m.—Supreme Serenaders.
8:15 p. m.—Literary Digest Topics.
8:30 p. m.—Amos 'n' Andy.
8:45 p. m.—Around the Fireplace.
9:00 p. m.—Pacific Serenaders.
9:30 p. m.—The Arm of the Law.
10:00 p. m.—Harp Harmony.
10:30 p. m.—Yir Frien' Scotty.
10:45 p. m.—Hot Spot of Radio.

ARIZONA

KTAR

Phoenix, Arizona
620 Kc. 1000 Watts

Local Programs Only. See NBC Program for Balance.

- 6:00 a. m.—Y. M. C. A. Health and Happiness Hour.
7:00 a. m.—Morning Parade.
7:30 a. m.—Pipe Organ Recital.
8:30 a. m.—Cactus Brand Boys.
9:00 a. m.—Aunt Helen's Home Hints.
9:45 a. m.—Radio Newspaper.
10:00 a. m.—Blue Room Studio.
11:00 a. m.—Pair of Jacks; Musicalities.
12:00 noon—Radio Revival.
2:30 p. m.—Musicalities.
2:45 p. m.—Radio Newspaper; Musical Moments.
3:45 p. m.—In Storyland with Big Sister.
4:00 p. m.—Baron Keyes Air Castle.
4:15 p. m.—Business Brevities.
5:20 p. m.—Cecil and Sally.
5:30 p. m.—House that Jack Built.
7:00 p. m.—Studio Specialties.
7:30 p. m.—Concert Orchestra.
10:00 p. m.—Radio Newspaper.

TUESDAY, SEPT. 30

National Broadcasting Co., Inc.

- 7:30 a. m.—Sunrise Serenaders. KGO.
7:30 a. m.—Quaker Start of the Day. KHQ, KOMO, KGW, KPO, KFSD, KFI.
8:00 a. m.—Financial Service program. KGO.
8:15 a. m.—Morning Melodies. KGO.
8:30 a. m.—Cross-cuts of the Day. KGO.
9:00 a. m.—Vermont Lumberjacks. KGO, KHQ, KOMO, KGW, KECA.
9:15 a. m.—Meet the Folks. KGO.
9:30 a. m.—William Don, comedian. KGO.
9:45 p. m.—The 5entertainers. KGO.
10:00 a. m.—Color Harmony program. KGO, KOMO, KHQ, KGW, KFI.
10:30 a. m.—Woman's Magazine of the Air. KGO, KHQ, KOMO, KGW, KPO, KFI.
11:30 a. m.—NBC Philharmonic Organ Recital. KGO.
12:00 noon—Hotel St. Francis Drake Orchestra. KGO.
1:00 p. m.—Pacific Vagabonds. KGO.
2:00 p. m.—Matinee Time. KGO.
3:00 p. m.—Black and Gold Room Orchestra. KGO.
3:45 p. m.—Organ Concert. KGO.
4:00 p. m.—Le Trio Morgan; harp, violin, piano. KGO.
4:15 p. m.—Laws that Safeguard Society. KGO, KHQ, KOMO, KGW, KECA.
4:30 p. m.—Phil Cook, the Quaker Man. KHQ, KOMO, KGW, KECA, KFSD, KTAR.
4:45 p. m.—Bonnie Laddies, Male Vocal Trio. KGO.
5:00 p. m.—Hotel St. Francis Salon Orchestra. KGO.
5:45 p. m.—News Service. KGO.
6:00 p. m.—Eveready program, Nat Shilkret's Orchestra. KGO, KHQ, KOMO, KGW.
6:30 p. m.—Happy Wonder Bakers; Phil Dewey, soloist. KGO, KHQ, KOMO, KGW, KECA.
7:00 p. m.—Westinghouse Salute Program points to Houston. KGO, KHQ, KOMO, KGW, KECA, KFSD, KTAR.
7:30 p. m.—Radio-Keith-Orpheum program, vaudeville stars. KGO, KHQ, KOMO, KGW, KECA, KFSD, KTAR.
8:00 p. m.—Violet Ray Music Box; Max Fisher's Orch. KGO, KHQ, KOMO, KGW, KFI, KFSD, KTAR.
8:30 p. m.—Amos 'n' Andy. KGO, KHQ, KOMO, KGW, KECA, KFSD.
8:45 p. m.—Sperry Smiles features Robt. Lee, composer of "Smiles." KGO, KHQ, KOMO, KGW, KECA.
9:00 p. m.—Florsheim Frolic, Anson Weeks' Orchestra. KGO, KHQ, KOMO, KGW, KECA, KFSD, KTAR.
9:30 p. m.—Memory Lane; Railway accident in Goshen Center. KGO, KGW, KFSD, KTAR.
10:00 p. m.—National Concert Orchestra. KGO, KHQ, KOA, KGW.
11:00 p. m.—Laughner-Harris Hotel St. Francis Dance Orchestra. KGO, KFI, KFSD.

Columbia Broadcasting System

- 8:15 a. m.—Young Mother, Radio Home Makers. KVI.
8:45 a. m.—Pot of Gold, Radio Home Makers. KHJ.
9:00 a. m.—Columbia Revue. KHJ.
12:30 p. m.—Manhattan Towers Orchestra. KVI.
1:30 p. m.—Savoy Plaza Orchestra. KVI.

- 11:00 p. m.—The Metropolitans. KFRC.
11:30 a. m.—Master Singers Quartet. KDYL, KFRC, KHJ.
11:55 a. m.—Prime Minister MacDonald. KDYL, KHJ, KFRC, KVI.
12:30 p. m.—For Your Information. KVI, KDYL.
1:00 p. m.—U. S. Navy Band. KDYL, KFRC.
1:30 p. m.—Columbia Artists Recital. KDYL.
2:00 p. m.—Rhythm Kings. KDYL.
2:30 p. m.—Bert Lown and his Biltmore Orch. KDYL.
3:00 p. m.—National Security League Broadcast Series. KDYL, KFRC.
3:15 p. m.—Harry Tucker and his Barclay Orch. KFRC.
3:30 p. m.—California Ramblers. KVI, KFRC.
4:00 p. m.—The Crockett Mountaineers. KVI, KFRC.
4:15 p. m.—Jack Denny and his Royal Orchestra from Montreal. KDYL, KVI, KFRC.
4:45 p. m.—The Early Bookworm, Alexander Wolcott. KFRC.
5:45 p. m.—Premier Salad Pressers. KDYL, KFRC.
7:00 p. m.—Graybar Elec. Co., Mr. and Mrs. KDYL, KOL, KHJ.
7:15 p. m.—Paramount Hour. KDYL, KFRC, KOL, KHJ, KXN.
8:15 p. m.—What's Wrong with This Picture? KDYL, KFRC, KOL, KHJ.

SOUTHERN CALIFORNIA

KMTR

Hollywood, Calif
570 Kc.—500 Watts

- 6:00 a. m.—"Wake up, Chillun, wake up."
6:45 a. m.—Vernon Dance Marathon.
7:00 a. m.—Old Favorites, Harold Curtis.
8:00 a. m.—Stock Quotations.
8:05 a. m.—Records.
8:30 a. m.—Health Man.
8:45 a. m.—Records.
9:00 a. m.—Home Economics Expert.
9:15 a. m.—Records.
9:30 a. m.—Records.
10:00 a. m.—Louise Howatt, Happiness Girl.
10:30 a. m.—Galloping Gophers.
11:00 a. m.—Modes and Fashions.
11:45 a. m.—Public and Civic Officials.
12:00 noon—"World in Review." Evening Herald.
12:15 p. m.—Prosperity Hour.
1:15 p. m.—Records.
2:15 p. m.—Spanish program.
3:00 p. m.—Vernon Dance Marathon.
3:15 p. m.—Records.
4:00 p. m.—Hi-Hatters from Harlem.
4:30 p. m.—Trading Post program.
5:15 p. m.—Organ Recital.
5:45 p. m.—Reporter of the Air, Judge Valentine.
6:00 p. m.—Banjo Boys.
6:30 p. m.—Studio Melody Makers.
7:00 p. m.—Vernon Dance Marathon.
7:15 p. m.—Hollywood Sweepstakes.
7:30 p. m.—Popular Ballads.
8:15 p. m.—Baseball Game from Wrigley Field.
10:30 p. m.—Happy Harry, requests.
11:00 p. m.—Vernon Dance Marathon.
12:00 midnight—"8 Ball" and Charley Lung.

KFSD

San Diego, Calif
600 Kc.—1000 Watts

Local Programs Only. See NBC Program for Balance.

- 8:00 a. m.—Morning Musical.
9:00 a. m.—Good Cheer program.
9:15 a. m.—Morning Musical continued.
9:45 a. m.—Amy Lou Shopping Hour.
11:00 a. m.—Service Hour.
12:00 noon—Studio program.
2:00 p. m.—Matinee Hour.
2:30 p. m.—Organ Recital.
3:00 p. m.—French Lesson.
4:00 p. m.—Popular Dance program.
4:45 p. m.—Sidelights on the News.
5:00 p. m.—Latin-American program.
5:30 p. m.—Late News Items.
5:50 p. m.—Chuck and Red.
6:00 p. m.—Feature program.
6:45 p. m.—Renton program.
7:30 p. m.—Concert Trio.
8:45 p. m.—Cecil and Sally.
10:00 p. m.—Kennedy's Cafe.
11:00 p. m.—Request program.

KFI

Los Angeles, Calif
640 Kc.—5000 Watts

- 6:30 a. m.—Opening Stock Market Quotations.
6:45 a. m.—Health Exercises, Louis Rueb.
7:30 a. m.—Gertrude Gusselle, ballads.
7:45 a. m.—NBC, Start of the Day.
8:00 a. m.—NBC, Shell Happy Time.
9:00 a. m.—Beauty Talk by Sadye Nathan.
9:15 a. m.—Helpful Hints to Housewives, Bess Kilmer.
9:30 a. m.—Wall Street Financial News.
9:45 a. m.—Beatrice Mabie, Beauty Talk.
10:00 a. m.—NBC, Color Harmony.
10:30 a. m.—NBC, Woman's Magazine of the Air.
11:30 a. m.—Reduceoid Rhythm Boys.
11:45 a. m.—English Lesson, Artia Z. Drew.
12:00 noon—U. C. and U. S. Dept. of Agriculture.
12:15 p. m.—Federal and State Market Reports.
12:30 p. m.—Seeing Southern California with Seymour Hastings.
2:30 p. m.—Winnie Fields Moore, travelog.
2:45 p. m.—Sally and Russell Hill, piano and song.
3:00 p. m.—Sylvia's Happy Hour.
3:30 p. m.—Wedgwood Nowell, playgoers' club.
4:15 p. m.—KFI News Flashes, followed by Dr. John T. Miller.
4:30 p. m.—Big Brother Don.
5:00 p. m.—The Story Man, Baron Keyes.
5:30 p. m.—Dr. H. Edward Myers: Care of the teeth.
5:45 p. m.—Closing Stock Market Quotations.
6:00 p. m.—G. R. Walters, Radio Talk.
6:15 p. m.—Vernon Elkins' Cotton Pickers' Orchestra.
7:00 p. m.—Arthur Lang, baritone; James Burroughs.
8:00 p. m.—NBC, Violet Ray Music Box.

- 8:30 p. m.—Virginia Flohri, soprano; James Burroughs.
9:30 p. m.—James Carden and cast: "Emperor of Crime."
9:45 p. m.—Ron Wilson and Don Warner, piano duets.
10:00 p. m.—Aeolian Organ Recital.
11:00 p. m.—NBC, Hotel St. Francis Dance Orchestra.

KMPC

Beverly Hills, Calif.
710 Kc.—500 Watts

- 7:00 a. m.—Latin-American program.
8:00 a. m.—Classified.
8:30 a. m.—State of Prosperity.
9:00 a. m.—Dan Maxwell—the King of Scotland.
9:15 a. m.—The Ad-Visor.
9:30 a. m.—"Sam."
9:50 a. m.—Chapel Services—USC—remote.
10:15 a. m.—Recordings.
11:00 a. m.—Rolling Radioliers—remote.
12:00 noon—Live Stock Market Report.
12:05 p. m.—Happy Chappies.
1:00 p. m.—Gene Taylor—Piano Solos.
1:45 p. m.—Bob, Bunny and Junior.
2:00 p. m.—Classical and Semi-Classical.
3:00 p. m.—Prof. Janclaes—Piano.
3:15 p. m.—On the Shores of Hawaii.
3:30 p. m.—Away Down South.
4:00 p. m.—Just a Variety.
5:00 p. m.—Just Kids Club.
9:00 p. m.—Mystery Play.
9:30 p. m.—Master Service—Happy Chappies.
10:00 p. m.—Beverly Hill Billies.
11:00 p. m.—Ray Howell—"The And How" Boy.

KTM

Los Angeles, Calif
780 Kc.—1000 Watts

- 6:00 a. m.—Eye Opener.
7:00 a. m.—Bill Sharples and His Gang.
9:00 a. m.—Bert's Best Bets.
1:00 p. m.—Powler's Food for Thought.
1:30 p. m.—Semi-classical Melodies.
1:45 p. m.—Health Man.
2:00 p. m.—Over the Tea Cup.
2:30 p. m.—Masters Album.
2:45 p. m.—Inspirational Poetry.
3:00 p. m.—Dot and Don.
3:30 p. m.—Danceland Melodies.
4:30 p. m.—Spanish Program.
8:00 p. m.—Ranch Hour.
9:00 p. m.—Highway Highlights.
10:00 p. m.—Organ Recital.
11:00 p. m.—Arias from Famous Operas.
12:00 midnight—Spizzertinkum Club.

KHJ

Los Angeles, Calif
900 Kc.—1000 Watts

- 7:00 a. m.—Recordings.
7:30 a. m.—Hallelujah Hour.
8:30 a. m.—Stock Exchange Reports.
8:45 a. m.—Pot of Gold, CBS.
9:00 a. m.—Columbia Revue, CBS.
9:30 a. m.—Feminine Fancies, KFRC.
10:30 a. m.—Virginia and Andy.
11:00 a. m.—Talk.
11:15 a. m.—Safety Building and Loan Company.
11:30 a. m.—Master Singers Quarter, CBS.
12:00 noon—Biltmore Concert Orchestra.
12:30 p. m.—World-wide News.
12:45 p. m.—Los Angeles Advertising Club Luncheon.
1:00 p. m.—Times Forum.
2:00 p. m.—Happy Go Lucky Hour.
3:00 p. m.—Clella Collins, Finance.
3:15 p. m.—Safety Conference, talk.
3:30 p. m.—Midnight Mission, talk.
3:45 p. m.—U. S. C. Trojan period.
4:00 p. m.—Recordings.
4:30 p. m.—Platt Music Company.
4:45 p. m.—World-wide News.
4:55 p. m.—Town Topics.
5:00 p. m.—Seeing So. Calif, with Seymour Hastings.
5:30 p. m.—Commissioner Thorpe.
5:45 p. m.—Leggett program, CBS.
6:00 p. m.—Peggy Hamilton, Romance of Fashions.
6:30 p. m.—Prof. Lindsay.
7:00 p. m.—Jo and Vi, CBS.
7:15 p. m.—Paramount Hour, CBS.
8:00 p. m.—Studio program.
8:15 p. m.—What's Wrong with This Picture? CBS.
8:45 p. m.—Studio program.
9:00 p. m.—Song Parade.
9:30 p. m.—One Act Play.
10:00 p. m.—World-wide News.
10:05 p. m.—Earl Burtlett's Biltmore Hotel Dance Orch.
12:00 midnight—Wesley Tourtellotte's Organ Recital.

KFWB

Hollywood, Calif
950 Kc.—1000 Watts

- 8:30 a. m.—Dorothy Burnham in popular piano numbers.
10:00 a. m.—Organ recital.
10:30 a. m.—Melody Boys' Dance Band.
11:30 a. m.—Organ recital by Wade Hamilton.
12:00 noon—The Adventures of Tom and Wash.
12:15 p. m.—National Home Furnishings Week.
12:30 p. m.—Rose Velerie and her Ensemble.
2:00 p. m.—Late recordings.
2:30 p. m.—Ann Grey, popular songs.
3:00 p. m.—Late recordings.
3:30 p. m.—Emma Kimmel, soprano; Buster Dees.
4:00 p. m.—Harold Howard's Dance Band.
6:00 p. m.—Pig 'n' Whistle Entertainers.
6:30 p. m.—Wade Hamilton at Forum organ.
7:00 p. m.—Cecil and Sally.
7:10 p. m.—KFWB Salon Orchestra.
7:30 p. m.—"Golden Days."
8:00 p. m.—Bert Fiske's Orchestra.
8:30 p. m.—Strings and Bows.
9:00 p. m.—The Edgeworth Plantation Club.
9:30 p. m.—Main bout from the Olympic Auditorium.
10:30 p. m.—Johnny Johnson and his Orchestra.
11:00 p. m.—George Freeman's Orchestra.

KFVD

Culver City, Calif
1000 Kc.—250 Watts

- 6:00 a. m.—Spanish program.
7:00 a. m.—Happy-Go-Lucky Trio.
9:00 a. m.—Beauty Hints—Records.
9:30 a. m.—Zandra—Morning Psychologist.
11:00 a. m.—Beauty Hour—Records.

21:00 noon.—The Stranger and His Guitar.
21:30 p. m.—Waves of Happiness.
12:45 p. m.—Diet Question Box.

6:30 p. m.—A. G. McCrea—Hudson-Essex.
7:00 p. m.—Donleau Oil Company.
7:30 p. m.—Studio Artists.

8:30 p. m.—Rhythm Makers' Dance Orchestra.
9:00 p. m.—Everett Hoagland's Troubadours.
9:30 p. m.—Olympic fights, Los Angeles.

KNX

Hollywood, Calif.
1050 Kc.—5000 Watts

6:45 a. m.—'Earlybirds' exercises.
7:45 a. m.—'Pep and Ginger' exercises.
7:45 a. m.—'Home Folks' exercises.

KFOX

Long Beach, Calif.
1250 Kc.—1000 Watts

5:00 a. m.—The Early Bird.
7:00 a. m.—Hello Everybody.
7:30 a. m.—Early News Items, Press-Telegram.

KECA

Los Angeles, Calif.
1430 Kc.—1000 Watts

9:00 a. m.—NBC, Vermont Lumber Jacks.
(Off the Air Until 3:15 P. M.)
3:15 p. m.—NBC, Laws that safeguard society, Dean G. L. Archer.

KMIC

Inglewood, Calif.
1120 Kc.—500 Watts

6:00 a. m.—Andy and Jack.
8:00 a. m.—Records.
9:00 a. m.—'Zoro' Astrologist.

KGEF

Los Angeles, Calif.
1300 Kc.—1000 Watts

6:00 p. m.—Poetry and Music Club.
6:30 p. m.—W. W. Newberry.
7:00 p. m.—John Unfried, Radio Song Evangelist.

NORTHERN CALIFORNIA

KTAB

San Francisco, Calif.
560 Kc.—1000 Watts

7:00 a. m.—Frank Wright.
8:00 a. m.—Records.
8:45 a. m.—The Melody Girl.
9:00 a. m.—Morning Prayer Hour.

KFSG

Los Angeles, Calif.
1120 Kc.—500 Watts

7:00 a. m.—Family Altar Hour.
10:00 a. m.—Sunshine Hour.
11:00 a. m.—Organ Recital.

KTBI

Los Angeles, Calif.
1300 Kc.—1000 Watts

8:00 a. m.—Gospel Song Requests.
8:15 a. m.—Devotional Service.
8:45 a. m.—News of Christian Work.

KFRC

San Francisco, Calif.
610 Kc.—1000 Watts

Local Programs Only. See CBS Program for Balance.
7:00 a. m.—Seal Rocks Broadcast.
7:30 a. m.—New York Stock Quotations.
7:30 a. m.—Seal Rocks Broadcast.

KGFJ

Los Angeles, Calif.
1200 Kc.—100 Watts

12:00 midnight—Mosby's Dixieland Blue Blowers.
1:00-3:00 a. m.—Nite Owl Request program.
6:00 a. m.—Breakfast Philosopher.

KGB

San Diego, Calif.
1330 Kc.—250 Watts

7:00 a. m.—The Lark.
9:00 a. m.—Health Talk.
9:15 a. m.—Musical Varieties.
10:00 a. m.—Blanche Wood's Shopping Hour.

KPO

San Francisco, Calif.
680 Kc.—5000 Watts

Local Programs Only. See NBC Program for Balance.
7:30 a. m.—Quaker Oats—"Start o' The Day."
8:00 a. m.—The Shell Happy Time.
9:00 a. m.—Dobbie's Birthday Party.

KFXM

San Bernardino, Calif.
1210 Kc.—100 Watts

7:00 a. m.—Early Bird Club.
8:00 a. m.—Old Time program.
8:30 a. m.—Citizens' Service Bureau.

KGER

Long Beach, Calif.
1360 Kc.—1000 Watts

6:00 a. m.—Morning diversities.
6:30 a. m.—Studio musical melange.
7:00 a. m.—Sunrise exercise club.
9:00 a. m.—Chick, Chet and Chuck, guitars and voice.

7:30 a. m.—Karl Brandenburg, ballads.
7:45 a. m.—NBC, Start o' the Day.
8:00 a. m.—NBC, Shell Happy Time.
9:00 a. m.—Helpful Hints to Housewives, Bess Kilmer.
9:30 a. m.—Gold Medal Home Service.
9:45 a. m.—Sally and Russell Hill, piano and song.
10:00 a. m.—Wall Street Financial News.
10:15 a. m.—NBC, Mary Hale Martin, speaker.
10:30 a. m.—NBC, Woman's Magazine of the Air.
11:30 a. m.—Reduceoid Rhythm Boys.
11:45 a. m.—French Lesson, by Annette Doherty.
12:00 noon.—U. C. and U. S. Dept. of Agriculture Talk.
12:15 p. m.—Federal and State Market Reports.
(Off the Air Until 2:30 P. M.)
2:30 p. m.—Winnie Fields Moore, travelog.
2:45 p. m.—Sylvia's Happy Hour.
3:45 p. m.—Eddie Armstrong, ballads.
4:00 p. m.—Noreen Gammill, character sketches.
4:15 p. m.—KFI News Flashes.
4:30 p. m.—Big Brother Don.
5:00 p. m.—The Story Man, Baron Keyes.
5:30 p. m.—Beauty Hints, by Sadye Nathan.
5:45 p. m.—Closing Stock Market Quotations.
6:00 p. m.—Nick Harris program.
6:45 p. m.—Slaivek String Trio.
7:00 p. m.—Luis Alvarez, Felipe Delgado.
7:30 p. m.—Paul Roberts, tenor and Schonberger Trio.
8:00 p. m.—NBC, Let's Get Associated.
8:30 p. m.—Purcell Mayer String Trio.
9:00 p. m.—William Wheatley, tenor.
9:15 p. m.—James Carden and cast: "Emperor of Crime."
9:30 p. m.—Ea Olivotti, soprano, and orchestra.
10:00 p. m.—Packard Concert Orch.; Gretchen Garrett.
11:00 p. m.—NBC, Hotel St. Francis Dance Orchestra.

KMPC Beverly Hills, Calif. 710 Kc.—500 Watts

7:00 a. m.—Latin-American program.
8:00 a. m.—Classical.
8:30 a. m.—State of Prosperity.
9:00 a. m.—Dan Maxwell—the King of Scotland.
9:15 a. m.—The Ad-Visor.
9:30 a. m.—"Sam."
9:50 a. m.—Remote Chapel Service—USC.
10:15 a. m.—Fred Forrest, the Stove Man.
11:00 a. m.—Rollicking Radioliers—remote.
12:00 noon.—Live Stock Market Report.
12:05 p. m.—Happy Chappies.
1:00 p. m.—Gene Taylor—Piano.
1:45 p. m.—Bob, Bunny and Junior.
2:00 p. m.—Classical and Semi-Classical.
2:30 p. m.—Macmillan Hawaiian program.
3:00 p. m.—USC Lectures—remote.
5:00 p. m.—Just Kids Club.
5:30 p. m.—Cuckoo Clock.
9:00 p. m.—USC Lectures—remote.
9:00 p. m.—Scientific Laboratories—Keller Sisters.
10:00 p. m.—Beverly Hill Billies.
11:00 p. m.—Ray Howell—"And How."

KTM Los Angeles, Calif. 780 Kc.—1000 Watts

6:00 a. m.—Eye Opener.
7:00 a. m.—Bill Sharples and His Gang.
9:00 a. m.—Bert's Best Bets.
1:00 p. m.—Fowler's Food for Thought.
1:30 p. m.—Semi-classical Melodies.
1:45 p. m.—Health Man.
2:00 p. m.—Over the Tea Cup.
2:30 p. m.—Masters Album.
2:45 p. m.—Inspirational Poetry.
3:00 p. m.—Dot and Don.
3:30 p. m.—Danceland Melodies.
4:30 p. m.—Spanish Program.
8:00 p. m.—Bill Sharples and His Gang.
10:00 p. m.—Whispering Serenaders.
11:00 p. m.—Organ Recital.
12:00 midnight—Spizzerintum Club.

KHJ Los Angeles, Calif. 900 Kc.—1000 Watts

7:00 a. m.—Recordings.
7:30 a. m.—Hallelujah.
8:30 a. m.—Stock Exchange Reports.
8:45 a. m.—Records.
9:00 a. m.—Beauty Talk.
9:15 a. m.—Richardson's Music Lovers' Shop.
9:30 a. m.—Feminine Fancies, KFRC.
10:30 a. m.—American Institute of Food Products.
10:45 a. m.—Agnes White.
11:00 a. m.—Recordings.
11:15 a. m.—Safety Building and Loan Company.
11:30 a. m.—Columbia Little Symphony, CBS.
11:45 a. m.—Recordings.
12:00 noon.—Biltmore Hotel Concert Orchestra.
12:30 p. m.—World-wide News.
12:45 p. m.—Optimistic Club Luncheon.
1:30 p. m.—Times Forum.
2:00 p. m.—Happy Go Lucky Hour.
3:00 p. m.—Fred C. McNabb, talk on Gardens.
3:30 p. m.—Western Air Express.
3:45 p. m.—Los Angeles Public Library.
4:00 p. m.—Independent Merchants Assn., Records.
4:30 p. m.—Elvia and Nell.
4:45 p. m.—World-wide News.
4:55 p. m.—Town Topics.
5:00 p. m.—Toscha Seidel and Orchestra, CBS.
5:30 p. m.—Recordings.
6:00 p. m.—Gold Medal Fast Freight, CBS.
6:30 p. m.—Andy and Virginia.
7:00 p. m.—Pacific States.
7:30 p. m.—KFRC program.
8:00 p. m.—MLB Demi-Tasse Revue—Geo. Olson Orch.
8:30 p. m.—California Melodies, CBS.
9:00 p. m.—Legion Ascot Automobile Races.
10:00 p. m.—World-wide News.
10:05 p. m.—Earl Burtnett's Biltmore Hotel Dance Orch.
12:00 midnight.—Wesley Tourtellotte's Organ Recital.

KFWB Hollywood, Calif. 950 Kc.—1000 Watts

8:00 a. m.—The L. A. Breakfast Club.
10:00 a. m.—"Home Economics Expert."
10:30 a. m.—Melody Boys' Dance Band.
11:30 a. m.—Organ recital by Wade Hamilton.
12:00 noon.—The Adventures of Tom and Wash.
12:15 p. m.—National Home Furnishings Week.

12:30 p. m.—Rose Valerie and her Concert Ensemble.
2:00 p. m.—Musical program.
4:00 p. m.—Harold Howard's Dance Band; Jean Cowan.
6:00 p. m.—Harry Jackson and his Entertainers.
6:30 p. m.—KFVB Salon Orchestra.
7:00 p. m.—Cecil and Sally.
7:10 p. m.—KFVB Salon Orchestra; Buster Dees, tenor.
7:45 p. m.—Lovey Whiteman and Nelson Case.
8:00 p. m.—Seaboard Serenaders.
8:30 p. m.—George Olsen and his Music.
9:00 p. m.—KFVB Concert Orchestra; Lewis Meehan.
9:30 p. m.—"Racketeer."
10:00 p. m.—Johnny Johnson and his Orchestra.
10:30 p. m.—George Olsen and his Music.
11:00 p. m.—George Freeman's Orchestra.

KFVD Culver City, Calif. 1000 Kc.—250 Watts

6:00 a. m.—Spanish program.
7:00 a. m.—Happy-Go Lucky Trio.
9:00 a. m.—Piano Requests.
9:30 a. m.—Zandra—Morning Psychologist.
11:00 a. m.—Beauty Hour—Records.
12:00 noon.—The Stranger and his Guitar.
12:30 p. m.—Waves of Happiness.
1:00 p. m.—G Allison.
2:30 p. m.—Merchants Slogan Contest.
4:15 p. m.—Health Talk.
5:35 p. m.—Timely Topics.
6:15 p. m.—Studio Orchestra.
10:00 p. m.—Old Mexico.
11:00 p. m.—Louie Armstrong—Cotton Club.
12:00 midnight—Ballads, Old and New—Organ.

KNX Hollywood, Calif. 1050 Kc.—5000 Watts

6:45 a. m.—"Earlybirds" exercises.
7:45 a. m.—"Pep and Ginger" exercises.
7:45 a. m.—"Home Folks" exercises.
8:00 a. m.—Inspirational Talk.
8:15 a. m.—Program of recordings.
9:00 a. m.—Records.
9:15 a. m.—Dorothy Chase and the Charis Players.
9:30 a. m.—Radio Shopping News.
10:00 a. m.—"Be Young and Be Happy."
10:30 a. m.—Home Economics Talk by Kate Vaughn.
11:00 a. m.—Gene Byrnes picks scraps from Waste Basket.
11:30 a. m.—Beauty secrets.
11:45 a. m.—Musical program.
12:00 noon.—Musical program.
12:15 p. m.—Musical program.
12:30 p. m.—The Silver Slipper Cafe.
1:00 p. m.—(Off the air.)
1:30 p. m.—Eddie Albricht's reading of late fiction.
2:00 p. m.—"Jay" the Jingle Man.
2:30 p. m.—Lost and found announcements.
3:05 p. m.—The Fireman's Band continues the program.
3:40 p. m.—The Arizona Wranglers.
4:00 p. m.—Gene Byrnes the Whispering Organist.
4:30 p. m.—C. P. R.'s musical program.
5:00 p. m.—Travelogue.
5:15 p. m.—"Big Brother Ken's Kiddie Hour."
5:45 p. m.—Town Crier's Timely Amusement Tips.
6:00 p. m.—KNX Trio.
6:15 p. m.—Frank Watanabe the Japanese Houseboy.
6:30 p. m.—Pantazes Hollywood Theatre.
7:00 p. m.—Mr. and Mrs. Radio Skit.
7:30 p. m.—Presenting Sherman Oaks Serenaders.
8:00 p. m.—Bert Butterworth and his Airdales.
8:30 p. m.—AMORC College of San Jose.
9:00 p. m.—Walker's 5th St. Store, 25th Anniv. prog.
10:00 p. m.—Hotel Ambassador; Gus Arnheim and Orch.

KMIC Inglewood, Calif. 1120 Kc.—500 Watts

6:00 a. m.—Andy and Jack.
8:00 a. m.—Records.
9:00 a. m.—"Zoro" Astrologist.
9:30 a. m.—Records.
9:45 a. m.—Health Man.
10:00 a. m.—Radio News Reporter.
12:15 p. m.—Hi-Noon Varieties.
1:00 p. m.—Latest Releases.
5:00 p. m.—Gordon Smith's Radiotising Program.
6:00 p. m.—Records.
6:30 p. m.—"Radio Round Up."
7:30 p. m.—Sports Hour.
8:30 p. m.—Orchestra from Venice Ballroom.
10:30 p. m.—Musical Comedy Selections.
12:00 midnight—Louie Armstrong & his Cotton Club Orch.

KFSG Los Angeles, Calif. 1120 Kc.—500 Watts

7:00 a. m.—Family Altar Hour.
10:00 a. m.—Sunshine Hour.
11:00 a. m.—Organ Recital.
2:30 p. m.—Divine Healing Service.

KGFJ Los Angeles, Calif. 1200 Kc.—100 Watts

12:00 midnight—Mosby's Dixieland Blue Blowers.
1:00-6:00 a. m.—Nite Owl Request program.
6:00 a. m.—Breakfast Philosopher.
7:00 a. m.—Goodwill program.
8:30 a. m.—Records.
9:30 a. m.—Dr. Dean Clinic.
10:00 a. m.—Studio Ensemble; Jerry Joyce, violinist.
11:00 a. m.—The Health Man.
11:30 a. m.—Spanish program.
12:00 noon.—Dr. Wiseman's Talk.
12:30 p. m.—Bob Holman's California Freshmen.
1:30 p. m.—Organ Recital by Arch Fritz.
2:00 p. m.—Morey Paul's Rainbow Garden Orchestra.
3:00 p. m.—Murray & Harris, the Gainsborough Boys.
4:00 p. m.—Organ Recital by Arch Fritz.
4:30 p. m.—Sincerity program.
5:00 p. m.—Market Reports; Harmony Hawaiian Quartet.
6:00 p. m.—Glenn Edmunds' Orchestra from Elks' Club.
7:00 p. m.—Lucky Seven Orchestra.
8:00 p. m.—Bob Holman's California Freshmen.
8:30 p. m.—String Quintet; Allan Fairchild, vocalist.
9:30 p. m.—Mosby's Dixieland Blue Blowers.
10:30 p. m.—Organ Melodies.
11:00 p. m.—Morey Paul's Rainbow Garden Orchestra.

KFXM San Bernardino, Calif. 1210 Kc.—100 Watts

7:00 a. m.—Early Bird Club.
8:00 a. m.—Sunshine Hour. Rev. J. Edgar Freeman.
9:00 a. m.—San Bernardino Music Co.
9:30 a. m.—Recordings.
10:00 a. m.—B. S. Pearsall Co.
10:15 a. m.—California Hotel.
10:30 a. m.—Citizens' Service Bureau.
11:00 a. m.—Carrier's Health program.
11:15 a. m.—News Reports.
11:30 a. m.—Trading Post.
12:00 noon.—Donleau Oil Company.
12:30 p. m.—Organ Recital.
5:00 p. m.—Novelty Recordings.
5:30 p. m.—Hunt's Theater.
5:45 p. m.—Evening Mail.
6:15 p. m.—News Reports.
6:30 p. m.—Cal.-Ariz. Land Company.

KFOX Long Beach, Calif. 1250 Kc.—1000 Watts

5:00 a. m.—The Early Bird.
7:00 a. m.—Hello Everybody.
7:30 a. m.—Early News Items, Press-Telegram.
7:45 a. m.—Novelty Musical Numbers.
7:50 a. m.—Bright and Early Hour.
8:20 a. m.—Music.
9:00 a. m.—Beauty Talk, Mae Day Beauty Salon.
9:10 a. m.—Music.
10:30 a. m.—Organ Recital, Vera Graham.
11:00 a. m.—Beatrice Smith, Novelty Entertainer.
11:15 a. m.—Clime and Gene.
11:30 a. m.—News Reports, Press-Telegram.
11:45 a. m.—Hollywood Girls.
12:45 p. m.—Musical Moments, Mart Dougherty.
1:00 p. m.—Rotary Luncheon.
1:30 p. m.—Cheerio Boys.
1:50 p. m.—Dr. Harbottle, Doris and Clarence.
2:20 p. m.—Rolly Wray.
2:30 p. m.—Len Nash and his Country Boys.
3:15 p. m.—Today in History.
3:30 p. m.—Organ Recital, Vera Graham.
4:00 p. m.—Press-Telegram Late News Reports.
4:15 p. m.—Rolly Wray in Piano Numbers.
4:30 p. m.—Bill and Co.
4:45 p. m.—Cheerio Boys.
5:00 p. m.—Hollywood Girls.
6:00 p. m.—"Em and Clem."
6:15 p. m.—Percy Prunes and Daisy Mae.
6:30 p. m.—Vest Pocket Minstrels.
6:45 p. m.—The Three Vagabonds.
7:00 p. m.—Sunset Harmony Boys.
7:15 p. m.—Ezra and Abe.
7:30 p. m.—Silver Spray Hawaiians.
7:45 p. m.—Doris and Clarence.
8:00 p. m.—Seth Parker Singing School.
9:00 p. m.—Lampit Hour.
9:30 p. m.—Len Nash and his Country Boys.
10:30 p. m.—Seal Beach Marathon.
11:00 p. m.—Bennett's Crystal Ballroom.
11:30 p. m.—Majestic Ballroom.
12:00 midnight—Balboa Beach Marathon.
1:00 a. m.—Records.

KGEF Los Angeles, Calif. 1300 Kc.—1000 Watts

6:00 p. m.—Mother Hubbard.
6:45 p. m.—Miniature Aircrafters.
7:00 p. m.—Convey Bible Class.
7:45 p. m.—Union Rescue Mission.
8:30 p. m.—Rev. E. J. Wall.
9:00 p. m.—Old Songs Quartet.
10:00 p. m.—Volunteers of America.

KTBI Los Angeles, Calif. 1300 Kc.—1000 Watts

8:00 a. m.—Announcer's Gospel Song Requests.
8:15 a. m.—Devotional Service, Dr. Isaac Ward.
8:45 a. m.—Rev. Stanley H. Bailes.
9:30 a. m.—Dr. Fred E. Haglin.
10:00 a. m.—Dr. Howard W. Kellogg.
10:30 a. m.—O. T. Synthesis, Dr. John C. Page.
11:30 a. m.—Rev. J. C. Doty.
12:00 noon—Chimes.
1:00 p. m.—Gospel Message.
1:30 p. m.—Music; Leland Green, baritone.
2:00 p. m.—Visiting Pastor.

KGB San Diego, Calif. 1330 Kc.—250 Watts

7:00 a. m.—The Lark.
9:00 a. m.—Health Talk.
9:15 a. m.—Musical Varieties.
10:00 a. m.—Blanche Wood's Shopping Hour.
11:30 a. m.—Home Makers Half Hour.
12:00 noon—Luncheon Lyrics.
2:30 p. m.—Courtesy program.
2:45 p. m.—News, courtesy San Diego Sun.
3:00 p. m.—C. V. R. program.
4:00 p. m.—Matinee program.
4:30 p. m.—U. S. Dept. of Agriculture, Farm Talk.
4:40 p. m.—Courtesy program.
5:00 p. m.—Baron Keyes Air Castles.
5:15 p. m.—KGB Birthday Party.
5:45 p. m.—Sportologue and Lost & Found.
6:00 p. m.—Merchants Air Service.
7:00 p. m.—Jean Clifton and Lilas Johnson.
7:00 p. m.—Community Chest program.
8:00 p. m.—Hilo Quartet.
9:00 p. m.—College Review.
10:00 p. m.—Dance Orchestra from Bagdad Cafe.
11:00 p. m.—This 'n' That.

KGER Long Beach, Calif. 1360 Kc.—1000 Watts

6:00 a. m.—Studio diversities.
6:30 a. m.—Ballads and love songs.
7:00 a. m.—Sunrise exercise club.
7:30 a. m.—Earl Judy, organ and piano; Paul O'Berg.
9:00 a. m.—Chick, Chet and Chuck, guitars and vocal.
10:00 a. m.—Women's hour and Helene Smith, piano.
11:00 a. m.—Helene Smith, piano requests.
11:15 a. m.—Charles K. Lindsey's Concert Orchestra.
12:15 p. m.—Silent for fifteen minutes.
12:30 p. m.—Peggy and Jerry skit.

Wednesday, Oct. 1—Cont.

- 12:45 p. m.—Cecil Fry, songs and piano.
1:00 p. m.—Allay Oop Studio Frolic.
2:00 p. m.—Dick Dixon, organ requests.
2:30 p. m.—Long Beach Municipal Band.
4:00 p. m.—Organ, orchestra and string trio.
5:00 p. m.—Triolians, organ and accordionist.
6:00 p. m.—Silent for fifteen minutes.
6:15 p. m.—Studio briefs.
6:30 p. m.—Bill Ray's Ragtime Revue.
8:00 p. m.—Organ and tenor; midweek varieties.
9:00 p. m.—Everett Hoagland's Troubadours.
9:30 p. m.—Wilmington Bowl fights.
10:30 p. m.—Cavaliers' Dance Orchestra.
11:00 p. m.—Everett Hoagland's Troubadours.
11:30 p. m.—Organ reveries, Dick Dixon.

KECA Los Angeles, Calif. 1430 Kc.—1000 Watts

- 9:00 a. m.—Vermont Lumber Jacks.
3:30 p. m.—NBC, Phil Cook, the Quaker Man.
3:45 p. m.—Sherman Lloyd, pianist.
4:00 p. m.—Lydia Aldrich, soprano.
4:15 p. m.—Eddie Armstrong, ballads; Weldrenov, pianist.
5:00 p. m.—NBC, Halsey Stuart program.
5:30 p. m.—NBC, Palmolive Hour.
6:00 p. m.—NBC, Coca-Cola program.
7:00 p. m.—Noreen Gammill, character sketches.
7:15 p. m.—Otto Platz and accompanist, in dialog songs.
7:30 p. m.—NBC, Amos 'n' Andy.
7:45 p. m.—Jack and Jill.
8:00 p. m.—Parisian Quintet, NBC.
8:30 p. m.—Will Rouns Ensemble, Winnie Fields Moore.
9:30 p. m.—NBC, Camels Pleasure Hour.
10:30 p. m.—Health Exercises, Louis Rueb.

NORTHERN CALIFORNIA

KTAB San Francisco, Calif. 560 Kc.—1000 Watts

- 7:00 a. m.—Frank Wright.
8:00 a. m.—Studio program.
8:30 a. m.—Recordings.
9:00 a. m.—Morning Prayer Hour.
9:30 a. m.—Recordings.
10:00 a. m.—Household Hour with Alma La Marr.
10:30 a. m.—Dr. B. L. Corley.
11:00 a. m.—Studio program.
11:30 a. m.—Latin-American program.
11:00 a. m.—Mid-day Musical Notes with Frank Wright.
1:00 p. m.—Chapel of Chimes.
1:30 p. m.—Studio program.
1:45 p. m.—Recordings.
2:40 p. m.—Baseball from Recreation Park.
4:45 p. m.—The Man of the Hour.
5:00 p. m.—The Story Man and his Air Castle.
5:15 p. m.—Frank Wright.
5:30 p. m.—Brother Bob's Frolic Hour.
6:30 p. m.—Chapel of Chimes.
7:00 p. m.—Studio program.
7:30 p. m.—"Memory Bouquet" with Joan Ray, contralto.
8:30 p. m.—Pepper Box program with Lou Emmel.
10:30 p. m.—Sweet's Ballroom Orchestra.
11:30 p. m.—The Night Owls with Willard Kimball.

KFRC San Francisco, Calif. 610 Kc.—1000 Watts

- Local Programs Only. See CBS Program for Balance.
7:00 a. m.—Seal Rocks Broadcast.
7:30 a. m.—New York Stock Exchange Quotations.
7:30 a. m.—Seal Rocks Broadcast.
8:00 a. m.—Recordings.
9:00 a. m.—S. F. Call Bulletin's News Items.
9:15 a. m.—La Vida Mineral Water Co. program.
9:30 a. m.—Feminine Fancies.
10:30 a. m.—Wyn's Daily Chat.
11:00 a. m.—Domestic Science Talk.
12:00 noon—Sherman Clay Noonday Concert.
12:55 p. m.—Closing New York Stock Quotations.
2:00 p. m.—Happy-Go-Lucky Hour, DLBS.
3:00 p. m.—The Observer—about new books.
3:30 p. m.—Something about Everything.
4:15 p. m.—Piano Miniatures, Frank Moss, DLBS.
4:55 p. m.—Town Topics.
5:30 p. m.—Studio program.
5:50 p. m.—S. F. Call Bulletin's News Items.
6:00 p. m.—Quartet and organist, CBS.
6:30 p. m.—Studio program.
6:45 p. m.—Pop Warner's Football Talks.
7:00 p. m.—Concert, DLBS.
7:30 p. m.—Concert Orchestra.
8:00 p. m.—"Demi Tasse Revue."
8:30 p. m.—California Melodies.
9:00 p. m.—Songology, DLBS.
9:30 p. m.—The Whisper Hour, DLBS.
10:00 p. m.—Plymouth Contest Announcement.
10:00 p. m.—Ten o'Clock Tora.
10:20 p. m.—Hotel Mark Hopkins Orchestra.
11:00 p. m.—Earl Burton's Biltmore Orchestra.
12:00 midnight—Dance Music.

KPO San Francisco, Calif. 680 Kc.—5000 Watts

- Local Programs Only. See NBC Program for Balance.
7:30 a. m.—Quaker Oats—"Start o' The Day."
8:00 a. m.—Shell Happy Time.
9:00 a. m.—Dobbie's Birthday Party.
9:30 a. m.—Walter W. Cribbins.
11:30 a. m.—Julia Hayes—Helpful Hints for Housewives.
11:55 a. m.—Scripture Reading, Time Signals.
12:05 p. m.—Snap Shots—Programs in Miniature.
1:00 p. m.—Ann Warner's "Home Making Chat."
1:30 p. m.—Wednesday Musicale.
2:30 p. m.—Ye Towne Crier.
2:35 p. m.—Doug Richardson, tenor-guitarist.
2:45 p. m.—Get Associated with Baseball.
4:30 p. m.—Dorothy Lewis, contralto, and Frederick Blitke, baritone.
5:00 p. m.—Big Brother.
5:30 p. m.—The Date Book, by Stuart Strong.
5:45 p. m.—News Digest, "Scotty" Mortland.
6:00 p. m.—Sperry "Smiles" program.
6:45 p. m.—Cecil and Sally.

- 7:00 p. m.—North Americans.
8:00 p. m.—Let's Get Associated.
8:30 p. m.—Radio feature.
9:00 p. m.—Cy Trobbe's Scrap Book program.
10:00 p. m.—Jesse Stafford's Palace Hotel Dance Orch.
11:00 p. m.—Joe Wright's Silver Slipper Dance Orch.

KFWI San Francisco, Calif. 930 Kc.—500 Watts

- 7:00 a. m.—Eye-Opener Program.
9:00 a. m.—Slogan Contest.
9:30 a. m.—Records and Announcements.
10:00 a. m.—Polly Plan's Homey Period.
10:15 a. m.—Studio Program.
10:30 a. m.—Dr. T. G. Linebarger, Health Talk.
10:50 a. m.—News Broadcast.
11:00 a. m.—Culture and Personal Charm.
11:15 a. m.—Faith Jimerson, concert pianist.
11:30 a. m.—Sherman Clay Concert.
12:00 noon—Slogan Contest.
6:00 p. m.—Dinner Dance Music.
7:00 p. m.—Dr. T. G. Linebarger, Health Talk.
7:15 p. m.—Piano logue by Dean Metcalf.
8:30 p. m.—Chamber of Commerce Speaker.
8:35 p. m.—Studio Program.
9:00 p. m.—Concert, Lodge of Order B'Nai B'Rith.
10:00 p. m.—Hotel Bellevue program.
10:30 p. m.—"The Three Sweethearts."
10:45 p. m.—Isabel Henion and Nadine Chriss.
11:00 p. m.—Slogan Contest.
12:00 midnight—Midnight Classic Hour.

KQW San Jose, Calif. 1010 Kc.—500 Watts

- 9:00 a. m.—Morning Music.
9:30 a. m.—U. S. Weather Report.
9:30 a. m.—Helpful Hour.
11:00 a. m.—Community Hour.
12:30 noon—Variety Recordings.
12:30 p. m.—Market Reports, Weather.
1:00 p. m.—Hart's Happy Half Hour.
1:30 p. m.—The Friendly Hour.
2:30 p. m.—Concert Recordings.
4:30 p. m.—Children's Program.
5:00 p. m.—Baron Keyes Air Castle.
5:15 p. m.—Vesper Music.
5:30 p. m.—San Jose Radionics Health Talk.
6:00 p. m.—U. S. D. A. Farm Flashes.
6:10 p. m.—Farm Topics Discussion.
6:20 p. m.—State Department of Agriculture.
6:30 p. m.—Market Reports, San Francisco Studio.
6:45 p. m.—KQW Market Place.
7:00 p. m.—U. S. Weather Reports.
7:00 p. m.—Farm Bureau Evening Radio News.
7:00 p. m.—News Dispatches.
7:15 p. m.—Foreign Trade Talk.
7:30 p. m.—Mail Bag and Announcements.
7:45 p. m.—Bee Talk by Carey Hartman.
8:00 p. m.—Studio Program.
9:00 p. m.—Maui Trio.
9:30 p. m.—How-do-you-do Program.

NORTHWEST

KGW Portland, Oregon 620 Kc.—1000 Watts

- Local Programs Only. See NBC Program for Balance.
6:45 a. m.—Devotions.
7:00 a. m.—Bagdad Theater Organ.
9:00 a. m.—Town Crier.
11:45 a. m.—Masterworks.
12:00 noon—Powers' Pied Piper.
12:30 p. m.—Cecil and Sally.
12:45 p. m.—Peppo program.
1:00 p. m.—Cabbages and Kings.
1:30 p. m.—Julia Hayes.
2:00 p. m.—Baby's Boudoir Organ.
2:15 p. m.—Masterworks.
4:30 p. m.—Palace Laundry Features.
7:00 p. m.—Franz Children's Hour.
7:45 p. m.—Bradley Pie program.
9:00 p. m.—Cecil and Sally.
9:15 p. m.—Vocal and Instrumental.
11:00 p. m.—Slumber Hour.

KVI Tacoma, Washington 760 Kc.—1000 Watts

- Local Programs Only. See CBS Program for Balance.
7:00 a. m.—Recordings.
8:45 a. m.—Recordings.
9:00 a. m.—Columbia Revue.
9:30 a. m.—Feminine Fancies, DLBS.
10:30 a. m.—Recordings.
10:45 a. m.—Program from KOL.
11:00 a. m.—Recordings (Announcements).
12:30 p. m.—For Your Information.
2:00 p. m.—Happy-Go-Lucky Hour, DLBS.
3:15 p. m.—Social Calendar.
4:15 p. m.—Recordings.
5:30 p. m.—To be announced.
5:50 p. m.—Silent.
9:00 p. m.—DLBS Studio program.
10:00 p. m.—Anson Welkes, Hotel Mark Hopkins Orch.
11:00 p. m.—Earl Butnett's Biltmore Orchestra.

KJR Seattle, Washington 970 Kc.—5000 Watts

- 7:00 a. m.—Morning Reveiller.
7:15 a. m.—News.
7:45 a. m.—Organ Concert.
8:30 a. m.—Thrift Home of the Air.
9:00 a. m.—Morning Devotional Program.
9:10 a. m.—Mary from Proctors.
9:40 a. m.—Sullin' Sam.
10:00 a. m.—Sullin' Sam.
10:15 a. m.—Beauty Talk.
10:30 a. m.—Songs You Like to Hear.
11:00 a. m.—Warren Wright, Organ Concert.
12:00 noon—World Book Man; World in Review.
12:30 p. m.—Mid-Day Musicale.
1:00 p. m.—George Maddox, tenor.
1:15 p. m.—Dental Lecture.
2:00 p. m.—Matinee in Miniature.
2:30 p. m.—Stephanie Lewis, soprano; Organ Music.
3:00 p. m.—Stonewall Jackson, guitar.
3:15 p. m.—The Three Girls.
3:30 p. m.—News.
3:45 p. m.—Tea Time Tales from Proctors.
4:00 p. m.—Organ Concert, Ivan Ditmars.
5:00 p. m.—Chet Cathers, Crooning Baritone.

- 5:15 p. m.—Baron Keyes' Air Castles.
5:30 p. m.—Market Reports; Lost and Found.
5:50 p. m.—Garden Talk, Cecil Solly.
6:00 p. m.—Homesteaders; Ragnar Salldin, accordion.
7:00 p. m.—Old Songs for New.
8:00 p. m.—Whirlwinds Orch.
9:00 p. m.—Neapolitans; Betty Andersen, soprano.
10:00 p. m.—Ken Stuart's Sunshine Program.
10:30 p. m.—Song Birds.
11:00 p. m.—Vic Meyers' Club Victor Orch.
12:00 midnight—Midnight Revelers.

KEX Portland, Oregon 1180 Kc.—5000 Watts

- 7:00 a. m.—Morning Serenaders.
8:00 a. m.—The Clock; Oregon Journal News.
9:00 a. m.—Julia Hayes.
9:30 a. m.—Classified News.
10:00 a. m.—Town Topics, Veva Weller.
12:00 noon—Time; Weather Reports.
12:05 p. m.—Happy Hour Girls.
1:05 p. m.—Ron's Revue.
1:30 p. m.—Castle Organ Concert.
2:00 p. m.—Dental Lecture.
2:30 p. m.—Vagabond's News Reel.
4:30 p. m.—Warner Stone and His Pebbles.
5:00 p. m.—Band Concert; Dr. Dean.
5:30 p. m.—Baron Keyes' Air Castles.
5:45 p. m.—Old Timers Concert.
6:00 p. m.—Farmer's Radio Service Club.
6:30 p. m.—Homesteaders' Orchestra.
7:00 p. m.—Silent Period.
8:00 p. m.—Ronald Buck, piano.
8:15 p. m.—The Parker Girl.
9:00 p. m.—Damski's Neapolitans Orch.
10:15 p. m.—The Angelus.
10:30 p. m.—Jack and Jill Tavern Orch.
11:30 p. m.—Police and Weather Reports.
11:45 p. m.—Midnight Revelers.

MOUNTAIN

KOAO Denver, Colorado 830 Kc.—12,500 Watts

- 6:00 a. m.—Morning Melodies.
6:15 a. m.—Morning Revelers.
7:00 a. m.—The Manhattans.
8:00 a. m.—The Recitalists.
8:45 a. m.—Sweet and Low Down.
9:00 a. m.—Morning Melodies.
9:30 a. m.—MIB Piano Twins.
9:45 a. m.—National Farm and Home Hour.
10:15 a. m.—Household Period.
10:30 a. m.—Three Little Maids.
10:45 a. m.—Weather, stocks, markets.
11:00 a. m.—The Blaine Songsters.
11:15 a. m.—Organ Recital.
12:30 p. m.—Evening Stars.
1:00 p. m.—Radio Guild.
2:15 p. m.—Breen and De Rose.
2:30 p. m.—Tea Timers.
3:00 p. m.—Hotel Bossert.
3:25 p. m.—John B. Kennedy.
3:30 p. m.—Hotel Bossert.
3:45 p. m.—Edgewater Beach Organ.
4:00 p. m.—Bernard Ocko.
4:15 p. m.—The Piano Twins.
4:30 p. m.—Phil Cook.
4:45 p. m.—Weather, stocks, markets.
5:00 p. m.—Extension Service.
5:30 p. m.—Mobioli Concert.
6:00 p. m.—Halsey, Stuart program.
6:30 p. m.—Palmolive Hour.
7:30 p. m.—Coca Cola program.
8:00 p. m.—Denver Buick program.
8:15 p. m.—Literary Digest Topics.
8:30 p. m.—Amos 'n' Andy.
9:30 p. m.—Camel Pleasure Hour.
10:30 p. m.—Yir Frier' Scotty.
10:45 p. m.—Sarah Kreindler, violinist.

ARIZONA

KTAR Phoenix, Arizona 620 Kc. 1000 Watts

- Local Programs Only. See NBC Program for Balance.
6:00 a. m.—Y. M. C. A. Health and Happiness Hour.
7:00 a. m.—Morning Parade.
7:30 a. m.—Pipe Organ Recital.
8:30 a. m.—Cactus Band Boys.
9:00 a. m.—Aunt Helen's Home Hints.
9:45 a. m.—Radio Newspaper.
10:00 a. m.—Program from Blue Room Studio.
11:30 a. m.—Black and White Studies.
12:00 noon—Radio Revival.
2:45 p. m.—Radio Newspaper; Musical Moments.
3:45 p. m.—In Storyland with Big Sister.
4:00 p. m.—Baron Keyes Air Castle.
4:45 p. m.—Business Briefs.
5:20 p. m.—Cecil and Sally.
5:30 p. m.—Black and White Studies.
6:00 p. m.—Voice of Saunders.
6:30 p. m.—The Eskimos.
7:00 p. m.—Forward Arizona Hour.
8:00 p. m.—KTAR Specialties.
10:30 p. m.—Radio Newspaper.

THURSDAY, OCT. 2

National Broadcasting Co., Inc.

- 7:30 a. m.—Sunrise Serenaders. KGO.
7:30 a. m.—Quaker Start o' the Day. KHQ, KOMO.
KGW, KPO, KFSD, KFI.
8:00 a. m.—Financial Service program. KGO.
8:15 a. m.—Morning Melodies. KGO.
8:30 a. m.—Cross-cuts of the Day. KGO.
9:00 a. m.—Vermont Lumberjacks. KGO, KHQ, KOMO.
KGW, KECA.
9:15 a. m.—Meet the Folks. KGO.
9:30 a. m.—The Entertainers. KGO.

9:45 a. m.—Safeguarding the Nation's Food and Drug Supply. KGO.
 10:00 a. m.—Woman's Magazine of the Air. KGO, KHQ, KOMO, KGW, KPO, KFI, KSL, KOA.
 11:00 a. m.—Standard School Broadcast. KGO, KHQ, KOMO, KGW, KPO, KFI, KFSD.
 11:45 a. m.—NBC Organ Recital. KGO.
 12:00 noon—Hotel Sir Francis Drake Orch. KGO.
 1:00 p. m.—Merry Makers. KGO.
 1:30 p. m.—The Lady Next Door. KGO.
 2:00 p. m.—In the Spotlight. KGO.
 2:30 p. m.—Ballads. KGO.
 2:45 p. m.—Tea Timers. KGO.
 3:00 p. m.—Black and Gold Room Orch. KGO.
 3:45 p. m.—Organ Concert. KGO.
 4:00 p. m.—Matinee Time. KGO.
 4:30 p. m.—Phil Cook, the Quaker Man. KGO, KHQ, KOMO, KGW, KECA, KFSD, KTAR.
 4:45 p. m.—News Service. KGO.
 5:00 p. m.—Fleischmann Hour with Rudy Vallee's Orch. KGO, KHQ, KOMO, KGW, KECA, KTAR.
 6:00 p. m.—Arco Birthday Party. KGO, KHQ, KOMO, KGW, KECA.
 6:30 p. m.—Maxwell House Ensemble; light classics and semi-popular. KGO, KHQ, KOMO, KGW, KECA.
 7:00 p. m.—RCA Hour. KGO, KHQ, KOMO, KGW, KFI.
 7:30 p. m.—Standard Symphony Hour: Schubert's Symphony in C Major. KGO, KHQ, KOMO, KGW, KFI.
 8:30 p. m.—The Pepsodent program—Amos 'n' Andy. KGO, KHQ, KOMO, KGW, KECA, KFSD.
 8:45 p. m.—Sperry Smiles; Lee S. Roberts, pianist. KGO, KHQ, KOMO, KGW, KFI.
 9:00 p. m.—The Story Teller, "The Hired Baby." KGO.
 9:00 p. m.—B. A. Rolfe and his Lucky Strike Dance Orchestra. KPO, KECA, KFSD, KTAR.
 9:30 p. m.—Vagabonds. KGO.
 10:00 p. m.—Piano Paintings; piano duo. KGO.
 10:30 p. m.—Kir Frier' Scotty. KGO, KOA.
 10:45 p. m.—Sarah Kreindler, violinist. KGO.
 11:00 p. m.—Laughner-Harris Hotel St. Francis Dance Orchestra. KGO, KFI, KFSD.

Columbia Broadcasting System

8:15 a. m.—Three Men in a Tub. KVI.
 8:30 a. m.—The Party House. KVI, KHJ.
 11:15 a. m.—Columbia Artists Recital. KVI.
 11:30 a. m.—Ann Leaf at the Organ. KDYL, KVI, KFRC, KHJ.
 12:00 noon—Columbia Salon Orchestra. KDYL, KVI.
 12:30 p. m.—Columbia Educational Features; For Your Information. KDYL, KVI.
 1:00 p. m.—The Merrymakers. KDYL, KVI, KFRC, KHJ.
 1:30 p. m.—Me'ody Magic. KDYL, KVI, KFRC.
 2:00 p. m.—Manhattan Towers Orchestra. KDYL.
 2:30 p. m.—Bert Lown and his Biltmore Orch. KDYL.
 3:00 p. m.—Harry Tucker and his Hotel Barclay Orchestra. KFRC.
 3:30 p. m.—California Ramblers. KVI.
 5:00 p. m.—The Political Situation in Washington Tonight. F. W. Wile. KVI, KFRC, KHJ.
 7:00 p. m.—Lutheran Laymen's League. KDYL, KFRC, KHJ.
 7:30 p. m.—National Radio Forum from Washington, D. C. KDYL.
 9:00 p. m.—"Folgeria." KDYL, KVI, KFRC, KHJ.
 10:00 p. m.—Ten o'Clock Tom. KDYL, KVI.

SOUTHERN CALIFORNIA

KMTR

Hollywood, Calif.
 570 Kc.—500 Watts

6:00 a. m.—"Wake up, Chillun, wake up."
 6:45 a. m.—Vernon Dance Marathon, remote.
 7:00 a. m.—"Old Favorites," Harold Curtis, organist.
 8:00 a. m.—Stock Quotations.
 8:30 a. m.—Health Man.
 9:00 a. m.—Mildred Kitchen, Home Economics Expert.
 10:00 a. m.—Louise Howatt, Happiness Girl.
 10:30 a. m.—Galloping Gophers.
 11:00 a. m.—Modes and Fashions.
 11:45 a. m.—Public and City Officials.
 12:00 noon—"World in Review," Evening Herald.
 12:15 p. m.—Prosperity Hour, Skipper and Crew.
 1:15 p. m.—Records.
 2:15 p. m.—Spanish program.
 3:00 p. m.—Vernon Dance Marathon.
 3:15 p. m.—Records.
 4:00 p. m.—Hi-Hatters from Harlem.
 4:30 p. m.—Trading Post program.
 5:15 p. m.—Organ Recital, Egyptian Theatre.
 5:45 p. m.—Reporter of the Air.
 6:00 p. m.—Banjo Boys.
 6:30 p. m.—S. C. Collegians.
 7:00 p. m.—Vernon Dance Marathon.
 7:15 p. m.—Herald Sports Hour.
 7:30 p. m.—Grayco Boys.
 8:00 p. m.—Jack Boaz, Fishing News.
 8:15 p. m.—Baseball Game from Wrigley Field.
 10:30 p. m.—Special Recordings.
 11:00 p. m.—Vernon Dance Marathon, remote.
 12:00 midnight—"8 Ball" and Charley Lung.

KFSD

San Diego, Calif.
 600 Kc.—1000 Watts

Local Programs Only. See NBC Program for Balance.

8:00 a. m.—Morning Musical.
 9:00 a. m.—Good Cheer program.
 9:15 a. m.—Morning Musical.
 9:45 a. m.—Amy Lou Shopping Hour.
 11:45 a. m.—Lloyd Peck's Service Hour.
 2:00 p. m.—Matinee Hour.
 2:30 p. m.—Organ Recital.
 3:30 p. m.—French Lesson.
 4:00 p. m.—Latin-American program.
 4:45 p. m.—Popular program.
 5:30 p. m.—Late News Items.
 5:50 p. m.—Chuck and Red.
 6:00 p. m.—Feature program.
 6:30 p. m.—Cramer's Trio with John Welis.

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 Evening

KMTR

7:30 p. m.—Concert Quintette with solists.
 8:00 p. m.—Studio program.
 8:45 p. m.—Cecil and Sally.
 10:00 p. m.—Kennedy's Cafe.
 11:00 p. m.—Request program.

KFI

Los Angeles, Calif.
 640 Kc.—5000 Watts

6:30 a. m.—Opening Stock Market Quotations.
 6:45 a. m.—Health Exercises, Louis Rueb.
 7:30 a. m.—Gertrude Guselle, ballads.
 7:45 a. m.—NBC, Start o' the Day.
 8:00 a. m.—NBC, Shell Happy Time.
 9:00 a. m.—Helpful Hints to Housewives, Bess Kilmer.
 9:15 a. m.—Sunny Four Quartet.
 9:30 a. m.—Spanish Lesson, by Annette Doherty.
 9:45 a. m.—Wall Street Financial News.
 10:00 a. m.—NBC, Woman's Magazine of the Air.
 11:00 a. m.—NBC, Standard School Broadcast.
 11:45 a. m.—Reduce Old Rhythm Boys.
 12:00 noon.—U. C. and U. S. Dept. of Agriculture Talk.
 12:15 p. m.—Federal and State Market Reports.
 (Off the Air Until 2:30 P. M.)
 2:30 p. m.—Winnie Fields Moore, travelog.
 2:45 p. m.—Sally and Russell Hill, piano and song.
 3:00 p. m.—Better America Federation.
 4:15 p. m.—KFI News Flashes.
 4:30 p. m.—Big Brother Don.
 5:00 p. m.—The Story Man, Baron Keyes.
 5:30 p. m.—Will E. Wing, Hollywood.
 5:45 p. m.—Closing Stock Market Quotations.
 6:00 p. m.—Cotton Club Orchestra.
 6:45 p. m.—Slavick String Trio.
 7:00 p. m.—NBC, Radio Victor Hour.
 7:30 p. m.—Wedgwood Nowell.
 7:45 p. m.—NBC, Standard Symphony Hour.
 8:45 p. m.—James Burroughs, tenor; Felipe Delgado.

KMPC

Beverly Hills, Calif.
 710 Kc.—500 Watts

7:00 a. m.—Latin American program.
 8:00 a. m.—Classed.
 8:30 a. m.—State of Prosperity.
 9:00 a. m.—Dan Maxwell—the King of Scotland.
 9:15 a. m.—The Ad-Visor.
 9:30 a. m.—"San."
 9:50 a. m.—Chapel Services—USC.
 10:15 a. m.—The Music Album.
 11:00 a. m.—Rollicking Radiollers—remote.
 12:00 noon.—Live Stock Market Report.
 12:05 p. m.—Happy Chappies.
 1:00 p. m.—Gene Taylor—Piano Solos.
 1:45 p. m.—Bob, Bunny and Junior.
 2:00 p. m.—Classical and Semi-Classical.
 2:30 p. m.—On the Shores of Hawaii.
 3:00 p. m.—At The Carnival.
 4:00 p. m.—Red Seal Half Hour.
 4:30 p. m.—Recordings.
 5:00 p. m.—Just Kids.
 5:30 p. m.—Columbia Furniture.
 9:00 p. m.—Aurora Products—Hollywood Harmony Boys.
 9:30 p. m.—Master Service—Happy Chappies.
 10:00 p. m.—Beverly Hill Billies.
 11:00 p. m.—Ray Howell—"And How."

KTM

Los Angeles, Calif.
 780 Kc.—1000 Watts

6:00 a. m.—Eye Opener.
 7:00 a. m.—Bill Sharples and His Gang.
 9:00 a. m.—Bert's Best Bets.
 1:00 p. m.—Fowler's Food for Thought.
 1:30 p. m.—Semi-classical Melodies.
 1:45 p. m.—Health Man.
 2:00 p. m.—Over the Tea Cup.
 2:30 p. m.—Masters Album.
 2:45 p. m.—Inspirational Poetry.
 3:00 p. m.—Dot and Don.
 3:30 p. m.—Danceland Melodies.
 4:30 p. m.—Spanish Program.
 8:00 p. m.—Ranch Hour.
 9:00 p. m.—Organ Recital.
 9:30 p. m.—Little Theatre.
 10:00 p. m.—Frankie and Johnnie.
 10:30 p. m.—Whispering Serenaders.
 11:00 p. m.—Musical Comedy Hour.
 12:00 midnight—Spizzerintum Club.

KHJ

Los Angeles, Calif.
 900 Kc.—1000 Watts

7:00 a. m.—Recordings.
 7:30 a. m.—Hallelujah Hour.
 8:30 a. m.—Stock Exchange Reports.
 8:45 a. m.—Party House, CBS.
 9:00 a. m.—Columbia Revue, CBS.
 9:30 a. m.—Feminine Fancies, KFRC.
 10:00 a. m.—Virginia and Andy.
 11:00 a. m.—Elvia and Nell.
 11:15 a. m.—Safety Building and Loan Company.
 11:30 a. m.—Anna Leaf, CBS.
 12:00 noon.—Biltmore Hotel Concert Orchestra.
 12:30 p. m.—World-wide News.
 12:45 p. m.—Recordings.
 1:00 p. m.—The Merrymakers, CBS.
 1:30 p. m.—Times Forum.
 2:00 p. m.—Happy Go Lucky Hour.
 3:00 p. m.—Weaver Jackson, talk.
 3:15 p. m.—U. S. C. Trojan period.
 3:30 p. m.—Y. M. C. A.
 3:45 p. m.—Automobile Club of So. Calif.
 4:00 p. m.—KFRC Studio program.
 4:30 p. m.—Fifteen Hot Minutes, KFRC.
 4:45 p. m.—World-wide News.
 4:55 p. m.—Town Topics.
 5:00 p. m.—Organ recital.
 5:30 p. m.—Musical program.
 5:45 p. m.—Coast Investor, speaker.
 6:00 p. m.—Pianoville.
 6:30 p. m.—Arrowhead Springs Dance Orchestra.
 7:00 p. m.—Lutheran Laymen's League, CBS.
 7:30 p. m.—Concert from KFRC.
 8:00 p. m.—Violet Ray Music Hour.
 8:30 p. m.—Inglewood Park concert.
 9:00 p. m.—"Folgeria"—South American music.
 9:30 p. m.—Sports Edition of the Air.
 10:00 p. m.—World-wide News.
 10:05 p. m.—Earl Burnett's Biltmore Dance Orchestra.
 12:00 midnight.—Wesley Tourtellotte's Organ Recital.

Thursday, Oct. 2—Cont.

KFWB

Hollywood, Calif. 950 Kc.—1000 Watts

- 8:30 a. m.—Dorothy Burnham in popular piano numbers. 10:00 a. m.—Organ recital by Wade Hamilton. 10:30 a. m.—The Melody Boys' Dance Band. 11:30 a. m.—Organ recital by Wade Hamilton. 12:00 noon.—The Adventures of Tom and Wash. 12:15 p. m.—Louise Lynch, popular songs. 12:30 p. m.—National Home Furnishings Week. 12:45 p. m.—Rose Valerie and her Concert Ensemble. 2:00 p. m.—Brunswick Preview Hour. 3:00 p. m.—Musical program. 4:00 p. m.—Harold Howard's Dance Band; Jean Cowan. 6:00 p. m.—Harry Jackson and his Entertainers. 6:30 p. m.—Wade Hamilton at Forum organ. 7:00 p. m.—Cecil and Sally. 7:10 p. m.—KFWB Salon Orchestra. 7:30 p. m.—"Star Dust" program. 8:00 p. m.—Boswell Sisters; KFWB Concert Orchestra. 8:30 p. m.—A Detective Story by Edward Murphey. 9:00 p. m.—"An Old Timey." 9:30 p. m.—Sport Interview. 10:00 p. m.—Johnny Johnson and his Orchestra. 10:30 p. m.—George Olsen and his Music. 11:00 p. m.—George Freeman's Orchestra.

KFVD

Culver City, Calif. 1000 Kc.—250 Watts

- 6:00 a. m.—Spanish program. 7:00 a. m.—Happy-Go-Lucky Trio. 9:00 a. m.—Beauty Hints—Records. 9:30 a. m.—Zandra—Morning Psychologist. 10:30 a. m.—Helpful Hints to Housewives. 11:00 a. m.—Beauty Hour—Records. 12:00 noon.—The Stranger and his Guitar. 12:30 p. m.—Waves of Happiness. 12:45 p. m.—Diet Question Box. 1:00 p. m.—G. Allison. 2:30 p. m.—Merchants Slogan Contest. 5:35 p. m.—Timely Topics. 10:00 p. m.—Zandra's Mystic Hour. 11:00 p. m.—Louie Armstrong—Cotton Club. 12:00 midnight—Ballads, Old and New—Organ.

KNX

Hollywood, Calif. 1050 Kc.—5000 Watts

- 6:45 a. m.—"Earlybirds" exercises. 7:45 a. m.—"Pep and Ginger" exercises. 7:45 a. m.—"Home Folks" exercises. 8:00 a. m.—Inspirational Talk. 8:15 a. m.—Records. 9:00 a. m.—Records. 9:15 a. m.—Golden Rule Health Service. 9:30 a. m.—Radio Shopping News. 10:00 a. m.—"Be Young and Be Happy." 10:30 a. m.—Home Economics Talk. 11:00 a. m.—Barbara Gould, Ltd. 11:15 a. m.—Wrights Shining Moments. 11:20 a. m.—Bill Hatch's Novelty Group. 12:00 noon.—Kip Corporation courtesy program. 12:15 p. m.—Buddy and Albricht. 12:30 p. m.—The Silver Slipper Cafe. 1:00 p. m.—(Off the air.) 1:30 Eddie Albright's reading of late fiction. 2:00 p. m.—"Jay" the Jingle Man. 2:30 p. m.—Prof. Edgard Leon giving French lessons. 3:00 p. m.—Musical program by the KNX Stylists. 3:30 p. m.—Lost and found announcements. 3:35 p. m.—Louise Johnson, astro-analyst. 4:00 p. m.—Gene Byrnes the Whispering Organist. 4:30 p. m.—C. P. R's musical program. 5:00 p. m.—Travelogue. 5:15 p. m.—"Big Brother Ken's Kiddie Hour." 5:45 p. m.—Town Crier's Timely Amusement Tips. 6:00 p. m.—KNX Trio. 6:15 p. m.—Frank Watanabe the Japanese Houseboy. 6:30 p. m.—Gene Byrnes the Whispering organist. 7:00 p. m.—Presenting Lat-O-Grafs. 7:30 p. m.—The Singing Violins and Peggy Mathews. 8:00 p. m.—The Padded Cell Revue. 8:30 p. m.—Arizona Wranglers. 9:30 p. m.—The Nomads. 10:00 p. m.—Hotel Ambassador; Gus Arnheim and Orch.

KMIC

Inglewood, Calif. 1120 Kc.—500 Watts

- 6:00 a. m.—Andy and Jack. 8:00 a. m.—Records. 9:00 a. m.—"Zero" Astrologist. 9:30 a. m.—Records. 9:45 a. m.—Health Man. 10:00 a. m.—Radio News Reporter. 12:15 p. m.—111-Noon Varieties. 1:00 p. m.—Latest Releases. 5:00 p. m.—Gordon Smith's Radiotising Program. 6:00 p. m.—Records. 6:30 p. m.—"Radio Round Up." 10:30 p. m.—Orchestra from Venice Ballroom. 12:00 midnight—Louie Armstrong & his Cotton Club Orch. 2:00 a. m.—Jack the Bell Boy—Dawn Patrol.

KFSG

Los Angeles, Calif. 1120 Kc.—500 Watts

- 7:00 a. m.—Family Altar Hour. 10:00 a. m.—Sunshine Hour. 11:00 a. m.—Organ Recital. 2:00 p. m.—Pasadena program. 3:00 p. m.—Bethesda Hour. 4:00 p. m.—Classic Hour. 7:30 p. m.—Water Baptismal Service and Symphony Or.

KGFJ

Los Angeles, Calif. 1200 Kc.—100 Watts

- 12:00 midnight—Mosby's Dixieland Blue Blowers. 1:00-6:00 a. m.—Nite Owl Request program. 6:00 a. m.—Breakfast Philosopher. 7:00 a. m.—Goodwill program. 8:30 a. m.—Records. 9:30 a. m.—Dr. Dean Clinic. 10:00 a. m.—Studio Ensemble; George Cox, solo cellist. 11:00 a. m.—The Health Man. 11:30 a. m.—Spanish program. 12:00 noon.—Dr. Wiseman's Talk. 12:30 p. m.—Bob Holman's California Freshmen.

- 1:30 p. m.—Organ Recital by Arch Fritz. 2:00 p. m.—Morey Paul's Rainbow Garden Orchestra. 3:00 p. m.—Murray & Harris, the Gainsborough Boys. 4:00 p. m.—Organ Recital by Arch Fritz. 4:30 p. m.—Sincerity program. 5:00 p. m.—Market Reports; Harmony Hawaiian Quartet. 6:00 p. m.—Glenn Edmunds' Orchestra from Elks' Club. 7:00 p. m.—Lucky Seven Orchestra. 8:00 p. m.—Bob Holman's California Freshmen. 8:30 p. m.—String Quintet; Allan Fairchild, vocalist. 9:30 p. m.—Mosby's Dixieland Blue Blowers. 10:30 p. m.—Organ Melodies. 11:00 p. m.—Morey Paul's Rainbow Garden Entertainers.

KFXM

San Bernardino, Calif. 1210 Kc.—100 Watts

- 7:00 a. m.—Early Bird Club. 8:00 a. m.—Citizens' Service Bureau. 8:30 a. m.—Old-Time program. 9:00 a. m.—San Bernardino Music Company. 9:30 a. m.—Cal.-Ariz. Land Company. 10:00 a. m.—B. S. Pearsall Company. 10:15 a. m.—California Hotel. 10:30 a. m.—Recordings. 11:00 a. m.—Currier's Health program. 11:15 a. m.—News Reports. 11:30 a. m.—Trading Post. 12:00 noon.—Organ Recital. 5:00 p. m.—Novelty Recordings. 5:30 p. m.—Hunt's Theater. 5:45 p. m.—Evening Mail. 6:15 p. m.—News Reports. 6:30 p. m.—Red Seal Semi-Classic Recordings. 7:00 p. m.—Farm Bureau program. 7:30 p. m.—Donleone Oil Company. 8:00 p. m.—Cooley Hardware Co. Ensemble. 8:30 p. m.—Frank Pine and Artists. 9:00 p. m.—Champion-A-Thon. (Remote.) 9:30 p. m.—University of Redlands. 10:00 p. m.—KFXM Carnival of the Air.

KFOX

Long Beach, Calif. 1250 Kc.—1000 Watts

- 5:00 a. m.—The Early Bird. 7:00 a. m.—Hello Everybody. 7:30 a. m.—Early News Items, Press-Telegram. 7:45 a. m.—Novelty Musical Numbers. 7:50 a. m.—Bright and Early Hour. 8:20 a. m.—Music. 9:00 a. m.—Beauty Talk, Mae Day Beauty Salon. 9:10 a. m.—Music. 10:30 a. m.—Organ Recital, Vera Graham. 11:00 a. m.—Beatrice Smith, Novelty Entertainer. 11:15 a. m.—Cline and Gene. 11:30 a. m.—News Reports, Press-Telegram. 11:45 a. m.—Hollywood Girls. 12:45 p. m.—Musical Moments, Mart Dougherty. 1:00 p. m.—Dr. Clark, Health and Efficiency. 1:30 p. m.—Cheerio Boys. 1:50 p. m.—Dr. Harbottle, Doris and Clarence. 2:20 p. m.—Kolly Wray. 2:30 p. m.—Len Nash and his Country Boys. 3:15 p. m.—Today in History. 3:30 p. m.—Organ Recital, Vera Graham. 4:00 p. m.—Press-Telegram Late News Reports. 4:15 p. m.—Rolly Wray in Piano Numbers. 4:30 p. m.—Bill and Co. 4:45 p. m.—Cheerio Boys. 5:00 p. m.—Hollywood Girls. 6:00 p. m.—"Em and Clem." 6:15 p. m.—Percy Prunes and Daisy Mae. 6:30 p. m.—Vest Pocket Minstrels. 6:45 p. m.—The Three Vagabonds. 7:00 p. m.—Sunset Harmony Boys. 7:15 p. m.—Ezra and Abe. 7:30 p. m.—Silver Spray Hawaiians. 7:45 p. m.—Doris and Clarence. 8:00 p. m.—Studio program. 9:00 p. m.—Lamplit Hour. 9:30 p. m.—Len Nash and his Country Boys. 10:30 p. m.—Seal Beach Marathon. 11:00 p. m.—Bennett's Crystal Ballroom. 11:30 p. m.—Majestic Ballroom. 12:00 midnight—Balboa Beach Marathon. 1:00 a. m.—Records.

KTBI

Los Angeles, Calif. 1300 Kc.—1000 Watts

- 8:00 a. m.—Announcer's Gospel Song Requests. 8:15 a. m.—Devotional Service, Dr. Isaac Ward. 8:45 a. m.—Rev. E. A. Earns, Book of Acts. 9:30 a. m.—Missionary Hour, Dr. E. L. McCreery. 10:30 a. m.—Bible Doctrine, Dr. John C. Page. 11:20 a. m.—Music. 11:30 a. m.—John, the Beginner's Gospel. 12:00 noon—Chimes. 1:00 p. m.—Gospel Message. 1:30 p. m.—Music; Alma Beckley, soprano. 2:00 p. m.—Visiting Pastor. 6:30 p. m.—Personal Evangelism, Dr. Philpott. 7:30 p. m.—Sunday School Lesson, Rev. Hubbard. 8:30 p. m.—O. T. Synthesis, Dr. John C. Page.

KGB

San Diego, Calif. 1330 Kc.—250 Watts

- 7:00 a. m.—The Lark. 9:00 a. m.—Health Talk. 9:15 a. m.—Musical Varieties. 10:00 a. m.—Blanche Wood's Shopping Hour. 11:30 a. m.—Home Makers Half Hour. 12:00 noon—Luncheon Lyrics. 2:30 p. m.—Courtesy program. 2:45 p. m.—News, courtesy San Diego Sun. 3:00 p. m.—C. V. R. program. 4:00 p. m.—Matinee program. 4:30 p. m.—U. S. Dept. of Agriculture, Farm Talk.

- 4:40 p. m.—Courtesy program. 5:00 p. m.—Baron Keyes Air Castles. 5:15 p. m.—KGB Birthday Party. 5:45 p. m.—Sportologie and Lost & Found. 6:00 p. m.—Merchants Air Service. 7:00 p. m.—Johnny Athaide and Carolyn Lee. 8:00 p. m.—Concert Ensemble with Molly Burwell. 9:00 p. m.—Agua Caliente Mexican Serenaders. 10:00 p. m.—Dance Orchestra from Bagdad Cafe. 11:00 p. m.—This 'n' That.

KGER

Long Beach, Calif. 1360 Kc.—1000 Watts

- 6:00 a. m.—Studio diversities. 7:00 a. m.—Sunrise exercise club. 7:30 a. m.—Earl Judy, piano and organ. 9:00 a. m.—Chuck, Chet and Chuck, guitars and vocal. 10:00 a. m.—Women's hour and Helene Smith, piano. 11:00 a. m.—Helene Smith, piano requests. 11:15 a. m.—Charles K. Lindsey's Concert Orchestra. 12:15 p. m.—Silent for fifteen minutes. 12:30 p. m.—Peggy and Jerry skit. 12:45 p. m.—Cecil Fry, pianologues. 1:00 p. m.—Allay Oop Studio Frolie. 2:00 p. m.—Dick Dixon, organ requests. 2:30 p. m.—Long Beach Municipal Band. 4:00 p. m.—Organ and string trio. 5:00 p. m.—Dick Love, accordion; orchestra. 6:00 p. m.—Silent for fifteen minutes. 6:15 p. m.—Senoritas String Trio. 7:00 p. m.—Syncopators' Dance Band. 7:30 p. m.—Long Beach Municipal Band. 8:00 p. m.—Mariners' Concert Orchestra. 9:00 p. m.—Everett Hoagland's Troubadours. 9:30 p. m.—Organ recital, Dick Dixon, and tenor. 10:00 p. m.—Cavaliers' Dance Band. 10:30 p. m.—Rhythmic Makers' Dance Orchestra. 11:00 p. m.—Everett Hoagland's Troubadours. 11:30 p. m.—Organ reveries, Dick Dixon.

KECA

Los Angeles, Calif. 1430 Kc.—1000 Watts

- 9:00 a. m.—NBC, Vermont Lumber Jacks. 3:15 p. m.—German Lesson, Annette Doherty. 3:30 p. m.—NBC, Phil Cook, the Quaker Man. 3:45 p. m.—Haven Johnson, popular music. 4:00 p. m.—NBC, Fleischmann Sunshine Hour. 5:00 p. m.—Arco Birthday Party. 5:30 p. m.—NBC, Maxwell House Melodies. 6:00 p. m.—Buster Wilson's Orchestra. 6:30 p. m.—Lydia Aldrich, soprano. 6:45 p. m.—Roy Callaway, ballads. 7:00 p. m.—Wedgwood Nowell. 7:15 p. m.—Monterey Trio. 7:30 p. m.—NBC, Amos 'n' Andy. 7:45 p. m.—Jack and Jill. 8:00 p. m.—NBC, Lucky Strike Hour. 9:00 p. m.—NBC, Memory Lane. 9:30 p. m.—Harold Spaulding, tenor. 10:00 p. m.—Maurine Dyer, contralto. 10:30 p. m.—Health Exercises, Louis Rueb.

NORTHERN CALIFORNIA

KTAB

San Francisco, Calif. 560 Kc.—1000 Watts

- 7:00 a. m.—Frank Wright. 8:00 a. m.—Studio program. 8:45 a. m.—The Melody Girl. 9:00 a. m.—Morning Prayer Hour. 9:30 a. m.—Lou Emmel in half hour of Saudio Cheer. 10:00 a. m.—Household Hour with Alma La Marr. 10:30 a. m.—Dr. B. L. Corley. 11:00 a. m.—Studio program. 11:30 a. m.—Latin-American program. 12:00 noon—Mid-day Musical Notes with Frank Wright. 1:00 p. m.—Chapel of Chimes. 1:30 p. m.—Records. 2:40 p. m.—Baseball from Recreation Park. 4:45 p. m.—The Man of the Hour. 5:00 p. m.—The Story Man and his Air Castle. 5:15 p. m.—Frank Wright. 5:30 p. m.—Brother Bob's Frolie Hour. 6:30 p. m.—Chapel of Chimes. 7:00 p. m.—Records. 7:15 p. m.—Alice Blue "Organ Echoes." 7:30 p. m.—Walter J. Rudolph, concert pianist. 8:00 p. m.—"Miniatures," Musical Portraits. 9:00 p. m.—Orchestra with Harry McKnight, tenor. 10:00 p. m.—"Organ Echoes," Alice Blue. 10:30 p. m.—Sweet's Ballroom Orchestra. 11:30 p. m.—Records.

KFRC

San Francisco, Calif. 610 Kc.—1000 Watts

Local Programs Only. See CBS Program for Balance.

- 7:00 a. m.—Seal Rocks Broadcast. 7:30 a. m.—New York Stock Exchange Quotations. 7:30 a. m.—Seal Rocks Broadcast. 8:00 p. m.—Records. 9:00 a. m.—Call-Bulletin's News Items. 9:15 a. m.—La Vida Mineral Water program. 9:30 a. m.—Feminine Fancies, CDLBS. 10:30 a. m.—Wyn's Daily Chats. 11:00 a. m.—Charis Players. 11:15 a. m.—Novelties, courtesy Dina Mite Food Co. 12:00 noon—Sherman Clay Noonday Concert. 12:55 p. m.—Closing New York Stock Quotations. 2:00 p. m.—Happy-Go-Lucky Hour, CDLBS. 3:30 p. m.—"This and That." 4:00 p. m.—Studio program. 4:55 p. m.—Town Topics. 5:00 p. m.—Pacific States Organ, DLBS. 5:30 p. m.—S. F. Call-Bulletin's News Items. 5:45 p. m.—Studio program. 6:00 p. m.—Bobs, Noted Sports Authority. 6:15 p. m.—Studio program. 6:45 p. m.—Edna Fischer, "Piano Moods." 7:30 p. m.—Concert, DLBS. 8:00 p. m.—Violet Ray Melody Hour. 8:30 p. m.—Golden Bear Growlers and Bear Cats. 9:00 p. m.—Folgeria. 9:30 p. m.—Opera Mirror. 10:00 p. m.—Plymouth Contest Announcement. 10:00 p. m.—"Mac and Al." 10:20 p. m.—Mark Hopkins Hotel Orchestra, CDLBS. 11:00 p. m.—Val Valente and his Roof Garden Orchestra. 12:00 midnight—Dance Music.

KPO San Francisco, Calif. 680 Kc.—5000 Watts

Local Programs Only. See NBC Program for Balance. 7:30 a. m.—Quaker Oats—"Start o' The Day."

KFWI San Francisco, Calif. 930 Kc.—500 Watts

7:00 a. m.—Eye-Opener Program. 9:00 a. m.—Slogan Contest. 9:30 a. m.—Records and Announcements.

KQW San Jose, Calif. 1010 Kc.—500 Watts

9:00 a. m.—Morning Music. 9:30 a. m.—U. S. Weather Report. 9:30 a. m.—Helpful Hour.

NORTHWEST

KGW Portland, Oregon 620 Kc.—1000 Watts

Local Programs Only. See NBC Program for Balance. 6:45 a. m.—Devotions. 7:00 a. m.—Bagdad Theater Organ.

KVI Tacoma, Washington 760 Kc.—1000 Watts

Local Programs Only. See CBS Program for Balance. 7:00 a. m.—Recordings. 8:30 a. m.—The Party House.

KIR Seattle, Washington 970 Kc.—5000 Watts

7:00 a. m.—Morning Revue. 7:15 a. m.—News. 7:45 a. m.—Organ Concert.

9:10 a. m.—Mary from Proctors. 9:20 a. m.—Smilin's Sam. 10:00 a. m.—Glen Eaton, tenor. 10:15 a. m.—Beauty Talk, Helen Andrews.

KEX Portland, Oregon 1180 Kc.—5000 Watts

7:00 a. m.—Morning Serenaders. 8:00 a. m.—The Clock, Oregon Pournal News. 9:00 a. m.—Classified. 10:00 a. m.—Town Topics, Velva Weller.

MOUNTAIN

KOA Denver, Colorado 830 Kc.—12,500 Watts

6:00 a. m.—Morning Melodies. 6:15 a. m.—Morning Revelers. 7:00 a. m.—The Manhattans. 7:45 a. m.—The Poet's Corner.

ARIZONA

KTAR Phoenix, Arizona 620 Kc. 1000 Watts

Local Programs Only. See NBC Program for Balance. 6:00 a. m.—Y. M. C. A. Health and Happiness Hour. 7:00 a. m.—Morning Parade.

FRIDAY, OCT. 3

National Broadcasting Co., Inc.

7:30 a. m.—Sunrise Serenaders. KGO. 7:30 a. m.—Quaker Start o' the Day. Hugh Barrett Dobbs. KHQ, KOMO, KGW, KFI, KPO, KFSD.

Columbia Broadcasting System

11:15 a. m.—Rhythm Ramblers. KVI, KFRC. 11:30 a. m.—Columbia Artists Recital. KVI, KDYL, KFRC, KHJ.

SOUTHERN CALIFORNIA

KMTR Hollywood, Calif. 570 Kc.—500 Watts

6:00 a. m.—"Wake up, Chillun, wake up." 6:45 a. m.—Vernon Dance Marathon. 7:00 a. m.—"Old Favorites." Harold Curtis.

Friday, Oct. 3—Cont.

7:30 p. m.—Broadway Hits.
8:15 p. m.—Baseball Game from Wrigley Field.
10:30 p. m.—Happy Harry, requests.
11:00 p. m.—Vernon Dance Marathon.
12:00 midnight—"8 Ball" and Charley Lung.

KFSD San Diego, Calif.
600 Kc.—1000 Watts
Local Programs Only. See NBC Program for Balance.

8:00 a. m.—Morning Musical.
9:00 a. m.—Good Cheer program.
9:15 a. m.—Morning Musical continued.
9:45 a. m.—Amy Lou Shopping Hour.
11:00 a. m.—Service Hour.
11:50 a. m.—Continuation of Service Hour.
12:00 noon.—Studio program.
2:00 p. m.—Matinee Hour.
2:30 p. m.—Organ Recital.
3:30 p. m.—Helen Crow, Child Psychologist.
4:00 p. m.—Concert.
4:45 p. m.—Continuation of Concert program.
5:30 p. m.—Late News Items.
5:50 p. m.—Chuck and Red.
6:30 p. m.—Dan Parker's Old-Time program.
8:45 p. m.—Cecil and Sally.
9:10 p. m.—Cliff May's Orchestra.
10:00 p. m.—Kennedy's Cafe.
11:00 p. m.—Request program.

KFI Los Angeles, Calif.
640 Kc.—5000 Watts

6:30 a. m.—Opening Stock Market Quotations.
6:45 a. m.—Health Exercises, Louis Rueb.
7:30 a. m.—Karl Brandenburg, ballads.
7:45 a. m.—NBC, Start of the Day.
8:00 a. m.—NBC, Shell Happy Time.
9:00 a. m.—Helpful Hints to Housewives, Bess Kilmer.
9:30 a. m.—NBC, Betty Crocker, speaker.
9:45 a. m.—Wall Street Financial News.
10:00 a. m.—NBC, Josephine Gibson, speaker.
10:30 a. m.—NBC, Woman's Magazine of the Air.
11:30 a. m.—NBC, Reducible Rhythm Boys.
11:45 a. m.—English Lesson, Artia Z. Drew.
12:00 noon.—Federal and State Market Reports.
12:15 p. m.—Federal and State Market Reports.
(Off the Air Until 2:30 P. M.)
2:30 p. m.—Winnie Fields Moore, travelog.
2:45 p. m.—Jack Miller's Paramount Trio.
3:00 p. m.—Carol Johnson, piano and song.
3:15 p. m.—Wedgwood Novelty, playgoers' club.
4:15 p. m.—KFI New! Flashes.
4:30 p. m.—Big Brother Don.
5:00 p. m.—Baron Keyes, the Story Man.
5:30 p. m.—E. H. Rust, nurseryman.
5:45 p. m.—Closing Stock Market Quotations.
6:00 p. m.—NBC, Armstrong Quakers.
6:30 p. m.—Ear Kass, baritone.
6:45 p. m.—G. R. Walters, speaker.
7:00 p. m.—Symphonette.
8:00 p. m.—Mr. Pitch and Mr. Putt.
8:15 p. m.—NBC, Brown Bit Footlights.
8:30 p. m.—Clyde Lehman, pianist.
8:45 p. m.—Union Oil Rounders, NBC.
9:15 p. m.—James Carden and cast: "Emperor of Crime."
9:30 p. m.—Packard Concert Orchestra.
10:30 p. m.—Bob and Jimmy.
11:00 p. m.—NBC, Hotel St. Francis Dance Orchestra.

KMPC Beverly Hills, Calif.
710 Kc.—500 Watts

7:00 a. m.—Latin-American program.
8:00 a. m.—The Ad-Visor.
8:30 a. m.—State of Prosperity.
9:00 a. m.—Dan Maxwell—the King of Scotland.
9:15 a. m.—Recordings.
9:30 a. m.—"Sam."
9:50 a. m.—Chapel Services—USC.
10:15 a. m.—Fred Forrest, the Stove Man.
11:00 a. m.—Rollicking Radioliers.
12:00 noon.—Live Stock Market Report.
12:05 p. m.—Happy Clappies.
1:00 p. m.—Gene Taylor—Piano Solos.
1:45 p. m.—Bob. Bunny and Junior.
2:00 p. m.—Classical and Semi-Classical.
2:30 p. m.—At the Carnival.
3:00 p. m.—Red Seal program.
4:00 p. m.—Fred McNabb—Garden Talks.
5:00 p. m.—Just Kids Club.
5:30 p. m.—Columbia Furniture.
9:00 p. m.—Fred Forrest, the Stove Man.
9:30 p. m.—Scientific Laboratories—Kellar Sisters.
10:00 p. m.—Beverly Hill Billies.
11:00 p. m.—Ray Howell—"And How."

KTM Los Angeles, Calif.
780 Kc.—1000 Watts

6:00 a. m.—Eye Opener.
7:00 a. m.—Bill Sharples and His Gang.
9:00 a. m.—Bert's Best Bits.
1:00 p. m.—Fowler's Food for Thought.
1:30 p. m.—Semi-classical Melodies.
1:45 p. m.—Health Man.
2:00 p. m.—Over the Tea Cup.
2:30 p. m.—Masters Album.
2:45 p. m.—Inspirational Poetry.
3:00 p. m.—Dot and Don.
3:30 p. m.—Danceland Melodies.
4:30 p. m.—Spanish Program.
8:00 p. m.—Ranch Hour.
9:00 p. m.—Highway Highlights.
10:00 p. m.—Organ Recital.
11:00 p. m.—Contemporary Composers.
12:00 midnight.—Spizzerinkum Club.

KHJ Los Angeles, Calif.
900 Kc.—1000 Watts

7:00 a. m.—Recordings.
7:30 a. m.—Hallelujah.
8:30 a. m.—Stock Exchange Reports.
8:45 a. m.—Records.
9:00 a. m.—Beauty talk.
9:15 a. m.—Richardson's Music Lovers' Shop.
9:30 a. m.—Feminine Fancies, KFRC.
10:30 a. m.—American Institute of Food Products.

10:45 a. m.—Gordon Berger and Mona Content.
11:15 a. m.—Safety Building and Loan Company.
11:30 a. m.—Columbia Artists' Recital, CBS.
11:45 a. m.—Recordings.
12:00 noon.—Biltmore Hotel Concert Orchestra.
12:30 p. m.—World-wide News.
12:45 p. m.—California Home Extension Association.
1:00 p. m.—Light Opera Genus, CBS.
1:30 p. m.—Times Forum.
2:00 p. m.—Happy Go Lucky Hour.
3:00 p. m.—Ciella Collins, talk.
3:15 p. m.—Dr. Walter Hertzog's School program.
3:30 p. m.—Walter Brown Murray.
3:45 p. m.—Council of International Relations.
4:00 p. m.—Crocket Mountaineers, CBS.
4:15 p. m.—Ted Fiorio Orchestra, CBS.
4:30 p. m.—Platt Music Company.
4:45 p. m.—World-wide News.
4:55 p. m.—Town Topics.
5:00 p. m.—Recordings.
5:30 p. m.—Recordings.
6:00 p. m.—Studio program.
6:15 p. m.—Jean Leonard, Wizard of the Ivories.
6:30 p. m.—Dr. Strasska's Laboratories.
7:00 p. m.—Eddie Cantor, CBS.
7:30 p. m.—Request program, orchestra and singers.
8:00 p. m.—Vedol Vodvil—KFRC.
8:30 p. m.—California Walnut Growers' Association.
9:00 p. m.—S. & W. Forum of the Air.
10:00 p. m.—World-wide News.
10:05 p. m.—Earl Burnett's Biltmore Orchestra.
12:00 midnight.—Wesley Tourtelotte's Organ Recital.

KFWB Hollywood, Calif.
950 Kc.—1000 Watts

8:30 a. m.—Dorothy Burnham, pianist.
10:00 a. m.—Prudence Penny.
10:30 a. m.—Melody Boys' Dance Band.
11:30 a. m.—Organ recital by Wade Hamilton.
12:00 noon.—The Adventures of Tom and Wash.
12:15 p. m.—National Home Furnishings Week.
12:30 p. m.—Rose Valerie and her Concert Ensemble.
2:00 p. m.—Friday's Follies.
4:00 p. m.—Harold Howard's Dance Band; Jean Cowan.
6:00 p. m.—Harry Jackson and his Entertainers.
6:30 p. m.—Wade Hamilton at Forum organ.
7:00 p. m.—Cecil and Sally.
7:10 p. m.—KFWB Salon Orchestra.
7:30 p. m.—Sport Talk by R. W. Shirey.
7:45 p. m.—"Mac and Al."
8:00 p. m.—Ted Dahl's Orchestra and soloists.
8:30 p. m.—"Forget Me Not."
9:00 p. m.—KFWB Concert Orchestra; Lewis Meehan.
9:30 p. m.—"Lives of Great Men."
10:00 p. m.—Johnny Johnson and his Orchestra.
10:30 p. m.—George Olsen and his Music.
11:00 p. m.—George Freeman's Orchestra.

KFVD Culver City, Calif.
1000 Kc.—250 Watts

6:00 a. m.—Spanish program.
7:00 a. m.—Happy-Go-Lucky Trio.
9:00 a. m.—Piano Request.
9:30 a. m.—Zandra—Morning Psychologist.
11:00 a. m.—Happy Hour—Records.
12:00 noon.—The Stranger and his Guitar.
12:30 p. m.—Waves of Happiness.
1:00 p. m.—G. Allison.
2:00 p. m.—Helpful Hints to Oousewives.
2:30 p. m.—Merchants Slogan Contest.
4:15 p. m.—Health Talk.
5:35 p. m.—Timely Topics.
9:15 p. m.—Studio Orchestra.
10:00 p. m.—Organ—J. Newton Yates.
11:00 p. m.—Louie Armstrong—Cotton Club.
12:00 midnight.—Ballads, Old and New—Organ.

KNX Hollywood, Calif.
1050 Kc.—5000 Watts

6:45 a. m.—"Earlybirds" exercises.
7:45 a. m.—"Pep and Ginger" exercises.
7:45 a. m.—"Home Folks" exercises.
8:00 a. m.—Inspirational Talk.
8:15 a. m.—Recordings.
9:00 a. m.—Home Economics Talk.
9:30 a. m.—Radio Shopping News.
10:00 a. m.—"Be Young and Be Happy," Eddie Albricht.
10:30 a. m.—Late recordings.
10:45 a. m.—Kip Corporation musical program.
11:00 a. m.—First Radio Church of the Air.
11:30 a. m.—Popular Recordings.
11:45 a. m.—Musical Contrasts.
12:00 noon.—KNX Symphonette.
12:30 p. m.—Silver Slipper Cafe.
1:00 p. m.—(Off the air.)
1:30 p. m.—Eddie Albricht's reading of late fiction.
2:00 p. m.—"Jay" the Jingle Man.
2:30 p. m.—Rev. Ethel Duncan.
3:00 p. m.—Lost and found announcements.
3:05 p. m.—Records.
3:15 p. m.—Joyce Coad little movie star.
3:25 p. m.—Records.
3:30 p. m.—Federation of Women's Clubs program.
4:00 p. m.—Gene Byrnes the Whispering Organist.
4:30 p. m.—C. J. R.'s musical program.
5:00 p. m.—Travelogue.
5:15 p. m.—"Big Brother Ken's Kiddie Hour."
5:45 p. m.—Town Crier's Timely Amusement Tips.
6:00 p. m.—KNX Trio.
6:15 p. m.—Frank Watanabe the Japanese House boy.
6:30 p. m.—The KNX Symphonette and Theodore Kittay.
7:00 p. m.—Stove Poper String Trio and Country Jane.
8:00 p. m.—Royal Order of Optimistic Do-Nuts.
9:00 p. m.—"Lion Tamers."
9:45 p. m.—Main event, Hollywood Legion Stadium.
10:00 p. m.—Hotel Ambassador; Gus Arnheim and Orch.

KMIC Inglewood, Calif.
1120 Kc.—500 Watts

6:00 a. m.—Andy and Jack.
8:00 a. m.—Records.
9:00 a. m.—"Zoro" Astrologist.
9:30 a. m.—Records.
9:45 a. m.—Health Man.
10:00 a. m.—Radio News Reporter.
11:15 p. m.—Hi-noon Varieties.
1:00 p. m.—Latest Releases.

5:00 p. m.—Gordon Smith's Radiotising Program.
6:00 p. m.—Records.
6:30 p. m.—"Radio Round Up."
8:30 p. m.—Orchestra from Venice Ballroom.
10:30 p. m.—Musical Comedy Selections.
12:00 midnight.—Louie Armstrong & his Cotton Club Orch.
2:00 a. m.—Jack the Bell Boy—Dawn Patrol.

KFSG Los Angeles, Calif.
1120 Kc.—500 Watts

7:00 a. m.—Family Altar Hour.
10:00 a. m.—Sunshine Hour.
11:00 a. m.—Organ Recital.
2:00 p. m.—Music Master's Hour.
3:00 p. m.—Bethesda Hour.
4:00 p. m.—Kiddies' Hour.

KGFJ Los Angeles, Calif.
1200 Kc.—100 Watts

12:00 midnight.—Mosby's Dixieland Blue Blowers.
1:00-6:00 a. m.—Nite Owl Request program.
6:00 a. m.—Breakfast Philosopher.
7:00 a. m.—Goodwill program.
8:00 a. m.—Recordings.
9:30 a. m.—Dr. Dean Clinie.
10:00 a. m.—Studio Ensemble; Jerry Joyce, violinist.
11:00 a. m.—The Health Man.
11:30 a. m.—Spanish program.
12:00 noon.—Dr. Wiseman's Talk.
12:30 p. m.—Bob Holman's California Freshmen.
1:30 p. m.—Organ Recital by Arch Fritz.
2:00 p. m.—Morey Paul's Rainbow Garden Orchestra.
3:00 p. m.—Murray & Harris, the Gainsborough Boys.
4:00 p. m.—Organ Recital by Arch Fritz.
4:30 p. m.—Sincerity program.
5:00 p. m.—Market Reports; Harmony Hawaiian Quartet.
7:00 p. m.—Lucky Seven Orchestra.
8:00 p. m.—Bob Holman's California Freshmen.
8:30 p. m.—String Quintet; Allan Fairchild, vocalist.
9:30 p. m.—Mosby's Dixieland Blue Blowers from Apex Nite Club.
10:30 p. m.—Organ Melodies.
11:00 p. m.—Morey Paul's Rainbow Garden Entertainers.

KFXM San Bernardino, Calif.
1210 Kc.—100 Watts

7:00 a. m.—Early Bird Club.
8:00 a. m.—Old-Time program.
8:30 a. m.—Citizens' Service Bureau.
9:00 a. m.—San Bernardino Music Company.
9:30 a. m.—Cal-Ariz. Land Company.
10:00 a. m.—B. S. Pearsall Company.
10:15 a. m.—California Hotel.
10:30 a. m.—Recordings.
11:00 a. m.—Currier's Health program.
11:15 a. m.—News Reports.
11:30 a. m.—Trading Post.
12:00 noon.—Donleon Oil Company.
12:30 p. m.—Organ Recital.
5:00 p. m.—Novelty Recordings.
5:30 p. m.—Hunt's Theater.
5:45 p. m.—Evering Mail.
6:15 p. m.—News Reports.
6:30 p. m.—Bill Sharples and his Gang.
7:30 p. m.—The Piano Lady.
7:45 p. m.—U. S. Forest Service.
8:00 p. m.—Piano Lady.
8:30 p. m.—Chino Boys and the Little Senorita.
9:00 p. m.—Champion-A-Thon. (Remote.)
9:30 p. m.—Sunshine Girl.
10:00 p. m.—Sunshine String Trio.
10:30 p. m.—Marjory Whitlock, piano.

KFOX Long Beach, Calif.
1250 Kc.—1000 Watts

5:00 a. m.—The Early Bird.
7:00 a. m.—Hello Everybody.
7:30 a. m.—Early News Items, Press-Telegram.
7:45 a. m.—Novelty Musical Numbers.
7:50 a. m.—Bright and Early Hour.
8:20 a. m.—Music.
9:00 a. m.—Beauty Talk, Mae Day Beauty Salon.
9:10 a. m.—Salon.
10:30 a. m.—Organ Recital, Vera Graham.
11:00 a. m.—Beatrice Smith, Novelty Entertainer.
11:15 a. m.—Cline and Gene.
11:30 a. m.—News Reports, Press-Telegram.
11:45 a. m.—Hollywood Girls.
12:45 p. m.—Musical Moments, Mart Dougherty.
1:00 p. m.—Masonic Luncheon.
1:30 p. m.—Cheerio Boys.
1:50 p. m.—Dr. Harbottle, Clarence and Doris.
2:20 p. m.—Rolly Wray.
2:30 p. m.—Len Nash and his Country Boys.
3:15 p. m.—Today in History.
3:30 p. m.—Organ Recital, Vera Graham.
4:00 p. m.—Press-Telegram Late News Report.
4:15 p. m.—Rolly Wray in piano numbers.
4:30 p. m.—Bill and Co.
4:45 p. m.—Cheerio Boys.
5:00 p. m.—Hollywood Girls.
6:00 p. m.—"Em and Clen."
6:15 p. m.—Percy Prunes and Daisy Mae.
6:30 p. m.—Vest Pocket Minstrels.
6:45 p. m.—The Three Vagabonds.
7:00 p. m.—Sunset Harmony Boys.
7:15 p. m.—Ezra and Abe.
7:30 p. m.—Silver Spray Hawaiians.
7:45 p. m.—Doris and Clarence.
8:00 p. m.—Beverly Market program.
8:30 p. m.—Treatments of "Harmonious Suggestions" by Dr. J. F. Rausch.
9:00 p. m.—Lampit Hour.
9:30 p. m.—Len Nash and his Country Boys.
10:30 p. m.—Balboa Beach Marathon.
11:00 p. m.—Bennett's Crystal Ballroom.
11:30 p. m.—Majestic Ballroom.
12:00 midnight.—Balboa Beach Marathon.
1:00 a. m.—Records.

KGEF Los Angeles, Calif.
1300 Kc.—1000 Watts

6:00 p. m.—Mrs. Tom Murray.
7:00 p. m.—Dr. Fredus Nelson Peters.
7:30 p. m.—The Hired Man.
8:00 p. m.—Bob Shuler's Civic Hour.
9:00 p. m.—Sylvia and Al.
10:00 p. m.—The Two Janitors.
10:15 p. m.—Texas Hoboes.

KGB

San Diego, Calif. 1330 Kc.—250 Watts

- 7:00 a. m.—The Lark. 9:00 a. m.—Health Talk. 9:15 a. m.—Musical Varieties. 10:00 a. m.—Lanthe Wood's Shopping Hour. 11:30 a. m.—Home Makers Half Hour. 12:00 noon—Luncheon Lyrics. 2:30 p. m.—Courtesy program. 2:45 p. m.—News, courtesy San Diego Sun. 3:00 p. m.—C. V. R. program. 4:00 p. m.—Matinee program. 4:30 p. m.—U. S. Dept. of Agriculture, Farm Talk. 4:40 p. m.—Courtesy program. 5:00 p. m.—Baron Keyes Air Castles. 5:15 p. m.—KGB Birthday Party. 5:45 p. m.—Sportologue and Lost & Found. 6:00 p. m.—Merchants Air Service. 7:00 p. m.—Hawaiian Quartet. 7:00 p. m.—Sponsored program. 7:45 p. m.—Highway Highlights. 8:00 p. m.—Belasco Quartet. 9:00 p. m.—Dance Orchestra from Bagdad Cafe. 11:00 p. m.—This 'n' That.

KGER

Long Beach, Calif. 1360 Kc.—1000 Watts

- 6:00 a. m.—Studio talent, miscellaneous. 7:00 a. m.—Sunrise exercise club. 7:30 a. m.—Earl Judy, piano and organ. 9:00 a. m.—Chick, Chet and Chuck, guitar and voice. 10:00 a. m.—Women's hour and Helene Smith, piano. 11:00 a. m.—Helene Smith, piano requests. 11:15 a. m.—Charles K. Lindsey's Concert Orchestra. 12:15 p. m.—Silent for fifteen minutes. 12:30 p. m.—Peggy and Jerry skit. 12:45 p. m.—Cecil Fry, pianologues. 1:00 p. m.—Allay Oop Studio Frolic. 2:00 p. m.—Organ requests, Dick Dixon. 2:30 p. m.—Long Beach Municipal Band. 4:00 p. m.—Orchestra; Dick Love, accordionist. 5:00 p. m.—Trio, organ and Cecil Fry. 6:00 p. m.—Silent for fifteen minutes. 6:15 p. m.—Triolian Trio and Edna Bond, blues. 7:00 p. m.—Newscasting (Time, News, Magazine). 7:30 p. m.—Long Beach Municipal Band. 8:00 p. m.—Organ, tenor and soprano. 8:30 p. m.—Rhythm Makers' Dance Orchestra. 9:00 p. m.—Everett Hoagland's Troubadours. 9:30 p. m.—Musical gems program. 10:00 p. m.—Concert group, all-American. 10:30 p. m.—Cavaliers' Dance Orchestra. 11:00 p. m.—Everett Hoagland's Troubadours. 11:30 p. m.—Organ memories, Dick Dixon.

KECA

Los Angeles, Calif. 1430 Kc.—1000 Watts

- 9:00 a. m.—NBC, Vermont Lumber Jacks. 10:30 a. m.—Health Exercises, Louis Rueb. 3:30 p. m.—NBC, Phil Cook, the Quaker Man. 3:45 p. m.—Sherman Lloyd, pianist. 4:00 p. m.—NBC, Cities Service Hour. 5:00 p. m.—NBC, Interwoven Pair. 5:30 p. m.—NBC, Armour Hour. 6:00 p. m.—RKO Revue. 6:30 p. m.—Eva Olivotti, soprano. 7:00 p. m.—NBC, Elgin program. 7:15 p. m.—Otto Platz, popular music. 7:30 p. m.—NBC, Amos 'n' Andy. 7:45 p. m.—Jack and Jill. 8:00 p. m.—Manny Stein and orchestra. 9:00 p. m.—Winnifred Donaldson, contralto. 9:30 p. m.—Catherine Dixon, concert pianist. 10:00 p. m.—Arthur Lang, baritone.

NORTHERN CALIFORNIA

KTAB

San Francisco, Calif. 560 Kc.—1000 Watts

- 7:00 a. m.—Frank Wright. 8:00 a. m.—Studio program. 9:00 a. m.—Morning Prayer Hour. 9:30 a. m.—Recordings. 10:00 a. m.—Household Hour with Alma La Marr. 10:30 a. m.—Dr. B. L. Corley. 11:00 a. m.—Studio program. 11:30 a. m.—Latin-American program. 12:00 noon—Mid-day Musical Notes; Alice Blue, organist, and a soloist. 1:00 p. m.—Chapel of Chimes. 1:30 p. m.—Recordings. 2:40 p. m.—Baseball from Recreation Park. 4:45 p. m.—The Man of the Hour. 5:00 p. m.—The Story Man and his Air Castle. 5:15 p. m.—Frank Wright. 5:30 p. m.—Brother Bob's Frolic Hour. 6:30 p. m.—Chapel of Chimes. 7:00 p. m.—Studio program. 7:30 p. m.—Lou Emmel, singer; Alice Blue, pianist. 8:00 p. m.—Highway Highlights with John Teel, baritone. 9:00 p. m.—Trends of Football featuring Nibs Price. 9:30 p. m.—Orchestra with Joan Ray, contralto. 10:30 p. m.—Sweet's Ballroom Orchestra. 11:30 p. m.—"Night Owls" with Willard Kinball.

KFRC

San Francisco, Calif. 610 Kc.—1000 Watts

- Local Programs Only. See CBS Program for Balance. 7:00 a. m.—Seal Rocks Broadcast. 7:30 a. m.—New York Stock Exchange Quotations. 7:30 a. m.—Seal Rocks Broadcast. 8:00 a. m.—Recordings. 9:00 a. m.—Call Bulletin's News Items. 9:15 a. m.—La Vida Mineral Water Company. 9:30 a. m.—Feminine Fancies. 10:30 a. m.—Wyn's Dally Chats. 11:00 a. m.—Recordings. 12:00 noon—Sherman Clay Noonday Concert. 12:55 p. m.—Closing New York Stock Quotations. 2:00 p. m.—Happy-Go-Lucky Hour, CDLBS. 3:30 p. m.—Something about Everything. 4:30 p. m.—Novelties, DLBS. 4:55 p. m.—Town Topics. 5:30 p. m.—Dixie Echoes, CBS. 5:50 p. m.—Call-Bulletin's News Items. 6:00 p. m.—Mendel and his Pep Band, DLBS.

- 7:30 p. m.—Studio program, DLBS. 8:00 p. m.—Veodol Vocivil. 8:30 p. m.—Dink Templeton and Brick Morse, Football Discussion. 9:00 p. m.—S & W Concert. 10:00 p. m.—Plymouth Contest Announcement. 10:00 p. m.—Schwartz Ginger Band. 10:20 p. m.—Hotel Mark Hopkins Orchestra, CDLBS. 11:00 p. m.—Val Valente and his Roof Garden Orchestra. 12:00 midnight—Dance Music.

KPO

San Francisco, Calif. 680 Kc.—5000 Watts

- Local Programs Only. See NBC Program for Balance. 7:30 a. m.—"Start o' The Day." 8:00 a. m.—The Shell Happy Time. 9:00 a. m.—Dobbsie's Birthday Party. 9:30 a. m.—Walter W. Cribbins. 11:30 a. m.—Julia Hayes—Helpful Hints for Housewives. 11:45 a. m.—Radio Feature, N. R. A. 11:50 a. m.—Scripture Reading and Time Signals. 12:05 p. m.—Programs in Miniature. 12:45 p. m.—Commonwealth Club Luncheon, Palace Hotel. 1:30 p. m.—Paul Lingle Piano Duo. 2:30 p. m.—Ye Towne Cryer. 2:35 p. m.—Doug Richardson. 2:45 p. m.—Get Associated with Baseball. 4:30 p. m.—California Crooners. 5:00 p. m.—Big Brother. 5:30 p. m.—The Date Book, Stuart Strong. 5:45 p. m.—News Digest, "Scotty" Mortland. 6:00 p. m.—KPO Masters of Music. 6:45 p. m.—Cecil and Sally. 7:00 p. m.—North Americans. 8:00 p. m.—Caswell Coffee Musical program. 8:30 p. m.—A Sporting Quarter Hour. 8:45 p. m.—Meeting In The Tavern. 9:00 p. m.—Radio Feature, N. R. A. 9:30 p. m.—Earle C. Anthony "Packard Program." 10:00 p. m.—Jesse Stafford's Palace Hotel Dance Orch. 11:00 p. m.—John Wolohan's El Patio Dance Orchestra.

KFWI

San Francisco, Calif. 930 Kc.—500 Watts

- 7:00 a. m.—Eye-Opener Program. 9:00 a. m.—Slogan Contest. 9:30 a. m.—Records and Announcements. 10:00 a. m.—Polly Plan's Homey Period. 10:15 a. m.—Studio Program. 10:30 a. m.—Dr. T. G. Lineberger, Health Talk. 10:50 a. m.—News Broadcast. 11:00 a. m.—Music Appreciation Chat. 11:15 a. m.—Sherman Clay Concert. 12:00 noon—Slogan Contest. 6:00 p. m.—Dinner Dance Music. 7:00 p. m.—Pianologue by Dean Metcalf. 7:15 p. m.—Forum on Child Guidance. 8:30 p. m.—Chamber of Commerce Speaker. 8:35 p. m.—Studio program. 9:00 p. m.—Pacific Choral Society. 9:45 p. m.—Isabel Henion, soprano. 10:00 p. m.—Hotel Bellevue program. 10:30 p. m.—The Three Sweethearts." 10:45 p. m.—Organ Reverie. 11:00 p. m.—Slogan Contest and Dance Music. 12:00 midnight—Midnight Classic Hour.

KOW

San Jose, Calif. 1010 Kc.—500 Watts

- 9:00 a. m.—Morning Music. 9:30 a. m.—U. S. Weather Report. 9:30 a. m.—Helpful Hour. 11:00 a. m.—Community Hour. 12:00 noon—Old Favorite Records. 12:30 p. m.—Market Reports, Weather. 1:00 p. m.—Hart's Happy Half Hour. 1:30 p. m.—The Friendly Hour. 2:30 p. m.—Music Lovers' Records. 4:30 p. m.—Children's Program. 5:00 p. m.—Baron Keyes Air Castle. 5:15 p. m.—Vesper Music. 5:30 p. m.—San Jose Radionics Health Talk. 6:00 p. m.—U. S. D. A. Farm Flashes. 6:10 p. m.—Farm Topics, Discussion. 6:20 p. m.—State Department of Agriculture. 6:45 p. m.—KQW Market Place. 7:00 p. m.—U. S. Weather Reports. 7:00 p. m.—Farm Bureau Evening Radio News. 7:00 p. m.—News Dispatches. 7:15 p. m.—Sperry Flour Playlet. 7:30 p. m.—Mail Bag Announcements. 7:45 p. m.—Editorial. 8:00 p. m.—KQW Minstrels. 9:00 p. m.—Helen Hepburn. 9:30 p. m.—Accordion Club.

NORTHWEST

KGW

Portland, Oregon 620 Kc.—1000 Watts

- Local Programs Only. See NBC Program for Balance. 6:45 a. m.—Devotional Services. 7:00 a. m.—Bagdad Theater Organ. 9:00 a. m.—Town Crier. 9:45 a. m.—Town Crier. 11:30 a. m.—Mastertworks. 12:00 noon—Powers' Pied Piper. 12:30 p. m.—Cecil and Sally. 12:45 p. m.—Pepco program. 1:00 p. m.—Cabbages and Kings. 1:30 p. m.—Air Transport Talk. 2:00 p. m.—Baby's Boudoir Organ. 2:15 p. m.—Masterworks. 3:45 p. m.—Palace Laundry Features. 7:15 p. m.—"On to Oregon" program. 7:45 p. m.—Studio, Violin Recital. 8:00 p. m.—Schwabacher program, KOMO. 9:15 p. m.—Modern Melodists. 10:30 p. m.—Hoot Owls.

KVI

Tacoma, Washington 760 Kc.—1000 Watts

- Local Programs Only. See CBS Program for Balance. 7:00 a. m.—Recordings. 9:30 a. m.—Feminine Fancies, DLBS. 10:03 a. m.—Recordings. 10:45 a. m.—Program from KOM.

- 11:00 a. m.—Recordings, (Announcements). 2:00 p. m.—Happy-Go-Lucky Hour, DLBS. 3:15 p. m.—Social Calendar. 4:30 p. m.—Recordings. 5:46 p. m.—Silent. 9:00 p. m.—Mission Isle of Golden Dreams. 9:30 p. m.—Program from KOIN. 10:30 p. m.—Hotel Mark Hopkins' Orchestral DLBS. 11:00 p. m.—Roof Garden Orchestra. 12:00 midnight—Slumberbusters; Fox Rialto Organ Recital.

KJR

Seattle, Washington 970 Kc.—5000 Watts

- 7:00 a. m.—Morning Revellier. 7:15 a. m.—News. 7:45 a. m.—Organ Concert. 8:30 a. m.—Thrift Home of the Air. 9:00 a. m.—Morning Devotional Program. 9:10 a. m.—Mary from Proctors. 9:40 a. m.—Smith's Sam. 10:00 a. m.—Robert Mosen, tenor. 10:15 a. m.—Beauty Talk, Helen Andrews. 10:30 a. m.—Songs You Like to Hear. 11:00 a. m.—Warren Wright, Organ Recital. 12:00 noon—World Book Man. 12:30 p. m.—Mid-Day Musicale. 1:00 p. m.—George Maddox, tenor; Betty Andersen. 1:15 p. m.—Painless Parker, Dental System. 1:45 p. m.—Glen Eaton, tenor; Marjorie Robillard. 2:00 p. m.—Matinee in Miniature. 2:30 p. m.—Stephanie Lewis, soprano; Organ. 3:00 p. m.—Stonewall Jackson, guitar. 3:15 p. m.—The Three Girls. 3:30 p. m.—News. 3:45 p. m.—Ten True Tales from Proctors. 4:00 p. m.—Organ Concert, Ivan Dibrans. 5:00 p. m.—Chet Cathers, Crooning Baritone. 5:15 p. m.—Baron Keyes' Air Castles. 5:30 p. m.—Market Reports; Lost and Found. 5:50 p. m.—Malmo and Co. Garden Talk, Cecil Solly. 6:00 p. m.—Vic Meyers' Recording Orch. 7:00 p. m.—Henri Danski's Wood-Wind Ensemble. 8:00 p. m.—Gold and Silver Ensemble. 8:30 p. m.—Bye Bye Blues, Chet and Ivan. 8:45 p. m.—The Melodians. 9:00 p. m.—Montaville Flowers, Economist; Lecture. 9:30 p. m.—Concert Ensemble. 10:00 p. m.—Ken Stuart's Sunshine Program. 10:30 p. m.—Song Birds, Homer Sweetman. 11:00 p. m.—Vic Meyers' Club Victor Orch. 12:00 midnight—Midnight Revellers.

KEX

Portland, Oregon 1180 Kc.—5000 Watts

- 7:00 a. m.—Morning Serenaders. 8:00 a. m.—The Clock; Oregon Journal News. 9:00 a. m.—Julia Hayes. 9:30 a. m.—Classified News. 10:00 a. m.—Town Topics, Velva Veller. 12:00 noon—Weather Reports. 12:05 p. m.—Happy Hour Girls. 1:05 p. m.—Ron't Rhythm Revue. 1:30 p. m.—Castle Organ Concert. 2:00 p. m.—Dental Lecture. 2:30 p. m.—Vagabond's News Reel. 4:30 p. m.—Popular Dance Concert. 5:00 p. m.—Song Recital. 5:30 p. m.—Baron Keyes' Air Castles. 5:45 p. m.—Old Timers; Keller Furniture Co. 6:00 p. m.—Farmer's Radio Service Club. 6:30 p. m.—Vic Meyers' Recording Orchestra. 7:00 p. m.—Silent period. 8:00 p. m.—Ronald Buck, piano. 8:15 p. m.—The Parker Girl. 8:45 p. m.—Ron and Brick. 9:00 p. m.—Montaville Flowers, Economist. 9:30 p. m.—Concert Ensemble, NBS. 10:00 p. m.—White Wizard. 10:15 p. m.—The Angelus. 10:30 p. m.—Jack and Jill Tavern Orchestra. 11:30 p. m.—Police and Weather Reports. 11:45 p. m.—Midnight Revellers.

MOUNTAIN

Denver, Colorado 830 Kc.—12,500 Watts

- 6:00 a. m.—Morning Melodies. 6:15 a. m.—Morning Revelers. 7:00 a. m.—The Manhattaners. 7:45 a. m.—Network program. 8:00 a. m.—Blue Sireas. 8:45 a. m.—Los Argentinos. 9:00 a. m.—Elgin program. 9:15 a. m.—Organ Melodies. 9:30 a. m.—MIB Piano Twins. 9:45 a. m.—National Farm and Home Hour. 10:30 a. m.—The Sunshine Counsellor. 10:45 a. m.—Announcements. 10:50 a. m.—Woman's Magazine of the Air. 11:10 a. m.—Weather, stocks, markets. 12:00 noon—Organ Recital. 1:00 p. m.—Pacific Feature Hour. 2:00 p. m.—A Recipe a Day. 2:05 p. m.—The Troubadours. 2:30 p. m.—Fitzsimmons Friday Frolic. 3:00 p. m.—Black and Gold Room Orchestra. 3:45 p. m.—Stocks, markets, livestock. 4:00 p. m.—The Ramblers Trio. 4:15 p. m.—Arcadie Birkenholz. 4:30 p. m.—Phil Cook. 4:45 p. m.—Network program. 5:00 p. m.—Cities Service Concert. 6:00 p. m.—Interwoven Pair. 6:20 p. m.—Armour program. 7:00 p. m.—Armsrotng Quakers. 7:20 p. m.—Radio-Keith-Orpheum Hour. 8:00 p. m.—Elgin program. 8:15 p. m.—Literary Digest Topics. 8:30 p. m.—Amos 'n' Andy. 8:45 p. m.—Reminiscences of Old West. 9:15 p. m.—Modern Melodists. 9:45 p. m.—John and Ned. 10:00 p. m.—Mystery Serial. 10:20 p. m.—Pacific Nomads.

Friday, Oct. 3—Cont.

ARIZONA

KTAR

Phoenix, Arizona
620 Kc. 1000 Watts

Local Programs Only. See NBC Program for Balance.

- 6:00 a. m.—Y. M. C. A. Health and Happiness Hour.
7:00 a. m.—Morning Parade.
7:30 a. m.—Pipe Organ Recital.
8:30 a. m.—Cactus Brand Boys.
9:00 a. m.—Aunt Helen's Home Hints.
9:45 a. m.—Radio Newspaper.
10:00 a. m.—Program from Blue Room Studio.
11:30 a. m.—Gilbert's Dance Orchestra.
12:00 noon—Radio Revival.
2:00 p. m.—Musicalities.
2:45 p. m.—Radio Newspaper; Musical Moments.
3:45 a. m.—In Storyland with Big Sister.
4:00 p. m.—Baron Keyes Air Castle.
4:15 p. m.—Business Brevities.
5:20 p. m.—Cecil and Sally.
5:30 p. m.—Saunders Entertainers.
6:00 p. m.—KTAR Musicalities.
8:00 p. m.—Musical Moments.
9:00 p. m.—Varieties.
10:00 p. m.—Radio Newspaper.

SATURDAY, OCT. 4

National Broadcasting Co., Inc.

- 7:30 a. m.—Sunrise Serenaders. KGO.
7:30 a. m.—Waker Start of the Day. KHQ. KOMO. KGW. KPO. KFSD. KFI.
8:00 a. m.—Financial Service program. KGO.
8:15 a. m.—Morning Melodies. KGO.
8:30 a. m.—Cross-cuts of the Day. KGO.
9:00 a. m.—Vermont Lumberjacks. KGO. KHQ. KOMO. KGW.
9:15 a. m.—Meet the Folks. KGO.
9:30 a. m.—William Don. KGO.
9:45 a. m.—National Farm and Home Hour. KGO. KGW. KFI. KPO.
10:30 a. m.—Woman's Magazine of the Air. KGO. KHQ. KOMO. KGW. KPO. KFI.
11:30 a. m.—Organ Recital. KGO.
12:00 noon—Hotel Sir Francis Drake Orchestra. KGO.
12:30 p. m.—Chicago Serenade. KGO. KTAR.
1:00 p. m.—Matinee Time. KGO.
1:30 p. m.—Merry Makers. KGO.
2:00 p. m.—University of So. Calif. vs. Oregon State at Los Angeles. KGO.
2:30 p. m.—Tea Timers. KGO.
3:00 p. m.—The Jameses. KGO.
3:15 p. m.—Black and Gold Room Orchestra. KGO.
3:45 p. m.—Organ Concert. KGO.
4:00 p. m.—Whyte's Orchestra. KGO.
4:30 p. m.—Phil Spitalny's Music. KGO.
5:00 p. m.—"Pop" Concert, mixed chorus and Orchestra. KGO.
5:30 p. m.—The Olympians. KGO.
6:00 p. m.—Edwin Stanley Seder, organist. KGO.
6:30 p. m.—General Electric Band, directed by Arthur Pryor. KGO. KHQ. KOMO. KGW. KFSD. KTAR. KFI.
7:00 p. m.—B. A. Rolfe and his Lucky Strike Dance Orchestra. KGO. KHQ. KOMO. KGW. KFI. KFSD. KTAR.
8:00 p. m.—Rainbow Harmonies, symphonic dance arrangements. KGO. KECA.
8:00 p. m.—Gilmore Circus. KHQ. KOMO. KGW. KPO. KFI.
8:30 p. m.—Amos 'n' Andy. KGO. KHQ. KOMO. KGW. KECA. KFSD.
8:45 p. m.—Sperry Smiles. KGO. KHQ. KOMO. KGW. KECA.
9:00 p. m.—El Sidelo Minstrels; humor and music. KGO. KHQ. KOMO. KGW.
9:30 p. m.—NBC Drama Hour. "Rollo's Wild Oats." KGO. KOA.
10:30 p. m.—Spotlight Review. KOMO. KECA. KECA. KOA. KFSD.

Columbia Broadcasting System

- 8:00 a. m.—Manhattan Towers Orchestra. KVI.
9:00 a. m.—Adventures of Helen and Mary. KVI.
11:00 a. m.—Southern Methodist-Notre Dame Football Game. KVI. KFRC.
12:30 p. m.—For Your Information. KVI. KDYL.
1:00 p. m.—Manhattan Towers Orch. KVI. KDYL. KHJ.
1:30 p. m.—Spanish Serenade. KVI. KDYL.
2:00 p. m.—Nelson's Glen Islanders. KVI. KDYL. KHJ.
2:45 p. m.—Dr. Thatcher Clark French Lessons. KVI.
3:00 p. m.—Tom, Dick and Harry. KVI. KDYL.
3:15 p. m.—Rhythm Rammers. KVI. KDYL.
4:00 p. m.—The Crockett Mountaineers. KVI.
4:15 p. m.—Ted Fiorito and his Orchestra. KVI.
5:00 p. m.—Romance of American Industry. KDYL. KVI. KFRC.
5:15 p. m.—Dixie Echoes. KVL. KDYL. KFRC. KHJ.
6:00 p. m.—Hank Simmons' Show Boat. KDYL. KFRC. KHJ.
7:00 p. m.—Chicago Variety program. KDYL. KFRC. KHJ.
7:30 p. m.—Jesse Crawford, Poet of the Organ. KDYL. KFRC. KHJ.
8:00 p. m.—Will Osborne and his Orch. KDYL. KFRC.
8:30 p. m.—Guy Lombardo and Royal Canadians. KFRC.

SOUTHERN CALIFORNIA

KMTR

Hollywood, Calif.
570 Kc.—500 Watts

- 6:00 a. m.—"Wake up, Chillun, wake up."
6:45 a. m.—Vernon Dance Marathon.
7:00 a. m.—"Old Favorites," Harold Curtis, organist.
8:00 a. m.—Stock Quotations, Evening Herald.
8:05 a. m.—Records.
8:30 a. m.—Health Man.
8:45 a. m.—Records.
9:00 a. m.—Mildred Kitchen, Home Economics Expert.
9:15 a. m.—Records.
10:00 a. m.—Louise Howatt, Happiness Girl.
10:30 a. m.—Galloping Gophers.
11:00 a. m.—Modes and Fashions.
11:30 a. m.—Records.
11:45 a. m.—Public and City Officials from City Hall.
12:00 noon—"World in Review," Evening Herald.
12:15 p. m.—Prosperity Hour.
1:15 p. m.—Popular Records.
2:15 p. m.—Records.
2:30 p. m.—U. S. C. vs. Oregon State Football Game at Los Angeles Coliseum.
5:00 p. m.—Trading Post program.
5:15 p. m.—Organ Recital, Egyptian Theatre.
5:45 p. m.—Reporter of the Air.
6:00 p. m.—Banjo Boys.
6:30 p. m.—Ben Berrian and Studio Boys.
7:00 p. m.—Vernon Dance Marathon.
7:15 p. m.—Hollywood Sweepstakes.
7:30 p. m.—Talking Picture Song Hits.
8:15 p. m.—Baseball Game from Wrigley Field.
10:30 p. m.—Happy Harry, requests.
11:00 p. m.—Vernon Dance Marathon.
12:00 midnight—"8 Ball" and Charley Lung.

KFSD

San Diego, Calif.
600 Kc.—1000 Watts

Local Programs Only. See NBC Program for Balance.

- 8:00 a. m.—Morning Musical.
9:00 a. m.—Good Cheer program.
9:15 a. m.—Morning Musical continued.
9:45 a. m.—Amy Lou Shopping Hour.
11:00 a. m.—Lloyd Peck's Service Hour.
2:00 p. m.—Matinee Hour.
2:30 p. m.—Organ Recital.
3:30 p. m.—Latin-American program.
4:00 p. m.—Studio program.
5:00 p. m.—Popular program.
5:30 p. m.—Late News Items.
5:50 p. m.—Chuck and Red.
6:00 p. m.—Feature program.
8:00 p. m.—Program by remote control from Fox Theater.
8:45 p. m.—Cecil and Sally.
10:00 p. m.—Program by remote control from Kennedy's Cafe.

KFI

Los Angeles, Calif.
640 Kc.—5000 Watts

- 6:30 a. m.—Opening Stock Market Quotations.
6:45 a. m.—Louis Rueb, health exercises.
7:30 a. m.—Gertrude Guselle, ballads.
7:45 a. m.—NBC, Start of the Day.
8:00 a. m.—NBC, Shell Happy Time.
9:00 a. m.—Helen Guest, ballads.
9:15 a. m.—Wall Street Financial News.
9:30 a. m.—Mental Exercises, Frances Hancock.
9:45 a. m.—NBC, National Farm and Home Hour.
10:30 a. m.—NBC, Woman's Magazine of the Air.
11:30 a. m.—Karl Brandenburg, popular ballads.
11:45 a. m.—Spanish Lesson, by Annette Doherty.
12:00 noon.—U. C. and U. S. Dept. of Agriculture Talk.
12:15 p. m.—Federal and State Market Reports (Off the Air Until 2:45 P. M.)
2:00 p. m.—Football Game.
3:15 p. m.—Los Angeles Fire Dept. Orchestra.
4:15 p. m.—KFI News Flashes.
4:50 p. m.—Gertrude Guselle, blues singer.
4:45 p. m.—Don Abbott, tenor.
5:00 p. m.—Investment Talk.
5:15 p. m.—Will E. Wing, Hollywood.
5:30 p. m.—A. Malvene Christie.
5:45 p. m.—Closing Stock Market Quotations.
6:00 p. m.—NBC, Lucky Strike Hour.
7:00 p. m.—Variety Hour.
8:00 p. m.—NBC, Gilmore Circus, KFI orig.
8:30 p. m.—Melody Makers Ensemble.
9:30 p. m.—NBC, Concert Orchestra.
10:00 p. m.—Harold Spaulding, tenor; Georgia Williams.
11:00 p. m.—KFI Midnight Frolic.

KMPC

Beverly Hills, Calif.
710 Kc.—500 Watts

- 7:00 a. m.—Latin-American program.
8:00 a. m.—Pot O' Gold.
8:30 a. m.—State of Prosperity.
9:00 a. m.—Dan Maxwell—the King of Scotland.
9:15 a. m.—Classied.
9:30 a. m.—"Sam."
9:55 a. m.—Records.
10:00 a. m.—Early Morning Musical.
10:30 a. m.—Dance Music.
11:00 a. m.—Rolling Radioliers.
12:00 noon.—Live Stock Market Report.
12:05 p. m.—Happy Chappies.
1:00 p. m.—Gene Taylor—Piano Solos.
1:45 p. m.—Bob, Bunny and Junior.
2:00 p. m.—Classical and Semi-Classical.
2:30 p. m.—On the Shores of Hawaii.
3:00 p. m.—Hoops and Jingles.
4:45 p. m.—Columbia Furniture.
5:00 p. m.—Records.
5:30 p. m.—Cuckoo Clock.
9:00 p. m.—Beverly Hill Billies.
11:00 p. m.—Ray Howell—"And How."

KTM

Los Angeles, Calif.
780 Kc.—1000 Watts

- 6:00 a. m.—Eye Opener.
7:00 a. m.—Bill Sharples and His Gang.
9:00 a. m.—Bern's Best Bets.
1:00 p. m.—Fowler's Food for Thought.
1:30 p. m.—Semi-classical Melodies.
1:45 p. m.—Health Man.

- 2:00 p. m.—Over the Tea Cup.
2:30 p. m.—Masters Album.
2:45 p. m.—Inspirational Poetry.
3:00 p. m.—L. A. Playgrounds.
3:30 p. m.—Danceland Melodies.
4:30 p. m.—Spanish Program.
8:00 p. m.—Ranch Hour.
9:00 p. m.—Pepper Box Revue.
11:00 p. m.—Organ Recital.
12:00 midnight—Spizzierinkum Club.

KHJ

Los Angeles, Calif.
900 Kc.—1000 Watts

- 7:00 a. m.—Recordings.
7:30 a. m.—Hallelujah.
8:30 a. m.—Stock Exchange Reports.
8:40 a. m.—Terpezone Company—Recordings.
9:15 a. m.—Records.
9:30 a. m.—Feminine Fancies—KFRC.
10:00 a. m.—Cheer Up and Smile—to KFRC.
11:00 a. m.—So. Methodist vs. Notre Dame, CBS.
11:15 a. m.—Safety Building and Loan Company.
11:30 a. m.—So. Methodist vs. Notre Dame.
12:00 noon.—Biltmore Hotel Concert Orchestra.
12:30 p. m.—World-wide News.
12:45 p. m.—Records.
1:00 p. m.—Manhattan Towers Orchestra—CBS.
1:30 p. m.—Times Forum.
2:00 p. m.—Ozzie Nelson's Glenn Islanders—CBS.
2:15 p. m.—USC-Oregon State Football game.
5:00 p. m.—World-wide News.
5:10 p. m.—Town Topics.
5:15 p. m.—Dixie Echoes—CBS.
5:45 p. m.—Studio program.
6:00 p. m.—Show Boat—CBS.
7:00 p. m.—Chicago Varieties—CBS.
7:30 p. m.—Jesse Crawford—CBS.
8:00 p. m.—KHI Review.
9:00 p. m.—Lyons & Lyons—Vaudeville.
9:30 p. m.—Ted White's Top of the World Night Club.
10:00 p. m.—World-wide News.
10:05 p. m.—Biltmore Hotel Dance Orchestra.
12:00 midnight—Wesley Tourtelotte's Organ Recital.

KFWB

Hollywood, Calif.
950 Kc.—1000 Watts

- 8:30 a. m.—Dorothy Burnham, pianist.
10:00 a. m.—Organ recital by Wade Hamilton.
10:30 a. m.—The Melody Boys' Dance Band.
11:30 a. m.—Organ recital by Wade Hamilton.
12:00 noon.—The Adventures of Tom and Wash.
12:15 p. m.—National Home Furnishings Week.
12:30 p. m.—Rose Valerie and her Concert Ensemble.
3:00 p. m.—Emma Kimmel, soprano; KFWB Salon Orch.
3:30 p. m.—Johnny Johnson's Orchestra.
5:00 p. m.—Harold Howard's Dance Band; Jean Cowan.
6:00 p. m.—Harry Jackson and Entertainers.
6:30 p. m.—Wade Hamilton at console Vitaphone organ.
7:00 p. m.—Cecil and Sally in "The Funniest Things."
7:10 p. m.—Strings and Bows.
7:43 p. m.—Sports Post Mortem.
8:00 p. m.—MamaMotor Oilers; Lewis Meehan, tenor.
9:00 p. m.—"Garden of Melody."
9:30 p. m.—Radio Playlet by Stuart Buchanan.
10:00 p. m.—Johnny Johnson and his Orchestra.
10:30 p. m.—George Olsen and his Music.
11:00 p. m.—George Freeman's Orchestra.

KFVD

Culver City, Calif.
1000 Kc.—250 Watts

- 6:00 a. m.—Spanish program.
7:00 a. m.—Happy-Go-Lucky Trio.
9:00 a. m.—Beauty Hints—Records.
9:30 a. m.—Zandra—Morning Psychologist.
11:00 a. m.—Beauty Hour—Records.
12:00 noon.—The Stranger and his Guitar.
12:30 p. m.—Waves of Happiness.
1:00 p. m.—G. Allison.
2:30 p. m.—Merchants Slogan Contest.
4:15 p. m.—Health Talk.
5:35 p. m.—Timely Topics.
10:00 p. m.—Organ—J. Newton Yates.
11:00 p. m.—Louie Armstrong—Cotton Club.
12:00 midnight—Ballads, Old and New—Organ.

KNX

Hollywood, Calif.
1050 Kc.—5000 Watts

- 6:45 a. m.—"Earlybirds" exercises.
7:15 a. m.—"Pep and Ginger" exercises.
7:45 a. m.—"Home Folks" exercises.
8:00 a. m.—Inspirational Talk.
8:30 a. m.—Sunday and Albright courtesy program.
9:00 a. m.—Musical program of popular recordings.
9:30 a. m.—Radio Shopping News.
10:00 a. m.—"Be Young and Be Happy."
10:30 a. m.—"Jay" the Jingle Man.
11:00 a. m.—Kip Corporation courtesy program.
11:15 a. m.—Musical program of recordings.
11:30 a. m.—C. P. R.'s musical program.
12:00 noon.—The KNX Symphonette and Marjorie Healy.
12:30 p. m.—The Silver Slipper Cafe.
1:00 p. m.—First Radio Church of the Air.
1:25 p. m.—Lost and found announcements.
1:30 p. m.—Eddie Albrights' reading of late fiction.
2:00 p. m.—U. S. C. vs Oregon State Football game.
5:00 p. m.—Travelogue.
5:15 p. m.—Program of popular recordings.
5:45 p. m.—Town Crier's Timely Amusements Tips.
6:00 p. m.—Dinner Music.
6:10 p. m.—Talk by H. J. Stibel on Fire Prevention.
6:15 p. m.—Frank Watanabe the Japanese Houseboy.
6:30 p. m.—Calmon Luboviski Master violinist.
7:00 p. m.—Calmon Luboviski, master violinist, and Claire Mellonino, pianist.
7:30 p. m.—Arizona Wranglers.
8:00 p. m.—KNX Revue.
9:40 p. m.—Los Angeles Church Services.
9:45 p. m.—Marmola Co., "Musical Contrasts."
10:00 p. m.—Hotel Ambassador; Gus Arnheim and Orch.

KMIC

Inglewood, Calif.
1120 Kc.—500 Watts

- 6:00 a. m.—Andy and Jack.
8:00 a. m.—Records.
9:00 a. m.—"Zoro" Astrologist.
9:30 a. m.—Records.

9:45 a. m.—Health Man.
10:00 a. m.—Radio News Reporter.
12:15 p. m.—Hi-noon Varieties.
1:00 p. m.—Latest Releases.
2:00 p. m.—Musical Comedy Selections.
3:00 p. m.—Popular Dance Orchestras.
4:00 p. m.—Novelty Numbers.
5:00 p. m.—Gordon Smith's Radiotising Program.
6:00 p. m.—Records.
6:30 p. m.—"Radio Round Up."
10:30 p. m.—Musical Comedy Selections.
12:00 midnight—Louie Armstrong & his Cotton Club Orch.
2:00 a. m.—Jack the Bell Boy—Dawn Patrol.

KFSG Los Angeles, Calif. 1120 Kc.—500 Watts

7:00 a. m.—Family Altar Hour.
10:00 a. m.—Sunshine Hour.
11:00 a. m.—Organ Recital.
7:30 p. m.—Divine Healing Service and Band Concert.

KGFJ Los Angeles, Calif. 1200 Kc.—100 Watts

12:00 midnight—Mosby's Dixieland Blue Blowers.
1:00-6:00 a. m.—Nite Owl Request program.
6:00 a. m.—Breakfast Philosopher.
7:00 a. m.—Goodwill program.
8:30 a. m.—Recordings.
9:30 a. m.—Dr. Dean Clinic.
10:00 a. m.—Studio Ensemble; George Cox, 'cellist.
11:00 a. m.—The Health Man.
11:30 a. m.—Spanish program.
12:00 noon—Dr. Wiseman's Talk.
12:30 p. m.—Bob Holman's California Freshmen.
1:30 p. m.—Organ Recital by Arch Fritz.
2:00 p. m.—Morey Paul's Rainbow Garden Orchestra.
3:00 p. m.—Murray & Harris, the Gainsborough Boys.
4:00 p. m.—Organ Recital by Arch Fritz.
5:00 p. m.—Market Reports; Harmony Hawaiian Quartet.
6:00 p. m.—Glenn Edmunds' Orchestra from Elks' Club.
7:00 p. m.—Lucky Seven Orchestra.
8:00 p. m.—Bob Holman's California Freshmen.
8:30 p. m.—String Quintet; Allan Fairchild, vocalist.
9:30 p. m.—Mosby's Dixieland Blue Blowers.
10:30 p. m.—Organ Melodies.
11:00 p. m.—Morey Paul's Rainbow Garden Entertainers.

KFXM San Bernardino, Calif. 1210 Kc.—100 Watts

7:00 a. m.—Early Bird Club.
8:00 a. m.—Citizens Service Bureau.
8:30 a. m.—Old Time program.
9:00 a. m.—San Bernardino Music Co.
9:30 a. m.—Recordings.
10:00 a. m.—B. S. Pearsall Co.
10:15 a. m.—California Hotel.
10:30 a. m.—Recordings.
11:00 a. m.—Currier's Health program.
11:15 a. m.—News Reports.
11:30 a. m.—Trading Post.
12:00 noon—Donleone Oil Co.
12:30 p. m.—Organ Recital.
5:00 p. m.—Novelty Recordings.
5:30 p. m.—Hunt's Theatre.
5:45 p. m.—Evening Mail.
6:15 p. m.—News Reports.
6:30 p. m.—Cal-Ariz Land Co.
7:00 p. m.—Radio Interference Talks.
7:15 p. m.—Little Twilight Lady.
7:45 p. m.—Young People's Orchestra.
8:30 p. m.—Kansas Kal.
9:00 p. m.—Champion A-Thon.
9:30 p. m.—Sylvia and her Gang of KFI.
11:00 p. m.—Eagles Ballroom.
12:00 midnight—Night Tramps.

KFOX Long Beach, Calif. 1250 Kc.—1000 Watts

5:00 a. m.—The Early Bird.
7:00 a. m.—Hello Everybody.
7:30 a. m.—Early News Items, Press-Telegram.
7:50 a. m.—Bright and Early Hour.
9:00 a. m.—Beauty Talk, Mac Day Beauty Salon.
10:30 a. m.—Organ Recital, Vera Graham.
10:00 a. m.—Beatrice Smith, Novelty Entertainer.
11:15 a. m.—Chine and Gene.
11:45 a. m.—Hollywood Girls.
12:45 p. m.—Musical Moments, Mart Dougherty.
1:00 p. m.—Bill and Co.
1:30 p. m.—Cheerio Boys.
1:50 p. m.—Dr. Harbottle, Doris and Clarence.
2:20 p. m.—Bolly Wray.
2:50 p. m.—Len Nash and his Country Boys.
3:15 p. m.—Today in History.
3:30 p. m.—Organ Recital, Vera Graham.
4:00 p. m.—Press-Telegram Late News Report.
4:45 p. m.—Bolly Wray in Piano Numbers.
4:50 p. m.—Bill and Co.
4:55 p. m.—Cheerio Boys.
5:00 p. m.—Hollywood Girls.
5:00 p. m.—Em and Clem.
6:15 p. m.—Percy Prunes and Daisy Mae.
6:30 p. m.—Vest Pocket Minstrels.
6:45 p. m.—The Three Vagabonds.
7:00 p. m.—Sunset Harmony Boys.
7:15 p. m.—Eara and Abe.
7:30 p. m.—Silver Spray Hawaiians.
7:45 p. m.—Doris and Clarence.
8:30 p. m.—Dream Train.
9:00 p. m.—Lampitt Hour.
9:30 p. m.—Len Nash and his Country Boys.
10:30 p. m.—Seal Beach Marathon.

11:00 p. m.—Bennett's Crystal Ballroom.
11:30 p. m.—Majestic Ballroom.
12:00 midnight—Balboa Beach Marathon.

KGB San Diego, Calif. 1330 Kc.—250 Watts

7:00 a. m.—The Lark.
9:00 a. m.—Health Talk.
9:15 a. m.—Musical Varieties.
10:00 a. m.—Blanche Wood's Shopping Hour.
11:30 a. m.—Home Makers Half Hour.
12:00 noon—Luncheon Lyrics.
2:30 p. m.—Courtesy program.
2:45 p. m.—News, courtesy San Diego Sun.
3:00 p. m.—C. V. R. program.
4:00 p. m.—Matinee program.
4:30 p. m.—U. S. Dept. of Agriculture, Farm Talk.
4:40 p. m.—Courtesy program.
5:00 p. m.—Baron Keyes Air Castles.
5:15 p. m.—KGB Birthday Party.
5:45 p. m.—Sportologue and Lost & Found.
6:00 p. m.—Merchants Air Service.
7:00 p. m.—Jimmy Mills and Betty Roate.
8:00 p. m.—Marshall Mando Trio.
9:00 p. m.—Aeolian Quartet with Carolyn Lee.
10:00 p. m.—Dance Orchestra from Bagdad Cafe.
11:00 p. m.—This 'n' That.

KGER Long Beach, Calif. 1360 Kc.—1000 Watts

6:00 a. m.—Studio diversities.
7:00 a. m.—Sunrise exercise club.
7:30 a. m.—Earl Judy, piano and organ; Paul O'Berger.
9:00 a. m.—Chick, Chet and Chuck, guitars and voice.
10:00 a. m.—Women's hour and Helene Smith, piano.
11:00 a. m.—Helene Smith, piano requests.
11:15 a. m.—Charles K. Lindsey's Concert Orchestra.
12:15 p. m.—Silent for fifteen minutes.
12:30 p. m.—Peggy and Jerry skit.
12:45 p. m.—Cecil Fry, songs and piano.
1:00 p. m.—Allay Oop Studio Frolic.
2:00 p. m.—Organ requests, Dick Dixon.
2:30 p. m.—Long Beach Municipal Band.
4:00 p. m.—Organ; orchestra; singer.
5:00 p. m.—Trio, accordionist and tenor.
6:00 p. m.—Silent for fifteen minutes.
6:30 p. m.—Senoritas String Trio.
7:00 p. m.—Syncoptators' Dance Band and blues singer.
7:30 p. m.—Long Beach Municipal Band, Herbert Clarke, director.
8:00 p. m.—Mariners' Concert Orchestra and tenor.
9:00 p. m.—Everett Hoagland's Troubadours.
9:30 p. m.—Cavaliers' Dance Band.
10:00 p. m.—Rhythm Makers' Dance Orchestra.
10:30 p. m.—Senoritas String Trio, semi-classics.
11:00 p. m.—Everett Hoagland's Troubadours.
11:30 p. m.—Organ reveries, Dick Dixon.

KECA Los Angeles, Calif. 1430 Kc.—1000 Watts

9:00 a. m.—NBC, Vermont Lumber Jacks.
3:15 p. m.—Carol Johnson, piano and song.
3:30 p. m.—Helen Lambert, contralto.
4:00 p. m.—Gertie Jacobs, diversified melodies.
4:30 p. m.—Sunny Four Quartet.
5:00 p. m.—Haven Johnson, the melody man.
5:15 p. m.—Ynez Allen, violinist.
5:30 p. m.—NBC, General Electric Hour.
6:00 p. m.—Elton Hey's Virginia Orchestra.
6:30 p. m.—Billy Hobbs' Old-Timers' Orchestra.
7:00 p. m.—Eddie Armstrong, popular music.
7:15 p. m.—Monterey Trio.
7:30 p. m.—NBC, Amos 'n' Andy.
7:45 p. m.—NBC, Sperry Smiles.
8:00 p. m.—NBC, Rainbow Harmonies.
8:30 p. m.—KECA String Ensemble.
9:30 p. m.—Arthur Lang, baritone.
10:00 p. m.—NBC, Spotlight Review.

NORTHERN CALIFORNIA

KTAB San Francisco, Calif. 560 Kc.—1000 Watts

7:00 a. m.—Frank Wright.
8:00 a. m.—Recordings.
8:45 a. m.—The Melody Girl.
9:00 a. m.—Morning Prayer Hour.
9:30 a. m.—Recordings.
10:00 a. m.—Household Hour with Alma La Marr.
10:30 a. m.—Dr. B. L. Corley.
11:00 a. m.—Studio program.
11:30 a. m.—Latin-American program.
12:00 noon—Mid-day Musical Notes with Peggy O'Moore; Frank Wright, soloist.
1:00 p. m.—Chapel of Chimes.
1:30 p. m.—Studio program.
2:40 p. m.—Baseball from Recreation Park.
4:45 p. m.—The Man of the Hour.
5:00 p. m.—Records.
5:15 p. m.—Frank Wright.
5:30 p. m.—Brother Bob's Frolic Hour.
6:30 p. m.—Chapel of Chimes.
7:00 p. m.—Frank Wright.
7:30 p. m.—Studio program.
7:45 p. m.—Dorothy Nichols, 'cellist; Alice Blue, organ.
8:00 p. m.—Walter J. Rudolph, concert pianist.
8:30 p. m.—Orchestra with Carl Tobin, tenor, and others.
10:30 p. m.—Sweet's Ballroom Orchestra.
11:30 p. m.—"Night Owls" with Willard Kimball.

KFRC San Francisco, Calif. 610 Kc.—1000 Watts

Local Programs Only. See CBS Program for Balance.
7:00 a. m.—Seal Rocks Broadcast.
7:30 a. m.—New York Stock Exchange Quotations.
7:30 a. m.—Seal Rocks Broadcast.
8:00 a. m.—Manhattan Towers Orchestra.
9:00 a. m.—Call-Bulletin's News Items.
9:15 a. m.—La Vida Mineral Water Company program.
9:30 a. m.—Feminine Fancies, CDLBS.
10:00 a. m.—Junior Artists program.
10:30 a. m.—Novelty program from KHJ, CDLBS.
11:00 a. m.—Southern Methodist-Notre Dame Football Game, CBS.
2:00 p. m.—Washington State vs. Univ. of Calif.
5:30 p. m.—Studio program, DLBS.
7:00 p. m.—Edna Fischer, "Piano Moods."
9:00 p. m.—Vaudeville, DLBS.
9:30 p. m.—Top of the World Night Club, DLBS.
10:00 p. m.—Plymouth Contest Announcement.
10:00 p. m.—Ten o'Clock Tom.
10:20 p. m.—Hotel Mark Hopkins Orchestra.
11:00 p. m.—Earl Burnnett's L. A. Biltmore Orchestra.
12:00 midnight—Dance Music.

KPO San Francisco, Calif. 680 Kc.—5000 Watts

Local Programs Only. See NBC Program for Balance.
7:30 a. m.—"Start o' The Day."
8:00 a. m.—The Shell Harpy Time.
9:00 a. m.—Dobbie's Birthday Party.
9:30 a. m.—Walter W. Cribbins.
11:55 a. m.—Scripture Reading and Time Signals.
12:05 p. m.—Snap Shots—Programs in Miniature.
1:00 p. m.—KPO Salon Orchestra.
1:55 p. m.—Ye Towne Crier.
2:00 p. m.—The Harmonizers.
2:15 p. m.—Football Broadcast—Santa Clara vs. Stanford.
5:00 p. m.—Big Brother.
5:30 p. m.—The Date Book, Stuart Strong.
5:45 p. m.—News Digest, "Scotty" Mortland.
6:00 p. m.—KPO Masters of Music.
6:45 p. m.—Cecil and Sally.
7:00 p. m.—North Americans.
8:30 p. m.—Radio Feature, N. R. A.
9:00 p. m.—"Packard Program."
10:00 p. m.—Jesse Stafford's Palace Hotel Orch.
11:00 p. m.—John Wolohan's El Patio Dance Orch.

KFWI San Francisco, Calif. 930 Kc.—500 Watts

7:00 a. m.—Eye-Opener Program.
9:00 a. m.—Slogan Contest.
9:30 a. m.—Records and Announcements.
10:00 a. m.—Hotel Bellevue program.
10:30 a. m.—Dr. T. G. Linebarger, Health Talk.
10:50 a. m.—News Broadcast.
12:00 noon—Slogan Contest.
6:00 p. m.—Dinner Dance Music.
7:00 p. m.—Norma Lee, Contralto.
11:00 p. m.—Slogan Contest and Dance Music.
12:00 midnight—Midnight Classic Hour.

KOW San Jose, Calif. 1010 Kc.—500 Watts

9:00 a. m.—Morning Music.
9:30 a. m.—U. S. Weather Report.
9:30 a. m.—Helpful Hour.
11:00 p. m.—Community Hour.
12:00 noon—Band Recordings.
12:30 p. m.—Market Reports.
1:00 p. m.—Hart's Happy Half Hour.
1:30 p. m.—The Friendly Hour.
2:30 p. m.—Recordings.
4:30 p. m.—Children's Program.
5:15 p. m.—Vesper Music.
5:30 p. m.—San Jose Radionics Health Talk.
6:00 p. m.—Recordings.
6:45 p. m.—KQW Market Place.
7:00 p. m.—U. S. Weather Reports.
7:00 p. m.—Farm Bureau Evening Radio News.
7:15 p. m.—San Jose Better Business Bureau.
7:45 p. m.—Studio Program.
8:45 p. m.—Italian Program.

NORTHWEST

KGW Portland, Oregon 620 Kc.—1000 Watts

Local Programs Only. See NBC Program for Balance.
6:45 a. m.—Devotions.
7:00 a. m.—Bagdad Theater Organ.
9:00 a. m.—Town Crier.
11:30 a. m.—Masterworks.
11:45 a. m.—O. M. Plummer.
12:00 noon—Powers' Pied Piper.
12:30 p. m.—Cecil and Sally.
12:45 p. m.—Peppo program.
1:00 p. m.—Cabbages and Kings.
2:00 p. m.—Baby's Boudoir Organ.
2:15 p. m.—Masterworks.
4:30 p. m.—Palace Laundry Tea Timers.
5:00 p. m.—Bagdad Organ.
8:30 p. m.—Hollywood Symphony.
11:30 p. m.—RKO Orpheum Artists.
7:00 a. m.—Recordings.
8:15 a. m.—Recordings.
9:30 a. m.—Feminine Fancies.
10:30 a. m.—Recordings.
10:45 a. m.—Program from KOL.

Radio Financing

ROBERT E. HOPKINS & CO.
417 South Hill St. Los Angeles
MUTual 6282

Saturday, Oct. 4—Cont.

11:00 a. m.—Recordings; Announcements.
 3:00 p. m.—Recordings.
 3:15 p. m.—Social Calendar.
 3:30 p. m.—Talk and Recordings.
 4:45 p. m.—Recordings.
 9:00 p. m.—KIJJ Revue.
 10:00 p. m.—Mike Doty's Orchestra.
 11:00 p. m.—Earl Burnett's L. A. Biltmore Orchestra.
 12:00 midnight—Slumberbusters.

KVI Tacoma, Washington
 760 Kc.—1000 Watts
Local Programs Only. See CBS Program for Balance.

7:00 a. m.—Recordings.
 7:30 a. m.—Recordings.
 7:45 a. m.—Recordings.
 9:30 a. m.—Feminine Fancies, DLBS.
 10:00 a. m.—DLBS Studio program.
 10:30 a. m.—Recordings.
 10:45 a. m.—Program from KOL.
 11:00 a. m.—Columbia Artists Recital.
 3:15 p. m.—Social Calendar.
 4:30 p. m.—Recordings.
 5:44 p. m.—Silent.
 9:00 p. m.—Vaudeville program.
 9:30 p. m.—Top of the World Night Club.
 10:00 p. m.—Mike Doty's Orchestra.
 11:00 p. m.—Earl Burnett's Los Angeles Biltmore Orch.
 12:00 midnight—Slumberbusters; Fox Kialto Organ Recital.

KJR Seattle, Washington
 970 Kc.—5000 Watts

7:00 a. m.—Morning Reveiller.
 7:15 a. m.—News.
 7:45 a. m.—Organ Concert.
 8:30 a. m.—Thrift Home of the Air.
 9:10 a. m.—Mary from Proctors.
 9:40 a. m.—Smilin' Sam.
 10:00 a. m.—Sally Jo and Grant; Bartell Drug Co.
 10:15 a. m.—Beauty Talk.
 10:30 a. m.—You Like to Hear.
 11:00 a. m.—Warren Wright, Organ Recital.
 12:00 noon.—World Book Man.
 12:30 p. m.—Mid-Day Musicals.
 1:00 p. m.—George Maddox, tenor.
 1:15 p. m.—Uncle Frank's Kiddies Program.
 2:00 p. m.—Matinee in Miniature.
 2:30 p. m.—Organ Music; Elsie Taylor, soprano.
 3:15 p. m.—Homer Sweetman.
 3:30 p. m.—News.
 3:45 p. m.—Tea Time Tales from Proctors.
 4:00 p. m.—Organ Concert, Ivan Ditmars.
 4:30 p. m.—Ken Stuart's Weekly Sports Review.
 5:05 p. m.—Labor Talk.
 5:15 p. m.—West Coast Air Transport Talk.
 5:30 p. m.—Market Reports; Lost and Found.
 5:50 p. m.—Garden Talk, Cecil Solly.
 6:00 p. m.—Saturday Knights.
 7:00 p. m.—Fiji Hour.
 8:00 p. m.—The Gondoliers.
 9:00 p. m.—Tucker's Everstate Band.
 10:00 p. m.—Ken Stuart's Sunshine.
 10:30 p. m.—Red Top Cab Whirlwinds.
 11:00 p. m.—Tucker's Everstate Band.
 12:00 midnight—Midnight Revellers.

KEX Portland, Oregon
 180 Kc.—5000 Watts

7:00 a. m.—Morning Serenaders.
 8:00 a. m.—The Clock; Oregon Journal News.
 9:00 a. m.—Classified.
 10:00 a. m.—Town Topics, Velva Weller.
 12:00 noon.—Time; Weather Reports.
 12:05 p. m.—Happy Hour Girls.
 1:05 p. m.—Ron's Rhythm Revue.
 1:30 p. m.—Castle Organ Concert.
 2:00 p. m.—Newscasting.
 2:30 p. m.—Vagabond's News Reel.
 4:30 p. m.—Popular Dance Concert.
 5:30 p. m.—Hawaiian Concert.
 5:45 p. m.—Old Timers.
 6:00 p. m.—Farmer's Radio Club.
 6:30 p. m.—Saturday Knights.
 7:00 p. m.—Silent period.
 8:00 p. m.—The Gondoliers.
 8:45 p. m.—Bob and Monte.
 9:00 p. m.—Kokum Hour.
 10:00 p. m.—White Wizard.
 10:15 p. m.—Old Timers Dance Concert.
 10:30 p. m.—Jack and Jill Tavern Orchestra.
 11:30 p. m.—Police and Weather Reports.
 11:45 p. m.—Midnight Revellers.

MOUNTAIN

KOA Denver, Colorado
 830 Kc.—12,500 Watts

6:00 a. m.—Morning Melodies.
 7:00 a. m.—The Manhattaners.
 8:00 a. m.—The Recitalists.
 8:45 a. m.—Organ Recital.
 9:45 a. m.—Farm and Home Hour.
 10:30 a. m.—Keystone Chronicle.
 10:45 a. m.—Weather, stocks, markets.
 12:00 noon.—The Marionettes.
 12:30 p. m.—Chicago Serenade.
 1:00 p. m.—Merry Makers.
 2:00 p. m.—Football.
 4:00 p. m.—Whyte's Orchestra.
 4:15 p. m.—Weather, markets.
 4:30 p. m.—The Fuller Man.

5:30 p. m.—The Pickard Family.
 6:00 p. m.—International Sunday School Lesson.
 6:30 p. m.—General Electric Band.
 7:00 p. m.—Lucky Strike Orchestra.
 8:00 p. m.—Slumber Music.
 8:15 p. m.—Literary Digest Topics.
 8:30 p. m.—Amos 'n' Andy.
 9:00 p. m.—NBC Drama Hour.
 10:00 p. m.—Spotlight Review.

ARIZONA

KTAR Phoenix, Arizona
 620 Kc. 1000 Watts
Local Programs Only. See NBC Program for Balance.

6:00 a. m.—Y. M. C. A. Health and Happiness Hour.
 7:00 a. m.—Morning Parade.
 7:30 a. m.—Pipe Organ Recital.
 8:30 a. m.—Cactus Brand Boys.
 9:00 a. m.—Aunt Helen's Home Hints.
 9:45 a. m.—Radio Newspaper.
 11:00 a. m.—Musicalities.
 2:45 p. m.—Radio Newspaper.
 3:00 p. m.—Musical Moments.
 3:45 p. m.—In Storyland with Big Sister.
 4:00 p. m.—Business Brevities.
 5:20 p. m.—Cecil and Sally.
 6:00 p. m.—Morton Entertainers.
 7:30 p. m.—Varieties.
 10:00 p. m.—Radio Newspaper.

High Power Hearings Before Commission

An attack on the limitation of 50,000 watt stations to half of the 40 cleared channels was made as the first of a long siege of super-power hearings opened before the Federal Radio Commission this week. Applicants for the maximum power in each zone have been allotted a week for the presentation of testimony, thus insuring at least five weeks, but probably more, of hearings on 50,000 watt pleas.

The Radio Commission issued an order several months ago that only 20 cleared channels might be used by 50,000 watt stations. Since then there have been numerous applications for the few remaining vacancies on the designated wave lengths, most of them having previously been assigned.

Prof. C. M. Jansky, Jr., Washington radio engineer, appearing as consultant for WHAM, of Rochester, N. Y., first applicant to be heard, declared there is no technical reason why all cleared channel stations should not use at least 50,000 watts. Such a scheme, he added, would be preferable to the present system.

The Radio Commissioners are not sitting in as a body at the hearing though each Commissioner is paying particular attention to the applicants from his zone. Ellis Yost, Chief Examiner, is presiding.

Other applicants being heard this week are WBZ, of Boston, Mass.; WOR, Newark, N. J.; and WJZ, New York City. Stations which are

attending to defend their interests are WEAJ, New York; WABC, New York; WBAL, Baltimore; WPG, Atlantic City; WLWL, New York; WOWO, Fort Wayne, Ind.; and WWVA, Wheeling, W. Va.

Dial Flashes

WHAM, Rochester, N. Y., is one of the only two stations not controlled by the NBC which originates programs which are broadcast to its networks. Rochester, the seat of the famous Eastman School of Music, is a musical center of considerable importance, best known for its Philharmonic Orchestra of 90 pieces. In addition there is the Civic Orchestra, 54 pieces; the Little Symphony Orchestra, 20 pieces; and the Festival chorus of 100 voices.

The Philharmonic Orchestra will resume its programs next month.

In Chicago, some of the busses have been equipped with loud speakers for advertising purposes. As women are enroute downtown, they may listen to what their favorite department store is offering in the way of bargains.

What is believed to be a world record in radio telephony was established recently when an aviator 5,000 feet above Buenos Aires, Argentina, conversed with the General Post Office in Sydney, Australia, over a 14,000 mile circuit.

The ideal receiving set is now being approached by receiving set manufacturers, according to C. M. Jansky, Jr.

The future of broadcasting appears to be so bright that about 26 broadcasters are willing to invest in the neighborhood of one-half million dollars to set up 50,000 watt stations.



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 All Sizes and Prices for All Practical Uses. Mountings, Cables and Expert Repairs.

Universal Microphone Co., Ltd.
 THurnwall 0600
 1163 Hyde Park Blvd.
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 Handled by All Dealers, Wholesalers and Jobbers Everywhere.

We use the famous Supreme Diagonometer in all service work.

Write Us About Our Special Mail Order Service to All Outside Points

C. R. SPENCER
RADIO SOUND LABORATORIES
Public Address Systems — Dealers' Service
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 Cor, Santa Monica Blvd. Just 4 blocks West of Western Ave.
 Gladstone 5781

GRADE "A" TECHNICAL ENGINEERS, CERTIFIED BY THE RADIO TRADES ASS'N

Radio service in all parts of California. We maintain a special division of our Service Department for dealers.

ELECTROLYTIC
MERSHON
CONDENSER

SHORT WAVE NOTES

J. Saunders, 47 Robertson Road, Eastville, Bristol, England, writes:—A thousand cheers for the re-appearance of the Short Wave Club in the new and greatly improved Radio Doings. With the chance that I might start another world war, might I propose that "Hand capacity cannot be eliminated from a short wave set." Theoretically it can be done simply by grounding "everything" but from actual practice I know that it is impossible to entirely eliminate it. What say your readers?

(Editor's Note—It can be entirely eliminated by completely shielding the set with heavy sheet copper or aluminum, and providing a bakelite extension on all tuning shafts which protrude through the front metal panel other than those which are at earth potential.)

Alfred Peters, Ione, Washington, asks if anyone has information on a station he heard Sept. 6. Gave the location as Vancouver, B. C., and carried on two-way conversation with a ship bound from Buttesville to Prince Rupert. Frequency 4,505 kilocycles. A. P. also suggests that it is worthwhile to try a 112A instead of a 201A as a detector, as he has found the former to be quieter and more sensitive.

A. J. Green, Klondyke, Ohio, has furnished us with some data on the Argentine station which many of our Coast fans have been hearing lately. The call is LSH, owned by Transradio Internacional, Buenos Aires. Wavelength 28.9 meters. Willis Werner writes that this station is also listed as being located at Monte Grande, and we therefore assume that this is the location of the transmitting station, while studios are in Buenos Aires.

Willis Werner, Box 1054, San Diego, contributes the following notes for this week: Radio Saigon, Indo-China, came in splendidly again this morning. This is the station B. C. L. asked about. I tuned in at 6:45 and the music they were putting out was very fine. They did not sign off at 7 this morning. At that time there was a lot of jabbering in French followed by the usual stroke on the gong, a pause and then more music. They were still going at 7:15 when I quit. Below them I found a station talking fast in a foreign tongue—it was not clear enough to distinguish the language.

Just before noon the other day I picked up a station in Mexico talking to "Bear-leen" (Berlin) in Spanish and German. I was trying out a new coil so can only say the wavelength was below 20 meters. Could anyone tell me who this was?

According to a correspondent in Nottingham, England, Zeesen, Germany, on 31.38 meters, may be heard at the following hours (reduced to Pacific Standard Time): 3 to 6 a.m. and 7:30 to 10:30 a.m. and again in the afternoon signing off at 3:30 p.m.

This evening between 4:30 to 5 p.m. I heard a station on around 30 meters reading British United Press news reports about the sinking of the Tahiti. I don't know who this was.

On about 20 meters a station was calling WSBN, the Leviathan and on about 32 meters another was calling London.

Western Radio, Inc., Distributes "Radiette"

Mr. Boyd Fuller, of the Keller-Fuller Mfg. Co. of Los Angeles, announced this week that Western Radio, Inc., had been appointed the Southern California distributor for Radiette midget receivers. The Western Radio, Inc., headed by Mr. L. E. Taufenbach, is one of



BOYD FULLER AND HARRY KELLER

the oldest and best known radio wholesale establishments in California. Mr. Taufenbach started his wholesale business back in the days of crystals, head-sets, wooden variometers and brass based tubes. He has steadily progressed in business until he has one of the largest radio dealer followings in the West. Keller-Fuller Mfg. Co. is not an old concern in terms of years but they were one of the first manufacturers of midgets.

Are Advertising Agencies People?

(Continued from Page 19)

with them. The public has long since reconciled itself to the inevitableness of the sponsor, just as readers of popular magazines have reconciled themselves to the presence of advertising in their pages. The general public appreciates the fact that here in America where, due to advertising sponsorship, the radio station stands on its own feet and does not have to be subsidized by the government, or be supported by its listeners, radio is a far better thing than it is in Europe.

It is quite conceivable that an occasional advertiser, or even an advertising agency, may have queer ideas about programs. It is equally true that many radio people may and do have queer ideas about advertising. But the average professional advertising man is sensible. He must have a certain degree of intelligence or he would not be entrusted with the preparation of advertising, for the air or other mediums. If the radio directors and program arrangers and talent will prove themselves equally sensible and intelligent and only try to meet the advertiser half way, and not be so eager to go to the public with their troubles, then radio broadcasting and also radio advertising will become much better than they are today. And, quite as a matter of course, the public will reap the benefit.

LOOPS OR AERIALS

By C. C. SHELDON*

Since the perfection of super-sensitive receivers capable of operating on small aerials or loops and receiving from great distances, it appears that manufacturers are overlooking the superiority of loop operation in the way of reducing the static and electrical interferences. With a set powerful enough, a small loop hidden away in the radio cabinet and controlled by a small knob on the front panel has the advantages of not requiring any aerial or ground connection and affording the much greater selectivity and freedom from static generally credited to loop operation.

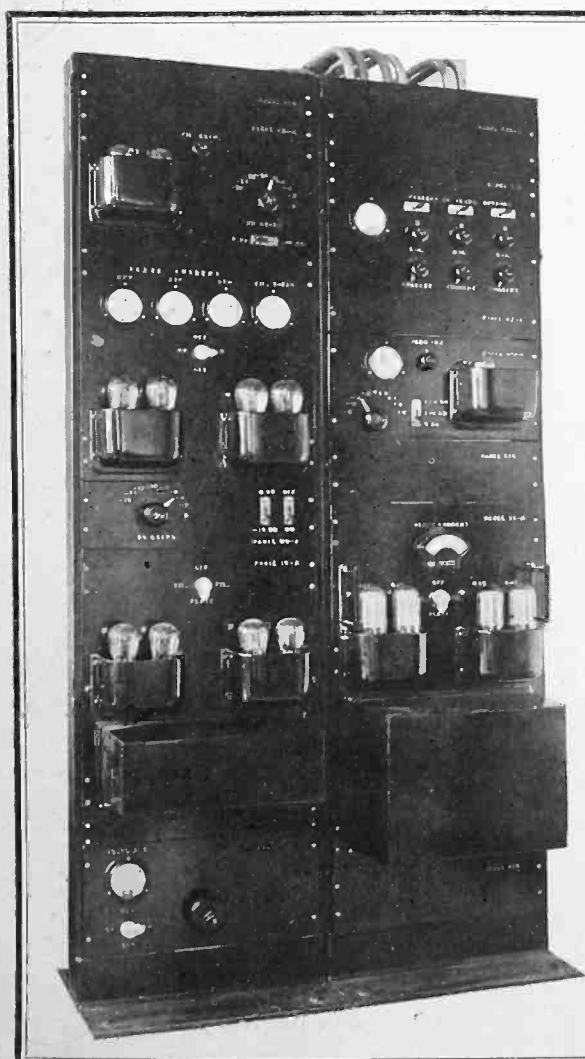
Los Angeles has taken the lead this summer in the perfection and production of low-priced midget sets and now is producing a radio with eight tuned stages and twelve tubes exhibiting sensitivity to such a degree as to bring in eastern stations on a miniature loop only a little over an inch in diameter. An exhibition of this performance was recently given to members of the Los Angeles Examiner staff and an account of it was published in their August third Sunday edition. In addition to the small loop reception a demonstration was also given of the performance of an all-electric short-wave receiver not requiring plug-in coils but using a handy switch to operate the wave band wanted. This short-wave receiver operated a regular dynamic speaker to full volume on many eastern short-wave broadcasters. The regular broadcast band was instantly put into operation by throwing over a switch.

Loop operation on both long and short-wave lengths

has been in general use in European countries for years. Loops were quite common in this country several years ago but only in the most expensive sets and in some portables. Why they were discontinued was probably due to competitive price slashing and the necessarily higher cost of sensitive sets to get satisfactory distance on loops. It seems now, however, that there is a good percentage of radio listeners who are turning from the mediocre performances of the average sets produced in the last few years to operate on electricity and are interesting themselves in receivers that will furnish more thrills and give them naturalness of tone instead of the exaggerated bass they have been baited with during the past two years. Tone fidelity is just as important and even easier to attain than distance in a radio. This demand on the part of the public should be recognized and met as far as possible by progressive manufacturers as an incentive to the development of the industry. Radio fans who find sets capable of furnishing them new thrills are always good repeat customers.

So now instead of competing in reduction of costs, let the public have the best we know how to produce and we believe they will show their appreciation in paying the additional price. Show them a super-distance-getter operating both short and long wave lengths with concealed loop in a dignified cabinet, with or without phonograph, and there should be plenty of buyers.

*Pres., Sheldon Radio Co., 605 So. Fairfax Ave., Los Angeles.



This is the panel that puts the Greek Theatre on the air over KNX.

WE congratulate the Park Department of Los Angeles on the opening of the new \$200,000.00 Greek Theatre. The superior tone quality of this installation is due to the use of a Harrison Sound System equipped with Tung-Sol Matched Tubes. Be sure you hear Harrison sound equipment before buying any public address or broadcast remote control system.

W. F. LUDLUM

1607 South Hope Street. Westmore 0593

Representing

TUNG-SOL LAMP WORKS, Ltd.

Dist. TUNG-SOL Radio Tubes

1816 S. Flower St.

WILSON MFG. CO., Mfrs.

Harrison Amplifiers and Sound

Systems

LOS ANGELES, CALIF.

RADIO GOINGS ON ABOUT TOWN

Many members of the trade have wondered how the production has been increased so rapidly, easily and smoothly at the Davison-Haynes Manufacturing Company.

Frank J. Lyon, Engineer in Charge,



the man pictured above, is the one who is responsible for the smooth-working manufacturing plan that has been carried out by this Company.

Jake Van Rooyen is a real old-timer in the radio game in Los Angeles and in the years he has been handling parts, tubes and accessories across the counter to thousands of



customers he has become an expert in this phase of radio merchandising.

Seeing his beaming face the other day we could not resist taking a picture of it so—here it is.

The Lee De Forest Manufacturing Company of 1224 Wall Street, formerly the Griffin-Smith Manufacturing Company, is now in production

on their new Lee De Forest Royale.

Mr. Smith, Manager of the company, expects to have sets in the hands of all of their dealers this week.

We met our old friend Tom Churchill the other day and asked him how things were going. He said that Bosch was going over big and



that the concern (Collin-Lane, Ltd.) had a sure fire winner this year. Tom should know for he has been in the radio game since 1912.

Mr. Perry Demerest is very proud of his new short wave transmitter which was installed on the second



floor of the Radio Supply Building at 912 South Broadway, Los Angeles.

Mr. Demerest has been an ardent short wave fan for a number of years. His greatest ambition has always been to build a short wave transmitter and now he has one. He extends a cordial invitation to all of his friends to come in and inspect his handiwork.

Barry Bloedon, the travelling ambassador of good-will for the Zaney-Gill Corporation, is back in town again after a trip to Chicago.

Mr. J. E. Schunck, Secretary of the Ohio Carbon Company of Cleveland, Ohio, was in town for a week calling on the local manufacturers with Mr. Bert Knight.

Mr. Schunck has been conferring



with the engineers assisting them in lowering cost and simplifying production.

Most of the manufacturers are using Ohio Resistors and Bert hopes to have them all in line in a short while.

Mr. Walter Fagan of Pacific Wholesale, Ltd., Los Angeles Spartan distributors for Southern California, announced the appointment of Mr. Dana Jones, of 1220 Maple Avenue, as advertising counsel.

C. R. (Cliff) Burrier, one of the best known salesmen in the radio industry of Southern California, died Sunday, September 14, in a Riverside hospital. He was stricken with acute dilation of the heart while covering the "kite" territory Thursday, and was rushed to the hospital where all efforts of specialists to save his life were unavailing.

For seven years Mr. Burrier was a sales representative of Kierulff & Ravenscroft, Inc., Crosley radio distributors, and was one of the most loved and highly respected salesmen in radio.

Deceased leave a wife and daughter.

The body was interred in Inglewood Cemetery.

ON RADIO ROW

Looking Backward . . .

With R. B. YALE

I MIGHT have known better than to associate with a magazine editor for while the friendship thus formed is, I know, mutually agreeable, look what it got me into.

For some unknown reason ye Radio Doings editor conceived the brilliant idea of having me pour forth in a weekly outburst as a sort of a columnist. Of course he called to mind that the columnist was indeed a distinguished person and that Cal Coolidge for no reason at all is paid the extraordinary sum of a dollar a word. To date ye editor has failed to mention whether this weekly outburst would be paid for in coin of the realm, burned out tubes or discarded grid leaks.



R. B. YALE

The column head, "Looking Backward," gives me a great deal of latitude as only by calling to mind what has gone before in this great radio game of ours, can those who have been part of it realize the tremendous strides radio has made.

It seems a long time ago, perhaps not when measured in years, but rather in the progress of radio, that Uncle John Daggett first started broadcasting at old KHJ, or that KUS—the old City Dye Works—was on the air and the employees' quartet used to warble nightly "Rocked in the Cradle of the Deep." And then there was KNX, in those days locted in the California Theatre Building on Main Street. Some of us still remember the echo so apparent in that auditorium when Freddie Christian, chief technician, program manager, general manager, etc., put the California Theatre orchestra on the air. And Prest & Dean operating their station in Long Beach, the call letters being KSS. This station holds one record at any rate, though it has long been off the air and dismantled. Even a year or more after the station had ceased operation Prest & Dean would receive letters complimenting them highly on the program heard just the night before. That is what a head-set and an out-of-date call book could do to a listener-in in the not so far distant past.

No doubt it is a good thing for us to reminisce and so weekly in this column the writer will try to call to mind the many events and happenings of the past ten years in radio. At least he has one satisfaction in that ye editor has promised to personally defend damage suits or personal attacks, brick bats, etc., which this weekly rambling may cause.

In a small town in Texas, after a demonstration of the theremin, the new radio musical instrument, had been completed, a teacher of music arose and asked G. Dunbar Shewell, who was operating it, if the instrument would play "Staccato." A big Texan, who evidently knew what he liked in music, immediately arose and said, "H—, no! Who wants to hear that?"

The Office Boy Sez: . . .

Radio is the *infant* in "big" business. It is a fast changing game. It has progressed by leaps and bounds. The very swiftness of its progress has created a fascination for this business in the hearts of men. The newness, the mysteriousness of wireless has attracted young men to it. Thousands of boys all over the world have built transmitters and receivers in order to explore the air. These are the engineers of tomorrow. The engineers of today were the "ham" operators of yesterday.

Two of the prominent radio men of today are here presented as they must have appeared, to the old school business men, when they started their careers.

Master "Markie" Smith, the coming young business man of Hope Street. None of us can ever remember when Mark was not in the radio business. He is such a young man now that he must have been a mere infant when he received his first radio job. The story goes that he was romping around on the beach, digging tunnels and throwing sand, when he was interrupted in his play to be presented with a very legal looking document announcing his appointment as Coast Manager for Cunningham. He is here presented showing how thrilled he was to enter the soul-satisfying and romantic game—radio.



Georgie (Porgie) Lane, the boy who pounded a key aboard ship in the days of the "quenched spark gap" and Poulsen Arc transmitters. Radio has been his "hobbie" since he was only a chubby child and he has travelled thousands of miles, sent and received tens of thousands of wireless messages and sold untold numbers of radio parts and sets since the day when this picture was taken.

Here he is before the Department of Commerce building not only ready for his first operator's examination but with a beautiful rose for the Inspector.

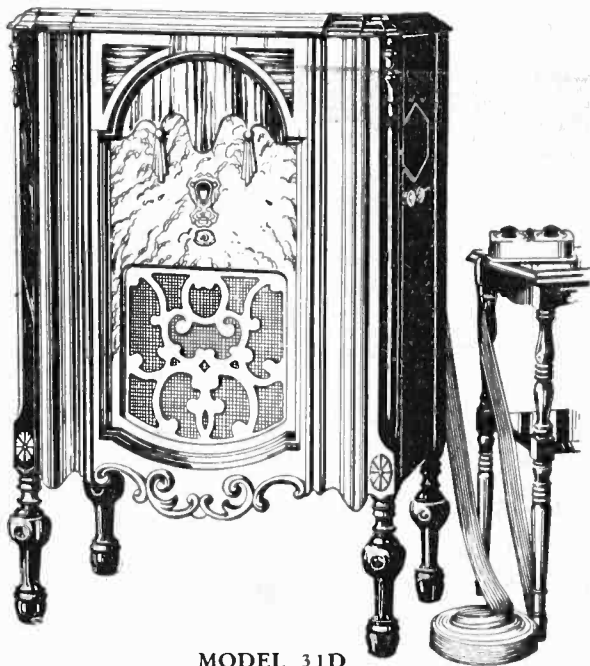


UNITED STATES APEX UNIFIED RADIO

SCREEN GRID, OF COURSE • • BY PUBLIC DEMAND

Presents The First Perfected

Electric Remote Control



MODEL 31D

Electric Remote Control Set
\$192⁵⁰

Complete with Tubes

A marvel of electrical and mechanical engineering skill. Control this radio receiver from any reasonable distance. Turns the set on or off; preselects nine favorite stations. Tunes at will any station you may wish to hear. Increase or decrease volume and in addition this new set features the *Apex Tone Blender* and may be manually operated independent of the remote control station if you so desire.

A Startling New Radio Development

Now on Display at Our Show Rooms, or See the Following Apex Dealers:

LOS ANGELES

Apex Music Store
5257 S. Broadway
Chicago Hardware Store
612 E. 5th St.
Donkersgood Radio and
Cabinet Co.
4721 S. Normandie
Economy Radio Store
8626 S. Broadway
Fashion Outfitting Co.
4314 S. Central Ave.
Federal Radio Supply Co.
1931 N. Broadway
Gaylord Radio Elec. Store
6618 S. Vermont Ave.
Otis Hill
1640 E. Nadeau
Lee Radio Sales
3808 Brooklyn Ave.
Pete's Radio & Elec.
8704 Elm Street.

Star Furniture Co.
3575 Whittier Blvd.
Southwest Radio Mart
4700 S. Western Ave.
Richfield-Goodyear Super
Service
801 E. Florence
Universal Music Co.
4632 Maple Ave.

ARCADIA

W. Wells Harper
32 E. Huntington Dr.

BELL

North & Lory
4119 Baker Ave.

CORONA

H. A. Johnson
606 Main St.

BALDWIN PARK

W. E. Walters
321 Covina Blvd.

BELLFLOWER

Moore's Radio Store
412 Sommerset

BURBANK

Lockridge Radio Shop
120 W. San Fernando

ALHAMBRA

W. R. O'Neal
2033 S. Garfield
T. J. Irving
1818 W. Main St.
Harry L. Traub
36 N. Garfield

COMPTON

Square Deal Furn. Co.
105 N. Long Beach Blvd.

ESCONDIDO

Young's Music Co.
128 E. Grand Ave.

GLENDALE

Cine-Electric & Optical
Studio
163 S. Central

HERMOSA BEACH
Newcomb's Electric Shop
1129 Hermosa Ave.

INGLEWOOD
Hartford Furn. Co.
201 N. Commercial St.

MONROVIA

Arthur A. Ross
107 W. Lemon St.

OCEANSIDE

Hutchins Radio Store
422 S. Hill St.

ONTARIO

Pearson Radio Co.
120 N. Euclid Ave.

ORANGE

K. N. Claypool
212 E. Chapman

LONG BEACH

Inter-City Radio Stores Co.
405 American Ave.
Friends Furn., Inc.
5039 Long Beach Blvd.

Ward Bros. Radio
2909 E. Anaheim
REDONDO BEACH

Paul Eich
Arcade Bldg.

SAN PEDRO

San Pedro Radio Co.
378 W. 6th St.

SAN FERNANDO

Porter Ave. Hdwe. Co.
1040 Porter Ave.

SANTA ANA

Robert Gerwing
312 N. Broadway

SANTA MONICA

Ed Mathes
719 Broadway
Riddell Radio
508 Santa Monica Blvd.

TORRANCE

Harvel's
1618 Cravens Ave.

VENTURA
U. C. Clark
79 S. Oak Street

WALNUT PARK
Smith Music Shop
2616 E. Florence Ave.

WATTS

D. A. LaChapelle
10214 Beach St.

WESTMINSTER

Clyde Day

WHITTIER

Jones Radio
104 E. Philadelphia St.

SAN DIEGO

Walter Church
2215 W. Atlantic St.

NOGALES

Larriva & Elias
112 Grand Ave.

ARIZONA

CORCORAN
Corcoran Mercantile Co.
P. O. Box 428

Exclusive Wholesale Distributor

YALE RADIO ELECTRIC CO.

1111 Wall St., Los Angeles

Westmore 3351

