

PROGRAMS FOR WEEK BEGINNING SEPTEMBER 12

RADIO *Life* 9¢

and TELEVISION



All-Television Issue

KTLA

First in Public Service



• TELEVISION'S telescope lens catches an intimate moment — Mrs. Dewey's final word of encouragement to the Governor before his acceptance speech. This is a frame from a 35 mm motion picture photographed in the booth of the Paramount Theatre, New York, Thursday evening, June 24 ... exhibited a few seconds later on the theatre's screen ... and telecast 20 hours later in Hollywood at Station KTLA.

KTLA First in public service!

TELEVISION'S remarkable coverage of the Republican National Convention was film-recorded in Paramount's New York tele-laboratories, speedily edited into news-reels and flown non-stop to KTLA for immediate showings. Southern California viewers enjoyed four reels a day of televised convention highlights for five days!

The Democratic National Convention was reported in the same swift, complete fashion. Public service of this character in America's fastest-growing market has won first place for KTLA in West Coast televiewing favor.



KTLA

Your Star Entertainer in Hollywood

Hollywood Studios • 5451 Marathon St. • HOLLYWOOD 6363

A KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

The Ear Inspires the Pen

Evelyn Printemps, 10710 Bellagio Road, Bel-Air, Calif.

Sirs: Can you tell me what ever happened to Mr. Louie Mason, whose beautiful voice was heard on "Moonshine and Honeysuckle" several years ago? I'd welcome his picture in "Flashbacks," or better yet, I'd cheer the program that made use of the most pleasant voice of Mr. Mason once again.



Louie Mason

R.K.O. brought Mr. Mason out to California, at the end of "Moonshine and Honeysuckle" on NBC. to play in "Spitfire" with Kathryn Hepburn. He has been here ever since, working in pictures, and can be spotted at present with Rosalind Russell in "Velvet Touch," and in many of Columbia's westerns. Now and then, he has done one of his movie parts on "Lux." Here's a recent picture and he is also loaning us an old-time photo for "Flashbacks."



Ann Townsend, Los Angeles, Calif.

Sirs: After reading the letter commending Bob Kelley, sportscaster of the Los Angeles ballgames, I feel the incentive to state my favorite baseball announcer, Fred Haney. Every night he broadcasts the games of my beloved Hollywood stars, ably assisted by the very versatile Jack Sherman, who not only appears with Fred on the ballgames, but has a fine show of his own ("Housewives' Exchange" KGIL, daily). Fred was a manager and player for many years and has many interesting anecdotes to tell between innings. He has also organized a Knothole Club, and takes a decided interest in young up-and-coming ball players.

★ ★ RADIO LIFE ★ ★
CARL M. BIGSBY, Publisher

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September 12, 1948

IPED 99

Marilyn Goodman, 1512 Bedford Street, Los Angeles 35, Calif.

Sirs: Thanks loads for your article on "Junior Miss." Barbara Whiting went to school with me at University High School last year, and she certainly is a terrific girl. How about an article on Mason Adams, Joan Alexander and Mercedes McCambridge? I would also appreciate one on Merton Koplin, writer-director in New York.

As we've told other readers, Marilyn, we'd like to feature a series on New York and eastern talent, but it just has to wait until we're caught up on the many stories still due our West Coast radio shows and folks. Hope you'll bear with us until Radio Life makes a trip to the East, and can nail personalities and programs for first-hand articles.



Mrs. Ruth Mickey, 5422 1/2 Santa Monica, Hollywood 27, Calif.

Sirs: Would very much like to settle an argument, so will call on you for help. Is the emcee of "Leave It To the Girls" (which, by the way, is one of my favorite programs) married to Binnie Barnes? If not, whom did Mike Frankovich marry?

Mike Frankovich is married to Binnie Barnes, as you've guessed. They had their own "Binnie and Mike" breakfast show on the air not long ago.



Mrs. A. K. Lenck, 604 East Maple Avenue, Orange, Calif.

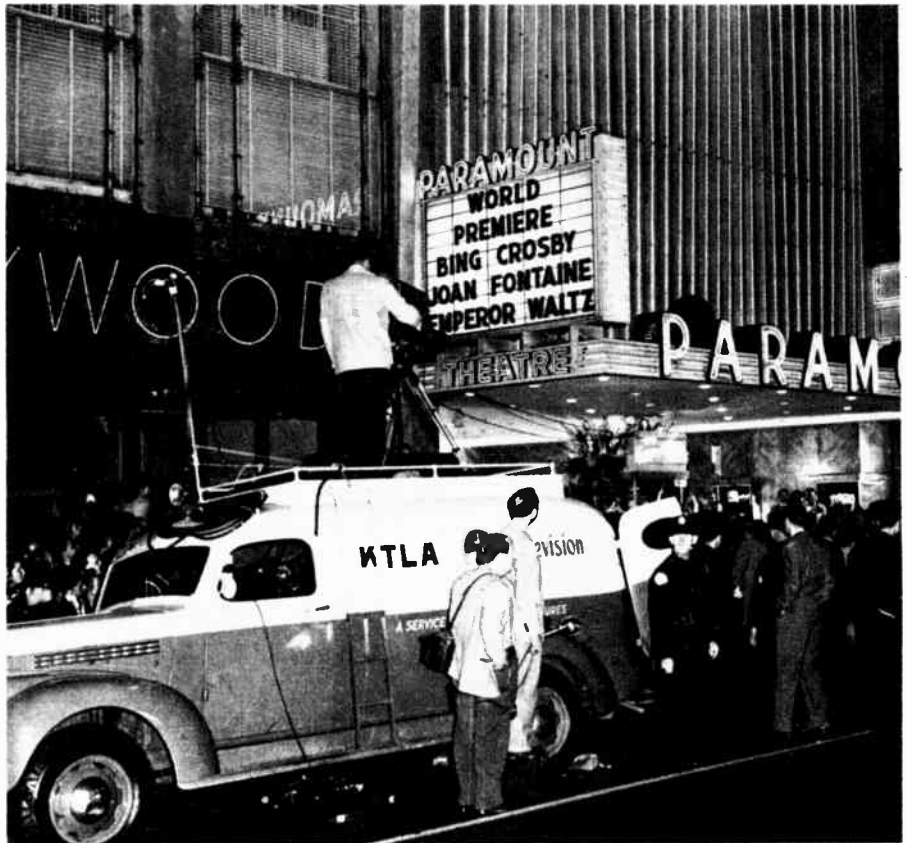
Sirs: What ails folks who can't appreciate real humor, "Digger" on "The Life of Riley"? I've had to have the service for my dear ones, but that's no reason why one has to stop all the rest of the world from living. "Digger" is good for many a laugh. Even food is bad if we use it wrong.

ON OUR COVER

On the cover of this week's Television issue is a close-up of the lensing end of one of Don Lee's video cameras. Two longest are the telephoto lenses used for close-ups. Shortest is the 50 millimeter, wide-angle lens, used for pictures of the whole stage. Next shortest is the 90 millimeter used for long shots that don't include an entire set (the longer the lens the closer the picture; the shorter the lens, the greater scope in picture taken). Cover Photo by Otto Rothschild.

Helen A. Morse, Mrs. Elinor Bogdany, Burbank and Van Nuys, Calif.

Sirs: I have heard Bob Shannon on "The Man Says Yes," and wish so much we may hear it again, as we enjoyed it very much.



KTLA SPECIAL EVENTS mobile pick-up catches the world premiere of "The Emperor Waltz" at the Paramount-Hollywood on one of the world's most glamorous and best-known boulevards. Television makes you an eye-witness.

Published by Radio Life, Inc.

The Ear Inspires the Pen

Mrs. C. T., 1624 East Broadway, Long Beach, Calif.

Sirs: While so many contests are being sponsored for amateur music writers, why doesn't somebody start a contest for the older women, say from forty on up, who have written music but never had a chance to do anything about it? I know of several women (including myself) who have talents for writing music and who would have a new lease on life if they could only have a fair show to compete in a contest of this kind. Won't somebody please help us forgotten housewives?



Miss Helen Cardillo, 11486 Saticoy Street, North Hollywood, Calif.

Sirs: I am a native of California, and my parents are of Italian descent, and I admire Mrs. Munsch for writing in about the murder and mystery programs using Italian names for all the bandits in their stories. I noticed the same thing long ago. When you come right down to it in real life you will find a very small percentage of Italians that are a menace to society.

Mrs. Jackie Show, 2157 Ogden Street, San Bernardino, Calif.

Sirs: In regard to "The Digger" on "The Life of Riley," I appreciate that humor. In every line of trade there are jokes to be made. Listen in to the mystery programs; they sometimes happen in real life. Stop and consider that the people in radio and movies have to make a living too. And just a bit of advice. Don't listen to programs that get under your skin. Would you please print "The Digger's" picture in Radio Life.



"Digby O'Dell"

Herewith "The Digger," alias John Brown. He's also "Al" on "My Friend Irma," "Father Foster" on "A Date With Judy" and the Prof. on "The Mel Torme show."



Edella Ruby Melville, Elmwood, Illinois

Sirs: Thanks a million for your article, "Country Gentleman," with its fine pictures of our favorite sing-

About Your Letters

All letters to the Ear Inspires the Pen Department should include name and full address of the sender. Name and/or address will be withheld on writer's request. Opinions expressed in the letters printed are those of the senders and do not necessarily reflect the opinion of Radio Life.

ing cowboy, his sweet little wife and pal, his famous horse "Champion" and "the Little Horse." The article is very interesting and informative, the pictures fine, the cover picture exceptionally appealing. We, Gene Autry fans, are very proud of our famous star, not only for his wonderful talent and spectacular climb up fame's ladder, but for his friendly, unassuming manner toward one and all. His beautiful home life is outstanding. Worthy of our emulation. We are very much aware of the part played in the Autry success by his wife, and agree that Ina Autry is someone we'd "like to have as a friend."



M. C. Whitford, Cholaine, Calif.

Sirs: Whatever happened to Al Pearce and Arlene Harris? We don't care for daytime serial, but Don McNeill, "Welcome Travelers," "Breakfast In Hollywood," "Queen For a Day," "Heart's Desire," "Bride and Groom" and Arthur Godfrey are our favorites.

Al Pearce is ranching. Arlene Harris has either a half-hour or fifteen-minute show tentatively percolating: she also plays "Baby Snooks" in and will return in the part if the program does.



Delores Ahtesberg, Ripon, Wisconsin.

Sirs: Thank you very much for the pictures and story of Gene Autry in a recent issue. The pictures were wonderful, and I especially liked the story because Gene and Mrs. Autry were interviewed. We've read a lot about Gene's career; now we like to hear of his home life.

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"Full Dress For Faces"

Televised Actors and Actresses No Longer Need Quail At the Sight of Their Made-Up Faces a Brand New Process Leaves Them Presentable — On-stage or Off

By Jane Pelgram



↑ **WALTER O'KEEFE GETS** a treatment turned into a treat. The emcee of NBC's "Double or Nothing" looks a little dubious about the whole procedure of being gilded for his television debut on KHJ's "Leave It to the Girls." (Rothschild photo.)

ONE SWELTERING evening last summer, two young men were hustling around Convention Hall in Philadelphia, trying vainly to gain entrance. Each had an official badge, each had a pass, and one carried an imposing leather case. Each had been summoned to the proceedings. But neither man had reckoned on the swarms of spectators, batteries of police or dense crowd of politicians. Finally the two located a less-congested rear door and attempted entrance.

The secret service men who surround the President spied the case carried by one of the men, bore down on the pair and hustled them inside . . . just where they wanted to be. When the case was opened, its contents proved to be nothing more sinister than a supply of make-up.

The case's owner, Hal King, director of Make-up for the Max Factor Enterprises, had been invited by WFIL, Philadelphia, to journey from the West Coast to the Convention and supervise the job of embellishing the convention bigwigs who were to make their video debut. The secret service escorted him immediately to the front ranks. Luckily, Hal King is the sort to whom the humor of the situation would appeal.

Evolution of Make-up

Almost simultaneously with the birth of television came the realization that even the lilies must be gilded if the televised subject is to appear attractive.

What more logical authority to turn to than the family which solved the motion picture make-up problem in 1910, and which as early as 1935 went to work on the television make-up problem.

When Mr. King returned from his Convention visit and experiences,

Radio Life visited the swank Factor studios to dig into this interesting make-up angle, and garner some facts on the evolution of television.

"More than ten years ago Max Factor, Jr., arrived at a sympathetic recognition of the television make-up problem," said King. "The iconoscope camera being used at the time did nothing to enhance actors. Factor solved the problem of presenting wan, washed-out faces by developing what was widely labelled the 'Painted Indian' make-up scheme. This called for a rather dark general make-up foundation for the entire face, exaggerated brows and lashes, even broad expanses of dark blue around the eyes, nose and chin.

"When the orthicon tube replaced the old iconoscope it was discovered about a fifth as much lighting was needed. Proportionately, make-up was decreased. Mr. Factor's second step in experimentation was along movie make-up lines, assuming that it might be possible to model and do flattering corrective work for the features of the televised players.

"While this motion picture type of make-up worked fairly well in tight close-ups, it wasn't as satisfactory for medium and long shots.

Finally Mr. Factor abandoned this movie make-up approach to the video make-up, and went off on an entirely new tangent. First he sought for and found a make-up ingredient which caught and reflected light with a degree of intensity far beyond that ever used before in cosmetic compounding. To take full advantage of this finding, Factor evolved the lightest, brightest make-up color range ever seen since the days of the exceptionally light grease paint make-up used for orthochromatic films, more than twenty-five years ago, before the advent of the more sensitive film now being used.

"The new television make-up requires less material, and is much simpler to apply than any of its predecessors. Cheek rouge, eye shadow and lining colors have all been dispensed with. The desired effect is now achieved simply through the use of the proper shade of foundation, eye make-up applied somewhat more heavily than it was when movie-type make-up was used, and lipstick in shades which would be entirely suitable for everyday feminine use. Preceding stages of TV make-up called for lipstick very

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↓ **THERE WAS AN HOUR'S** hustling activity behind the scenes when Mutual-Don Lee first televised "Leave It to the Girls." Binnie Barnes, an old hand at movie make-up, in foreground. Robin Chandler at extreme right. (Rothschild photo.)





← **KLAC'S GENERAL MANAGER DON FEDDERSON**, pictured on the left, with two of his staff, Chief Engineer Paul Schulz, center, and Program Director Fred Henry. Fedderson has many television things going on simultaneously at KLAC bearing down on that promise of "pictures in September" from the neat ranch-style station at 1000 Cahuenga in the heart of Hollywood. (Robert Perkins photo)

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▲ **THREE KEY FIGURES DIRECTLY** responsible for KNBH'S (NBC) video progress. From left to right, Sidney Strotz, Administrative Vice-President in Charge of Television and Western Division; A. H. Saxton, Western Division Network Engineer; and Hal Bock, Western Division and Television Manager. (NBC-Zejgler photo)

Through the Looking Glass

The New Medium, Which Rolled Onto the Public's Consciousness Almost Without Benefit of Bally-Hoo, Is Gradually Establishing Its Nerve Centers

AS JANUARY 1, 1949, approaches, the question becomes not "Will the Rose Bowl Game be televised," but "What station do you s'pose will carry the Rose Bowl Game?"

In just one year, West Coast video has experienced a growth that can create speculation as to who will be showing what. The colossus that is local television removed its wraps slowly, but the last layers coming off now reveal neat transmitters lined up high atop a mountain, downtown studios groomed and ready for show business, and competent staffs to manage the hard-to-get equipment that's finally rolling Hollywood way.

KNBH—Channel 4

The National Broadcasting Company's Hollywood owned and operated station is to be called KNBH. The station plans to be on the air by December 1, following summer's

period of experimental telecasting from its big Mt. Wilson transmitter.

Director of West Coast Television Operations for the National Broadcasting Company is Harold J. Bock. "Hal" also claims the distinction of being the oldest Hollywood employee of continuous service, having come here from San Francisco in 1935 when the Hollywood station boasted one engineer, one manager, one secretary, and one janitor. They operated out of a little studio on the RKO lot. "Hal" has had ample opportunity to watch NBC's development, and months ago interested himself in the studio's video.

KNBH has made no attempt to plunge into the race of getting onto the air telewise because it was more feasible to start operating only when completely ready. By the time NBC's inaugural show is finished, the program of live shows from both studio and field with which it intends filling fifty percent of the several-hour-a-day seven-day-a-week schedule will be ready to go. Kinescope film from New York will be immediately available, and a library of Fairbanks' produced or procured film will be ready. NBC has the advantage of being able to exchange film with every one of its affiliates, na-



← **PRETTY ACTRESS NINA BORA** took a hand at controlling the giant steam excavator when KECA-TV dug into its transmitter site high atop Mt. Wilson. (ABC photo)

tion-wide. The network is using Channel 4 as consistently as possible, across the country, for viewer identification.

Because television operations require special skill, KNBH is assuring itself of the best possible operation by bringing New York key personnel, who have been in television a good many years, out to the coast. Producers, engineers, directors and stage hands are arriving daily to assure the audio pioneer as good a video network, ultimately, as its radio.

One of the largest of the big Vine Street station's studios is being readied for television broadcasts that require sets and space. The extensive layout of facilities can easily house both TV and AM.

KFI-TV—Channel 9

KFI-TV entered the first phase of intensive program tests the last week in July, beating by two weeks its schedule for these tests, as the station's engineers began moving equipment into the new Vermont studios three weeks ahead of schedule.

Originally the Earle C. Anthony outlet had set the second week of August for program tests and mid-August at the earliest for the completion of the building and wiring of the studio.

The Channel 9 station thereby made a seven-league leap toward getting on the air with its first commercial series August 25, showing the Los Angeles Rams' intra-squad game at Gilmore Stadium.

First "beat the schedule" accomplishment of KFI was its June 21 "sneak" test pattern—also ahead of time. Other advances in the schedule have been made possible, according to W. E. Ryan, general manager, because the intricate job of tuning the Mt. Wilson transmitter and the micro-wave relay equipment had not



RICHARD GOGGIN, DIRECTOR of Television Programming for the American Broadcasting Company, started last summer to line up KECA-TV's "picture" schedule.



PHILIP G. CALDWELL, ABC's new Coast technical chief, was manager of transmitter sales for General Electric before joining ABC's operation of KECA-TV. (ABC photo)

hit a single major snag which the station's engineers were not able to work out within a few hours.

KFI's \$70,000 remote equipment truck excited lots of speculation about the station through its numerous appearances at hotels, Wrigley Field, Coliseum, Gilmore Stadium and other remote origination points. But all those tests were made on a closed circuit and not released over the KFI-TV transmitter.

That All-American footballer from Michigan, Tom Harmon, this past summer joined KFI as sports director for both AM and TV, but he will continue to function primarily on the television outlet, creating word pictures of play-by-play sports.

James Leaman, three years with CBS in New York as a television writer, producer and director of special effects, is now a producer with

KFI-TV. Transferring from his AM production manager's post to TV is Bob Hiestand, who is producer-director in charge of auditions—and the man to telephone if you have a television program idea that you want to see on your home television set.

The new KFI television building is a one-studio workshop with a forty by seventy foot space allocated to the studios. Other live studios will be reserved on a remote basis for fashion shows and other programs that can utilize colorful existing backgrounds.

KTTV—Channel 11

In April of this year the Los Angeles Times and Columbia Broadcasting System announced plans to join forces in the operation of a television station in Los Angeles, pending FCC approval.

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BERYL DAVIS ON LOCAL television—but on a closed circuit. NBC's video staff turned out to cover a Kiwanis show as early as last spring. (NBC-Zeigler photo)

KFI-TV'S NEW REMOTE pickup truck, to be used for special events in television coverage, gets the dollar tour. Ron Oxford lends a helping hand to pretty Alma Carroll. (Coy Watson photo)





← **JOHN HOWARD**, Mary Beth Hughes, producer Jerry Fairbanks and Anne Gwynne see their television film, "Public Prosecutor," at a preview showing. The film is made up of twenty-six chapters and features many well known movie names.

What About the Film In Television?

*A Question Often Asked, Ostener Debated—
Live Performance vs. the Television Film.
Pioneers in Video Movie Technique, Jerry
Fairbanks Productions, Supply the Answers*

JUST A STONE'S throw from the traditional Gower Gulch and legendary Poverty Row in Hollywood is the studio of Jerry Fairbanks Productions, makers of popular short subjects and commercial films for many years. Proximity to one of the earliest sites of film-making in old Hollywood gives point to the latest Fairbanks enterprise, the production of films especially for showings on television. This branching out of the Fairbanks company can be termed "new" only for purposes of comparison—in reality the studio has been experimenting and pioneering in television film for the last three years. Completed at present is the first in a proposed program of video film, a serial feature titled "Public Prosecutor."

In the course of making film for the television viewer, the Fairbanks people have come up with a good deal of valuable information on the subject of film versus "live" performance for the new medium.

"Film eliminates the 'human' errors which constantly threaten 'live'

production," says Fairbanks. "It's the only method by which unlimited action can be obtained. . . . With film there are no intermissions, locale is not restricted, and as many sets and costumes as needed can be used. All the tricks of the trade—process shots, miniatures, slow and accelerated motion, animation, optical tricks—are either hard to do or impossible to do in 'live' telecasts. Exterior scenes, always of vital importance whether for westerns, dramas or comedies, are extremely difficult to do 'live.'"

Changes in Filming

It is important to note that these advantages are achieved to the greatest degree in the film shot expressly for televising. The regular "theatrical" film is proving unsatisfactory when transferred from the movie theater to the front room, according to Fairbanks. The difference in the two mediums of expression explains the necessity for two techniques. Some of the methods used during the filming of "Public Prosecutor" have been new lighting tricks, an avoidance of long shots, closer grouping of players, changes

in sound recording, among others. High key photography with back lighting emphasized was found successful—"theatrical" pictures with their deep shadow effects lose quality and sometimes turn white on television receivers. Long shots blur and actors are rendered unrecognizable. The camera is used with greater movement in the television film, giving the home viewer an effect of more action than he is actually witnessing. The necessary close grouping of actors, tending to become static, demands a mobile camera for best expression. This means that the successful video film will use many more close-ups, more pan and dolly shots than its big movie brother. "If large, sharp images and facial reaction are to be clearly received on video sets, players must remain closely grouped," emphasizes Fairbanks. "Half-figures are the rule—not the exception."

Extreme blacks and whites are avoided in the new film methods, due to television's limited grey scale. Sound, too, must be scaled down from the "big" movie technique to the "small" personal reception effect. Even the sets and scenery will be scaled down in size. Because the camera must be kept close to the players, the television audience would see only a tiny bit of the background, were the sets regulation movie size.

First Person Technique

One of the most unusual techniques put to use in the new medium will be audience identification with the camera. This idea, used in many of the earlier European films and considered daringly avant-garde until Robert Montgomery utilized it for a whole film, "Lady in the Lake," will bring to television the intimacy of radio. The camera becomes the "you" who are watching the scenes. "You" become part of the drama.

"All timing is faster for video film," is another important point made by Fairbanks. The slower "theatrical" film is designed for an audience of hundreds or thousands. The television picture should be slanted toward an audience of five. Taking into consideration that this hypothetical family of five will have the usual home distractions, the Fairbanks films will be prepared so that a viewer can follow the plot by listening. An added "must" will be dialogue that lets the pictured action speak for itself. Television writing will have to be a combination of radio and motion picture scripting. Surprisingly, Fairbanks adds, television acting will require a combination of stage and screen techniques. Long shots will need the broad acting of the legitimate

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RADIO *In Review*

news and comments

For Love o' Mike (General Comment)

Rumors Are Flying

Edward Everett Horton's show, "Ruggles of Red Gap," has sponsor interest. . . . Margo Whiteman, daughter of Paul, makes her Broadway debut in "The Gilded Cage." . . . Movies are rumored interested in story of Kate Smith's life—Kate isn't so interested. . . . Hope and "Amos 'n' Andy" may switch time spots—ho hum! . . . Sonny Tufts may be heard as "Simon Lash," another mystery melodrama. . . . Cathy and Elliott Lewis are being paged for a Mr. and Mrs. series. . . . Ilene Woods is another considering the possibility of her own show. . . . "It Happens in Hawaii," series featuring Hawaiian stars, should be a welcome addition to the rumored shows. . . . Benny Goodman interested in buying the Billy Berg night club in Hollywood as a hot jazz stand. . . . "Screen Guild" and Bob Hawk to trade networks and time? . . . "Breakfast in Hollywood" might turn out to be "Luncheon in Hollywood."

Looks Like

Jimmy Scribner, the voice of "The Johnson Family," will be featured in the new Abbott and Costello film, "Africa Screams." . . . Everett Sloane, one of radio's best, is another leaving for Italy to make a movie. . . . CBS newsman Winston Burdett reports that efforts to solve the murder of CBS correspondent George Polk are not being aided by the Greek police. . . . Last week, the "Bride and Groom" folks welcomed the 700th couple to be wed on the program. . . . Kate Smith has turned down a fabulous stage offer in England to fulfill radio commitments and assume the chairmanship of National Grandmothers' Day. . . . Clarence Hartzell ("Ben Withers") will be a member of the "Lum 'n' Abner" cast when the boys bow with a new show on CBS October 3. . . . "Queen for a Day" is another show to hit the road again this season. . . . Cathy Lewis postponed her appearance on "My Friend Irma" on doctor's orders. . . . Joan Banks subbed for her on very short notice. . . . Rosemary DeCamp will play opposite Bill Bendix in his next picture, "Life of Riley," adapted from his radio show. . . . Frank Bull and Gene Norman will present a big Dixieland Jazz concert soon—and about time, we'd say. . . . The Cecil B. DeMille show for Mutual is still held up over that dollar he owes the American Federation of Radio

Artists. DeMille lost the court decision, but hasn't paid. . . . Mickey Rooney not to be renewed at CBS. . . . Robert Q. Lewis vacationing in Europe following his man-sized stint for Arthur Godfrey. . . . Tommy Bernard is the new "Scrapper Malloy" on "Dr. Christian." . . . "Kate Smith Sings" on Mutual starting September 20. . . .

Queenie Smith, of KGFJ's "Hollywood Casting Forum," is launching the Queenie Smith Academy of the Theater. . . . Decca has recorded a platter with union musicians in defiance of the Petrillo ban. . . . Jeff Chandler, star of CBS's "Steve Dana, M.D.," wrote the September 5 script of the show. . . . CBS's "Crusade for Children" broadcast resulted in \$273,000 in gifts. . . . Martin Block moves back to New York for his three network shows a week for Chesterfield. . . . Betty Hutton will be the movie "Irma" of "My Friend Irma." . . . Fred Allen expected in Hollywood—for vacation, not radio. . . . F.C.C. says that it will not review licenses of stations with giveaway shows tagged as "lotteries."

NEXT WEEK

It's "Howdy, partners!" with Roy Rogers, the King of the Cowboys, on our cover, and a full story on Roy, his pretty missus, Dale Evans, Gabby and "Trigger" appearing inside.

You might not learn from our sports article on "Horseshoes" how to throw a ringer every time, but you'll get some useful tips and a big laugh score from the spread.

Remember "Buzzie" and "Sistie" Dall, much publicized grandchildren of the late President Roosevelt? Young Mr. Dall is now learning about radio through his chores on "Bride and Groom."

Our "Man of Music" is Frank Worth, who is as handy with a few sets of O-gauge track and several miniature railroads as he is with a baton.

Threats, bribes, tears or pleas have nothing to do with your getting tickets to network radio shows. "The Ticket Caper" tells all about the right way to secure the ducats.

One of the oldest of the soap operas, "Just Plain Bill," is still going strong, and in our next "Spotlight on Serials" we bring you the people who make the roles on this old favorite so real.

Flashbacks! We won't tell you what to expect, but it will be old, interesting, and full of memories for anyone to whom radio has been a pastime "since the days when."

What do you have to deliver to nail a job as network staff announcer? Our "Mike man," Roy Rowan, exemplifies the sort of versatility the boys in the announce booths have to possess.

What's going on away from the mike side? "Seen on the Radio Scene" winds up another "evening's good reading . . . and a week's good listening" for Radio Life buyers.

Your Cue (Shows You May Like)

Good Shows Return

The parade of fall favorites has started with a bang. We'd like to take time out to welcome these early returnees, with just a word to remind you of their dependable charm:

"Beulah," KNX, 9:30 p.m. Monday through Friday, has returned to the air in better state than she left it, seems to us. Hattie McDaniel is right at home in the radio version of her delightful screen characterization. Mary Jane Croft and Hugh Studebaker are charming as "Alice" and "Harry." Ernest Whitman as "Bill" is a fine foil for Hattie. Young Henry Blair is a cute "Donnie." Big news on the returning show, however, was Sara Berner as "Crystal Bell," "Beulah's" niece. The grown-up Sara made an impish gamin of the six-year-old "Crystal."

Jack Smith, KNX, 8:15 p.m. Monday through Friday, was another early returnee to the radio fold. We find Jack's musical taste as excellent as ever. Frank DeVol's music is an added inducement toward listening this season. In coming weeks, the old guest-star policy will be dropped in favor of regular visits from Martha Tilton and the Clark Sisters. We're all for it if it means that we can expect more and more songs from Jack's fund of interesting material.

Sweeney and March, KNX, 8:30 p.m. Friday, are back for a scant eight weeks until the Jack Carson show moves in. We hope this is the turning point for Bob and Hal that will lead them to their own sponsored show. They're a perfect team—Sweeney has the most appealing personality of all

(Continued on Next Page)



By VIRGINIA WEST

Remember when not everyone in your neighborhood had one of those new gadgets called a radio, how half the block gathered in the evening where someone was lucky enough to own one of those new marvels? I do. Sort of dates me, doesn't it? Television is going through that same period now. . . . You know how the youngsters congregate for their favorite shows in the afternoon and that all the grown-ups in your set are delighted to come over for an evening of watching your new television receiver. . . . Well, everyone else is predicting, so I might as well do a little, too. I don't think it will be as long now before practically everyone has some kind of television receiver as it was before everyone had to have a radio, back in its early days. . . . The reason . . . things move more swiftly now and everyone seems to find it easier to acquire the things they want. . . . And everyone will want a television set.

An event of great importance in the field of television is due to take place in November . . . just about eight weeks from now. That's when KECA-TV is due to go on the air. Though it will be quite a while before you sit in your living room here and witness instantaneously an event taking place in say New York, Washington, D. C., or Chicago, ABC has had top engineers working and they have come up with something called off-the-tube recording. This will make it possible for you to see TV offerings originated in any city where ABC has a TV affiliate. It means that THIS November you will see telecasts of the election. . . . You will literally see history in the making.

Your television fare is now being lined up. . . . Soon stars like Henry Morgan, Don McNeill, familiar shows like "Break the Bank," "America's Town Meeting," "Bride and Groom," "Ladies, Be Seated," "Breakfast in Hollywood," and many others will be regular guests in your home via TV. There's also a whole galaxy of brand-new shows like "Hollywood Screen Test," "Play the Game," "What's New," variety shows from New York's famous clubs, and a host of other top entertainment treats in the offing.

Pictured here is Miss KECA-TV of 1948. . . . She is Nina Bara, one of the beautiful young actresses you'll be seeing on many of the new TV shows to originate in Hollywood. Miss Bara's is already a familiar voice, for she has been heard on many top-flight radio shows like "Mr. President," starring Edward Arnold, and other ABC-Hollywood productions. Here you see the lovely young lady as she aided in the groundbreaking ceremonies for the KECA-TV transmitter atop Mt. Wilson this past spring.



Miss KECA-TV of 1948

KECA-TV will be the first link in ABC's television chain for the Pacific Coast. KGO-TV in San Francisco is due for dedication just one month after KECA-TV goes on the air. By the end of the year ABC's affiliate in San Diego, KFMB-TV, will begin operations, and by mid-year, 1949, the coast television network will include stations in Bakersfield, Fresno and Sacramento.

By the way, ABC's Chicago station, WENR-TV, opens appropriately on Channel 7, at 7 p.m., this coming Friday night, September 17. More than fifty per cent of all the programs telecast will consist of live talent, about one-fourth will be on film, and the remainder will be on-the-spot coverage of special events, sports, etc.

So you see, TV is not around the corner. . . . It's here with all its wonderful possibilities for entertainment, education, and all-around "keeping up with the world." . . . You'll see, as well as hear, history in the making . . . the whole world available to you as you sit in your living room.

... WATCH FOR KECA-TV ...

RADIO NOTES: "Theater Guild on the Air" returns to ABC-KECA at 6 p.m. on Sunday, the 12th, as does "The Greatest Story Ever Told," at 3:30, and Drey Pearson at 8 p.m. . . . New Monday thru Friday . . . "Bob Elson on the Century" . . . KECA at 7:30 a.m.

... WATCH FOR KECA-TV ...

Advertisement

Radio in Review

(Continued from Preceding Page)

the "dumb guy" comics; March projects the perfect picture of the attractive but muscle-brained Hollywood Boulevardier. Jane Morgan as their landlady, Sammy Hill as her soft-spoken niece and Howard McNear as an OPA-er were all swell foils on the opening show. Music and commercials, the departments of Jerry Fielding and Hy Averbach respectively, were smooth. All in all, the first show demonstrated that the comedians were better than their material. But then it takes awfully good material to match the comic abilities of this young team.

"Life of Riley," KFI, 7:00 p.m. Friday, brought nothing new back to NBC—but then, it doesn't have to! Bill Bendix is still the personality that sparks the whole show, and this season should find the entourage working more smoothly than ever. Paula Winslowe as "Mrs. Riley," Barbara Eiler and Tommy Cook as the "Riley" offspring and John Brown as "Digger" are all comedy assets. Yes, there is something new—"Riley" is now a Friday night feature, in a move from its former Saturday spot. Things are looking up on Friday!

Dennis Day Show

Dennis Day, master of naive nonsense, moved back onto the NBC airwaves (Saturday, 7:00 p.m.) with a half-hour's comical mixup featuring Barbara Eiler, Bea Benaderet and Dink Trout. Dennis, shyly crediting his new charm to a small mustache, was pursued throughout the opening show by femmes who imagined Dennis to be the "bashful man" radio listeners to a quiz show were seeking. The girl who first found and kissed this "bashful man" was to be the big winner of fabulous cash awards, whole cities and the like, a gimmick that in itself was good for laughs.

The situation was unraveled when fiancée Barbara Eiler's ether mother took out after Dennis in hope of getting her hands on the prize.

Frank Galen wrote the twenty-odd pages that managed to hang together hilarity, a wistful quality, and good characterizations all the way through. Bill Harding produced, and George Dunning as this season's orchestra leader debuted on the show.

If the first show serves as a criterion, Dennis Day fans can relax. A summer's loaf hasn't spoiled Day's touch as a shy blunderer.

Playbacks (Critical Comment)

We Point With Pride

. . . . To Ralph Edwards and his "Truth or Consequences" for putting Hollywood on the map at long last.

. . . To Producer Bill Robson's forth-

(Please Turn to Page 23)



Rosemary De Camp

ROSEMARY DE CAMP has come very close to realizing all of her childhood ambitions. As a small girl she used to dream that someday she would be "a lady doctor with a big family that lived in a house she had painted herself." Today she has three small daughters, a lovely home she has decorated with her own paintbrush and she appears in "Dr. Christian" as nurse Judy Price, on KNX each Wednesday evening at 8:30.



Jack Smith

JACK SMITH has become so famous for his Latin American songs that most of his fan mail contains requests for this type of melody. Jack likes to recall that it was a South-of-the-Border song that got him his first big break in show-business: Al Goodman chose him to sing a gay Mexican number. Jack got two minutes to look at the music, then he did it so well that he got several encores. "The Jack Smith Show" is on KNX each Monday through Friday evening at 8:15.

James Hilton

JAMES HILTON, radio host of "The Hallmark Playhouse," wrote his famous "Goodbye Mr. Chips" in just four days. His father, the headmaster of an English school, gave Hilton his inspiration for this beloved character. The story was printed as a Christmas piece in an English magazine and proved to be so popular that Mr. Hilton rewrote it in book form. "The Hallmark Playhouse" is broadcast by KNX each Thursday evening at 7:00.



Dave Vale

DAVE VALE was about to broadcast a news program for a new sponsor when he accidentally set fire to his script. More than half of it burned away. Dave took his cues from the charred fragment and delivered the rest from memory. The sponsor wrote Dave to say, "You're perfect, completely natural. Never for a moment did you sound as though you were reading." Dave is still presenting the news in a "completely natural" manner. You can hear him on KNX, each Monday through Friday morning, at 8:15.



1070 ON YOUR DIAL

Radio in Review

(Continued from Page 10)

right answer to his interviewer on KNX's "So You Know Radio."

... To CBS's continued probe and publicity devoted to the unsolved murder of their overseas newsman George Polk.

... To Eddie Albert's charming stint on "Leave It to the Girls." Eddie won the nod over the femmes fatale merely by being sweet.

... To Henry La Cossitt for overcoming his long illness and landing back in his Mutual news spot in fine fettle.

... To Peggy Knudsen and the comedy touch she supplies to the role of "Lois" on "Junior Miss." She's the prettiest "funny girl" on any comedy show.

To that seldom under-par documen-

tary, "Living, 1948," which again gave us an outstanding NBC broadcast Saturday, August 28. Subject was the United States Presidency, and whether or not it has now become a position too complex and burdening for the shoulders of a single man.

To the visit of Miss Luis Rainer on KFI's "Hollywood Open House" Thursday, September 2. Though we would like to rap this program sharply on the knuckles for its ridiculous capsule presentations of classic plays and stories, Miss Rainer's particular contribution was warm and sensitive and reminded us that she has been too long away as a dramatic performer, since her Academy Award for "The Good Earth."

To the unjaded spirits and zippy ideas of Leonard Sillman's "New Faces of 1948." There is a real air of show business about this grand summer replacement for Burns and Allen, and it's a program we'd like to have retained for a good spot during the fall.

We View With Alarm

... The troubles that beset the opening show of "My Friend Irma"—illness in the cast and a too-overboard script.

... The overload of commercials afflicting some of the shows. Quaker Oats, Colgate, Sanka, Duz are some of the products that are resting a heavy hand on some of the returning shows.

... The oft-reiterated announcer's byline that accompanies every CBS announcement.

... The "cheat" endings that have been marring our enjoyment of the otherwise excellent "Escape" scripts.

... The on-again-off-again "lottery" question being bandied about by the F.C.C. and the networks. Are they or aren't they?

The speculation that ABC's "The Front Page," starring Dick Powell, may not be long for this world. Dern it!

Mikeaside

With

BETTY ANN HUDSON

The F.C.C. (Federal Communications Commission) is contemplating cracking down on giveaway shows ... going to be rather hard for many who want to be certain they have a chance of winning a prize—else they won't listen to a program. Latest Hooper survey reveals that KMPC is currently holding a higher share of the listening audience than any other independent station in Southern California. In the event you don't know what a Hooper survey is—this organization, via telephone results, computes on a very complicated mathematical basis just how high an individual station's programs rate with the listening audience.



Hal Berger

Hal Berger's baseball, bat and glove—together with Hal—are spending the week in Long Beach while he conducts his Major League Ball recreations from Marshall and Clappett's display room on American Avenue. Hal's regular 1:00 to 2:00 P.M. show will originate here during the week. *

KMPC's news chief, Eddie Lyon, will celebrate his twentieth year in radio come January—nothing startling in this fact except that Eddie is a mere thirty-three years of age. During all twenty years, Eddie has been loyal to newscasting and announcing. He tried some foreign broadcasting techniques at the age of sixteen in Villa Acuña, Mexico, where he remained for four years. As news chief, Eddie supervises the nine daily news programs beamed to listeners during KMPC's eighteen-hour broadcast day. His own news program—the Chevrolet News—is aired week-days at 10:00 A.M. and 4:00 P.M., and

on the side Eddie does film narration for a government agency. With his wife and sixteen-month-old son, Jeffrey, he resides in Van Nuys where he manages to devote some leisure to bowling and fishing.

In a pre-season football game in Dallas, Texas, the Los Angeles Rams meet the Philadelphia Eagles at Dal-Hi Stadium. Sports-ed Bob Kelley calls the plays for KMPC listeners on Wednesday evening at 7:00 P.M.



Eddie Lyon

With the conclusion of the Del Mar racing season, Joe Hernandez moves on to the Los Angeles County Fair Grounds, Pomona, to recreate the races from this spot until October 2. Broadcast time is 6:30 P.M. Monday through Saturday.

Notes: The Temple City Cub Scouts group and the Republican Women's group drop in on the "Women Are Wonderful" show, Friday at 12:00 Noon. ... "Your Children and Their Songs," aired in cooperation with the Los Angeles Board of Education, returns to the air this week-end. ... Mrs. Mae Deal of North Hollywood was the winner of Eddie Stanley's "Mystery Mileage" contest which ended last week and she traveled home with a new television set as a result. ... The Los Angeles Angels meet the Seattle Rainiers this week. ... Jeanne Gray's "Woman's Voice" program will be a feature of the Los Angeles County Fair during the week of September 27.

This radio version of the Hecht-Mac-Arthur stage play is just beginning to emerge from its experimental stages into a program some sponsor should be proud to label, and a few more weeks of carrying it sustaining might pay for the months of its expensive grooming!

The sloppy way in which more and more of the big shows are timing themselves lately. Maybe it's the summer heat, but on a single day last week we were irritated by hearing three major programs cut off abruptly, because subject matter ran too long.

On Mike (About Studio Happenings)

Army Gets It

A few weeks ago, Radio Life mentioned as desirable listening CBS's "Tell It Again," Sunday morning series which dramatizes famed classics of world literature. (KNX, 11:00 a.m.)

Ralph Rose, director-adaptor of the show, has now been informed by the Armed Forces Radio Service that his dramas are being utilized as part of the Army's Information and Education program.

"Tell It Again" broadcasts are picked up, prefaced with the Army's own introductory material, and beamed to seven short-wave stations once a week, according to an AFRS spokesman.

Under the Army title, "The Bookshelf of the World,"—a title Rose wishes he could claim as his own—servicemen stationed away from home are given a chance to hear adaptations of their favorite childhood stories, told with all the color that radio allows.

Since the program's inception nearly a year ago, such all-time literary favorites as "Huckleberry Finn," "Robinson Crusoe," "Dr. Jekyll and Mr. Hyde," "Moby Dick," "Hiawatha," "The Black Arrow," and countless others have been brought to life.

\$24,000 Electrical Storm

It's an ill electrical storm that blows nobody good, is the way James Caffrey, department store manager of Wakefield, Rhode Island, recently paraphrased the old proverb.

The electrical storm, which played hob with radio reception in the Middle West August 23, prevented a woman in Springfield, Missouri, from receiving the CBS "Sing It Again" program clearly enough to hear the "Phantom Voice." This permitted Mr. Caffrey to win. His was the last, and extremely lucky thirteenth call during the hour-long show.

The jingle:

"Twinkle, twinkle, up in the blue
And I'm not in the middle,
Take a ten, divide it by two—
Pop goes the riddle.

The answer: Louis B. Mayer.

As Mr. Caffrey explained, the first line suggested that the "Phantom Voice" was somebody who dealt with stars, possibly in Hollywood. The second line pointed to Mayer—it couldn't

be Sam Goldwyn—and the third line clinched it. There are five letters in Mayer's name, and Leo, fifth sign of the Zodiac, also is the name of M-G-M's famous lion.

The secret Louis B. Mayer recording had been made last July 4, on the movie man's birthday, at his home in Hollywood. Mr. Mayer sang the silly jingle, then kept mum about the whole thing for almost two months. The prizes that mounted in those two months are too numerous to list, but their value is \$24,000!

Off Mike (Personalities)

Grown-Up Quiz Kids

Ever give a thought to what happens to a "Quiz Kid" when he or she grows up? Well, we received an interesting little pamphlet the other day, the "Ex-Quiz Kid Resume." It sheds a little light on what goes after a "Kid" gets beyond the allotted radio age. We looked for the names of some of the original moppets, and here's what we found:

Jack Lucal has completed two years at Harvard, where he is studying for a career in foreign service. Van Dyke Tiers is starting research for his Ph.D. degree and working on government research. Claude Brenner received his master's degree in aeronautical engineering from the Massachusetts Institute of Technology last spring. Joan Bishop is appearing in the Broadway musical "Magdalena." Cynthia Cline recently married a young chemist—one of those who worked on the atom bomb. Harve Fischman is a Theater Arts major at U.C.L.A., editor of the teen-ager magazine, "Archie," interviewer on the radio show, "Junior Junction," and a spare-time switchboard operator in his father's hotel. Tessa Brind is movie starlet Vanessa Brown.

Well, we often wondered!

Squads Right!

By announcement from Sixth Army Headquarters, the Armed Forces Radio Service Group from Los Angeles and Hollywood has received orders for activation, with station in Hollywood.

In command will be Colonel Marvin Young, Ruthrauff and Ryan agency executive. With the formation of such a group, many of the personnel formerly on duty with the Armed Forces Radio Service may now apply for assignment, and their active duty training will be in the field of radio broadcasting.

Colonel Young is well known in Hollywood, and during the war he organized and operated the War Department's live entertainment program for the Army, Navy, Marine Corps and Coast Guard. He supervised and controlled the entire USO-Camp Shows both domestic and overseas and supervised the training of over 50,000 GI's in putting on their own shows in various theatres throughout the world.

There are several vacancies in this

new radio group, and all officers and enlisted men who served in the Armed Forces Radio Service during the war, and who wish to be assigned to such an Organized Reserve unit, may do so by contacting: Major Gerald C. Teudt, at the Organized Reserve Headquarters, 756 South Spring Street, Los Angeles.

Announcement of troop meetings and the locations will be made at a later date, but they will be held at the various broadcasting studios, to acquaint the unit with an organization which is the only one of its kind in Southern California.



WHAT DO YOU SEE?

More than 100,000 people locally enjoy at least an after-dinner session at the side of their own, or a neighbor's, television set. A few thousand more drift out to a public gathering that uses the marvelous new medium to entertain customers. It's a safe bet that not more than five per cent of all these viewers know what goes on between the screen they watch and the studio floor from which their programs emanate.

An explanation of the process of television doesn't detract from the wondrousness of the process. It more than likely enhances viewer appreciation. But how can you find out?

Most television material has been written for the technicians of the industry. Terminology of the sort used leaves a wondering layman in its wake, and serves in no way to stimulate further research. That's why Radio Life was delighted to come across an understandable explanation we could pass along to our readers.

We are indebted to E. W. Aze and Company, Incorporated, of New York City, for their generosity in allowing us to bring you the following quote, verbatim, from their series B, Number 7, of the Arc-Houghton Economic Studies, "Television, 1948":

Description of Television

Television operates as follows: (1) A scene is transferred into an optical image by a lens, just as it is in a camera. (2) This image is then transformed into an electron image, every point of which gives off emissions which are in proportion to the amount of light falling on the particular point. (3) This electron image is then taken apart and the emissions transformed into electrical impulses which in turn are proportional to the amount of light falling on the respective parts and conveyed to a transmitter. (4) These electrical impulses are amplified and transmitted either through the air or through a special cable by transmitting antennas preferably located in high places. (5) The receiver picks up the electrical impulses radiated from the antennas, and performing the above steps in reverse, reassembles the picture. (6) An illusion of motion is accomplished by duplicating the above procedure many, many times each second. The "persistence of vision" of the eye in retaining a mental picture of a scene for about a tenth of a second after it is actually seen permits consecutive scenes shifted every tenth of a second to appear as a single motion picture.



HOME CURED

Maestro Meredith Willson tried recovering from a recent cold by backyard baking in the California sun, then spent seven days wearing only slippers over his swollen and badly sunburned feet!

Through the Looking Glass

(Continued from Page 7)

Under the corporate arrangement, KTTV will be in a position to draw upon the extensive facilities of both Columbia Broadcasting System and The Times, giving the new station an especially strong program structure, particularly in the fields of special events and public affairs of television broadcasting.

The station to serve as the CBS affiliate in Los Angeles, KTTV, will have its offices and studios in the Bekins Building at the corner of Santa Monica and Highland Boulevards, in Hollywood. Harry W. Witt, formerly assistant to the Vice-President of CBS's Western Division, will serve as general manager, with engineers, program director and sales personnel chosen by him.

KECA-TV—Channel 7

The KECA-TV operation's emergence into the field as an active chapter has been announced for November 1 or thereabouts. One month later, according to ABC plans, KECA-TV's San Diego affiliate, KFMB, will be on the air, using a Mt. Soledad transmitter which easily picks up all KECA-TV's Mt. Wilson beamings. There are the two beginnings of a six-station structure of TV stations operating in the California area. By next spring, San Francisco, Bakersfield, Fresno and Sacramento will have joined the two, Los Angeles and San Diego.

Wherever possible, ABC plans on using Channel 7, in order that nation-wide, viewers identify the network with the number.

KLAC-TV—Channel 13

KLAC-TV has set its sights for television operation by the latter part of September and, according to Vice-President and General Manager Don Fedderson, has every intention of making that deadline.

Work is hard underway at KLAC to build a sound stage to house the television operation. All construction must be completed in a twelve to fourteen-week period as against the six to nine months usually required for that type of construction.

To fulfill his promise of a "picture in September," Fedderson had all the necessary television equipment air-expressed, and it is all on hand on KLAC's grounds. Engineers are attending television schools, and program men and engineers are studying the operation of established television stations in the east.

During August, Fedderson put his entire sales staff into "high gear" toward television, giving serious consideration to offering advertisers a combination AM-TV package rate.

KTLA—Channel 5

Paramount's television station, KTLA, first coast station to boast a commercial license, plunged right

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into the business of entertaining by keeping its channel humming at least six hours daily.

By last May, KTLA had paralleled nearly every form of air offering on regular AM, and happily reported that sixty-five per cent of the programs beamed from its 6,000-foot high Mt. Wilson transmitter (the highest in the world) were sponsored.

West Coast Director for Paramount Television is Klaus Landsberg. He's the young man whose own energy and enthusiasm stretches over more than twelve hours each day, with the result that music, variety, giveaways, amateur talent, mysteries, news and special events roll off Channel 5. Current base of operations lies just across the street from the Paramount Studios, as thousands of visitors to the lively television station well know.

KTSL—Channel 2

Mutual Don Lee's television station
(Please Turn to Page 39)

Full Dress for Faces

(Continued from Page 5)

dark blue-black or brown.

"The new range of Pan-Cake make-up foundation colors achieved for television by Max Factor, Jr., is suitable for only this one purpose. Colors are too light for everyday beautification, and none is suitable for motion picture make-up. These even have brand new names. Instead of 'Brunette' or 'Tan Rose' you'll find TV5N, TV6N, or TV9N. Powders to cover the foundation are designated as to color by TV Tech. 1, and so on. The darkest shade in color range is ten standard shades lighter than any movie make-up.

"The foregoing applies solely to the televising of live characters. In filming a telecast, the images are more perfectly transmitted because the light of the television process can be controlled by the camera."

Mr. King smilingly admitted that now that the technical difficulties have all been solved, the only make-up problems encountered lie with the actors themselves.

"Men are more difficult to make up than women because of their beards. Even the most closely shaven beard is evident unless it is eradicated completely by application of a thin coat of grease paint, fully two shades lighter than the Pan-Cake make-up base. After this has been rubbed into the beard area until it completely disappears, the area is powdered until absolutely dry. Then the face is ready for the all over Pan-Cake. This is blotted dry, re-powdered, and buffed smooth for added transparency."

Now beyond the realm of trial and error, the make-up perfected by Max Factor Jr., has been trademarked under the simple, obvious title, "Television Make-up."

What About the Film in Television?

(Continued from Page 8)

stage, while close-ups will use the more subtle cinema technique.

Time segments will also mark a change from radio ways. "On television so much more can be told and shown in the same period of time. . . . Basic periods of television will be ten and twenty minutes rather than the present fifteen and thirty minute programs of radio," claims the movie-maker.

The sixteen-millimeter film is proving to be the television medium, according to our informant. Eight-millimeter (home movie size) is impractical for any commercial use and the thirty-five-millimeter (regulation cinema size) is too expensive. In order to insure top production values in its product, the Fairbanks organization shot its first feature on thirty-five, reduced it to sixteen for showing. The larger size film is much easier to work with, trick shots and cutting will be smoother in the finished product.

Hollywood Doomed?

A top-quality product from Hollywood attracts an audience of twenty-five million people. Eventually the television audience will consist of an estimated ninety per cent of the population. Does this mean that the old must make way for the new? Not at all, is the Fairbanks guess. There will be no boxoffice for television movies. With film costs footed by the sponsor, the several million dollar extravaganza can never be practical for television. The public will continue to see its super-colossal Hollywood films in its favorite movie house. All standards will be scaled down to junior size. Workers will receive lower wages than those prevailing throughout the movie industry. In compensation, the television film worker will know no seasonal slump when his savings must go for support throughout the lay-off period. Fairbanks sees new prosperity for the movie worker through the added jobs available in television and the security of a twelve-month position.

Aid to Movie-Makers

Eventually the television film can come to mean greater returns for the movie industry as a whole. Competition of film being shown in the home should drive picture producers to an ever increasing effort to produce more unusual and better pictures — pictures that the "scaled down" television producer has not the financing nor the scope to achieve. Also, the use of televised pictures of sporting and news events shown within minutes of their actual occurrence could greatly enhance the newsreel and special event features shown in movie houses.

What is **NBC** doing
about **TELEVISION**
> > > > *in Hollywood?*

Now nearing completion on Mt. Wilson is NBC's
own Hollywood television station

KNBH

CHANNEL 4

NBC television programs will be broadcast *exclusively* in this area
by KNBH . . . key station in the West for the NBC Television Network.

On KNBH you will find a whole new world of television
entertainment . . . produced by experienced NBC directors . . .
translated into picture form by skilled NBC technicians
. . . broadcast by advanced RCA technical equipment.

When KNBH goes on the air, toward year's end, it will be
prepared to set new standards for Southern California television . . .
not only in program excellence but in technical perfection as well!



THE NATIONAL BROADCASTING COMPANY

A Service of Radio Corporation of America

TELEVISION DIRECTORY (Keep for Reference)

**Television Sets - All Makes - Sales & Service
Arranged by Neighborhoods**

ALHAMBRA

ALHAMBRA RADIO
LABORATORIES
934 E. Main—AT. 1-3190
PEDRINI, INC.
230 W. Main—AT. 4-3293

ATWATER

ATWATER CAMERA &
MUSIC SHOP
3152 Glendale—NO. 2-8642

BELVEDERE

BELVEDERE RADIO
633½ S. Atlantic—AN. 1-2871
THEO. HALL HOME
EQUIPMENT CO.
5167 Whittier Blvd.—AN. 6321
BOYLE HEIGHTS

**SIMONS HOME
APPLIANCE**

2413 Brooklyn Ave.
AN. 4141
Factory Authorized Service
Radio & Television

BURBANK

RADIO-BAR
2315 W. Victory—CH. 8-4677
LEE ROTH MUSIC
3425 W. Magnolia—CH. 8-6311

COMPTON

MAGMER'S RECORDS
& TELEVISION
115 N. Long Beach Blvd.
NE. 5-3061

HAROLD RAYMOND
HOUSEHOLD APPLIANCES
302 E. Compton Blvd.
NE. 2-7171 and NE. 6-2144

GLENDALE

GLENDALE MUSIC CO.
238 N. Brand
Cl. 4-1164 and CH. 5-2766

**GLENDALE RADIO
SPECIALISTS**

710 N. Glendale—Cl. 3-4277
MAJOR HOME APPLIANCE
1356 E. Colorado—Cl. 1-3727

GLENDALE

PEDRINI MUSIC
324 N. Brand
Cl. 1-7630 and CH. 5-3303

HIGHLAND PARK

TOPS ELECTRICAL SHOP
5913 N. Figueroa—AL. 9690

HOLLYWOOD

ELECTRA-CITY
7001 Hollywood—GR. 2164
MUSIC CITY
Sunset & Vine—HO. 8211

HUNTINGTON PARK

JIM STRAYER'S APPLIANCES
7517 State St.—LA. 4552
SUPERIOR RADIO SERVICE
2828 E. Florence—JE. 1728

INGLEWOOD

FIFTH AVE. APPLIANCE CO.
2912 Manchester—TW. 5309
LONNIE MILLS RADIO
& APPLIANCE
238 S. La Brea—OR. 1-4042

LEIMERT PARK

BOB PERRY RADIO SERVICE
3323 W. Vernon—AX. 9332
LEIMERT PARK RADIO
& TELEVISION
2801 W. Vernon—AX. 1-8070

LOS ANGELES

CHEVRON RADIO
& TELEVISION
527 S. Western—FE. 9186
CRENSHAW SERVICE SUPPLY
6600 Crenshaw Blvd.
PL. 2-8585 and PL. 3-1377
ELECTRO-MART
6712 S. Figueroa—PL. 1-1871
LENARD'S RADIO SHOP
9120 S. Western—PL. 2-7760
DAN MILLER CO.
5230 W. Adams—WE. 3-1001

LOS ANGELES

RICHARDS RADIO
& TELEVISION
820 N. Fairfax—WA. 2233
ZITO APPLIANCE SERVICE
8929 S. Vermont—TW. 5068

LYNWOOD

BOULEVARD RADIO
& TELEVISION
11460 Long Beach—NE. 1-4519
ELMO RADIO CO.
11010 Long Beach—NE. 1-5095

MONTROSE

MONTROSE MUSIC CO.
CH. 9-1013

NORTH HOLLYWOOD

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HOFFMAN ADMIRAL
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W. E. HORNE APPLIANCE CO.
5047 Lankershim—SU. 2-4388
PENGUIN AIRE
5643 Lankershim—SU. 3-6361

PASADENA

RADIO DOC
1581 E. Walnut—SY. 6-2683
STOWERS, INC.
95 N. Arroyo Parkway
SY. 3-9131
L. C. TAYLOR CO.
143 N. Lake—SY. 2-5107
WING CO.
1041 E. Colorado—SY. 6-8900

SANTA MONICA

CARLSONS
1342 5th St.—S.M. 5-8844

SOUTH GATE

JOHN C. OLSEN
3525 Firestone—LU. 8241
SOUTH GATE RADIO CENTER
8409 State St.—LU. 6760

SOUTH PASADENA

DON GOOD SERVICE, INC.
1014 Fair Oaks—SY. 9-1194

TELEVISION TIPS

By JANE PELGRAM

If going the rounds of television set dealers has been the obstacle that's made choosing and purchasing a video set a task, worry no more. You'll undoubtedly turn yourself out to the Los Angeles County Fair in Pomona anyway (opens September 17), and a notable event in connection with the Fair's re-opening will be their big push to enlighten the attendance on video. One of the country's largest and most modern radio-television broadcasting and display buildings will be dedicated. A complete half of the building will be devoted to commercial displays of television sets, appliances, etc., and will afford an opportunity for the public to study and compare the latest development in this fascinating field of endeavor. If you can't go to the Fair keep watching that neighborhood set, and you'll fall prey to the lure of the "pitchers" just as thoroughly, no doubt.

At the beginning of this year, CBS Television was represented by one station—WCBS-TV, in New York. During the next three years, CBS video will be a reality in more than eighty cities and surrounding areas all across the country. At the present writing, Philadelphia, Baltimore, Boston, Washington, D. C., Toledo, Cleveland, Detroit and Atlanta have joined Los Angeles and New York.

If you start seeing pretty dresses on prettier girls being paraded across your TV screen, pay a little attention. You're seeing a "first." Local manufacture of things feminine will plug its wares with one, two- or three-minute commercials visually hawking the raiment.

Stokey-Ebert Productions is planning a series of dramatic shows. Another first on the local scene, and a badly needed addition to TV fare, to our way of thinking. The company plans on forming a twelve-person stock group, keeping the script length down to twenty minutes, and the scenes to three persons.

In the list of televised Rams games announced by KFI-TV, the Philadelphia Eagles at Dallas, an exhibition game comes up next, on September 15.

Tricks for Clicking

A home hobby which is appealing to many amateur photographers is that of snapping pictures off the television screen. Sid Desfor, NBC's press department photo editor, has been taking such candid for years, and he offers the following advice for good results.

Use a lens aperture of at least f4.5, shutter speed no faster than 1/25 of a second, orthochromatic or panchromatic film. Camera should preferably be on a tripod and have a ground glass focusing screen (although the latter is not necessary, as long as the camera can be focused). Sid suggests turning the brightness of the television set up higher than normal and making the contrast a little grayer than normal. Film should be developed approximately fifty per cent longer.

"All these conditions are variable, of course," says Sid, "but they give a good starting point from which the average camera fan can work out his own modifications."

F.M. FLASHES

An out-and-out endorsement of the excellence of sound through Frequency Modulation was accorded FM when Ferde Grofe, popular composer, chose the medium as the best on which to introduce his new "Aviation Suite." On Sunday night, August 29, KKLA (97.1) canceled their regular symphonic hour for an interview with the Grofe, after which he started the turntables bearing his new suite, inspired, incidentally, by his own enthusiasm for winging about the country.

Also on FM there's a show that holds the answer to requests of those who desire to have the entire story unraveled for them during their hours of music listening. KKLA, in an attempt to familiarize the listening public with operatic music, features excerpts from the most popular operas every Monday night at 8:00 p.m. Don Martin (the same boy who heads his own School of Radio Arts) as commentator . . . woops! it's annotator when music is the make-up of the program . . . has certainly more than an adequate background for this type of work. Martin has been in radio since 1937, and he's traveled extensively throughout this country as well as Italy.

Inasmuch as most operas are performed in foreign languages, it is difficult for the average listener to follow the story lines. Prior to each aria or overture, Mr. Martin "annotates" the story and background, thus holding the listener interest in the musical tale as well as the melody.

Added to the list of ever-growing "live talent" shows emanating from KAGH (FM 98.3 megs.—AM 1300 kc.)

(Please Turn to Page 32)

Stromberg-Carlson



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NO CHARGE — NO OBLIGATION TO BUY

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- One-year guarantee.
- Your present radio accepted in trade as down payment.
- Terms if desired. Low monthly payments.
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- Buy from the pioneer in the television industry.

FIVE other Stromberg-Carlson Television models to choose from. Priced from \$535 installed.

5230 W. ADAMS BLVD.

Dan Miller
TELEVISION
WEBSTER 3-1001



Model illustrated: Westchester TV 12PGM. Beautiful mahogany cabinet; slide-out intermix record changer fully automatic; AM radio with push buttons. High fidelity FM, Shortwave, 13 channel large 12" television. 80 square inch picture. The last word in television, radio and phonograph entertainment!

FREQUENCY MODULATION PROGRAMS

KAGH—98.3 MEGS.
(Broadcasts 7 days a week from 6 a.m. to 9 p.m. See daily logs.)

KECA—95.5 MEGS.
(All KECA-FM programs are broadcast simultaneously with regular KECA schedules, 5:30 a.m. to midnight.)

KFI—105.9 MEGS.
SUNDAY
3:00—Afternoon Melodies.
3:30—Classics.
4:30—Music for You.
4:55—News, W. G. Barclay.
5:00—Symphonic Moods.
6:00—World of Music.
6:30—Dinner Hour.
8:00—The Classics and the World of Music.

MONDAY
3:00—Afternoon Melodies.
3:30—Classics.
4:30—Music for You.
4:55—News, W. D. Starling.
5:00—Waltz Favorites.
5:30—Story Land.
6:00—World of Music with Jose Rodriguez.
6:30—Dinner Hour.
8:00—Jose Rodriguez.

TUESDAY
3:00—Afternoon Melodies.
3:30—Classics.
4:30—Music for You.
4:55—News, W. Bill Stulla.
5:00—Waltz Favorites.
5:30—Story Land.
6:00—Jose Rodriguez.
6:30—Dinner Hour.
8:00—Jose Rodriguez.

WEDNESDAY
3:00—Afternoon Melodies.
3:30—Classics.
4:30—Music for You.
4:55—News, W. Bill Stulla.
5:00—Waltz Favorites.
5:30—Story Land.
6:00—World of Music.
6:30—Dinner Hour.
7:00—Forest Lawn.
7:30—World of Music.

THURSDAY
3:00—Afternoon Melodies.
3:30—Classics.
4:30—Music for You.
4:55—News, W. Bill Stulla.
5:00—Waltz Favorites.
5:30—Story Land.
6:00—Jose Rodriguez.
6:30—Dinner Hour.
8:00—Classics and World of Music.

FRIDAY
3:00—Afternoon Melodies.
3:30—Classics.
4:30—Music for You.
4:55—News, Bill Stulla.
5:00—Waltz Favorites.
5:30—Story Land.
6:00—Jose Rodriguez.
6:30—Dinner Hour.
8:00—Classics and World of Music.

SATURDAY
3:00—Afternoon Melodies.
3:30—NBC Symphony Orch.
4:30—Music for You.
4:55—News, W. Alan Lisser.
5:00—Hawallan Serenade.
5:30—Symphonic Moods.
6:00—World of Music.
6:30—Dinner Hour.
8:00—Classics and World of Music.

KHJ—101.1 MEGS.
SUNDAY
3:00—Roy Rogers Show.
3:30—Nick Carter.
4:00—Mystery Playhouse.
4:30—Music.
5:30—Les Brown Orch.
6:00—Secret Mission.
6:30—It's a Living.
7:00—Voices of Strings.
7:30—Clary's Gazette.
8:00—William Hillman.
8:15—Dance Orch.

MONDAY
3:00—Matinee Melodies.
3:30—Les Brown Orch.
4:00—Songs of Our Times.
4:30—Henry J. Taylor.
4:45—Inside of Sports.
5:00—Cuban Cabaret.
5:30—Casebook of G. Hood.
6:00—Farm Fare News.
6:15—Mutual Newsreel.
6:30—Quiet Please.
6:55—Bill Henry & News.
7:00—Music at Evening.
7:30—Dance Orch.
8:00—All the News.
8:15—Neil Golden Orch.
8:30—Dance Orch.

TUESDAY
3:00—Matinee Melodies.
3:30—Song Spinners.
3:45—Latin Americana.
4:00—Songs of Our Times.
4:30—News Comments.
4:45—Inside of Sports.
5:00—Top Tunes.
5:30—Harry Horlick Orch.
6:00—Farm Fare News.
6:15—Mutual Newsreel.
6:30—The Lone Wolf.
6:55—Bill Henry & News.
7:00—Music at Evening.
7:30—Billy Bishop Orch.
8:00—All the News.
8:15—Barclay Allen Orch.
8:30—Dance Orch.

WEDNESDAY
3:00—Matinee Melodies.
3:30—Dick Haymes.
3:45—Latin Americana.
4:00—Songs of Our Times.
4:30—News Comments.
4:45—Inside of Sports.
5:00—Cuban Cabaret.
5:30—Dave Rose Orch.
6:00—Gabriel Heatter.
6:15—Mutual Newsreel.
6:30—Erskine Johnson.
6:55—Bill Henry & News.
7:00—Jimmy Dorsey Orch.
7:30—Lionel Hampton Show.
8:00—All the News.
8:15—Dance Orch.

THURSDAY
3:00—Matinee Melodies.
3:30—Merry Macs.
3:45—Latin Americana.
4:00—Songs of Our Times.
4:15—Polking L. A.
4:30—Johnny Green Orch.
4:45—Inside of Sports.
5:00—Talent Jackpot.
5:30—The Better Half.
5:55—Billy Rose.
6:15—Gabriel Heatter.
6:30—Mutual Newsreel.
6:45—All Star Revue.
6:55—Bill Henry, News.
7:00—Family Theatre.
7:30—Dance Orch.
8:00—All the News.
8:15—Barclay Allen Orch.
8:30—Dance Orch.

FRIDAY
3:00—Matinee Melodies.
3:30—John Gart.
3:45—Latin Americana.
4:00—Songs of Our Times.
4:30—Henry J. Taylor.
4:45—Inside of Sports.
5:00—There's Always a Woman.
5:30—N. Brandwynne Orch.
6:00—Farm Fare News.
6:15—Mutual Newsreel.
6:30—Col. Stoopnagle.
6:55—Bill Henry & News.
7:00—Meet the Press.
7:30—On Beam with Bencke.
8:00—All the News.
8:15—Barclay Allen Orch.
8:30—Ina Button Orch.

THURSDAY
3:00—Matinee Melodies.
3:30—Merry Macs.
3:45—Latin Americana.
4:00—Songs of Our Times.
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7:00—Meet the Press.
7:30—On Beam with Bencke.
8:00—All the News.
8:15—Barclay Allen Orch.
8:30—Ina Button Orch.

SATURDAY (A.M.)
8:00—Time, Place, Music.
9:00—Curtain Call.
9:30—Everybody's Music.
10:00—Career Girl.
10:15—Marine Band.
10:30—Languid Levitt.
10:45—Voice of the Army.
11:00—Request for Rhythms.

SATURDAY (P.M.)
6:00—Music, News, Sports.
6:15—Intermezzo.
7:00—Hour of Labels.
7:45—Latin American.
8:00—Proudly We Hall.
8:30—Varsity Varieties.
9:00—Here's to Vets.
9:15—Waltz Time.
9:30—Organ Moods.

SUNDAY (A.M.)
8:00—Voice of Faith.
8:30—Songs of the Church.
9:00—Sunday Symphony.
10:00—Salon Orchestra.
10:15—Concert Orchestra.
10:30—Sunday Serenade.
11:00—Church Service.

SUNDAY (P.M.)
6:00—Intermezzo.
7:00—Angelus Hour.
7:30—At the Opera.
8:00—Evening Concert.
8:30—Church Service.
9:15—Vets Talk It Over.
9:30—Waltz Time.

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8:00—Time, Place, Music.
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9:30—Everybody's Music.
10:00—Career Girl.
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6:00—Music, News, Sports.
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8:00—Proudly We Hall.
8:30—Varsity Varieties.
9:00—Here's to Vets.
9:15—Waltz Time.
9:30—Organ Moods.

SUNDAY (A.M.)
8:00—Voice of Faith.
8:30—Songs of the Church.
9:00—Sunday Symphony.
10:00—Salon Orchestra.
10:15—Concert Orchestra.
10:30—Sunday Serenade.
11:00—Church Service.

SUNDAY (P.M.)
6:00—Intermezzo.
7:00—Angelus Hour.
7:30—At the Opera.
8:00—Evening Concert.
8:30—Church Service.
9:15—Vets Talk It Over.
9:30—Waltz Time.

KMGM—98.7 MEGS.
MONDAY THRU FRIDAY
3:00—Something Old.
3:30—Fair Hawaii.
3:45—At the Console.
3:55—World News.
4:00—Non Classic Hour.
4:55—World News.
5:00—5 P.M. Downbeat.
5:15—Guest Star.
5:30—Pan Amer. Festival.
5:45—Waltzing on Air.
5:55—World News.
6:00—Curtain Time.
6:30—Young Man Sings.
6:45—There's Not Much Time.
6:55—World News.
7:00—Concerto from Coldwater Canyon.
7:55—Today in History.
8:00—Music to Read By.
8:30—Melodies in Segue.
8:55—World News.
9:00—Girl and Song.
9:15—Little Show.
9:30—Non Classic 1/2 Hour.
9:55—World News.

SATURDAY
3:00—Something Old.
3:30—King Cole Trio.
3:45—At the Console.
3:55—World News.
4:00—Non Classic Hour.
4:55—World News.
5:00—5 P.M. Downbeat.
5:15—Offstage at the Met.
5:30—Something for Kids.
5:45—Waltzing on Air.
5:55—World News.
6:00—Curtain Time.

SUNDAY
3:00—Something Old.
3:30—King Cole Trio.
3:45—At the Console.
3:55—World News.
4:00—Non Classic Hour.
4:55—World News.
5:00—5 P.M. Downbeat.
5:15—Offstage at the Met.
5:30—Something for Kids.
5:45—Waltzing on Air.
5:55—World News.
6:00—Curtain Time.

6:30—Young Man Sings.
6:45—News.
7:00—Concerto from Coldwater Canyon.
7:55—World News.
8:00—This Is London.
8:55—World News.
9:00—Just Bing.
9:15—Red Cross.
9:30—Starlit Bandstand.
9:55—World News.

SUNDAY
3:00—Opera.
5:15—Epiologue.
5:30—Memory.
5:45—Theater.
5:55—World News.
6:00—Curtain Time.
6:30—Proudly We Hall.
7:00—Concerto from Coldwater Canyon.
7:55—World News.
8:00—Criswell Speaks.
8:15—Red Cross.
8:30—Melodies in Segue.
8:55—World News.
9:00—Sunday Serenade.
9:30—Starlit Bandstand.
9:55—World News.

KMPC—100.3 MEGS.
(Broadcasts regular KMPC programs, Hours 3 p.m. to 9 p.m. daily.)

KNX-FM—93.1 MEGS.
(Broadcasts regular KNX programs from 12 noon to 9 p.m. Sunday and from 3 p.m. to 9 p.m. Monday thru Saturday.)

KUSC—91.5 MEGS.
SUNDAY
5:30—Readings from Bible.
5:45—News Review.
6:00—Musical Miniatures.
6:15—Check the Scoreboard.
6:30—Footlight Review.
6:45—A Woman Knows.
6:55—News Round-Up.
7:00—Hancock Concert Hr.
8:00—Night Extra.
8:15—Songs for Tonight.
8:30—One World This Week.
8:45—Today in History.
9:00—Melody for You.
9:30—The Listening Hour.
10:30—News Round-Up.

MONDAY THRU SATURDAY
5:30—Twilight Interlude.
5:45—News Review.
6:00—Musical Miniatures.
6:15—Check the Scoreboard.
6:30—Footlight Review.
6:45—Feature Parade.
6:55—News.
7:00—Hancock Concert Hr.
8:00—Night Extra.
8:15—Songs for Tonight.
8:30—Trojan Lyceum.
8:55—News Review.
9:00—Melody for You.
9:15—United Nations Rep't.
9:30—The Listening Hour.
10:30—News Round-Up.

TELEVISION PROGRAMS

KTSL—CHANNEL 5
MONDAY (P.M.)
4:00—News and Music.
6:30—Judy Splinters.
6:45—Cartoon Comedy.
7:00—Police Call.
7:05—Shopping at Home.
7:15—Telepix Newsreel.
7:30—Tune Titles.
7:50—Your own.
8:00—Tele-Forum.
8:30—Boxing, South Gate.

TUESDAY (P.M.)
4:00—News and Music.
6:30—Judy Splinters.
6:45—Cartoon Comedy.
7:00—Police Call.
7:05—Shopping at Home.
7:15—Telepix Newsreel.
7:30—Corris Gny.
7:45—Musical.
8:00—Who's That Girl?
8:30—Baseball.

7:05—Shopping at Home.
7:15—Telepix Newsreel.
7:30—Armchair Detective.
8:00—Equal Representation.
8:30—Wrestling from Olympic.
THURSDAY (P.M.)
4:00—News and Music.
6:30—Judy Splinters.
6:45—Cartoon Comedy.
7:00—Police Call.
7:05—Shopping at Home.
7:15—Telepix Newsreel.
7:30—Hollywood Opportunity.

8:00—Feature Picture.
8:30—So This Is Hollywood.
FRIDAY (P.M.)
4:00—News and Music.
6:30—Judy Splinters.
6:45—Cartoon Comedy.
7:00—Police Call.
7:05—Shopping at Home.
7:15—Telepix Newsreel.
7:30—Yer Ole Buddy.
7:40—Tele Newsreel.
8:00—Meet Unusual People.
8:30—Baseball.
SATURDAY (P.M.)
2:15—Baseball.

4:00—News and Music.
6:30—Judy Splinters.
6:45—Cartoon Comedy.
7:00—Suit Yourself.
7:15—Telepix Newsreel.
7:30—Sandy Dreams.
8:00—Western Feature.
9:15—Spade Cooley.
SUNDAY (P.M.)
6:30—News and Music.
7:00—Adventure Serial.
7:20—Shopping at Home.
7:30—Magazine of the Week.
7:50—Cartoon Comedy.
8:00—Fantomine Quiz.
8:30—Short Subject.
8:45—Man's Best Friend.
9:00—Feature Film.

KTSL—CHANNEL 2
MONDAY (P.M.)
7:30—Pattern and Music.
7:50—Program Hillites.
7:55—Your America.
8:00—Film Featurette.
8:20—Telenews.
8:30—Wrestling, Legion Stadium.
11:00—Final Edition.
11:05—Program Review.

TUESDAY (P.M.)
7:30—Pattern and Music.
7:50—Program Hillites.
7:55—Your America.
8:00—Film Featurette.
8:20—Telenews.
8:30—Beat Me to the Draw.
9:00—Film Short.
9:10—Ballet.
9:30—Film Short.
9:50—Final Edition.

WEDNESDAY (P.M.)
7:25—Program Hillites.
7:30—George the Gardener.
7:45—Film Short.
7:55—Your America.
8:00—Film Featurette.
8:20—Telenews.
8:30—Music Ball.
9:15—Film Short.
9:25—Final Edition.
9:30—Program Review.
THURSDAY (P.M.)
7:30—Pattern and Music.
7:40—Program Hillites.
7:45—Film Short.
7:55—Your America.
8:00—Film Featurette.
8:20—Telenews.
8:30—It's a Living.

8:50—Film Short.
9:00—Prime Ribbing.
9:20—Film Short.
9:30—Final Edition.
9:35—Program Review.
FRIDAY (P.M.)
7:30—Pattern and Music.
7:50—Program Hillites.
7:55—Your America.
8:00—Film Featurette.
8:20—Telenews.
8:30—Boxing, Legion Stadium.
11:00—Final Edition.

SATURDAY (P.M.)
7:45—Pattern and Music.
8:00—Program Hillites.
8:05—Film Short.
8:15—Week in Review.
8:30—What's the Name of that Song?
9:00—Film Featurette.
KFI-TV—CHANNEL 9
(Station is now testing several afternoons and evenings throughout the week.)

HOLLYWOOD HAS THE NEW LOOK • TELEVISION

By Isabelle Pantone

Television has made a definite niche for itself in the public consciousness and people are breathlessly waiting for it to go into large-scale production. Former skeptics have become believers. In fact, to quote the great Durante, "Everyone wants to get into the act," and why not, with television destined to become one of the most important media for contributing to the civic and educational life of the community and the artistic life of television.

To help the newer television medium grow with greater force into the \$6,000,000,000 industry which is predicted for it and to help make Hollywood the television capital of the world, a group of pioneers created the Academy of Television Arts and Sciences. Feeling the need for an organization having its own entity for people on the West Coast in or interested in this form of entertainment, and one that was more closely interwoven with their activities here, they joined forces and formulated the basis for the Academy; the bringing together of persons actively engaged in television and its allied arts and sciences.

The roster of members includes people prominent in television, representatives from the film world and advertising agencies, writers, producers, technical experts and educators. Syd Cassyd, (who originated the idea) was its first Chairman Pro Tem while it was being shaped into its present form. At the first formal meeting in November of 1946, Edgar Bergen, one of television's early enthusiasts, was elected president. Currently filling the presidency is Charles B. Brown, former program director of KF1-TV, Earle C. Anthony, Inc., and now General Manager of Television Station operations of the Video Broadcasting Company and Vice President of Cascade Pictures, Inc., Edgar Bergen and Rudy Vallee are Directors at Large. Membership in the Academy has reached the impressive figure of 289 and there is no saying what proportions it will reach in the future.

Television has come a long way from its experimental stages and it has a long way to go to compete successfully with other well established entertainment fields.

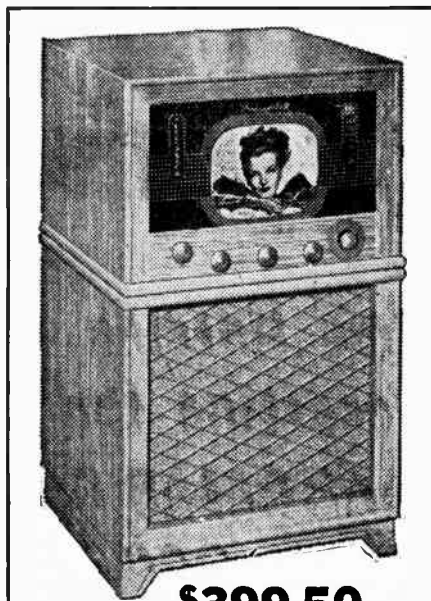
One of the Academy's most important aims is to encourage research and high levels of artistic and scientific achievements and to present awards in recognition of outstanding accomplishments in, and contributions to, television. In this respect there is no doubt that it will some day be to the television industry what the Academy of Motion Picture Arts and Sciences is to the motion picture industry. Another of its important functions is the holding of forums for the

exchange of ideas and the dissemination of information pertaining to television. Authorities in various allied and competitive fields are invited to serve on the panels. Opinions at these meetings do not always concur, of course, but the discussions are so stimulating, constructive and educational that few come away from them without having had something added to their knowledge about this fascinating, glamorous new business. In striving to acquire for television the prestige it rightfully deserves, the Academy is definitely performing a public service.

★ ★

Picture Promise

KLAC-TV is surmounting all obstacles to fulfill their "picture in September" promise. At the Mt. Wilson transmitter site no water was available, so tank trucks carried the water up; no power was available, so KLAC put in its own Diesel plant. In spite of the obstacles, tests from the transmitter are expected in about one week, and the September date is practically assured.



\$399.50

**Packard-Bell
TELE-CASTER**

- F.M. radio as well as television.
- Rollable, concealed casters.

Richards

820th No. Fairfax Ave.,
Hollywood 46, Calif.

Phone: WAlnut 2233; WYoming 1950

You've heard
him on Sundays
for years...



NOW
HEAR HIM
EVERY DAY

11 a. m. - 1 p. m.

SUNDAYS 9:30 a. m.

to 12:30 P. M.

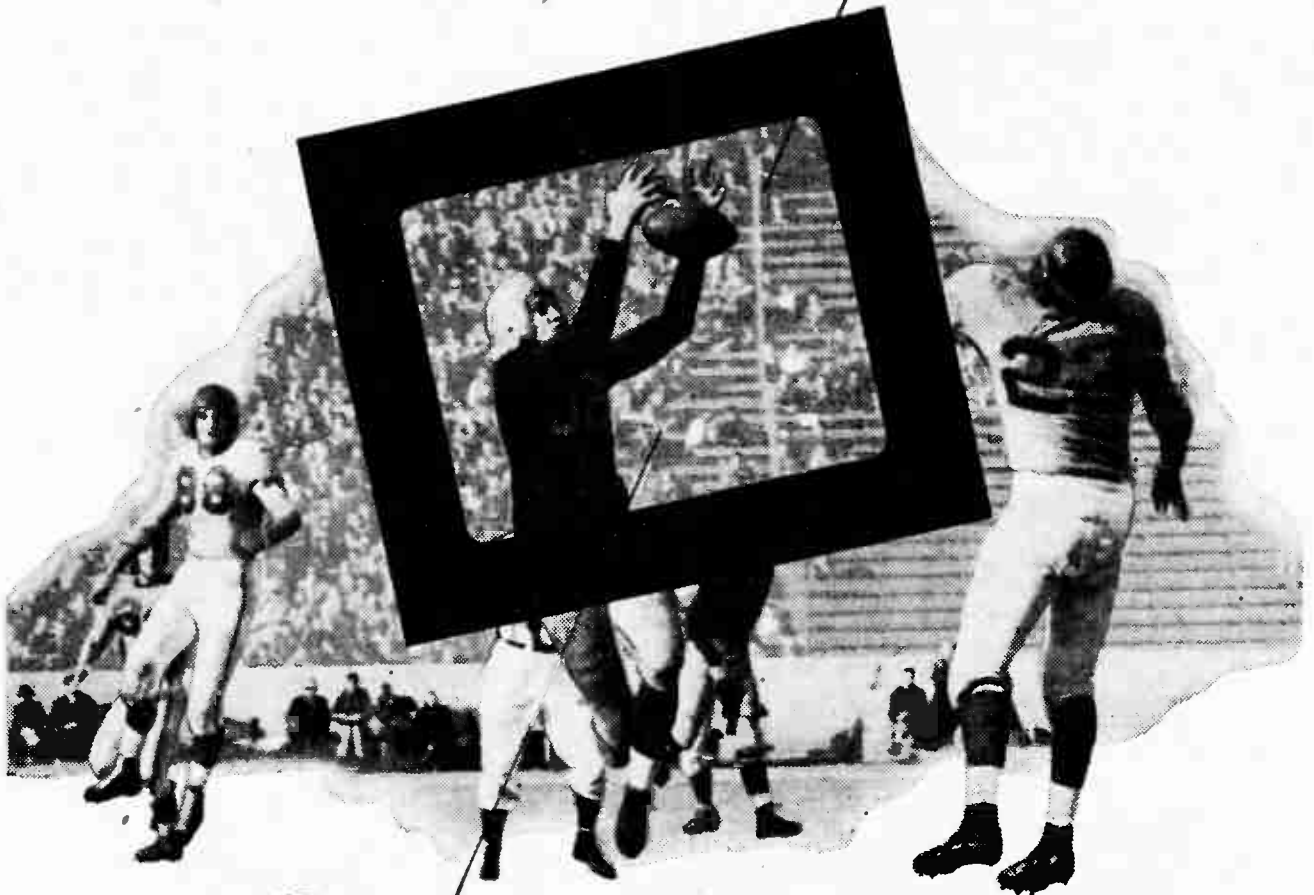
**PETER
POTTER'S
'Platter
Parade'**

WARNER BROS.

KFWB

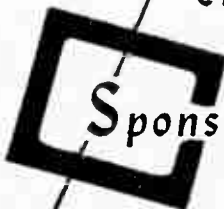
dial 980

KFI-TV presents



Tom Harmon
telecasting the
LOS ANGELES RAMS
FOOTBALL GAMES

CHANNEL 9 ON YOUR TELEVISION SET



Sponsored by **UNION OIL COMPANY**

TELEVISION

BY JACK CARSON

Our modest movie village of Hollywood seemed to have three main subjects of conversation this summer—women, ulcers and television. On the supposition that everybody else is talking about women and ulcers, that

leaves me television which—believe me—is a Godsend for guys like me!

We could transplant the entire Jack Carson show to television right now, and without missing a week. Dave Willock was with me in vaudeville and has played hundreds of film roles, Mel Blanc has done everything in every type of entertainment and Frank De Vol is a natural with his bald head and "deadpan" expression.

Even Carson has been around a little. I've been in show business for—well, ah—two years, now, doing vaudeville, emcee stage work, playing at Ben Bard's Theater and making what seems to be a picture a week out at Warner Brothers.

All of us have had long training in memorizing our lines, with the exception of De Vol, and he, recognizing that "it won't be long now," has memorized his lines ever since fall. In fact, right now he's probably far ahead of the rest of us in his ability to commit script to memory with great speed.

Certainly, I don't think any other show can boast of being better prepared to put its present radio cast into the same roles for television. As I see it, television will be a combination of the three existing entertainment arts—stage, screen and radio.

The visual impression will be the most important, however, and a background of work before the cameras may not be essential but it certainly will be of great help in working for television, especially the filmed variety.

A combination of stage and screen experience will help the radio actor avoid over-acting or under-acting, both sure to be fatal to a reputation in the new art. Then there's sound, and that brings us back to radio—and where I came in.

For I think television will be a boon to us, just as radio helped many of us to brighter careers in the movies. In pictures, I played the "heel" so often when I first started that people forgot all about the fact that I was acting and began to think my roles were me off the screen as well as on.

Gradually, my writers have changed my radio character away from a brash, egotistical character which I formerly portrayed and patterned it to be more typical of me and my activities and hobbies.

It's broadly drawn, of course, for the sake of comedy, but it's a warmer role for radio and—believe me—paying dividends. Now, instead of a timid "Hello," I get "Hiya, Jack," when I leave NBC.

Yup, radio can do and has done wonders, but I'm for television. There's a couple of teachers in Milwaukee I want to make faces at!

After Your Favorite Radio Show

The GOURMET
HOLLYWOOD'S
the Place to Go

Lurcheons from 11:30 'til 2
Dinners from 5 'til 10
Cocktails 'til ?

Gourmet

6530 Sunset (Midway
between Highland and Vine)



SUNDAY at 3:00
A B C NETWORK

CALIFORNIA MEDICAL ASSN.

FLASH
MESSENGER SERVICE,
INC.

AD AGENCIES
RADIO STATIONS
PUBLICITY & PERSONAL
MESSENGER & DELIVERY
SERVICE

BONDED SPEED TACT INSURED
COURTESY

CR. 6-8115
CR. 5-0013

DON LEE Dial Lines

Dynamic News Roundup



CLETE ROBERTS REPORTS

For Davis Motorcar Company
7:30 A. M. SATURDAY

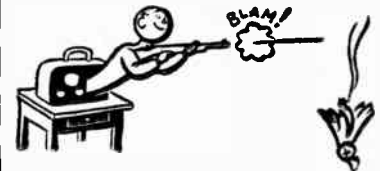
Popular Commentator Returns



WILLIAM L. SHIRER

For Wings Shirts
11:00 A. M. SUNDAY

Quiz-Mystery Back From Vacation



QUICK AS A FLASH

For Helbros Watch Company
2:30 P. M. SUNDAY

heard over



and other stations of the
Mutual-DON LEE NETWORK

Precasts and Previews

TIME CHANGES

SATURDAY, SEPTEMBER 11—"Grand Central Station," KNX, 9:30 a.m. (30 min.) "The gigantic stage on which are played a thousand dramas daily" formerly rang up curtain on KNX Saturdays at 10:00 a.m.

SATURDAY, SEPTEMBER 11—"County Fair," KNX, 10:00 a.m. (30 min.) The Big Midway has been heard on KNX Wednesdays at 6:00 p.m. through the summer, and now shifts back to its Saturday time.

MONDAY, SEPTEMBER 13—"Bob Elson on the Century," KECA, 7:30 a.m. (15 min.) Bob's interesting interviews with people who are taking the Century to New York (recorded directly at the railroad station each day) were previously on KNX at 10:15 p.m. Monday through Friday.

MONDAY, SEPTEMBER 13—"Happy Theater," KECA, 4:45 p.m. (15 min.) Harriet Harri's story series for Juveniles was on KECA at 5:00 p.m. Monday through Friday.

MONDAY, SEPTEMBER 13—Elmer Davis, 6:15 p.m. (15 min.) Mr. Davis with the news is moving from 5:45 p.m. on KECA Mondays through Fridays.

MONDAY, SEPTEMBER 13—"Hope of Peace," KECA, 8:45 p.m. (15 min.) Earl Godwin's commentary series was previously on KECA Sundays at 3:30 p.m.

TUESDAY, SEPTEMBER 14—"The Monitor Views the News," KECA, 9:30 p.m. (15 min.) The Christian Science Monitor previously covered the events for ABC Tuesdays at 8:15 p.m.

WEDNESDAY, SEPTEMBER 15—"I Want It," KFI, 11:15 p.m. (15 min.) The station's request-for-unusual-articles show is moving from 10:15 p.m. Tuesdays.

WHAT'S NEW

Comedy

MONDAY, SEPTEMBER 13—"Steve Allen's Party Line," KNX, 1:00 p.m. (25 min.) Steve's new show is in addition to his half-hour on Saturdays at 7:00 p.m. and his "Breaking All Records" Tuesday through Sunday at 12:05 a.m. on KNX.

Music

SUNDAY, SEPTEMBER 12—"Skyway to the Stars," KNX, 1:30 p.m. (30 min.) Raymond Paige's forty-piece orchestra, singer Kay Armen, a sixteen-voice male choir, Tex McCrary, and guest artists will appear on this new show for Army and Air Force Recruiting Service. Bob Hope is visitor on this first broadcast.

MONDAY, SEPTEMBER 13—Jack Smith Show, KNX, 8:15 p.m. (15 min.) Martha "Littin" Tilton joins Jack as his featured co-vocalist each Monday and Thursday, with the Clark Sisters scheduled for Tuesdays and Fridays and a program of medleys heard Wednesdays, as the show changes format.

Western

SUNDAY, SEPTEMBER 12—"Pony Express Jamboree," KAGH, 10:00 a.m. (AM, 1300 kc, FM, 98.3 mc.) (30 min.) "The Covered Wagon Girls," the only all-girl western novelty band on recordings, will sing on this new feature, which also includes news from the "saddle bag" of the Pony Express Rider, about western stars and events. Show is heard Sundays at above time, Mondays through Fridays at 12:30 p.m.

Participation

SUNDAY, SEPTEMBER 12—Johnny Grant Page Twenty-two

at "The Kings," KWIK, 11:00 p.m. (5 hrs.) Johnny Grant leaves his KGIL disc jockey show to run this nightly series of interviews and records at "The Kings" restaurant, Santa Monica and Crescent Heights Boulevards, previously hosted by George Jay.

Commentary

MONDAY, SEPTEMBER 13—"Lynn Looks at Hollywood," KHJ, 1:00 p.m. (15 min.) Lynn Castle will discuss Hollywood affairs, radio personalities and household hints, during this new Monday-through-Friday show.

Juvenile

MONDAY, SEPTEMBER 13—"Challenge of the Yukon," KECA, 5:00 p.m. (30 min.) Show, which was previously a half-hour adventure heard once weekly on KECA, becomes a Monday-Wednesday-Friday serial for the kids. "The Green Hornet" takes the same time Tuesdays and Thursdays, shifting also from a once-a-weeker.

Sports

SATURDAY, SEPTEMBER 18—Mel Allen, KHJ, 7:15 p.m. (15 min.) Allen will describe the nation's outstanding grid clashes, list complete scores of all college games and highlight material which should be popular with all old graduates, students, subway alumni and Monday morning quarterbacks. Bill Symes will do a cut-in summary of West Coast sports.

WHAT'S BACK

Drama

SUNDAY, SEPTEMBER 12—"Greatest Story Ever Told," KECA, 3:30 p.m. (30 min.) ABC's magnificent Biblical drama series returns from its summer absence, and this year will be heard throughout the world on the facilities of the World Broadcasting Foundation.

SUNDAY, SEPTEMBER 12—"Theatre Guild on the Air," KECA, 6:30 p.m. (1 hr.) A new fall season of dramatic productions is resumed by the Guild after summer absence. Jimmy Cagney is tentatively starred in this first play.

MONDAY, SEPTEMBER 13—"Cavalcade of America," KFI, 8:30 p.m. (30 min.) Dick Powell and Joan Loring co-star in "Gettysburg," the drama with which "Cavalcade" opens another fall season.

TUESDAY, SEPTEMBER 14—"Favorite Story," KFI, 9:00 p.m. (30 min.) Lawrence and Lee's splendid dramatic program returns for the season, with many unusual presentations planned throughout the year. Ronald Colman will be first guest.

Comedy

TUESDAY, SEPTEMBER 14—Bob Hope, KFI, 7:00 p.m. (30 min.) Bob's new fall show is rumored to have many changes. Doris Day will be featured vocalist, with other revisions and additions in cast.

Music

MONDAY, SEPTEMBER 13—"Club 15," KNX, 4:30 p.m. (15 min.) The Andrews Sisters return from London to assume their fall schedule on the Bob Crosby show.

Mystery

SUNDAY, SEPTEMBER 12—"The Shadow," KHJ, 2:00 p.m. (30 min.) The Man of Mystery returns for his sixteenth year

as an air feature.

SUNDAY, SEPTEMBER 12—"Sherlock Holmes," KHJ, 4:00 p.m. (30 min.) Baker Street's immortal sleuth and his trusty aide, "Dr. Watson," return for another season of radio adventuring.

Participation

TUESDAY, SEPTEMBER 14—"People Are Funny," KFI, 7:30 p.m. (30 min.) Art Linkletter and his program of unanticipated merriment return to NBC on a new night and time (the spot previously held by Red Skelton, who has moved to Fridays, 6:30 p.m., KFI).

Commentary

SUNDAY, SEPTEMBER 12—Drew Pearson, KECA, 8:00 p.m. (15 min.) Washington's irascible commentator has been gone for four weeks, during which time Al Capp substituted.

WHO'S GUESTING

Music

MONDAY, SEPTEMBER 13—"Sound Off!" KECA, 8:00 p.m. (30 min.) Jo Stafford is guesting lady tonight, with Mark Warnow and cast.

MONDAY, SEPTEMBER 13—"Telephone Hour," KFI, 9:00 p.m. (30 min.) John Charles Thomas accepts a long-standing invitation to guest with the Bell program.

Commentary

WEDNESDAY, SEPTEMBER 15—"The Woman's Voice," KMPC, 3:30 p.m. (30 min.) Herald-Express city editor Agnes Underwood will be interviewed by Jeanne Gray.

WHAT'S PLAYING

Drama

SUNDAY, SEPTEMBER 12—"Proudly We Hall," KMPC, 7:30 p.m. (30 min.) William "Bill" Elliott stars in C. P. MacGregor's production of "Westward Ho!"

THURSDAY, SEPTEMBER 16—"Suspense," KNX, 6:00 p.m. (30 min.) Gregory Peck and the "Hitchhike Polka" are again scheduled, after a cancellation for September 9.

THURSDAY, SEPTEMBER 16—"Hallmark Playhouse," KNX, 7:00 p.m. (30 min.) Ronald Colman plays in "Goodbye Mr. Chips," under direction of new Playhouse producer, Dee Engelbach. James Hilton is host.

THURSDAY, SEPTEMBER 16—"Family Theatre," KHJ, 7:00 p.m. (30 min.) "A Day to Remember" will be enacted by Rosalind Russell and Robert Young, as Robert Ryan plays host.

Music

SUNDAY, SEPTEMBER 12—L. A. County Museum Concert, KFWB, 3:30 p.m. (30 min.) The Woodwind Quintet, including flutist, clarinetist, oboelist, bassoonist and horn, will give today's recital.

MONDAY, SEPTEMBER 13—"Musical Masterpieces," KFAC, 4:00 p.m. (1 hr.) Gregor Platigorsky, cellist, plays a Schumann Concerto. Tuesday, a program of Schubert, Beethoven and Tchaikovsky; Wednesday, Liszt's "Orpheus"; Thursday, Alfven's "Midsummer Watch"; Friday, Ravel's "Rhapsodie Espagnole."

MONDAY, SEPTEMBER 13—"Musical Digest," KGFJ, 6:00 p.m. (2 hrs.) Artur Schnabel plays Schubert's "Moments Musicales." Tuesday, Ibert's "Iscales"; Wednesday, Kodaly's "Dances From Galanta"; Thursday, Prokofieff's "Lieutenant Kija Suite"; Friday, Gounod's "Faust"; Saturday, Liszt's "Hungarian Fantasia."

Forum

SATURDAY, SEPTEMBER 11—"Northwestern Reviewing Stand," KHJ, 2:30 p.m. (30 min.) Alfred P. Haake, economist, and Lester Washburn, A.F.L. executive, accept a challenge to discuss "Let's Look at Labor."

(Please Turn to Page 32)

New Video Sets Are Beautiful

You who have hopped over to the neighbor's for an evening's fun of television know the pride each owner has in his television set.

Manufacturers and dealers have the same deep pride in the television sets they manufacture and sell. It is a pride based on long and intricate scientific research and immense experiment. They know what their sets will do.

Description of the various sets on the market is necessarily technical, perhaps confusing, but important.

When you look for a television set, as you certainly will, there are three firm guides to a wise choice: the verdict of owners, your neighbors and friends, the character and integrity of the dealer from whom you buy.

Below are pictured and described the new models of several manufacturers which we bring you as a service to our readers.



General Electric's Model 810, with a list price of \$335.00, is the lowest priced television receiver yet to come from the company's Electronics Park plant. The 10-inch direct-view picture tube, with an aluminum-backed fluorescent screen, greatly improves brilliance and contrast of the pictures by preventing loss of light and stray reflections. G. E. also manufactures television broadcasting equipment for many new stations coming on the air.



Sparton television console with 10-inch viewing tube, produces a television image 54.4 inches square. Twenty-seven tubes, twelve-channel radio frequency tuner and automatic frequency control are provided. Special Sparton feature is an automatic brightness control. The picture is 38 inches from the floor for easy viewing. Cabinet is in hand-rubbed matched veneers. Price is \$385, plus installation and excise tax.



Bendix "Pageant" model 325M8 receives television broadcasts on all twelve channels. It has a 10-inch direct-view picture (53-square-inch surface) of "Front Row" brilliance and detail. Twelve pushbuttons provide instant tuning. Twenty-one tubes include the cathode ray tube and two rectifiers. The 18th Century cabinet is in mahogany veneers. FM reception and pull-out record player, with built-in TV, FM and AM antennas. There is large record storage in the ample cabinet.



RCA-Victor's Model 3TV41, comes in a traditional cabinet at \$795.00, combining five-in-one entertainment: long-range television, phonograph, AM and FM radio, and short-wave radio. The screen of this model is 52 square inches. Features include: automatic all-channel selector, automatic level control, "Golden Throat" speaker, four-stage I-F amplifier, two stages of video amplification, and "hold" controls to keep the image steady and centered.



Philco's Model 2500 (yes, that's Bing Crosby on the screen) provides a large screen picture, 15 by 20 inches in size. This model has the new "micro lens" directional screen and "keystone" front projection optical system. There are 24 tubes, plus five rectifiers. Hand-rubbed mahogany cabinet, automatic tuning and level control, precision channel selector are characteristic Philco features of this luxury model.

ROSE BOWL ON TV FILM

Sponsors, ad agencies and networks interested in television rights to the Rose Bowl football classic are overjoyed at the news that the big bidder also gets free Kinescope recording rights. According to Bill Hunter, chairman of the Bowl committee, the committee will accept separate AM and TV bids for the game, as well as a package offer.

Ultimate purchaser of the TV rights to the big New Year's game will be allowed to sell the Kinescope recordings to one station in each vic-city throughout the country. But, the Kinescope tube picture cannot be telecast twice in any one market.

KECA-TV DEBUT POSTPONED

ABC announced that, due to inability to acquire all the necessary material, KECA-TV, the net's video outlet in this city, won't hit the channels until January first. The network had planned, up until the present time, to debut with pictures on November 1.

LUBCKE TO TALK TELEVISION

Harry R. Lubcke, director of Don Lee Television, will be one of the principal speakers on "Television Station Operation" during one of a series of five sessions on the practical aspects of television conducted by the Screen Publicists Guild. The series is for members of motion picture and radio guilds and unions.

ABC AND HERALD EXPRESS SIGN

The American Broadcasting Company (KECA is the local outlet) and the Los Angeles Herald-Express have entered into a ten-year mutual aid pact. The agreement is the third of its kind in the local radio picture.

Mutual-Don Lee has a similar agreement with the Los Angeles Examiner, and KFI with the Downtown Shopping News. CBS tie-up with the Los Angeles Times is still pending FCC approval.

MUTUAL-DON LEE'S WORKSHOP

KHJ has organized a radio workshop for employees, similar to those at CBS and NBC, to stimulate the development of new program ideas and talent. The studio personnel met last week to discuss the project.

EASTERN TELE HITS COMING

Six major television feature program series are now being offered to non-interconnected video outlets of the network through the NBC Television Recording method of syndication. This is the first regular use of the system of recording television films off the kinescope (picture tube) for regular telecasting.

We can look forward to seeing the famous "Howdy Doody," the kid show that all the adults love. Other top programs will be Richard Harkness' "Story of the Week," "Stop Me If You've Heard This One," "Television Screen Magazine," "America Song" and "Musical Miniatures."

VAUDEVILLIANS HIT

Maybe it's like Joe Laurie jr. says—vaudeville never died. At the recent New York telecast of the "Texaco Star Theater," it was vaudevillians Smith and Dale (your parents saw them with "The Avon Comedy Four") who stole the show with their decades-old "Dr. Kronkheit" routine.

KAGH—University Explorer.
KFAC—Imports on Wax.
KFWB—Gadget Jury.
KGER—Light and Life.
KGFJ—Serenade to Afternoon.
KMPC—L. A. Angels vs. Portland Beavers.
KWIK—Pentecostal Church.
KXLA—Church in the Barn.
 1:45—**KFI**—Famous Music.
 ★**KAGH**—Week's News.
KFAC—Book Review.
KFOX—Italian Songs.
KWKW—Hoyos Hour.
2—**KECA, KFMB**—Milton Cross Opera Album.
KFI, KFSD—Author Meets the Critics.
KHJ, KFXM, KGB—The Shadow.
KXN, KSDJ—Reserve.
KAGH—Sierra Madre Symphony.
KFAC—Concert Favorites.
KFOX—Good News.

ESQUIRE TODD
 presents
HARLEM HOLIDAY
 (Best in Colored Entertainment)
K F V D
SUNDAY
 2 to 3 P. M.



KFVD—Harlem Holiday.
KFWB—Patricia Gibbons Scrapbook.
KGER—Long Beach Band.
KGFJ—Anybody's Hit Parade.
KGIL—S. F. Valley Story.
KLAC—Baseball.
KMPC—Baseball.
KOWL—Musical Bouquet.
KWIK—Pop Concert.
KRKD—Sunday on Ranch.
KWKW—Hoyos Hour.
KXLA—Challenge to Youth.
 2:15★**KXN, KSDJ**—News.
KFOX—Healing Waters.
KFWB—Strolling Tom.
KOWL—Moment Musicale.
 2:30—**KECA, KFMB**—Counterspy.
KFI, KFSD—Surprise Serenade.
KHJ, KFXM, KGB, KVOE—Quick as a Flash.
KXN, KSDJ—Jack in All Trades.
KFOX—Gospel Harbor Light.
KFWB—Junior Symphony.
 ★**KGER, KWIK**—News.
KGIL—Musical Favorites.
KOWL—Yiddish Hour, Levin.
KXLA—Miniature Concert.
KGER—Long Beach Band.
KWIK—Penthouse Serenade.
3—**KECA, KFMB**—California Caravan.
KFI—Catholic Hour.
KHJ, KFXM, KGB, KVOE—Roy Rogers Show.
KXN—Family Hour.
KAGH—Opera.
KFAC—Stage Melodies.
KFOX—Rev. Earl Ivis.
KFVD—Singing Sam.
KFWB—Concert Hall.
KGER—News.
 ★**KGFJ**—Lipheat Session.
KGIL—Mask and Mike Club.
KLAC—Baseball.
KMPC—Baseball.
KWIK—Church of the Air.
KWKW—Don Pancho Hour.
KXLA—Spare Career Theater.
 3:05—**KGER**—Lutheran Church.
 3:15—**KFVD**—Piano Portraits.
 3:30—**KECA, KFMB**—Greatest Story Ever Told.
 ★**KFI, KWIK**—News.
KHJ, KFXM, KGB, KVOE—Nick Carter.
KXN, KSDJ—Pause That Refreshes.
KGER—Crosby Western.
KGFJ—Record Rhapsody.
KGIL—Matinee Melodies.
KFOX—Pentecostal Church.
KFSD—Summer Symphony.
KFVD—Hank the Night Watchman.
KFWB—L. A. Museum Orch.
KOWL—Mexican Moods.
KWKW—Festiva Mexicano.
KXLA—Sunday Serenade.
 3:35—**KWIK**—Make Mine Melody.
 3:45—**KFI**—Melody Parade.
4—**KECA, KFMB**—Personal Autograph.
KFI, KFSD—Let's Talk Hollywood.
KXN, KSDJ—Gene Autry.
KAGH—Opera.

HAVE YOU A RADIO VOICE?



(Veterans and Civilians)
Men and Women

Frederick H. Speare, well-known producer and trainer of radio personalities, invites you to audition for professional training. Prepare now for a career in radio and television as an Actor, Announcer, Emcee, Disc Jockey, etc., with expert instruction. Students get actual air experience on "CAREER THEATER," every Sunday 3 to 3:30 P.M., Station KXLA (1110 kc.). Phone, write or stop in for frank discussion. FREE RECORDED Audition. Approved for Veterans. Many successful graduates. Free placement.

FREDERICK H. SPEARE
 "The West's Outstanding Radio School"
 6671 Sunset Blvd. Studio 1591
 HO-2325

KFAC—Musical Masterpieces.
KFOX—Sunshine Mission.
KFWB, KGER—Old-Fashioned Revival.
KGFJ—Showtime.
KGIL—Matinee Melodies.
KFVD—Hank the Night Watchman.
KLAC, KMPC—Baseball.
KOWL—1st Baptist Church.
KWIK—Cavalade of Music.
KWKW—Festiva Mexicano.
KXLA—Sunday Serenade.
 4:15—**KOWL**—Lutheran Hour.
KRKD—Tunes of the Day.
KWKW—Voice of China.
 4:30—**KECA, KFMB**—Reserve.
KFI, KFSD—Pat O'Brien.
KHJ, KGB, KVOE—Talent Jackpot.
KXN—Orchestra.
 ★**KFVD, KWIK**—News.
KGFJ—Here's to Veterans.
KFOX—Wings of Healing.
KRKD—Pentecostal Church.
KWKW—Italian Novelties.
 4:45—**KFVD**—Dream Time.
KGFJ—Sons o' Guns.
KOWL—Assembly of God.
KWIK—Toastmaster's Time.
5—**KECA, KFMB**—Stop the Music
KFI, KFSD—Robert Shaw Chorale.
KHJ, KGB, KVOE—Mediation Board.
KXN—Sunday at the Chase.
KAGH—Three-Quarter Time.
KFAC—Revolving Stage.
KFOX—Evangelist Hogan.
KFVD—Contrasts on Wax.
KFWB—Voice of Calvary.
 ★**KGER, KGIL**—News.
KGFJ—Public Messenger.
KLAC, KMPC—Baseball.
KOWL—Italian Melodies.
KRKD—Tunes of the Day.
KWIK—Modern Mood.
KWKW—Italian Good Samaritan.
KXLA—Sunday Serenade.
 5:05—**KGER**—Bible Treasury Hour.
 5:15—**KFVD**—Lifeline.
KGIL—Valley Vespers.
KWKW—Marine Story.
 5:30—**KFI, KFSD**—R.E.D. America.
KHJ, KGB—Jimmy Fidler.
KXN, KSDJ—Dr. Dana.
KAGH—Pre-Election Forum.
KFOX—Music.
KFWB—Dr. John Mathews.
KGER—Church of the Air.
 ★**KGFJ**—News.
KGIL—Proudly We Hail.
KRKD—Floyd B. Johnson.
 ★**KWIK**—News, Music.
KXLA—Lincoln Ave. Church.
 5:45★**KHJ, KFXM, KGB, KVOE**—Twin Views of News.
KFOX—Singing Crew.
KFVD—Hits and Misses.
KGFJ—Keyboard Magic.
KMPC—Twilight Trail.
KWIK—Songs Mother Taught.
 ★**KWKW**—Lipton Close.
 5:55★**KXN, KSDJ**—George Fisher.
6—**KECA, KFMB**—Walter Winchell.
KFI, KFSD—Manhattan Merry-Go-Round.
KHJ, KFXM, KGB, KVOE—Secret Mission.
KXN, KSDJ—Winner Take All
KAGH—Music Album.
KFAC—Columbia Masterworks
 ★**KFOX, KFWB, KGER, KLAC, KMPC, KXLA**—News.
KFVD—Hits and Misses.
KGFJ—American Heritage.
KGIL—Date With a Disc.
KIEN—Wally and Jimmy.

KOWL—Italian Program.
KPFC—Chamber Music.
KRKD—Show Time.
KWIK—Proudly We Hail.
KWKW—Sunday Salon.
 6:05—**KGER**—Harbor Forum.
KLAC—Studio Orchestra.
 6:10—**KFOX**—Favorite Hymns.
 6:15—**KECA, KFMB**—Louella Parsons.
KMPC—Mayor Bowron.
KFVD—Supper Song.
KFWB—Veteran Speaks.
KXLA—Red Cross.
 6:30—**KECA, KFMB**—Theatre Guild.
KFI, KFSD—American Album.
KHJ, KFXM, KGB, KVOE—It's a Living.
KXN, KSDJ—Strike It Rich.
KFOX—Hal's Memory Room.
KFVD—Talent for Sale.
KFWB—Gospel and Song.
KGER—Lutheran League.
KLAC—Music.
KMPC—Mother's Album.
KOWL—Mexican Youth.
KPFC—Children's Corner.
KRKD—Kingdom Within.
 ★**KWIK**—News.
KXLA—Lutheran Gospel Hr.
 6:45—**KMPC**—Know Your FBI.
KPFC—Story Time.
KWIK—What America Plays.
7—**KECA, KFMB**—Theatre Guild.
KFI, KFSD—Take It or Leave It.
 ★**KHJ, KFXM, KGB, KVOE**—Behind the Front Page.
KXN—Alan Ladd.
KFAC—Sonata Concert.
KFOX—Full Gospel Assembly.
KFVD—Evening Serenade.
KFWB—Union Rescue Mission
 ★**KGER**—News.
KGFJ—Overture to Evening.
KLAC—Hit Tunes.
KMPC—Pet Exchange.
KWIK—George Henderson.
KWKW—Proudly We Hail.
KXLA—National Voice.
 7:05—**KGER**—John Brown.
 7:15—**KGIL**—Manager Speaks.
KXLA—Life and Health.
KMPC—Land of the Free.
KPFC—Enchanted Lady.
 7:30—**KECA, KFMB**—Jimmy Fidler.
KFI, KFSD—Horace Heidt Show.
KHJ, KVOE—Quiz of Two Cities.
KXN—Hollywood Showcase.
KFAC—Your Concert.
KFOX—The King's Service.
KFWB—Navy Band.
KGIL—Helene Copel.
KMPC—Proudly We Hail.
KPFC—Day Is Done.
 ★**KWIK**—News, Music.
KXLA—Church of Open Door.
 7:45★**KECA, KFMB**—Newsweek Looks Ahead.
KFWB—Catholic Answers.
KPFC—Music.
KWIK—Auto Races.
8★**KECA, KFMB**—Drew Pearson.
KFI, KFSD—Hollywood Star Theater.
KHJ, KGB, KFXM, KVOE—Twenty Questions.
KXN, KSDJ—Man Called X.
KFAC—First Methodist.
KFOX—Triangular Church.
KFWB—Hollywood Presbyterian Church.
 ★**KGER, KGIL, KLAC**—News.
KGFJ—Blue of Evening.
KMPC—Waltz Time.
KPFC—Sunday Evening Hour.
KWIK—Veterans' Hospital.
KXLA—Open Door Church.
 8:05—**KGER**—Night in the Valley.
 8:15★**KECA, KFMB**—Monday Morning Headlines.
KGIL—Delmonico Trio.
KLAC—Hollywood Fan Club.
 8:30—**KECA, KFMB**—Johnny Fletcher.
KFI, KFSD—Standard Hour.
 ★**KHJ, KGB, KFXM, KVOE**—Kings of Winchell.
KXN, KSDJ—Blondie.
KGFJ—Starlit Moods.
KLAC—Irwin Allen.
KMPC—Footlit Favorites.
KPFC—Sacred Music.
 ★**KWIK**—News.
 8:45—**KHJ, KFXM, KGB, KVOE**—Sheilah Graham.
KFAC—Sunday Evening Club.
KGIL—Voice of the Army.
KLAC—Drama.
KPFC—Word of Life.
KWIK—Hebrew-Christian Hr.
9—**KECA**—We Care.
KFI, KFSD—Standard Hour.
 ★**KHJ, KGB, KFXM, KVOE**—News, Glenn Hardy.
KXN, KSDJ—Sam Spade.
KFAC—Sunday Evening Club.
KFOX—Business Reporter.
KFWB—Music.

★**KGER**—News, Bethel Church.
KGFJ—Ave Maria Hour.
KGIL—Show Tunes.
 ★**KLAC**—News.
KMPC—Masters Hour.
KPFC—Music for You.
KWIK—Your Request.
KXLA—Old-Fashioned Revival
 8:10—**KLAC**—Open Forum.
 9:15—**KECA**—Hotel Stevens Orch.
KHJ, KGB, KVOE—Rhythm in Rhyme.
KFOX—Here's to Vets.
KFWB—Sons of Pioneers.
 9:30—**KECA**—Claremont Orch.
KFI, KFSD—Let's Talk Hollywood.
KHJ, KGB—Chicago Theatre.
KXN—Romance of Ranchos.
KFAC—Gateway to Music.
KFOX—Sunshine Mission.
KFWB—Pacific Lutheran Hr.
KGER—Jimmie Wakely.
KGFJ—Victory Church.
KVOE—Minister's Hour.
 9:45—**KGER**—Sons o' Guns.
KVOE—Grace and Truth.
10★**KECA, KFMB**—Richfield Reporter.
 ★**KFI, KFSD**—The Reporter.
KHJ, KGB—Chicago Theater.
 ★**KXN, KSDJ**—Chet Huntley's News.
KFAC—Gateway to Music.
KFWB—Voice of Prophecy.
KFOX, KMPC, KVOE—Old-Fashioned Revival.
KGFJ—Concert Nocturne.
KGIL—Organ Reveries.
 ★**KLAC, KGER**—News.
KWIK—Your Request.
KXLA—Eagle Rock Baptist.
 10:05—**KLAC**—Sheriff's Office.
KGER—Organ Music.
 10:15—**KECA**—Here's Hollywood.
KFI—Chapel Songs.
KXN, KSDJ—University Explorer.
KFSD—Concert Hall.
KLAC—Music.
 10:30—**KECA**—Ambassador Orch.
 ★**KFI**—Inside the News.
KHJ, KGB—R. Hackett Orch.
KXN—You Are There.
KFAC—Music for Listening.
KFWB—Echoes of Eden.
KGER—Music.
KGIL—Symphony.
KXLA—Memory Lane.
 10:45—**KFI**—Melody Time.
 10:55—**KFI**—Police Bulletins.
 ★**KLAC**—News.
11—**KECA, KFMB**—Breneman Orch.
KFI—America United.
KHJ, KGB—Dance Orch.
 ★**KXN**—News.
KFAC—Music for Listening.
KFOX—Party House.
KFVD—Spade Cooley Time.
KFWB—Echoes of Eden.
KGFJ—Concert Nocturne.
KGIL—What America Plays.
KLAC—Across the Footlights.
KMPC—Dance Parade.
KWIK—Your Request.
KXLA—Sammy Davis.
 11:15—**KECA, KFMB**—Bride to Dreamland.
KXN—Merry-Go-Round.
 11:30—**KFI, KFSD**—St. Francis Orch.
KFOX—Record Reporter.
KFWB—Music You Want.
KXLA—Arvon Dale Orch.
 11:45★**KHJ, KGB**—News.
KXN—Orchestra.
KXLA—Bandstand Review.
 11:55★**KFI, KMPC**—News.
KXN—KNXtra.

PRIMA DONNA
 Lucille Norman of NBC's "Music Hour From Hollywood" has signed to sing "Nedda" in a filming of "Pagliacci" now being produced for offer to television stations.



Omega SHINE-DYE
 Covers scuffs—dries instantly—re-colors. Economy size sew at your grocer's, too!

★Indicates News Broadcast.
8—KECA, KFMB—Don McNeill's Breakfast Club.
 KFI, KFSD—Fred Waring.
 ★KHJ, KGB—Cecil Brown.
 KNX—Wes Battersae Comes to Breakfast.
 KAGH—Musical Clock.
 KFAC—Breakfast Symphony.
 KFOX—Challenge to Youth.

WAKE UP RANCH WITH CLIFFIE STONE

Mon. Thru Sat.,
 7:30 A.M.

1020 KC.
 5000 WAITS



KFVD—Wakeup Ranch.
 KFWE—George Milne.
 ★KGER—News, Mixpah.
 KGFJ—Dr. Frederick Bailea.
 KGIL—Musical Corral.
 ★KLAC, KMPC, KOWL, KXLA—News.

KRKD—Bible Institute.
 KWIK—Western Jamboree.
 KWKW—Rafael Mendez.
8:15—KHJ, KNX—News.
 KFWE—Crosby Entertains.
 KGFJ—Public Messenger.
 KLAC—Haynes at the Reins.
 KMPC—Markets; Sports.
 KXLA—Memories in Music.

8:20—KFI, KFSD—Jack Berch.
8:30—KHJ—Editor's Diary.
 KNX, KSDJ—Grand Slam.
 KAGH—Hebrew-Christian Hr.
 ★KFAC, KFWE, KGIL, KOWL, KRKD, KWIK—News.
 KFVD—Easy Listening.
 KGER—Hammond.
 KGFJ—Yesterday's Hits.
 KLAC—Zeke Manners.
 KMPC—A Song for You.
 KWKW—Stock Quotations.
 KXLA—Haven of Rest.

8:35—KRKD—Spotlight Varieties.
 KWIK—Western Jamboree.
8:45—KFI, KFSD—Lora Lawton.
 ★KHJ—News.
 KNX—Rosemary.
 KAGH—Musical Clock.
 KFAC—Unity.
 KFVD—Vocal Varieties.
 KFWE—Science of Mind.
 KGER—Bible Treasury Hour.
 KGIL—Coffee Parade.
 KOWL—Navy Band.
 KWKW—Gordon Baker Lloyd.

9—KECA, KFMB—Welcome, Travelers.
 ★KFI, KFSD, KGER—News.
 ★KHJ, KFXM, KGB, KVOE—Kate Smith Speaks.
 ★KNX—Wendy Warren.
 KAGH—Top o' the Morning.
 KFAC—Morning Concert.
 KFVD—Waltz Time.
 KFWE—Strolling Tom.
 KGFJ—Delinquency Forum.
 KGIL—Swappin' Corner.
 KLAC—Zeke Manners.
 KMPC—Band Box.
 KOWL—Victorious Life.
 KRKD—Sagebrush Serenade.
 KWKW—Voice of China.
 KXLA—Bar Nothing Ranch.

9:05—KFI—Ladies' Day.
 KGER—Lutheran Hour.
 KWIK—Sunny Side.
9:15—KHJ, KFXM, KGB, KVOE—Victor H. Lindiahr.
 KNX—Annt Jenny.
 ★KAGH, KFVD—News.
 KFWE—Music.
 ★KGFJ—Alrotorials.
 KGIL—Ballads for You.
 KOWL—Hawaiian Melodies.
 KWKW—Light and Airy.
9:30—KECA, KFMB—Breakfast in Hollywood.
 KHJ—Hoods in Music.
 KNX, KSDJ—Helen Trent.
 KAGH—Shirley Kendall.
 KFOX—Full Gospel.



THE LINE-UP with late jockey changes and scratches
 9:30-9:45 a.m.
 Mon.-Sat.
 Dial 1230



KFVD—Show Tunes.
 KFWE—Marsha Walton.
 KGER—John Brown.
 KGFJ—Racing News.
 KGIL—Valley Shopper.
 KLAC—Racing News.
 ★KOWL—News.
 KWIK—Top o' Morning.
9:45—KFI—Chuck Collins.
 KNX, KSDJ—Our Gal Sunday.
 KFVD—Remembered Rhythms.
 KFWE—Reminiscent Sam.
 KGFJ—Disabled Veterans.
 ELAC—Coffee with Crosby.
 KOWL—Album of Song.
 ★KRKD—News.
 KWKW—Word of Truth.

9:55—KFAC—News.
10—KECA, KFMB—Ted Malone.
 KFI—Downtown and All Around.
 ★KHJ, KFXM, KGB, KVOE—News, Glenn Hardy.
 KNX—Big Sister.
 KAGH—G. E. Hour.
 KFAC—Serenade.
 ★KFOX, KGER—News.
 KFVD—Bible Institute.
 KFWE—Barrel of Dough.
 KGFJ—Record Jackpot.
 KGIL—Valley Frolic.
 KLAC—Al Jarvis Ballroom.
 ★KMPC—News, Eddie Lyon.
 KOWL—Romance in Music.
 KRKD—Morning Melodies.
 KWIK—Town Crier.
 KWKW—Racing News.
 KXLA—Sons of Pioneers.

10:05—KGER—Musical Roundup.
10:15—KECA, KFMB—Kiernan's Korner.
 KFI—What Do You Say?
 KHJ, KGB—Two-Ton Baker.
 KNX—Ma Perkins.
 KFOX—Assembly of God.
 KMPC—Music in the Air.
 KRKD—Dr. Richardson.
 KWKW—Audrey Shops.
 ★KXLA—News.

10:25—KGFJ—Sports Flash.
10:30—KECA, KFMB—My True Story
 KFI—Port of Missing Hits.
 KHJ—The Judge.
 KNX—Young Dr. Malone.
 KFVD—Rescue Mission.
 KFWE—Maurice Hart Show.
 ★KGIL—News; Curtain Call.
 ★KOWL, KWIK—News.
 KRKD—Crazy Rhythm.
 KWKW—Feature Story.
 KXLA—Popular Variety.

10:35—KWIK—Town Crier.
10:45—KFI—Joyce Jordan.
 KNX—Guiding Light.
 KFAC—Your County Reports.
 KFSD—Believe It or Not.
 KOWL—Tune Shop.
 KRKD—Midnight Mission.
 KWKW—My Serenade.
 KXLA—Songs of Our Times.
10:55—KECA, KFMB—Betty Crocker Magazine of the Air.
 KGFJ—Sports Flash.

11—KECA, KFMB—Betty Crocker.
 KFI, KFSD—Double or Nothing.
 KHJ, KGB, KVOE—Ladies First.
 KNX—Second Mrs. Burton.
 KAGH—Phil Hastings.
 KFAC—Festival of Music.
 ★KFWB, KGER—News.
 KFVD—Peter Potter.
 KGFJ—Record Jackpot.
 KGIL—Housewives' Exchange.
 KLAC—Al Jarvis Ballroom.
 KMPC—Stars of Song.
 KOWL—Today's Infant.
 KRKD—Songs of Yesteryear.
 KWIK—Tom, Dick & Harry.
 KWKW—Song Parade.
 KXLA—Easy Listening.

11:15—KECA, KFMB—Listening Post
 KNX—Perry Mason.
 KFVD—Violet.
 KGER—Musical Roundup.
 KMPC—Voice of Neighborhood.
 KOWL—Rhythm at Random.
 KWKW—Races and Sports.
 ★KXLA—Pasadena News.

11:20—KWKW—Stallway to Music.
11:25—KGFJ—Sports Flash.
11:30—KECA—Casa Cugat.
 KFI, KFSD—Today's Children
 KHJ, KFXM, KGB, KVOE—Queen for a Day.
 KNX, KSDJ—Nora Drake.
 KAGH—Accent on Music.
 KFAC—Keyboard Artistry.

11:35—KFOX, KFWE, KOWL—News.
 KMPC—Memory Melodies.
 KXLA—Dinner Bell Roundup.
11:45—KECA—Between Us Girls.
 KFI—Light of the World.
 KNX, KSDJ—Evelyn Winters.
 KOWL—Salute to Americas.
 KRKD—Melody Time.
 KWKW—Races and Sports.

11:55—KFAC—News.
12—KECA—Sam Hayes, News.
 KFI—Farm Reporter.
 ★KHJ, KAGH, KGER—News.
 KNX—Burrill Wheeler.
 KFAC—Luncheon Concert.
 KFVD—Editor of the Air.
 KFWE—Peter Potter.
 KGFJ—Intermission.
 ★KGIL—Valley News.
 KLAC—Al Jarvis Ballroom.
 KMPC—Women Are Wonderful.

KOWL—Mayor of Melody.
 KRKD—Santa Fe Trails.
 KWIK—Vocal Varieties.
 KWKW—Vocalist Parade.
 KXLA—Dinner Bell Roundup.
12:05—KAGH—Music.
 KGER—Chuck Wagon.
12:15—KECA—Baukhage Talking.
 KFI, KFSD—Ma Perkins.
 KHJ—Sing, America, Sing.
 ★KFOX—News.
 KGIL—Real Estate.
 KWKW—Races and Sports.

12:25—KGFJ—Sports Flash.
12:30—KECA, KFMB—Second Honeymoon.

KFI, KFSD—Pepper Young.
 ★KNX, KSDJ—Knox Manning.
 KHJ, KGB, KVOE—Bob Poole.
 KAGH—Pony Express Jamboree.
 KFVD—Violet.
 ★KFWE—News; Peter Potter.
 KGFJ—1230 Club.
 KGER—Squeakin' Deacon.
 KGIL—Hart and Darling.
 ★KMPC, KOWL, KWIK—News.
 KWKW—Stock Quotations.
 KXLA—Western Tunes.

12:35—KOWL—Mayor of Melody.
 KWIK—G.I. Parade.
 KWKW—Farm News.
12:45—KFI, KFSD—Bright to Happiness.
 KHJ—Melody Matinee.
 KNX—Background for Living.
 ★KFAC—News.
 KFOX—Verdict Rendered.
 KMPC—Rhythm Rancho.
 KWKW—Races and Sports.

12:50—KWKW—Circle 1430 Ranch.
12:55—KGFJ—Sports Flash.
1—KECA, KFMB—Listen to This
 KFI, KFSD—Backstage Wife.
 KHJ—Melody Matinee.
 KNX—Steve Allen.
 KAGH—Civic Service.
 KFAC—Piano Parade.
 ★KFVD, KLAC, KRKD—News.
 KFWE—Bill Anson.
 KGER—Squeakin' Deacon.
 KGFJ—1230 Club.
 KGIL—Cowboy Music.
 KMPC—Major League Ball.
 KOWL—Show Tunes.
 KWIK—Rhythmic Age.
 KXLA—Community Broadcaster.

1:10—KLAC—570 Club.
1:15—KFI, KFSD—Stella Dallas.
 KHJ—Nancy Dixon.
 KFAC—American Hour.
 KFVD—Piano Parade.
 KRKD—Siesta Time.
 KWIK—Charles W. Hamp.
 KWKW—Races and Sports.
 KXLA—LeRoy Smith.

1:25—KNX—Radio Harris.
 KGFJ—Sports Flash.
1:30—KECA—Quizziale.
 KFI, KFSD—Lorenzo Jones.
 KHJ—Norma Young.
 KNX, KSDJ—Meet the Missus.
 KAGH—Siesta Serenade.
 KFVD—Hall of Records.
 KGER—Western Siesta.
 KGIL—Homemakers.

1:35—KOWL, KRKD, KWIK—News.
 KWKW—Song of the Islands.
 KXLA—Vocal Varieties.
1:45—KRKD—Song Symphony.
 KECA—Magic Bandstand.
1:55—KWIK—Ethel and Albert.
 KFI, KFSD—Young Wilder Brown.
 KOWL—South of the Border.
 KWKW—Races and Sports.
 ★KXLA—News.
1:50—KWKW—Show Time.
1:55—KFAC—News.
 KGFJ—Sports Flash.

2—KECA, KFMB—Surprise Package.
 KFI, KFSD—When a Girl Marries.
 KHJ, KFXM, KGB, KVOE—Heart's Desire.
 KNX, KSDJ—Hint Hunt.
 KAGH—C. Sharpe Minor.
 KFAC—Matinee.
 KFOX—Round-the-Clock Rodeo.
 ★KFVD, KGER—News.
 KFWE—Bill Anson.
 KGFJ—What's Up.
 KGIL—Homemakers.
 KLAC—570 Club.
 KMPC—Three Alarm.
 KOWL—Matinee Melodies.
 KRKD—These Are Your Neighbors.
 KWIK—Magic Bandstand.
 KWKW—Races and Sports.
 KXLA—Concert Hour.

2:05—KFVD—Hall of Records.
 KGER—Western Siesta.
2:15—KFI, KFSD—Portia Faces Life.
 KRKD—Guest Star.
2:20—KWKW—News.
2:25—KECA, KFMB—News.
 KNX, KSDJ—M.M. Information.
 KGFJ—Sports Flash.
2:30—KECA, KFMB—Bride and Groom.
 KFI, KFSD—Just Plain Bill.
 KHJ, KGB—Red Benson Movie Show.

2:35—KNX, KSDJ—House Party.
 KGER—Garden School.
 ★KOWL, KWIK—News.
 KRKD—Tunes in Tempo.
 KWKW—Platter Parade.
2:40—KGER—Sons of Pioneers.
2:45—KFI, KFSD—Front-Page Farrell.
 KRKD—Organ Moods.
 KWKW—Races and Sports.

2:50—KWKW—Swing Session.
2:55—KNX—News.
 KGFJ—Sports Flash.

Monday Program Highlights

Morning Programs Appear in Lightface Type; Afternoon and Evening Programs in Boldface.

Comedy-Variety

3:00—Arthur Godfrey, KNX.
 7:00—My Friend Irma, KNX.
 8:30—Godfrey's Talent Scouts, KNX.

Quiz, Participation

8:00—McNeill Bkfst. Club, KECA
 8:30—Grand Slam, KNX.
 9:30—Bkfst. in Hollyw'd., KECA.
 10:00—Barrel of Dough, KFWE.
 11:30—Queen for a Day, KHJ.
 1:30—Meet the Missus, KNX.
 2:00—Heart's Desire, KHJ.
 2:30—Bride and Groom, KECA.
 2:30—House Party, KNX.
 6:30—Dr. I. Q., KFI.

Mystery-Detective

9:00—Inner Sanctum, KNX.

Classical, Semi-Classical Music

8:00—Fred Waring, KFI.
 5:30—Voice of Firestone, KFI.
 7:00—Contented Hour, KFI.
 9:00—Telephone Hour, KFI.

Comment-Narration

7:45—Fred Beck, KNX.
 9:00—Kate Smith, KHJ.
 10:00—Ted Malone, KECA.
 10:15—What Do You Say? KFI.

Drama

12:00—Burrill Wheeler, KNX.
 4:30—Art Baker, KFI.
 4:30—Passing Parade, KHJ.
 9:45—Night Editor, KNX.

Public Interest-Information

5:45—If They Had Lived, KGFJ.
 6:00—American Way, KFI.
 6:30—Child's World, KECA.

Sports

9:30—Racing News, KLAC.
 9:30—Racing, KGFJ.
 10:00—Race Lineup, KWKW.
 1:00—Major League Ball, KMPC.
 3:30—Race Reap, KGFJ.
 5:30—Sports Dial, KRKD.
 5:45—Race Results, KRKD.
 5:45—Sam Balter, KLAC.
 6:00—Fred Hessler, KGER.
 6:15—Bob Kelley, KMPC.
 6:30—Joe Hernandez, KMPC.
 8:00—Fishing Facts, KFOX.
 9:30—Inside of Sports, KHJ.

Popular-Western Music

4:30—Club 15, KNX.
 4:45—Stuart Hamblen, KFWE
 8:00—Supper Club, KFI.
 8:00—Sound Off, KECA
 8:45—Jack Smith, KNX.

- 3-KECA, KFMB-Ladies, Be Seated.
- KFI, KFSD-Road of Life.
- KHJ, KGB, KVOE-Golden Hope Chest.
- KNX, KSDJ-Arthur Godfrey.
- *KAGH-News.
- *KFAC-Musical Favorites.
- KFVD-Hall of Records.
- KFWB-Bill Anson.
- *KFOX, KGER, KXLA-News.
- KGJ-Sunset and Vine.
- KGIL-Social Whirl.
- *KLAC-News, Sports.
- KMPC-Chiffon Serenade.
- KOWL-Your Radio Outlook.
- KRKD-Tops in Pops.
- KWIK-Homemakers' Forum.
- KWKW-Swing Session.
- 3:05-KGER-Alkali Alex.
- 3:10-KLAC-Don Otis Show.
- 3:15-KFI-Life Can Be Beautiful.
- KFOX-Harvey Stanley Show.
- *KGIL-News.
- KOWL-Sports Matinee.
- KWKW-Races and Sports.

JUKE BOX MATINEE

With Carl Bailey
3:15 to 5:30 p.m.

KXLA

Monday thru Saturday

- KXLA-Juke Box Matinee.
- 3:25-KGJ-Sports Flash.
- 3:30-KECA-Norwood Smith Selects
- KFI, KFSD-Aunt Mary.
- KHJ-Moods in Music.
- KGH-Freddy Martin Show.
- *KFAC, KRKD, KWIK-News.
- KGER-Carolina Cotton.
- KGIL-Storybook Man.
- KMPC-Jeanne Gray.
- KWKW-Andy Mansfield.
- 3:35-KOWL-Organ Melodies.
- KRKD-Tea Time Tunes.
- KWIK-Valley Matinee.
- 3:45-KECA-Frances Scully.
- KFI, KFSD-Nora Drake.
- KHJ, KGB-Woody and Virginia.
- KFAC-Lyrics in Chorus.
- KMPC-Swing 'n' Sing.
- KOWL-Mark Mathews, Songs
- 3:55***KFWB**-News
- KFWB-Caroline Leonetti.
- KGJ-Sports Flash.
- 4-KECA-Model Magazine.
- KFI, KFSD-This Woman's Secret.
- *KHJ, KFXM, KGB, KVOE-Fulton Lewis Jr.
- KNX, KSDJ-Winner Take All
- KAGH-Disc Jockey.
- KFAC-Musical Masterpieces.
- KFVD-Harlem Matinee.
- KFWB-Spade Cooley.
- KGJ-Sunset and Vine.
- KGIL-Johnny Grant Show.
- *KFOX, KLAC, KMPC-News.
- KOWL-Just Music.
- KRKD-Piano Paintings.
- KWKW-1490 Club.
- KWKW-Ark Fansfield.
- KXLA-Juke Box Matinee.
- 4:05-KECA-George Fenneman Show.
- KGER-Musical Roundup.
- 4:15-KFI-Johnny Murray.
- *KHJ, KFXM, KGB, KVOE-Frank Hemingway.
- KFWB-Bing Crosby.
- KLAC-Pet Program.
- KMPC-Morton Gould Orch.
- KOWL-Classics in Music.
- KRKD-MovieLand Quiz.
- 4:25-KGJ-Sports Flash.
- 4:30-KFI-Art Baker's Notebook.
- *KHJ, KGB, KVOE-Passing Parade.
- KNX, KSDJ-Club 15.
- KFOX-Old Age Pensions.
- KFVD-Proven Hits.
- KFWB-Daily Light.
- KLAC-Racing Roundup.

MILD & MELLOW

4:30 to 5 P.M.
Monday Through Friday

KMPC

- KMPC-Gene Norman.
- KRKD-Symphony in Swing.
- KWIK-Old Folks Program.
- KWKW-Magic Circle Theater
- 4:35-KOWL-LampLighter Column.
- 4:45-KECA-Happy Theater.

- *KHJ, KGB, KVOE-Rex Miller
- *KNX, KSDJ-Ed R. Murrow.
- *KFSD-H. V. Kaltenborn.
- KFWB-Stuart Hamblen.
- KLAC-Music.
- *KRKD-News.
- KWIK-Musical Quiz.
- KWKW-Races and Sports.
- 4:50-KWKW-Magic Time.
- 4:55-KGJ-Sports Flash.
- 5-KECA-Challenge of Yukon.
- *KFI-Feature Wire.
- KHJ, KGB, KVOE-Adventure Parade.
- *KNX, KSDJ-Knox Manning, News.
- KAGH-Adventure Party.
- KFAC-Sunset Serenade.
- KFOX-Sunshine Mission.
- KFVD-Sundown Roundup.
- KFWB-Stuart Hamblen.
- KGJ-Jive at 5.
- KGIL-Johnny Grant Show.
- *KLAC-Fred Henry Reports.
- *KMPC-News, Star Time.
- KOWL-Plantation House Party.
- KRKD-Songs of the Saddle.
- *KWIK-News Review.
- KWKW-Reminiscent Music.
- KXLA-Juke Box Matinee.
- 5:05-KGER-Ford Lewis.
- 5:15***KFI**-News.
- KHJ, KFXM, KGB, KVOE-Chandu, the Magician.
- KNX-Tom Hanlon.
- KLAC-Peggy Lee.
- KOWL-Parade of Stars.
- KWIK-Hal Saefer.
- KWKW-Today at the Races.
- 5:30-KECA-Sky King.
- KFI, KFSD-Voice of Firestone.
- KHJ, KFXM, KGB, KVOE-Superman.
- *KNX, KSDJ-Charles Collingwood.
- KAGH-Sports Notebook.
- KFAC-Whoa Bill Clnb.
- *KFOX, KOWL, KWIK-News.
- KFVD-Pass Time.
- KGER-Cactus Mack.
- KGJ-Race Recap.
- KLAC-Music Boom.
- KMPC-All-Time Hits.
- KRKD-Sports Dial.
- KXLA-Future Pianists.
- 5:35-KOWL-Musical Detective.
- 5:45-KHJ, KFXM, KGB, KVOE-Adventures of Tom Mix.
- KAGH-Bing Sings.
- KFOX-Your Fishcaster.
- KFVD-Crobyana.
- KGER-Bruce Trent.
- KGJ-If They Had Lived.
- KLAC-Sam Balter, Sports.
- KMPC-Top Tunes.
- KRKD-Race Results.
- KWIK-Paul Page Sings.
- KWKW-Spotlight on Bands.
- KXLA-Music.
- 5:55***KNX**-Frank Goss, News.
- KGJ-Film News.
- 6-KECA, KFMB-Edwin C. Hill.
- KFI-American Way.
- *KHJ, KFXM, KGB, KVOE-News, Gabriel Heatter.
- KNX, KSDJ-Lux Radio Theater.
- KAGH-Public Interest.
- *KFAC, KFOX, KFWB, KLAC, KMPC-News.
- KFVD-Haynes at the Reins.
- KGER-Sports Time.
- KGJ-Musical Digest.
- KGIL-Johnny Grant Show.
- KOWL-Italian Program.
- KRKD-Music Varieties.
- KWIK-Meet the Band.
- KWKW-Gasoline Alley.
- KXLA-Toastmaster Club.
- 6:05-KECA-Animal World Court.
- KFAC-Musical Memories.
- KLAC-Al Jarvis Ballroom.
- 6:10-KECA-Sports Desk.
- 6:15***KECA**-Elmer Davis, News.
- *KHJ, KGB-Mutual Newsreel.
- *KAGH-News.
- KFWB-Crosby Entertains.
- KGER-Stamps Quartet.
- KMPC-Bob Kelly, Sports.
- KRKD-Hawaiian Memories.
- KWIK-America Is Playing.
- KWKW-Sunset Serenade.
- 6:30-KECA-Child's World.
- KFI, KFSD-Dr. I. Q.
- KHJ, KFXM, KGB, KVOE-Quiet Please.
- KAGH-Concert.
- KFAC-Hour of Music.
- KFOX-Hal's Memory Room.
- KFVD-Ariane Melodies.
- KFWB-America Dances.
- KGER-Helene Smith.
- KMPC-Joe Hernandez.
- KOWL-Old Homeland.
- KRKD-Piano Parade.
- KXLA-Popular Variety.
- 6:45***KFVD**-News.
- KRKD-A. F. of L.
- KWIK-Building Burbank.
- 6:55***KHJ, KFXM, KGB, KVOE**-Bill Henry, News.

- 7-KECA, KFMB-Lone Ranger.
- KFI, KFSD-Carnation Contended Hour.
- KHJ-Mysterious Traveler.
- KNX, KSDJ-My Friend Irma.
- KFAC-Hour of Music.
- KFOX-Maritime Committee.
- KFVD-Squeakin' Deacon.
- KFWB-America Dances.
- KGB, KVOE-Fishing and Hunting Club.
- *KGER-News; Dr. Fagan.
- KGJ-Musical Digest.
- *KGIL-Valley News.
- KLAC-Picture Album.
- KMPC-Firestone Favorites.
- *KRKD-News.
- KWIK-Dance Orch.
- KWKW-Easy Listening.
- KXLA-Saddle Dusters.
- 7:15***KFOX**-Upton Close.
- KGIL-Softball.
- KLAC-Music.
- KRKD-Three-Quarter Time.
- KWIK-Here's to Veterans.
- KXLA-Evening Serenade.
- 7:30-KECA-Music and Mr. Blaine.
- KFI-Reserve.
- KHJ, KFXM, KGB, KVOE-Cisco Kid.
- KNX, KSDJ-Vaughn Monroe.
- KFAC-Echoes and Encores.
- KFWB-Sports Final.
- KGER-Advertiser Church.
- KGIL-Modern Concert Hall.
- KLAC-Jan Garber.
- KMPC-Jerry Lawrence.
- KRKD-Do You Know?
- *KWIK-News, Roundup Time.
- KWKW-Twilight Varieties.
- KXLA-Jimmie Dolan.
- 7:45***KFOX**-News.
- KFWB-Singin' Sam.
- KLAC-Behind Studio Gates.
- KMPC-Al Goodman.
- KWIK-Rocky Morgan.
- 8-KECA, KFMB-Sound Off.
- KFI, KFSD-Supper Club.
- KHJ, KFXM, KGB, KVOE-Let George Do It.
- KNX-Lowell Thomas.
- KFAC-Erening Concert.
- KFOX-Fishing Facts.
- KFWB-Music.
- *KGER, KLAC, KXLA-News.
- KGJ-Caucasian Memories.
- KGIL-Cowtown Boys.
- *KMPC-News, Frandsen.
- KWIK-Veterans' Hospital.
- 8:05-KGER-Alfred Newman.
- 8:15***KFI, KFSD**-World News.
- KNX-Jack Smith.
- KFWB-Remember.
- KGJ-Songs for You.
- KLAC-Fred Haney.
- KFAC-Andre Kostelanetz.
- KXLA-Evening Serenade.
- 8:30-KECA, KFMB-Stars in the Night.
- KFI-Cavalcade of America.
- KHJ, KFXM, KGB, KVOE-Casebook of Gregory Hood.
- KNX, KSDJ-Talent Scouts.
- *KFWB, KWIK-News.
- KGER-Clem Davies.
- *KGJ-Averill Berman, News.
- KGIL-Paddon Lewis.
- KLAC-Studio Orch.
- KMPC-L. A. vs. Portland.
- KXLA-The Corral.
- 8:45***KECA**-Hope of Peace.
- KFWB-Here's to Vets.
- KGJ-Hollywood House Party
- KWIK-Hebrew-Christian Hr.
- 8:55-KHJ, KFXM, KGB, KVOE-Billy Rose.
- KLAC-Sheriff's Office.
- 9***KECA, KFMB**-Arthur Gaeth.
- KFI, KFSD-Telephone Hour.
- *KHJ, KFXM, KGB, KVOE-News, Glenn Hardy.
- KNX, KSDJ-Inner Sanctum.
- KFAC-Evening Concert.
- KFOX-Stories to Remember.
- *KFWB-Clete Roberts.
- *KGER-News.
- KGJ-Hollywood House Party.
- KFAC-Paddon Lewis.
- KLAC-Music.
- KMPC-Baseball.
- KWIK-Reading & Dreaming.
- KXLA-Squeakin' Deacon.
- 9:05-KGER-Three Suns.
- 9:15-KECA, KFMB-Reserve.
- *KHJ, KGB, KVOE-Fleetwood Lawton.
- KFAC-G. S. Glenn.
- KGER-Here's to Vets.
- 9:30-KECA-Curt Massey Show.
- KFI, KFSD-The Big Story.
- KHJ, KGB, KVOE-Inside of Sports.
- KNX-Beulah.
- KFWB-Unity Daily Word.
- KGER-Music in the Night.
- KLAC-Here's to Vets.
- 9:45-KHJ, KFXM, KGB, KVOE-Henry J. Taylor.
- KNX, KSDJ-Night Editor.
- *KFWB-Music and News.
- KLAC-Guest Star.

10***KECA**-Richfield Reporter.
- *KFI, KFSD-The Reporter.
- *KHJ, KFXM, KGB, KVOE-Fulton Lewis Jr.
- *KNX, KSDJ-Chet Huntley, News.
- KFAC-Lucky Lager Dance.
- KFOX-Ocean Park Fights.

EASTSIDE SHOW

10 TO 12 P. M.
Every Night Except Sunday

KFWB

- KFWB-Eastside Show.
- KGER-Riverside Rancho.
- KGJ-Concert Nocturne.
- KGIL-Symphony.
- KLAC-Don Otis.
- KMPC-Baseball.
- KWIK-Michael Roy.
- KXLA-Radio Guild.
- 10:15***KECA**-Casa Cugat.
- KFI-Music Shop.
- KHJ-Highlights in Music.
- KNX-Reserve.
- KMPC-Bridge Club.
- 10:30-KECA-The Hawthorne Thing.
- *KFI-Inside the News.
- KHJ, KGB-Veteran Wants to Know.
- KNX-Symphonette.
- KGER-At the Ranchhouse.
- *KXLA-Dan Lundberg.
- 10:45-KFI-Melody Time.
- KHJ-Fauling Alpert.
- KMPC-Parade of Hits.
- 10:55-KFI-Police Bulletins.
- *KLAC-News.
- 11***KECA**-News of Tomorrow.
- *KFI-News.
- KHJ, KGB-Magic Rhythm.
- *KNX-Nelson Pringle.
- KFAC-Lucky Lager Dance.
- KFOX-C. Sharpe Minor.
- KFVD-Spade Cooley Time.
- KFWB-Eastside Show.
- KGER-At the Ranchhouse.
- KGJ-Concert Nocturne.
- KGIL-America Is Playing.
- KLAC-Don Otis.
- KMPC-Dance Parade.
- KWIK-Michael Roy.
- KXLA-Dance Time.
- 11:15-KECA-EI Rancho Orch.
- KFI-Here's to Veterans.
- KNX-Merry-Go-Round.
- 11:30-KFI-U. S. Navy Recruiting.
- KXLA-Arvon Dale Orch.
- 11:45-KECA-Slapy Maxie Orch.
- KFI-For You.
- *KHJ, KGB, KVOE-News.
- KNX-In My Opinion.
- 11:55***KECA, KFI, KMPC**-News.

TAKE HEART

Television is not waiting for the spanning of America by coaxial cable or microwave relay, to put on coast-to-coast shows. An increasing number of video shows these days are being signed up for servicing through the country on film as well as via live transmission. With kinescope photography now perfected, advertisers are finding it much easier to record their live shows off the tube and airmail the films out to stations not yet connected with a network.



REMEMBER?

Bright idea for painless advertising on television was Chesterfield's, for their presentation of the New York Giants home games. The sponsor bought all the billboards at the ball park, so that video audiences couldn't help being reminded of the product at every pitch and play.

TUESDAY, SEPTEMBER 14

★Indicates News Broadcast
8—KECA, KFMB—Don McNeill's Breakfast Club.
 KFI, KFSD—Fred Waring.
 ★KHJ, KGB—Cecil Brown.
 KXN—Wes Batterssea.
 KFAC—Country Church.
 KGFJ—Dr. Frederick Balles.
 KGIL—Musical Corral.
 KFOX, KRKD—Haven of Rest
 KFVB—George Milne.

SOLID TWO AND ONE-HALF HOURS WESTERN MUSIC

1020 KC. 6:00-8:30 A.M.
 5000 WATTS Mon. Thru Sat.



KFVD—Wakeup Ranch.
 ★KLAC, KMPC, KOWL, KXLA—News.
 KWIK—Western Jamboree.
 KWKW—Rafael Mendez.
 ★KGB—News, Mizpah.
8:15★KHJ, KXN—News.
 KFVB—Crosby Entertains.
 KMPC—Market Report, Sports
 KGFJ—Public Messenger.
 KLAC—Haynes at the Reins.
 KOWL—Memories in Music.
8:30—KFI, KFSD—Jack Berch.
 ★KHJ—Editor's Diary.
 KXN, KSDJ—Grand Slam.
 ★KFAC, KFVB, KGIL, KOWL, KRKD—News.
 KFOX—Words of Life.
 KFVD—Easy Listening.
 KGER—Hammond.
 KGFJ—Yesterday's Hits.
 KLAC—Zeke Manners.
 KMPC—A Song for You.
 KWKW—Stock Quotations.
 KXLA—Organ Melodies.
8:35—KRKD—Spotlight Varieties.
8:45—KFI, KFSD—Lora Lawton.
 ★KHJ—News.
 KXN—Rosemary.
 KFAC—Unity.
 KFVD—Vocal Varieties.
 KFVB—Science of Mind.
 KGER—Bible Treasury Hour.
 KGIL—Coffee Parade.
 KOWL—Organ Melodies.
 KWKW—Gordon Baker Lloyd.
9—KECA, KFMB—Welcome Travelers.
 ★KFI, KFSD, KGER—News.
 ★KHJ, KFMB, KGB, KVOE—Kate Smith Speaks.
 KXN—Wendy Warren.
 KFAC—Morning Concert.
 KFVD—Waltz Time.
 KFVB—Strolling Tom.
 KGFJ—Your City at Work.
 KGIL—Swappin' Corner.
 KLAC—Zeke Manners.
 KMPC—Band Box.
 KOWL—Helen Markham.
 KRKD—Sagebrush Serenade.
 KWKW—Voice of China.

TENNESSEE ERNIE IN RADIO'S HOTTEST WESTERN SHOW KXLA

9 - 10 A. M. — Mon.-Fri.

KXLA—Bar Nothing Ranch.
9:05—KFI—Ladies' Day.
 KGER—Lutheran Hour.
 KWIK—Sunny Side.
9:15—KHJ, KFMB, KGB, KVOE—Victor H. Lindlahr.
 KXN—Aunt Jenny.
 ★KAGH, KFVD—News.
 KFVB—Fifth Freedom.
 KGFJ—Community Chest.
 KGIL—Ballads for You.
 KOWL—Hawaiian Melodies.
 KWKW—Light and Airy.
9:20★KGFJ—Airtorials.
9:30—KECA, KFMB—Breakfast in Hollywood.
 KHJ—Meds in Music.
 KXN, KSDJ—Helen Trent.
 KFOX—Full Gospel.
 KFVD—Show Tunes.
 KFVB—Marsha Walton.
 KGER—John Brown.
 KGFJ—Racing News.
 KGIL—Valley Shopper.
 KLAC—Racing News.
 ★KOWL—News.
 KWIK—Top of the Morning.
9:45—KFI—Chuck Collins.
 KXN, KSDJ—Our Gal Sunday.

KFVD—Remembered Rhythms.
 KFVB—Reminiscent Sam.
 KGFJ—The Judge Speaks.
 KLAC—Coffee with Crosby.
 KOWL—Album of Song.
 ★BKBD—News.
 KWKW—Word of Truth.
9:55★KFAC—News.
10—KECA, KFMB—Ted Malone.
 KFI—Downtown and All Around.
 ★KHJ, KFMB, KGB, KVOE—News, Glenn Hardy.
 KXN—Big Sister.
 KAGH—G. E. Hour.
 KFAC—Serenade.
 KFVB—Barrel of Dough.
 KGFJ—Record Jackpot.
 KFVD—Rev. Louis T. Talbot.
 KGIL—Valley Frolic.
 KLAC—Al Jarvis Ballroom.
 ★KMPC—News, Eddie Lyon.
 KOWL—Romance in Music.
 KRKD—Morning Melodies.
 KWIK—Town Crier.
 KWKW—Racing News.
 KXLA—Sons of Pioneers.
10:05—KGER—Musical Roundup.
10:15★KECA, KFMB—Eliernan's Corner.
 KFI—What Do You Say?
 KHJ, KGB, KVOE—Two-Ton Baker.
 KXN—Ma Perkins.
 KGFJ—Assembly of God.
 KMPC—Music in the Air.
 KRKD—Dr. Richardson.
 KWKW—Tune-Up Time.
 ★KXLA—News.



RACE RESULTS FIRST ON KGFJ
 Starting at 10:25 a.m., 10:55 a.m., and every 30 min. thereafter
 Mon. thru Sat. Dial 1230

10:25—KGFJ—Sports Flash.
10:30—KECA, KFMB—My True Story
 KFI—Port of Missing Hits.
 KHJ—The Jedge.
 KXN—Young Dr. Malone.
 KFVD—Rescue Mission.
 KFVB—Maurice Hart Show.
 ★KGIL—News; Curtain Call.
 ★KOWL, KWIK—News.
 KBKD—Crazy Rhythm.
 KWKW—Feature Story.
 KXLA—Popular Variety.
10:35—KWIK—Town Crier.
10:45—KFI—Joyce Jordan.
 KXN—Guiding Light.

KFAC—Village Festival.
 KFSD—Believe It or Not.
 KOWL—Tune Shop.
 KRKD—Midnight Mission.
 KWKW—My Serenade.
 KXLA—Songs of Our Times.
10:55—KECA, KFMB—Betty Crocker Magazine of the Air.
 KGFJ—Sports Flash.
11—KECA, KFMB—Betty Crocker.
 KFI, KFSD—Double or Nothing.
 KHJ, KGB, KVOE—Ladies First.
 KXN—Second Mrs. Burton.
 KAGH—Phil Hastings.
 KFAC—Festival of Music.
 KFOX—Breakfast Club.
 ★KFVD, KGER—News.
 KFVB—Peter Potter.
 KGFJ—Record Jackpot.
 KGIL—Housewives' Exchange.
 KLAC—Al Jarvis Ballroom.
 KMPC—Stars of Song.
 KOWL—Today's Infant.
 KRKD—Songs of Yesteryear.
 KWIK—Tom, Dick & Harry.
 KWKW—Guest Star.
 KXLA—Variety.
11:15—KECA, KFMB—Club Time.
 KXN—Perry Mason.
 KFVD—Violet.
 KGER—Musical Roundup.
 KMPC—Voice of the Army.
 KOWL—Rhythm at Random.
 KWKW—Races and Sports.
 ★KXLA—Pasadena News.
11:20—KWKW—Stairway to Music.
11:25—KGFJ—Sports Flash.
11:30—KECA—Casa Cugat.
 KFI, KFSD—Today's Children.
 KHJ, KGB, KFMB, KVOE—Queen for a Day.
 KXN, KSDJ—Nora Drake.
 KAGH—Accent on Music.
 EFAC—Keyboard Artistry.
 KFVD—Memory Melodies.
 KMPC—Tops in Pops.
 ★KOWL, KRKD, KWIK—News.
 KXLA—Dinner Bell Roundup.
11:35—KFOX—Request It.
11:45—KECA—Between Us Girls.
 KFI—Light of the World.
 KXN, KSDJ—Evelyn Winters.
 KOWL—Salute to Americas.
 KRKD—Melody Time.
 KWKW—Races and Sports.
11:55★KFAC, KOWL—News.
 KGFJ—Sports Flash.
12★KECA—News, Sam Hayes.
 KFI—Farm Reporter.
 ★KHJ, KAGH, KGIL—News.
 KXN—Burrill Wheeler.
 KFAC—Luncheon Concert.
 KFVD—Editor of the Air.
 KFVB—Peter Potter.
 ★KGER—News; Chuck Wagon.
 KGFJ—Intermission.
 KLAC—Al Jarvis Ballroom.
 KMPC—Women Are Wonderful.
 KOWL—Mayor of Melody.
 KRKD—Santa Fe Trails.
 KWIK—Luncheon Musicals.

THE HOUR OF GENERAL ELECTRIC 12:00—1:00 P.M.
 ON
AL JARVIS ORIGINAL MAKE-BELIEVE BALLROOM
 KLAC
 10:00 - 1:00 p.m.
 6:05 - 7:00 p.m.
 Monday thru Saturday

KWKW—Vocalist Parade.
 KXLA—Dinner Bell Roundup.
12:05—KAGH—Music.
12:15★KECA—Baukhage Talking.
 KFI, KFSD—Ma Perkins.
 KHJ—Sing, America, Sing.
 KGIL—Real Estate Show.
 KWKW—Races and Sports.
12:25—KGFJ—Sports Flash.
12:30—KECA, KFMB—Second Honey-moon.
 KFI, KFSD—Pepper Young.
 KHJ, KGB—Bob Poole Show.
 ★KXN, KSDJ—Knox Manning.
 KAGH—Pony Express.
 KFOX—Cowhands Carnival.
 KFVD—Violet.
 ★KFVB—News; Peter Potter.
 KGFJ—1230 Club.
 KGIL—Hart and Darling.

KGER 100% WESTERN MUSIC
 SQUEAKIN' DEACON MOORE
 12:30-1:30 p.m.
 Mon. thru Fri.
 1390 on Your DIAL

KGER—Squeakin' Deacon.
 ★KMPC, KOWL, KWIK—News.
 KWKW—Stock Quotations.
 KXLA—Western Tunes.
12:35—KOWL—Mayor of Melody.
 KWIK—G.I. Platter Parade.
 KWKW—Farm News.
12:45—KFI, KFSD—Right to Happiness.
 KHJ—Melody Matinee.
 KXN—One for the Book.
 ★KFAC—News.
 KMPC—Rhythm Rancho.
 KWKW—Races and Sports.
 KXLA—Western Records.
12:50—KWKW—Circle 1430 Ranch.
12:55—KGFJ—Sports Flash.
1—KECA, KFMB—Listen to This
 KFI, KFSD—Backstage Wife.
 KHJ—Melody Matinee.
 KXN—Steve Allen.
 KAGH—Civic Service.
 KFAC—Piano Parade.
 ★KFVD, KRKD—News.
 KFVB—Bill Anson.
 KGER—Squeakin' Deacon.
 KGFJ—1230 Club.
 KGIL—Cowboy Band.
 ★KLAC—News, Sports.
 KMPC—Major League Ball.
 KOWL—Show Tunes.
 KWIK—Just Relax.
 KXLA—Community News.
1:15—KFI, KFSD—Stella Dallas.
 KHJ—Nancy Dixon.
 KFAC—American Hour.
 KFOX—Recital of Rhythm.
 KFVD—Piano Parade.
 KLAC—570 Club.
 KRKD—Siesta Time.
 KWIK—Charles Hamp.
 KWKW—Races and Sports.
 KXLA—LeRoy Smith.
1:25—KXN—Radio Harris.
 KGFJ—Sports Flash.
1:30—KECA—Quizzeale.
 KFI, KFSD—Lorenzo Jones.
 KHJ—Norma Young.
 KXN, KSDJ—Meet the Missus.
 KFVD—Proudly We Hail.
 KGER—Western Siesta.
 KGIL—Homemakers.
 ★KOWL, KRKD, KWIK—News.
 KWKW—Song of the Islands.
 KXLA—Vocal Varieties.
1:35—KRKD—Song Symphony.
 KWIK—Magic Bandstand.
1:45—KECA—Ethel and Albert.
 KFI, KFSD—Widder Brown.
 KOWL—South of the Border.
 KGB, KVOE—United Nations.
 ★KXLA—News.
1:50—KWKW—Show Time.
1:55★KFAC—News.
 KGFJ—Sports Flash.
2—KECA, KFMB—Surprise Package.
 KFI, KFSD—When a Girl Marries.
 KHJ, KFMB, KGB, KVOE—Heart's Desire.
 KXN, KSDJ—Hint Hunt.
 KAGH—C. Sharpe Minor.
 KFAC—Matinee.
 KFOX—Rodeo.
 ★KFVD—News; Hall of Records

tuesday Program Highlights

Morning Programs Appear in Lightface Type; Afternoon and Evening Programs in Boldface.

<p>Comedy-Variety</p> <p>3:00—Arthur Godfrey, KXN. 7:00—Bob Hope, KFI. 8:30—Mel Tormé, KF.</p> <p>Quiz, Participation</p> <p>8:00—McNeill Bkfst. Club, KECA 8:30—Grand Slam, KXN. 9:30—Bkfst. in Hollywood, KECA 10:00—Barrel of Dough, KFVB. 11:30—Queen for a Day, KHJ. 1:30—Meet the Missus, KXN. 2:00—Heart's Desire, KHJ. 2:30—House Party, KXN. 2:30—Bride and Groom, KECA.</p> <p>Classical, Semi-Classical Music</p> <p>8:00—Fred Waring, KFI. 5:30—Carmen Cavallaro, KFI. 6:30—Chamber Music Hour, KECA.</p> <p>Comment-Narration</p> <p>7:45—Fred Beck, KXN. 9:00—Kate Smith, KHJ. 10:00—Ted Malone, KECA. 10:15—What Do You Say? KFI. 12:00—Burrill Wheeler, KXN. 4:30—Art Baker, KFI. 4:30—Passing Parade, KHJ. 9:45—Night Editor, KXN.</p>	<p>Mystery-Detective</p> <p>8:00—Monte Cristo, KHJ. 8:30—Mr. and Mrs. North, KXN. 9:00—Mystery Theater, KXN.</p> <p>Public Interest-Information</p> <p>9:00—Town Meeting, KECA. 11:45—Frontiers of Science, KXN</p> <p>Sports</p> <p>9:30—Racing News, KLAC. 9:30—Racing, KGFJ. 10:00—Race Lineup, KWKW. 1:00—Major League Ball, KMPC. 5:30—Race Recap, KGFJ. 5:30—Sports Dial, KRKD. 5:45—Race Results, KRKD. 5:45—Sam Balter, KLAC. 6:00—Fred Hessler, KGER. 6:15—Bob Kelley, KMPC. 6:30—Joe Hernandez, KMPC. 7:15—Fishing Pals, KFOX. 8:10—Baseball, KLAC, KMPC. 8:30—Inside of Sports, KHJ. 10:05—Boxing, KLAC.</p> <p>Popular-Western Music</p> <p>4:30—Club 13, KXN. 4:45—Stuart Hamblen, KFVB. 8:00—Supper Club, KFI. 8:15—Jack Smith, KXN.</p>
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KFWB—Bill Anson.
KGER—Long Beach Band.
KGFJ—What's Up.
KGLL—Homemakers.
KLAC—570 Club.
KMPC—Three Alarm.
KOWL—Matinee Melodies.
KRRD—Lyons Club.
KWKW—Races and Sports.
KWIK—Magic Bandstand.
KXLA—Cozy Hour.

2:15—KFI, KFSD—Portia Faces Life.
KRRD—Musical Bouquet.

2:20—KWKW—News.

2:25—KECA, KFMB—News.
KNN, KSDJ—Mr. Information.
KGFJ—Sports Flash.

2:30—KECA, KFMB—Bride and Groom.
KFI, KFSD—Just Plain Bill.
KHJ, KGB, KVOE—Red Benson Movie Show.
KNN, KSDJ—House Party.
KGER—Garden School.
*KOWL, KWIK—News.
KRRD—Tunes in Tempo.
KWKW—Marine Band.

2:35—KOWL—Contented Listening.

2:40—KGER—Long Beach Band.

2:45—KFI, KFSD—Front-Page Farrell.
KRRD—Organ Moods.
KWKW—Faces and Sports.

2:50—KWKW—Swing Session.

2:55—KNN—News.
KGFJ—Sports Flash.

3—KECA, KFMB—Ladies, Be Seated.
KFI, KFSD—Road of Life.
KHJ, KGB, KVOE—Golden Hope Chest.
KNN, KSDJ—Arthur Godfrey.
*KAGH—News.
*KFAC—Musical Favorites.
*KFOX, KGER, KXLA—News.
KFYD—Hall of Records.
KFWB—Bill Anson.
KGFJ—Sunset and Vine.
KGLL—Social Whirl.
*KLAC—News, Sports.
KMPC—Chiffon Serenade.
KOWL—Radio Outlook.
KRRD—Tops in Pops.
KWIK—Homemakers' Forum.
KWKW—Swing Session.

3:05—KGER—A Kali Alex.

3:10—KLAC—Don Otis Show.

3:15—KFI—Life Can Be Beautiful.
*KGLL—News.
KOWL—Sports Matinee.
KWKW—Races and Sports.
KXLA—Juke Box Matinee.

3:25—KGFJ—Sports Flash.

3:30—KECA—Norwood Smith Sings.
KFI, KFSD—Aunt Mary.
KAGH—Freddy Martin Show.
*KFAC, KRRD, KWIK—News.
KGER—Carolina Cotton.
KGLL—Storybook Man.
KMPC—Jeanne Gray.
KWKW—Andy Mansfield.

3:35—KOWL—Just Music.
KRRD—Tea Time Tunes.
KWIK—Valley Matinee.

3:45—KECA—Frances Scully.
KFI, KFSD—Nora Drake.
KBJ—Woody and Virginia.
KFAC—Stringtime.
KMPC—Swing 'n' Sing.

3:55—KFYD—News.
KFWB—Caroline Leonetti.
KGFJ—Sports Flash.

4—KECA—Model Magazine.
KFI, KFSD—This Woman's Secret.
*KHJ, KFXM, KGB, KVOE—Fulton Lewis.
KNN, KSDJ—Winner Take All.
KFAC—Musical Masterpieces.
KFMB—You Win It.
*KFOX, KGER—News.
KFYD—Harlem Matinee.
KFWB—Spade Cooley.
KGFJ—Sunset and Vine.
KGLL—Johnny Grant Show.
*KLAC—News, Sports.
*KMPC—News, Eddie Lyon.
KOWL—Just Music.
KRRD—Piano Paintings.
KWIK—490 Club.
KWKW—Andy Mansfield.
KXLA—Juke Box Matinee.

4:05—KECA—George Fenneman Show.
KGER—Musical Roundup.

4:15—KFI—Johnny Murray.
*KHJ, KFXM, KGB—Frank Hemingway.
KFWB—Bing Crosby.
KLAC—Belle Martel.
KOWL—Fiddlestrings & Ballads.
KMPC—Twilight Tales.
KRRD—Movieband Quiz.

4:25—KGFJ—Sports Flash.

4:30—KFI—Art Baker's Notebook.
*KHJ, KGB, KVOE—Passing Parade.
KNN, KSDJ—Club 15.
KFYD—Proven Hits.

KFWB—Daily Light.
KLAC—Racing Roundup.

MILD & MELLOW

4:30 to 5 P.M.
Monday Through Friday

KMPC

KMPC—Mild and Mellow.
*KOWL—News.
KRRD—Symphony in Swing.
KWIK—Old Folks' Program.
KWKW—Opera Association.

4:35—KOWL—Lamp Lighter.

4:45—KECA—Happy Theatre.
*KHJ, KGB, KVOE—Tex Miller.
*KNN, KSDJ—Ed R. Murrow.
*KFSD—H. V. Kaltenborn.
KFWB—Stuart Hamblen.
KLAC—Music Room.
*KRRD—News.
KWIK—Musical Quiz.
KWKW—Races and Sports.

4:50—KWKW—Magic Time.

4:55—KGFJ—Sports Flash.

5—KECA—Green Hornet.
*KFI—Feature Wire.
KHJ, KGB, KVOE—Adventure Parade.
*KNN, KSDJ—Knox Manning, News.
KAGH—Candy Lou.
KFAC—Sunset Serenade.
KFYD—Sundown Roundup.
KFWB—Stuart Hamblen.
KGFJ—Jive at Five.
KGLL—Johnny Grant Show.
*KLAC—Fred Henry Reports.
*KMPC—News, Star Time.
KOWL—House Party.
KRRD—Sings of the Saddle.
*KWIK—News Review.
KWKW—Reminiscent Music.
KXLA—Juke Box Matinee.

5:05—KGER—Ford Lewis.

5:15—*KFI—News.
KHJ, KFXM, KGB, KVOE—Chandu, the Magician.
KNN—Tom Hanlon.
KLAC—Music.
KOWL—Bing Crosby.
KWIK—Leslie Gray.
KWKW—Today at the Races.

5:30—KECA—Jack Armstrong.
KFI, KFSD—Carmen Cavallaro Show.
KHJ, KFXM, KGB, KVOE—Superman.
*KNN, KSDJ—Charles Collingwood.
KFAC—Whoa Bill Club.
*KFOX, KOWL, KWKW—News.
KFYD—Pass Time.
KGER—Cactus Mack.
KGFJ—Race Recap.
KMPC—All-Time Hits.
KRRD—Sports Dial.
*KWIK—Valley News.
*KXLA—Future Pianists.

5:35—KOWL—Musical Detective.

5:45—KHJ, KFXM, KGB, KVOE—Adventures of Tom Mix.
*KNN, KSDJ—News, Garred.
KFYD—Crosbyana.
KGER—Bruce Trent.
KGFJ—Dinner Interlude.
KLAC—Sam Balter, Sports.
KMPC—Top Tunes.
KRRD—Race Results.
KWIK—Paul Page Sings.
KWKW—Spotlight on Hands.
KXLA—Music.

5:55—*KNN—Frank Goss, News.

6—KECA, KFMB—Edwin C. Hill.
KFI—Cass County Boys.
*KHJ, KFXM, KGB, KVOE—Gabriel Heatter.
KNN—Women's Forum.
*KFAC, KFOX, KFWB, KLAC, KMPC—News.
KFYD—Haynes at the Reins.
KGER—Sports Time.
KGFJ—Musical Digest.
KGLL—Johnny Grant.
KOWL—Italian Program.
KRRD—Musical Varieties.
KWIK—Meet the Band.
KWKW—Sunset Serenade.
KXLA—Music.

6:05—KECA—Animal World Court.
KFAC—Musical Memories.
KLAC—Al Jarvis Ballroom.

6:10—KECA—Sports Desk.

6:15—*KECA—Elmer Davis, News.
*KHJ, KGB—Mutual Newsreel.
KFWB—Crosby Entertains.
KGER—Stamps Quartet.
KMPC—Bob Kelley, Sports.
KRRD—Hawaiian Memories.
KWIK—Sports Roundup.
KXLA—Mary Burke King.

6:30—KECA, KFMB—Chamber

Music Hour.
KFI—Styles in Music.
KHJ, KFXM, KGB, KVOE—The Lone Wolf.
KNN, KSDJ—Hit the Jackpot.
KAGH—Concert.
KFAC—Hour of Music.
KFOX—Hal's Memory Room.
KFYD—Airlane Melodies.
KFWB—America Dances.
KGER—Helene Smith.
KMPC—Joe Hernandez.
KOWL—Old Homeland.
KRRD—Piano Parade.
KXLA—Guest Star.

6:45—KFYD—News.
KRRD—Accent on Rhythm.
KWIK—Ted Withall Sings.

6:55—*KHJ, KFXM, KGB, KVOE—Bill Henry, News.

7—KECA, KFMB—Chamber Music Hour.
KFI, KFSD—Bob Hope Show.
KHJ, KFXM, KGB, KVOE—Roger Kilgore.
KNN, KSDJ—Cabin B-13.
KFAC—Hour of Music.
KFYD—Squeakin' Deacon.
KFWB—America Dances.
*KGER, KRRD—News.
KGFJ—Musical Digest.
*KGLL—Valley News.
KLAC—Picture Album.
KMPC—Friston Favorites.
KWIK—Dance Orch.
KWKW—Mid-Eastern Hour.
*KXLA—Peter De Lima.

7:05—KGER—Fagan.

7:15—KFOX—Fishing Pals.
KGLL—Modern Concert Hall.
KLAC—Music.
KRRD—Three-Quarter Time.
KWIK—Marine Band.
KXLA—Evening Serenade.

7:30—KECA—Report to the People.
KFI, KFSD—People Are Funny.
KHJ, KFXM, KGB, KVOE—Red Ryder.
KNN—Orchestra.
KFAC—Echoes and Encores.
KFWB—Sports Final.
KGER—7th Day Adventists.
KLAC—Jan Garber Orch.
KMPC—Jerry Lawrence.
KRRD—Do You Know?
KXLA—Jimmie Dolan.

*KWIK—News, Roundup Time.

7:45—KECA—Special Event.
KFYD—Singin' Sam.
KFAC—Digout Dope.
KMPC—Al Goodman.
KWIK—Rocky Morgan.

8—KECA, KFMB—Youth Asks the Government.
KFI, KFSD—Supper Club.
KHJ, KFXM, KGB, KVOE—Count of Monte Cristo.
*KNN—Lowell Thomas.
KFAC—Evening Concert.
KFWB—Music.
*KGER, KLAC, KXLA—News.
KGFJ—Caucasian Memories.
KGLL—Cowtown Boys.
*KMPC—News, Frandsen.
KWIK—Veterans' Hospital.

8:05—KGER—Ray Block.

8:10—KLAC—Hollywood vs. Sacramento.
KMPC—L. A. vs. Seattle.

8:15—KECA, KFMB—Reserve.
*KFI, KFSD—World News.
KNN—Jack Smith.
KFWB—Remember.
KGFJ—Songs for You.
KXLA—Evening Serenade.

8:30—KECA, KFMB—America's Town Meeting.
KFI, KFSD—Mel Torme Show.
KHJ, KFXM, KGB—Official Detective.
KNN, KSDJ—Mr. and Mrs. North.
*KFWB, KWIK—News.
KGER—Clem Davies.
*KGFJ—Averil Berman, News.
KGLL—Paddon Lewis.
KXLA—9th Street Corral.

8:45—KFWB—Red Cross.
KGFJ—H'wood House Party.
KWIK—Hebrew-Christian Hr.

8:55—KHJ, KFXM, KGB, KVOE—Billy Rose.

9—KECA, KFMB—America's Town Meeting.
KFI—Favorite Story.
*KHJ, KFXM, KGB, KVOE—News, Glenn Hardy.
KNN, KSDJ—Mystery Theater.
KFAC—Evening Concert.
*KFWB—Clete Roberts.
*KGER—News.
KGFJ—H'wood House Party.
KGLL—Safety Program.
KLAC—Baseball.
KWIK—Reading & Dreaming.
KXLA—Squeakin' Deacon.

9:05—KGER—Three Suns.
KGLL—Paddon Lewis.

9:15—*KHJ, KGB, KVOE—Fleetwood Lawton.

KFWB—United Nations.
KECA—Monitor News.
KFI—Pleasure Parade.
KHJ, KGB, KVOE—Inside of Sports.
KNN—Bouleh.
KFWB—Unity Daily Word.
KGER—Music in the Night.

9:45—KECA—Reserve.
KFI—Remember That Music.
*KHJ—News.
KNN, KSDJ—Night Editor.
*KFWB—Music and News.

10—KECA—Richfield Reporter.
*KFI, KFSD—The Reporter.
*KHJ, KFXM, KGB, KVOE—Fulton Lewis.
*KNN, KSDJ—Chet Huntley, News.
KFAC—Lucky Lager Dagee.
KFOX—Carter Wright.

EASTSIDE SHOW

10 TO 12 P.M.
Every Night Except Sunday

KFWB

KFWB—Eastside Show.
KGER—Biverside Rancho.
KGFJ—Concert Nocturne.
KGLL—Symphony Hour.
KMPC—Baseball.
KWIK—Michael Roy.
KXLA—Sacred Records.

Olympic Auditorium

FIGHTS

Tuesday, 10:05 p.m.

KLAC

10:05—KLAC—Olympic Boxing.
10:15—KECA—Casa Cugat.
KFI—Mayor Bowron.
KHJ—Highlights in Music.
KNN—Reserve.
KFOX—Guest Star.
KMPC—Summer Serenade.

10:30—KECA—Hawthorne Thing.
*KFI—Inside the News.
KHJ—Culver City Midget Races.
KNN—Reserve.
KFOX—Music Moderns.
KRRD—Concert Hall.
KGER—At the Beachhouse.
*KXLA—Dan Lundberg.

10:45—KFI—Melody Time.
KHJ—Ray Hackett Orch.
KMPC—Dance Parade.

10:55—KFI—Police Bulletins.
*KLAC—News.

11—KECA—News of Tomorrow.
*KFI—News.
KHJ, KGB—Joe Sudy Orch.
*KNN—Nelson Pringle.
KFAC—Lucky Dance Time.
KFOX—C. Shupe Minor.
KFYD—Spade Cooley Time.
KFWB—Eastside Show.
KGER—At the Ranchhouse.
KGFJ—Concert Nocturne.
KGLL—America Is Playing.
KLAC—Don Otis.
KMPC—Dance Parade.
KWIK—Michael Roy.
KXLA—Sammy Davis.

11:15—KECA—Cinegrid Music.
KFI—Morton Downey.
KHJ, KGB—Al Wallace Orch.
KNN—Merry-Go-Round.
11:30—KECA—Ambassador Orch.
KFI—Guest Star.
KXLA—Arvon Dale Orch.

11:45—KECA—Imly Manor Orch.
KFI—Melodians.
*KHJ, KGB, KVOE—News.
KNN—Frontiers of Solance.

11:55—*KECA, KFI, KMPC—News.

Omega

SHINE-DYE

Covers scuffs—dries instantly—recolors. Economy size now at your grocer's, too!

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WEDNESDAY, SEPTEMBER 15

WESTERN HITS BY THE HUNDRED

2 1/2 Hours Mon. Thru Sat., 6 to 8:30 A.M.



★Indicates News Broadcast.

- 8-KECA, KFMB-Don McNeill's Breakfast Club.
- KFI, KFSD-Fred Waring.
- ★KHJ, KGB-Cecil Brown.
- KNX-We Batters.
- KAGH-Musical Clock.
- KFAC-Country Church.
- KFOX, KRKD-Bible Institute
- KFVD-Wakeup Ranch.
- ★KGER, KLAC, KMPC, KOWL, KXLA-News.
- EGFJ-Dr. Frederick Bailes.
- KGIL-Musical Corral.
- KFWB-L. A. Breakfast Club.
- KWIK-Western Jamboree.
- KWKW-Rafael Mendez.

- 8:05-KGER-Mizpah.
- 8:15★KHJ, KNX-News.
- EGFJ-Public Messenger.
- KLAC-Haynes at the Reins.
- KMPC-Markets; Sports.
- KOWL-Memories in Music.
- 8:20-KXLA-Music.
- 8:30-KFI, KFSD-Jack Berch.
- ★KHJ-Editor's Diary.
- KNX, KSDJ-Grand Slam.
- ★KFAC, KOWL, KRKD-News.
- KFVD-Easy Listening.
- KGER-Hammond.
- EGFJ-Yesterday's Hits.
- ★KGIL-News.
- KLAC-Zeke Manners.
- KMPC-A Song for You.
- KXLA-Haven of Best.
- KWKW-Stock Quotations.

- 8:35-KRKD-Spotlight Varieties.
- 8:45-KFI, KFSD-Lora Lawton.
- ★KHJ-News.
- KNX-Rosemary.
- KFAC-Unity.
- KFVD-Vocal Varieties.
- KGER-Bible Treasury Hour.
- KGIL-Coffee Parade.
- KOWL-Marine Band.
- KWKW-Gordon Baker Lloyd.

- 9-KECA, KFMB-Welcome, Travelers.
- ★KFI, KFSD, KGER-News.
- ★KHJ, KFXM, KGB, KVOE-Kate Smith Speaks.
- KNX-Wendy Warren.
- KFAC-Morning Concert.
- KFOX-Fox, Earl Ivie.
- KFVD-Waltz Time.
- KFWB-L. A. Breakfast Club.
- EGFJ-Public Service.
- KGIL-Swappin' Corner.
- KLAC-Zeke Manners.
- KMPC-Band Box.
- KOWL-Helen Markham.
- KRKD-Sagebrush Serenade.
- KWKW-Voice of China.
- KXLA-Bar Nothing Ranch.

- 9:05-KFI-Ladies' Day.
- KGER-Lutheran Hour.
- KWIK-Sunny Side.
- 9:15-KHJ, KFXM, KGB, KVOE-Victor H. Lindihar.
- KNX-Aunt Jenny.
- ★KAGH, KFVD-News.
- EGFJ-Social Security.
- KGIL-Ballads for You.
- KOWL-Hawaiian Melodies.
- KWKW-Light and Airy.

- 9:20★KGFJ-Airrotorials.
- 9:30-KECA, KFMB-Breakfast in Hollywood.
- KHJ-Morning Melodies.
- KNX, KSDJ-Helen Trent.
- KAGH-Shirley Kendall.
- KFOX-Full Gospel.
- KFVD-Show Tunes.
- KFWB-Marsha Walton.
- KGER-John Brown.
- EGFJ-Racing News.
- KGIL-Valley Shopper.
- KLAC-Racing News.

- ★KOWL-News.
- KWIK-Top o' Morning.
- 9:45-KFI-Chuck Collins.
- KNX, KSDJ-Our Gal Sunday.
- KFVD-Remembered Rhythms.
- KFWB-Reminiscent Sam.
- EGFJ-Voice of the Army.
- KLAC-Coffee with Crosby.
- KOWL-Album of Song.
- ★KRKD-News.
- KWKW-Word of Truth.
- 9:55★KFAC-News.

- 10-KECA, KFMB-Ted Malone.
- KFI-Downtown and All Around.

- ★KHJ, KFXM, KGB, KVOE-News, Glenn Hardy.
- KNX-Big Sister.
- KAGH-G. E. Hour.
- KFAC-Serenade.
- KFVD-Rev. Louis T. Talbot.
- KFWB-Barrel of Dough.
- KGfJ-Record Jackpot.
- KGIL-Valley Frolic.
- KLAC-Al Jarvis Ballroom.
- ★KMPC-News, Eddie Lyon.
- KOWL-Romance in Music.
- KRKD-Morning Melodies.
- KWIK-Town Crier.
- KWKW-Racing News.
- KXLA-Sons of Pioneers.

- 10:05-KGER-Musical Roundup.
- 10:15★KECA, KFMB-Kiernan's Korner.
- KFI-What Do You Say?
- KHJ, KGB, KVOE-Two-Ton Baker.
- KNX-Ma Perkins.
- KMPC-Music in the Air.
- KRKD-Dr. Richardson.
- KWKW-Audrey Shops.
- ★KXLA-News.

- 10:25-KGFJ-Sports Flash.
- 10:30-KECA, KFMB-My True Story
- KFI-Port of Missing Hits.
- KHJ-The Jedge.
- KNX-Young Dr. Malone.
- KFVD-Rescue Mission.
- KFWB-Maurice Hart Show.
- ★KGIL-News; Curtain Call.
- ★KOWL, KWIK-News.
- KRKD-Crazy Rhythm.
- KWKW-Feature Story.
- KXLA-Popular Variety.

- 10:35-KWIK-Town Crier.
- 10:45-KFI-Joyce Jordan.
- KNX-Guiding Light.
- KFAC-Village Festival.
- KFSD-Believe It or Not.
- KOWL-Tone Shop.
- KRKD-Midnight Mission.
- KWKW-My Serenade.
- KXLA-Songs of Our Time.
- 10:55-KECA, KFMB-Betty Crocker Magazine of the Air.
- EGFJ-Sports Flash.

- 11-KECA, KFMB-Betty Crocker.
- KFI, KFSD-Double or Nothing.
- KHJ, KGB, KVOE-Ladies First.
- KNX-Second Mrs. Burton.
- KAGH-Fill Hastings.
- KFAC-Festival of Music.
- ★KFVD, KGER-News.
- KFWB-Peter Potter.
- KGfJ-Record Jackpot.
- KGIL-Housewives' Exchange.
- KLAC-Al Jarvis Ballroom.
- KMPC-Stars of Song.
- KOWL-Today's Infant.

- KRKD-Songs of Yesterday.
- KWIK-Tom, Dick & Harry.
- KWKW-County Supervisor.
- KXLA-Easy Listening.
- 11:15-KECA, KFMB-Listening Post
- KNX-Perry Mason.
- KFVD-Violet.
- KGER-Musical Roundup.
- KMPC-Neighborhood Voice.
- KOWL-Rhythm at Random.
- KWKW-Races and Sports.
- ★KXLA-Pasadena News.

- 11:20-KWKW-Stairway to Music.
- 11:25-KGFJ-Sports Flash.
- 11:30-KECA-Casa Cugat.
- KFI, KFSD-Today's Children.
- KHJ, KFXM, KGB, KVOE-Queen for a Day.
- KNX, KSDJ-Nora Drake.
- KAGH-Accent on Music.
- KFAC-Keyboard Artistry.
- ★KFOX, KOWL, KRKD-News.
- KFVD-Memory Melodies.
- KMPC-Tops in Pops.

DINNER BELL ROUNDUP

Cliffie Stone Eddie Kirk
Herman the Hermit
Julie Hayden Merle Travis
Tennessee Ernie
Top Western Talent

KXLA 11:30-12:30
Mon. Thru Fri.

- KXLA-Dinner Bell Roundup.
- 11:35-KFOX-Request It.
- 11:45-KECA-Between Us Girls.
- KFI-Light of the World.
- KNX, KSDJ-Evelyn Winters.
- KOWL-Salute to Americas.
- KRKD-Melody Time.
- KWKW-Races and Sports.
- 11:55★KFAC-News.
- KGfJ-Sports Flash.

- 12★KECA-Sam Hayes, News.
- KFI-Farm Reporter.
- ★KHJ, KAGH, KGER-News.
- KNX-Burrirt Wheeler.
- KFAC-Luncheon Concert.
- KFVD-Editor of the Air.
- KFWB-Peter Potter.
- KGfJ-Intermission.
- ★KGIL-Valley News.
- KLAC-Al Jarvis Ballroom.
- KMPC-Women Are Wonderful
- KOWL-Mayor of Melody.
- KRKD-Santa Fe Trails.
- KWIK-Luncheon Musicale.
- KWKW-Vocalist Parade.
- KXLA-Dinner Bell Roundup.
- 12:05-KAGH-Music.
- KGER-Chuck Wagon.
- 12:15★KECA-Baukhage Talking.
- KFI, KFSD-Ma Perkins.
- KHJ-Sing, America, Sing.

- KGIL-Real Estate Show.
- KWKW-Races and Sports.
- 12:25-KGFJ-Sports Flash.
- 12:30-KECA, KFMB-Second Honeymoon.
- KFI, KFSD-Pepper Young.
- KHJ, KGB-Bob Poole Show.
- ★KNX, KSDJ-Knox Manning.
- KAGH-Pony Express Jamboree.
- KFVD-Violet.
- ★KFWE-News; Peter Potter.
- KGER-Squeakin' Deacon.
- EGFJ-1230 Club.
- KGIL-Hart & Darling.
- ★KWKW-Stock Quotations.
- KXLA-Western Music.

- 12:35-KWIK-G.I. Platter Parade.
- KWKW-Farm News.
- 12:45-KFI, KFSD-Right to Happiness.
- KHJ-Melody Matinee.
- KNX-Background for Living.
- ★KFAC-News.
- KMPC-Rhythm Rancho.
- KWKW-Races and Sports.
- KXLA-Western Records.
- 12:50-KWKW-Circle 1430 Ranch.
- 12:55-KGFJ-Sports Flash.

- 1-KECA, KFMB-Listen to This.
- KFI, KFSD-Backstage Wife.
- KHJ-Melody Matinee.
- KNX-Steve Allen.
- KAGH-Civic Service.
- KFAC-Piano Parade.
- ★KFVD, KLAC, KRKD-News.
- KFWB-Bill Anson.
- KGER-Squeakin' Deacon.
- EGFJ-1230 Club.
- KGIL-Western Roundup.
- KMPC-Major League Ball.
- KOWL-Show Tunes.
- KWIK-Rhythmic Age.
- KXLA-County Business.

- 1:15-KFI, KFSD-Stella Dallas.
- KHJ-Nancy Dixon.
- KFAC-American Hour.
- KFVD-Piano Parade.
- KLAC-570 Club.
- KRKD-Siesta Time.
- KWIK-Charles Hamp.
- KWKW-Races and Sports.
- KXLA-Farm Program.

- 1:25-KNX-Radle Harris.
- EGFJ-Sports Flash.
- 1:30-KECA-Quizicale.
- KFI, KFSD-Lorenzo Jones.
- KHJ-Norma Young.
- KNX, KSDJ-Meet the Missus.
- KAGH-Siesta Serenade.
- KFOX-Siesta Serenade.
- KFVD-Hall of Records.
- KGER-Western Siesta.
- KGIL-Homemakers.
- ★KOWI, KRKD, KWIK-News.
- KWKW-Song of the Islands.
- KXLA-Vocal Varieties.

- 1:35-KRKD-Symphony of Song.
- KWIK-Magic Bandstand.
- 1:45-KECA-Ethel and Albert.
- KFI, KFSD-Widder Brown.
- KOWL-South of the Border.
- KXLA-Listeners Digest.
- 1:50-KWKW-Show Time.
- 1:55★KFAC-News.
- KGfJ-Sports Flash.

- 2-KECA, KFMB-Surprise Package.
- KFI, KFSD-When a Girl Marries.
- KHJ, KFXM, KGB, KVOE-Heart's Desire.
- KNX, KSDJ-Hint Hunt.
- KAGH-C. Sharpe Minor.
- KFAC-Matinee.
- KFOX-Rodeo.
- ★KFVD-News; Hall of Records
- KFWB-Bill Anson.
- KGER-Long Beach Band.
- EGFJ-What's Up.
- KGIL-Homemakers.
- KLAC-570 Club.
- KMPC-Three Alarm.
- KOWL-Matinee Melodies.
- KRKD-World for Kids.
- KWKW-Races and Sports.
- KXLA-Concert Hour.

- 2:15-KFI, KFSD-Portia Faces Life
- KRKD-Tunes in Tempo.
- 2:20★KWKW-News.
- 2:25★KECA, KFMB-News.
- KNX, KSDJ-Mr. Information
- KGfJ-Sports Flash.
- 2:30-KECA, KFMB-Bride & Groom
- KFI, KFSD-Just Plain Bill.
- KHJ, KGB, KVOE-Red Benson Movie Show.
- KNX, KSDJ-House Party.
- KGER-Garden School.
- ★KOWL, KWIK-News.
- KWKW-Platter Parade.

- 2:35-KOWL-Contented Listening.
- KWIK-Magic Bandstand.
- 2:40-KGER-Long Beach Band.
- 2:45-KFI, KFSD-Front-Page Farrell.
- KRKD-Organ Moods.
- KWKW-Races and Sports.
- 2:50-KWKW-Swing Session.
- 2:55★KNX-News.
- KGfJ-Sports Flash.

wednesday Program Highlights

Morning Programs Appear in Lightface Type; Afternoon and Evening Programs in Boldface.

Comedy-Variety

3:00-Arthur Godfrey, KNX.
6:00-Tex and Jinx, KFI.
6:30-On Stage, America, KECA
8:00-Abbott and Costello, KECA

Quiz, Participation

8:00-McNeill Bkfst. Club, KECA
8:30-Grand Slam, KNX.
9:30-Bkfst. in Hollyw'd, KECA.
10:00-Barrel of Dough, KFWB.
11:30-Queen for a Day, KHJ.
1:30-Meet the Missus, KNX.
2:00-Heart's Desire, KHJ.
2:30-House Party, KNX.
2:30-Bride and Groom, KECA.
8:00-Name That Song, KHJ.
8:30-Go for the House, KECA.

Drama

6:30-Hollywood Theater, KFI.
7:00-Proudly We Hail, KFI.
8:30-Dr. Christian, KNX.

Classical, Semi-Classical Music

8:00-Fred Waring, KFI.
8:30-Harvest of Stars, KNX.

Comment-Narration

7:45-Fred Beck, KNX.
9:00-Kate Smith, KHJ.
10:00-Ted Malone, KECA.

Mystery-Detective

10:15-What Do You Say? KFI.
12:00-Burrirt Wheeler, KNX.
4:30-Art Baker, KFI.
4:30-Passing Parade, KHJ.
9:45-Night Editor, KNX.

Public Interest-Information

5:45-If They Had Lived, KGFJ

Sports

9:30-Racing News, KLAC.
9:30-Racing, KGFJ.
10:00-Race Lineup, KWKW.
1:00-Major League Ball, KMPC.
5:30-Race Recap, KGFJ.
6:30-Sports Dial, KRKD.
5:45-Race Results, KRKD.
5:45-Sam Balter, KLAC.
6:00-Fred Heesler, KGER.
6:15-Bob Kelley, KMPC.
6:30-Joe Hernandez, KMPC.
7:00-Football, KMPC.
8:10-Baseball, KLAC.
9:30-Inside of Sports, KHJ.
10:00-Football, KMPC.

Popular-Western Music

4:30-Club 15, KNX.
4:45-Stuart Hamblen, KFWB.
8:00-Supper Club, KFI.
8:15-Jack Smith, KNX.

3—KECA, KFMB—Ladies Be Seated.
 KFI, KFSD—Road of Life.
 KHJ, KGB, KVOE—Golden Hope Chest.
 KNX, KSDJ—Arthur Godfrey.
 *KAGH, KFOX, KGER, KLAC, KNLA—News.
 KFAC—Musical Favorites.
 KFVD—Hall of Records.
 KFWB—Bill Anson.
 KGFJ—Sunset and Vine.
 KGIL—Social Whirl.
 KMPC—Chiffon Serenade.
 KOWL—Radio Outlook.
 KRKD—Tops in Pops.
 KWIK—Homemakers' Forum.
 KWKW—Swing Session.
 3:05—KGER—Alkali Alex.
 3:10—KLAC—Don Otis Show.
 3:15—KFI—Life Can Be Beautiful.
 KAGH—This Day.
 KFOX—Vivian Lloyd Show.
 *KGIL—News.
 KOWL—Sports Matinee.
 KWKW—Races and Sports.
 KNLA—Juke Box Matinee.
 3:25—KGFJ—Sports Flash.
 3:30—KECA—Snowed Smith Selects
 KFI, KFSD—Aunt Mary.
 KHJ—Moods in Music.
 KAGH—Freddie Martin Show.
 *KFAC, KRKD, KWIK—News.
 KGER—Carolina Cotton.
 KGIL—Storybook Man.
 KMPC—Jeanne Gray.
 KWKW—Andy Mansfield.
 3:35—KRKD—Tea Time Tunes.
 KWIK—Valley Matinee.
 3:45—KECA—Frances Scully.
 KFI, KFSD—Nora Drake.
 KHJ, KGB—Woody and Virginia.
 KFAC—Lyrics in Chorus.
 KOWL—Inside Hollywood.
 KMPC—Swing 'n' Sing.
 3:55—KFWB—Caroline Leonetti.
 KGFJ—Sports Flash.
 KECA—Model Magazine.

4—KFI, KFSD—This Woman's Secret.
 *KHJ, KFXM, KGB, KVOE—Fulton Lewis.
 KNX, KSDJ—Winner Take All
 KAGH—Disc Jockey.
 KFAC—Musical Masterpieces.
 *RFOX, KGER—News.
 KFVD—Harlem Matinee.
 KFWB—Spade Cooley.
 KGFJ—Sunset and Vine.
 KGIL—Johnny Grant Show.
 *KLAC—News, Sports.
 *KMPC—News, Eddie Lyon.
 KOWL—Just Music.
 KRKD—Piano Paintings.
 KWIK—1490 Club.
 KWKW—Andy Mansfield.
 KNLA—Juke Box Matinee.
 4:05—KECA—George Fenneman Show.
 KGER—Musical Roundup.
 KFI—Johnny Murray.
 *KHJ, KFXM, KGB, KVOE—Frank Hemingway.
 KFWB—Bing Crosby.
 KLAC—Music.
 KMPC—Morton Gould.
 KOWL—Classics in Music.
 KRKD—Movieband Quiz.
 4:25—KGFJ—Sports Flash.
 4:30—KFI—Art Baker's Notebook.
 *KHJ, KGB, KVOE—Passing Parade.
 KNX, KSDJ—Club 15.
 KFOX—Old-Age Pensions.
 KFVD—Proven Hits.
 KFWB—Daily Light.
 KLAC—Racing Roundup.

MILD & MELLOW
 4:30 to 5 P.M.
 Monday Through Friday
KMPC
 KMPC—Mild and Mellow.
 *EOWL—News.
 KRKD—Symphony in Swing.
 KWIK—Old Folk's Program.
 KWKW—Red Cross Drama.
 4:35—KOWL—Lampighter.
 4:45—KECA—Happy Theater.
 *KHJ, KGB, KVOE—Rex Miller
 *KNX, KSDJ—Ed R. Morrow.
 *KFSD—H. V. Kaltenborn.
 KFWB—Stuart Hamblen.
 KLAC—Music.
 *KRKD—News.
 KWIK—Musical Quiz.
 KWKW—Races and Sports.
 4:50—KWKW—Magic Time.
 4:55—KGFJ—Sports Flash.
5—KECA, KFMB—Challenge of the Yukon.

*KFI—Feature Wire.
 KHJ, KGB, KVOE—Adventure Parade.
 *KNX, KSDJ—Knox Manning, News.
 KAGH—Adventure Party.
 KFAC—Sunset Serenade.
 KFVD—Sundown Roundup.
 KFWB—Stuart Hamblen.
 KGFJ—Jive at 5.
 KGIL—Johnny Grant Show.
 *KLAC—Fred Henry Reports.
 *KMPC—News, Star Time.
 KOWL—House Party.
 KRKD—Songs of the Saddle.
 *KWIK—News Review.
 KWKW—Reminiscent Music.
 KNLA—Juke Box Matinee.
 5:05—KGER—Ford Lewis.
 5:15—*KFI—News.
 KHJ, KFXM, KGB, KVOE—Chandu, the Magician.
 KNX—Tom Haulon.
 KLAC—Music.
 KOWL—Bing Crosby.
 KWIK—Hal Schaefer.
 KWKW—Race Roundup.
 5:30—KECA—Sky King.
 KFI—Casa Cugat.
 KHJ, KFXM, KGB, KVOE—Superman.
 *KNX, KSDJ—Charles Collingwood.
 KAGH—Sports Notebook.
 KFAC—Whoa Bill Club.
 *KFOX, KOWL, KWIK—News.
 KFVD—Pass Time.
 KGER—Cactus Mack.

Race News
RACE RECAP
 5:30 p.m.
 Mon.-Sat.
 Dial 1230
FIRST ON KGFJ
 1230 ON YOUR DIAL

5:30 p.m.
 Mon.-Sat.
 Dial 1230
 KGFJ—Race Recap.
 KMPC—All-Time Hits.
 KRKD—Sports Dial.
 KNLA—Future Pianists.
 5:35—KOWL—Musical Detective.
 5:45—*KFI, KFSD—Elmer Peterson.
 KHJ, KFXM, KGB, KVOE—Tom Mix.
 *KNX, KSDJ—News, Garred.
 KAGH—Bing Sings.
 KFOX—Your Elcaster.
 KFVD—Crosbyana.
 KGER—Bruce Trent.
 KGFJ—If They Had Lived.

SAM BALTER'S
"SPORTS BOOK"
 5:45 - 6:00 p.m.
 Monday through Saturday
KLAC

KLAC—Sam Balter, Sports.
 KMPC—Top Tunes.
 KRKD—Race Results.
 KWIK—Paul Page Sings.
 KWKW—Talent Time.
 KNLA—Variety.
 5:55—*KNX, KSDJ—News.
 KGFJ—Film News.
6—KECA, KFMB—Edwin C. Hill.
 KFI, KFSD—Tex and Jinx.
 *KHJ, KFXM, KGB, KVOE—Gabriel Heatter.
 KNX, KSDJ—Your Song and Tune.
 KAGH—Public Interest.
 *KFAC, KFOX, KFWB, KLAC, KMPC—News.
 KFVD—Haynes at the Reins.
 KGER—Sports Time.
 KGFJ—Musical Digest.
 KGIL—Johnny Grant.
 KOWL—Italian Program.
 KRKD—Varieties in Music.
 KWIK—Meet the Band.
 KNLA—Music.
 KWKW—Sunset Serenade.
 6:05—KECA—Animal World Court.
 KFAC—Musical Memories.
 6:10—KECA—Sports Desk.
 6:15—*KECA—Elmer Dav's, News.
 *KHJ, KGB—Mutual Newsreel.
 *KAGH—News.
 KFOX—Rose bowl Races.
 KFWB—Crosby Entertains.
 KGER—Stamps Quartet.
 KLAC—Al Jarvis Ballroom.
 KMPC—Bob Kelley, Sports.
 KRKD—Hawaiian Memories.
 KWIK—America Is Playing.

6:30—KECA, KFMB—On Stage, America.
 KFI—Hollywood Theater.
 KHJ, KFXM, KGB, KVOE—Erskine Johnson.
 KNX, KSDJ—Harvest of Stars
 KAGH—Concert.
 KFAC—Hour of Music.
 KFOX—Hal's Memory Room.
 KFVD—Airline Melodies.
 KFWB—America Dances.
 KGER—Helene Smith.
 KMPC—Golden Gate Track.
 KOWL—Old Homeland.
 KRKD—Piano Parade.
 *KWIK—News.
 KNLA—Eddy Arnold Show.
 6:45—*KFVD—News.
 KRKD—A. F. of L.
 KWIK—George Henderson.
 KNLA—Variety in Music.
 6:55—*KHJ, KFXM, KGB, KVOE—Bill Henry, News.
7—KECA, KFMB—Lone Ranger.
 KFI—Proudly We Hail.
 KHJ, KGB, KVOE—Adventures of the Falcon.
 KNX—Free for All.
 KFAC—Hour of Music.
 KFVD—Squeakin' Deacon.
 KFWB—America Dances.
 *KGER—News; Dr. Fagan.
 KGFJ—Musical Digest.
 *KGIL—Valley News.
 KLAC—Picture Album.
 KMPC—Football: L. A. Rams vs. Philadelphia Eagles.
 KPCC—Pasadena Musicians.
 *KRKD—News.
 KWKW—American-Jap. Hour.
 KNLA—Saddle Dusters.

PET PARADE
 Featuring Irene Minette
Wednesday, 7:15 P.M.
KFOX-1280
 Sponsored by So. Cal. Humane Soc.

7:15—KFOX—Pet Parade.
 KGIL—Valley Parks.
 KLAC—Music.
 KRKD—Three-Quarter Time.
 KWIK—String Serenade.
 KNLA—Evening Serenade.
 7:30—KECA—Press Conference.
 KFI—Music by Mitchell.
 KHJ, KFXM, KGB, KVOE—Sue Kidd.
 KNX, KSDJ—The Whistler.
 KFAC—Echoes and Encores.
 KFWB—Sports Final.
 KGER—Prophecy Speaks.
 KGIL—Modern Concert Hall.
 KLAC—Jan Garber Orch.
 KPCC—Music.
 KRKD—Do You Know?
 *KWIK—News, Roundup Time.
 KNLA—Jimmie Dolan.
 7:45—*KFOX—News.
 KFWB—Singing Sam.
 KLAC—Dugout Dope.
 KPCC—Bible Society.
 KWIK—Rocky Morgan.
8—KECA—Abbott and Costello.
 KFI, KFSD—Supper Club.
 KHJ, KFXM, KGB, KVOE—Name That Song.
 *KNX—Lowell Thomas.
 KFAC—Evening Concert.
 KFOX—Long Beach Forum.
 KFWB—Music.
 *KGER, KLAC, KNLA—News.
 KGFJ—Gaussian Memories.
 KGIL—Cawtown Boys.
 KMPC—Football.
 KPCC—Midweek Devotional.
 KWIK—Veterans' Hospital.
 8:05—KGER—David Rose.

BASEBALL
 with Fred Haney
KLAC
 8:10 Nights
 1:25 Sundays

8:10—KLAC—Baseball, Hollywood vs. Sacramento.
 8:15—*KFI, KFSD—World News.
 KNX—Jack Smith.
 KFWB—Remember.
 KGFJ—Songs for You.
 KNLA—Variety.
 8:30—KECA, KFMB—Go for the House.
 KFI, KFSD—The Great Gildersleeve.
 KHJ, KGB, KVOE—Leave It to the Girls.
 KNX, KSDJ—Dr. Christian.

*KFWB, KWIK—News.
 KGER—Clem Davies.
 *KGFJ—Averill Berman, News.
 KGIL—Paddon Lewis.
 KNLA—97th Street Corral.
 8:45—*KFWB—Marine Story.
 KGFJ—H'wood House Party.
 KPCC—Sophisticated Ladies.
 KWIK—Hebrew-Christian Hr.
 8:55—KHJ, KFXM, KGB, KVOE—Billy Rose.
9—KECA, KFMB—Texaco Star Theater.
 KFI—Hollywood Open House.
 *KHJ, KFXM, KGB, KVOE—News, Glenn Harly.
 KNX, KSDJ—Cloak Room.
 KFAC—Evening Concert.
 *KFWB—Clete Boberts.
 KGER—Bing Crosby Show.
 KGFJ—Hollywood House Party
 KGIL—Dance Time.
 KLAC—Baseball, Haney.
 KMPC—Football.
 KPCC—Speaking of Books.
 KWIK—Reading & Dreaming.
 KNLA—Squeakin' Deacon.
 9:15—*KHJ, KGB, KVOE—Fleetwood Lawton.
 KFWB—United Nations.
 KPCC—Something Sentimental
 9:30—KECA—On Trial.
 KFI, KFSD—Mr. District Attorney.
 KHJ, KGB, KVOE—Inside of Sports.
 KNX, KSDJ—Beulah.
 KFWB—Unity Daily Word.
 KGER—Music in the Night.
 KPCC—Jazz.
 9:45—KHJ, KGB—Land of the Free.
 KNX, KSDJ—Night Editor.
 *KFWB—Music and News.
 KPCC—Just for Fun.

EASTSIDE SHOW
 10 TO 12 P.M.
 Every Night Except Sunday
KFWB

KFWB—Eastside Show, Gene Norman.
 KGER—Riverside Rancho.
 KGFJ—Concert Nocturne.
 KGIL—Symphony.
 KLAC—Baseball.
 KMPC—L. A. vs. Seattle.
 KPCC—Your Program.
 KWIK—Michael Roy.
 KNLA—Olympic Flights.
 10:15—KECA—Casa Cugat.
 KFI—Music Shop.
 KHJ—Highlights in Music.
 KNX—Reserve.
 10:30—KECA, KFMB—Hawthorne Thing.
 *KFI—Inside the News.
 KHJ, KGB—Ray Hackett's Orch.
 KNX—Symphonette.
 KFOX—Party House.
 KGER—At the Ranchhouse.
 KLAC—Don Otis.
 10:45—KFI—Melody Time.
 10:55—KFI—Police Bulletins.
 *KLAC—News.

11—KECA—News of Tomorrow.
 KFI—News.
 KHJ, KGB—Joe Sudy Orch.
 *KNX—Nelson Pringle.
 KFAC—Lucky Lager Time.
 KFOX—C. Sharpe Minor.
 KFVD—Spade Cooley Time.
 KFWB—Eastside Show.
 KGER—At the Ranchhouse.
 KGFJ—Concert Nocturne.
 KGIL—KGIL Sauttes.
 KLAC—Don Otis.
 KMPC—Baseball.
 KWIK—Michael Roy.
 KNLA—Sammy Davis.
 11:15—KECA—Cinegrill Room.
 KFI—I Want It.
 KHJ, KGB—Al Wallace Orch.
 KNX—Merry-Go-Round.
 11:30—KECA—Ambassador Orch.
 KFI—Forty Plus Assn.
 KNLA—Arvon Dale Orch.
 11:35—KFI—St. Francis Orch.
 11:45—KECA—Breneman Orch.
 *KHJ, KGB, KVOE—News.
 KNX—Talk.
 11:55—*KECA, KFI, KMPC—News.

THURSDAY, SEPTEMBER 16

★Indicates News Broadcasts.

- 8**—KECA, KFMB—Don McNeill's Breakfast Club.
 KFI, KFSD—Fred Waring.
 ★KHJ, KGB—Cecil Brown.
 KXN—Wes Battersbee.
 KAGH—Musical Clock.
 KFAC—Country Church.
 KFOX, KRKD—Haven of Rest.
 KFVD—Waklup Ranch.
 KFWE—George Milne.
 ★KGER—News, Mizpah.
 KGFJ—Dr. Frederick Bailes.
 KGIL—Musical Corral.
 ★KLAC, KMPC, KOWL, KXLA—News.
 KWIK—Western Jamboree.
 KWKW—Rafael Mendez.
- 8:15★KHJ, KXN—News.
 KFWE—Club Women's Quiz.
 KGFJ—Public Messenger.
 KLAC—Haynes at the Reins.
 KMPC—Markets.
 KOWL—Memories in Music.
- 8:20—KXLA—Music.
- 8:25—KMPC—Sports Roundup.
- 8:30—KFI, KFSD—Jack Berch.
 ★KHJ—Editor's Diary.
 KXN, KSDJ—Grand Slam.
 ★KFAC, KFWE, KGI, KOWL, KRKD—News.
 KFOX—Words of Life.
 KFVD—Easy Listening.
 KGER—Hammond.
 KGFJ—Yesterday's Hits.
 KLAC—Zeke Manners.
 KMPC—A Song for You.
 KWKW—Stock Quotations.
 KXLA—Highly Family.
- 8:35—KRKD—Spotlight Varieties.
- 8:45—KFI, KFSD—Lora Lawton.
 ★KHJ—News.
 KXN—Rosemary.
 KFAC—Unity.
 KFVD—Vocal Varieties.
 KFWE—Science of Mind.
 KGER—Bible Treasury.
 KGIL—Coffee Parade.
 KOWL—Waltz Time.
 KWKW—Gordon Baker Lloyd.
- 9**—KECA, KFMB—Welcome Travelers.
 ★KFI, KFSD, KGER—News.
 ★KHJ, KFXM, KGB, KVOE—Eate Smith Speaks.
 KXN—Wendy Warren.
 KAGH—Top of the Morning.
 KFAC—Morning Concert.
 KFOX—Rev. Ivie.
 KFVD—Waltz Time.
 KFWE—Strolling Tom.
 KGFJ—Your County at Work.
 KGIL—Swappin' Corner.
 KLAC—Zeke Manners.
 KMPC—Band Box.
 KOWL—Helen Markham.
 KRKD—Sagebrush Serenade.
 KWKW—Voice of China.
 KXLA—Bar Nothing Ranch.
- 9:05—KFI—Ladies' Day.
 KGER—Lutheran Hour.
 KWIK—Sunny Side.
- 9:15—KHJ, KFXM, KGB, KVOE—Victor E. Lindlahr.
 KXN—Aunt Jenny.
 ★KAGH, KFVD—News.
 KFWE—Music.
 KGFJ—Community Chest.
 KGIL—Ballads for You.
 KOWL—Hawaiian Melodies.
 KWKW—Light and Airy.
- 9:20★KGFJ—Airtortals.
- 9:30—KECA, KFMB—Breakfast in Hollywood.
 KHJ—Woods in Music.
 KXN, KSDJ—Helen Trent.
 KAGH—Shirley Kendall.
 KFOX—Full Gospel.
 KFVD—Show Tunes.
 KFWE—Marsha Walton.
 KGER—John Brown.
 KGFJ—Racing News.
 KGIL—Valley Shopper.
 KLAC—Racing News.
 ★KOWL—News.
 KWIK—Top of Morning.
- 9:45—KFI—Chuck Collins.
 KXN, KSDJ—Gal Sunday.
 KFVD—Remembered Rhythms.
 KFWE—Reminiscent Sam.
 KGFJ—Disabled Veterans.
 KLAC—Coffee with Crosby.
 KOWL—Album of Song.
 ★KRKD—News.
 KWKW—Word of Truth.
- 9:55★KECA—News.
- 10**—KECA, KFMB—Ted Malone.
 KFI—Downtown and All Around.
 ★KHJ, KFXM, KGB, KVOE—Glenn Hardy, News.
 KXN—Big Sister.
 KAGH—G. E. Hour.
 KFAC—Serenade.
 ★KFOX, KGER—News.
 ★KFVD—Rev. Louis T. Talbot.
 KFWE—Barrel of Dough.
 KGFJ—Record Jackpot.

KAGH

AM - FM

Keep Tuned to 1300

RADIO PASADENA

for

THE GENERAL ELECTRIC HOUR

10:00 - 11:00 A.M.

C. SHARPE MINOR

2:00 - 3:00 P.M.

Mon. thru Sat.

1300

- KGIL—Valley Frolic.
 KLAC—Al Jarvis Ballroom.
 ★KMPC—News, Eddie Lyon.
 KOWL—Romance in Music.
 KRKD—Morning Melodies.
 KWIK—Town Crier.
 KWKW—Racing Lineup.
 KXLA—Sons of Pioneers.
- 10:05—KGER—Musical Roundup.
- 10:15★KECA, KFMB—Kiernan's Korner.
 KFI—What Do You Say?
 KHJ, KFXM, KGB, KVOE—Two-Ton Baker.
 KXN—Ma Perkins.
 KMPC—Music in the Air.
 KRKD—Dr. Richardson.
 KWKW—Tune-Up Time.
 ★KXLA—News.
- 10:25—KGFJ—Sports Flash.
- 10:30—KECA, KFMB—My True Story
 KFI—Port of Missing Hits.
 KHJ—The Judge.
 KXN—Young Dr. Malone.
 KFVD—Rescue Mission.
 KFWE—Maurice Hart Show.
 ★KGIL—News; Curtain Call.
 ★KOWL, KWIK—News.
 KRKD—Crazy Rhythm.
 KWKW—Feature Story.
 KXLA—Popular Variety.
- 10:35—KFOX—Morning Music.
 KWIK—Town Crier.
- 10:45—KFI—Joyce Jordan.
 KXN—Guiding Light.
 KEAC—L. A. Medical Assn.
 KFSD—Believe It or Not.
 KOWL—Tune Shop.
 KRKD—Midnight Mission.
 KWKW—My Serenade.

- KXLA—Songs of Our Times.
 10:55—KECA, KFMB—Betty Crocker Magazine.
 KGFJ—Sports Flash.
- 11**—KECA, KFMB—Betty Crocker Magazine.
 KFI, KFSD—Double or Nothing.
 KHJ, KGB, KVOE—Ladies First.
 KXN—Second Mrs. Burton.
 KAGH—Phil Hastings.
 KFAC—Festival of Music.
 ★KFVD, KGER—News.
 KFWE—Peter Potter.
 KGFJ—Record Jackpot.
 KGIL—Jack Sherman.
 KLAC—Al Jarvis Ballroom.
 KMPC—Stars of Song.
 KOWL—Today's Infant.
 KRKD—Songs of Yesterday.
 KWIK—Tom, Dick & Harry.
 KWKW—Song Parade.
 KXLA—Variety.
- 11:15—KECA, KFMB—Dorothy Kilgallen.
 KXN—Perry Mason.
 KFVD—Violet.
 KGER—Musical Roundup.
 KMPC—Here's to Vets.
 KOWL—Rhythm at Random.
 KWKW—Races and Sports.
 ★KXLA—Pasadena News.
- 11:20—KWKW—Stairway to Music.
- 11:25—KGFJ—Sports Flash.
- 11:30—KECA—Casa Cugat.
 KFI, KFSD—Today's Children
 KHJ, KFXM, KGB, KVOE—Queen for a Day.
 KXN, KSDJ—Nora Drake.
 KFAC—Keyboard Artistry.
 ★KFOX, KOWL, KRKD—News.
 KGER—Memory Melodies.
 KMPC—Tops in Pops.
 KXLA—Dinner Bell Roundup.
- 11:40—KOWL—Salute to Americas.
- 11:45—KECA—Between Us Girls.
 KFI—Light of the World.
 KXN, KSDJ—Evelyn Winters.
 KRKD—Melody Time.
 KWKW—Races and Sports.
- 11:55★KFAC—News.
 KGFJ—Sports Flash.
- 12**★KECA—Sam Hayes, News.
 KFI—Farm Reporter.
 ★KHJ, KGB—News.
 KXN—Burrill Wheeler.
 KFAC—Luncheon Concert.
 KFVD—Editor of the Air.
 KFWE—Peter Potter.
 KGIL—Intermission.
 ★KGIL—Valley News.
 KLAC—Al Jarvis Ballroom.
 KMPC—Women Are Wonderful.
 KOWL—Mayor of Melody.
 KRKD—Santa Fe Trails.
 KWIK—Luncheon Musicale.
 KWKW—Vocalist Parade.
 KXLA—Dinner Bell Roundup.

- 12:05—KAGH—Music.
 KGER—Chuck Wagon.
- 12:15★KECA—Baukhage Talking.
 KFI, KFSD—Ma Perkins.
 KHJ—Sing, America, Sing.
 ★KFOX—News.
 KGIL—Real Estate Page.
 KWKW—Races and Sports.
- 12:25—KGFJ—Sports Flash.
- 12:30—KECA, KFMB—Second Honeymoon.
 KFI, KFSD—Pepper Young.
 KHJ—Bob Poole Show.
 ★KXN, KSDJ—Knox Manning.
 KFVD—Violet.
 ★KFWE—News; Peter Potter.
 KGER—Squeakin' Deacon.
 KGFJ—1230 Club.
 KGIL—Western Music.
 ★KMPC, KOWL, KWIK—News.
 KWKW—Stock Quotations.
 KXLA—Western Tunes.
- 12:35—KWKW—Farm News.
- 12:45—KFI, KFSD—Right to Happiness.
 KHJ—Melody Matinee.
 KXN—One for the Book.
 ★KFAC—News.
 KMPC—Rhythm Rancho.
 KWIK—Platter Parade.
 KXLA—Western Music.
- 12:50—KWKW—Circle 1430 Ranch.
- 12:55—KGFJ—Sports Flash.
- 1**—KECA—Listen to This.
 KFI, KFSD—Backstage Wife.
 KHJ—Melody Matinee.
 KXN—Steve Allen.
 KAGH—Civic Service.
 KFAC—Piano Parade.
 KFOX—Black & White Studios
 ★KFVD, KRKD—News.
 KFWE—Bill Anson.
 KGER—Squeakin' Deacon.
 KGFJ—1230 Club.
 KGIL—Musical Roundup.
- ★KLAC—News, Sports.
 KMPC—Major League Ball.
 KOWL—Show Tunes.
 KWIK—Just Relax.
 KXLA—Community Broadcaster.
- 1:15—KFI, KFSD—Stella Dallas.
 KHJ—Nancy Dixon.
 KAGH—Where to Go.
 KFAC—American Hour.
 KFOX—Recital of Rhythm.
 KFVD—Platter Parade.
 KLAC—570 Club.
 KRKD—Siesta Time.
 KWIK—Charles Hamp.
 KWKW—Races and Sports.
 KXLA—Farm News.
- 1:25—KXN—Rudie Harris.
 KGFJ—Sports Flash.
- 1:30—KECA—Quizicale.
 KFI, KFSD—Lorenzo Jones.
 KHJ—Norma Young.
 KXN, KSDJ—Meet the Missus.
 KAGH—Siesta Serenade.
 KFVD—Hall of Records.
 KGER—Western Siesta.
 KGIL—Homemakers.
- ★KOWL, KRKD, KWIK—News.
 KWKW—Song of the Islands.
 KXLA—Vocal Varieties.
- 1:35—KRKD—Symphony of Song.
 KWIK—Magic Bandstand.
- 1:45—KECA—Ethel and Albert.
 KFI, KFSD—Young Widder Brown.
 KOWL—South of the Border.
 KVOE—United Nations.
 ★KXLA—News.
 KWKW—Show Time.
- 1:50★KFAC—News.
 KGFJ—Sports Flash.
- 2**—KECA, KFMB—Surprise Package.
 KFI, KFSD—When a Girl Marries.
 KHJ, KFXM, KGB, KVOE—Heart's Desire.
 KXN, KSDJ—Hilal Hunt.
 KAGH—C. Sharpe Minor.
 KFAC—Matinee.
 KFOX—Western Music.
 ★KFVD—News; Hall of Records
 KFWE—Bill Anson.
 KGER—Long Beach Band.
 KGFJ—What's Up.
 KGIL—Choral Group.
 KLAC—570 Club.
 KMPC—Hall of Arm.
 KOWL—Matinee Melodies.
 KRKD—Colorado River Assn.
 KWIK—Magic Bandstand.
 KWKW—Races and Sports.
 KXLA—Concert Hour.
- 2:15—KFI, KFSD—Portia Faces Life.
 KRKD—Tunes in Tempo.
- 2:20★KWKW—News.
- 2:25★KECA, KFMB—News.
 KXN, KSDJ—Mr. Information.
 KGFJ—Sports Flash.
 KECA, KFMB—Bride and Groom.
 KFI, KFSD—Just Plain Bill.
 KHJ, KGB, KVOE—Red Beuson Movie Show.
 KXN, KSDJ—House Party.
 KFVD—Veterans Workshop.
 KGER—Garden School.
 ★KOWL, KWIK—News.
 KWKW—Pasadena Playhouse.

thursday Program Highlights

Morning Programs Appear in Lightface Type; Afternoon and Evening Programs in Boldface.

Comedy-Variety

3:00—Arthur Godfrey, KXN.
 6:00—Music Hall, KFI.
 9:00—New Faces, KFI.

Quiz, Participation

8:00—McNeill Bkfst. Club, KECA
 8:30—Grand Slam, KXN.
 9:30—Bkfst. in Hollyw'd, KECA
 10:00—Barrel of Dough, KFWE.
 11:30—Queen for a Day, KHJ.
 1:30—Meet the Missus, KXN.
 2:00—Heart's Desire, KHJ.
 2:30—House Party, KXN.
 2:30—Bride and Groom, KECA.
 7:00—Bob Hawk, KFI.
 8:30—Better Half, KHJ.
 9:30—Candid Mike, KECA.
 9:30—Noah Webster Says, KFI.

Drama

7:00—Family Theater, KHJ.
 8:00—Mr. President, KECA.

Classical, Semi-Classical Music

8:00—Fred Waring, KFI.
 7:30—Melodies Am. Loves, KXN.
 7:30—Fred Waring, KFI.

Comment-Narration

7:45—Fred Beck, KXN.
 9:00—Kate Smith, KHJ.
 10:00—Ted Malone, KECA.
 10:15—What Do You Say? KFI.

Mystery-Detective

11:15—Dorothy Kilgallen, KECA.
 12:00—Burrill Wheeler, KXN.
 4:30—Art Baker, KFI.
 4:30—Passing Parade, KHJ.
 9:45—Night Editor, KXN.

Sports

9:30—Racing News, KLAC.
 9:30—Racing, KGFJ.
 10:00—Race Lineup, KWKW.
 1:00—Major League Ball, KMPC.
 2:30—Race Recap, KGFJ.
 5:30—Sports Dial, KRKD.
 3:45—Sam Balter, KLAC.
 5:45—Race Results, KRKD.
 6:00—Fred Hessler, KGER.
 6:15—Bob Kelley, KMPC.
 6:30—Joe Hernandez, KMPC.
 7:15—Fishing Pals, KFOX.
 8:10—Baseball, KLAC, KMPC.
 9:00—Fishing Facts, KFOX.
 9:30—Inside Sports, KHJ.

Popular-Western Music

4:30—Club 15, KXN.
 4:45—Stuart Hamblen, KFWE.
 6:30—Revere Revue, KHJ.
 8:00—Supper Club, KFI.
 8:15—Jack Smith, KXN.

- 2:35—KOWL—Contented Listening.
- 2:40—KGER—Long Beach Band.
- 2:45—KFI, KFSD—Front-Page Parade.
- KRKD—Organ Moods.
- KWKW—Races and Sports.
- 2:50—KWKW—Swing Session.
- 2:55—KXN—News.
- KGJF—Sports Flash.
- 3**—KECA, KFMB—Ladies, Be Seated.
- KFI, KFSD—Road of Life.
- KHJ, KGB, KVOE—Golden Hope Chest.
- KXN, KSDJ—Arthur Godfrey.
- KFAC—Musical Favorites.
- *KFOX, KGER, KXLA—News.
- KFWB—Hall of Records.
- KFWB—Bill Anson.
- KGJF—Sunset and Vine.
- KGIL—Social Whirl.
- *KLAC—News, Sports.
- *KMPC—Sally in Our Alley.
- KRKD—Tops in Pops.
- KWIK—Homemakers' Forum.
- KWKW—Swing Session.
- 3:05—KGER—Alkali Alex.
- 3:10—KLAC—Don Otis Show.
- 3:15—KFI—Life Can Be Beautiful.
- *KFOX—George Highley.
- *KGIL—News.
- KOWL—Sports Matinee.
- KWKW—Races and Sports.
- KXLA—Juke Box Matinee.
- 3:25—KGJF—Sports Flash.
- 3:30—KECA—Norwood Smith Sings.
- KFI, KFSD—Aunt Mary.
- KHJ—Moods in Music.
- KAGH—Freddie Martin Show.
- *KFAC, KRKD, KWIK—News.

KGEB for WESTERN MUSIC

Carolina Cotton
2:30-4:00 P.M.
Mon. thru Fri.

1390 on Your DIAL

- KGEB—Carolina Cotton.
- KGIL—Storybook Man.
- KMPC—Jeanne Gray.
- KWKW—Andy Mansfield.
- 3:35—KOWL—Just Music.
- KRKD—Tea Time Tunes.
- KWIK—Valley Matinee.
- 3:45—KECA—Frances Scully.
- KFI, KFSD—Nora Drake.
- KHJ, KGB—Woody and Virginia.
- KFAC—Stringtime.
- KMPC—Swing 'n' Sing.
- 3:55—KFSD—News.
- KFWB—Caroline Leonetti.
- KGJF—Sports Flash.
- 4**—KECA—Model Magazine.
- KFI, KFSD—This Woman's Secret.
- *KHJ, KFXM, KGB, KVOE—Pulitzer Lewis.
- KXN, KSDJ—Winner Take All.
- KAGH—Disc Jockey.
- KFAC—Musical Masterpieces.
- KFMB—You Win It.
- KFVE—Harlem Matinee.
- KFWB—Spade Cooley.
- KGJF—Sunset and Vine.
- KGIL—Johnny Grant Show.
- *KLAC—News, Sports.
- *KMPC—News, Eddie Lyon.
- KOWL—Just Music.
- KRKD—Piano Paintings.
- KWIE—190 Club.
- KWKW—Andy Mansfield.
- KXLA—Juke Box Matinee.
- 4:05—KECA—George Fenneman Show.
- KGER—Musical Roundup.
- 4:15—KFI—Johnny Murray.
- *KHJ, KFXM, KGB, KVOE—Frank Hemingway.
- KFWB—Bing Crosby.
- KLAC—Belle Martel.
- KMPC—Twilight Tales.
- KOWL—Fiddle Strings.
- KRKD—Movieland Quiz.
- 4:25—KGJF—Sports Flash.
- 4:30—KFI—Art Baker's Notebook.
- *KHJ, KGB, KVOE—Passing Parade.
- KXN, KSDJ—Club 15.

MILD & MELLOW

4:30 to 5 P.M.

Monday Through Friday

KMPC

KMPC—Mild and Mellow.
KFOX—Old Age Pensions.

- KFVD—Proven Hits.
- KFWB—Daily Light.
- KLAC—Racing Roundup.
- *KOWL—News.
- KRKD—Symphony in Swing.
- KWIK—Old Folks' Program.
- KWKW—Opera Association.
- 4:35—KOWL—Lamplighter.
- 4:45—KECA—Happy Theater.
- *KHJ, KGB, KVOE—Tex. Miller
- *KXN, KSDJ—Ed R. Murrow.
- *KFSD—H. V. Kaltenborn.
- *KFWB—Stuart Hamblen.
- KLAC—Music.
- *KRKD—News.
- KWIK—Musical Quiz.
- KWKW—Races and Sports.
- 4:50—KWKW—Magic Time.
- 4:55—KGJF—Sports Flash.
- 5**—KECA—Green Hornet.
- *KFI—Feature Wire.
- KHJ, KGB, KVOE—Adventure Parade.
- *KXN, KSDJ—News, Knox Manning.
- KAGH—Candy Lou.
- KFAC—Sunset Serenade.
- KFOX—Sunshine Mission.
- KFVD—Sundown Roundup.
- KFWB—Stuart Hamblen.
- *KGER, KWIK—News.
- KGJF—Live at 5.
- KGIL—Johnny Grant Show.
- *KLAC—Fred Henry Reports.
- *KMPC—News, Star Time.
- KOWL—House Party.
- KRKD—Songs of the Saddle.
- KWKW—Reminiscent Music.
- KXLA—Juke Box Matinee.
- 5:05—KAGH—Children's Program.
- KGER—Ford Lewis.
- 5:15—KFI—News.
- KHJ, KFXM, KGB, KVOE—Chandu, the Magician.
- KXN—Tom Hanlon.
- KLAC—Music.
- KOWL—Bing Crosby.
- KWIK—Leslie Gray.
- KWKW—Today at the Races.
- 5:30—KECA—Jack Armstrong.
- KFI—Casa Cugat.
- KHJ, KFXM, KGB, KVOE—Superman.
- *KXN, KSDJ—Charles Collingwood.
- KAGH—Sports Notebook.
- KFAC—Whoa Bill Club.
- *KFOX, KOWL, KWKW—News.
- KFVD—Pass Time.
- KGER—Cactus Mack.
- KGER—Race Recap.
- KMPC—All-Time Hits.
- KRKD—Sports Dial.
- *KWIK—Valley News.
- KXLA—Future Pianists.
- 5:35—KOWL—Musical Detective.
- 5:45—KFI, KFSD—Elmer Peterson.
- KHJ, KFXM, KGB, KVOE—Adventures of Tom Mix.
- *KXN, KSDJ—News, Garred.
- KAGH—Bing Sings.
- KFOX—Singing Crow.
- KFVD—Crosbyana.
- KGER—Bruce Trent.
- KGJF—Dinner Interlude.
- KLAC—Sam Balter, Sports.
- KMPC—Top Tunes.
- KRKD—Race Results.
- KWIK—Paul Page Sings.
- KWKW—Radio Travelogue.
- KXLA—Variety.
- 5:55—KXN—Frank Goss, News.
- 6**—KECA, KFMB—Edwin C. Hill.
- KFI, KFSD—Kraft Music Hall.
- *KHJ, KGB, KVOE—Gabriel Heatter.
- KXN, KSDJ—Suspense.
- KAGH—Public Interest.
- *KFAC, KFOX, KFWB, KLAC, KMPC—News.

HAYNES AT THE REINS FOR BIG TOWN MOTORS

1020 KQ. 6:00 p.m.
9000 WATS. Mon. thru Fri.

Check KFVD

LOS ANGELES

- KFVD—Haynes at the Reins.
- KGER—Sports Time.
- KGJF—Musical Digest.
- KGIL—Johnny Grant Show.
- KOWL—Italian Program.
- KRKD—Varieties in Music.
- KWIK—Meet the Band.
- KWKW—Sunset Serenade.
- KXLA—Radio Travelogue.
- 6:05—KECA—Animal World Court.
- KFAC—Musical Memories.
- 6:10—KECA—Sports Desk.
- 6:15—KECA—Elmer Davis, News.
- *KHJ, KGB—Mutual Newsreel.
- *KAGH—News.
- KFWB—Crosby Entertains.
- KGER—Stamps Quartet.
- KLAC—Al Jarvis Ballroom.

- KMPC—Bob Kelley, Sports.
- KRKD—Hawaiian Memories.
- KWIK—Sports Roundup.
- KXLA—Technocracy.
- 6:30—KECA—Reserve.
- KFI, KFSD—Variety Store, Dorothy Lamour.
- KHJ—Rovers All-Star Review.
- KXN, KSDJ—Crime Photographer.
- KAGH—Concert.
- KFAC—Hour of Music.
- KFOX—Hal's Memory Room.
- KFVD—Airplane Melodies.
- KFWB—America Dances.
- KGER—Helene Smith.
- KMPC—Pomona Track.
- KOWL—Old Homeland.
- KRKD—Piano Parade.
- KXLA—Eddy Arnold Show.
- 6:45—KFVD—News.
- KRKD—Accent on Rhythm.
- KWIK—Ted Withall Sings.
- KXLA—Variety in Music.
- 6:55—KHJ, KFXM, KGB, KVOE—Bill Henry, News.
- 7**—KECA, KFMB—Criminal Casebook.
- KFI, KFSD—Bob Hawk Show.
- KHJ, KFXM, KGB, KVOE—Family Theatre.
- KXN, KSDJ—James Hilton.
- KFAC—Hour of Music.
- KFOX—Music of Yesterday.
- KFVD—Squeakin' Deacon.
- KFWB—America Dances.
- *KGER, KRKD—News.
- KGJF—Musical Digest.
- *KGIL—Valley News.
- KLAC—Picture Album.
- KMPC—Firestone Favorites.
- KWKW—Easy Listening.
- KWIK—Randy Brooks.
- KXLA—Saddle Dusters.
- 7:05—KGER—Dr. Pagan.
- 7:15—KFOX—Fishing Pals.
- KGIL—Valley Parks.
- KLAC—Music.
- KRKD—Three-Quarter Time.
- KWIK—Decision Now.
- KXLA—Evening Serenade.
- 7:30—KECA, KFMB—Dick Powell.
- KFI, KFSD—Fred Waring Show.
- KHJ, KFXM, KGB, KVOE—Red Ryder.

Melodies America Loves

EULA BEAL, Contralto
WARREN WHITE, Tenor
CONCERT ORCHESTRA
Earl Towner, Director
KNX—Thursday—7:30 P.M.

INGLEWOOD PARK CEMETERY ASS'N

- KXN—Melodies America Loves.
- KFAC—Echoes and Encores.
- KFWB—Sports Final.
- KGER—Markham.
- KGIL—Concert Hall.
- KLAC—Jan Garber Orch.
- KMPC—Jerry Lawrence.
- KRKD—Do You Know?
- *KWIK—News, Roundup Time.
- KWKW—Italian Varieties.
- KXLA—Jimmie Dolan.
- 7:45—KFOX—News.
- KFWB—Singin' Sam.
- KLAC—Dugout Dome.
- KMPC—Leahy of Notre Dame.
- KWIK—Rocky Morgan.

- 8**—KECA—Mr. President.
- KFI, KFSD—Supper Club.
- KHJ, KFXM, KGB, KVOE—Straight Arrow.
- *KXN—Lewell Thomas.
- KFAC—Evening Concert.
- KFOX—Music in the Air.
- KFWB—Music.
- *KGER, KLAC, KXLA—News.
- KGJF—Caucasian Memories.
- KGIL—Cowtown Boys.
- *KMPC—News, Frandsen.
- KWIK—Veterans' Hospital.
- 8:05—KGER—Ray Block.
- 8:10—KLAC—Baseball, Hollywood vs. Sacramento.
- KMPC—L. A. vs. Seattle.
- 8:15—KFI, KFSD—World News.
- KXN—Jack Smith.
- KFWB—Remember.
- KGJF—Songs for You.
- KXLA—Variety.
- 8:30—KECA, KFMB—Reserve.
- KFI—Hollywood Open House.
- KHJ, KFXM—Better Half.
- KXN, KSDJ—Mr. Keen.
- KFOX—Judge Gardner.
- *KFWB, KWIK—News.
- KGER—Clem Davies.
- *KGJF—Averill Berman, News.
- KGIL—Paddon Lewis.
- KXLA—97th Street Corral.
- 8:35—KWIK—Tim Pan Alley.
- 8:45—KFWB—Little Concert.
- KGJF—H'wood House Party.
- KWIK—Hebrew-Christian Br.

- 8:55—KHJ, KGB, KVOE—Billy Rose
- 9**—KECA—Reserve.
- KFI, KFSD—New Faces.
- *KHJ, KFXM, KGB, KVOE—News, Glenn Hardy.
- KXN, KSDJ—F.B.I. in Peace and War.
- KFAC—Evening Concert.
- KFOX—Fishing Facts.
- *KFWB—Jete Roberts.
- *KGER—News.
- KGJF—H'wood House Party.
- KGIL—Paddon Lewis.
- KLAC, KMPC—Baseball.
- KWIK—Reading & Dreaming.
- KXLA—Squeakin' Deacon.
- 9:05—KGER—Vets' Administration.
- 9:15—KHJ, KGB, KVOE—Fleetwood Lawton.
- KFWB—United Nations.
- KGER—Voice of the Army.
- 9:30—KECA—Candid Microphone.
- KFI, KFSD—Noah Webster Says.
- KHJ, KGB, KVOE—Inside of Sports.
- KXN—Beulah.
- KFOX—Music.
- KFWB—Unity Daily Word.
- KGER—Music in the Night.
- 9:45—KHJ—News.
- KXN, KSDJ—Night Editor.
- *KFWB—Music and News.
- 10**—KECA—Richfield Reporter.
- *KFI, KFSD—The Reporter.
- *KHJ, KFXM, KGB, KVOE—Fulton Lewis.
- *KXN, KSDJ—Chet Huntley, News.
- KFAC—Lucky Lager Dance.

EASTSIDE SHOW

10 TO 12 P.M.

Every Night Except Sunday

KFWB

- KFWB—Eastside Show.
- KGER—Riverside Rancho.
- KGJF—Concert Nocturne.
- KGIL—Symphony.
- KLAC, KMPC—Baseball.
- KWIK—Michael Roy.
- KXLA—Don Harvey.
- 10:15—KECA—Casa Cugat.
- KFI—Here Comes Harmon.
- KHJ—Highlights in Music.
- KXN—Reserve.
- KMPC—Summer Serenade.
- 10:30—KECA—Hawthorne Thing.
- *KFI—Inside the News.
- *KHJ, KGB—Ray Hackett Orch.
- KXN—Escape.
- KFOX—Music Moderne.
- KFSD—Concert Hall.
- KGER—At the Ranchhouse.
- KLAC—Don Otis.
- *KXLA—Dan Lundberg.
- 10:45—KFI—Melody Time.
- KMPC—Dance Parade.
- 10:55—KFI—Police Bulletins.
- *KLAC—News.
- 11**—KECA—News of Tomorrow.
- *KFI—News.
- KHJ, KGB—Joe Sudy Orch.
- *KXN—Nelson Pringle.
- KFAC—Lucky Lager Dance.
- KFOX—C. Sharpe Minor.
- KFVD—Spade Cooley Time.
- KFWB—Eastside Show.
- KGER—At the Ranchhouse.
- KGJF—Concert Nocturne.
- KGIL—EGIL Salutes.
- KLAC—Don Otis.
- KMPC—Dance Parade.
- KWIK—Michael Roy.
- KXLA—Sammy Davis.
- 11:15—KECA—Cinegrill Music.
- KFI—Morton Downey.
- KXN—Merry-Go-Round.
- 11:30—KECA—Ambassador Orch.
- KFI—St. Francis Hotel Orch.
- KHJ, KGB—Al Wallace Orch.
- *KFOX—News.
- KXLA—Arvon Dale Orch.
- 11:45—KECA—Imig Manor Orch.
- *KHJ, KGB, KVOE—News.
- KXN—An American Abroad.
- 11:55—KECA, KFI, KMPC—News.



Omega SHOE WAX

Famous 60 second shine.
Colors, waterproofs, preserves—in all popular colors.
Now at your grocer's, too!

Page Twenty-eight-A

FRIDAY, SEPTEMBER 17

★Indicates News Broadcasts

- 8**—KECA, KFMB—Don McNeill's Breakfast Club.
 KFI, KFSD—Fred Waring.
 ★KHJ, KGB—Cecil Brown.
 KNX—Wes Battersae.
 KAGH—Musical Clock.
 KFAC—Country Church.
 KFOX, KRKD—Bible Institute.
 KFVD—Wakeup Ranch.
 KFWD—George Milne.
 ★KGER—News, Mizpah.
 KGFJ—Dr. Frederick Balles.
 KGIL—Musical Corral.
 ★KLAC, KMPC, KOWL, KXLA—News.
 KWIK—Western Jamboree.
 KWKW—Rafael Mendez.
8:15—KHJ, KNX—News.
 KFWD—Crosby Entertaina.
 KGFJ—Public Messenger.
 KLAC—Haynes at the Reins.
 KMPC—Markets.
 KOWL—Memories in Music.
8:20—KXLA—Music.
8:25—KMPC—Sports Roundup.
8:30—KFI, KFSD—Jack Berch.
 ★KHJ—Editor's Diary.
 KNX, KSDJ—Grand Slam.
 ★KFAC, KFWD, KGIL, KOWL, KRKD, KWIK—News.
 KFVD—Easy Listening.
 KGER—Hammond.
 KGFJ—Yesterday's Hits.
 KLAC—Zeke Manners.
 KMPC—A Song for You.
 KWKW—Stock Quotations.
 KXLA—Haven of Rest.
8:35—KRKD—Spotlight Varieties.
8:45—KFI, KFSD—Lora Lawton.
 ★KHJ—News.
 KNX—Romary.
 KFAC—Unity.
 KFVD—Vocal Varieties.
 KFWD—Science of Mind.
 KGER—Bible Treasury.
 KGIL—Coffee Parade.
 KOWL—Guest Star.
 KWKW—Gordon Baker Lloyd.
9—KECA, KFMB—Welcome Travelers.
 ★KFI, KFSD, KGER—News.
 KHJ, KFNM, KGB, KVOE—Kate Smith Speaks.
 KNX—Wendy Warren.
 KAGH—Top of the Morning.
 KFAC—Morning Concert.
 KFVD—Waltz Time.
 KFWD—Strolling Tom.
 KGFJ—Your L. A. Police.
 KGIL—Swappin' Corner.
 KLAC—Zeke Manners.
 KMPC—Band Box.
 KOWL—Helen Markham.
 KRKD—Sagebrush Serenade.
 KWKW—Voice of China.
 KXLA—Bar Nothing Ranch.
9:05—KFI—Ladies' Day.
 KGER—Lutheran Hour.
 KWIK—Sunny Side.
9:15—KHJ, KFNM, KGB, KVOE—Victor H. Lindlahr.
 KNX—Aunt Jenny.
 ★KAGH, KFVD—News.
 KFWD—Music.
 KGFJ—Social Security.
 KGIL—Ballads for You.
 KOWL—Hawaiian Melodies.
 KWKW—Light and Airy.
9:20—KGFJ—Aizotentials.
9:30—KECA, KFMB—Breakfast in Hollywood.
 KHJ—Morning Melodies.
 KNX, KSDJ—Helen Trent.
 KAGH—Shirley Kendall.
 KFOX—Full Gospel.
 KFVD—Show Tunes.
 KFWD—Marsha Walton.
 KGER—John Brown.
 KGFJ—Racing News.
 KGIL—Valley Shopper.
 KLAC—Racing News.
 ★KOWL—News.
 KWIK—Top o' Morning.
9:45—KFI—Chuck Collins.
 KNX, KSDJ—Our Gal Sunday.
 KFVD—Remembered Rhythms.
 KFWD—Reminiscent Sam.
 KGFJ—Veterans of Foreign Wars.
 KLAC—Coffee with Crosby.
 KOWL—Album of Song.
 ★KRKD—News.
 KWKW—Word of Truth.
9:55—KFAC—News.
10—KECA, KFMB—Ted Malone.
 KFI—Downtown and All Around.
 ★KHJ, KFNM, KGB, KVOE—News, Glenn Hardy.
 KNX—Big Sister.
 KAGH—G. E. Hour.
 KFAC—Serenade.
 KFVD—Rev. Louis T. Talbot.
 KFWD—Barrel of Dough.
 KGFJ—Record Jackpot.
 KGIL—Valley Frolic.
 KLAC—Al Jarvis Ballroom.
 ★KMPC—News, Eddie Lyon.
 KOWL—Romance in Music.

- 10:15**—KRKD—Morning Melodies.
 KECA, KFMB—Kiernan's KWIK—Town Crier.
 KWKW—Racing News.
 KXLA—Sons of Pioneers.
10:05—KGER—Musical Roundup.
 Korner.
 KFI—What Do You Say?
 KHJ, KGB—Two-Ton Baker.
 KNX—Ma Perkins.
 KFOX—Assembly of God.
 KMPC—Music in the Air.
 KRKD—Dr. Richardson.
 KWKW—Tune-up Time.
 ★KXLA—News.
10:25—KGFJ—Sports Flash.
10:30—KECA, KFMB—My True Story.
 KFI—Port of Missing Hits.
 KHJ—The Jedge.
 KNX—Young Dr. Malone.
 KFVD—Rescue Mission.
 KFWD—Maigrice Hart Show.
 ★KOWL, KWIK—News.
 ★KGIL—News; Curtain Call.
 KRKD—Crazy Rhythm.
 KWKW—Feature Story.
 KXLA—Popular Varieties.
10:35—KWIK—Town Crier.
10:45—KFI—Joyce Jordan.
 KNX—Guiding Light.
 KFAC—Salvation Army Band.
 KFSD—Believe It or Not.
 KOWL—Tune Shop.
 KRKD—Midnight Mission.
 KWKW—My Serenade.
 KXLA—Songs of Our Times.
10:55—KECA, KFMB—Betty Crocker Magazine of the Air.
 KGFJ—Sports Flash.
11—KECA, KFMB—Betty Crocker.
 KFI, KFSD—Double or Nothing.
 KHJ, KGB, KVOE—Ladies First.
 KNX—Second Mrs. Burton.
 KAGH—Phil Hastings.
 KFAC—Festival of Music.
 KFOX—Breakfast Club.
 ★KFVD, KGER—News.
 KFWD—Peter Potter.
 KGFJ—Record Jackpot.
 KGIL—Housewives' Exchange.
 KLAC—Al Jarvis Ballroom.
 KMPC—Stars of Song.
 KOWL—Today's Infant.
 KRKD—Songs of Yesterday.
 KWIK—Tom, Dick & Harry.
 KWKW—Traffic Quiz.
 KXLA—Easy Listening.
11:15—KECA, KFMB—Listening Post.
 KNX—Perry Mason.
 KFVD—Violet.
 KGER—Musical Roundup.
 KMPC—Neighborhood Voice.
 ★KXLA—Pasadena News.
 KWKW—Races and Sports.
11:20—KWKW—Stairway to Music.
11:25—KGFJ—Sports Flash.
11:30—KECA—Casa Cugat.
 KFI, KFSD—Today's Children

- KFI, KFNM, KGB, KVOE**—Queen for a Day.
 KNX, KSDJ—Nora Drake.
 KAGH—Accent on Music.
 KFAC—Keyboard Artistry.
 ★KFOX, KOWL, KRKD, KWIK—News.
 KFVD—Memory Melodies.
 KMPC—Tops in Pops.
 KNX—Dinner Bell Roundup.
11:35—KWIK—Tom, Dick & Harry.
11:45—KECA—Between Us Girls.
 KFI—Light of the World.
 KNX, KSDJ—Evelyn Winters.
 KOWL—The Woman's View.
 KRKD—Melody Time.
 KWKW—Races and Sports.
11:55—KFAC—News.
 KGFJ—Sports Flash.
12—KECA—News, Sam Hayes.
 KFI—Farm Reporter.
 ★KHJ, KGER, KGIL—News.
 KNX—Burritt Wheeler.
 KFAC—Luncheon Concert.
 KFVD—Editor of the Air.
 KFWD—Peter Potter.
 KGFJ—Intermission.
 KLAC—Al Jarvis Ballroom.
 KMPC—Women Are Wonderful.
 KOWL—Mayor of Melody.
 KRKD—Santa Fe Trails.
 KWIK—Luncheon Musicale.
 KWKW—Vocalist Parade.
 KXLA—Dinner Bell Roundup.
12:05—KAGH—Music.
 KGER—Chuck Wagon.
12:15—KECA—Baukhage Talking.
 KFI, KFSD—Ma Perkins.
 KHJ—Sing, America, Sing.
 KGIL—Real Estate Show.
 KWKW—Races and Sports.
 KGFJ—Sports Flash.
12:25—KGFJ—Sports Flash.
12:30—KECA, KFMB—Second Honey-moon.
 KFI, KFSD—Pepper Young.
 KHJ, KGB—Bob Foose Show.
 ★KNX, KSDJ—Knox Manning.
 KFVD—Violet.
 ★KFWD—News; Peter Potter.
 KGER—Sneakin' Deacon.
 KGFJ—1230 Club.
 KGIL—Western Music.
 ★KMPC, KOWL, KWIK—News.
 KWKW—Stock Quotations.
 KXLA—Western Tunes.
12:35—KWIK—G.I. Platter Parade.
 KWKW—Farm News.
12:45—KFI, KFSD—Right to Happiness.
 KHJ—Melody Matinee.
 KNX—Background for Living.
 ★KFAC—News.
 KMPC—Rhythm Rancho.
 KWKW—Races and Sports.
 KXLA—Western Records.
12:50—KWKW—Circle 1430 Ranch.
12:55—KGFJ—Sports Flash.
1—KECA, KFMB—Listen to This.
 KFI, KFSD—Backstage Wife.
 KHJ—Melody Matinee.
 KNX—Steve Allen.
 KAGH—Civic Service.
 KFAC—Piano Parade.
 ★KFVD, KRKD—News.
 KFWD—Bill Anson.

- KGER—Sneakin' Deacon.**
 KGFJ—1230 Club.
 KGIL—Musical Roundup.
 ★KLAC—News, Sports.
 KMPC—Major League Ball.
 KOWL—Show Tunes.
 KWIK—Rhythmic Ara.
 KXLA—Community.
1:15—KFI, KFSD—Stella Dallas.
 KHJ—Nancy Dixon.
 KAGH—Where to Go.
 KFAC—American Hour.
 KFVD—Piano Parade.
 KLAC—570 Club.
 KRKD—Siesta Time.
 KWIK—Charlie Hamp.
 KWKW—Races and Sports.
 KXLA—Joe Littlefield.
1:25—KNX—Radio Harris.
 KGFJ—Sports Flash.
1:30—KECA—Quizicalc.
 KFI, KFSD—Lorenzo Jones.
 KHJ—Norma Young.
 KNX, KSDJ—Meet the Missus.
 KAGH—Siesta Serenade.
 KFOX—Siesta Serenade.
 KFVD—Hall of Records.
 KGER—Western Siesta.
 KGIL—Homemakers.
 ★KOWL, KRKD, KWIK—News.
 KWKW—Sons of the Islands.
 KXLA—Vocal Varieties.
1:35—KRKD—Symphony of Song.
 KWIK—Magic Bandstand.
1:45—KECA—Ethel and Albert.
 KFI, KFSD—Widder Brown.
 KOWL—South of the Border.
 ★KXLA—News.
1:50—KWKW—Show Time.
1:55—KFAC—News.
 KGFJ—Sports Flash.
2—KECA, KFMB—Surprise Package.
 KFI, KFSD—When a Girl Marries.
 KHJ, KFNM, KGB, KVOE—Heart's Desire.
 KNX, KSDJ—Hint Hunt.
 KAGH—C. Sharpe Minor.
 KFAC—Matinee.
 KFOX—Rodeo.
 ★KFVD—News; Hall of Records.
 KFWD—Bill Anson.
 KGER—Long Beach Band.
 KGFJ—What's Up.
 KGIL—Homemakers.
 KLAC—570 Club.
 KMPC—Three Alarm.
 KOWL—Matinee Melodies.
 KRKD—Musical Bouquet.
 KWIK—Magic Bandstand.
 KWKW—Races and Sports.
 KXLA—Concert Hour.
2:15—KFI, KFSD—Portia Faces Life.
2:20—KWKW—News.
2:25—KECA, KFMB—News.
 KNX, KSDJ—Mr. Information.
 KGFJ—Sports Flash.
2:30—KECA, KFMB—Bride and Groom.
 KFI, KFSD—Just Plain Bill.
 KHJ, KGB, KVOE—Red Benson Movie Show.
 KNX, KSDJ—House Party.
 KGER—Garden School.
 ★KOWL, KWIK—News.
 KRKD—Tunes in Tempo.
 KWKW—Platter Parade.
2:35—KOWL—Contented Listening.
 KWIK—Magic Bandstand.
2:40—KGER—Long Beach Band.
2:45—KFI, KFSD—Front-Page Farrell.
 KRKD—Organ Moods.
 KWKW—Races and Sports.
2:50—KWKW—Song Session.
2:55—KNX, KFVD—News.
 KGFJ—Sports Flash.
3—KECA, KFMB—Ladies, Be Seated.
 KFI, KFSD—Road of Life.
 KHJ, KGB, KVOE—Golden Hope Cheat.
 KNX, KSDJ—Arthur Godfrey.
 KFAC—Musical Favorites.
 ★KFOX, KGER, KXLA—News.
 KFVD—Hall of Records.
 KFWD—Bill Anson.
 KGFJ—Sunset and Vine.
 KGIL—Social Whirl.
 ★KLAC—News, Sports.
 KMPC—Clifton Serenade.
 KOWL—Radio Outlook.
 KRKD—Tops in Pops.
 KWIK—Homemakers' Forum.
 KWKW—Swing Session.
3:05—KGER—Alkali Alex.
3:10—KLAC—Don Otis Show.
3:15—KFI—Life Can Be Beautiful.
 ★KGIL—News.
 KOWL—Sports Matinee.
 KWKW—Races and Sports.
 KXLA—Juke Box Matinee.
3:25—KGFJ—Sports Flash.
3:30—KECA—Norwood Smith Selects.
 KFI, KFSD—Aunt Mary.
 KHJ—Moods in Music.
 KAGH—Freddy Martin Show.
 ★KFAC, KRKD, KWIK—News.
 KGER—Carolina Cotton.
 KGIL—Storybook Man.
 KMPC—Jeanne Gray.
 KWKW—Andy Mansfield.
3:35—KOWL—Just Music.
 KRKD—Tea Time Tunes.
 KWIK—Valley Matinee.

Friday Program Highlights

Morning Programs Appear in Lightface Type; Afternoon and Evening Programs in Boldface.

Comedy-Variety

- 3:00—Arthur Godfrey, KNX.
 6:30—Red Skelton, KFI.
 7:00—Life of Riley, KFI.
 8:30—Sweeney and March, KNX.

Quiz, Participation

- 8:00—McNeill Bkfst. Club, KECA
 8:30—Grand Slam, KNX.
 9:30—Bkfst. in Hollywd, KECA
 10:00—Barrel of Dough, KFWD.
 11:30—Queen for a Day, KHJ.
 1:30—Meet the Missus, KNX.
 2:00—Heart's Desire, KHJ.
 2:30—House Party, KNX.
 2:30—Bride and Groom, KECA.
 6:30—Col. Stoopnagle, KVOE.
 7:00—Everybody Wins, KNX.
 8:30—Leave It to the Girls, KHJ.
 9:00—Break the Bank, KECA.

Classical, Semi-Classical Music

- 8:00—Fred Waring, KFI.
 8:30—Musical Comedy, KNX.

Comment-Narration

- 7:45—Fred Beck, KNX.
 8:00—Kate Smith, KHJ.
 10:00—Ted Malone, KECA.
 10:15—What Do You Say? KFI.
 12:00—Burritt Wheeler, KNX.
 12:00—Art Baker, KFI.
 4:30—Passing Parade, KHJ.
 9:45—Night Editor, KNX.

Mystery-Detective

- 8:00—The Fat Man, KECA.
 8:30—This Is Your FBI, KECA.
 9:30—Jury Trials, KECA.

Public Interest-Information

- 5:45—If They Had Lived, KGFJ.
 7:00—Meet the Press, KHJ.
 11:45—Report from C.N., KNX.

Sports

- 9:30—Racing News, KLAC.
 9:30—Racing, KGFJ.
 10:30—Race Lineup, KWKW.
 1:00—Major League Ball, KMPC.
 5:30—Race Recap, KGFJ.
 5:30—Sports Dial, KRKD.
 5:45—Race Results, KRKD.
 5:45—Sam Balter, KLAC.
 6:00—Fred Hessler, KGER.
 6:15—Bob Kelley, KMPC.
 6:30—Joe Hernandez, KMPC.
 7:15—Fishing Pals, KFOX.
 7:30—Sports Newsreel, KFI.
 7:45—Sports Folio, KFI.
 8:10—Baseball, KLAC, KMPC.
 9:30—Inside of Sports, KHJ.

Popular-Western Music

- 4:30—Club 15, KNX.
 4:45—Stuart Hamblen, KFWD.
 7:30—Spotlight Revue, KNX.
 8:00—Supper Club, KFI.
 8:15—Jack Smith, KNX.

- 3:45—KECA—Frances Scully.
KFI, KFSD—Nora Drake.
KHJ, KGB—Woody and
Virginia.
KFAC—Lyrics in Chorus.
KMPC—Swing 'n' Sing.
- 3:55★KFVD—News.
KFWB—Caroline Leonetti.
KGFJ—Sports Flash.
- 4—KECA—Model Magazine.
KFI, KFSD—This Woman's
Secret.
★KHJ, KFXM, KGB, KVOE—
Fulton Lewis.
KNX, KSDJ—Winner Take All
KAGH—Disc Jockey.
KFAC—Musical Masterpieces.
★KFOX, KGER—News.
KFVD—Harlem Matinee.
KFWB—Spade Cooley.
KGFJ—Sunset and Vine.
KGIJ—Johnny Grant Show.
★KLAC—News, Sports.
★KMPC—News, Eddie Lyon.
KRKD—Piano Paintings.
KWIK—1490 Club.
KWKW—Andy Mansfield.
KXLA—Juke Box Matinee.
- 4:05—KECA—George Fenneman
Show.
KGER—Musical Roundup.
- 4:15—KFI—Johnny Murray.
★KHJ, KFXM, KGB—Frank
Hemingway.
KFWB—Bing Crosby.
KLAC—Dinning Sisters.
KMPC—Morton Gould Orch.
KRKD—Moteland Quiz.
4:20—KOWL—Civic Leaders.
4:25—KGFJ—Sports Flash.
4:30—KFI—Art Baker's Notebook.
★KHJ, KGB, KVOE—Passing
Parade.
KNX, KSDJ—Club 15.
KFOX—Old Age Pensions.
KFVD—Proven Hits.
KFWB—Dally Light.
KLAC—Racing Roundup.

- 5:35—KOWL—Musical Detective.
5:45★KFI, KFSD—Elmer Peterson.
KHJ, KFXM, KGB, KVOE—
Adventures of Tom Mix.
★KNX, KSDJ—News, Garred.
KAGH—Bing Sings.
KFOX—Your Fishcaster.
KFVD—Crosbyana.
KGER—Bruce Trent.
KGFJ—If They Had Lived.
KLAC—Sam Balter, Sports.
KMPC—Top Tunes.
KRKD—Race Results.
KWIK—Paul Page Sings.
KWKW—Spotlight on Bands.
KXLA—Variety.
- 5:55★KNX—Frank Goss, News.
KGFJ—Dot Meyberg.
- 6★KECA, KFMB—Edwin C. Hill.
KFI—Milestones in Melody.
★KHJ, KFXM, KGB, KVOE—
Gabriel Heatter.
KNX, KSDJ—My Favorite
Husband.
KAGH—Public Interest.
★KFAC, KFOX, KFVB, KLAC.
KMPC—News.
KFVD—Haynes at the Beins.
KGER—Sport Time.
KGFJ—Musical Digest.
KGIJ—Johnny Grant Show.
KOWL—Italian Program.
KRKD—Varieties in Music.
KWIK—Allen Rich.
KWKW—Sunset Serenade.
KXLA—Sports News.
- 6:05—KECA—Animal World Court.
KFAC—Musical Memories.
KLAC—Al Jarvis Hallroom.
- 6:10—KECA—Sports Desk.
- 6:15★KECA—Elmer Davis, News.
★KHJ, KGB—Mutual Newsreel.
★KAGH—News.
KFWB—Crosby Entertains.
KGER—Stamms Quartet.
KMPC—Bob Kelley, Sports.
KRKD—Hawaiian Memories.
KXLA—Women's Clubs.
- 6:30—KECA, KFMB—The Sheriff.

- 8—KECA, KFMB—Fat Man.
KFI, KFSD—Supper Club.
KHJ, KGB, KVOE—Special
Agent.
KNX—Lowell Thomas.
KFAC—Evening Concert.
KFOX—Speaking of Sports.
KFWB—Music.
★KGER, KLAC, KXLA—News.
KGIJ—Caucasian Memories.
KGIJ—Cowtown Boys.
★KMPC—News, Franden.
KRKD—County Barn Dance.
KWIK—Veterans' Hospital.
- 8:05—KGER—Victor Young.
- 8:10—KLAC—Baseball, Hollywood
vs. Sacramento.
KMPC—L. A. vs. Seattle.
- 8:15★KFI, KFSD—World News.
KNX—Jack Smith.
KFWB—Remember,
KGFJ—Songs for You.
KXLA—Variety.
- 8:30—KECA, KFMB—This Is Your
FBI.
KFI—Stairway to the Stars.
KHJ, KFXM, KGB, KVOE—
Leave It to the Girls.
KNX—Sweeney and March.
KFSD—Forests Aflame.
★KFWB, KWIK—News.
KGER—Clem Davies.
★KGFJ—Averill Berman, News.
KGIJ—Paddon Lewis.
KRKD—Cowboy Hit Parade.
KXLA—9th Street Corral.
- 8:45—KFOX—Fifth Street
KFWB—Voice of the Army.
KGFJ—H'wood House Party.
KWIK—Hebrew-Christian Hr.
- 8:55—KHJ, KGB, KVOE—Billy Rose
KECA, KFMB—Break the
Bank.
KFI, KFSD—Call the Police.
★KHJ, KFXM, KGB, KVOE—
News, Glenn Hardy.
KNX—mr. ace and JANE.
KFAC—Evening Concert.
KFOX—Maritime Committee.
KFWB—Prelvue Theatre.
★KGER—News.
KGFJ—Hollywood House
Party.
KGIJ—Paddon Lewis.
KLAC, KMPC—Baseball.
KRKD—Cowboy Hit Parade.
KWIK—Reading & Dreaming.
KXLA—Squeakin' Deacon.
- 8:05—KGER—Three Suns.
- 9:15★KHJ, KGB, KVOE—Fleetwood
Lawton.
★KECA, KFXM, KFMB—Famous Jury
Trials.
KFI—Hollywood Open House.
KHJ, KGB, KVOE—Inside of
Sports.
KNX, KSDJ—Beulah.
KFOX—Music.
KFWB—Unity.
KGER—Music in the Night.
- 9:45—KHJ, KFXM, KGB, KVOE—
Henry J. Taylor.
KNX, KSDJ—Night Editor.

- KRKD—Cowboy Hit Parade.
KWIK—Michael Roy.
KXLA—Riverside Rancho.
- 10:15★KECA—Casa Cugat.
KFI—Music Shop.
KHJ—Highlights in Music.
KNX—Reserve.
KFSD—Pro and Con.
KMPC—Summer Serenade.
10:30—KECA—Hawthorne Thing.
★KFI—Inside the News.
KHJ—Ray Hackett Orch.
KNX—Symphonette.
KFOX—Party House.
KGER—At the Ranchhouse.
KLAC—Don Otis.

10:30
MON., TUES., THURS.,
FRI., SAT.
Dan Lundberg
and
A NEW NEWS-IDEA
IT'S NEWSABLE
KXLA

- ★KXLA—Dan Lundberg.
- 10:45—KFI—Melodianna.
KMPC—Dance Parade.
- 10:55—KFI—Police Balletins.
★KLAC—News.
- 11★KECA—News of Tomorrow.
★KFI—News.
KHJ, KGB—Joe Sudy Orch.
★KNX—Nelson Pringle.
KFAC—Lucky Lager Dance.
KFOX—C. Sharpe Minor.

SPADE COOLEY TIME
With George Wilhelm
NOW
11 P.M. DAILY

1070 KC.
5000 WATTS

Check KFVD
LOS ANGELES

- KFVD—Spade Cooley Time.
KFWB—Eastside Show.
KGER—At the Ranchhouse.
KGFJ—Concert Nocturne.
KGIJ—America is Playing.
KLAC—Don Otis.
KMPC—Dance Parade.
KRKD—Cowboy Hit Parade.
KWIK—Michael Roy.
KXLA—Pasadena Civic.
- 11:15—KECA—Cinegrill Music.
KFI—Biltmore Orch.
KHJ—Dance Orch.
KNX—Merry Go-Round
- 11:30—KECA—Ambassador Orch.
KFI—St. Francis Orch.
KXLA—Arvon Dale Orch.
- 11:45—KECA—Breneman Orch.
★KHJ—News.
KNX—Report from U.N.
KXLA—Bandstand Review.
- 11:55★KECA, KFI, KMPC—News.

HIGHLY COLORED

The misconception that television makeup consists of weird shades of blue, purple and green is a source of irritation to the industry. When cameras were crude and comparatively insensitive, it is true that artists were required to appear under a mask of color. But with modern photography, video makeup is actually less exaggerated than stage makeup, and only slightly more extreme than movie greasepaint or what the average woman wears on her face for an afternoon's stroll.

Page Twenty-nine-A

**MILD &
MELOW**

4:30 to 5 P.M.
Monday Through Friday
KMPC

- KMPC—Mild and Mellow.
- ★KOWL—News.
KRKD—Symphony in Swing.
KWIK—Old Folks' Program.
KWKW—Sons o' Guns.
- 4:35—KOWL—Lampighter.
- 4:45—KECA—Happy Theater.
★KHJ, KGB, KVOE—Rex Miller
★KNX, KSDJ—Ed R. Murrow.
★KFSD—H. V. Kaltenborn.
KFWB—Stuart Hamblen.
KLAC—Music.
★KRKD—News.
KWIK—Musical Quiz.
KWKW—Races and Sports.
- 4:50—KWKW—Magic Time.
- 4:55—KGFJ—Sports Flash.
- 5—KECA—Challenge of Yukon.
★KFI—Feature Wire.
KHJ, KGB, KVOE—Adventure
Parade.
★KNX, KSDJ—Knox Manning.
KAGH—Adventure Party.
KFAC—Sunset Serenade.
KFVD—Sunset Roundup.
KFWB—Stuart Hamblen.
★KGER, KWIK—News.
KGFJ—Live at Five.
KGIJ—Johnny Grant Show.
★KIAC—Fred Henry Reports.
KOWL—Plantation House
Party.
★KMPC—News, Star Time.
KRKD—Songs of the Saddle.
KWKW—Reminiscent Music.
KXLA—Juke Box Matinee.
- 5:05—KAGH—Children's Program.
KGER—Ford Lewis.
- 5:15★KFI—News.
KHJ, KFXM, KGB, KVOE—
Chandu, the Magician.
KNX—Tom Hanlon.
KLAC—Music.
KOWL—Island Magic.
KWIK—Hal Schaefer.
KWKW—Race Roundup.
- 5:30—KECA—Sky King.
KFI—Casa Cugat.
KHJ, KFXM, KGB, KVOE—
Superman.
★KNX, KSDJ—Charles
Collingwood.
KAGH—Sports Notebook.
KFAC—Whoa Bill Club.
★KFOX, KOWL, KWIK—News.
KFVD—Pass Time.
KGER—Cactus Mack.
KGFJ—Race Recap.
KMPC—All-Time Hits.
KRKD—Sports Dial.
KXLA—Future Pianists.

**Ben Alexander
PRESENTS
Sam Hayes in
'Touchdown Tips'**
KHJ—6:30 p.m. Fri.

- KHJ—Sam Hayes Touchdown
Tips.
KFI, KFSD—Red Skelton
Show.
KNX—Musicomedy.
KAGH—Concert.
KFAC—Hour of Music.
KFOX—Hal's Music Room.
KFVD—Airlane Melodies.
KFWB—America Dances.
KGB, KVOE—Col. Stoopnagle.
KGER—Helene Smith.
KMPC—Pomona Track.
KOWL—Old Homeland.
KRKD—Piano Parade.
KXLA—Popular Variety.
- 6:45—KHJ—Remember When.
★KFVD—News.
KRKD—A. F. of L.
- 6:55—KECA, KFMB—Champion
Roll Call.
★KHJ, KFXM, KGB, KVOE—
Bill Henry, News.
- 7—KECA—Boxing Bouts.
KFI, KFSD—Life of Riley.
KHJ, KFXM, KGB, KVOE—
Meet the Press.
KNX, KSDJ—Everybody Wins
KFAC—Hour of Music.
KFVD—Squeakin' Deacon.
KFWB—America Dances.
★KGER, KRKD—News.
KGFJ—Musical Digest.
★KGIJ—Valley News.
KLAC—Picture Album.
KMPC—Firestone Favorites.
KWIK—Dance Orch.
KWKW—Mid-Eastern Hour.
KXLA—Saddle Dusters.
- 7:05—KGER—Fagan.
- 7:15—KFOX—Fishing Pals.
KGIJ—Valley Parks.
KLAC—Music.
KRKD—Three-Quarter Time.
KWIK—Guest Star.
KXLA—Evening Serenade.
- 7:30—KECA—Hank Weaver, Sports.
KFI, KFSD—Sports Newsware.
KHJ, KFXM, KGB, KVOE—
Claco Kid.
KNX, KSDJ—Spotlight Review
KFAC—Echoes and Encores.
KFWB—Sports Final.
KGIJ—Modern Concert Hall.
KIAC—Jan Garber Orch.
KMPC—Jerry Lawrence.
KRKD—Do You Know?
★KWIK—News, Roundup Time.
KXLA—Jimmie Dolan.
- 7:35—KECA—American Sports Page.
- 7:45—KFI—Sports Folio.
★KFOX—News.

2 hours popular music

KFAC

10 to 12 EVERY NIGHT

**LUCKY LAGER
DANCE TIME**

10★KECA—Richfield Reporter.
★KFI, KFSD—The Reporter.
★KHJ, KFXM, KGB, KVOE—
Fulton Lewis.
★KNX, KSDJ—Chet Huntley,
News.
KFAC—Lucky Dance Time.
KFWB—Eastside Show.
KGER—Riverside Rancho.
KGFJ—Concert Nocturne.
KGIJ—Symphony.
KLAC, KMPC—Raschall.

**EASTSIDE
SHOW**

10 TO 12 P.M.
Every Night Except Sunday
KFWB

SATURDAY, SEPTEMBER 18

*Indicates News Broadcast.


- 8**—KECA, KFMB—Shopper's Special.
 KFI—Meet the Meeks.
 KHJ—Treasury Show.
 *KNX, KGER, KLAC, KMPC, KOWL, KXLA—News.
 KAGH—Musical Clock.
 KFAC—Country Church.
 KFOX, KRKD—Haven of Rest.
 KFSD—Charlie Lung.
 KFVD—Wakeup Ranch.
 KFWB—George Milne.
 KGB—Morning Moods.
 KGFJ—Proudly We Hail.
 KGIL—Musical Corral.
 KVOE—Hot Cake Club.
 KWIK—Western Jamboree.
 KWKW—Rafael Mendez.
 8:05—KNX, KSDJ—Let's Pretend.
 KGER—Mizpah.
 8:15—KHJ—Policing L. A.
 KFWB—Salvation Army.
 KLAC—Haynes at the Reins.
 KMPC—Market Reports, Sports.
 KOWL—Memories in Music.
 8:30—*KECA, KFMB—Tomorrow's Headlines.
 KFI, KFSD—Smilin' Ed McConnell.
 KHJ—Dr. Hias Clinic.
 KNX, KSDJ—Junior Miss.
 KAGH—Hebrew-Christian Hr.
 *KFAC, KFWB, KGIL, KOWL, KRKD—News.
 KFOX—Music.
 KFVD—Easy Listening.
 KGB—Vocal Varieties.
 KGER—Hammond.
 KGFJ—Yesterday's Hits.
 KMPC—Leahy of Notre Dame.
 KWKW—Stock Quotations.
 KXLA—Melody Time.
 8:35—KOWL—Meet the Band.
 KRKD—Spotlight Varieties.
 8:45—KECA—Mirandy.
 KAGH—Musical Clock.
 KFAC—Unity.
 KFVD—Console and Keyboard.
 KFWB—Music.
 KGER—Gospel Story Hour.
 KGIL—Coffee Parade.
 KLAC—Business Talk.
 KMPC—Fingert Successes.
 KOWL—Molly & Binnie.
 KWKW—Sacred Heart.
 KXLA—Popular Favorites.
9—KECA, KFMB—Abbott and Costello Kid Show.
 KFI—Jump-Jump of Holiday House.
 KHJ, KVOE—Voices of Strings.
 KNX, KSDJ—Theatre of Today.
 KAGH—Top of the Morning.
 KFAC—Morning Concert.
 KFOX—Rev. Earl Ivie.
 KFSD—Arthur Barriault.
 KFVD—Memory Melodies.
 KFWB—Hollywood Bowl.
 *KGER, KLAC—News.
 KGFJ—Public Messenger.
 KGIL—Swappin' Corner.
 KMPC—Music of the Stars.
 KOWL—Friendship Hour.
 KRKD—Sagebrush Serenade.
 KWKW—Voice of China.
 KXLA—Popular Favorites.
 9:05—KGER—Lutheran Hour.
 KLAC—Kiddie Club.
 KWIK—Sunny Side.
 9:15—KFI—Public Affairs.
 *KAGH, KFVD—News.
 KFSD—Public Affairs.
 KGFJ—Community Chest.
 KGIL—Ballads for You.
 KWKW—Grace Parr.
 9:20—*KGFJ—Alrotorials.
 9:30—*KECA—Saturday Strings.
 KFI, KFSD—Tillamook Kitchen.
 KHJ, KFNM, KGB, KVOE—Girls' Corps.
 KNX—Grand Central Station.
 KAGH—Musical Roundup.
 KFOX—Full Gospel.
 KFVD—Show Tunes.
 KFWB—Song Session.
 KGER—John Brown.
 KGFJ—Racing News.
 KGIL—Valley Shopper.
 KLAC—Racing News.
 KOWL—German Hour.
 KWIK—Top o' Morning.
 9:45—KECA—Buddy Wed Show.
 KFI—Your Saturday Chef.
 *KFSD, KRKD—News.
 KFVD—Cowboy Policeman.
 KGFJ—American Heritage.
 KLAC—Music.
 KWKW—Word of Truth.
 9:55—*KFAC—News.
10—KECA, KFMB—American Farmer.
 KFI, KFSD—National Farm and Home Hour.
 *KHJ, KFNM, KGB, KVOE—News.

- KNX, KSDJ—County Fair.
 KAGH—Stars of Tomorrow.
 KFAC—Serenade.
 *KFOX—Music.
 KFVD—News.
 KFWB—Ann Carter.
 KGER—Kids' Bible Club.
 KGFJ—Record Jackpot.
 KGIL—Hawaiian Echoes.
 KLAC—Al Jarvis Ballroom.
 KMPC—Music of the Stars.
 KOWL—Romance in Music.
 KRKD—Morning Melodies.
 KWIK—Tunes for Tykes.
 KWKW—Race Lineup.
 KXLA—Popular Favorites.
 10:15—KHJ—Gillespie's Garden Guide
 KFOX—Assembly of God.
 KGB—Hospitality Time.
 KRKD—Dr. Richardson.
 KWKW—Tune-Up Time.
 *KXLA—News.
 10:25—KGFJ—Sports Flash.
 10:30—KECA—This Is for You.
 KFI—Coffee Concert.
 KHJ, KGB—Clary's Gazette.
 KNX, KSDJ—Give and Take.
 KAGH—Nancy Lowe.
 KFVD—Marching Along.
 KFWB—Maurice Hart Show.
 *KGIL, KOWL—News.
 KGER—Home on the Range.
 KRKD—Government Speaks.
 KWIK—Talent Search.
 KWKW—Feature Story.
 KXLA—Music.
 10:35—KGIL—Curtain Call.
 10:45—KECA—Chemists in Action.
 *KFI—Report on Europe.
 KFAC—Village Festival.
 KFVD—Dream Time.
 KOWL—Tune Shop.
 KRKD—Pop Concert.
 KWKW—My Serenade.
 KXLA—Variety Time.
 KGFJ—Sports Flash.
11—KECA—Shore Party.
 KFI, KFSD—Archie Andrews.
 KHJ, KGB, KVOE—On the Beam With Tex Beneke.
 KNX, KSDJ—Mary Lee Taylor
 KAGH—Jim Hadlock.
 KFAC—Festival of Music.
 KFOX—Forenoon Fashions.
 *KFVD, KGER—News.
 KFWB—Peter Potter.
 KGFJ—Record Jackpot.
 KGIL—Popular Classics.
 KLAC—Al Jarvis Ballroom.
 KMPC—Keith Hetherington.
 KOWL—Tune Shop.
 KRKD—Songs of Yesterday.
 KWIK—Kiddies' Korner.
 KWKW—Voice of Army.
 11:15—KFVD—Piano Parade.
 KGER—Western Music.
 KWIK—Music.

- KWKW—Races and Sports.
 11:20—KWKW—Stairway to Music.
 11:25—KGFJ—Sports Flash.
 11:30—KECA—Saturday Session.
 KFI—Parent-Youth Forum.
 KHJ, KGB, KVOE—Teen-Timers Club.
 KNX, KSDJ—Meet the Missus.
 KFAC—Keyboard Artistry.
 *KFOX, KOWL, KRKD, KWIK—News.
 KFVD—Shopping Hi-Lites.
 *KFWB—News; Peter Potter.
 KGER—Western Shadows.
 KXLA—Saturday Serenade.
 11:35—KWIK—Modern Mood.
 11:40—KOWL—Salute to Americas.
 11:45—KECA—Football: Texas A.&M. vs. Villanova.
 KFOX—Tempos of the Time.
 KRKD—Melody Time.
 KWKW—Races and Sports.
 11:55—*KFAC—News.
 KGFJ—Sports Flash.
12—KECA—Football.
 *KHJ, KFNM, KGB, KVOE—News.
 KNX, KSDJ—Meet the Missus.
 *KAGH, KGER, KGIL—News.
 KFAC—Luncheon Concert.
 KFMB—Piano Playhouse.

- KWKW—Pasadena Opera.
 KXLA—Saturday Serenade.
 12:05—KAGH—Bob Pohle.
 KGER—Cottonseed Clark.
 12:15—KFI—Man on the Farm.
 *KHJ—In Your Name.
 *KFOX—News.
 KFSD—Art Van Damme.
 KGIL—Real Estate Show.
 KWKW—Races and Sports.
 12:25—KGFJ—Sports Flash.
 12:30—KHJ, KGB, KVOE—Sports Parade.
 KNX—It's Fun to Be Young.
 KFOX—Show Time.
 *KFWB, KOWL, KWIK—News
 KGFJ—1230 Club.
 KGIL—Musical Roundup.
 KMPC—Rhythm Rancho.
 KWKW—Stock Quotations.
 KXLA—Western Tunes.
 12:35—KOWL—Mayor of Melody.
 KWIK—G.I. Platter Parade.
 KWKW—Farm News.
 12:45—KFI—Here Comes the Band.
 *KFAC—News.
 KWKW—Races and Sports.
 KXLA—Top Western Tunes.
 12:50—KWKW—Circle 1430 Ranch.
 12:55—KGFJ—Sports Flash.
1—KECA—Football.
 KFI—Living, 1948.
 KHJ, KFNM, KGB—Charles Slocum.
 KNX—Football, Louisiana vs. Texas V.
 KAGH—Brent Burrell.
 KFAC—Piano Parade.
 KFOX—Platter Party.
 *KGER, KLAC, KRKD—News.
 KFWB—Bill Anson.
 KGER—Sleepy Valley.
 KGFJ—1230 Club.
 KGIL—Musical Roundup.
 KMPC—Eddie Stanley Show.
 KOWL—Record Club.
 KWIK—Just Relax.
 KXLA—Community Broadcaster.
 1:10—KLAC—Studio Frolic.
 1:15—KHJ, KFNM, KGB, KVOE—Horse Race.
 KFAC—American Hour.
 KFVD—Songs by Russ Whitman.
 KRKD—Siesta Time.
 KWIK—Frankie Carle.
 KWKW—Waxworks.
 KXLA—Adventures in Research.
 1:25—KGFJ—Sports Flash.
 1:30—KFI—Musicians.
 KHJ, KFNM, KGB, KVOE—Air Force Hour.
 KFOX—Siesta Serenade.
 KFVD—Dream Time.
 KGER—Western Siesta.
 KGIL—Homemakers.
 *KRKD, KWIK—News.
 KWKW—Song of Islands.
 KXLA—Vocal Varieties.
 1:35—KRKD—Symphony of Song.
 KWIK—Music.
 1:45—KFOX—Voice of the Army.
 KLAC—Storybook Hour.
 KWIK—Trade Winds Tavern.
 *KXLA—News.
 1:50—KWKW—Show Time.
 1:55—*KFAC—News.
 KGFJ—Sports Flash.
2—KECA—Football.
 *KFI—News of the Week.
 KHJ, KFNM, KGB, KVOE—Opinionaire.
 KNX—Football.
 KAGH—C. Sharpe Minor.
 KFAC—Matinee.
 KFOX—Music.
 KFSD—Land of the Free.
 KFVD—Novelty.
 KFWB—Bill Anson.
 KGER—Long Beach Band.
 KGIL—Saturday Serenade.
 KGFJ—What's Up.
 KLAC—News, Sports.
 KMPC—Tops in Pops.
 KOWL—Top Tunes at Two.
 KRKD—Ira Sweet, Organ.
 KWIK—South American Way.
 KWKW—Races and Sports.
 KXLA—Cavalade of Music.
 2:15—KFI, KFSD—The Lassie Show
 KLAC—570 Club.
 KRKD—Tunes a Tempo.
 KWIK—1490 Club.
 2:20—*KWKW—News.
 2:25—KGFJ—Sports Flash.
 2:30—KECA—Reserve.
 KFI, KFSD—Reserve.
 KHJ, KFNM, KGB, KVOE—Reviewing Stand.
 KFMB—Melodies to Remember
 KFVD—Optimist Boys' Forum.
 *KGER, KOWL, KWIK—News.
 KMPC—L. A. vs. Seattle.
 KWKW—Decision Now.
 2:35—KOWL—Waltz Time.
 KWIK—1490 Club.
 2:40—KGER—Long Beach Band.
 2:45—KFVD—Tempo Time.
 KOWL—Earle Bruce.
 2:50—KWKW—Swing Session.
 2:55—KGFJ—Sports Flash.
3—KECA—Junior Junction.
 KFI—Nature Sketches.

NOSEY NIFTIES
 News of Kids in Movies
 Kids with Talent—Contact
 COSMO MORGAN
 Talent Counsellor
 1605 No. La Brea
KFOX — 12 NOON
 KFOX—Nosey Nifties.
 KFSD—Nature Sketches.

HEAR NAT'L TENNIS CHAMPIONSHIPS
 1020 KC. Sept. 18-19
 5000 WATTS. 12 Noon

 KFYD—Nat'l Tennis Championship.
 KFWB—Peter Potter.
 KGFJ—Intermission.
 KLAC—Al Jarvis Ballroom.
 KMPC—Merry-Go-Round.
 KOWL—Mayor of Melody.
 KRKD—Santa Fe Trails.
 KWIK—Luncheon Musicale.

saturday Program Highlights
 Morning Programs Appear in Lightface Type; Afternoon and Evening Programs in Boldface.

<p>Comedy-Variety</p> <p>8:00—Proudly We Hail, KGFJ. 8:30—Junior Miss, KNX. 7:00—Proudly We Hail, KMPC. 7:00—Dennis Day, KFI. 7:30—Pays to Be Ignorant, KNX</p> <p>Quiz, Participation</p> <p>10:30—Give and Take, KNX. 11:30—Meet the Missus, KNX. 5:30—True or False, KHJ. 6:00—Three for the Money, KHJ. 8:30—Truth or Consequences, KFI.</p> <p>8:30—Sing It Again, KNX. 9:30—What's My Name?, KECA.</p> <p>Classical, Semi-Classical Music</p> <p>3:30—NBC Symphony, KFI. 8:00—Sat. Night Serenade, KNX. 9:30—Music Hour, KFI.</p> <p>Drama</p> <p>9:00—Theater of Today, KNX. 9:30—Grand Central Sta., KNX. 4:30—Curtain Time, KFI.</p> <p>Public Interest-Information</p> <p>8:15—Policing L. A., KHJ. 10:00—American Farmer, KECA. 10:00—Nat'l Farm Hour, KFI.</p>	<p>Mystery-Detective</p> <p>9:00—Gangbusters, KECA.</p> <p>Sports</p> <p>9:30—Racing News, KLAC. 9:30—Racing Lineup, KGFJ. 10:00—Racing, KWKW 12:30—Sports Parade, KHJ. 2:30—Baseball, KMPC. 4:30—Harry Wismer, KECA. 5:00—Dizzy Dean, KFI. 5:15—Bob Kelley, KMPC. 5:30—Race Recap, KGFJ. 5:30—Sports Dial, KRKD. 5:45—Race Results, KRKD. 5:45—Ira Blue, KECA. 6:30—Joe Hernandez, KMPC. 8:00—Hunting-Fishing Club, KHJ 8:10—Baseball, KLAC.</p> <p>Juvenile</p> <p>8:05—Let's Pretend, KNX. 8:30—Smilin' Ed, KFI. 9:00—Abbott & Costello, KECA. 9:00—Jump Jump, KFI. 9:05—Kiddie Club, KLAC. 5:45—Play Penny Parade, KFOX</p> <p>Popular-Western Music</p> <p>4:45—Stuart Hamblen, KFWB. 7:30—Grand Ole Opry, KFI. 7:30—All-Star Western, KHJ. 9:00—Hit Parade, KFI.</p>
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KHJ, KGB, KVOE—There's Always a Woman.
 KXX—Football.
 KAGB—Pete Young.
 KFAC—Musical Favorites.
 KFMB—Chapel in the Sky.
 KFOX—Modern Concert Hall.
 KFVD—Salvation Army.
 KFWB—Bill Anson.
 *KGER, KXLA—News.
 KGFJ—Sunset and Vine.
 KGIL—Saturday Serenade.
 KLAC—News, Sports.
 KNPC—Baseball.
 KOWI—Radio Outlook.
 KRKD—Parade of Hits.
 KWIK—1490 Club.
 KWKW—Swing Session.
 3:05—KGER—Sagebrush & Saddles.
 3:15—KFI—Forests Aflame.
 KFVD—Airplane Melody.
 KLAC—570 Club.
 KOWI—Sports Matinee.
 KWKW—Races and Sports.
 KXLA—Juke Box Matinee.
 3:25—KGFJ—Sports Flash.
 3:30—KECA—Summer Serenade.
 KFI, KFSB—NBC Symphony.
 KHJ, KGB—Harmony Hall.
 KXX—Supervisor J. Anson Ford.
 *KFAC, KOWI—News.
 KFVD—To Your Health.
 *KRKD, KWIK—News.
 KWKW—Calling All Vets.
 3:35—KOWI—Organ Melodies.
 KRKD—Tea Time Tunes.
 KWIK—1490 Club.
 3:45—KECA—What Do People Think?
 KXX—Atonic Implications.
 KFAC—Portraits of Melody.
 KFVD—Romancing on Record.
 KOWI—Maurice Kosloff.
 3:50—KWKW—Saturday Matinee.
 3:55—KFVD—News.
 KFWB—Caroline Leonetti.
 KGFJ—Sports Flash.
4—KECA—E. Felice Quartet.
 KFI, KFSB—NBC Symphony.
 KHJ, KFXM, KGB, KVOE—Sports Review.
 KXX—Tomorrow Calling.
 KAGH—Joe Thompson Show.
 KFAC—Musical Masterpieces.
 KFMB—South of the Border.
 *KFOX, KGER—News.
 KFVD—Harlem Matinee.
 KFWB—Music.
 KGFJ—Sunset and Vine.
 KGIL—Saturday Serenade.
 KLAC—News, Sports.
 KNPC—Baseball.
 KOWI—Just Music.
 KRKD—Teen-Age Workshop.
 KWIK—1490 Club.
 KWKW—Saturday Matinee.
 KXLA—Juke Box Matinee.
 4:05—KGER—Trading Post.
 4:15—KECA—Madhouse Musicale.
 *KHJ, KGB, KVOE—Frank Hemingway.
 KFMB—U.S. Navy Band.
 KFOX—Salvation Army.
 KFWR—Helen Louise.
 KLAC—570 Club.
 KOWI—Fiddle Strings and Ballads.
 KRKD—Movieland Quiz.
 KWIK—Quickie Platter.
 KWKW—Races and Sports.
 4:25—KGFJ—Sports Flash.
 4:30—KECA—Harry Wismer, Sports.
 KFI, KFSB—Curtain Time.
 KHJ, KGB, KVOE—Pauline Albert.
 KXX—L. A. Story.
 KFOX—Old Age Pensions.
 KFVD—Proven Hits.
 KFMB—Blind Artists' Guild.
 KLAC—Racing Roundup.
 *KOWI—News.
 KRKD—Symphony in Swing.
 KWIK—Old Age Pensions.
 4:35—KOWI—Lampighter.
 4:45—KECA, KFMB—Dorothy Fuldheim.
 KHJ, KGB, KVOE—Proof that Christian Science Heals.
 KXX—The Todds.
 KFMB—Stuart Hamblen.
 KLAC—Music Room.
 *KRKD—News.
 KWIK—Musical Quiz.
 KWKW—Races and Sports.
 4:50—KWKW—Music.
 4:55—KGFJ—Sports Flash.
5—KECA—Speaking of Songs.
 KFI, KFSB—Dizzy Dean, Sports.
 KHJ, KGB, KVOE—Take a Number.
 *KXX, KSDJ—Knox Manning.
 KAGH—Football Serenade.
 KFAC—Sunset Serenade.
 KFMB—Ave Maria Hour.
 KFOX—Sunshine Mission.
 KFVD—Sundown Roundup.
 KFWR—Stuart Hamblen.
 KFXM—Laymen's Hour.
 *KGER, KLAC, KNPC—News.
 KGFJ—Jive at Five.

KGIL—Saturday Serenade.
 KOWI—House Party.
 KRKD—Songs of the Saddle.
 KWIK—Saddle-Up Time.
 KWKW—Reminiscent Music.
 KXLA—Juke Box Matinee.
 5:05—KGER—Ford Lewis.
 5:15—KFI, KFSB—News.
 KXX—Tom Haulon.
 KLAC—Music.
 KNPC—Bob Kelley.
 KOWI—Bing Crosby.
 KWKW—Today at Races.
 5:30—*KECA, KFOX, KGIL, KOWI, KWIK, KWKW—News.
 KFI—Sports Roundup.
 KHJ, KGB, KVOE—True or False.
 *KXX, KSDJ—Charles Collingwood.
 KAGH—Sports.
 KFAC—Playtown Train.
 KFMB—Communism.
 KFVD—Serenade.
 KGER—Cactus Mack.
 KGFJ—Race Recap.
 KNPC—Rancho Grande.
 KRKD—Sports Dial.
 KXLA—Future Pianists.
 5:35—KOWI—Musical Detective.
 KWIK—Saddle-Up Time.
 5:45—KECA, KFMB—Ira Blue, Sports.
 *KFI, KFSB—Elmer Peterson.
 *KXX, KSDJ—Garred, News.
 KAGH—Gilda Sings.
 KFOX—Play Penny Parade.
 KFVD—Haynes at the Reins.
 KGER—Bruce Trent.
 KGFJ—Dinner Interlude.
 KGIL—Saturday Serenade.
 KLAC—Sam Balter, Sports.
 KRKD—Race Results.
 KWIK—Valley High Time.
 KWKW—Radio Travelogue.
 KXLA—Variety.
 5:55—*KXX, KSDJ—Wallace Sterling.
6—KECA—Music of Manhattan.
 KFI—Guy Lombardo Show.
 KHJ, KGB—Three for the Money.
 KXX, KSDJ—Return Engagement.
 KAGH—Impossible Hour.
 *KFAC, KFOX, KFWB, KNPC—News.
 KFSB—Favorite Five.
 KFVD—Haynes at the Reins.
 KGER—Sports Time.
 KGFJ—Musical Digest.
 KGIL—Saturday Serenade.
 *KLAC—News, Al Jarvis.
 KOWI—Italian Program.
 KRKD—Varieties in Music.
 KWIK—Valley High Time.
 KWKW—Sunset Serenade.
 KVOE—Voice of the Army.
 KXLA—Variety.
 6:05—KFAC—Ballet Theatre.
 6:15—KFOX—Vesper Bell.
 KFWR—Crosby Entertains.
 KGER, KNPC—Music.
 KRKD—Hawaiian Memories.
 KWIK—Sports Roundup.
 KXLA—Repertory Theater.
 6:30—KECA—American Showcase.
 KFI, KFSB—Can You Top This?
 KXX, KSDJ—Morey Amsterdam.
 KFMB—American Showcase.
 KFOX—Hal's Memory Room.
 KFWR—Sports Final.
 KGER—Luther Valley Church.
 KNPC—Pomona Truck.
 *KOWI, KWIK—News.
 KRKD—Piano Parade.
 KXLA—Sweet Chariot.
 6:35—KOWI—Evening Serenade.
 KWIK—Date for Dinner.
 6:45—*KFVD—News.
 KRKD—Accent on Rhythm.
7—KECA—Bulldog Drummond.
 KFI, KFSB—Day in Life of Dennis Ouy.
 KHJ, KFXM, KGB, KVOE—Reserve.
 KXX, KSDJ—Steve Allen Show.
 KFAC—Dr. James Fifield, Jr.
 KFMB—Your American Music.
 KFOX—Judge Gardner.
 KFVD—Squeakin' Deacon.
 KFWR—Gospel and Song.
 *KGER, KRKD—News.
 KGFJ—Musical Digest.
 *KGIL—Valley News.
 KLAC—Crosby Time.
 KNPC—Proudly We Hall.
 KWIK—Dance Orch.
 KWKW—Easy Listening.
 KXLA—Nazarene Church.
 7:05—KGER—Rev. Al Harlan.
 7:15—KHJ, Mel Allen, Sports.
 KGIL—Modern Concert Hall.
 KNPC—Episcopal Diocese.
 KRKD—Three-Quarter Time.
 KWIK—Voice of the Army.
 7:30—*KECA, KFMB—WVY Quiz.
 KFI, KFSB—Grand Ole Opry.
 KHJ, KFXM, KGB, KVOE—

All-Star Western.
 KXX—1 Pays to Be Ignorant.
 KFAC—Waltzes of the World.
 KFOX—Big Bear Pines.
 KFWR—Dr. Bliss Clinic Forum.
 KGER—Grace Dotson.
 KLAC—Jan Garber Orch.
 KNPC—Candlelight and Silver.
 KRKD—Do You Know?
 *KWIK—News, Music.
 KWKW—Italian Varieties.
 KXLA—Bible Institute.
 7:45—KGIL—Sons o' Guns.
 KLAC—Dugout Dope.
 KWIK—Blue Barron.
8—KECA, KFMB—Lone Ranger.
 KFI—Saturday Dance Time.
 KHJ—Fishing and Hunting Club.
 KXX—Saturday Night Serenade.
 KFAC—Evening Concert.
 KFOX—Proudly We Hall.
 *KFSB, KLAC—News.
 KFWR—Community Hour.
 KGB—Mysterious Traveler.
 KGER—Wings of Healing.
 KGFJ—Caucasian Memories.
 KGIL—Western Music.
 KNPC—A Boy, a Girl and a Song.
 KWIK—Veterans' Hospital.
 KXLA—Music for You.
 8:15—KFSB—Here's to Vets.
 KGFJ—Songs for You.
 KLAC—Baseball, Hollywood vs. Sacramento.
 KNPC—Romberg Melodies.
 KXLA—Barbershop Quartet.
 8:30—KECA, KFMB—Amazing Mr. Malone.
 KFI, KFSB—Truth or Consequences.
 KHJ, KGB, KVOE—Hawaii Calls.
 KXX, KSDJ—Sing It Again.
 KFOX—Music.
 KFSB—Biltmore Orch.
 KFWR—Social Security.
 KGER—Clem Davies.
 KGFJ—H'wood House Party.
 *KWIK—News, Music.
 KXLA—97th St. Corral.
 8:45—*KFOX—Barbershoppers.
 KFWR—Guest Star.
 KWIK—Hebrew-Christian Hour.
9—KECA, KFMB—Gangbusters.
 KFI, KFSB—Hit Parade.
 *KHJ, KFXM, KGB, KVOE—News.
 KXX, KSDJ—Sing It Again.
 KFAC—Evening Concert.
 KFOX—Swingtime Serenade.
 *KFWR—Clete Roberts.
 KGER—Guest Star.
 KGFJ—H'wood House Party.
 KGIL—Dance Time.
 KLAC—Baseball, Haney.
 KNPC—Parade of Hits.
 KWIK—Gary Goodwin Show.
 KXLA—Harmony Park.
 9:15—KHJ, KGB, KVOE—Dink Templeton.
 KFWR—Spade Cooley Time.
 KGER—Decision Now.
 9:30—KECA, KFMB—What's My Name?
 KFI, KFSB—Music Hour from Hollywood.
 KHJ, KGB, KVOE—Lionel Hampton Show.
 KXX, KSDJ—Jeff Regaa, Investigator.
 KFOX—Rumba Time.
 KFWR—Laymen's Hour.
 KGER—Music in the Night.
 KGIL—Sports Review.
 KXLA—Redondo Barn Dance.
10—*KECA, KFI, KFSB—News.
 KHJ, KFXM, KGB, KVOE—Masked Spooner.
 *KXX, KSDJ—Chet Huntley.
 KFAC—Lucky Lager Dance.
 KFOX—Currel Speedway.
 KFWR—Eastside Show.
 KGER—Riverside Rancho.
 KGFJ—Concert Nocturne.
 KGIL—Symphony.
 KLAC—Baseball, News.
 KNPC—Parade of Hits.
 KWIK—Gary Goodwin.
 KXLA—Riverside Rancho.
 KECA—Sports Show.
 KFI—Supervisor Darby.
 KHJ, KGB, KVOE—Monica Whalen.

KXX—Music.
 10:30—KECA—Hawthorne Thing.
 KFI—Sweet and Lovely.
 KHJ, KGB—Ray Hackett Orch.
 KXX—National Military Ball.
 KFOX—Party House.
 KGER—Desert Dreams.
 KLAC—Don Otis.
 KNPC—Summer Serenade.
 *KXLA—Dan Lundberg.
 10:55—KFI—Police Bulletin.
 *KLAC—News.
11—KECA—Cinegrill Music.
 KFI—Solitaire Time.
 KHJ, KGB, KVOE—Joe Sudy Orch.
 *KXX—Nelson Pringle.
 KFAC—Lucky Lager Dance.
 KFMB—Cheatin' on Sandman.
 KFOX—Dance Band.
 KFVD—Spade Cooley Time.
 KFWB—Eastside Show.
 KGER—At the Ranchhouse.
 KGFJ—Concert Nocturne.
 KGIL—America Is Playing.
 KLAC—Don Otis.
 KNPC—Dance Parade.
 KWIK—Gary Goodwin Show.
 KXLA—Sammy Davis.
 11:15—KECA—Slapsie Maxie Orch.
 KFI—Morton Downey.
 KHJ, KGB—Dance Orch.
 KXX—Merry-Go-Round.
 11:30—KECA—Ambassador Orch.
 KFI, KFSB—Harry Owens Orch.
 KFOX—Disc Jockey.
 KXLA—Pasadena Circle.
 11:45—*KHJ, KGB, KVOE—News.
 KXX—Orchestra.
 KXLA—Bandstand Review.
 11:55—*KECA, KFI, KXX, KNPC—News.

KXLA Presents
ALEX
Pickupacupplebucks
COOPER
 12:00 - 5:00 A.M.
 MONDAY THRU
 SATURDAY

THE PITCH
 Bill Welsh will become extremely familiar to both radio listeners and video viewers again this season, as the football season begins. Bil televised the Los Angeles Dons, San Francisco 49'er game from the Rose Bowl. Associated plans to use him for radio coverage of important USC and UCLA Coliseum games, with television plans for those games still indefinite. He is also set to handle KTLA's television coverage of the Los Angeles Dons. Last season, Welsh handled twenty-seven games on radio and television, winding up with the choice assignment of the television broadcast from the Rose Bowl, January 1.

FOR MADAME
 "The Paris Cavalcade of Fashion," a film production by World Video, is one of the eastern television treats which we may be able to see out here on the Coast before too long. With such Parisian designers as Jean Patou and Lavin, the series parades the patterns of the current French style scene.

EASTSIDE
SHOW
 10 TO 12 P. M.
 Every Night Except Sunday
KFWB

ALPHABETICAL PROGRAM FINDER

Note: Programs marked with an asterisk (*) are of the contest, quiz, or offer type.

* Indicates programs of news and commentary.

Abbott and Costello.....KECA, 8 p.m. W	Christian Science.....KFI, 8:30 a.m. Su	Give and Take.....KNX, 10:30 a.m. Sa
Abbott-Costello Kid Show.....KECA, 9 a.m. Sa	Christian Science.....KHJ, 4:45 p.m. Sa	Godfrey, Arthur.....KNX, 3 p.m. M-F
Adventure Parade.....KHJ, 5 p.m. M-F	Christian Science.....KRON, 8 p.m. Su	Godfrey's Talent Scouts.....KNX, 8:30 p.m. M
*Agronsky, Martin.....KECA, 6:30 a.m. M-F	Church in the Wildwood.....KECA, 7 a.m. Su	*Go for the House.....KECA, 8:30 p.m. W
Air Force Show.....KHJ, 1:30 p.m. M-F	Church of the Air.....KNX, 7 a.m. Su	Graham, Shellah.....KHJ, 8:45 p.m. W
Air-o-torials.....KGFJ, 9:15 a.m. M-Sa	Cisco Kid.....KHJ, KGB, 7:30 p.m. M.W.F.	Graham, Vance.....KMPC, 9 a.m. Su
Album of Familiar Music.....KFI, 6:30 p.m. M-F	Clark, Cottonseed.....KGER, 12:05 p.m. Sa	KLAC, 11:15 a.m. Su
Alexander's Mediation Board.....KHJ, 5 p.m. Su	Clary's Gazette.....KHJ, 10:30 p.m. M	Grand Central Station.....KNX, 9:30 a.m. Sa
Allen, Irwin.....KLAC, 5:30 p.m. M-Sa	Clifton, Charles A.....KREK, 5:30 p.m. M-Sa	Grandpa Owens.....KFI, 8 a.m. Sa
Allen, Mel.....KHJ, 7:15 p.m. Sa	Cloak Room.....KNX, 9 p.m. W	Grand Ole Opry.....KFI, KFSD, 7:30 p.m. Sa
Allen, Steve.....KNX, 12:05 a.m. D, 7 p.m. Sa	Club Fifteen.....KNX, 4:30 p.m. M-F	Grand Slam.....KFI, KFSD, 8:30 a.m. M-F
.....KNX, 1 p.m. M-F	Coffee Concert.....KFI, 11:15 a.m. Tu	Gray, Jeanne.....KMPC, 3:30 p.m. M-F
All-Star Western.....KHJ, 7:30 p.m. Sa	Collingwood, Charles.....KFI, 7 p.m. M-Sa	Greatest Story.....KECA, 3:30 p.m. Su
Alpert, Pauline.....KHJ, 4:30 p.m. Sa	*Collingwood, Charles.....KNX, 5:30 p.m. M-Sa	Green Hornet.....KECA, 5 p.m. Tu, Th
Amazing Mr. Malone.....KECA, 8:30 p.m. Sa	Colons.....KFI, 9:45 a.m. M-F	Guiding Light.....KNX, 10:45 a.m. M-F
America Dances.....KFWB, 6:30 p.m. M-F	Colombia Stoopagie.....KGB, KVOE, 6:30 p.m. F	Guild and Criswell.....KFWB, 6:45 p.m. Sa
America United.....KFI, 11 p.m. Su	Commander Scott.....KHJ, KVOE, 10:15 a.m. Su	Hal's Memory Room.....KFOX, 6:30 p.m. D
American Almanac.....KECA, 1:15 p.m. Su	Concert Nocturne.....KFI, KFSD, 10 p.m. D	Hampden, Stuart.....KFWB, 4:45 p.m. M-Sa
American Farmer.....KECA, 10 a.m. Sa	Contented Hour.....KFI, KFSD, 7 p.m. M	Hampton, Lionel.....KHJ, 8:30 p.m. Sa
American Showcase.....KECA, 6:30 p.m. Sa	Cooley, Spade.....KFWB, 4 p.m. M-F	Hanlon, Tom.....KNX, 5:15 p.m. M-Sa
American Sports Page.....KECA, 7:35 p.m. F	Cooper, Alex.....KXLA, 12:15 a.m. D	Happy Homes.....KHJ, 1:30 p.m. M-F
American Way.....KFI, 6 p.m. M	Copel, Helene.....KGLI, 7:30 p.m. Su	*Happy Theater.....KECA, 4:45 p.m. M-F
Amsterdam, Morey.....KNX, 6:30 p.m. M	Cotton, Carolina.....KGER, 3:30 p.m. M-F	*Hardy, Glenn.....KHJ, 10 a.m., 9 p.m. D
An American Abroad.....KNX, 11:45 p.m. Th	Count of Monte Cristo.....KHJ, KGB, 8 p.m. Tu	Harmont, Tom.....KFI, 10:15 p.m. Th
Andrews, Archie.....KFI, 11 a.m. Sa	Counterspy.....KECA, KFMB, 2:30 p.m. Su	*Harris, Radie.....KNX, 1:25 p.m. M-F
Animal World Court.....KECA, 6:05 p.m. M-F	County Fair.....KNX, 10 a.m. Sa	*Harsch, Joseph.....KNX, 11:30 a.m. Sa
Anson, Bill.....KFWB, 1 p.m. M-Sa	County Medical Assn.....KFAC, 10:45 a.m. Th	Hart, Maurice.....KFWB, 6 a.m., 10:30 a.m. M-Sa
Arden, Eve.....KFI, 6:30 p.m. Th	Crime Photographer.....KNX, 6:30 p.m. Th	Harvest of Stars.....KNX, 6:30 a.m. W
Armstrong, Jack.....KECA, 5:30 p.m. Tu, Th	Criminal Casebook.....KECA, 7 p.m. Th	Haven of Rest.....KXLA, 8:30 a.m. M, W, F
Arnold, Eddie.....KFI, 6:30 a.m. Tu, Th, Sa	Criswell.....KFWB, 6:30 p.m. SaKREK, KRNO, KFOX, 8 a.m. Tu, Th, Sa
Arnold, Edward.....KECA, 9 p.m. Th	Crocker, Betty.....KECA, 10:55 a.m. M-F	Hawaii Calls.....KHJ, 8:30 p.m. Sa
Art Baker's Notebook.....KFI, 4:30 p.m. M-F	Cross, Milton.....KECA, 1:30 p.m. Su	*Hawk, Bob.....KFI, 7 p.m. Tu, Th
Atomic Implications.....KNX, 3:45 p.m. Sa	Cunningham, Bill.....KHJ, 11:30 a.m. Su	Hawthorne, Jim.....KECA, 10:30 p.m. M-Sa
Aunt Jenny.....KNX, 9:15 a.m. M-F	Curtain Time.....KFI, KFSD, 4:30 p.m. Sa	Hayes Touchdown Tips.....KHJ, 6:30 p.m. F
Aunt Mary.....KFI, KFSD, 3:30 p.m. M-F	Dance Time.....KFAC, 10 p.m. M-Sa	*Hayes, Sam.....KFI, 7:45 a.m. M-Sa
Author Meets Critics.....KFI, 2 p.m. Su	Darby, Raymond.....KFI, 10:15 p.m. Sa	*Hayes, Sam.....KECA, 12 n. M-F
Antry, Gene.....KNX, 4 p.m. Su	Davies, Clem.....KGER, 8:30 p.m. M-Sa	Haynes, Dick.....KLAC, 6 a.m. M-Sa
Backgrounds for Living.....KNX, 12:45 p.m. M.W.F.	*Davis, Elmer.....KECA, 6:15 p.m. M-F	*Heatter, Gabriel.....KHJ, 7 p.m. Su, 6 p.m. M-F
Background for Stardom.....KHJ, 6:30 p.m. W	Dean, Dizzy.....KFI, 6 p.m. Sa	Heart's Desire.....KHJ, KGB, 2 p.m. M-F
Backstage Wife.....KFI, 1 p.m. M-F	Dennis Day.....KXLA, 11:30 a.m. M-F	Heidt, Horace.....KFI, 7:30 p.m. Su
Back to God.....KHJ, 8 a.m. Su	Dinner Bell Roundup.....KXLA, 11:30 a.m. M-F	*Hemingway, Frank.....KHJ, 4:15 p.m. M-Sa
Balzer, Sam.....KLAC, 5:45 p.m. M-F	Doorway to Life.....KHJ, 11:15 p.m. M-F	*Henry, Bill.....KHJ, 6:55 p.m. M-F
Bands for Bonds.....KHJ, 10:30 a.m. Su	Double or Nothing.....KFI, 11 a.m. M-F	*Henry, Fred.....KLAC, 5 p.m. M-F
Barrel of Dough.....KFWB, 10 a.m. M-F	Downey, Morton.....KFI, 11:15 p.m. Tu, Th, Sa	Here's Hollywood.....KECA, 10:15 p.m. Su
Bartersea, Wes.....KNX, 8 a.m. M-F	Downtown and All Around.....KFI, 10 a.m. M-F	Here's to Veterans.....KFI, 11:15 p.m. M
*Baukhage Talking.....KECA, 12:15 p.m. M-F	Dr. Christian.....KNX, 8:30 p.m. W	Hetherington, Keith.....KMPC, 11 a.m. Sa
Beck, Fred.....KNX, 7:45 a.m. M-F	Dr. Dana.....KNX, 5:30 p.m. Su	Highlights in Music.....KHJ, 10 p.m. M-F
*Behind Front Page.....KHJ, 7 p.m. Su	Dr. Hiss Clinic.....KHJ, 8:30 a.m. Sa	Highlights of the Bible.....KFI, 7 p.m. M
Behind the Lens.....KNX, 10:45 a.m. SuKFWB, 7:30 p.m. Sa	*Hill, Edwin C.....KECA, 6 p.m. M-F
Benson, Red.....KHJ, 2:30 p.m. M-F	*Dr. I. Q.....KFI, KFSD, 6:30 p.m. M	Hilton, James.....KNX, 7 p.m. Th
Berch, Jack.....KFI, 8:30 a.m. M-F	Dr. Standish.....KNX, 4:30 p.m. Sa	Hint Hunt.....KNX, 2 p.m. M-F
Berger, Hul.....KMPC, 1 p.m. M-F	Eastside Show.....KFWB, 10 p.m. M-Sa	Hit Parade.....KFI, 9 p.m. Sa
*Bernard Averil.....KGFJ, 8:30 p.m. M-F	Easy Listening.....KFI, 12:30 p.m. Sa	*Hit the Jackpot.....KNX, 6:30 p.m. Tu
Better Half.....KHJ, 8:30 p.m. Th	Echoes of Eden.....KFWB, 10:30 p.m. Su	Hollywood Bowl.....KMPC, 8:30 p.m. M
Between Us Girls.....KECA, 11:45 a.m. M-F	Eddy, Nelson.....KFI, 6 p.m. Th	Hollywood House Party.....KGFJ, 8:45 p.m. M-Sa
Beulah.....KNX, 9:30 p.m. M-F	Editor at Home.....KECA, 10:15 a.m. Su	Hollywood Open House.....KFI, 8:30 p.m. Th
Bible Institute.....	Editor of the Air.....KFVD, 12 n. M-FKFI, 9 p.m. W; 9:30 p.m. F
.....KINO, KREK, KFOX, 8 a.m. M.W.F.	*Editor's Diary.....KHJ, 8:30 a.m. M-F	Hollywood Showcase.....KNX, 7:30 p.m. Sa
Bible Treasury Hour.....KGER, 8:45 a.m. M-F	Eison, Bob.....KECA, 7:30 a.m. M-F	Hollywood Star Theater.....KFI, 8 p.m. Su
Big Sister.....KFI, 9:30 p.m. M	Episcopal Diocese.....KMPC, 7:15 p.m. Sa	Hope, Bob.....KFI, 7 p.m. Tu
Big Story.....KFI, 9:30 p.m. M	Eternal Light.....KNX, 10:30 p.m. Su	*Hope of Peace.....KECA, 8:45 p.m. M
Blind Artists Guild.....KFWB, 4:30 p.m. Sa	Ethel and Albert.....KECA, 1:45 p.m. M-F	*Home News.....KECA, 6:30 p.m. M-F
Blondie.....KNX, 8:30 p.m. Su	Evelyn Winters.....KNX, 11:45 a.m. M-F	Hour of Faith.....KECA, 8:30 a.m. Su
Blue, Ira.....KECA, 5:45 p.m. Sa	Evening Concert.....KFAC, 8 p.m. M-Sa	Hour of Mystery.....KHJ, KGB, 1 p.m. Su
Bowron, Fletcher.....KFI, 10:15 p.m. Tu	Everybody Wins.....KNX, 7 p.m. F	House Party.....KNX, 9:30 p.m. M-F
.....KMPC, 6:15 p.m. SuKHJ, 7 p.m. W	*Huntley, Chet.....KNX, 10 p.m. D
*Break the Bank.....KECA, KFMB, 9 p.m. F	Family Hour.....KHJ, 3 p.m. Su	If They Had Lived.....KGFJ, 5:45 p.m. M, W, F
Breakfast in Hollywood.....KECA, 9:30 a.m. M-F	Family Theatre.....KHJ, 7 p.m. Th	Inner Sanctum.....KNX, 9 p.m. M
Breaking All Records.....KNX, 12:05 a.m. Tu-Su	Famous Jury Trials.....KECA, 9:30 p.m. F	*Inside the News.....KFI, 10:30 p.m. Su-F
*Bridge Club.....KMPC, 10:15 p.m. M	Famous Music.....KFI, 1:45 p.m. Su	*Inside of Sports.....KHJ, KVOE, 9:30 p.m. M-F
*Bride and Groom.....KECA, 2:30 p.m. M-F	Farm Highlights.....KFI, 6:15 a.m. M-Sa	Invitation to Learning.....KNX, 9 a.m. Su
*Bridge to Dreamland.....KECA, 11:15 p.m. Su	Farm Journal.....KNX, 6 a.m. M-F	In My Opinion.....KNX, 11:45 a.m. M
*Bronwyn News.....KHJ, 12 a. D	Farm News.....KMPC, 6:15 n.m. M-Sa	It Pays to Be Ignorant.....KNX, 7:30 p.m. Sa
Brooding With Brady.....KNX, 7 a.m. M-F	Farm Reporter.....KFI, 12 n. M-Sa	It's a Living.....KHJ, 6:30 p.m. Su
*Brown, Cecil.....KHJ, 8 a.m. M-F	Fat Man.....KECA, 8 p.m. F	It's Fun to Be Young.....KNX, 12:30 p.m. Sa
Bruce, Earl.....KOWL, 2:45 p.m. Sa	Favorite Story.....KFI, 9 p.m. Tu	I Want It.....KFI, 11:15 p.m. W
Bull, Frank.....KFWB, 6:30 p.m. M-F	F.E.B. in Peace and War.....KNX, 9 p.m. Th	Jack in All Trades.....KNX, 2:30 p.m. Su
Bulldog Drummond.....KECA, 7 p.m. Sa	*Feature Wire.....KFI, 5 p.m. M-F	Jarvis, Al.....KLAC, 10 a.m., 6:05 p.m. M-Sa
Business News.....KMPC, 8:15 a.m. M-Sa	Festival of Music.....KFAC, 11 a.m. M-Sa	Jeff Regan, Investigator.....KNX, 9:30 p.m. Sa
Business Reporter.....KMPC, 9:45 p.m. M	*Fidler, Jimmie.....KHJ, 5:30 p.m. Su	*Jergens Journal.....KECA, 6 p.m. Sa
CBS Symphony.....KNX, 12 u. Su	Fingertip Successes.....KMPC, 8:45 a.m. Sa	Jimmy and Wally.....KIEV, 6 p.m. Su
Cabin B-13.....KNX, 7 p.m. Tu	Firestone Favorites.....KMPC, 7 p.m. M-F	Jive at Five.....KGFJ, 5 p.m. M-Sa
California Caravan.....KECA, 3 p.m. Su	First Piano Quartet.....KFI, 11 a.m. Su	Johnny Fletcher.....KECA, 8:30 p.m. Su
California Melodies.....KHJ, 6:20 p.m. M	Fisher, Geo.....KNX, 5:55 p.m. Sa	Johnson, Floyd B.....KREK, KRNO, 5:30 p.m. Su
Call the Police.....KFI, 9 p.m. F	Fishing & Hunting Club.....KHJ, 8 p.m. SaKGER, 8:05 p.m. Su
Cameos of Music.....KFI, 6:30 a.m. Su	Fishing Facts.....KFOX, 8 p.m. M, 9 p.m. Th	Joyce Jordan, M.D.....KFI, 10:45 a.m. M-F
Canary Chorus.....KHJ, 11:45 a.m. Su	Fishing Pals.....KFOX, 7:15 p.m. Tu, Th F	Juke Box Matinee.....KXLA, 3:15 p.m. M-Sa
Candid Microphone.....KECA, 9:30 p.m. Th	Fly-Serenty Club.....KLAC, 1:10 p.m. M-F	Jump-Jump of Holiday House.....KFI, 9 a.m. Sa
Can You Top This?.....KFI, 6:30 p.m. Sa	Ford, John Anson.....KNX, 3:30 p.m. Sa	Junior Junction.....KECA, 3 p.m. Sa
Carnation Hour.....KFI, 6:30 p.m. W-F	Forests Aflame.....KFI, 3:15 p.m. Sa	Junior Miss.....KNX, 8:30 a.m. Sa
Casa Cugat.....KFI, 6:30 p.m. W-F	*Foreign Reporters.....KECA, 10 a.m. Su	Junior Symphony.....KFWB, 2:30 p.m. Su
.....KECA, 11:30 a.m. M-F	*Frandsen, Tom.....KMPC, 10 p.m. M-F	Just Plain Bill.....KFI, KFSD, 2:30 p.m. M-F
Casebook of G. Hood.....KHJ, 8:30 p.m. M	*Free for All.....KNX, 9 p.m. W	Kelley, Bob.....KMPC, 6:15 p.m. M-F, 5:15 p.m. Sa
Cass County Boys.....KFI, 6 p.m. Tu	Front-Page Farrell.....KFI, KFSD, 2:45 p.m. M-F	*Kennedy, John B.....KHJ, 11:15 a.m. Su
Catholic Answers.....KFWB, 7:45 p.m. Su	Frontiers of Science.....KNX, 11:45 p.m. Tu	*Kierman's Corner.....KECA, 10:15 a.m. M-F
Catholic Hour.....KFI, 3 p.m. Su	*Fuldheim, Dorothy.....KECA, 4:45 p.m. Tu	Kilgallen, Dorothy.....KECA, 3:15 a.m. Th
Cavalcade of America.....KFI, 8:30 p.m. M	*Fuller, Sid.....KHJ, 12 n. M-F	Kraft Music Hall.....KFI, KFSD, 6 p.m. Th
Cavalcade of Music.....KECA, 10:30 a.m. SuKECA, 6:15 p.m. M-F	L. A. Breakfast Club.....KFWB, 8 p.m. W
Cavallaro, Carmen.....KFI, 5:30 p.m. Tu	*Gaeth, Arthur.....KECA, 9 p.m. M	L. A. County Reports.....KNX, 3:30 p.m. Sa
Challenge of the Yukon.....KECA, 5 p.m. M, W, F	Gangbusters.....KECA, 9 p.m. Sa	Ladd, Alan.....KNX, 7 p.m. Su
Challenge of Youth.....KXLA, 2 p.m. Su	Garden Guide.....KHJ, 10:15 a.m. Sa	*Ladies, Be Seated.....KECA, 3 p.m. M-F
Chandu the Magician.....KHJ, 6:15 p.m. M-F	Garden School.....KGER, 2:30 p.m. M-F	Ladies' Day.....KFI, 9:05 a.m. M-F
Chamber Music Hour.....KECA, 6:30 p.m. Tu	Gateway to Music.....KFI, 7:30 a.m., 5:45 p.m. M-Sa	Ladies First.....KHJ, 11 a.m. M-F
Champion Roll Call.....KECA, 8:30 a.m. F	Gilbert and Sullivan.....KFAC, 9:30 a.m. Su	Lamour, Dorothy.....KFI, 6:30 p.m. Th
Chapel Hour.....KMPC, 8:30 a.m. Su	Girls' Corps.....KHJ, 9:30 a.m. Sa	Lampighter.....KOWL, 4:35 p.m. M-Sa
Chapel Songs.....KFI, 10:15 p.m. SuKXLA, 9:45 p.m. W	Land of the Free.....KHJ, 9:45 p.m. W
Chemists in Action.....KECA, 10:45 a.m. SaKMPC, 7:15 p.m. SuKMPC, 7:15 p.m. Su
Chicago Round Table.....KFI, 10:30 a.m. SuKXLA, 10:05 a.m., 4:05 p.m. M-F	Lane, Vance.....KGER, 10:05 a.m., 4:05 p.m. M-F
Chicago Theater.....KHJ, 10:30 p.m. Su	Lassie.....KFI, 2:15 p.m. Sa	Lassie.....KFI, 2:15 p.m. Sa
Child's World.....KECA, 6:30 p.m. M	Lawrence, Jerry.....KMPC, 7:30 p.m. M-F	Lawrence, Jerry.....KMPC, 7:30 p.m. M-F
.....KECA, 6:30 p.m. M	*Lawton, Fleetwood.....KMPC, 7:30 a.m. M-Sa	*Lawton, Fleetwood.....KMPC, 7:30 a.m. M-Sa

KFI, 7:15 a.m. M-Sa, KHJ, 9:15 p.m. M-F
 Layman's Hour. KFVB, 9:30 p.m. Sa
 Leave It to the Girls. KHJ, 8:30 p.m. F
 Let George Do It. KHJ, KGB, 8 p.m. M
 Let's Talk Hollywood. KFX, 8:05 a.m. Sa
 Lewis, Fulton. KFI, 4 p.m., 9:30 p.m. M-F
 Leyden, Bill. KFVB, 10 p.m. M-F
 Liberal Catholic Hour. KFAC, 9 a.m. Su
 Life Begins at 80. KHJ, 12:30 p.m. Su
 Life Can Be Beautiful. KFI, 3:15 p.m. M-F
 Life of Riley. KFI, 7 p.m. F
 Light of the World. KFI, 11:45 a.m. M-F
 Lindlahr, Victor. KHJ, 9:15 a.m. M-F
 Listen to This. KECA, 1 p.m. M-F
 Listening Post. KECA, 11:15 a.m. M. W. F.
 Living, 1948. KFI, 1 p.m. Sa
 Lomax, Alan. KHJ, 9 a.m. Su
 Lone Ranger. KECA, 7 p.m. M. W. Sa
 Lone Wolf. KHJ, 6:30 p.m. Tu
 Long Beach Band. KGER, 2 p.m. Tu-Su
 Lora Lawton. KFI, 8:45 a.m. M-F
 Lorenzo Jones. KFI, KFSD, 1:30 p.m. M-F
 Lucky Lager Dance Time. KFAC, 10 p.m. M-Sa
 Lucky Partners. KHJ, 4:30 p.m. Su
 ★Lundberg, Dan. KXLA, 10:30 p.m. M-Sa
 Lutheran Gospel Hour. KXLA, 6:30 p.m. Su
 Lutheran Hour. KHJ, KVQE, 9:30 a.m. Su
 Lux Theater. KNX, 6 p.m. M
 Madhouse Musicale. KECA, 4:15 p.m. Sa
 Major League Ball. KMPC, 1 p.m. M-F
 Ma Perkins. KFI, KFSD, 12:15 p.m. M-F
 Malone, Ted. KECA, 10 a.m. M-F
 Manhattan Merry-Go-Round. KFI, 6 p.m. Su
 Man Called X. KNX, 8 p.m. Su
 Man Named Jordan. KNX, 8:30 p.m. F
 Mann, Herbert J. KFI, 10 a.m. Su
 Manners, Zeke. KECA, 7:45 a.m. M-F
 KLAC, 8:30 a.m. M-F
 ★Manning, Knox. KNX, 12:30 p.m., 5 p.m. M-Sa
 Mansfield, Andy. KWFW, 3:30 p.m. M-F
 Masked Spooner. KHJ, 10 p.m. Sa
 Massey, Curt. KECA, 9:30 p.m. M
 McLaughlin, Bob. KLAC, 1:10 p.m. M-F
 McNeill's Breakfast Club. KECA, 8 a.m. M-F
 Meditation Board. KHJ, KGB, 5 p.m. Su
 Meet the Meeks. KFI, 8 a.m. Sa
 Meet the Missus. KNX, 1:30 p.m. M-F
 KNX, 11:30 a.m. Sa
 Meet the Press. KHJ, 7 p.m. F
 Melodiana. KFI, 7:30 a.m. Su
 Melodies America Loves. KNX, 7:30 p.m. Th
 Melody Matinee. KHJ, 12:45 p.m. M-F
 Melody Parade. KFI, 9:45 p.m. Su
 Melody Time. KFI, 10:45 p.m. Su-F
 Merry-Go-Round. KNX, 11:15 p.m. D
 Message of Israel. KECA, 8 a.m. Su
 Midnight Flyer. KFI, 12 p.m. M-F
 Mild and Mellow. KMPC, 4:30 p.m. M-F
 ★Miller, Rex. KHJ, 7:30 a.m., 9:45 p.m. M-F
 Mirandy. KECA, 8:45 a.m. Sa
 Model Magazine. KECA, 4 p.m. M-F
 ★Monday Morn. Headlines. KECA, 8:15 p.m. Su
 ★Monitor News. KFAC, 9:30 p.m. Tu
 Monroe, Vaughn. KNX, 7:30 p.m. M
 Morning Bible Hour. KFON, 8:30 a.m. Su
 Morning Concert. KFAC, 9 a.m. M-Sa
 Morning Watch. KECA, 5:30 a.m. M-F
 Mother's Album. KMPC, 6:30 p.m. Su
 Movie Matinee. KHJ, 11 a.m. Sa
 Mr. ace and JANE. KNX, 9 p.m. F
 Mr. and Mrs. North. KNX, 8:30 p.m. Tu
 Mr. District Attorney. KFI, KFSD, 9:30 p.m. W
 Mr. Information. KNX, 8:25 p.m. M-F
 Mr. Keen. KNX, 8:30 p.m. Th
 Mr. President. KECA, 8 p.m. Th
 Murray, Johnny. KFI, 4:15 p.m. M-F
 ★Murray, Edward. KNX, 4:45 p.m. M-F
 Music and Mr. Blaine. KECA, 7:30 p.m. Sa
 Music Hour. KFI, 9:30 p.m. M
 Music of Manhattan. KECA, 6 p.m. Sa
 Music Show. KFI, 10:15 p.m. M. W. F.
 Music to Share By. KECA, 7:15 a.m. M-Sa
 Musical Favorites. KFAC, 3 p.m. M-Sa
 Musical Masterpieces. KFAC, 4 p.m. M-Sa
 Musical Digest. KGFJ, 6 p.m. M-Sa
 Musical Roundup. KGER, 10:05 a.m., 4:05 p.m. M-F
 Musicana. KFI, 1:30 p.m. Sa
 Musicomedy. KNX, 6:30 p.m. F
 ★Mutual Newsreel. KHJ, 6:15 p.m. M-F
 Mysterious Traveler. KHJ, 7 p.m. M
 Mystery Theater. KNX, 9 p.m. Tu
 My Favorite Husband. KNX, 6 p.m. F
 My Friend Irma. KNX, 7 p.m. M
 My True Story. KECA, KFMB, 10:30 a.m. M-F
 ★Name That Song. KHJ, 8 p.m. W
 National Farm & Home. KFI, 10 a.m. Sa
 Nature Sketches. KFI, 3 p.m. Sa
 NBC Symphony. KFI, 3:30 p.m. Sa
 New Faces. KFI, 9 p.m. Th
 ★Newsmakers. KNX, 8:15 a.m. Su
 ★News of the Week. KFI, 2 p.m. Sa
 ★News of the World. KFI, 8:15 p.m. M-F
 Nick Carter. KHJ, 3:30 p.m. Su
 Night Editor. KNX, 9:45 p.m. M-F
 Noah Webster Says. KFI, 9:30 p.m. Th
 Noble, Ray. KFI, 6:30 p.m. Th
 Nora Drake. KFI, 3:45 p.m. M-F
 KNX, 11:30 a.m. M-F
 Norman, Gene. KFVB, 10 p.m. M-Sa
 KMPC, 4:30 p.m. M-F
 Nobby Nitties. KFON, 12 N. Sa
 O'Brien, Pat. KFI, 4:30 p.m. Su
 Official Detective. KHJ, 8:30 p.m. Tu
 Olympic Fights. KLAC, 10:05 p.m. Tu
 On Stage America. KECA, 6:30 p.m. W

On Trial. KECA, 9:30 p.m. W
 One for the Book. KNX, 12:45 p.m. Tu. Th.
 One Man's Family. KFI, KFSD, 12:30 p.m. Su
 Open Forum. KLAC, 9:10 p.m. Su
 Operation Daybreak. KFI, 6:45 a.m. D
 Opinionaire. KHJ, 2 p.m. Sa
 Our Gal Sunday. KLAC, 3:10 p.m., 5:45 p.m. M-Sa
 Outdoor Reporter. KFI, 8:45 a.m. Su
 Owens, Tom. KFI, 6:30 a.m. M. W. F.
 Pacific Lutheran Hour. KFVB, 9:30 p.m. Su
 ★Par Answer Game. KHJ, 8 p.m. F
 Parent-Youth Forum. KFI, 11:30 a.m. Sa
 Parsons, Louella. KECA, 6:15 p.m. Su
 Passing Parade. KHJ, 4:30 p.m. M-F
 Pause That Refreshes. KNX, 3:30 p.m. Su
 ★Pearson, Drew. KECA, 8 p.m. Su
 People's Platform. KNX, 9:30 a.m. Su
 Pepper Young's Family. KFI, 12:30 p.m. M-F
 Perry Mason. KNX, 11:15 a.m. M-F
 Personal Autographs. KECA, 4 p.m. Su
 Pet Exchange. KMPC, 7 p.m. Su
 Pet Magazine. KLAC, 4:15 p.m. M
 Pet Parade. KFON, 7:30 p.m. Th
 ★Peterson, Elmer. KFI, KFSD, 5:45 p.m. W-F
 ★Pettingill, Sam. KECA, 12:15 p.m. Su
 Platter Party. KFI, 7:30 a.m. M-Sa
 Play Penny Parade. KFON, 5:45 p.m. M-F
 Pleasure Parade. KFI, 9:30 p.m. Tu
 Police Bulletins. KFI, 10:55 p.m. D
 Policing L.A. KHJ, 8:15 a.m. Sa
 Portia Faces Life. KFI, KFSD, 2:15 p.m. M-F
 Potter, Peter. KFVB, 9:30 a.m. S; 11 a.m. M-Sa
 Powell, Dick. KECA, 7:30 p.m. Th
 Press Conference. KECA, 7:30 p.m. W
 Preview Theater. KFVB, 9 p.m. F
 ★Pringle, Nelson. KNX, 7:15 a.m. 11 p.m. M-F
 Proudly We Hail. KFI, 7 p.m. W
 Proudly We Hail. KMPC, 7:30 p.m. Su; 7 p.m. Sa
 ★Queen for a Day. KHJ, KGB, 11:30 a.m. M-F
 Quick as a Flash. KHJ, 2:30 p.m. Su
 Quiet Please. KHJ, 6:30 p.m. M
 ★Quiz Kids. KFI, 1 p.m. Su
 ★Quiz of Two Cities. KHJ, 7:30 p.m. Su
 Quizzicale. KECA, 1:30 p.m. M-F
 RCA-Victor Show. KFI, KFSD, 11:30 a.m. Su
 Red Ryder. KHJ, KVQE, 7:30 p.m. Tu. Th
 Red Skelton. KHJ, 6:30 p.m. F
 Remember That Music. KFI, 9:45 p.m. Tu
 Remember When. KHJ, 6:45 p.m. F
 Report from U.N. KNX, 11:45 a.m. F
 ★Report on Europe. KFI, 10:45 a.m. Sa
 Report to the People. KECA, 7:30 p.m. Tu
 Reported Missing. KFON, 8 p.m. Th
 Return Engagement. KNX, 6 p.m. Sa
 Revere All-Star Review. KHJ, 6:30 p.m. Th
 Reviewing Stand. KHJ, 2:30 p.m. Su
 RFD America. KFI, 5:30 p.m. Su
 ★Richfield Reporter. KECA, 10 p.m. Su-F
 Right to Happiness. KFI, KFSD, 12:45 p.m. M-F
 Rise and Shine. KHJ, 6 a.m. M-Sa
 Rhapsody in Wax. KHJ, 12 p.m. D
 Road of Life. KFI, 3 p.m. M-F
 ★Roberts, Clete. KFVB, 9 p.m. M-F
 Roger Kilgort. KHJ, 7 p.m. Tu
 Romance of Helen Trent. KNX, 9:30 p.m. M-F
 Romance of the Ranchos. KNX, 9:30 p.m. Su
 Romberg, Sigmund. KFI, 7:30 p.m. Tu
 Roper, Mickey. KNX, 7:30 p.m. Su
 ★Roper, Elmo. KNX, 11:45 a.m. Su
 Rose, Billy. KHJ, 8:55 p.m. M-F
 Roy Rogers Show. KHJ, KGB, KVQE, 3 p.m. Su
 Rosemary. KNX, 8:45 a.m. M-F
 Sally in Our Alley. KMPC, 3 p.m. Th
 Salt Lake Tabernacle. KNX, 8:30 a.m. Su
 Sam Spade. KNX, 9 p.m. Su
 Saturday Chef. KFI, 9:45 a.m. Sa
 Saturday Dance Time. KFI, 8 p.m. Sa
 Saturday Night Serenade. KNX, 8 p.m. Sa
 Saturday Strings. KECA, 9:30 a.m. Sa
 Science of Mind. KFVB, 8:45 a.m. M-F
 Scully, Frances. KECA, 3:45 p.m. M-F
 Second Honeymoon. KECA, 12:30 p.m. M-F
 Second Mrs. Barton. KNX, 11 a.m. M-F
 Secret Mission. KHJ, 6 p.m. Su
 Shadow. KHJ, 5 p.m. Su
 Show Chorus. KFI, 5 p.m. Su
 ★Shirer, William. KHJ, 11 a.m. Su
 Shopper's Special. KECA, 8 a.m. Sa
 Shore, Dinah. KFI, 8:30 p.m. Tu
 Shore Party. KECA, 11 a.m. Sa
 Sing, America, Sing. KHJ, 12:15 p.m. M-F
 Sing It Again. KNX, 8:30 p.m. Sa
 Singin' Sam. KHJ, 12:15 p.m. Su
 Skelton, Red. KFI, 6:30 p.m. F
 Sky King. KECA, 5:30 p.m. M. W. F.
 Skyway to the Stars. KNX, 1:30 p.m. Su
 Sloutin, Charles. KHJ, 1 p.m. Sa
 Smilin' Ed McConnell. KFI, 8:30 a.m. Sa
 Smith, Helene. KGER, 6:30 p.m. M-F
 Smith, Howard K. KNX, 8:05 a.m. Su
 Smith, Jack. KNX, 8:15 p.m. M-F
 ★Smith, Kate. KHJ, KGB, 9 a.m. M-F
 Smith, Norwood. KECA, 3:30 p.m. M-F
 Solitary Time. KFI, 11 p.m. Sa
 Song for You. KMPC, 8:30 a.m. M-F
 Songs of Faith. KFI, 6:15 a.m. Su
 Sound Off. KECA, 8 p.m. M
 Southernaires. KECA, 7:30 a.m. Su
 Spade Cooley Time. KFVB, 11 p.m. D
 Speaking of Songs. KECA, 3 p.m. Sa
 Spenser, Frederick. KXLA, 3 p.m. Su
 Special Agent. KHJ, 8 p.m. Su
 Sports Dial. KFVB, 5:30 p.m. M-F
 Sports Desk. KECA, 6:10 p.m. M-F
 Sports Follies. KFI, 7:45 p.m. F
 Sports Newsreel. KFI, KFSD, 7:30 p.m. F
 Sports Final. KFVB, 7:30 p.m. M-F

Sports Parade. KHJ, 12:30 p.m. Sa
 Sports Row. KHJ, 4 p.m. Sa
 Sports Roundup. KFI, 5:30 p.m. Sa
 Spotlight on Sports. KECA, 1:30 p.m. Sa
 Spotlight Revue. KNX, 7:30 p.m. F
 Squeakin' Deacon. KXLA, KRNO, 9 p.m. M-F
 KGER, 12:30 p.m. M-F
 Stairway to the Stars. KFI, 8:30 p.m. F
 Standard Hour. KFI, KFSD, 9:30 p.m. Su
 Stanley, Eddie. KMPC, 1 p.m. Sa
 Star Time. KMPC, 6:05 p.m. M-F
 Stars in the Night. KECA, 8:30 p.m. M
 Stella Dallas. KFI, KFSD, 1:15 p.m. M-F
 Sterling, Wallace. KNX, 5:55 p.m. Sa
 Stop the Music. KECA, 5 p.m. Su
 Story Land. KFI, 9:15 a.m. Sa
 Straight Arrow. KHJ, 8 p.m. Th
 ★Strike It Rich. KNX, 6:30 p.m. Su
 Strolling Tom. KFVB, 9 a.m. M-F
 Studio One. KNX, 7 p.m. Tu
 Styles in Music. KFI, 6:30 p.m. Tu
 Summer Serenade. KECA, 9:30 p.m. Sa
 Sunday at the Chase. KNX, 5 p.m. Sa
 Sunday Evening Club. KFAC, 8:45 p.m. Su
 Sunday Morning Melodies. KMPC, 8:15 a.m. Su
 Sunday Vespers. KECA, 11:30 a.m. Su
 Sunrise Salute. KNX, 6:15 a.m. M-Sa
 Superman. KHJ, 5:30 p.m. M-F
 Supper Club. KFI, KFSD, 8 p.m. M-F
 Surprise Package. KFI, KFSD, 2 p.m. M-F
 Surprise Symphonette. KFI, 2:30 p.m. Su
 Suspense. KNX, 6 p.m. Th
 Sweet and Lovely. KFI, 10:30 p.m. Sa
 Symphonette. KNX, 10:30 p.m. M. W. F.
 ★Take a Number. KHJ, 5 p.m. Sa
 ★Take it or Leave it. KFI, 7 p.m. Su
 Taylor, Henry J. KHJ, KGB, 9:45 p.m. M. F
 Taylor Made Melodies. KFI, 6:45 a.m. M-Sa
 Taylor, Mary Lee. KNX, 11 a.m. Sa
 Teen and Twenty Time. KMPC, 5:05 p.m. M-F
 Teen-Timers. KHJ, 11:30 a.m. Sa
 Telephone Hour. KFI, KFSD, 9 p.m. M
 Tell It Again. KNX, 11 a.m. Su
 Templeton, Dink. KHJ, 9:15 p.m. Sa
 Tex and Jinx. KFI, 6 p.m. W
 Texaco Star Theater. KECA, 9 p.m. W
 Texas Tiny. KGER, 12:15 p.m. M-F
 Theater Guild. KECA, 6:30 p.m. F
 Theater of Today. KNX, 9 a.m. Sa
 The Judge. KHJ, 10:30 a.m. M-F
 The Sheriff. KECA, KFMB, 6:30 p.m. F
 The Whistler. KECA, KNX, 7:30 p.m. W
 There's Always Woman. KHJ, 6 p.m. Su
 Thinking Allowed. KECA, 1 p.m. Su
 This Centennial Year. KECA, 9:30 a.m. Su
 This Changing World. KECA, 12 p.m. Su
 This Is for You. KECA, 10:30 a.m. Sa
 This Is Your FBI. KECA, 8:30 a.m. F
 ★This Week. KECA, 11 a.m. Su
 This Woman's Secret. KFI, KFSD, 4 p.m. M-F
 ★Thomas, Lowell. KNX, 8 p.m. M-F
 Three Alarm. KMPC, 2 p.m. M-F
 Three for the Money. KHJ, 6 p.m. Sa
 Tillamook Kitchen. KFI, KFSD, 6 p.m. Sa
 Todds. KNX, 4:45 p.m. Sa
 ★Today's Children. KFI, KFSD, 11:45 a.m. M-F
 Tom Mix. KHJ, KGB, 5:30 p.m. M-F
 Tomorrow Calling. KNX, 4 p.m. Sa
 Torme, Mel. KFI, 8:30 p.m. Tu
 Town Meeting. KECA, 8:30 p.m. Tu
 Treasury Bond Show. KECA, 12:30 p.m. Su
 True Detective. KHJ, KGB, 1:30 p.m. Su
 True or False. KHJ, 5:30 p.m. Sa
 ★Truth or Consequences. KFI, 8:30 p.m. Sa
 Twenty Questions. KHJ, 8 p.m. Su
 Twilight Tales. KMPC, 4:15 p.m. Tu. Th
 ★Twin Views. KHJ, 5:45 p.m. Su
 Two-Ton Baker. KHJ, 10:15 a.m. M-F
 United Nations. KFVB, 9:15 p.m. M-F
 Unity Daily Word. KFAC, 8:45 a.m. M-F
 Unity Daily Word. KFVB, 9:30 p.m. M-F
 University Explorer. KNX, 10:15 p.m. F
 University Theatre. KFI, 6 p.m. F
 Variety Store. KFI, 6:30 p.m. Th
 Veteran Wants to Know. KHJ, 11 a.m. Su
 Voice of Firestone. KFI, KFSD, 5:30 p.m. M
 Voice of Prophecy. KHJ, KGB, 8:30 a.m. Su
 Voices of Strings. KHJ, 9 a.m. Sa
 Waring, Fred. KFI, KFSD, 8 a.m. M-F
 KFI, KFSD, 7:30 p.m. Th
 ★Washington Inside Out. KECA, 9:15 a.m. Su
 We Care. KECA, 9 p.m. Su
 Weed, Buddy. KECA, 9:45 a.m. Sa
 ★Welcome in Washington. KHJ, 12:15 p.m. Sa
 ★Wells, Carveth. KFI, 10:30 p.m. Su-F
 Wendy Warner. KNX, 6:30 p.m. M-F
 Whalen, Monica. KHJ, 10:15 p.m. Sa
 What Do People Think. KECA, 3:45 p.m. Sa
 What Do You Say? KFI, 10:15 a.m. M-F
 What's My Name? KECA, 9:30 p.m. Sa
 Wheeler, Burrirt. KNX, 12 p.m. M-F
 When a Girl Marries. KFI, KFSD, 2 p.m. M-F
 Whiz Quiz. KECA, 7:30 p.m. Sa
 Whoa Bill Club. KFAC, 5:30 p.m. M-F
 ★Winchell, Walter. KECA, 6 p.m. Su
 KHJ, 8:30 p.m. Su
 Winner Take All. KNX, 4 p.m. M-F
 KNX, 6 p.m. Su
 Wisner, Harry. KECA, 4:30 p.m. Sa
 Women Are Wonderful. KMPC, 13 p.m. M-F
 Women's Forum. KNX, 6 p.m. Tu
 Woody and Virginia. KHJ, 3:45 p.m. M-F
 Young, Norma. KHJ, 1:30 p.m. M-F
 Young Dr. Malone. KNX, 10:30 a.m. M-F
 Young Wilder Brown. KFI, 1:45 p.m. M-F
 Your Song and Mine. KNX, 6 p.m. W
 Youth Asks Government. KECA, 8 p.m. Tu

RECORD NOTES TO YOU

BY ANDY MANSFIELD

- 1 note—fair
- 2 notes—pleasing
- 3 notes—very good
- Chord in G—tops

KWKW, 3:30 p.m.
Monday through Friday



TOMMY DORSEY and his Clambake Seven—the little band from his big band—walk off with the week's top-per; eight sides comprising the album recorded as early as 1936. . . . Here's jazz in the raw, plus some nice vocals by Edythe Wright. . . . Dixielanders will gush over "The Sheik," "The Music Goes 'Round and 'Round," "At the Codfish Ball," and "Chinatown," featuring (in addition to plenty of TD) such jazzmen as Yank Lawson, Davey Tough, Max Kaminsky, Babe Russin, Pee-Wee Erwin and Bud Freeman. . . . Easily rates a boisterous Chord in G! (RCA-Victor). . . .

DORIS DAY contributes her sultry-huskiness on "It's You or No One" at times in whispery phrases to good effect. . . . Reverse features Doris and Buddy Clark on the novelty "I'm in Love," which held the pair down to two-notes. (Columbia). . . . **NELLIE LUTCHER** has another double-noter in "Alexander's Ragtime Band," complete with vocal bugle calls by our Nell. . . . Reverse "My Little Boy" is on the calmer ballad style, so watch out for "Alexander." (Capitol). . . . **WARING'S PENNSYLVANIANS** provide the backing for one of their radio features, the "Little Orley" stories as told by Uncle Lumpy. . . . The kids will really get a bang out of the four sides, especially the bubble-gum adventure, which alone is worth the two-note rating on this Decca item. . . .

JASCHA DATSKO GYPSY ENSEMBLE has a six-sided album on Capitol guaranteed to bring out the nomad in you when they play the wildly primitive and, at times, hauntingly melancholy music of Romany for an easy three-notes. . . . While **TOMMY DORSEY'S** "Until" has been tagged for his next big single release hit, we got a much bigger boot out of the reverse side, "After Hours Stuff," apparently recorded some years ago and shelved. . . . "Until" is a fair tune, but Tommy's very danceable "After Hours Stuff" pulled the rating up to three notes. (RCA-Victor). . . .

JOHNNY GREEN, composer, pianist and arranger, assembled forty musicians for an eight-sided Decca album of his own song-hits, the best being "I Cover the Waterfront," "Coquette," "Body and Soul" and "The Steam Is on the Beam," featuring some fine vocal work by Kay Thompson and her singers. . . . For fine arrangement and production, it's a good three-noter for Johnny. . . . (P.S.: Capitol's "Serutan Yob" may be another "Temptation," so get it early!)

GAGS OF THE WEEK

Mrs. Margery Meissner, 368 Kensington Place, Pasadena, Calif.

Heard on the Jergens Journal:
Arlene Francis: Have you ever been on a hayride party?
Bobby Dunn: Yes, but I had a bad time of it.
Arlene Francis: What do you mean? Hay fever?
Bobby Dunn: No, grass widow.

Mrs. Merle Edwards, 455 Palm Drive, Covina, Calif.

Heard on "Breakfast Club":
Sam's Almanac: You can carry a fountain pen, but a pencil should be led.

Mrs. M. G., Los Angeles 27, Calif.

Heard on "House Party":
Harry Von Zell: What is lumbago?
Schoolchild: A Mexican food.

M. McKeener, 6415 Easton Street, Los Angeles 22, Calif.

Heard on "Club 15":
Margaret Whiting: Why do you want to live in the city?
Bob Crosby: Because it's safer . . . in case the country is called to war.

Mrs. I. B. Ross, 433 South Hope Street, Los Angeles 13, Calif.

Heard on "House Party":
Harry Von Zell: Do you have any sisters?

Little Girl: One.
Harry Von Zell: What would you give in cash for a little brother?
Little Girl: My sister.

Mrs. L. E. Cummings, 962 South Vermont, Los Angeles 6, Calif.

Heard on "Noah Webster Says":
Eighty-year-old contestant: I don't see very well. In fact, I haven't seen my face for over twenty years. When I told this to my doctor, he said, "Brother you haven't missed anything either."

George Johnson, Hemet, Calif.

Heard on "Noah Webster Says":
MacQuarrie: What does "gainsay" mean?

Contestant: Is it to gain by keeping your mouth shut and not saying anything?



F. M. FLASHES

(Continued from Page 17)

is the new "Pony Express Jamboree" featuring the "Covered Wagon Girls." A product of the corral and rodeo, the "Jamboree" is a real program of the West, featuring a roundup of western tunes. A special feature of the show (Monday through Friday at 12:30 p.m. and each Sunday at 10:00 a.m.) will be the latest Western news, taken from the saddle bag by the Pony Express Rider, and highlighting the gossip and doings concerning Western recordings, stars of the screen, and rodeo events.

KMGH has managed to cop another FM first. Each Wednesday night at 6:45 from here on out you'll be able to get your vicarious aquatic kicks from "Salty Talk." The program emanates from Richardson's landing at Balboa, and Mr. Richardson himself interviews big and little, famous and unknown boat owners who come down to their slips for a sail or a look around. He also points out that anyone can own a boat, and that if a ride on the briny is your dish you can have just as much fun with a fifteen-dollar rowboat as you can with a \$15,000 speed boat. That's debatable, but the approach to one of California's most popular and least talked-about sports is a fresh listening spot. KMGH is 98.7 megs.

Precasts & Previews

(Continued from Page 22)

SUNDAY, SEPTEMBER 12—"Invitation to Learning," KNX, 9:00 a.m. (30 min.) Reviews of "Tom Sawyer" and "Huckleberry Finn," Mark Twain's remarkable contributions to youth literature.



Religion

SUNDAY, SEPTEMBER 12—"Highlights of the Bible," KFI, 7:00 a.m. (30 min.) "The Fear of Mediocrity" is Dr. Frederick K. Stamm's sermon.



Sports

SUNDAY, SEPTEMBER 12 — Baseball, KMPC, 1:30 p.m. (to concl.) Los Angeles Angels vs. Portland Beavers, in a double-header sportscast by Bob Kelley.

TUESDAY, SEPTEMBER 14—Baseball, KMPC, 8:10 p.m. (to concl.) The series between the Los Angeles Angels and Seattle Rainiers will be aired Thursday and Friday at above time; Wednesday, following the Rams vs. Philadelphia Eagles football game; and Saturday at 2:30 p.m.

TUESDAY, SEPTEMBER 14—Baseball, KLAC, 8:10 p.m. (to concl.) Hollywood vs. Sacramento in Los Angeles, through Saturday, and on Sunday, September 19, when games start at 1:25 p.m.

WEDNESDAY, SEPTEMBER 15—Football, KMPC, 7:00 p.m. (to concl.) Bob Kelley planes to Dallas, Texas, to cover the Los Angeles Rams and Philadelphia Eagles grid event.

SATURDAY, SEPTEMBER 18 — "Football Game of the Week," KECA, 11:45 a.m. (3½ hrs.) First of the eight outstanding games to be broadcast by the USRS is Texas A. & M. against Villanova at Philadelphia.

SATURDAY, SEPTEMBER 18 — Football, KNX, 1:00 p.m. (2½ hrs.) Louisiana State vs. University of Texas, covered by Ves Box, and broadcast as one of the college grid events of the year.



WHAT'S SPECIAL

Variety

SUNDAY, SEPTEMBER 12—"Horace Heidt Parade of Stars," KFI, 7:30 p.m. (30 min.) The third quarter finals will be presented at the Hollywood Bowl, with accordion star Dick Contino, eleven-year-old prodigy Bobby Fulrodt, and western specialist Bob Oates among the thirty talented youngsters competing. The actual Bowl show begins at 6:45 p.m. and lasts until approximately 10:00, with tickets on sale at all Mutual agencies and the Bowl, and ranging in price from \$1.00 to \$3.60. All proceeds are for the Los Angeles Junior Chamber of Commerce Youth Aid Program and its various youth projects.



A. Helen Hayes



B. Danny Kaye



C. Elsa Maxwell

Faces We'd Like to See

From Time to Time We've Carried a Feature Titled "Voices We'd Like to Hear" — Since Television Has Bloomed We've Been Adding These Faces to a "We'd Like to See" List

By Joan Buchanan

IT'S NO SECRET that many now larger-than-life personalities will lose out telewise. Some will prove to be disappointingly old and unattractive in a way that will not add to their established characterizations. Many of the younger radio people may look too characterless to be convincing visually. On these pages are pictures of personalities whom we think will gain even greater audiences through television than they have ever had before.

Some Choices

Danny Kaye. Everyone knows what a wonderful visual comedian he is.

In addition, his impersonations and singing make him a *must*.

Helen Hayes. Miss Hayes is a radio personality in her own right. Over a number of years she has made many fine guest appearances and has headed several successful shows of her own. Remember "The New Penny" and "Bambi"? Anyone who has ever seen her in her stage successes or her movie roles knows that she is a visual treat as an actress. Not because she's beautiful—she's just wonderful to watch.

Victor Borge. Amusing as he is on radio, Borge could find his greatest success before the video camera.

Audiences will see a surprisingly handsome chap, very much at ease and with a marvelously expressive face.

Joan Davis. Her established radio personality, her extravagant gestures and madcap mugging will sharpen her appeal on television.

Elsa Maxwell. We know that Miss Maxwell is no great shakes as an actress, but we think her personality and background qualify her as a "find." Heaven knows, we're not particularly anxious to see audience participation shows extended into video, but if they are, we'd like to nominate Elsa as an emcee. Her gift for inviting interesting guests and her famed ability as a party-giver could be the basis for a very entertaining program.

Ed Wynn. Broadwayites will tell you that no one in show business has a greater talent for weird props, insane costumes or mad hats. We're all for Ed digging into his fabulous stage trunks and dragging the paraphernalia to the nearest television station for a smash comeback.

Ray Bolger. In television, dance will really come into its own. Ray Bolger, who's been a radio star, in addition to his more famous appearances on stage and screen, should be a perfect choice for television's first dance star. Ray's routines are like himself—graceful, entertaining and comedic.

D. Ed Wynn

E. Joan Davis

F. Victor Borge

G. Ray Bolger



Top O' The Mountain



▲ **CARRYING OUT THE SAME FAMILIAR** color scheme of grey, blue and red characterizing Hollywood's Columbia Square and other CBS properties, the CBS-KNX FM and TV studios atop Mt. Wilson make a visitor feel right at home. FM building, completed, is in foreground. TV unit, begun in June, is ready this month. (CBS-Pierce Grant Photos.)



▲ **A STONE'S THROW FROM CBS-KNX's FM** and TV operations on Mt. Wilson is KTLA's video headquarters. This building was erected on land leased from the Forest Service. Oldtimers who remember the mountain as a resort and observatory spot would be flabbergasted to observe the bustle and hustle now reigning.

Mt. Wilson Is Center of Activity In the Frantic Race for F.M.-TV

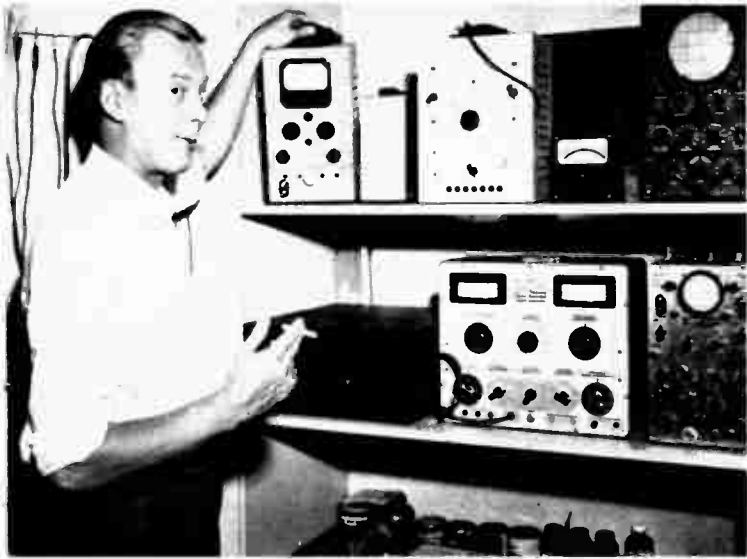
By Evelyn Bigsby

IF JAMES H. HOLMES and William R. Staats, the men who bought Mt. Wilson from the Southern Pacific in 1883, could see their property today, they wouldn't believe their eyes. Their gaping gaze would try to comprehend the bustling activity of cement mixers and carpenters frantically erecting television

▼ **GROUND WAS BROKEN IN MID-JUNE** for KLAC's Mt. Wilson transmitter and studio, comprising a three-quarter acre property. Building of reinforced concrete, brick and wood costs \$75,000, contains staff living quarters, is to be done by the middle of this month.

▼ **JERRY BERANEK, SUPERVISOR OF CBS-KNX's** transmitter, right, goes over building plans with technician Bud Hegland. Partly finished video structure in background. The two CBS-KNX Mt. Wilson operations, TV and FM, will probably employ about 18 men by the first of the year.





▲ **SUPERVISOR JERRY HOVERS OVER \$2000 WORTH** of test equipment. Any operation such as his requires constant surveillance, but one as far removed as Mt. Wilson demands extra precautions and an abundance of replacement parts in case. . . . Four men now make their home in living quarters provided in this building, newcomers will probably do some king-size commuting

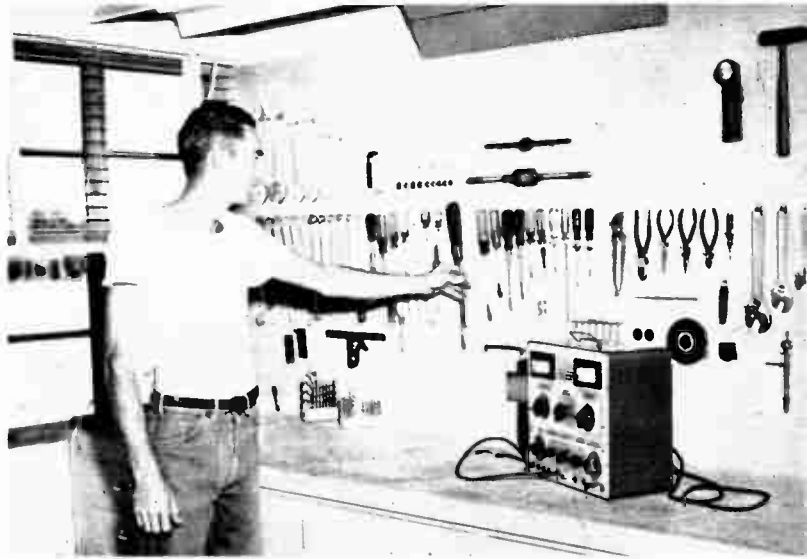
and FM stations in the mad race that is now on. Their necks would crane in wonderment at the virtual forest of lofty transmitters piercing the mile-high sky.

These gentlemen would be equally amazed to discover that the 720 acres remaining from their oft-considered "worthless" purchase are now valued at ten times the original \$40-an-acre price. Television has turned the trick.

There are two places in the United States which experts consider ideal for TV and FM. One is New York with its tall buildings capable of blanketing ten million persons, and the other is Mt. Wilson, able to reach almost six million. Dr. Lee De Forest is said to favor Mt. Wilson over New York.

(Please Turn to Page 39)

▼ **A SHINGLE-SIDED BUILDING WHICH** blends artistically into the mountain setting was chosen by KFI for its transmitter operation atop the mountain. Left, foreground, a corner of the towering transmitter. In rear, transmitter of FM station, KVUN, United Garment Workers. Behind KFI-TV transmitter building is two-story structure with accommodations for four staff men.



▲ **IN THE PRECISELY ARRANGED WORK SHOP** at CBS-KNX's Mt. Wilson headquarters, Hegland carefully replaces screw driver. Opposite side of the wall is likewise arranged so that presence of every tool can be immediately checked before station goes on the air. A carelessly misplaced wrench or hammer could easily cause a havoc-wreaking short.

▶ **IN THE RECEPTION room** at the Mt. Wilson Inn, owner A. C. Childs tunes in his television set. Hotel, just up the hill from the beehive of transmitters, holds TV show every night at 6:30.



▼ **HOME OF NBC'S TRANSMITTER FOR KNBH** on Mt. Wilson. Both the CBS and NBC properties are on land leased from Childs. The picture below was taken in late July. Station then expected to be telecasting by December 1 following an experimental period. Close to KNBH is KECA-TV's site on which work was just starting as this picture spread was made.





▲ Monica Whalen



▲ Helen Gerald



▲ Harrice Brin



▲ Eve Whitney

▼ Dorothy Gardner



▼ Anabel Shaw



*You're
the Voter*

These Are Our Pick of the Loveliest Girls and Most Appealing Men in Video. Who Wins Your "X" for the "King" and "Queen" of Television?

▼ June Bright



▼ Betty Rhodes



▼ Sandra Spence



▼ Joan Barton





▲ **Tim Huntley**



▲ **Stu Wilson**



▲ **Jack Edwards Jr.**



▲ **Bill Symes**



▲ **Mike Stokey**



▲ **John Milton Kennedy**

◀ **"Gorgeous George"**



▲ **Bill Welch**



▲ **Keith Hetherington**





▲ **ABC NEWSWOMAN, PAULINE FREDERICK (RIGHT), SCORED A NOTABLE** television first when she interviewed Mrs. Thomas E. Dewey during the Republican convention. It was Mrs. Dewey's first public radio or television appearance. From the look of this shot, it must have been an attractive telecast.



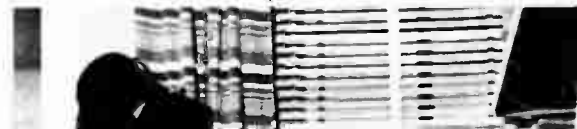
▲ **TUESDAY NIGHT SHOW ON KTLA THAT'S PACKED** with visual appeal is "Who's That Girl?" Rita LaRoy is emcee of the program that has contestants trying acting skill opposite pretty actresses. A masked guest star is also featured. Incidentally, how "new" can that "look" get? (Beal-Morrill Photo.)

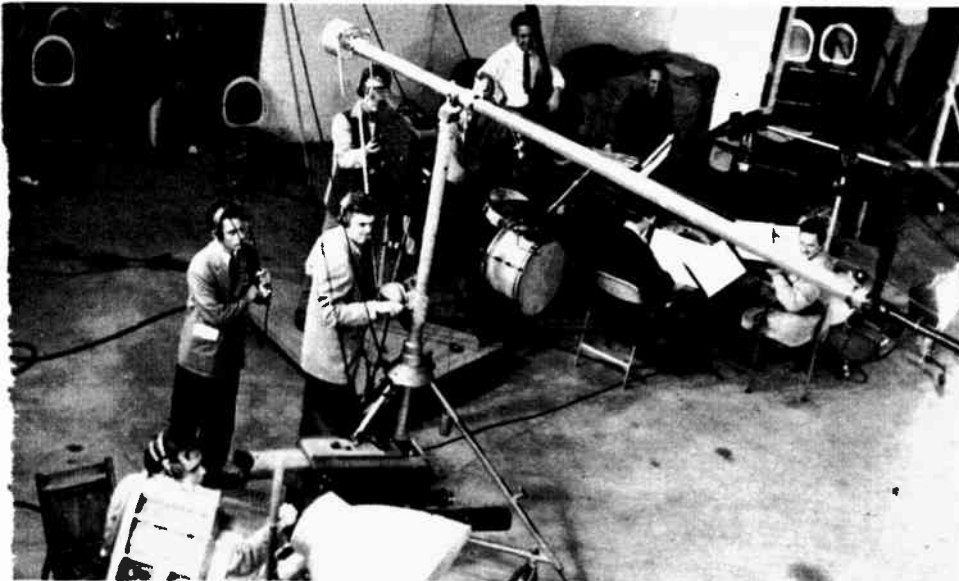
SEEN ON THE *Video* SCENE

▼ **"TELEVISION QUEEN OF THE RANGE"** is title doffed upon pretty head of Carolina Cotton, regularly heard

FILM PLAYER Rita Johnson is to ap-

▼ **JOHN HOWARD**, handsome screen star and radio singer, plays the leading role in the television film, "Public Prosecutor." Takes a lot of equipment, too. (Fairbanks photo.)





↑ **PRODUCTION SCENE AT KTSL**, showing orchestra in background and Don Hine, assistant producer, left, and Bob Stone, who handles the mike. Here preparations are in progress for the Thursday night variety show.



↑ **HAL KING**, Factor make-up artist, prepares Emma Gulley Miller, official Democratic Convention hostess, for video appearance.

Top o' the Mountain

(Continued from Page 35)

All of this makes happy one man in particular—pink-cheeked, elderly Mr. A. C. Childs, president of the Mt. Wilson Company, who, with Mr. Holmes' daughter, Mrs. Childs, now presides over the fortunes of the mount. For a quarter of a century, Mr. Childs has watched civilization creeping up the hillside. Although it was before his time, he can tell stories about the burro trail leading from Sierra Madre and the old toll road that was later built on the trail's site. Henry Ford and his son, Edsel, once drove a Model T up the road to see if the car could make it. He recalls that Harvard University established an observatory on Mt. Wilson in 1880, but abandoned it in 1889 because the site was "inaccessible, lacked water and had rattlesnakes so numerous that it was a menace to life." He reminisces that he himself has seen only twenty-six rattlesnakes in the twenty-six years he has been on the mountain and that Carnegie Institute could not have considered the reptiles too dangerous, for in 1904 it located its famed observatory on Wilson. "Our company gave the Institute a lease for 200 years," Childs stated. "The lease comprised sixteen acres and costs the Institute one cent a year."

Back in its camping heyday, Mt. Wilson used to run three large camps—Sturdevant, Strain, and Martin. Tent houses blossomed among the pines and the casino was a public attraction. Visitors in thousands trekked to sniff the rare air and observe the moon and stars through the giant telescopes. Now Mr. Childs figures they'll be packing up the hill in droves to see the television studios.

First to grasp the possibilities of the site was CBS-KNX, which obtained from Childs a forty-year lease on a choice plot in 1940. NBC followed suit. From the Forestry Serv-

Through Looking Glass

(Continued from Page 14)

tion, KTSL, pioneer video outlet in this area (W6XAO) recently was granted its commercial license and chose the call letters, KTSL, for Thomas S. Lee.

Since 1930 it has been operating principally from the copper-plated building and 300-foot-high transmitter atop Mt. Lee, the highest mountain accessible by road in the Holly-

ice, which controlled forty acres on the mountain top, KTLA, ABC, KFI and KLAC obtained leases. To Don Lee, which already operates from a lofty position atop Mt. Lee, Childs sold 160 acres. The Telephone Company erected a building and transmitter; also a tower for mobile service; the United Garment Workers tabbed ground for their FM station, KVUN. As the pictures accompanying this article show, most of the stations have buildings completed or nearly so. It is almost fantastic to realize that buildings, equipment and transmitters, crowded into a half-mile hunk on the crest of the mountain, represent an investment of two million dollars.

Two years ago, before television came round the corner (or up to the mountain) Childs thought he would retire. He gave the Los Angeles Times a story to the effect that he would like to sell the property to the county for a public park and that his asking price was \$420,000. "That price," said Childs, "included stock of the Mt. Wilson Company, which had \$100,000 in the bank, so the price was really only \$320,000." There were no takers.

"Now," observes Childs, "if a fella came along and offered me a million and a half. I might take it."

Seeing as how things are, no one could blame Childs if he didn't.

woodland range. The station has laid its patterns over almost every phase of the theatrical, film and radio techniques. It has presented plays, interviews, variety shows, fashions, sports events, audience-participation shows, home economics demonstrations and more than sixteen million feet of film across the Southern California airlines

Now the network is also inviting spectators into the colorful big studios in the heart of Hollywood for television shows which originate off the hill. Some of these are "Heart's Desire," "Queen for a Day," and "What's The Name Of That Song?"

The technical and engineering end of the business, headed by capable Harry R. Lubcke, Director of Don Lee television since 1930, continues to function from Mt. Lee, where such shows as Wednesday night's jolly, vaudeville-like "Music Hall," the weekly ballet, and the almost nightly movies originate.

When all the channels on local television setups are ready to beam forth visual entertainment, Hollywood is well on its way to being the television center of the world. The stations will lie in the center of one of America's greatest population centers—some 3,900,000 in the Los Angeles area, with another 1,000,000 potential viewers between San Diego to the south and Santa Barbara to the north. They lie in the heart of a great industrial center leading in agriculture, petroleum, aircraft production, motion pictures, fashions, fishing and tourist trade—and they will be able to draw from the greatest talent reservoir in the world. Thousands of Hollywood people are experts in writing, production, lighting and photography, and more thousands make up a great untapped army of talent. Who knows? By next spring you may be seeing that next-door neighbor of yours on your own television screen.

Low Cost

ENTERTAINMENT

for every member of your family



GENERAL  ELECTRIC

NOW BRINGS YOU

DAYLIGHT TELEVISION

IN THE \$ \$ \$ \$ \$ SAVING TABLE MODEL!

GE Daylight Television gives you the brightest picture under the sun. You can enjoy it without dimming your lights or pulling down your shades. With this latest television miracle you'll find greater pleasure in the new programs coming on the air.



MODEL 810

Here's the only table model television set with the famous **General Electric Daylight Tube**, known as the greatest advance in modern television! This table model has the same size screen as the big Daylight Television console models. It's an ultra-modern set styled in a cabinet of genuine mahogany and trimmed in two-tone brass. And it's adjusted for all twelve television channels. Now available on easy credit terms

for only **\$335***

(plus installation)
*Manufacturer's suggested retail price.

FOOTBALL GAMES.....

KFI-TV will televise all 14 games on the Ram's season schedule; KTLA will do the same for the Dons. You'll see many college games on television . . . and, best of all, the Rose Bowl Game!

WOMEN'S PROGRAMS....

Latest fashions . . . home economics . . . snopping guides . . . beauty hints . . . Plus famous programs like "Queen For A Day" and "Heart's Desire."

FULL LENGTH MOVIES.....

Three full-length films each week now offered on KTLA, including one of the famous Alexander Korda pictures every Thursday! A feature film every Wednesday on Don Lee!

CHILDREN'S PROGRAMS.....

Cartoons and comics nightly . . . Shirley Dinsdale and her lovely Judy Splinters! . . .

FOLLOWING IS A PARTIAL LIST OF GENERAL ELECTRIC TELEVISION DEALERS

JOHN C. OLSEN
3525 Firestone Blvd.
South Gate
LUcas 8241

ELECTRA CITY
7001 Hollywood Blvd.
Hollywood 28
GRanite 2164

CARLSONS
1342 - 5th St.
Santa Monica
Santa Monica 5-8844

GLENDALE RADIO SPECIALISTS
710 N. Glendale Ave.
Glendale 6
CItrus 3-4277

STOWERS, INC.
95 N. Arroyo Parkway
Pasadena 1
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