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LOS ANGELES

IF IT ISN'T SCREEN-GRID—IT ISN'T THE LATEST

The James H. Barry Co., San Francisco
The Editor's Page

The completion of the initial installations of the Universal Wireless Communication Company, told elsewhere in this issue, marks the beginning of a hot battle on the part of the wire telegraph interests of the country to protect themselves from extinction at the hands of radio. A probable coalition with the radio interests seems inevitable. Radio can be operated much more cheaply than wire service. It is much faster in transmission when measured by the yardstick of consistent performance, in the face of all kinds of weather. If it has sufficient channels on which to work, radio will convert the wire lines into accessory adjuncts. The investment of the telegraph companies is mostly in copper cable, and as this wears out it will be replaced by the everwear radio waves. Already there is a promise of a reduction in rates, the radio users being able at the very outset to send fifteen words to the telegraph user's ten, for the same price.

The action of the South Carolina legislature in attempting to pass legislation taxing radio sets, is being watched all over the country. If this state succeeds in passing the legislation, it is believed other states will follow, as they did in the case of the gasoline tax which is now imposed in forty-five out of forty-eight states. There is a fine legal point involved in the radio thing, however. Radio control is solely a federal function. A state, to tax a radio set, must determine it is, in fact, a radio set. Has any state the legal right to designate any device as a radio set, ex parte, without federal classification? And how can it obtain such a classification? As a property tax it may be levied without question.

As a special tax on a radio instrument, legal opinions vary. The matter will be fought out in South Carolina while the rest of us watch.

Lying in the wilds of the distant Sudan, a British explorer has been carrying on nightly chats with radio amateurs in the United States, it was revealed this week. The explorer has been in the jungle a year, making educational motion pictures of jungle life. He was in constant touch with London, during the trip, using a small Marconi set operating on 30 meters which derived its power from a hand generator. Part of the time the explorer chatted with American stations over thousands of miles of intervening land and water. Radio has ruined the hermit business in truth.

Uncle Sam has officially served notice on "air pirates" through the arrest by federal authorities of a man in St. Louis, Mo., that stealing programs broadcast by radio will not be permitted. The man was arrested for operating a station without a license and for interfering with interstate commerce by interfering with the broadcasting of other stations. The accused was picking up programs from licensed stations and rebroadcasting them, department of justice agents allege. He is being held for action of the St. Louis grand jury and facing a penalty of five years in prison and a fine of $5000. An extension of this same rigidity would clean up a lot of objectionable features on the air. There is plenty of radio legislation on the books to remedy most of the present day radio evils. All that it takes is a little enforcement.
Meredith Wilson---KFRC

By "SIMPY FITTS"

Meredith Willson, Concert Director for KFRC, was born in Stalk City, Iowa, while his parents were attending a county fair there. They were enjoying themselves so thoroughly at the fair that little was thought of the matter. About three years later, however, one evening while Mr. Willson was sitting at home reading the evening paper, young Meredith, then three years old, slipped up behind him and hacked off one of his ears with a double bitted axe.

"Did someone speak?" asked the old man, who was a trifle hard of hearing.

"It's just your young son, our young son," spoke up Mrs. Willson, proudly. "What is your name, little boy, and how old are you?" she asked.

"Meredith," was the timid rejoinder, "and I'm three years." Meredith was three years old at the time.

"Oh yes, ears," spoke up father, who had misunderstood his son and up to that moment had not missed his severed auricular organ. "Where is my left ear?"

"Never mind looking for it," said mother; "I'll find it when I sweep tomorrow."

But she never found the lost ear because Meredith climbed out of his cradle in the middle of the night, found the ear and hid it. He dubbed it his musical ear and he has kept it ever since.

With a musical ear in his possession there was nothing for Meredith to do but to become a musician. At the age of 8 he broke into a music store and tried out all the instruments to see which one he liked best. Disturbed by a passing policeman he escaped with only a flute. He felt that fate had decided he was to be a flute player.

A few years later we find him playing soft pedal in the Piano Movers' Band of his hometown. From that it was only a short jump of four days in a day coach to New York City, where our hero found a position with the New York Philharmonic Symphonic as personal tenoridal artist to the director. For three years he shaved the director daily, and at the end of that time the conductor's whiskers were about three feet long. One day he confessed to Meredith that his flute player had run off with his wife and he was broken hearted; he had no one to take his place.

Meredith realized his big chance had come.

"I play the flute," he confessed, casually.

"No use," replied the conductor glumly; "the dirty dog took his flute with him."

"But I have a flute of my own," said Meredith.

"Great you shall have the job!" shouted the conductor.

"I feel confident I can step into his shoes," said Meredith.

The great conductor's face fell again. "I'm sorry," he said, "but my former flute player not only took my wife and his flute, but the greedy puppy took his shoes, too."

"No matter," bravely retorted the undauntable Meredith, "I shall provide my own shoes."

The two men silently clasped hands in hushed agreement.

And so that was the way Willson got his big chance in the New York Philharmonic Symphony.

But before he could play there was yet a minor problem to be solved. Looking through his trunk for his beloved flute he discovered that when leaving home he had mistakenly packed the old tin dipper with the long handle that used to hang at the pump for his flute. What to do? He finally decided to ask for a seat in the rear of the orchestra where the conductor couldn't distinguish a flute from a dipper. The others would be making so much noise anyway, he thought, he wouldn't be heard.

The conductor didn't discover the ruse until three years later when the orchestra was traveling on the Hoboken Ferry, and mistaking Meredith's luggage for his own, he discovered the tin dipper in the top tray. "I shall speak to him about this," he thought, but the matter slipped his mind and Meredith went on playing on the dipper as before. By that time he had had so much practice on the dipper he played it almost as well as a flute. In fact, he was beginning to be known as a dipper man about town.

Meredith was seeing a friend off one day at the Grand Central station when he tripped and fell into a box car. When he woke up he was in Hollywood scoring pictures. He soon lost track of the score, and while wandering about the streets in a dazed condition, was mistaken for a man named Billson or Matthews and given a position at KFRC, where he has been ever since.

Next week we will remove our false whiskers, put on our specs, and under the name of Monroe Upton provide another biographical sketch of Meredith Willson for Broadcast Weekly readers that will be truer to life in some of the minor details.
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Again Sparton has scored heavily. Tests made from coast to coast with this new Model 589... in competition with every other well-known radio made... prove that a new standard of value has been established. Its ability to get distance is outstanding. The way it "goes through" local stations to the "outside" amazes even seasoned radio men.

The new Model 589 is offered at the lowest price ever placed on a Sparton console. Yet Radio's Richest Voice and that remarkable quality of FACE-TO-FACE REALISM are there in full measure. In both tone and performance it is an instrument fully worthy of its distinguished name. Hear it today.

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<td>AC or DC</td>
<td>We carry the most complete stock on the Pacific Coast. Immediate delivery on all the latest parts and kits.</td>
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<td>There is nothing more thrilling and exciting than the short waves.</td>
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<th>ROLA SPEAKERS</th>
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<td>The new Rola Electro-Dynamic speakers offer to radio users the closest approach to an absolute realism known to modern radio science.</td>
<td>The receiver with every modern feature</td>
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<td>Featuring the MB 29 screen-grid receiver with the marvelous tone.</td>
<td>Endorsed by all leading sound experts.</td>
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<th>WRIGHT-DeCOSTER SPEAKERS</th>
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<td>A superior speaker for home, theater, large hall and outdoor use.</td>
<td>Eliminates the outdoor aerial—does not plug in the light socket—an aerial that really works.</td>
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<th>WESTON &amp; JEWELL METERS</th>
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<td>Give real service with real instruments. Always a most complete stock on hand.</td>
<td>An A-C tube for every radio need.</td>
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EDD N. WATKINS
OAKLAND, CALIF.

329 Thirteenth Street
Won't Somebody Please Use General's Radio

MAJOR GENERAL GEORGE O. SQUIER, who several years ago perfected “wired wireless,” by which broadcasting may be squirted into the home over a telephone or an electric light wire, without the use of a regular radio set, is doggoned if his brain child is going to lay on a shelf and get rusty just because a lot of folks prefer to tinker with the dials of their own sets. He has just asked Congress to make the telephone company take his system and use it over their wires.

The general claims this: that the American Telephone and Telegraph Company has consistently refused to adopt his system, despite the fact there are 19,000,000 telephones in the United States, each one of which represents a potential, at least, subscriber to his broadcast system. The service, he says, could be installed at small expense and with considerable profit. He can understand the company not wanting to put in the system, but hanged if he can understand why they turn down a profit.

According to the general, broadcasting has reached a saturation point. It has reached this point every year for the past ten years, in someone’s opinion. But this year it is really saturated, thinks the general, and as a result of all the interference and everything, the only solution is wired wireless. All the company has to do is to attach a little device to the telephone, consisting of an amplifier, a loudspeaker and an electric strainer to take out the static, induction hum and other “dirt” that gets into the best broadcasts, and charge the subscriber for it.

Says the general—all the high towers, big antennae, expensive equipment, overhead, underground, watered stock, patent litigation and uselessly manufactured watts would be done away with if somebody would only listen to him for a minute. Of course it would be tough, he admits, on the people who now have a radio set and not a telephone and an arrangement might be made whereby a few broadcasting stations could be allowed to remain on the air for their benefit. But in the main, he thinks that chain broadcasts could be achieved to a much better degree, and considerably cheaper than at present. He has, therefore, asked the Senate Committee on Interstate Commerce to include in the Couzens communication bill a provision which would enable the Federal Radio Commission to put the screws on the telephone company and make 'em take wired wireless just like so much castor oil.

It is extremely doubtful, reports out of Washington indicate, that the general’s idea will be incorporated in the bill. It was not so long ago that General Squire, in a burst of patriotic generosity, gave his invention to the world, declining to commercialize it. While admitting that it was the most wonderful, marvelous invention of the age, land wire companies did not step on each other in a rush to adopt it because of certain mechanical and financial drawbacks which apparently still operate.

If the Senate committee refuses to spank the telephone company, the general may withdraw his patents from general circulation, incorporate his own company and show 'em what's what. Then again he may not.

RADIO broadcasting has been called “the fastest growing industry.” Here is what happened to the National Broadcasting Company during 1929, according to the annual report of M. H. Aylesworth, president of the company, submitted to the Advisory Council of the organization recently.

Fourteen stations were added to the national network, including one Canadian station. The network now includes 73 stations.

Gross revenue of the NBC in 1929 totaled more than $15,000,000. There were no profits.

Fifty-four hundred miles of wire were added to the NBC system, bringing the total to 32,500 miles of wire lines.

More than one million letters from listeners were received in the year.

The personnel of the NBC was increased from 558 to 917 in 1929.

Sixty hours of programs a week were added to the regular schedule of broadcasts from the key stations of the network.

The president of the United States spoke thirteen times through a national network. There were twenty-seven addresses by cabinet members, twenty-eight senators were heard, and twelve members of the lower house made addresses.

Virtually the entire population of the United States can be entertained or informed by one program in the same hour.
Canada is going to charge radio fans $3 a set tax, to raise a $1,000,000 revenue. This means that the bootleggers can now work both ends against the middle. They'll run whisky this way, and tubes the other way. Every case of hooch will go back filled with radio parts. When a prohibition officer halts a truck he won't know whether he is going to find a quart of Canadian jackass or a seven-tube radio set.

* * *

Some enterprising American will rig up a battery of loudspeakers at the international boundary line, and squirt music all over Canada and folks that can't afford the tax can leave their windows open and hear it for nothing. Travellers will have their hip pockets slapped, not for leaky flasks, but for grid leaks. An unregistered battery will bring a year in jail, just as half a pint of gasoline flavored with lemon does in the United States.

* * *

They enforce the law in Canada, which is one reason why the United States is against annexation. Old ladies who have not paid their radio tax will be foreclosed and lose their ear caps. Widows will have their rectifiers jerked right out from under them unless they dig up three Canadian bones for the tax collector. Canadians with automobiles will get up parties to motor over the border and hear American concerts where one can sit at a table and listen—out in the open.

* * *

Another thing the Canadian government is going to try to do is to get the Canadians to listen to their own programs. They believe in a high protective tariff on concerts. There is some talk of putting up a wire netting a mile high right across the country from the Atlantic to the Pacific, to keep out American broadcast programs. Houses will have to have concrete floors to keep radio fans from tapping the earth and sneaking in a program that way. All antennas must run parallel to the boundary line. Anyone who points his aerial toward the United States will be investigated.

* * *

There are to be seven main Canadian stations, operated by the government. They will be on the air a certain number of hours a day. All the receiving sets run by batteries, except in the larger cities. A Canadian will be allowed so many batteries a year. If he uses more than this amount, the government will figure he is listening to more programs than the Canadian stations offer, and he will have to get on a horse and drive to Ottawa and explain to the Royal Commission just what he did with his juice.

* * *

Canadians wear ear muffs in the colder portions of the country. An ear muff inspector will keep track of these and see that they do not conceal a pair of head phones. Chicken netting must be nailed to the ground and not put on insulators, unless a special permit is issued to allow the use of a chicken yard fence for radio reception. Knitting needles will have to be of bone, not steel, and anyone found turning a knob without a radio operator's card will be cited for suspicious conduct.

* * *

Owners of radio sets, who have paid the $3 tax, may collect a cover charge from friends who have no radio and who drop in to hear a concert. Listening to a concert without paying a portion of the tax is an evasion of the tax law and such listeners, if caught, will have to surrender their Canadian corkscrew rights for thirty days. If convicted of a second offense, their ears will be plugged for sixty days by a Provincial inspector, and they will be debarred from hearing radio concerts in the public parks for six months.

* * *

And of course they will have the racketeers and hijackers—the armed babies who will go bustling into homes, tying up folks and carrying off their pre-tax sets. Canada's era of peace and quiet seems about over. Her troubles are due to begin. Our own complications have doubled. Right now the department of justice boys, who will shortly take over the prohibition work, are figuring on adding a tube tester and a microphone to the official hydrometer which they must carry as a part of their new tool kits, to check up on Canadian radio running activities.
Atwater Kent Radio

NEW--Sliding Doors for $136

(less tubes)

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Regardless of where you bought your present receiver or what kind it may be—your nearest dealer can install a Jensen Electro-Dynamic unit in it at a very reasonable cost. Why not have the best?

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By GYPSY

MRS. M. P. K., OAKLAND, CAL.—By tuning to KFRC on Friday evening at 6 o'clock you will hear your favorite Al Santoro.

* * *

L. P. H., LACEY, WASH.—Being snow-bound might prove inconvenient, but it sounds perfectly enchanting to this Californian, who once had a glimpse of your beautiful state in the early spring. Yes, Esther Hamann is still with KTAB and acts as accompanist for her husband, Henry Hamann, whenever he sings. The name is frequently written Hammond, so you may have overlooked it in the programs. Esther is of rare blonde beauty; at once fragile and vital with a cheery disposition and a genius for adaptability. Her height is 5 feet 6½ inches, she weighs 110 pounds, her eyes are a clear blue and her hair has a natural wave. In short, she looks just as a blonde should.

* * *

H. S. N., OAKLAND, CAL.—Yes, Pearl King Tanner of the radio is the self same leading lady who played for three years in your Seattle stock company. You'll get your picture if I have to send it myself.

* * *

A. A., SAN FRANCISCO, CAL.—The boys call George Nickson the "best egg that ever came from Petaluma," and he certainly is a delightful boy. Twenty years old, refreshingly optimistic, good common sense and fine ideals. He is 6 feet 1 inch in height, weighs 170 pounds, has gray-blue eyes, dark brown hair, a humorous mouth and a cleft in his chin. He came to KYA soon after graduating from Petaluma high and is one of the most beloved personalities on the air.

* * *

JOHN T., SACRAMENTO, CAL.—Yes, Helen Stone, now on KYA, is Jozenia. Her friends deplore the change of name, but Jozenia remains adamant. She says she is weary of being address Mr. Joe Seena.

* * *

MARY C., LOS GATOS, CAL.—James Graham (KQW) was born in Mt. View twenty-one years ago and has lived much of the time in San Jose, where he attended State College and appeared with the Cole McAllister players. He is 6 feet 1½ inches tall, weighs 150 pounds, has brown hair and dark brown, serious eyes. Not married, no aversions to speak of and no great worries on his mind over the stock market or inconsistencies of the arts, for there is a little farm tucked not far away ever waiting to welcome him. Some people certainly are lucky.

* * *

MRS. R. A., STOCKTON, CAL.—Yes, "Alice-in-Wonderland" is none other than Alice Blue, and she says she gets as much fun out of her kiddies' program as the youngsters do. I wish you could see her broadcast it. With her left hand she plays the piano, while she holds a harmonica in her right. Sometimes she sings, beats a drum and keeps that left hand going all over the keyboard. I have seen one-man bands, but never before a one-girl band and the roguish abandon with which she throws herself into her work is something to remember.

* * *

MARY A., WOODLAND, CAL.—Ask somebody braver'n me. I wouldn't if I could, give my opinion as to who had the biggest following in radioland.

* * *

MRS. F. H., WHITTIER, CAL.—No, the Pearce brothers are not twins and in appearance and temperament, too, the differentiation is decidedly marked. "Cal," the elder, is 6 feet 1 inch in height, weighs 170 pounds and has almost-black hair and eyes. He it is who sings baritone, dreams of being a globe trotter, hastens to the rescue when "Al" is acting as master of ceremonies for the "Happy-Go-Lucky Hour" and its serenity is threatened and swears to be true to the ladies. "Al" has blue eyes, light hair marcelled by nature, which he is constantly trying to smooth down, weighs 190 pounds and stands 6 feet 1. He is emotional, complex, works like a Trojan and does not swear to be true to the ladies. Neither "Cal" nor "Al" is married. More next time.

* * *

T. L., MAYFIELD, CAL.—Raymond Marlowe can be heard over NBC. Jennings Pierce graduated from the University of California in 1923. Jesse Stafford is married and has a son 8 years old.
MICROPHONE GOSSIP

Although the radio towers at the Warner Brothers' lot on Sunset Boulevard are gayly decorated at night, it no longer means that the radio station is located there. The radio station many months ago moved to the Warner Brothers' theatre building, corner of Hollywood Boulevard and Wilcox, where it is situated on the top floor with two studios, the transmitter room and office facilities. The old towers were left at the Sunset Boulevard location, where they serve as landmarks for the region and as a beacon guide for aviators at night.

* * *

Ernie Smith, who broadcasts the hockey games in San Francisco and Oakland, received a unique document from Medicine Hat, Alberta. A petition signed by sixty-four citizens of the Canadian town asked that a Denver station be requested to go off the air during the ice hockey broadcasts from KTAB. The reason was that the Denver station interfered with the hockey broadcast.

* * *

Mel Blanc, who was with KYA in San Francisco, is now at KGW specializing as a Jewish comedian. When not telling funny stories, he toots 15 or 20 feet of brass plumbing known as a sousaphone.

* * *

The creative strain runs in the family. Meredith Willson, KFRC's concert conductor, who at nineteen was solo flutist in the New York Philharmonic Symphony, and whose numerous musical compositions attest to unusual creative ability, has a sister, Dixie Willson, whose stories, articles and poems are well known to magazine readers. She has a story about Coney Island in the February Delineator and one about Wall Street in the January American.

* * *

Dorothy Nichols, 'cellist, has been with KTAB since the inauguration of the San Francisco studios, and is a 'cellist of thorough musicianship. "Dotty" began her musical career with her brother, "Red" Nichols, famed leader of one of America's foremost orchestras, remembered by many as "Red Nichols and His Five Pennies," now directing the orchestra in George Gershwin's show in London. "Dotty" Nichols, like her brother, has red hair and a ready smile.

Gus Arnheim, who recently returned to the scene of former triumphs—Los Angeles—will once more be regularly featured in radioland. Arnheim and his orchestra, just back from a highly successful night club engagement in London, and a musical tour of the continent, will play in the Montmartre Cafe and thence via remote control to KFWB.

* * *

Maurice Gunsky, radio tenor who gained fame over the air lanes of KPO, has returned to San Francisco after a successful year's invasion of eastern radio stations. Gunsky came back by driving leisurely down the Atlantic Coast, across the southern route and up the coast to San Francisco. The trip was made without mishap, with the exception of a smashup on the desert. His car, containing his wife and family, was badly damaged, turned over two or three times, but luckily no one was hurt. Gunsky intends to remain on the coast for some time.

* * *

Jack Barnet, commercial manager of KGW, was found carting an oil heater around in his sedan during the recent cold snap. He claimed it was in transit and not a permanent installation.

* * *

Eleanor Allen, KFRC's organist, comes from the state of Montana, and was educated at Oberlin Conservatory of Music, Oberlin, Ohio. Miss Allen's theater organ experience includes five years at Loew's State Theater in New York City.

* * *

Willis Higley, dramatic tenor and announcer, is back with KVI after an absence of several months. Higley has been heard over stations KFWQ, KJR, KGA, KVI and KHQ, since beginning his radio career in 1927. Among outstanding programs in which he appeared are the "Betty and Bob" program of the American Broadcasting System.

* * *

The Prudence Penny home talks at 10 a.m. each Monday, Wednesday and Friday at KFWB, Hollywood, are proving popular with women listeners. Even the mere male finds interest in the series. One man, a semi-invalid, writes in that he makes notes on most of her talks and prepares many palatable dishes for his wife who works during the day.
NEW WORLDS
of
ENTERTAINMENT
FROM YOUR RADIO

The world's best entertainment, when you want it, as you like it! Perhaps you'd like a famous jazz band to supply music for the dance tonight. Or, does your taste dictate classical music, seldom heard on the air. With the Super Phonovox you open the door to vast realms of recorded entertainment, superbly reproduced through your radio.

You know the quality the high priced electric radio phonograph combinations give. The same amazing fidelity of tone is yours from any record played electrically with the Super Phonovox through your radio set. Ask your dealer for a demonstration. See how simple it is to get that "Thousand Dollar Quality" from records. Anyone can install the Super Phonovox in less than five minutes.

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If you are a present...
of this offer.
Pentode Tube Holds Radio Promise

Much scientific interest is attached to the development of a new type a. c. tube—a pentode, or five-element tube, said to be three times more powerful than the screen-grid tube, with possibilities of accomplishing all that five and seven-tube instruments now do.

The tube is not new. It has been used in Europe for some time, but has received little development in this country because of the high profits in tube manufacture. The five-element tube, it was feared by tube manufacturers, would ultimately replace so many thousand tubes that it would be a commercial menace.

The scientific aspects, however, have forced the tube to public attention in spite of this attitude. It is now being applied to modern circuits with surprising results. The tube is, in effect, a form of double screen-grid tube. It has a screen around the plate, as in the case of the present screen-grid tube, and also another screen between the control grid and the cathode.

This second screen permits of greatly increased amplification—three to four times more than the present screen-grid tube under its best operating conditions, it is said. The tube is expected to work a re-designing of certain sets. By the use of the pentode tube, smaller, more compact, and cheaper sets can be built, which will perform equally well with the sets of the present day.

Engineers are now working to perfect the tube for commercial broadcast reception use, examining into its characteristics, determining the coils that will have to be used with it, and all the other internal phenomena which go into the adaptation of a new tube to tested circuits. They are also experimenting with new circuits, many of which failed to work satisfactorily with the shield-grid tube, but which may now work in a highly satisfactory manner.

Manufacturers had a sad experience with the screen-grid tube and they are endeavoring to avoid the same mistake with the pentode. When the screen grid was brought out manufacturers began incorporating it in their sets without having first found out just how the tube had to be shielded, wired and connected. Numbers of sets were a "cold flop," refusing to do what was expected of them. Still others were as "broad" as all outdoors.

It took a year of slap-stick manufacture, with only a few experts able to handle the tube, before makers found out just how to use it. Now a shield-grid set represents the acme of efficiency and distance-getting ability. In the case of the pentode tube, set makers are conducting exhaustive experiments in their laboratories before venturing to use the tube in a commercial set.

Just how far the new tube will revolutionize the use of a. c. tubes remains speculative. If it can be used to handle the amplification credited to it, without other complications not easily removed, it will undoubtedly simplify set construction and enable a high-grade product to be made with relative cheapness. In this alone it promises to be a key to future radio development of high importance.

Improved Antenna For Planes Perfected

Aviation radio may be greatly advanced as a result of successful experiments with a new type of antenna just completed by C. Francis Jenkins, Washington motion picture, radio and television inventor.

Using a wire streaming horizontally from the tail of a plane, held in position by a wind-resisting cone, Jenkins found that it was automatically shielded from motor interference by the metal fire partition between the pilot and the motor compartment, thus affording communication with the home station free from all extraneous noises.

The value of the new antenna, it is said, lies in the fact that it permits the elimination of the elaborate shielding required with the hanging antenna now generally used, a matter of importance since every pound of weight in a plane must be carefully considered in determining its flying ability under various stages of motor efficiency which may be encountered.

The increase in operating efficiency resulting from the quieter signals from the horizontal antenna makes possible the use of simple sets powered by portable batteries, thus permitting continued communication even though the plane may be on the ground with its motor shut off.
A Page From the NBC Woman's Magazine of the Air

By MADONNA M. TODD

To the merry group which forms the personnel of the "Woman's Magazine of the Air," it might have been just another day, but to a bevy of visitors and your scribe, it should have been calendared in red like the important holidays.

We're referring to a recent Thursday morning when Helen Webster and Ann Holden put Bennie Walker, the WMA editor, through his paces. He was called upon to do almost everything excepting to jump through a hoop.

We watched from the audition booth which overlooks the studio and affords a vantage point for a monitor and the production department representative whose business it is to see (or hear) just how the program sounds to you. This production man heard the program through a loudspeaker which brings it to him just as the radio receiving set offers it in your home. Meanwhile, he watches the performance through sound-proof glass which divides the audition booth and the studio.

It was amusing indeed to see Ann and Helen literally walk away with Bennie's program. It was the first time these two dignified young women have taken matters entirely into their own hands. It's unfortunate we didn't have television that day for the impromptu 20-minutes was just as amusing to see—perhaps more amusing—than to hear.

Bennie opened the Feature in the accepted fashion, but before he was well under way, Helen and Ann stepped in. Bennie was called upon to sing. Comic and French songs and a ballad were demanded. Then Bennie was ordered to recite. He was alternately Irish, colored and the Bennie Walker you hear reading poems. Then Ann and Helen demanded "Little Bennie." All of which goes to show that Bennie Walker is a most versatile person besides being a personality-plus master-of-ceremonies.

After it was all over, we knew that Bennie had just as much fun as the home science and domestic science editors.

Irving Kennedy, tenor, and Lucile Kirtley, soprano, are the artists who were programmed that morning, along with Joseph Hornik and his Magazine Melodists.

Of course, we must not overlook the "Canary Quartet." Which reminds one of the quandary the NBC business office recently was thrown into by the little songsters. The question arose: "To which fund should the bird-seed be charged?"

Some say Enie, Menie, Minie, and Moe are artists and should be provided for in that budget. Others advance the theory that the gay little birds are "atmosphere" or "props." That would put them into the production department budget. Fortunately the problem doesn't have to be settled here.

Now one more thing. We can't reveal all we know about it but Helen Webster has told us that this business of "raising a baby through the air" is going to provide great excitement. Last week Miss Webster described the baby's first week and Wednesday her topic will be "The Baby's Washing." Miss Webster's "baby talks" will be heard each week during the Easier Housekeeping Feature. The baby's sur-name is Burns, but he still must have a given name, his god-mother tells us. Baby Burns has red hair (and maybe some freckles, we don't know yet), and he's to be named by some member of the radio audience. Helen will have more to say of Baby Burns shortly. Meanwhile, we'll be thinking of smart names for red-haired babies.

Some of the intriguing topics announced by Miss Webster and Miss Holden for this week are: "Whitening Drainboards," "Velveeta Souffle," "Dinner After an Afternoon Away from Home," "Mocha Squares," "Eggs au Gratin" and "Escalloped Vegetables." Helen Chase promises "Faces to Order" and the M. J. B. Chef "Gives Advice." Magnolia, Henry and Charley will give a bit of advice, too, in their Oronite comedy.

(The complete program will be found in the Broadcast Weekly program schedule.)
Call your jobber or write us direct for complete TRIAD dealer information

DON'T TAKE CHANCES

- - - GOOD JUDGMENT DEMANDS THAT YOU MAKE CERTAIN OF QUALITY BEFORE YOU BUY - - - Now, for the first time TRIAD has actually made that possible when purchasing radio tubes. The printed certificate packed in every TRIAD box guarantees a minimum of six months' perfect service or a satisfactory adjustment. That policy definitely protects the profit you make on every tube sale. You couldn't ask for anything fairer — could you? Don't guess at tube quality any longer. You can rely on TRIADS and be SURE of it—always!

R. J. NOEL CO.
Manufacturers' Representatives
2704 So. Hill St., Los Angeles, Calif.
508 Eddy St., San Francisco

TRIAD—THE WORLD'S ONLY INSURED RADIO TUBES
Every Sunday at SIX p.m.

Tune in

MAJESTIC

THEATRE OF THE AIR

over the

Columbia Broadcasting System

Stations KFRC and KMJ

and hear the

Headliners of Stage and Screen

Majestic Distributors

THOMPSON & HOLMES, LTD.

954 Mission Street, San Francisco  291 4th Street, Oakland
With the naval conference at London holding international attention as world delegates strive for a forward step toward world peace, Russia's sudden adoption of a gigantic radio program for propaganda purposes looms as a move of significant importance. Nothing like it has been undertaken by any nation, and the stupendous scale of the Russian plans has caused other nations to wonder if they have overlooked something.

Russia has just completed plans for 200 broadcast stations. Of this number 87 of them will operate under a total power of 948,000 watts. Some 101 subsidiary stations are planned by the Soviet government as a part of the general "five-year plan" under which all the present handicaps of the present communist regulations are expected to be overcome and Russia to take her place as a world power.

Administration of all broadcasting in Russia is in the hands of the Peoples' Commissariat for Posts and Telegraphs, which plans a long series of programs with a view of furthering the interests of communists, not only in Russia itself, but all over the world. At the present time the most powerful station of all, RA97, which operates on several wave lengths, can be heard in every country of the civilized globe with nothing more than a two-two receiving set.

From this station, from midnight to 4 in the morning, goes a continual stream of "information," all tending to show the mistreatment of "workers" in various parts of the world. This "information" lays stress on riots, arrests of communists in different countries, acknowledges communications from various Soviet agents in countries far from Russia, and in general keeps alive the communist contact all over the globe. Speeches, many of them in a fiery nature, in Russian, French, Italian, English and Chinese are interspersed with musical programs.

This is from one station alone. Under the augmented program of 200 additional stations there is to be a series of educational and "cultural" feature, carefully devised to appeal to the various radical groups which comprise the Russian population. In other words, the Russian central government is seeking to sell sovietism to 125,000,000 peasants, as well as the rest of the world, by means of radio.

Radio has long been considered by the red leaders as the ideal medium for propaganda, and steady efforts have been made to extend its reach since 1925, when the first station was established in Moscow. There are now 65 stations in Soviet Russia, 44 of which are continually active in state affairs. The new series of stations is to cost $17,000,000, and a $2,000,000 high-powered station is to be built in Moscow for the benefit of the Internationale.

The proposed network will completely blanket Russia from end to end, and with 50 more stations is expected to be in full operation within five years. The larger stations will be built at strategic points throughout the country and their programs will be rebroadcast by the smaller stations. There are 215 districts, each of which will have its own station. News, educational and communist talks and musical programs are planned.

Fake Medicine Men Under Fire

The battle to keep the "quack" off the air has started. Medical men, and the listening fraternity itself, tired of having nostrums hurled at it, has deluged the federal radio commission with protests against the use of the sacred radio time for pains and aches. The commission has informed all inquirants that it is without authority to curb the evil, unless the presentations become indecent or obscene.

However, it is contended by some, Congress can incorporate in its proposed radio legislation a prohibition against advertising of this type, similar to that enforced by the Post Office Department over newspapers and magazines, which are barred from the mails when they contain certain fraudulent advertising. The Post Office Department also proceeds against persons defrauding by mail, and this authority of the postal service has been repeatedly upheld by the courts.

The Department of Agriculture and the Federal Trade Commission also have certain authority over fake cures, the former under the food and drug act which has been used to bar hundreds of "medicines" from distribution, the latter under the "unfair methods of competition" clauses of its enabling act.

The Federal Trade Commission in the past has had radio advertising complaints before it and, in one case, issued a "cease and desist" order against an advertiser making fraudulent claims for his product in radio talks. It has been suggested that if the commission acted upon a few such cases, there would be a considerable diminution in the volume of such advertising.
SUNDAY Programs

BEST BETS TODAY

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<thead>
<tr>
<th>TIME</th>
<th>STATION</th>
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<tbody>
<tr>
<td>9:00</td>
<td>KPO</td>
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Robert Olsen
KPAC—8:30 p.m.

Rhena Marshall
KOMO—7:45 p.m.

440.9 Meters
680 Kcys.
Hale Bros. & The Chronicle, San Francisco
9:45 to 10:30 a.m.—Interdenominational and nonsecular church services; Rev. Charles P. Dennis, Trinity Episcopal Church.

KPO Channel 68
General Electric Co., Oakland, California
379.5 Meters
790 Kcys.
10 to 12 noon—Arion Trio; Bible stories

483.6 Meters
620 Kcys.
The Morning Oregonian, Portland, Oregon
9:30 to 10 a.m.—American Legion program

KFWB Channel 95
Western Broadcasting Co., Portland, Ore.
254.1 Meters
1180 Kcys.
6 p.m.—Hour on Broadway

KEX Channel 118
5000 Watts
10 p.m.—Mills’ Hometowners’ Orchestra; Glen Eaton, tenor; Marjorie Robillard, piano; Zac Kalbach, saxophone

www.americanradiohistory.com
SUNDAY Programs

<table>
<thead>
<tr>
<th>Network</th>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Time Period</th>
<th>Program Details</th>
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<tbody>
<tr>
<td>NBC</td>
<td>KFRC</td>
<td>1491.5 MHz</td>
<td>600 kW</td>
<td>12-1 p.m.</td>
<td>&quot;The Freeman in Chains&quot; will be Dr. Daniel A. Pollack's subject today. He will be answering a number of questions which have been sent to him by members of his radio audience. Miss Helen Wilson, soprano; Dr. Richard Maxwell, tenor, and Earl Waldo, bass, and orchestra conducted by George Shackley will contribute musical selections, KGO, (KOMO 12:15 to 12:30 p.m.) and KGW.</td>
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<td></td>
<td>KSL</td>
<td>1250 kHz</td>
<td>5000 kW</td>
<td>12-12:30 p.m.</td>
<td>&quot;With a Musical Program&quot; will be broadcast from KGO, KOMO, KPO and KGW.</td>
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<tr>
<td></td>
<td>KOL</td>
<td>1290 kHz</td>
<td>1000 kW</td>
<td>1-3 p.m.</td>
<td>&quot;Prominent speakers and popular music will form a part of the service, which will be presented weekly through KGO, KHQ, KOMO, KGW and KPO.</td>
</tr>
<tr>
<td></td>
<td>KHQ</td>
<td>1310 kHz</td>
<td>1000 kW</td>
<td>12-12:30 p.m.</td>
<td>&quot;Western Artists Series, KGO, KPO and KOMO. &quot;</td>
</tr>
<tr>
<td></td>
<td>KVI</td>
<td>1450 kHz</td>
<td>1000 kW</td>
<td>12-1 p.m.</td>
<td>&quot;The Gay Classics&quot;</td>
</tr>
</tbody>
</table>

National Broadcasting Company

1 to 2 p.m.—National Youth Conference
"The Freeman in Chains" will be Dr. Daniel A. Pollack's subject today. He will be answering a number of questions which have been sent to him by members of his radio audience. Miss Helen Wilson, soprano; Dr. Richard Maxwell, tenor, and Earl Waldo, bass, and orchestra conducted by George Shackley will contribute musical selections, KGO, (KOMO 12:15 to 12:30 p.m.) and KGW. |

2 to 3 p.m.—Sunday Concert
Coming on the air a half-hour earlier than usual, the NBC System Sunday concert with Charles Hart orchestra and Lucille Kirtley, soprano, will be broadcast from KGO, KOMO, KPO and KGW. |

3 to 4 p.m.—Catholic Religious Service
Prominent speakers and popular music will form a part of the service, which will be presented weekly through KGO, KHQ, KOMO, KGW and KPO. |

4 to 4:30 p.m.—Western Artists Series, KGO, KPO and KOMO. |

4:30 to 5 p.m.—Duo Disc Program
Ned Tollinger and John Wolf have three ballads in the Duo Disc Program, and they will be supported by Max Dolin's salon orchestra, KGO, KHQ, KOMO, KGW and KECA. |

5 to 5:15 p.m.—"Enna Vetrick Melodies. " |

Songs with religious and sentimental appeal will be sung by a mixed quartet over KHQ, KOMO, KGW, KPO and KFI. |

5 to 5:45 p.m.—"Gems of the Drama, KGO. " |

5:15 to 6:15 p.m.—"Collier's Radio Hour"
With a guest speaker, dramatized stories and music, "Collier's Radio Hour" will be broadcast from KGO, KOMO, KGW and KPO. |

6:15 to 7:15 p.m.—"Studebaker Champions"
An "all-popular" program will be played in the Chicago studios and come to listeners in the far West through KGO, KHQ, KOMO, KGW and KFI. |

7:45 to 8:15 p.m.—"Sunday at Seth Parker's"
"Sunday at Seth Parker's" is a semi-religious presentation featuring Seth and his neighbors, will be broadcast over KGO. |

9 to 9:30 p.m.—"The Organists, KGO. " |

9 to 9:30 p.m.—"The Organists, KGO. " |

9:30 to 10 p.m.—"The Reader's Guide, KGO, KHQ, KOMO and KOA. " |

10 to 11 p.m.—"The Gay Classics"
So many people are of the opinion that classical music is for the most part dull and sombre, Max Dolin's orchestra and Grace Le Page, soprano, will strive to prove otherwise. KGO, KHQ, KOMO, KECA and KOA. |

11 to 12 midnight—Musical Musketeers, KGO.
SUNDAY Programs

533.4 Meters
KTAB
Channel 56
560 Kcys.
Pickwick Broadcasting Co., Oakland, Calif.

9 to 10 a.m.—Dr. B. L. Corley
10 to 11 a.m.—Bobbie Class
11 to 12:30 p.m.—Church services from Tenth Avenue Baptist Church
12:30 to 1 p.m.—Chapel of Chimes
1 to 1:30 p.m.—Church of Latter Day Saints
1:30 to 2:30 p.m.—Masters Album
3 to 3:30 p.m.—“Pianistic Pictures in Blue”
3:30 to 4 p.m.—Violin recital with Emmett Dorman
4 to 5 p.m.—Musical Appreciation Hour
5 to 6 p.m.—Chapel of Chimes
6 to 7 p.m.—Art Fadden, pianist; Tindall lecture
7 to 7:45 p.m.—Joan Ray, contralto; Jane S. Sands, pianist; Chapel of Chimes
7:45 to 9:15 p.m.—Church services from Tenth Avenue Baptist Church
9:15 to 9:30 p.m.—Chapel of Chimes
9:30 to 10 p.m.—Recital with Read Givens and Jane Sargent Sands, pianist
10 to 11 p.m.—Brunswick Hour

468.5 Meters
KFI
Channel 64
640 Kcys.

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10 a.m.—L. A. Church Federation program
11 a.m.—Salvation Army Band
12:30 to 1 p.m.—Catholic Radio Society
1 to 2 p.m.—Dr. S. Parkes Cadman
2 to 3 p.m.—National Religious Service
3 to 3:30 p.m.—Automatic washers
4 to 4:30 p.m.—Durant Heroes of the World
4:30 to 5 p.m.—Williams Ollomatics
5 to 5:15 p.m.—Enna Jetellc Melodies
5:15 to 6:15 p.m.—Collier’s Radio Hour
6:15 to 7:15 p.m.—Atwater Kent Hour
7:15 to 7:45 p.m.—Studebaker Champions
7:45 to 8:15 p.m.—Sunday at Seth Parker’s
8:15 to 8:45 p.m.—The Solitare Cowboys
8:45 to 9 p.m.—Everett E. Foster, baritone
9 to 9:30 p.m.—Opera program
9:30 to 10 p.m.—The Reader’s Guide
10 to 11 p.m.—The Gay Classics

361.2 Meters
KO A
Channel 83
830 Kcys.

General Electric Co., Denver, Colorado

9:50 a.m.—Trinity Methodist Episcopal Church
11:15 to 12 noon—The Seven Aces; string trio
12 to 12:30 p.m.—Davis and Shaw Home Builders
12:30 to 1 p.m.—Catholic Radio Society
1 to 2 p.m.—Dr. S. Parkes Cadman
2 to 3 p.m.—National Religious Service
3 to 3:30 p.m.—Automatic washers
4 to 4:30 p.m.—Durant Heroes of the World
4:30 to 5 p.m.—Williams Ollomatics
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8:45 to 9 p.m.—Everett E. Foster, baritone
9 to 9:30 p.m.—Opera program
9:30 to 10 p.m.—The Reader’s Guide
10 to 11 p.m.—The Gay Classics

299.8 Meters
KFVD
Channel 100
1000 Kcys.

Auburn Fuller, Culver City, Calif.

9 a.m.—Happy-Go-Lucky Trio
10 a.m.—Songs That Never Grow Old
11 a.m.—Madame Zollars Beauty Hour
12:30 p.m.—Tom and Wash
1 p.m.—“Inspiration,” Magazine of the Air
2 p.m.—Sacred half hour
3:30 p.m.—De Witt Hagar’s program
4:45 p.m.—Tom and Wash
9 p.m.—Community program

322.4 Meters
KFWM
Channel 93
930 Kcys.

Oakland Educational Society, Oakland, Cal.

9 to 9:45 a.m.—Selected classical recordings
9:45 to 11 a.m.—Organ Prelude; children’s radio story; musical selections
11 to 1 p.m.—Popular recordings; Aeolian Trio
1 to 1:25 p.m.—Bible questions and answers
1:25 to 2:30 p.m.—Musical program by the Jubilante Singers; Bible lecture
6 to 7 p.m.—Community singing; Bible lecture; musical selections
7 to 7:10 p.m.—Warren Guthrie, baritone; Hazel Fish, accompanist
7:10 to 7:45 p.m.—Watch Tower Bible lecture
9:15 to 10:15 p.m.—Greek program with lecture in Greek language
10:15 to 12 midnight—V. Toutjian, pianist; Jane Toutjian, vocalist; Ray Hansen, vocalist; Benny Allen, vocalist; Elmer Keaton, organist; Edgar Eversen, vocalist; Galen Harvey, organist; Three Banjo Boys; Kay Toutjian, announcer

322.4 Meters
KF WI
Channel 93
930 Kcys.

Radio Entertainments, San Francisco, Calif.

2:30 to 4 p.m.—Variety recordings
6 to 8 p.m.—Shuman Clay Hour of Music
5 to 6 p.m.—Variety Hour with Florence Lorraine, Nadine Chris, Rolf Metcalf, Bill Thompson, Henry Blank and others
7:15 to 8 p.m.—Services, Fifth Church of Christ, Scientist

296.6 Meters
KQW
Channel 101
1010 Kcys.

First Baptist Church, San Jose, Calif.

10:15 to 11 a.m.—Sunday School lessons by Fred J Hart
11 to 12:30 p.m.—Morning services, First Baptist Church, conducted by Rev. Paul H. Rice
1:30 to 2:30 p.m.—Evening services, First Baptist Church

285.5 Meters
KNX
Channel 105
1050 Kcys.

L. A. Evening Express, Los Angeles, Calif.

9 to 11 a.m.—Program of recordings
11 to 12:30 p.m.—First Presbyterian Church
12:30 to 1 p.m.—Louise Johnson, astroanalyst
1 to 2 p.m.—International Bible Students’ Association
2 to 4 p.m.—City Park Board musical program
4 to 5 p.m.—Radio Church of the Air
5 to 6 p.m.—Guaranty, 46th and Loan Association
6 to 6:30 p.m.—Talk by Dr. Ernest Holmes
6:30 to 7 p.m.—Hollywood Humanist Society
7 to 7:30 p.m.—Scriptural research by Dr. Hallinan
7 to 8:30 p.m.—KNX artists
8 to 9 p.m.—First Presbyterian Church
9 to 10:30 p.m.—Calmon Lubovisky, violinist; Claire Mellonino, pianist; Walter V. Piner, cellist

333.1 Meters
KHJ
Channel 90
900 Kcys.

Don Lee, Inc., Los Angeles, California

8 to 9 a.m.—Program of recordings
9 to 11 a.m.—Pac. States Sav. & Loan concert, KFRC
11 to 12:30 p.m.—First M. E. Church of L. A. services
12:30 to 1:30 p.m.—Terpezone string trio and vocalist
1:30 to 2 p.m.—Nu-Signet Band and Co. recordings
2 to 2:30 p.m.—McKeason and Robbins, CBS
2:30 to 3 p.m.—Prof. Chas. Lindsley and organ
3 to 4 p.m.—Frank Moss, Herman Reinberg and Harold Dana, baritones, DLBS
4 to 4:30 p.m.—Program of recordings
4:30 to 5 p.m.—Talk by Rabbi Edgar Magrini
5 to 5:15 p.m.—Colonial Dames recordings
5:15 to 5:50 p.m.—Tea Time Three, from KFRC
5:50 to 6 p.m.—Art Kahn and his Sonatrons, CBS
6 to 7 p.m.—Majesty Theatre of the Air, CBS
7 to 7:30 p.m.—Jesse Crawford, organist, CBS
7:30 to 8:30 p.m.—Concert program, from KFRC
8:30 to 9 p.m.—Wally Perrin’s program, from KFRC
9 to 10 p.m.—Val Valente and his orchestra, KFRC
10 to 10:10 p.m.—World-wide news, courtesy Times
10:10 to 11 p.m.—Val Valente and his orchestra, KFRC
11 to 12 midnight—Herb Meyerinck’s Band from KFRC
12 to 1 a.m.—Wesley Tourtellotte’s organ recital

www.americanradiohistory.com
Trust Patent Legislation Again Sought

Legislation voiding the rights of patent holders who use their patents to violate the anti-trust laws has been reintroduced in Congress by Senator Clarence C. Dill of Washington.

This is the third time the measure has been introduced. Originally proposed in 1928, Senator Dill reintroduced it last year, and a favorable report was made by the Committee on Patents. No action was taken on the measure before the end of the session in March, however, and as this is a new Congress it is necessary for the bill to start all over again.

In its original form the bill proposed the forfeiture of patents used to form monopolies or to create illegal combinations in violation of the anti-trust laws. Following exhaustive hearings on the subject, the bill was rewritten by the committee, which eliminated the forfeiture proposal and instead provided that the operation of patent rights should be suspended as long as the owner of the patent might continue to violate the law.

It is in this form that the senator has reintroduced the measure, which provides that it shall be a complete defense to any suit for infringement of a patent to prove that the complainant in the suit is using it in such a way as to substantially lessen competition or tend to create a monopoly through use or control of the patent.

The legislation, it was explained in the committee report, is "intended to protect not only independent competitors of patent combinations that are illegal, but also those who are independent inventors in the arts. At the present time independent inventors often find it almost impossible to secure a market for their inventions. They must either sell their patents to an existing monopoly or, on whatever terms it decides to fix, or they must find capital that will not be intimidated by the fear of having to fight a firmly entrenched monopoly, and to carry on defensive litigation to prevent that monopoly from destroying the new invention.

"The destruction of the benefits of the patent system will be inevitable if those who abuse it to create illegal monopolies are permitted to continue to protect their infractions of the law under pretense of patent rights."
Well!—Here's "Pedro Gonzales!"

And how many Jamboreeadors would guess that his real name is Eugene Hawes?

POOR Pedro Gonzales has a world of troubles—his aunt from Zactecca and her eleven children—his difficulty in mastering English—the unappreciation of his playwriting attempts. But listening to Pedro's troubles, you quickly forget your own—laughing with thousands of other Jamboreeadors at—and with Pedro.

For after all, Pedro's mission (as with all the other Jamboree artists) is to bring smiles and cheering entertainment to everyone listening in on Golden State's Blue Monday Jamboree.

And Golden State's mission is to provide the families of California with the purest, and finest milk, butter, ice cream and other dairy products. Good health and happiness go hand in hand.

Tune in on KFRC, KHJ or KMJ every Monday evening at 8 o'clock—for two hours of happy, snappy entertainment. And call your local Golden State plant for dependable dairy foods.

GOLDEN STATE MILK PRODUCTS COMPANY

San Francisco ..............DAvenport 8600
Merced .........................Merced 112
San Luis Obispo ..........San Luis Obispo 181
Santa Barbara ..........Santa Barbara 5154
Ventura .........................Ventura 3682
Oxnard .........................Oxnard 11
Van Nuys .....................Van Nuys 10
Burbank .........................Kenwood 171
Glendale .........................Douglas 421
Pasadena .......................Terrace 6670
Los Angeles ..............Westmore 9331
San Pedro ..............San Pedro 194
El Monte .......................El Monte 401
Riverside .....................Riverside 2400
Santa Monica ..........Santa Monica 24599

CENTRAL SHUEY CREAMERY
East Bay .......................Olympic 3000
Richmond ......................Richmond 1938

PARKSIDE DAIRY
Fresno .........................3-5174

BLAKE'S DAIRY
Sacramento ....................Main 6418

STOCKTON MILK COMPANY
Stockton .......................Stockton 2527

THE HOME DAIRY
Palo Alto ......................Palo Alto 6116

GOLD MEDAL CREAMERY
Long Beach ....................Long Beach 33961

Golden State
MILK PRODUCTS COMPANY
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<th>MONDAY Programs</th>
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<td><strong>BEST BETS TODAY</strong></td>
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### 491.5 Meters
**KFRC**
- Channel 61
- 1000 Watts
- 7 to 7:30 a.m.—Seal Rocks broadcast; stocks
- 7:30 to 8 a.m.—Bill Wright, "The Laughfinder"
- 8 to 8:30 a.m.—Georgia O. George, DLBS
- 8:30 to 9 a.m.—"Home Products," recordings
- 9:30 to 10 a.m.—"Return of Youth," by Mary Coughlan
- 9:30 to 10:30 a.m.—Feminine Fancies, DLBS
- 10:30 to 11 a.m.—Coffee & Prayers, DLBS
- 11 to 11:30 a.m.—Mary Lewis Haines, domestic talk
- 11:30 to 12 noon—Auditions
- 12 to 1 p.m.—Sherman-Clay concert
- 1 to 2 p.m.—V. S. Navy Band, CBS
- 2 to 3 p.m.—Happy-Go-Lucky Hour, DLBS
- 3 to 3:15 p.m.—Western Air Express, talk
- 3:15 to 3:25 p.m.—Talk on Good-will Trip to Mexico
- 3:25 to 3:30 p.m.—Something About Everything
- 3:30 to 4 p.m.—Yoong's Orchestra, CBS
- 4 to 4:30 p.m.—H. Kallenbom, Current Events, CBS
- 4:30 to 5 p.m.—Voices from Filmland, CBS
- 5 to 5:30 p.m.—Wellman & Dell, DLBS
- 5:30 to 6 p.m.—Melody Masters, DLBS
- 6 to 6:15 p.m.—Bobs, sports authority
- 6:15 to 6:30 p.m.—"Your Financial Problems"
- 6:30 to 7 p.m.—Charles and Happy Foxes & W
- 7 to 7:30 p.m.—Don Lee Symphony, DLBS
- 7:30 to 8 p.m.—Voice of Columbia, CBS
- 8 to 10 p.m.—"Golden State Blue Monday Jamboree"
- 10 to 10:15 p.m.—Gypsy and Marta
- 10:15 to 11 p.m.—Hotel Mark Hopkins Orch., DLBS
- 11 to 12 midnight—Los Angeles Biltmore Orch., DLBS
- 12 to 1 a.m.—Dance music

### 315.6 Meters
**KFWB**
- Channel 95
- 1000 Watts
- Warner Brothers, Hollywood, California
- 8 to 8:30 p.m.—Don Warner's dance orchestra
- 8:30 to 10 a.m.—Orpheus Sextet and the Feature Trio
- 10 to 10:30 a.m.—Home Economics talk
- 10:30 to 11:30 a.m.—Jean Cowan; Dixieland Syncopators
- 11:30 to 12:30 p.m.—Quintet and soloists; Cecil & Sally
- 12:30 to 2 p.m.—Variety Serenaders; the Three Well Sisters and Bernard Cooney, popular songs
- 2 to 2:30 p.m.—Art Fabst and his band
- 4 to 6 p.m.—Everett Hoagland's ensemble with Gus Mack, soloist
- 6 to 6:30 p.m.—KFWB Dinner Ensemble
- 6:30 to 7 a.m.—Harry Jackson's entertainers
- 7 to 7:15 p.m.—J. J. Johnston, organist
- 7:30 to 7:45 p.m.—Jean Leonard, Wizard of the Zephyrs
- 7:45 to 8 a.m.—Clyff and Lolly, "Nuts of Radio"
- 8 to 8:30 p.m.—Don Warner's Dance Orchestra
- 8:30 to 10 p.m.—Ice hockey game announced by Bill Scott
- 10 to 10:30 p.m.—George Olsen's orchestra
- 10:30 to 11:30 p.m.—Gus Arnhem's orchestra
- 11:30 to 12 midnight—George Olsen's orchestra

### 243.8 Meters
**KYA**
- Channel 123
- 1000 Watts
- Pacific Broadcasting Corp., San Francisco
- 9 to 10 a.m.—Recorded program
- 10 to 10:30 a.m.—Cooking, by Belle de Graf
- 10:30 to 11 a.m.—Popular recordings
- 11 to 12 noon—California Sunshine Hour
- 12 to 12:15 p.m.—Band-Playing
- 12:15 to 2 p.m.—Recordings
- 2 to 3 p.m.—Bridge Party Hour
- 3 to 3:30 p.m.—Coffee & Prayers, DLBS
- 3:30 to 4:15 p.m.—Popular recordings
- 4:15 to 5:15 p.m.—Sunset Hour
- 5:15 to 5:45 p.m.—Virginia Spencer and Helen Stone
- 5:45 to 6:15 p.m.—National Futures program; records
- 6:15 to 6:30 p.m.—Metro and Cosmo
- 6:30 to 7 p.m.—Popular recordings
- 7 to 7:30 p.m.—George Taylor and the boys
- 7:30 to 8 p.m.—Tommy Monroe and Bob Allen
- 8 to 9 p.m.—Calendar of the Air
- 9 to 10:30 p.m.—Revue of KYA Artists
- 10:30 to 11 a.m.—Recordings and requests

### 325.9 Meters
**KOMO**
- Channel 92
- 1000 Watts
- Fisher's Blend Station, Inc., Seattle, Wash.
- 6:56 a.m.—Inspirational services
- 7 a.m.—Making Merry with Sperry
- 7 a.m.—Woman's Magazine of the Air, NBC
- 11 a.m.—Organ recital, Betty Shilton
- 11:15 a.m.—Fred Lynch, tenor; Marye Burns
- 12 noon—Agriculture farm talk
- 12:15 p.m.—"What to Prepare for Dinner"
- 12:30 p.m.—Grain, fruit and vegetable reports
- 12:35 p.m.—Orchestra with tenor, contralto, baritone
- 2:30 p.m.—Pacific Coast School of the Air
- 3 p.m.—Tabernacle choir and organ recital, NBC
- 3:30 p.m.—Vocal ensemble recital
- 4 p.m.—Mining stock quotations
- 4:15 p.m.—Greenwood Mitchell and Vona Socofsky, solos and duets
- 4:20 p.m.—"Kiddies' program
- 5 p.m.—The Hot Spot of Radio, NBC
- 5:30 p.m.—Artistic Ensemble; Hayden Morris, basso
- 5:30 p.m.—Dinner "The Ivories"
- 6 p.m.—General Motors Party, NBC
- 7 p.m.—Stromberg-Carlson concert, XRC
- 7:30 p.m.—Empire Builders, NBC
- 8 p.m.—Rudy Seiger's Shell Synphonists, NBC
- 8:30 p.m.—Annie 'O' Andy, NBC
- 8:45 p.m.—Alcy and the Girls, NBC
- 9 p.m.—Voice of Firestone, NBC
- 9:30 p.m.—The Cigar Band
- 10 p.m.—Univ. of Wash. Educational Hour
- 10:15 p.m.—News flashes
- 11 p.m.—Laughner-Harris Dance Orchestra
- 12 midnight—Organ recital, Betty Shilton
MONDAY Programs

NBC
National Broadcasting Company

10:30 to 11:30 a.m.—"Woman's Magazine of the Air" Helen Chase offers "FACES to Order" during the Climax Period. She will be preceded to the microphone by Helen Webster, who promises to describe the whitening of a drainboard during her Clorox Feature. The Red Sailor, Phil Ireland, will also be featured with Bennie Walker, Miss Webster and Ann Holden taking part. Joseph Hornik and his Magazine Melodists will provide the instrumental selections, with a duo of NBC soloists completing the musical fare. KGO, KHQ, KOMO, KGW, KPO and KFI from 10:30 to 11:30, and through KSL and KOA all day.

1 to 2 p.m.—Pacific Vaagabonds

Popular tunes will be played by Paul Carson, organist, and the Musical Vaagabonds band and solo by the three co-eds and Jack Deane, tenor, KGO and KGW (1:30 to 2 p.m.).

2:30 to 3 p.m.—Pacific Coast School of the Air

William De Mille will be the speaker during today's Pacific Coast School of the Air broadcast through KGO, KHQ, KOMO, KGW, KPO and KFI.

3 to 3:30 p.m.—Mormon Tabernacle Choir and Organ

KGO, KOMO, KGW and KPO.

3:45 to 4 p.m.—California Federation of Women's Clubs, KGO and KEC.

4:45 to 5 p.m.—Back of the News in Washington

KGO and KHQ.

6 to 6:30 p.m.—Moment Musical

Arcadia Birkenholz's string ensemble, Caroline Andrews, pianist, and Richard Maxwell, tenor, will unite in the transcontinental presentation of Moment Musical over KGO, KHQ, KOMO and KGW.

6:30 to 7 p.m.—General Motors Family Party

In the list of the great singers of the world today may be found the name of Ezio Pinza, basso of the Metropolitan Opera Company in New York, and the particular bright star of the General Motors Family Program. KGO, KHQ, KOMO, KGW and KFI.

7 to 7:30 p.m.—Stromberg-Carlson Program

Guy Fraser Harrison and the 50-piece Rochester Civic Orchestra will dive from the classical music which is their custom to offer when they play "Turkey in the Straw" in the Stromberg-Carlson program. KGO, KHQ, KOMO, KGW and KFI.

7:30 to 8 p.m.—"Empire Builders"

How a temperamental movie star upsets the plans of her co-workers when she refuses to jump over a fire escape on the roof of her apartment building. In Glacier National Park is revealed in the Empire Builders' presentation. KGO, KHQ, KOMO, KGW and KFI.

8 to 9 p.m.—Rudy Seiger's Shell Symphonists

Rudy Seiger's Shell Symphonists will play again for radio auditors when they present their weekly concert. The tuneful light selections to be heard will be announced by Seiger and interpreted under his direction. KPO and KFI release the entire program and music for broadcast over the first half-hour.

8 to 8:30 p.m.—"Out of the West," KGO.

8:30 to 8:45 p.m.—Amos 'n Andy, KGO, KGK, KOMO, KGW, KFI, KOMO, KGW.

8:45 to 9 p.m.—Ole and the Girls

Ole gets "pinched" in tonight's episode, and there is considerable doubt as to whether or not Cora and serial. The Apple Sisters, will be able to get their vaudeville partner out of jail in time to go on with the show. KGO, KHQ, KOMO, KGW, KECA.

9 to 9:30 p.m.—"Voice of Firestone"

The Firestone Strings bring again the voices of Myron Nollows, Marion Gilbert and the Choristers, and a full concert orchestra headed by Max Bearden. This program will be heard over KGO, KHQ, KOMO, KGW, KFI, KSL and KOA.

9:30 to 10 p.m.—"The Cigar Band"

Eight popular melodies, including a waltz melody, will be "The Cigar Band's" contribution to the radio audience when Walter Beban leads this group of dance musicians. KGO, KHQ, KOMO, KGW, KFI.

10 to 10:30 p.m.—House of Myths

Laura Wins Amanett is the self-explanatory title of the concluding episode in "The Adventures of the Trojans. This dramatized myth is one of a series being written in a satirical style by Carleton E. Morse. Appropriate background music will be played throughout the production. KGO, KECA, KSL and KOA.

10:30 to 11 p.m.—Music Box

Selections which are generally heard in a music box will be played by Charles Hart's orchestra.

KOER, KEC, KFA, KOMO, KGW, KFI.

11 to 12 midnight—Laughery-Harris Hotel St. Francis Dance Orchestra, KGO and KOMO.

468.5 Meters

KFI

Channel 64

5000 Watts

1930, Copyright, E. C. Anthony, Inc., L. A.

7 a.m.—"Making Merry with Sperry"

7:30 a.m.—Opening market quotations

7:45 a.m.—"Making Merry with Sperry"

8 a.m.—Shell Happy Time from KPO

8 a.m.—Sadye Nathan

9:15 a.m.—Sylvia's Happy Hour

10:30 a.m.—Woman's Magazine of the Air, NBC

11:30 a.m.—"Mental Exercises," Francis Hancock

12 noon—U. C. and U. S. agriculture talks

12:15 p.m.—Federal and state market reports

6:15 p.m.—Winnie Fields, travelogue

7:30 p.m.—California School of the Air

9:30 p.m.—Bess Klimmer's Helpful Hints to Housewives

4 p.m.—"Books I Like" Francis Sullivan

4:30 p.m.—Big Brother

5 p.m.—Baron Keyes, "The Story Man"

5:30 p.m.—Wilfred after Work, tenor

5:45 p.m.—Stock market reports

6:30 p.m.—General Motors Family Party, NBC

7 p.m.—Stromberg-Carlson program, NBC

7:30 p.m.—Empire Builders, NBC

8 p.m.—Shell Symphonists, NBC

8 p.m.—Voice of Firestone, NBC

9:30 p.m.—The Cigar Band, NBC

10 p.m.—Packard Concert Orchestra, Pryor Moore, dir.

10:30 p.m.—Helen Guests, ballads

11 p.m.—KFI news bureau

236.1 Meters

KOL

Channel 127

1270 Kycs.

Seattle Broadcasting Co., Seattle, Wash.

6:45 to 7 a.m.—Radio Time Clock

7 to 8 a.m.—Eye Opener program

8 to 9:30 a.m.—Recorded program

9:30 to 10 a.m.—Horticultural and Sylvia Gray

10 to 12 noon—Musical program; "The Carnival"

12 to 2:30 p.m.—Popular melodies

2:30 to 3:30 p.m.—"Micolor's" by Eva Gonnella

3:45 to 4:15 p.m.—"Musical Side Show"

4:15 to 5 p.m.—Newscasting; Mr. Fixit

6 to 6:30 p.m.—Service Hour

6 to 6:30 p.m.—Ivan Ditmars with Show News

6:15 to 7 p.m.—Cecil and Sally; Friendship

7 to 8 p.m.—"The Midway" with Ivan Ditmars; Three Little Girls; Midway Band and Pinkerton Day

8 to 9 p.m.—Semi-classical program

9 to 9:30 p.m.—Wheeler's Old Time Band

9:30 to 10:30 p.m.—Melody Boys; Ruby Veatch; George McCulloch; Goldie Opolsky; Rhythmette Twins

10:30 to 12 midnight—Dance music

204 Meters

KGA

Channel 147

1470 Kycs.


8 a.m.—News and popular music

9 a.m.—Friendly Hour; popular music

11 a.m.—Luncheon concert

12 noon—News and Firestone's; "Waltz of the Roses" will be heard over KGO, KHQ, KOMO, KGW, KFI, KSL and KOA.

1 to 2 p.m.—"Voice of Firestone"

2 p.m.—Popular Melange; Radio Matinee

3 p.m.—Gift program; Tenor concert

5 p.m.—World Bookman; Uncle Andy

5:30 p.m.—Hometowners' Orchestra; Glen Eaton, tenor; Marjorie Robillard, piano

7 p.m.—Damski's Neapolitans; Agatha Turely, soprano; Sydney Dixon, tenor

10 p.m.—Request program

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MONDAY Programs

535.4 Meters
Pickwick Broadcasting Co., Oakland, Calif.
7 to 8:30 a.m.—Studio program; recordings
8:30 to 9 a.m.—Ye Towne Cryer
9 to 9:30 a.m.—Morning Worship Service
9:30 to 10 a.m.—"Broadway Tunes"
10 to 10:30 a.m.—Homes with Alma Malby
10:30 to 11 a.m.—B. L. Corley
11 to 12 noon—Barney Lewis' Tabloid of the Air
12 to 1:30 p.m.—Studio program; Chapel of Chimes
1:30 to 2 p.m.—Dr. Keyes program
2 to 3 p.m.—Musical Appreciation Hour
3 to 3:30 p.m.—Organ, Alice Blue; Mabel Payne, soloist
3:30 to 5 p.m.—"Broadway Tunes"; Dr. Forrester
5 to 6 p.m.—Brother Bob's Frolic Hour
6 to 7 p.m.—Studio program; Chapel of Chimes
7 to 7:30 p.m.—Art Fadden, pianist
7:30 to 8 p.m.—"Fest and Personality" program
8 to 9 p.m.—String ensemble and soloists
9 to 9:30 p.m.—"Organ Echoes" with Alice Blue
9:30 to 10 p.m.—Dorothy Nichols, cellist; Alice Blue, pianist and organist
10 to 11 p.m.—String ensemble; Carl Tobin, tenor; Jane Sargent Sands, pianist
11 to 12 midnight—Seminary programs
12 to 1 a.m.—"Slumber Chaser"

296.6 Meters
First Baptist Church, San Jose, Calif.
9:30 to 11 a.m.—Helpful Hints; weather reports
11 to 11:45 a.m.—Bancroft's Service program
11:45 to 12 p.m.—Recordings; organ recital
12:30 to 1 p.m.—Market reports, weather
1 to 1:30 p.m.—Hart's Happy Half Hour
1:30 to 2:30 p.m.—The Friendly Hour
2:30 to 3 p.m.—Helpful Hints to Housewives
3 to 3:30 p.m.—Musical program
4:15 to 4:30 p.m.—Children's program
5:15 to 5:30 p.m.—Painless Doctor
5:30 to 6 p.m.—San Jose Radionics Institute
6 to 6:15 p.m.—Guy A. Pack program
6:15 to 6:30 p.m.—Crop digest from S. F. studio
6:30 to 6:45 p.m.—Market reports, S. F. studio
6:45 to 6:55 p.m.—Farmers' Exchange; weather report
7 to 7:50 p.m.—Farm Bureau evening radio news
7:50 to 8 p.m.—San Jose Chamber of Commerce
8 to 9:30 p.m.—Studio programs

483.6 Meters
The Morning Oregonian, Portland, Oregon
7 to 8 a.m.—"Making Merry with Sperry"
8 to 9 a.m.—Mary Happytime
9 to 9:30 a.m.—Oregonian Cooking School; news reports
9:30 to 10:15 a.m.—The Town Crier
10:15 to 10:45 a.m.—Fitch program
10:45 to 11:30 a.m.—Woman's Magazine of the Air, NBC
11:30 to 12 noon—Program of recordings
12 to 12:30 p.m.—"Powers Red Piper"
12:30 to 1 p.m.—Stewart-Warner organ
1 to 2 p.m.—Pacific Vagabonds, NBC
2:30 to 3 p.m.—Pacific School of the Air, NBC
3 to 3:30 p.m.—Mormon Tabernacle, NBC
3:30 to 4:15 p.m.—Studio personalities
4:15 to 4:45 p.m.—Evening Revues, NBC
4:45 to 5 p.m.—Back of the News in Washington, NBC
5 to 6 p.m.—Movie Club; studio program
6 to 6:45 p.m.—"The Morning Mail"
6:45 to 7 p.m.—General Motors Family Party, NBC
7 to 7:30 p.m.—"Stromberg-Carlson, NBC
7:30 to 8 p.m.—"Voice of the Theatre, NBC
8 to 8:30 p.m.—Rudy Seiger's Shell Symphony, NBC
8:30 to 8:45 p.m.—Amos 'n Andy, NBC
8:45 to 9 p.m.—"Ole B. at the Wheel" NBC
9 to 9:30 p.m.—"Firestone program, NBC
9:30 to 10 p.m.—"The Cigar Band," NBC
10 to 12 midnight—Ben Selling's Boys; organ recital

340.7 Meters
Tribune Publishing Co., Oakland, Calif.
7 to 8 a.m.—Exercises and entertainment
8 to 9 a.m.—Jean Kent
9 to 9:30 a.m.—Modern Homes period
9:30 to 10:15 a.m.—Music opened
10:15 to 10:30 a.m.—S. F. stocks; weather
10:30 to 12 noon—Records, classified adv.
12 to 1 p.m.—Machado's Hawaiian Band
1 to 2 p.m.—Jean's Hi-Lights
2 to 2:30 p.m.—Recordings
2:30 to 3:30 p.m.—Opportunity hour; stocks
3:30 to 5 p.m.—Recordings
5 to 5:30 p.m.—Brother Bob Club
5:30 to 6 p.m.—Edgar Russell
6 to 7 p.m.—Hotel Oakland concert trio
7 to 7:30 p.m.—News items
7:30 to 8 p.m.—Jack Delaney's Alabam Cafe orchestra
8 to 9 p.m.—Amaut Quartet
9 to 10 p.m.—Helen Wegman Farmelee, pianist; California Saxtet; Edith Fern Newcomb, contralto, and Charles Pollette, accompanist
10 to 10:30 p.m.—Hotel Oakland concert trio
10:10 to 11 p.m.—Dance program

254.1 Meters
Western Broadcasting Co., Portland, Ore.
5 p.m.—KEX Bulletin Hour
6 p.m.—Hometowners' Orchestra; Glen Eaton, tenor; Marjorie Robillard, piano
7 p.m.—Dream Melodies; Agatha Turley, soprano; Sydney Dixon, organist; Mabel Mohrman, piano
9 p.m.—Novelty program; Melvin & Merced
9:30 p.m.—Concert hour
10:30 p.m.—Jack and Jill Tavern Orchestra
11:30 p.m.—Weather and police reports
11:40 to 1 a.m.—KEX midnight matinee

361.2 Meters
General Electric Co., Denver, Colorado
5 to 5:30 p.m.—Brown Palace Hotel Orchestra
5:30 to 6 p.m.—Berlin Boyd, Better Business Bureau
6 to 6:30 p.m.—Museum of Science, NBC
6:30 to 7 p.m.—General Motors Family Party
7 to 7:30 p.m.—Stromberg-Carlson program
7:30 to 8 p.m.—Empire Builders
8 to 8:30 p.m.—Supreme Serenaders
8:30 to 9:15 p.m.—Amos' Andys
8:45 to 9 p.m.—Lamb Mixed Quartet
9 to 10 p.m.—Voice of Firestone: string trio
10 to 11 p.m.—House of Myths; The Music Box

KLX
Channel 56
880 Kcys.
500 Watts

KOA
Channel 88
1180 Kcys.
5000 Watts

KOH
Channel 59
590 Kcys.
1000 Watts

KLX
Channel 88
880 Kcys.
500 Watts

KOH
Channel 59
590 Kcys.
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KOH
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MONDAY Programs

379.5 Meters
790 Kcys.
General Electric Co., Oakland, California
9 to 9 a.m.—Revelle
9 to 9:30 a.m.—Meet the Folks
9:30 to 10 a.m.—Radio Ramblings
10:30 to 11:30 a.m.—Magazine of the Air
11:30 to 12 noon—Philharmonic organ recital
12 to 1 p.m.—Red Brandt Time
1 to 2 p.m.—Pacific Vagabonds
2 to 2:30 p.m.—NBC Debut Hour
2:30 to 3 p.m.—Pacific Coast School of the Air
3 to 3:30 p.m.—Mormon Tabernacle choir and organ recital, Salt Lake City
3:30 to 3:45 p.m.—Studio personalities
3:45 to 4:15 p.m.—Calif. Federation of Women's Clubs
4:15 to 4:45 p.m.—Evening Revelies
4:45 to 5 p.m.—Back of the News in Washington, D. C.
5 to 5:30 p.m.—The Hot Spot of Radio
5:30 to 6 p.m.—Afternoon Musical
5:45 to 6:30 p.m.—News service: Moment Musical
6:30 to 7 p.m.—General Motors Family Party
7 to 7:30 p.m.—Stromberg-Carlson program
7:30 to 8 p.m.—The Empire Builders
8 to 8:30 p.m.—“Out of the West”
8:30 to 8:45 p.m.—Amos 'n Andy
8:45 to 9 p.m.—Ole and the Girls
9 to 9:30 p.m.—The Voice of Bugstone
9:30 to 10 p.m.—“The Cigar Band”
10 to 11 p.m.—House of Myths; the Music Box
11 to 12 midnight—Hotel St. Francis dance orchestra

285.5 Meters
1050 Kcys.
L. A. Evening Express, Los Angeles, Calif.
10:30 to 11 a.m.—Announcements
11:30 to 12 noon—Philharmonic organ recital
12:30 to 1:30 p.m.—Pacific Coast School of the Air
1:30 to 2 p.m.—Pacific Vagabonds
2 to 2:30 p.m.—NBC Debut Hour
2:30 to 3 p.m.—Pacific Coast School of the Air
3 to 3:30 p.m.—Mormon Tabernacle choir and organ recital, Salt Lake City
3:30 to 3:45 p.m.—Studio personalities
3:45 to 4:15 p.m.—Calif. Federation of Women's Clubs
4:15 to 4:45 p.m.—Evening Revelies
4:45 to 5 p.m.—Back of the News in Washington, D. C.
5 to 5:30 p.m.—The Hot Spot of Radio
5:30 to 6 p.m.—Afternoon Musical
5:45 to 6:30 p.m.—News service: Moment Musical
6:30 to 7 p.m.—General Motors Family Party
7 to 7:30 p.m.—Stromberg-Carlson program
7:30 to 8 p.m.—The Empire Builders
8 to 8:30 p.m.—“Out of the West”
8:30 to 8:45 p.m.—Amos 'n Andy
8:45 to 9 p.m.—Ole and the Girls
9 to 9:30 p.m.—The Voice of Bugstone
9:30 to 10 p.m.—“The Cigar Band”
10 to 11 p.m.—House of Myths; the Music Box
11 to 12 midnight—Hotel St. Francis dance orchestra

265.3 Meters
1130 Kcys.
Radio Service Corp., Salt Lake City, Utah
3 p.m.—Salt Lake Tabernacle choir and organ, NBC
3:30 p.m.—“Ye Old Towne City Club of Salt Lake City”
5 p.m.—Studio program dance orchestra
5:30 p.m.—Vocal and instrumental selections
5:45 p.m.—Educational program
6 p.m.—Moment Musical
6:30 p.m.—General Motors “Family Party,” NBC
7 p.m.—Program of vocal and instrumental selections
7:30 p.m.—Great Northern Railroad program, NBC
8 p.m.—“The Jewel Box”
8:30 p.m.—Amos 'n Andy, NBC
8:45 p.m.—Dr. Keller, “Care of the Eyes”
9 p.m.—“The Voice of Firestone,” NBC
9:30 p.m.—Diversified drama program
10 p.m.—House of Myths, NBC
10:30 p.m.—“The Music Box,” NBC
11 p.m.—Midnight Hour

333.1 Meters
900 Kcys.
KHJ
1000 Watts
Don Lee, Inc., Los Angeles, California
7 to 8 a.m.—Recordings; stock exchange reports
8 to 9 a.m.—Radio Hollywood, CBS
9 to 9:30 a.m.—Program of recordings
9:30 to 10:30 a.m.—Feminine Fancies, from KFRC
10:30 to 11:15 a.m.—Times Forum; recordings
11:15 to 11:30 a.m.—Honoluluans, CBS
11:30 to 11:45 a.m.—Ann Leaf, CBS
11:45 to 12 noon—Program of recordings
12 to 12:30 p.m.—Columbia Hotel concert orchestra
12:30 to 12:45 p.m.—World-wide news
12:45 to 1 p.m.—Organ recital and vocalist
1 to 1:30 p.m.—Walter Winchell’s morning program
1:30 to 2 p.m.—U. S. Navy Band, CBS
2 to 3 p.m.—Happy Go Lucky Hour, from KFRC
3 to 3:15 p.m.—Choral Delights, talk
3:15 to 3:30 p.m.—Helene Selby, talk on dogs
3:30 to 3:45 p.m.—M. Murray’s talk on home problems
3:45 to 4 p.m.—Automobile Club of So. Calif.
4 to 4:05 p.m.—Better Business Bureau talk
4:05 to 4:30 p.m.—Recordings; world news
4:30 to 5 p.m.—Voices from Filmland,” to CBS
5 to 5:30 p.m.—Charlie Weiman and Neil Larson
5:30 to 6:30 p.m.—Matinee Melody Masters
6:30 to 7 p.m.—Chas. Hamp, presented by S. & W.
7:30 p.m.—Don Levy Orchestra
7:30 to 8 p.m.—Silverwood’s orchestra and singers
8 to 10 p.m.—Golden State Milk Products Jamboree
10 to 11 p.m.—World-wide news
10:05 to 11 p.m.—Mark Hopkins Hotel dance orchestra
11 to 12 midnight—Biltmore Hotel dance orchestra
12 to 1 a.m.—Wesley Tourtellotte’s organ recital

440.9 Meters
680 Kcys.
KPO
Channel 68
KPO
5000 Watts
Theale Bros. & The Chronicle, San Francisco
7 to 8 a.m.—Health Excerises by Hugh Barrett Dobbs and William Hancock
8 to 9 a.m.—Shell Happytime, by Hugh Barrett Dobbs and William H. Hancock
9:30 to 10 a.m.—Dobbie’s Daily Chat
10 to 10:30 a.m.—Julia Hayes, “Helpful Hints”
10:30 to 11:30 a.m.—Magazine of the Air, NBC
11:30 to 11:55 a.m.—Ye Towne Crier
11:55 to 12:05 p.m.—Time, Scripture, announcements
12:05 to 12:10 p.m.—Dean Gresham, Community Chest
12:10 to 1 p.m.—Art Work, talk on arts
1 to 1:30 p.m.—Ann Warner’s Home Chats
2 to 2:10 p.m.—E. A. Pierce stock reports
2:10 to 2:30 p.m.—Dean M. Miller, Hardin Small
2:30 to 3 p.m.—Pacific Coast School broadcast, NBC
3 to 3:30 p.m.—Mormon Tabernacle, NBC
3:30 to 3:45 p.m.—Dept. of Commerce talk
3:45 to 4 p.m.—Calif. State Chamber of Commerce
4 to 4:50 p.m.—S. F. Branch American Penwomen
4:50 to 5 p.m.—E. A. Pierce stock reports
5 to 5:15 p.m.—Feminine Fancies, from KFRC
5:15 to 6 p.m.—News Digest, “Scotty” Mortland
6 to 7 p.m.—Reo Masters of Music
7 to 8 p.m.—“To the Air and Beyond”
7 to 8 p.m.—Shell Symphonists program, NBC
9 to 9:10 p.m.—Ceil and Sally
9:10 to 10 p.m.—The Toasters
10 to 11 p.m.—Jesse Stafford’s dance orchestra

www.americanradiohistory.com
Fickle Audiences Doom Direct Advertising

The fickleness of the radio public is responsible for a decided change in the character of radio advertising, with a trend away from the direct advertising of commodities and toward the building up of good will.

The refusal of people to listen regularly to a particular advertising program because there may be another feature on the air at the same time which they would rather hear has caused radio broadcasters and advertisers considerable concern. But there is nothing they can do about it, except make their programs better than the other fellow's, a difficult task in this day of superlative features. And even then, the program will not hold all the people the advertiser desires to reach.

Because of this failure to get to all the people all the time, manufacturers and merchants who advertise over the radio will continue to place their main dependence upon periodicals, where their message can be read every time the publication is picked up. The radio advertisement is gone as soon as the program signs off, but the printed word remains and has some value just as long as the print is legible.

At first it was thought by some optimistic business men that radio was a substitute for the newspapers and magazines, and that the public could be sold over the air fully as well. Now it is realized that this can never be. No advertiser can tell a completed story to a constantly changing audience.

Radio advertising is disconnected, and the same listeners are not always tuned in on consecutive programs. Radio is finding the same obstacles to direct advertising that the motion picture theaters encountered years ago. Many can remember when the feature films were followed by advertising slides, but the theater men found that the advertising did not attract people, but that the substitution of a short comedy film for the advertisements would, and the advertisements were promptly kicked out. Radio undoubtedly is an excellent medium for advertising, but many of the big advertisers are devoting their programs to good-will building, making their selling talk in print and using the radio to "sell" the company.
535.4 Meters
560 Kcys.
Pickwick Broadcasting Co., Oakland, Calif.
7 to 8:30 a.m.—Studio program; Masters Album
8:30 to 9 a.m.—Ye Towne Cryer
9 to 9:30 a.m.—Pacific School of the Air, NBC
9:30 to 10 a.m.—Dr. J. Douglas Thompson
10 to 10:30 a.m.—Household Hour with Aimee La Marr
10 to 11 a.m.—Dr. B. L. Cornele
11 to 12 noon—Barney Lewis' Tabloid of the Air
12 to 1:30 p.m.—Studio program; Chapel of Chimes
1:30 to 3 p.m.—"Fashionette"; symphonic records
3 to 3:30 p.m.—Three Steps Up
3:30 to 5 p.m.—Dr. Forrester; "Broadway Tunes"
5 to 6 p.m.—Brother Bob's Frolic Hour
6 to 7 p.m.—Studio program; Chapel of Chimes
7 to 7:30 p.m.—"30 Minutes of Melody with Don"
7:30 to 8:30 p.m.—String ensemble; Alice Blue, Joan Bay, Jane Sands
8:30 to 10 p.m.—Ice hockey game with Ernie Smith at the mike
10 to 11 p.m.—Rudolph's String Ensemble
11 to 12 midnight—Semi-classical program
12 to 1 a.m.—"Slumber Chaser"

483.6 Meters
620 Kcys.
The Morning Oregonian, Portland, Oregon
7:15 to 7:45 a.m.—Y. M. C. A. health exercises
7:45 to 8 a.m.—Devotional services
8 to 9 a.m.—Meeting of the Portland Breakfast Club
9 to 9:30 a.m.—Oregonian Cooking School; news
9:30 to 9:45 a.m.—The Town Crier
9:45 to 10:30 a.m.—"Betty Crocker"; Town Crier
10:30 to 11:30 a.m.—Woman's Magazine of the Air, NBC
11:30 to 12 noon—Program of recordings
12 to 12:30 p.m.—"Powers Pied Piper"
12:30 to 1 p.m.—Organ recital
1 to 1:15 p.m.—U. S. market report
1:15 to 1:50 p.m.—Musical entertainment
1:30 to 2 p.m.—Pacific School of the Air, NBC
2 to 2:15 p.m.—Mattine Time, NBC
2:15 to 2:30 p.m.—Flag talk, NBC
2:30 to 3 p.m.—Mattine Time, NBC
3 to 3:30 p.m.—Auction bridge by radio
3:30 to 4 p.m.—Musical Musketees, NBC
4 to 4:30 p.m.—Voters' Service, NBC
4:30 to 5:30 p.m.—Service Hour and program
5:30 to 6 p.m.—Around the World with Libby
6 to 6:30 p.m.—Eveready Hour, NBC
6:30 to 7 p.m.—"Happy Wonder Bakers," NBC
7 to 7:30 p.m.—Westin Hotel
7:30 to 8:30 p.m.—Radio-Kelth-Orpheeum, NBC
8:30 to 8:45 p.m.—Amos 'n' Andy, NBC
8:45 to 9 p.m.—John and Ned
9 to 9:30 p.m.—Acme Orch., NBC
9:30 to 10 p.m.—Florsheim, NBC
10 to 10:10 p.m.—Cecil and Sally
10:10 to 11 p.m.—Gold Shield concert
11 to 12 midnight—Dance band

340.7 Meters
880 Kcys.
Tribune Publishing Co., Oakland, Calif.
7 to 8 a.m.—Exercises and entertainment
7:35 a.m.—Opening N. Y. stocks
8 to 9 a.m.—Jean Kent's Pray Hour
9 to 9:30 a.m.—Modern Homes period
9:30 to 11 a.m.—Records; stocks
11 to 12 noon—Carlisle ad show
12 to 1 p.m.—Machado's KLX Hawaiians
1 to 2 p.m.—Jean's Hi-Lights
2 to 3 p.m.—Recordings; S. F. stocks
3 to 3:30 p.m.—The Melody Man
3:30 to 4:30 p.m.—Records; humane educa. talk
4:30 to 5 p.m.—Chas. T. Besserer, organist
5 to 5:30 p.m.—Brother Bob's Club
5:30 to 6 p.m.—Edgar Russell
6 to 7 p.m.—Hotel Oakland concert trio
7 to 7:30 p.m.—News items
7:30 to 8 p.m.—Ethel Rhinard and Cora Scott
8 to 9 p.m.—Fleur de Lis dance orchestra
9 to 9:15 p.m.—Oakland School Department talk
9:15 to 10 p.m.—Helen Wegman Farmeele, pianist; Nenino Tuchet, accordionist; Muriel Scherruble, soprano
10 to 11 p.m.—Dance records

333.1 Meters
900 Kcys.
Don Lee, Inc., Los Angeles, California
7 to 8 a.m.—Recordings; stock exchange reports
8 to 9 a.m.—Radio Home Makers, CBS
9 to 9:30 a.m.—Program of recordings
9:30 to 10:30 a.m.—Feminine Fancies, from KFRC
10:30 to 11 a.m.—Times Forum
11 to 11:30 a.m.—Chas. Hamp, presented by S. & W.
11:30 to 12 noon—American School of the Air, CBS
12 to 12:30 p.m.—Biltmore Hotel orchestra
12:30 to 12:45 p.m.—World-wide news
12:45 to 1:30 p.m.—L. A. Advertising Club luncheon
1:30 to 2 p.m.—U. S. Army Band, CBS
2 to 2:30 p.m.—Program of recordings
2:30 to 3 p.m.—Happy Go Lucky Hour, KFRC
3 to 3:15 p.m.—Western Air Express, talk
3:15 to 3:30 p.m.—Safety Conference, talk
3:30 to 3:45 p.m.—Midnight Mission, talk
3:45 to 4 p.m.—U. S. C. Trojan period
4 to 4:50 p.m.—Organ and singers
4:50 to 5 p.m.—World-wide news
5 to 5:30 p.m.—Charlie Wellman and his six peppers
5:30 to 6 p.m.—Sunset Ensemble
6 to 7 p.m.—Paul Whiteman and orchestra, CBS
7 to 7:30 p.m.—Graybar program, Joe and Vi, CBS
7:30 to 8 p.m.—Musical suggestions
8 to 9 a.m.—Pacific States Sav. & Loan program
9 to 9:30 p.m.—Southern Californians
9:30 to 10 p.m.—Don Lee Symphony
10 to 10:10 p.m.—World-wide news
10:10 to 12 midnight—Biltmore Hotel Dance Orch.
12 to 1 a.m.—Wesley Tourtellotte, organ recital
TUESDAY Programs

440.9 Meters

680 Kcys.

LEA Bros. & The Chronicle, San Francisco
7 to 8 a.m.—Health Exercises by Hugh Barrett Dobbs and William H. Hancock
8 to 9 a.m.—Shell Happynight, by Hugh Barrett Dobbs, assisted by William H. Hancock
9:30 to 10 a.m.—Doc's Daily Chat
10:30 to 11:30 a.m.—Magazine of the Air
11:30 to 11:55 a.m.—T. B. F. S. Prayer
11:55 a.m. to 12:05 p.m.—Time signals, Scripture reading
1:30 to 2 p.m.—Pac. Coast School broadcast, NBC
2 to 2:15 p.m.—E. A. Pierce, stock reports
2:15 to 2:30 p.m.—Flag talk, NBC
2:30 to 3 p.m.—California Crooners and Mildred Bailey, pianist
3 to 4:30 p.m.—The Toreadors; bridge lesson
4:50 to 5 p.m.—Stock Market quotations
5 to 5:50 p.m.—Children's Hour
5:50 to 6 p.m.—"Scotty" Mortland
6 to 7 p.m.—Reo Masters of Music
7 to 8:30 p.m.—North Americans; the Sequoians
8:30 to 9:30 p.m.—Packard Radio, NBC and KFI
9 to 10 p.m.—Cecil and Sally: Musical Capers
10 to 11 p.m.—Joe Wright's Silver Slipper Dance Orch.

315.6 Meters

950 Kcys.

Warner Brothers, Hollywood, California
8 to 8:30 a.m.—Betty Silberman, organist
8:30 to 10 a.m.—Orpheus Sextet; Feature Trio
10 to 11 a.m.—Betty Silberman, organist
10:30 to 11:30 a.m.—Jean Cowan and Dixeland Synco-pators
11:30 to 12 noon—KFVB String Quintet
12 to 12:10 p.m.—"Cecil and Sally"
12:10 to 12:30 p.m.—KFI String Quintet
12:30 to 2 p.m.—Variety Serenaders; Boswell Sisters and Bernard Cooney
4 to 5 p.m.—Radio Variety
6 to 6:30 p.m.—KFVB Dinner Ensemble
6:30 to 7 p.m.—Harry Jackson's entertainers
7 to 7:30 p.m.—Orchestra
7:30 to 8 p.m.—Murphy Players presenting a playlet
8 to 8:30 p.m.—String quartet; Vernon Rickard, tenor
8:30 to 9 p.m.—The Serenaders
9 to 9:30 p.m.—Edgeworth Plantation Orquird
9:30 to 10:30 p.m.—Olympic quintet; main bout
10:30 to 11:30 p.m.—Gus Arnheim's orchestra

508.2 Meters

950 Kcys.

Louis Wasmer, Inc., Spokane, Washington
6:45 a.m.—Inspirational service
7 a.m.—Peppy Morning Varieties; Headliners
8 a.m.—The Hill Happy Time, KPO
8 a.m.—Bert Horton, actor, and Walter Beban's Musicians
8 a.m.—Walt, Winn and Harvey
9:45 a.m.—Betty Crocker Gold Medal talks, NBC
10 a.m.—Home Service Hour
10:30 a.m.—Woman's Magazine of the Air, NBC
11:30 a.m.—Winifred Rhoades, KGO organist
11 noon—Chamber of Commerce luncheon
1 p.m.—"Just Fun" chamber music
1:30 p.m.—Pacific Coast School of the Air, NBC
2 p.m.—Gems from Sartori & Wolff
2:15 p.m.—Flag talk, NBC
3 p.m.—Album Symphonies; Paint o' Mine
4 p.m.—Voters' Service, NBC
4:30 p.m.—Happy Harmonies
5:30 p.m.—Around the World with Libby, NBC
6 p.m.—Eveready Hour, NBC
6:30 p.m.—Bakers, NBC
7 p.m.—Westinghouse "Salutes," NBC
7:30 p.m.—RKO program, NBC
8 p.m.—Bill Studebaker, NBC
8:45 p.m.—John and Ned, NBC
9 p.m.—Don Amazo, the Wizard
9:30 p.m.—Florsheim Shoe Co. Program, NBC
10 p.m.—Spotlight Review, NBC
11 p.m.—Just Another Hour; "Ask for It!"

National Broadcasting Company

9:45 to 10 a.m.—Betty Crocker's Gold Medal Home Service Talks
Typical recipes from other countries world-wide in their appeal will be the subjects of a series of Betty Crocker Gold Medal Home Service talks over KGO, KFI, KOMO, KGW and KFCF.
10:30 to 11:30 a.m.—"Woman's Magazine of the Air" Miss Holden will describe a tempting dinner to be prepared easily after the afternoon "out." She presents this program during the Peppermint period. Musical selections will complete the hour, which is conducted by Bennie Walker.
10:30 and 11:30 a.m.—"KQO, KOMO, KGW, KFI and KFWB.
1:30 to 2 p.m.—Pacific Coast School of the Air
A bank president who began his career by working as a "handy boy" will address the student audience this afternoon, KGO, KHF, KOMO, KGW, and KFWB.
2 to 2:15 and 2:30 to 3 p.m.—Matinee Time
Joseph Hornik and a full concert orchestra will be heard for the introduction of various vocal music over KGO and KGW. KOMO the first 15 minutes only.
2:15 to 2:30 p.m.—Flag Talks for Children
"Old Glory's Greatest Glory" is the subject on which Mrs. Ruth Beban will talk. She is the fourth speaker to be heard in this series of flag talks which are believed to have a listening audience of 15,000 children. KGO, KHF, KOMO, KGW, and KFI.
4 to 4:30 p.m.—Voters' Service
"Ethics of Lobbying" will be discussed by Bruce Bliven, editor of "The New Republic," and Charles Brand, president of the Washington group of Trade Association Executives, KGO, KHF, KOMO, KGW, KGAM.
5:30 to 6 p.m.—"Around the World with Libby"
Captain Joseph Pesta-ner and his orchestra on board the "Ship of Melody" will be heard during the "Around the World with Libby" cruise over KGO, KQH, KOMO, KGW and KECA.
6 to 6:30 p.m.—Evers Ready Hour will be broadcast through KGO, KQH, KOMO, KGW and KFI.
6:30 to 7 p.m.—Happy Wonder Bakers
Harry Armstrong, singer of popular songs, will be the guest artist with the Happy Wonder Bakers. Frank Black directs the orchestra. KGO, KQH, KOMO, KGW and KECA.
7 to 7:30 p.m.—Westinghouse Salute
Cesare Sodero will wield the conductor's baton before a unique symphonic orchestra of 50 musicians and 40 vocalists. KGO, KHF, KOMO, KGW, and KECA.
7:30 to 8 p.m.—Radio-Keith-Orpheum Hour
Leo Reisman's orchestra will usher on and off the other lanes with "Easy" headlining. He'll be heard tonight over KGO, KQH, KOMO, KGW and KFI.
8:30 to 8:45 p.m.—Amos 'n Andy, KGO, KGW, KOMO, KECA and KHF.
8:45 to 9 p.m.—John and Ned
With "Little Mary" again joining in their conversation, John and Ned will be heard over KGO, KQH, KOMO, KGW and KECA.
9 to 9:30 p.m.—Concert Album, KGO.
9:30 to 10 p.m.—Florsheim Frolic
Novel arrangements of melodious dance tunes called for the introduction of various vocal solo and ensemble numbers from the members of the orchestra will be heard during the course of this program. KGO, KQH, KOMO, KGW, KECA, KTVL, KOA.
10 to 11 p.m.—Spotlight Review
A review of those to be heard reveals the names of Irving Kennedy, tenor; William Powers, the agro spiritual singer; Bobbe Deane, impersonator; Ted Maxwell; Ben McLaughlin, popular singer; Charles Marshall, guitarist and singer of "Hill Billy Songs" composer, "Bill" Roberts and Harold Peck; a blackface comedy team; Nina Hinds and Pearl Leonard, familiarly known as "A Pair of Queens," and instrumental duet, Boba and Bert. William Reber's band of Musical Musketeers. KGO, KQH, KECA.
11 to midnight—Musical Musketeers
Newest fox-trot, popular tunes in other dance rhythms and occasional favorites of past months will be offered through KGO and KOMO (11:15 to 12).
### TUESDAY Programs

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<tr>
<th>Frequency</th>
<th>Station</th>
<th>Channel</th>
<th>Power</th>
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<tr>
<td>379.5 Meters</td>
<td>KGO</td>
<td>Channel 79</td>
<td>10,000 Watts</td>
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<td>468.5 Meters</td>
<td>KFI</td>
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<td>285.5 Meters</td>
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<td>Channel 105</td>
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<td>1030 Meters</td>
<td>CNRV</td>
<td>Channel 103</td>
<td>5000 Watts</td>
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**KGO**
- 8 to 9 p.m.: Revelle: Meet the Folks
- 9:30 to 9:45 p.m.: John D. Barry
- 9:45 to 10 a.m.: Minnie Fields Moore

**KFI**
- 2:15 to 2:30 p.m.: Barkey Keeyes
- 5:45 to 6 p.m.: Stock market reports
- 6:50 p.m.: Better Business Bureau talk

**KNX**
- 12 to 12:30 p.m.: L. A. Evening Express
- 1:30 to 2 p.m.: Reading interesting books
- 2:30 to 3:30 p.m.: L. A. Firemen's Orchestra
- 3:30 to 4 p.m.: Organ program
- 4:30 to 5 p.m.: Symphony Orchestra
- 5:15 to 5:45 p.m.: Big Brother Ken's Kiddie Hour
- 6:45 to 6 p.m.: Town Crier's timely amusement tips

**CNRV**
- 10:30 a.m.: Morning Hour of Music
- 7 p.m.: Canadian National Rys Transcontinental Hour
- 8 p.m.: Educational feature
- 8:45 p.m.: Symphony Orchestra
- 9 p.m.: Helen Ainsworth's violin quartet
- 9:30 p.m.: Richard Stanton, tenor; Catherine McEwan, mezzo-soprano, and Jas. Todd, pianist
- 10 p.m.: Canadian National Ensemble and the Lyricist of CNRV

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**KFWM Channel 93**
- 5 a.m.: Night Watchman's bedtime story
- 5:30 a.m.: Top o' the Morning, Doc Herrold
- 11 a.m.: Classical recordings
- 12:30 p.m.: Helen Louise Jewell, organist
- 12:30 p.m.: Brother Walter, vocalist, and Lucinda Cooper, pianist
- 2 p.m.: Organ reverie, Harriett Pool
- 4 p.m.: The Travelers
- 9:30 p.m.: The Campfire Program

**KFWD Channel 93**
- 6 a.m.: Musical Clock
- 9:30 a.m.: Cal King's Country Store
- 10:30 a.m.: Charlie Glenn, "Songs of Yesterday"
- 12:30 p.m.: Cal King's Country Store
- 3:30 p.m.: Jack and Jill Tavern Orchestra
- 9:30 p.m.: Concert hour of recordings
- 10:30 p.m.: Woman's Magazine of the Air

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**KFWI Channel 93**
- 7 to 8 a.m.: Musical Clock
- 9 to 10 a.m.: Cal King's Country Store
- 10:30 a.m.: Charlie Glenn, "Songs of Yesterday"
- 12:30 p.m.: Cal King's Country Store
- 10:30 p.m.: Jack and Jill Tavern Orchestra
- 11:30 p.m.: Weather and police news

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**KEX Channel 118**
- 5 a.m.: Inspirational services
- 8 a.m.: Shell Happy Time
- 9 a.m.: Health exercises
- 9:30 a.m.: Meet the Folks, CBC
- 2 p.m.: Matinee Time, NBC
- 2:15 to 2:30 p.m.: Phil's programs for children
- 2:45 p.m.: Artistic Ensemble with Marye Burns
- 3:30 p.m.: Mining rock quotations
- 4 p.m.: Voters' Service, NBC

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**KOMO Channel 92**
- 7:55 a.m.: Inspirational services
- 8 a.m.: Shell Happy Time
- 9 a.m.: Health exercises
- 9:30 a.m.: Meet the Folks, CBC
- 10 a.m.: Artistic Ensemble with Marye Burns
- 11:30 a.m.: Orchestra; Agnes Skartvedt and Veona Socolofsky
- 12 noon: Agriculture farm talk
- 12:15 p.m.: What to Prepare for Dinner
- 12:30 p.m.: Grain, fruit and vegetable reports
- 12:35 p.m.: Orchestra; Greenwood Mitchell, baritone
- 1:30 p.m.: Pacific Coast Pool of the Air
- 2 p.m.: Matinee Time, NBC
- 2:15 p.m.: Phil's programs for children, NBC
- 3 p.m.: Artistic Ensemble with Marye Burns
- 4:30 p.m.: Mining rock quotations
- 4 p.m.: Voters' Service, NBC
- 5 p.m.: Kiddies' program
- 5:30 p.m.: Around the World with Libby, NBC
- 6 p.m.: Eveready Hour, NBC
- 6:30 p.m.: Happy Wonder Bakers
- 7 p.m.: Westinghouse Salute, NBC
- 7:30 p.m.: Radio-Keith-Orpheum Hour, NBC
- 8:30 p.m.: Amos 'n Andy, NBC
- 9 p.m.: Don Amaio, the Wizard
- 9:30 p.m.: Florsheim Folic, NBC
- 10 p.m.: Gold Shield Lithium Hour
- 11 p.m.: News flashes: Musical Muskeeters
- 12 to 12:30 a.m.: Organ recital, Betty Shilton
TUESDAY Programs

491.5 Meters

KFRC Channel 61
610 Kcys. 1000 Watts


7 to 7:30 a.m.—Seal Rocks broadcast; stocks
7:30 to 8 a.m.—Bill Wright, "The Laughfinder"
8 to 8:30 a.m.—Musical record program
8:30 to 9 a.m.—"Home Front" broadcast
9 to 9:30 a.m.—Columbia Review, CBS
9:30 to 10:30 a.m.—Feminine Fancies, DLBS
10:30 to 11 a.m.—Wynn's Daily Chats
11 to 11:30 a.m.—Charles W. Hamp for S & W
11:30 to 12 noon—American School of the Air, CBS
12 to 1 p.m.—Sherman-Clay noonday concert
1 to 2 p.m.—The Army Band, CBS
2 to 3 p.m.—Happy-Go-Lucky Hour
3 to 3:15 p.m.—Colonial Dames beauty talks
3:15 to 3:30 p.m.—Rita Murray, financial hints
3:30 to 3:35 p.m.—Something About Everything
3:35 to 4 p.m.—Yoeng's Orchestra, CBS
4 to 4:50 p.m.—Organ and singers, DLBS
4:50 to 5 p.m.—Recordings and Town Topics
5 to 5:30 p.m.—Wellman & Peppers
5:30 to 6 p.m.—Edna Fischer, pianist
6 to 7 p.m.—Paul Whitman's Old Gold Orch., CBS
7 to 7:30 p.m.—Joe and Vi, CBS
7:30 to 8 p.m.—Kernan Twins
8 to 8:30 p.m.—Fac. States Savings program
9 to 9:30 p.m.—Malton Merrick's Modern Melodists
9:30 to 10 p.m.—Captain Adams program
10 to 10:30 p.m.—Watanabe; Eddie Holden
10:10 to 12 midnight—Val Valente's Roof Garden Orchestra; soloists
12 to 1 p.m.—Dance music

KSL Channel 113
5000 Watts

Radio Service Corp., Salt Lake City, Utah
5 p.m.—Novelty instrumental and vocal program
6 p.m.—And the World with Libby, "NBC
6 p.m.—Ereverdy Hour, NBC
6:30 p.m.—"Happy Wonder Bakers," NBC
7 p.m.—Westsinghouse Salute, NBC
7:30 p.m.—Radio-Keith-Orpheum, NBC
8 p.m.—Amos 'n Andy, NBC; studio program
8:45 p.m.—Mr. Fred quartet and instrumentalists
9:30 p.m.—Pancolin Shoe Co. program, NBC
10 p.m.—Claude Kiff's Tavern Band
11 p.m.—Midnight Hour

KOA Channel 83
12,500 Watts

General Electric Co., Denver, Colorado
5 to 5:30 p.m.—Farm question box, Geo. Wheeler
5:30 to 6 p.m.—Around the World with Libby
6 to 6:30 p.m.—Ereverdy Hour
6:30 to 7 p.m.—Happy Wonder Bakers
7 to 7:30 p.m.—Westsinghouse Salute
7:30 to 8:30 p.m.—Radio-Keith-Orpheum Hour
8:30 to 8:45 p.m.—Amos 'n Andy; NBC
8:45 to 9:30 p.m.—General Electric Hour; Denver Concert Orchestra and General Electric Male Quartet
9:30 to 10 p.m.—Florsheim program
10 to 11 p.m.—Spotlight Review

KVI Channel 76
1000 Watts

Puget Sound Broadcasting Co., Tacoma, Wash.
4 to 5 p.m.—The Serenaders, Monique Thomas, director; Billy Landers, blues singer
5 to 5:15 p.m.—Helene Hill and Aubrey Knoeff, two-person program
5:15 to 6:45 p.m.—Billy Landers, blues singer; Dorothy Grodvig, soprano; Willis Higley, tenor
6:45 to 7:30 p.m.—Malton Merrick's Modern Melodists, DLBS
7:30 to 9:10 p.m.—Captain Adams program, DLBS
10 to 10:12 p.m.—Dorothy Grodvig, soprano; Willis Higley, tenor
10:12 to 12 midnight—Val Valente's Roof Garden Orchestra, DLBS
12 to 1 a.m.—Organ recital

243.8 Meters

KYA Channel 123
1230 Kcys.

Pacific Broadcasting Corp., San Francisco
9 to 10 a.m.—Recorded program
10 to 10:30 a.m.—Cooking, by Belle de Graf
10:30 to 11 a.m.—Recordings
11 to 12 noon—Columbia Sunshine Hour
12 to 12:15 p.m.—Newscasting
12:15 to 1 p.m.—Tuesday Noon Club
1 to 2 p.m.—Classical music
2 to 3 p.m.—Bridge Party Hour
3 to 5 p.m.—Fashion show; recordings
5:15 to 5:45 p.m.—Ray Whitcher, Community Chest
5:45 to 6:15 p.m.—Virginia Heiser and Helen Stone
6:15 to 7 p.m.—National Kanteens program; records
7 to 7:30 p.m.—George Taylor and the Boys
7:30 to 7:45 p.m.—College Daze, Toby and Babs
7:45 to 8 p.m.—Greta, Yvonne and Helen Stone
8 to 9 p.m.—Calendar of the Air
8 to 9 p.m.—News; Claire Upshur & N. Campbell
9:30 to 10:30 p.m.—Pacific Artists' Trio
10:30 to 1 a.m.—Dance recordings and requests

280.2 Meters

KJS Channel 107
1070 Kcys.

KJBS Channel 107
100 Watts

J. Brunton & Sons, San Francisco, Calif.
6:45 to 8 a.m.—KJBS Alarm Klok Klub
8 to 8:30 a.m.—Marshall & Stearns program
8:30 to 9:30 a.m.—Popular records; concert music
8:30 to 10 a.m.—States Restaurant program
10 to 10:45 a.m.—Tales of the Sea; records
10:45 to 11 a.m.—Dr. Wiseman, health talk
11 to 11:30 a.m.—Newscasting
11:30 to 12 noon—Maude E. White, soprano
12 to 12:30 p.m.—Stock report; records
12:30 to 2:30 p.m.—Al Kell and Ernie Lohman; records
2 to 2:30 p.m.—Dell Raymond and Oscar Young
2:30 to 4 p.m.—Popular records; Restful Hour
4 to 4:30 p.m.—Shirley Dale; records
4:30 to 5:45 p.m.—Barnes Sunset Review; records

204 Meters

KGA Channel 147
1470 Kcys.

5 p.m.—World Bookman; Uncle Andy
5:30 p.m.—Dinner Hour; market reports
6 p.m.—Melody Aces
7 p.m.—Danski's musical comedies
8 p.m.—Ensemble; Dwight Heter, baritone, soloist
9 p.m.—Orpheus Quintet; Sydney Dixon, tenor; Betty Andersen, soprano
10 p.m.—Record program

236.1 Meters

KOL Channel 127
1270 Kcys.

Seattle Broadcasting Co., Seattle, Wash.
5 to 6 p.m.—Service Hour
6 to 6:15 p.m.—Ivan Ditmars with Show News
6:15 to 7:00 p.m.—Cecil and Sally; Friendship Hour
7 to 8 p.m.—The Midway" with Ivan Ditmars; Three Little Girls; Midway Band and Pinkerton Day
8 to 8:30 p.m.—Baxter's Boys; boxing broadcast
8:30 to 12 midnight—Dance music

296.6 Meters

KQW Channel 101
1010 Kcys.

KQW Channel 101
1000 Watts

First Baptist Church, San Jose, Calif.
9:30 to 10:30 a.m.—Helpful Hour; weather reports
10:30 to 11 a.m.—Helpful Hints to Housewives
11 to 11:45 a.m.—Bancredits Service program
11:45 to 12:30 p.m.—Recordings; organ recital
12:30 to 1 p.m.—Market reports; weather
1 to 1:30 p.m.—Hart's Happy Half Hour
1:30 to 2:30 p.m.—The Friendly Hour
2:30 to 3:30 p.m.—Children's program
4:45 to 5:15 p.m.—Children's program
5:15 to 5:30 p.m.—Painless Parker
5:30 to 6 p.m.—San Jose Radionics Institute
6 to 6:10 p.m.—I. S. Farm flashers
6:10 to 6:30 p.m.—Cooperative market reports
6:30 to 6:45 p.m.—Market reports, S. F. Studio
6:45 to 5:30 p.m.—Farmer's Exchange; weather reports
7 to 8 p.m.—Farm Bureau's evening radio news
7 to 9:30 p.m.—"You Never Can Tell" program

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BROADCAST WEEKLY
Feb. 26, 1930

* BEST BETS TODAY *

<table>
<thead>
<tr>
<th>TIME</th>
<th>STATION</th>
<th>PROGRAM</th>
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<tbody>
<tr>
<td>4:40 p.m.</td>
<td>KFWI 930 Kcys.</td>
<td>Channel 93, 500 Watts</td>
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<tr>
<td>5:40 p.m.</td>
<td>KFWI 930 Kcys.</td>
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<td>10:40 p.m.</td>
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<td>12:40 a.m.</td>
<td>KFWI 930 Kcys.</td>
<td>Channel 93, 500 Watts</td>
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Hale Bros. & The Chronicle, San Francisco

10 to 11 p.m.-The [missing name]

6:40 p.m.-KPO 5000 Kcys. | Channel 68, 5000 Watts |
| 7 to 8 a.m.-Health Exercises by Hugh Barrett Dobbs |
| 8 to 9 a.m.-Shell Happytime, by Hugh Barrett Dobbs, assisted by William H. Hancock |
| 9:30 to 10 a.m.-Business's Daily Chat |
| 10 to 11 a.m.-Julia Hayes, "Helpful Hints" |
| 11:30 to 12:00 p.m.-Y. T. Towne's Crier; Scripture; time |
| 12:30 to 1 p.m.-Evening Stars, NBC |
| 1 to 2 p.m.-Ann Warner's Home Chat |
| 2 to 3 p.m.-Stock Market reports |
| 3 to 4 p.m.-The Ampholinos, NBC |
| 3:30 to 4 p.m.-Plantation Echoes, NBC |
| 4:30 to 5 p.m.-E. A. Pierce, stock reports |
| 5 to 6 p.m.-Children's Hour |
| 6 to 7 p.m.-News Digest, "Scotty" Mortland |
| 7 to 8 p.m.-N. A. P. Furniture, "Happytime, yodeling cowboy" |
| 8 to 9 p.m.-Majestic, NBC |
| 9 to 10 p.m.-Cecil and Sally |
| 10 to 11 p.m.-Midwest Variety Hour |
| 11 to 12 midnight-Joe Wright's Silver Slipper Dance Orchestra |

325.9 Meters

KOMO 920 Kcys. | Channel 92, 1000 Watts |
| 7 to 8 a.m.-Shell Happy Time |
| 8 to 9 a.m.-Y. M. C. A. health exercises |
| 9:15 a.m.-Organ recital, Betty Shilton |
| 10:15 a.m.-Women's Magazine of the Air, NBC |
| 11:30 a.m.-Orchestra; Ferdin Korsmo, tenor |
| 12:15 p.m.-"What to Prepare for Dinner" |
| 12:30 p.m.-Grain, fruit and vegetable reports |
| 12:35 p.m.-Orchestra with Hayden Morris, basso |
| 1 p.m.-Radio Guild, NBC |
| 2 p.m.-National Women's Party, NBC |
| 2:15 p.m.-Orchestra with Marye Burns |
| 3:30 p.m.-Musical program |
| 4 p.m.-Mining stock quotations |
| 4:30 p.m.-The Choristers, NBC |
| 5 p.m.-Kiddies' program |
| 5:30 p.m.-Vocal ensemble, Greenwood Mitchell, dir. |
| 6 p.m.-Halsey Stuart program, NBC |
| 6:30 p.m.-Palmolive Hour, NBC |
| 7:30 p.m.-Floyd Gibbons, Headline Hunter, NBC |
| 8 p.m.-Let's Get Associated, NBC |
| 8:30 p.m.-Amos 'n Andy, NBC |
| 8:45 p.m.-Sunkist Serenaders, NBC |
| 9:15 p.m.-Nunn-Bush program; Veedol Vodvil |
| 10 p.m.-Piker's Blend Hour; news flashes |
| 11:15 p.m.-St. Francis Hotel Dance Orchestra |
| 12 to 12:30 a.m.-Organ recital, Betty Shilton |
**WEDNESDAY Programs**

**379.5 Meters**

**KGO**
Channel 79
10,000 Watts

*General Electric Co., Oakland, California*

8 to 9:30 a.m.—Revelle; Meet the Fokps
9:30 to 10:15 a.m.—The Entertainers; Betty Kelly
10:15 to 10:30 a.m.—Mary Hale Martin
10:30 to 11:30 a.m.—Woman's Magazine of the Air
11:30 to 12 noon—Romantic Hour, KFWB's organ
12 to 1 p.m.—Rembrandt Trio; Evening Stars
1 to 2 p.m.—Radio Guild
2 to 2:15 p.m.—National Life Women's Party
2:15 to 3:20 p.m.—Mattie Mine; the Amphions
3:30 to 4 p.m.—Plantation Echoes
4 to 4:30 p.m.—St. Francis Hotel orchestra
4:30 to 5 p.m.—The Choristers
5 to 5:45 p.m.—The Three Boys; news service
5:45 to 6 p.m.—Agricultural program
6 to 6:30 p.m.—Halsey Stuart program
6:30 to 7:30 p.m.—Palmolive Hour
7:30 to 8:30 p.m.—Floyd Gibbons; Parisian Quintet
8:30 to 9:15 p.m.—Amos 'n' Andy
8:45 to 9:30 p.m.—Sunkist Serenaders; Pair of Queens
9:30 to 10 p.m.—Miniature Biographies
10 to 10:15 p.m.—Klawan's sport review
10:15 to 11 p.m.—The Cotton Blossom Minstrels
11 to midnight—St. Francis Hotel dance orchestra

**333.1 Meters**

**KHJ**
Channel 90
1000 Watts

*Don Lee, Inc., Los Angeles, California*

10:30 to 12 noon—Times Forum; recordings
12 to 12:30 p.m.—Biltmore Hotel concert orchestra
12:30 to 12:45 p.m.—World-wide news
12:45 to 1:30 p.m.—Klawans' lunchmo
1:30 to 2 p.m.—Club Plaza Orchestra, CBS
2 to 2:15 p.m.—Program of recordings
2:15 to 3:15 p.m.—Happy Go Lucky Hour, KFRC
3 to 3:15 p.m.—Fred McNabb, talk on gardens
3:30 to 4 p.m.—Public library "book reviews"
4 to 4:30 p.m.—Bernard Levitow's orchestra, CBS
4:30 to 5 p.m.—World-wide news
5 to 5:30 p.m.—General Mills, Inc., CBS
5:30 to 6 p.m.—Charlie Wellman and his six peppers
6 to 6:30 p.m.—Audience of Rembrandt, Peggy Hamilton
6:30 to 7 p.m.—Chas. Hamp, presented by S. & W.
7 to 7:30 p.m.—Philco Hour, CBS
7:30 to 8 p.m.—Don Lee Symphony
8 to 9 p.m.—Show Boat, CBS
9 to 10 p.m.—Metro-Goldwyn-Mayer Movie Club
10 to 10:15 p.m.—World-wide news
10:05 to 12 midnight—Biltmore Hotel dance orchestra
12 to 1 a.m.—Wesley Trottellote's organ recital

**315.6 Meters**

**KFWB**
Channel 95
1000 Watts

*Warner Brothers, Hollywood, California*

10:30 to 11:30 a.m.—Orpheus Sextet and Feature Trio
11:30 to 12:30 p.m.—Quintet & soloists: "Cecil & Sally"
12:30 to 1:15 p.m.—Jean Cowan and Syncopators
1:15 to 1:45 p.m.—Gus Arnheim's orchestra
1:45 to 2 p.m.—Radio Varieties
4 to 6 p.m.—Everett Hoagland's ensemble and the Boswell Sisters
6 to 6:30 p.m.—KFWB Dinner Ensemble
6:30 to 7 p.m.—Harry Jackson's entertainers
7 to 7:30 p.m.—Emma Kimmel, soprano; Ray Martinez's concert orchestra
7:30 to 8 p.m.—Julius K. Johnston, organist
8 to 8:30 p.m.—The Hollywood Revelers
8:30 to 9:30 p.m.—Dance band and soloists
9:30 to 10 p.m.—Bob Murphy's Ham and Cabbage Boys
10 to 11 p.m.—George Olsen's orchestra
11 to midnight—Gus Arnheim's Montmartre Cafe Orchestra

**291.1 Meters**

**CNRV**
Channel 103
500 Watts

*Canadian National Railways, Vancouver, B. C.*

10:30 a.m.—Morning Hour of Music
10 p.m.—Variety program

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**243.8 Meters**

**KYA**
Channel 123
1000 Watts

*Pacific Broadcasting Corp., San Francisco*

9 to 10 a.m.—Recorded program
10 to 10:30 a.m.—Cooking, by Belle de Graf
10:30 to 11 a.m.—Popular recordings
11 to 12 noon—California Hotel Hour
12 to 2 p.m.—Newscasting; recordings
2 to 3 p.m.—Bridge Party Hour
3 to 3:30 p.m.—Sam's story hour
3:30 to 5:15 p.m.—Popular and classic recordings
5:15 to 5:45 p.m.—Virginia Spencer and Helen Stone
5:45 to 6 p.m.—National Kanteens program
6 to 6:30 p.m.—Mathew W. Brady; Metro & Connie
6:30 to 7 p.m.—Recorded program
7 to 7:30 p.m.—George Taylor and the Boys
7:30 to 8:30 p.m.—Purdue Hour and Bob Allen
8:30 to 9:30 p.m.—Calendar of the Air
9:30 to 10 p.m.—George Nickson, Virginia Spencer, Gretta Gaehler, Fred Heward and Dud Williamson
10 to 11 p.m.—Pacific Artists' Trio; soloist
11 to 1 a.m.—Request recordings

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**254.1 Meters**

**KEX**
Channel 118
5000 Watts

*Western Broadcasting Co., Portland, Ore.*

3 p.m.—Program of recordings
5 p.m.—KEX Radio Bulletin
6 p.m.—Hometowners' Orchestra; Glen Eaton, tenor; Marie Robie, piano
7 p.m.—Damski's Concert Ensemble; Agatha Turley, soprano; Jean Kantner, baritone
9 p.m.—"Neapolitanis", Agatha Turley, soprano; Jean Kantner, baritone
10 p.m.—Concert hour of recordings
10:30 p.m.—Jack and Jill Tavern Orchestra
11:30 p.m.—Weather and police news
11:40 p.m.—KEX midnight matte

**508.2 Meters**

**KHO**
Channel 59
1000 Watts

*Louis Wasmer, Inc., Spokane, Washington*

6:45 a.m.—Inspirational service
7 a.m.—Making Merry with Sperry, KPO
8 a.m.—The Shell Happy Time, KPO
9 a.m.—Walt, Winn and Harvey
10 a.m.—Sunshine program
10:15 a.m.—Mary Hale Martin, NBC
10:30 a.m.—Woman's Magazine of the Air, NBC
11:30 a.m.—Winifred Rokes, RKO organist
12 noon—"Down Memory Lane"
12:15 p.m.—"Brick Bats and Bouquets"
12:30 p.m.—Violin and piano studies
1:30 p.m.—"Studio Affairs"; Hawaiian Echoes
2 p.m.—National Woman's Party, NBC
2:15 p.m.—"Mandolin Murray"
3 p.m.—Album Symphonies; Paint 'o' Mine
4 p.m.—Happy Harmonies; With the Classics
6 p.m.—Halsey Studio, NBC
6:30 p.m.—Palmolive Hour, NBC
7:30 p.m.—Floyd Gibbons, NBC
8 p.m.—Let's Get Associated, NBC
8:30 p.m.—Amos 'n' Andy, NBC
8:45 p.m.—Sunkist Serenaders, NBC
9:15 p.m.—A Pair of Queens, NBC
9:30 p.m.—Yeedol Yodil, NWT
10 p.m.—Sports talk, NBC
10:15 p.m.—Cotton Blossom Minstrels, NBC
11 p.m.—Just Another Hour; "Ask for It"

**394.5 Meters**

**KVI**
Channel 76
1000 Watts

*Puget Sound Broadcasting Co., Tacoma, Wash.*

3:30 to 4 p.m.—Roy Ingraham's Paramount Orchestra, CBS
4 to 5 p.m.—Bernhard Levitow's Commodore Ensemble, CBS
5 to 5:30 p.m.—"Gold Medal Fast Freight," CBS
5:30 to 6:15 p.m.—Buddy Jenkins, baritone; Billy Landers, blues
9 to 10 a.m.—M-G-M Movie Club, DLBS
10 to 10:30 a.m.—Movie Educational program
10:30 to 11:30 a.m.—The Serenaders, Monique Thomas, director; Billy Landers, blues singer
11:30 to 12 midnight—Earl Burtnett's Biltmore Orchestra, DLBS
WEDNESDAY Programs

340.7 Meters  
KLX  
Channel 88  
880 Kcys.  
500 Watts  
Tribune Publishing Co., Oakland, Calif.

7 to 8 a.m.—Exercises and entertainment
7:35 a.m.—Opening N. Y. stocks
8 to 9 a.m.—Dr. K. Gant
9 to 9:30 a.m.—Modern Homes period
9:30 to 11 a.m.—Records; stocks
11 to 12 noon—Classified ad hour
13 to 1:30 p.m.—Hachiko's KLX Hawaiians
1 to 2 p.m.—Jean's Hi-Lights
2 to 3 p.m.—Recordings; stocks
3 to 3:30 p.m.—Ethel Rhinard, pianist
3:30 to 5 p.m.—Records; organ recital
5 to 5:30 p.m.—Brother Bob Club
5:30 to 6 p.m.—Edgar Russell
6 to 7 p.m.—Hotel Oakland concert trio
7 to 8 p.m.—News; Ethel Rhinard and Cora Scott
8 to 9 p.m.—Signor Kinaldo and his orchestra
9:15 to 9:30 p.m.—Dr. J. Douglas Thompson
9:15 to 10 p.m.—Helen Parmelee, pianist; George Barnes, tenor; Myrth Lacy, soprano
10 to 10:15 p.m.—Dr. Jelopie
10:15 to 11 p.m.—Herb Rosine's dance orchestra
11 to 12 midnight—Dance program

236.1 Meters  
KOL  
Channel 127  
1270 Kcys.  
1000 Watts  
Seattle Broadcasting Co., Seattle, Wash.

12 to 12:30 p.m.—Musical melodies
12:30 to 1:30 p.m.—Rotary Club luncheon
1:30 to 2:30 p.m.—Popular music
2:30 to 3:30 p.m.—"KOJ Matinee" with Eva Gonnella, Inez Z. Morrison, Alice Blumquist, Ralph Clayton
3:30 to 4:15 p.m.—"Musical Hour" with Brown
4:15 to 4:30 p.m.—Newscasting
4:30 to 5 p.m.—Mr. Fixit and news items
5 to 6 p.m.—Service Hour
6 to 6:15 p.m.—Mr. Ditmars with Show News
6:15 to 7 p.m.—Cecil and Sally; Friendship Hour
7 to 8 p.m.—Mr. Ditmars; Three Little Girls; Midway Band and Pinkerton Day
8 to 8:30 p.m.—Bridge game
8:30 to 9 p.m.—Mr. Ditmars and the Boss with Frank Coombs and Ward Ireland
9 to 10 p.m.—Alice Blumquist; Christina Tate; Victor Brewbaker; August Prosper; Marie Storm
10 to 12 midnight—Dance music

483.6 Meters  
KGW  
Channel 62  
620 Kcys.  
1000 Watts  
The Morning Oregonian, Portland, Oregon

7 to 8 a.m.—"Making Merry with Sperry"
8 to 9 a.m.—Shell Happy Time
9 to 9:30 a.m.—Oregonian Cooking School
9:30 to 10:15 a.m.—Town Crier
10:15 to 10:30 a.m.—Mary Martin household talk, NBC
10:30 to 11:30 a.m.—Woman's Magazine of the Air, NBC
11:30 to 12 noon—Studio records
12 to 12:30 p.m.—"Powerful Plaid Piper"
12:30 to 1 p.m.—Stewart-Warner organ
1 to 2 p.m.—Radio Guild of New York, NBC
2 to 3 p.m.—Musical entertainment
3 to 3:30 p.m.—Amphions, NBC
3:30 to 4 p.m.—Plantation Echoes, NBC
4 to 4:30 p.m.—St. Francis Hotel Orchestra
4:30 to 5 p.m.—Studio program
5 to 6 p.m.—"Franz Children's Hour"
6 to 6:15 p.m.—Halsey Sturtevant, NBC
6:15 to 7:30 p.m.—Palmolive program, NBC
7:30 to 8 p.m.—Studio program
8 to 9:30 p.m.—"Let's Get Associated," NBC
9:30 to 10:30 p.m.—"Sunset Serenaders," NBC
9:30 to 10:30 p.m.—"The 7 J Davison
9:30 to 10 p.m.—"Cecil and Sally"
10 to 11 p.m.—Fisher Concert Orchestra
11 to 12 midnight—Dance band

353.4 Meters  
KTAB  
Channel 56  
Pickwick Broadcasting Co., Oakland, Calif.

7 to 8 a.m.—Studio program
8 to 8:30 a.m.—Ye Towne Cryer
8:30 to 9 a.m.—Dr. Wade Forrester
9 to 9:30 a.m.—Morning Prayer Hour
9:30 to 10 a.m.—Dr. J. Douglas Thompson
10 to 10:30 a.m.—Household Hour, Alma La Marr
10:30 to 11 a.m.—Dr. B. L. Corley
11 to 12 noon—Barney Lewis' Tabloid of the Air
12 to 1:30 p.m.—Studio program; Chapel of Chimes
1:30 to 2 p.m.—Dr. J. Douglas Thompson
2 to 3 p.m.—Musical Appreciation Hour
3 to 3:30 p.m.—"Planisctic Pictures in Blue"
3:30 to 4:15 p.m.—"Organ Echoes," Dr. Forrester
4:15 to 5 p.m.—"Burning Tunes"
5 to 6 p.m.—Brother Bob's Frolic Hour
6 to 7 p.m.—Studio program; Chapel of Chimes
7 to 7:30 p.m.—"Let's Get Associated," NBC
7:30 to 8 p.m.—Read Givens, Jane Sands, pianist
8 to 9 p.m.—Palmolive Hour, NBC
9 to 9:30 p.m.—"Organ Echoes" with Alice Blue
9:30 to 10 p.m.—Dorothy Nichols, cellist; Alice Blue, organ
10 to 11 p.m.—Rudolph's String Ensemble
11 to 12 midnight—Semi-climax program
12 to 1 a.m.—"Slumber Chaser"

468.5 Meters  
KFI  
Channel 64  
5000 Watts  
KFI

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12 noon—Agriculture talks and market reports
12:10 p.m.—Federal and state market reports
12:15 p.m.—Sheriff's office talk
2:15 p.m.—Winnie Fields Moore, travelogue
3:30 p.m.—Noreen Gammill
3:45 p.m.—Eddie Armstrong, ballads
4:30 p.m.—Big Brother
5 p.m.—Baron Keyes, "The Story Man"
5:30 p.m.—Talk on anthropology, Southwest Museum
6:45 p.m.—Stock market reports
6:50 p.m.—Halsey-Sturtevant, NBC
6:50 p.m.—Palmolive Hour, NBC
7:30 p.m.—Gene Johnston's trio
8 p.m.—"Let's Get Associated," NBC
8:45 p.m.—Sunktser Serenaders, NBC
9:30 p.m.—Tom Terriss, vagabond movie director
10 p.m.—Concert orchestra, Pryor Moore, director
11 p.m.—KFI news bureau

361.2 Meters  
KOA  
Channel 83  
830 Kcys.  
12,500 Watts  
General Electric Co., Denver, Colorado

5 to 5:30 p.m.—Extension service, Colorado Agricultural College
5:30 to 6 p.m.—Mobiloil concert
6 to 6:30 p.m.—Halsey, Stuart program
6:30 to 7:30 p.m.—Palmolive Hour
7:30 to 8:30 p.m.—Floyd Gibbons; slumber music
8:30 to 8:45 p.m.—Amos 'n' Andy
8:45 to 9 p.m.—Billiken, pianist
9 to 9:30 p.m.—KOA Concert Orchestra
9:30 to 10 p.m.—Miniature Biographies
10 to 10:15 p.m.—Sports talk
10:15 to 11 p.m.—Cotton Blossom Minstrels

296.6 Meters  
KQW  
Channel 101  
1010 Kcys.  
500 Watts  
First Baptist Church, San Jose, Calif.

9:30 to 11 a.m.—Helpful Hour
11 to 11:45 a.m.—Bancredits Service program
11:45 to 12:30 p.m.—Dr. Johnie, organ recital
12:30 to 1 p.m.—Market reports, weather
1 to 1:30 p.m.—Hart's Happy Half Hour
1:30 to 2 p.m.—"The Friendly Hour"
2:30 to 3:30 p.m.—Audition
4:45 to 5:15 p.m.—Children's program
5:15 to 5:30 p.m.—Painless Parker
5:30 to 6 p.m.—San Jose Radionic Institute
6 to 6:10 p.m.—U. S. D. A. Farm flashes
6:10 to 6:45 p.m.—Market reports, S. F. studio
6:45 to 7 p.m.—Painless Parker
6:55 to 7 p.m.—Farmers' Exchange; weather reports
7 to 8 p.m.—Farm Bureau evening radio news
8 to 9:30 p.m.—First Baptist Church

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<td>9:45</td>
<td>KGO</td>
<td>The Song of the Harp</td>
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<td>9:45</td>
<td>KGO</td>
<td>Betty Crocker Gold Medal talk</td>
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<td>10</td>
<td>KGO</td>
<td>Woman’s Magazine of the Air</td>
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<td>11</td>
<td>KGO</td>
<td>Standard School broadcast</td>
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<td>11:45</td>
<td>KGO</td>
<td>Philharmonic organ</td>
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<td>12</td>
<td>KGO</td>
<td>Novelty Five; U. S. Army Band</td>
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<td>2:20</td>
<td>KGO</td>
<td>Orchestrations London</td>
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<td>2:20</td>
<td>KGO</td>
<td>Musical Musketiers</td>
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<td>3</td>
<td>KGO</td>
<td>Black and Gold Room Orchestra</td>
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<td>3:30</td>
<td>KGO</td>
<td>The Hot Spot</td>
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<td>4:30</td>
<td>KGO</td>
<td>St. Francis Hotel Orchestra</td>
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<td>5</td>
<td>KGO</td>
<td>“Half Hour in the Nation’s Capital”</td>
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<td>5</td>
<td>KGO</td>
<td>Fleischmann Hour</td>
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<td>6</td>
<td>KGO</td>
<td>Selberling Singers</td>
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<td>6:30</td>
<td>KGO</td>
<td>Maxwell House Melodies</td>
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<td>7</td>
<td>KGO</td>
<td>RCA Victor Hour</td>
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<td>7:30</td>
<td>KGO</td>
<td>Standard Symphony Hour</td>
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<td>8:30</td>
<td>KGO</td>
<td>Amos ‘n’ Andy</td>
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<td>8:45</td>
<td>KGO</td>
<td>John and Ned</td>
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<td>9</td>
<td>KGO</td>
<td>Memory Lane</td>
</tr>
<tr>
<td>9:30</td>
<td>KGO</td>
<td>The Olympians</td>
</tr>
<tr>
<td>10</td>
<td>KGO</td>
<td>National Concert Orchestra</td>
</tr>
<tr>
<td>11</td>
<td>KGO</td>
<td>Midnight—Musical Musketeers</td>
</tr>
<tr>
<td>12</td>
<td>KGO</td>
<td>&quot;Slumber Chaser&quot;</td>
</tr>
<tr>
<td>12:15</td>
<td>KGO</td>
<td>Biltmore Hotel concert orchestra</td>
</tr>
<tr>
<td>1:30</td>
<td>KGO</td>
<td>Organ recital</td>
</tr>
<tr>
<td>1:30</td>
<td>KGO</td>
<td>Musical Memories, CBS; records</td>
</tr>
<tr>
<td>2:15</td>
<td>KGO</td>
<td>Happy Go Lucky Hour, KFRC</td>
</tr>
<tr>
<td>2:15</td>
<td>KGO</td>
<td>U. S. C. Trojan period</td>
</tr>
<tr>
<td>3</td>
<td>KGO</td>
<td>Civic Repertory Theatre, CBS</td>
</tr>
<tr>
<td>4:30</td>
<td>KGO</td>
<td>Bernard Levitt’s orchestra, CBS</td>
</tr>
<tr>
<td>4:30</td>
<td>KGO</td>
<td>Recordings; world news</td>
</tr>
<tr>
<td>5:15</td>
<td>KGO</td>
<td>Vagabonds, CBS</td>
</tr>
<tr>
<td>5:15</td>
<td>KGO</td>
<td>Talk on National Politics, CBS</td>
</tr>
<tr>
<td>5:45</td>
<td>KGO</td>
<td>Manhattan Moods, CBS</td>
</tr>
<tr>
<td>5:45</td>
<td>KGO</td>
<td>Coast Investor, speaker</td>
</tr>
<tr>
<td>6</td>
<td>KGO</td>
<td>Charlie Wellman’s six peppers</td>
</tr>
<tr>
<td>6</td>
<td>KGO</td>
<td>Drama and organ</td>
</tr>
<tr>
<td>7</td>
<td>KGO</td>
<td>Mood Pictures, CBS</td>
</tr>
<tr>
<td>7:30</td>
<td>KGO</td>
<td>Organ recital</td>
</tr>
<tr>
<td>8</td>
<td>KGO</td>
<td>Violet Ray Merry Makers</td>
</tr>
<tr>
<td>9:30</td>
<td>KGO</td>
<td>Veedol Vaudeville, from KFRC</td>
</tr>
<tr>
<td>9:30</td>
<td>KGO</td>
<td>10:05 p.m.—World-wide news</td>
</tr>
<tr>
<td>10:05</td>
<td>KGO</td>
<td>Wesley Tourtellotte’s organ recital</td>
</tr>
</tbody>
</table>

**BEST BETS TODAY**

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<th>BEST BETS TODAY</th>
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**THURSDAY Programs**

**KGO** Channel 79, 10,000 Watts

- 9:45 to 10:00 a.m.: The Song of the Harp
- 10:00 to 11:00 a.m.: Betty Crocker Gold Medal talk
- 11:00 to 11:15 a.m.: Woman’s Magazine of the Air
- 11:15 to 11:30 a.m.: Standard School broadcast
- 11:30 to 12:00 noon: Philharmonic organ
- 12:00 to 12:15 p.m.: Novelty Five; U. S. Army Band
- 12:15 to 1:00 p.m.: Orchestrations London
- 1:00 to 1:45 p.m.: Musical Musketiers
- 1:45 to 2:30 p.m.: Black and Gold Room Orchestra
- 2:30 to 3:15 p.m.: The Hot Spot
- 3:15 to 4:15 p.m.: St. Francis Hotel Orchestra
- 4:15 to 5:00 p.m.: ‘Half Hour in the Nation’s Capital’
- 5:00 to 6:00 p.m.: Fleischmann Hour
- 6:00 to 6:45 p.m.: Selberling Singers
- 6:45 to 7:30 p.m.: Maxwell House Melodies
- 7:30 to 8:15 p.m.: RCA Victor Hour
- 8:15 to 9:00 p.m.: Standard Symphony Hour
- 9:00 to 9:45 p.m.: Amos ‘n’ Andy
- 9:45 to 10:30 p.m.: John and Ned
- 10:30 to 11:30 p.m.: Memory Lane
- 11:30 to 12:15 p.m.: The Olympians
- 12:15 to 1:00 p.m.: National Concert Orchestra
- 1:00 to 2:00 p.m.: Midnight—Musical Musketeers

**KTB** Channel 56, 500 Watts

- 9:45 to 10:00 a.m.: Betty Crocker Gold Medal talk
- 10:00 to 11:00 a.m.: Woman’s Magazine of the Air
- 11:00 to 12:00 noon: Standard School broadcast
- 12:00 to 12:45 p.m.: Studio program; Chapel of Chimes
- 12:45 to 1:30 p.m.: “Fireside Interlude” with string ensemble and artists
- 1:30 to 2:15 p.m.: Ice hockey game with Ernie Smith at the mike
- 2:15 to 3:00 p.m.: Rudolph’s String Ensemble, Read Givens, Jane Sargent Sands, pianist
- 3:00 to 4:00 p.m.: Slumber Chaser

**KQH** Channel 59, 1000 Watts

- 9:45 to 10:30 a.m.: Inspirational service
- 10:30 to 11:15 a.m.: Musical Melodies; Headlines
- 11:15 a.m.: Shell Happytime, KPO
- 11:15 a.m.: Walt, Winn and Harvey
- 11:30 a.m.: Betty Crocker Gold Medal talks, NBC
- 12:00 to 12:45 p.m.: Woman’s Magazine of the Air, NBC
- 12:45 to 1:30 p.m.: National Savings luncheon program
- 1:30 to 2:15 p.m.: Brick Bats and Bouquets
- 2:15 to 3:00 p.m.: “Ballads We Remember”
- 3:00 to 3:45 p.m.: “Down Memory Lane”, NBC
- 3:45 to 4:30 p.m.: “Studio Affairs”; Fur Facts
- 4:30 to 5:15 p.m.: NBC program
- 5:15 to 5:45 p.m.: Talk on National Politics, CBS
- 5:45 to 6:30 p.m.: Manhattan Moods, CBS
- 6:30 to 7:00 p.m.: Coast Investor, speaker
- 7:00 to 7:30 p.m.: Drama and organ
- 7:30 to 8:15 p.m.: Mood Pictures, CBS
- 8:15 to 9:00 p.m.: Organ recital
- 9:00 to 9:30 p.m.: Violet Ray Merry Makers
- 9:30 to 10:00 p.m.: Veedol Vaudeville, from KFRC
- 10:00 to 10:30 p.m.: World-wide news
- 10:30 to 11:00 p.m.: Wesley Tourtellotte’s organ recital
<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>7:00</td>
<td><strong>National Broadcasting Company</strong></td>
</tr>
<tr>
<td>7:05</td>
<td>Miss Crocker will take the members of her cooking school back to England and to the quaint old town of Covenry where a recipe for Mocha Squares is promised at the close. KGO, KHQ, KOMO, KGW, KPO and KFI.</td>
</tr>
<tr>
<td>7:30</td>
<td>Openings and College Student Forum</td>
</tr>
<tr>
<td>8:00</td>
<td><strong>KFI</strong> 640 Kcys. Channel 64</td>
</tr>
<tr>
<td>8:00</td>
<td>5000 Watts</td>
</tr>
<tr>
<td>7:30</td>
<td><em>National Concert Orchestra</em></td>
</tr>
<tr>
<td>8:00</td>
<td>Rudy Vallee's Connecticut Yankees will syncope to the tunes of more than a score of popular compositions. Annette Doehr will be given by Vernon Bartlett, noted English commentator, today between 2 and 2:20 o'clock. KGO, KHQ, KOMO, KGW, and KPO.</td>
</tr>
<tr>
<td>8:30</td>
<td>2:30 p.m.—Melody Musketeers, KGO and KGW.</td>
</tr>
<tr>
<td>9:00</td>
<td>3:30 p.m.—Black and Gold Room Orchestra</td>
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<tr>
<td>9:30</td>
<td>KGO, KGW and KPO.</td>
</tr>
<tr>
<td>10:00</td>
<td>4:30 to 5 p.m.—“A Half Hour in the Nation’s Capital”</td>
</tr>
<tr>
<td>10:15</td>
<td>Another outstanding personality at Washington. D.C. will be brought before the microphone in the third presentation of this program. KGO, KHQ, KOMO, KGW, KPO and KECA.</td>
</tr>
<tr>
<td>10:30</td>
<td>5:30 p.m.—Fleischmann Hour</td>
</tr>
<tr>
<td>10:45</td>
<td>Rudy Vallee’s Connecticut Yankees will syncope to the tunes of more than a score of popular compositions. Annette Doehr will be given by Vernon Bartlett, noted English commentator, today between 2 and 2:20 o'clock. KGO, KHQ, KOMO, KGW, and KPO.</td>
</tr>
<tr>
<td>11:00</td>
<td>6:30 p.m.—Selberling Singers</td>
</tr>
<tr>
<td>11:15</td>
<td>Frank Black, pianist and director, will be heard in a fantasy on “Love,” a song hit from the motion picture “The Trespasser.” Other participants heard weekly at this time are James Melton, tenor; a male quartet and the Singing Violins. KGO, KHQ, KOMO, KGW and KFI.</td>
</tr>
<tr>
<td>11:30</td>
<td>7:30 p.m.—Maxwell House Melodies</td>
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<tr>
<td>11:45</td>
<td>Vocal and instrumental numbers will be heard during this half-hour. KGO, KHQ, KOMO, KGW, and KECA.</td>
</tr>
<tr>
<td>12:00</td>
<td>8:00 p.m.—Standard Symphony Hour</td>
</tr>
<tr>
<td>12:30</td>
<td>Five composers will be represented on the classical program which Alfred Hertz and the San Francisco Symphony Orchestra will play during the Standard Symphony Hour broadcast over KGO, KHQ, KOMO, KGW and KFI.</td>
</tr>
<tr>
<td>12:45</td>
<td>8:30 to 8:45 p.m.—Amos ’n’ Andy, KGO, KOMO, KGW, KHQ and KFI.</td>
</tr>
<tr>
<td>13:00</td>
<td>8:45 to 9 p.m.—John and Ned, KGO, KHQ, KOMO, KGW and KECA.</td>
</tr>
<tr>
<td>13:15</td>
<td>9:00 p.m.—Memory Lane</td>
</tr>
<tr>
<td>13:30</td>
<td>By special request, the Goshen Center folk will bring to life an old-fashioned box social. Box socials were always quite the center of the life of the small midwest community of 1890, the setting and the time of the “Memory Lane” plays. Lunch boxes at these gatherings were sold to the highest bidder and the proceeds were turned over to some charitable cause. N. C. Connette has written the continuity of the box social around situations suggested by two “Memory Lane” radio listeners, Mrs. C. M. Hew of Portland, Ore., and Mrs. Francis Kuisher of Daly City, Calif. KGO, KOMO and KGW.</td>
</tr>
<tr>
<td>13:45</td>
<td>9:30 to 10 p.m.—The Olympians</td>
</tr>
<tr>
<td>14:00</td>
<td>Mynard Jones is director of the Olympians, who will be heard over KGO and KOA.</td>
</tr>
<tr>
<td>14:15</td>
<td>10 to 11 p.m.—National Concert Orchestra</td>
</tr>
<tr>
<td>14:30</td>
<td>Max Dolin leading the National Concert Orchestra and a vocal soloist will contribute to the 60-minute program of classical gems over KGO and KOA.</td>
</tr>
<tr>
<td>14:45</td>
<td>11 to 12 p.m.—Musical Musketeers</td>
</tr>
</tbody>
</table>

The above information is from the **Broadcast Weekly** issue dated Feb. 23-March 1, 1930.
THURSDAY Programs

491.5 Meters
610 kcys.


7 to 7:30 a.m.—"Simple Fitts," stocks
7 to 8 a.m.—"Simple Fitts" and "Pedro"
8 to 8:30 a.m.—Bill Wright, "The Laughfinder"
8:30 to 8:45 a.m.—"Home Products"
8:45 to 9:30 a.m.—"Tropical Tramps, CBS
9:30 to 9:45 a.m.—Feminine Faves, DLBS
10:30 to 11 a.m.—Wyn's Daily Chats
11 to 11:30 a.m.—Charles W. Hamp for S & W
11:30 to 12 noon—American School of the Air, CBS
12 to 1 p.m.—Sherman-Clay noontday concert
1 to 1:30 p.m.—Rhythm Kings, CBS
1:30 to 2 p.m.—Curtain Calls, CBS
2 to 3 p.m.—Happy-Go-Lucky Hour
3 to 3:15 p.m.—Talks on Popular Psychology
3:30 to 3:30 p.m.—Beau staff talks
3:30 to 4 p.m.—Civic repertoires plays,
4 to 4:30 p.m.—Bernhard Levitt's Comedienne Ensemble, CBS
4:30 to 5 p.m.—KFRC Dance Band: Town Topics
5 to 5:15 p.m.—The Vagabonds, CBS
5:15 to 5:30 p.m.—Frederick William Wile, CBS
5:30 to 6 p.m.—Edna Fischer, pianist
6 to 6:30 p.m.—KFRC Dance Band
6:30 to 7 p.m.—Bandleader K. W. El Patio Orchestra
7 to 7:30 p.m.—Grand Opera Concert Orchestra, CBS
7:30 to 8 p.m.—National Forum, Washington, D. C.
8 to 9 p.m.—Violet Ray Mrykemakers, DLBS
9 to 9:15 p.m.—Veedel Vodvil, DLBS
9:15 to 10 p.m.—American Malze Products Company
10 to 10:15 p.m.—"Frank Watanabe," Eddie Holden
10:15 to 11:15 p.m.—Roof Garden Orchestra
11:10 to 12:10 a.m.—Hotel Mark Hopkins Orchestra
12:10 to 1 a.m.—Dance music

361.2 Meters
830 kcys.

General Electric Co., Denver, Colorado

4:30 to 5 p.m.—Half hour in the Nation's Capitol
5 to 6 p.m.—Fleischmann Hour
6 to 6:30 p.m.—Selberling Singers
6:30 to 7 p.m.—Maxwell House Melodies
7 to 8 p.m.—RCA Victor Hour
8 to 8:30 p.m.—Conoco Adventurers
8:30 to 8:45 p.m.—Amos 'n Andy
9 to 9:15 p.m.—The Black Eagle, NBC
9:30 to 10 p.m.—The Olympians
10 to 11 p.m.—National Concert Orchestra

285.5 Meters
1050 kcys.

L. A. Evening Express, Los Angeles, Calif.

6:45 to 7 a.m.—Exercises by Dr. P. M. Seixas
8 to 8:15 a.m.—Record program
8:15 to 8:30 a.m.—Inspirational talk and prayer
9 to 9:30 a.m.—Georgina O. George program
9:30 to 10 a.m.—Radio shopping news
10 to 10:30 a.m.—Town Crier's morning message
10:30 to 11 a.m.—Kate Vaughn, Household Economics
11 to 12 noon—The Country Jane
12 to 12:30 p.m.—KNX String Ensemble
1:30 to 2 p.m.—Reading interesting books
2:15 to 2:30 p.m.—Records and announcements
2:30 to 3:30 p.m.—French lessons by Edgard Leon
3:30 to 4 p.m.—Organ program
4 to 4:30 p.m.—Albright program
4:30 to 5 p.m.—C. P. R's musical program
5:15 to 5:45 p.m.—Big Brother Ken's Kiddie Hour
5:45 to 6 p.m.—Town Crier's timely amusement tips
6 to 7 p.m.—Country Jane
7 to 7:30 p.m.—Pacific States Sav. and Loan program
7:30 to 8 p.m.—KNX feature program
8:30 to 9 p.m.—The Roy Coe College program
9 to 9:15 p.m.—Shaler Co. courtesy program
9:15 to 9:45 p.m.—American Malze Co. program
9:45 to 10 p.m.—Boyce Chemical Lab. program
10 to 12 midnight—Hotel Ambassador; Johnny Hamp
and his Kentucky Serenaders in the Coconut Grove
12 to 1 a.m.—Dance hour of records

340.7 Meters
880 kcys.

Channel 88

KLX—500 Watts

Tribune Publishing Co., Oakland, Calif.
7 to 8 a.m.—Exercises and entertainment
8 to 9 a.m.—Jean Kent
9 to 9:30 a.m.—Modern Homes period
9:30 to 10:15 a.m.—Health questions answered
10:15 to 10:30 a.m.—S. F. stocks and weather
10:30 to 11 a.m.—Recordings
11 to 12 noon—Classified Ad. hour
12 to 1 p.m.—Machado's KLX Hawaiians
1 to 2 p.m.—Jean's Hi-Lights
2 to 3 p.m.—Recordings; stories
3 to 3:30 p.m.—Helen Parmelee, pianist
3:30 to 4:30 p.m.—Records; humane educa. talk
4:30 to 5 p.m.—Chas. T. Besserer, organist
5 to 5:30 p.m.—Brother Bob's Club
5:30 to 6 p.m.—Edgar Russell
6 to 7 p.m.—Hotel Oakland concert trio
7 to 8 p.m.—News; Ethel Rhinard and Cora Scott
8 to 9 p.m.—Studio program; "Melody Man"
9 to 9:30 p.m.—Gospel hymns by J. Goodman, tenor, and Helen Wegner, pianist
9:30 to 10:30 p.m.—Machado's KLX Hawaiians
10:30 to 12 midnight—Dance records

236.1 Meters
1270 kcys.

Channel 127

KOL—1000 Watts

Seattle Broadcasting Co., Seattle, Wash.

12 to 12:30 p.m.—Popular program
12:30 to 2:30 p.m.—Shrine luncheon; popular melodies
2:30 to 3:30 p.m.—"KOL Matinee" with Eva Gonnella, 
P. Z. Morrison, Blonquist, Ralph Clayton
3:30 to 4:15 p.m.—"Musical Side Show"
4:15 to 4:30 p.m.—Newscasting
4:30 to 5 p.m.—Mix of news and stories
5 to 6 p.m.—Service Hour
6:15 to 7 p.m.—Cecil and Sally; Friendship
7 to 8 p.m.—The Midway with Ivan Dittmars; Three Little Girls; Midway Band and Pinckerton Day
8 to 9 p.m.—Louise Schroeder; Helen Emge; Bob Dawson; Donald Ballantyne; Ralph Clayton
9 to 12 midnight—Happiness Hour; dance music

291.1 Meters
1030 kcys.

Channel 103

CNRV—500 Watts

Canadian National Railways, Vancouver, B. C.

10:30 a.m.—Morning Hour of Music
6 p.m.—Wm. Neilson Limited Transcontinental Hour
7 p.m.—Canadian Natl. Rys. Transcontinental Hour

325.9 Meters
920 kcys.

Channel 92

KOMO—1000 Watts

Fisher's Blend Station, Inc., Seattle, Wash.

7:55 a.m.—Inspirational services
8 a.m.—Shel Happytime
9 a.m.—Y. M. C. A. health exercises
9:15 a.m.—Artistic Ensemble; Fred Lynch, tenor
9:45 a.m.—Betty Crocker's Home talk, NBC
10 a.m.—Woman's Magazine of the Air, NBC
11 a.m.—Standard School broadcast, NBC
11:45 a.m.—Barbara Gordon, Audition
12 noon—Agriculture farm talk
12:15 p.m.—"What to Prepare for Dinner"
12:30 p.m.—"Grain, fruit and vegetable reports"
12:35 p.m.—Orchestra; Greenwood Mitchell, baritone
1 p.m.—United States Army Band, NBC
2 p.m.—Record album from London
2:20 p.m.—Orchestra; Fred Lynch, tenor
2:30 p.m.—Musical Muskeeteers, NBC
3 p.m.—Orchestra; Weona Socolouf, soprano
4 p.m.—Miniting stock quotations
4:30 p.m.—Half Hour in Nation's Capital
5 p.m.—Fleischmann Sunshine Hour, NBC
6 p.m.—Selberling Singers, NBC
6:30 p.m.—Maxwell House Melodies, NBC
7 p.m.—Radio-Victor program, NBC
7:30 p.m.—Standard Hour, NBC
8:30 p.m.—Amos 'n Andy, NBC
8:45 to 9 p.m.—John and Ned, NBC
9 p.m.—Memory Lane, NBC
9:30 p.m.—Program of recordings
10 p.m.—Associated Dance Hour
11 p.m.—Olympic Hotel Dance Orchestra
12 to 12:30 a.m.—Organ recital, Betty Shilton
THURSDAY Programs

243.8 Meters

KYA Channel 123
1230 Kcys.
Pacific Broadcasting Corp., San Francisco
9 to 10 a.m.—Recorded program
10 to 10:30 a.m.—Cooking, by Belle de Graf
10:30 to 11 a.m.—Popular recordings
11 to 12 noon—California Sunshine Hour
12 to 1 p.m.—Newscasting; recordings
2 to 3 p.m.—Bridge Party Hour
5 to 5:35 p.m.—Popular and classic recordings
5:15 to 5:45 p.m.—Virginia Spencer and Helen Stone
5:45 to 6 p.m.—National Kanteens program; records
7 to 7:30 p.m.—George Taylor and the Hors
7:30 to 7:45 p.m.—College Daze, Toby and Babs
7:45 to 8 p.m.—Harmonettes, Yvonne, Greta and Helen
8 to 9 p.m.—Calendar of the Air
9 to 10:30 p.m.—Celestial Travelogue—"What's in the Sky," with Virginia Spencer, Fred Heward and Trujo Duo
10:30 to 11:30 p.m.—Artists' Trio with George Nickson, soloist
11:30 to 1 a.m.—Dance recordings

254.1 Meters

KEX Channel 118
1180 Kcys.
Western Broadcasting Co., Portland, Ore.
3 p.m.—Matinee of recordings
5 p.m.—KEX Radio Bulletin
8 p.m.—Popular recordings
9 p.m.—Clarion Records; orchestra; records
10:30 p.m.—Jack and Jill Tavern Orchestra
11:30 p.m.—Weather and police news
11:40 p.m.—KEX midnight matinee

265.3 Meters

KSL Channel 113
1130 Kcys.
Radio Service Corp., Salt Lake City, Utah
5:30 p.m.—Mental program, NBC
6 p.m.—Rudy Vallee's Connecticut Yankees, NBC
6 p.m.—Vico Light Opera Company
6:30 p.m.—Maxwell House Coffee, NBC
7 p.m.—Victor Radio program, NBC
8 p.m.—Conoco Adventure, NBC
8:30 p.m.—Amos 'n Andy, NBC
9 p.m.—Musical Varieties
9:30 to 9:35 p.m.—Fireside Entertainers
10 p.m.—Milt Tagert's Odeon Orchestra
11 p.m.—Midnight program

483.6 Meters

KGW Channel 62
620 Kcys.
The Morning Oregonian, Portland, Oregon
7:15 to 8 a.m.—Exercises; devotional services
8 a.m.—Shell Happytime
9 to 9:15 a.m.—Oregonian Cooking School
9:15 to 10 a.m.—Town Crier; Betty Crocker
10 to 11 a.m.—"Woman's Magazine of the Air," NBC
11 to 11:45 a.m.—Standard School Broadcast, NBC
11:45 to 12 noon—Barbara Gould
12 to 12:30 p.m.—"Power, Pled Piper"
12:30 to 1 p.m.—Stewart-Warner organ
1 to 2 p.m.—U. S. Army Band, NBC
2 to 2:30 p.m.—Rebroadcast pro-London, NBC
2:30 to 3 p.m.—Musical Muskeeters, NBC
3 to 3:30 p.m.—Black and Gold Room Orchestra, NBC
3:30 to 4 p.m.—Hot Spot of Radio, NBC
4 to 4:30 p.m.—Service Hour
4:30 to 5 p.m.—Half Hour in Nation's Capital
5 to 6 p.m.—Fleischmann, NBC Clock
6 to 6:30 p.m.—Seiberling Singers, NBC
6:30 to 7 p.m.—Maxwell House Melodies, NBC
7 to 7:30 p.m.—Radio Variety, NBC
7:30 to 8:30 p.m.—Standard Symphony Hour, NBC
8:30 to 8:45 p.m.—Amos 'n Andy, NBC
8:45 to 9 p.m.—John and Ned, NBC
9 to 9:30 p.m.—Memorial Program, NBC
9:30 to 9:45 p.m.—"Tommy Luke's" Flower Girls
9:45 to 10 p.m.—Boyer Chemical Co.
10 to 11 p.m.—Associated Brass Band from KOMO
11 to 12 midnight—Organ recital

440.9 Meters

KPO Channel 68
680 Kcys.
Hale Bros. & The Chronicle, San Francisco
7 to 8 a.m.—Health Exercises by Hugh Barrett Dobbs and William H. Hancock
8 to 9 a.m.—Shell Happytime, by Hugh Barrett Dobbs and William H. Hancock
9:30 to 10 a.m.—Dobbie's Daily Chat
10 to 11 a.m.—Woman's Magazine of the Air
11 to 11:45 a.m.—Standard School broadcast, NBC
11:45 to 12:05 p.m.—Time, Scripture announcements
12:05 to 12:15 p.m.—Dean Gresham, Community Chest
12:15 to 12:30 p.m.—Book review, Emily Knox
12:30 to 1:30 p.m.—Shrine luncheon broadcast
1:30 to 2 p.m.—Ann Warner, Home Chat; stocks
2 to 2:30 p.m.—Julia Hayes, "Helpful Hints"
3 to 3:30 p.m.—Black and Gold Room Orch., NBC
4:30 to 4:30 p.m.—B. A. Pierce stock reports
4:30 to 5 p.m.—Half Hour in the Nation's Capital
5 to 5:30 p.m.—Children's Hour
5:30 to 6 p.m.—Federal Business Ass'n talk
6 to 7 p.m.—Reo Masters of Music
7 to 8 p.m.—North Americans
8 to 8:30 p.m.—Caswell Musical Episode
8:30 to 9 p.m.—KPO Salon Orchestra
8:30 to 9 p.m.—Cecil and Sally
9 to 9:30 p.m.—Science and Invention, talk
9:30 to 10 p.m.—Nathan Abas violin recital
10 to 11 p.m.—Joe Wright's Silver Slippers Dance Orch.

322.4 Meters

KFWI Channel 93
930 Kcys.
Radio Entertainments, San Francisco, Calif.
7 to 8 a.m.—Music
9 to 9:30 a.m.—Cal King's Country Store
9:30 to 10 a.m.—Recordings and announcements
10 to 10:30 a.m.—Charlie Glenn, "Songs of Yesterday"
10:30 to 10:50 a.m.—Romeo's health talk
10:50 to 11 a.m.—News, weather, police reports
12 to 1 p.m.—Dance music
1 to 1:30 p.m.—Cal King's Country Store
6 to 6:30 p.m.—Norma Lee, contralto; Louise Gilbert, pianist
6:30 to 6:45 p.m.—Radio question box
6:45 to 7:15 p.m.—Mabel H. Payne, mezzo-soprano; Leland Morgan, acc.
7:15 to 7:30 p.m.—Recordings
11 to 12 midnight—New Shanghai Orchestra
12 to 1 a.m.—Midnight Classics

322.4 Meters

KFWM Channel 93
930 Kcys.
Oakland Educational Society, Oakland, Cal.
8 a.m.—"Top o' the Morning," Doc Herrold
8:30 a.m.—Dr. Forrester, answering health questions
11 a.m.—Classical recordings
1 p.m.—Helen Louise Jewell, organist
2 p.m.—Vocal solos and duets by Beth and Mildred
3:30 p.m.—Brother Walter, vocalist; and Euella Coo- 만주 여사
3 p.m.—Organ recess, Harriett Pool
3:30 p.m.—Fred Laam, banjoist; Ivan Laam, violinist
3:30 p.m.—Harriett Pool, organist; Charlie of the "Squirrels"; Beth Chase, vocalist; Dr. Wade Forrester, vocalist
7:30 p.m.—Doc Herrold's shopping program
7:45 p.m.—Paulus Park's health talk
8 p.m.—Bible tracts; musical selections
8 p.m.—Paul Heinen, vocalist; Charlie Blutchke, pianist
9:30 p.m.—Studio program
10:30 p.m.—Toutjhan's variety program

280.2 Meters

KJBS Channel 107
1070 Kcys.
J. Brunton & Sons, San Francisco, Calif.
8:45 to 9 a.m.—KJBS Alarm Klok Klub
8 to 8:30 a.m.—Morning CBC program
8:30 to 11 a.m.—Recordings; sea songs
11 to 11:45 a.m.—Popular recorded selections
11:45 to 12 noon—Agnes Alwyn, investments
12 to 2 p.m.—Variety program
2 to 2:30 p.m.—Dell Raymond and Oscar Young
2:30 to 3 p.m.—Popular records
3 to 4 p.m.—Blindcraft program; records
4 to 6 p.m.—Shirley Dale; recordings
<table>
<thead>
<tr>
<th>TIME</th>
<th>STATION</th>
<th>PROGRAM</th>
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<tbody>
<tr>
<td>7:00 p.m.</td>
<td>KFRC</td>
<td>Channel 61</td>
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<tr>
<td>7:30 a.m.</td>
<td>1000 Watts</td>
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<tr>
<td>9 a.m.</td>
<td>Don Lee, Inc., San Francisco, Calif.</td>
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<tr>
<td>10 a.m.</td>
<td>Bill Wright, “The Laughfinder”</td>
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<tr>
<td>8 a.m.</td>
<td>Georgia O. George, DLBS</td>
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<tr>
<td>9 a.m.</td>
<td>The Week Enders, CBS</td>
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<tr>
<td>9:30 a.m.</td>
<td>Columbia Salon Orchestra, CBS</td>
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<tr>
<td>10:30 a.m.</td>
<td>Feminine Fancies</td>
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<tr>
<td>11 a.m.</td>
<td>Wyn’s Daily Chats</td>
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<tr>
<td>11:30 a.m.</td>
<td>Mary Lewis Haines, talk</td>
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<tr>
<td>11:30 p.m.</td>
<td>Auditions</td>
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<tr>
<td>12 p.m.</td>
<td>Sherman-Clay concert</td>
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<tr>
<td>1 p.m.</td>
<td>U. S. Navy Band, CBS</td>
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<tr>
<td>2 p.m.</td>
<td>Happy-Go-Lucky Hour</td>
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<td>3 p.m.</td>
<td>The Musical Foursome, CBS</td>
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<td>3:30 p.m.</td>
<td>Musical record program</td>
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<td>3:30 p.m.</td>
<td>Something About Everything</td>
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<tr>
<td>4 p.m.</td>
<td>News items, Lost and Found</td>
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<tr>
<td>4:30 p.m.</td>
<td>Matinee Melody Masters, DLBS</td>
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<tr>
<td>4:50 p.m.</td>
<td>Recordings and Town Topics</td>
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<tr>
<td>5 p.m.</td>
<td>Organ recital, DLBS</td>
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<tr>
<td>5:30 p.m.</td>
<td>Custom program</td>
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<tr>
<td>6 p.m.</td>
<td>Al Santoro, sports editor</td>
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<tr>
<td>6:15 p.m.</td>
<td>Cecil Wright’s Specialties</td>
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<td>6:30 p.m.</td>
<td>Charles W. Hamp for S &amp; W</td>
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<tr>
<td>7 p.m.</td>
<td>Ballad Crooners, DLBS</td>
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<tr>
<td>7:30 p.m.</td>
<td>Light opera, DLBS</td>
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<tr>
<td>8 p.m.</td>
<td>Buster Brown and Tige, the dog</td>
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<tr>
<td>9 p.m.</td>
<td>Lights and Shadows</td>
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<tr>
<td>9:30 p.m.</td>
<td>True Story Hour, CBS</td>
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<tr>
<td>10:15 p.m.</td>
<td>Gypsy and Marta</td>
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<td>10:15 p.m.</td>
<td>Hotel Mark Hopkins Orch.</td>
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<tr>
<td>11 p.m.</td>
<td>Val Valente’s orchestra; Gypsy and Marta, soloists</td>
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<tr>
<td>12 a.m.</td>
<td>Dance music</td>
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</table>

**291.5 Meters**

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<thead>
<tr>
<th>TIME</th>
<th>STATION</th>
<th>PROGRAM</th>
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<tbody>
<tr>
<td>7:30 a.m.</td>
<td>CNRV</td>
<td>Channel 103</td>
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<tr>
<td>8 a.m.</td>
<td>Canadian National Railways, Vancouver, B. C.</td>
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<tr>
<td>9 a.m.</td>
<td>Morning Hour of Music</td>
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<td>10:30 a.m.</td>
<td>CNRV Players</td>
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<tr>
<td>10:30 p.m.</td>
<td>J. D. Tripp, pianist</td>
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**254.1 Meters**

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<thead>
<tr>
<th>TIME</th>
<th>STATION</th>
<th>PROGRAM</th>
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<tbody>
<tr>
<td>7:30 p.m.</td>
<td>KEX</td>
<td>Channel 118</td>
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<tr>
<td>8 p.m.</td>
<td>Western Broadcasting Co., Portland, Ore.</td>
<td></td>
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<tr>
<td>9 p.m.</td>
<td>Matinee of recordings</td>
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<tr>
<td>9:30 p.m.</td>
<td>KEX Radio Bulletin</td>
<td></td>
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<tr>
<td>10:45 p.m.</td>
<td>Homeowners’ Orchestra; Glen Eaton, tenor; Marjorie Robillard, piano</td>
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<td>10:45 p.m.</td>
<td>Orpheus Quintet; Ernest Gill, violinist; Jan Naylor, cello</td>
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<tr>
<td>11:15 p.m.</td>
<td>Crescent program; Ellen Reep, contralto</td>
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<tr>
<td>11:30 p.m.</td>
<td>Records; Melvin and Merciful</td>
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<tr>
<td>10:30 p.m.</td>
<td>Jack and Jill Tavern Orchestra</td>
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<td>11:30 p.m.</td>
<td>Time, weather and police reports</td>
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<tr>
<td>11:40 p.m.</td>
<td>KEX midnight matinee</td>
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**285.5 Meters**

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<thead>
<tr>
<th>TIME</th>
<th>STATION</th>
<th>PROGRAM</th>
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<tbody>
<tr>
<td>7:30 p.m.</td>
<td>KNX</td>
<td>Channel 105</td>
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<tr>
<td>8 p.m.</td>
<td>L. A. Evening Express, Los Angeles, Calif.</td>
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<tr>
<td>8:15 p.m.</td>
<td>KOC, Los Angeles, Calif.</td>
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<td>9 p.m.</td>
<td>A Menu for Sunday Dinner</td>
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<td>9:30 a.m.</td>
<td>Bundy &amp; Albright program</td>
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<tr>
<td>10:15 a.m.</td>
<td>Radio shopping news</td>
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<tr>
<td>10:45 a.m.</td>
<td>Town Crier’s morning message</td>
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<td>11:30 a.m.</td>
<td>Madame Marie, beauty talk</td>
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<td>11:45 a.m.</td>
<td>Soda-Lax Co. program</td>
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<td>11:45 a.m.</td>
<td>Dr. John Matthews, speaking</td>
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<td>11:30 p.m.</td>
<td>Better Business Bureau talk</td>
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<td>12:30 p.m.</td>
<td>Marjorie Healy, soprano; Maebelle Leslie, accompanist</td>
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<td>12:45 p.m.</td>
<td>Bell Laboratories, H. F. Allen</td>
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<td>1:30 p.m.</td>
<td>Reading interesting books</td>
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<tr>
<td>2:30 p.m.</td>
<td>Records and announcements</td>
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<tr>
<td>3:30 p.m.</td>
<td>Joyce Coad, little movie star</td>
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<tr>
<td>4:30 p.m.</td>
<td>Federation of Women’s Clubs program</td>
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<tr>
<td>5:30 p.m.</td>
<td>C. P. R.’s musical program</td>
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<td>6:30 p.m.</td>
<td>Travelogue</td>
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<td>6:45 p.m.</td>
<td>Big Brother Ken’s Kiddle Hour</td>
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<td>6:45 p.m.</td>
<td>Town Crier’s timely amusement tips</td>
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<td>7:00 p.m.</td>
<td>KNX Ensemble, under direction of Margit Hegedus</td>
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<td>7:45 p.m.</td>
<td>The Royal Order of Do-Nuts</td>
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<td>9:05 p.m.</td>
<td>Lionel yesteryear program</td>
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<td>9:45 p.m.</td>
<td>Hollywood Legion Stadium, main event</td>
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<td>10:00 p.m.</td>
<td>Hotel Ambassador; Johnny Hamp and his Kentucky Serenaders in the Coconut Grove</td>
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<tr>
<td>12:00 a.m.</td>
<td>Dance hour of records</td>
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FRIDAY Programs

**NBC**

**National Broadcasting Company**

10 to 10:15 a.m.—Du Barry Radio Program

Miss Hale will suggest simple exercises for improving the chin posture. KG0, KHQ, KOMO, KGW, KFI and KSL.

10:30 to 11:30 a.m.—“Woman’s Magazine of the Air”

The M. J. B. Chef has chosen as his topic—“The Chef’s Kitchen Advice. For the Kraft Feature, Miss Holden will dispense advice on the cooking of eggs au gratin and escopped vegetables which will be discussed during the Alliance period which inclusive number of musical selections with vocal solos as the piec de resistance. KG0, KGW, and KFI for the full hour; through KHQ and KOMO from 10:30 to 11:10 a.m., and from 10:50 to 11:10 a.m.

1 to 2 p.m.—Pacific Feature Hour

Five movements from Luigini’s everlastingly appealing “Ballet Russee” will be played by Max Dolin and a full concert orchestra over KG0 and KOMO.

3:30 to 4 p.m.—What’s Happening in the World

KGO, KOMO and KFI.

5 to 6 p.m.—Cities Service Concert Orchestra, Jessica Dragonette and the Cavaliers. KG0, KHQ, KOMO, KGW and KECA.

6 to 6:30 p.m.—Interwoven Pair

Elly Jones and Ernie Hare will have their rose-colored glasses on again as they harmonize and exchange a fast line of chatter over KG0, KHQ, KOMO, KGW and KFI.

6:30 to 7 p.m.—Armour Program

Miss Koester will conduct a 30-piece orchestra and a mixed chorus over KG0, KHQ, KOMO, KGW and KFI.

7 to 7:30 p.m.—Armstrong Quakers

Excerpts from “Katinka,” a musical play by Rudolf Friml, will be played during the Armstrong Quakers’ evening at home to be broadcast over KG0, KHQ, KOMO, KGW and KFI.

7:30 to 8 p.m.—Smith Bailey and His Club Richman Orchestra, KG0 and KHQ.

8 to 8:15 p.m.—Hamilton-Brown Sketch Book

These dramas are brought to a close without any solution having been given for the perplexing situation in which the principal characters are involved. KG0, KHQ, KOMO, KGW and KECA.

8:45 to 9 p.m.—John and Ned

John and Ned, the Union Service Station Team, will appear before the microphone. “Little Mary” will probably join them in the studio during the program, over KHQ, KOMO, KGW and KECA.

9 to 9:30 p.m.—Picture Shows, KG0 and KHQ.

9:30 to 10 p.m.—NBC Green Room

John Teel, baritone, will sing four songs during his appearance with the Arlon Trio in the Green Room period over KG0, KHQ and KOA.

10 to 10:30 p.m.—The Alaska Hour

George Rand Recounteur will recall a variety of scenes while an instrumental group plays appropriate music and a cast of National Players appears briefly in short dialogues. KG0, KOA and KHQ.

10:30 to 11 p.m.—Pacific Nomads, KG0, KHQ and KECA.

11 to 12 p.m.—Laughner-Harris Hotel St. Francis Dance Orchestra, KG0.

265.3 Meters

**KSL**

Channel 113

5000 Watts

**Radio Service Corp., Salt Lake City, Utah**

6 p.m.—Interwoven Pair, “The Happiness Boys,” NBC

6:30 p.m.—Armsorm Ensembles, NBC

7 p.m.—Armstrong Quakers, NBC

7:30 p.m.—Feature Program: Musical Moments

8:30 p.m.—Amos ‘n Andy, NBC

9 p.m.—Chamber music

11 p.m.—Radio-Keith-Orpheum frolc

11 p.m.—Midnight Hour

243.8 Meters

**KYA**

Channel 123

1000 Watts

**Pacific Broadcasting Corp., San Francisco**

9 to 11 a.m.—Program of recordings

11 to 12 noon—California Sunshine Hour

12 to 2 p.m.—Newscasting; recordings

2 to 3 p.m.—Bridge Party Hour

3 to 3:30 p.m.—Cabbages and Kings

3:30 to 5:15 p.m.—Popular and classic recordings

5:15 to 6:15 p.m.—Vocal Albums

5:15 to 6:15 p.m.—National Kanteens program; records

6:30 to 7 p.m.—Popular recorded program

7 to 7:30 p.m.—George Taylor and the Boys

7:30 to 9 p.m.—Tommy Moore and Bob Allen

9 to 9:10 p.m.—Calendar of the Air; news

9:10 to 9:30 p.m.—Nona Campbell and Claire Upshur

9:10 to 10:30 p.m.—Pacific Artists’ Trio with George Nickson, soloist

10:30 to 1 a.m.—Recordings

508.2 Meters

**KHQ**

Channel 59

1000 Watts

**Louis Wasmeyer, Inc., Spokane, Washington**

6:45 a.m.—Inspirational service

7 a.m.—Making Merry with Sperry, KPO

8 a.m.—The Shell Happy Time, KPO

8 a.m.—Walt, Will and Harry, KHQ

8:30 a.m.—The Chocolate Girl

10 a.m.—Dubarry program, NBC

10:15 a.m.—Miss Modern

10:45 a.m.—Woman’s Magazine of the Air, NBC

11:45 a.m.—Organ recital

12 noon—“For the Love of the Scotch and Irish”

12:15 p.m.—“Briefly About Bouquets”

12:30 p.m.—Gold seal program

1 p.m.—“Down Memory Lane”

2:30 p.m.—Studio Arts; fur facts

2 p.m.—Gems from Sartori & Wolff

3 p.m.—Album Symphonies; Paint o’ Mine

3 p.m.—Happy Harmonies

5 p.m.—Cities Service Hour, NBC

5:30 p.m.—Interwoven Fair, NBC

6:30 p.m.—Armour program, NBC

7 p.m.—Armstrong Quakers, NBC

7:30 p.m.—Club Richman Orchestra, NBC

8 p.m.—Hamilton Brown Sketch Book, NBC

8:15 p.m.—Sports news

8:30 p.m.—Amos ‘n Andy, NBC

8:45 p.m.—John and Ned; Piano Pictures, NBC

9:30 p.m.—Green Room, NBC

10 p.m.—Thru My Fireplace, NBC

10:30 p.m.—Pacific Nomads, NBC

11 p.m.—Just Another Hour; “Ask for It”

483.6 Meters

**KGW**

Channel 62

1000 Watts

**The Morning Oregonian, Portland, Oregon**

7 to 8 a.m.—“Making Merry with Sperry”

7 to 9 a.m.—Shell Happy Time, NBC

9 to 10 a.m.—News

10 to 11:30 a.m.—Oregonian Cooking School

11:30 to 12:30 a.m.—The Crier

12:30 to 1:15 p.m.—Bob Allen, NBC

1:15 to 1:30 p.m.—“Woman’s Magazine of the Air, NBC”

11:30 to 12:30 p.m.—Ghirardelli; “Powers Pled Piper”

12:30 to 12:45 p.m.—Easter Talk

12:45 to 1:10 p.m.—City Club of Portland

1:30 to 2 p.m.—Stewart-Warner organ

2 to 3 p.m.—Masterworks; Matinee Time

3 to 3:30 p.m.—Piano Capers, NBC

3:30 to 4 p.m.—What’s Happening in the World, NBC

4 to 4:30 p.m.—St. Francis Salon Orchestra

4:30 to 5 p.m.—Spotlight on City

5 to 6 p.m.—Cities Service program, NBC

6 to 6:30 p.m.—Interwoven Stocking program, NBC

6:30 to 7 p.m.—Armstrong Quakers, NBC

7 to 7:30 p.m.—Armstrong Quakers

7:30 to 8 p.m.—The Old-Fashioned Millers

8 to 9:15 p.m.—Hamilton Brown Sketch Book

8 to 9:30 p.m.—“Christmas Carol,” NBC

9 to 9:30 p.m.—A. Bourjouis

9:30 to 10 p.m.—Studio program; Cecil and Sally

10:10 to 10:40 p.m.—CBS, F. Berg

10:40 to 12 midnight—Hoot Owls
FRIDAY Programs

440.9 Meters 
KPO Channel 68 
5000 Watts 
Hale Bros. & The Chronicle, San Francisco 
7 to 8 a.m.—Health Exercises by Hugh Barrett Dobbs and William H. Hancock 
8 to 9 a.m.—Health Happytime, by Hugh Barrett Dobbs, assisted by William H. Hancock 
9:30 to 10 a.m.—Dobbies Daily Chat 
10:30 to 11:30 a.m.—Woman's Magazine of the Air 
11:30 to 12:15 p.m.—Ye Towne Girls 
12:15 to 12:30 p.m.—Time signals, Scripture reading 
12:45 to 1:30 p.m.—Commonwealth Club luncheon 
1:50 to 2:10 p.m.—Jerry Jermaine, contralto 
2:50 to 3 p.m.—Stock market quotations 
2 to 2:30 p.m.—Julia Hayes, "Helpful Hints" 
4:50 to 5 p.m.—E. A. Pierce, stock reports 
5 to 5:30 p.m.—Children's Hour 
5:50 to 6 p.m.—News Digest, "Scotty" Mortland 
6 to 7 p.m.—Reo Masters of Music 
7 to 8 p.m.—North Americans 
8 to 9 p.m.—Cy Trobbe's Scrap Book with Allan Wilson, tenor 
9 to 9:10 p.m.—Cecil and Sally 
9:10 to 10 p.m.—Pireside Hour with "Scotty" 
10 to 11 p.m.—Palace Hotel Dance Orchestra 
11 to 12 midnight—Silver Slipper Dance Orchestra

296.6 Meters 
KQW Channel 101 
1010 Kcys. 
500 Watts 
First Baptist Church, San Jose, Calif. 
9:30 to 11 a.m.—Helpful Hour; weather reports 
11 to 11:45 a.m.—Bancroft Service program 
11:45 to 12:30 p.m.—Recordings; organ recital 
12:30 to 1 p.m.—Market reports, weather, S. F. studio 
1 to 1:30 p.m.—Hart's Happy Half Hour 
1:30 to 2:30 p.m.—The Friendly Hour 
2:30 to 3:30 p.m.—Musical program 
4:45 to 5:15 p.m.—Children's program 
5:15 to 6 p.m.—Painless Parker 
5:30 to 6 p.m.—San Jose Radiocircuit Institute 
6 to 6:10 p.m.—U. S. D. A. Farm flashes 
6:10 to 6:30 p.m.—Crop digest from S. F. studio 
6:30 to 6:45 p.m.—Market reports, S. F. Studio 
6:45 to 7:45 p.m.—Mercury-Herald spot review 
7 to 7:30 p.m.—Exchanges; weather reports 
7 to 8 p.m.—Farm Bureau evening radio news 
8 to 9 p.m.—KQW Minstrels 
9 to 9:30 p.m.—Leda Gregory Jackson program

333.1 Meters 
KHJ Channel 90 
900 Kcys. 
1000 Watts 
Don Lee, Inc., Los Angeles, California 
7 to 8 a.m.—Recordings; stock reports 
8 to 8:45 a.m.—Radio Home Makers, CBS 
8:45 to 9 a.m.—Health talk, Dr. Paul Dorosh 
9 to 9:30 a.m.—Program of recordings 
9:30 to 10:30 a.m.—Feminine Fancies, from KFRC 
10:30 to 11 a.m.—Times Forum 
11 to 11:15 a.m.—Dr. Herzy's school program 
11:15 to 11:45 a.m.—Weather service from S. F. studio 
11:45 to 12:15 p.m.—Recordings; drs 
12 to 12:15 p.m.—Biltmore Hotel concert orchestra 
12:30 to 12:45 p.m.—World-wide news 
12:45 to 1:45 p.m.—Organ and vocalists! 
2 to 3 p.m.—Charlie Wellman and Nell Larson 
2 to 3 p.m.—Happy Go Lucky Hour, from KFRC 
3 to 3:15 p.m.—H. Robertson, talk on dogs 
3:15 to 3:30 p.m.—Dr. Herzy's school program 
3:30 to 4 p.m.—Council of International Relations 
4 to 4:30 p.m.—Hotel Paramount Orchestra, CBS 
4:30 to 5 p.m.—Recordings; drs 
5 to 6 p.m.—Organ recital and singer 
6 to 6:30 p.m.—Elvia Allman's Surprise Package 
6:30 to 7 p.m.—The Morning Report presented by S. & W. 
7 to 7:30 p.m.—"Ballad Crooners" 
7:30 to 8 p.m.—Desmond's light opera program 
8 to 8:30 p.m.—Brown Shoe Co. program 
8:30 to 9 p.m.—Grand Central Palace 
9 to 10 p.m.—True Strow Hour, CBS 
10 to 10:05 p.m.—World-wide news 
10:05 to 12 p.m.—Biltmore Hotel dance orchestra 
12 to 1 a.m.—Wednesday tourtellotte's organ recital

322.4 Meters 
KFWI Channel 93 
930 Kcys. 
500 Watts 
Radio Entertainments, San Francisco, Calif. 
7 to 8 a.m.—Musical Clock 
9 to 9:30 a.m.—Cal King's Country Store 
9:30 to 10 a.m.—Recordings and announcements 
10 to 10:30 a.m.—Sue Cunningham, "Songs of Yesterday" 
10:30 to 10:50 a.m.—Dr. Linebarger, health talk 
10:50 to 11 a.m.—News, weather, police reports 
11 to 11:30 a.m.—Ray Barlow, pianist 
11:30 to 12:15 p.m.—Semicalssical recordings 
12:15 to 12:45 p.m.—Nearing Sisters and Ramona Saxe 
12:45 to 1:30 p.m.—Cal King's Country Store 
6 to 6:45 p.m.—Piano instruction 
6:45 to 7 p.m.—Johnny Oliver's Hawaiian Trio 
7 to 7:15 p.m.—"The Oakleys" 
7:15 to 7:30 p.m.—Johnny Oliver's Hawaiian Trio 
8 to 8:45 p.m.—Variety recordings 
9 to 9 p.m.—Kelly's Tavern program 
9 to 10 p.m.—Del Monte Creamery Hour of Opera 
10 to 11 p.m.—Paul Kelli and his orchestra 
11 to 12 midnight—New Shanghai Orchestra 
12 to 1 a.m.—Midnight classics

322.4 Meters 
KFWM Channel 93 
930 Kcys. 
1000 Watts 
Oakland Educational Society, Oakland, Cal. 
8 a.m.—"Top o' the Morning," Doc Herrold 
8:55 a.m.—Union Mutual Life program 
1:30 p.m.—Musical program 
2:30 p.m.—Brother Walter, vocalist, and Luella Coope, pianist 
3 p.m.—Organ reverie, Harriett Pool 
3:30 p.m.—Fred Laam, banjoist; Ivan Laam, violinist; Bill Simmons, "yodeling cowboy"; Travelers 
5 p.m.—Harriett Pool, organist; Charlie the "Squirrels"; Beth Chase, vocalist; Dr. Forrester, vocalist 
7:30 p.m.—Doc Herrold's shopping program 
8:15 to 8:45 p.m.—Painless Parker's health talk 
8 p.m.—Wm. Nat Friend, "Oakland 'Pioneers' Hour"

468.5 Meters 
KFI Channel 64 
640 Kcys. 
5000 Watts 
Copyright, 1930, E. C. Anthony, Inc., L. A. 
7 a.m.—"Making Merry with Sperry" 
7:30 a.m.—Opening market quotations 
7:45 a.m.—"Making Merry with Sperry" 
8 a.m.—Shell Happy Time 
9 a.m.—Bess Kilmer's Helpful Hints 
9:30 a.m.—Spanish lesson by Annette Doherty 
9:45 a.m.—English lesson by Annette Doherty 
10 a.m.—Du Barry Radio, NBC 
11:30 a.m.—"Good Speech," Blanche Townsend 
10:30 a.m.—Woman's Magazine of the Air, NBC 
11:30 a.m.—"Mental Exercises," Francis Hancock 
12 noon—Federal and state market reports 
12:10 p.m.—Christian Science lecture 
2:15 p.m.—Winnie Fields Moore, travelogue 
3:15 p.m.—"Wedgewood Nocturne, Playgoers' Club 
4:15 p.m.—Winfeld Scott, "Trees" 
4:30 p.m.—"Big Brother" 
5 p.m.—Baron Keno, "The Story Man" 
5:30 p.m.—E. H. Rust, nurseryman 
5:45 p.m.—Stock market reports 
6 p.m.—Intervener Out, NBC 
6:30 p.m.—The Armour Hour, NBC 
7 p.m.—Armstrong Quakers, NBC 
7:30 p.m.—Paul Roberts and Schonberger Trio 
10 p.m.—KFI Symphonette; Jean Dunn, soloist 
11 p.m.—KFI news bureau

204 Meters 
KGA Channel 147 
1470 Kcys. 
5000 Watts 
Northwest Broadcast, System, Spokane, Wash. 
12 noon—Grain news and market reports 
1 p.m.—Gold Seal program; Concert Classique 
2 p.m.—Popular Melange; Radio Matlab 
3 p.m.—Concert; gift presents 
3:30 p.m.—World Bookman, Uncle Andy 
5 p.m.—Hometowners' Orchestra; Marjorie Robillard, piano; Glen Eaton, tenor 
7 p.m.—Melody Art, NBC 
7:30 p.m.—Crescent program; Damski's Orchestra 
8 p.m.—Ensemble; Dwight Heter, baritone 
9 p.m.—Damski's Neapolitans 
10 p.m.—Request program

www.americanradiohistory.com
### Saturday Programs

**March 1, 1930**

#### Best Bets Today

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:50</td>
<td>KFYA-1230</td>
<td>468.5 meters, 930 Kcys.</td>
</tr>
<tr>
<td>5:30</td>
<td>KFYA-1230</td>
<td>Cal. sunrise, George Taylor and the Boys.</td>
</tr>
<tr>
<td>7:30</td>
<td>KFYA-1230</td>
<td>College Daze, Toby and Babs.</td>
</tr>
<tr>
<td>8:00</td>
<td>KFYA-1230</td>
<td>Harmonettes, Virginia Spencer and Gusselle.</td>
</tr>
<tr>
<td>9:00</td>
<td>KFYA-1230</td>
<td>Bridge Party, Virginia Spencer and the Boys.</td>
</tr>
<tr>
<td>10:00</td>
<td>KFYA-1230</td>
<td>Cal. sunset, George Taylor and the Boys.</td>
</tr>
<tr>
<td>10:15</td>
<td>KFYA-1230</td>
<td>Virginia Spencer and Tru-Jo Duo.</td>
</tr>
</tbody>
</table>

#### Program Details

- **KFYA-1230**
  - Time: 4:50 a.m.
  - Program: 468.5 meters, 930 Kcys.
  - Station: Pacific Broadcasting Corp., San Francisco
  - Details: Popular recordings, Campbell, Williamson, Virginia Spencer and Tru-Jo Duo.

- **KFWI-930**
  - Time: 5:15 a.m.
  - Program: 322.4 meters, 930 Kcys.
  - Station: Radio Entertainments, San Francisco, Calif.
  - Details: Musical Clock, Charlie Glenn, "Songs of Yesterday" at 10 a.m., Dr. Linebarger, health talk at 10:50 a.m., police reports at 12:30 p.m., New Shanghai Orchestra at 12:30 p.m., Piano Parker's health talk at 7:45 p.m., Bible lecture, musical selections at 9 p.m., Cincinnati Orchestra Supreme at 10 p.m., Union Mutual Life program at 10:05 p.m.

- **KFWM-930**
  - Time: 5:30 a.m.
  - Program: 322.4 meters, 930 Kcys.
  - Station: Oakland Educational Society, Oakland, Cal.
  - Details: Night Watchman's bedtime program at 8 a.m., Paul Heinsen and Charlie Bluscheck at 11 a.m., Classical at 7 a.m., Piano recreation, Jean Ardath at 11 a.m., Vocal solos and duets by Beth and Mildred at 2:30 p.m., Organ reverence, Harriett Pool at 3:30 p.m., Fred Laam, banjoist; Ivan Laam, violinist at 3:45 p.m., "Yodeling Cowboy" at 6:30 p.m., The Travelers at 7:30 p.m., Dr. Wade Forrester's Hour at 8 a.m., Doc Herrold's shopping program at 7:45 p.m., Cal. breakfast, Cal. noon, Cal. agriculture talks at 12:15 p.m., Cal. stock market reports at 10:45 a.m., Tom Mitchell at 5:15 p.m., Stock market reports at 6 p.m., General Electric Hour, NBC at 7:39 p.m., Lucky Strike Hour, NBC at 7 p.m., Gilmore Circus, NBC at 8:30 p.m., Earle C. Anthony, Inc., program at 9 p.m., "Lauderdale Land," NBC at 9:30 p.m., Cal. sunset, Pacific Artists' Trio at 10:30 p.m., Radio question box; records at 11:13 p.m., Cal. midnight, Cal. Shanghai Orchestra at 12:15 p.m., Midnight Classics at 10 a.m.

- **KLX-880**
  - Time: 5:15 a.m.
  - Program: 340.7 meters, 880 Kcys.
  - Station: Tribune Publishing Co., Oakland, Calif.
  - Details: Exercices and entertainment at 7 a.m., Jean Kent; Health questions answered at 9:30 a.m., Health questions answered at 10:15 a.m., S. F. stocks; records at 11 a.m., Classified adv. hour at 12 a.m., Meday's KLX Hawaiians at 1 p.m., Jean's Hi-Lights; recordings at 3 p.m., Olivia Nichols, contralto and Helen Wegman Parmelee, pianist at 3:30 p.m., Records; organ recital at 5:30 p.m., Brother Bob's Club at 6:30 p.m., Edgar Russell at 7 p.m., Hotel Oakland concert trio at 7:30 p.m., News items at 7:45 p.m., Painless Parker's health talk at 8 p.m., Bible lecture; musical selections at 9 p.m., Cal. sunset, Cal. Hawaii Concert at 9:30 p.m., Cal. midnight, Cal. Orchestra Supreme at 10 p.m., Union Mutual Life program at 10:05 p.m., Musical program at 10:15 p.m., Cal. sunset, Cal. Orchestra Supreme at 10:30 p.m., Cal. midnight, Cal. Orchestra Supreme at 11 p.m.

- **KPO-910**
  - Time: 5:30 a.m.
  - Program: 340.7 meters, 880 Kcys.
  - Station: Tribune Publishing Co., Oakland, Calif.
  - Details: Exercices and entertainment at 7 a.m., Jean Kent; Health questions answered at 9:30 a.m., Health questions answered at 10:15 a.m., S. F. stocks; records at 11 a.m., Classified adv. hour at 12 a.m., Meday's KLX Hawaiians at 1 p.m., Jean's Hi-Lights; recordings at 3 p.m., Olivia Nichols, contralto and Helen Wegman Parmelee, pianist at 3:30 p.m., Records; organ recital at 5:30 p.m., Brother Bob's Club at 6:30 p.m., Edgar Russell at 7 p.m., Hotel Oakland concert trio at 7:30 p.m., News items at 7:45 p.m., Painless Parker's health talk at 8 p.m., Bible lecture; musical selections at 9 p.m., Cal. sunset, Cal. Hawaii Concert at 9:30 p.m., Cal. midnight, Cal. Orchestra Supreme at 10 p.m., Union Mutual Life program at 10:05 p.m., Musical program at 10:15 p.m., Cal. sunset, Cal. Orchestra Supreme at 10:30 p.m., Cal. midnight, Cal. Orchestra Supreme at 11 p.m.

- **KPO-910**
  - Time: 5:45 a.m.
  - Program: 340.7 meters, 880 Kcys.
  - Station: Tribune Publishing Co., Oakland, Calif.
  - Details: Exercices and entertainment at 7 a.m., Jean Kent; Health questions answered at 9:30 a.m., Health questions answered at 10:15 a.m., S. F. stocks; records at 11 a.m., Classified adv. hour at 12 a.m., Meday's KLX Hawaiians at 1 p.m., Jean's Hi-Lights; recordings at 3 p.m., Olivia Nichols, contralto and Helen Wegman Parmelee, pianist at 3:30 p.m., Records; organ recital at 5:30 p.m., Brother Bob's Club at 6:30 p.m., Edgar Russell at 7 p.m., Hotel Oakland concert trio at 7:30 p.m., News items at 7:45 p.m., Painless Parker's health talk at 8 p.m., Bible lecture; musical selections at 9 p.m., Cal. sunset, Cal. Hawaii Concert at 9:30 p.m., Cal. midnight, Cal. Orchestra Supreme at 10 p.m., Union Mutual Life program at 10:05 p.m., Musical program at 10:15 p.m., Cal. sunset, Cal. Orchestra Supreme at 10:30 p.m., Cal. midnight, Cal. Orchestra Supreme at 11 p.m.

- **KPO-910**
  - Time: 6:00 a.m.
  - Program: 340.7 meters, 880 Kcys.
  - Station: Tribune Publishing Co., Oakland, Calif.
  - Details: Exercices and entertainment at 7 a.m., Jean Kent; Health questions answered at 9:30 a.m., Health questions answered at 10:15 a.m., S. F. stocks; records at 11 a.m., Classified adv. hour at 12 a.m., Meday's KLX Hawaiians at 1 p.m., Jean's Hi-Lights; recordings at 3 p.m., Olivia Nichols, contralto and Helen Wegman Parmelee, pianist at 3:30 p.m., Records; organ recital at 5:30 p.m., Brother Bob's Club at 6:30 p.m., Edgar Russell at 7 p.m., Hotel Oakland concert trio at 7:30 p.m., News items at 7:45 p.m., Painless Parker's health talk at 8 p.m., Bible lecture; musical selections at 9 p.m., Cal. sunset, Cal. Hawaii Concert at 9:30 p.m., Cal. midnight, Cal. Orchestra Supreme at 10 p.m., Union Mutual Life program at 10:05 p.m., Musical program at 10:15 p.m., Cal. sunset, Cal. Orchestra Supreme at 10:30 p.m., Cal. midnight, Cal. Orchestra Supreme at 11 p.m.
**SUNDAY Programs**

379.5 Meters
KGO
Channel 79
10,000 Watts

General Electric Co., Oakland, California
8 to 9:30 a.m. – Reveille; Meet the Folks
9:30 to 9:45 a.m. – Grace Adams; Cast, cornetist
9:45 to 10:30 a.m. – Farm and Home Hour
10:30 to 11:30 a.m. – Melodies
11:30 to 12 noon – Wilham, organ
12 to 2 p.m. – Novelty Five; Dixie Dandies
2 to 3:30 p.m. – Matinee Time; Novelties
3:30 to 4 p.m. – Woman League for Peace
4 to 4:30 p.m. – The Entertainers
4:30 to 5 p.m. – Billy and the Gang
5 to 5:30 p.m. – New Business World
5:30 to 6 p.m. – Sunset Syncopators
6 to 7 p.m. – General Electric Hour
7 to 8 p.m. – Lucky Strike Hour
8 to 8:30 p.m. – Amos 'n Andy
8:30 to 9 p.m. – Viennese Quartet
9 to 9:30 p.m. – News Flashers
9:30 to 10 p.m. – Hill Billy Boys
10 to 10:15 p.m. – Clawan's sport review
10:15 to 10:45 p.m. – Tales Never Told
10:45 to 11 p.m. – Prof. Herman Nitzel
11 to 12 midnight – Musical Muskeeters

296.6 Meters
KQW
Channel 101
500 Watts

First Baptist Church, San Jose, Calif.
9:30 to 11:30 a.m. – Helpful Hints; weather report
11 to 11:45 a.m. – Credited Service program
11:45 to 12:30 p.m. – Recordings; organ recital
12:30 to 1 p.m. – Market reports, weather, S. F. studio
1 to 1:30 p.m. – Hart's Happy Half Hour
1:30 to 2:30 p.m. – Call to the Friendly Hour
2:30 to 3:30 p.m. – Musical program
4:45 to 5:15 p.m. – Children's program
5:15 to 5:30 p.m. – Painless Parker
5:30 to 6 p.m. – San Jose Radiations Institute
6 to 6:45 p.m. – Music; health talk
6:50 to 7 p.m. – Farmers' Exchange; weather reports
7 to 7:30 p.m. – Farm Bureau evening radio news
7:30 to 8:30 p.m. – Future Farmers of America
8:30 to 9:30 p.m. – Italian program

325.9 Meters
KOMO
Channel 92
1000 Watts

Fisherman's Blend Station, Inc., Seattle, Wash.
7:55 a.m. – Inspirational services
8 a.m. – Shell Happy Time
9 a.m. – Y. M. C. A. health exercises
9:15 a.m. – Organ recital by Betty Shilton
9:45 a.m. – National Farm and Home Hour, NBC
10:30 a.m. – Morning Melodies, NBC
11:30 a.m. – Orchestra; Sympath, organ recital
12:15 p.m. – What to Prepare for Dinner
12:30 p.m. – Grain, fruit and vegetable reports
12:30 p.m. – Orchestra; Hayden Morris, basso
1 p.m. – Dixie Dandies, NBC
2 p.m. – Orchestra; Agnes Startvedt, contralto
3 p.m. – Orchestra with Fred lyrics
3:30 p.m. – Woman's League in Peace and Freedom
4 p.m. – Stock, bond and grain quotations
4:15 p.m. – Artistic Ensemble with Mary Burns
5 p.m. – The New Burn; NBC
5:30 p.m. – Ensemble with Hayden Morris, basso
6 p.m. – General Electric program, NBC
7 p.m. – Lucky Strike Hour, NBC
8 p.m. – Gilmore Circus, NBC
8:30 p.m. – Amos 'n Andy, NBC
8:45 p.m. – News Flashers
9 p.m. – Lauderdale and NBC
9:30 p.m. – Hill Billy Boys, NBC
10 p.m. – Sports Talk
10:15 p.m. – Tales Never Told
10:45 p.m. – Prof. Herman Schnitze
11 p.m. – Musical Muskeeters
11:30 p.m. – Orpheum theatricaRic frolic
12 to 12:30 p.m. – Organ recital, Betty Shilton

**NBC National Broadcasting Company**

9:45 to 10:30 a.m. – National Farm and Home Hour
A program of particular interest to agriculturists, will be released through KGO, KHQ, KOMO, KGK, KPO (10 to 10:15 a.m.), and KPI.
1 to 2 p.m. – Dixie Dandies
Thelma Brown, contralto, William Powers, tenor, and the Southern Harmony. Four directed by Charles Wilson are in the group of colored entertainers who will be heard over KGO, KOMO and KGK.
3:30 to 4:30 p.m. – Women's International League for Peace and Freedom
Prominent speakers are heard weekly on the League's program, which are released over KGO, KOMO, KGK and KEC.
5 to 5:30 p.m. – The New Business World
Merrle Thorpe, editor of "Nation's Business," will conduct the program. It is broadcast through KGO, KHQ, KOMO, KGK and KECA.
6 to 7 p.m. – General Electric Hour
With the composer at the piano, Wendell Ross playing the horn solo and Walter Damrosch's orchestra lending symphonic support, the scherzo movement from Wessel's "Sinfonia Concertante" for horn, piano and orchestra will be played: besides the contribution by Wessel, who is an American musician, there will be compositions by Weber, Tchaikovsky, Brahms and Bizet, along with the usual "Adventures in Science" talk by Gloud Gibbons. KGO, KHQ, KOMO, KGK and KPI.
7 to 8 p.m. – B. A. Rolfe and His Lucky Strike Orchestra
This transcontinental presentation will be available through KGO, KHQ, KOMO, KGK and KPI.
8 to 8:30 p.m. – Pacific Serenaders
Ballads with undeniable appeal in their power to enchant the hearts of the fair ones will be played among the Pacific Serenaders, which have Raymond Marlowe, tenor, and a string and woodwind ensemble for its contributors. KGO.
8 to 9 p.m. – Orpheum Cinemas
From the lion's roar to the piercing cries of "Popcorn! Peanuts! and Lemonade," nothing will be left undone to inject realism into the Orphium Circus, to be broadcast over KOMO, KGW, KPO and KPI.
8:50 to 9:15 p.m. – Amos 'n Andy, KGO, KOMO, KHQ, KGK and KECA.
9 to 9:30 p.m. – Lauderdale; "Be Yourself," "Chasing Rainbows," "The Love Parade," "Strike Up the Band" and "Nina Rosa" will be played in the program of Lauderdale Lyricas to be offered by Walter Beban and his dance band over KGO, KHQ, KOMO, KGK and KPI.
9:30 to 10 p.m. – Hill Billy Boys
When the Hill Billy Boys gather about the stove
In the general store to make merry tonight they will devote their entire time to playing and offering numbers requested by members of the NBC System radio audience. KGO, KHQ and KOMO.
10:15 to 10:45 p.m. – Tales Never Told
"True Blue" and "I Wish I was in Peoria" are the songs chosen for dramatization tonight. Irving Kennedy, tenor, and Mary Groom, contralto, are the vocalists scheduled to interpret the songs, and the dramatization will be enacted by a group of National Players, Harry De Lasaux is the author of the sketches. Paul Carrol will be at the console of the gang. KGO, KHQ, KOMO, KECA and KOA.
10:45 to 11 p.m. – Prof. Herman Schnitzel, KGO and KOMO.
11 to 12 midnight – Musical Muskeeters, KGO.

254.1 Meters
KEX
Channel 118
5000 Watts

Western Broadcasting Co., Portland, Ore.
5 to 5:30 p.m. – KEX Radio Bulletin
5:30 p.m. – Popular recording concert
9 p.m. – "Trouble of Thomas" records
10:30 p.m. – Jack and Jill Tavern Orchestra
11:30 p.m. – Time, weather and police reports
11:40 p.m. – KEX midnight matinee
361.2 Meters  KOA  Channel 83
830 Kcys.  12,500 Watts
General Electric Co., Denver, Colorado
4:30 to 5 p.m.—The Skellodians
5 to 5:30 p.m.—The New Business World
5:30 to 6 p.m.—Lancaster Lyrics
6 to 7 p.m.—General Electric Hour
7 to 8 p.m.—Lucky Strike Orchestra
8 to 8:30 p.m.—Olinger Male Quartet
8:30 to 8:45 p.m.—Amos 'n' Andy
8:45 to 9:15 p.m.—Preview of International Sunday School lesson
9:15 to 10:15 p.m.—The Seven Aces—All Eleven of 'Em
10:15 to 11 p.m.—Tales Never Told
10:45 to 11 p.m.—Prof. Herman Schnitzel

204 Meters  KGA  Channel 147
1470 Kcys.  5000 Watts
1 p.m.—Gold Seal program; Concert Classique
2 p.m.—Popular Melange; Radio Matinees
3:30 p.m.—Concert; gift program
5 p.m.—World Bookman; Uncle Andy
5:30 p.m.—Dinner Hour Market reports
6 p.m.—Melody Aces; Carrie Andrew, Melodians
7 p.m.—KGO Melodians, Melody Aces
7:45 p.m.—Song recital, Carrie Andrew, tenor
8 p.m.—Saturday Knights; Elmore Vincent, tenor
9 p.m.—Ensemble; Dwight Heter, baritone
10 p.m.—Musical Potpourri; recordings

299.8 Meters  KFVD  Channel 100
1000 Kcys.  250 Watts
Auburn Fuller, Culver City, Calif.
5 p.m.—Timely topics
8 p.m.—Peggy Price, blues, and Peggy Wade, piano
8:45 p.m.—Tom and Wash
9 p.m.—Happy-Go-Lucky Trio
11 to 1 a.m.—Sebastian's Cotton Club Orchestra

394.5 Meters  KVI  Channel 76
760 Kcys.  1000 Watts
Puget Sound Broadcasting Co., Tacoma, Wash.
5 to 5:15 p.m.—Dr. Arthur Torrance, CBS
5:15 to 5:50 p.m.—Helena Casey, soprano; Willis Higey, tenor; Margaret Yost, violin
5:50 to 5:55 p.m.—Dixie Echoes, CBS
7 to 8 p.m.—Paramount-Publix Radio Hour, CBS
9 to 10 p.m.—Chasin' the Blues, DLBS
10 to 10:12 p.m.—Billy Landers, blues singer; Helene Hill, piano
10:12 to 11:10 p.m.—Anson Weeks' orchestra, DLBS
11 to 12 midnight—Earl Burtnett's Biltmore Orchestra, DLBS

280.2 Meters  KJBS  Channel 107
1070 Kcys.  100 Watts
J. Brunton & Sons, San Francisco, Calif.
6:45 to 8 a.m.—KJBS Alarm Klok Klub
8 to 11 a.m.—Variety records
11 to 11:30 a.m.—Popular recorded selections
11:30 to 12 noon—Manu E. White, soprano
12 to 1 p.m.—Stock report; recordings
1 to 1:30 p.m.—Al Kelli and Ernie Lohman
1:30 to 2 p.m.—J. Paul's Sunsal Orchestra
2 to 2:30 p.m.—Dell Raymond and Oscar Young
2:30 to 4 p.m.—Popular recordings
4 to 6 p.m.—Jerry McMillan, pianist; records

THREE DOLLARS A YEAR
That's all that Broadcast Weekly costs if you subscribe. Delivered every Friday to your door. Subscribe Now!
The Federal Radio Commission recently
granted a Radio Police permit to the city of
Tulare, California.

Thompson and Holmes, Ltd., a recent consoli-
dation of the Frederick H. Thompson Company,
San Francisco, and the Holmes and Crane Com-
pany of Oakland, now San Francisco and East
Bay distributors of the Majestic, are now in
their new headquarters at 954-956 Mission
Street.

Julius Brunton and Sons Company, distribu-
tors of the Willard Storage Batteries, will also
handle the Willard Radio receiver. Several sets
have been installed by the Brunton Company and
they report very satisfactory results.

The General Electric Company and Westing-
house Electric Manufacturing Company will not
manufacture radio sets in competition with RCA-
Victor. However, they are planning on distribut-
ing receivers manufactured by the RCA-Victor
Company with Westinghouse and General Elec-
tric name plates.

Nathaniel Baldwin, Incorporated, has pur-
chased the bankrupt Buckingham Corporation,
formerly manufacturers of radio chassis. The
Baldwin Company is in the field as a receiver
manufacturer.

The Thomas A. Edison, Incorporated, has
announced a price increase on its radio receivers
effective February 1.

The Utah Radio Products Company has an-
nounced to set manufacturers that they can fur-
nish them with remote control equipment for
receivers.

Ernest Ingold, president of the Ernest Ingold,
Inc., San Francisco Atwater Kent distributors,
recently returned from an Eastern trip. Mr.
Ingold reports that although many manufacturers
have discontinued business, the outlook for the
coming year promises to be very satisfactory for
those that remain. He also states that the radio
business is just as staple as those selling radio
wish to make it.

H. R. Curtiss, president of the H. R. Curtiss
Company, and chairman of the Pacific Radio
Trade Association's Trade Show Committee, is
spending several weeks in the East. Mr. Curtiss
is representing the Association at the National
Federated Radio Associations' Convention in
Cleveland, Ohio.

C. L. McWhorter, Pacific Coast manager of
the Philadelphia Storage and Battery Company,
manufacturers of the well known Philco Radio,
is certainly the company's traveling representative.
Mr. McWhorter recently returned from an
extended trip throughout the East and within a
day or so made a quick trip to Los Angeles terri-
tory and then back to San Francisco for two days
and then a flying trip to Salt Lake and then back
to San Francisco to immediately depart for Port-
land. Anyhow his family sees him as he passes by.

Don Lippincott, one of our old time radio
members, has now established business for him-
self as a radio and electrical engineer and patent
attorney with offices at 57 Post Street, San
Francisco.

Otto Rothlin, well known in the music and
radio circles, is now with the California Victor
Distributing Company.

J. Earl Jordan has now been added to the
sales force of the Garnett Young Company, dis-
tributors of the Stromberg-Carlson radio receiv-
ers. Mr. Jordan has been located in Los Angeles
for the past year.

Gray and Danielson Manufacturing Company,
manufacturers of the "Remler" radio receiver, are
now located in their new three-story plant at
2101 Bryant Street, San Francisco. They
recently had a very disastrous fire at their old
location, 260 First Street.

Our dear old friend Mark Smith, formerly
Pacific Coast manager of the E. T. Cunningham
Company, now general manager for the Ray
Thomas Company, distributors of Atwater Kent
receivers in Southern California, was a visitor
to San Francisco recently. Mark is now a typical
Southern Californian which was apparent by the
light summer clothing he wore on his San Fran-
cisco visit.
If it isn't a Magnavox, it isn't a dynamic.

(With a bow to Kodak.)

Only Magnavox can build and sell DYNAMIC Speakers; by authority of the United States Patent Office. Only Magnavox customers and dealers can employ the selling force inherent in that word DYNAMIC. Only Magnavox owners can enjoy true-to-life dynamic REALISM, and a lifetime guarantee—made possible by the new Magnavox X-Core construction.

The Magnavox Company

Factory and Pacific Sales: OAKLAND, CALIF. Factory and Sales East of the Rockies: CHICAGO, ILL.
Majestic

MIGHTY MONARCH OF THE AIR

Majestic's powerful life-like reproduction of every program. Observe how its colorful tone reveals all the brilliant beauty of all music—orchestra or band—instrument or voice—high notes and low without interference or distortion, at any volume—at any distance.

Majestic beauty as illustrated in this authentic Jacobean period model matches the incomparable beauty of tone provided by the famous Majestic chassis and speaker.

Other models priced from $116.50 to $314.00, complete with Majestic tubes.

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Tuesdays and Thursdays
11:30 to 12 o'clock Noon

Majestic Theater of the Air
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