FOR WEEK OF APRIL 2nd to 8th

BROADCAST WEEKLY

LEE S. ROBERTS
Returns to the air April 3 in a new program sponsored by Folger's Coffee Company. He will be heard Monday, Wednesday and Friday, at 8 a.m., over KGO and KFI.

THE LEADING RADIO GUIDE OF THE PACIFIC COAST

www.americanradiohistory.com
"THE CHORUS LADY"
AND
"THE LADY WITH A HUNDRED FACES"
Featuring NANCY WELFORD

Two Amazing "American Weekly" Articles

ON THE AIR!

"The Lady with a Hundred Faces" tells the astounding story of a young farm girl who dazzled European capitals with her exploits—only to land in jail! Based on the article, "Astounding Exploits of a Versatile Adventuress," which appears Sunday, March 26, in the American Weekly, with the Sunday San Francisco Examiner.

Tune in Wednesday evening, March 22, and hear the radio version over

KYA 6:30 KFRC 7:15

"The Chorus Lady," featuring Nancy Welford, is an entertaining play based on a fascinating serial starting in the same issue of the American Weekly. Tells the experiences of a pampered English peeress who ran away from a life of luxury to become a chorus girl at $12.50 a week. Hear her amazing adventures dramatized Friday evening, March 24—

OVER THESE STATIONS:

KYA 7:00 KTAB 7:15
KFRC 8:45 KQW 10:00

Enjoy these two great air features. Then get your copy of the American Weekly and read these and other interesting articles—with the Sunday, March 26, San Francisco Examiner.
WHEN the chronicle of this hectic period is recorded, it will state that Sunday, March 12, marked the beginning of a new epoch in American history. For three trying years a bewildered nation grown flabby in commercial strength and moral fiber, had continued its headlong plunge down a business decline greased with fear and accelerated by doubt. Scarcely had its new leader committed himself to his country’s constitution on March 4, when the click of closing bank doors resounding throughout forty-eight states, precipitated a new and more serious crisis. Business was paralyzed. People were on the verge of panic. All eyes were cast hopefully yet doubtfully toward Washington. What would the new President do? Congress was called into session extraordinary, but the argumentative and dilatory tendencies of this august body were well known. The Cabinet met, but the Cabinet is merely an advisory board. Conferences were held, but what did they presage? Successive editions of the daily press gave vague and contradictory reports and assurances. But what was actually going on behind the scenes, what was being accomplished, when might relief be expected? The entire nation was gripped in a fever of suspense.

An then an unprecedented thing happened. Following a week of unremitting self-expenditure, on Sunday, March 12, less than a fortnight after his inauguration, the President of the United States took the entire country into his confidence. Speaking at 7 p. m. on that day from the White House over a nationwide hook-up, President Roosevelt delivered direct and simultaneously to the whole American people, one of the most momentous Presidential messages of all time.

Neither a garrulous outpouring of milk-and-honey political suavity nor an oratorical jewel glittering with imagery and eloquence, was this timely exposition of the Administration’s “new deal.” But a simple, straight-from-the-shoulder, heart-to-heart talk outlining in homely American words of one syllable, the country’s peril and what actually was being done to combat it.

The rest you know. Overnight the nation was buoyed from the depths of despondency to the heights of jubilant optimism. The banking bill was passed. Specific solutions to other pressing problems were evolved and translated into immediate action. The President’s dynamic personality seemed omnipresent and untiring. The crisis passed. Commodity prices rose. Business improved. And, most significant of all, public confidence was restored.

But, with all, let us lull ourselves into no feeling of false security. This is but the beginning of the battle, with the brunt of the fighting to be borne by one man. Today, no single individual on earth is laden with a greater, more devastating responsibility than this man to whom we now look to pilot us to permanent safety. Newspaper reports state that the President’s strong face already shows lines and furrows which were unapparent the breezy March day he was inaugurated, marks of self-sacrifice and paternal devotion such as a mother’s face might reveal after nights of ceaseless vigil at the bedside of her sick child.

Thankful, regardless of political partisanship, that we have at the helm a man of such character and conscience, and realizing the magnitude of the task that yet confronts him, let radio and the millions of representative citizens who enjoy its blessings take this occasion to pledge him their active cooperation and kindly forbearance in the fulfillment of his stupendous patriotic task. His work and sacrifice are for us. In them he is entitled to our solicitude and support.
Beautiful New Leonard
ELECTRIC REFRIGERATORS

WITH THE LEN-A-DOR
A TOUCH OF THE TOE
AND THE DOOR SWINGS OPEN

NEW PRICES START AT $112
F. O. B. Factory
INSTALLATION and TAX PAID
Built for To-day’s Needs—
Priced for To-day’s Budgets

With the introduction of these new Leonard Electrics, what was conceded to be the outstanding value of the industry becomes still more impressive. There are 10 new Leonard models (4 all porcelain) which offer you a wide choice of sizes, interior arrangements and equipment—at prices in keeping with today’s budgets.

They are backed by a 52-year record of service in the household refrigeration field, and bring you a combination of convenience features offered by no other manufacturer. Four are of porcelain construction throughout, both exterior and interior; six are finished with the lustrous, non-fading, Leonard lacquer, and have the famous Leonard one-piece porcelain interiors.

All are priced to represent the utmost in value, judged by today’s exacting standards. Let us show them.

Only Leonard offers all these great convenience features


Basket . . . All-Porcelain Cooling Unit with Self-Closing Door . . . Sanitrays and Rubber Ice Tray . . . Vegetable Bin (2-door models) . . . Bar-Type Shelves . . . Special Black Door Trim . . . Black Rubber Door Gaskets . . One-piece Porcelain Food Compartment.

Redisco (Leonard owned) finance plan for dealer floor stocks or consumer contracts. * Ask for complete Leonard dealership plans for more sales and more profits.

Chanslor & Lyon Stores, Inc.

California Distributors

740 Polk Street

SACRAMENTO

San Francisco

Stockton

Fresno
ETHER GLEANINGS

By J. CLARENCE MYERS

In our search for something new to tell you about here we "breezed" into the MacGregor and Sollie laboratories the other day. That's where all the electrical transcriptions for "Cecil and Sally," "Eb and Zeb" and a hundred and one other radio acts are made. Genial and jovial Mac handed us five-fingers and a thumb and escorted us to the upper deck where all the thingamagadgets are that make recordings possible.

"Technocracy has come to stay," we thought, glancing about us.

Well, Sollie, Mac's youthful and understanding partner, was there and explained this new addition to their plant. The equipment, freshly installed under Sollie's supervision, permits them to pick off of either the NBC or CBS network any program they desire, cut a record of it, and send the exact reproduction of that radio broadcast to the sponsor that was putting it on, the advertising agency or the network from which it was taken.

And a couple of plugs similar to those used by switchboard operators did the trick.

"This is particularly beneficial to eastern advertisers who are presenting programs over the western networks," Mac explained. "In a short time after their program we can ship them an accurate reproduction of their radio broadcast."

* * *

M. J. B. failed to renew Tommy Harris' contract on their program, after his five-week period was up. He's still an NBC staff artist, though.

* * *

On April 30, Daylight Saving Times goes into effect again in the eastern states. And then the scramble of radio schedules begins. It will be necessary to adjust most of the big coast to coast broadcasts in order that they may be heard at a suitable time both East and West.

* * *

Hazel Warner and Norman Nielsen didn't go with the original Happy Go Lucky Gang headed by Al Pearce, to the NBC. They are singing on the HGL hour from KHJ over the Don Lee-Columbia coast chain.

* * *

California's fight against narcotics will be strengthened by the series of dramatizations of real life happenings in the dope traffic by the NBC beginning March 31. Carlton E. Morse is shaping up the facts into radio style. Governor James Rolph is scheduled to give a brief address on the first program.

Pearce and his trouperers are presenting their matinee frolic from the stage of the Radio Playhouse in the Beaux Arts Building in Los Angeles. New additions to his gang include Yogi Yorgensen, Swede comic, and the Three Cheers, harmony hummers.

* * *

Since our little dissertation recently about the array of children's programs on the air today, another has been added to the KFRC line-up. It is entitled: "Eagle Wing, the Navajo," a dramatization of Indian legends. Mrs. John Cuddy is writing and directing the skits which are broadcast on Tuesdays and Thursdays at 5:15 o'clock. Baldwin McGaw, Dorothy Scott and Frank Provo, handle the lead roles.

* * *

Ralph Brunton, KJBS manager, is back at his desk after a trip to Los Angeles which was followed by a several days' illness.

* * *

Don Lee is asking his artist staff to sign an agreement whereby the artist will pay twenty per cent of receipts of outside engagements to the organization. The NBC charges 'em ten.

* * *

Anson Weeks' reopening at the Hotel Mark Hopkins was delayed a week, because he decided to come home from New York on the new Grace liner, Santa Paula, through the Panama Canal. He opened March 21, Johnny Hamp remained until that time.

* * *

Unless we miss our guess, Barton Yarbrough and Helen Musselman will soon be on the NBC airlines with a serial skit penned by the former. "Execs" around the network like it and the commercial department is trying to interest a sponsor in it.

* * *

KTAB is moving bag and baggage back to San Francisco soon. The station will maintain its Oakland studios and a staff of "time salesmen," but the executive offices, main artist staff and principal sales force will be maintained in San Francisco. It was but a little over a month ago that the station hopped across the bay.

* * *

Gustav Severin, or Captain Argus to the radio audience, one of the best liked yarn spinners on the air hereabouts, keeps the girls at the NBC enthralled with his stories of adventure between broadcasts. He was a member of the German Intelligence service during the world war, later was taken war prisoner by France and taken to Algeria.
He twice escaped prison, the second time making his way to the United States.

Effective March 19, the Northwestern Yeast Company, who have been bringing us those Yeast Foamers program, changed their radio setup to drama, with a small town setting. It's an NBC-KGO network affair. The time: Sundays from 11:30 a.m. to 12 noon.

George A. Presby has been named assistant program manager of KGW, Portland.

"Eb and Zeb" and "Cecil and Sally" are extremely popular in the Hawaiian Islands as is the Baron Munchausen and the Thursday night Lucky Strike hour. The radio broadcasting business there has "weathered the storm" and is looking upward.

We were told this and more by Webley Edwards, program manager of station KGU, the Advertiser Publishing Company station, who was in San Francisco recently.

He told us something very interesting about "pick-up" broadcasts down there.

In all that large group of islands there is no interlinking telephone service. So when KGU decides to pick up a program from one of the other islands, it does so by means of the ultra short wave which is sent to it on a beam, or direct wave.

Frequently, he told us, the station broadcasts a program on which a number of islands will participate. Each takes its turn sending its program via the ultra short waves to KGU's headquarters, where it is rebroadcast for the listening audience. This system of broadcasting in the Islands was accomplished through the efforts of M. A. Mulroy, chief engineer and general manager of KGU, who is affectionately known as "Hawaii's father of radio."

The Marin-Dell Milk Company is now sponsoring those Sunday comics on KYA, which are read by "Uncle Harry" Bechtel.

KMJ, the Don Lee chain outlet at Fresno, was recently awarded permission by the Federal Radio Commission to operate on 500 watts on unlimited time.

Our Northwest informer, John Haughn, Jr., drops us a line or two about happenings thereabouts. Says he:

KXA has been granted unlimited broadcast time and the station is being organized to take care of the new rush of activity... Ken Stuart, ill for many weeks, is back on the job as m.c. for the Sunshine Hour... Lloyd Solber, KOMO orchestra leader, is giving Seattle's young singers a break by presenting them on his Gold Shield Coffee Little Symphony hour. Mary Ellen Hoffman is handling the Betty Bons program over KOMO and Maybelle Ghiglione, ex-U. of W. lady, takes care of KOMO's club minutes broadcast.

A new program, "Health on the Air" is hitting KOL airlines, featuring the dramatization of romantic stories of early medical history. The General Clinic of the Edsonian Foundation is sponsoring it.

John Cope, in charge of the engineering department of KJR, KGA and KEX is the brother of Donald Cope, NBC producer.

It happened at the KFRC studios and the Women's City Club in Oakland.

Studios—Bill Wright: "For the luvva mike, Jennison, don't forget the script for the act tonight."

Jennison Parker: "Don't worry, Bill, I'll have it."

Women's City Club—Wright (ready to go as Reginald Cheery in the initial Remar Jubilee broadcast): "Well, Jen, have you got it?"

Parker: "Yeh, I've got the props for the act, all right. Look."

Wright: "But how about the script?"

Parker: "Ye gods!"

Whereupon he rushed to a telephone, ordered a messenger to dash to KFRC and back to Oakland with the act. The panting messenger got there just as the perspiring Wright and Parker got their cue to go on stage.
ICE CUBES in a hurry, an abundance of them. Dainty dishes frozen in record time. The necessary “tinkle” for the glass that cools and cheers on hot summer days. Depend on these always with GRUNOW, the marvel of modern refrigeration with the new streamline body—the only refrigerator which uses CARRENE, the odorless, pressureless, super-safe refrigerant. And this is only one of GRUNOW’S thirty-four superiories, every one of which multiplies the service, satisfaction, and economy you enjoy. There is a GRUNOW dealer in your community. See GRUNOW first.

The NEW

Grunow

Super-safe ELECTRIC REFRIGERATOR

H. R. CURTISS CO., Distributors
895 O'Farrell Street  San Francisco
RADIO
—the only Radio with ALL 12 of these ALL-STAR Features . . .

If you enjoy truly beautiful music absolutely faithful
the full scope of the scale, and clear as a starlit night,
from the faintest wisp of sound to the crashing crescendo
of a mighty orchestra—then hear this new ALL-STAR Zenith. Any radio is better than no radio, but into this
new Zenith has gone the sum total of 38 major radio
improvements perfected in 17 years, and no other radio
has them all. Ask your neighborhood Zenith dealer for a
demonstration—see and hear for yourself. Then remem-
ber the price is no higher than for a mediocre radio, and
you may save as much as 30% by buying now.

H. R. CURTISS CO., Distributors—San Francisco

$59.50 to $171.25
Sunday, March 26 at 7:15 p.m.

GYPSY

WILL INTERVIEW

HELEN MUSSELMAN

NBC DRAMATIC ARTIST

in another "Personal Close-up" Program

Listen in over NBC-KPO Network

KPO San Francisco
KGA Spokane
KJR Seattle
KFSD San Diego
KGHL Montana
KTAR Arizona
HELEN MUSSELMAN dreamed of being an actress but feared she would never be taken into the fold because she lacked theatrical background. So she attended San Jose Teachers' College and determined to make of herself a good school mar'm. By proving to her own satisfaction that she possessed talent when given an opportunity to enact leading roles in college productions she finally asked for a chance in a Duffy play. After a year on the stage she turned to radio and has been at it ever since. She is blonde, blue-eyed, slenier, 5 feet 4 inches tall.
Philco's NEW RADIO DISCOVERY

Shown herewith is the world's finest, most beautiful speaker console, bringing to you the most gorgeous tone you ever heard, and remember, a single invisible flat tape is the only connection between this speaker console, and the superb Queen Anne control cabinet shown below.

A Brand New RADIO IDEA

Now, lounge back in your easy chair and tune in everything on the air with simply the touch of your fingers. No more jumping up and across the room at the end of every 15-minute program. Relax completely. Perfect control without moving from your chair.

SPECIAL!
Trade-in Allowance

By special arrangement with the Philco factory, we are able to make you a full Trade-in Allowance for your old radio on the purchase of this new Lazy-X model. This extra trade-in offer must end by Saturday next, so call at once.

FREE TRIAL

We want you to see the superb beauty of this radio in your home—its remarkable convenience—its rich tone—its distance range, power and selectivity, on an absolutely Free Trial.

Philco Radio & Television Corporation
SAN FRANCISCO, CALIF.
Dept. BW, 218 Fremont Street

The Amazing LAZY-X
SIMPLY MARVELOUS REMOTE CONTROL
.. at an amazingly LOW PRICE

--free COUPON--

Gentlemen:
Please send me Free, complete illustrated descriptive literature on the Philo Lazy-X Model, together with the full particulars of your special Free Trial, Easy Payment and Full Trade-in offer. It is understood that this request places me under no obligation.

My name is _____________________________________________

Address ________________________________________________

Philco Radio & Television Corporation
SAN FRANCISCO, CALIF.
Dept. BW, 218 Fremont Street
Many Thanks

I AM enclosing a dollar to pay for sixteen weeks’ subscription of Broadcast Weekly to a friend of mine and am hoping when the time is up she will enjoy it so much that she will continue with a subscription herself. We enjoy your magazine for many reasons—one is for the fine editorials you give us—we certainly are with you on keeping the air lanes clean. You cannot say too much on this subject to suit us. We have many favorites in radio, but too many to mention. Drama, organ recitals by Paul Carson and fine orchestra music (not jazz) appeal to us. In the drama we are enjoying “One Man’s Family,” “Robinson’s Family” and the Goldbergs. We listen to Memory Lane—it’s not the same since Mr. Connette gave it up, only wish he was back again and that the play could be kept in Goshen Center.

Goodbye and good luck to your fine magazine.

Mrs. C. S. V., San Jose, Calif.

How About the Fairmont

Rudy Seiger and his Fairmont Hotel Concert Orchestra have been off the air for three weeks. What has become of them? There is too little such excellent music as they offer being broadcast of late. Mr. Seiger is one of the most talented violinists and conductors on the Pacific Coast and the termination of his broadcasts is a distinct loss to the public. His interpretation of the works of the masters and of the better modern composers is exquisite and so vivid that anyone can appreciate it. His own compositions, which he occasionally offers, reveal him to be a capable artist and a master of music.

Ever since the first radio station was established in San Francisco, Rudy Seiger has been a devoted contributor to the radio public’s enjoyment. Doubtless his earlier concerts inspired many of us to purchase our first radios. Have things not come to a pretty pass if we Californians are to allow eastern advertisers presenting electrically transcribed blues moaners and jazz clatterers to crowd our own finest artists off our own broadcasting stations?

In these times when so much that is fine has been slipping away from us, is it not well to stop and realize that it is our responsibility to do something about it? Are music teachers, music lovers, music students and parents content to sit back idly and let this rare opportunity for culture and enjoyment vanish without protest? If not, let the Fairmont Hotel know it immediately. Since it takes money to broadcast, doubtless your patronage of the sponsors of this program would also aid materially. The program was presented by the Fairmont Hotel.

M. H. K., Sacramento, Calif.

Let’s Clean the Air

I SHOULD like to express my appreciation and hearty commendation of your last editorial—entitled, “Our Audience.” I wish that your views might find their way to the Federal Radio Commission. It is high time that they were informed that a great many radio listeners are becoming disgusted with some of the so-called “entertainment” that is finding its way into their homes. We who don’t care for such immoral attempts at humor, have thought that we could avoid such debauchery by staying away from the cheap theatres, but now we find it entering our homes without warning or announcement. We want to continue to think of our radios as a source of good, clean, wholesome entertainment. Your recent editorial, “Keep the Airways Clean,” should also be placed before each member of the Federal Radio Commission.

Rev. Max S., Bremerton, Wash.

Here’s One from the Heart

This is my first letter to Broadcast Weekly. I have been a subscriber for years, which is testimony to my esteem for the book, since reading your very very interesting editorial in the March 5 to 11 number, “Our Audience” I can no longer withhold my stamp of approval.

The clamor for clean programs is becoming general. There is so much bawdy stuff on the air and on the screen now that it behooves decent, clean minded people to cry out in protest. Announcers such as Jennings Pierce, Bill Wright, Capt. Dobbsie, Geo. Wilson, gives one an incentive to aspire to higher ideals and standards of living and thinking.

I am with you, Mr. Editor, one hundred per cent.

Mrs. S. M. R., Sacramento, Calif.
Read What Patsy Says

THANK you for the invitation to express an opinion on radio programs. I realize that one's personal opinion is of small importance—still, you've asked for it, so here goes.

This little growl has been coming on for some time, so if it should skitter out of bounds, please overlook it.

Tossing bricks at radio artists has long been a popular pastime, so I hope they will not feel neglected if I skip the whole lot of them and concentrate my grouches elsewhere.

After all, the artists are quite likely doing their level best as it is (and who isn't these days to hold down a job?). Besides they have no way of coming back at us. Will admit that some of them might do with a little private spanking—but a public flaying? Well, I don't know anyone bad enough to deserve that.

Many of them are struggling along with quite impossible material, and it is that material that I am going to take a few potshots at, and may I be forgiven for shooting from ambush, so to speak.

Radio music may not be all that we would like it to be, but at least a great deal of it is really excellent enough to strike a decent average. But radio drama! With the exception of a few scattered plays that are worth while, the rest may be classed as utter junk!

If the old alibi of producers is true that the public mind is only about a twelve-year-old mind, then according to radio offerings, we are steadily slipping and have now arrived at the lisp age of eight. In fact, some of the offerings would insult the intelligence of a seven-year-old.

The plays for children are the worst of all. They present a strange, distorted picture of life. The heroines of some of them must be made of Gutta-percha. Bounced from one impossible situation to another. Yanked here and there, to and from the villain's clutches, and back again. "Ha! I'll have you yet, me proud beauty!"

And where did they unearth that strange jargon that a cowboy is supposed to use. If an honest-to-goodness cowboy ever broke out with that funny lingo he'd be laughed off the ranch.

One of the chief characteristics of the western cowboy is his distinctive humor. He has a type of humor all his own, which, I am sure, would give keen delight to the average youngster, but radio plays do not feature this trait in a cowboy at all. The radio cowboy is a deadly serious creature, hell-bent-for heroism! I am always expecting one of them to bite a rattler in two out of sheer bravado.

One notes that radio sea captains are still "shivering their timbers," when among seamen, we are told, that trite phrase died with the Dodo.

Radio heroines still marry old reprobates to pay off the mortgage. This is considered quite the decent and honorable thing to do, and then as a reward for such virtue, the old blighter may even make dear old daddy a college president. Dear daddy has always wanted to be a college president. He has never been able to achieve it by fair means, so the heroine promises to marry the villain, if the villain will promise to become still more villainous by pulling a few political wires and thus steal a nice soft seat for papa in the College Presidency.

Such manipulative hocus-pocus would spell impeachment for a congressman or a governor. But innocent, quavering, little heroines in radio do much more and come out unscathed.

Precocious juveniles in radio drama have dubious little rackets of their own. As long as one does not tell an out and out whooper, it's quite all right to adroitly skitter around the truth if any profit results.

If any of you have ever believed that a "good honest liar" is more worthy of respect than a pussyfootin' truth juggler, then you are all wrong. Slithering around the truth has become so "smart" that we are teaching it to the children. As one radio daddy put it when he congratulated his offspring for selling the most tickets (by mis-representing the event), he patted the little chisler on the head and offered this sage prophecy: "You'll make a fine business man, some day, my son."

It is extremely difficult to grasp the code of the broadcaster. Despite the questionable ethics of some of his heroes and heroines, should one of them dare to utter such a really harmless word as "hell" the studio walls would crumble.

"Hell" according to radio is a very, very naughty word and must not even be whispered before a microphone. Webster merely makes the word synonymous with "grave." Good christians speak of it as a lengthy and deserved place of punishment, and there is scarcely an individual who does not have to take a nice little dose of it even so often, but just try to sneak up to a microphone and say it, and see what happens to you!

Like most people who are generous with their criticism I have nothing constructive to offer. I do not even know where the trouble lies. Perhaps the correspondent whose letter appeared in Broadcast Weekly some time ago was correct when he said we have so much inferior radio drama because so little is paid for radio writing that real writers waste no time with it. I do not know whether this is true or not, but even so, it should not be as bad as it is, unless the point is to make radio the step-sister of all the Arts.

Patsy, Larkspur, Calif.
NOW'S the time to freshen your wardrobe and household furnishings with this effective, inexpensive method of dry cleaning.

Use Associated Stoddard Cleaning Solvent—the product used by professional cleaning establishments. It is low in cost. It dries quickly. It is safer to use than gasoline cleaning solvents and unequaled for general cleaning purposes.

Ask for Associated Stoddard Cleaning Solvent at your neighborhood station or garage.

ASSOCIATED OIL COMPANY

Tune in . . Associated Spotlight . . 90-minute Smile Show every Saturday . . 9:00 P. M.  
KGO - KFI - KOMO - KGW - KHQ
NOW MAJESTIC OFFERS THE FIRST PERFECTED

AGAIN MAJESTIC LEADS

This new Auto Radio, so revolutionary in design, performance and value, is possible only because of Majestic's experience in building over 3,500,000 home radios; and its sensational value, is possible only because of Majestic's unrivaled engineering and manufacturing facilities and large output.

THOMPSON & HOLMES, Ltd.
Wholesale Distributors
171 Bluxome Street
San Francisco

INSTALLED TO YOUR AERIAL $2.50

Complete with Tubes and Necessary Equipment
Most sensational radio development in years! Entirely new type of radio designed especially for automobiles! Only one unit! Compact, simple and troubleproof! Installed in 30 minutes!

7 Outstanding Features

1. Engineered specifically for automobile use. Utilizes new principles and incorporates developments never before found in any auto radio. New and startling, both in design and performance.

2. All-in-one single unit set. Chassis, speaker and Duo-Mute power unit are included in one metal case. Chassis and cable leads are completely shielded, providing minimum interference from motor and other disturbances.


4. Quick and easy to install. Because of its simple one-unit construction, this new set may be installed complete, in about thirty minutes. When trading for a new car, the owner can quickly remove and reinstall it without in any way damaging or mar the appearance of either automobile.

5. The "B" supply is obtained from a new and improved full-wave vibrator and rectifier system. A 5-inch Majestic dynamic speaker furnishes ample volume over a wide range without distortion. So sensitive and selective is the set that its reproduction and tone quality are superior to those of the average home receiver. A highly efficient AUTOMATIC VOLUME CONTROL eliminates fading and blasting.

6. Control unit, mounted on steering column, includes an illuminated dial, tuning and volume control knobs, and an "off" and "on" switch, with removable key.

7. The set is well designed and strongly constructed, using the finest materials and parts. It is built for years of trouble-free service.

THE NEW

Majestic

ALL-IN-ONE AUTO RADIO
"IF YOU can't believe your ears some day—that's us!"

So say "Jay and Ted" those laugh-provoking, ambidextrous song and comedy boys recently heard over the XBC network from New York.

"Act? No, we don't act, do we Jay?"

"Naw, I wouldn't say it's acting. It's worse than that. We hop on to the air and let go, Ted. That's what I'd call it."

As for the clever lyric jingles and the comedy—well, the boys work it all out in advance and then it "just sort of slips into the continuity" as the program progresses. That's how they describe their own efforts.

They are Jay Dennis and Ted Reese. Dennis is the pianist; Reese, the "beautiful tenor." The boys joined forces a short time ago, entirely by accident. They had never worked with each other in their lives before.

About their technique. Jay and Ted modestly declare they'll put a song to any title sent them. One listener wrote the boys that he didn't believe they'd keep their bargain.

His title was "Now That the President's Elected." The title was fine—except that it was the week before election. On their next broadcast, which happened to fall the day after election, the boys boomed out their latest song creation—"Now That Roosevelt's In," with words quite appropriate to the suggested title.

Dennis was born in Georgetown, D.C., November 4, 1901. He attended Randolph-Macon College and stayed long enough to be initiated into the Sigma Kappa fraternity. After college he became a stoker, a soldier, deputy sheriff, a welterweight boxer, and song writer.

He produced the first radio revue staged over old station WJZ. That was back in 1923 when he brought members of the "Artists and Models" cast to Aeolian Hall for a broadcast performance.

Reese was the "wonder boy" soprano of Scranton, Pennsylvania. He was born in Pittsburgh, June 23, 1903, and doesn't remember when he started to sing. He does recall singing in St. Luke's Church in Scranton at the age of nine, and that it wasn't long before he was touring the country in concert.

After his early vocal triumphs he was sent off to Syracuse University, and there became a member of the glee club and soloist with the college quartet. Still sings "Sweetheart of Sigma Chi" with sentimental gusto, because he happens to be a member of that college tribe.

In New York he sang with Raymond Hitchcock's "Greenwich Village Follies" and in "Sweetheart Mine." He also sang with Roxy's Gang for two and a half years.

THERE'S a lot of ability in the Landis family. Two brothers studied law. One reached the Federal bench, where his fearless and vigorous conduct caused him to be selected as high-commissioner of the national sport, baseball. This is Kenedaw M. Landis.

The other brother was elected to Congress at the age of thirty. He retired from politics and wrote the novel that, dramatized "The Copperhead," became one of the outstanding stage and screen hits of all time. He became editor of a New York daily newspaper. Then he turned his back on Fame, returned to his home town of Logansport, Indiana, to become editor of the local paper, with his shrewd observations on the American scene quoted throughout the nation. This is Frederick Landis, "The Hoosier Editor," now heard over the Columbia network.

Frederick Landis was born in Seven Mile, Ohio, a hamlet found only in the postal guide and on extremely large-scale county maps. At the age of two his family moved to the comparatively metropolitan town of Logansport. In 1895 he graduated from the University of Michigan, returned to the aforementioned Logansport, and hung out a rather inconspicuous shingle with the painted words, "Frederick Landis, Lawyer."

While the paint on the sign was drying he was arguing politics with his fellow townsmen. Soon he was known not only as a pretty capable young lawyer, but as a lad with some pretty constructive ideas on this government business.
Seven years later he was the central figure in one of the most bitter convention fights the district had ever known. One thousand and twelve ballots were taken, and young lawyer Landis was nominated for Congress, and his party won.

After serving his district from 1903 until 1907, Congressman Landis retired and turned his attention to writing. It was his novel, "The Glory of His Country," which was dramatized as "The Copperhead." His next work was "The Angel of Lonesome Hill," a story of Theodore Roosevelt in the White House. Of this book, Roosevelt said: "This is the picture of me as President by which I wish my family to remember me."

Later Mr. Landis went to New York, where for three years he was editor of the New York American. In 1926, tiring of the strife of metropolitan life, he returned to Logansport, becoming editor of the Pharos-Tribune.

As "The Hoosier Editor" he now draws upon these long and colorful years as he faces the microphone with his comments on the humor and pathos, comedies and tragedies in the news of the day.

ROBERT TROUT was dragged into radio against his will, and he is still a little bewildered at the strange turn of events which have made him Presidential announcer for the Columbia Broadcasting System in Washington. He reached his present position as an announcer after evolving from a budding radio playwright and a news commentator.

Born in rural North Carolina 23 years ago, Bob has never managed to stay in one place very long. After a protracted period of commuting between Washington, North Carolina, New York and Cambridge, he decided, in 1929, that college life was a pretty expensive proposition: too expensive for him, in fact. So he bought a pair of dungarees and went to sea.

Two trips across the North Atlantic on the steamship President Roosevelt somewhat assuaged his youthful thirst for adventure, and Bob settled down in New York's Greenwich Village. With a rusty typewriter and an unlimited supply of paper, he was determined to scale the heights of literature, and was, as much to his surprise as to his friends', actually making some progress, when pneumonia smote him down in the late spring of 1931.

Convalescing, Bob went south for the summer, and on his way back to New York in the early autumn, dropped in at the studios of the old WJSV, in Alexandria, just to see what a radio station really looks like. Before making his visit, Bob wrote a letter to the program director asking permission to inspect the station, and the director was so impressed with the Trout literary style that he pounced upon his visitor and persuaded him to remain in Alexandria to write a series of radio sketches for WJSV.

After slightly less than a month of writing radio plays, skits and dialogue, as well as writing and putting on a daily broadcast of news comments, Trout decided that radio was a lot of fun but decidedly unremunerative, so he left the Mount Vernon Hills station and started packing his bags. Greenwich Village was beckoning and Bob had the itch to write and plenty of plain white paper.

However, the day before Bob was scheduled to depart from Virginia, George Reid, now celebrated in Washington and throughout the South as the One Man Minstrel Show, but then a WJSV announcer, resigned, and the program director, still determined to have Trout on his staff, hunted Bob down and lured him to the studios for a conference. Announcing held absolutely no appeal for Bob. He was interested only in writing the performance, and whether his show was to be sent out into the ether as a radio program or packed between cloth covers as a novel didn't make very much difference. But after a two hour argument with three WJSV executives, he gave in and agreed to give announcing a trial.

Now Bob is announcing for the new WJSV, a key station of the Columbia network, but he still has ideas about producing a show some day, instead of merely introducing it. And he insists that he will never consider he has really arrived in radio until the day when his fellow announcers start announcing his own program.

Western listeners will recall hearing Bob in the Presidential role during many of the "March of Time" programs broadcast over Columbia Broadcasting System on Fridays during the past two years.
MAE QUESTEL  
NBC—"Betty Boop"

GERTRUDE RIDENOUR  
KNX—Staff Artist

KENNETH CARPENTER  
KFI-KECA—Announcer

Stars of the Radio

ANN LEAF  
CBS—Organist

DAVID ROSS  
CBS—Announcer

BETTY KELLY  
KFRC—Soprano
MICROPHONE GOSSIP

• • • Nora Schiller, the vivacious little lady whose novelty songs and acting have long been a highlight on such KFRC programs as the popular Blue Monday Jamboree, is the latest radio artist to succumb to the wiles of Cupid. Nora will soon be Mrs. Irving Schulkin. The lucky man is trumpet player with Phil Harris' orchestra, and the marriage will take her to Los Angeles. Her popular numbers will not be lost to the KFRC audience, however, for she will join the KHJ staff for a number of Columbia-Don Lee network programs heard here.

• • • Edna Fischer, NBC pianist, recently bought an automobile—the first car she has owned since a motor accident four years ago broke her right wrist, periling her piano-playing hands and giving her a fear of all cars which she has just managed to overcome. She still refuses to drive, however.

• • • Maestro Lennie Hayton's twenty-fifth birthday was a gala occasion in New York radio circles: Lennie's friends and CBS colleague, Little Jack Little, gave a surprise party for the youthful conductor of the Chesterfield Orchestra. Among the eighty odd persons present, in addition to Mr. and Mrs. Little and Hayton, were the Lombardo brothers, Mr. and Mrs. Jack Benny, Bing Crosby, Paul Small and Billy Hillpot.

• • • For years Eddie Peabody, internationally known as the king of the banjo, spurned any musical instrument that didn't utilize strings for the creation of sound. During a recent European tour, however, when he was in Scotland, Eddie was presented by the king's own bagpipe manufacturer a specially made bagpipe. Eddie cast aside his prejudices and went to work on the "pipes" with the result that he became quite proficient with them. He threatens to play a bagpipe number on one of his future Safeway radio shows, broadcast every Wednesday night at 7:30 P.M., over the NBC-KGO networks.

• • • After gaining a new home in Oakland, KTAB is casting about for a new location in San Francisco, as the station is rapidly outgrowing the present studio.

• • • Among Amos 'n Andy's friends is a little bulldog named "Frenchie." With the first strains of "The Perfect Song" by the orchestra, Frenchie leaves his comfortable chair, and without anyone speaking to him goes out to the kitchen to call the maid and chauffeur to come and listen. He then returns with his friends and, with great satisfaction, settles down again.

• • • Not that they "boot 'em" any more often than their compatriots of other stations, but they're a far-seeing lot the announcers of the KFI-KECA family. They're on the alert, eagerly seeking a technocratic machine which will place them above the criticism of watchful and careful radio critics.

Here's what they want—a device possessed of vocal qualities and so designed that all an announcer need do to ascertain the correct pronunciation of a word is press a button or series of buttons, and the mechanism speaks, delivering letter-perfect pronunciation.

The common complaint against dictionaries is that they usually give all the way from two to four acceptable pronunciations, and no matter which one the announcer uses, somebody is bound to take issue with him. The as yet undiscovered technocratic pronouncer would confine itself to first choices, say the announcers.

• • • San Francisco's Chinatown is the largest in the world outside of China. San Francisco is the only city in the United States having a municipal opera house. More people pass through San Francisco's Ferry Building than through any similar terminal in America. The longest cable car line in the world is in San Francisco... home of the cable car. KFO listeners now hear such pertinent facts about San Francisco in the midst of their daily radio programs. With the cooperation of Californians, Inc., NBC station KPO, through the voices of its announcers tells the world, every two hours, what makes this city one of the most fascinating spots on the globe. Spaced at two-hour intervals, with each announcement limited to one short sentence about some outstanding feature of San Francisco, the new method of keeping listeners acquainted with this city has won favorable comment.

• • • Eddie Holden, the inimitable Japanese house boy of "Frank Watanabe and the Honorable Archie" (KNX), was born in San Francisco and still readily admits it. He spent most of his boyhood playing with Japanese youngsters on the sand lots of the Bay district, absorbing the colloquialisms of the language that are so much a part of his radio dialect. Holden now numbers his friends among the Japanese by the hundreds,
both here and in the "home" country. He reads, writes and speaks two of the chief provincial languages of the race, and—writes letters to friends in Tokio and points about on a Japanese typewriter. Eddie's 7 p. m. skit with Reginald Shardin is pleasing lots of listeners and selling plenty of shirts and ties for Grayco.

- Ralph R. Bryan, known as KQW's fiddler, was born in Nebraska 23 years ago and received his education in Arnold Schools and the University of Nebraska at Lincoln, where he took the pre-medical course, as his ambition is to be a doctor. Ralph is five feet ten, weighs 170 pounds, has blue eyes and black hair. At KQW, he acts as entertainer and announcer, with ever-increasing popularity.

- Eddie Cantor was "Blondie of the Ballet" for his act on the Chase and Sanborn Hour recently. He came to the studio with a mysterious suitcase, which disgorged a white and gauzy ballet skirt and blonde wig which Eddie donned before going on stage. But he couldn't manage without the assistance of Rosaline Greene, NBC dramatic star, appearing with him on the same program. Cantor had forgotten the fixings, not knowing much about skirts. Rosaline met the emergency with a collar pin commandeered from a bystander in the reception room and two brooches detached from her own gown, while Cantor, staunchly girded, rolled his trousers up to the knees and went on and "knocked them out of their chairs."

- Arnold Johnson, CBS conductor, calls his trombonist and close friend, King Ross, "the man with a thousand hobbies." Ross' hobbies include television research, invention of cryptograms and anagrams, witnessing surgical operations, studying atomic theories, playing a bassoon, working on odd electrical devices, and numerous other avocations. His past activities, outside of music, include conducting a cryptogram feature in the Chicago Daily News; serving as assistant to U. A. Sanabria, the television pioneer; supervising engineering at Chicago's sight station WIBO, and studying surgery for a year and a half.

- Bing Crosby, Columbia's versatile minstrel heard with Leonard Hayton's orchestra, has just been elected to the Board of Governors of New York's famous Friars Club, composed of well-known actors and celebrities of the theater.

- Jack Pearl, the teller of strange tales on those Thursday night Magic Carpet broadcasts, doesn't mind if Cliff Hall, the straight man in his weekly frolic before the microphone gets a part of the credit for the success of the Baron Munchausen idea. "That's right!" says Pearl, "I couldn't do very much without Cliff. He's the greatest straight man in the business today, and I mean just that. We've worked so long together that I'm afraid I'd be a flop without him."

- Max Waizman, who is Herr Fizzmeier of the Associated Spotlight school-days feature, and the producer of a number of NBC programs, paints in his odd moments. Landscapes in oils or delicate pastels are his hobby, and whenever he can take a day off he goes to the country with his painting materials.

- It was an old family party in Boston the other evening when Jacques Fray and Mario Braggiotti, Columbia's two-piano team, journeyed to the Hub City to give a concert in Jordan Hall. Mario's home is in Boston, and at the concert were his three brothers, Rama, Dorilio, and Sebastian, in addition to a number of Braggiotti cousins and uncles and aunts.

The famous piano team hope to give a concert in Hollywood this spring with Maurice Chevalier, a close friend of both artists. Braggiotti used to accompany Chevalier at the piano. A concert in May has already been scheduled in Paris, Monsieur Fray's birthplace.

- Walter Behan once had to scrub elephants in a circus in order to get home to San Francisco. It was at the conclusion of a trip around the world, and the band with which he was traveling went broke in Louisville, Kentucky, where a circus was playing.

- "How do you know so much about the Barbary Coast in the old days?" listeners to NBC's Barbary Coast Nights usually ask Police Chief William J. Quinn of San Francisco when they meet him. The big, good-looking police chief who is the narrator of the series about San Francisco's night-life of a quarter-century ago, has every reason to "know so much" about it. Although his youthful appearance belies it, he joined the San Francisco police force in 1906, and was a patrolman with Chinatown and The Coast as his beat in San Francisco's Scarlet Decade.

- Newell Chase, NBC pianist, is a member of a well-known Boston family. His mother's maiden name was Newell, and her loyal son has refused steadfastly to change it to "Noel" despite the fact that almost every theatrical manager he has had has advised him to do so.

- K.E.C.A.'s noontime campaign against that low-down feeling has met with a cheering response on the part of listeners. Until "Chasin' the Blues" was inaugurated, with Charlie (Don't go 'way, folks) Wellman at the helm, studio execs had a sneaking
suspicion that most folks werebusily engaged in feeding theirfaces at that hour.

Now it seems there is a veritable army of good people who either insist on a side-dish of “Blues Chasin’” with theirmeals, or delay the lunch hour in favor of the program. It’s an informal sort of program—sort of a “collar open at the neck” atmosphere prevails. There’s a small orchestra combina-tion, piano duo, vocal and instrumental soloists supporting Mistah Wellman who happily ad lib between numbers.

• • • On the occasion of Ernest Schelling’s tenth anni-versary as conductor of the New York Philharmonic-Symphony Children’s concerts—now a feature of Columbia broadcasts, the children of the audience surprised the maestro Saturday, February 25, with a gift-box containing more than a thousand signa-tures. Of crimson leather tooled in gold and printed on parchment, the book is inscribed with the names of some nine hundred children and adult admirers of Schel-ling, the entire personnel of the Philharmonic Society, and many eminent artists who have appeared with Schelling on the Children’s concerts.

Among the latter who signed this graceful tribute to Schel-ling are Ignace Paderewski, Marcella Sembrich, Lucrezia Bori, John McCormack, and Hulda Lahanska.

• • • Jack Hall’s “Keep Smiling Revue” on KTA B is featuring a thirty-piece accor-dion orchestra every Wednesday afternoon, under the di-rection of Danti Barsi, one of the “Chile Peppers”.

• • • The Optimistic Revue, oldest unbroken production on American radio, is still being heard from KNX, Holly-wood, on Friday evenings. The hour is 8 to 9, Pacific time. Davis Perfection Bread Company, largest independent bakery in Southern California, is the sponsor, and has been since the feature was inaugu-rated in January, 1925. The program of March 3 marked the 426th successive week for the variety show.

• • • Luther Putnam, who reads the funny over KTAB, besides announcing, doing some dramatic reading, and special announcing, is now m.c.’ing the N-Bar-B Boys.

• • • Ann Chase, NBC dramatic star, played the role of the ingenue in “Pigs” with only six hours’ preparation. It was in a stock company in Pittsburgh, Penn., where Ann was a student at the Carnegie Institute of Technology. The regular ingenue collapsed during the dress rehearsal and the manager telephoned Ann, who cut classes and learned her part in time to go on and win a triumph at the performance that night.

• • • The Mauna Keans (KQW), specializing in native Hawaiian music, were originally the Mauna Kea Trio. Three American girls (Lei Lani, Lei Aloha, and Lei Nani) started out with a “big idea.” Seeing great possibilitiess in these girls, Kimo Hau-lani joined them, forming the troupe of Mauna Keans. Kimo is native Hawaiian. He has played in all the larger radio stations on the Pacific Coast.

The Mauna Keans are one of the most popular groups playing over the air on the Pacific Coast. Their fan mail has reached tremendous propor-tions.

• • • Jane Froman, Columbia’s charming vocal importation from Chicago, now sharing honors with Ruth Etting and Bing Crosby on the Chest-terfield programs, was a particularly vivacious figure in the studio during her recent CBS debut. Dark and petite, with violet eyes matching a royal blue lace gown set off with gardenias, she stood poised before the microphone, looking very Spanish, with one hand on her hip and the other cupped behind her ear.

Between numbers Miss Froman sat on the edge of the conductor’s stand listening to Hayton’s band or glancing anxiously at friends in the control room. “The first time I’ve been nervous in years,” remarked Miss Froman, after her first CBS broadcast.

• • • Helen Webster, home science editor of N B C ’s Woman’s Magazine of the Air, has a cat named Golden Bear, who disappeared mysteriously. A year later, almost to the day, Helen heard a noise at the back door, and opened it to find her missing feline standing on the thresh-old. He walked deliberately over the spot where he had always been accustomed to find his evening saucer of milk, and finding it gone, looked up reproachfully, then leaped to the chair where his own favorite pillow still lay, and went to sleep.

“Thus,” as Helen says, “avoiding all explanations.”

• • • K T A B is gaining the name of the “sports” station in northern California. Soccer football, boxing, rugby, ice hockey, and wrestling have all been broadcast over the station, with Ernie Smith doing the announcing.

• • • Dale Winbrow, Col-umbia’s homespun announcer for the Mills Brothers, makes daily visits to the Bowery where he has taken space in a small factory to produce “Winbrow,” a novel guitar with six strings which fea-tures a harmonic bass.

• • • Mary Wood, NBC soprano, vocalizes every morn-ing while lying flat on her stomach, because this posture requires correct breathing if any is to be done at all, ac-cording to Percy Rector Ste-yens, with whom she studied in New York.
This Falcon Vest Pocket Camera Takes Pictures Like This

VEST Pocket Size. Takes all standard eight exposure roll film. Pictures 1 3/8 x 2 1/2 inches. Light weight but sturdy all-metal case covered in pin seal grain finish in a range of attractive colors. Fittings are tastefully finished in nickel and black enamel. Bellows are of genuine leather, well flexed for perfect folding. Front locks into rigid position automatically when opened. A simple pull out brings camera into operating position without bother or fuss. Lens is standard type Menicus. Aperture has three easily adjusted stops that cannot be mistaken. Front indicator for choice of instantaneous or time exposure action.

The entire camera is constructed for fool-proof operation.

SPECIAL OFFER (for short time only)
This Falcon vest pocket camera and Broadcast Weekly for one year—
BOTH for only $4.00

GET YOURS NOW

BROADCAST WEEKLY PUB. CO., 726 Pacific Bldg., San Francisco.

Gentlemen: Herewith is $4.00 for which send me immediately the Falcon vest pocket camera and Broadcast Weekly for one year.

NAME

ADDRESS

CITY STATE

www.americanradiohistory.com
QUESTIONS AND ANSWERS
By GYPSY

QUESTIONS
1. Who portrays Seth Parker and when and where was he born?
2. How many announcers are on the San Francisco NBC staff?
3. What is Yogi Yorgenson’s real name?
4. Have Bernice Berwin and Barton Yarborough been interviewed on Personal Closeups?
5. Is Ed Wynn married or single?
6. Where was Norman Nelson born and over what network may he be heard?
7. To whom is Elvia Allman married?
8. What does Bill Goodwin look like?
9. Is Walter W. Cribbons on the air at present?
10. Name ten radio personalities who celebrate their birthdays in April.
11. What noted author, lecturer, and commentator, now a California resident, was born in Boston, educated at Harvard, and received his early training with such publications as the Forum, Harper’s Weekly, and Collier’s?
12. Where was Marian Boyle born?
13. What did J. Kennard Hamilton do before he organized his Big Brother Ken Club?
14. From which two states was Caltana Christoph’s name coined?
15. Is Easton Kent blond or brunet, and is he married or single?
16. To whom is Barbara Lee, the actress, married, and what are some of the interesting facts about her career?
17. What is Charles MacAllister’s favorite expression?
18. Who sings the theme song in “Little Orphan Annie”? 
19. Who directs the Doric Quartet and who are the gentlemen heard in this group?
20. Where was Charles Runyan born?

ANSWERS
2. Seventeen.
3. Harry Stewart, a Tacoma boy.
4. Yes. Bernice Berwin was presented March 30, 1932. Barton Yarborough was interviewed April 17, 1932.
5. Married.
7. Wesley Tourtelotte, the organist.
9. No, Mr. Cribbons now operates an advertising business, teaches public speaking, and devotes some time to writing for magazines.
10. Edward Jensen, April 1; William (Bill) Andrews, April 5; Chuck Russell, April 8; William (Billy) Cowles, April 9; Paul Carson, April 10; Billy Page, Sally Picker and Roger Neal, April 11; Dr. Lawrence L. Cross, April 13; Louise Taber, April 18.
12. Vancouver, B. C.
15. Brunet, Married. (Mrs. Kent was Miss Emelyn Beattle of San Francisco.)
16. Captain Gorton A. Harris of the “Emma Alexander.” Miss Lee was on the screen and stage prior to entering the radio field; has successfully carried on in the double role of professional woman and mother (reared three of her own and five step-children), lives in a house fashioned like a ship and has always played character roles.
17. “There’s something wrong in the foundation when the house rocks.”
18. Jennings Pierce.
19. Emil Polak directs the Doric Quartet. It is composed of Ben Klassen, Myron Niesley, Everett Foster and Harry Stanton.

This Beautiful Leatherette Cover
for only
50 cents
WHILE THEY LAST

This attractive leatherette cover provides a dandy holder for your Broadcast Weekly copy. A rich, red color with gold embossed letters.

Mail Coupon Now!

BROADCAST WEEKLY, 726 Pacific Building, San Francisco, Calif.

Gentlemen: Here’s 50 cents for which send me the beautiful leatherette cover.

Name....................................................
Address...................................................
City......................................................
State....................................................
MONROE UPTON was born in Bandon, Oregon, in 1858, finished school in Marshfield, went to sea as a ship's radio operator, spent a year with a radio station in Shanghai, saw more travel, landed in San Francisco and began broadcasting six years ago. Although he is best known as a comedian—(his "Lord Bilgewater" on "Associated Spotlight" has them in stitches)—he is a successful writer and has turned out several books. Six feet tall, blonde, blue eyes. Married.
FLOY MARGARET HUGHES: San Jose California, was Floy’s earliest home but most of her eighteen years have been spent in Marin County. While a student at Tamalpais high she appeared in a school play opposite her brother (one year older) and made the announcement that henceforth she would devote herself to drama. Her experience on the invisible stage began at sixteen. Floy has blue eyes, chestnut hair, is 5 feet 4 inches tall and weighs 104 pounds. Daughter of an English father and American mother.
IT TOOK A WORLD WAR TO START JACK BENNY TALKING... JACK PLAYED THE VIOLIN IN VAUDEVILLE FOR 6 YEARS... SOLEMN AND SILENT... THEN HE JOINED THE NAVY... PLAYED AT A SEAMEN'S BENEFIT... AND GOT APPLAUSE BUT NO CONTRIBUTIONS... HE TRIED A FEW GAGS... GOT SOME LAUGHS... TRIED MORE AT THE NEXT SHOW... MADE A REAL HIT... FINALLY DROPPED THE FIDDLE ALTOGETHER... BUT FOR YEARS CARRIED IT ON THE STAGE... JUST LOOKING AT IT WISTFULLY... HAS WISE-CRACKED HIS WAY THRU SEVERAL SHUBERT MUSICAL REVUES... TWO EARL CARROLL'S "VANITIES"... HALF A DOZEN MOVING PICTURES... AND INTO RADIO AS A LAUGH-GETTING MASTER OF CEREMONIES.

"MASTER OF WISE-CRACKS"

JACK BENNY

ORIGINALLY HAILED FROM WAUKEGAN, ILL... MARRIED AND LIVES IN NEW YORK... THINKS RADIO IS FAR MORE FUN THAN EITHER STAGE OR SCREEN... BUT HASN'T FORSAKEN THE EARLIER MEDIUMS...

COURTESY OF E.T. CUNNINGHAM, INC. MANUFACTURERS OF CUNNINGHAM RADIO TUBES

www.americanradiohistory.com

www.americanradiohistory.com
8-30—Eddie Duchin and His Orch.: KFBK KOIN KERN KOL KVY KFPP KOIN KFRC KJH KGB
9 to 9:30 P.M.—Ben Pollack and His Orch.: KFBK KOIN KSL

325.9 Meters KOMO Elliott 5890
920 Kcys. 1000 Watts
Fisher's Blend Station, Inc., Seattle
8 A.M.—NBC-KGO Programs to 10

3:30—Crazy Crystal program
1:15—For All the Family
2:30—Joseph Koestner and Orchestra
3:30—Hash, State Music Clubs
4—NBC-KGO programs to 7
8:30—Pioneers
9—Baldy's Homespun Melodies
9:15—Dance of the Nations
9:30—Univ. of Washington Talk
9:45—Piano Pictures
10—Richards and the Flashes
10:15—Crazy Crystal Quartet
10:30 to 11 P.M.—NBC-KGO Prog.

526 Meters KVI Broadway 4211
570 Kcys. 1000 Watts
Puget Sound Broadcast Co., Tacoma
8 A.M.—CBS Program
8:30—The Melody Makers
8:45—Radio Gospel League
9:15—CBS programs to 10:15
10:15—Herman Reindell, cello
11—Central Lutheran Church
12 noon—New York Philharmonic Symphony Orchestra
2 P.M.—Judge Rutherford
2:15—Rabbi Magnin
2:30—The Islanders
2:45—CBS programs to 4:15
4:45—The Singing Gardeners
5—CBS programs to 6:30
6—Music Teacher's Club
7—CBS programs to 8:30
8—"The Crazy Serenade"
8:45—Eddie Duchin's Orchestra
8:55—Mademoiselle Modiste
9—The Merrymakers
10—Ted Flo-Rito's Orchestra
11:30 to 12 mid.—Midnight Moods

109.1 Meters KJR Seneca 1515
970 Kcys. 5000 Watts
Northwest Broadcast System, Seattle, Wn.
8 A.M.—NBC-KPO Program to 10:30
8 P.M.—First Church of Christ Scientist
9 to 12 mid.—NBC-KPO Programs

265 Meters KSL Wasatch 3901
1130 Kcys. 50,000 Watts
Radio Serv. Corp. of Utah, Salt Lake
5 P.M.—CBS programs to 6:30
6:30—KSL Flute, Frank Asper, organist, and Wm. Hardiman, violinst
7:30—The Gauchos
7:45—L. D. S. Program
8:15—Angelo Patri, "Your Child": KFBK KJH KGB
8:15—John Henry, Black River Giant: KFBK KJW KERN KFBK KOIN KFRC KJH KGB
9:30 to 10 P.M.—CBS programs to 10:30
10:30—International Bible Students
10:45—NBC-KPO Programs to 8
8 P.M.—First Church of Christ Scientist
9 to 12 mid.—NBC-KPO Programs

483.6 Meters KGW Atwater 2121
620 Kcys. 1000 Watts
Morning, Oregonian, Portland, Ore.
8 A.M.—Organ
8:30—Arion Trio
9—Reading the Comics
9:30—Piano Surprises
10—Judge Rutherglen
10:15—NBC-KGO program
11—Tommy Luke's Half Hour
11—NBC-KGO programs to 4
14—Schwan Piano Classics
14:15—Ray Gill
15—NBC-KGO programs to 8:30
18—The G. A. Paine Violinist
45—Round the World
5:30—Clarence Tuman, tenor
9—Baldy's Melodies
9:15—NBC-KGO programs to 10:15
10:15—National Symphonic Singers
10:45—Bridge to Dreamland
11 to 12 mid.—Bal Tabarin Orch.

204 Meters KGA Main 3434
1470 Kcys. 5000 Watts
Western Broad. System, Spokane, Wash.
8 to 12 Mid.—NBC-KPO Programs

254.1 Meters KEX Atwater 3111
1180 Kcys. 5000 Watts
Western Broad. Co., Portland, Ore.
8 A.M.—NBC-KPO Programs to 1:30
11—Albe Creutz, violinist
1:15—NBC-KPO programs to 4
4—Vesper Hour
4—NBC-KPO programs to 6:15
6:15—Silent period
8—NBC-KPO Programs to 8:45
8—Harry M. Kenin
9—Oregon Federa. of Music Clubs
9:30—Netherland-Plaza Hotel Orch.
10 to 12 mid.—NBC-KPO Programs

319 Meters KOIN Atwater 3333
940 Kcys. 1000 Watts
The Journal, Portland, Oregon
9 A.M.—CBS Programs to 11
11—Kvilling Ed. McConnell
11:15—CBS Program to 2
2—DLBS program
2:45—CBS programs to 4:45
1:45—The Singing Comedians
5—CBS Programs to 8
8—Journal Front Page
8:15—CBS Programs to 9
9—The Merrymakers
10 to 11:30 P.M.—Musical program

236.1 Meters KOL Main 2312
1270 Kcys. 1000 Watts
Seattle Broadcast Co., Seattle, Wash.
8 A.M.—CBS Programs to 9:45
9:45—Cecil Sollin
10—Church of the Air
10:30—Don Lee Feature
11—Smiling Ed McConnell
11:15—Dem. Ed. Feature
11:30—Francesco del Campo
11:45—Fred Lane's Book Review
12 noon—N. Y. Symphony Orchestra
2—Professor Lindley
2:10—Rabbi Magnin
2:50—The Islanders
3:45—CBS Programs to 5:15
5:15—The Stamp Man
5:20—CBS Programs to 6:30
6:30—Melody Hour
7—Manhattan Merry-Go-Round
7:30—Radio Speaker Stevenson
8—CBS Programs to 9
9—Merrymakers
10—Crazy Minstrel
10:15—Ted Flo-Rito's Orchestra
11 to 12 mid.—Midnight Moods

SUBSCRIBE NOW
How to be as Love

Lillian R B

—are processed with infinite care from devoted many years to the study of facial of LILLIAN R Creams, Powders and Lo. Thus, only the most delicate, quickly solubility content of these scientifically developed Powders regularly . . . follow carefully the instruction improvement of your complexion will be

SPECIAL TRIAL

Any one of the Lillian R products below and "Broadcast Weekly" for 12 weeks for $1.00

Lillian R Face Powder
If you seek a really vivacious Face Powder ... of soft texture, fine quality, exquisitely toned, with an ethereal charm that clings like mist, your quest ends when you first discover the youthful glow that LILLIAN R FACE POWDER brings to your skin! LILLIAN R FACE POWDER is without leadiness and can be worn by women of all types, for it is obtainable in 6 attractive shades: White, Rachel, Flesh, Nubian, Sun Tan, Oriental. The most important Beauty requisite is your Face Powder ... choose LILLIAN R and your quest for the best is over.

Jumbo Box $1.00

Lillian R Lily Balm
LILLIAN R Lily Balm is an ideal "night-cream" with its protective thin film—it perfectly fills the requirements of the modern woman, who desires to frustrate the weakening of the tiny cells that lie beneath the skin. It is an excellent Tissue Balm. When properly used, it will keep your skin smooth and unlined, free from wretched, disfiguring wrinkles. It takes but a moment to apply. Use LILLIAN R Lily Balm sparingly . . . pat it on evenly and thinly. Do not massage. Your skin will absorb most of it at once. You will find that leaving LILLIAN R Lily Balm on over night has none of the distress of greasiness to soil your pillow or creep into your hair.

4 oz. Jar, $1.00

Lillian R Cleansing Cream
Before retiring at night and as often during the day as necessary, cleanse your face with LILLIAN R Cleansing Cream . . . made of quickly soluble oils; fragrant and light. Gently massage the cream over the face and throat with the cushions of the finger tips. Remove all trace of cream (this is as important as the application) using soft cloth or cleansing tissue. Now bathe the face with cold water cupped in the palms of the hands. If retiring apply LILLIAN R Balm — if preparing make-up apply LILLIAN R Lil-Lat.

4 oz. Jar $1.00

Lillian R Beauty Cream
(All Purpose)
Young women and women of mature years alike find LILLIAN R Beauty (All-Purpose) Cream unusually effective as a Cleanser, Tissue Food and Powder Base . . . the all-in-one Cream. Of an indescribable smoothness, and possessing a delicate fragrance, LILLIAN R Beauty (All-Purpose) Cream delights with its first application. Spread well over face and throat . . . pat in briskly to penetrate the pores . . . remove with cleansing tissue.

4 oz. Jars, $1.00

Lillian R Powder
As a natural dusting powder, and especially as a finishing touch to your appearance. LILLIAN R Powders are suitable for all types of skins. They set in repose the face, which was previously too oily, and are particularly fitted to the skin. LILLIAN R Powders are obtainable in the following shades: White, Rachel, Flesh, Nubian, Sun Tan, Oriental. The most important Beauty requisite is your Powder . . . choose LILLIAN R and your quest for the best is over.

4 oz. Jar $1.00

Skin
Among the most special is her gentle, created light, retard and fade when used daily. Before applying an excellent astrin. Pores are constricted, the face becomes smooth, clear, with a shimmer of new life. LILLIAN R Lotion may be used over your fingers or on your face. Pat briskly up the face using a powder brush. You will find the Lillian perfect for your skin.
ely as the Lily

Beauty Requisites

The tested formulas by cosmeticians who have beauty. All ingredients used in the manufacture are of the highest grade and purest quality. Vegetable oils, the rarest unguents form the basis and preparations. Use LILLIAN R Beauty Requisites for each Preparation, and an immediate pleasing your reward.

**OFFER**

Any three of the Lillian R products below and "Broadcast Weekly" for $2.00
36 weeks for $3.00

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>L R Lily Lotion</td>
<td>A rare preparation for the hands perfumed with Lillian and exquisite bottle handy-use it, of course, and leaves the hands very softness. Ideal of winds and the suns.</td>
</tr>
<tr>
<td>L R Lil-Lait</td>
<td>Lillian R Lil-Lait (Milk of the Lilies) is a matchless, exquisite powder base. Spread it evenly with a bit of cotton or finger-tips, taking special pains around the nostrils. When partly dry, lightly smooth with cleansing tissue and apply powder at once. Lillian R Lil-Lait will not cost or deaden the skin, but will impart a vitalizing bloom. It is especially beneficial for oily skins and a valuable cleanser in case of acne, when Creams are impossible.</td>
</tr>
<tr>
<td>L Toning Lotion (Astringent)</td>
<td>Lillian R Toning Lotion (Astringent) is a clear and brighten the most skin, also to close the pores easily after Cleansing Cream. When make-up, you will find it an agent and circulation stimulator, acted as if by magic, your entire suddenly vitalized, radiant with Lillian R SKIN-TONING be applied with the with a bit of cotton around the mouth, neck. Follow with skin and apply make be amazed to find sent discourages cruel rapidly it causes im-disappear.</td>
</tr>
</tbody>
</table>

**BROADCAST WEEKLY**

Pacific Building, San Francisco.

*Gentlemen: I enclose herewith __________________ for which send me Broadcast Weekly for __________ weeks and the __________________ Name of Lillian R product requested

When ordering powder specify color

Name ____________________________
Address ____________________________
City ____________________________ State ____________________________

- New  □ Renewal  □ Extension

www.americanradiohistory.com
THE INTERNATIONAL ALL-PURPOSE

IT'S AMBILECTRIC!

The only radio that operates on any current supply without switches or changes

Only

$25.00

Complete with tubes

Kadette Auto Kit for Car, Boat or Airplane Installation

$5.00

6-volt Batteries, 32 Volts
110 or 220 Volts, AC or DC, Any Cycle

See and hear this sensational Radio at your NEAREST DEALER

www.americanradiohistory.com
HERE'S the world's most useful radio: Perfection of the ambilectric feature makes this radio operate on any kind of lighting current or dry batteries.

Its volume, tone and clarity will amaze you. Weighs only 5½ pounds—carries like a camera. Cased in genuine bakelite. Requires no installation — just plug it in the light socket or connect to batteries.

SEE YOUR DEALER TODAY

CHANSLOR & LYON STORES, INC.
California Distributors
740 Polk Street
San Francisco
LOS ANGELES - OAKLAND - SACRAMENTO - STOCKTON - FRESNO
Two "GREATS" on a GREAT PROGRAM

PETER B. KYNE
— one of the world's best known writers; author of such popular works as "Cappy Ricks," "The Go-Getter," "Kindred of the Dust," etc. Mr. Kyne entertains with fascinating and intensely human "After Dinner Stories."

TED FIO-RITO
—and his nationally famous M·J·B orchestra share the spotlight on this outstanding program. A celebrated composer, Mr. Fio-Rito is the author of "Three on a Match," "No, No, Nora," "Laugh, Clown, Laugh," and other popular song hits.

M·J·B "DEMI-TASSE REVUE"
7:30 MONDAYS • NBC STATIONS
Mondays

KLX
Lake, 6000
880 Kys.
8 A.M.—Records; Stocks
9 A.M.—Bills, financial information
10:30—International Kitchen
11—Sunshine Twins
11:15—Areo and Anita, guitarists
11:45—Madison Siwer, Nancy Hersey
12 noon—Jack Delaney's Band
1—School Teachers
2—Classical Recordings
2:40—Closing S. F. Stock
2:45—Opportunity hour
3:45—Health School of the Air
4—Records; Brother Bob's Club
5—Hein Wegman Farmelee, pianist
5:30—The Shubale Ramblers
5:45—Lilah Clark, pianist
6—Betty Babbish Band
7—Movie Items
7:30—Clark Sisters
7:45—Fred and Morris talk
7:50—Inivascon's Colonial String Quartet
8:25—Better Business Bureau talk
8:30—Faucit Theatre of the Air
9—Music Series
9:30—Bunting Bunglers
9:45—Fred Skinner, "What Have
10 to 11 P.M.—Dance program

KROW
Glenc. 6774
930 Kys.
1000 Watts
Ediea, Broad. Corp., Oakland, Calif.
8 A.M.—News Items
8:15—"Topeau Tommy" skit
8:30—Recordings; silent at 9
1 P.M.—Latin-American Program
2—Dance of the Hour; Records
2:30—Radio Road Builders Assn.
2:45—Bob Moore, baritone
3—Organ and Soprano
3:30—Tropical Beach Combers
4—Dee Shubale Ramblers
4:30—"This Week in Hollywood"
4:45—Muff and Millie
5—Movie items
5:30—Prosperity Auction Program
5:45—Walk-a-thon; silent at 6
7:30—Program
8 to 8:30 P.M.—Italian program

KFMI
Franklin 2000
910 KJBS
500 Watts
510 KWS
Radio Entertainments, San Francisco
7 A.M.—The Early Bird
8—Silent period
9—Blues Chasers
9:45—Dr. Corley Program
10—White House Program
10:15—Bellevue Hotel Program
10:30—Topics and Music
11—Hein Gordon Barker, art talk
11:15—Concert Melodies
11:45—Musical Portraits
12 noon—Louisiana Cowboys
12:30—Dance Music
1—Silent period
6—Dance Music
6:15—News Reporter
6:30—Russian Halla Orchestra
7—Christian Science Program
7:15—Willitt's Contest Review
7:30—Silent period
8:30—Iverline Epstein, vocalist
8:45—John D. Barry, World Events
9—Ella Block, guest, pianist
9:15—C. Martin Friburg, tenor
9:30—Studio feature
10—Marx Melodies
10:30—Salon Serenade
11:30—Dance Music
12 to 1 A.M.—Hi-Dee-Ho!

KFRC
Prospect 0100
610 Kys.
7 A.M.—Seal Rocks Broadcast
7:15—Concert Melodies
7:25—N. Y. Stock Quotations
7:30—Exercise Period
7:45—Shell Happy Hour
8—CBS Programs to 9:30
9:30—Through the Looking Glass
9:45—CBS Programs to 10:30
10:30—Palmer House Ensemble
11—CBS Programs to 12
12 noon—Noonday Concert
1 P.M.—Edna Wallace Hopper
1:05—Frank Westphal's Orchestra
1:30—N. Y. Stock Quotations
1:35—Globe Trotter
1:45—Beauty Talk
2—Happy Go Lucky Hour
3—Feminine Fancies
4—Hodge Podge Lodge
4:30—Better Business Bureau
4:55—Globe Trotter; Town Topics
5—H-O Rangers
5:15—Sunshine Discoverers' Club
5:30—Waltz Hour
5:45—Juanita Tennyson, vocalist
6—Chesterfield Program
6:15—Radio Nichols' Orchestra
6:30—The Lowdown
6:45—The Dons
7—CBS Programs to 8
8—Blue Monday Jamboree
8:10—Bisquik Band
8:05—Executive Majors
9:30—Dance Orchestra
12 to 1 A.M.—Midnight Request Hour

KJBS
Ord. 4148-49
1070 Kys.
J. Bruton & Sons, San Francisco
6 A.M.—KJBS Alarm Klok Klub
8—Favorite recordings
8:15—Associated Food Stores
9:15—Recordings
9:30—Popular Song Favorites
10—Recordings; Air
10:05—Scotty's Table Talks
10:20—Popular Selections
11:30—Charles' Miniature Vaudeville
11:45—Concert Favorites
12 noon—Recordings
12:15—G. L. Stock, accordionist
12:30—Band Concert; Records
1—Stock reports; records
2:15—Wille Maio Carson, bridge
authority
2:30—Records
3—Reporter of the Air; records
4—Dance Melodies
4:30—Musical Styles
4:45—Popular Recordings
5:30—Carl Coveny and Pat Buckman
5:45—Recordings
6:15—Silent Period
12:01 to 6 A.M.—Owl Program

KJBS today!
The Alarm Klok Klub
6 to 8 a.m., with "Dr." Frank Cope, the Original Blues Disperser

Galla Rini
Piano-accordionist
12:15 to 12:30 P.M.

KYA
Prospect 3456
1230 Kys.
Pac. Broadcast. Corp., San Francisco
7:30 A.M.—Dawn Salute
7:45—Christian Science Program
8—Breakfast Hour
9—Melody Moods
9:45—Mardi Gras
10—Marlan Day
10:30—Sunshine Hour
11—Alumni Band; Cameos
11:30—Prudence Penny
11:45—Rhythmakers
12 noon—Scriptures
12:05—Salon Group
12:15—YMCA Program
12:30—Glen Goff, Organist
13—Radio Guild
2—P-T-A Lecture
2:15—International Troubadours
2:30—Organ Strings
5:30—Schuyler's Band
5:45—Harmony Highlights
5:55—Tourist Bureau Talk
5:40—Sunset Revue
5:40—Captain Pirate
6—To the Colours
6:30—Walt's Idyll
6:45—Cecil and Rolly (E. T.)
7—The Classroom of the Air
7:30—National Radio Forum
8—San Francisco, Music
8:45—Calif. Library Assoc. Program
8:30—Choir Hour
9—Virginia Miller, pianist
9:15—Junior Chamber of Commerce
9:45—Musical Novelties
9:45—News Flasher
10—Diamond Ormsby
11 to 12 mid.—Concert Memories

KTB
Garfield 4700
580 Kys.
Assoc. Broadcasters, Oakland, Calif.
6:45 A.M.—The Milkman; Reporter
7—Serenaders; Records
8:30—Jack Hall and Clem Kennedy
Morning Program
9:30—Dr. J. Douglas Thompson
10—Household hour
10:10—Recording; Records
10:35—Dr. B. L. Corley
11—The Beautiful Lady
11:15—Lillian Breslow
11:30—X Bar B Ranch Boys
12 noon—Organ Recital; News
12:30—Professor Latanier; Records
1—Over the Teacups
1:30—Health talk; Records
2—Radio Advisor; Records
3—Orchestra; Health talk
3:45—Putnam's Treasure Chest
4—Tea with Mr. Miller's Revue
4:30—Taylor Made Tempos
4:45—Happy Hobbie
5—Uncle Rod's Smile Club
5:30—Dr. J. Douglas Thompson
6—Automobile Question Box
6:15—Walkathon; News
6:25—Ernie Smith's Sport Page
7—Frank Watanabe and Archie
7:15—Golden Memories with Louise
7:20—Oakland Post-Enquirer
7:45—Dance Orchestra
8—Claremont Choral
8:15—Tarzana Hill Billies
9—KNX News Broadcast
9:15—Organ; Community Orchestra
10—Men's Business Club
10:30—Organ Recital
11—Emeryville Webster
11:15 to 12 mid. Dance Orchestra
Service to KHQ KOMO KGW KFI KOA KDFD KGIR KGHL KTAR KFSD

7 A.M.—Organ Concert, Paul Carson: KGO (KHQ off 7:15) KOMO (KGW on 7:15) KHQ

6:30—Gay Gypsies: Orchestral combination, KMOO KGW KFSD KTAR (KDFL on 7:45) KGHL

8:15—Jack and Patsy, dramatic sketch: KGO KHQ KOMO KGW KGIR KGHL


9:30—Arion Trio: KGO (KHQ on 9:45, off 10) KOMO (KGW on 9:45) KGIR KGHL

10:15—Doctor Dick: Drama: KGO KFI KQH KOMO KGW KFSD KTAR KDFD KGHL KQJ KDFL KGIR KGHL

10:30—Symposium: Magazine of the Air: KGO KFI KQH KGIR KGHL

11:30—California Federation of Women's Clubs: KGO KGW KFSD

12—Speaker, Edward: Organ Recital: KGO KFI KQH KGIR KGHL KOA

12:15—Western Farm and Home Hour: KGO KHQ KOMO KFI KFSD (KTAR on 12:30) KDFL KGIR KGHL

1:15—Springwood Ensemble: KGO (KHQ on 1:45) (KOMO on 1:15) (KGW off 1:30, on 1:45)

2—Al Pearce and his Gang: KGO KGHL

3—Langendorf Pictorial, news talk by Rush Hughes: KGO KFI

3:15—Waldorf-Astoria Orchestra: (KGO KHQ KOMO KFI KGW on 3:15) KHQ KDFL KDYL

3:30—King Kong, drama: KGO KHQ KOMO KFI KGW KDYL KOA

3:45—Andresen, Marsh, contralto: KGO KOMO KFI KDYL

4:15—Hall and Gruen, piano duet: KGO KDFL KDYL

4:15—Concert Ensemble: KGO KFSD KDYL

4:30—Argentine Trio: Instrumentalists: KGO KGIR KGHL

4:45—Concert: KGO KOMO KGW

4:50—Little Orphan Annie: KDFD KOA KGIR KGHL

5:15—Round-the-World Club, dramatic travelogue: KGO KHQ KOMO KGW KFI

5:30—Little Orphan Annie: KGO KDYL KDFL KOA KGIR KGHL

5:45—Weathenville: Dramatic sketch: KGO KHQ KOMO KGW KFI KDYL KGIR KGHL

6—Tommy Watkins and his Orchestra: KGO KHQ KOMO (KHQ off 6:15) KGW KDFL KDYL KGIR KGHL

7:30—The Quick Happy Program: KQJ KFI KOMO KGW KFSD KTAR KDYL KGIR KGHL

7—The Three Keys: Vocal trio: KGO KFSD KDYL KGIR KGHL

7:15—Vie and Sade: Dramatic sketch: KGO KDYL KQJ KDYL KGIR KGHL

7:30—Demi-Tasse Revue: Peter B. Kyne, stories; Ted Flo-Rito’s Orchestra: KQJ KFI KOMO KGW KFI KOMO KGW KFI KFSD KDYL KOA KGIR KGHL

8—Amos ’n’ Andy: KGO KHQ KOMO KGW KFSD KDYL KOA KGIR KGHL

8:15—Spratts Dog Show of the Air: KGO KOMO KGW KF

9:30—Voices of Firestone: KGO KHQ KOMO KGW KFSD KTAR KDYL KGIR KGHL KGU

9:45—Southern Harmony Four: Male quartet: KGO KHQ KGIR KGHL

9:15—Freddie Martin and his Hotel Park Central Orchestra: KGO KDYL KGIR KGHL

9:30—Hollywood on the Air: KGO KOMO KGW KFSD KTAR KDFL KDYL KGIR KGHL

10—Rheingold: KGO KQH KOMO KGW KFSD

10:15—Mark Hopkins Hotel Orch.: KGO KHQ (KOMO on 10:30) KGW KDYL KGIR KGHL

11—Phil Harris’ Orchestra: KGO KFI KOW KGW KFSD

11:30 to 12 mid.—Organ Concert, Dolly Stubbins: KGO KQH KOMO KGW KFSD KDYL

440.9 Mrs. NBC-KGO Sutter 1920

5:00 Keys. 5000 Watts National Broadcast Co., San Francisco

Service to KJR KEX KGA KECA KTAR KDYL KFSD KGHL KGIR KOA

7:30 A.M.—Arion Trio: KPO

8—Financial Service: KPO KGA KJR KEX

8:15—Elise May Gordon, characterizations: KPO KGA KJR KEX

8:30—Organ Concert: (KPO off 8:45) (KYA on 8:45) KGA KJR KEX KFSD

8:45—Julia Hayes, helpful hints: KPO

9—Tom Mitchell, baritone: KPO KGA KJR KEX

9:15—On Wings of Song: KGA KJR KEX KFSD KGIR KGHL

9:30—Mardi Gras: KPO (KGA KJR KEX KFSD)

9:45—Orchestra: KGA KJR KEX KFSD KPO (KGA KJR KEX KFSD)

10:15—U. C. Program: KPO

10—Six-o-Tunes: Three saxophones: KPO KGA KJR KEX KFSD KTAR (KHQ off 10:15)

10:50—The Ambassadors: Male quartet: KPO KGA KJR KEX KFSD KDYL

11—Rhythmic Serenade: KPO KGA KJR KEX KFSD KDYL

11:45—Outstanding Daytime Speakers: KPO KGA KJR KEX KFSD KDYL

12 noon—Organ Concert: KPO (KGA off 12:05) KJR KEX

12:30—Pair of Pianos: KPO KGA KJR KEX KFSD KDYL

1:15—Ann Warner, household talks: KPO

1:45—Johnny O’Brien, harmonica player; Manuel Tapia, guitarist: KPO

2—Soloist: KPO KGA KJR KEX KECA KFSD KTAR KDYL KFSD

2:15—Rays of Twilight: KPO KGA KJR KEX KFSD KTAR KDYL KFSD

2—Concert Petite; Orchestra: KPO KGA KJR KEX KECA KFSD KDYL KFSD

2:30—Irma Glenn, organist: KPO KGA KJR KEX KFSD KDYL KFSD

2:45—Musical Moment: KPO KGA KJR KEX KFSD KTAR KDYL KFSD

3—Melody Mixers: Coquettes, vocal trio: KPO (KGA on 3:05) (KJR on 3:10, off 3:50) KEX KECA KFSD (off 3:30) KGIR KGHL

4—Life of the Reillys: KPO KGA KJR KEX KFSD KGIR KGHL

4:45—Heath Waite and KPO KGA KJR KEX KECA KGIR KGHL

5:30—Eileen Piggott, soprano: KPO KGA KJR KEX KDYL KFSD

5:45—Barbara Diller, Charm Matinee: KPO KFSD

5:30—Concert Trio: KPO KGA KJR KECA

5:45—Hotel Hollenden Orchestra: KPO KGA KEX KFSD KGIR KGHL

5:30—Meredith Wilson’s Orchestra: (KPO off 5:40) (KGA on 5:45) KGA KJR KEX KDYL KOA KGIR KGHL

5:50—Dr. Lambert Pharmaceutical Co.: KPO

5:45—Growin’ Up: Dramatic sketch with Gay Seabrook and Emerson Treacy: KPO

6—Stringwood Ensemble: KPO KGA KJR (KEX off 6:15) KFSD KGIR KGHL

6:30—Safety First; Traffic talk: KPO KGA KJR KECA

6:45—Detectives Black and Blue: KPO

6:45—Irving Kennedy, tenor; instru-mental trio: KPO KGA KJR KECA

7—Dr. Copeland’s health talks: KPO

7—John and Ned, harmony duo: (KPO on 7:05) KGA

7:30—Tarzan of the Apes: KPO

7:30—National Radio Forum: KYA KGA KJR KTAR

7:30—Gypsiana: Louis Ford, violinist; William Cowles, pianist: KPO

7:45—The Seal of the Don: Mystery serial: KPO

8—Blues, vocal trio: KPO KGA KJR KEX

8:15—Pacific Advertising Association: KPO KGA KJR KEX KTAR

8:30—NBC Drama Hour: KPO KGA K JR KEX KECA

9—The Goldberg: KPO KGA KJR KEX KECA KDYL

9:15—Synco-Thols, Edna Fischer, KPO KJR KEX KECA KDYL

9:30—Road Show: Variety program: KPO KGA KJR KEX (KDYL on 10:15)

10:30—Charles Hart, instru-mental ensemble: KPO KGA KJR KECA KDYL KOA

11—Frank Combs and Paul Carson: KPO KGA KJR KEX KECA

11:30 to 12 mid.—Rhythm Vendors: KPO KGA KJR KEX KECA

www.americanradiohistory.com
CBS
Columbia Broadcasting System

8:30 A.M.-Acad. of Medicine; KFBK
KFBK KJW KWB KKV KOIN KFRC KJJ

8:45—Rhythm Kings: KFBK KJW
KWW KFBK KKV KFPY KOIN KHJ KGB KSL

9—Paul Tremaine’s Orch.: KFBK
KWW KJW KWB KKV KSL KFRC KGB KFBK KGB

9:30—Concert Miniatures: KFBK
KWW KJW KWB KKV KFRC KJJ KGB
KFBK KOIN (KFRC on 9:45) KHJ KGB

10—Billy Hayes and his Orchestra;
KFBK KJW KWB KKV KGB KOIN KFRC KHJ

10:30—Palmer House Ensemble;
KFBK KWW KJW KKV KGB KFRC KGB KSL

11:15—Sylvia Saprio, Presenting
“The Well-Tempered Clavichord”;
KFBK KJW KWB KKV KFRC KOIN KHJ KGB

11:45—American School of the Air;
KFBK KJW KWB KKV KFRC KOIN KFRC KFBK KGB

12 noon—Eton Boys, male quartet;
KFBK KJW KWB KKV KFRC KOIN KFRC KGB KSL

12:15—Columbia Salon Orchestra:
KFBK KJW KWB KKV KFRC KOIN KHJ KGB

5—Frank Westphal and his Dance
Orchestra: KYOR KFBK KWW KJW KKV
KFBK KSL KFRC KFRC KJJ KGB

7:30—KFBK KJW KWB KKV KFRC KOIN KHJ KGB

8:30—KFBK KJW KWB KKV KFRC KOIN KHJ KGB

8:45—Skinny Finkelstein’s Orchestra:
KFBK KWW KJW KKV KOIN KFRC KGB KFBK KGB

9:30—Marge: KFBK KJW KWB KKV KFRC KOIN KHJ KGB

10:00—KFBK KJW KWB KKV KFRC KOIN KHJ KGB

10:30—The Miesmeyer Electronic Plano:
KFBK KJW KWB KKV KFRC KOIN KHJ KGB

11:30—Columbia Artist Recital:
KMB KFBK KJW KWB KKV KFRC KOIN KHJ KSL

12:30—Programs to KSL

1:00—Columbia Artist Recital:
KMB KFBK KJW KWB KKV KFRC KOIN KHJ KSL

1:30—Columbia Artist Recital:
KMB KFBK KJW KWB KKV KFRC KOIN KHJ KSL

2:00—Programs to KSL

2:30—Howard Neumiller, pianist,
and William Porterfield;
KFBK KJW KWB KKV KFRC KOIN KFRC KGB KSL

4:15—Between the Bookends: KMB
KFBK KJW KWB KKV KFRC KOIN KHJ KSL

5:00—Jimmy Joy’s Orchestra;
KFBK KJW KWB KKV KFRC KOIN KFRC KGB

5:15—Chesterfield Program: Ruth
Flint; KFBK KJW KWB KKV KFRC KOIN KHJ KSL

5:30—Red Nichols and his Orch.: KFBK
KWW KJW KWB KKV KFRC KOIN KHJ KSL KOH

6:30—“Mysteries in Paris”:
KSL

7:00—Columbia Radio Revue;
KFBK KWW KJW KWB KKV KFRC KOIN KHJ KSL

7:30—Edwin C. Hill: KFBK KJW
KWW KJW KWB KKV KFRC KOIN KHJ KSL

7:45—“Myth and Marge”;
KFBK KWW KJW KWB KKV KFRC KOIN KHJ KSL

8—Orchestra by Radio; KSL

8:30 to 9 P.M.—Guy Lombardo and
his Orchestra: KSL

8:25—1.5 Meters; KNX Hemp 4101
10050 Kays
25,000 Watts
Western Broadcast, Co., Los Angeles
2:15—1.5 Meters; KFRC KJW KWB KKV KOIN

6:45 A.M.—Bill Sharpe’s Gang

8:45—Inspiring Talk and Talk

9—Clinic of the Air

9:45—Outdoor News; Artone

10—Eddie Albright’s Family

10:30—Kate Brew Vauheen

11:45—Talk by R. Drollering

12 noon—Organ; Organ

1—New Paris Inn

2—Edie Adams and the Bookworm

3—Mathe Mithurunks

4—Travelogue; Stocks; Announcement;
4:15—Recordings

5—Black and Blue

5:45—Electric Transcription

6—Dance Background

6:15—Cecil and Sally

6:30—To be announced

6:45—Organ Clinic; KFRC KOIN

7—Frank Watanabe and Hon. Archie

7:15—Miles of Melody

7:45—Origin of Superstition

8—Dance Band

8:15—Light Concert Music

8:50—Golden Memories

9—Newspaper Review; KFRC KOIN

9:15—Happy Chappelle

9:30—Journalist and Concert Or.

10—KFBK Dance Band

10:30—Organ Recital

11 to 12 mid.—New Paris Inn

225.4 Meters; KGB Frank 6151
1330 Kays Don Lee, Inc., San Diego
1,000 Watts
California
7 A.M.—Music; News; Talks
5:15—Carl Moore’s Orchestra
5:30—Newspaper Town Topics
5:50—Song recital
6—Chesterfield program
6:15—Chamber of Commerce
6:30—K. Thompson and Frank
7:15—The Doms
7—Columbia Radio Revue
7:30—Tarzan
7:45—Myrt and Marge
8—Blue Horizon; San Francisco
12—Tomorrow’s News Tonight
10:15—Etude Ethiopians
10:30—Dance Music
12—A.M.—Recordings

296.6 Meters; KQW Ballard 777
1010 Kays
500 Watts
Pac. Agric. Foundation, Ltd., San Jose
7 A.M.—The Breakfast Hour
8—Silent period

9—Alf. and Rainbow Trouper
9:15—Morning Melodies
10—Aunt Sammy, Home Economics
10:15—Dental Clinic
11—Chats with Margaret Glimer
11:30—Accordian; Band Concert
12:30—Weather; Mauna Keans
1:00—The Friendly Hour
3—Silent Period
4—30 Story Time; Evening Echoes
5—Vespers; Touch Darling
5:30—Skinny
5:45—Sunkist Hawaiians
6—Scott 101 on Orchestra
6:15—Francisco’s Program
6:30—State Market Reports
7:00—Radio News and Forum
7:30—Minute Men; Band Concert
10—Arranged; Recital
10:30—Golden Memories
9—Cross-Cuts of the Log of the Day
9:45—Accordian Capers
9:30 to 10 P.M.—Mauna Keans

468.3 Meters; KRC Richm’d 6111
1430 Kays
10,000 Watts
Earl C. Anthony, Inc., Los Angeles
8 A.M.—Louis Ruber, exercises
8:15—NBC-KPO Programs to 10:30
8:30—News Release
8:45—French Lesson
9—NBC-KPO programs to 12
noon—Charlie Wellman & Co.
10:15—NBC-KPO programs to 4:30
4:30—Randi Andrews, songs
4:45—Alexander Bevani
5—NBC-KPO Programs to 5:30
5:30—Uncle Jim
5:45—Al, Mac and Tommy
6—NBC-KPO Programs to 6:45
6:45—News release; Sports talk
7—Oral Lormet
7:15—Detective Stories
8—Organ and Colonial Quartet
7:45—Orchestra
8:15 to 12 mid.—NBC-KPO programs

499.7 Meters; KFSD Franklin 6555
600 Kays
1,000 Watts
Airfull Radio Corp., Ltd., San Diego
7:30 A.M.—Music; News; Talk
5:30—Judge Phillips Smith
5:35—Studio parade
5:45—Program Highlights
6:30—Newspaper Review
6:45—Pep Band; Sports talk
7—Oral Lormet
7:15—Detective Stories
8—Organ and Colonial Quartet
7:45—Orchestra
8:15 to 12 mid.—NBC-KPO programs

www.americanradiohistory.com
<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Broadcast Weekly Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 A.M.</td>
<td>News Briefs and Records</td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>CBS Programs to 12</td>
<td></td>
</tr>
<tr>
<td>12:15</td>
<td>Columbia Saloon Orchestra</td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td>World News, Beauty talk</td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td>Holman's Orchestra</td>
<td></td>
</tr>
<tr>
<td>1:30</td>
<td>Columbia Artists' Recital</td>
<td></td>
</tr>
<tr>
<td>2:00</td>
<td>Happy-Go-Lucky Hour</td>
<td></td>
</tr>
<tr>
<td>4:45</td>
<td>News of the World</td>
<td></td>
</tr>
<tr>
<td>5:15</td>
<td>CBS Programs to 5:15</td>
<td></td>
</tr>
<tr>
<td>5:30</td>
<td>News Items; Town Topics</td>
<td></td>
</tr>
<tr>
<td>5:30</td>
<td>Skippy</td>
<td></td>
</tr>
<tr>
<td>5:45</td>
<td>&quot;Maid and Cousin Bill&quot;</td>
<td></td>
</tr>
<tr>
<td>6:00</td>
<td>CBS Programs to 6:30</td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td>The Islanders</td>
<td></td>
</tr>
<tr>
<td>6:45</td>
<td>The Don</td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td>The Balto Dog Catchers</td>
<td></td>
</tr>
<tr>
<td>7:15</td>
<td>Myrt</td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td>CBS Programs to 7:30</td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>Earl Digan and Bisque Band</td>
<td></td>
</tr>
<tr>
<td>8:15</td>
<td>Etude Ethiopiaans</td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>Frank Greenough orchestra</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>Marshall Grant, organ</td>
<td></td>
</tr>
</tbody>
</table>

**KOMO**

- Monday Programs
- 9:00 to 10:00: Monday programs
- 10:00 to 11:00: Monday programs
- 11:00 to 12:00: Monday programs

**KEX**

- Atwater, 1180 KEL, 5000 Watts
- Western Broad. Co., Portland, Ore.
- 7 A.M.: Morning Serenaders
- 8:00: NBC-KPG Programs to 8:45
- 8:15: Julia Hayes
- 8:30: NBC-KPG Programs to 2:45
- 2:45: The Question Box
- 3:00: NBC-KPG Programs to 4:45
- 4:45: Serenaders
- 5:15: NBC-KPG programs to 6:15
- 6:30: Serenade
- 7:00: NBC-KPG programs to 12
- 12 to 12:15 A.M.: Glimpses of Tomorrow's News

**KHQ**

- Main 5383 KELS
- 1000 Watts
- 7 A.M.: Organ; News
- 7:45: Early Birds
- 8:00: To be announced
- 8:15: Walt and Marion
- 9:15: NBC-KPG Program
- 10:00: Program's Home Comfort
- 10:45: Celia Lee
- 11:00: Bell Organ Concert
- 11:30: NBC-KPG programs to 11:30
- 12:00: NBC-KPG programs to 11:30
- 12:30: NBC-KPG programs to 12:30
- 1:00: NBC-KPG programs to 1:00
- 1:30: NBC-KPG programs to 1:30
- 2:00: NBC-KPG programs to 2:00
- 2:30: NBC-KPG programs to 2:30
- 3:00: NBC-KPG programs to 3:00
- 3:30: NBC-KPG programs to 3:30
- 4:00: NBC-KPG programs to 4:00
- 4:30: NBC-KPG programs to 4:30
- 5:00: NBC-KPG programs to 5:00
- 5:30: NBC-KPG programs to 5:30
- 6:00: NBC-KPG programs to 6:00
- 6:30: NBC-KPG programs to 6:30
- 7:00: NBC-KPG programs to 7:00
- 7:30: NBC-KPG programs to 7:30
- 8:00: NBC-KPG programs to 8:00
- 8:30: NBC-KPG programs to 8:30
- 9:00: NBC-KPG programs to 9:00
- 9:30: NBC-KPG programs to 9:30
- 10:00: NBC-KPG programs to 10:00
- 10:30: NBC-KPG programs to 10:30
- 11:00: NBC-KPG programs to 11:00
- 11:30: NBC-KPG programs to 11:30
- 12:00: NBC-KPG programs to 12:00

**KSWL**

- 1130 KSWL
- 50,000 Watts
- Monday Programs
- 9:00 to 10:00: Monday programs
- 10:00 to 11:00: Monday programs
- 11:00 to 12:00: Monday programs
- 12:00 to 1:00: Monday programs

**KVI**

- 526 Meters
- 3001 Krys.
- Puget Sound Broadcast. Co., Tacoma
- 6:00: Monday programs
- 6:30: Monday programs
- 7:00: Monday programs
- 7:30: Monday programs
- 8:00: Monday programs
- 8:30: Monday programs
- 9:00: Monday programs
- 9:30: Monday programs
- 10:00: Monday programs
- 10:30: Monday programs
- 11:00: Monday programs
- 11:30: Monday programs
- 12:00: Monday programs

**KQW**

- 265 Meters
- 2000 KQW
- Monday Programs
- 9:00 to 10:00: Monday programs
- 10:00 to 11:00: Monday programs
- 11:00 to 12:00: Monday programs

**KOL**

- 2312 KOL
- Monday Programs
- 9:00 to 10:00: Monday programs
- 10:00 to 11:00: Monday programs
- 11:00 to 12:00: Monday programs

**KOIN**

- 2312 KOIN
- Monday Programs
- 9:00 to 10:00: Monday programs
- 10:00 to 11:00: Monday programs
- 11:00 to 12:00: Monday programs
Monday Programs

204 Meters KGA Main 3434 5000 Watts NW. Broad. System, Spokane, Wash.
6 A.M.—Early Birds; News
8—NBC-KPO Programs to 3
3 P.M.—News Bulletins
3:05—NBC-KPO Programs to 4:45
4:45—To be announced
5—NBC-KPO Programs to 6:45
6:45—Frank Funkhauser
7—John and Ned
7:15—Frank Funkhauser
7:30 to 12 mid.—NBC-KPO Prog.

483.6 Meters KGW Atwater 2121 1000 Watts Morning Oregonian, Portland, Ore.
7 A.M.—Organ; Market report
7:30—NBC-KGO Programs to 9
8—Crazy Crystals Program
9:15—Cooking School
9:45—NBC-KGO Programs to 12
12 noon—The Oregonian of the Air
12:15—Farm and Home Hour
1—Stringwood Ensemble
1:30—Dental Clinic of the Air
1:45—Stringwood Ensemble
2—Edna Wallace Hopper
2:05—Al Pearce and his gang
3—Foreign Affairs
3:15—NBC-KGO programs to 3:45
3:45—Friendly Chat
4:30—Organ Concert
4:55—Lambert Pharmacal Co.
5—Piano Surprises
5:15—Round-The-World Club
5:30—NBC-KGO Programs to 6
6—Traffic Talk
6:15—Tommy Watkins' Orchestra
6:25—Round the World
6:30—Bulek Program
7—Covered Wagon Days
7:30—Deml-Tasse Revue
8—Amos 'n' Andy
8:15—Spratt Dog Show
8:30—Voice of Firestone
9—Four Shades of Rhythm
9:45—Round The World
10—Richfield News Flashes
10:15—Goodrich Rubber Company
10:20 to 12 mid.—NBC-KGO prog.

• • • Jack Mery, youthful star who plays Richey in the Golden State Family Robinson, heard Saturday nights over an NBC-KGO network, has taken up horseback riding, and pays for his lessons out of his own bank account.

• • • Eddie Lang, “hot” guitarist, nightly strums for Ruth Etting, Bing Crosby, and Leonard Hayton's Orchestra on the Chesterfield series. Often accompanies Boswell Sisters, Singin' Sam and Phil Regan on records. . . . Was born in Philadelphia in 1902. . . . Served as featured instrumentalist in numerous noted orchestras. . . . Is a brunette with a flashing smile. . . . Stands five feet eight inches and weighs 157 pounds. . . . Is the husband of Katherine Rasch, former “Follies” girl.

• • • Jimmy Kendrick, who used to conduct the midnight request hour on KTAB, is back on the announcing staff after a long absence.

• • • The Jigsaw puzzle craze has been immortalized in music by Jack Meakin, NBC pianist, whose song “Jigsaw” was played on a recent transcontinental broadcast by Meredith Willson’s Orchestra, and sung on Talent Parade. Words, melody and unique orchestration unite in producing an irregular, yet rhythmic effect exactly like the oddly shaped pieces of a puzzle springing into place.

HOTEL PLAZA
Ray Maxwell, Manager
POST STREET at STOCKTON · SAN FRANCISCO

CENTRALLY located in the heart of business and amusement activities . . . facing beautiful Union Square . . . your stay in San Francisco will be more enjoyable at the Hotel Plaza.

Here a spirit of real hospitality awaits you . . . the best of service . . . rooms in which you will feel at home . . . comfortable beds that invite restful sleep . . . and food to tempt your appetite served in the dining room at popular prices.

Private dining rooms for group luncheons and conventions

RATES NOW BEGIN AT—

$2 SINGLE WITH BATH
$3 DOUBLE WITH BATH

www.americanradiohistory.com
TUESDAY Programs

March 28, 1933

535.4 Meters KTBG Garfield 4:00
650 Kcys. 1000 Watts
Assoc. Broadcasters, Oakland, Calif.

6:45 A.M.--Milkman; Reporter
7:00--Scramblers; Records
7:30--Jack Hall and Clem Kennedy
9--Morning Prayer Hour
9:30--Dr. J. Douglas Thompson
10--Household Hour
10:30--Records
10:30--Bartho, Corley
11--Lore Lee; Margaret Reynolds
11:30--X Bar B Boys
12 noon--Organ; News; Records
1--Over the Town
1:30--Health talk; Records
2:30--Radio Advisor; Records
4--Better Business Bureau
2:45--Beverly Hills, Frank Cox
3--Women in the Home
3:30--Health talk
3:45--Educational program
4--Keep Smiling" Revue
4:30--Records; Uncle Rod
5--Dr. J. Douglas Thompson
6--Dance Music
6:30--Parisian Amer, Entertainers
6:35--Walkathon, News Reports
6:40--Kinnie Smith's Sport Spot
7--Frank Watanabe and Archie
7:15--Maurice Gunksy, tenor
7:30--Oakland Post-Enquirer
7:45--Orchestra
8--Greater Oakland Day
8--News of Olympic Recital
9:45--Concert Orchestra
10--Walter Rudolph, pianist
10:30--Ass Staffor's Band
11 to 12 mid.--Dance Music

243.8 Meters KYA Prospect 0100
1230 Kcys. 1000 Watts
Lucas Broadcast Corp., San Francisco

7:30--A.M. Hour
7:45--Christian Science Program
8--Breakfast Hour
8:45--U. S. Army Band
9--Melody Moors
9:15--School Broadcast
9:45--Bluenotes
10--Mr. and Matinee
10:30--Sunshine Hour
11--Album Leaves
11:30--Rhythms
12 noon--Scriptures
12:03--Midday Concert
12:45--Aviation Club
1:15--Meredith Wilson's orchestra
1:45--Footlight Features
2--Professionals
2:15--Royal Seranades
2:30--Verse: Mrs. C. C. Sloss
2:45--Hawaiian Entertainers
3--Glen Guff, pianist
4--Artist Celebrities
4:15--"You and Your Government"
4:30--Salon Group; Sunset Revue
4:45--Campbell Digest
6--Supper Serenade
6:30--Waltz Idylls
6:45--Ceil and Sally (E. T.)
7--G. Donald Gray
7:15--Singing Strings
7:30--Novelty Band
7:45--Bob Allen: Piano Stylist
7:50--John Wolohan's Orchestra
8--Dance Hits
8:45--Kenneth Spencer
9--Molten Maestros
9:15--Hotel Monterey Orchestra
9:30--Molly and Billy
9:45--News Flash
10--Sandman Organ
11 to 12 mid.--Concert Memories

280.2 Meters KJBS Ord. 41-48-49
1070 Kcys. 100 Watts
J. Brunton & Sons, San Francisco
6 A.M.--KJBS Alarm Klok Klub
6--Melody Parade
8:15--Recordings
9--Melody Gems
9:30--Popular Song Hits
10--Revue of the Air
10:05--Scotty's Talk Tables
10:20--Popular Music
10:30--Foster's Quarter-hour
10:45--Record
11:00--Medical Society Talk
11:30--Concert Favorites
12 noon--Musical Cocktail
12:15--Dance Matinee
1:05--Stock reports; records
2--Better Business talk
2:15--Popular Music
3--Reporter of the Air; Records
4:15--Helen Anderson
4:30--Records
6:15--Silent Period
6:30--Capitol Theatre Program
6:30 to 6 A.M.--Owl Program

KJBS today!
The Alarm Klok Klub
6 to 8 a.m.

News Broadcasts
10 a.m. and 3 p.m.

Scott Mortland
10:05 to 10:20 a.m.

340.7 Meters KLX Lake, 6000
880 Kcys. 500 Watts
8 A.M.--Records; Stocks
8:10--Financial Informa.; Weather
10:30--International Kitchen, Gladys Crane, U. S. A.
11--Sunshine Twins
11:30--Arco and Anita
11:45--Fred Skinner
12 noon--Jack Taliany's Band
1--Jean's Highlights
2--Classical Recordings
2:45--San Francisco stocks
2:45--Ethel Rinhardt, pianist
3--Records
4--Health School of the Air
4--"Garden Tips"
4:30--Brother Bob's Club
5--Peter Parmalee, pianist
5:30--Wallete Trio
6--Hotel Oakland Trio
7--News items
7:30--Wm. Don, eccentric comedian
7:45--Fred and Morris, comedians
8--Oakland Day
8--George Hymns, mixed quartet; under direction of M. Jay Goodman, tenor
9--Bunringer Singers
9:45--Brahma Trio
10:15 to 11 P.M.--Dance program

322.4 Meters KFWI Franklin 0200
930 Kcys. 500 Watts
Radio Entertainments, San Francisco

7 A.M.--The Early Bird
8--Silent Period
9--Buses Chasers
9:45--Romance of the Kitchen
10--White House Program
10:15--Bellevue Hotel Program
10:30--Topics and Music
11--Concert Melodies
11:30--Chesley Mills Trio
11:45--Correct English
12 noon--Oakley Cowboys
12:30--Dance Music
1--Silent period
6--Dance Time
6:10--News and Record
6:30--Russian Balalaika Orchestra
7--Christian Science Program
7:15--Charles Layer, pianist
7--Silent period
11--Salon Serenade
11:30--Dance Time
12 to 1 A.M.--Hi-Dee-Ho!

322.4 Meters KROW Glencoe, 6774
930 Kcys. 1000 Watts
8 A.M.--News Items
8--"Foupe Tommy" skit
8:30--Records; silent: at 8
1--Latin-American Program
2--"Dance of the Hour"; Records
2:30--Orxan and Contralto
3--Recordings
3--Buddy Lewis' Dance Orchestra
3--John D. Raemers
4--Recordings
4--Moslins Kiddies Program
5--Recording
5--Constance Yates, pianist
5:30--Prosperity Auction Program
5:45--Walk-a-thon
7:30--Verna Anderson, pianist
7:45--Stephen Doyle, tenor
8--Bible Lecture, Judge Rutherford
8:15--Studio program
8:30--The KROW-lian Revue
10--Walk-a-Thon
10:30 to 11 P.M.--Old-time Dance Music
Tuesday Programs

BROADCAST WEEKLY

43

379.5 Mrs. NBC-KGO Sutter 1920

4:45-Little

3-Melody

Tuesday Programs

3:45-Alvino

12

11:30-Rhythm

11:30-Sego

9:30-Martha

379.5

KFSD KTAR KGIR

KGHL KTAZ KFSD

KJR KJZ KECA KEX KFSD

4:35-You and Your Government:

KPO KJA KJZ KECA KEX

KFSD KFSD KGHL KGIR

on

Sargent, organist:

banjoists and

KGW on

Hour:

KHQ KOMO KGW

KFI on

KGHL Kgyl

3:15-Meredith

1-Tommy

11-Words

11-Words

10-Myron

8-Bluettes:

8:45-University of California Program:

10-11:45 KGW (KGW on)

10:15-KGHL KGA (KGA on)

10:15-Bringin’ Up: Dramatic sketch:

KPO KJA KJZ KECA KEX

KFSD KFSD KGHL KGIR

8-Amos ‘n’ Andy: KGO KHQ

KOMO KGW KFI KFSD KDYL

8:15-Memory Lane: Drama featuring

Billie Page, Eileen Piggott, Ted

Maxwell of the Mysterious KOMO KGW

KFI KFSD KTAR

4:45-Horlick Program: Adventures

in Hawaii: KGO KHQ KOMO KGW

KFI KDYL KFSD

9-Waltz Time: KGO KGHL

9:30—Ben Bernie and his Blue Ribbon

Orchestra: KGO KHQ KOMO KGW

KFI

10-Richfield News Flashes: KGO

KHQ KOMO KGW KFSD

10—Mark Hopkins Hotel Orch.: KGO

KHQ KOMO KGW KFSD

KDY KOA

11—Phil Harris’ Orchestra: KGO

KHQ KGW KFSD KFSD

11:30 to 12 mid.—Organ Concert, Dollo Sargent: KGO KHQ KOMO KGW KFSD

440.9 Mrs. NBC-KPO Sutter 1920

680 Keys.

National Broadcast Co., San Francisco

Service to KJR KEX KGA

KECA KTAR KDYL KFSD

KGHL KGIR KOA

7:30 A.M.—Arion Trio: KPO

8—Financial Service: KPO KGA

Jr. KJR KJZ KECA KEX

8:15—Genia Fanoriva, soprano: KPO KGA KJR KECA KDYL

8:30—United States Army Band: (KPO off 8:45) (KYA on 8:45) KGA (KJR off 8:45) KECA KFSD KFSD KFSD

8:45—Julia Hayes, helpful hints to

housewives: KPO

9—Tom Russell, baritone: KPO KGA KJR KECA KGHL

9:15—Pollock and Lawnhurst, piano
duo: KPO KGA KJR KECA KEX

KFSD

9:30—Bluettes: Vocal trio: (KPO off 9:15) (KYA on 9:45) KGA (KJR KECA KEX KDYL (KFSD KDYL on 9:45) KGHL

9:45—University of California Program:

10—Nardi Gras: KPO KGA KJR

KECA KFSD (KDYL on 10:15)

10:30—Walberg Brown Concert En-

semble: KPO KGA KJR KECA

KDYL KGHL

11:30—Syncopators, Harold Stokes’

orchestra: KPO KGA KJR KECA

KDYL KGHL

11:45—Sisters of the Skillet: KPO

KGA KJR KECA KFSD

KDYL KGHL

12 noon—Organ Concert, Paul Car-

son: KPO (KGA on 12:05) KJR

KECA (KECA on 12:30)

12:45—Argentine Trio: KPO KGA

KJR KECA KEX

1—Tommy Watkins’ Orch.: KPO

KGA KJR KECA KFSD KFSD

1:15—Meredith Willson and his Or-orchestra: KYA KGA KJR KECA

KDYL KGHL

1:35—Ann Warner, household talks:

KPO

1:45—Lady Next Door: KP OKCA

KJR KECA KDYL KGHL

2—Melodic Thought: KPO KGA

KJR KECA KFSD (KFI on 2:15)

3:45—Concert Echoes: KPO KGA

KJR KECA KFSD KGHL

3—Mme. Frances Alida: KPO (KGA

KJR on 3:00) KEX KECA KFSD

KDYL

3:30—Rhythm Vendors: KPO KGA

(KJR off 3:30) KECA KFSD

3:45—Your and Your Government: KPO KJA KJZ KECA KEX KFSD KDYL KGIR KGHL

4—Barbara Dohle, Charm Mat-

nee: KPO KECA KFSD

5—Don Irwin and his Congress Hall-

el Orchestra: KPO KGA (KJR off

5:15) KECA KFSD (KFI off 5:15)

KGHL

KEX KDYL KFSD

KFI on

KGA KGHL KGIR

1:15—Chiffon Jazz: KPO KGA

KJR KECA KEX

10:45—Pacific Serenaders: Instro-

mental ensemble: KPO KJA KJR

KECA KEX

11:30 to 12 mid.—Tom Gerun and his Bai Tabarin Orchestra: KPO KGA KJR KECA

3 p.m.—Don Lee Stations

Your Own Home Decoration Problems solved by

FAY FRASER

Home Decoration Specialist

A Free Service to All

A "General Paint" Program

www.americanradiohistory.com
CBS

Columbia Broadcasting System

8:30 A.M.—Vincent Sorey's Orch.: KFBK KJW KGW KERN KFPY KFBK KFRC KJL
8:45—Ben Greenblatt, pianist: KFBK KJW KGW KERN KDB KFBK KOIN KFRC KJL
9—Buddy Harrod Orchestra: KFBK KJW KGW KERN KDB KFBK KOIN KFRC KJL
9:30—Concert Miniatures: KFBK KJW KGW KERN KDB KFPY KOIN KFRC KJL
10—"Marie, the Little French Princess": KFBK KJW KGW KERN KDB KFPY KOIN KFRC KJL
10:30—George Scherben Russian Gypsy Orchestra: KFBK KJW KGW KERN KDB KFPY KFRC KJL
11—Ann Leaf, Organist: KFBK KJW KGW KERN KDB KFBK KOIN KFRC KJL
11:30—American School of the Air; KFBK KJW KGW KERN KDB KFBK KOIN KFRC KJL
12 noon—Columbia Artists Recital: KFBK KJW KGW KERN KDB (KOIN on 12:15) KFPY KOIN KJL
12:15—Frank Westphal and his Orchestra: KFBK KJW KERN KTV KFRC KOIN KJL
1—Tito Guizar Mexican Tenor: KFBK KJW KGW KERN KDB KOL KVI KFPY KOIN
1:15—Curtis Institute of Music presentation: KFBK KJW KGW KERN KDB KIVL KFPY KOIN
2—Happy Go Lucky Hour: KJW KGW KERN KDB KOL KVI KFPY KOIN KFRC KJL
2:30—Programs to KSL KVRKO KJL
3—George Hall's Orchestra: KSL
4:30—Howard Ely, Organist: KFBK KJW KGW KERN KDB KOL KVIKFPY KFRC KJL
4:45—Between the Bookends: KFBK KJW KGW KERN KDB KOL KVI KFRC KJL
5—Keyboard Impressions: KFBK KJW KGW KERN KDB KOL KVI KFPY KFRC KJL
5:15—Jimmy Joyce's Orchestra: KFBK KJW KGW KERN KDB KOL KVI KFPY KFRC
5:45—Jimmie McLean's Orchestra: KFBK KJW KGW KERN KDB KOL KVI KFPY KFRC
6—Chambered Program: KJW KGW KERN KOL KVI KFPY KOIN KFRC KJL
6:15—Threads of Happiness: KFBK KJW KGW KERN KOL KFPY KFRC KOIN KFRC KJL
6:30—Californian Melodies: KFBK KJW KGW KERN KDB KOL KVI KFPY KOIN KFRC KJL
7—Kansas City Presents: KFBK KJW KGW KERN KOL KVI KFPY KOIN KFRC KJL
7:30—Keyboard Varieties: KFBK KJW KGW KERN KOL KFPY KFRC
7:45—"Joy of the Air": KFBK KJW KGW KERN KOL KFPY KOIN KFRC KJL
8—Howard Barlow and the Columbia Symphony Orch.: KOL KVI KFPY (KOIN KFRC KGB on at 8:15) KFZ KOL
8:15—Pacific Symphony Orch.: KFBK KJW KGW KERN KDB KFBK KOIN (KFBK KJH KGB on 8:45)
8:30—J. C. Haynes, Orchestra: KFBK KJW KGW KERN KDB KFPY KFRC KJL
9—Buddha Winter Orchestra: KFBK KJW KGW KERN KDB KFPY KFRC KJL
9:30 to 10 M.—Leon Belasco Orchestra: KFBK KJW KGW KERN KOL (KVI on 9:45) KFPY KFRC KJL
10—Craig's Orch.: KFBK KJW KGW KERN KDB KFPY KFRC KJL
10:15—"Bel Canto" Orchestra of Portland: KFBK KJW KGW KERN KDB KFPY KFRC KJL

Broadcast Weekly

Tuesday Programs

254.1 Meters KEX Atwater 3111
1180 Keys
5000 Watts
Western Broad., Co., Portland, Ore.
7 A.M.—Morning Serenaders
8—Financial Service
9—Bel Canto Club Luncheon
10:45—Julia Hayes
9—NBC-KPO Programs to 2:45
2:45—Question Time
3—NBC-KPO Programs to 4:45
4:45—Boy Scout Drama
5—NBC-KPO Programs to 6:15
6—Anniversary Programs
8—NBC-KPO Programs to 12
12 to 12:15 A.M.—News

204 Meters KGA Main 3434
1470 Keys
5000 Watts
NW. Broad. System, Spokane, Wash.
6 A.M.—Early Birds; News
8—NBC-KPO Programs to 3
9—NBC-KPO Programs
3:05—NBC-KPO Programs to 4:45
4:45—To be announced
5 to 12 mid.—NBC-KPO programs

508.2 Meters KHF Main 5383
590 Keys
1000 Watts
Los Angeles, Inc., Spokane, Wash.
7 A.M.—Organ; News
7:45—Early Birds
8—Crazy Crystals
9:15—To be announced
9:30—Crosscuts of the Day
9:45—Wall and Marian
9:15—Musical Gems
9:30—Martha and Meade Society
9:45—Celia Lee
10—Frances Ingram
10:15—Burgan's Home Comfort
10:30—Magazine of the Air
11:30—Bell Organ Concert
12:15—Chamber of Comm. Luncheon
1—Variety programs
1:15—NBC-KPO programs to 4:15
4:15—KQH News
4:30—Tull and Morses
4:45—News service
5—Skippy
5:15—NBC-KPO programs to 6:15
6:15—Editorial Column
6:30—NBC-KPO programs to 9
9—Northwest on Parade
9:30 to 12 Mid.—NBC-KPO Program

319 Meters KOIN Atwater 3333
940 Keys
1000 Watts
The Journal, Portland, Oregon
6:30 A.M.—KOIN Klock
7:20—Movie Chatter
7—Shell Happytime
8:30—CBS Programs to 10:30
10:30—Art Kirkham
11—CBS program
11:30—News Cooking School
11:30—CBS Programs to 1:30
1:30 P.M.—Book of Life
2—Happy-Go-Lucky Hour
3—Feminine Fancies
3:30—Newspaper of the Air
4:45—Cecil and Sally
5—CBS program
5:15—Skippy
5:30—Davidson Prize Club
6—Chambered Program
6:15—Threads of Happiness
6:30—California Melodies
7—CBS Programs to 8
8—Redding White, tenor
8:15—CBS Program
8:30—Bells of Harmony
8:45—CBS program
9—Unknown Hands
9:30—CBS Program
10—Bisquick Band
10:05 to 12 Mid.—DLB Programs
WEDNESDAY Programs

491.5 Meters KFRC Prospect 0100
610 Kcys. 1000 Watts
7 A.M.—Seal Rocks Broadcast
7:15—Cecil Wright
7:25—N. Y. Stock Quotations
7:50—Exercising Period
8—Shell Happy Time
8:30—CBS Programs to 9:30
8:45—CBS Programs to 10:30
10:30—Globe Trotter
10:35—CBS Programs to 12
12 noon—Noonday Concert
1—Claude Hopkins' Orchestra
1:30—N. Y. Stock Quotations
1:35—Globe Trotter
1:45—CBS Program
2—Happy Go Lucky Hour
2:10—Studio Talk
2:15—Quartette
2:20—Symphony
2:30—Organ Recital
2:40—San Francisco
2:45—CBS Programs to 2
3—Feminine
3—Hymn
3:15—Minute Location
3:45—Health
4—Records;
4—“Keep Smiling” Revue
4:30—Records; Jimmy Hoboe
5—Uncle Rod’s Smile Club
5—Dr. J. Douglas Thompson
6—Automobile Quiz Box
6:15—Emeryville Walkathon
6:30—News Reports
6:45—Ernie Smith’s Sport Page
7—Frank Watanabe and Archie
7—Studio program; News
7:45—Dance Music
8:15—Hill Billies; News
9—Organ Recital
9—Concert Orchestra
10—North Calif. Trade Area
10:15—Records
10:30—KNX program
11—Walkathon
11:15 to 12—Dance Orchestra
243.8 Meters KYA Prospect 3456
12:30—Records
Pac. Broadcast. Corp., San Francisco
7:30 A.M.—Dawn Salute
7:45—Christian Science Program
8—Breakfast Hour
9—Melody Moods
9:45—Rhythm Vendors
10—Marian Day
10:30—Sunset Hour
11—Album Leaves
11:30—Rhythmnist of noon; Scriptures
12:03—Midday Concert
12:45—Glen Golf, Organist
1:15—Stringwood Ensemble
1:45—Modern Masters
2—Prudence Penny
2:15—Qantas Air
2:30—Community Chest
2:45—Symphony Highlights
3:15—Better Business Bureau
4—Musical Novelties
4:30—Royal Serenaders
5—“Safety First” Talk
5:15—Sunset Revue
5:45—Campbell Digest
6—To the Colors
6:30—Associated Weekly Program
6:45—Cecil and Sally (E. T.)
7—Slavic Concert
7:30—Tango Time
7:45—Bob Allen, Piano Novelties
8—Marshall’s Mavrickers
8:30—Helen Mark Hopkins Orch.
9—Sydney Dixon and G. Donald
9—Neve’s Lovers
10—Sandman Organ
11 to 12 mid.—Concert Memories

KJBS today! The Alarm Klok Klub 6 to 8 a.m.

S. F. Breakfast Club 8:30 to 9 a.m.

322.4 Meters KFWI Franklin 0200
930 Kcys. 500 Watts
Radio Entertainments, San Francisco
7 A.M.—The Early Bird
8—Silent period
9—Blues Chasers
9:45—Dr. Corley Program
10—White House Program
10:15—Bellevue Hotel Program
10:30—Topical and Music
11—Concert Melodies
11:15—Franklin Riker, tenor
11:30—Baldwin Melody Girl
11:45—Musical Novelties
12 noon—Kentucky Cowboys
12:30—Dance Music; Silent at 1
6—Dance Music
6:15—News Reporter
6:30—Russian Balalaika Orchestra
7—Christian Science Program
7:15—Bellevue
7:30—Silent period
8:30—Virgil Mifta, pianist
8:45—John D. Barry, World Events
9—Max Dolin and Dr. Katzoff
9—Open Forum
9:45—George Eldredge, baritone
10—Master Melodies
11:30—Dance Music
12 to 1 A.M.—Hi-Dee-Ho!

322.4 Meters KROW Glenc. 6774
930 Kcys. 1000 Watts
8 A.M.—News Items
8:15—“Toupee Deluxe” skit
8:30—Records; silent at 9
1—Latin-American Program
2—Dance of the Century
2:08—Recordings; Lecture
3—Galen Harvey, organist
3:30—Tropical Beach Combers
4—“Doc” Shahan Ramblers
4:30—Recordings; Health talk
5:30—Prosperity Auction Program
5:45—Walk-a-thon at 6
7:30—Studio program
7:45—The Pavon Sisters
8 to 8:30 P.M.—Italian program

296.6 Meters KQW Ballard 777
1010 Kcys. 500 Watts
Pacific-Fabric. Foundation, Ltd., San Jose
7 A.M.—The Breakfast Hour
8—Silent period
9—Salute to the Hour
9:15—Morning Melodies
10—Weather; Home Economics
10:15—Dental Clinic
10:30—Monarch Melodies
11—Chats with Margaret Gilmer
11:30—Accordian Capers
12 noon—Band Concert
12:30—Weather; Market Reports
1—Mauna Keans
1:30—The Friendly Hour
2:30—Organ recital
3—Silent period
4:30—Story Time: Dental Clinic
5—Vespers: Skippy
5:45—Sunkist Hawaiians
6—Scott Held’s Orchestra
8:15—Franco’s Program
8:30—State Market Reports
9:30—Farmers’ Exchange
7—U. S. Weather Forecast
7:03—Radio News and Forum
7:30—Minute Men
7:45—Band Concert
8—American Legion War Camp
8:15—Gene Mancini, tenor
8:30—Music Lovers’ Program
9—Carlo Miller
9:30 to 10 P. M.—Monarch Melodies

www.americanradiohistory.com
Wednesday Programs

BROADCAST WEEKLY

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

Service to KHQ KOMO KGW KFI KOA KDLY KGIR KGKH KTDAR KFSD
7 A.M.—Organ Convert, Chas. Runyan: KGO (KHQ KGW off 7:15) 2:45—Wheatenaville: KGO KGW KFI KFSD
7:30—Happy Jack Turner, songs: KGO KGW KFI KFSD KDYL
7:45—Accordian, Johnny Toffoli. accordianist: KGO KGW KFI KFSD KDYL KGIR KGKH
8—Breen and De Rose: Vocal and instrumental duo: KGO KGW KFI KFSD KDYL KGIR KGKH
8:15—Jack and Patty: KGO KHQ KOMO KGW
8:30—Cross-Cuts from the Log o' the Day: KGO KHQ KOMO KGW KFI
8:45—Johnny Marvin, tenor: KGO
9:15—The Backanos: KGO KHQ KGHL
9:30—Organ Concert: KGO (KOMO off 9:45) (KGW on 9:45)
9:45—D'Jack, KGO
10—Sarah Kreindler, violinist: KGO
KOMO KGW KGHL
10:15—Books for Children, Grace Sutton Powell: KGO KHQ KOMO KGW KGHL
10:30—Woman's Magazine of the AFL-CIO: (KCOM KGW KGHL (KFSD off 10:50)
11:30—Westminster Choir, direction John P. Williamson: KGO KGW KFI KFSD KDYL
12 noon—Edna Fischer, pianist: KGO KHQ KOMO KFTD KDYL KGIR KGKH
12:15—Western Film and Home Hour: KGIR
12:30—Organ Concert: KGO KHQ KOMO KFI KFI KGIR KGKH KGHL
1:00—Eastman School Symphony: KGO (on 1:15) KDLY KGIR KGHL
1:45—Charis Musical Review: KGO KHQ KOMO KFI KDYL KGIR KGKH
2—Al Pearce and his Gang: KGIR KGHL
2:15—Brandt's Orchestra: KGO KHQ KOMO KGW KFI KGIR KGHL
2:30—Melody Mixers: (KGO on 2:30) KHQ (KGW on 2:30, off 3:45) (KGHL on 2:45)
3:00—Jacqueline Solomon: KGO KHQ KOMO KFTD KDYL
3:15—The Southern Singers: KGO KGIR KGHL
3:45—Elvia Allman, the California Cocktail, personality singer, and dancers: KGO KGW KFI KDLY KGIR KGHL
4:45—Little Orphan Annie: KDLY KOG KIR KGHL
4:45—Rambler, orchestra direction: KGO KHQ KOMO KGIR KGHL
5:15—Round-the-World Club: KGO KOMO KGW KGK
5:30—Little Orphan Annie: KGO KHQ KOMO KFTD KDYL KGIR KGHL
5:45—What's Naville! Dramatic sketch: KGO KHQ KOMO KGW KFI
6:30—Symphony: KGO KOMO KGW KFGD KDYL KFTD KDYL
6:30—Morton Downey and Donald Nelson: KGO KHQ KOMO KGW KFI KTDAR KDYL KGIR KGHL
7—Corn Cob Pipe Club of Virginia: KGO KGW KGHL KDYL KGIR KGHL
7:30—Eddie Peabody, entertainer: KGO KHQ KOMO KGW KGHL
4—Amos 'n' Andy: KGO KHQ KOMO KFTD KDYL KGIR KGHL
8:15—Jimmy Kemper, entertainer: KGO KGW KDYL
8:30—One Man's Family: Serial comedy: KGO KGW KFTD KDYL KGIR KGHL
9—Tom Gerun and his Bal Tabarino Orch.: KGO KGHL
9:15—Adventures of Sherlock Holmes: KGO KHQ KOMO KGW KFI KFTD KDYL KGIR KGHL
9:45—Mike Fisher and His Edgewater Orchestra: KGO KHQ KDYL KDAR KGIR KGHL
10—Richfield News Flashes: KGO KGW KFTD KDYL KGIR KGHL
10:15—Mark Hopkins Hotel Orch.: KGO KGHL (KGW on 10:20) KFSD
11—Phil Harris and his Ambassador Hotel Orch.: KGO KGK KFW KDYL KGIR KGHL
11:30 to 12 mid.—Organ Concert, Dolg Sargenti: KGO KGK KFW
440.9 Mrs. NBC-KPO Sutter 1920 868 Kcys. 3000 Watts National Broadcast. Co., San Francisco

Service to KJX KEX KGA KECA KTDAR KDYL KFSD KGHR KGA KOA
7:30 A.M.—Organ Concert: KPO
8—Financial Service: KGO KEX KGA KECA KGA KEX KECA KEX KECA
8:15—Sax Appeal, Mickey Gillette, saxophonist: KPO KGA KJX KEX KECA KGIR KGHL
8:30—Rhythm Ramblers: (KPO off 8:45) (KGA on 8:45) (KGA on 8:45) KECA KEX KEX KFTD KDYL KFSD KTDAR
8:45—Julia Hayes, helpful hints to housewives: KPO
9—Tom Mitchell, baritone: KPO KGA KJX KECA KIR KGHL
9:15—Organist: KPO KJX KECA KEX KEX KFTD KDYL KFSD KGIR KGHL
9:30—Rhythm Vendors: (KPO KGIR on 9:30) (KYA on 9:45) KGA (KJX on 9:45) KECA (KEX on 9:45) KECA KGIR KGHL
9:45—University of California Program: KPO KJX KECA KFSD KDYL KGIR KGHL
9:45—Mardi Gras, variety program: KPO KEM KJX KEX KECA KFTD KDYL KGIR KGHL
10—Hotel Frank Hopkins Orchestra: KPO KJX KECA KFSD KGHL
10—Morning Program: KPO KJX KECA KFSD KDYL KGIR KGHL
10:15—Organ Concert, Chas. Runyan: KPO KGA KJX KECA KFSD KDYL KGIR KGHL
10:45—Detectives Black and Blue, comedy serial: KPO
7—Dr. Copeland's Health Talks: KPO
7—John and Mary, harmonic duo: (KPO on 7:10) KGA KGHL
7:30—Dramas from Real Life: KPO KJX KECA KFTD KDYL KGIR KGHL
7:30—Exploring America with Conoco and Carvelle Wells: KPO KGHL
7:30—Charles Runyan, pianist: KPO
7:45—The Seal of the Don: Mystery serial: KPO
8—University of California Program: KPO
8—Marshall's Mavericks: KGA KJX KECA KFTD KDYL KGIR KGHL
8:30—Hotel Frank Hopkins Orchestra: KPO KJX KECA KFSD KDYL KGIR KGHL
9:30—The Orch.: KPO KJX KECA KFSD KDYL KGIR KGHL
10:30—Doric Quartet: KPO KGA KJX KECA KEX KGA KGHL
11—Slumber Hour: KPO KJX KECA KFSD KDYL KGIR KGHL
11—To 12 mid.—Tom Gerun and his Bal Tabarino Orch.: KPO KGA KEX KFSF

254.1 Meters KEX Atwater 3111

7 A.M.—Morning Serenaders
8—NBC-KPO Programs to 8:45
8:45—Julia Hayes, Helpful Hints
9—NBC-KPO Programs to 12:30
12:30—Ad Club Luncheon
12:45—NBC-KPO Programs to 2:45
12:45—Question Box
3—NBC-KPO Programs to 4:45
4:45—Boy Scout Drama
6:15—Silent period
8—Tarzan of the Apes
9—NBC-KPO Programs to 12
12 to 12:15 A.M.—Glimpses of Tomorrow's News
CBS

Columbia Broadcasting System

8:30-30 The Merry Makers: KXJ
KFBK KGW KFPY KOIN KFRC KJH

8:45—The Ambassadors: Male trio: KFBK KJG KGW KERN KOL KVI KFPO KVIN KFRC KJH KGB KSL

9:00—Dr. Farley Knob and his Orchestra: KFBK KMG KGW KERN KOL KVI KFPO KIN KFRC KJH KGB KSL

9:15—Rosamond Prince: KFBK KMG KGW KJG KOL KVI KFPO KIN KFRC KJH KGB KSL

10:00—George Hall's Orchestra: KFBK KMG KGW KJG KOL KVI KFPO KIN KFRC KJH KGB KSL

10:15—Scherchen's Organists: KFBK KMG KGW KJG KOL KVI KFPO KIN KFRC KJH KGB KSL

11:00—Annie, organist: KFBK KMG KGW KJG KOL KVI KFPO KIN KFRC KJH KGB KSL

11:30—American School of the Air: KFBK KMG KGW KJH KOL KFBK KFPO KIN KFRC KJH KGB KSL

12:00—Ion Boys: Male quartet: KFBK KMG KGW KJG KOL KVI KFPO KIN KFRC KJH KGB KSL

12:15—Madame Belle Forbes Cutter: KFBK KMG KGW KJH KOL KFBK KFPO KIN KFRC KJH KGB KSL

12:30—The Jack Brooks Orchestra: KFBK KMG KGW KER KOL KVI KFPO KIN KFRC KJH KGB KSL

12:45—Going to Press: KFBK KMG KGW KER KOL KVI KFPO KFBK KFRC KJH KGB KSL

1:00—The Romantic Bachelor: KFBK KMG KGW KER KOL KVI KFPO KIN KFRC KJH KGB KSL

1:15—The Romantic Bachelor: KFBK KMG KGW KER KOL KVI KFPO KFBK KFRC KJH KGB KSL

1:30—The Rollins Orchestra: KFBK KMG KGW KER KOL KVI KFPO KIN KFRC KJH KGB KSL

1:45—Between the Bookends: KFBK KMG KGW KER KOL KVI KFPO KIN KFRC KJH KGB KSL

2:00—Jimmy Joyce's Orchestra: KFBK KMG KGW KER KOL KVI KFPO KIN KFRC KJH KGB KSL

2:15—Those McCarty Girls: KFBK KGW KOL KFPY KFRC KSL

2:30—Chesterfield program: KFBK KMG KGW KER KOL KVI KFPO KIN KFRC KJH KGB KSL

3:00—The Romantic Bachelor: KFBK KMG KGW KER KOL KVI KFPO KFBK KFRC KJH KGB KSL

3:15—The Romantic Bachelor: KFBK KMG KGW KER KOL KVI KFPO KIN KFRC KJH KGB KSL

3:30—Donald Coo's Orchestra: KFBK KMG KGW KER KOL KVI KFPO KFBK KFRC KJH KGB KSL

4:00—The Romantic Bachelor: KFBK KMG KGW KER KOL KVI KFPO KIN KFRC KJH KGB KSL

4:15—The Romantic Bachelor: KFBK KMG KGW KER KOL KVI KFPO KFBK KFRC KJH KGB KSL

4:30—The Rollins Orchestra: KFBK KMG KGW KER KOL KVI KFPO KIN KFRC KJH KGB KSL

5:00—The Romantic Bachelor: KFBK KMG KGW KER KOL KVI KFPO KFBK KFRC KJH KGB KSL

5:15—Donald Coo's Orchestra: KFBK KMG KGW KER KOL KVI KFPO KIN KFRC KJH KGB KSL

5:30—The Romantic Bachelor: KFBK KMG KGW KER KOL KVI KFPO KFBK KFRC KJH KGB KSL

6:00—Nino Martini, tenor, with the Columbia Symphony Orch.: KFPY KOL KVI (KOIN KJH KGB on 8:15) KSL KLZ KOH

8:30—Islander Jones Orchestra: KFBK KGW KER KOL KVI KFPO KIN KFRC KJH KGB KSL

9:00—Eddie Duchin Orchestra: KFBK KGW KER KOL KVI KFPO KIN KFRC KJH KGB KSL

9:15—The Rollins Orchestra: KFBK KGW KER KOL KVI KFPO KIN KFRC KJH KGB KSL

204 Meters KGA Main 3434 1470 Kys.


6 A.M.—Early Bird; News

3:45—NBC-KGO Programs to 3

3:05—NBC-KGO Programs to 4:45

4:45—To be announced

5:05—NBC-KGO programs to 7:15

5:15—Nicotie Hildenbrand

6:15 to 12 mid.—NBC-KGO prog.

483.6 Meters KGW Atwater 2121 620 Kys.

1000 Watts Morning Oregonian, Portland, Ore.

7 A.M.—Organ: Market Report

7:30—NBC-KGO programs to 9

9:30—Crazy Crystals Program

9:15—Cox Pinto Highlights

9:45—NBC-KGO programs to 10:15

10:15—Up to Par with Parkep

10:30—NBC-KGO programs to 12

12 noon—The Oregonian of the Air

12:15—NBC-KGO programs to 1:30

1:00—Orker Dental Clinic of the Air

1:15—Choral Melodies

2—Edna Wallace Hopper

2:05—Al Pearce and his gang

3—Better Than Talk

3:15—Melody Mixers

3:45—Friendly Chat

4:30—NBC-KGO programs to 4:55

4:55—Lambert Pharmacal Co.

5:05—Piano Surprises

5:15—NBC-KGO programs to 8:15

8:15—Round the World

8:20—NBC-KGO programs to 9

8:30—One Man's Family

8:50—Baldy's Melodies

9:15—Adventures of Sherlock Holmes

9:45—The G. A. Paine Violinist

10:15—“Sweethearts o’ Mine”

10:20—Hotel Mark Hopkins Orch.

11:00—Ambassador Hotel Orchestra

11:30 to 12 mid.—Organ Concert

280.2 Meters KJBS Ord. 4184-49 1070 Kys.

J. Brunton & Sons, San Francisco

100 Watts

6 A.M.—KJBS Alarm Klok Klub

8—Popular records

9—Assoc. Food Stores’ program

10—Record program

10:30—Popular Song Hits

10:40—Reporter of the Air

10:50—Saturday Evening Table Talks

11:00—Variety Recordings

11:10—Marjorie Lee, pianist

11:15—Popular records

11:30—Charles Minotude Vaudeville

11:45—Concert Favorites

12 noon—Mendel’s Music

12:15—Dance Marie

12:30—Band Music; Records

1:00—Stock Exchange records

1:45—Popular records

2:00—Popular Selectors

3:00—Music of Marge

3:45—Popular records

5:05—Cary Coveny and Pat Buckley

6:15—Silent Period

12:01 to 6 A.M.— Owl program

319 Meters KOIN Atwater 3333 940 Kys.

KOL 1000 Watts

6:30 A.M.—KOIN Klock

7:30—Movie Chatter

8:30—Happytime

8:30—CBS program

9:30—Betty Crocker

9:45—CBS program

10:30—Art Kirkham

11:00—KOIN Programs to 1:30

1:30 P.M.—Book of Life

2—Happy-Go-Lucky Hour

3—Pandora’s Fun Hour

3:30—Newspaper of the Air

4:45—Celci and Sally

5:00—Be shamed

5:15—Mr. and Mrs.

5:30—Davidson Prize Club

6:45—Washington Hour

8:30—Wearing White, tenor

8:15—CBS programs to 10

10 to 12 mid.—Dance music

325.9 Meters KOMO Elliott 5890 920 Kys.

Fisher’s Blender Station, Inc., Seattle

6:50 A.M.—Insiprational Service

Sunrise Showcase

7:30—NBC-KGO programs to 9

9—Neighborly Mary

9:30—Organ Concert

9:45—The Bon Marche

10—The Observer

10—NBC-KGO Programs to 11:45

11:45—Club Minutes

12 noon—Farm Program

1:15—Ambassador Hotel Orchestra

1:15 to 12 mid.—Organ Concert

309.1 Meters KJR Seneca 1515 970 Kys.


7 A.M.—Rhythm Aces; Produce Quota-tions; Field Farmers; Sports

8—NBC-KGO Programs to 8:45

8:45—Julia Hayes

9—NBC-KGO Programs to 10

10—Mardi Grass

10:30—NBC-KGO Programs to 3

P.M.—The Easy Chair

3:10—NBC-KGO Programs to 3:45

3:45—World Bookman

3:55—Lost and Found Advertisements

4:00—NBC-KGO Programs to 4:45

4:45—Radio Service News

5—Choralist

5—Steamboat Bill

5:30—NBC-KGO Programs to 6:45

6:45—Around the Town

7—KOIN-KGB Programs

7:15—Tarzan of the Apes

7:30—News Edition of the Air

7:45—Vapors

8—Sixth Engineers Military Band

8:30—NBC-KGO Programs to 10:45

10:45—Johnny Robinson’s Orchestra

11:15—Shower Four

11:30 to 12 mid.—Tom Gerun’s Orch.

www.americanradiohistory.com
Wednesday Programs

BROADCAST WEEKLY

2361 Metres KOL Main 2312
1000 Watts Dusk
Seattle Broadcast Co., Seattle, Wash.
6:45 A.M.—KOL Time Klock
8—Cindy McNiel
8:30—Blondy Minaret
8:45—CBS Programs to 9:15
9:15—Prudence Penny
9:30—Betty Crocker
9:45—Cecil Sole
10—Little French Princess
10:15—Morning Melodies
10:45—Prince of the Ivories
11—Ann Leaf, Organist
11:15—Democratic Educa. Feature
11:15—CBS Programs to 12
12 noon—The Carnival
1—Health Hints
1:30—CBS Programs to 2
2—Happy-Go-Lucky Hour
3—Feminine Fancies
4—Hodge Pond Lage
4:30—Studio Program
4:45—CBS Programs to 5:30
5:30—Skippy
5:45—CBS Programs to 6:30
6:30—Sports Review, Ken Stuart
6:45—Star Dust Revue
7—Old Gold Program
7:30—Radio Speaker Stevenson
7:45—"Myrt and Marge"
8—Dr. William C. King
8:30—Columbia Symphony Orch.
8:30—Isham Jones' Orchestra
9—Globe Trotter
9:15—CBS Programs to 10
10—Ken Stuart's Program
10:30 to 12 mid.—Dance Music

508.2 Meters KHQ Main 5383
990 Kys. 1000 Watts
7:45—KVI
8:00—Crossets of the Day
8:15—Waltz and Marian
9:15—NBC-KGO Program
9:30—Burgan's Home Comfort
9:45—Cellen's Program
10:15—NBC-KGO Programs to 1
11:00—Various programs
11:45—NBC-KGO Programs to 2
1:15—Edna Wallace Hopper
2:45—NBC-KGO programs to 6:15
4:15—KHQ
4:30—Tull and Gibbs
4:45—News service
5—Rhino
5:15—NBC-KGO Programs to 6:15
6:15—Voice of Texas
6:30—NBC-KGO Programs to 8:15
8:15—Home Beautiful
8:30—One Man's Family
9—Editorial Column
9:15 to 12 mid.—NBC-KGO programs

285.5 Meters KNX Hemp 4101
1050 Kys. 25,000 Watts
Western Broadcast Co., Los Angeles
6:45—A.M.—Bill Sharples' Gang
8:45—inspirational talk and prayer
9—Clinic of the Air
9:30—News; Aratone
10—Art Hay's Family
10:30—Kate Vaughan, Home Econ.
11—Recordings
11:30—Mr. H. B. Drollering
12 noon—News
12:15—Elec. Transcription
1—National Broadcast
2—Eddie Albright, late fiction
3—Matinee Mirthmakers
4—Pacific Market Report; Announcements
5:30—Black and Blue
5:45—Chadu, the Magician

6—News
6:15—Cecil and Sally
6:30—Bl and Elmer
6:45—Guardmen
7—Frank L. Wadham and Archie
7:15—Miles of Melody
7:30—Raine Bennett
7:45—Original Superition
8—To be announced
8:30—Concert Orchestra
9—News
9:15—Happy Chapples
9:30—Musical Program
10—Crockett Mountaineers
10:30—Organ at Vigil
11 to 12 mid.—New Parts Inn

468.5 Meters KFI Richm'd 6111
640 Kys. 10,000 Watts
Earle C. Anthony, Inc., Los Angeles
6:45 A.M.—Exercises; Stocks
7:45—Polly Hall, pianist
8—NBC-KGO Program
8:15—Joe Warren's Jolly Journal
8:30—NBC-KGO Programs to 9:15
9:15—Helpful Hints to Housewvies
9:30—Fashion Tour with Melissa
10—Dr. Copeland, talk
10:15—The News
10:30—Magazine of the Air
11:30—Care of the Hair
11:45—Reception
12 noon—Dept. of Agriculture Talk
12:15—Western Farm and Home Hr.
1—News Release
1:15—Ann Warren Chats
1:45—NBC-KGO programs to 3:15
2:15—Edna Wallace Hopper
3:00—Randy Andrews, songs
3:45—Book Review
4—Wesley Tourtelotte, organist
4:30—Elvia, songs
4:45—Baron Keyes' Air Castle
5—Grown Up
5:15—NBC-KGO programs to 9:15
8:15—The Seal of the Don
8:30—"One Man's Family," drama
9—Packard Orchestra
9:15—Adventures of Sherlock Holmes
9:45—Singing Service Men
10—Richard Crocker, Conductor of the Air
10:15—Phil Harris' Orchestra
11:30 to 12 mid.—Gus Arnhem's Or.

331.1 Meters KHJ VAndike 7111
900 Kys. 1000 Watts
Don Lee, Inc., Los Angeles, Calif.
7 A.M.—News Briefs and Records
8—Shell Happytime
8:30—CBS Programs to 9:30
9:30—Betty Crocker
9:45—CBS Programs to 10:30
10:30—"Up to Par with Parkelp" to 10:15
10:15—CBS Programs to 12:15
12:15—Health Talk; News
12:45—Beauty Talk
1—Bob Holman's Orchestra
1:30—CBS Programs to 2
2—Happy-Go-Lucky Hour
3—Feminine Fancies
3:40—Hodge Pond Lodge
4:30—Del Coon's Orchestra
4:45—CBS Programs to 5:15
5:15—News Items; Town Topics
5:30—"Skippy"
6—Glen McCall & Cousin Bill" to 6:15
6:30—CBS Programs to 7:30
7:30—Chadu, the Magician
7:45—Myrt and Marge
8—Globe Headlines
8:15—Columbia Symphony Orch.
8:30—Isham Jones' Orchestra
8:45—Bob Holman's Orchestra
9—Tiny Newland and Islanders
9:15—CBS Programs to 10
10—News Items; Bisquick Band
10:15—Dance Music
12 to 1 A.M.—Marshall Grant, organ

225.4 Meters KGB FRank. 6131
1340 Kys. 1000 Watts
Don Lee, Inc., San Diego, Calif.
7 A.M.—Music; News; Talks
5:15—Carl Moore's Orchestra
5:30—News and Town Topics
5:45—Health Talk
6—CBS Programs to 6:30
6:15—Romantic Bachelor
6:30—Stardust Revue
6:45—Chadu
7—Fred Waring's Pennsylvanians
7:30—Tarzan
7:45—Myrt and Marge
8—Headlines
8:15—Isham Jones' Orchestra
8:30—Tiny Newland
9:15—CBS programs to 10
10—Tomorrow's News Tonight
10:10—Cross-Cuts
10:15—Dance Music
12 to 1 A.M.—Recordings

209.7 Meters KECA Richm'd 6111
1430 Kys. 1000 Watts
Earle C. Anthony, Inc., Los Angeles
8 A.M.—Louis Rueb, exercises
8:15—NBC-KGO Programs to 10:30
8:30—News
9:15—Spanish Lesson
10:15—NBC-KGO programs to 12
12 noon—Charlie Wellman and Co.
12:30—NBC-KGO programs to 2:15
2:15—Bill Hayman, songs
2:30—NBC-KGO programs to 5:30
5:30—Uncle Jim
5:45—Al, Mac and Tommy
6—Stringwood
6:45—News; Sport News
7—Al Pearce and his gang
7:30—String Orchestra
7:30—Packard Concert Orchestra
8—Marshall's Merrickers
8:30—Gus Arnhem's Orchestra
9 to 12 mid.—NBC-KGO Programs

499.7 Meters KFSD Franklin 6353
600 Kys. 1000 Watts
Airian Radio Corp., Ltd., San Diego
7:30 A.M.—Music; Talks; News
5 P.M.—Choralia
5:30—Postal Talk
6—NBC-KGO Program
6:30—Sheriff Ed Cooper
6:45—Serenaders
7—Dr. Strauss, Sketchbook
7:30—Marie Vivarette Kriete
8—Amos 'n Andy
8:15—Seal of the Don
8:30—Mark Hopkins Orchestra
9:15—Adventures of Sherlock Holmes
9:45—Terra Cotta Orchestra
10—Richfield News Flashes
10:15—Hotel Mark Hopkins Orch.
11: Slumber Hour
11:30 to 12 mid.—Bal Tabarin Orch.

526 Meters KVI Broadway 4211
570 Kys. 1000 Watts
Puget Sound Broadcast Co., Tacoma
6—CBS Programs to 6:30
6:30—Star Dust Revue
7—Fred Waring's Pennsylvanians
7:30—Dr. Melly
7:45—Myrt and Marge
8—Columbia Symphony
8:15—The Crazy Serenader
8:45—Isham Jones' orchestra
9—Mademoiselle Modiste
9:05—CBS programs to 10
10—Ted Flo-Rito's Orchestra
11—Cafe de Paris Orchestra
12 to 1 A.M.—KVI, DX program
**THURSDAY Programs**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 A.M.</td>
<td>Dawn Salute</td>
</tr>
<tr>
<td>7:15 A.M.</td>
<td>Christian Science Program</td>
</tr>
<tr>
<td>7:30 A.M.</td>
<td>Balance</td>
</tr>
<tr>
<td>8:00 A.M.</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:15 A.M.</td>
<td>Morning Call</td>
</tr>
<tr>
<td>8:30 A.M.</td>
<td>Morning Call</td>
</tr>
<tr>
<td>9:00 A.M.</td>
<td>Morning Call</td>
</tr>
<tr>
<td>9:15 A.M.</td>
<td>Morning Call</td>
</tr>
<tr>
<td>9:30 A.M.</td>
<td>Morning Call</td>
</tr>
<tr>
<td>9:45 A.M.</td>
<td>Morning Call</td>
</tr>
<tr>
<td>10:00 A.M.</td>
<td>Morning Call</td>
</tr>
<tr>
<td>10:15 A.M.</td>
<td>Morning Call</td>
</tr>
<tr>
<td>10:30 A.M.</td>
<td>Morning Call</td>
</tr>
<tr>
<td>10:45 A.M.</td>
<td>Morning Call</td>
</tr>
<tr>
<td>11:00 A.M.</td>
<td>Morning Call</td>
</tr>
<tr>
<td>11:15 A.M.</td>
<td>Morning Call</td>
</tr>
<tr>
<td>11:30 A.M.</td>
<td>Morning Call</td>
</tr>
<tr>
<td>11:45 A.M.</td>
<td>Morning Call</td>
</tr>
<tr>
<td>12:00 P.M.</td>
<td>Lunch</td>
</tr>
</tbody>
</table>

**5:45 A.M.**

- Better Homes program
- Women in the Home
- Health talk
- Public Service Announcement
- Keep Smiling
- Records: Uncle Bob
- Records: Doug Thompson
- Records: Entertainers
- Walkathon; News
- Ethel Smith's Sport Page
- Frank Watanabe and Archie
- Maurice Gunsky, tenor
- Oakland Post-Enquirer
- Masters' Music Room
- Grace Le Page, soprano
- J.P. Smith's Orchestra
- KNX News: Organ Recital
- Concert Orchestra
- Walter Rudolph, pianist
- J.P. Smith's Orchestra
- Enverdale Walkathon

**11:15 to 12 mid.**

- Dancing Orchestra

**4:915 Meters**

- KFRC Prospect 1000

**610 Kys.**

- 1000 Watts


- 7 A.M.: Seal Rocks Broadcast
- 7:15 A.M.: Cecil Wright
- 7:25 A.M.: N.Y. Stock Exchange Quotations
- 7:30 A.M.: Morning Exercise Period
- 7:45 A.M.: Shell Happy Time
- 8:00 A.M.: CBS Programs to 9:45
- 8:45 A.M.: Ann Welcome, Kitchen lyrics
- 9:00 A.M.: CBS Programs to 10:30
- 9:45 A.M.: CBS Programs to 11:15
- 10:15 A.M.: CBS Programs to 11:45
- 11:30 A.M.: CBS Programs to 12:00
- Noon: Noonday Concert
- U.S. Army Band
- Stock Ex. Quotations
- Globe Trotter; Farm News
- American Trade Revival
- Feminine Fancies
- Discovery Hour, George Davis
- American Library Association
- Globe Trotter; Town Topics
- Kansas City Presents
- Eagle Wing, the Navajo
- Skippy
- Mahdi Magic Circle
- CBS Programs to 8
- Globe Trotter; Farm News
- Howard Barlow's Symphony
- Dick Aurandt, Organist
- Isham Jones Orchestra
- Marboro Band of Distinction
- Unknown Hands
- KNX and Zeb
- The Personality Trio
- Big-band music
- Globe Trotter; Dance Orchestra

**12 to 1 A.M.**

- Midnight Request Hour

**340.7 Meters**

- KLX Lake, 6000

- 880 Kys.

- 500 Watts


- 8 A.M.: Records
- 9:30 A.M.: Opus of the Air
- 10:15 A.M.: Records; Financial Informa.
- 10:30 A.M.: International Kitchen
- 11:15 A.M.: Sunshine Time
- 11:30 A.M.: Fox-Omaha Curtain Calls
- 11:45 A.M.: Fred Skinner
- 12 noon: Jack Harley's Band
- 1 A.M.: Jean's High-lights; Records
- 2 A.M.: Closing S. F. stocks
- 4:45 A.M.: Ethel Rhimad, pianist
- 5 A.M.: Records
- 3:45 A.M.: McCoy Health School
- 4 A.M.: Records
- 4:30 A.M.: Brother Bob's Club
- 5 A.M.: Helen Wegman Paramelee, pianist
- 5:30 A.M.: Dot Kay, "Wes" Summerford
- 6 A.M.: Aspre's Manila String Orchestra
- 8 A.M.: Bungling Bunglers
- 9 A.M.: Organ Recital, Ethel Rhimad

**2:10 to 2:30 P.M.**

- Dance Program

**322.4 Meters**

- KFWI Franklin 0200

- 930 Kys.

- 500 Watts

- Radio Entertainments, San Francisco

- 7 A.M.: The Early Bird
- 8 A.M.: July and Beans
- 8:30 A.M.: Blues Chasers
- 9:30 A.M.: White House program
- 10:30 A.M.: "The Ethel Anderson Program"
- 11 A.M.: Organ Echoes
- 11:45 A.M.: Correct English
- 12 noon: Oklahoma Cowboys
- 12:30 A.M.: Dance Music
- 1 A.M.: Silent period
- 2 A.M.: Dance Time
- 3:30 A.M.: Russian Balalaika Orchestra
- 7 A.M.: Christian Science Program
- 7:15 A.M.: Helen Bells, pianist
- 7:30 A.M.: Silent period
- 7:45 A.M.: Salad Days
- 8 A.M.: Dance Program

**10:15 to 11 P.M.**

- Dance Program

**2:10 to 2:30 P.M.**

- Dance Program

**9:30 A.M.**

- KROW Glenc. 6774

- 1000 Kys.


- 8 A.M.: News Items
- 8:15 A.M.: "Toupee Tommy" skit
- 8:30 A.M.: Records; silent at 9
- 9 A.M.: Latin-American Program
- 9:30 A.M.: Dance of the Hour: Records
- 9:45 A.M.: Cy Hiram's Country Store
- 10 A.M.: Records
- 10:15 A.M.: "Dey" Shan Rambler
- 10:30 A.M.: Records: Milton Fallon, Organist
- 11 A.M.: Isle of Skye; Records
- 11:15 A.M.: Piano; Records
- 11:30 A.M.: Dance Program
- 12 A.M.: Midnight Request Hour

**322.4 Meters**

- KROW Glenc. 6774

- 1000 Kys.


- 8 A.M.: News Items
- 8:15 A.M.: "Toupee Tommy" skit
- 8:30 A.M.: Records; silent at 9
- 9 A.M.: Latin-American Program
- 9:30 A.M.: Dance of the Hour: Records
- 9:45 A.M.: Cy Hiram's Country Store
- 10 A.M.: Records
- 10:15 A.M.: "Dey" Shan Rambler
- 10:30 A.M.: Records: Milton Fallon, Organist
- 11 A.M.: Isle of Skye; Records
- 11:15 A.M.: Piano; Records
- 11:30 A.M.: Dance Program
- 12 A.M.: Midnight Request Hour

**KJSB today!**

- The Alarm Klok Klub
- 6 to 8 A.M.

- Scotty Mortland
- 10:05 to 10:20 A.M.

- Blindcraft Ensemble
- 2 to 2:30 P.M.

- Speak Easy Time
- 2:45 P.M.
Thursday Programs

Service to KHQ KOMO KGW KFI KOA KDYL KGIR KGHL KTAR KDSD

7 A.M.—Organ Concert, Chas. Runyon, piano: KQH KGW off (7:15) KGHL
7:30—Happy Jack, Jack Turner, violin: KQH KGW KGK KOMO KGHL
7:45—Broadcast, B. R. McAdoo, Rose: KQG KGW KDSD KDYL KGHL
8—Singing Strings: KQG KGW KDSD KDYL KGHL
8:15—Jantzen Serenaders, Pajoy, dramatic sketch: KGQ KOMO KGW
8:30—Cross-Cuts from the Log o’ the Day: KQG KHQ KOMO KGF KFI
9—Smackout, comedy with Marion and Jim Jordan: KGQ KFSD KOMO KFKS
9:30—Martha Meade Society: KGQ KHQ KOMO KGW KDSD
9:45—Fun with Facts, Monroe Up- ton: KQG KGW KDSD
10—Dreams of the Air: KGQ KHQ KOMO KGW KDSD (on 10:40)
11—Standard School Broadcast: KGQ KPO KHQ KOMO KGW KDSD
11:45—Shakespearean Quarter Hour: KGQ KPO KGW KDSD KGHL
12 noon—Edna Fischer, pianist: KGQ KHQ KDSD KQG KGHL
12:15—Western Farm and Home Hour: KGQ KHQ KOMO KGW KDSD KDYL KGIR KGHL
12:30—Musie Mizers: KGQ KHQ KDSD KOMO on (1:45) (KGW off 1:30, on 1:45)
1:15—Al Pearce and his Gang: KGQ KHQ KDSD KQG KGHL
3—Langendorf Pictorial: KGQ KFI KQG
3—Melody Mixers: (KGQ KHQ on 3:15) KGW (KGHL off 3:30)
3:15—Rondos Orchestra: KGQ KHQ KOMO KDYL KGHL
4—Concert Footlights: KGQ KGW KQG (on 4:30) KDYL
4:45—Arion Trio: KGQ KOMO KGW KDSD
5—Fleischmann Hour: KGQ KHQ KOMO KQG KDYR KDSD KDYL
6—Captain Henry’s Maxwell House Show: KGQ KHQ KOMO KGW KDSD KDYL KDYR
6:30—Lucky Strike Dance Hour: Jack Pearl, the modern Baron Munchausen: KGQ KHQ KOMO KGW KDSD KDYL
6:45—Amos ‘n’ Andy: KGQ KHQ KOMO KDYR KDSD
8:15—Standard Symphony Hour: KGQ KHQ KOMO KGW KDSD
9—Sutter’s Frontier, the Magician: KGQ KHQ KOMO KGW KDSD
9:30—Song Heaven: KGQ KHQ KQG KGW KDSD KDYL
10—Encore’s Program: KGQ KHQ KOMO KGW KDSD KDYL
10:15—Mark Hopkins Hotel Orch.: KGQ KHQ KOMO KDSD KDYL (KDYL, KOMO on 10:30)
11:30—Phil Harris and his Ambassa- dor Hotel Orchestra: KGQ KHQ KDSD KDYL KDYR KDSD KDYL
11:30 to 12 mid.—Organ Concert, Dolly Sargent: KGQ KHQ KOMO KGW KDSD KDYR KDSD KDYL
CBS

Columbia Broadcasting System

7:30 A.M.—The Magic Tenor and Round Towners Quartet: KFBK KMBJ KSL KVI KFPY KFRC KHJ KGB KSL KOL KOL KSL
8:15—The Dean and Phillips pianoists: KFBK KMI KJW KERN KOL KFPY KFRC KHI KSL
9:30—Concert Miniatures: KFBK KJW KERN KOL KVI KFPY KFRC KHJ KGB
10:15—Vincent Travers Orchestra: KFBK KJW KERN KOL KVI KFPY KFRC KHI KSL
10:30—Palm House Ensemble: KFBK KJW KERN KOL KVI KFPY KFRC KHI KSL
11:15—Aunt Leah Organist: KFBK KJW KERN KOL KVI KFPY KFRC KHI KSL
12 noon—La Forre Berumen Musicale: KFBK KJW KERN KOL KVI KFPY KFRC KHI KSL
1:00—U.S. Army Band Concert: KFBK KJW KERN KOL KVI KFPY KFRC KHI KSL
1:45—American Legion Parade Review: KFBK KJW KERN KOL KVI KFPY KFRC KHI KSL
2:15—Go-Lucky Hour: KFBK KJW KERN KOL KVI KFPY KFRC KHI KSL
3:45—Howard Ely Organist: KFBK KJW KERN KOL KVI KFPY KFRC KHI KSL
5:15—Evans Evans, Do Re Mi Orchestra: KFBK KJW KERN KOL KFPY KFRC KHI KSL
5:45—Swiss Yodelers: KFBK KJW KERN KOL KFPY KFRC KHI KSL
6:00—Chesterfield Program, Ruth Etting: KFBK KJW KERN KOL KFPY KFRC KHI KSL
6:15—Carl Moore’s Orchestra: KFBK KJW KERN KOL KVI KFPY KHJ KGB KSL
6:30—Colonel Stoopnagle and Budd: KFBK KJW KERN KOL KVI KFPY KHJ KGB KSL
7:00—The Foreign Legion: KFBK KJW KERN KOL KVI KFPY KHJ KGB KSL
7:30—The Boswell Sisters: KFBK KJW KFPY KFRC KHJ KGB KSL
7:45—Myrt and Marge: KFBK KJW KERN KOL KVI KFPY KHJ KGB KSL
8:00—Howard Barlow and the Columbia Symphony Orchestra: KVI KFPY KHJ KGB
8:45—Esham, News and Monogram: KFBK KJW KERN KOB KOL KFPY KFRC KHI KSL
9:15—Barbour and the Columbia Orchestra: KVI KFPY KHJ KGB
9:30—to 10 P.M.—Clyde McCoy’s Orchestra: KFBK KJW KERN KDB KOL KFPY KFRC KHJ KGB
9:45—-A. J. Barlow and the Lebanon Chordettes: KFBK KJW KERN KOL KVI KFPY KHJ KGB
285.5 Meters KNX Hemph 41010.505 Kys. 25,000 Watts

Western Broadcast Co., Los Angeles

8:45 A.M.—Bill Sharpe’s Gang
8:45—Inspirational talk and prayer
9:00—Records
9:30—News
9:45—Kel Food, health talk
10:00—Eddie Albright’s Family
10:30—Kate Vaughan, Home Econ.
12 noon—News
12:30—Dr. John Matthews
1 New Paris Inn
2 Eddie Albright’s Family
3 Happy Chappies
3:30—Louise Johnson
4 Travelogue of Stock Market Report: Announcements
4:15—Studio program
5:30—Black and Blue
5:45—Chandu, the Magician
6:00—
6:15—Cecil and Sally
6:30—Albright’s Family
6:45—Musical Program
7—Frank Watanabe and Archie
7:15—Miles of Music
7:30—Marion Mansfield
7:45—Midweek Parade
8:45—Golden Memories
8:00—News
9:15—Happy Chappies
9:30—Louis Skolinski Violin Choir
10 Back Home Hour
11 to 12 noon—New Paris Inn

1345 Meters KGB

Frank 651

Don Lee, Inc., San Francisco, California

7 A.M.—Music; News; Talks
5 P.M.—Kansas City Presents
5:20—News and News fancis
5:45—CBS Programs to 7
7—Chandu
7:15—To be announced
7:30—CBS Programs to 8
8—Headlines
8:15—Columbia Symphony Orchestra
8:30—Eb and Zeb
8:45—Isham Jones’ Orchestra
9—Mariboro Band of Distinction
9:15—CBS Programs to 10
10—Tomorrow’s News Tonight
10:15—Dance Music
12 to 1 A.M.—Recordings

499.7 Meters KFSD

Franklin 6333

600 Kys. 1000 Watts

Airfan Radio Corp., Ltd., San Diego

7:30 A.M.—Music; Talks; News
5 P.M.—Nathan Abas
5:15—Program Highspots
5:45—Program Highspots
6:00—Radio News
6:15—CBS Programs to 8:15
8:15—Zoo Tails
8:30—News
9—Aztec Half Hour
9:30—Congress Hotel Orchestra
10—Richard’s News and News fancis
10:15—Hotel Mark Hopkins Orch.
11—Ambassador Hotel Orchestra
11:30 to 12 mid.—Organ Recital

309.1 Meters KJH

Seneca 1515

970 Kys.


7 A.M.—Rhythm Aces; Produce Quotations; Sun Risers; Sports
8—NBC-KPO Programs to 8:45
8:45—Julia Hayes
9—NBC-KPO Programs to 3:45
9:30—The Wogan Bookman
3:55—Lost & Found Advertisements
4—NBC-KPO Programs to 5:15
5:15—Steamboat
5:30—D. A. R. Conference speaker
5:45—NBC-KPO programs to 6:45
6—Harrad and Myrtle Strong, piano duo
7—NBC-KPO programs to 7:30
7:30—News Edition
7:45—Henri Danski, saxophone solos
8 to 12 mid.—NBC-KPO programs

333.1 Meters KJV

Vandike 7111

900 Kys.

Don Lee, Inc., Los Angeles, Calif.

7 A.M.—News Briefs and Records
8—Shell Happytime
8:30—CBS Programs to 11
11—Adele Newton
11:15—Gen. Foods Cooking School
11:30—CBS Programs to 12:15
1—Bob Holman’s Orchestra
3—CBS program
3:45—The Cavalcade
7—Happy-Go-Lucky Hour
3—Feminine Fancies
4—Hazel Warner, Organ
4—U. S. C. Trojan Period
4:30—CBS programs to 5:15
5:15—News Items; Town Topics
5:30—Skippy
5:45—Institute of World Affairs
6—Chesterfield program
6:15—Pasadena Community Players
6:30—“Col. Stoopnagle & Budd”
7—Inglewood Park Concert
7:15—Chandu, the Magician
7:45—Myrt and Marge
8—Globe Headlines
8—“Laff Clinic”
9—Mariboro Band of Distinction
9:15—CBS programs to 10
10—World News Quigley Band
10:15—Dance Music
12 to 1 A.M.—Marshall Grant, organ

468.5 Meters KFI

Richfield 6111

640 Kys. 30,000 Watts

Earle C. Anthony, Inc., Los Angeles

6:45 A.M.—Exercises; Stocks
7:45—Polly Hall, pianist
8—Singing Strings
8:15—Helpful Hints to Housewives
8:30—Crosscuts of the Day
9:00—The Warner’s Night Journal
9:15—Dr. Copeland, talk
9:30—Martha Meade Society
9:45—Fashion Tour with Meline
10—NBC-KGO Programs to 11:45
11:45—Federal Market Reports
12—Dept. of Agriculture Talk
12:15—Farm and Home Hour
1—News Release
1:15—Warner Chats
1:45—John Smallman, baritone
2—NBC-KGO programs to 3:15
3—Wesley Courteille, organ
3:45—Bess Meas MMS Service
4—News release
4:15—Calif. Teachers’ Assoc. program
4:30—Barnet’s Orchestra
4:45—Growin’ Up
5—NBC-KGO programs to 9:30
9—Packer’s Orchestra
10—Richfield Report of the Air
10:15—Phil Harris’ Orchestra
11:30 to 12 mid.—Gus Arnheim’s Or.
FRIDAY Programs

www.americanradiohistory.com

243.8 Meters KYA Prospect 3456 1000 Watts

7:30 A.M.—Dawn Salute
7:45—Christian Science Program
8—Breakfast Hour
9—Tom Mitchell
9:15—House Novelties
9:30—Organ Concert
10—Marian Day
10:30—Sunshine Hour
11—Album Leaves
11:30—Prudence Penny
11:45—Radio Council
12 noon—Scriptures
12:03—Midday Concert
12:45—Commonwealth Club
1:30—Rhythmixers
2—International Troubadours
2:30—Violin Masters
3—Singer, Pianist
4—Artist Celebrities
4:30—Mountain Echoes
5—Sunset Revue
5:45—Campbell Digest
6—To the Colors
6:30—Waltz Idylls
6:45—Gilde and Ditty (E. T.)
7—American Weekly Program
7—“What's Behind the News’’
7:30—Choral Society
7:45—Professor Jack McLellan, Sarah and Sasa Sfas
8—Walter Holohan’s Orchestra
8—Calliope Argus
9:30—Ariosa Trio
9:45—New Florida
10—Sandman's Organ
11 to 12 mid.—Concert Memories

491.5 Meters KFRC Prospect 0100 610 Kys.

1:00 A.M.—Real Rock ’n Roll
7:45—Cecil Wright’s Melodies
7:25—N. Y. Stock Ex. Quotations
7:30—Morning Ex. Period
8—Shell Time
8:30—Ev En El Co.
8:35—Recordings
8:45—CBS Programs from 9:30
9:30—Betty Crockert
9:45—CBS Programs to 10:15
10:15—Bumpard Program
10:30—Globe Trotter
10:35—Atlantic City Musicals
11—CBS Programs to 12
12 noon—Noonday Concert
1 P.M.—Edna Wallace Hopper
1:05—CBS Programs
1:30—N. Y. Stock Quotations
1:35—Globe Trotter
1:45—Gun French Band
2—Happy Go Lucky
3—Feminine Fancies
4—Hodge Podge Lodge
4:30—Del Count’s Orchestra
4:45—Globe Trotter; Town Topics
5—Cari Moore’s Orchestra
5:15—Skippy
5:30—CBS Programs to 8
8—Globe Headlines
8:15—Columbia Symphony Orch.
8:30—“Reminiscing”
8:45—American Weekly Program
9—Ben Pollack Orchestra
9:30—Eb and Zeb
9:45—Ozzie Nelson’s Orchestra
10—Biscuit Band
10:15—Dance Music
12 to 1 A.M.—Midnight Request Hour.

322.4 Meters KFWI Franklin 0200 930 Kys. Radio Entertainments, San Francisco

7 A.M.—The Early Bird
8—Silent period
9—Blues Chasers
9:45—Dr. Corley Program
10—White House Program
10:15—Bellevue Hotel Program
10:30—Topics and Music
11—Concert Melodies
11:30—Baldwin Melody Girl
11:45—Musical Portraits
12 noon—Virginia Boys
12:30—Dance Music; Silent at 1
6—Dance Music
6:15—News Reporter
6:45—Russian Balalaika Orchestra
7—Christian Science Program
7:15—“Tom, Dick and Mary,” skit
7:30—Silent period
8:30—Julie Foster, Dream Girl
8:45—John D. Barry, World Events
9—Jewish classical hour
10—Mystery Drama
10:30—Master Melodies
11—Salon Serenade
11:30—Dance Music
12 to 1 A.M.—Hi-Dee-Ho!


6 A.M.—News Items
8:15—“Toupee Tommy” skit
8:30—Recordings; picket at 1
1 P.M.—Latin-American Program
2—Dance of the Hour; Recordings
2:30—Golden Age Items
2:45—Bob Moore, baritone
3—Organ Harmony, Milton Fallon
3:30—Tropical Beach Combers
4—“Doc” Shaham Rambles
4:30—Recordings
4:45—Muff and Millie
5—Health talk; records
5:30—Prosperity Auction Program
5:45—Walk-a-thon; silent at 6
7:30—Constance Yates, pianist
7:45—George Gilly, baritone
8 to 8:30 P.M.—Femm Players

296.6 Meters KQW Ballard 777 1010 Kys. Pac. Agric. Foundation, Ltd., San Jose

6 A.M.—The Breakfast Hour
8—Silent period
9—Ralph and Rainbow Trouper
9:15—Morning Melodies
10—Aunt Sammy; Dental Clinic
10:30—Monarch Melodies
11—Chats with Margaret Gilmer
11:30—Accordian Capers
12 noon—Band Concert
12:30—State Market Reports
1—Classical Music
1:30—The Friendly Hour
2:30—Organ recital; Silent at 3
4:30—Story Time; Evening Echoes
5—Evelyn Vespera
5:30—Skippy
5:45—Sunlight Hawaiians
6—Scott Held’s Orchestra
6:15—Franco’s Program
6:30—State Market Reports
6:45—Farmer’s Exchange
7—U. S. Weather Forecast
7:03—Radio News and Forum
7:15—Ralph Taylor
7:45—Band Concert
8—San Jose Accordion Club
8:30—Pireside Program
9—Log of the Day
9:05—Musical Album
9:30 to 10 P.M.—Mauna Kea

FRIDAY Programs

KJBS today!
The Alarm Klock Klub
6 to 8 a.m.

News Broadcast
10 a.m. and 3 p.m.

The Family Album
2:30 to 2:45 p.m.

KJBS today!
The Alarm Klock Klub
6 to 8 a.m.

News Broadcast
10 a.m. and 3 p.m.

The Family Album
2:30 to 2:45 p.m.
Friday Programs
BROADCAST WEEKLY

55

379.5 M.W., NBC-KGO Sutter 1920
790 Kcsy
379.5 Watts National Broadcast Co., San Francisco

Service to KHQ KOMO KGFW KFI KOA KDFY KGHL KGHL KTAAR KFSDF
7 A.M.—Organ Concert, Chas. Runyan: KHQ (KGO KGW off 7:15)
7:30—Haggis Jack: KGO KOMO KGFW KFI KDFY KGHL
7:45—Pair of Pianos, Grace Frankel, Gertrude Lyne: soloists: KGO (KHF on 8) (KOMO KDFY KGHL off 8)
8:15—Jack and Patsy: KGO KHQ KOMO KGFW
8:30—Music Cuts from the Log o' the Day: KGO KHQ KOMO KGFW KFI
9:—Smackout, comedy sketch with Marion and Jim Jordan: KGO KGFW
9:15—The Buckaroos: KHQ
9:30—Arion Trio: KGO (off 9:45-10:15) (KGW KDLY off at 9:45) (KDFY KGSW off 9:45) (KGHL off 10)
10:30—Woman's Magazine of the Air: KHQ KOMO KGFW KFI KDFY KGHL
9:30 to 10 mld.—Organ Concert: KHQ KHQ KOMO KGFW KFI KDFY KGHL
1:45—Organ Concert: KGO KHQ
12:00—Edna Fischer, pianist: KGO KHQ KOMO KGFW KFI
12:15—Western Farm and Home Hour: KHQ KHQ KOMO KGFW KFI KDFY KGHL
1:15—Vie Schilling's Orchestra: KGO (KOMO on 1:15) KGW KDFY KGHL
1:30—Arcadians, soloists: KGO (KQH KGW 1:45) (KOMO off 1:45) KFSDF KTAAR KDLY KGHL
2:—Al Pearce and his Gang: KGO KHQ KOMO KGFW KFI
3:—Langerdoll Pictorial, news talk: KHQ KHQ KOMO KGFW KFI
3:30—Melody Mixers: (KGO on 3:15) KHQ KGFW (KGHL off 3:30)
4:15—Orval Novis, tenor: KDLY KGHL
4:30—Music Is My Hobby: KGO KHQ KDFY KGHL
4:45—Little Orphan Annie: KDLY KHQ KOMO KGFW KFI KTAAR
5:15—Wheatenaive: Dramatic sketch: KGO KHQ KOMO KGFW KGHL
6:—The First Nighter: Drama: KGO KHQ KOMO KGFW KFI KDFY KGHL
6:30—Phil Baker, Armour Jester: KGO KHQ KOMO KGFW KDLY KGHL
6:45—Chevrolet Program: KGO KHQ KOMO KGFW KFI KDFY KGHL
7:30—Paul Harris: Broadway, Tommy "The Magician: KGO KHQ KOMO KGFW KDLY KGHL
8:—Amos "Nik" Allen: KGO KHQ KOMO KGFW KDLY KGHL
8:15—Gilmere Circus: KGO KOMO KGFW KFI
8:30—Dale Watson, the Magician: KGO KHQ KOMO KGFW KDLY KGHL
9:30—Best Foods Musical Grocery Store: KGO KHQ KOMO KGFW KFDF KTAAR KDLY
10—Richard Morgan: KGO KHQ KOMO KGFW KFI KDFY KGHL
10:15—Mark Hopkins Hotel Orchestra: KGO KHQ KGW (KGHL on 10:20) KFSDF KGHL
11—Doll Sargent: KGFW KOMO KGFW KFI KDFY KGHL (KOMO on 11:15) KGFW KFI KDFY KGHL
11:30 to 0 mld.—Organ Concert, Dollo Sargent: KHQ KHQ KOMO KGFW KFI KDFY KGHL
440.9 M.W., NBC—KPO Sutter 1920 680 Kcsy
379.5 Watts National Broadcast Co., San Francisco

Service to KJR KEKX KEA KGFW KTAAR KDLY KFSDF KGHL KGKR KTAAR
7:30 A.M.—Arion Trio: KPO
8—Music Appreciation Hour: KPO KJX KEKX KFSDF KTAAR KDLY KGR KGH
9—Julia Hayes: KPO
9:15—Tom Mitchell, baritone: KJA KEKX KGHL
9:15—John King, tenor soloist: KPO KJX KEKX KFSDF KGHL
9:30—Organ Concert: KJX KEKX KGHL KGR KGH
9:30—The Hollywood Glass with Francis Ingram: KPO
9:45—University of California Program: KPO
9:45—Mardi Gras: Variety program: KPO KJX KEKX KFSDF KGHL
10—Martha Mavriska: KPO KJX KEKX KGHL
11—Magic of Speech: KPO KJX KEKX KFSDF KGHL
11:30—Ivy Scott, soprano: KPO KJX KEKX KFSDF KGHL
12:00—Aubrey Serenaders: KPO KJX KEKX KFSDF KDLY KGHL
1:30—Rhythm Vendors: (KPO off 1:45) KJX KEKX KFSDF KGHL
2:—Oahu Serenaders: KPO KJX KEKX KFSDF KDLY KGHL
2:15—Four Shaps: KPO KJX KEKX KFSDF KDLY KGHL
2:30—Irma Glenn, Organist: KPO KJX KEKX KFSDF KDLY KGHL
2:45—Musical Moments: KPO KJX KEKX KFSDF KDLY KGHL
3:15—Waltz Serenade Orchestra: KPO (KGA on 3:05) (KJX on 3:15) KEX KEKX KFSDF KDLY
3:30—Betty Boop, M a e Que stel, songs, patter and dramatizations with Max Fleischer: orchestra: KPO KJX KEKX KFSDF KDLY KGHL
3:45—South Sea Islanders: KPO KGFW KGW (KOMO on 3:45) KEX KEKX KGHL
4:15—Barbara Dale's Charm Matinee: KPO KEX KEKX KGHL
5—Cosmopolitans: (KJX off 5:40) KJX KEKX KFSDF KGHL
5:45—Lambert Pharmaceutical Program: KPO
5:45—Growin' Up, dramatic sketch: KPO KGFW KGHL
5:45—Charlies Hart, instrumental ensemble: (KPO on 6) (KJX off 6:10) KJA KEKX KGHL
6:10—Talks by Rabbi Morris Goldstein: KPO KJA KGR KGHL
7:00—Flutes, vocal duo: KPO KJX KEKX KGHL KGHL KFSDF
7:45—Detectives Black and Blue—comedy serial: KPO
7:45—Irving Kennedy, tenor: KGA KJX KEKX KGHL
8—Dr. Copeland's health talk: KPO
8:30—John and Ned, harmony duo: (KPO on 7:10) KJX KGHL
8:30—Dramas from Real Life: KPO KGFW KGHL KGHL
8:30—Talks by Chief Quinn, San Francisco Police Dept.: KPO
9:—The Goldenberg: KPO KJX KEKX KFSDF KDLY KGHL
9:45—Prof. Jack McLallen, Sarah and Sasafram, comedy sketch: KPO KJX KEKX KFSDF KDLY KGHL
10:15—The Seal of the Don, mystery program: KPO
8—American Legion Program: KPO KJX KEKX KDLY KGHL
9:15—American Weekly Program: Drama: KPO
10—Welcome Lewis, contralto: KJA KEKX KDLY KGHL
3:15—Boys Club: KPO KJX KEKX KGHL KGHL
9:30—Narcotic Patrol, dramatic serial: KPO KJX KEKX KGHL
10—Saturday Parade: Variety program: KPO KJX KEKX KDLY KGHL
11:—Organ Concert, Paul Carson: KPO KGA KECA
11:30 to 12 mld.—Tom Gerun and his Bal Tabarin Orchestra: KPO KGA KECA KGHL

440.7 Meters, KLX
Lake, 6000 Kcsy
300 Watts

8 A.M.—Records; Stocks
9:30—Clinic of the Air
10:15—Records: Financial Information
10:30—International Kitchen
11—Sunshine Twins
11:30—Arco and Anita
11:45—Madelon Siver and Nancy Anne Hersey
12 noon—Jack Delaney's Band
1:30—Records: Health Information
2:30—Better Business talk
2:45—Closing S. F. stocks
3:15—Organ Recital; Records
3:45—Health School; Records
4:30—Brother Bob's Club
5:30—The Lovable Liars
5:45—Arco and Anita, guitar duo
6—Hotel Oakland Trio
7—News Items
7:30—Dr. Ross Pet Clinic
7:45—Dr. Fred Skinner, comedians
8—KLX Hi-Jinks Program
10:15—To 11 P.M.—Drama Program

www.americanradiohistory.com
CBS
Columbia Broadcasting System
8:45 A.M.—Melody Parade: KFBK
KMJ KGW KOL KFPY KOIN KSL
KFBK KJH KGB
9—The Chesterfield Program: KFBK
KMJ KGW KERN KDB KOL KVI
KFPY KOIN KFRC KJH
9:30—Lenten Service: KSL
10—American Educational Features: KFBK
KGW KERN KDB KOL KVI
KSL KFPY KFRC KJH KGB KSL
10:15—Billy Hays Orchestra: KFBK
KGW KERN KDB KIFRC KFRC
KJH KGB KSL
10:30—Palmer House Ensemble: KFBK
KMJ KGW KERN KDB KOL KVI
KSL KFPY KOIN KFRC KJH KGB KSL
11:00—Ross and Towner’s: KFBK
KMJ KGW KERN KDB KOL KVI
KSL KFPY KOIN KFRC KJH KGB KSL
11:45—Columbia Salon Orchestra: KFBK
KGW KERN KDB KOL KVI
KSL KFPY KFRC KOIN KJH KGB KSL
12:30—Columbia Salon Orchestra: KFBK
KGW KERN KDB KOL KVI
KSL KFPY KOIN KJH KGB KSL
11:00—Kolloway’s Orchestra: KFBK
KMJ KGW KERN KDB KOL KVI
KSL KFPY KOIN KJH KGB KSL
12:45—Alex Seminger, pianist: KMJ
KFBK KGW KERN KDB KOL KVI
KSL KFPY KOIN KJH KGB KSL
The Grab Bag: KFBK
KMJ KGW KERN KDB KOL KVI
KSL KFPY KOIN KJH KGB KSL
1:30—U.S. Army Band Concert: KFBK
KGW KERN KDB KOL KVI
KSL KFPY KOIN KJH KGB KSL
5—Trade and Mark: KSL
5:15—Jimmy Joy’s Orchestra: KFBK
KGW KERN KFPY KJH KGB
5:30—The Colombians: KFBK
KMJ KGW KERN KDB KOL KVI
KSL KFPY KOIN KFRC KJH KGB KSL
6:15—Mary Eastman, soprano: KFBK
KGW KERN KDB KOL KVI
KFPY KOIN KFRC KJH KGB KSL
8—Nino Martini tenor and the Columbia Symphony Orchestra: KOL
KVI KFPY (KOIN KFRC KJH on 8:15) KZ LKOH
8:30—Abe Lyman’s Orchestra: KFBK
KGW KERN KDB KFPY KFRC KJH
9—Benny Pollack and his Orchestra: KFBK
KGW KERN KDB KFPY KFRC KJH
9:30—Ozzie Nelson’s Orchestra: KFBK
KGW KERN KDB KFPY KFRC KJH
9:45—KJH KOL KFPY KOIN (KFCF on at
9:45) KJH KSL

33.1 Meters KHJ
VANDIKE 7711
900 Kc
1000 Watts
Don Lee, Inc., Los Angeles, Calif.
7 A.M.—News Briefs; Records
8—Shell Happytime
9:30—CBS Programs and Organ
9:45—CBS Programs to 9:30
10:15—Talks; News Items
1—Bob Holman’s Orchestra
1:15—U.S. Army Band
2—Happy-Go-Lucky Hour
3—Feminine Fancies
4—Hodge Podge Lodge
4:30—CBS Programs to 5
7:30—CBS Programs to 7:30
7:45—Happytime
8:15—Columbia Symphony Orch.
8:30—‘Remembering’
8:45—CBS Program
9—Music for the Islands
9:15—Unknown Hands
9:30—CBS Programs to 10
10—World-wide News; Biscuit Hand
10:15—Dance Music
12 to 1 A.M.—Marshall Grant, organ

225.4 Meters KGB
FRANK 6131
1340 Kys.
1000 Watts
Don Lee, Inc., San Diego, California
7 A.M.—Music; News; Talks
7:15—Recordings
7:30—CBS Programs to 7
7:45—Chandu, the Magician
7:50—Myrt and Marge
8—Headlines
8:15—Nino Martini’s Orchestra
8:30—E. and Zeb
8:45—CBS Programs to 10
9—Tomorrow’s News Tonight
10:10—CBS Programs to 12
12 to 1 A.M.—Recordings

488.5 Meters KFI
RICHARD ’61
3980 Kys.
5000 Watts
Earle C. Anthony, Inc., Los Angeles
6:45 A.M.—Dr. Seisnas, exercises
7:30—Stock Market Quotations
7:45—Polly Hall, pianist
8—A-One Trio
8:15—Joe Warner’s Jolly Journal
8:30—NBC-KGO Programs to 9:15
9—Helpful Hints to Housewives
9:30—Fashion Tour with Melissa
10—Through the Looking Glass
10:30—Dr. Copeland, talk
10:30—NBC-KGO Programs to 11:45
11:45—State Market Reports
12:15—Dept. of Agriculture Talk
12:15—Western Farm and Home Hr.
1—News Release
1:15—Ann Warner Chats
1:45—Cal McCoy, baritone
2—NBC-KGO programs to 3:15
3:15—Edna Hopper program
3:30—Studio programs
3:45—Educational program
4—U.S. C. Arts & Speech program
4:15—News Release
4:45—Baron Keyes’ Air Castle
5—Grown’ Up
5:15—String Orchestra
5:30—NBC-KGO programs to 7:30
7:30—‘The Seal of the Don”
7:45—String Orchestra “Stardust”
8—NBC-KGO programs to 10:15
10:15—Phil Harris’ Orchestra
11:30 to 12 mid.—Gun Arnhem’s Or.

209.7 Meters KECA
RICHARD ’61
1410 Kys.
1000 Watts
Earle C. Anthony, Inc., Los Angeles
8 A.M.—Music Appreciation Hour
9—Pauls Rueb, exercise
9:15—NBC-KGO Programs to 10:30
10:30—News release
10:45—Spanish lesson
11—NBC-KGO Programs to 11:45
11:45—Chappell Club Program
12 noon—Charlie Wellman and Co.
12:30—NBC-KGO programs to 3:45
3:45—Paul Kellar, pianist
4—NBC-KGO programs to 5:30
5:30—Uncle Jim
5:45—Al, Mac and Tommy
6—L.A. Fire Dept. Orchestra
6:30—Synee That Time
6:45—News Release; Sports talk
7—Talk on Children’s Symphony
7:15—String Orchestra
7:45—NBC-KGO program
8—Helen Guest, ballads
8:15—Solists
8:30—Gun Arnhem’s Orchestra
9 to 12 mid.—NBC-KGO programs

309.1 Meters KJR
SENECA 1515
970 Kys.
5000 Watts
7 A.M.—Rhythm Aces; Produce Quotations; Sun Risers; Sports
8—Music Appreciation Hour
9—Julia Hayes
9:15—NBC-KGO Programs to 3
10 A.M.—The Easy Chair
11—NBC-KGO Programs to 4
4—Lost and Found Advertisements
4:05—The World Bookman
4:15—Orchestra
4:45—Radio Service News
5—Cosmopolitans
5:15—Stead n Hill
5:30—D.A. R. Conference speaker
5:45—NBC-KGO programs to 6:45
6:45—American Missionary Speaker
7—NBC-KGO program
7:15—Tarzan of the Apes
7:30—News Echoes of the Air
7:45—NBC-KGO Programs to 11
11 to 12 mid.—Robinson’s Vagabonds

www.americanradiohistory.com
285.5 Meters

KNX

Hemp, 4101

1050 Kys.

25,000 Watts

Western Broad. Co., Los Angeles

6:30 A.M.—Records

6:45—Bill Sharpe’s Gang

6:55—Inspirational Talk and Prayer

9—Records; News

9:45—Protective Diet

10—Eddie Albright’s Family

10:30—Kate Vaughn, Home Econ.

11:45—Talk by H. B. Drellinger

12 noon—News

12:15—Homeopathic

12:30—Dr. John Matthews

1—New Paris Inn

2—30—Federated Women’s Clubs

3—Matinee Mirthmakers

5—Organ

4—Tavelogue; Lost and Found; Stocks; Records

4:30—Symphony of the Air

5—Moki Hana Orchestra

5:30—Black and Blue

5:45—Chandy the Magician

6—News

6:15—Cecil and Sally

6:30—Concert Orchestra

6:45—Guardian

7—Frank Watanaabe and Archie

7:15—Miles of Mystery

7:30—Dr. E. W. Jett

7:45—Origin of Superstition

8—“Order of Optimistic Do-Nuts”

8—News

9:15—Crockett Mountaineers

9:30—Fights from Hollywood Stadium

9:45—Happy Chappies

11 to 12 mid.—New Paris Inn

254.1 Meters

KEX

Atwater, 3111

11 Kys.

5000 Watts

Western Broad. Co., Portland, Ore.

7 A.M.—Morning Serenaders

8—Music Appreciation Hour

9—Julia Hayes, Helpful Hints

9:15—NBC-KPO Programs to 2:45

2:45—Question Box

3—NBC-KPO Programs to 4:45

4:45—Boy Scout Drama

5—NBC-KPO programs to 6:15

6:15—Varied

8—American Legion program

8:15—Tarzan of the Apes

8:30—NBC-KPO programs to 9:15

9:15—Board of Sport Talk

9:30—to be announced

10—Talent Parade

11—Archie Loveland’s Orchestra

11:30—Bal Tabarba Orchestra

12 to 12:15 A.M.—Glimpses of Tomorrow’s News

236.1 Meters

KOL

Main 2312

1270 Kys.

1000 Watts


6:45 A.M.—KOL Time Clock

7—Shell Happytime

8:30—Crazy Minstrel

8:45—CBS Programs to 9:15

9:15—Protection Penny

9:30—Betty Crocker

9:45—Cecil Solly

10—Sir French Princess

10:15—Morning Melodies

10:45—Prince of the Ivories

11—Democracy Educa, Feature

11—CBS Programs to 12

12 noon—Carnival

1—Health Hints

1:15—The Grab Bag

1:30—U. S. Army Band

2—Happy-Go-Lucky Hour

3—Feminine Fancies

4—Hodge Podge Lodge

4:30—Studio Program

4:45—Between the Bookends

5—To be announced

5:15—Skippy

5:30—CBS Programs to 6:15

6:15—Sport Review, Ken Stuart

6:30—“The Inside Story”

7—Columbia Review

7:30—Roberta Stevens

7:45—“Myrt and Marge”

8—Eb and Zeb

8:15—Curtis Raymonds

8:30—Dance Music

9—Globe Trotter

9:15—Unknown Hands

9:30—Ozzy Nelson’s Orchestra

10 to 12 mid.—Dance music

483.6 Meters

KGW

Atwater 2121

620 Kys.

1000 Watts

Morning Oregonian, Portland, Ore.

7 A.M.—Organ; Market Report

7:30—NBC-KGO programs to 9:15

9:15—Cooking School

9:45—Arlon Trio

10:15—“In the School of Cookery”

10:30—NBC-KGO programs to 11:45

11:45—Up to Farm with Parkelp

12 noon—Oregonian of the Air

1—Condomians

1:30—Dental Clinic of the Air

4:15—NBC-KGO Programs to 3

3—Talk on Dental Hygiene

3:15—Melody Mixers

3:45—Friends Chat

4:30—Concert Ensemble

4:45—Music Room

4:55—Lambert Pharmaceutical Co.

5—Mahi, the Magician

5:15—Plant Surprises

5:30—NBC-KGO programs to 7:30

7:30—Goodrich Rubber Company

7:35—Crystals program

7:50—Bits of Melody

7:55—Round the World

8—NBC-KGO programs to 10:15

10:15—“Sweethearts o’ Mine”

10:20 to 12 mid.—NBC-KGO prog.

204 Meters

KGA

Main 3434

1470 Kys.

5000 Watts

NW. Broad. System, Spokane, Wash.

6 A.M.—Early Birds; News

9:30—NBC-KGO Programs to 3

3 P.M.—News Bulletins

3:30—NBC-KGO Programs to 4:45

4:45—To be announced

5—NBC-KPO programs to 7:15

7:15—Three Queens of Harmony

7:30 to 12 mid.—NBC-KGO prog.

526 Meters

KVI

Broadway 4211

570 Kys.

1000 Watts

Puget Sound Broadcast. Co., Tacoma

12 noon—Noon News

12:15—Blanche Calloway’s Orchestra

12:45—Theron of Tacoma

1—CBS programs to 2

2—Happy-Go-Lucky Hour

3—Feminine Fancies

3:15—Cumule Arnd

4—Hodge Podge Lodge

4:30—Dr. Walah, Dental Clinic

4:45—Between the Bookends

5—George Yount, organist

5:30—to be announced

6—CBS programs to 7

7—Columbia Review

7:30—Dr. Wallah

7:45—Myrt and Marge

8—Columbia Symphony Orchestra

8:30—“The Serenade”

8:45—Abe Lyman’s orchestra

9—Mademoiselle Modiste

9:30—Sharpies Gang

10:05—Ted Flo Rito’s orchestra

11—Don Cave’s Orchestra

11:15 to 12 mid.—Ivories

325.9 Meters

KOMO

Elilion 5890

920 Kys.

1000 Watts

Fisher’s Blend Station, Inc., Seattle

6:55 A.M.—Inspirational Service

7—NBC-KGO programs to 9

9—Neighborly Hour

9:30—Arlon Trio

9:45—The Bon Marche

10—Space Observer

10:15—NBC-KGO Programs to 11:45

11:45—Club Minutes

12 noon—NBC-KGO Program

12:15—Grain Quotations

12:15—NBC-KGO Program

1—Tea Time Talk

1:15—NBC-KGO Programs to 1:45

1:45—Red Shadow

—NBC-KGO programs to 5:25

2:15—Edna Wallace Hopper

5:30—NBC-KGO programs to 7:30

7:30—Old Song Contest

7:30—Pull of Broadway

7:55—Electrical transcription

8—NBC-KGO programs to 9:45

10—Richfield News Flashes

10:15—Dollars and Cents

10:30 to 12 mid.—NBC-KGO prog.

508.2 Meters

KHQ

Main 3583

590 Kys.

1000 Watts


7 A.M.—Organ; News

7:45—Early Birds

8—to be announced

8:30—Crosscut of the Day

9—Walt and Marian

9:15—Musical Gems

9:30—Burgan’s Home Comfort

9:45—Celia Lee

10—Warn and Warn

10:15—to be announced

10:30—NBC-KGO Programs to 1

1—Various programs

1:45—NBC-KGO program

2:15—Edna Wallace Hopper

3—NBC-KGO programs to 4:15

4:15—News

4:30—Pull and Gibbons

4:45—NBC-KGO programs to 5

5—Skippys

6—NBC-KGO Programs to 8:15

8:15—Editorial Column

8:30—Voice of Texas

8:45—American Weekly

9:45—Marian Boyle, pianist

9:15 to 12 mid.—NBC-KGO Prog.

319 Meters

KQIN

Atwater 3333

940 Kys.

1000 Watts

The Journal, Portland, Oregon

6:30 A.M.—KQIN Knock

7:30—Movie Chatter

7:45—NBC-KR program

8—Shell Happytime

8:30—CBS program

9:30—Betty Crocker

9:45—CBS Program

10:30—Art Kirkham, This & That

11—CBS Program to 1:30

1:30 P.M.—Book of Life

2—Happy-Go-Lucky Hour

3—Feminine Fancies

3:30—Newspaper of the Air

4:45—Cecil and Sally (E.T.)

5—to be announced

5:15—Skippy

5:30—CBS programs to 6:15

6:15—Bells of Harmony

6:30—CBS program

8—Redding White, tenor

8:15—CBS program

8:30—Davidson Harp Club

9—Band Box Revue

9:15—CBS program

10—Big Band

10:05—DLBS Program

10:15—Sport Flashes

10:30 to 12 mid.—DLBS Programs
SATURDAY Programs...

April 1, 1933

243.8 Meters  KYA  Prospect 3456
1230 Keys.  1000 Watts
Pac. Broadcast. Corp., San Francisco
7:30 A.M.—Dawn Salute
7:45—Christian Science Program
8—Breakfast Hour
9—Melody Moods
9:45—Stringwood Ensemble
10—Ralph Churchill, Orchestra
11—Album Leaves
11:15—Prudence Penny
12 noon—Chorus
12:03—Townhall Harmonies
12:20—Song Vinges
1—Afternoon Concert
2—Glenn Goff, Organist
5—Rhythmic Ripples
9—Recordings 10—Silent
11—Hallmark, Orchestra
12 noon—Furnace
3:30—Light Opera
5—Sunrise Revue
5:30—Campbell Digest
6—Supper Serenade
6:30—Waltz Idyls
6:45—Cecil and Sally (Elec. Trans.)
7—Saturday Special
8—Royal Serenades
8:15—Bal Tabarin Orchestra
8:45—To Be Announced
9:30—The Cub Reporters
9:45—News Flashes
10—Dance
11 to 12 mid.—Concert Memories

340.7 Meters  KLX  Lake, 6000
880 Keys.  500 Watts
8 A.M.—Records; Stocks
9:30—Clinic of the Air
10:15—Stocks; Financial Informa.
10:30—Greenbriar Kitchen
11—Sunshine Twins
11:30—Arco and Anita
11:45—E. Skinner, What Have You?
12 noon—Closing S. F. stocks
12:05—Jack Delaney's Band
1—Jean's Hi-Lights
2—Dean's Shahinian recordings
2:45—Jean Ardath, pianist
3—Records; Gay Caballeros
3:30—Records
3:45—Brother Bob's Club
5—Helen Parmelee, pianist
5:15—The Crystals
5:45—Song Stories, the Clark Sisters
6—Hotel Oakland Trio
7—News Items
7:30—Walle Hawaii Hawaiian Trio
7:45—Ardivo Trio
8—Musical Soirée
9—Faucit Theater of the Air
9:30—Iveren's Colonial String Quartet
9:45—Hotel Oakland dance orchestra
11 to 12 mid.—Dance program

296.6 Meters  KQW  Ballard 777
1010 Keys.  500 Watts
Farmer Foundation, Ltd., San Jose
7 A.M.—The Breakfast Hour
8—Silent period
9—Ralph and Rainbow Trouper
9:15—Morning Melodies
10—Helpful Hour; Weather
10:15—Dental Clinic
10:30—College Melodies
11—Chats with Margaret Glimer
11:30—Accordion Capers
12 noon—Holiday Hour
12:30—Weather; Market Reports
1—Mauna Kea
1:15—Strawberry Hour
2:30—Organ recital
3—Silent period
4:30—Story Time
4:45—Evening Echoes
5—Vespers
5:30—Silent
5:45—Sunkist Hawaiians
6—Scott Held's Orchestra
6:15—Frances' Program
6:30—Leverick and Foutley Clinic
6:45—Farmers' Exchange
7—U. S. Weather Forecast
7:05—Soap of Our Times
7:30—National Defense
7:45—Rabbi Joseph Karchen
8—Studio Hour
8:30—With the Poets
8:45 to 10 P.M.—Italian Program

335.4 Meters  KTAB  Garfield 4700
560 Keys.  1000 Watts
Asso. Broadcasters, Oakland, Calif.
6:45 A.M.—Milkman; Reporter
7:30—Serenaders; Records
9—Morning Prayer Hour
9:30—Dr. J. Douglas Thompson
10—Household Hour
10:30—Recorded program
10:35—Dr. B. L. Corley
11—Lore Lee; Margaret Reynolds
11:30—X Bar B Boys
12 noon—Organ; Records
12:25—Radio Advisor
2:30—Watchtower program
2:45—Better Homes program
2—Women in the Home
3:30—Records
3:45—Treasure Chest
4—Record
5—Young People's program
5:30—Wandering Through France
6—Emperio's Walkathon
6:15—Records
6:25—Parisian-Amer. Entertainers
6:30—News Reporter
6:45—Ernie Smith's Sport Page
7—Frank Watanabe and Archie
7:15—Italian program
7:30—Oakland Post-Enquirer
7:45—Masters' Music Room
8—True Stories
8:16—Glenvold and Atterbury
8:30—Jess Stafford's Orchestra
9—KNX; organ Recital
9:45—KNX Dance Music
10—March Players
10:30—Jessie Stafford's Band
11—Emeryville Walkathon
11:15—Orchestra
12 to 1 A.M.—Night Owls

280.2 Meters  KJBS  Ord. 4148-49
1070 Keys.  100 Watts
J. Brunton & Sons, San Francisco
6 A.M.—KJBS Alarm Klock Klub
8—Melody Parade
8:15—Andy Anderson
8:30—Popular Records
9—Assorted Stores' Program
9:15—Recordings
9:30—Popular Songs
10—Reporter of the Air;
10:05—Scotty's Table Talks
10:20—Recordings
11:30—Chorus Favorites
11:45—Records
12 noon—Variety program
12:15—Sunset Serenade
1—Radio Advisor
1:45—Popular recordings
2—Reporter of the Air; records
3—Masked Dance, pianist
3:45—Recordings
4—Musical Styles
4:45—Symphonic Melodies
6:45—Silent period
12:01 to 8 A.M.—owl program

491.5 Meters  KFRC  Prospect 0100
610 Keys.  1000 Watts
7 A.M.—Seal Rocks Broadcast
7:15—Cecil Wright's Melodies
7:25—N. Y. Stock Quotations
7:30—Early Morning Exercise Period
8—Shell Happy Time
8:30—Concert Melodies
9—Harold Knight's Orchestra
9:30—Globe Trotter
10—Happy Valley Orchestra
10—Jr. Artists program
10:55—Church Announcements
11—CBS Programs to 12
12 noon—Noonday Concert
1—CBS Programs to 1:30
1:30—Stock Ex. Quotations
1:35—CBS Programs to 2:45
2:45—Recordings
3—CBS Programs to 3:30
3:30—Recordings
3:45—The Funnyboners
4—Ted Flo-Rito Orchestra
4:45—Street Singer
5—Kansas City Presents
5:15—Newspaper
5:30—Silkpy
5:45—To be announced
7—CBS programs to 9
9—Mariboro Band of Distinction
9:30—Joe Heyman's Orchestra
9:30—Ted Flo-Rito Orchestra
11—Cafe de Paris Orchestra
12 to 1 A.M.—Midnight Request Hr.

322.4 Meters  KROW  Glenc.-6774
930 Keys.  1000 Watts
8 A.M.—News Items
8:15—"Toupee Tommy" skit
8:30—Records; silent at 9
1 P.M.—Latin-American Program
2—Dance of the Hour; Records
2:30—Organ Harmony Milton Faison
3—Recordings
3:15—Buddy Lewis's Orchestra
4—Recordings
4:30—Recordings
4:45—Merlin Kiddies Program
4:59—Recordings
5:30—Prosperity Auction Program
5:45—Walk-a-thon; silent at 6
7:30—The Crystal Trio
8—Latin-American Program
9—Recordings
9:15—Italian Program
10—Walk-a-thon
10:30 to 11 P.M.—Jess Norman's Or.

322.4 Meters  KFWI  Franklin 0200
930 Keys.  500 Watts
Radio Entertainments, San Francisco
7 A.M.—The Early Bird
8—Silent period
8—Blues Chasers
10—White House Program
10:15—Bellevue Hotel Program
10:30—Topical Items
11—John Mac, plant stories
11:15—Concert Melodies
11:45—Musical Novelties
12 noon—OKlahomans
12:30—Dance Music
1—Silent period
6—Dance Theatre
6:15—News Reporter
6:30—Russian Balalaika Orchestra
7—Christian Science Program
7:15—Bellevue Program
7:30—Silent period
11—Salon Selections
11:30—Dance Music
12 to 1 A.M.—Hi-Dee-Ho!

www.americanradiohistory.com
Saturday Programs

BROADCAST WEEKLY

379.5 Mrs. NBC-KGO Sutter 1920
790 Kks, 7500 National Broadcast Co., San Francisco

Service to KHQ KOMO KGW
KFI KOA KDFY KGIR
KGLH KTA R KFSD

7 A.M.—Arion Trio: KGO K HQ KHGL (KGW on 7:20) KTA R (KDYL on 7:15)
7:30—Le Trio Charmant, instrumental ensemble: KGO KOMO KGW KFSD KGIR
7:45—Breen and De Rose: KGO KHFSD KDYL KGIR
8—Melodies of the South: KGO KOMO KG W KFSD KDYL
8:15— Jack and Patsey, dramatic sketch: KGO KHQ KOMO KG W
8:30—Crosseyt from the Log o’ the Day: KG W KOMO KG W
9—Johnny Marvin, tenor: KG W
9:15—American Legion National Trade Revival Campaign: KGO KOMO KFSD KDYL
9:30—National Farm and Home Hour: KGO KOMO KGW KFSD (KGO on 10) KFI KFSD (KTR off 10) KDYL KGIR KGRL
10—Summary of the magazine of the Air: KGO KFI KDYL KGIR KFSD on 10:50 to 11:55
11:30—Organ Concert: KGO (KHQ KDYL KDYL on 12 noon) (KOMO on 12 noon) (KGW on 11:45) (KFSD off 1:30—1:45)
12:15—Western Agriculture: KGO KHQ KGW KDYL KGIR KFSD on 12:45
4:30—Echoes of the Pallisades: KGO KHQ KGIR KGRL
8:15—Tom Gerun and his Bal Tabarin Orchestra: (KGO on 8:45) (KWA KG W off 8:45) (KTHQ on 8:30) (KFSD off 8:30)
9—Associated Spotlight—Captain William II. Royle, master of ceremonies; “School Days” with Max Warfield and Herl Fischmeyer; the Coquettes, vocal trio; Annette Hastings, Marjorie Primley, Emily Magrane; Miss Ethel Associated, soprano; Cyco Four, male quartet; Robert Stevens, Gwynn, Laker, Danie, baritone; Armand Girard, basso; Harold Peary, Bobbe Deane, Bennie Walker, the Hill cd.; Dawn Swenson and his Swedehearts: KGA (KPO KG KEX off 8:45) (KYA on 8:45) KECA KFSD KGIR KFSD
8:45—Julia Hayes, helpful hints to housewives: KPO
8—Tom Gerun and his baritone: KPO KJ KEX KEC A KGIR KGRL
9—Johnny O’Brien, harmonica player: KPO KG KJ KEX KECA KFSD KGIR
9:30—Arion Trio: (KPO off 9:45) on 10 (KYA on 9:45) on 10 (KGA KG KJ KEX KECA KGIR KGRL KGIR
9:45—University of California: KPO
10—NBC Farm Forum: KPO KGA KJ KEX KECA KDYL
11—Words and Music: KPO KGA KJ KEX KECA KDYL
11:30—Syncopators, Harold Stoker orchest: KPO KGA KEX KECA KDYL
12:15—Mistery of the Skillet, comedy sketch: KPO KJ KEX KDYL
12:15—Radio Troubadours: KPO KG KJ KEX KDYL
12:45—The Ambassadors: Male quartet: KPO KGA KJ KEX KECA KDYL
12:45—Marion and Jim Jordan: KPO KGA KJ KEX KECA KDYL
12:45—Goldman Band: KPO KGA KJ KEX KECA KDYL
2:45—Concert: KPO KG KJ KEX KECA KDYL
2:45—Talk: KPO KG KJ KEX KECA KDYL
3:45—Organ: KPO KG KJ KEX KECA KDYL
3:45—Mistery of the Skillet, comedy sketch: KPO KJ KEX KDYL
3:45—Maude Balillard: Leonard Lewis, baritone: KPO KGA KJ KEX KECA KFSD KDYL
3:45—Barbara Dare’s Charm Matinee: KPO KG KJ KEX KECA KDYL
4:30—Organ: KPO KG KJ KEX KECA KDYL
4:30—Echoes of the Pallisades: KPO KG KJ KEX KECA KDYL
5:00—The Economic World Today: KPO KG KJ KFSD KDYL KDYL KGIR KGRL
5:15—The American Taxpayers League: KPO KG KJ KEX KECA KDYL KDYL KGIR KGRL
6—Stringwood Ensemble: KPO KG KJ KEX KDYL KGIR
6:30—Education at Crossroads: KPO KG KJ KEX KECA KDYL KGIR KGRL
6:45—Irvning Kennedy, tenor: KPO KG KJ KEX KECA KDYL KGIR KGRL
7—Medicine Show: KPO KG KJ KEX KECA KDYL KGIR KGRL
7—Hollywood Hatt, instrumental ensemble: KPO KG KJ KEX KECA KDYL KGIR KGRL
8—Goodwill program: KPO KG KJ KEX KDYL KGIR
8:15—Octaveus Roy Cohen Murder Mystery, drama: KPO KG KJ KEX KECA KDYL KGIR KGRL
8:30—Goodwill program: KPO KG KJ KEX KDYL KGIR KGRL
8:45—Radio Grill Orchestra: KPO KG KJ KEX KECA KDYL KDYL KGIR KGRL
9:30—Jack Denny Dance Orchestra: KPO KG KJ KEX KECA KDYL KDYL KGIR KGRL
10—Radio Grill Orchestra: KPO KG KJ KEX KECA KDYL KDYL KGIR KGRL

KOL Main 2312 1270 Kks, 1000 Watts Broadcast Co., Seattle, Wash.

6:45 A.M.—KOL Time Clock
8—Shell Happy Hour
8:30—Crazy Serenade
8:45—CBS Programs to 9:15
9:15—Prudence Penny
9:30—Happy Felton Orchestra
9:45—Cecil Solly
10—Dance Music
10:15—Morning Melodies
10:45—Prince of the Ivories
11—CBS Programs to 2:45
2:45—Organ: Moods
3—CBS Programs to 4
8—Fito Fio Orchestra
8:30—CBS Programs to 5:30
5:30—Skippy
6:30—CBS Programs to 6:30
6:30—Sports Review, Ken Stuart
6:45—Democratic Educa Feature
7—Fleet Insters CBS
7:15—Brad and Al
7:30—John C. Stevenson
8—Ballo Dancers Orchestra
8:30—Leon Belasco Orchestra
9—Globe Trotter
9:15 to 12 mid.—Dance Music
**Saturday Programs**

**BROADCAST WEEKLY**

**468.5 Meters**

**KFI** Richm'd 6111

640 Kys.

Earle C. Anthony, Inc., Los Angeles

6:45 A.M.—Exercises; Stocks

7:45—Folly Grant Hall

8—NBC-KGO Program

8:15—Helpful Hints to Housewives

8:30—NBC-KGO Programs to 9:15

9:15—Dorothy Raymond, pianist

9:30—NBC-KGO Programs to 11:30

11:30—Noreen Gammill, sketches

11:45—Federal & State Mkt. Reports

12 noon—Fruit Culture Talk

12:15—Western Agric. Program

1—News Release

1:15—NBC-KGO Programs to 3

3—Wesley Tourelotte, organist

4—Tea Dance, Ambassador Hotel

4:45—News Release

5—Univ. of So. Calif. program

5:15—NBC-KGO programs to 6

6—Goodrich Rubber program

6:15—Studio program

6:30—NBC-KGO programs to 8:45

8:45—Secret Service talks

9—Assa's of Spotlight

10:30—Phil Harris' Orchestra

11:30 to 12 mid.—Gus Arnheim's Or.

**209.7 Meters**

**KECA** Richm'd 6111

1430 Kys.

1000 Watts

Earle C. Anthony, Inc., Los Angeles

8 A.M.—Louis Rueb, exercises

8:15—NBC-KPO Programs to 8:30

8:30—Division of Physical Education

10:30—NBC-KPO programs to 4

4—News release

4:15—NBC-KPO programs to 5:30

5:30—Temple Baptist Question Hour

5:45—Record Program

6—NBC-KPO Programs to 6:45

6:45—Julie Kellar, harpist

7—NBC-KPO Programs to 8:30

8:30—Gus Arnheim's Orchestra

9 to 12 mid.—NBC-KPO Programs

**526 Meters**

**KVI** Broadway 4211

570 Kys.

Puget Sound Broadcast, Co., Tacoma

A.M.—Records; Farm Features

6:45—Revelle Reporter

7—Daybreak Devotionals

7:30—Recordings

8—Shell Happytime

8:30—CBS Programs to 9:15

9:15—George Yount, organ

9:30—School Days

10—George Hall's Orchestra

10:15—Home Economics

10:30—Madison Ensemble

10:30—CBS Programs to 12

12 noon—Nun News

12:15—CBS Programs to 12:45

12:45—Theronoid of Tacoma

1—CBS Programs to 2:45

2:45—"Up to Farm"

3—Paul Tremaine's Orchestra

3:30—Recordings

3:45—Max Erhlich's program

4—Ted Flo-Rito's Orchestra

4:30—Dr. Walsh, Dental Clinic

4:45—CBS Programs to 5:15

5:15—Musical Creditors

6—Bing Crosby

6:15—Studio program

7—Boswell Sisters

7:15—Studio program; Dr. Mellor

7:45—CBS Programs to 8:30

8:30—"The Crazy Serenade"

**KJBS today!**

**The Alarm Klok Klub**

6 to 8 a.m.

**News Broadcasts**

10 a.m. and 3 p.m.

**Scotty Mortland**

10:05 to 10:20 a.m.

**Sports Review**

12 to 12:15 p.m.

**285.5 Meters**

**KNX** Hemp. 4101

1050 Kys.

25,000 Watts

Western Broadcast, Co., Los Angeles

6:45 A.M.—Bill Sharples' Gang

8:45—Inspirational talk and prayer

9:30—Muk Hana Orchestra

9:30—News

10—Eddie Albright's Family

12 noon—News

1—Church

1—New Paris Inn

2—To be announced

3—Records

5:15—Dr. John Matthews

5:45—Chandu, the Magician

6—News

6:15—Cecil and Sally

6:30—Musical program

7—Frank Watanabe and Archie

7:15—Olympians

7:30—Philip Musgrave, cello recital

7:45—Ringing Strings

8—KNX Varieties

9—News

9:15—Crockett Mountaineers

9:30—KNX Dance Band

10—Happy Chappies

10:30—Organ recital

11 to 12 mid.—New Paris Inn

**Microphone Gossip**

- - - Jerry Iermian, one of the old KTAB staff, is back at the old home doing a household hour in the place of Alma LaMarr twice daily.

- - - Meet the Dorsey Brothers, noted instrumentalists of Leonard Hayton's Chesterfield Orchestra. Jimmy plays the saxophone, and Tommy, the trombone born a year apart, the sons of a Shenandoah, Pa., band master... been musical twins ever since in most of the famous orchestras, playing New York and Europe... head their own. Brunswick recording orchestra... popular composers of instrumental numbers... Jimmy is 28, and Tommy 27.

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


Copyright, 1933, by Broadcast Weekly Publishing Company.

www.americanradiohistory.com
FRANCISCAN HOTEL
350 Geary Street near Powell
SAN FRANCISCO

... offers SPECIAL Courtesies and Economies to Readers of BROADCAST WEEKLY.

Because of our admiration for BROADCAST WEEKLY's achievements in improving radio conditions, we extend a particularly friendly invitation to its readers that are still strangers to the FRANCISCAN. May we have the privilege of welcoming you? We know you will like the FRANCISCAN's meticulous personal service, its central downtown location, and the exceptional economy represented by its extremely moderate rates. An ideal place to make your headquarters while visiting San Francisco, or to live permanently if you are a San Francisco resident. The latch string is out, BROADCAST WEEKLY readers. Welcome.

DIGNIFIED but INEXPENSIVE

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>One or two persons, detached bath</td>
<td>$1.50</td>
</tr>
<tr>
<td>One person, private bath</td>
<td>1.50-2.50</td>
</tr>
<tr>
<td>Two persons, private bath</td>
<td>2.00-3.00</td>
</tr>
<tr>
<td>Twin beds, private bath</td>
<td>3.00-3.50</td>
</tr>
</tbody>
</table>

SPECIAL WEEKLY & MONTHLY RATES UPON REQUEST

COMPLIMENTARY CREDIT MEMO

Write a letter to us stating that you have seen this advertisement. By return mail you will receive a Credit Memorandum for One Dollar, which may be used the first time you register. Be sure to mention BROADCAST WEEKLY when you write.
Meyberg Company Take on Continental Resistor Line

The Leo J. Meyberg Company, wholesale radio distributors of San Francisco, have taken on the complete line of Continental resistors and will act as wholesale distributors in the Northern California territory.

Resistor Indicator Free with Kit Deal

Coöperating on a special deal being made by the International Resistance Company, the Zack Radio Supply Company, San Francisco, is offering dealers and service men a pocket-size resistor indicator which tells instantly the replacement value of any damaged unit. The indicator is being given free with the purchase of one R. C. combination kit containing an assortment of various sizes and types of resistors.

Universal Brings Out New Microphone

A new bullet-shaped condenser type recording microphone has just been announced by Universal Microphone Co., Inglewood, Calif. The instrument is extremely light and compact and with a two-stage amplifier weighs only four and a half pounds. A swivel head permits adjustments up to 90 degrees. Two stands will be available. One for the desk or table and the other a floor stand, adjustable for height. The instrument is intended as a general utility model for regular broadcast use, recording, p. a. systems and amateur use.

Stromberg-Carlson Features Four New Models

Four new models, to be known as Models 48, 49, 50 and 51, were announced last week as the newest additions to the Stromberg-Carlson line of radio sets.

Models 48 and 49 are low-boys. Model 50 is a highboy and Model 51, a radio-phonograph combination. All models employ an eleven-tube superheterodyne circuit utilizing an automatic muting circuit which is said to silence, without manual attention, all extraneous noises while tuning the set.

Readrite to Change Jobber Set-up on Coast

The Readrite Meter Works, Bluffton, Ohio, is contemplating an early change in the appointment of distributors who will handle their line in the Pacific Coast territory, according to Howard M. Saul, sales manager, who was in San Francisco last week to make a survey of radio trade conditions. It is likely the number of jobbers now handling the line will be reduced.

TOPICS OF THE TRADE

Meyberg Company Take on Continental Resistor Line

The Leo J. Meyberg Company, wholesale radio distributors of San Francisco, have taken on the complete line of Continental resistors and will act as wholesale distributors in the Northern California territory.

Resistor Indicator Free with Kit Deal

Coöperating on a special deal being made by the International Resistance Company, the Zack Radio Supply Company, San Francisco, is offering dealers and service men a pocket-size resistor indicator which tells instantly the replacement value of any damaged unit. The indicator is being given free with the purchase of one R. C. combination kit containing an assortment of various sizes and types of resistors.

Universal Brings Out New Microphone

A new bullet-shaped condenser type recording microphone has just been announced by Universal Microphone Co., Inglewood, Calif. The instrument is extremely light and compact and with a two-stage amplifier weighs only four and a half pounds. A swivel head permits adjustments up to 90 degrees. Two stands will be available. One for the desk or table and the other a floor stand, adjustable for height. The instrument is intended as a general utility model for regular broadcast use, recording, p. a. systems and amateur use.

Stromberg-Carlson Features Four New Models

Four new models, to be known as Models 48, 49, 50 and 51, were announced last week as the newest additions to the Stromberg-Carlson line of radio sets.

Models 48 and 49 are low-boys. Model 50 is a highboy and Model 51, a radio-phonograph combination. All models employ an eleven-tube superheterodyne circuit utilizing an automatic muting circuit which is said to silence, without manual attention, all extraneous noises while tuning the set.

Readrite to Change Jobber Set-up on Coast

The Readrite Meter Works, Bluffton, Ohio, is contemplating an early change in the appointment of distributors who will handle their line in the Pacific Coast territory, according to Howard M. Saul, sales manager, who was in San Francisco last week to make a survey of radio trade conditions. It is likely the number of jobbers now handling the line will be reduced.

Amateur and Experimenters

RADIO EQUIPMENT
NEW and USED
Speed Keys, new, $5.45, guar.
RCA 2064 Tubes, used, $15 (Guaranteed)
Navy Headphones—50c
Navy Hand Microphones — 95c
S. F. Radio Exchange
1284 Market St., San Francisco
Everything in radio—Lowest prices.

PHILCO RADIOS
Factory Branch
218 Fremont Street, San Francisco
GArfeld 5232

Pacific Wholesale Co.
Distributors
EVEREADY Tubes and Batteries
ARCTURUS Tubes
ELECTRAD Resistors-Volume Controls
OHMITE and I. R. C. Resistors
STANCOR Transformers
GIRARD-HOPKINS Products
CLAROSTAT Products
Complete Line of Radio Parts and Accessories
116 Ninth St., San Francisco

W. E. & W. H. Jackson
Incorporated
DISTRIBUTOR
American-Bosch Radios
NATIONAL UNION TUBES
329 26th Street, Oakland
Glencourt 4370
255 Ninth Street, San Francisco
UNDERhill 2900

WHOLESALE RADIO & ELECTRIC SUPPLY CO.
269 Seventh Street, San Francisco
Distributors National Union Tubes
All Eveready Products
Clarion Radios
Radio Parts and Accessories
Write now for descriptive literature.

E. C. WENGER CO.
Successors to Wenger-Brill Co.
Distributors Radio Parts and Electric Specialties
TRIAD TUBES
CUNNINGHAM TUBES
GILFILLAN RADIOS
VICTORY DYNAMIC SPEAKERS
1020 Oak Street, Oakland
GLencourt 1020

Al Phillips and Marvin Janes of Incandescent Supply Company, spent the week-end at Fresno making preparations for the opening of their new branch in that city.
Good-by "one feature" gasolines!

EVEYONE wants split-second "quicker starting"—but not at the cost of good mileage. All of us want more "power"—but we also want a motor that does other things besides pull.

Actually, your motor needs three different kinds of energy. And you are bound to get engine waste from old-fashioned gasolines. They may have plenty of one kind of energy but too little of another.

Now in one fuel all three vital energies

In the new Shell 3-energy gasoline, not one of these three vital energies has been sacrificed. And Shell 3-energy gasoline is selected energy! No wasteful "gassy" fractions. No sluggish "wet" fuel. It is all pure energy from the very heart of petroleum.

What about anti-knock? In a long series of octane rating tests made of every non-premium fuel now being sold in this market, the new Shell 3-energy gasoline has consistently scored the highest anti-knock rating of them all.

Never in your life-time have you known a motor fuel like this. It is colored golden amber for your protection.

Shell Service, Inc. stations and Shell dealers.

You are sure of Shell Shell service men see! every station tank when they fill it with gasoline. Thus you know what you are getting when you buy from a Shell pump.