Do Broadcasters Make Us Like It?

BROADCAST WEEKLY

November 18th to 24th

Beatrice Benaderet, KFRC artist, who is featured on the Blue Monday Jamboree as Rheba Haufawitz, 8:30 to 9:30 P. M.

LEADING RADIO PROGRAM OF THE PACIFIC COAST

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### CHAIN PROGRAMS CLASSIFIED

**PACIFIC STANDARD TIME**

#### COMEDIANs
- Allen, Fred, Wednesday, 9 p.m. — NBC
- Baker, Phil, Friday, 6:30 p.m. — NBC
- Benny, Monday, 8:30 p.m. — NBC
- Cook, Joe, Monday, 6:30 p.m. — NBC
- Cantor, Eddie, Sunday, 5 p.m. — NBC
- Peiffer, Joe, Sunday, 4:30 p.m. — NBC
- Wynn, Ed, Tuesday, 6:30 p.m. — NBC

#### DRAMAS
- Bible Stories, Sunday, 12 noon — KGO
- Death Valley Days, Tuesday, 9:30 p.m. — NBC
- Drama Hour, Monday, 8:30 p.m. — NBC
- Eno Crime Clues, Thurs. and Fri., 9 p.m. — KGO
- First Nighter, Friday, 7 p.m. — NBC
- Grand Hotel, Sunday, 3:30 p.m. — NBC
- Lux Radio Theatre, Sunday, 11:30 a.m. — NBC
- Mary Pickford Co., Wed. 5 p.m. — NBC
- Memory Lane, Monday, 7:30 p.m. — NBC
- One Man's Family, Wed., 7:30 p.m. — NBC
- Radio Guild, Monday, 12 noon — NBC
- Sunday Morning Special, Sunday, 9 a.m. — NBC
- True Story Court, Friday, 8:30 p.m. — CBS
- Twenty Thousand Years in Sing Sing, Wednesday, 6 p.m. — NBC
- Winning the West, Thursday, 9:15 p.m. — NBC

#### EDUCATIONAL PROGRAMS
- American School of the Air, Monday to Friday, 11:30 a.m. — CBS
- Commonwealth Club Luncheon, Fri., 12:45 p.m. — KGO
- Education Today, Saturday, 7 p.m. — KGO
- Curtis Institute, Wed., 1:15 p.m. — CBS
- Hill, Edwin C., Mon., Wed., Fri., 8:15 p.m. — CBS
- King, Henry M., Monday, 6 p.m. — KGO
- Religion In the News, Saturday, 4 p.m. — KGO
- Standard School Broadcast, Thursday, 11 a.m. — KPO
- Stanford University, Monday, 8 a.m. — NBC
- The New World, Monday, 9:30 a.m. — NBC
- University Explorer, Tuesday, 9:30 p.m. — KFRC
- You and Your Government, Tues., 4:30 p.m. — NBC

#### POPULAR PROGRAMS
- Adventures of Gradee, Wednesday, 6:30 p.m. — CBS
- American Album of Familiar Music, Sunday, 6:30 p.m. — NBC
- Atwater-Kennington, Monday, 8:30 p.m. — NBC
- Berni, Ben, Tuesday, 9 p.m. — NBC
- Boswell Sisters, Tuesday, 6 p.m. — CBS
- Carnation Contented Moments, Monday, 7 p.m. — NBC
- Chesterfield Program, Mon., Wed., Sat., 6 p.m. — CBS
- Crosby, Bing, Tuesday, 6 p.m. — CBS
- Feminine Co-Ed, Mon. to Fri., 3 p.m. — KFRC
- Gibbons, Floyd, Saturday, 9 p.m. — NBC
- Hollywood Hotel, Friday, 6:30 p.m. — CBS
- Marshall's Varieties, Everett, Wed., 5:30 p.m. — CBS
- Manhattan Merry-Go-Round, Sunday, 6 p.m. — NBC
- March of Time, Monday, 6 p.m. — CBS
- Personal Closeups, Interview by Gypsy, Sunday, 6:15 p.m. — KGO
- Treasures of Time, Wednesday, 8:45 a.m. — CBS
- Voice of Experience: Mon. to Fri., 9 a.m.; Wed. 8:30 p.m. — CBS
- Voice of the底nest, Monday, 8:30 p.m. — CBS
- Winchell, Walter, Sunday, 8:15 p.m. — NBC

#### SKITS
- Adventures of Jimmy Allen, Monday to Friday, inclusive, 6:45 p.m. — KGO
- Amos 'n Andy, Mon. to Fri., inclusive, 8 p.m. — NBC
- Betty and Bob, Monday to Friday, 1 p.m. — NBC
- Bachelor, Billy, Monday to Friday, inclusive, 8:15 p.m. — CBS
- Gene and Glenn, Monday, Tuesday, Wednesday and Thursday, 8:15 p.m. — NBC
- Myrtle and Marge, Monday to Friday, inclusive, 8 p.m. — CBS
- Orphan Annie, Torch Song, Mon. to Fri., inclusive, 3:30 p.m. — KGO
- Oxydol's Own Ma Perkins, Monday to Friday, 1:30 p.m. — NBC

#### SYMPHONY ORCHESTRAS
- Ford Symphony Orch., Sunday, 5 p.m. — CBS
- N. Y. Philharmonic Orchestra, Sunday, 12 noon — CBS
- Radio City Music Hall, Sunday, 8:30 a.m. — NBC
- Standard Symphony, Thursday, 8:15 p.m. — NBC

#### VARIETY PROGRAMS
- Armour Program, Friday, 6:30 p.m. — NBC
- Blue Monday Jamboree, Monday, 8:30 p.m. — KFRC
- Captain Henry's Showboat, Thursday, 6 p.m. — NBC
- Carefree Carnival, Saturday, 9:45 p.m. — NBC
- Chase & Sanborn: Eddie Cantor, Sunday, 5 p.m. — NBC
- Colgate House Party, Monday, 6:30 p.m. — NBC
- Crosscuits Log o' the Day, Mon., Wed., Thurs., Fri. and Sat., 8:15 a.m. (Tues. 11 a.m.) — KGO
- Fleischmann Hour, Thursday, 5 p.m. — NBC
- Gibson Family, Saturday, 8:30 p.m. — NBC
- Happy-Go-Lucky Hour, Monday to Friday, inclusive, 2 p.m. — KFRC
- Hall of Fame, Sunday, 7 p.m. — NBC
- Hi-Jinx, Sunday, 9 p.m. — CBS
- National Barn Dance, Saturday, 8 p.m. — NBC
- Palomino Beauty Box, Tuesday, 7 p.m. — NBC
- Pearce, Al, and Gang, Mon. to Fri., 2 p.m. — NBC
- Roberta, Lisa, Sunday, Tuesday, Thursday and Saturday, 7:45 a.m. — NBC
- Roxy Revue, Saturday, 5 p.m. — CBS
- Shell Show, Monday, 9 p.m. — CBS
- S. & W. Merry-makers, Sunday, 7:30 p.m. — KFRC
- Town Hall Tonight, Wednesday, 9 p.m. — NBC
- Waring's Pennies-awaynians, Thursday, 6:30 p.m. — CBS
- Whiteman, Paul, Thursday, 7 p.m. — NBC

#### STATION DIRECTORY

**NBC Network Stations**
- Station: KECA
  - Meters: 209.7
  - Kcs: 1410
- Station: KEX
  - Meters: 254.1
  - Kcs: 1180
- Station: KFI
  - Meters: 468.3
  - Kcs: 640
- Station: KFSO
  - Meters: 499.7
  - Kcs: 600
- Station: KGO
  - Meters: 379.5
  - Kcs: 790
- Station: KGW
  - Meters: 483.6
  - Kcs: 620
- Station: KFWB
  - Meters: 508.2
  - Kcs: 590
- Station: KJQr
  - Meters: 515.1
  - Kcs: 970
- Station: KOA
  - Meters: 361.2
  - Kcs: 810
- Station: KOMO
  - Meters: 325.9
  - Kcs: 920
- Station: KPO
  - Meters: 440.9
  - Kcs: 680
- Station: KYA
  - Meters: 243.8
  - Kcs: 1230

**CBS Network Stations**
- Station: KFRC
  - Meters: 491.5
  - Kcs: 610
- Station: KGB
  - Meters: 534.4
  - Kcs: 1330
- Station: KHJ
  - Meters: 333.1
  - Kcs: 900
- Station: KOIN
  - Meters: 319.0
  - Kcs: 940
- Station: KHJ
  - Meters: 333.1
  - Kcs: 900
- Station: KSL
  - Meters: 265.3
  - Kcs: 1130
- Station: KVI
  - Meters: 526
  - Kcs: 570

**Independent Stations**
- Station: KFOX
  - Meters: 230.9
  - Kcs: 1250
- Station: KFBB
  - Meters: 315.6
  - Kcs: 950
- Station: KGDM
  - Meters: 272.6
  - Kcs: 1100
- Station: KGGC
  - Meters: 211.1
  - Kcs: 1420
- Station: KJBS
  - Meters: 280.2
  - Kcs: 1070
- Station: KLX
  - Meters: 340.7
  - Kcs: 880
- Station: KNX
  - Meters: 243.5
  - Kcs: 1060
- Station: KQW
  - Meters: 296.6
  - Kcs: 1010
- Station: KROW
  - Meters: 322.4
  - Kcs: 910
- Station: KTA:
  - Meters: 333.4
  - Kcs: 560

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THE opinion prevalent in the minds of many radio listeners that the broadcasting companies blast into the ears of their audience a certain type of programs which they themselves, for one reason or another, prefer to transmit from their studios, was very pertinently answered by William S. Paley, president of the Columbia Broadcasting System before the Federal Communications Commission. We quote in part:

"Radio broadcasting is perhaps the newest of the established industries of this country. It has come to occupy an important place in the nation's economic progress, as well as in its social and cultural spheres. It has become a new force in the distribution of goods, as well as in the dissemination of ideas. Furthermore, no other industry has greater potential influence, in other than business fields. Because radio is a sound business enterprise, it is able to make, and actually does make, such a continuously effective contribution toward our nation's cultural development.

"The first axiom in program building is to give the public what it wants to hear—just as every newspaper and magazine editor tries to give a smaller and more selected public what it wants to read. Then comes the second axiom: to reserve some program space to offer what the program director believes people would like if only they had an opportunity to know about it. In these periods, for instance, go cultural programs primarily supported in the beginning by minorities—with a view to educating majorities to wider appreciation of their excellence.

"You are perhaps familiar with radio's introduction of fine symphony music to the national audience—something broadcasters were certain people would like very much, and which has indeed grown tremendously in popular demand. As a less general illustration could be cited Columbia's broadcasts of a lecturer, whose talks were largely devoted to books and writers and literary trends. Only a limited audience existed for these talks when we started the broadcasts, but we were sure they would have wide popularity if the general public only had a chance to become acquainted with them. After last year's programs, we sent investigators into garages, into department stores and groceries, and to the doors of housewives; and sure enough, the reports came back that all sorts of people were actually enthusiastic over this speaker, who previously had always been thought of as a lecturer and writer for the limited few. The result is that he appears this year on the air under commercial sponsorship; and Columbia program directors are pioneering in still newer directions.

"Such instances of the popularization of programs which originally were deemed rather too limited in appeal for the general radio audience are legion. It is also noteworthy that this work of popularization has had a very marked effect on the content of commercial programs. Commercial sponsors have time and again taken over a program which had been made widely popular as a sustaining network feature. And in recent years symphony music and opera, as well as fine drama and excellent lectures, have appeared frequently in commercial programs as a result of this pioneering work of the broadcasting station, in developing a national audience for such things.

"So it is that in adequate program planning the director must strive always to keep a little ahead of the procession. Now he must also do something else. He is obviously concerned with program balance—that is, with offering his audience no steady diet of any one type of broadcast, but with a judicious mixture of all kinds.

"Furthermore, he is concerned with the interests of the whole community, and hence must balance his programs with material appealing to all the diverse elements therein.

"Here, then, is the basis for including the large number of educational and cultural and informative programs we broadcast so regularly. It is a very necessary and important part of our business."
• • • Georgie Stoll lives in a hilltop home overlooking Glendale and Hollywood. Recently he has been frightened by the appearance of tarantulas and scorpions. So without saying anything to his assistants, who come to the house regularly to rehearse, or to his friends, Georgie ordered his home fumigated and went to live in a Hollywood hotel for a few days. Friends called. They detected the odor of gas. They called the police. There was a lot of frantic maneuvering around the house until the officers discovered a guard sitting in a chair under a great eucalyptus tree on a hillside reading a detective story. The guard was frightened by the appearance of the officers and stuttered helplessly trying to explain the situation. Stoll's friends and the officers finally got the story and went away with sighs of relief. Georgie, now back home, says the tarantulas and scorpions have disappeared.

• • • Gale Gordon, who was skyrocketed to national radio fame by Mary Pickford has announced that he had accepted an offer from Kay Van Riper to appear with her in the "Coronets" series released over the American Broadcasting System out of New York.

Making his Pacific Coast radio debut in "English Coronets" over KFWB several years ago, Gale Gordon has since climbed the ladder to fame rapidly. He will be remembered as "Henry the Eighth," "Charles the Second," the Earl of Leicester in "Queen Elizabeth," the Earl of Bothwell in "Mary Queen of Scots," and other Kay Van Riper radio dramas. He has also appeared in numerous dramas over other local stations.

Several weeks ago Mary Pickford chose him to play opposite her in "The Little Church Mouse," which served as her American Radio debut, over a coast to coast network.

• • • Cy Trobbe was considerably surprised the other night when he lifted his baton to lead his orchestra in accompaniment for the Lyric Quartet on the Bath Day Party. It seems that each of the quartet members had donned a bonnet particularly appropriate to the time of the number they were singing, and the combined silliness of it all nearly upset the maestro.

• • • Dwight Weist, who was recently called upon to impersonate Bruno Hauptmann in the CBS "March of Time," found himself in a position similar to the Federal agents before they finally tracked down the suspect. Weist knew all about the man's character as reported in the newspapers, but had never heard him speak. Recently a newspaperman gave Weist a pass to the extradition hearing. Dwight listened to the German testify and was amazed to discover that his impersonation had been pretty accurate, so far as accent and intonation were concerned: only Hauptmann's voice was pitched higher.

• • • Myrt and Marge, popular trouper of CBS airwaves, gave the one thousandth performance of their backstage adventures on November 5. Almost simultaneously they celebrated their third successive year on the CBS network.

• • • Radio listeners didn't know it, but the late Roland Weber of the Amos 'n' Andy program died in the cause of public safety. Gosden and Correll (Amos 'n' Andy) have revealed that they allowed Weber to die in an automobile accident in order to aid in a nation-wide safety campaign. Correll immediately noted results in his own case. His chauffeur began to drive more slowly after Weber's death, though Correll had told him nothing of the significance for the happening.

• • • Talk of your mystery shows! KYA's "Shadow of Kali-Om" has been thrilling audiences for several weeks with people that disappear all through the script. The other day a novel touch was added to the story when the greatest mystery of them all was found. The script itself disappeared! And all the king's horses and all that could not find it anywhere. Just with no warning at all the script purposely got up and walked away! And in spite of all efforts to find it, the author wrote it all over again.

• • • Jerry Kilgore, until recently NBC announcer, and now a member of the KNX staff, is gradually getting accustomed to his new post on Vine Street, where the KNX studios are located.

Mr. Kilgore is now able to walk right past the Brown Derby, Levy's Tavern, and the Russian Eagle without taking any notice of the movie notables at those places during the lunch hour. In fact, it would surprise no one if Mr. Kilgore nonchalantly elbows Garbo off the sidewalk one of these days.

• • • One of the few surviving members of that legendary regiment, His Majesty's Irish Guards of 1914, Neil MacLeod, has been engaged to sing a number of recitals at KECA. He will present the least known and most characteristic songs of Scotland, where he was born.

Neil was famous as a musketry expert and as connoisseur of enemy weapons during the
war. He could tell, for instance, by sound alone, which of twelve different enemy rifles were being used and at what range.

MacLeod has just returned from New York, where he sang at NBC for six months. Before he took up radio he was known as a golf professional.

- George Gibson Davis, producer of the popular KYA Noonday Concert, has written a new song the title of which is "When a Man Comes Home." The lyrics convey the story in three verses of "When a Man Comes Home"; first, from the ocean to find a lady waiting for him; second, from the furrows with a lady to welcome him; and third, as he comes home with doubts and fears he finds a lady to love him.

- Pinky Lee, NBC comedian heard on the Carefree Carnival, wakened up to find himself heir to a sizable fortune this morning. It was left to him by an aunt in Los Angeles from whom he had not heard for many years.

- KOMO-KJR, in Seattle, has two "Tubby's" on the staff. H. J. (Tubby) Quilliam has been commercial manager of the station since 1926. Lyttleton (Tubby) Temple, is a new member of the KJR news department.

- Morey Amsterdam, Al Pearce comic, has been engaged by Rudy Vallee to produce one of his "Bedtime Stories" for "Rudy's forthcoming picture. Morey will also be the fourth Al Pearce artist to appear on the Vallee broadcast. The others were Mable Todd, Tony Romano, and Johnny Kiaa.

- Barbara Merkley, NBC harpist, and Arthur Schwarzman, NBC pianist, who are Mr. and Mrs. Schwarzman in private life, have wondered ever since the advent of their young son, Drew, whether he would choose to be a pianist or a harp player. Now they're beginning to wonder if he isn't destined for an acrobat's life—the four-year-old tumbled down a flight of thirty steps the other day and came up smiling.

- Many are puzzled about the wisdom of Louie, the brainy fish that answers questions for Yogi Yorgesson, Hindu mystic on the Al Pearce hour. Louie is the Weismuller of the mystics, says Yogi of his assistant in the mystic bowl. He contracted eczema, but it was only on a small scale. His occult powers are not matched by beauty, but Yogi says that with fish, beauty is only skin-deep anyway.

- The radio helps people get jobs. Ralph Richards, featured pianist with Al Pearce and His Gang, received a letter from a woman who offered him $5 plus carfare if he would come and tune the piano in her home!

- Eddie "Frank Watanabe" Holden and Reginald "Hon. Archie" Sharland take this week's prize for ingenuity, so far as KNX is concerned.

- Both ardent hunters, the pair decided they could no longer resist the call of the duck season. Ah, but those nightly programs over KNX bade fair to stop a hunting trip. What did the pair do? They made a transcription of their program for the night desired—and went duck hunting! Too bad the average man cannot send a transcription to the office on dull days!

- You wouldn't guess it from looking at his portly figure now, but Cliff Soubier, character actor of the First Nighter program, once was a tight-rope walker.

- The Community Chest slogan, "One Neighbor in Four Needs Your Help!" will again be interpreted in a Community Forum broadcast over KGO on Tuesday, November 20, from 6 to 6:30 p.m. Gerald J. O'Gara, attorney for the Better Business Bureau, will open the program with a talk on "Charities—Legitimate and Illegitimate"; Henry Ohlhoff, director of Canon Kip Community House, will speak on "The Private Agency Meets the Crisis"; and John Neubauer, director of the San Francisco Boys' Club, will close the program with "Youth Goes On."

- Joe Penner has built a coop on his penthouse terrace to accommodate ducks presented to him by admirers. Joe ships most of his gift ducks to a friend who has a poultry farm on Long Island, with instructions that the ducks should live to a ripe old age. The shortlived comedian keeps a brace of small white ducks in the coop at all times, just to be sure that the visitors will have company.

- The James (Town Hall Tonight) Meltons boast two refrigerators in their Manhattan penthouse apartment high up on the East River skyline. One is for the Family foods and the other contains Tenor Jimmy's private stock of beers, cheeses, and cured meats. It generally furnishes the after-broadcast snack, which is an invariable corollary to one of his NBC programs.

- Favorite stunt of Gene, of the comedy team of Gene and Glenn, heard Mondays through Fridays over NBC, is playing a mouth organ and a guitar at the same time. This feat, incidentally, is truly remarkable in that Gene doesn't use a holder for the harmonica but manages to move it with his tongue and lips whenever necessary.

- Harry McClintock, known to KFRC dealers as "Haywire Mac," has written another song of the range. It's a cowboy ballad, titled "Lonesome Trail" and is just hot off the press.

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Will the Barbours Shed the Purple Behind a Screen of Blue Smoke?

One Man's Family has often been called the "ideal," the "royal" family of radio. They have, however, never been "ideal" in my estimation because they have no wholesome, unashamed acknowledgment of the place of God, the Heavenly Father, in their lives. What an opportunity Paul missed in Teddy's trying experience with her schoolmates concerning her adoption! The "ideal" Paul would have taught Teddy that the needed strength and courage would surely be given her by her Heavenly Father whenever she asked. (Surely, Jews, Catholics, Protestants could disapprove.)

While the Barbours are not "ideal" they are "royal," for always they have been consistently clean and fine. But tonight "royalty" is no more when Beth Holly smokes cigarettes with Paul's mother. Paul, Beth and Paul, apparently, will marry some day and then mothers, too, will be "important" in Teddy's thinking. Will Beth, with a cigarette between her lips, be Paul's ideal of a mother for his "daughter?" I can't believe it with the mother Paul had—or is it to be revealed on some not far distant Friday evening that Mother Barbours smokes her cigarettes, too?

One Man's Family yields a far greater influence than most of us probably realize. Why lend that weight and influence to encourage the youngsters and young-people of our radio homes to cultivate the inexcusably dirty tobacco habit?

So the "royal" family is "royal" no more to me. Never again can I listen with the same keen pleasure; always now there will be the heartache of disillusionment and disappointment.

(It is four days later that I am putting this letter in the mail, and as I do so I realize in my heart of hearts that I'll not listen to One Man's Family again—the hurt has grown too deep.)

Oh, Why did Carlton Morse fail us so?

A L T, Watsonville, Calif.

Back in the Fold

After a lapse of a few weeks in our subscription, we realize how much of a standby "Broadcast Weekly" really is. Never again! My only suggestion for improvement is a question and answer column. Not to take the place of Open Circuit, as some have mentioned, but extra. Right now I want to know who the University Explorer is. He certainly can handle a variety of subjects well. Will you use your influence to have that program returned soon, but at an earlier hour so that the children can hear it, too. I want to add a word to the argument over advertising. It is the kind, we object to. For years the Standard Oil Company has put on one of the best programs anywhere, and how much time have they taken telling of the merits of their product? No doubt they sell more gas and oil because of it. Hardly; or, being businessmen, they would have stopped the expense of such a broadcast. The Ford Motor Company with the broadcast of the World Series, All-Star Oil Company with their football games, also left only the kindliest feelings by their manner of advertising. If the sponsor wants to spend a nickel on advertising, let them make it interesting, as Western Oil and Snowdrift do.

My pet peeve is the company who puts on a playlet to show some merit of their product—which it does very well—and then for fear we were too dumb to get the point they talk another two minutes, saying the same thing. If a playlet, let it be a playlet; if it's a talk, a talk, I say.

Another matter which has been mentioned unfavorably every time is the master of ceremonies. On the whole, I agree, but Harrison Hollway should be excused. He is the making of the Blue Monday Jamboree.

Another, I don't think KNX gets the mention that they should. They are about the only truly big independent station left, and their announcers always seem to enjoy their work so. I think we should have a coordinator of radio. Why all book reviews on Sunday night. For instance, Mr. Jackson has long been a favorite, and the new man (I've never yet gotten his name) is as good in a different way, but why not more of a spread of good things with a half hour of each.

Favorite Programs: One Man's Family, Winning the West, Standard Symphony Hour, Calmon Lubowski, Alka Seltzer, Newspaper of the Air, Care Free Carnival (Clarks Marshall is the funniest man on the air in my modest opinion), the Hollywood Presbyterian Church, both the Book Reviews the University Explorer, and Frank Watunbe.

Mrs. O L M, Rudyard, Mont.

Here's a Hand for "Jimmie"

Please allow me a bit of space to, first, compliment you on the excellence of your little magazine. I read it every word, then have it always handy for program reference. It surely saves time.

I enjoy my radio so much, and such programs as Hal Burdick, Jimmie Cook, and Louise Tabor are always so worth while and so different and interesting.

For comedy, Jack Benny leads the list and for music I prefer the Lombardo's; and of course, there are countless other grand orchestras but the vocalists—well, they are all alike to me, excepting, of course, Bing Crosby and Ethel Waters, Frank Parker, and Donald Nichols. But, as I already mentioned, I really like best those thrilling talks of Jimmie Cook and the story-tellers and mysteries. Thank you to them, and more and more. Thank you.

H M E, San Francisco.

Perhaps Someone Switched on the Light

Please find enclosed my subscription for another year of your little radio magazine. It seems that we could hardly get along without it. I have never written you before and have very little complaint to make and only one or two questions to ask. Why did the Black Ghost go off the air right at the most exciting point without explanation? And, also, would it be possible to have KPIC pick up the KSL broadcast of Mary and John? They were so interesting, and we are unable to get KSL in the daytime.

Our favorite programs are: One Man's Family, first of all: then Memory Lane, Death Valley Days, Winning the West, Myrt and Marje, Show Boat, and, of course, many others too numerous to name.

We are so glad to have the Crosscuts back on the morning air, as the birds' voices were so out of place in the night.

Mrs. A B R, Chico, Calif.
A NEW type of dumb dame stepped before the microphone when Helen Troy joined the Carefree Carnival cast.

The pretty little blonde girl whose giggles and lisp endeared her to thousands of radio listeners everywhere, as Sally of Cecil and Sally, has other tricks up her sleeve besides the aforesaid giggle and lisp. She and Barry Hopkins, although they have been on the Carnival only a short while already are holding a distinctive position in its galaxy of microphone stars.

Helen (Troy is her real name, not a stage appellation) was born in San Francisco in April, 1906, and did the future young comedienne burn 'em up! Why, the whole town caught fire a few days after she made her debut, and the effect was felt for years!

At the tender age of five Helen made her initial foothold bow with her uncle, G. L. Silver, a Keith circuit headliner in earlier days, as her sponsor. Her schooling was acquired at Traverse City, Michigan, in the Sacred Heart Convent.

After graduation she studied piano and organ in Chicago, and then became a theater organist. She played in theaters in several cities before she came to San Francisco, where she was the organist in almost every large theater at one time or another before she joined the staff of KYA. It was a small station, and the work of the whole staff overlapped several jobs. Helen was the accompanist, but also did solo work, and sang. Johnny Patrick and she became acquainted and their Cecil and Sally program developed out of their habit of chattering at each other for fun in the studio.

Helen has never played any other part except Sally before the microphone between that time and her present work, but she is enjoying the sensation of being able to do something different, she says, and is immensely enthusiastic over her new work. She likes to drive a car, to ride, and see baseball games, but would rather go dancing than do any of these. Doesn't like cards—says she is a much better cook than bridge player.

Barry Hopkins, who plays the gentleman whom Helen drives to the pitch of lunacy on Carnival programs, is one of the most competent actors in the West.

Born in Colorado, he has lived most of his thirty-odd years in California, and has been heard on the air for ten years. Broadcasting is an avocation with him rather than a profession, for he is a business man in private life. His interest in acting grew out of an association with Irving Pichel at the University of California campus, and he doesn't at all mind the fact, though he likes to make sad references to it, that in all the ten years he has been on the air he is always a straight—never a comic. He and Michael Raffetto, who plays Paul in One Man's Family, once had a comedy team. Numb and Dumb, Raffetto writes much of the material which Barry and Helen use now, touching a with the whimsical insanity which makes their comedy distinctive.

ZONA GALE sent Bernardine Flynn from the University of Wisconsin campus to Broadway, and Broadway helped bring her to NBC. . . . Bernardine Flynn is her real name, but she is better known to her studio associates as Sade, of Vic and Sade . . . was born in Madison, Wisconsin . . . remained there until graduation from Wisconsin . . . majored in speech and attained prominence in campus dramatics . . . recommended by Zona Gale, famous Wisconsin author, to Brock Pemberton for role in "Seven-Year Love" after Miss Gale saw her in campus production . . . left for Broadway in fall of 1929 . . . became understudy to Muriel Kirkland in "Strictly Dishonorable" . . . played in "Joseph" with George Jessel and was cast for part in "Strange Interlude" . . . won commendation of Philip Moeller, Theater Guild director . . . studied diction under Laura Elliott between engagements . . . learned in spring of 1930 that NBC was seeking an actress with French accent . . . dashed to studios for audition, and French accent she learned from mother helped her win job . . . made immediate hit and since then has appeared in many NBC dramatic presentations . . . including Empire Builders, National Farm and Home Hour, Rin Tin Tin Thrillers, Thurston programs and, finally, Vic and Sade . . . takes her work seriously and studies her radio material at home, in addition to rehearsing and practicing at studios . . . has dark brown hair, medium complexion . . . weighs 118 pounds and is five feet four and one-half inches tall . . . her favorite sport is archery, and idea of most useless pastime is game of cards . . . pet aversions are crowds and street cars . . . for recreation, visits legitimate theaters, talking pictures, and reads and walks . . . lives in north-side apartment for convenience, though she prefers the country . . . greatest thrill of her life was falling in love with Dr. C. C. Doherty, Chicago physician . . . and marrying him.
Rush Hughes, prolific radio commentator for Shell Oil Company, commutes weekly between San Francisco and Los Angeles to broadcast nine programs every seven days. Like the swift air lines that carries him, Rush's words take to the air at a speed of two hundred per minute as he addresses the "mike." In his latest role, Hughes gives his listeners a fast-moving picture of football facts each Thursday, Friday and Saturday evening over the Columbia chain.

The combined programs call for 26,000 words a week, all from the typewriter of the young radio columnist, the son of the famous novelist, Rupert Hughes. In speaking of words, Rush Hughes has this to say: "During my weekly talk-a-thon, I do all the conversing. And while it isn't possible to give everyone a chance to speak over the air, I've now an opportunity to voice public thought."

Which, of course, refers to the Public All-Western Eleven, conducted by the Shell Oil Company as public service. Ballots, available free of charge at Shell stations, give football followers an opportunity to voice their opinion of the best eleven players on gridirons of the West.

Results of the tabulations are released weekly to the press and the radio audience during the Shell Scorecast every Thursday, 5:45 to 6, over the Columbia chain. The balloting closes at midnight, December 1.

Paul Whiteman, noted NBC conductor and sponsor of music in the modern mode, has established the Elfrieda Whiteman Scholarship as a memorial to his mother, who died several weeks ago at her Denver home.

For years prominent as a patron of modern American music, Whiteman has established the scholarship to fill what he considers a long-felt need—encouragement for young composers who are to write the music of tomorrow.

The scholarship will be awarded to the American composer submitting the outstanding composition, fully orchestrated, in a contest to close at midnight, February 1, 1935. The winning composition will be selected by a committee of judges who will announce their decision on March 31, 1935.

The winning composer will be awarded a two-year scholarship at a musical college or institute, a weekly income of $25 during the school term, and the Elfrieda Whiteman Medal for 1934.

Should the winner not be in a position to accept the course of study, he will be presented with the medal and a $500 cash award. In this event a second prize of a one-year scholarship will then be awarded.

Entrants are requested to submit their compositions to the Elfrieda Whiteman Scholarship, care of Paul Whiteman, Park Central Hotel, New York City.

Things sometimes really do happen for the best. Take the case of George O'Brien, the husky film star, and his director, Eddie Cline, who megaphones "Peck's Bad Boy." These two screen luminaries were scheduled to appear before the microphone during a brief Manhattan visit as the guests of Kate Smith on her "Matinee Hour." Through some misunderstanding O'Brien and Cline each thought that the other fellow would prepare their five-minute radio material. But when they arrived at the Columbia studios from different places, they found they had n't an idea of what they were going to do on the air. The radio show already had passed the thirty-minute mark and the movie guests were scheduled to do their stunt in ten minutes.

So, while the Jack Miller band was playing a medley, Kate got O'Brien and Cline into the control room for a hasty huddle. A skit was outlined—verbally. And when the film hero and the director were introduced, George "ad-libbed" while the other acted as his "annoyer." Their five minutes was very funny—everyone said so. In fact, a prospective sponsor called to inquire about the "comedy act." But since George and Eddie were leaving for London in a few days to film a picture, they couldn't talk business.

C. Ellsworth Wylie, manager of KHJ, the Don Lee station in Los Angeles, recently announced the appointment of Scott Perkins as production manager of that station, succeeding Paul Rickenbacher, recently resigned, who is now assistant to George McGarrett, West Coast program director for the Columbia Broadcasting System.

Perkins recently joined KHJ as a producer and writer. He was formerly with the National Broadcasting System in San Francisco, first as commercial program director and later as director of dramatic production. More recently he operated his own advertising agency in San Francisco.

Radio announcers, who have contested among themselves for the American Academy of Arts and Letters annual medal for good dictation on the air for the past five years, now have an additional annual award to inspire their efforts.

The advertising agency of Batten, Barton, Durstine & Osborn has just announced "The B. B. D. O. Cup for Good Announcing,"
which will be awarded each year among the network announcers whose programs are audible in New York City.

"By good announcing," explains Roy S. Durstine, vice-president and general manager of Batten, Barton, Durstine & Osborn, "we mean sincerity, accurate diction, naturalness, persuasiveness, a lack of mannerisms and absence of those curious inflections which belong to an unknown language in a world which doesn't exist." Five executives of the advertising agency will make the decision, and the first cup will be awarded shortly after January 1, 1935. Thereafter a similar cup, inscribed with the winner's name, will be given during the first month of each year.

For a long time George Gershwin was the only one who loved "The Man I Love." He uses it now for the theme song in his Sunday broadcasts over the Columbia network, but there was a time when he couldn't even keep it in a musical show for more than a week. He wrote it eleven years ago, and, after turning the verse into a chorus and throwing away the verse, he had Adele Astaire introduce it in "Lady Be Good." It lasted a week. In 1927 it popped up again in "Strike Up the Band," and just as it showed signs of gaining popularity the show fell apart in Atlantic City, and when it was put together again for a New York run, the song was discarded. Then came the big revival. Lady Mountbatten heard it, liked it, and asked Gershwin if she could take the music to London for her favorite band, the Berkeley Square Orchestra, to play. Gershwin said, yes. The British band played it. Pretty soon negro bands in Paris were dressing it up with fine old African rhythm, and before you could add an amendment to the Constitution, Americans were hurrying back to America and asking dance bands in New York, Chicago and points west to play it for them. Which goes to show you can't keep a good Man I Love down.

Joe Zuber is eight years old. For the past eight months he has been bedridden with infantile paralysis in Los Angeles. His only recreation is radio, for the little fellow is helpless.

When Miss Mary Pickford went on the air recently as head of her own dramatic stock company, little Joe listened to her spellbound. Paralyzed, his only genuine interest in life is radio. He follows it avidly, and with the sense of a critic.

When he heard Miss Pickford's voice he asked his mother if there was any chance of having Miss Pickford autograph a book which until then carried only the autographs of his nurses.

His mother called Bernie Milligan, radio editor of the Los Angeles Examiner, and asked him if he might arrange it. Milligan went out and talked to the little fellow, and discovered the boy was a genius as a critic of radio presentations. So he took Joe's autograph book to the NBC studios in Hollywood. When Miss Pickford heard the story she not only autographed the book, but sent Joe a kindly message of cheer and her sincere wishes that he recover his health.

Boris Karloff was there, too. He heard the story. Milligan telephoned little Joe's mother to have Joe listen to the Karloff broadcast and to advise little Joe that Karloff had entered into the little fellow's book the date and time of his signature and had written, "Dear Joe: When I broadcast today I'll be talking just to you."

Little Joe was so excited when he got the book the next day that he was able to move one hand a little for the first time and—excited—turned the pages of the autograph book with his tongue so he would have the thrill of seeing the handwriting of the two famous stars all by himself.

When a prison warden phones two comedians by long distance telephone to congratulate them instead of asking for fingerprints or photos, that's news. Murray and Harris, KFRC's comedy songsters, are the lucky ones.

Following the rendition of their new novelty song, "We're Quittin' Old San Quentin," on the Borden Friday Frolic, Warden John Holahan phoned the two funsters to say that he had tuned in all the prison radios to KFRC at the beginning of their song, and the laughter that followed the ditty relating how the two hated to leave their alma mater echoed through the cell blocks, far into the night.

Warden Holahan requested that he be sent orchestrations and the words of the song so that it could be included in one of the prisoner's Monday night concerts.

Murray and Harris are quite elated over the incident. They believe that if Fate or Harrison Holliway should make it imperative they attend that institution, the Warden will be at the front gate to welcome them with the key to the roomiest cell.

That a bass viol which was made 200 years ago exists would be news, but the fact that it is played every day over KJR in Seattle makes it doubly interesting to Northwest radio listeners.

Consideration is understood to have been given to other bass violos and other value aggregating $1,000. It is now appraised at $1,600 and is insured for $1,000.

"The instrument is in splendid condition despite its age and should last another 100 years or more," George Barbour, the owner, declared.
The radio has superseded the rod, and more listening and lessspanking is now the lot ofthe youngsters in one turbulent New Jersey household, according to therelport ofa Vic and Sade listener who persuaded members of the family living nearby to tune in on this NBC sketch ofsmall-town home life. "The father has always been unfair and grouchy with his children," she informs Arl Van Harvey (Vic) and Bernardine Flynn (Sade) in a letter received at the Chicago NBC studios. "The only time he took any interest in them was when he thought they neededa spanking, and it has always seemed to me he was missing the best years of his life by ignoring and mistreating his children." But the humorous and affectionate attitude of Van Harvey toward Billy Idelson (Young Rush) in the radio program, worked a change in the father, according to the writer. "His wife told me last week that since he has been listening to Vic and Rush, it has made a big difference in his manner toward his children. I thought if you never help another soul with your programs, you have done a lot for these poor mistreated children. He comes home for his lunch, and as soon as he can he hurries to wait for Vic and Sade. She says he talks to the girls and is so much nicer to them!"

Through arrangements completed by the Thomas Lee Artists' Bureau, the Don Lee Broadcasting System has granted permission for Raymond Paige, musical director of KHJ, the Don Lee station in Los Angeles, to conduct the Standard Synphony Hour over Pacific Coast NCB stations on Thursday evenings. The arrangement is described as one similar to that in which motion picture studios frequently loan stars to another studio for appearance in some specific film. Paige will continue his engagement as conductor ofthe orchestra at Grauman's Chinese Theatre, in which he was also booked by the Thomas Lee Artists' Bureau, and will, of course, continue to direct his regular radio programs over the Don Lee and Columbia networks.

Last year, Rosa Ponselle had the reputation of singing farther from the microphone during a broadcast than any other artist, her position varying from five to seven feet away from the instrument. But now, it seems as though the diva is making certain of her laurels. She is doing what no other singer has ever thought was possible, and yet her first return program proved it highly successful. Standing on the stage of the Columbia Radio Playhouse, Miss Ponselle sings in full voice just as she would on the operatic stage. No microphone is visible to the spectators. For it is the "Mike" suspended over the heads of the audience, fifteen feet from stage, which ordinarily is used for the applause pickup that brings Miss Ponselle's song to radio listeners. In the meanwhile the puzzled spectators wonder whether they're really witnessing a broadcast.

It is not very often that the "March of Time" producers are stymied in getting authentic sound or voice effects in their news reenactments. But if one of the cast had not once been accidentally hanged, they would have been in a tough spot the other night. An air of bafflement was hovering over the rehearsal studio and its occupants. What kind of sound, everybody wondered, would a man make while hanging from a rafter by his own necktie? The sound effects experts did not know, and the directors had not the slightest idea. Then Bill Pringle saved the situation. Bill, who is an actor and is not expected to know much about sound effects, offered to try and produce a man-hanging-by-his-necktie sound from experience. He had been hanged once in a southern stock company, when a wire, which was supposed to support him while he apparently hung from a rafter by a hempen noose, snapped in the middle. The rope held, but Bill was fastened by the stage hands before the spirit left the body, but he, and the "March of Time" case will never forget the noise he made.

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KTAB First With The Latest!

THE KINGSFORD-SMITH FLIGHT

- KTAB scooped the press, radio and even the news photographers with its thrilling account of the flight and happy landing at the Oakland Airport of Sir Charles Kingsford-Smith. KTAB's news flash service broadcast half-hourly throughout the night was colorful and accurate.

ELECTION RETURNS

And, perhaps you noticed, KTAB was way ahead of all the other stations with its timely account of the election. You will hear more big features from KTAB, so keep your radio tuned at the "Top of the Dial"!
SUNDAY Programs

Nov. 18, 1934

7:00 to 7:30 A.M.
KXN—Breakfast Club
KGD—Weather, fishing
KSL—Church of the Air
KFOX—El Despertador
KOA—Radio Pulpit

7:30 to 8:00 A.M.
• KPO & network—Good Morning: Mickey Gillette; 7:45, Lee S. Roberts and guest artists
• KNS—Bill Sharples Breakfast Club
• KVI—7:45, Temple Baptist Church
• KFOX—Recordings
• KSL—Comic Strips
• KOA—Music and American Youth

8:00 to 8:30 A.M.
• KPO & network—Tid-Bit: 8:05, Richard Maxwell, tenor; 8:15, Adventures and Discoveries in Literature—Col. Ralph Isham
• KGO—Pair of Pianos
• KYA—8:15, Christ. Science Reading
• KROW—Commuters Clock
• KJBS—Close Harmony
• KGDM—Organ: News
• KGDM—Organ: Cleveland String Quartet
• KJR—Coast to Coast, recorded
• KEX—Sacred Music: 8:15 Concert
• KVI—Temple Baptist Church
• KHJ—Sunday Times Comic
• KFOX—Bill Sharples and his Breakfast Club Gang
• KFWB—Records; Funnies
• KJBS—Church Quarter Hour to 8:15
• KFOX—Fercy and His Father; 8:15, Comedy Man
• KGB—Sunday Comics
• KSL—Comic Strips
• KAO—News: 8:55, Music: Col. Ralph Isham

8:30 to 9:00 A.M.
• KPO & network—Major Bowes' Capitol Family
• KGO—Mickey Gillette and Music: Science Reading; 8:45, Sabbath
• KJBS—Orchestra; John Johnson, pianist
• KTV—Sunrise Symphony
• KROW—Swedish Meditations
• KGDM—Chapel
• KGDF—Ortho Service—Salt Lake Tabernacle Choir and Organ
• KOL—P. 1, Comic Section
• KTV—Radio New League
• KQW—Sunday Service
• KHJ—“Gus Mack’s Birthday”
• KFR—Coast to Coast, recorded
• KFWB—Funnies
• KFOX—Funnies Paper Man
• KGB—Bill Sharples and his Breakfast Club Gang
• KGEC—Recordings
• KFOX—Funnies Paper Man
• KGB—Signs of the Times
• KOA—Capitol Family

9:00 to 9:30 A.M.
• KPO & network—Sunday Morning Special: Col. Rod, narrator, drama by Carlton E. Morse
• KGQ—Chronicle Comics
• KQA—“Fellowship of the Air”
• KJBS—Radio Tid-Bit
• KTB—Morning Musicales
• KROW—Morning Concert
• KJBS—Popular Melodies
• KGEC—Melodies: Bargain Basement
• KGDM—Bonnets
• KGQ—Organ: Life Ins. Question Box
• KFR—& network—Salt Lake Tabernacle
• KJBS—Journey Funnies
• KJR—Irish Melodies; Melody Race
• KNB—Help for the Day; Melody Palette

10:30 to 11:00 A.M.
• KPO & network—National Youth Radio Conference
• KGO—Sparkles: Coquettes, vocalists
• KVA—Old Rocking Chair; 10:45, Unique Program
• KTAH—Church Services
• KROW—Salon Group
• KJBS—Popular Melodies
• KGEC—Request Hour
• KGQ—Baptist Church Services
• KGDM—Recordings
• KFR—& network—Marcus Gordon, pianist; Art Kassel’s Orchestra
• KJ—Voice of the Hills to 10:45
• KGW—Tommy Luke
• KJR—Judge Rutherford; Music
• KNB—Konkol; Silver Strains
• KFI—Chas. Hamp; Dr. Casselberry
• KFWB—“The Family Circle”
• KFOX—Recordings
• KSL—Optical Program to 10:45
• KOA—Huffman Theatre Harmonies

11:00 to 11:30 A.M.
• KPO & network—Mohawk Treasure Chest: Ralph Kirby, baritone; Lee Harvey O’Leary’s Orchestra
• KGO—Melody Lingers On: Josef Hornik’s Orchestra
• KVA—Old St. Mary’s Church Serv.
• KTAH—Church Services
• KROW—Oakland Community Church
• KJBS—Popular Melodies
• KGQ—Request Hour
• KGW—First Baptist Church
• KGDM—First Baptist Church
• KFR—& network—Lazy Dan the Minstrel
• KJ—Evergreen Empire
• KKN—Marshall Grant, Organ
• KFWB—Recordings
• KGEC—Recordings
• KFOX—St. Lukes Church
• KGB—to be announced

11:30 to 12:00 Noon
• KPO & network—Lux Radio Theatre
• KGO—Concert Gems: Emil Polak’s Orchestra
• KVA—Old St. Mary’s Church Serv.
• KTAH—Church Services
• KROW—Oakland Community Church
• KJBS—Dances Recordings; 11:45, Song Favorites
• KGEC—Symphonette; Records
• KFWB—First Baptist Church
• KGDM—Capitol Family
• KFR—& network—Royal Hawaiian Band
• KJ—Songs: Jewel Box
• KEX—Recordings
• KNB—Laf Chans’ Mohra
• KJBS—“The Newsman”
• KFOX—St. Lukes Church
• KGEC—Recordings

12:00 to 12:30 P.M.
• KPO & network—Lux Theatre
• KGO—Bible Stories and Organ
• KVA—Organ: Photography
• KTAH—Church Services
• KFWB—Recordings
• KGEC—Request Hour Program
• KJBS—Orch.: 12:15, Melodies
• KGDM—Records: Portuguese Melodies
• KGQ—Church: 12:15, Opera Stars
• KFR—& network—New York Philharmonic Symphony
• KJ—Artistic Trio
• KPO—Gold Star Rangers
• KNB—Concert Group
• KFOX—St. Luke’s Church
• KGEC—Recordings

12:30 to 1:00 P.M.
• KPO & network—The Maybelline Musical Revue
• KGO—Bible Stories

BOBBY HUDSON
KPO—9 A.M.
KFWB—Electrical Transcription
KECA—Recordings
KFOX—Recordings
KTAB—Studio Program
9:30 to 10:00 A.M.
• KGO & network—Radio City Music Hall on the Air
• KPO—Singsable Songs: Emil Polak’s Orchestra
• KWA—Funny Paper Man
• KTAB—Watch Tower; Concert
• KROW—Musical Melanges
• KJBS—Lawce orchestra; Records
• KGEC—Songs of Today; Concert
• KJDM—Watch Tower; 9:45, echoes of the Nineties
• KGQ—Light Opera; Funnies
• KGB—Minstrel Music
• KGQ—“Satellite Magic” to 9:45
• KJBS—For All the Family
• KEX—“Church Trans.; 9:45, Organ
• KFOX—Recordings
• KGEC—Recordings
• KGB—Songs

10:00 to 10:30 A.M.
• KGO & network—Radio City Music Hall on the Air
• KPO—Beaux Arts Trio: Instrumentalists
• KVA—Unc. Harry; 10:15, Storyteller
• KJBS—10th Ave, Baptist Church
• KROW—Watch Tower Program
• KGEC—“Tid-Bit”
• KGQ—Theatre of the Air; Gold Diggers of 1924
• KGW—Salon Orchestra; 10:15, Baptist Church
• KGDM—“Echoes of Nineties’
• KFRC—network—Church of the Air
• KGW—Baby’s Bondor: Studio
• KGQ—“For All the Family”
• KGEC—Music and Musical Forms
• KJBS—10:15, Randall String Quartet
• KFOX—Radio Sunday School
• KAO—10:15, Federal Housing Act

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**Sunday Programs**

**1:00 to 1:30 P. M.**

★ KPO & network—The Rhythm Symphony
★ KJBS—Concert Favorites
★ KQW—KTVI Band
★ KGDM—Mt. Diablo High School Orchestra
★ KNX—Concert
★ KFOX—Concert;
★ KJBS—Concert
★ KQW—Noon Hour;
★ KGDM—Pianist,
★ KJBS—Concert
★ KQW—Noon Hour;
★ KGDM—Pianist,
★ KJBS—Concert
★ KQW—Noon Hour;
★ KGDM—Pianist,
★ KJBS—Concert
★ KQW—Noon Hour;
★ KGDM—Pianist,
★ KJBS—Concert
★ KQW—Noon Hour;
★ KGDM—Pianist,
★ KJBS—Concert
★ KQW—Noon Hour;
★ KGDM—Pianist,
★ KJBS—Concert
★ KQW—Noon Hour;
★ KGDM—Pianist,
★ KJBS—Concert
★ KQW—Noon Hour;
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★ KJBS—Concert
★ KQW—Noon Hour;
★ KGDM—Pianist,
★ KJBS—Concert
★ KQW—Noon Hour;
★ KGDM—Pianist,
Sunday Programs

BROADCAST WEEKLY

7:00 to 7:30 P.M.
• KPO & network—Hall of Fame

KO-Gro-Tales from Shakespeare
KRI—Concert; Talk on City Code
KTAB—Echos of Portugal; Studio
KLX—Variety Hour
KROW—Harmonies; Music
KGCC—Church sermons
KQW—Concert Orchestra
KJR & network—Wayne King's Orchestra

KJR—The Builders
KFTO—Joe E. Fuller
KFWB—Jack Joy's Orchestra
KECA—Pierce Bros. quartet
KQO & network—Barber Shop
KFSD—Furmbert's; 7:15, Vocalist

7:30 to 8:00 P.M.
• KPO & network—Ponziac Program
Orchestra and vocalists
KGO—Rudy Seiger's Orchestra

KYA—Piastel; 7:45, Gold Rush Days
KTAB—Church Serivcs, Bapt. Church
KLX—Musical Auction; 7:45, William Don, eccentric comedian
KROW—Dance Music
KECA—Church service
KQW—First Baptist Church Service
KFRC & network—Merry-makers
KJRS—First Baptist Church Services
KFWD—Sons of Pioneers
KECA—Recorded Program
KPO—Boy Detective; Ballads
KNX—Musical Program
KOA—Ford Rangers

8:00 to 8:30 P.M.
• KPO & network—Wendell Hall & His Ukulele; 8:15, Walter Wincheil
KQO—Mozart's 2 Viennese Program
KYA—Cabbag About; Opera
KTAB—Church services, Baptist
KLX—Hour of Melody
KROW—Oakland Community Church
KQW—Baptist Church Services
KFRC & network—Ben Pollack's Orchestra
KJR—First Church of Christ
KNX—Presbyterian Church
KFWD—Hi-Jinks, Don Smith, M.C.
KECA—Recorded Program
KFOX—Christian Science Church

8:30 to 9:00 P.M.
• KPO & network—Jack Benny and The Boys; Don Bower's Orchestra
KGO—Paul Martin's Music
KYA—Opera Recordings
KTAB—Church Services
KLX—Hour of Melody
KROW—Oakland Community Church
KQW—Baptist Church Services
KFRC & network—Ben Pollack's Orchestra
KJR—Comedy Stars to 8:45
KOFN—Comedy Stars to 8:45
KJR—Church Services
KFWB—Hi-Jinks
KNX—Church Services
KFOX—Christian Science Church
KSL—L. D. B. Services

9:00 to 9:30 P.M.
• KPO & network—The Melodious Silken Strings
KHO—Reader's Guide
KYA—Opera
KTAB—Church Services; 9:15, Rod Hendrickson; Humor Stories
KLX—World Revue
KROW—Foreign Watch Tower
KFRC & network—Hi-Jinks
KQO—Orchestra; Nikola Zan
KVI—Paul Sabini's Orchestra
KFCW—National Conference
KFWB—Kay Van Riper, Drama
KNX—News; 9:15, Jack Rutherford
KECA—Countess Li Guorri, pianist; 9:15, Records
KFPO—Bevery Beverly
KFSD—Studio Program
KSL—Old Spinning Wheel; Orchestra

9:30 to 10:00 P.M.
• KGO & network—Tom Cooke's Orchestra

KPO—The Phillipine; Souvenirs
KAYA—Troubadour; 9:45, News
AR*wa Man

KTAB—Religious Services; Records
KLX—News; Metropolitan Moods
KRCW—Dance Music
• KFRC & network—Hi-Jinks
KVY—News; Gospel League
KGV—3. A. Paine; Castyx
KOMO—Doc Savage; Romance Time
KJR—2:45, Jack Mills' Orchestra
KRG—Memories; Crazy Wails
KPI—The Phillipine; 9:45, Dream

Diawas
KNX—The Crockett
KFWB—Dance Orchestra
KPO—Beverly Beverly
KECA—Records to 9:45
KFSD—The Phillipine to 9:45
KSI—Temple Square; Organ
KOAK—Broadmoor Country Club; Orichal Gardens Orchestra

10:00 to 10:30 P.M.
• KPO & network—Richfield Reporter: Sam Hayes

KPO—10:15, Packard Fiesta
KGO—John Teel, baritone
• KGO & network—10:15, Paul Carson, organist

KYA—Dance Program
KROW—Japanese-American Broadcasting Society Program
KQO—Dance Program
KROW—Harmonies; Tango Time
KFRC—News to 10:15
• KFRC & network—to be announced
Joe Sullivan, pianist
KOMO—10:15, Jack & Melody Mails
KJBS—12:01, Eddie Eben, organ
KFPO—10:15, Packard Fiesta
KFOX—News; Organ

KECA—Musical Celebrities; Organ
KGB—News; Orchestra; Pianist
KSL—Temple Square
KOA—John Teel; Organ

10:30 to 11:00 P.M.
KPO—Packard Fiesta; Tom Cooke's Orchestra
• KGO & network—Paul Carson, organist
KYA—Concert Memories
KTCW—Dance Orchestra
KROW—Concert Echoes
• KFRC & network—Orville Knapp's Orchestra
KVI—Dance Orchestra
KOMO—Jack Mills' Orchestra
KECA—Organ; 10:45, Records
KFOX—Tex Howard's Orchestra
KFWB—Dance Orchestra
KOA—Cosmopolitan Orchestra

11:00 to 11:30 P.M.
• KGO & network—Press-Register News: 11:05, Tom Gerun's Orchestra
KPO—News; Midnight Melodies
• KFRC & network—Dick Jurgens' Orchestra

KTA—Dorothy's Orchestra
KROW—Dance of the Hour
KFWB—To be announced
KJH—Dance Orchestra
KFOX—Abbott-Walden Orchestra

11:30 to Sign Off
• KGO & network—Tom Gerun's Orchestra
KPO—Midnight Melodies
KFCW—Organ Recital
KTA—Club Tivoli Orchestra
KROW—Music; Midnight Vagabond
KJBS—12:01, Owl Program to 7:00 A.M.
KGO—12, Music and News
KOL—Organ Recital
KVI—Organ Recital
KJR—Midnight Melodies
KFOX—Jimmy Mann's Orchestra

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7:00 to 7:30 A.M.
• KPO & network—Harvest of Song; 7:15, Holman Sisters, piano duo
KYA—Musical Clock
KTAB—Cuckoo Club
KROW—Commuters Clock
KJBS—Visiting Klub Program
KQW—The Breakfast Hour, rec'da
KFRC—Recordings; 7:25, Stocks
KSL—Council News; Records
KHJ—Organ
KVI—Daybreak Devotional
KQW—Morning News Program
KFI—Chas. Welman & Helen Hill
KHY—Recordings and Stocks
KNX—Bill Sharples Breakfast Club
KFSD—Early Birds; Pep & Ginger
KGB—7 o'clock Club
KSL—News; Adv. Review

7:30 to 8:00 A.M.
• KPO & network—Financial Service; 7:45, Accordiana, Johnny Toffoli
KGO—Morning Parade
KYA—Musician Clock
KTAB—Hillbillie Tunes
KROW—Commuters Clock
KJBS—Arms, Arm Clock Club
KQW—Breakfast Hour
KQW—Seal Rocks Broadcast
KGB—Graham Oil Program
KJV—Crazy Mountaineers
KOL—Organ Program
KVI—Talk; Morning Review
KJR—Sunrises; 7:45, Shadows on the Clock
KHY—Financial; 7:45, Schooldolys
KFT—Market Quotations to 7:45
KHJ—Records and Stocks
KNX—Bill Sharples Breakfast Club
KECA—Bible Fellowship; Records
KKA—Seven O'clock Club
KSL—Advertisers Review

8:00 to 8:30 A.M.
• KPO & network—Hour of Memories: U. S. Navy Band
KGO—Crosscuts Log o’ the Day
KYA—Christian Science Reading:
8:15, Mr. & Mrs. Reader
KTAB—4-4 Time; Mobile Melodies
KSL—Recorded Program; Stocks
KROW—Commuters Clock
KJBS—Dance Melodies
KQW—Morning Melodies
KGD—Serenaders: 8:15, Records
KJV—Exchange and Applause
• KFRC & network—8:15, Memories Garden
KGB—15, Cecil and Sally
KVI—Mountaineers; Market Specials
KOA—Jim Briefly
KGO—Morning Reviers
KHQ—Studio Programs
KFI—Church; Airplane Man
KNX—Bop for the Day; Song Bag
KGB—Recordings to 8:15

8:30 to 9:00 A.M.
• KPO & network—U. S. Navy Band
KGO—Crosscuts of the Day
KYA—Feminine Notebook; Concert
KTAB—Radio Shoppers’ Digest
KCA—Recorded Program
KSL—Covered Wagon Jubilee
KROW—Novelty Review
KQW—Morning Concert
KGD—Recordings; 8:45, Health Talk
KJV—Audrey Loux, pianist; Records
• KFRC & network—Hollywood Coun-
KOMO—Varieties; Mary’s Garden
KFI—Review; 8:45, Homc Comfort
KGB—Bak; Talk
KPC—Recordings
KSL—Good Morning Judge; Music

9:00 to 9:30 A.M.
• KGO & network—Fields & Hall: songs and patter

10:00 to 10:30 A.M.
• KGO & network—Press-Radio News; 10:05, Pair of Planes
KPO—Golden State Menu Flashes
10:15, News Reporter

KDA—Columbia on Parade; 10:15
Organ Recital
KTB—Gentle Bachelor; Bargains
KLX—Clinic: 10:15, Stocks
KROW—The Star Parade
KJD—News; 10:45, Organ
KGPC—Call Kim
KQW—News; Popular Orchestra
KGD—Recordings
KJR—Home Makers; Music
KGO—Jack and Jill to 10:15
• KFRC & network—Just Plain Bill
KFCR—10:15, Women’s Home Forum
KQI—10:15, Morning Melodies
KON—10:15, Air Shopping
KV—10:15, Musical Gems
KNN—Eddie Albright’s Family
KECA—Recordings
KFS—10:25, Flapjack Program
KO—10:15, Marietta Vasconcellos

10:30 to 11:00 A.M.
• KPO & network—Woman’s Magazine of the Air
KGO—George Duffy’s Gingham Club
Orchestra; 10:15, Music Guild
KJR—Concert
KTB—Health Talk; Dude Martin
KXL—International Kitchen
KROW—Concert
KJBS—Orchestra; For the Ladies
KQW—Hits of Today
KQW—Aunt Sammy; 10:45, Music
• KFRC & network—University of California Broadcast; 10:45
KQW—Club Minutes; Serenade
KNX—M. Holmen; Rhythm Encores
KECA—Recordings
KFGS—10:30, Studio Program
KOA—Ida Allen; Produce Reports
KVI—Samuel De Jong’s Orchestra to 10:45

11:00 to 11:30 A.M.
• KPO & network—Woman’s Magazine of the Air
KGO—Muscle Guild
KDA—Organ; Unique Program
KTB—Bargains; Blues; Fashion
KSL—Recordings; 11:15, Notes in Rhyme
KROW—Health Talk; Spotlight
KJBS—Records # KFRC
KQW—Old Musical Gems to 10:45
KJR—Club Minutes; Serenade
KNX—M. Holmen; Rhythm Encores
KECA—Recordings
KQW—11:00, Music Guild
KJR—Home Makers
KQW—Organ Recital
KQW—Light Classics
• KFRC & network—Little French Princess; 11:15, Helen Trent
KVI—The Observer; Melodies
KOA—Garden Talk; News
KOI—Art Kirham
KJR—Rhythm Rulers
KXN—Organ Recital
KECA—French Lesson; Records

11:30 to 12:00 Noon
• KPO & network—Calif. Fed. of Women’s Clubs; 11:45, Vic & Sade
KGO—Smackout; Marion and Jim
KQW—11:45, Agricultural Bulletin
KHY—Dance Times; Slolat
KJR—Modern Rhythm; News
KQW—Anita & Oraceo; 11:45, Castles in Music
KROW—Latin-American Program
KBS—Diary Orchestra
KQW—Requests
KQW—Variety and Theatre New.
KGD—Recordings
KJR—Organ Recital
• KFRC & network—Amer. School of the Air
KGO—Pianist; My & My Shadow
KQW—Measured Steps to 11:45
KFL—11:45, Fashion Tour
KNN—Musical; 11:45, Talk
KGA—11:45, Orchestra
Monday Evenings

12:00 to 12:30 P. M.
* KPO & network—Vocational Agric.
* KOIN—Radio Guild, dramatic sketch
KYA—Scriptures: 19:30, Concert
KTB—News; Organ
KLX—Dance Music
KQW—Popular American Program
KJBS—Records and Accordionist
KGGC—Request Hour
KQW—Festival Program
KGDM—Gene Almy; Records
* KFRC & network—Skylights
KJBS—On Call
KVI—12:15, Front Page Headline
KOIN—Johnnie Walker's Scrapbook to 12:15
KGW—12:15, Miller & Frank
KHQ—12:15, Business and Pleasure
KJR—12:15, Grain Reports to 12:15
& KGDM—Records
& KVI—News: 12:15, Coughin
& KFI—Federal and State Market Reports to 12:15
& KECA—12:15, News Release
& KH—Better Business Bure to 12:15
& KGDM—Better Business to 12:15
& KSL—Broadcasters Review

12:30 to 1:00 P. M.
* KPO & network—Western Farm and Home Hour
KGO—Radio Guild
KYA—Radio Day Concert
KTB—Echos of Portugal
KLX—Don Brose; Paths of Memory
KQW—California Farm Hour
KJBS—Dance Orchestra
KQO—Piggy Boys
KGDM—Weather and Market Reports
KGDM—Recordings
* KFRC & network—U. S. Marine Band
KQW—Carnival Hour
KQO—12:45, Annie Brunn
KQW—Shaping Along; Studio
KV—News & Comment to 12:45
KQW—Dr. Semler: 12:45, Studio
KQW—& Cowboy Joe
& KNX—To be announced
& KRC—Recordings
& KQW—12:45, Stocks
& KSL—U. S. Marine Band

1:00 to 1:30 P. M.
* KPO & network—Betty & Bob: 1:15, Sisters of the Skillet
* KGO—Financial Flashes; News; 1:15, Announced
& KYA—Community Chest Luncheon
& KQO—Radio Guild, Geo. Taysor
& KLX—Records: 1:15, Martha L. KROW—Concert Melodies
& KQW—Records; Cowboy Jack
& KQW—Friendly Hour
KQDM—Records; The World Today
* KFRC & network—America's Little House: 1:15, Syracuse Anniversary Program
KOL—1:15, Julie Day
KGW—1:15, Dental Clinic
KOMO—1:15, Tea Time Tales
KQW—1:15, Hollywood News
KOIN—Amy Brunn to 1:15
KHQ—1:15, Proctor & Gamble
KJR—1:15, Kid's Hour
KFI—1:15, Helen Hill, pianist
KNX—Concert Group
KGGC—Concerts to 1:15
KQFSD—Studio Program to 1:15
KQO—1:15, Voice of Kentucky
& KOA—1:15, Better Housing interview

1:30 to 2:00 P. M.
* KPO & network—Oxboy's Own Ma Perkins: 1:45, Dream Come True
& Barry McKinley, baritone
& KOIN—Ann Warner's Chats
KYA—San Antonio Symphony
* KTB—Jean Kent
& KQW—Concert; KROW—Patrol Builder
& KQW—Oakland Public Schools; Five Star Revue
& KJBS—Concert Programs

2:00 to 2:30 P. M.
* KPO & network—Al Pearce and His Gang
* KQW—Mickey Gillette's Music: 2:15, Jackie Heller, tenor
* KQO—Symphony Concert
* KQW—Trotter, Romanelli
KLX—Lost & Found: 2:05, Records
KROW—Dance Matinee
KJBS—Foreign Club; Tunes
KGDM—Recordings; News
KQW—Dance Matinee
* KFRC & network—Happy-Go-Lucky Hour
KJ—Salon Hour, recorded
KNX—The Bookworm
KECA—Classic Hour recordings
KQW—1:15, Dental Clinic
KOCA—12:15, Concert Ensemble
KAMO—Felicity
KOAC—12:15, Concert

2:30 to 3:00 P. M.
* KPO & network—Al Pearce Gang
* KQW—Vagabonda Quartet, instrumentalists
KYA—Vignettes of Life: 2:45, Modern Notes
KQW—3:35; Transquility
KLX—Records; 2:35, Stocks; 2:40, Optometry Hour
KQW—Dance Matinee
KJBS—Events of Interest; Records
KQW—The Romans
KROW—Dance Matinee
* KFRC & network—Happy-Go-Lucky Hour
KJ—Salon Hour
KECA—Classic Hour; records
KQW—1:15, Dental Clinic
KQFSD—2:45, Studio Program
KQDM—Organ; Interlude; Tom Baker, hosts; radios sports; 2:30, Ranch Boys

3:00 to 3:30 P. M.
* KPO—network—Langendorf Pictures: 3:30, Educational; Speakers
* KQW—Radio Guild, Geo. Taysor
* KQDM—Records; horn
KQW—Stock Reports; Music
KGDM—Recordings
* KFRC & network—Feminine Fancies
KJR—Easy Chair; Enchanted Islands
KQW—Concert Trios
KJBS—Auditorium; Club; Ballet
KOL—P. T. A. Program
KNX—Concert Orchestra
KQO—Alex Roberts, Jr.; Beavant; Records
KSL—Songs of Long Ago; Junior Hour
KOAC—3:15, University of Denver

3:30 to 4:00 P. M.
* KPO & network—Edna Fischer, pianist: 3:35, Three X Sisters; vocal trio: 3:35, Singing Strings
* KGO—Family Cook Book; 3:35, Anthony Martin, tenor
* KTOB—Royal Sophistication; Preview
KYA—Art Lecture; 3:45, Community Chest Question Box
KLX—Recordings; 3:45, Musical Jigsaw
KQW—Monday Go-Round; Records
KJBS—Songs of Hawaii; Melodies
KGDM—Recordings
KQW—Variety Program

4:00 to 4:30 P. M.
* KPO & network—Ray Perkins, songs and comedy: 4:15, Don Pedro's Orchestra
KOIN—Something Simple, Josef Hornick's Orchestra
KYA—Old Songs; Tea Dance
KTB—Laurelita La Marr; Bay Meadows Feat; Race
KLX—Records; Bro. Bob's Club
KROW—Wait Time; Records
KQO—Star Reporter; Bill & Coo
KGDM—Gilmore Oil Program
KGQ—Star Reporter; Recordings
* KFRC & network—Don Russe's Orchestra; 4:15, Univ. of the Air
KOIN—Newspaper of the Air
KHQ—4:15, Women's Club; 2:30; Dental Clinic
KFF—Friendly Chat
KHQ—4:15, New Album
KJ—Goodwill Program; Records
KNX—Haven of Rest
KKG—BROADCASTERS' Review
KOAC—1:30, Concert
KOAM—Comedy Capers; Stamp Club

4:30 to 5:00 P. M.
* KGO—network—Studio Chatter
* KPO—Elmore Vincent, tenor; 4:45, KGOS Network
* KYA—Tea Dance Parade
* KTBA—Jack Hall and Artists
* KQW—United States Secret Service
* KROW—Lee Davis' Gang
* KGDM—Bill Evans; Melodies
* KGQ—Story Time; 4:45, Songs
* KGDM—Ernie Cruz; Sports
* KFRC & network—Brothers of Long Ago; 4:45, Between the Bookends
KQO—Bob and Dolly
* KQD—N. W. Clarke
KQOMO—Silhouettes; Moments of Melody
* KG—Sam Gordon; Studio Prod.
* KFI—Orphan Recital
KNX—Studio; Peter Holland
KQW—Aventura; Robert Hobin: 4:45, Orphan Annie
KOAC—Skitt: 4:45, To be announced

5:00 to 5:30 P. M.
* KPO & network—Jan Garber's Supper Club
* KGO—Art and Music: 5:15, Edna Fischer, pianist
* KYA—Children's Hour
* KTOB—Memories: 5:15, Songs
KLX—Studio; Bill, Mack and Jimmie
KROW—Merry Lane; Way Watts and Uke
KJBS—Popular Vocalist: 5:15, Songs
KQW—Radio Guild, Studio Records
* KGDM—Sunshine League
* KFRC & network—Carson Robinson's Buckaroos
* KQW—Chinese News
* KJ—Orange and Blacktop; Music
* KNX—Sunset Serenade; Elec. Trans.
* KQO—Playtime Lady; Records
* KOAC—How Songs Grew; Story Teller
* KGO—Studio Program
KSL—5:15, Tarzan

5:30 to 6:00 P. M.
* KPO & network—King's Guard: 5:45, To be announced
KOIN—Ivory Show; Symphony
KOIN—Ann Arbor Elec. Trans.
KYA—Metropolitans: 5:45, Campbell Corner
KTOB—Dr. Thompson, talk

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KLX—Covered Wagon Jubilee
KROW—Eating Your Way to Health
KGGG—Music; Recreation
KQW—Popular Orchestra
• KFRC & network—Atwater Kent Program
  KGW—Ivy Soap to 5:45
  KJR—Candlelight Time
  KQW—Ivy Soap Club
  KQX—Record Club
  KQW—Ivy Stamp Club
  KPS—Ivy Stamp Club to 5:45
  KNX—Crazy Cliffs; Variety—Sing Along
  KECA—5:45, Catholic Mission
  KFOX—News; Songs; Variety
  KFRC—Pati & Lineham's Rangers to 5:45
  KOA—Pick and Pat

6:00 to 6:30 P.M.
• KPO & network—Sinclair Greater Minstrels with Gene Arnold
  KTV—String Time
  KVA—Cv Trojan and Orchestra
  KTAB—Concert
  KROW—Trio, Trio
  KROW—News; Rhythm Kings
  KFOX—Dinner Dance
  KQW—Minstrel of Agriculture
  6:15, Popular program
  • KFRC & network—Chesterfield Tobacco Presents Prolonged Orch.
  KQW—Grape Talk to 6:15
  KQX—Crazy Wells; Melodies for Living Time
  KOMO—30 Minutes of Music
  Kpub—Records; Orchestra; Organ
  KNX—News; 6:15, Studio Program
  KFOX—News; Trio, Al & Molly
  KECA—Board of Education; News

6:30 to 7:00 P.M.
• KPO & network—Colonial House Party
  KVO—Safety First; 6:45, Air Adventures of Jimmy Allen
  KTV—Cv Trojan Orchestra
  RTB—Sports, Mac McMahon
  KTV—Arion Trio
  KROW—Never Do Well
  KQW—Theatre of the Air; Dance
  KGW—Mix, Reports; Recordings
  • KFRC & network—To be announced
  KON—Feminine Glow; Headlines
  KTV—To be announced
  KJR—Romance Time; Jimmy Allen
  KNX—Concert; 6:45, Jimmy Allen
  KPFW—Organ and Jimmy Allen
  KECA—Organ and Vocalist
  KFOX—School Kids; Jimmy Allen
  KROW—Arson; Elliotirion Gueses
  KSL—The Big Show

7:00 to 7:30 P.M.
• KPO & network—Carnation Contended Program
  KGO—Organ Symphony
  KTV—Sports; Tales of the Surf
  KTAB—Italian News
  KTV—C. W. Hammond; L'Italia Peso
  KLX—News; 7:15, Lovable Liars
  KG—Arno; Amos; Yar Gypsies
  KQW—Weather; News; Varieties
  • KFRC & network—Wayne King's Orchestre'
  KJR—Knights of Note
  KNO—Watambe & Archie; Ralput
  KFWB—Organ Concert
  KECA—Organ and Vocalist
  KFOX—Eb and Zeb; 7:15, Bobby & Betty
  KFSF—Ensemble; Sonny & Buddy

7:30 to 8:00 P.M.
• KPO & network—Memory Lane
  KGO—Comedy Stars of Hollywood;
  7:45, Cliff Nazarro, songs
  KQW—Cowboys; Louise Tabor
  KTAB—To be announced; Organ
  KSL—Silver Strings; 7:45, Clinic
  KROW—L'Italia Echoes of Italy
  KETO—Italian Radio Theatre
  • KFRC & network—Public Health Program; Emery Deutsch's Orchestra
  KG—Yar Gypsies; Orchestra
  KOL—Speaker Stevenson to 7:45
  KTV—Dr. Melrose to 7:45
  KOIN—Jimmy Allen Adventures:
The World Sings
  KJR—Song Bag
  KQW—In-Law's; King Cowboy
  KFWB—Syncope; Kalse & Fiske
  KFOX—Rome, Detective; Vagabonds
  KECA—Records; 7:45, Law Talk
  KSL—Crazy Crystals; Alka Seltzer

8:00 to 8:30 P.M.
• KPO & network—Amos 'n Andy
  8:15, Gene and Glenn
  KQW—Stanford University Program
  8:15, College Daze
  KVA—Business Hour; Amateur Party
  KQW—Itchy & Scratchy; Ballads
  KQX—Clinic of the Air
  KG—Spanish-American Program
  KQW—Voice of Portugal; Jr. C. of C.
  • KFRC & network—Myrt & Marge
  8:15, Edith Hill
  KJR—Romance; Carefree Capers
  KNX—Songs; Electrical Trans.
  • KPO—Jack Joy's Orchestra
  KECA—Vocalist; 8:15, Philosopher of Countryian
  KFOX—Organ and Piano
  KSFD—Adventures of Jimmie Allen

8:30 to 9:00 P.M.
• KPO & network—Voice of Firestone Garden Concert: Gladys
  KQW—Swarthout: soprano
  KQW—Dramma Hour
  KVA—Amateur Party
  KQW—Butcher Union: Studio
  KLX—All Star Shows; Toneless Tunes
  KROW—Happy Harmonies; News
  KPT—Concert: Timeless Tunes
  KQW—Drama; Piano Ramblings
  • KFRC & network—Blue Monday
  KQW—Romance
  KJQ—Highlights Hour
  JF&FW—Tramp
  KNX—Pluto (Elect. Trans.)
  KPO—Sera Orchestra
  KECA—Goodyear Melodies; Cecil & Sally

9:00 to 9:30 P.M.
• KPO & network—Shell Show: Rust
  KQW—Hutches: master of ceremonies;
  guest artists: Yahbut & Cheerfully
  KGU—Guy Lombardo's Orchestra
  KVA—Uncut Gems; Nat'l Defense
  KQW—Bill Nigherettes
  KLX—Krausenberg & Cohen; Music
  KQW—Powder River Wranglers
  KG—Quartet; Instrumental
  KECA—New-Yorking Orchestra
  • KFRC & network—Blue Monday
  JF&FW—Tramp
  KJQ—News; Melody Time
  KNX—News; Ed. McConnell
  KFWB—Jay Whiddlin's Orchestra
  KECA—9:15, Phineas & Hunting Talk
  KFOX—Beverly Hillbillies
  KSFD—Furnbuss Program; Studio

9:30 to 10:00 P.M.
• KPO & network—Shell Show
  KQW—Anson Weeks' Orchestra
  KVA—Concert Orchestra; 9:45, News
  KTAB—Press; Music Arts
  KQW—News; Musical Headlines
  KROW—St. Mary's College Prod.
  KG—Dance Tunes; Songs
  KQW—Dance Proly
  • KFRC & network—Dan Russo's Orchestra
  KJQ—Melody Palette; Phantastes
  KFWB—Abbott Walden's Orchestra

12:00 to 12:30 A.M.
KROW—Midnight Vaabant
KJQ—Recordings
KJQ—Records
KJQ—12:01, Owal Program to 7 a.m.

12:30 to 1:00 A.M.
KROW—Midnight Vaabant
KQW—Records
KJQ—12:01, Owal Program to 7 a.m.

1:00 to 7:00 A.M.
KJQ—12:01, Owal Program to 7 a.m.

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TUESDAY Programs

Nov. 20, 1934

7:30 to 8:00 A. M.
- KPO & network—Financial Service; 7:45, Lee S. Roberts and guest artists
- KGO—Morning Parade
- KTA—Musical Clock
- KTAB—Hilbillee Times
- KROW—Commuters Clock
- KJBS—Alarm Clock Club
- KGW—The Breakfast Hour
- KGDM—Gilmire Oil
- KGRC—Deal Rocks Broadcast
- KOL—Organ Music
- KVI—Talk; 7:35, Varieties
- KGW—Piano to 7:45
- KOMO—7:45, Emil Hansen
- KJR—Market Quotations; Records
- KXJ—Recordings and stoos
- KNX—Bill Sharple早餐 Club
- KFI—N. Y. Stacks to 7:45
- KRECA—Morning Bible Fellowship; 7:45, Records
- KPSD—7:45, Studio Program
- KGB—Talk; Stacks; Records
- KSL—Advertisers Review; Music

8:00 to 8:30 A. M.
- KGO & network—Johnny O'Brien
- KGO—8:15, Organ Concert
- KPO—Songs by the Kitchen Sink
- KJBS—Ronald Buck; 8:15, 4-Hour Child
- KYA—Christian Science Reading; 8:15, Mr. and Mrs. Reader
- KTA—Mobile Melodies
- KLX—Records; N. Y. Stacks
- KROW—Commuters Clock
- KJBS—Morning Varieties
- KQW—Morning Melodies; Varieties
- KGDM—Serenaders; Records
- KPO—Exercise & Audience
- **KFRC & network—8:15, Alexander; 8:30, Alex; 8:45, Sallie
- KOL—8:15, Cecil and Sally
- KHQ—Studio; Crazy Wells
- KMO—Morning Reveries
- KEX—Calvary Tabernaclar
- KOW—8:15, Breakfast Club
- KV—Recordings to 8:15
- KNX—Musical Program
- KRECA—Church Quarter Hour to 8:15
- KFRC—8:15, Records
- KG—Records to 8:15
- KSL—Studio Ensemble to 8:15
- KOA—Galaxy of Stars to 8:15

8:30 to 9:00 A. M.
- KGO & network—U. S. Marine Band
- KPO—Pair of Plans
- KHA—Concert
- KTA—Radio Shoppers' Digest
- KLX—Covered Wagon Jubilee
- KROW—Novelty Review
- KJBs—Dance Melodies
- KGW—Morning Melodies; Variety
- KJBS—Dance Melodies
- KGW—Morning Concert
- KGDM—Records; Health Talk
- KIQ—8:45, Home Comfort
- KOMO—Melodies; Mary's Garden
- KSL—Hollywood—Hollywood Country Church
- KNX—Song Bag: Talk
- KPO—Bandals; Helpful Hints
- KSL—8:45, Mary and Bennie

9:00 to 9:30 A. M.
- KGO & network—U. S. Marine Band
- KGO—8:15, Edna Fischer, pianist
- KPO & network—8:15, Helen Musical
- KRY—Concert; 9:15, Pru. Penny
- KTB—Hour of Prayer
- KJBS—Shopping Bag
- KROW—Beauty & Romance; News
- KJB—Kings Men; Bagazines
- KG—Tuneful Toppers
- KGDM—Records; 9:15, Personalities
- KVI—9:15, Mystic Melodies

**KFRC & network—Voice of Experience; 9:15
**KFRC—9:15, Crazy Wells; Records
- KG—Goodwill Industries
- KG—Fraudence Penny
- KGW—Edna Jacks, pianist; Trio KOMO—9:15, Romance; Struvaieties
- KFW—Hawaiian Group; Jean Abbey
- KNO—Organ; Lots Land
- KPSD—9:15, Good Cheer
- KGE—10:15; To be announced
- KSL—9:15, Jennie Lee

9:30 to 10:00 A. M.
- **KFRC & network—Martha Meade Society
- KPO—8:45, Organ Concert
- KG—Improve Your Home
- KGO & network—9:15, Three of a Kind
- KYA—Storyteller; Waltz Time
- KTA—Hour of Prayer
- KJBS—Clinic of the Air
- KROW—Diet and Rest
- KJBS—For the Ladies; Classics
- KG—Records
- KGDM—Musical Program
- KG—News; Records
- **KFRC & network—Pat Shelvin's Orchestra
- KVI—Dr. Burns; Orchestra
- KOL—9:45, Beautiful Melodies
- KHQ—9:45, Sylvia Gray
- KGW—News; Songs for Sale
- KGW—9:45, Cooking School
- KFI—9:45, News Release
- KVR—Bobby Lane; 9:45, News
- KEC—Records to 9:45
- KPSD—Stock Reports to 9:45
- KGB—News to 9:35

10:00 to 10:30 A. M.
- **KGO & network—Pres. Radio News; 10:15, Army Band Concert
- KPO—As Woman to Woman; 10:15
- CHF—Sanzaro, vocalist
- KYA—Columbia on Parade; 10:15
- The Noveltv Shop
- KTB—Old Bachelor; Bargains
- KLX—Clinic; Stocks; News
- KROW—The Star Parade
- KGRC—Melody Parade
- KGDC—Cal King
- KGW—News; Popular Orchestra
- KGDM—So This is Hollywood

**KFRC & network—Just Plain Bill
**KFRC—10:15, Home Forum
- KVI—10:15, Health Scientist; Records
- KOL—10:15, Morning Melodies
- KGSD—10:15, Air Shopping
- KHQ—Economic Housewife
- KEX—Lost and Found Items; 10:02, Classics; Solomon
- KJR—Home Makers; Music Shop
- KFI—Helene Hill pianist; 10:15
- Hollywood Looking Glass
- KEX—Edie Albright's Family

10:30 to 11:00 A. M.
- **KGO & network—Woman's Magazine of the Air
- KG—Russ Lyons' Orchestra; 10:45
- Beulah Croft, songs
- KYA—Organ Concert
- KTA—Health Talk
- KEX—International Kitchen
- KROW—Morning Concert
- KGRC—Organ; Melodies
- KGW—Aunt Sammy; 10:45, Music
- KGDC—Hits of Today
- **KFRC & network—Esther Velas Ensemble; Bob Allen, pianist
- KON—Shopping; Studio Program
- KROW—The Beondas
- KVI—Music; Amusement Tips
- KJR—Club Minutes; 10:45, Hitbillies
- KNX—Mary Holmes; 10:45, Records
- KECA—Song of the Day
- KOA—10:45, Livestock & Produce
- KSL—10:45, Recordings

11:00 to 11:30 A. M.
- **KGO & network—Magazine of Air
- KG—Crossets Log the Day
- KG—Organ Concert
- KGRC—Beulah Croft, songs
- KTA—Blue Moments; Beauty Facts
- KEX—Records; Tonic Tunes
- KROW—Health Talk; Spotlight
- KIBS—Orch.; 11:15, Medica Talk
- KGDC—Date Book; Waltz Time
- KG—Light Classics
- KGDM—Organ
- KOL—Garden Talk; 11:15, News
- **KFRC & network—Little French Princess; 11:15
- KGRC—Women's Forum
- KJR—Rhythm Rulers
- KVI—Observer; Talk
- KON—Art Kords
- KNX—Marshall Grant, organist
- KEX—Record; Medical Talk
- KGB—To be announced

11:30 to 12:00 Noon
- **KPO & network—Kings Guard; 11:45, Vic and Sad
- KG—Plano Vignettes; 11:45, Agricultural Bulletin
- KYA—Dance Time
- KTA—Modern Rhythms; News
- KG—Art and Greece; 12:45
- Musical Scrapbook
- KROW—Latin-American Program
- KGRC—Organ; Orchestra
- KGDC—Records; News; Requests
- KG—Accordion Capers; News
- KGRC—Organ
- KG—Organ Concert
- **KFRC & network—American School of the Air
- KON—Art Kirkham
- KJR—Irish Minstrel; Records
- KFI—11:40, Farm Tour
- KNX—Spice of Life; Tondier Talk
- KECA—Records; Talk
- KOA—Colorado Argie. College Prog.

12:00 to 12:30 P. M.
- **KGO & network—Art Collins' Orch.
- KG—12:10, Financial Flashes;
- 12:20, Elmore Vincent
- KYA—News Review
- KGRC—12:15, Western Farm and Home Hour
- KYA—Scriptures; Noonday Concert
**Tuesday Programs**

**2:00 to 2:30 P.M.**
- **KPO & network—Al Pearce and Harry Kang**
- **KPO—Meredith Wilson’s Orchestra**
- **KROW—Carnegie Hall**
- **KROW—Dance Matinee**
- **KJJ—Better Business Talk**
- **KFFC & network—Happy Go Lucky Hour**
- **KROW—Don Matinee**
- **KGD—Records and News**
- **KJR—Salon Hour**
- **KFO—World Talk**
- **KXK—The Bookworm**
- **KCA—Classic Hour**
- **KSL—Orch. 2:15, Dental Clinic**
- **KOA—Theatre Reporter; Orchestra**

**3:00 to 3:30 P.M.**
- **KPO & network—Al Pearce Gang**
- **KGX—Serenade: Pianist and Tenor**
- **KYA—Vignettes of Life**
- **KSL—Piano Feature**
- **KBO—Brown Album**
- **KSL—Utah Agric. College to 12:45**
- **KOA—Brown Palace Hotel Orch.**

**4:00 to 4:30 P.M.**
- **KPO & network—Gould & Shefter, piano duo**
- **4:15, Pedro’s Orchestra**
- **KGO—Beaux Arts Trio**
- **KYA—Symphony Highlights**
- **KTAB—Lauretta La Marr; Bay Meadows Feature Race**
- **KJLS—Notes, Grain Report to 12:15**
- ***KFRC**
- **KROW—Calif.**
- **KLX—Don Melor & Frank**
- **KFFC—Market Reports to 12:15**
- **KNX—News; 12:15, Congenial**
- **KSJ—Junior Hour**
- **KSL—Payroll Builder**
- **KOA—Charlie Davis’ Orchestra**

**5:00 to 5:30 P.M.**
- **KPO & network—You and Your Government**
- **KGO—Beaux Arts Trio**
- **KQW—4:45, Coquettes, 4:45, 4th**
- **KY—Tea Dance Parade**
- **KFX—Bro. El Club; Health School**
- **KROW—Lee Davis’ Cowboys**
- **KJR—Dance Orchestra**
- **KQW—Story of Songs, Songs**
- **KGD—Iron House; Serenade**
- **KFFC & network—Charlott & Adlers, American Bands**
- **KVI—Max Frolic’s Orchestra**
- **KOIN—Bob & Dolly to 4:45**
- **KJBS—Talk of the Melody**
- **KVI—4:45, Snapshots**
- **KFL—Organ Recital**
- **KNI—Recordings**

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Tuesday Programs

6:00 to 6:30 P.M.
* KFO & network – Melodiana, ensemble direction Ernie Gill
* KGO – Community Forum
* KTA – Dinner Concert
* KLR – Arion Trio
* KCO – Accents; 6:15, Harmonies

6:30 to 7:00 P.M.
* KFO & network – Ed Wynd, the Texan, Pianist; Chief, Graham McNamee, Eddie Duchin’s Orchestra
* KGO – Harry Stanton, bass; 6:45, Adventures of Jimmy Allen
* KTA – Sport Page; Marjorie Gray, mezzo-soprano

7:00 to 7:30 P.M.
* KFO & network – Palmolive Beauty Box Theatre of the Air: Operetta, with Gladys Swarthout, mezzo-soprano; Jere Barclay; Nat Shilkret’s Orchestra
* KGO – Every Man’s Pal; K. A. – Ernie Smith’s Sport Page; 7:15, Memory Strains
* KTA – Talk; 7:15, Sport of Kings
* KLR – News to 6:15
* KCO – P. W. Hammond; 7:15, 7:45, 8:15, 8:45; 9:15, 9:45, 10:15; 10:45
* KKK – Tropical Tramps; Melodies
* KGW – Weather; 7:15, Music
* KCO – Fred and Me – Camel Caravan

7:30 to 8:00 P.M.
* KFO & network – Palmolive Beauty Box Theatre of the Air: Operetta, with Gladys Swarthout, mezzo-soprano; Jere Barclay; Nat Shilkret’s Orchestra
* KGO – KKK – Tropical Tramps; Melodies
* KGW – Weather; 7:15, Music
* KCO – Fred and Me – Camel Caravan

8:00 to 8:30 P.M.
* KFO & network – Ponce de Leon; 8:15, Gene and Glenn
* KGO – California State Chamber of Commerce Program; 8:15, Coliseum Orchestra

8:30 to 9:00 P.M.
* KFO & network – Leo Reisman’s Orchestra
* KGO – Neapolitan Echos, novelty instruments; Romey’s Orchestra
* KKT – Interview
* KCR – Newscast – hymns

9:00 to 9:30 P.M.
* KFO & network – Ben Bernie’s Orchestra
* KGO – Tallahassee; 8:45, Leon Mojcic’s Orchestra
* KTA – London, Fantasy
* KLR – Sports; 8:45, Melody Palette
* KKW – Garden Talks; Inside Stories

9:30 to 10:00 P.M.
* KFO & network – Death Valley Days
* KGO – Seymour Simons Orchestra

10:00 to 10:30 P.M.
* KFO & network – Richfield Reporter; 10:15, The Story Behind the Story
* KGO – Nobody Home, variety program with Orchestra & Vocalists
  10:30, 10:15, “Two's Emote”
  * KTAB – Club TiVo
  KLX – Dance Music to 10:15
  * KGW – Ten O’clock Review

11:00 to 11:30 P.M.
* KGO – News; Williams-Walsh Orch.
* KTTA – Dance Orchestra
* KLR – Quiet Harmonies

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7:00 to 7:30 A. M.  
• KPO & network-Harvest of Song;  
  7:15, Florentia Trio  
KYA—Musical Clock  
KTAB—Chickoo Club  
KROW—Commuters Clock  
KJBS—Alarm Clock Club  
KQW—The Breakfast Hour  
KGDM—7:35, Watchtower  
KFRC—Records: 7:25, Stocks  
KEX—Rev. Willard Pope  
KOL—Organ Revelle  
KVI—Radio Gospel League  
KIQ—Morning News  
KFI—Wellman & Hill  
KECA—Health Exercises to 7:15  
KHJ—Records and Stocks  
KNX—Bill Sharpies’ Club  
KGB—Seven O’Clock Club  
KFSF—Early Birds; Pep & Ginger  
KSL—News; Broadcasters Review  
KOAA—7:45, Instrumental Trio  

7:30 to 8:00 A. M.  
• KPO & network—Financial Service to 7:45, Organ Music  
KGO—Three Scamps; 7:45, Sam Moore, guitarist  
KYA—Musical Clock  
KTAB—Hill Billie Tunes  
KROW—Commuters Clock  
KJBS—Alarm Clock Club  
KQW—Breakfast Hour  
KGDM—Glimore Oil Program  
KRC—Sea Rocks Broadcast  
KOL—Organ Program  
KVI—Tales; Varieties  
KFW—Ronald Buck  
KEX—Varieties  
KEX—Varieties: Quotations; Shadows  
KHJQ—7:45, Schooldays  
KFI—N. Y. Stocks to 7:45  
KQW—Bill Sharpies’ Club  
KHI—Recordings and Stock  
KECA—Bible Study; Records  
KGB—Stocks; Seven O’Clock Club  
KSL—Broadcasters Review  

8:00 to 8:30 A. M.  
• KPO & network—The Honeymooners, Grace and Eddie Albert;  
  8:15, Tony Wons’ Scrapbook  
KG0—Crosscuts Log o’ Day  
KYA—Christian Science Reading;  
  8:15, Mrs. Reader  
KTAB—Mobile Melodies  
KLX—Records; 8:20, Stocks  
KROW—Commuters Clock  
KJBS—Morning Varieties  
KQW—Morning Melodies  
KGDM—Recorded Program  
• KFRC & network—Exercise & Apple sauce; Hollywood Country Church  
KQW—Tales; 8:15, Cecil & Sally  
KVJ—Mountaineers; Specials  
KOIN—Rhythms to 8:15  
KOMO—Morning Reveries  
KHQ—Crazy Wells; Tull & Gibbs  
KFI—Church Quarter Hour to 8:15  
KQW—Electrical Transcription  
KECA—8:15, Recordings  
KFOX—Orchard Reports; Songs  
KSL—Recordings to 8:15  
KSL—Informal Music  

8:30 to 9:00 A. M.  
• KPO & network—U. S. Army Band  
KGO—Crosscuts Log o’ Day  
KYA—Women’s Business Bureau  
KTA—Feminine Notebook; Concert  
KQW—Radio Shoppers’ Digest  
KLX—Covered Wagon Jubilee  
KROW—Novelty Review  
KJBS—Dance Orchestra  
KQW—Morning Concert  
KVI—8:45, Musical Clock  
KFRC & network—Country Church;  
  8:45, Jane Ellison; Marie Recipes  
KQW—8:45, Watts’ Mandolins; Mary’s Garden  
KQW—8:45, Home Comfort  

BERNICE BERWIN  
KPO—7:30 P. M.  

KNX—Song Bag; 8:48, Talk  
KSL—Good Morning Judge to 8:45  

9:00 to 9:30 A. M.  
• KGO & network—Feidles & Hall, roast beefs;  
  9:15, Carnation Program  
• KFRC & network—Barbara Lee  
• KPO & network—9:15, Josephine Gibson  
KYA—Concert; 9:15, Prudence Penny  
KTO—Hour of Prayer  
KROW—Romances; MacMarr News  
KBJS—Popular Varieties; Records  
KGGC—Star of Today; Songs  
KQW—Tuneful Topics; Musical  
• KFRC & network—Voice or Experience; Housing Talk; Music  
KGDM—Recordings; Mabel Rubin  
KOL—9:15, Prudence Penny  
KVI—9:15, Mystic Melodies  
KHQ—Musical Gems to 9:15  
KOMO—Mary’s Garden to 9:15  
KJR—Morning miracles  
KECA—Recordings  
KFSF—9:15, Good Cheer  
KNO—Operator; Lotus Land  
KGB—9:15, To be announced  
KSL—9:15, Jennie Lee  
KOA—Fish Tales to 9:15  

9:30 to 10:00 A. M.  
• KPO & network—Marshall’s Mav dricks  
KGO—Improve Your Home; 9:45, Jean Abby, Shop News  
KYA—Walks Time  
KTB—Health Talk  
KLX—Choke of the Air  
KROW—Diet and Health  
KJBS—Fay Ward Program  
KGMC—Morning Melodies  
KQW—Bare Ward  
KGDM—News; Minstrels  
• KFRC & network—Larry Crocker;  
  9:45, Jan Savitt’s Orchestra  
KGW—Babe Bercovic; Cooking School  
KJR—News Reporter; Songs  
KHQ—9:45, Sylvia Gray  
KQW—9:45, Songs and raptures  
KOLE—9:45, Experiences from Life  
KFI—Hawaiians; 9:45, News  

KNX—Drury Lane: 9:45, News  
KFSF—Stock Reports to 9:45  
KSL—9:45, Father Time  
KOAA—National Farm & Home  

10:00 to 10:30 A. M.  
• KPO & network—Press-Radio News;  
  10:05, Mickey Gillette’s Music  
KPI—Piano; 10:15, News  
KYA—Columbia on Parade; 10:15, Hawaiians  
KTB—Bargains; Old Bachelor  
KQW—The Star Parade  
KJBS—Alarm; 10:15, Stocks; News  
KROW—The Star Parade  
KJBS—Music; Music shop  
KNO—J. Albright’s Family  
KECA—Recordings  
KQW—10:15, To be announced  
KOAA—National Farm & Home  

10:30 to 11:00 A. M.  
• KPO & network—Woman’s Magazine of the Air  
KGO—Geo. Duffy’s Orch.; Words and Music  
KJBS—Alarm; 10:45, Mrs. Moore, guitarist  
KYA—Organ Concert  
KLX—International Kitchen  
KTB—Health Talk; Dude Martin  
KROW—Morning Concert  
KJBS—Dance Orchestra; For the Ladies  
KQW—Aunt Sammy; 10:45, Music  
KGGC—Hits of the Day  
KGDM—Records; Dr. Braginton  
• KFRC & network—University of California; 10:45, Fred Skinner  
Song Stylist  
KOL—Morning Melodies  
KVI—Amusement; 10:45, Mrs. Moore  
KJR—Club Minutes; Serenade  
KECA—Recordings; 10:45, Piano  
KQW—Mary Hendel  
KOAA—Best Foods; 10:45, Betty Moore  
KSL—Triangle Club; Shopping Hints  

11:00 to 11:30 A. M.  
• KPO & network—Woman’s Magazine of the Air  
KGO—The Wandering Minstrel  
KJBS—Organ, Glen Goff  
KTB—Bargains; Love Moments  
KLX—Recordings; 11:15, Notes in Rhyme  
KROW—Health Talk; Spotlight  
KJBS—Popular Tunes  
KQW—Milday’s Date Book; 11:15, Dance Tunes  
KGDM—Organ Recital  
KQW—Light Transcription  
• KFRC & network—Little French Princess; Romance of Helen Trent  
KOL—Garden Talk; News  
KVI—Observer; Health Talk; Music  
KGO—Art Klansman  
KTB—Rhythm Rules Recorded  
KNO—Organ; Business Trends  
WBC—Recordings of Dowey  
KGB—To be announced  
KOAA—Livestock and Produce  

11:30 to 12:00 Noon  
• KPO network—Smackout, Marion and Jim Jordan, comedy duo; 11:30-12:00, Vic and Viola  
KGO—Edna Fischer, pianist at 11:45  
AGRICULTURE BULLETIN  
KJBS—Organ Transcription  
KTB—Modern Rhythms; Music shop  
KSL—Anita and Orosco; Records  

WEDNESDAY Programs  
Nov. 21, 1934
Wednesday Programs

BROADCAST WEEKLY

**1:30 to 2:00 P.M.**

- KROW-Latin-American Program
- KQW-Tea Dance Party
- KQG-Tea Dance Party
- KFI-State Headlines
- KVI-12:15, Western Farm and Home Hour
- KJBS-Records
- KGGC-Request Hour
- KGNB-11:15
- KJBS-Dance Matinees
- KQW-Dance Matinees
- KQG-12:15, Western Farm and Home Hour
- KQW-Market Reports

**2:00 to 3:00 P.M.**

- KJBS-Records
- KFFS-Old Time Program
- KQG-12:15, Western Farm and Home Hour

**3:00 to 3:30 P.M.**

- KQW-Market Reports
- KQG-12:15, Western Farm and Home Hour
- KJBS-Records
- KQG-12:15, Western Farm and Home Hour
- KQW-Market Reports

**3:30 to 4:00 P.M.**

- KQG-12:15, Western Farm and Home Hour
- KJBS-Records
- KQW-Market Reports

**4:00 to 4:30 P.M.**

- KQG-12:15, Western Farm and Home Hour
- KJBS-Records
- KQW-Market Reports

**4:30 to 5:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**5:00 to 5:30 P.M.**

- KQG-12:15, Western Farm and Home Hour
- KJBS-Records
- KQW-Market Reports

**5:30 to 6:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**6:00 to 6:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**6:30 to 7:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**7:00 to 7:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**7:30 to 8:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**8:00 to 8:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**8:30 to 9:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**9:00 to 9:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**9:30 to 10:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**10:00 to 10:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**10:30 to 11:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**11:00 to 11:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**11:30 to 12:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**12:00 to 12:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**12:30 to 1:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**1:00 to 1:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**1:30 to 2:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**2:00 to 2:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**2:30 to 3:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**3:00 to 3:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**3:30 to 4:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**4:00 to 4:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**4:30 to 5:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**5:00 to 5:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**5:30 to 6:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**6:00 to 6:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**6:30 to 7:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**7:00 to 7:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**7:30 to 8:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**8:00 to 8:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**8:30 to 9:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**9:00 to 9:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**9:30 to 10:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**10:00 to 10:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**10:30 to 11:00 P.M.**

- KJBS-Records
- KQW-Market Reports

**11:00 to 11:30 P.M.**

- KJBS-Records
- KQW-Market Reports

**11:30 to 12:00 P.M.**

- KJBS-Records
- KQW-Market Reports
5:30 to 6:00 P. M.
• KQW & network—Cliff Nazarro, songs; 6:00, To be announced

6:00 to 6:30 P. M.
• KPO & network—Warren Davis, in 20,000 Years in Sing

6:30 to 7:00 P. M.
• KPO & network—John Charles Turner, in 20,000 Years in Sing

7:00 to 7:30 P. M.
• KPO & network—To be announced

7:30 to 8:00 P. M.
• KGO & network—One Man's Family, serial Drama

8:30 to 9:00 P. M.
• KPO & network—Lanny Ross and His L.A. Orch.

9:30 to 10:00 P. M.
• KPO & network—Town Hall Tonight

10:00 to 10:30 P. M.
• KPO & network—Richfield Reporter: 10:15, Red Davis, dramatic series

10:30 to 11:00 P. M.
• KGO & network—A.M. Christmas: 10:35, Press-Read News

11:00 to 11:30 P. M.
• KGO & network—Finero's Orch.
<table>
<thead>
<tr>
<th>Time</th>
<th>Program Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 to 8:00 A.M.</td>
<td><strong>KPO &amp; network—Financial Service</strong>; 7:40, Lee S. Roberts and His Old Memory Box</td>
</tr>
<tr>
<td>8:00 to 8:30 A.M.</td>
<td><strong>KPO &amp; network</strong>—8:15, Tony Wonscrapbook</td>
</tr>
<tr>
<td>8:30 to 9:00 A.M.</td>
<td><strong>KPO &amp; network</strong>—U.S. Navy Band; 8:45, Breakfast Club</td>
</tr>
<tr>
<td>9:00 to 9:30 A.M.</td>
<td><strong>KPO &amp; network</strong>—9:15, Hollywood and Broadway</td>
</tr>
</tbody>
</table>

**THURSDAY Programs**

**ANNETTE HANSHAW**

**CBS—8:30 P.M.**

**KFRC & network—Voices of Experience**

**KFWC—9:15, Crazy Wells;**
**KQW—9:15, Prudence Penny;**
**KQW—9:15, Early Episcopes;**
**KQW—9:15, Desert Caravan;**
**KQW—9:15, Berman Health Talk;**
**KQW—9:15, To be announced;**
**KQW—9:45, Through the Looking Glass with Francis Ingram;**
**KQW—9:45, Press_RADIO News; 9:50, Piano Vignettes;**
**KQW—9:45, Concert of the Air;**
**KQW—9:45, Concert Hall;**
**KQW—9:45, Concert of the Air;**
**KQW—9:45, Music, 9:45, News;**
**KQW—9:45, Stock Report;**
**KQW—9:45, Opera;**
**KQW—9:45, Orchestra;**

**10:00 to 10:30 A.M.**

**KPO & network—Woman’s Magazine of the Air**

**KPO—Concert: Organ**
**KPO—Columbia on Parade: 10:15, The Novelty Shop**
**KPO—Old Bachelors’ Bargains**
**KQW—Clark Clinic; Stocks: New;**
**KQW—The Star Parade**
**KQW—News: 10:05, Organ**
**KQW—Caigor;**
**KQW—Recordings**
**KQW—News; 10:05, Orchestra**
**KQW—10:15, Morning Melodies**

**10:30 to 11:00 A.M.**

**KPO & network—Woman’s Magazine of the Air**

**KGW—Russ Lyon’s Orchestra**
**KYA—Organ Concert**
**KTO—Health Talk; Duke Martin**
**KLI—International Kitchen**
**KBS—Vocalists; Melodies**
**KROW—Morning Concert**
**KGGC—Hits of Today**
**KQW—Anna’s Sunday Music**
**KFFC—Better Business Bureau**
**KOR—Breakfast Specials**
**KOR—Tiny Tunes**
**KFFC—Better Business Bureau**
**KOR—Health Talk;**
**KQW—Milady’s Date Book; Music**
**KBS—Dance Orchestra**
**KQW—Light Classics; Records**
**KGD—Organ Recital**
**KFFC—Better Business in 11:15**
**KFFC & network—Little French Princes; Helen Trent Romance**
**KOL—Woman’s Talk: 11:15, News**
**KQW—Her Voice; and That**
**KQW—Observer; Talk; Music**
**KOR—Rhythm;**
**KQW—Marshall Grant, Organist**
**KQW—Records; To be announced**
**KQW—11:15, Farm; Question Box**

**11:30 to 12 Noon**

**KPO & network—Standard School Broadcast; 11:45, Vie and Sade**
**KQW—Smackout; 11:45, Agricultural Bulletin**

**KQW—Dance Time**
**KQW—Anita & Orasco; Scrapbook**
**KQW—Modern Rhythms; News**
**KQW—Latin-American Program**
**KQW—Popular 1944**
**KQW—Request Hour**
**KQW—Accordian Concerts; News**
**KGD—Organ Recital**
**KFFC & network—American School of the Air**
**KQW—11:45, Organ Recital**
**KQW—11:45, My Sharay**
**KQW—Irish Minstrel; Records**
**KQW—Pagan Princesses**
**KQW—Records; 11:45, Music Talk**
**KQW—Talk; 11:45, Ironizer Talk**
**KOA—Theatre Harmonies**

**12:00 to 12:30 P.M.**

**KQW & network—Art Collins’ Orch.**
**KQW—12:15, Pioneer Plays; 12:20, Melody Revue**
**KQW—News Report**
**KPO & network—12:15, Western Farm and Home Hour**
**KQW—Scrip: 12:03, Concert**
**KQW—News**

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24  BROADCAST WEEKLY  Thursday Programs

KLX—Dance Music  KROW—Latin American Program  KJBS—Vocal and Instrumental  KQG—Budget Hour  KGW—Popular Orchestra  KGDM—Recordings  KFRC—Front Page Headlines  **KFRC & network—Roadways of Romance  KQW—California Farm Hour  KOIN—Mary Cullen; Bill Levitt  KOMO—Smiling Eddie McConnel; Ann Jones  KQW—12:15, Meter & Frank  Köln—Lunch Club  KJR—12:15, Grant Reports  KFI—Market Reports to 12:15  **KGO—News: 12:15, Congoin  KECA—12:15, News  KSL—Payroll Builder  KOA—Orchestra

12:30 to 1:00 P.M.


1:00 to 1:30 P.M.

• KPO & network—Betty and Bob; 1:15, Sisters of the Skillet  KGO—Edna Fischer, pianist  KYA—Community Chest Luncheon  KBOE—Radio Fröle  KLG—Records; 1:15, Martha Lee  KRC—Concert Melodies  KBOE—Stocks; Recordings  KGW—1:15, Dental Clinic  KKI—1:15, Feline Delgado  KXN—Lucas's Concert  KECA—Recordings  KGB—1:15, Stocks to 1:20  KFSD—Studio Program to 1:15  KSL—Payroll Builder

1:30 to 2:00 P.M.


2:00 to 2:30 P.M.

• KPO & network—Al Pearce and His Gang  KGO—National Congress of Parents and Teachers  KYA—Don Valdemar's Orchestra  KKLX—Globe Trotters; Romance  KLX—Bridge Talk; 2:15, Records  KROW—Dance Matinee  KJBS—The New Trend; Kano, the Flutist  KGWM—Daytime, Ensembles  KGDM—Records; News  KQW—Blanket Dance Ensemble  **KFRC & network—Happy Go Lucky Hour  KJR—Sailor Hour  KXN—The Bookworm  KECA—Classic Hour  KSL—Loretta Lee; Dental Clinic  KOA—Theatre Reporter; P. T. A. Conference

2:30 to 3:00 P.M.

• KPO & network—Al Pearce Gang  KGO—Pair of Pianos; Gertrude Lyne and Carole Fran; Piano Duo  KYA—Vignettes of Life; 2:45, Modern Notes  KRC—Three-Hour Four: 2:45, Tranquility  KLX—S.F. Stockes; 2:40, Records  KJBS—Dance Matinee  **KFRC & network—Happy Go Lucky Hour  KSL—Sailor Hour; records  KIXN—Records; KXN—Recordings  ECA—Recordings  KSB—4:45, Studio Program  KSL—Organ and A. M. A. Speaker; 2:45, Miniatures

3:00 to 3:30 P.M.


3:30 to 4:00 P.M.


4:00 to 4:30 P.M.

• KPO & network—Jack & Loretta Clemens; 4:15, Oriental Gardens  KGO—The Report Hour; concert orchestra direction Emil Polak  KJBS—Symphony; Tea Dance  KWB—Laurel La Mair; Bay Meadows Race  KLX—Oakland Recreation Program  KJBS—Central California; Talk  KJB—Hollywood Gospel; Bill & Coo  KGWM—Star Reporter; Headlines  KGDM—Glimmer Program  **KFRC & network—Dan Russo's Orchestra; University of the Air  KJBS—Football Game  KJV—Story Lady to 4:15  KJR—Football Game  KGW—Premier Coast  KQW—4:15, News Album  KJBS—Haven of Rest  KEC—Records; 4:15, Educ. Talk  KSL—Broadcaster's Review

4:30 to 5:00 P.M.


5:00 to 5:30 P.M.

• KPO & network—Freischlag Vari- ety Hour; Rudy Valle and his Musicette  KGO—Art Revue; 5:15, Beaux Arts Trio  KTAB—Children's Hour  KJBS—Memories in Songs  KGW—Pianist; Bill, Mack and Jimmie  KJBS—Memories; Lane, Hamona & Romera  KGDM—Studi Fröle; Dance Echoes  KJBS—The Concert  KFRC—Electrical Transcription  **KFRC & network—5:15, Uly  KJBS—Treasure Adventures to 5:15  KJBS—Souvenirs to 5:15  KJBS—Steamboat Bill; Records  KJBS—Dr. M. Lee; Music  KJBS—Recordings  KFSD—Studio Program  KGB—P. T. A. to 5:15  KSL—5:15, Tarzan

5:30 to 6:00 P.M.


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7:30 to 8:00 A. M.

- KPO & Network — Financial Service; Organ Concert
- KGLO — White; Edna Fischer
- KYA — Music: Unique Prog.
- KBTA — Hillbillys
- KROW — Communists Clock
- KJBS — Alarm Clock Klub
- KQW — Breakfast Hour
- KGDM — Gilmore Oil Program
- KFRC — Seal Rocks Broadcast
- KYA — Talk; Variety
- KEQ — 7:45, Crazy Wells
- KGW — Ronald Buck
- KJBS — Market Quotation: 7:45, Shadows on the Clock
- KECA — Varieties
- KOL — Organ Program
- KFI — Stocks: 7:45, Church
- KJBS — Records and Stock Reports
- KXN — Bill Sharples Breakfast Club
- KECA — Bible Fellowship to 7:45
- KFSF — 7:45, Good Cheer Program
- KGB — Seven O’Clock Club
- KSL — Morning Melodies

8:00 to 8:30 A. M.

- KPO & Network — NBC Music Appreciation Hour, Dr. Walter Damon
- KGO — Crosscuts Log o’ the Day
- KYA — Christian Science Reading; 8:15, Mr. and Mrs. Reader
- KTAB — Mobile Melodies
- KLX — Records: 8:20, Stocks
- KROW — Recordings
- KJBS — Morning Varieties
- KGW — Morning Melodies
- KQW — Morning Concerts; Records
- * KFRC & Network — Exercise & Applesauce: 8:15, U. S. Army Band
- KLX — 8:15, Cecil and Sally
- KVI — Crazy Mountainaires; Specials
- KOMO — Morning Reveries
- KEX — Musical Transcriptions
- KECA — Recordings
- KGB — Recordings
- KSL — Studio Ensemble to 8:15

8:30 to 9:00 A. M.

- KPO & Network — Music Appreciation
- KGO — Crosscuts Log o’ the Day
- KYA — Feminine Notebook; Concert
- KTAB — Radio Shopper’s Digest
- KLX — Covered Wagon Jubilee
- KROW — Novelty Review
- KJBS — Morning Concert
- KGDM — Recordings
- KJBS — Dance Music
- KYA — Record and Talk — Country Church
- KOMO — Harp Melodies; 8:45, Mary’s Friendly Garden
- KNX — Song Bag
- KECA — Recordings
- KSL — Good Morning Judge; Studio

9:00 to 9:30 A. M.

- KGO & Network — Fields & Hall, sound and patter
- KGLO — 9:15, Carnegie Prog.; Organ
- KPO — Barbara Lee, Breakfast Club
- KPO & Network — 9:15, Josephine Gibson
- KYA — Concert; Prudence Penny
- KTAB — Hour of Prayer
- KLX — Shopping List
- KROW — Romance; MacMarr News
- KGLO — Kings Men; Men’s Records
- KQW — Tuneful Topics
- KROW — 9:15, Rubin Muhl
- * KFRC & Network — Voice of Experience to 9:15
- KECA — Recordings
- KOL — 9:15, Prudence Penny
- KQW — Home Comfort to 9:15
- KQW — 9:15, Melody Melodies
- KNX — Sherman Health Talk
- KECA — Recordings
- KGB — 9:15, The Carpet Announced
- KPSD — 9:15, Good Cheer
- KSL — 9:15, Jennie Lee

10:30 to 11:00 A. M.

- KPO & Network — Woman’s Magazine of the Air
- KGLO — George Duffy’s Orch.; 10:45 Words & Music; Orch. & Vocalist
- KYA — Organ Concert
- KTAB — Health Talk
- KLX — International Kitchen
- KROW — Morning Concert
- KJBS — Dance Tunes; For the Ladies
- KGDM — So This Is Hollywood
- * KFRC & Network — Univ. of Calif.; 10:45, Bob Allen, Violinist
- KOL — Morning Melodies
- KVI — Amusement Tips to 10:45
- KFW — Best Books; Sarenader
- KXN — Mary Holmes; 10:45, Rhythm Encores
- KECA — Chaparral Club; Records
- KFSF — Mirth Parade; Studio
- KQA — Best Foods; 10:45 Livestock and Produce
- KSL — Recorded Program

11:00 to 11:30 A. M.

- KPO & Network — Woman’s Magazine of the Air
- KGLO — Magic of Speech
- KYA — Organ
- KTAB — Blue Moments; Fashions
- KROW — Health Talk; Spotlight
- KLX — Records; Note in Rhyme
- KJBS — Dance Melodies
- KGQ — Light Classics
- KGMD — Milady’s Date Book: 11:15, Mountain Music
- KDM — Organ Recital
- * KFRC & Network — Little French Princess; Helen Trent Romance
- KJBS — This & That
- KOL — Garden of the Air; News
- KVI — The Observer; Talk; Music
- KPO — Rhythm Ruler; Recorded
- KXN — Marshall Grant, Organist
- KJBS — Beauty Program to 11:15
- KECA — Spanish Lessons: 11:15, Frankie Patten, pianist
- KGO — To be announced

11:30 to 12:00 Noon

- KGO — Johnny O’Brien; 11:45, Agricultural Bulletin
- KPO & Network — Smackout; 11:45, Vic and Sade
- KYA — Dance Time
- KTAB — Modern Rhythms; News
- KQW — Anita & Orsosso; Music
- KROW — Latin-American Program
- KGRC — Request Hour
- KJBS — Dance Melodies
- KQW — Popular Variety; News
- KGDM — Organ Recital
- * KFRC & Network — American School of the Air
- KEX — Organ
- KJBS — Measure and Steps
- KFW — 11:45, Home Nursing Hints
- KNX — Spice of Life; Talk
- KECA — Records to 11:45
- KQA — Orchestra

12:00 to 12:30 P. M.

- KPO — News
- * KPO & Network — 12:15, Western Farm and Home Hour
- KPO — Agriculture; Financial; 12:20, Pair of Planes
- KYA — Scriptures; 12:03, Concert
- KJBS — News; 12:10, Concert
- KROW — Dance Music
- KROW — Latin-American Program
- KJBS — Popular Orchestra
- KJBS — Song Hits
- KGRC — Request Hour
- KFW — Friday Club; Reports
- * KFRC & Network — Philadelphia Orchestra

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8:00 to 8:30 P. M.
- KPO & network—Amos ’n’ Andy; 8:15, Gene and Glenn
- KGO—MicKEY Gillie’s Music; 8:15, Mickey Gillie’s Music
- KYA—Ernie Smith’s Sport Page; 8:15, Tales of the Tart
- KQW—Italian News: Sport of Kings
- KLX—News; 7:15, Lovable Liars
- KKNX—Hammond; L’Italia News
- KQW—Italian Variety
- KGHC—German-American Program of KFRC & network—Hollywood Hotel
- KJRX—Midnight
- KPWF—Football Talk
- KECA—Eb & Zeh; Bobby & Betty
- KXN—Watanabe & Archie; Raiput
- KECA—Scotland In Song and Story; Records

7:30 to 8:00 P. M.
- KPO & network—To be announced
- KGQ—Comedy Stars of Hollywood; 7:45, Mickey Gillie’s Music
- KKYA—Cowboys; Louise Taber
- KTA-B—To be announced; Organ
- KLX—Silver Strains; 7:45, Soprano
- KROW—L’Italia Echoes of Italy
- KGHC—Records; Organs
- KGQ—Italian Theatre
- KFRC & netwk—Borden’s Friday Program
- KJRX—Melody Race; Artistic Trio
- KFWF—Football; Comedy Stars
- KJBT—In-Lawns; Long Cowboy
- KXOF—Boy Detective; Katy & Keny
- KECA—Recordings
- KSL—Crossword; 6:15; Alka Selter

8:00 to 8:30 P. M.
- KPO & network—Amos ’n’ Andy; 8:15, Gene and Glenn
- KGO—MicKEY Gillie’s Music; 8:15, Mickey Gillie’s Music
- KXY—Evev Shabath; Talk
- KLX—Educational Program
- KTB—Dick & Scratchy; 8:15, “Ish’n’ Fool
- KROW—Echoes of Italy; 8:45
- KGSC—Spanish-American Program
- KGQ—Voice of Portugal; Opera
- KFRC & netwk—Myrt & Marge
- KNX—March of Time
- KDF—News; Ben Tippy
- KNX—News; Concert Group
- KFW—News; Mysteries; Organ
- KEC—Educ. Prog.; 6:15, News
- KFOX—News; Trio; Al & Molly

9:00 to 9:30 P. M.
- KPO & network—The Intimate Revue
- KGQ—Echoes from Orchestra Pit
- KPO—St. Mary’s College
- KLX—Sports; 8:45, Tonic Tunes
- KNX—Western; Orchestra
- KFRC & netwk—Court of Human Relations
- KFRC—Trio
- KNX—To be announced
- KEC—Recordings
- KFW—Jackson’s Orchestra
- KFOX—Melodier; Cecil and Sally

9:00 to 9:30 P. M.
- KPO & network—Caswell Concert
- KGO—Kerm. Editor, Hal Bur-dick, the story teller
- KTAB—Orchestra
- KQW—Opera
- KFRC & netwk—Jacques Renard and Orchestra
- KOIN—Goal Post Highlights to 9:15
- KVI—Stocking Fillers; News
- KFOM—10:15, Fireside Hour
- KHQ—9:15, Serenade
- KGQ—9:15, Fireside Hour
- KJBA—News; Recordings
- KNX—News; 9:15, Amazon
- KFIL—6:15, Studio Program
- KFOX—Soanik’s Orchestra
- KFO—Orchestra
- KROX—Newest Hit-Billes
- KFPS—Furmbilt Program; Sports
- KSL—Organ to 9:15

9:30 to 10:00 P. M.
- KPO & network—Ted Flo-Rito’s Orchestra
- KGQ—Pick and Pat
- KKYA—Lyric Quartet; News
- KTB—News; Babes in Radio
- KXN—News; Road Information
- KJBT—Advertisement
- KROW—Buck Royce Cowboys
- KGGC—Danceable Tunes; Sympho-nist
- KGQ—Opera; Front Page Drama
- KFRC & netwk—Hal Grayson and Orchestra
- KJBT—News; Editorial
- KVX—Flashes; Stocking Fillers
- KHQ—“Purty Joy,” Drama to 9:45
- KHQ—Melodies; Romance
- KOMO—9:45, Moments of Melody
- KJBA—News; Recordings
- KNX—Musical Headlines; Fights
- KFOX—Weaver Millbillies
- KSL—Wrestling Matches

10:00 to 10:30 P. M.
- KPO & network—Richfield Reporter; 10:15, Red Davis, dramatic sketch
- KJO—Williams-Walash Orchestra
- KXY—Cabby About; Rhynde Lame
- KTAB—Tivoli Club
- KLX—Recorded Music

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SUNDAY Programs

Nov. 24, 1934

7:00 to 7:30 A. M.
- KPO—Gospel Singer; Morning Parade
- KYA—Musical Clock
- KTA—Billie Tunes
- KROW—Alarm Clock
- KGDM—Breakfast Hour
- KFRC—Records; Stocks
- KQW—The Breakfast Hour
- KGO—Glenmore Oil Program
- KFRC—Seal Rocks Broadcast
- KOL—Program
- KVI—Talk; Varieties
- KZL—News; Music

7:30 to 8:00 A. M.
- KPO & network—Financial Service; 7:45, Lee S. Roberts and His Old Memory Box
- KGO—Morning Parade
- KLY—Musical Clock
- KTD—Billie Tunes
- KROW—Commuters Clock
- KGDM—Records; Stocks
- KGDM—Kiddies Program
- KVI—Radio Gospel League
- KHQ—Morning News
- KKFJ—Recordings
- KNX—Early Birds; 7:15, Pep and Singer
- KSL—News; Music

8:00 to 8:30 A. M.
- KPO & network—John O'Brien, harmonica; 8:15, The Vase Family
- KFRC—Crossleys, Lipton's
- KYA—Christian Science Reading; Mr. and Mrs. Reader
- KTA—Mobile Melodies
- KLX—Records; Crazy Prop; Stocks
- KROW—Commuters Clock
- KFF—Records
- KQW—Melodies and Varietiee
- KGD—Serenade; Capitol Dev. Agency
- KFRC—Exercise and Applesauce to 8:15
- KFRC & network—Geo. Johnson's Orchestra
- KOL—Studio: 8:15, Cecil and Sally
- KVI—8:15, Market Specials
- KOMO—Morning Reveries
- KFRC—Program; Tall & Gibbs
- KGW—Ronald Buc to 8:15
- KFJ—Church Quarter Hour to 8:15
- KTO—Gene Autry
- KECA—8:15, Memories of the Waltz
- KOA—Galaxy of Stars to 8:15

8:30 to 9:00 A. M.
- KPO & network—Down Lovers' Lane
- KGO—Crossleys Log o' the Day
- KYA—Morning Concert
- KLY—Covered Wagon Jubilee
- KCL—Shoppen.Oigest
- KROW—Novelty Review
- KSFJ—Recordings; Melodies
- KGDM—Recordings; Talk
- KGW—Morning Concert
- KFRC & network—Hollywood Century
- KFQ—Comments; Home Comfort
- KOMO—Vagabonds; Musical Madcaps

9:00 to 9:30 A. M.
- KPO & network—Armchair Quartet KFRC—9:15, Organ Concert
- KPO—News
- KPO & network—9:15, Genia Pronovosta, soprano
- KTA—Concert; Prudence Penny
- KTO—Hour of Prayer
- KKLX—Shooping List
- KROW—Romance; MacAlary News
- KSFJ—Vocalists; Bargain Basement
- KGD—Recordings
- KGW—Tuneful Topics
- KGD—Recordings
- KFRC & network—Connie Gates: 9:15, Samuel De Jong's Orchestra
- KFRC—9:15, Prudence Penny
- KVI—Mountaineers; Mystic Melodies
- KQW—Cooking School to 9:45
- KGW—Mushroom; Goms, Tall & Gibbs
- KQW—Rhythm
- KFJ—Medical Talk: 9:15, News
- KVI—Organ; 9:15, Melody R:ead
- KSFJ—9:15, Good Cheer Program
- KSL—9:15, Jennie Lee

9:30 to 10:00 A. M.
- KSL—News
- KFYA—Waltz Time
- KTK—Dr. Thompson, health talk
- KSL—Glee of the Air
- KROW—Diet and Health
- KFBS—For the Ladies; Concert
- KGQ—Memories Melodies
- KGW—Gems of Melody
- KGW—News; 8:45, Minstrels
- KFRC & network—Abram Chasins
- KTOH—This and That
- KFJ—News; Juice of Life
- KGML—Julie Day; Studio Program
- KNX—Amazon; 9:45, News
- KECA—L. A. School Program
- KGW—Radio News to 9:35

10:00 to 10:30 A. M.
- KPO & network—Farmers Union
- KGO—Beaux Arts Trio
- KYA—Columbia Parade; Harmonies
- KTAB—Bouquet; Bargain

10:30 to 11:00 A. M.
- KPO—Interlude to 10:35
- KPO & network—10:35, Woman's Magazine of the Air
- KGO—NBC Farm Forum; 10:45, Words and Music
- KLY—Community Church Program
- KTB—Health Talk; Duo Martin
- KIX—International Kitchen
- KROW—Morning Concert
- KJSB—Organ; 10:45, Records
- KGGC—The Sketch Book
- KQW—Aunt Sammy; Music
- KGDM—Recordings; Talk
- KFRC—Junior Art Art Recital
- KTOH—Air Shopping; Annie Brun
- KVI—Amusement Tips to 10:45
- KTO—Morning Concert
- KROW—Health Talk; Spotlight
- KJSB—Hats of the Past
- KGQ—Milady's Date Book; Music
- KQW—Talk; Giveaways
- KGDM—Organ
- KFRC & network—Ruso's Orch. Orchestra; 11:15, Football; Army vs. Navy
- KOL—Garden of the Air; News
- KKI—The Observer to 11:15
- KGW—Studio Program
- KFR—Rhythm Ruler
- KNSX—Musical Program
- KGEO—Classical Records
- KQDM—Organ
- KPO & network—Don Pedro's Orchestra
- KGDM—Organ
- KTO—Floral Posts
- KGEO—Ladies' Magazine
- KGW—Mrs. Washburn; Spaghetti
- KGW—Morning Concert
- KGEO—Talk
- KPO—Records to 11:45
- KSL—Round Towners

12:00 to 12:30 P. M.
- KGO & network—Hotel Syracuse Orchestra
- KGO—12:15, Western Agriculture
- KPO—News; To be announced
- KQW—Art and Music
- KECA—City School Program
- KGW—Stocks; Orchestra

12:30 to 12:45 P. M.
- KPO & network—Honda Syracuse Orchestra
- KGO—News; To be announced
KBAT—News; Event Book; Organ
KLX—Stocks; 12:05, Dance Music
KROW—Dance; American Program
KJBS—Sports; Instrumentalists
KQW—Popular Orchestra
KLX—Guest Hour
KGDM—Road Reports; Serenader
**KFRC & network—Football Game**
KOL—Football Game
KVI—12:15, Front Page Headlines
KQW—12:15, Business and Pleasure
KSL—State Market Reports
12:15
**KCA—News; 12:15, Congenion**
**KJR—Records; KGW—12:15.**
**KVI—12:15,**
**KYA—Hawaiian**
**KGO—Cecilians**
**KNX—Concert**
**KJR—Uncle Frank's**
**KQW—Weather; KSL—Payroll**
**KJR—Records; KGDM—Recordings**
**KQW—Dance**
**KSL—Broadway Review**
**KJR—Song**

1:00 to 1:30 P.M.
**KPO—Western Agriculture**
**KYA—Noonday Concert**
**KTB—Echoes of Portugal**
**KLX—Don Brose; Magic Harmony**
**KROW—Band Concert; Records**
**KJBS—Dance Matinee**
**KGGC—Pirate Cowboys**
**KQW—Weather; Market Reports**
**KFRC—Records; News**
**KFRC & network—Football Game**
**KOL—Football Game**
**KQW—News; Friendly Chat**
**KJR—Uncle Frank's Children Mat.**
**KNX—Concert Group**
**KQW—Concert favorites**
**KSL—The Captivators**

1:00 to 1:30 P.M.
**KGO—Cecilians**
**KPO & network—To be announced**
**KTB—Echoes of Portugal**
**KQW—Popular Orchestra**
**KTO—Songs of the Past**
**KQW—Concert Melodies**
**KJBS—Musical Novelties**
**KQW—Friendly Hour**
**KQDM—Recordings**
**KFRC & network—Football Game**
**KQW—Chat; Dental Clinic**
**KJR—Uncle Frank's Children Mat.**
**KNX—Concert Group**
**KFI—Organ Recital**
**KQW—Spanish Serenade; Five Star Revue**
**KBS—Afternoon Popular Concert**
**KQW—Afternoon Concert**
**KQDM—Recorded Program**
**KFRC—N. Y. Stocks to 1:35**
**KFRC & network—Paul Sabin and Orchestra**
**KPO—Chick Webb**
**KQW—The Sun Dial; Football Game**
**KEF—Grain Reports; Records**
**KNO—Pontrillo's Orchestra**

2:00 to 2:30 P.M.
**KFRC—Football Game**
**KQW—Popular Orchestra**
**KQW—Football Game**
**KQW—Dance Matinee**
**KQW—Barney**
**KQW—Records; News**
**KFRC & network—U. C. L. A. vs. O. S. C.**
**KVI—Musical Program**
**KQW—Football. Wash. vs. W. S. C.**

4:00 to 4:30 P.M.
**KPO & network—Football Game**
**KQW—Religion in the News; 4:15, Jamboree**
**KQW—Tea Dance**
**KTB—records; Broh's Club**
**KROW—Waltzes; Melodies**
**KQW—Hollywood Gossip; Orchestra**
**KFSD—Gumtree Oil Program**
**KQW—Star Reporter; Variety**
**KFRC & network—Football Game**
**KQW—Dance Matinee**
**KQW—To be announced**
**KFWB—Football**
**KCA—Records**
**KSL—Broadcasts Review**
**KOA—Religion in the News; Saturday Jamboree**

4:30 to 5:00 P.M.
**KPO & network—Football Game**
**KJR—Jamboree; 4:45, Pickens Sister**

5:00 to 5:30 P.M.
**KPO & network—Swift Hour; music direction Sigmund Romberg**
**KGO—Pastels; woodwind ensemble**
**KQW—Popular Orchestra**
**KJR—Records; KGDM—Theatre Program**
**KQW—Dance**
**KSL—Broadway Review**

6:00 to 6:30 P.M.
**KPO & network—Radio City Party**
**KQW—Concert; Popular Program**
**KFRC & network—Chesterfield Program**
**KQW—News; Reporter; Songs**
**KNO—News; 6:15, Calif. League**
**KFWB—News; Records; Organ**
**KECA—Records; News**
**KFOX—News; Vocalists; Al & Molly**

6:30 to 7:00 P.M.
**KPO & network—Gibson Family, original musical comedy**
**KQW—Spiritual Fantasy; Southern Harmony Four, male quartet**
**KTB—Sports; World Peace-Strains**
**KGL—Trio**
**KROW—Rhythm Kings; Dr. Faeel**
**KQW—Gerald Kenney; Recordings**
**KFRC & network—S orecast; To be announced**
**KJR—Song Bag; Melody Palette**
Saturday Programs

BROADCAST WEEKLY

7:00 to 7:30 P. M.

KFOX-Drama Hour
KFOX-Orchestra; Cecil and Sally

9:00 to 9:30 P. M.

KFOX & network—Floyd Gibbons Program; 9:15, Carlsfie Carnival, variety show, Ned Culliner, master of ceremonies

KO—Tom Gerun's Orchestra; Musical Treasure Chest
KX—Musical Skit; Aviation Talk
KTAB—Hullibelle Tunes
KTV—Weatherman of the Air
KROW—Italian Program
KFWB—News; Wyoming Cowboys
KFRC—Quartet Time; Instrumental
KFRC & network—Benjamin Franklin Drama

11:00 to 11:30 P. M.

KFOX & network—Ted Flo-Rito's Orchestra
KG—Jack Mills' Orchestra
KY—Sandman Orchestra
KTB—News; Dansapations
KROW—Dance of the Hour
KFWC & network—To be announced
KJOIN—Anthony's Columbians
KJBS—Artistic Trio
KOMO—Jack Mills' Orchestra
KGW—Dance Orchestra
KFWB—Dance Orchestra
KFOX—Dance Orchestra

KGB—Orchestra

11:30 to 12:00 Midnight

KFOX & network—Bart Woodyard's Orchestra
KPO—Organ Concert
KY—Concert Memories
KTB—Tony Wallace's Orchestra
KROW—Ban Wilde's Orch.
KFWC & network—Dick Jurgen's Orchestra
KOMO—Moonlight Melodies
KJBS—Silver Grill Orchestra
KFT—Around the World to 12:15

KJBS—12:01, Owi Program to 7 a.m.

KJBS—Owi Program

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