

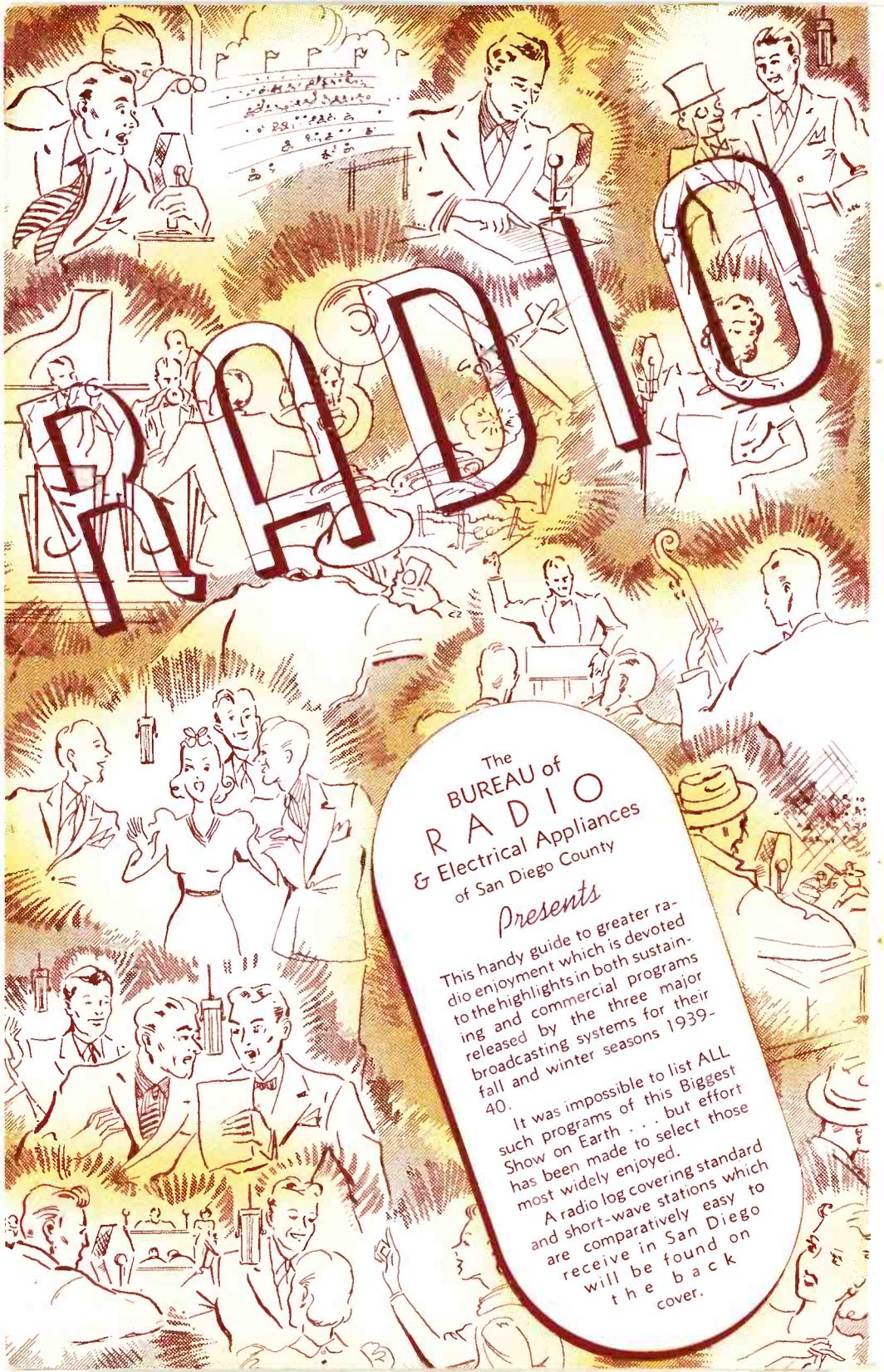
POTTS RADIO  
2117 Logan Ave  
St. Louis, Mo.

# The Biggest SHOW on Earth

POTTS RADIO  
2117 Logan Ave  
St. Louis, Mo.

THE RICHEST MAN  
✻ IN THE WORLD ✻  
CANNOT BUY WHAT  
THE POOREST MAN GETS  
FREE FROM HIS RADIO

Highlights & Radio Log  
FALL and WINTER SEASON  
1939 . . . 1940



The  
BUREAU of  
**RADIO**  
& Electrical Appliances  
of San Diego County

*Presents*

This handy guide to greater radio enjoyment which is devoted to the highlights in both sustaining and commercial programs released by the three major broadcasting systems for their fall and winter seasons 1939-40.

It was impossible to list ALL such programs of this Biggest Show on Earth . . . but effort has been made to select those most widely enjoyed.

A radio log covering standard and short-wave stations which are comparatively easy to receive in San Diego will be found on the back cover.

# MONDAY'S

FALL & WINTER  
1939-40

# HIGHLIGHTS

- 9:30 A.M.** **K F S D**  
**National Farm and Home Hour**
- 10:00 A.M.** **K G B**  
**The Happy Gang**  
Canada's number one fun show.
- 12:00 Noon** **K F S D**  
**Orphans of Divorce** Mon.-Fri.
- 2:15 P.M.** **K G B**  
**The Johnson Family**  
Jimmy Scribner's dramatic serial, with him playing all parts! Monday to Friday.
- 2:45 P.M.** **K G B**  
**Manhattan Mother**  
Home life in the world's most glamorous setting. Monday to Friday.
- 3:00 P.M.** **K G B**  
**Feminine Fancies**  
Mel Venter and the boys from San Francisco. Every afternoon, Mon. thru Fri.
- 4:15 P.M.** **K G B**  
**Haven of Rest**  
Mutual-Don Lee's daily devotional feature with "First Mate Bob." Mon. to Fri.
- 5:00 P.M.** **K G B**  
**Phantom Pilot**  
Ask any of the kids about the Phantom Pilot! Mon., Wed. and Fri.
- 5:15 P.M.** **K F S D**  
**Adventures of Tom Mix** Mon.-Fri.
- 5:30 P.M.** **K G B**  
**Jack Armstrong, All-American Boy**  
Fine juvenile radio feature, Mon. to Fri.
- 5:45 P.M.** **K G B**  
**Little Orphan Annie**  
Comic strip come to life, Mon. to Fri.
- 6:00 P.M.** **K N X**  
**Lux Radio Theatre**  
Hollywood guest stars in dramas successful as movies. C. B. De Mille producer.
- 6:00 P.M.** **K F I**  
**Dr. I. Q.**  
With Lew Valentine as mental banker.
- 6:30 P.M.** **K G B**  
**John B. Hughes**  
Ace of West Coast commentators. Daily, Monday through Saturday.
- 7:00 P.M.** **K N X**  
**Lady Esther Serenade—Lombardo**  
Guy Lombardo's orchestra.
- 7:30 P.M.** **K N X**  
**Blondie**  
The Dagwood-Blondie Bumstead household with Arthur Lake, Penny Singleton.
- 7:30 P.M.** **K F I**  
**Musical Sensations**  
Larry Clinton and his orchestra.
- 7:30 P.M.** **K G B**  
**The Lone Ranger**  
"Hi-yo, Silver!" Mon., Wed. and Fri.
- 8:00 P.M.** **K N X**  
**Amos 'n' Andy**  
Beloved Negro characters detailed in serial drama. (Monday through Friday).
- 8:00 P.M.** **K F I**  
**Pleasure Time**  
Fred Waring and his Pennsylvanians.
- 8:00 P.M.** **K G B**  
**Pull Over, Neighbor**  
A lively audience-participation game.
- 8:15 P.M.** **K N X**  
**Lum and Abner**  
The tangled affairs of two rural storekeepers. (Also Wed. and Fri.)
- 8:30 P.M.** **K F S D**  
**Voice of Firestone**  
Margaret Speaks and Richard Crooks, symphony with Alfred Wallenstein.
- 8:30 P.M.** **K N X**  
**Model Minstrels**  
With Tom Howard and George Shelton.
- 9:00 P.M.** **K N X**  
**Tune Up Time**  
Andre Kostelanetz's orchestra, Tony Martin and Kay Thompson's chorus.
- 9:00 P.M.** **K F S D**  
**True or False**  
Quiz program by Dr. Walter Hagen.
- 9:45 P.M.** **K G B**  
**Fulton Lewis, Jr**  
Commentator-correspondent. Broadcasting Mon. to Fri., from Washington.

## NEWS

7:15 A.M.	K F I
7:30 A.M.	K N X
7:45 A.M.	K F S D — K G B
10:00 A.M.	K F S D
12:00 Noon	K G B
12:30 P.M.	K F S D
2:30 P.M.	K G B
2:45 P.M.	K F S D
3:25 P.M.	K F S D
5:00 P.M.	K F S D
9:00 P.M.	K G B
10:00 P.M.	K F S D

- 9:30 A.M.** **K F S D**  
**National Farm and Home Hour**
- 10:00 A.M.** **K G B**  
**The Happy Gang**
- 11:00 A.M.** **K F S D**  
**Gallant American Women**
- 12:45 P.M.** **K G B**  
**Let's Play Bridge**  
Authoritative bridge. Mon. thru Fri.
- 2:15 P.M.** **K G B**  
**The Johnson Family**
- 2:45 P.M.** **K G B**  
**Manhattan Mother**
- 5:15 P.M.** **K F S D**  
**Adventures of Tom Mix**
- 5:30 P.M.** **K F S D**  
**Sherlock Holmes**  
Featuring Basil Rathbone.
- 5:30 P.M.** **K F I**  
**Pot o' Gold**  
Horace Heidt and his Musical Knights giving away a thousand dollars.
- 5:30 P.M.** **K G B**  
**Jack Armstrong, All-American Boy**
- 5:45 P.M.** **K G B**  
**Little Orphan Annie**
- 6:00 P.M.** **K G B**  
**Romance of Stamps**  
The great stories behind the world's postage stamps. Tues. and Thurs.
- 6:30 P.M.** **K G B**  
**John B. Hughes**
- 6:30 P.M.** **K N X**  
**Bob Crosby's Orchestra**  
Dixieland swing music with Crosby's famous octet—the "Bobcats" in the van.
- 6:30 P.M.** **K F I**  
**Fibber McGee**  
Jim and Marion Jordan as Fibber McGee and Molly, with Donald Novis and Billy Mills' orchestra.
- 7:00 P.M.** **K N X**  
**Calling All Cars**  
Police vs. criminals in dramatizations direct from Coast police blotters.
- 7:00 P.M.** **K G B**  
**Elliot Roosevelt**  
The President's son, broadcasting his views on national and international affairs. Tues., Thurs., and Sat.
- 7:15 P.M.** **K G B**  
**The Inside of Sports**  
Sam Balter, radio's ace sports commentator. Tues., Thurs. and Sat.

- 7:30 P.M.** **K N X**  
**Sports Mirror with Braven Dyer**  
Background sports commentary by one of Coast's great veteran sports observers.
- 7:30 P.M.** **K G B**  
**The Green Hornet**  
One-man crime crusade. Tues. and Thurs.
- 8:00 P.M.** **K F I**  
**Pleasure Time** (See Monday)
- 8:00 P.M.** **K N X**  
**Amos 'n' Andy**
- 8:00 P.M.** **K F S D**  
**Information, Please**  
Clifton Fadiman tries to "stump the experts" including Franklin P. Adams, Oscar Levant, John Kiernan and guest artists.
- 8:15 P.M.** **K N X**  
**Jimmie Fidler**  
The inside of Hollywood by the dean of cinema commentators.
- 8:30 P.M.** **K F S D**  
**The Aldrich Family**  
Featuring Ezra Stone as Henry Aldrich.
- 8:30 P.M.** **K N X**  
**Big Town**  
Edward G. Robinson as crusading managing editor cleans up Big Town. Drama.
- 8:45 P.M.** **K G B**  
**Twilight Trails**  
Something refreshingly new in radio entertainment. Tuesday and Thursday.
- 9:00 P.M.** **K N X**  
**Tuesday Night Party**  
Walter O'Keefe, Bobby Dolan's orchestra and Mary Martin in variety show.
- 9:30 P.M.** **K N X**  
**We, The People**  
People you didn't expect to meet interviewed by Gabriel Heatter.
- 9:45 P.M.** **K G B**  
**Fulton Lewis, Jr.**

### NEWS

- 7:15 A.M.** . . . . . **K F I**  
**7:30 A.M.** . . . . . **K N X**  
**7:45 A.M.** . . . **K F S D — K G B**  
**10:00 A.M.** . . . . . **K F S D**  
**12:00 Noon** . . . . . **K G B**  
**12:30 P.M.** . . . . . **K F S D**  
**2:30 P.M.** . . . . . **K G B**  
**2:45 P.M.** . . . . . **K F S D**  
**3:25 P.M.** . . . . . **K F S D**  
**5:00 P.M.** . . . . . **K F S D**  
**9:00 P.M.** . . . . . **K G B**  
**10:00 P.M.** . . . . . **K F S D**

# WEDNESDAY'S FALL & WINTER HIGHLIGHTS 1939-40

9:30 A.M. **K F S D**  
**National Farm and Home Hour**

10:00 A.M. **K G B**  
**The Happy Gang**

11:00 A.M. **K G B**  
**Hollywood Whispers**  
 George Fisher's intimate chat-cast.

2:15 P.M. **K G B**  
**The Johnson Family**

2:45 P.M. **K G B**  
**Manhattan Mother**

3:45 P.M. **K G B**  
**Dr. Wm. Van Wyck**  
 Radio's outspoken book critic.

4:15 P.M. **K G B**  
**Haven of Rest**

5:00 P.M. **K G B**  
**Phantom Pilot**

5:15 P.M. **K F S D**  
**Adventures of Tom Mix**

5:30 P.M. **K G B**  
**Jack Armstrong, All-American Boy**

5:30 P.M. **K F I**  
**Hobby Lobby**  
 Dave Elman interviews hobbyists. Harry Salter's orchestra furnishes music.

5:45 P.M. **K G B**  
**Little Orphan Annie**

6:00 P.M. **K F S D**  
**Beyond Reasonable Doubt**  
 Mystery story with Stephen Moore, criminal lawyer.

6:00 P.M. **K N X**  
**Texaco Star Theatre**  
 Variety from Hollywood with Kenny Baker, Frances Langford, and drama from New York by Broadway big names.

6:30 P.M. **K F I**  
**Hollywood Playhouse**  
 Herbert Marshall with well-known screen actresses.

6:30 P.M. **K G B**  
**John B. Hughes**

7:00 P.M. **K N X**  
**Dr. Christian**  
 Jean Hersholt as kindly physician-counselor of River's End. Drama.

7:00 P.M. **K F S D**  
**Madison Square Garden Fights**  
 Fights scheduled on the following dates: Dec. 20, 1939; Jan. 1 and 24, 1940.

7:00 P.M. **K F I**  
**Kay Kyser's Musical Quiz**  
 Kay Kyser as "teacher" and studio guests as "students" forms a fast moving show. Ginny Simms, featured vocalist.

7:30 P.M. **K N X**  
**Burns and Allen**  
 Burns and Allen with Ray Noble's orchestra in comedy-music potpourri.

7:30 P.M. **K G B**  
**The Lone Ranger**

8:00 P.M. **K F S D**  
**Breezing Along**  
 Phillip Morris, featuring Johnny Green's Orchestra.

8:00 P.M. **K N X**  
**Amos 'n' Andy**

8:15 P.M. **K N X**  
**Lum and Abner**

8:30 P.M. **K F S D**  
**Quicksilver**  
 "Riddle party" with Ransome Sherman.

8:30 P.M. **K N X**  
**Paul Whiteman's Orchestra**  
 Sweeping orchestral arrangements by King of Jazz, with Clark Dennis, Modernaires vocals

9:00 P.M. **K F I**  
**Town Hall**  
 Fred Allen's Town Hall Tonight with Portland Hoffa, Peter Van Steeden, Harry VonZell, and Mighty Allen Art Players.

9:00 P.M. **K N X**  
**Al Pearce**  
 Al Pearce, the low pressure salesman, with new supporting cast. Variety.

9:45 P.M. **K G B**  
**Fulton Lewis, Jr.**

NEWS	
7:15 A.M.	K F I
7:30 A.M.	K N X
7:45 A.M.	K F S D — K G B
10:00 A.M.	K F S D
12:00 Noon	K G B
12:30 P.M.	K F S D
2:30 P.M.	K G B
2:45 P.M.	K F S D
3:25 P.M.	K F S D
5:00 P.M.	K F S D
9:00 P.M.	K G B
10:00 P.M.	K F S D

# THURSDAY'S

FALL & WINTER  
1939-40

# HIGHLIGHTS

- 8:00 A.M.** **K G B**  
**Alan Courtney's Gloom Chasers**  
 There's no better way to start the day with a chuckle! One of radio's liveliest.
- 9:30 A.M.** **K F S D**  
**National Farm and Home Hour**
- 10:00 A.M.** **K G B**  
**The Happy Gang**
- 11:00 A.M.** **K F S D**  
**Standard School**  
 Teaching school children to appreciate fine music, this is its twelfth season.
- 12:00 Noon** **K F S D**  
**Orphans of Divorce** Mon.-Fri.
- 1:15 P.M.** **K G B**  
**Leo Freudberg**  
 Symphonic swing.
- 2:15 P.M.** **K G B**  
**The Johnson Family**
- 2:45 P.M.** **K G B**  
**Manhattan Mother**
- 4:15 P.M.** **K G B**  
**Haven of Rest**
- 5:15 P.M.** **K F S D**  
**Adventures of Tom Mix**
- 5:30 P.M.** **K G B**  
**Jack Armstrong, All-American Boy**
- 5:45 P.M.** **K G B**  
**Little Orphan Annie**
- 6:00 P.M.** **K F S D**  
**Beyond Reasonable Doubt**  
 (See Wednesday)
- 6:00 P.M.** **K N X**  
**Major Bowes**  
 Major Bowes' Original Amateur Hour.
- 6:00 P.M.** **K G B**  
**Romance of Stamps**
- 6:00 P.M.** **K F I**  
**Good News of 1940**  
 Fannie Brice (Baby Snooks), Hanley Stafford (Daddy), Walter Huston, Roland Young, Connie Boswell and Meredith Wilson's orchestra in this program.
- 6:30 P.M.** **K F S D**  
**America's Town Meeting of the Air**  
 Authoritative speakers discuss questions of national and international affairs.
- 6:30 P.M.** **K G B**  
**John B. Hughes**

- 7:00 P.M.** **K F I**  
**Kraft's Music Hall**  
 Bing Crosby as Emcee, Bob Burns, Pat Friday, Musical Maids, Ken Carpenter and John Scott Trotter's orchestra.
- 7:00 P.M.** **K G B**  
**Elliott Roosevelt**
- 7:15 P.M.** **K G B**  
**The Inside of Sports**
- 7:30 P.M.** **K G B**  
**The Green Hornet**
- 7:30 P.M.** **K N X**  
**Sports Mirror with Braven Dyer**
- 8:00 P.M.** **K N X**  
**Amos 'n' Andy**
- 8:15 P.M.** **K N X**  
**Euclid Ballot Box**  
 Sam Hayes presents pros and cons of controversial subject for audience vote.
- 8:30 P.M.** **K F I**  
**Standard Symphony Hour**  
 The San Francisco Symphony Orchestra under the direction of Gaetano Merola.
- 8:30 P.M.** **K N X**  
**Ask It Basket**  
 Jim McWilliams emcees quiz program.
- 8:45 P.M.** **K G B**  
**Twilight Trails**
- 9:00 P.M.** **K N X**  
**Strange As It Seems**  
 Believe-it-or-nots dug up by John Hix, presented in dramatic form.
- 9:30 P.M.** **K N X**  
**Union Oil Program**  
 Tabloid editions of standard opera classics with Mario Chamlee.
- 9:45 P.M.** **K G B**  
**Fulton Lewis, Jr.**

## NEWS

- 7:15 A.M.** . . . . . **K F I**  
**7:30 A.M.** . . . . . **K N X**  
**7:45 A.M.** . . . **K F S D — K G B**  
**10:00 A.M.** . . . . . **K F S D**  
**12:00 Noon** . . . . . **K G B**  
**12:30 P.M.** . . . . . **K F S D**  
**2:30 P.M.** . . . . . **K G B**  
**2:45 P.M.** . . . . . **K F S D**  
**3:25 P.M.** . . . . . **K F S D**  
**5:00 P.M.** . . . . . **K F S D**  
**9:00 P.M.** . . . . . **K G B**  
**10:00 P.M.** . . . . . **K F S D**

9:00 A.M.	K G B	7:00 P. M.	K F I
<b>Carolyn Price</b> Famous domestic economist of Woman's Home Companion fame.		<b>Lady Esther Serenade</b> Features such orchestras as Guy Lombardo and his Royal Canadians and Wayne King, the Waltz King.	
9:30 A.M.	K F S D	7:00 P. M.	K N X
<b>National Farm and Home Hour</b>		<b>Grand Central Station</b> Provocative and light-hearted drama with Manhattan locales.	
10:00 A.M.	K G B	7:00 P. M.	K F S D
<b>The Happy Gang</b>		<b>Madison Square Garden Fights</b> Fights scheduled on the following dates: Nov. 17, Dec. 1 and 15, 1939; Jan. 5, Feb. 2, 9 and 23; March 1, 8, 15 and 29; April 5; May 3, 10, 17 and 24, 1940.	
11:15 A.M.	K G B	7:30 P. M.	K G B
<b>Openui's Hawaiian Villagers</b> Island melodies de luxe.		<b>The Lone Ranger</b>	
12:00 Noon	K F S D	8:00 P. M.	K F S D
<b>Orphans of Divorce</b>		<b>Carson Robison and his Buckaroos</b> Exponents of Western music, drama and comedy.	
2:15 P. M.	K G B	8:00 P. M.	K F I
<b>The Johnson Family</b>		<b>Pleasure Time</b>	
2:45 P. M.	K G B	8:00 P. M.	K N X
<b>Manhattan Mother</b>		<b>Amos 'n' Andy</b>	
4:15 P. M.	K G B	8:15 P. M.	K N X
<b>Haven of Rest</b>		<b>Lum and Abner</b>	
5:00 P. M.	K G B	8:30 P. M.	K N X
<b>Phantom Pilot</b>		<b>Johnny Presents</b> Johnny Green's orchestra, the Swing 14 (chorus) and short dramas.	
5:15 P. M.	K F S D	9:00 P. M.	K N X
<b>Adventures of Tom Mix</b>		<b>Kate Smith Hour</b> Kate Smith as singing m.c., the Group Theatre for drama, and Abbott and Costello for comedy.	
5:30 P. M.	K G B	9:45 P. M.	K G B
<b>Jack Armstrong, All-American Boy</b>		<b>Fulton Lewis, Jr.</b>	
5:45 P. M.	K G B		
<b>Little Orphan Annie</b> Mon.-Fri.			
6:00 P. M.	K N X		
<b>Professor Quiz</b> Quiz with the aid of Bob Trout puts stumpers to members of studio audience.			
6:00 P. M.	K F S D		
<b>Plantation Party</b> Whitey Ford, the Duke of Paducah, heads this variety show as M.C. with Louise Massey and the Westerners, and Tom, Dick and Harry.			
6:30 P. M.	K F I		
<b>George Jessel</b> With the Merry Macs, Peter Van Steeden's Orchestra and guest stars.			
6:30 P. M.	K N X		
<b>First Nighter</b> Original playlets dramatized in "Little Theatre off Times Square"			
6:30 P. M.	K G B		
<b>John B. Hughes</b>			
6:45 P. M.	K G B		
<b>Morton Gould</b> Musical modernist.			

### NEWS

7:15 A.M.	.....	K F I
7:30 A.M.	.....	K N X
7:45 A.M.	..	K F S D — K G B
10:00 A.M.	.....	K F S D
12:00 Noon	.....	K G B
12:30 P. M.	.....	K F S D
2:30 P. M.	.....	K G B
2:45 P. M.	.....	K F S D
3:25 P. M.	.....	K F S D
5:00 P. M.	.....	K F S D
9:00 P. M.	.....	K G B
10:00 P. M.	.....	K F S D

# SATURDAY'S

FALL & WINTER  
1939-40

# HIGHLIGHTS

- |  |  |
|--|--|
| <p><b>8:15 A.M.</b> <span style="float: right;"><b>K G B</b></span><br/> <b>This Wonderful World</b><br/>                     Interviews with visitors on the top of the Empire State Tower, New York City.</p>                    | <p><b>7:00 P. M.</b> <span style="float: right;"><b>K F S D</b></span><br/> <b>Arturo Toscanini</b><br/>                     Conducting N.B.C. Symphony Orchestra.</p>   |
| <p><b>9:30 A.M.</b> <span style="float: right;"><b>K F S D</b></span><br/> <b>National Farm and Home Hour</b></p>  | <p><b>7:00 P. M.</b> <span style="float: right;"><b>K F I</b></span><br/> <b>Camel Caravan</b><br/>                     With Benny Goodman's Orchestra; Louise Tobin, singer; Bert Parks emcee.</p>  |
| <p><b>10:45 A.M.</b> <span style="float: right;"><b>K G B</b></span><br/> <b>EAST Football—All major stations</b><br/>                     During Grid season.</p>   | <p><b>7:00 P. M.</b> <span style="float: right;"><b>K G B</b></span><br/> <b>Elliott Roosevelt</b></p>   |
| <p><b>2:00 P. M.</b> <span style="float: right;"><b>K G B</b></span><br/> <b>WEST Football—All major stations</b></p>  | <p><b>7:15 P. M.</b> <span style="float: right;"><b>K G B</b></span><br/> <b>The Inside of Sports</b></p>  |
| <p><b>4:00 P. M.</b> <span style="float: right;"><b>K F S D</b></span><br/> <b>Message of Israel</b><br/>                     Talks from Central Synagogue in New York City, arranged by the United Jewish Laymen's Committee.</p> | <p><b>7:30 P. M.</b> <span style="float: right;"><b>K G B</b></span><br/> <b>Music by Moonlight</b><br/>                     With Raoul Nadeau and Willie Morris.</p>  |
| <p><b>5:00 P. M.</b> <span style="float: right;"><b>K G B</b></span><br/> <b>Sinfonietta</b><br/>                     Alfred Wallenstein's concert ensemble.</p>   | <p><b>7:30 P. M.</b> <span style="float: right;"><b>K N X</b></span><br/> <b>Sports Mirror with Braven Dyer</b></p>  |
| <p><b>5:30 P. M.</b> <span style="float: right;"><b>K F S D</b></span><br/> <b>Youth vs. Age</b><br/>                     Settle question of whether Life Begins at Forty.</p>   | <p><b>8:00 P. M.</b> <span style="float: right;"><b>K F I</b></span><br/> <b>National Barn Dance</b><br/>                     Uncle Ezra, Lula Belle and Scotty, the Hoosier Hot Shots and the vocalist Henry Burr are among those heard on this show.</p> |
| <p><b>5:30 P. M.</b> <span style="float: right;"><b>K F I</b></span><br/> <b>Stop Me If You've Heard This One</b><br/>                     Milton Berle's idea of a quiz program.</p>  | <p><b>8:30 P. M.</b> <span style="float: right;"><b>K N X</b></span><br/> <b>Gangbusters</b><br/>                     Dramatized versions of actual crimes.</p>  |
| <p><b>5:30 P. M.</b> <span style="float: right;"><b>K N X</b></span><br/> <b>Wayne King</b><br/>                     The Waltz King's soft dreamy arrangements of old and new songs.</p>   | <p><b>9:00 P. M.</b> <span style="float: right;"><b>K N X</b></span><br/> <b>Your Hit Parade</b><br/>                     The nation's top ten tunes played by Carl Hoff's orchestra.</p>  |
| <p><b>6:00 P. M.</b> <span style="float: right;"><b>K F S D</b></span><br/> <b>Beyond Reasonable Doubt</b><br/>                     (See Wednesday)</p>  |  |
| <p><b>6:30 P. M.</b> <span style="float: right;"><b>K G B</b></span><br/> <b>John B. Hughes</b></p>  |  |
| <p><b>6:45 P. M.</b> <span style="float: right;"><b>K N X</b></span><br/> <b>Saturday Night Serenade</b><br/>                     Bill Perry and Mary Eastman sing old and new popular songs with Gus Haenscehn's orchestra.</p>   |  |

## NEWS

7:15 A.M.	.....	<b>K F I</b>
7:30 A.M.	.....	<b>K N X</b>
7:45 A.M.	..	<b>K F S D — K G B</b>
10:00 A.M.	.....	<b>K F S D</b>
12:30 P. M.	.....	<b>K F S D</b>
3:00 P. M.	.....	<b>K G B</b>
3:25 P. M.	.....	<b>K F S D</b>
5:00 P. M.	.....	<b>K F S D</b>
9:00 P. M.	.....	<b>K G B</b>

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| <p><b>9:00 A.M.</b> <b>K F S D</b><br/><b>Radio City Music Hall</b></p> <p><b>11:30 A.M.</b> <b>K F S D</b><br/><b>Chicago Round Table</b><br/>A discussion of the reasons behind current happenings by non-partisan speakers picked by a committee from the faculty of the University of Chicago.</p> <p><b>12:00 Noon</b> <b>KNX</b><br/><b>New York Philharmonic</b><br/>John Barbiroli conducts N. Y. Symphony Orchestra. Deems Taylor, intermission commentator.</p> <p><b>1:00 P. M.</b> <b>K G B</b><br/><b>Nobody's Children</b><br/>Case histories of orphans from the Children's Home Finding Society. Conducted by Walter White, Jr.</p> <p><b>1:30 P. M.</b> <b>K F I</b><br/><b>The World Is Yours</b><br/>Interesting facts concerning the world we live in, gathered and authenticated by the Smithsonian Institute and the U. S. Office of Education of the Department of Interior.</p> <p><b>2:00 P. M.</b> <b>K G B</b><br/><b>Musical Steelmakers</b><br/>The "family" of Wheeling Steel entertaining, coast to coast. An all-employee cast.</p> <p><b>2:30 P. M.</b> <b>K F S D</b><br/><b>Metropolitan Auditions of the Air</b><br/>Presenting young artists who aspire to reach Metropolitan Opera.</p> <p><b>3:00 P. M.</b> <b>KNX*</b><br/><b>Silver Theatre</b><br/>Drama with Hollywood stars. Conrad Nagel, narrator-director.</p> <p><b>3:00 P. M.</b> <b>K G B</b><br/><b>Help Thy Neighbor</b><br/>Hal Styles conducting radio's original job-finding program; the show that has found employment for more than 16,000 jobless.</p> <p><b>3:30 P. M.</b> <b>KNX</b><br/><b>Gateway to Hollywood</b><br/>Talent gleaned from talent search by Jesse Lasky, presented in drama.</p> <p><b>4:30 P. M.</b> <b>KNX</b><br/><b>Screen Guild Theatre</b><br/>Variety show with four or five movie guest stars. Roger Pryor, m.c.</p> <p><b>5:00 P. M.</b> <b>K F I</b><br/><b>Chase &amp; Sanborn Hour</b><br/>Featuring Don Ameche as master of ceremonies for cast including Edgar Bergen and Charlie McCarthy, Dorothy Lamour, Nelson Eddy, and Robert Armbruster's Orchestra.</p> <p><b>5:00 P. M.</b> <b>K G B</b><br/><b>American Forum of the Air</b><br/>Red hot topics; red hot discussion; Theodore Granik presiding.</p> | <p><b>6:00 P. M.</b> <b>KNX</b><br/><b>Ford Sunday Evening Hour</b><br/>Detroit Symphony Orchestra with guest conductor, choir. Symphonic.</p> <p><b>6:00 P. M.</b> <b>K F S D</b><br/><b>Bookman's Notebook</b><br/>Interesting comments and criticisms by Joseph Henry Jackson on books of the moment.</p> <p><b>6:45 P. M.</b> <b>K F S D</b><br/><b>Sports Talk</b><br/>Bill Stern, N.B.C. expert sportscaster, in a quarter-hour of informative and entertaining news on all sports.</p> <p><b>7:00 P. M.</b> <b>K G B</b><br/><b>Original Good Will Hour</b><br/>John J. Anthony, friendly counsellor, dealing with the intimate problems of everyday people.</p> <p><b>7:00 P. M.</b> <b>K F I</b><br/><b>Hour of Charm</b><br/>Phil Spitalny with his All-Girl Singing Orchestra.</p> <p><b>7:00 P. M.</b> <b>KNX</b><br/><b>Campbell Playhouse</b><br/>Full-hour dramatic show, featuring Orson Welles.</p> <p><b>8:30 P. M.</b> <b>K F S D</b><br/><b>Jack Benny</b><br/>Ace-comedian with Mary Livingstone, "Rochester," Don Wilson, Andy Devine and Phil Harris' Orchestra.</p> <p><b>9:00 P. M.</b> <b>K F S D</b><br/><b>District Attorney</b><br/>Jay Joslin in title role and Arlene Francis as the D.A.'s secretary.</p> <p><b>9:00 P. M.</b> <b>K F I</b><br/><b>Walter Winchell</b><br/>News journal of the air for "Mrs. and Mrs. America."</p> <p><b>9:00 P. M.</b> <b>KNX</b><br/><b>Ben Bernie's Orchestra</b><br/>Lew Lehr and Ben Bernie's Orchestra in variety show.</p> <p><b>9:30 P. M.</b> <b>K F I</b><br/><b>One Man's Family</b><br/>The delightful story of the Barbour Family, radio's favorite drama.</p> |
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### NEWS

8:00 A.M. . . . .	K F S D
9:00 P. M. . . . .	K G B
10:00 P. M. . . . .	K F S D

# *Marvelous*

## **1940**

# *Consoles*

Those who have never enjoyed the utter thrill of listening to the deluxe models for 1940, simply cannot conceive of the added pleasure these new consoles afford. Automatic tuning, finger tip control, built-in aerials, improved tone quality, and greater dollar value are to be found in models designed to match perfectly your furniture. Most models are also equipped for television sound.

You can plug these new radios in anywhere and move them as often as you please because they require no ground or aerial. The vastly improved tone-monitors pick up every detail of quality the control-room engineers of the most modern broadcasting stations can pass along to you. You are assured a velvet-smooth response over the entire radio broadcasting range with these better 1940 consoles.

## **Radio - Phonograph Combinations**

The latest combinations open a new world of radio-phonograph triumphs in entertainment; while the fully automatic record - changer provides a continuous program of your selection — a turn of the button will start the mechanism playing through a complete series of records without further attention.

These breath-taking instruments unlock the treasure house of the ages and furnish music to suit every mood . . . for your own personal enjoyment or the entertainment of guests. They re-create your favorite artists' performances at will.

## You Can Enjoy Short-wave, Too

The 1940 radios are chock full of features and refinements which add immeasurably to radio enjoyment. Not the least important of these is short-wave. With the new consoles you can dial slowly along and get many a real thrill, especial'y now with the European excitement at its height. Or, for a change, switch to the amateur band and listen-in to a little "private" conversation because these amateurs sometimes put on quite a show. At any rate, do not be content to use these marvelous 1940 radios without exploring thoroughly the tremendous possibilities for entertainment, education and information. You'll find an ever-widening horizon of real enjoyment.



*Why not make this a*

## **RADIO Christmas**

*with a new 1940 Console or a  
Radio-Phonograph Combination?*

# LOG FOR RECEPTION IN SAN DIEGO

Station	Dial	City	Affiliation	Watts
KMTR	570	Los Angeles	Ind.	1,000
KFSD	600	San Diego	NBC—Blue	1,000
KTAR	620	Phoenix	NBC	1,000
KFI	640	Los Angeles	NBC—Red	50,000
KPO	680	San Francisco	NBC	50,000
KMPC	710	Beverly Hills	Ind.	500
KECA	780	Los Angeles	NBC—Blue	5,000
KGO	790	San Francisco	NBC	7,500
KOA	830	Denver	NBC—Red	50,000
KHJ	900	Los Angeles	MBS	5,000
KFWB	950	Hollywood	Calif.	5,000
KFVD	1000	Los Angeles	Ind.	1,000
KNX	1050	Hollywood	CBS	50,000
KSL	1130	Salt Lake City	CBS	50,000
KFOX	1250	Long Beach	Calif.	1,000
KFAC	1300	Los Angeles	Ind.	1,000
KGB	1330	San Diego	MBS	1,000
KGER	1360	Long Beach	Ind.	1,000

# SHORT-WAVE STATION LIST

Country	City	Call	Band Meters	Freq'cy KC.	BROADCASTING TIME, P.S.T. Daily Unless Otherwise Stated
Argentina	Buenos Aires	LRX	31	9660	3-3:45am; 6:15am-7pm
Canada	Toronto, Ont.	CFRX	49	6070	4:30am-9pm exc. Su; Su 7am-8pm
Cuba	Havana	COCH	31	9436	5am-8pm; Sun. 5am-7pm
England	London	GSB	31	9510	9-11:15; mid-3am; 3:20-5:30; 6:20-8:30pm beamed on NA
England	London	GSD	25	11750	9-11:15; 7:45am-1; 1:20-3; 3:20-5:30; 6:20-8:30 to NA
France	Paris (Essarts)	TPB7	25	11885	4-5:15am; 6:30-9pm. beamed on NA.
Guatemala	Guatemala City	TGWA	31	9685	7-8:30pm; 4-7:45; beamed on NA.
Italy	Rome	2RO3	31	9630	9:00-4:30pm; 4:30-6pm; beamed on NA.
Japan	Tokio (Tokyo)	JZL	16	17785	1:30-2:30pm; 5-5:30pm; beamed on NA.
Mexico	Mexico, D.F.	XEUZ	49	6117	6-10am; 4-11pm
U. S. A.	Boston, Mass.	W1XAL	25	11790	12:30-3:30pm; Sat. 10:30am- 3pm; Sun. 10am-3pm.
U. S. A.	Cincinnati, O.	W8XAL	49	6060	Sun-Mon-Thu-Sat. 2:45am- 8:30; Tu-W-Fr 2:45-4:30pm
U. S. A.	New York City	W2XE	25	11830	12:30-3; 3:30-7; Sat-Sun 12- 3; 3:30-8pm.
U. S. A.	Pittsburgh, Pa.	W8XK	25	11870	11am-8pm
U. S. A.	Schenectady	W2XAD	31	9550	3:15-6:15pm

## POLICE CALLS

Los Angeles - KGPL - 1712 . . San Diego - KGZD - 2490 . . Sacramento - KNGF - 2422

Cubler Bros. Radio Service  
ALL MAKES REPAIRED  
Radios, Refrigerators, Washers  
2146 Logan Ave. Phone M. 2320

# The Biggest SHOW on Earth

THE RICHEST MAN  
✻ IN THE WORLD ✻  
CANNOT BUY WHAT  
THE POOREST MAN GETS  
FREE FROM HIS RADIO

Highlights & Radio Log

SUMMER SEASON

1940

*Aristocratic in Appearance  
and Brilliant in Performance  
are the*

## **NEW 1941 CONSOLES**

Vastly improved in looks and performance, the 1941 CONSOLES assure maximum pleasure to eye and ear. The entire radio broadcasting range will be yours in velvet-smooth response if you own one of these marvelous models.

Automatic tuning, finger-tip control, built-in aerials, highly improved tone quality and more value than ever, will be found in these newest models, which can be selected to match perfectly your furniture. Practically all styles are also equipped for television sound. You can enjoy Short-Wave too. See log on another page and get the thrill of foreign reception.

## **RADIO-PHONOGRAPH Combinations**

Tremendously popular now are the new radio-phonograph combinations, which provide the widest possible opportunity for enjoyment of both broadcasting and recordings. The fully automatic record-changer supplies a continuous program of your own selection.

The smaller, portable combinations give added pleasure, as they are easily moved to any location which may suit you best at the moment.

*Why not visit your dealer and see the 1941 models?*

<b>8:30 A.M.</b> (Mon. thru Fri.)	<b>K F S D</b>	<b>5:30 P. M.</b>	<b>K F I</b>
National Farm and Home Hour		Alec Templeton Time	
<b>8:45 A.M.</b>	<b>K G B</b>	<b>5:45 P. M.</b> (Mon. thru Fri.)	<b>K G B</b>
Carters of Elm Street (Mon. thru Fri.)		Little Orphan Annie	
<b>9:00 A.M.</b>	<b>K N X</b>	<b>6:00 P. M.</b>	<b>K N X</b>
The Goldbergs		Lady Esther Serenade	
<b>9:15 A.M.</b> (Mon. thru Fri.)	<b>K F S D</b>	Guy Lombardo's interpretations.	
Between the Bookends Ted Malone.		<b>6:30 P. M.</b>	<b>K N X</b>
<b>10:00 A.M.</b> Big Sister	<b>K N X</b>	Blondie and Dagwood	
<b>10:45 A.M.</b>	<b>K G B</b>	<b>7:00 P. M.</b>	<b>K G B</b>
Bachelor's Children (Mon. thru Fri.)		Paging the Past	
<b>11:00 A.M.</b>	<b>K G B</b>	<b>7:00 P. M.</b>	<b>K N X</b>
Friendly Neighbors (Mon. thru Fri.)		Amos 'n' Andy	
<b>11:00 A.M.</b>	<b>K F S D</b>	<b>7:15 P. M.</b>	<b>K F S D</b>
Orphans of Divorce (Mon. thru Fri.)		Elliott Roosevelt (Mon.-Wed.-Fri.)	
<b>11:15 A.M.</b> (Mon. thru Fri.)	<b>K F S D</b>	<b>7:30 P. M.</b>	<b>K F S D</b>
Amanda of Honeymoon Hill		True or False quiz program.	
<b>11:30 A.M.</b>	<b>K F S D</b>	<b>7:30 P. M.</b>	<b>K G B</b>
John's Other Wife (Mon. thru Fri.)		The Lone Ranger (Mon.-Wed.-Fri.)	
<b>11:45 A.M.</b>	<b>K F S D</b>	<b>7:30 P. M.</b>	<b>K F I</b>
Just Plain Bill (Mon. thru Fri.)		Union Oil Program	
<b>12:00 P. M.</b> Pretty Kitty Kelly	<b>K N X</b>	<b>8:00 P. M.</b>	<b>K F S D</b>
<b>12:15 P. M.</b> Myrt and Marge	<b>K N X</b>	The Passing Parade	
<b>12:30 P. M.</b> Hilltop House	<b>K N X</b>	John Nesbitt's news commentary.	
<b>1:00 P. M.</b> Kathleen Norris	<b>K N X</b>	<b>8:00 P. M.</b>	<b>K G B</b>
<b>1:00 P. M.</b>	<b>K G B</b>	Pull Over, Neighbor!	
Don Lee School of the Air		<b>8:00 P. M.</b>	<b>K N X</b>
<b>2:45 P. M.</b>	<b>K F S D</b>	Tune-up Time	
David Harum (Mon. thru Fri.)		Andre Kostelanetz's orchestra.	
<b>3:00 P. M.</b>	<b>K F S D</b>	<b>8:15 P. M.</b>	<b>K N X</b>
Maddox Family (Mon. thru Fri.)		Lanny Ross	
<b>3:20 P. M.</b> Fletcher Wiley	<b>K N X</b>		
<b>3:30 P. M.</b> (Mon. thru Fri.)	<b>K F S D</b>		
Blanchard McKee, Your Neighbor			
<b>3:45 P. M.</b>	<b>K F S D</b>		
Carol Leighton (Mon. thru Fri.)			
<b>4:00 P. M.</b>	<b>K F I</b>		
The Telephone Hour Symphonic			
<b>4:30 P. M.</b> (Mon. thru Fri.)	<b>K G B</b>		
Marriage License Romances			
<b>4:30 P. M.</b>	<b>K F I</b>		
Voice of Firestone			
Alfred Wallenstein; with Richard Crooks.			
<b>5:00 P. M.</b>	<b>K N X</b>		
Lux Radio Theatre			
<b>5:00 P. M.</b>	<b>K F I</b>		
Dr. I. Q. Lew Valentine			

### NEWS

7:15 A.M.	K F I
7:30 A.M.	K N X
7:45 A.M.	K F I - K F S D - K G B
8:15 A.M.	K F I
10:00 A.M.	K G B
12:00 Noon.	K F S D - K G B
2:00 P. M.	K G B
2:15 P. M.	K F S D
3:00 P. M.	K N X
5:00 P. M.	K F S D
6:00 P. M.	Raymond Gram Swing K G B
6:30 P. M.	John B. Hughes . . . K G B
9:00 P. M.	K G B - K N X
9:30 P. M.	Fulton Lewis, Jr. . . K G B
9:45 P. M.	K F S D - K N X
10:00 P. M.	K F I
11:00 P. M.	K N X

8:30 A.M.	K F S D	6:00 P. M.	K F I
National Farm and Home Hour		Bob Hope Variety Show	
8:45 A.M.	K G B	6:45 P. M.	K N X
Carters of Elm Street		Sports Huddle	Braven Dyer
9:00 A.M.	K N X	7:00 P. M.	K F S D
The Goldbergs		Information Please	
9:15 A.M.	K F S D	7:00 P. M.	K G B
Between the Bookends		Paging the Past	
10:00 A.M.	K N X	7:00 P. M.	K N X
Big Sister		Amos 'n' Andy	
10:45 A.M.	K G B	7:15 P. M.	K G B
Bachelor's Children		Inside of Sports	(Tues.-Thurs.-Sat.)
11:00 A.M.	K G B	7:30 P. M.	K F S D
Friendly Neighbors		The Aldrich Family	
11:00 A.M.	K F S D	7:30 P. M.	K N X
Orphans of Divorce		Big Town	Edward G. Robinson
11:15 A.M.	K F S D	8:00 P. M.	K N X
Amanda of Honeymoon Hill		We, The People	
11:30 A.M.	K F S D	8:00 P. M.	K F S D
John's Other Wife		Easy Aces	(Tues.-Wed.-Thurs.)
11:45 A.M.	K F S D	8:15 P. M.	(Tues.-Wed.-Thurs.) K F S D
Just Plain Bill		Mr. Keene	Tracer of lost persons.
12:00 P. M.	K N X	8:15 P. M.	K N X
Pretty Kitty Kelly		Lanny Ross	
12:15 P. M.	K N X	8:30 P. M.	K N X
Myrt and Marge		Professor Quiz	
12:30 P. M.	K N X	8:45 P. M.	K G B
Hilltop House		Twilight Trails	
1:00 P. M.	K N X	9:15 P. M.	K G B
Kathleen Norris		Don't You Believe It	
1:00 P. M.	K G B		
Don Lee School of the Air			
2:45 P. M.	K F S D		
David Harum			
3:00 P. M.	K F S D		
Maddox Family			
3:20 P. M.	K N X		
Fletcher Wiley			
3:30 P. M.	K F S D		
Blanchard McKee, Your Neighbor			
3:45 P. M.	K F S D		
Carol Leighton			
4:30 P. M.	K F I		
Pot o' Gold			
4:30 P. M.	K N X		
Court of Missing Heirs			
5:00 P. M.	K F I		
Cavalcade of America			
5:00 P. M.	K N X		
Second Husband	Helen Menken		
5:30 P. M.	K F I		
Fibber McGee and Molly			
5:45 P. M.	K G B		
Little Orphan Annie			

### NEWS

7:15 A.M.	K F I
7:30 A.M.	K N X
7:45 A.M.	K F I - K F S D - K G B
8:15 A.M.	K F I
10:00 A.M.	K G B
12:00 Noon.	K F S D - K G B
2:00 P. M.	K G B
2:15 P. M.	K F S D
3:00 P. M.	K N X
5:00 P. M.	K F S D
6:00 P. M.	Raymond
	Gram Swing
6:30 P. M.	John B.
	Hughes
9:00 P. M.	K G B - K N X
9:30 P. M.	Fulton
	Lewis, Jr.
9:45 P. M.	K F S D - K N X
10:00 P. M.	K F I
11:00 P. M.	K N X



8:30 A.M.	K F S D	6:00 P. M.	K F I
National Farm and Home Hour		Bing Crosby Program	
8:45 A.M.	K G B	7:00 P. M.	K N X
Carters of Elm Street		Amos 'n' Andy	
9:00 A.M.	K N X	7:00 P. M.	K G B
The Goldbergs		Paging the Past	
9:15 A.M.	K F S D	7:15 P. M.	K G B
Between the Bookends		Inside of Sports	
10:00 A.M.	K N X	7:30 P. M.	K N X
Big Sister		Ask It Basket	
10:45 A.M.	K G B	7:30 P. M.	K F S D
Bachelor's Children		Musical Americana	
11:00 A.M.	K G B	8:00 P. M.	K F S D
Friendly Neighbors		Easy Aces	
11:00 A.M.	K F S D	8:00 P. M.	K N X
Orphans of Divorce		Strange As It Seems	
11:15 A.M.	K F S D	8:15 P. M.	K N X
Amanda of Honeymoon Hill		Lanny Ross	
11:30 A.M.	K F S D	8:15 P. M.	K F S D
John's Other Wife		Mr. Keene	
11:45 A.M.	K F S D	Tracer of lost persons.	
Just Plain Bill		8:30 P. M.	K F I
12:00 P. M.	K N X	Standard Symphony Hour	
Pretty Kitty Kelly		8:30 P. M.	K N X
12:15 P. M.	K N X	Answer Auction	
Myrt and Marge		8:45 P. M.	K G B
12:30 P. M.	K N X	Twilight Trails	
Hilltop House		9:15 P. M.	K G B
1:00 P. M.	K N X	Don't You Believe It	
Kathleen Norris		9:30 P. M.	K F I
1:00 P. M.	K G B	I Love a Mystery	
Don Lee School of the Air			
2:45 P. M.	K F S D		
David Harum			
3:00 P. M.	K F S D		
Maddox Family			
3:20 P. M.	K N X		
Fletcher Wiley			
3:30 P. M.	K F S D		
Blanchard McKee, Your Neighbor			
3:45 P. M.	K F S D		
Carol Leighton			
5:00 P. M.	K F I		
Good News of 1940			
Dick Powell and Fanny Brice.			
5:00 P. M.	K N X		
Major Bowes Amateur Hour			
5:45 P. M.	K G B		
Little Orphan Annie			

### NEWS

7:15 A.M.	K F I
7:30 A.M.	K N X
7:45 A.M.	K F I - K F S D - K G B
8:15 A.M.	K F I
10:00 A.M.	K G B
12:00 Noon.	K F S D - K G B
2:00 P. M.	K G B
2:15 P. M.	K F S D
3:00 P. M.	K N X
5:00 P. M.	K F S D
6:00 P. M.	Raymond
	Gram Swing
6:30 P. M.	John B.
	Hughes
9:00 P. M.	K G B - K N X
9:30 P. M.	Fulton
	Lewis, Jr.
9:45 P. M.	K F S D - K N X
10:00 P. M.	K F I
11:00 P. M.	K N X

8:30 A.M.	K F S D	5:45 P. M.	K G B
National Farm and Home Hour		Little Orphan Annie	
8:45 A.M.	K G B	6:00 P. M.	K F S D
Carters of Elm Street		Adams Sports Parade	
9:00 A.M.	K N X	6:00 P. M.	K F I
The Goldbergs		Don Ameche Show	
9:15 A.M.	K F S D	6:00 P. M.	K N X
Between the Bookends		Grand Central Station	
10:00 A.M.	K N X	6:30 P. M.	K N X
Big Sister		Believe It or Not	
10:45 A.M.	K G B	7:00 P. M.	K G B
Bachelor's Children		Paging the Past	
11:00 A.M.	K G B	7:00 P. M.	K N X
Friendly Neighbors		Amos 'n' Andy	
11:00 A.M.	K F S D	7:15 P. M.	K F S D
Orphans of Divorce		Elliott Roosevelt	
11:15 A.M.	K F S D	7:30 P. M.	K G B
Amanda of Honeymoon Hill		The Lone Ranger	
11:30 A.M.	K F S D	7:30 P. M.	K F I
John's Other Wife		Show Boat	
11:45 A.M.	K F S D	7:30 P. M.	K F S D
Just Plain Bill		This Amazing America	
12:00 P. M.	K N X	7:30 P. M.	K N X
Pretty Kitty Kelly		Johnny Presents	
12:15 P. M.	K N X	8:00 P. M.	K N X
Myrt and Marge		Kate Smith Hour	
12:30 P. M.	K N X	8:15 P. M.	K N X
Hilltop House		Lanny Ross	
12:45 P. M.	K F S D	9:45 P. M.	K G B
Commonwealth Club Luncheon		Hollywood American Legion Fights	
National Guest Speakers			
1:00 P. M.	K N X		
Kathleen Norris			
1:00 P. M.	K G B		
Don Lee School of the Air			
2:45 P. M.	K F S D		
David Harum			
3:00 P. M.	K F S D		
Maddox Family			
3:20 P. M.	K N X		
Fletcher Wiley			
3:30 P. M.	K F S D		
Blanchard McKee, Your Neighbor			
3:45 P. M.	K F S D		
Carol Leighton			
4:30 P. M.	K G B		
Marriage License Romances			
5:00 P. M.	K N X		
Al Pearce			
5:30 P. M.	K N X		
First Nighter			
5:30 P. M.	K F I		
What's My Name?			

### NEWS

7:15 A.M.	K F I
7:30 A.M.	K N X
7:45 A.M.	K F I - K F S D - K G B
8:15 A.M.	K F I
10:00 A.M.	K G B
12:00 Noon.	K F S D - K G B
2:00 P. M.	K G B
2:15 P. M.	K F S D
3:00 P. M.	K N X
5:00 P. M.	K F S D
6:00 P. M.	Raymond Gram Swing K G B
6:30 P. M.	John B. Hughes . . . K G B
9:00 P. M.	K G B - K N X
9:30 P. M.	Fulton Lewis, Jr. . . K G B
9:45 P. M.	K F S D - K N X
10:00 P. M.	K F I
11:00 P. M.	K N X

**8:00 A.M.** **K G B**  
**This Wonderful World**  
From top of Empire State Building, N.Y.

**8:30 A.M.** **K F S D**  
**National Farm and Home Hour**

**9:00 A.M.** **K N X**  
**Kids Quizaroo**  
Quiz program for children.

**9:30 A.M.** **K F S D**  
**Luncheon at the Waldorf**  
Broadcast from Empire Room of Waldorf Astoria Hotel in New York City.

**12:15 P. M.** **K G B**  
**Popsicle Pete's Money Box**  
Prize award show plus Buck Rogers.

**2:30 P. M.** **K G B**  
**Sinfonietta**  
Alfred Wallenstein's concert orchestra.

**3:00 P. M.** **K F S D**  
**Message of Israel**  
Talks from Central Synagogue, N.Y.

**4:00 P. M.** **K G B**  
**Dramas of Youth**  
Boyhood glimpses of great men.

**4:15 P. M.** **K F S D**  
**John Gunther**  
News commentator.

**5:00 P. M.** **K F S D**  
**National Barn Dance**  
Starring Eddie Peabody, Uncle Ezra, Henry Burr, Hoosier Hot Shots, and others. Music by Glen Welty's orchestra.

**5:45 P. M.** **K N X**  
**Saturday Night Serenade**  
Mary Eastman, Bill Perry; Gus Haenschen.

**6:00 P. M.** **K G B**  
**World's Fair Party**  
Art Linkletter at the mike.

**6:00 P. M.** **K F I**  
**Bob Crosby's Caravan**  
With Mildred Bailey, blues singer.

**7:00 P. M.** **K N X**  
**Sky Blazers**  
Col. Roscoe Turner as narrator.

**7:15 P. M.** **K G B**  
**Inside of Sports**

**8:00 P. M.** **K G B**  
**Imperial Intrigue**  
Produced in San Diego for the Mutual-Don Lee net.

**8:00 P. M.** **K N X**  
**Your Hit Parade**  
The nation's top ten tunes of the week.

**9:00 P. M.** **K F S D**  
**Marriage Club**  
MacQuarrie quizzes husbands and wives.

**9:15 P. M.** **K G B**  
**Saturday Night Party**  
With Stu Wilson and Jimmy Burton.

## BASEBALL STATIONS

City	Station	Dial
Los Angeles—		
Hollywood	K F A C	1300
San Francisco	K G O	790
Oakland	K R O W	930
Sacramento	K F B K	1490
Portland	K E X	1180
Seattle	K J R	970

## NEWS

7:15 A.M.	K F I
7:30 A.M.	K N X
7:45 A.M.	K F I - K F S D - K G B
12:00 Noon	K F S D
3:00 P. M.	K N X
4:55 P. M.	K N X
5:00 P. M.	K F S D
6:30 P. M.	John B. Hughes . . . K G B
6:55 P. M.	K N X
9:00 P. M.	K N X
9:00 P. M.	K G B
9:45 P. M.	K N X
11:00 P. M.	K N X

- |   |                |   |                |
|---|----------------|---|----------------|
| <b>8:00 A.M.</b>  | <b>K F S D</b> | <b>6:00 P. M.</b>   | <b>K F I</b>   |
| <b>Radio City Music Hall</b><br>An hour program of fine music.  |                | <b>Hour of Charm</b><br>Phil Spitalny and his all-girl orchestra.                     |                |
| <b>10:00 A.M.</b>   | <b>K F S D</b> | <b>6:00 P. M.</b>   | <b>K F S D</b> |
| <b>Salute of Americas</b><br>Greetings to U. S. from various foreign countries. Prominent statesmen and national music presented. |                | <b>Goodwill Hour</b><br>John J. Anthony's "good will court."                          |                |
| <b>10:30 A.M.</b>   | <b>K F S D</b> | <b>6:00 P. M.</b>   | <b>K G B</b>   |
| <b>University of Chicago Round Table</b><br>Current happenings given by leading authorities.                                      |                | <b>WGN Symphony Hour</b><br>Hour of great music from Chicago.                         |                |
| <b>11:00 A.M.</b>   | <b>K N X</b>   | <b>7:00 P. M.</b>   | <b>K G B</b>   |
| <b>New York Philharmonic Orchestra</b><br>John Barbirolli with guest soloists.  |                | <b>The Answer Man</b><br>Albert Mitchell—knows all the answers. (Also same time Wed.) |                |
| <b>12:00 Noon</b>   | <b>K F S D</b> | <b>7:00 P. M.</b>   | <b>K N X</b>   |
| <b>National Vespers</b><br>Conducted by Dr. Harry Emerson Fosdick.  |                | <b>Breezing Along</b><br>Popular melodies by Johnny Green's orc.                      |                |
| <b>12:30 P. M.</b>  | <b>K G B</b>   | <b>7:30 P. M.</b>   | <b>K F S D</b> |
| <b>Nobody's Children</b><br>Case histories of orphans.  |                | <b>Jack Benny</b><br>The number-one comedy show of the air.                           |                |
| <b>1:00 P. M.</b>   | <b>K G B</b>   | <b>8:00 P. M.</b>   | <b>K F I</b>   |
| <b>Musical Steelmakers</b><br>Wheeling Steel all-employee cast.   |                | <b>Walter Winchell</b><br>The one-man newspaper of the air.                           |                |
| <b>1:00 P. M.</b>   | <b>K N X</b>   | <b>8:30 P. M.</b>   | <b>K F I</b>   |
| <b>Spelling Bee Liner</b><br>An old-fashioned spelldown with Tom Breneman.  |                | <b>I Want a Divorce</b><br>Dramatized case histories.                                 |                |
| <b>2:00 P. M.</b>   | <b>K N X</b>   | <b>8:30 P. M.</b>   | <b>K N X</b>   |
| <b>Silver Theatre</b><br>Starring the screen's great names.   |                | <b>Take It or Leave It</b><br>A quiz show.  |                |
| <b>2:30 P. M.</b>   | <b>K N X</b>   | <b>8:30 P. M.</b>   | <b>K F S D</b> |
| <b>Melody Ranch</b><br>Gene Autry in drama and range melodies.  |                | <b>Sports Newsreel of the Air</b><br>Bill Stern, NBC's foremost sportscaster.         |                |
| <b>4:00 P. M.</b>   | <b>K G B</b>   | <b>9:00 P. M.</b>   | <b>K F S D</b> |
| <b>American Forum of the Air</b><br>Red-hot topics; red-hot discussion; Theodore Granik presiding.                                |                | <b>Agua Caliente Races</b><br>Oscar Otis gives re-creation of races.                  |                |
| <b>4:00 P. M.</b>   | <b>K F I</b>   | <b>9:15 P. M.</b>   | <b>K G B</b>   |
| <b>Edgar Bergen and Charlie McCarthy</b><br>With Armbruster's orchestra and guest stars.  |                | <b>The Voice of Prophecy</b><br>West Coast devotional program.                        |                |
| <b>4:30 P. M.</b>   | <b>K F I</b>   | <b>10:15 P. M.</b>  | <b>K F S D</b> |
| <b>One Man's Family</b><br>Carlton E. Morse's story.  |                | <b>Bridge to Dreamland</b><br>Paul Carson at the organ.                               |                |
| <b>4:45 P. M.</b>   | <b>K F S D</b> |   |                |
| <b>Voices of Yesterday</b><br>Collection of recordings of Thomas Alva Edison.   |                |   |                |
| <b>5:00 P. M.</b>   | <b>K N X</b>   |   |                |
| <b>Ford Sunday Evening Hour</b><br>Ford Symphony orchestra with Eugene Ormandy.   |                |   |                |

### NEWS

- |                    |                |
|--------------------|----------------|
| <b>9:00 P. M.</b>  | <b>K G B</b>   |
| <b>9:45 P. M.</b>  | <b>K F S D</b> |
| <b>10:00 P. M.</b> | <b>K F I</b>   |

# LOG FOR RECEPTION IN SAN DIEGO

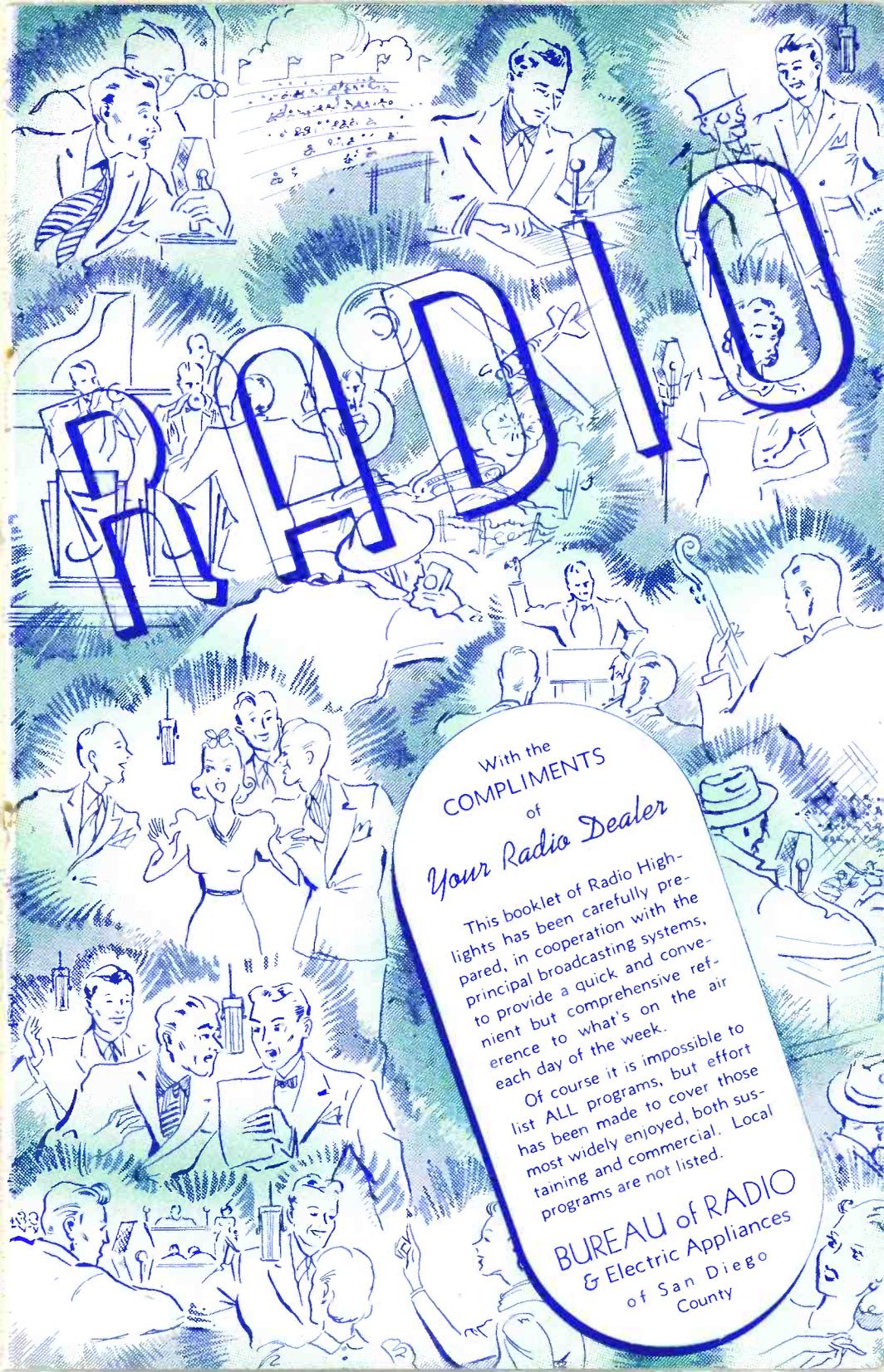
Station	Dial	City	Affiliation	Watts
KMTR	570	Los Angeles	Ind.	1,000
KFSD	600	San Diego	NBC—Blue	1,000
KTAR	620	Phoenix	NBC	1,000
KFI	640	Los Angeles	NBC—Red	50,000
KPO	680	San Francisco	NBC—Red	50,000
KMPC	710	Beverly Hills	Ind.	5,000
KECA	780	Los Angeles	NBC—Blue	5,000
KGO	790	San Francisco	NBC—Blue	7,500
KOA	830	Denver	NBC—Red	50,000
KHJ	900	Los Angeles	MBS	5,000
KFWB	950	Hollywood	Calif.	5,000
KFVD	1000	Los Angeles	Ind.	1,000
KNX	1050	Hollywood	CBS	50,000
KSL	1130	Salt Lake City	CBS	50,000
KFOX	1250	Long Beach	Calif.	1,000
KFAC	1300	Los Angeles	Ind.	1,000
KGB	1330	San Diego	MBS	1,000
KGER	1360	Long Beach	Ind.	1,000

## SHORT - WAVE STATION LIST

Country	City	Call	Band Meters	Freq'cy KC.	BROADCASTING TIME, P.S.T. Daily Unless Otherwise Stated
Argentina	Buenos Aires	LRX	31	9660	3-3:45am; 6:15am-7pm
Canada	Toronto, Ont.	CFRX	49	6070	4:30am-9pm exc. Sun; Sun 7am-8pm
Cuba	Havana	COCH	31	9436	5am-8pm; Sun. 5am-7pm
England	London	GSB	31	9510	9-11:15; mid-3am; 3:20-5:30; 6:20-8:30pm beamed on NA
England	London	GSD	25	11750	9-11:15; 7:45am-1; 1:20-3; 3:20-5:30; 6:20-8:30 to NA
France	Paris (Essarts)	TPB7	25	11885	4-5:15am; 6:30-9pm. beamed on NA
Guatemala	Guatemala City	TGWA	31	9685	7-8:30pm; 4-7:45; beamed on NA
Italy	Rome	2RO3	31	9630	9:00-4:30pm; 4:30-6pm; beamed on NA.
Japan	Tokio (Tokyo)	JZL	16	17785	1:30-2:30pm; 5-5:30pm; beamed on NA.
Mexico	Mexico City	XEWW	31	9500	4:45am-9:30am.
U. S. A.	Boston, Mass.	WRUL WRUW	25	11790	12:30-3:30pm; Sat. 10:30am- 3pm; Sun. 10am-3pm.
U. S. A.	Cincinnati, O.	WLWO	49	6060	Sun-Mon-Thu-Sat. 2:45am- 8:30; Tu-W-Fr 2:45-4:30pm
U. S. A.	New York City	WCBX	25	11830	12:30-3; 3:30-7; Sat-Sun 12- 3; 3:30-8pm.
U. S. A.	Pittsburgh, Pa.	WPIT	25	11870	11am-8pm.
U. S. A.	Schenectady	WGEA	31	9550	3:15-6:15pm.

## POLICE CALLS

Los Angeles { KNGX } 1712 San Diego { KGED } 2490 Sacramento - KNGF - 2422  
 { KGPL } { KGZD }



With the  
COMPLIMENTS  
of  
*Your Radio Dealer*

This booklet of Radio Highlights has been carefully prepared, in cooperation with the principal broadcasting systems, to provide a quick and convenient but comprehensive reference to what's on the air each day of the week.

Of course it is impossible to list ALL programs, but effort has been made to cover those most widely enjoyed, both sustaining and commercial. Local programs are not listed.

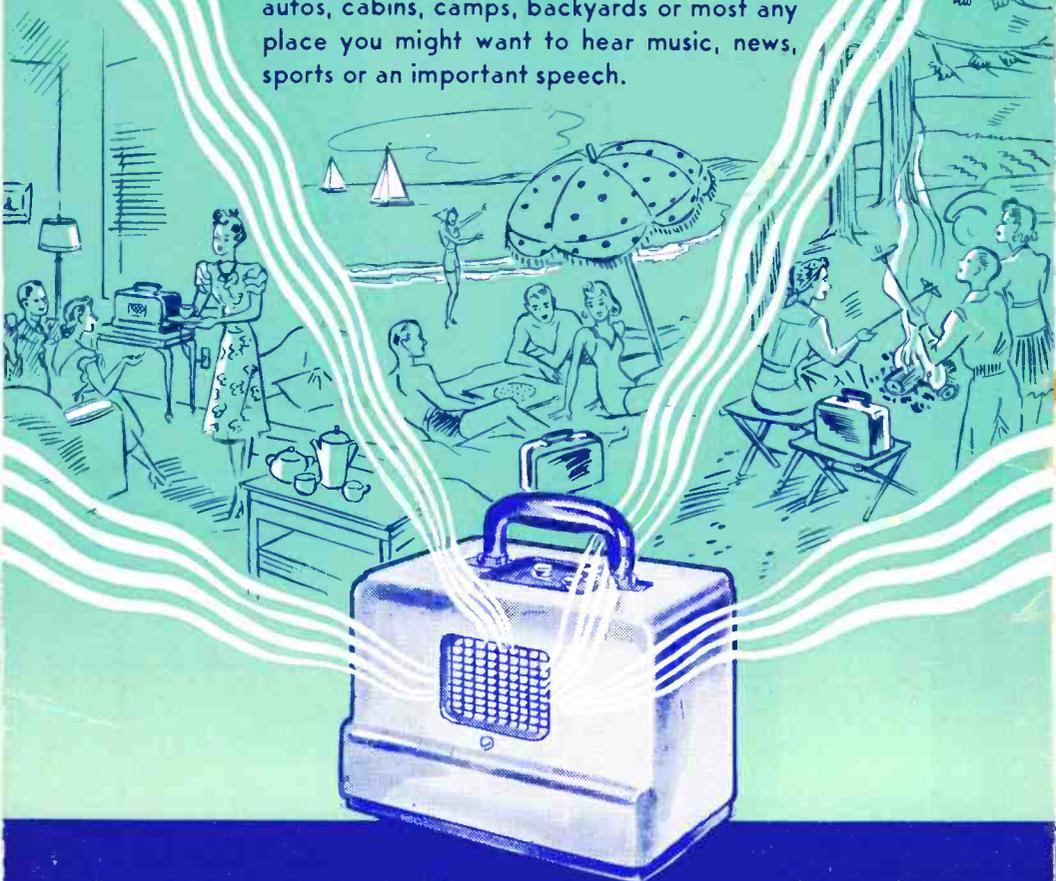
**BUREAU of RADIO**  
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County

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