

# YOUR RADIO TODAY

KAGH ... 1300  
KECA ... 790  
KERN ... 1410

KFAC ... 1330  
KFI ... 640  
KFOX ... 1280

KFSG ... 1150  
KFVD ... 1020  
KFWD ... 980

KGER ... 1390  
KGFJ ... 1230  
KHJ ... 930

KIEV ... 870  
KLAC ... 570  
KMPC ... 710

KNX ... 1070  
KOWL ... 1580  
KPMC ... 1560

KPPC ... 1240  
KRKD ... 1130  
KVOE ... 1480

KWIK ... 1490  
KWKW ... 1430  
KXLA ... 1110

# Television Schedule

### SUNDAY HIGH LIGHTS

**DRAMA—**  
3:00 KNX-Family Hr. of Stars.  
3:00 KECA-California Caravan.  
3:30 KECA-Greatest Story.  
4:00 KHJ-Scattergood Baines.  
6:00 KNX-Helen Hayes.  
6:00 KFI-Theater.  
6:30 KECA-Theatre Guild.  
7:00 KHJ-Mayor of Town.

**COMEDY—**  
3:30 KNX-Ozzle & Harriet.  
4:00 KNX-Jack Benny.  
4:30 KNX-Amos & Andy.  
5:00 KFI-Fred Allen.  
5:30 KFI-Henry Morgan.  
6:30 KNX-Eve Arden.  
7:00 KNX-Lum & Abner.

**QUIZ—**  
1:00 KFI-Quiz Kids.  
4:00 KECA-Stop the Music.

7:00 KFI-Take or Leave It.  
8:00 KHJ-20 Questions.

**MYSTERY—**  
3:30 KHJ-Nick Carter.  
8:00 KNX-Rocky Jordan.  
8:30 KNX-Whistler.  
9:00 KNX-Sam Spade.  
9:30 KECA-Pat Novak.  
9:30 KFI-Dick Powell.

**VARIETY—**  
7:30 KFI-Horace Heldt.

**SUNDAY SPECIALS—**  
10:30 KFI-Chicago Round Table.  
3:30 KFI-Calif. Senators' Report.  
5:00 KHJ-Mediation Board.  
5:15 KNX-George Flaher.  
6:00 KECA-Walter Winchell.  
6:15 KECA-Louella Parsons.  
6:30 KHJ-Jimmie Fidler.  
10:00 KHJ-J. J. Anthony.

**7 A.M.**  
KRKD-News.  
KFAC-Br'kfst Symph.  
KLAC-Music Album.  
KHJ-Music.  
KFWD-Concert.  
KECA-Hymns.

**7:30 A.M.**  
KFI-Melodiana.  
KECA-Southernaires  
KHJ-Tapestries

**7:45 A.M.**  
KFWD-News.

**8 A.M.**  
KFI-Funnies.  
KMPC-News.  
KLAC-News.  
KFWD-Funnies.  
KNX-Farm Journal.

**8:15 A.M.**  
KMPC-Melodies.  
KNX-News.

**8:30 A.M.**  
KFAC-Village Festvl.  
KMPC-Chilge. Youth.

**8:45 A.M.**  
KFI-Outdoor Reporter.

**9 A.M.**  
KFI-Parent-Youth  
KNX-Invita'n to Learn.  
KMPC-V. Graham.  
KLAC-News.  
KECA-News.

**9:15 A.M.**  
KECA-Centennial Year.  
KFAC-Choristers.

**9:30 A.M.**  
KECA-Plano Playhse.  
KFAC-Curtain Calls.  
KFWD-Peter Potter.  
KNX-People's Platform.

**10 A.M.**  
KFI-H. J. Mann.  
KHJ-News.  
KMPC-Musjo Hour.  
KLAC-News, Music.  
KECA-Amer. Almanac.  
KNX-News.

**10:15 A.M.**  
KFI-News.  
KECA-Comm. Scott.  
KHJ-Commentary.

KLAC-Serenade.  
KNX-People's Survey

**10:30 A.M.**  
KFI-Round Table.  
KHJ-Random Noteb'k.  
KFAC-Curtain Calls.  
KFWD-Peter Potter.  
KNX-Behind Lens  
KLAC-Melodies.

**10:45 A.M.**  
KNX-Frank Parker  
KHJ-Organ.

**11 A.M.**  
KFI-Amer. United.  
KNX-Symphonette.  
KMPC-Record Session.  
KLAC-News, Melody.  
KECA-Melodies.  
KHJ-Music.

**11:30 A.M.**  
KFI-University Theatr.  
KNX-Melodies.  
KFWD-Peter Potter.  
KHJ-Favorites.  
KECA-Good Music.

**11:45 A.M.**  
KHJ-Canary Chorus.  
KECA-Strings Song.

**12 Noon**  
KECA-Ed. at Home.  
KNX-Symphony.  
KHJ-News.  
KMPC-Record Session.  
KFAC-Met. Encores.  
KLAC-Serenade.

**12:15 P.M.**  
KHJ-B. Cunningham.  
KECA-For'gn Report.

**12:30 P.M.**  
KFI-One Man's Family.  
KECA-Memorial Day.  
KHJ-Juvenile Jury.  
KFWD-Wiz. of Ivories.

**12:45 P.M.**  
KNX-Rom. of Furs.  
KECA-Spk. of Songs.

**1 P.M.**  
KFI-Quiz Kids.  
KFWD-Vms.-Rodgers.  
KFAC-Plano.  
KLAC-Music, News.  
KNX-Symphony.  
KHJ-Hse. of Mystery.  
KMPC-West. Serenade.  
KECA-Navy Hour.

**1:15 P.M.**  
KFAC-Catholic Topic.

**1:30 P.M.**  
KFI-Melody Parade.  
KFAC-Wax Imports.  
KHJ-True Detective.  
KECA-Opera Album.  
KNX-Skyway Stars.  
KMPC-L.A.-S. Diego.  
KLAC-Portl'd-Hollywd.

**1:45 P.M.**  
KFI-Songs Sunday.

**2 P.M.**  
KFI-Music America.  
KFWD-S. Shoemaker.  
KFAC-Concert Matinee  
KHJ-The Shadow.  
KECA-Chang. World.  
KNX-Chorallers.  
KMPC-L.A.-S. Diego.  
KLAC-Portland-Hillwd.

**2:15 P.M.**  
KECA-Honeydreamers

**2:30 P.M.**  
KFI-Surprise Serenade.  
KHJ-Quick as Flash.  
KNX-You Are There.  
KFWD-Call Jr. Sympth  
KECA-Around World.

**3 P.M.**  
KECA-Calif. Caravan.  
KNX-Family Hr.  
KHJ-Roy Rogers.  
KFWD-Chamber Mus.  
KLAC-Portland-Hillwd.  
KFAC-Stage Melod.  
KMPC-L.A.-S. Diego.

**3:30 P.M.**  
KFI-Cal. Senators.  
KHJ-Nick Carter.  
KNX-Ozzle & Harriet.  
KFWD-Haynes.  
KECA-Great Story.  
KFVD-Hank, the Nite  
Watchman.  
KMPC-Sports Review.

**3:45 P.M.**  
KFI-News.

**4 P.M.**  
KFI-Jane Pickens.  
KFAC-Masterpieces.  
KECA-Stop Music.  
KNX-Jack Benny.

KLAC-Portland-Hillwd.  
KHJ-Scattergd. Baines.  
KMPC-L.A.-S. Diego.

**4:15 P.M.**  
KRKD-Mary Norton.

**4:30 P.M.**  
KFI-Harris-Faye.  
KHJ-Reviewing Stand.  
KNX-Amos & Andy.

**5 P.M.**  
KFI-Fred Allen.  
KLAC-Portland-Hillwd.  
KFAC-Books That Live  
KHJ-Mediation Board.  
KNX-News.  
KMPC-L.A.-S. Diego.  
KECA-Think Fast.

**5:15 P.M.**  
KNX-Geo. Fisher.  
KFAC-Revolving Stge.

**5:30 P.M.**  
KFI-Henry Morgan.  
KFWD-Ch'rch of Wrld.  
KRKD-Ambassadors.  
KHJ-Under Arrest.  
KECA-Ted Malone.  
KNX-Mr. Ace & Jans.

**5:45 P.M.**  
KMPC-Spirit. Mobil'tion  
KLAC-Music, News.  
KECA-Cavalcade, Mus.

**6 P.M.**  
KFI-Theater.  
KLAC-Sing Worries  
'Way.  
KNX-Helen Hayes.  
KFAC-Masterworks.  
KFWD-On the Beat.  
KECA-Walter Winchell  
KRKD-Mus. Travelog.  
KMPC-News.  
KHJ-Secret Missions.

**6:15 P.M.**  
KECA-Louella Parsons.  
KMPC-Your City.

**6:30 P.M.**  
KFI-Amer. Album.  
KMPC-Mother's Album.  
KNX-Eve Arden.  
KECA-Theatre Guild.  
KHJ-Jimmie Fidler.

**6:45 P.M.**  
KHJ-Kenny Baker.  
KMPC-How Religion  
Helps.

**7 P.M.**  
KFI-Take or Leave.  
KNX-Lum & Abner.  
KMPC-Pet Exchange.  
KHJ-Mayor of Town.  
KFAC-Music Magic.  
KLAC-Best Variety.

**7:15 P.M.**  
KMPC-Ameche Show.

**7:30 P.M.**  
KFI-Horace Heldt.  
KNX-Pays Be Ignoran't  
KECA-Jimmie Fidler.  
KFWD-Strollin' Tom.  
KHJ-True Or False.  
KMPC-Amer. Music.  
KFAC-Your Concert.

**7:45 P.M.**  
KECA-Toby Reed.

**8:00 P.M.**  
KFI-Martin & Lewis.  
KMPC-Your State.  
KLAC-News, Music.  
KHJ-20 Questions.  
KECA-Drew Pearson.  
KNX-Rocky Jordan.

**8:15 P.M.**  
KECA-Headlines.  
KMPC-Know Ur FBI.

**8:30 P.M.**  
KFI-Symphony Hour.  
KNX-The Whistler.  
KECA-Walter Winchell.  
KHJ-Walter Winchell.  
KLAC-Sing Worries  
Away.  
KMPC-Glee Club.

**8:45 P.M.**  
KECA-J. Roosevelt.  
KHJ-Louella Parsons.  
KFAC-Sun. Eve. Club.

**9:00 P.M.**  
KLAC-News, Forum.  
KMPC-Yg. People's  
Church.  
KFWD-Ed. Of Bible.  
KHJ-Glenn Hardy.  
KNX-Sam Spade.  
KECA-Colorado River.

**9:15 P.M.**  
KHJ-Speedy Preview.  
KLAC-Open Forum.  
KECA-Orch.

**9:30 P.M.**  
KFI-Dick Powell.  
KHJ-Music.

KNX-Jack Benny.  
KECA-Pat Novak.  
KFAC-Gateway Music.  
KMPC-Prophecy Voice

**10:00 P.M.**  
KFI-Sam Hayes.  
KECA-Reporter.  
KNX-Chet Huntley.  
KLAC-Books That Live  
KFWD-Vms.-Rodgers.  
KHJ-John J. Anthony.

**10:15 P.M.**  
KFI-Mary A. Mercer.  
KNX-Mayor Bowron.  
KECA-Drew Pearson.  
KLAC-Men Destiny.

**10:30 P.M.**  
KFI-Carveth Wells.  
KECA-Commentator.  
KNX-Orchestra.  
KFAC-Dist'ctive Music.  
KFWD-Echoes Eden.  
KLAC-Irwin Allen.

**10:45 P.M.**  
KFI-Melodies, Police.  
KLAC-Wanted Crim-  
inals, News.  
KECA-We Care.

**11 P.M.**  
KFI-Music & Muse.  
KHJ-Views News.  
KMPC-Proud We Hall.  
KLAC-Bootlights.  
KECA-Orchestra.  
KFAC-Quiet Hour.  
KNX-News.

**11:15 P.M.**  
KECA-Orchestra.  
KHJ-Chorus.  
KNX-Merry-Go-Rd.

**11:30 P.M.**  
KFI-Orchestra.  
KHJ-Feature Artist.  
KFWD-Music U Want.  
KECA-Orchestra.  
KMPC-Leisure Time.

**11:45 P.M.**  
KHJ-News.  
KNX-U.N. in Action.  
KMPC-News.

**12:00 Midnight**  
KHJ-Rhapsody.  
KNX-News, Music.  
KFWD-Music.  
KLAC-Footlights.  
KFAC-Serenade.

KITV—Channel 11  
6:00-Test, Concert.  
6:45-Lucky Pup.  
7:00-Crusade in Europe.  
7:25-Pal Headliner.  
7:30-Rumpus Room.  
8:00-Toast of Town.  
9:00-Fred Waring  
10:00-Callente Races.  
KTLB—Channel 3  
5:45-Patt. & Music  
6:00-Texas Jack.  
7:00-Amateur Hr.  
8:00-Ted Steele.  
8:30-"Becky Sharp."  
9:35-Program Review.  
KNBH—Channel 4  
6:00-Pattern & Music  
6:30-Kubla, Fran & Olla  
7:00-Judy Splinters.  
7:15-Pickard Family

7:30-Spot Newsreel.  
7:40-TV Closeups.  
7:45-Morton Downey.  
8:00-Who Said That  
8:30-Nocturne.  
9:00-"Romeo & Juliet."  
10:00-Newsreel  
10:10-Late news  
KTLA—Channel 5  
6:00-Sun. Reverie.  
6:05-Program Preview.  
6:10-Hopalong Cassidy.  
7:15-Movietown.  
8:00-Styles On Strip.  
9:00-Phantom Killer.  
KFI-TV—Channel 9  
12:00-Midday Devotions  
12:15-Film.  
12:25-Pretty Girl.  
12:50-Shop, L/K, Listen  
1:00-House Broken.

2:20-Mallbu Movies.  
2:30-Video Times.  
3:00-In Hollywood.  
3:20-Gibson & Fisher.  
3:45-Ram Hillites.  
4:15-Thesplan.  
4:35-Blue Cloud Miracle  
5:00-With Harmonics.  
5:30-Music Theater.

KLAC-TV—Channel 18  
12:30-Test Pattern.  
1:15-Portland-Hillwd.  
5:45-Ronnie Kemper.  
6:00-Film  
6:15-John Braislin  
6:30-City Desk  
7:00-Irwin Allen.  
7:25-Sports.  
7:30-Picture Album.  
8:00-Film.  
8:15-Little Theatre.

### SUNDAY CHURCH SERVICES

**7 A.M.**  
KFI-Nat. Pulpit.  
KNX-Church of Air.  
KMPC-Calvary Hour.

**7:30 A.M.**  
KMPC-Bible Class.

**8 A.M.**  
KHJ-Relig. Program.  
KFAC-Country Ch.  
KECA-Israel.

**8:15 A.M.**  
KLAC-Christ Church.

**8:30 A.M.**  
KFI-Christian Sci.  
KFWD-Mission.  
KLAC-Unity.  
KFOX-Bible.  
KHJ-Prophecy.  
KECA-Hour of Faith.  
KNX-Salt Lake Tab.

**9 A.M.**  
KHJ-Bible Class.  
KLAC-Catholic Hour.  
KFAC-Liberal Catholic  
Church.

**9:30 A.M.**  
KFI-Eterpal Lite.  
KHJ-Lutheran Hour.

**10:30 A.M.**  
KECA-Nat. Vespers.

**11 A.M.**  
KFAC-Methodist Chur.

**3 P.M.**  
KFI-Catholic Hr.

**4 P.M.**  
KFWD-Revival.

**5 P.M.**  
KFWD-Voice Calvary.

**6:30 P.M.**  
KFWD-Calvary Ass'ly  
KRKD-Imm. Gospel Ch.

**7:00 P.M.**  
KFWD-Rescue Mission.  
KXLA-Open Door.

**7:45 P.M.**  
KFWD-Catholic Ans.

**8 P.M.**  
KFWD-First Presby.  
KFAC-1st Method. Ch.  
KFOX-Chris. Science.

**9 P.M.**  
KXLA—Revival Hour.

**9:15 P.M.**  
KFWD-Wilsh. Tpl. Ch.

**9:30 P.M.**  
KFWD-Pac. Lutheran.

**10 P.M.**  
KFOX, KMPC-Revival.

**11 P.M.**  
KGFJ-Ave Maria Hr.

**8:30 A.M.**  
KFI-Parent-Youth  
KNX-Invita'n to Learn.  
KMPC-V. Graham.  
KLAC-News.  
KECA-News.

**9:15 A.M.**  
KECA-Centennial Year.  
KFAC-Choristers.

**9:30 A.M.**  
KECA-Plano Playhse.  
KFAC-Curtain Calls.  
KFWD-Peter Potter.  
KNX-People's Platform.

**10 A.M.**  
KFI-H. J. Mann.  
KHJ-News.  
KMPC-Musjo Hour.  
KLAC-News, Music.  
KECA-Amer. Almanac.  
KNX-News.

**10:15 A.M.**  
KFI-News.  
KECA-Comm. Scott.  
KHJ-Commentary.

**11:45 A.M.**  
KHJ-Canary Chorus.  
KECA-Strings Song.

**12 Noon**  
KECA-Ed. at Home.  
KNX-Symphony.  
KHJ-News.  
KMPC-Record Session.  
KFAC-Met. Encores.  
KLAC-Serenade.

**12:15 P.M.**  
KHJ-B. Cunningham.  
KECA-For'gn Report.

**12:30 P.M.**  
KFI-One Man's Family.  
KECA-Memorial Day.  
KHJ-Juvenile Jury.  
KFWD-Wiz. of Ivories.

**12:45 P.M.**  
KNX-Rom. of Furs.  
KECA-Spk. of Songs.

**1 P.M.**  
KFI-Quiz Kids.  
KFWD-Vms.-Rodgers.  
KFAC-Plano.  
KLAC-Music, News.  
KNX-Symphony.  
KHJ-Hse. of Mystery.  
KMPC-West. Serenade.  
KECA-Navy Hour.

**1:15 P.M.**  
KFAC-Catholic Topic.

**1:30 P.M.**  
KFI-Melody Parade.  
KFAC-Wax Imports.  
KHJ-True Detective.  
KECA-Opera Album.  
KNX-Skyway Stars.  
KMPC-L.A.-S. Diego.  
KLAC-Portl'd-Hollywd.

**1:45 P.M.**  
KFI-Songs Sunday.

**2 P.M.**  
KFI-Music America.  
KFWD-S. Shoemaker.  
KFAC-Concert Matinee  
KHJ-The Shadow.  
KECA-Chang. World.  
KNX-Chorallers.  
KMPC-L.A.-S. Diego.  
KLAC-Portland-Hillwd.

**2:15 P.M.**  
KECA-Honeydreamers

**2:30 P.M.**  
KFI-Surprise Serenade.  
KHJ-Quick as Flash.  
KNX-You Are There.  
KFWD-Call Jr. Sympth  
KECA-Around World.

**3 P.M.**  
KECA-Calif. Caravan.  
KNX-Family Hr.  
KHJ-Roy Rogers.  
KFWD-Chamber Mus.  
KLAC-Portland-Hillwd.  
KFAC-Stage Melod.  
KMPC-L.A.-S. Diego.

**3:30 P.M.**  
KFI-Cal. Senators.  
KHJ-Nick Carter.  
KNX-Ozzle & Harriet.  
KFWD-Haynes.  
KECA-Great Story.  
KFVD-Hank, the Nite  
Watchman.  
KMPC-Sports Review.

**3:45 P.M.**  
KFI-News.

**4 P.M.**  
KFI-Jane Pickens.  
KFAC-Masterpieces.  
KECA-Stop Music.  
KNX-Jack Benny.

**2:15 P.M.**  
KECA-Honeydreamers

**2:30 P.M.**  
KFI-Surprise Serenade.  
KHJ-Quick as Flash.  
KNX-You Are There.  
KFWD-Call Jr. Sympth  
KECA-Around World.

**3 P.M.**  
KECA-Calif. Caravan.  
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KECA-Great Story.  
KFVD-Hank, the Nite  
Watchman.  
KMPC-Sports Review.

**3:45 P.M.**  
KFI-News.

**4 P.M.**  
KFI-Jane Pickens.  
KFAC-Masterpieces.  
KECA-Stop Music.  
KNX-Jack Benny.

**4:15 P.M.**  
KRKD-Mary Norton.

**4:30 P.M.**  
KFI-Harris-Faye.  
KHJ-Reviewing Stand.  
KNX-Amos & Andy.

**5 P.M.**  
KFI-Fred Allen.  
KLAC-Portland-Hillwd.  
KFAC-Books That Live  
KHJ-Mediation Board.  
KNX-News.  
KMPC-L.A.-S. Diego.  
KECA-Think Fast.

**5:15 P.M.**  
KNX-Geo. Fisher.  
KFAC-Revolving Stge.

**5:30 P.M.**  
KFI-Henry Morgan.  
KFWD-Ch'rch of Wrld.  
KRKD-Ambassadors.  
KHJ-Under Arrest.  
KECA-Ted Malone.  
KNX-Mr. Ace & Jans.

**5:45 P.M.**  
KMPC-Spirit. Mobil'tion  
KLAC-Music, News.  
KECA-Cavalcade, Mus.

**6 P.M.**  
KFI-Theater.  
KLAC-Sing Worries  
'Way.  
KNX-Helen Hayes.  
KFAC-Masterworks.  
KFWD-On the Beat.  
KECA-Walter Winchell  
KRKD-Mus. Travelog.  
KMPC-News.  
KHJ-Secret Missions.

**6:15 P.M.**  
KECA-Louella Parsons.  
KMPC-Your City.

**6:30 P.M.**  
KFI-Amer. Album.  
KMPC-Mother's Album.  
KNX-Eve Arden.  
KECA-Theatre Guild.  
KHJ-Jimmie Fidler.

**6:45 P.M.**  
KHJ-Kenny Baker.  
KMPC-How Religion  
Helps.

**7 P.M.**  
KFI-Take or Leave.  
KNX-Lum & Abner.  
KMPC-Pet Exchange.  
KHJ-Mayor of Town.  
KFAC-Music Magic.  
KLAC-Best Variety.

**7:15 P.M.**  
KMPC-Ameche Show.

**7:30 P.M.**  
KFI-Horace Heldt.  
KNX-Pays Be Ignoran't  
KECA-Jimmie Fidler.  
KFWD-Strollin' Tom.  
KHJ-True Or False.  
KMPC-Amer. Music.  
KFAC-Your Concert.

**7:45 P.M.**  
KECA-Toby Reed.

**8:00 P.M.**  
KFI-Martin & Lewis.  
KMPC-Your State.  
KLAC-News, Music.  
KHJ-20 Questions.  
KECA-Drew Pearson.  
KNX-Rocky Jordan.

**8:15 P.M.**  
KECA-Headlines.  
KMPC-Know Ur FBI.

**8:30 P.M.**  
KFI-Symphony Hour.  
KNX-The Whistler.  
KECA-Walter Winchell.  
KHJ-Walter Winchell.  
KLAC-Sing Worries  
Away.  
KMPC-Glee Club.

**8:45 P.M.**  
KECA-J. Roosevelt.  
KHJ-Louella Parsons.  
KFAC-Sun. Eve. Club.

**9:00 P.M.**  
KLAC-News, Forum.  
KMPC-Yg. People's  
Church.  
KFWD-Ed. Of Bible.  
KHJ-Glenn Hardy.  
KNX-Sam Spade.  
KECA-Colorado River.

**9:15 P.M.**  
KHJ-Speedy Preview.  
KLAC-Open Forum.  
KECA-Orch.

**9:30 P.M.**  
KFI-Dick Powell.  
KHJ-Music.

### F-M Schedule

**KMGH—98.7 Meg.**  
6:30 to 10 p.m.

**3:00 Opera.**  
6:00-Proudy We Hall.  
6:30-Sun. Serenade.  
7:00-Concerto.  
9:00-D. Rose.  
9:30-This Is London.

**KKLA—97.1 Meg.**  
3 to 9:30 p.m.

**3:00-Music on Parade.**  
3:45-Plano Reflect.

**4:45-Island Melodies.**  
5:00-Variety Rhythm.  
6:00-Concert Favor.  
7:00-Church Service.  
(The following pro-  
grams same as AM  
schedules above.)

**KECA-95.5 Meg., 7 to 12**  
p.m.

**KNX-93.1 Meg., 3 to 9**

**KMPC-100.3 Meg., 3 to**  
12 p.m.

**KFAC-104.3 Meg., 1:30**  
to 9 p.m.

**KRKD-96.3 Meg., 5:30**  
a.m. to 9 p.m.

**KFI-105.9 Meg., 6 a.m.**  
to 12 p.m.

**KHJ-101.1 Meg., 24-hour**  
schedule.

(No information contained in this schedule is furnished by the station broadcasting the programs, being to the present conditions changes in the programs listed may be made without notice.)

## It's Easy to Place a Classified Ad

Just dial MADison 2345, say: "I want to place a Classified Ad," and a trained, courteous ad-taker will help you word your ad most effectively.

## FOR RADIO ADVERTISING

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