

YESTERYEAR IN THE TIMES

SIXTY YEARS AGO
IN THE TIMES, MARCH 6, 1890:

The directors of the Public Library announced that 1200 new books had been placed on the shelves during February.

LONDON—Abraham Lincoln, young son of U.S. Minister Robert Lincoln, died of blood poisoning.

SAN DIEGO—An old Indian named Juan Mario, a well-known figure on the streets, was found dead. He had been one of the numerous Indian guides of Col. Fremont.

BISMARCK, N.D.—Charges that agents of the Louisiana Lottery were influencing members of the Legislature caused a sensation.

THIRTY-FIVE YEARS AGO
IN THE TIMES, MARCH 6, 1915:

City Atty. Stephens sent the Council two ordinances fixing drastic regulations for billboards. One ordinance would require the consent of other property owners in the block for the erection of billboards.

Adm. Baron Shigeto Deva, hero of the Japanese-Russian

War, arrived in Los Angeles as the Japanese representative at the ceremonies incident to the opening of the Panama Canal. He expressed surprise at the news that Chinese were boycotting Japanese goods as the result of Japanese threats to China's integrity. The admiral said that Japan had never violated her word to China.

FIFTEEN YEARS AGO
IN THE TIMES, MARCH 6, 1935:

WASHINGTON—Oliver Wendell Holmes died of bronchial pneumonia. He would have been 84 on March 6. His service to his country began as a soldier in the Union armies in the Civil War. He was Associate Justice of the U.S. Supreme Court for 29 years, when he gained the name of "the great liberal."

SACRAMENTO—The Assembly voted \$10,000,000 to keep the SERA in business of providing relief.

WASHINGTON—After a tirade by Huey Long, Senate Majority Leader Robinson told him to quit acting "like a madman." During the controversy a Long bodyguard was ejected from the visitors' gallery.

Television Schedule

| KTTV—Channel 11 KTSL—Channel 3 | KNBH—Channel 4 KTLA—Channel 5 KECA—Channel 7 | KFI—Channel 9 KLAC—Channel 13 |
|---|--|---|
| 9:00 KFI-Bill Welsh Show (Audience) | | KNBH-Cyclone Malone |
| 10:00 KTLA-Joe Graydon | | 7:00 KTTV-Film |
| KFI-Bill Welsh | | KNBH-Kukia, Fran & Ollie (Puppets) |
| 11:00 KFI-Bill Welsh | | KTSL-Program Preview |
| KLAC-Joe Graydon | | KLAC-Your Handwriting |
| KECA-Test, Music | | Speaks |
| 11:35 KLAC-Film Featurette | | KTSL-Newsreel, with Gil Martyn |
| 12:00 KFI-News, with Russ Stewart | | KLAC-Mike Roy (Chef, Disc Jockey) |
| KECA-Test, Music | | 7:05 KTTV-Film |
| 12:10 KFI-Ladies' Day, with Bill Stulla | | KTSL-Lee's Lair (Sports) |
| 12:55 KLAC-News | | 7:15 KTTV-Film |
| 1:00 KFI-Cook's Corner, with Monty Margetta | | KTSL-Lee's Lair (Sports) |
| KNBH-Test Pattern | | with Lee Wood & Bill Symes |
| KLAC-Al Jarvis, Ballroom | | KTSL-Name Star (Personality Quiz) |
| KECA-Test Pattern | | 7:20 KTLA-Your Town (Report by Mayor Bowron) |
| 1:25 KFI-Guest Book | | 7:30 KTTV-Television News |
| 1:40 KFI-Johnny Murray Talks It Over | | KTSL-Cavalry of Two Stars; Jack Carter, Emcee; Guests, Jane Pickins, others |
| 2:00 KTTV-Test Pattern | | KNBH-News & Music |
| KFI-Helpfully Yours, with Bill Leyden & Norma Gilchrist | | KLAC-John J. Anthony |
| KLAC-Al Jarvis | | KTSL-Latin Cruises (Music) |
| KECA-Test, Music | | 7:45 KTTV-Hiway in 3 Dimensions, with Alan Mowbray |
| 3:00 KFI-Report to Mrs. America | | KNBH-Robert Quilan |
| KLAC-Test Pattern | | 8:00 KTTV-Silver Theater, in "For Richer, For Richer" |
| KLAC-Al Jarvis | | G. Brooks, Richard Derr |
| 3:15 KFI-Adventures at Home | | KNBH-Test-Theater—"Once Upon a Time" |
| 3:40 KFI-Gordan's Garden | | KTSL-Film, "Haunted House" |
| 4:00 KFI-News, with Russ Stewart | | KLAC-Wedding Bells (Real Wedding) |
| KECA-Test, Music | | KECA-"Root of All Evil" |
| 4:55 KFI-Name Star | | Phyllis Calvert, Michael |
| 5:00 KFI-Frank Webb Show—Tunes & Caroons | | 8:30 KTTV-Pickard Family |
| KLAC-Al Jarvis | | KTSL-New York Wrestling |
| 5:15 KFI-Meglin Revue (Variety) | | KNBH-Light, Camera, Action; Emcee, Walter King |
| 5:30 KTLA-News, Music | | KTSL-Cavalry of Two Stars; Jack Carter, Emcee; Guests, Jane Pickins, others |
| KFI-News, Music | | KNBH-News & Music |
| with Pat Bishop, Ted Meyers, Tom Harmon | | KLAC-John J. Anthony |
| 5:45 KTTV-Cowboy Slim | | KTSL-Latin Cruises (Music) |
| KLAC-News Conference, with Fred Henry, J. McNamara | | 7:45 KTTV-Hiway in 3 Dimensions, with Alan Mowbray |
| KNBH-News, Music | | KNBH-Robert Quilan |
| 5:55 KTLA-Program Rev. | | 8:00 KTTV-Silver Theater, in "For Richer, For Richer" |
| 6:00 KLAC-Rodeo Ranch, with Montie Montana (For Kids) | | G. Brooks, Richard Derr |
| KTSL-A-Cowboy Thrills (Western) | | KNBH-Test-Theater—"Once Upon a Time" |
| KNBH-Uncle Tony O'Dare (Children's Show) | | KTSL-Film, "Haunted House" |
| KFI-Keyboard College | | KLAC-Wedding Bells (Real Wedding) |
| KECA-Test, Music | | KECA-"Root of All Evil" |
| 6:15 KLAC-Western Serial | | Phyllis Calvert, Michael |
| KNBH-Dusty Walker | | 8:30 KTTV-Pickard Family |
| 6:25 "The Floorwalker"—Charlie Chaplin | | KTSL-New York Wrestling |
| 6:30 WTTV-Playtime with Bombo and Bimbo | | KNBH-Light, Camera, Action; Emcee, Walter King |
| KTSL-Time for Beany (Puppets) | | KTSL-Cavalry of Two Stars; Jack Carter, Emcee; Guests, Jane Pickins, others |
| KLAC-Sportsbook with Sam Balter | | KNBH-News & Music |
| 6:35 KLAC Kempers Kapers | | KLAC-John J. Anthony |
| 6:45 KTTV-Telegiz, with Bruce Anson | | KTSL-Latin Cruises (Music) |
| KTSL-A-Handy Hints | | 7:45 KTTV-Hiway in 3 Dimensions, with Alan Mowbray |
| KTSL-Test Pattern | | KNBH-Robert Quilan |

F-M Schedule

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|---|--------------------------------------|
| KHJ—101.1 Meg. 7:45-Church | 5:00-Time for Comm'n't |
| KHJ—101.1 Meg. 8:00-Today in L.A. | 6:00-Today in L.A. |
| 2:30-Norma Young | 6:45-Times Square |
| 2:00-Farm Fare | 7:00-Concert |
| 2:15-Vet. Wants Know | 8:30-Evening on Roof |
| (2:30-9 p.m. same as AM scheduled above.) | KFI, 105.9 meg.-6 a.m. to 12 p.m. |
| KTSL—87.1 Meg. 7:00-Concerto | KNX, 83.1 meg.-3 to 9 p.m. |
| 8:30-Orchestra | KECA, 95.5 meg.-5:30 a.m. to 12 p.m. |
| 9:00-Broadway Lullaby | KFAC, 104.3 meg.-24 hr. schedule |
| 9:30-Orchestra | |
| KTSL-Test Pattern | |

FOR RADIO ADVERTISING
TURN TO PAGE 4, PART IV

YOUR RADIO TODAY

MONDAY'S RADIO PROGRAM HIGHLIGHTS

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| 7:00 A.M. KFI-News KHJ-Hemlingway KFWB-Bill Leyden KECA-Welcome Hwy'd KMPC-Farm Adviser KNX-News, Music KFAC-Coff. Cup Cnrt. KLAC-Haynes, Reina | 8:30 A.M. KFI-Jack Berch KHJ-Bible Institute KNX-Grand Slam KMPC-Song For You KRKD-News | 9:45 A.M. KFI-Around Town KNX-Our Gai Sunday | 10:00 A.M. KMPC-Bill Ewing KFAC-Acc't on Str'ng KECA-Surprise Pack. KLAC-Al Jarvis KNX-Big Sister KHJ-News KFWB-Peter Potter | 10:15 A.M. KFI-You Listening? KNX-Ma Perkins KHJ-Guess a Tune; Music | 10:30 A.M. KFI-News KHJ-True Story KHJ-Norma Young KNX-Dr. Malone KLAC-Honest Opinion KFAC-Serenade KMPC-Musical Tune-o | 10:45 A.M. KFI-Life Beautiful KNX-Guiding Light | 11:00 A.M. KFI-Double or Noth's KLAC-Al Jarvis KNX-2nd Mrs. Burton KECA-Mag. of Air KFWB-Peter Potter KFAC-Plano Parade KMPC-Bill Ewing KHJ-Ladies Fair | | | | | | | | | | | | | | | | | | | |
| 7:15 A.M. KFI-Lawton KHJ-Bkfst. Gang KMPC-News KNX-Music | 8:45 A.M. KFI-Myers Goes to Mkt. KFAC-Unity KFVB-Science of Mind KMPC-News KNX-Rosemary KLAC-Racing News | 9:00 A.M. KFI-News, Ladies' Day KMPC-Band Box KNX-Wendy Warren KECA-Ladies Be Seated KHJ-K. Smith Speaks KFAC-Morn. Concert KFWB-Strollin' Tom KLAC-News, Music | 9:15 A.M. KLAC-Sing Worries 'wy KHJ-Garden Guide KNX-Aunt Jenny KFWB-Unity Daily Word | 9:30 A.M. KNX-Helen Trent KECA-Quick as Flash KHJ-Women are Wdrfl. | 12:00 Noon KFI-Farm Reporter KLAC-Ballroom KFAC-Lunch Concert KNX-News KMPC-Moods in Music KFWB-Bill Anson KHJ-News KECA-News | 12:15 P.M. KFI-Road of Life KMPC-News to You KLAC-Norwood Smith KHJ-Stu Wilson | 12:30 P.M. KFI-Pepper Young KECA-Frances Scully KFWB-News KMPC-For Farmers KHJ-Melody Parade KNX-Art Linkletter | 12:45 P.M. KFI-Hite to Happiness KFAC-News KFWB-Bill Anson KMPC-Song Stars KECA-Double Feature KHJ-Music | 1:00 P.M. KFI-Backstage Wife KLAC-News, Sports KNX-News From Nowhere KFAC-Vilge, Fest'vl. KHJ-Lynn at Hillywd. KMPC-Cal. Carousei KECA-Leyden with Song | 1:15 P.M. KFI-Stella Dallas | | | | | | | | | | | | | | | | |
| 7:30 A.M. KFI-Platter Party KFAC-News KMPC-Western Stars KECA-News KNX-News | 7:45 A.M. KFI-Sam Hayes KNX-Fred Beck KMPC-Good Morning KHJ-News KFAC-News KECA-Z. Manners | 8:00 A.M. KFI-Guess a Tune, Coffee Time KMPC-Ken Barton KLAC-News, Stocks KFWB-News KFAC-Bkfst. Symp. KECA-Bkfst. Club KHJ-Commentary KNX-Top of Morn. | 8:15 A.M. KFI-Marriage for 2 | 8:30 A.M. KFI-Jussi Bjoerling KFAC-Amer. Arts Orch. 9:00 KFI-Fritz Kreisler | 8:45 A.M. KFI-We Love & Learn KFAC-Clasrm. Radio | 9:00 A.M. KFI-When Girl Marries KHJ-Club 930 KECA-Ira Cook KFAC-Matinee KLAC-Ur Neighbor KNX-Steve Allen KMPC-Music in Air | 9:15 A.M. KFI-Dr. Paul KHJ-News KMPC-Bands & Ballads KLAC-Call. Melodies KFWB-Dave Ormont KECA-Loofg. Records KNX-Ur Stand In | 9:30 A.M. KFI-Burr, Wheeler KHJ-Behind Story KFWB-Red Rowe KNX-Disc Jockey KMPC-Roddy M'Dowall KECA-Play It Again | 9:45 A.M. KFI-Just Plain Bill KECA-Bing Crosby | 9:55 A.M. KFI-Front Pg. Farrell KFWB-Bill Anson KNX-Arthur Godfrey | 10:00 A.M. KFI-Feature Wire KNX-News KHJ-Mark Traill KECA-Yukon Chlg. KMPC-News, Ewing KFAC-Sunset Serenade KLAC-Fred Henry | 10:15 A.M. KFI-News KNX-Sports KLAC-Bill Stewart KMPC-News | 10:30 A.M. KFI-Anat Mary KFAC-Lyrics in Ch'r'us KFWB-News KECA-Ira Cook | 10:45 A.M. KFI-We Love & Learn KFAC-Clasrm. Radio | 10:55 A.M. KFI-Woman's Secret KHJ-Fulton Lewis KFAC-Masterpieces KECA-Notebook KMPC-News KNX-Massey & Tilton KLAC-News, Sports | 11:00 A.M. KFI-Dr. Paul KHJ-News KMPC-Bands & Ballads KLAC-Call. Melodies KFWB-Dave Ormont KECA-Loofg. Records KNX-Ur Stand In | 11:15 A.M. KFI-When Girl Marries KHJ-Club 930 KECA-Ira Cook KFAC-Matinee KLAC-Ur Neighbor KNX-Steve Allen KMPC-Music in Air | 11:30 A.M. KFI-News KHJ-News KMPC-Bands & Ballads KLAC-Call. Melodies KFWB-Dave Ormont KECA-Loofg. Records KNX-Ur Stand In | 11:45 A.M. KFI-Just Plain Bill KECA-Bing Crosby | 11:55 A.M. KFI-Front Pg. Farrell KFWB-Bill Anson KNX-Arthur Godfrey | 12:00 Noon KFI-Farm Reporter KLAC-Ballroom KFAC-Lunch Concert KNX-News KMPC-Moods in Music KFWB-Bill Anson KHJ-News KECA-News | 12:15 P.M. KFI-Road of Life KMPC-News to You KLAC-Norwood Smith KHJ-Stu Wilson | 12:30 P.M. KFI-Pepper Young KECA-Frances Scully KFWB-News KMPC-For Farmers KHJ-Melody Parade KNX-Art Linkletter | 12:45 P.M. KFI-Hite to Happiness KFAC-News KFWB-Bill Anson KMPC-Song Stars KECA-Double Feature KHJ-Music | 1:00 P.M. KFI-Backstage Wife KLAC-News, Sports KNX-News From Nowhere KFAC-Vilge, Fest'vl. KHJ-Lynn at Hillywd. KMPC-Cal. Carousei KECA-Leyden with Song | 1:15 P.M. KFI-Stella Dallas |

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| KAGH ... 1300 KECA ... 790 KERN ... 1410 | KFAC ... 1330 KFI ... 640 KFOX ... 1280 | KFSG ... 1150 KFVD ... 1020 KFWB ... 980 | KGER ... 1390 KGFJ ... 1230 KHJ ... 930 | KIEV ... 870 KLAC ... 570 KMPC ... 710 | KNX ... 1070 KOWL ... 1580 KVOE ... 1480 | KPPC ... 1240 KPAC ... 1560 KWIK ... 1490 | KRWV ... 1440 KRKD ... 1150 KXLA ... 1110 |
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