

RADIO TODAY

SUNDAY, MARCH 4, 1951

KALI - 1430 KFI - 640 KFVB - 980 KIEV - 870 KOWL - 1580 KYOE - 1480
 KECA - 790 KFOX - 1280 KGER - 1390 KLAC - 570 KPMC - 1560 KWKW - 1300
 KERN - 1410 KFSG - 1150 KGFJ - 1230 KMPC - 710 KPCC - 1240 KWIK - 1490
 KFAC - 1330 KFVD - 1020 KHJ - 930 KNX - 1070 KRKD - 1150 KXLA - 1110

PROGRAM HIGHLIGHTS

COMEDY—
 4:00 KNX-Jack Benny
 4:30 KNX-Amos & Andy
 8:00 KNX-Our Miss Brooks
 8:30 KNX-Bergen & McCarthy
 9:00 KNX-Red Skelton

QUIZ—
 12:30 KFI-Quiz Kids
 5:00 KECA-Stop the Music
 7:00 KFI-\$64 Question
 8:00 KHJ-20 Questions
 8:00 KFI-Noah Webster Says

PUBLIC INTEREST—
 10:30 a.m. KFI-Chicago Round Table
 4:00 KFVD-Citizens in Action

MYSTERY—
 5:30 KHJ-Peter Salem
 7:30 KNX-The Whistler

DRAMA—
 2:30 KECA-Greatest Story Ever Told
 5:30 KFI-Theater Guild, "Hamlet"

VARIETY—
 3:00 KFI-The Big Show
 5:00 KFI-Hedda Hopper
 6:30 KNX-Horace Heidt

MUSIC—
 10:00 a.m. KNX-N.Y. Philharmonic
 7:00 KNX-Contented Hour
 8:30 KFI-Symphony Hour
 9:30 KHJ-Chicago Theater

7:00 A.M.
 KRKD-News
 KFAC-Symphony
 KLAC-Eddie Rodriguez
 KFVB-Concert
 KECA-Church in Vale
 KHJ-News

7:15 A.M.
 KRKD-Guest Star
 KHJ-Dixie Four

7:30 A.M.
 KFI-Art of Living
 KRKD-Good News Hr.
 KHJ-Happiness Hr.
 KECA-Negro Choir

7:45 A.M.
 KFI-News Highlights
 KFVB-News

7:55 A.M.
 KLAC-Weather News

8:00 A.M.
 KFI-Grandpa Reads Funnies
 KMPC-News
 KLAC-News, Music
 KFVB-Funnies
 KECA-News

8:15 A.M.
 KMPC-Start to Live
 KECA-Morning Song
 KGFJ-News

8:30 A.M.
 KFI-E.N. Is My Beat
 KMPC-Challenge Youth
 KFAC-Organ Recital
 KHJ-Reviewing Stand
 KNX-Invitation to Learning
 KECA-Flying Feet
 KRKD-College Divine Science

8:45 A.M.
 KFI-Jean Archer

9:00 A.M.
 KFI-Garden Show
 KNX-People's Platform
 KMPC-Bolero Tune
 KLAC-News
 KECA-Sun. School

9:15 A.M.
 KFI-Christian Science
 KFAC-Choristers

9:30 A.M.
 KFAC-Morn. Concert
 KFVB-Music
 KNX-Garden Gate
 KECA-Sun. with Bill

9:45 A.M.
 KNX-Get More Out Life

10:00 A.M.
 KFI-H. J. Mann
 KHJ-Glenn Hardy
 KMPC-Music Hour
 KLAC-News; Par. Hits
 KECA-Sun. With Bill
 KNX-N.Y. Phil'm'nic
 KFVB-Peter Potter

10:15 A.M.
 KFI-Action for Survival
 KHJ-Real Estate

10:30 A.M.
 KFI-Chi. Round Table
 KFAC-Concert

11:00 A.M.
 KNX-N.Y. Phil'm'nic
 KECA-Sun. With Bill
 KLAC-News; Parade

Hits
 KHJ-Frank & Ernest
 KMPC-Record Session
 KFVB-Peter Potter

11:15 A.M.
 KHJ-Robt. Lefever

11:30 A.M.
 KFI-Bob Considine
 KNX-Symphonette
 KHJ-Fulton Lewis
 KFVD-Union Rescue Mission

11:45 A.M.
 KFI-Girl from Paris
 KHJ-Master Canaries

12:00 Noon
 KFI-Amer. Forum of Air
 KNX-News
 KFAC-News
 KLAC-News; Parade Hits
 KHJ-News
 KMPC-Record Session
 KFVB-Peter Potter
 KECA-Christian in Action
 KGFJ-Hit Parade

12:15 P.M.
 KHJ-Bill Cunningham
 KFAC-Your Soloist
 KNX-Romance of Highways

12:30 P.M.
 KFI-Quiz Kids
 KHJ-Juvenile Jury
 KNX-Univ. Explorer
 KFAC-Met. Encores

12:45 P.M.
 KNX-Melody Parade

1:00 P.M.
 KFI-The Falcon
 KHJ-Hiwyd Open Hse.
 KLAC-News; Face the Music
 KFAC-Keyboard Stylings
 KMPC-News, Hits, Airs
 KFVB-Wizard of Ivories
 KNX-Dollar a Minute
 KGFJ-Showcase

1:15 P.M.
 KMPC-Harmony H'se

1:30 P.M.
 KFI-Dr. Kildare
 KFAC-Imports on Wax
 KHJ-Martin Kane
 KNX-News Room
 KFVB-Music

2:00 P.M.
 KFI-Phil Reagan
 KFAC-Concert Favor
 KNX-Meet Frank Sinatra
 KLAC-News; Let's Face Music
 KHJ-The Shadow
 KGFJ-News

2:15 P.M.
 KMPC-Calif. Carousel

2:25 P.M.
 KFI-Bob Tront

2:30 P.M.
 KFI-Maisie
 KHJ-True Detective
 KECA-Greatest Story Ever Told

KFVB-M'dy of Youth

2:45 P.M.
 KNX-Eric Sevareid
 KMPC-Parade of Hits

3:00 P.M.
 KFI-Big Show
 KNX-Amer. Rhapsody
 KFVB-News
 KHJ-Roy Rogers
 KFAC-Museum Concert
 KLAC-News; Face the Music
 KMPC-News; Parade of Hits
 KFVD-Melody Cruise
 KGFJ-Music for Amer.

3:15 P.M.
 KFVB-Music

3:30 P.M.
 KHJ-Nick Carter
 KNX-Memo From Molly
 KECA-Billy Graham
 KFVD-Hank the Nite Watchman

4:00 P.M.
 KFI-Big Show
 KFAC-Masterpieces
 KECA-Thing Called Life
 KNX-Jack Benny
 KHJ-Harmony H'se
 KFVD-Citizens in Act'n
 KLAC-News; Face the Music
 KMPC-Parade of Hits
 KGFJ-News

4:30 P.M.
 KFI-Harris & Faye
 KNX-Amos 'n' Andy
 KECA-Layman's Hour

5:00 P.M.
 KFI-Hedda Hopper
 KFAC-Center of Light
 KHJ-Cal. Caravan
 KNX-Bergen-McCarthy
 KECA-Stop Music
 KLAC-News; Parade of Music
 KGFJ-Dixieland
 KRKD-Pilgrims Program
 KMPC-News, Par. Hits

5:30 P.M.
 KFI-Theater Guild
 KHJ-Peter Salem
 KNX-C. Collingwood
 KMPC-God & Freedom
 KFVB-Music Hall
 KFAC-Guy Bates Post

5:45 P.M.
 KNX-Tom Harmon
 KMPC-Religious News
 KGFJ-News

6:00 P.M.
 KLAC-News; Parade of Music
 KNX-Corliss Archer
 KFAC-Masterworks
 KFVB-News
 KECA-Walter Winchell
 KMPC-News
 KHJ-News
 KGFJ Songs of Cent'ry

6:15 P.M.
 KECA-Louella Parsons
 KHJ-Newsreel

KFVB-Music
 KMPC-Future Is Now

6:30 P.M.
 KNX-Horace Heidt
 KECA-Amer. Album
 KHJ-Committee on Present Danger
 KMPC-America Speaks Up
 KRKD-Kingdom Fellowship
 KGFJ-Request Perf.

6:45 P.M.
 KMPC-Phil. Reporter
 KHJ-Geo. Fielding Elliot

7:00 P.M.
 KFI-\$64 Question
 KNX-Contented Hr.
 KHJ-Take a Number
 KFAC-Music Magic
 KLAC-News; Par. Music
 KMPC-Hr. St. Francis
 KECA-Simms Song Shop
 KGFJ-Musical Digest

7:15 P.M.
 KECA-Paul Harvey
 KMPC-Federation of Women's Clubs

7:30 P.M.
 KFI-Music With Girls
 KMPC-Music of Past
 KFVB-Strollin' Tom
 KNX-The Whistler
 KECA-Ted Mack
 KFAC-Your Concert
 KHJ-Com'dy of Errors

7:55 P.M.
 KHJ-News

8:00 P.M.
 KFI-Noah Webster
 KHJ-20 Questions
 KNX-Our Miss Brooks
 KECA-Drew Pearson
 KMPC-Norman Nesbit
 KLAC-Dept. Employment
 KGFJ-News

8:15 P.M.
 KECA-Mon. Headlines
 KLAC-Voice of Army
 KGFJ-If They Had Lived

8:30 P.M.
 KFI-Symphony Hr.
 KNX-Bergen-McCarthy
 KECA-Walter Winchell
 KHJ-Count Monte Cristo
 KLAC-Irwin Allen

8:45 P.M.
 KFAC-Sun. Eve. Club
 KECA-Wm. Tusher
 KLAC-Hr. of St. Francis

9:00 P.M.
 KECA-Mystery File
 KLAC-News; Wanted Persons
 KMPC-Freedom Story
 KFVB-Edition of Bible
 KHJ-Glenn Hardy
 KNX-Red Skelton

9:10 P.M.
 KLAC-Philharm. Reporter

9:15 P.M.
 KHJ-Report From Pentagon
 KLAC-Guest Star
 KMPC-Mother's Album

9:30 P.M.
 KFI-Senator's Report
 KLAC-Income Tax
 KECA-Sammy Kaye
 KHJ-Chicago Theater
 KNX-Jack Benny
 KFVB-Music; News
 KMPC-Dance Time
 KFAC-Gateway to Music
 KGFJ-Musical Comedy

9:45 P.M.
 KFI-Trouble Is My Business
 KFVB-Amer. Hospital Association
 KLAC-Here's to Vets

10:00 P.M.
 KFI-Reporter
 KFVB-Music
 KNX-10 O'Clock Wire
 KECA-News
 KLAC-Bob Hope—Red Cross
 KFVD-Bill Carls
 KMPC-Dance Time

10:15 P.M.
 KFI-Mayor Bowron
 KNX-Top of Week
 KECA-Retail Clerks
 KECA-Sports Review
 KLAC-Footlights

10:30 P.M.
 KFI-The Saint
 KFVB-Echoes Eden
 KECA-Career Theater
 KNX-Robt. St. John
 KHJ-Arthur Van
 KFAC-Nocturne

10:45 P.M.
 KNX-How'd K. Smith

11:00 P.M.
 KFI-Music & Muse
 KMPC-Salute to Reservists
 KLAC-News; Across Footlights
 KECA-Geo. Sokolsky
 KHJ-Oklahoma Symphony
 KNX-News

11:15 P.M.
 KECA-Al Gayle
 KNX-Stan Kenton

11:30 P.M.
 KFI-Amer. United
 KMPC-Dreamtime Music
 KFVB-Music U Want
 KECA-Phil Ohman
 KFAC-Nocturne
 KFAC-Nocturne

11:45 P.M.
 KMPC-News
 KNX-Univ. Explorer

12:00 Midnight
 KFVB-Music
 KLAC-News; Footlights
 KFAC-Serenade
 KNX-News

F-M PROGRAMS

KMGM-98.7 M.C.
 3:30-Off Stage at Met.
 5:00-Curtain Call
 7:30-Mostly Music
 9:00-Concerto
 9:00-Telefunken Hour

KFI-105.9 M.C.
 2:55-Aft. Concert
 3:55-Classic
 5:05-Eve. Concert
 7:05-World Music

KKLA-97.1 M.C.
 3 to 9:30 p.m.
 3:00-Church Service
 4:30-Melody of Youth
 5:30-Sun. Serenade
 7:00-Angelus Hour
 7:00-Point of Piano
 11:15-Smith Jubilee Singers

KUSC-91.5 M.C.
 3:00-Museum Concert
 3:45-Check Scoreboard
 6:30-BBC Forum
 7:00-Minor of Music
 8:00-Story Time
 8:30-Concert
 KHJ, 101.1 M.C.—1:30 p.m. to 9 p.m.
 KECA, 95.5 M.C.—5:30 a.m. to 12 p.m.
 KRKD-98.3 M.C.
 24-Hr. Schedule

FOR RADIO ADVERTISING TURN TO PAGE 16, PART II