

MASTER RADIO STATION READY

Fifty-Kilowatt Plant of KFI Inspected by Scribes

Last Word in Broadcasting Equipment Installed

Units Duplicated to Guard Against Any Failure

THE TIMES FORUM, KHJ, 1:30 p.m.

S. Fred Hogue, Times editorial staff writer—"Five Centuries in Los Angeles."

World-wide News 7 a.m., 12:30, 5:50 and 10 p.m.

BY JOHN S. DAGGETT

Newspaper men were guests yesterday on an inspection tour of the new fifty-kilowatt transmitter of KFI, the Earle C. Anthony station, located near Buena Park. The plant represents the last word in radio.

The transmitter has been tested intermittently for the past fifteen days and is pronounced by those who have heard it pre-eminently successful from the standpoint of modulation, smoothness and beauty of tonal reproduction. Approaching the forty-acre barbed-wire inclosure, the graceful spider-like antenna masts reaching 400 feet in the air, and 760 feet apart, first attract attention. The power plant at the entrance to the inclosure has a remarkable array of electrical equipment. All units are duplicated and a 200 per cent supply of all tubes is maintained, guarding against more than momentary failure.

The transmission room consists of three banks of panels. The current from the main studio at Tenth and Flower streets is augmented until it finally passes into the master tubes, each of which costs \$1650. The installation throughout is as accurate as the workings of the finest watch.

"Many people seem to have the impression that a 50,000-watt set going on the air will create havoc among other broadcast stations," said Carl Haverlin, commercial manager of KFI. "This is entirely erroneous, for volume will be no louder in Los Angeles than the present 5000-watt set. But its quality will be much more clean cut.

"We wish to dispel the idea that the purpose of this master station is to blanket the universe. The intention is merely to increase the local range, and the primary object of the station is for reception within a radius of 100 miles. The objective is the consummation of perfection in broadcast, rather than to achieve distance."

The actual date for the dedicatory program of the new unit, has not been set. Extensive preparations are being made for the event.

(From Programs Submitted by Stations)

(ALPHABETICALLY ARRANGED)

6 to 8 a.m.

KFI—Health exercises, 7; news, 7:30; Van and Don (C.), 7:45.
KHJ—World-wide news, 7; organ, 7:30.
KMPC—Mex.-Amer. program, 8:30.
KMTR—Breakfast Club, 7.
KNX—Time and Sharples' Breakfast Club, 8:45.
KTM—News, 7:30

8 to 10 a.m.

KECA—Wall street Flashes, 8:15; exercises, 8:30; Loz of the Day (C.), 9; pianist, 9:30.
KFI—Shell Happy Time, 8; Lou Gordon, songs, 9; harp and cello duo, 9:15; ballads, 9:30; Eddie and Don, 9:45.
KFJB—Joyce's Orch., 9.
KHJ—Hallelujah Hour, 8; Felix Fernando's Orch. (C.), 9; organ, 9:15; Savoy-Plaza Orch. (C.), 9:30.
KMPC—News, 9; U.S.C. chapel, 9:50.
KMTR—Stock market, 8; Breakfast Club, 8:05; economics, 9.
KNX—Sharples' Breakfast Club; prayer, 8:45; trio, 9:30; records, 9:45.

10 a.m. to 12 Noon

KECA—Edna Hopper (C.), 11:45.
KFI—Woman's Magazine, 10; organ recital (C.) at 11; songs, 11:45.
KFJB—Organ, 10; records, 10:30; Joyce's Orch., 11.
KHJ—Mills Sax, 10; beauty talk, 10:30; Hulda Dietz, 10:45; Columbia Salon Orch. (C.), 11; KHJ Trio, 11:15; The Three Doctors (C.), 11:30.
KMPC—Organ, 11:30.
KMTR—The Rhythmettes, 10:30; City Hall, 11:45.
KNX—Ten O'Clock Family, 10; records, 11; Joyce Cord, 11:15.

12 Noon to 2 p.m.

KECA—Concert (C.), 12; farm and home hour (C.), 12:15; Biennial concert (C.), 1; Hotel Sir Francis Drake Orch., 1:30.
KFI—Agriculture talk, 12; Spanish, 12:30.
KFJB—Organ, 12; records, 12:30; two-plano team, 1:30.
KHJ—Billmore Orchestra, 12; world-wide news, 12:30; University of the West (C.), 12:45; Asbury Park Casino Orchestra, 1; Times Forum, 1:30; S. Fred Hogue.
KMPC—Happy Chappies, 12; news, 1:15; Hob, Bunny and Jr., 1:30.
KMTR—News, 12; Hi-noon Hillites, 12:15; Lumberjacks, 1:15.
KNX—Light concert, 12; The Gossipers, 12:45; Paris Inn frolic, 1.
KTM—Poetry, 1.

2 to 4 p.m.

KECA—N.B.C. matinee, 2; Poet and Philosopher, 2:45; piano duo, 3; French, 3:15; news, 3:40; Three Coeds, 3:45.
KFI—Siesta Melodies, 2; Helen Guest, songs, 3; Winnie Parker, songs, 3:15; Phil Cook (C.), 3:30; Bess Kimer, 3:45.
KFJB—Records; organ, 2:30; popular fiction, 3:30.
KHJ—Happy Go Lucky Hour (C.), 2; Feminine Fancies (C.), 3.
KMTR—Frank Gage, songs, 2:15; Mississippi Mose, 2:45.
KMPC—Mexican hour, 2; soloist, 3; organ, 3:15.
KNX—Fiction reading, 2; French lesson, 2:45; Astro-Analyst, 3:30.
KTM—Over the Teacup, 2.

4 to 6 p.m.

KECA—Sunshine Hour (C.), 4; Arc0 Birthday Party (C.), 4; Lopez Orch. (C.), 5; Maxwell Melodies (C.), 5:30.
KFI—Organist, 4:15; Big Brother, 4:45; Baron Keyes, 5; Young's Musketeers, 5:45.
KFJB—Records, 4:30; Joyce's Orch., 5.
KHJ—U.S.C. Trojan, 4; Walter Brown Murray, 4:15; Elvia Allman & Nell, 4:30; The Columbians (C.), 5:15; Chili Peppers, 5:30; world-wide news, 5:50.
KMPC—Kids Club, 4:30.
KMTR—Billy Van, songs, 4; orchestra, 4:30; news, 5:45.
KNX—Travelogue, 4; Big Brother, 5; Billy Van, songs, 5:30; entertainment tips, 5:45.
KTM—Zandro, astrologist, 4; Spanish program, 4:30.

6 to 7 p.m.

KECA—Roamers Dance Band, 6; Pianist, 6:30.
KFI—Lucky Strike Orch. (C.), 6.
KFJB—Organ, 6; Uncle Jerry, 6:30; Cecil and Sally, 6:45.
KHJ—Lutheran Laymen's League (C.), 6; Sunset Serenade, 6:30; Irene Bessley, songs (C.), 6:45.
KMTR—"I Cudda Club," 6; Ethiopian Night Club, 6:30.
KNX—Organ, 6; Tom and Wash, 6:15; Duke and Luke, 6:30; concert organist, 6:45.

7 to 8 p.m.

KECA—Amos 'n' Andy (C.), 7; Sperry Smiles (C.), 7:15; After-Dinner Review, 7:30.
KFI—Concert orch., 7; Standard Symphons, 7:30 (C.).
KFJB—Piano duo, 7; popular songs, 7:15; Concert Classics, 7:30.
KHJ—Denny's Orch. (C.), 7; Pryor's Band (C.), 7:15; Morton Downey and orch. (C.), 7:30; Radio Round-up, 7:45.
KMTR—Fishing news, 7; orchestra, 7:15; Wedding of the Air, 7:30.
KNX—Frank Watanabe and Hon. Archie, 7; Hall Room Boys, 7:15; Barber-shop Quartet, 7:30; June Pursell, songs, 7:45.

8 to 9 p.m.

KECA—Gypsy Land, 8:30.

KFI—Wandering Minstrels, 8:30.
KFJB—Gleason & Armstrong, 8; The Paint Man, 8:15; "Modernistic," 8:30.
KHJ—Black and Blue, 8; Barrows News, 8:15; Inglewood Concert, 8:30.
KMTR—Double Deckers, 8; Baseball, 8:30.
KNX—Calmon Luborski, violin, 8.
KTM—Music Masters, 8; soloists, 8:30.

9 to 10 p.m.

KECA—Eddie & Don, 9; Mildred Loughlin, songs, 9:30.
KFI—Concert and mixed quartet, 9.
KFJB—"Smart Money," 9; Slumber Time, 9:30.
KHJ—Dramatic Skit, 9; playlet, 9:45.
KMTR—Baseball.
KMPC—Organ, 9; Happy Chappies, 9:30.
KNX—Dramatic skit and Patze's orch. (C.), 9; Philadelphias in Music, 9:30.
KTM—Hamlet in Hollywood, 9:15; Ranch Boys, 9:30.

10 p.m. to Midnight

KECA—Geo. Olsen's Club, 10; news, 10:30; exercises, 10:45.
KFI—News, 10; Nomads (C.), 10:15; concert, 10:30; Everett Hoagland Orch., 11; Sir Frances Orch. (C.), 11:30.
KFJB—Gus Arnheim's Orchestra, 10-13.
KHJ—Times' world-wide news at 10; Billmore dance orchestra, 10:05.
KMPC—Hill Billies, 10-11.
KMTR—Coslow's, Orch., 10:30; organ, 11-12.
KNX—Arizona Wranglers, 10; Paris Inn frolic, 11.
KTM—Organ recital, 10:30; varieties, 11-1.

Midnight to 1 a.m.

KHJ—Phantom of the organ, 12-1.
KMTR—Happiness Girl, 12-1.
KMPC—Harmony Boys, 12.