

# BALL-FROLIC ON AIR TODAY

Long Beach Entertainment  
to Be Broadcast

Studios Compete to Present  
Best Offerings

Event Planned for Meeting  
of Advertisers

THE TIMES FORUM, KHJ.  
AT 1:30 P.M. Jennie Durkee, instrumentalist; Dr. Frank McCoy, Editor of Diet and Health in The Times. World-wide News. 7 a.m., 12:30, 5:50 and 10 p.m.

BY JOHN S. DAGGETT

In addition to the many radio features to be found in Today's Highlights, KGER, Long Beach, points to the radio frolic and ball to be conducted in the Long Beach Municipal Auditorium at 8 tonight as part of the entertainment program for the annual convention of the Pacific Advertising Clubs' Association. Three Southern California stations KFVB, KHJ and KNX, in addition to the N.B.C. network will enter talent in this frolic. The entire program from 8 to 10 will be brought to you over station KGER.

Variety seems to be the keynote of the entire performance. KNX will contribute both the Highland Bagpipe Band and the Arizona Wranglers; talent from motion-picture land's radio station, KFVB, will be marshaled by Bill Ray as master of ceremonies, while KHJ will present an array of its highlights, including Raymond Paige's thirty-five-piece orchestra and a vocal chorus of twenty.

When the staff stars of these three studios vie for honors and cup trophies you may be assured there will be plenty of merit in the two hours offered by KGER.

(ALPHABETICALLY ARRANGED)

(From programs submitted by Stations)  
(C)—Denotes chain broadcast.  
Suggested features in black type.

6 to 8 a.m.

KFI—Health exercises, 6:45; stock market, 7:30; Van and Don (C.) 7:45.  
KHJ—World-wide news and records, 7-8.  
KMPC—Latin-American program, 6:30.  
KMTR—Breakfast Club at 7.  
KNX—Sharples' Gang, 6:45.

8 to 10 a.m.

KECA—Wall-Street Journal (C.) 8:15; exercises, 8:30; Log of the Day (C.) 9; pianist, 9:30.  
KFI—Shell Happy Time, 8; Helen Guest, 9; Winnie Parker, songs, 9:15; Lou Gordon and Betty Travis, violin and song, 9:30.  
KFVB—Joyce's Orchestra, 9.  
KHJ—Hallelujah Hour, 8; household hints, 9; Savoy-Plaza Orchestra (C.) 9:30.  
KMPC—News service, 9; organ, 9:50.  
KMTR—Breakfast Club, 8:05; home economics at 9.  
KNX—Sharples' Gang, 8; Prayer, 8:45; Air Clinic, 9.  
KTM—News, 8.

10 a.m. to 12 Noon

KECA—Organ recital (C.) 11:30; Edna Wallace Hopper (C.) 11:45.  
KFI—Color Harmony (C.) 10; Woman's Magazine, 10:30 (C.) domestics, 11:30; Three Co-eds, 11:45.  
KFVB—Organ, 10; Joyce's orchestra, 11.  
KHJ—Pabsette (C.) 10; beauty talk, 10:30; Chili Peppers, 10:45; Columbia Salon Orchestra (C.) 11:15; organ, 11:45.  
KMPC—Records, 10:30.  
KMTR—McIntyre's Hawaiians, 10:30; The Hungry Hound; City Hall broadcast, 11:45.  
KNX—Eddie Albright, 10; trio, 11:45.

12 noon to 2 p.m.

KECA—Luncheon concert (C.) 12; farm and home hour (C.) 12:15; National Federation of Music (C.) 1; ballads, 1:30; baritone, 1:45.  
KFI—U. S. Agriculture talk, 12.  
KFVB—Virginia Rhythm Boys, 12; organ, 12:30; Nip and Tuck, 1:30.  
KHJ—Biltmore Concert, 12; news, 12:30; Four Clubmen (C.) 12:45; Adventures in Words (C.) 1:15; The Times Forum, 1:30.  
KMPC—News, 1:15; Bob, Bunny and Junior, 1:30.  
KMTR—News at 12; Varieties at 12:15; Lumberjacks at 1:15.  
KNX—Singer, 12:15; Piano, 12:30; the Gossipers, 12:45; Paris Inn, 1.  
KTM—Poetry, 1.

2 to 4 p.m.

KECA—Siesta melodies, 2; La Rosa Entertainers (C.) 3; Freeman High, tenor, 3:30; Winnie and Eddie, 3:45.  
KFI—N.B.C. matinee, 2; Seelie Southern California, 3; Phil Cook (C.) 3:30; Ramblers (C.) 3:45.  
KFVB—organ, 2:30; "Popular Fiction," 3:30.  
KHJ—Happy Go Lucky hour at 2; Feminine Fancies, 3.  
KMPC—Mexican-American hour, 2; U.S.C. lectures, 3.  
KMTR—Frank Gage, 2:15; records, 3:30.  
KNX—Hatch's Ensemble, 2:30; "Fiji Island Lore," 3:30.  
KTM—"Over the Tea Cup," 2; records, 2:30.

4 to 6 p.m.

KECA—Organist, 4; news, 4:30; the Fuller Man (C.) 5:30.  
KFI—Paul Whiteman (C.) 4; beauty talk, 4:30; Paul Roberts, songs, 4:45; Eddie and Don, 5:30; market, 5:45.  
KFVB—Nip and Tuck, 4:30; Joyce's Orchestra, 5.  
KHJ—U.S.C. Trojans, 4; Midnight Mission, 4:15; Dixie Travels (C.) 4:30; Seeing Southern California, 4:45; Sharnovk Trio, 5:15; Town Topics, 5:45; world-wide news, 5:50.  
KMPC—News, 5.  
KMTR—Records, 4:15; orchestra, 4:30; Frank Gage, piano, 5:15; news, 5:45.  
KNX—Travelogue at 4; Big Brother, 5; Billy Van, songs, 5:30.  
KTM—Zandro, astrologist, 4.

6 to 7 p.m.

KECA—Winnie Parker and Instrumental Novelty, 6; Ransie Valentine, songs, 6:45.  
KFI—Lucky Strike Orchestra (C.) 6.  
KFVB—Organ, 6; Uncle Jerry, 6:30; Cecil and Sally, 6:45.  
KHJ—Ben Bernie's orchestra (C.) 6; Tita Gulzar and Sorey's orchestra (C.) 6:15; Savino Tone Pictures (C.) 6:30.  
KMPC—Mexican-American hour, 6.  
KMTR—The Cavaliers at 6; Ethiopian Nite Club, 6:30.  
KNX—Organ, 6; Tom and Wash, 6:15; Petite concert, 6:30.

7 to 8 p.m.

KECA—Amos 'n' Andy (C.) 7; Sperry Smiles (C.) 7:15; Dorie Quartet, 7:30; Concert, Richard Davis, 7.  
KFVB—Nip and Tuck, 7; Symphonettes, 7:30.  
KHJ—Intercity radio championship (C.) 7; Pryor's Band (C.) 7:15; Morton Downey and Orchestra (C.) 7:30; Dr. Barrow's Edits News, 7:45.  
KMTR—Dream Girl, 7:15; wedding, 7:30.  
KNX—Frank Watanabe and Hon. Archie at 7; Duke and Luke, 7:15; "Reminiscences of Victor Herbert," 7:30; piano and song duo, 7:45.

8 to 9 p.m.

KECA—Dance band, 8.  
KFI—Caswell Concert, 8; Memory Lane (C.) 8:15; "D-17 Emperor," 8:45.  
KFVB—Gleason and Armstrong, comedy, 8; Ascot auto races, 8:15; Plantation Club, 8:30.  
KGER—Radio frolic, 8 to 10.  
KHJ—Back and Blue, 8; concert and soloists (C.) 8:30.  
KMPC—Bob, Bunny and Junior, 8:45.  
KMTR—Double-Deckers, 8; My Merry Oldsmobile, 8:15; night baseball from Wrigley Field, 8:30.  
KNX—"A Night in Spain," 8; Gilmore Circus, 8:30.  
KTM—Highway Highlights, 8.

9 to 10 p.m.

KECA—Three Co-eds, 9; Hall and Myers, 9:15; vocal ensemble, 9:30.

KFI—String Orchestra (all-Tschaikowski).  
KFVB—Highlights, concert, 9; Olympic prize fight, 9:30.  
KHJ—Cadman Symphony (C.) 9.  
KMPC—U.S.C. lectures, 9.  
KMTR—Baseball.  
KNX—Barber Shop Quartet, 9; KNX playlet, 9:30.  
KTM—Organettes, 9; Ranch Boys, 9:30.

10 p.m. to Midnight

KECA—News, 10:30; exercises, 10:45.  
KFI—News, 10; Harmony Hurricane, 10:15; Packard Orchestra and Arthur Lane, baritone, 10:30; Howland's Orchestra, 11; Hotel St. Francis (C.) 11:30.  
KFVB—Gus Arnheim's Orchestra, 10:30.  
KHJ—Times' world-wide news at 10; Biltmore Dance Orchestra, 10:05-12.  
KMPC—Con Conrad's, 10; records, 11.  
KMTR—Organ, 10:30; Phantom Revue (Billy Van.) 11.  
KNX—Arizona Wranglers, 10; Paris Inn frolic, 11.  
KTM—Readers' organ hour, 10; varieties, 11.

Midnight

KMTR—Happiness Girl, 12-1. . . . .