

# QUALITY MARKS RADIO'S ARRAY

## Advertising Club Luncheon Promises Some Treats

Jose Arias and Entertainers  
on "Times" Forum Bill

Inglewood Concert Slated,  
With Other Features

The Times Forum, KHJ, at  
1:30 p.m.

Jose Arias and his Mexican  
entertainers, auspices of the Ju-  
nior Chamber of Commerce.  
Commodore Al Christie speaks on  
the "Midwinter Regatta."

World-wide news, 7 a.m., 12:30,  
5:15 and 10 p.m.

BY WILLIAM HAMILTON CLINE

Quality is the keynote of today's  
radio releases. Passing through the  
publicity announcements, the Adver-  
tising Club luncheon at the Bilt-  
more, thirty minutes with Jose  
Arias and his Mexican entertainers,  
the Inglewood concert, a trip to  
Reno to take the "cure" in a new  
series of dramas, and a prize fight  
at the Olympic Auditorium, give  
promise of plenty of merit.

Perry Askam, heart-shatterer of  
"The Desert Song," is billed to sing  
at the Advertising Club luncheon  
(KECA at 12:45 p.m.) In addition  
the array of talent will include the  
Miami Octet and the Four Se-  
quoians.

Just what Jose Arias has in store  
for listeners-in over KHJ at 1:30  
is not known. It is certain, how-  
ever, that followers of Spanish mu-  
sic and song will have an opportu-  
nity to hear one of the West's best  
exponents of this colorful type of  
melody.

The Inglewood concert brings a  
tribute marking the anniversary of  
the death of the famed composer,  
Richard Wagner (KHJ at 6:45.) At  
this time an all-Wagnerian reper-  
toire will top the concert offerings  
of the evening.

6 to 8 a.m.

KFAC—Rescue Mission, 6:30; Spanish  
hour, 7.  
KFI—Exercises, 6:45; stock market, 7:30;  
Van and Don (C.) 7:45.  
KFWB—Exercises, 7; Musical Clock, 7:15.  
KHJ—Inspirational talk and world-wide  
news, 7; Steamboat Bill, 7:45.  
KMPC—Top of the Morning Club, 7.  
KMTR—Records, 6:30; Breakfast Club, 7.  
KNX—Records, 6:30; Sharples' Gang, 6:45.  
KTM—Records, 6.

8 to 10 a.m.

KECA—Exercises, 9.  
KFAC—Pasadena hour, 8:30.  
KFI—Your Child (C.) 8; Rhythm Ram-  
blers (C.) 8:15; U. S. Marine Band (C.)  
8:30; General Electric program (C.)  
9; Beautiful Thoughts (C.) 9:15; Lou  
Gordon and Betty Travis, 9:30; beauty  
talk, 9:45.  
KFWB—Hollywood Hill Billies, 8; Barbara  
and Gale, 9:15; organ, 9:30.  
KHJ—Shell Happy Time (C.) 8; Halle-  
lujah hour, 8:30; Columbia Revue (C.)  
9:30.  
KMPC—News Service, 9; John Brown,  
9:15.  
KMTR—Stock quotations, 8; Breakfast  
Club, 8:05; Walkathon, 9:15; Happiness  
Ambassador, 9:30; U.C.L.A. program,  
9:45.  
KNX—Sharples' Gang, 8; prayer, 8:45;  
Air Clinic, 9; news, 9:30.  
KTM—Zandra, 9; Dutchmen, 9:30.

10 a.m. to 12 noon

KFAC—Bible Institute, 10:30.  
KECA—News, 10; Roy Leffingwell, 10:30;  
records, 11.  
KFI—Color Harmony (C.) 10; Magazine of  
the Air (C.) 10:30; songs, 11:30; Radio  
Guide, 11:45; market reports, 11:50.  
KFWB—Piano, 10:15; cooking, 11; piano  
and song, 11:15.  
KHJ—Columbia Farm Hour (C.) 10; Them  
Gals, 11; American School of the Air  
(C.) 11:30.  
KMPC—Ambassador of the Air, 10:45;  
records, 11; club women's hour, 11:30.  
KMTR—Records, 10; Serenaders, 10:30;  
City Hall, 11:45.  
KNX—Eddie Albright, 10; Economics,  
10:30; Barbara Gould, 11; Carter's  
Birthday Party, 11:15.

12 noon to 2 p.m.

KFAC—Records.  
KECA—Biltmore concert, 12; Advertising  
Club, 12:45; records, 1:30; Bunny's Fam-  
ily, 1:45.  
KFI—U. S. Agriculture talk, 12; Farm  
Hour (C.) 12:15; news, 1; Ann Warner,  
1:15; Silvio Tavatelli, cello, 1:45.  
KFWB—Organ, 12:15; bridge talk, 12:30;  
Indian stories, 1; songs, 1:15; organ,  
1:30.  
KHJ—Ann Leaf, organ (C.) 12; world-  
wide news, 12:30; Musical Americana  
(C.) 12:45; Rhythm Kings (C.) 1; The  
Times' Forum, 1:30; Jose Arias' Mex-  
ican Orchestra.  
KMPC—Happy Chappies, 12; news, 1:15;  
Two Professors, 1:30.  
KMTR—News at 12; records, 12:15; Hotsy  
Totsy Gang, 1:30.  
KNX—News, 12; Dr. Donald Rohrer, 12:15;  
Piano Phantoms, 12:30; Davie Mack's  
Paris Inn Orch., 1.  
KTM—Utah Trail Boys, 1:15; Maude  
Hughes, 1:45.

2 to 4 p.m.

KFAC—Sunny Side Up, 2; aviation, 2:30;  
Talent Hunt, 2:45; dance band, 3.  
KECA—Records, 2; Fred Dempsey, tenor, 3.  
KFI—N.B.C. Matinee (C.) 2; Waldorf Or-  
chestra (C.) 3; Headliners (C.) 3:15;  
The Old Topper (C.) 3:30; Blue Bird  
Melodies (C.) 3:45.  
KFWB—Child Psychology, 2; Over the  
Teacups, 2:30; Action, 3:30.  
KHJ—Happy Go Lucky hour at 2; Fem-  
inine Fancies, 3.  
KMPC—Sunshine Club, 2.  
KMTR—Happiness Revue, 2.  
KNX—The Bookworm, 2; L. A. Fire De-  
partment dance band, 2:30; Joyce Cond,  
3:45.  
KTM—Spanish orchestra, 2; string duo,  
3:15; Gene Byrnes, 3:30; Dutchmen,  
3:45.

4 to 6 p.m.

KFAC—"Not Good, but Loud," 4; organ,  
5; Whoa Bill Club, 5:30.  
KECA—News, 4:15; Big Brother Ken,  
4:30; Voters' Service (C.) 5; Nursery-  
man, 5:30; Little Orphan Annie, 5:45.  
KFI—Nick Harris Detective Stories, 4:30;  
News, 4:45; Coffee Matinee (C.) 5; Heel  
Hugger Harmonies (C.) 5:30; Vintage  
Melodies, 5:45.  
KFWB—King's Men, 4:30; dance band,  
5:15.  
KHJ—Organalities, 4; Trojans, 4:15;  
David Grosch, songs, 4:30; Seeing South-  
ern California, 4:45; world-wide news,  
5:15; Town Topics, 5:25; Skippy, 5:30;  
organ, 5:45.  
KMPC—News, 4:30.  
KMTR—Walkathon, 5; news, 5:45.  
KNX—Travelogue, 4; Arizona Wranglers,  
5:15; pet stories, 5:40; Chandu, 5:45.  
KTM—Montana Cowgirls, 4; Paul Rader's  
Couriers, 4:30.

6 to 7 p.m.

KFAC—Salon Ensemble, 6.  
KECA—Records, 6; Cecil and Sally (C.)  
6:45.  
KFI—Musical Magazine (C.) 6; The Ful-  
ler Man (C.) 6:30.  
KFWB—Charlie Lung, 6:15; organ, 6:30;  
Growin' Up, 6:45.  
KHJ—Ben Bernie's Orchestra (C.) 6;  
Fifteen Melodies (KFRC.) 6:30; Ingle-  
wood Park concert, 6:45.  
KMTR—Twilight Melodist, 6; Two Pro-  
fessors, 6:30.  
KNX—News, 6; Bad Men and Bandits,  
6:15; Lil' Joe Warner, 6:30; Louis and  
Adolph, 6:45.

7 to 8 p.m.

KFAC—Studio orchestra, 7; R.K.O. Vaude-  
ville, 7:30.  
KECA—Raising Junior (C.) 7; orchestra  
and Richard Davis, soloist, 7:15.  
KFI—Lucky Strike Orchestra (C.) 7.  
KFWB—The Olympians, 7; Sweethearts,  
7:30; Nip and Tuck, 7:45.  
KHJ—Black and Blue, 7:15; KFRC con-  
cert (C.) 7:30; Myrt and Marge, 7:45.  
KMTR—Judge Gates, 7; Don Kinney, 7:05;  
organ, 7:15; Salon Group, 7:45.  
KNX—Frank Watanabe and Hon. Archie  
at 7; Rev. Robert Shuler, 7:15; KFRC  
concert (C.) 7:30; "Just Willie," 7:45.

8 to 9 p.m.

KFAC—David Club, 8:30.  
KECA—Prince Albert (C.) 8:15; The Din-  
klebenders (C.) 8:20; string trio, 8:45.  
KFI—Amos 'n' Andy (C.) 8; Memory Lane  
(C.) 8:15; Sperry Smiles (C.) 8:45.  
KFWB—Kelsey's Orchestra, 8; the Land  
of Flowers, 8:15; "Reno" (drama), 8:30.  
KHJ—Bing Crosby (C.) 8; Chandu, 8:15;  
Morton Downey's Orchestra (C.) 8:30;  
The Olympians, 8:45.  
KMTR—Men's Glee Club, 8; Wagners  
8:30; George Lieblich, pianist, 8:15.  
KNX—Frost warning, 8; "A Bit of This  
and That," 8.  
KTM—Plectrum Ensemble, 8; Utah Trail  
Band, 8:15; Light opera concert, 8:30.

9 to 10 p.m.

KFAC—Dance band, 9.

KECA—The Story of Women's Name (C.)  
9; Songs of the South, 9:15; Earl Burt-  
nett's Orchestra, 9:30.  
KFI—Caswell Concert (C.) 9; Packard Or-  
chestra, 9:15; The Stebbins Boys (C.)  
9:45.  
KFWB—Plantation Club, 9; Olympic  
Fights, 9:30.  
KHJ—Hollywood Nights (Anita Stewart.)  
9:15; Sissie's Orchestra (C.) 9:30;  
Olympic Beautification, 9:45.  
KMPC—Plantation Crooners, 9; Handy  
Ch. pie, 9:55.  
KMT—Elks' concert band, 9; Mme. Cas-  
totti, songs, 9:30.  
KNX—News, 9; Lal Chand Mehra "India,"  
9:15; Idylls (Stuart Buchanan.) 9:45.  
KTM—Beverly Hill Billies, 9.

10 p.m. to midnight

KFAC—Clay's orchestra, 10; organ, 11;  
Silver Slipper orchestra, 12.  
KECA—News, 10:30; Prohibition Poll (C.)  
10:45.  
KFI—News, 10; Jimmie Greer's Ambassa-  
dor Hotel Orchestra, 10:15.  
KFWB—Casino Gardens, 10.  
KHJ—News, 10; Quaw's Orch. (C.) 10:10;  
Hotel Roosevelt Orch., 11; Midnight  
Moods, 12.  
KMPC—Original Hill Billies, 10:05; rec-  
ords, 11.  
KMTR—Records.

KNX—Aunt Emmy and Bert, 10; Jane  
Jones's Night Club, 10:15; Dave Mack's  
band, 11; records, 12.  
KTM—Dunn's Orch., 10; Deacon Brown's  
Peacemakers, 10:30; Cracker Barrel Con-  
gress, 11; Ballyhoo, 11:15.