

RADIO TODAY

SUNDAY, SEPT. 24, 1950

KALI - 1430 KFI - 640 KFVB - 980 KIEV - 870 KOWL - 1580 KVQE - 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 HIGH LIGHTS

SUNDAY CHURCH SERVICES

MYSTERY—
 2:30 KFI-Charlie Wilds
 4:30 KHJ-Peter Salem
 7:30 KNX-The Whistler
 9:30 KECA-Box 13

MUSIC—
 5:00 KFAC-Program 145
 7:00 KNX-Contented Hour
 8:30 KFI-Symphony Hour (Guest, Lily Pons)
 9:30 KHJ-Chicago Theater

PUBLIC INTEREST—
 10:30 a.m. KFI-Chicago Round Table
 11:45 a.m. KNX-University Explorer
 2:30 KFVD-Editor of Air
 7:00 KHJ-This is Europe
 10:15 KFI-Mayor Bowron
 10:30 KFI-American Forum
 10:30 KNX-One Nation Indivisible

VARIETY—
 6:30 KNX-Horace Heidt

DRAMA—
 11:00 a.m. KFI-Theater "Don Quixote"
 1:00 KFI-Theater (Lee Bowman)
 5:00 KFI-"Call Me Madam"—Premiere
 5:30 KFI-Theater Guild Alfred Lunt, Lynn Fontaine
 7:30 KHJ-2000 Plus
 10:30 KECA-Career Theater

COMEDY—
 4:00 KNX-Jack Benny
 4:30 KNX-Honest Harold
 8:00 KNX-Our Miss Brooks

QUIZ—
 12:30 KFI-Quiz Kids
 4:00 KFI-\$1000 Reward
 5:00 KECA-Stop the Music
 7:30 KFI-\$54 Question
 8:00 KHJ-20 Questions

SPORTS—
 1:30 KLAC-S. Diego-Hiywd.
 1:30 KMPC-L.A.-Seattle

7:00 A.M.
 KRKD-News
 KFAC-Symphony
 KLAC-News; Musical Album
 KFVB-Concert
 KECA-Church in Vale
 KHJ-Symphony

7:15 A.M.
 KRKD-Guest Star

7:30 A.M.
 KFI-Art of Living
 KECA-Band Box Revue
 KRKD-Good News Hr.

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

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

8:15 A.M.
 KMPC-Roger Fulton
 KECA-Morn'g Song

8:30 A.M.
 KMPC-Chilge. Youth
 KFAC-Organ Recital
 KHJ-Music
 KECA-Let There Be Music
 KNX-News; Invitation to Learning

8:45 A.M.
 KFI-Hometown Happenings

9:00 A.M.
 KFI-Parent-Youth Forum
 KNX-People's Platform
 KMPC-Religious News
 KLAC-News
 KECA-Negro College Choir

9:15 A.M.
 KFAC-Choristers
 KMPC-Start to Live

9:30 A.M.
 KFAC-Gilbert & Sullivan
 KFVB-Peter Potter
 KNX-Howard K. Smith
 KMPC-Bolero Time

9:45 A.M.
 KNX-News

10:00 A.M.
 KFI-H. J. Mann
 KHJ-Glenn Hardy
 KMPC-Music Hour
 KLAC-News, Voice of Pope
 KECA-Music of Today
 KNX-Syncopation Piece

10:15 A.M.
 KFI-Crime Is Your Problem
 KHJ-Organ Moods
 KLAC-Bill Stewart

10:30 A.M.
 KFI-Chi. Round Table
 KFAC-Gil. & Sullivan
 KFVB-Peter Potter
 KNX-Pops

11:00 A.M.
 KFI-Studio Theatre
 KECA-Foreign Reporter
 KLAC-News; Bill Stewart
 KNX-Choralliers
 KHJ-Happiness Hour
 KMPC-Record Session

11:15 A.M.
 KECA-Frank & Ernest

11:30 A.M.
 KNX-Romance of Highways
 KECA-Reel Music
 KHJ-Gospel Singer
 KFVB-Wizard of Ivories
 KFVD-Union Rescue Mission

11:45 A.M.
 KHJ-Your Science Reporter
 KNX-Univ. Explorer

12:00 Noon
 KFI-The Truitts
 KNX-Invitation to Music
 KFAC-News
 KLAC-News; Bill Stewart
 KHJ-News
 KMPC-Record Session

12:15 P.M.
 KHJ-Bill Cunningham
 KFAC-Met. Encores

12:30 P.M.
 KFI-Quiz Kids
 KECA-Music With Girls
 KHJ-Hashknife & Sleepy
 KFVB-Skyway to Music

1:00 P.M.
 KFI-Theater, "The Heavenly Body"
 KHJ-Hopalong Cassidy
 KLAC-News; Bill Stewart
 KNX-Invitation to Music
 KFAC-Keyboard Stylings
 KMPC-News, Hits & Airs
 KFVB-Music

1:15 P.M.
 KMPC-Dugout Dope
 KLAC-Dugout Dope

1:30 P.M.
 KFAC-Imports on Wax
 KHJ-Martin Kane
 KNX-Symphonette
 KMPC-L.A.-Seattle
 KLAC-S. Diego-Hiywd.

2:00 P.M.
 KFI-The Falcon
 KFAC-Concert Favor
 KHJ-The Shadow
 KMPC-L.A.-Seattle
 KNX-Amer. Rhapsody
 KLAC-S. Diego-Hiywd.
 KFVB-Music

2:30 P.M.
 KFI-Charlie Wilds
 KFVB-Melody of Youth
 KHJ-True Detective
 KECA-Greatest Story Ever Told
 KFVD-Editor of Air
 KNX-News

2:45 P.M.
 KNX-Melody Parade

3:00 P.M.
 KNX-Rate Your Mate
 KFVB-Music
 KHJ-Roy Rogers
 KFAC-Museum Concert
 KMPC-L.A.-Seattle
 KLAC-S. Diego-Hiywd.

3:15 P.M.
 KMPC-Headlines; Music

3:30 P.M.
 KFI-Tex Williams
 KHJ-Nick Carter
 KNX-Memo From Molly
 KECA-Sammy Kaye
 KFVD-Hank the Nite Watchman
 KMPC-L.A.-Seattle

4:00 P.M.
 KFI-\$1000 Reward
 KFAC-Masterpieces
 KECA-Thing Called Life
 KNX-Jack Benny
 KHJ-Calif. Caravan
 KLAC-S. Diego-Hiywd.

4:15 P.M.
 KMPC-Rancho Grande

4:30 P.M.
 KFI-The Saint
 KNX-Honest Harold
 KHJ-Peter Salem
 KECA-This Week Around the World

5:00 P.M.
 KFI-"Call Me Madam"—Premiere
 KFAC-Program 145
 KHJ-Bobby Benson
 KNX-Percy Faith
 KECA-Stop Music
 KMPC-News, Music
 KLAC-S. Diego-Hiywd.
 KRKD-Truth for Today

5:15 P.M.
 KMPC-Parade of Hits

5:30 P.M.
 KFI-Theater Guild
 KFAC-Guy Bates Post
 KHJ-Enchanted Hr.
 KNX-Newaroom Desk
 KRKD-News Bulletins

5:45 P.M.
 KFAC-Waltz Time

7:00 A.M.
 KFI-Radio Pulpit
 KNX-Church of Air
 KMPC-Calvary Hour

7:30 A.M.
 KMPC-Bible Class

8:00 A.M.
 KHJ-Religious Hr.
 KFAC-Country Church
 KNX-Salt Lake Tabernacle

8:15 A.M.
 KLAC-Christ Church

8:30 A.M.
 KFVB-Mission
 KLAC-Unity
 KFI-Christian Science

9:00 A.M.
 KLAC-Catholic Hour
 KHJ-Bible Class
 KFAC-Liberal Catholic Church
 KFVB-Rescue Mission

9:30 A.M.
 KFI-Eternal Light
 KHJ-Voice of Prophecy
 KECA-Message of Israel

6:00 P.M.
 KLAC-News; Bill Stewart
 KNX-Corliss Archer
 KFAC-Masterworks
 KFVB-News
 KECA-Walter Winchell
 KMPC-News
 KHJ-News

6:15 P.M.
 KECA-Louella Parsons
 KMPC-Bands, Ballads
 KHJ-Newsreel
 KFVB-Music

6:30 P.M.
 KFI-Amer. Album of Familiar Music
 KNX-Horace Heidt
 KECA-Ted Malone
 KMPC-Mother's Album
 KHJ-Gabriel Heatter

6:45 P.M.
 KHJ-Get More Out Life
 KMPC-Memory Melodies

7:00 P.M.
 KFI-\$64 Question
 KNX-Contented Hr.
 KHJ-This is Europe
 KFAC-Music Magic
 KLAC-News; Best in Variety
 KECA-Simm's Song Shop
 KMPC-Romance Rhythm

7:15 P.M.
 KECA-Wm. Tusher in Hiywd.

7:30 P.M.
 KFI-Meet Me in St. Louis
 KFVB-Strollin' Tom
 KFAC-Your Concert
 KNX-The Whistler
 KECA-Amazng Mr. Malone
 KHJ-2000 Plus
 KMPC-Les Brown

7:45 P.M.
 KMPC-Freedom Story

10:30 A.M.
 KECA-Sun. Vespers
 KFSG-Angelus Temple
 KHJ-Lutheran Hour

11:00 A.M.
 KFAC-First Meth. Ch.

12:00 Noon
 KECA-Hour of Faith
 KECA-Revival Hr.

1:15 P.M.
 KFAC-Catholic Topics

2:00 P.M.
 KECA-Voice of Prophecy

3:00 P.M.
 KFI-Catholic Hour
 KFSG-Angelus Temple
 KECA-Lutheran Hr.

4:00 P.M.
 KFVB-Revival Hr.

5:00 P.M.
 KFVB-Voice of Calvary

5:30 P.M.
 KFVB-Radio Church of World

6:30 P.M.
 KFVB-Calvary Assem.

7:00 P.M.
 KFVB-Rescue Mission
 KFSG-Angelus Temple

7:30 P.M.
 KXLA-Church Open Door

7:45 P.M.
 KFVB-Catholic Ans.

8:00 P.M.
 KFI-Voice of Cathedral
 KFVB-First Presby.
 KFAC-1st Method Ch.

8:30 P.M.
 KGFJ-Ave Marie Hr.

9:00 P.M.
 KXLA-Revival Hour

9:15 P.M.
 KFVB-Wilshire Temple Church

10:00 P.M.
 KFI-Reporter
 KFVB-News & Music
 KMPC-Proudly We Hail
 KNX-Chet Huntley
 KECA-News of Tomorrow
 KLAC-News; Melody Parade

10:15 P.M.
 KFI-Mayor Bowron
 KNX-Top of Week
 KECA-Retail Clerks
 KFVB-Music

10:30 P.M.
 KFI-Amer. Forum
 KFAC-Gateway Music
 KFVB-Echoes Eden
 KHJ-Arthur Van
 KECA-Career Theater
 KNX-One Nation Indivisible
 KMPC-Leisure Time

11:00 P.M.
 KFI-Music & Muse
 KMPC-Hiywd. Hit Parade
 KLAC-News; Across Footlights
 KECA-Pannell Orch.
 KHJ-Opera Concert
 KNX-News
 KFAC-Nocturne

11:15 P.M.
 KNX-Frankie Carle

11:30 P.M.
 KFI-First Freedom
 KFVB-Music U Want
 KECA-Phil Ohman
 KHJ-Vincent Lopez

11:45 P.M.
 KNX-Elmo Roper
 KECA-Leighton Noble

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

F-M PROGRAMS

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
 10:00-Poet of Piano
 11:15-Smith Jubilee Singers

KFI—103.9 M.C.
 3:00 Aft. Concert
 3:30-Classical
 5:00-Eve. Concert
 7:00-World Music

KMGW—98.7 M.C.
 3:00-At Opera
 3:30-Off Stage at Met.
 5:30-Mostly Music
 6:00-BBC-Concert
 7:00-Concerto
 9:00-Telefunken Hr.

KUSC—91.5 M.C.
 2 to 10:30 p.m.
 2:00-Music in After'n
 3:00-L.A. County Concert

5:00-Errand of Mercy
 5:15-Ivory Tower Tales
 8:30-Concert
 9:30-Music Story
 KHJ, 101.1 M.C.-1:30 p.m. to 9 p.m.
 KECA, 95.5 M.C.-5:30 am to 12 p.m.
 KRKD, 96.3 M.C.-5:30 p.m. to 7 p.m.
 7:00-Moonlite Memories
 7:45-Band Music
 8:00-Popular Music
 8:45-Organ Music

For Radio Advertising Turn to Page 7, Part II.