

# RADIO, TELEVISION AND F. M. PROGRAMS

KLAC	KFI	KMPC	KECA	KHJ	KFWB	KNX	KFOX	KFAC	KGER	KTED
570	640	710	790	930	980	1070	1200	1330	1390	1520

The following programs are compiled from reports provided by the broadcasters. No responsibility assumed for last-minute changes which sometimes are made.

## DIAL LITES - TONIGHT

**6:00—KFI**—Gov. Earl Warren appears on Ralph Edwards show, "This Is Your Life," when the history of Walter Gordon, distinguished Negro attorney, is reviewed for the public. Gordon was also a great athlete and scholar at U. of C. and many of his pals of those days will be there.

**6:30—KNX**—The ubiquitous Arthur Godfrey and top-flight singer Perry Como join forces with Bing Crosby to attend the annual convention of Tobacco Distributors. Music on the program features all three stars in solos, duets and a trio.

**7:30—KNX**—The popular singing combination, the "Mellow Men," will be the guests of Lucille Norman on "Hollywood Music Hall" tonight. In keeping with the season they will render "Easter Sunday in My Old Home Town" and "Easter Parade," ending with the spiritual meaning of Easter as exemplified by the Lord's Prayer.

**8:00—KECA**—The saga of crime detection in the bushland, "The Human Tiger," involves Sherlock Holmes in an adventure which throws him into the path of a man-eating tiger, a tiger trap that backfires and a beautiful murder victim.

**8:30—KHJ**—Screen star John Lund will be the narrator when "Family Theater" presents an original Easter-time religious drama titled "Royal Road."

**7:00—KTSL**—Buckskin Theater presents a one-hour western with Hoot Gibson "The Gay Buckaroo."

**7:30—KECA**—In a quest to determine "Miss Teen-Time," the "Tele-Teen Reporter" will have a new quintet of feminine faces and figures from the Southland's high schools for whom you may cast your vote.

**9:30—KNBH**—A strong-minded man who dupes a weak-willed woman into committing murder for him is the central figure in "The Hypnotist," to be related on "The Clock" tonight.

**9:30—KTTV**—Francis Lederer, Jane Darwell, Lyle Talbot, Helen Parrish and Michael Whalen comprise a permanent stock company who will bring to television audiences an hour-long dramatic program each week. It's premiere presentation will be Ibsen's "Doll House."

## WEDNESDAY, APRIL 5

**5 P. M.**  
KGER—Stamps  
KLAC—Fren Henry  
KFI—Feature Wire  
KECA—Yukon Chal-  
enge  
KFI—KVOE—Mark  
Trail  
KFWB—Red Rowe  
KNX—Frank Goss  
KFAC—Serenade  
KGER—Sports  
KFOX—Religious  
KTED—News

**5:15 P. M.**  
KMPC—Virgil Pink-  
ley  
KLAC—Music Room  
KGER—Rancho 1390  
KFI—News  
KNX—Tom Hanlon  
KTED—Lean Back  
and Listen

**5:30 P. M.**  
KFI—Casa Cugat  
KMPC—All-time Hits  
KECA—Jack Arm-  
strong  
KHJ, KVOE—Tom  
Mix  
KNX—Chet Huntley  
KGER—World News  
KFOX—News  
KTED—Music, Morgan

**5:45 P. M.**  
KNX—Ed R. Murrew  
KFOX—Fishcaster  
KFI—E. B. Banton  
KLAC—Sam Balter  
Quartet  
KTED—Novatime

**6 P. M.**  
KLAC—News  
KFI—This Is Your  
Life  
KECA, KMPC,  
KFWB—News  
KHJ, KVOE—Gabriel  
Heatter  
KNX—Groucho Marx  
KFAC—Music  
KGER—Soul Clinic  
KFOX—News, Time  
Out  
KTED—Spts.,  
Ray Bloch

**6:15 P. M.**  
KLAC—Al Jarvis  
KMPC—Bob Kelley  
KECA—News  
KFOX—Hawaiian  
Music, Studio  
KFWB—Sports  
KVOE—Loca News

**6:30 P. M.**  
KFI—Dangerous  
Assignment  
KMPC—Tanforan  
KHJ, KVOE—Tello-  
Test  
KECA—Modern Rom-  
ances  
KFWB—America  
Dances  
KNX—Bing Crosby  
KFI—Back to  
Bible  
KFOX—Memory Rm.  
KTED—Encores

**6:45 P. M.**  
KHJ, KVOE—Answer  
Man

**7 P. M.**  
KLAC—News, 570  
Club  
KFI—Big Story  
KMPC—Words and  
Music  
KECA—Lone Ranger  
KHJ—John Steele  
KFWB—America  
Dances  
KFOX—Studio  
KFI—Burns & Allen  
KFAC—Music  
KGER—Family Bible  
Hour  
KVOE—Meet the  
Neighbor  
KTED—Old New  
Orleans

**7:15 P. M.**  
KVOE—Candies and  
Silver  
KFOX—Melodies

**7:30 P. M.**  
KFI—World News  
KMPC—Baseball—  
Los Angeles-San  
Diego  
KFWB—Guest Star  
KGER—Hebrew  
Christian  
KNX—Jack Smith

**8:30 P. M.**  
KFI—Great Gilder-  
sleeve  
KECA—Greg. Hood  
KHJ, KVOE—Family  
Theatre  
KNX—Dr. Christian  
KFWB—News  
KFOX—L. B. Town  
Forum  
KGER—Freeman Re-  
vival

**8:45 P. M.**  
KFWB—Music  
KGER—Hawthorne  
Christian School

**9 P. M.**  
KLAC—Baseball  
KFI—Break the  
Bank  
KMPC—Baseball  
KECA—Buzz Adlam  
KHJ, KVOE—News  
KFWB—Bill Anson  
KNX—Jeff Regan  
KFAC—Music  
KGER—U. N. Story  
KFOX—Music  
KTED—El Adobe

**9:15 P. M.**  
KHJ, KVOE—Fulton  
Lewis  
KFOX—News  
KGER—Wages,  
Hours

**9:30 P. M.**  
KFI—Mr. D. A.  
KECA—Lawrence  
Welk  
KHJ, KVOE—Inter-  
Regional Airport  
KNX—Beulah  
KGER—Brown  
Schools Program  
KFOX—Rendezvous  
Time  
KTED—News

**9:45 P. M.**  
KFOX—Serenade  
KNX—Club 15  
KTED—Luau Week

**10 P. M.**  
KLAC—Baseball  
KFI—Sam Hayes  
KMPC—Baseball

## TELEVISION

**WEDNESDAY, APRIL 5**

**5:30**  
KTLA (5)—News,  
Music  
KFI (9)—News

**5:45**  
KNBH (4)—News,  
Music  
KTLA (5)—Police  
Call  
KECA—(7) Test  
KTTV (11)—Cowboy  
Slim  
KLAC (13)—News  
Conference

**6:00**  
KNBH (4)—Uncle  
Tony O'Dare  
KTLA (5)—Cowboy  
Thrills  
KFI (9)—Harmon on  
Sports  
KTTV (11)—Cow-  
boy Slim  
KLAC (13)—Western  
Film

**6:15**  
KNBH (4)—Dusty  
Walker  
KFI (9)—Eddie  
Coontz

**6:20**  
KECA (7)—"Clutch-  
ing Hand"

**6:25**  
KNBH (4)—Comedy  
Theater, "Kid  
Speed"  
KLAC (13)—Kem-  
per's Kapers

**6:30**  
KTSLS (2)—Test  
Pattern  
KTLA (5)—Time for  
Beauty  
KTTV (11)—Play-  
time  
KLAC (13)—Kem-  
per's Kapers

**6:45**  
KTSLS (2)—Review  
Armchair Traveler  
KNBH (4)—Cyclone  
Malone  
KTLA (5)—Handy  
Hints  
KECA—(7) Space  
Patrol  
KTTV (11)—Sport  
Folio

**6:50**  
KLAC (13)—Sam  
Balter

**7:00**  
KTSLS (2)—Film,  
"Gay Buckaroo"  
KNBH (4)—Kukla,  
Fran & Ollie

**7:15**  
KTLA (5)—Newsreel  
KECA (7)—Hollywd.  
Screen Test  
KTTV—Marcellino &  
Clayton  
KLAC (13)—Hi Tal-  
ent Battle

**7:15**  
KTLA (5)—Circle the  
Globe  
KFI (9)—Film  
KTTV (11)—Public  
Interest

**7:30**  
KNBH (4)—News,  
Weather  
KTLA (5)—Man's  
Best Friend  
KECA (7)—Tele-  
Teen Reporter  
KFI (9)—Call the  
Station  
KTTV (11)—News-  
reel  
KLAC (13)—Dick  
Haynes

**7:45**  
KNBH (4)—Roberta  
Quinlan and Guests  
KTTV (11)—At  
Home, Earl  
Wrightson

**7:50**  
KTLA (5)—Cartoon  
Comedy

**8:00**  
KTSLS (2)—Film,  
"Double Trouble"  
KNBH (4)—College  
of Musical Knowl-  
edge—Kay Kyser  
KTLA (5)—Dixie  
Showboat  
KECA (7)—See to  
Win

**8:15**  
KFI (9)—Baseball—  
L. A. San Diego  
KTTV (11)—Arthur  
Godfrey  
KLAC (13)—Films

**8:15**  
KLAC (13)—Bobby  
Short

**8:30**  
KTLA (5)—Feature  
Picture  
KECA (7)—In Mor-  
gan Manor  
KLAC (13)—Film,  
"Date With a  
Dream"

**9:00**  
KNBH (4)—Scrap  
and Steel  
KECA (7)—China-  
town Mysteries  
KTTV (11)—McMah-  
an's Minstrels

**9:15**  
KTSLS (2)—Armchair  
Traveler

**9:30**  
KNBH (4)—The  
Clock, "The Hypno-  
tist"  
KECA (7)—Quiz  
Show  
KTTV (11)—Holly-  
wood Theater, "The  
Doll House"  
KTSLS (2)—Armchair  
Detective

**10:00**  
KNBH (4)—News,  
KECA (7)—Movie-  
time—"Yanks  
Ahoj"  
KLAC (13)—Haw-  
thorne

**10:30**  
KFI (9)—Sports  
KTTV (11)—News  
KLAC (13)—Haw-  
thorne

**10:45**  
KTLA (5)—Great  
Fights  
KTTV (11)—Wheeler  
& Rourke

**TOMORROW**

**10:00 A. M.**  
KLAC (13)—Joe  
Graydon

**11:00 A. M.**  
KECA (7)—Test  
KLAC (13)—Mike  
Roy

**12 NOON**  
KLAC (13)—Mike  
Roy

**1:00 P. M.**  
KNBH (4)—Test  
KLAC (13)—Al Jar-  
vis Show to 5:45  
p. m.

**2:00**  
KTTV (11)—Test  
KFI (9)—  
9:00—Bill Welsh  
12:00—News  
12:30—Ladies Day  
1:30—Cook's Cor-  
ner  
2:00—B. Wheeler  
3:00—Report to  
Mrs. Amer.  
3:15—Adventure at  
Home  
3:40—Garden  
Guide  
4:00—Stu Wilson  
Show  
5:00—Frank Webb  
5:30—News  
6:00—Harmon on  
Sports  
6:15—Eddie Coontz

## FREQUENCY MODULATION

**WEDNESDAY, APRIL 5**

Following same as  
daily schedule:  
KTLA—97.1 Meg.  
5:00—In the Groove  
6:00—Opera Minia-  
ture  
7:00—Songs  
8:00—Concert  
9:00—Memories  
KECA—95.5 Meg.  
5:30 a. m. to 12  
KNX—93.1 Meg.  
3 to 9  
KMPC—100.3 Meg.  
3:00 to 12  
KHJ—101.9 Meg.  
1:30—Norma  
Young  
2:00—Farm Fare  
2:30-9:00—Same as  
daily schedule  
KFI—105.9 Meg.  
Music—3 to 7 p. m.  
KNOB—103.1 Meg.  
5:00—Western Mus.  
5:30—Music for  
You

**8:00—Commentary**  
**8:30—Labor**  
**9:15—Library Con-  
cert**  
**10:00—News, Sym-  
phony**  
**KFAC—104.3 Meg.**  
24 hours a day.  
**KMGM—92.7 meg.**  
5:00—Melodies  
5:30—Listener's  
Album  
7:00—Concert  
9:00—Music  
9:30—Orchestra  
**KUSC—91.5 Meg.**  
5:00—Comments  
5:15—Junior  
Playroom  
5:45—Scoreboard  
6:00—Theater  
7:00—Concert  
8:00—Nite Extra  
8:30—Trog Lyceum  
10:15—Music

**11:30—Vets Only**  
**3:15—Piano**  
**3:30—Platter Party**  
**KLON—88.1 Megs.**  
(Voice of L. Beach  
Public Schools.  
Silent—Easter  
Vacation)

## TOMORROW (Thursday), APRIL 6

**7 A. M.**  
KLAC—Haynes at  
Reins  
KMPC—Farm Ad-  
viser  
KFI—News  
KECA—Welcome to  
Hollywood  
KHJ, KVOE—News  
KFWB—Bill Leyden  
KNX—Nelson  
Pringle  
KFAC—Music  
KGER—Religious  
KFOX—News  
KTED—Breakfast  
With Branson

**7:15 A. M.**  
KFI—Fleetwood  
Lawton  
KMPC—News  
KHJ, KVOE—Bkfst.  
Gang  
KNX—Stars in  
Morning  
KGER—Aubrey  
Lee  
KFOX—Dr. Harrod,  
Music

**7:30 A. M.**  
KFI—Platter Party  
KMPC—West. Stars  
KECA—Bob Garred  
KNX—Frank Goss  
KFOX—Chapel Hr.

**7:45 A. M.**  
KFI—Sam Hayes  
KECA—Zeke Man-  
ners  
KMPC—Hits  
KGER—W. B. Record  
KHJ—News  
KNX—Fred Beck

**8:00—Music Medi-  
tations**  
**6:00—Music**  
**7:00—Bon Jour  
Mesdames Paris**  
**7:15—League of  
Women Voters**  
**7:45—Hawaiian  
Music**  
**8:00—Preston Foster**  
**8:15—Defense Re-  
port**  
**8:30—Sports**  
**9:00—You Pick  
Music**  
**9:55—Sports**  
**10:00—Music**  
**KFMV—94.7 Meg.**  
5:00—News, Foot-  
lights  
7:00—Frank  
Edwards  
7:30—"William  
Tusher in Holly-  
wood"

**11:30—Looking  
Glass**  
**1:00—Music**  
**4:00—Symphony**  
**KNOB—103.1 Meg.**  
6:00 a. m. to 9 a. m.  
—Music

**8:00—Vets Only**  
**3:15—Piano**  
**3:30—Platter Party**  
**KLON—88.1 Megs.**  
(Voice of L. Beach  
Public Schools.  
Silent—Easter  
Vacation)

# On the Air Waves

**9:45 A. M.**  
KFI—Around Town  
KNX—Gal Sunday  
KVOE—Heater's  
Mailbag

**10 A. M.**  
KLAC—Al Jarvis  
KMPC—Bill Ewing  
KHJ, KVOE—News  
KECA—Surprise  
Package  
KFI—Big Sister  
KFWB—Dave  
Ormont  
KFAC—Accent on  
Strings  
KGER—News, Earl  
Lee  
KFOX—News, Re-  
ligious  
KTED—Home Har-  
monies, News

**10:15 A. M.**  
KFI—Are Ya  
Listening  
KHJ—Guess a Tune  
KNX—Ma Perkins  
KFOX—Religious  
KGER—Tommy Baird  
KVOE—Woman's  
Clubs

**10:30 A. M.**  
KLAC—Honest  
Opinion  
KFI—News  
KMPC—Tune O.  
KFI—Norma Young  
KECA—True Story  
KNX—Dr. Malone  
KFAC—Serenade  
KGER—Helen Mark-  
ham  
KFOX—Music  
KVOE—Meet Band  
KTED—Home Har-  
monies

**10:45 A. M.**  
KFI—Life Beautiful  
KNX—Guiding Light  
KFOX—Anne Jones  
KGER—Rev. LeRoy  
Kopp

**11 A. M.**  
KLAC—Al Jarvis  
KFI—Double or  
Nothing  
KMPC—Bill Ewing  
KECA—Betty  
Crocker  
KHJ, KVOE—Ladies  
Day  
KFWB—Maurice  
Hart  
KNX—Mrs. Burton  
KFOX—Rhythmic  
Age  
KTED—Symphony of  
Melody

**11:15 A. M.**  
KECA—Vic Lindlahr  
KGER—Sunshine  
Mission  
KNX—Ferry Mason

**11:30 A. M.**  
KFI—Today's Chil-  
dren  
KHJ, KVOE—Queen  
for Day  
KECA—Ira Cook  
KGER—Semi-  
Classics  
KNX—Nora Drake  
KFOX—News, Hit  
Tunes  
KFAC—Amer. Music  
KTED—Favorites

**11:45 A. M.**  
KFI—Light of World  
KFOX—Hit Tunes  
KNX—Brighter Day

**12 NOON**  
KLAC—Al Jarvis

**12:15 P. M.**  
KFI—Road to Life  
KMPC, KFOX—  
News  
KHJ—About Town  
KECA—Norwood  
Smith  
KGER—World News  
KVOE—Farm Forum  
KTED—Dance  
Parade

**12:30 P. M.**  
KFI—Pepper Young  
KMPC—For Farmers  
KHJ—Music  
KECA—Fran Scully  
KFWB—News  
KNX—Art Linkletter  
KLAC—News, Sports  
KGER—Serenade  
KFOX—Pacific  
Breezes  
KVOE—Music You  
Want

**12:45 P. M.**  
KFI—Right to Hip-  
piness  
KMPC—Song Stars  
KFA—News  
KTED—Man on  
Street

**1 P. M.**  
KLAC—News, Sports  
KFI—Backstage Wife  
KMPC—Cal. Carouse  
KFWB—Bill Anson  
KNX—Nona  
KECA—Ira Cook  
KHJ—Lynn & Holly-  
wood  
KGER—Serenade  
KFAC—Med. Assn.  
KFOX—Texas Tiny  
(to 3)

**1:15 P. M.**  
KLAC—570 Club  
KFI—Stella Dallas  
KHJ—Nancy Dixon  
KNX—Geo. Fisher  
KFAC—Classroom  
Radio  
KVOE—Cedric  
Foster

**1:30 P. M.**  
KFI—Lorenzo Jones  
KECA—Easy Aces  
KMPC—Hal Berger  
KHJ, KVOE—Base-  
ball Roundup  
KNX—The Chi-  
cagans  
KGER—It's Tops  
KFWB—News

**1:45 P. M.**  
KFI—Widder Brown  
KECA—Baukhage  
Talks  
KHJ—Ladies First  
KGER—Hawaiian  
Melodies

**2 P. M.**  
KLAC—News, Sports  
KFI—Giri Marries  
KMPC—Music in Air  
KHJ—Club 930  
KECA—Hannibal  
Cobb  
KNX—Steve Allen  
KFWB—Bill Anson  
KGER—L. B. Band  
KVOE—Here's  
Music  
KFAC—Matinee  
KTED—News, Riv-  
era Time

**2:15 P. M.**  
KLAC—570 Club  
KFI—Portia Faces

**2:30 P. M.**  
KFI—Plain Bill  
KECA—Bride &  
Groom  
KNX—Bing Crosby  
KGER—Garden  
School Band  
KTED—Concert

**2:45 P. M.**  
KFI—Front Page  
Farrell  
KNX—Art Godfrey

**3 P. M.**  
KLAC—News, Spts.  
KFI—Welcome  
Travelers  
KHJ—Baker's Club  
930  
KMPC—Tune-o  
KECA—Ira Cook  
KFWB—Peter Potter  
KNX—Art Godfrey  
KFAC—Opera  
KGER—News, Flesta  
Grande  
KFOX—News, Music  
KVOE—Flying  
Marines

**3:15 P. M.**  
KLAC—Don Otis  
KFOX—George  
Higley  
KVOE—Meet a  
Friend

**3:30 P. M.**  
KFI—Aunt Mary  
KMPC—Magic Mel-  
ody  
KECA—Leyden With  
Song  
KFOX—Everybody's  
Business  
KGER—Rancho 1390  
KVOE—Army Voice  
KFAC—Lyrics in  
Chorus  
KTED—Teen Time

**3:45 P. M.**  
KFI—Love and  
Learn  
KFWB—Peter Potter  
KGER—Rancho 1390  
News (3:55)  
KFAC—News  
KFOX—Penson  
KVOE—Civic

**4 P. M.**  
KLAC—News, Spts.  
KFI—Woman's  
Secret  
KMPC—News  
KECA—Art Baker  
KHJ, KVOE—Fulton  
Lewis  
KNX—Curt Massey  
KGER—Rancho 1390  
KFOX—News, Dr.  
Harrod  
KFAC—Music  
KTED—Teen Time

**4:15 P. M.**  
KLAC—Melodies  
KFI—Dr. Paul  
KMPC—Twilight  
Tales  
KFOX—Freddie  
Martin  
KNX—Stand in

**4:30 P. M.**  
KFI—Burrill  
Wheeler  
KMPC—Ruddy Mac-  
Dowell  
KHJ, KVOE—Behind  
the Story  
KNX—Harry Babbitt  
KECA—Records  
KFOX—Music

**4:45 P. M.**  
KLAC—Race Round-  
up  
KECA—Happy  
Theater  
KHJ, KVOE—News  
KNX—Disc Jockey  
KFWB—Red Rowe  
KGER—Rancho 1390  
News (4:55)

**U. S. Television Sets**  
Double in 6 Months

In the past six months the number of television sets in-  
stalled in U. S. homes has more  
than doubled. Hugh M. Beville  
Jr., director of plans and research  
for the National Broadcasting  
Co., announced today.

Estimates for March 1, 1950  
placed the total at 4,835,000, com-  
pared to a total of 2,310,000 re-  
ceivers on Sept. 1, 1949.

Sales of television sets in Feb-  
ruary reached estimated 461,000,  
Beville stated, marking the fifth  
consecutive month with volume  
above the 400,000 level. Continued  
strong production and purchasing  
of receivers in March indicate the  
total television installations will  
exceed 5,000,000 before April 1.

With the recent addition of  
three new stations (WBYR-TV,  
Syracuse; KEYL, San Antonio,  
and WOL-TV, Ames, Iowa) there  
are now 101 television stations  
operating in 59 markets. NBC is  
the only network furnishing tele-  
vision service in all 59 markets.

**'HAPPY MEDIUM'**  
**LAXATIVE First**  
**With Millions**

Yes, more people use Ex-Lax  
than any other laxative! Millions  
know, from experience, that  
Ex-Lax is not too strong, not too  
mild... not too fast, not too slow  
—it's the "Happy Medium."

Ex-Lax gives you satisfying  
relief in an easy, natural-like  
way. And it is such a dependable  
laxative that many doctors use  
it in their practice. And that deli-  
cious chocolate taste makes  
Ex-Lax the favorite of grown-  
ups and children alike.

So, try the "Happy Medium"  
laxative and join the millions  
of satisfied users. Still only 10¢.  
No better laxative at any price.  
**Not too strong, not too mild—**  
**EX-LAX**  
**THE CHOCOLATED LAXATIVE**

**SEAT COVER** *Smorgasbord*

**For the Seat Cover Gourmet**

**CHEF'S SPECIAL**  
**SARAN PLASTIC**  
**10"**

**ENTREES...**

**LUMITE PLASTIC (tailored).....29.95**  
(OUR FINEST MIGNON)  
**LUMITE PLASTIC (readi-made).....22.95**  
(OUR TOP PRIME MEAT)  
**SUPREME FIBER.....12.66**  
(LIKE LIVER AND ONIONS)

**DESSERTS...**

**PLASTIC PILLOWS.....1.69**  
**AIR FOAM PADS (3-inch).....6.49**

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seur of seat covers  
you'll appreciate our  
nationally advertised  
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