



# RADIO LOG 1340 on Your Dial

## TUESDAY, Mar. 25

1:00—House Party  
1:25—Desert Favorites  
1:30—Evelyn Winters  
1:45—Very Special  
2:00—Amer. Air School  
2:30—Palm Springs H.S.  
2:45—Meet the Missus  
3:00—E. Severeld, news  
3:15—Easy Listenin'  
3:30—Red Barber, sports  
3:45—Bob Trout, news  
4:00—Call of the Range  
4:15—Sunset Serenade  
4:30—Amer. Melody Hr.  
5:00—Ft. Page Features  
5:15—In the Sportlite  
5:25—Desert News  
5:30—H. W. Flannery  
5:45—Bob Garred, news  
5:54—Bill Henry  
6:00—Vox Pop  
6:30—Sheptenko Concert  
7:00—Comm. Musicals  
7:30—Open Hearing  
8:00—Lowell Thomas  
8:15—Jack Smith show  
8:30—Dr. Christian  
8:55—C. Alcott, news  
9:00—Big Town  
9:30—Church of God  
10:00—C. Huntley, news  
10:15—M. Charles, organ  
10:30—Harold Graham  
10:45—Dance Orchestra  
11:00—Music for Party  
12:00—Sign Off

12:30—Music for Lunch'n  
12:45—U. P. news  
12:55—Financial Service  
1:00—House Party  
1:25—Desert Favorites  
1:30—Evelyn Winters  
1:45—Very Special  
2:00—Amer. Air School  
2:30—Meet the Missus  
3:00—E. Severeld, news  
3:15—Easy Listenin'  
3:30—Red Barber, sports  
3:45—Bob Trout, news  
4:00—Call of the Range  
4:15—Sunset Serenade  
4:30—Amer. Melody Hr.  
5:00—Ft. Page Features  
5:15—In the Sportlite  
5:25—Desert News  
5:30—H. W. Flannery  
5:45—Bob Garred, news  
5:54—Bill Henry  
6:00—Songs by Sinatra  
6:30—Dinah Shore  
7:00—Dinner Concert  
7:30—Inform'n Please  
8:00—Lowell Thomas  
8:15—Jack Smith show  
8:30—Dr. Christian  
8:55—C. Alcott, news  
9:00—Jack Carson show  
9:30—Ellery Queen adv.  
10:00—C. Huntley, news  
10:15—M. Charles, organ  
10:30—Silver Dollar Quiz  
11:00—Music for Party  
12:00—Sign off.

## THURS., Mar. 27

7:00—Sundialers Club  
7:30—B. Garred, news  
7:45—The Fact Finder  
8:00—Notes for the Day  
8:25—U. P. news  
8:30—Grand Slam  
8:45—Rosemary  
9:00—Kate Smith  
9:15—Aunt Jenny  
9:30—Helen Trent  
9:45—Our Gal Sunday  
10:00—Big Sister  
10:15—Ma Perkins  
10:30—Young Dr. Malone  
10:45—Road of Life  
11:00—2nd Mrs. Burton  
11:15—Perry Mason adv.  
11:30—Lone Journey  
11:45—Rose of Dreams  
12:00—Bob and Victoria  
12:15—Bouquet for You  
12:45—U. P. news

12:55—Financial Service  
1:00—Lions Club Lun'  
1:25—Desert Favorites  
1:30—Evelyn Winters  
1:45—Very Special  
2:00—Amer. Air School  
2:30—Meet the Missus  
3:00—E. Severeld, news  
3:15—Easy Listenin'  
3:30—Red Barber, sports  
3:45—Bob Trout, news  
4:00—Call of the Range  
4:15—Sunset Serenade  
4:30—Mr. Keen  
5:00—Ft. Page Features  
5:15—In the Sportlite  
5:25—Desert News  
5:30—H. W. Flannery  
5:45—Bob Garred, news  
5:54—Bill Henry  
6:00—Dick Haymes  
6:30—Crime Photog'phr.  
7:00—Radio Digest  
7:45—Hollywd. Startime  
7:55—Designs in Music  
8:00—Lowell Thomas  
8:15—Jack Smith show  
8:30—F.B.I. Peace, War  
8:55—C. Alcott, news  
9:00—Suspense  
9:30—Bing Crosby Show  
10:00—C. Huntley, news  
10:15—M. Charles, organ  
10:30—Linda Lopez Trio  
10:45—Dance Orchestra  
11:00—Music for Party  
12:00—Sign off.

## FRI., Mar. 28

7:00—Sundialers Club  
7:30—B. Garred, news  
7:45—The Fact Finder  
8:00—Notes for the Day  
8:25—U. P. news  
8:30—Grand Slam  
8:45—Rosemary  
9:00—Kate Smith  
9:15—Aunt Jenny  
9:30—Helen Trent  
9:45—Our Gal Sunday  
10:00—Big Sister  
10:15—Ma Perkins  
10:30—Young Dr. Malone  
10:45—Road of Life  
11:00—2nd Mrs. Burton  
11:15—Perry Mason adv.  
11:30—Lone Journey  
11:45—Rose of Dreams  
12:00—Bob and Victoria  
12:15—Bouquet for You  
12:45—U. P. news  
12:55—Financial Service

## WED., Mar. 26

7:00—Sundialers Club  
7:30—B. Garred, news  
7:45—The Fact Finder  
8:00—Notes for the Day  
8:25—U. P. news  
8:30—Grand Slam  
8:45—Rosemary  
9:00—Kate Smith  
9:15—Aunt Jenny  
9:30—Helen Trent  
9:45—Our Gal Sunday  
10:00—Big Sister  
10:15—Ma Perkins  
10:30—Young Dr. Malone  
10:45—Road of Life  
11:00—2nd Mrs. Burton  
11:15—Perry Mason adv.  
11:30—Lone Journey  
11:45—Rose of Dreams  
12:00—Bob and Victoria  
12:15—Bouquet for You  
12:45—U. P. news

## "BENEVOLENCE"

To feel much for others, and little for ourselves; to restrain our selfish, and exercise our benevolent affections, constitutes the perfection of human nature.—Adam Smith.

Do not wait for extraordinary circumstances to do good actions: try to use ordinary situations.—Richter.

## CHRISTIANITY

Christianity is not a theory or speculation, but a life; not a philosophy of life, but a life and a living process.—Coleridge.

A wise man will always be a Christian, because the perfection of wisdom is to know where lies tranquility of mind, and how to attain it, which Christianity teaches.—Landor.

## ATTENTION!

### HOME OWNERS ARCHITECTS BUILDERS

Our Commercial Department Is Equipped  
to Handle Every Type of Architectural  
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Have Your Desert Home  
Photographed in Color  
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## Pioneertown, 30 Miles Away, Will Revive Early Days

A new road to Pioneertown, the final phase of a scenic highway which brings Bear Valley about 55 miles from Palm Springs is now open. Pioneertown, the new old west town in the San Bernardino mountains, is only 30 miles from the Village by way of Indian avenue and a panoramic scenic road.

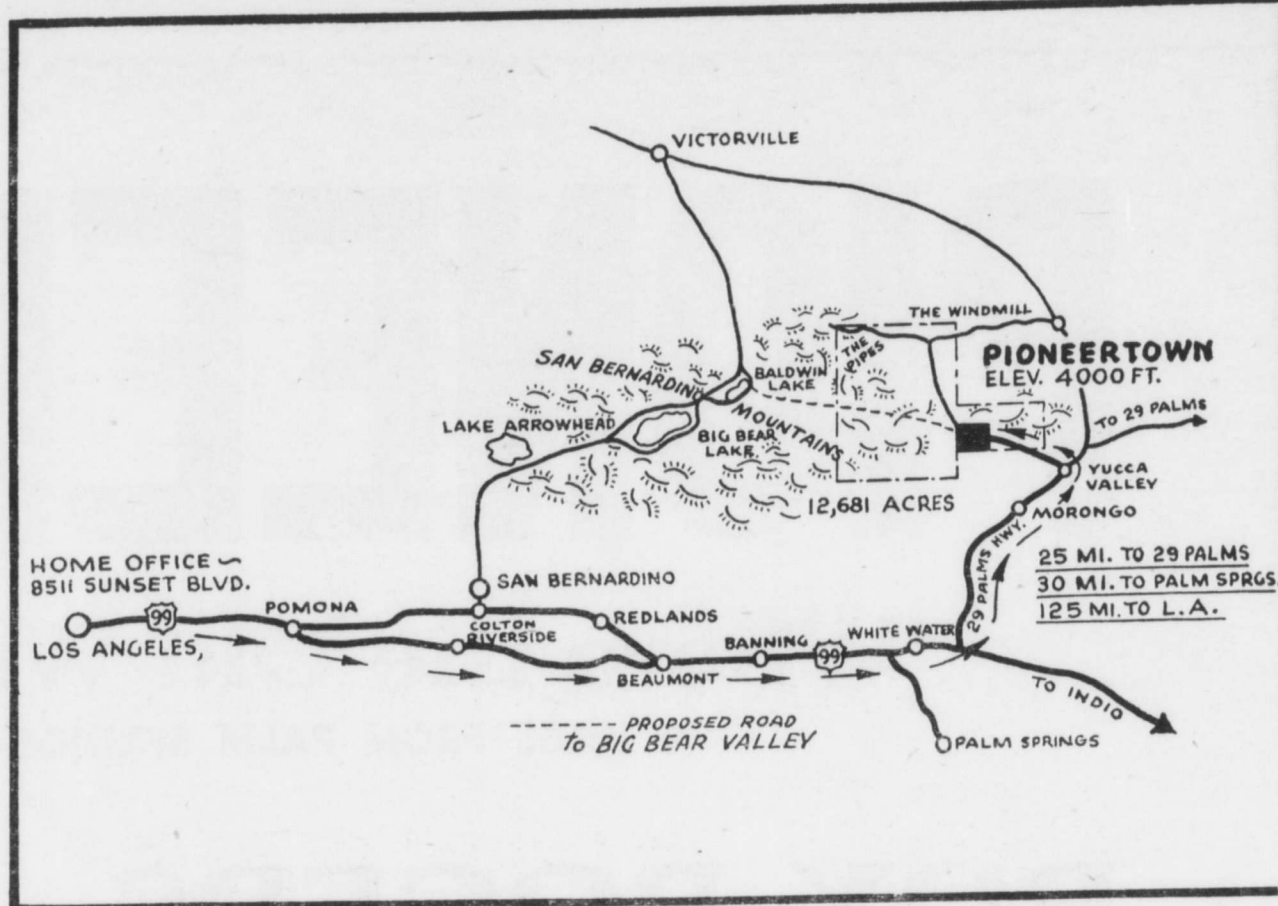
Pioneertown is a California corporation and has a well-planned program which is now under way.

THE OLD WEST will be the theme of the spot with its Main street, 1849 architectural design, and atmosphere of the old days. All the natural scenery used in filming western stories will be available and motion picture companies are already planning to make use of its facilities.

Long riding trails, a rodeo ground, a lake for boating and fishing and a large natural amphitheater where the Messiah will be presented annually, are in prospect.

THERE WILL BE a stage coach rides, hitching posts before the stores, board walks, the old water trough in the center of the square and a "saloon" of the old western type.

An addition for homesites of one and one-quarter acres, each with roads, water and fire plugs every thousand feet is open now as Pioneertown's developers say it is an all-year around town at an elevation of 4,000 feet.



PIONEERTOWN—Not so far from Palm Springs is Pioneertown, a replica of the Old West, with its Main street and 49-er architecture. The above map shows its relation to Palm Springs.

A man of good will does not come to the conference table with a loaded revolver in his pocket and an atomic bomb behind his back.—C. C. Hurd, Allegheny college dean.

USE OF FERTILIZER  
COMPARED

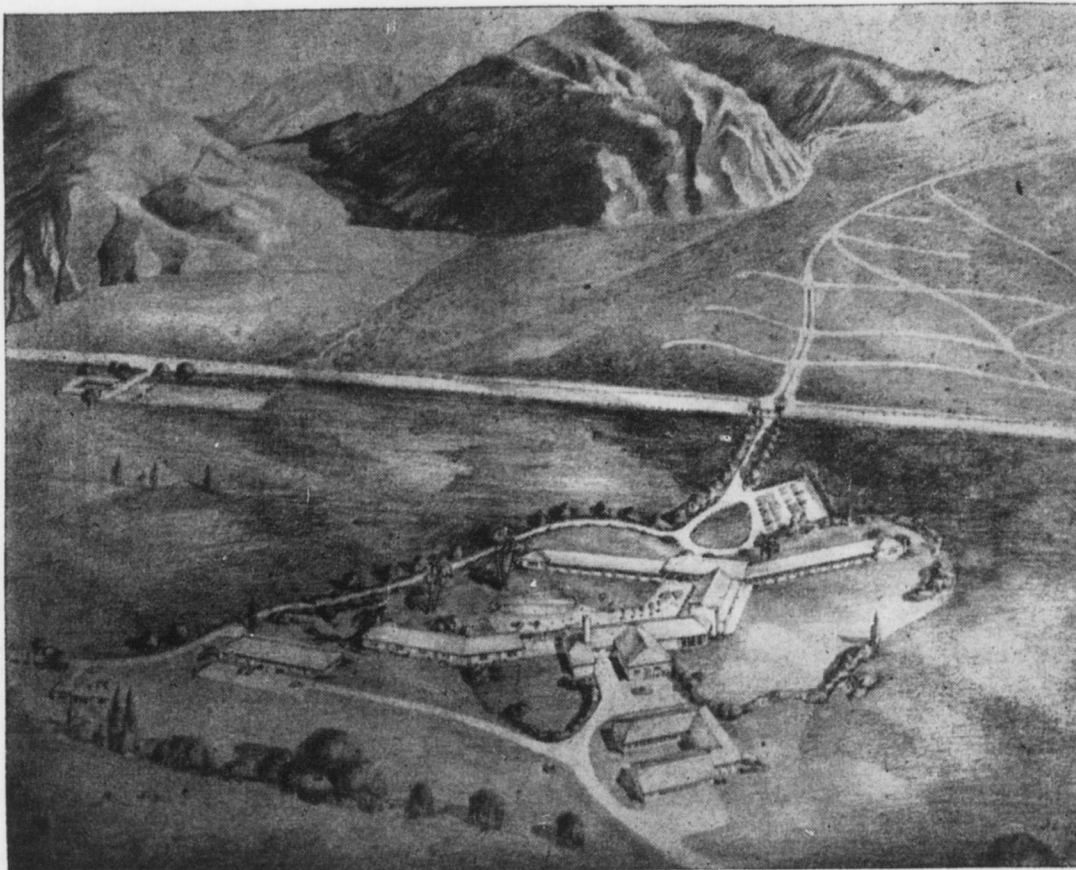
Corn belt states use comparatively small amounts of commercial fertilizers compared with other regions of the United States.

Bright colors are better for infants' toys than the pastel hues rattles mothers and grandmothers prefer to buy.

—Dr. Wladimir G. Eliasberg, Rutgers university psychiatrist.

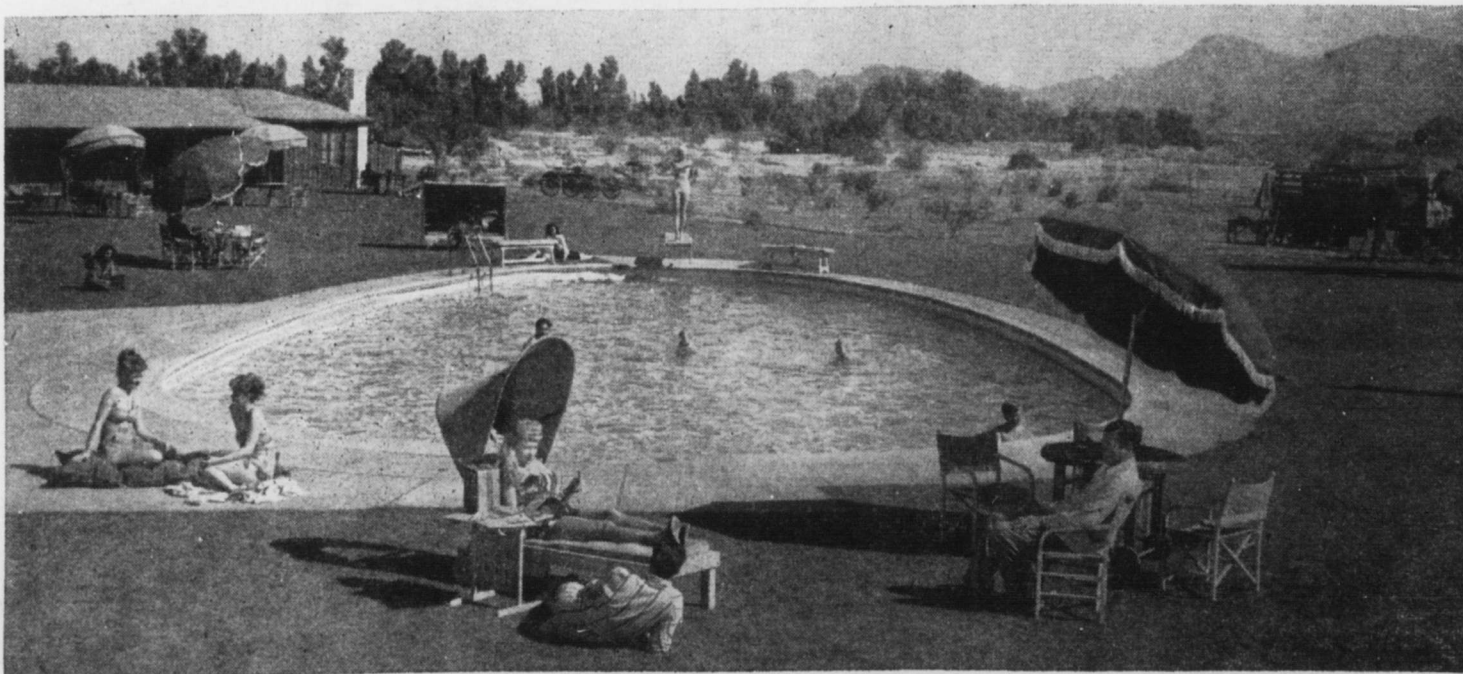
The average hubby is very choosy in picking his wife's Christmas presents, says a department store buyer. Maybe in the hope that they'll leave her speechless.

# THUNDERBIRD RANCH



Thunderbird Ranch is run as an exclusive club for members and guests only. Away from traffic and crowds, it is near enough to visit interesting shops, theatres and clubs of the Village. Over 600 acres in size, the ranch has plenty of room to "stretch"—with superb views in every direction. Beside the ranch are corrals, barns, rodeo arena—with a string of horses. Truly—this is Western life at its best!

LOCATED JUST NINE MILES EAST OF PALM SPRINGS



Here is the ranch pool where one can enjoy sun-lazing at its best. It is beautiful as well as practical. It's in an enclosed patio near the dining room, so guests may have meals and refreshments served there and enjoy the full day's sun.

—Frank Bogert