

A WAKENING ON RADIO NEED TO WIN FULLEST BENEFIT

Public Slow to Grasp Significance of Present Situation and Trend in Control of Broadcast

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Today I would like to discuss the crisis in radio. Weekly articles by the writer over a period of years have endeavored to trace its development, always in the hope that the public might be awakened to the importance of radio.

This situation must be grasped. A day will come when radio undoubtedly will prove of major importance in the solving of some world crisis. We dislike to think of another World War, cataclysms or other forms of upheaval, but these possibilities must be considered. Nations still are squandering billions of dollars in armaments, while the power of radio which may prove the world's greatest armament is being allowed to drift out of control of nations and the public.

"A lone pen can do little to encourage a reaction, deeper thought and ultimate control of this great radio channel of endeavor. Yet the response today shows conclusively that the public is beginning to think about radio and its adaptation. Perhaps the real awakening will not come until a crisis is reached."

CHURCH BROADCAST

It is a significant fact that five years ago the Catholic Church again and again flatly refused to utilize radio. Today the voice of that church has rung around the world and indications are that the broadcast medium is to be used more and more as time goes on.

Other religious organizations and educational endeavors are openly decrying the fact that the tightening up of permits under dominant control is denying to them their share of time on the air. The next session of Congress undoubtedly will be called on to answer these and other protests concerning the radio situation. The response of Congress will be in proportion to the definite interest shown by the public. Lethargy on the part of the body politic inevitably means victory for the powers in control.

In writing these articles, I am not opposing the intentions of the so-called radio trust, realizing that anyone probably would do the same thing under similar circumstances. The thoughts are expressed in the hope that the ideal in radio may be attained, free and untrammelled by selfish motive or dominant commercialism. Perhaps it is only butting one's head against a stone wall, but it should be realized that the little dial which you turn on your receiving set at home may be made more than merely a mechanical attachment.

NEED FOR CHANGE

Response in time of need to the appeal of the Red Cross flashes in American history as a true humanitarian achievement. The definite need brought the awakening and created the reaction of loosened purse strings. The same may be duplicated in radio upon the advent of a crisis. But until such a contingency arises, concessions are to become few and far between unless monetary return is guaranteed as the impelling motive. International features in radio eventually will become purely contract agreements, the cost of broadcast to be paid either by the point of origin or by the public at place of reception.

A preliminary solution or at least a step in the right direction would be a reallocation of wave lengths giving to educational broadcast a fair amount of time on the air. This applies also to religious endeavor. Careful observation of radio on the part of the writer justifies the statement that religion is not dead in the world and that through radio a dramatic turning along religious lines will be brought about. The public has been invited to gormandize on music, a stipulated background of practically all sponsored programs. The public wants something more substantial more soul-satisfying.

KPOX, Long Beach, 1250 K., 239.9 M.—11 a.m. to 12:30 p.m., St. Luke's Episcopal Church services; 8 to 9 p.m., First Church of Christ, Scientist.

KFSG, Los Angeles, 1120 K., 267.7 M.—Angelus Temple Sunshine Hour, 8 a.m.; symphony, 9: services, 10:30 and 2:30; band, 8:30 p.m.; revival at 8.

KGEF, Los Angeles, 1300 K., 230.6 M.—Trinity Methodist Church, 8:30 to 10 a.m., quartet and Bible story; 10 a.m., Bible class, 10:45 a.m. to 12:30 p.m.; services, 2 to 6; music; question hour, 7.

KGER, Long Beach, 1360 K., 220.4 M.—8:30 a.m., M. E. Church, Long Beach radio pulpit; 9:30 a.m., Traubman's Men's Bible Class; 11 a.m., Calvary Church, Placentia; 5:30 p.m., Catholic services; 8 p.m., Calvary Church, Placentia.

7 to 11 a.m.

KECA—Rochester Civic Concert (C.) 8; Troika Bells (C.) 8:30; Decms Taylor, 9; Haas Budapest Band (C.) 10; Yeast Foamers (C.) 10:30.

KFI—Pianist, 8:30; Pet Clinic, 8:45; Breakfast Frolic (C.) 9; KFI Ensemble, 9:30; Luis Alvarez, tenor, 10:35; Third Church of Christ, Scientist, 10:50.

KFWB—Funny Paper Man, 8:30; records, 9.

KHJ—Times' Comic Pages, 8; London Broadcast Special (C.) 8:30; French Trio (C.) 8:45; "Home, Sweet Home" (KFRG.) 9.

KMPC—Mexican-American program, 7:30; records, 10.

KMTR—Records, 8; Mexican Hour, 8; records, 9.

KNX—Sharples' Gang, 7; Judge Rutherford, 10.

KTM—Judge Rutherford, 8:30; Bible Students' Watchtower, 9-10.

11 a.m. to 12 noon

KFI—Third Church of Christ, Scientist.

KFWB—Jean Leonard, piano, 11.

KHJ—First Methodist Episcopal Church, 11-12.

KMPC—American Legion half-hour, 11:30.

KMTR—Records to 12.

KNX—First Presbyterian Church of Hollywood.

12 noon to 2 p.m.

KFI—Barbara Jamieson, piano, 12:10; Helen Guest, songs, 12:30.

KFWB—Records, 12; Sacramento vs. Hollywood, 1:30, baseball.

KHJ—Cathedral Hour (C.) 12; Sunshine Hour (KFRG.) 1; Pastoral (C.) 1:30.

KMPC—Organ, 12; news, 1.

KNX—Services to 12:30; Astro-Analyst, 12:30; I.B.S.A., 1.

KMTR—Records, 12-1; Lumberjacks, 1.

KTM—Records, 1.

2 to 4 p.m.

KECA—Catholic services (C.) 2; pianist, 3; Boswell Sisters (C.) 3:15; organ, 3:30.

KFI—"Old Lamps for New," 2; Sunday afternoon concert, 2:30; R.C.A. Victor hour (C.) 3:30.

KFWB—Baseball.

KHJ—Chicago Nights (C.) 2; Howard Neuneller, piano (C.) 2:30; the World's Business (C.) 3; Grand Opera Minutemen, 3:30.

KMPC—Salvation Army Band, 2; Church of Latter Day Saints, 3; Mother Spence, 3:30.

KMTR—Records.

KNX—Park Board program, orchestra and soloists, 2-4; Calif. Spanish Entertainers.

KTM—Organ Echoes, 2; Sacred concert, 2:30; records, 3.

4 to 6 p.m.

KECA—Nomad Novelist, 4:15; Mattie Crawford, psychology, 4:30; cello and piano, 5; Concert Jewels (C.) 5:15.

KFI—Enna Jettick Melodies (C.) 4; Collier's hour (C.) 4:15; Three Co-eds, 5:15; Alabama Boys, 5:30; Winnie Parker, songs, 5:45.

KHJ—Devils, Drums and Doctors (C.) 4; Kate Smith's Sewante music (C.) 4:15;

Prof. Lindsley (Joseph and His Brother.) 4:30; Church Vesper hour, 5; Detroit Symphony and Edgar Guest (C.) 5:30.

KMPC—Records, 4; Tabernacle, 5:15.

KMTR—Records.

KNX—Wesley Tourtellotte, organist, Vesper Hour, 4; Dr. John Matthews, Radio Church of the Air, 5.

KTM—Zandra, 4; records, 4:30, 6 to 7 p.m.

KECA—The Coquettes (C.) 6:15; Winnie and Eddie, 6:30; Seth Parker (C.) 6:45.

KFI—Philosophy, 6; symphonic orchestra, 6:30.

KFWB—Orkan, 6; "Step On It," 6:30.

KHJ—The Gauchos (C.) 6; Fortune Builders (C.) 6:30; "Star Revelry" (C.) (Helen Gilligan-Milton Watson, songs.) 6:45.

KMPC—Mexican-American concert.

KMTR—"I Cudda Club," 6; Ethiopian Night Club, 6:30.

KNX—Records, 6; Theodore C. Abel, 6:30, 7 to 8 p.m.

KECA—Heel Hugger Harmonies (C.) 7:15; KECA Trio, 7:30.

KFI—Carnation hour (C.) 7:50.

KFWB—Burr McIntosh, 7; Nip and Tuck, 7:30; orchestra, 7:45.

KHJ—Cadillac-La Salle Orch. (KFRG.) 7; Edison String Choir, 7:30.

KMTR—String Ensemble (C.) 7; Dream Girl, 7:15; Wedding of the Air, 7:30.

KNX—Dr. Aked, 7; Viennese Nights, 7:30; The Gossipers, 7:45.

8 to 9 p.m.

KECA—Gunnar Johansen, pianist, 8; Musical Moods, 8:30.

KFI—Concert, Harold Spaulding, 8.

KHJ—Quiet Harmonies, 8; Dr. David Barrows (KFRG.) 8:15; "Twenty-Two Fifties" (musical duets and trios,) 8:30.

KFWB—Zoellner String Quartet, 8; French Miniature, 8:50.

KMPC—Encore Trio, Dr. Ernest Holmes, 8.

KMTR—Double Deckers, 8; studio orch., 8:30.

KNX—First Presbyterian Church at 8.

KTM—Miniature Symphony, 8; Concert Ensemble, 8:30.

9 to 10 p.m.

KECA—Dance band, 9; Felipe Delgado, baritone, 9:30.

KFI—N.B.C. Special (C.) 9; Young's Marketers' Symphony, 9:30.

KFWB—Strings and Bows (Lewis Meehan.) 9; "Star Dust," 9:30.

KHJ—Chevrolet Chromeles, 9; Gruen Guild, 9:30; Valentin's Orchestra (C.) 9:45.

KMPC—Happy Chappies, 9.

KMTR—Fine and Dandy Revue, 9.

KNX—Calman Luboviski, violin and song recital, 9 to 10.

KTM—Moments Musical, 9; Blues and Piano, 9:30.

After 10 p.m.

KECA—Geo. Olsen's Club, 10; Geo. Grandee, songs, 10:30; Baldassare Periazso, 10:45.

KFI—Slumber program, 10; dance bands, 10:30; Ed Hoagland's Orch., 11; organ, 11:30.

KHJ—News, 10; Valenti's Orchestra, 10:10 organ, 11-12.

KNX—Pantaxes Hollywood Theater, 10:30.

KMPC—Jasin's "Insomnia Lesson," 11-12.

KMTR—Organ, 10; records, 11; Trail Riders, 12-1.

KTM—Readers' hour, 10; varieties, 11.