

CHILDREN URGE COMICS BE READ OVER RADIO

'Times' Announcer Asks Response and Gets 1000 Replies From Little Listeners

"TIMES" COMIC STRIPS OF THE AIR, KHJ, 8 A.M.
World-wide News, 10 p.m.

BY JOHN S. DAGGETT

"Don't fool yourself—nobody gets up at 8 o'clock on Sunday morning to hear the funny papers—you haven't a corporal's guard."

A radio-wise gentleman, who knows static by its first name and totes about a title as radio advertising adviser, discouraged Doug Douglas in just that fashion as Doug trekked each Sunday morning to the KHJ studios to read The Times funnies.

Climbing out of bed at 6 a.m., journeying to the studio and being the first program after the Lord's Prayer each Sunday morning isn't just what anyone would be mad about, particularly if there is no audience on the air. So "Doug," deciding to trek no more if kiddies weren't listening, grabbed the microphone one Sunday morning, told the children what the expert said and asked that every child write in, if he really was listening in.

Did they write? One thousand letters poured into the studio and The Times and they're still dribbling in.

And the radio-wise gentleman shook his head and said, "It ain't right." Children have other uses for their ears than to cry when they are being scrubbed. "Little pitchers," perhaps, but the parents who dream a child cannot be intrigued or taught or entertained by radio had better wake up. Radio stations who cater to children not at all are not so bright as their broken-arched elder admirers may tell them they are. The station "that rocks the cradle with a bit of genuine child entertainment" will rule the radio world. The sponsor that overlooks "the kids" had better dip deeper into the study of what is out "beyond the microphone."

Civilization is truly a veneer, for of all the comic pages boys and girls read almost five to one preferred as first choice a comic plunging them deep into the jungles, replete with lions, tigers, savages and primitive excitement. The spirit of adventure before the arrival of top-coats and traffic signals runs rampant through the child heart, while for second choice the antics of a regular kid and his gang swept the field. Not a bad boy, just a mischievous one, who, bedecked in his Sunday best, always returned home with pants well ripped and eyes a bit blacked.

One of the outstanding features of the heavy mail were letters from parents who for the first time had been saved the task of "reading the funnies" to the children. Some dads who had no more humor than a wooden Indian or who wanted to read the serious things offered up praises because they had been relieved. "Aw, daddy please read me the funnies, p-l-e-a-s-e," is a national war cry Sunday mornings, and often successive cries until father surrenders. Mothers took up the pen too, but—you should have seen the 'letters of the kids.' They're a riot—children 3½ up to 14 years of age, boys and girls.

"Dear Comic Man:
"I am going to write now so I will not forget it. The funny I like best is Tarzan. He is always getting out of trouble."
And here's another—

"I like the Gumps best. I listen to you every Sunday. You are a nice man I thought and yet I do."

But the highlight of it all was a 97-year-old war veteran who wrote,

"Dad burn it—I'm far from a kid but you've got to register my vote for Reglar Fellers. We 'boys' at the Veterans' Home are just as big kids as any."

So we salute 'the kids' and The Times will trek with its funnies to KHJ, even if it is 'so darn early.'

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.
KFSO, Los Angeles, 1120 K., 267.7 M.—Angelus Temple Sunshine Hour, 8 a.m.; symphony, 9; services, 10:30 and 2:30; band, 6:30 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
: to 11 a.m.

KECA—Rochester Civic Concert (C.) 8; Troika Bells (C.) 8:30; Gilbert and Sullivan Gems (C.) 9; Explorer's talk (C.) 10; the Caribbeans (C.) 10:15; 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" (KPRC.) 9.
KMPC—Mexican-American program, 7:30; records, 10.
KMTR—Records, 6; Mexican Hour, 8; records, 9.
KNX—Sharples' Gang, 7; Judge Rutherford, 10; "Viennese Nights," 10:30.
KTM—Judge Rutherford, 8:30; Mme. Paul, 8:45; 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 (KPRC.) 1.
KMPC—Orsan, 12; news, 1.
KNX—Services to 12:30; Astro-Analyt., 12:30; I.B.S.A., 1.
KMTR—Records, 12-1; baseball, 1:30.
KTM—Organ, 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; KFI String Trio, 2:30; R.C.A. Victor hour (C.) 3:30.
KFWB—Baseball.
KHJ—Chicago Knights (C.) 2; Howard Neuneller, piano (C.) 2:30; the World's Business (C.) 3; Grand Opera Miniatures, 3:30.
KMPC—Salvation Army Band, 2; Church of Latter Day Saints, 3; Mother Spencer, 3:30.
KMTR—Trio, 2; records, 2:30.
KNX—Park Beard program, orchestra and soloists, 3-4; Russian Art Ensemble.
KTM—Sacred concert, 2:30; records, 3.

4 to 6 p.m.
KECA—Nomad Novelist, 4:15; harp and violin duo, 4:30; Winnie and Eddie 5; Concert Jewels (C.) 5:15.
KFI—Enna Jettick Melodies (C.) 4; "Blow the Man Down," 4:15; Harbor Lights (C.) 4:30; Heel Hungers (C.) 5; piano, 5:15; Alabama Boys, 5:30; Winne Parker, songs, 5:45.
KHJ—Devils, Druggs and Doctors (C.) 4; Kate Smith's Sewanee music (C.) 4:15; Prof. Lindaley (the March of Liberty), 4:30; Church Vesper hour, 5; Detroit Symphony and Edgar Guest (C.) 5:30.
KMPC—Records, 4; Tabernacle, 5:15.
KMTR—Records.
KNX—Wesley Touriellette, 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—Goldman's Band (C.) 6:15; Seth

Parker (C.) 6:45.
KFI—Philosophy, 6; Packard orchestra, 6:15; "Wonder Twins..." songs, 6:45.
KFWB—Orsan, 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—"Cellist, 7:15; KECA trio, 7:30.
KFI—"Harmony Hurricane," 7; St. Francis Salon orchestra (C.) 7:15; Carnation hour (C.) 7:30.
KFWB—Burr McIntosh, 7; orchestra, 7:45.
KHJ—Cadillac-La Salle Orch. (KPRC.) 7; Edison String Choir, 7:30.
KMTR—String Ensemble (C.) 7; Dream Girl, 7:15; Wedding of the Air, 7:30.
KNX—Dr. Aled, 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—"Musical Forget-Me-Nots," 8; Dr. David Barrows (KPRC.) 8:15 "Twenty-two Fifties" (musical duets and trios) 8:30.
KFWB—Zoellner String Quartet, 8; French Miniature, 8:30.
KMPC—Encore Trio, Dr. Ernest Holmes, 8.
KMTR—Double Deckers, 8; organ and soloist, 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' Symphonet, 9:30.
KFWB—Strings and Bows, 9; "Star Dust," 9:30.
KHJ—Chevrolet Chronicles, 9; Valentin's orchestra (C.) 9:30.
KMPC—Happy Chappies, 9.
KMTR—Fine and Dandy Revue, 9.
KNX—Calmon 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 Perilazzo, 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—Arizona Wranglers, 10; Fantasia Hollywood Theater, 10:30.
KMPC—Jasin's "Insomnia Lesson," 11-12.
KMTR—Orsan, 10; records, 11; Trail Riders, 12-1.
KTM—Readers' hour, 10; varieties, 11.