

# BROADCAST SOARS TO NEW PEAK IN IMPROVEMENTS

## KFI 50,000-Watt Station on Air Tonight, and Don Lee Television Plans Indicative of Strides

"TIMES" COMIC STRIP OF THE AIR, KHJ, 8 A. M.

World-Wide News, 10 p. m.

BY JOHN S. DAGGETT

Notwithstanding general economic conditions radio broadcast has attained its peak during the last twelve months. Heavy expenditures for improvements have been noted all along the line, with negligible complaint concerning depression in this particular field.

Tonight at 8 o'clock KFI, the Earle C. Anthony station, will officially dedicate the new 50,000-watt transmitter, registering as one of the eleven radio stations in the country broadcasting with this amount of power. It is the only fifty-kilowatt establishment west of the Mississippi.

KHJ, the Don Lee station, and the home transmitter of the Tower of The Times for world-wide news and the Times forum period, this week will complete studio improvements costing approximately \$50,000.

Under recently authorization by the Federal Radio Commission with the license call letters W6XX, this station will endeavor to introduce television in the West on a visual broadcasting band between 2850 and 2950 kilocycles. The equipment includes an experimental laboratory and a sound-proof studio with walls twelve inches thick.

### STUDIO REMODELED

Not content with this, KHJ has torn out walls and rearranged the entire second floor of the Don Lee Building at Seventh and Bixel streets so that today they have one of the most complete broadcast establishments in the West. The major studio has a glass panel across its entire front and the exterior section has a seating capacity of several hundred people. The three minor studios have been lined with the very latest in acoustical materials.

KMTR recently moved into ornate and splendidly equipped quarters at 915 North Formosa avenue, the United Artists studios. The equipment is up to the minute and represents an investment of approximately \$40,000, irrespective of the transmitter. Perhaps its leading feature is the Robert Morton organ, one of the best on the air today.

### ONE STATION LOST

During the year, the Los Angeles territory lost but one broadcast station, KPSN of Pasadena, which apparently voluntarily went off the air.

A number of transfers of ownership have taken place but in each instance the quality of programs and general service have been improved.

Los Angeles and its environs is known in national radio circles as the high spot of the West. Future developments in the introduction of television and other improvements in this area will be secondary only to those at New York and possibly Chicago.

The introduction of the police radio patrol must be recognized as a high spot in radio development throughout the nation. Other cities have tried it successfully and now Los Angeles is crowding fast on their trail. This equipment alone represents the employment of approximately 1000 men and a substantial investment along industrial lines.

### COMPETITION KEEN

Competition in the broadcast field is keener than ever before. It is very difficult for any given station to compete with the chain systems, the latter having practically all of the foremost talent of the nation available. But, on the other hand, KEJK, the twenty-four-hour station, apparently still holds its friends, and definite service and personalities are recognized where stations establish such service.

It only remains for a greater and better annual radio show in September to consummate a very successful year.

Returning to the dedication of KFI's new 50,000-watt transmitter, a gala program embracing contributions from not only the local Earle C. Anthony station but headliners from the San Francisco, Chicago and New York studios of the National Broadcasting Company will mark this important advent. It is expected that Merrill H. Aylesworth, president of the National Broadcasting Company, will extend his congratulations to the Southern California station during the portion of the broadcast originating at New York, and that Amos 'n' Andy, famed black-face comedians, will be included in the group of radio artists to be heard from Chicago.

### WIDE RANGE PROGRAM

The program will come to you over KFI at 8 p.m. Following the opening half-hour originating at KFI, there will be a fifteen-minute presentation from New York, beginning at 8:30. During this period Gladys Rice, soprano; Billy Jones and Ernie Hare, singing comedians; James Melton, tenor of the Revelers Quartet, and an orchestra conducted by Erno Rapee will be heard.

Switching to Chicago for another fifteen-minute program, the inaugural ceremonies will continue with music by Paul Whiteman's Band and Mildred Bailey, blues singer.

At 9:30 o'clock a concert presented in N.B.C.'s San Francisco studios will be offered. Those participating are to include Gunnar Johansen, pianist; Walter Ferner, cellist; Barbara Blanchard, soprano; Annabella Jones Rose, contralto; Betty Marino and Marian Nicholson, violinists; Emily Linden, pianiste; Herb Sanford, marimba player, and a concert orchestra. KFI will contribute the final half-hour program.

Don't forget the gala event—starting at 8 tonight over KFI.

KFOX, Long Beach, 1250 K., 239.9 M.—11 a.m. to 12:30 p.m.; St. Luke's Episcopal Church services; 11 a.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, 6:30 p.m.; revival at 8.  
KGER, 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., 230.4 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; Metropolitan Echoes (C.) 8:30; Pop concert (C.) 9; Explorer's talk (C.) 10; the Caribbeans (C.) 10:15; Yeast Poamers (C.) 10:30.

KFI—Breakfast Frolic (C.) 9; KFI Ensemble, 9:30.

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

KHJ—Times' Come Pares at St. London Broadcast Special (C.) 8:30; Dog Talk, 8:45; "Home, Sweet Home" (KPRC.) 9.

KMPC—Mexican-American program, 7:30; Big Man from the South, 10.

KMTR—Records, 6; records, 9.

KNX—Sbarales' Gang, 7; Serenade, 9; Judge Rutherford, 10; Viennese Nights, 10:15; Joseph Diskay, songs, 10:35; Third Church of Christ, Scientist, 10:30.

KTM—Judge Rutherford, 8:30; Mme. Paul, 8:45; Bible Students' Watchtower, 9-10.

11 a.m. to 12 noon

KFI—Ballads, 11.

KFWB—Pianist, 11.

KHJ—First Methodist Episcopal Church, 11-12.

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

KMTR—Records to 12.

KNX—Third Church Christ, Scientist.

12 noon to 2 p.m.

KFWB—Records, 12; Portland vs. Los Angeles, 1:30, baseball.

KHJ—Cathedral Hour (C.) 12; Sunshine Hour (KPRC.) 1.

KMPC—Records, 12; news, 1; organ, 1:30.

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

KMTR—Records, 12-1; Banjo Boys, 1.

KTM—Organ, 1.

2 to 4 p.m.

KECA—Catholic services (C.) 2; Over Jordan (C.) 3; duo (C.) 3:15; organ, 3:30.

KFI—Organ, 2; KFI String Trio, 3.

KFWB—Baseball.

KHJ—Chicago Knights (C.) 2; Howard Neuneller, piano (C.) 2:30; The Speed Demons (C.) 2:45; the World's Business (C.) 3; Musical Comedy Shorts (C.) 3:30; the Boswell Sisters (C.) 3:45.

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, 2-4; Newman's Gypsy Orch.

KTM—Sacred concert, 2:30; records, 3.

4 to 6 p.m.

KECA—Pianist, 4; Nomad Novelist, 4:15; harp and violin duo, 4:30; tenor, 5; Concert Jewels (C.) 5:15; KECA Strings Trio, 5:45.

KFI—Enna Jettick Melodies (C.) 4; "Blow the Man Down," 4:15; cellist, 4:30; Heel Huggers (C.) 5; piano, 5:15; Alabama Boys, 5:30.

KHJ—Devils, Drugs and Doctors (C.) 4; Kate Smith's Sewanee music (C.) 4:15; Prof. Lindsay, 4:30; Church vesper hour, 5; Lewishahn Concert (C.) 5:30.

KMPC—Happy Chapples, 4; records, 5.

KMTR—Records.

KNX—Wesley Tourtellette, 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; "Wander Twins," songs, 6:45.

KFWB—Organ, 6; "Step On It," 6:30.

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

KMPC—Mexican-American concert.

KMTR—Varieties, 6; Ethiopian Night Club, 6:30.

KNX—Sacred records, 6; Theodore C. Abel, 6:30.

7 to 8 p.m.

KECA—Alvino Rey (C.) 7:15; dance band, 7:30.

KFI—Orchestra, 7; Carnation Hour (C.) 7:30.

KFWB—Burr McIntosh, 7; Ambassador concert, 7:30; Donald Novis.

KHJ—KPRC Orchestra, 7; Edison String Chair, 7:30.

KMTR—String Ensemble (C.) 7; Dream Girl, 7:15; Pacemakers, 7:30.

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

8 to 9 p.m.

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

KFI—Grand opening, 8; N.B.C. welcome (C.) 8:30; Amos 'n' Andy (C.) 8:45.

KHJ—"Musical Forget-Me-Not," 8; Chicago Varieties (C.) 8:15; Nocturne (C.) 8:30.

KFWB—Zoellner String Quartet, 8; French Miniatures, 8:30.

KMPC—Sol Cohen, violinist; June Brandon, May Arbenz, Dr. Ernest Holmes, 8.

KMTR—Musical Novelities, 8; organ and soloist, Vernon Rickard, 8:30.

KNX—First Presbyterian Church at 8.

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

9 to 10 p.m.

KECA—Novelty Trio, 9; Jean Dunn, songs, 9:15; Felice Delgado, baritone, 9:30.

KFI—N.B.C. Special (C.) 9; N.B.C.—San Francisco Welcome (C.) 9:30.

KFWB—Strings and Bows, 9; Star Dust (C.) 9:30.

KHJ—Chevrolet Chronicles, 9; Geo. Wendi's Orchestra (C.) 9:30.

KMPC—Happy Chapples, 9.

KMTR—Calson and Dandy Revue, 9.

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

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

After 10 p.m.

KECA—Studio, 10; Billy Ross, violinist, 10:45.

KFI—Concert (C.) 10; R.K.O. Special, 10:30.

KHJ—News, 10; Tom Gerun's Orch. (C.) 10:30; organ, 11.

KNX—Arizona Wranglers, 10; Pantages Hollywood Theater, 10:30.

KMPC—Hill Billies, 10; Jaslin's "Insomnia Lesson," 11-12.

KMTR—Oran, 10; Phantom Revue, 11; Happiness Girl, 12-1.

KTM—Readers' hour, 10; varieties, 11.