

# IDEA BEHIND RADIO SHOWN IN LA FIESTA BROADCAST

## Scenes at Microphone Amid Bustle of Throngs Typify Problems Announcer Faces

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

World-Wide News, 10 p.m.

BY JOHN S. DAGGETT

The basic conception of radio was demonstrated yesterday from the Times Building at First street and Broadway when a two and one-half hour description of the parade, "Epic of Transportation," was broadcast.

Never can the writer forget his first great thrill of radio which came with a realization that the less favored of humanity could have the world come to him. The favored can see and hear epochal events. The voice of a great singer, the tone of a violin in master hands, the roll of the organ—even the sound of the waves lapping on the shores of the Pacific, have been brought through the medium of radio to the shut-in, the lonely one or those in out-of-the-way places.

### LITTLE-KNOWN REALM

This was the original boon of radio. It was the impulse which impelled The Times to install and operate the first 500-watt station west of Kansas City in 1922. An impulse which placed gratuitously in twenty-six institutions in Southern California the best radio receiving sets at that time. To set aside this impulse will be to kill radio.

So it was that we endeavored to visualize through the microphone the Fiesta spirit in celebration of the 150th anniversary of Los Angeles.

Behind the scenes is a phase of radio of which the public knows little. Perforce, the broadcast was imperfect, but you, the listener-in, must visualize behind the scenes in order to understand. Below us at the historic, tragic and dramatic corner of First street and Broadway passed the Epic of Transportation in review. Seething crowds under control of an efficient police department, but often crowding out, caused delays in the turning from Broadway into First street. Participants left the parade and by sheer force and persuasion burrowed through the crowd at the main entrance of The Times to come up to the window sill to broadcast.

Where will the delays come, will the parade be in order as scheduled, what do the floats and divisions represent? These are but a few of the questions piling in on an announcer endeavoring to bring to you, the listener-in, the story of the event.

### "GET BEHIND SCENES"

Backed by the co-operative spirit of men who not only made a success of La Fiesta de Los Angeles, but who also stand for the achievements of this city and Southern California, perhaps its task was ameliorated.

The point to be made with you is—"Get behind the scenes of any endeavor in life" or you can never know the truth. When you hear Ted Husing of the Columbia Broadcasting System or Graham McNamee of the N.B.C., visualize yourself as being there beside him. You will understand then that radio broadcast is not a bed of roses. You cannot see the trembling hands holding copy before the microphone or understand the possible quaver in the singing voice on the air for the first time—unless you get behind the scenes.

No one has yet answered this question of trepidation allied with microphone delivery. Is it a realization of the far-reaching contact of radio, is it the dynamic effect of knowing that neither race nor creed can be analyzed through the ears of those that may listen? Is it the hope that this channel may bridge all time and space for a bigger and better aim of humanity? Most of all—I hope it is not fear.

KFOX. Long Beach. 1256 K., 239.9 M.—11 a.m. to 12:30 p.m., St. Luke's Episcopal Church services: First Church of Christ, Scientist, 8 p.m.  
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.  
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., St. E. Church, Long Beach radio pulp: 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.

KNX. Los Angeles. 1050 K., 283.5 M.—Third Church of Christ, Scientist, 10:50 a.m.

7 to 11 a.m.

KECA—Morning musicale (C.) 8; Troika Bells (C.) 8:30; popular concert (C.) 9; Carveth Wells, explorer, 10; the Carbeans (C.) 10:15; Yeast Poamers (C.) 10:30.

KFI—Breakfast Frolic (C.) 9; KFI Trio, 9:30; Helen Guest, ballads, 10:15; string trio, 10:30.

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

KHJ—Times' Comic Pages, 8; International Broadcast (C.) 8:30; "Home Sweet Home" (KFRG.) 9.

KMPC—Mexican-American program, 8; Big Man from the South, 10.

KMTR—Ship A Hoy, 12 to 9; piano duo, 9:30.

KNX—Sharples' Gang, 7; Health, 9; Judge Rutherford, 10; Joseph Diskay, songs, 10:35; Third Church of Christ, Scientist, 10:50.

KTM—Organ, 7; Judge Rutherford, 8:30; records, 8:45; Bible Students' Watchtower, 9-10.

11 a.m. to 12 noon

KFI—Beach Boys, 11; Pontifical Mass, 11:15.

KFWB—Jean Leonard, piano, 11; Pontifical Mass, 11:30.

KHJ—First Methodist Episcopal Church, 11-12.

KMPC—Records, 11.

KMTR—Music Land Revue, 10.

KNX—Third Church of Christ, Scientist, 12 noon to 2 p.m.

KFAC—Records, 12:30.

KFWB—Double-header baseball, 1:30 to 6.

KHJ—Cathedral hour (C.) 12; Sunday sunshine (KFRG.) (C.) 1.

KMPC—American Legion, 12; news, 1; piano, 1:15; Fox Wilshire, 1:30.

KNX—Third Church of Christ, Scientist to 12:10; Astro-Analyst, 12:30; I. B. S. A., 1.

KMTR—Records, 12; Ambassador of Happiness, 12:45.

KTM—Records, 1.

2 to 4 p.m.

KECA—Catholic services (C.) 2; Ruth Francis, piano, 3; organ, 3:15.

KFI—Arolan organ recital, 2; Over Jordan (C.) 3; poetry, prose and melody, 3:30.

KFWB—Baseball.

KHJ—Chicago Knights (C.) 2; Mook, Line and Sinker (C.) 2:30; Brooks and Ross, 2:45; Theo Karle, tenor (C.) 3; Fray and Braggicelli (C.) 3:15; musical comedy shorts, 3:30; the Boswell Sisters (C.) 3:45.

KMPC—Records, 2:30; Church of Latter Day Saints, 3; Mother Spencer, 3:30.

KMTR—Sunday Syncopators, 2.

KNX—Park Board program, orchestra and soloists, 2-4.

KTM—Sacred concert, 2:30; records, 3.

4 to 6 p.m.

KECA—Cellist, 4; Beach Boys, 4:15; Winnie Fields Moore, Nomad novelist, 5; Through the Opera Glass (C.) 5:15.

KFI—Enna Jettick Melodies (C.) 4; Even-song, 4:15; trio, 4:30; Heel Huggers (C.) 5; piano, 5:15; Alabama Boys, 5:30; Biltmore trio, 5:45.

KFWB—Records after game to 6.

KHJ—Devils, Drugs and Doctors (C.) 4; Kate Smith's Swanee music (C.) 4:15; Prof. Lindsley (reading), 4:30; Church Vesper hour, 5; Lewishon Stadium concert, 5:30 (C.)

KMPC—Salvation Army hour, 4; organ, 5; Hawaiian melodies, 5:30.

KMTR—Records.

KNX—Organ, 4; Dr. John Matthews, Radio Church of the Air, 5.

KTM—Zandra, 4; records, 4:30.

6 to 7 p.m.

KECA—Concert, 6:15; Seth Parker (C.) 6:45.

KFI—Philosophy, 6; "Best Sellers" (C.) 6:15; "Wonder Twins," songs, 6:45.

KFWB—Organ, 6; "Step On It," 6:30.

KHJ—Rabbi Magnin, 6:30.

KMTR—Twilight Melodist, 6; Ethiopian Night Club, 6:30.

KNX—Treasure Chest, 6; Theodore C. Abel, 6:30.

7 to 8 p.m.

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

KFI—Hollywood Bowl services, 7; Carnation hour (C.) 7:30.

KFWB—Burr McIntosh, 7; Something for Everyone, 7:30.

KHJ—Cadillac-La Salle Orchestra (C.) 7; Edison String Symphony, 7:30.

KMTR—Fishing News, 7; Scientific Symphonists, 7:15; varieties, 7:30.

KNX—Arizona Wranglers, 7.

8 to 9 p.m.

KECA—Felipe Delgado, songs, 8; Sunday night concert, 8:30.

KFI—Concert, 8.

KHJ—Musical Forget-Me-Nots, 8; Hollywood Gardens orchestra (C.) 8:15; Elvia and orchestra, 8:30.

KFWB—Italian Idylls, 8:30.

KMPC—Church of Religious Science; June Brandon, contralto, Sol Cohen, violinist.

KMTR—True Melodies, 8; piano and songs, 8:15; Vernon Rickard, 8:30.

KNX—First Presbyterian Church at 8.

KTM—Dance music, 8; musicale, 8:30.

9 to 10 p.m.

KECA—Novelty Trio, 9; readers' guide (C.) 9:30.

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

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

KHJ—Chevrolet Chronicles, 9; Roof Garden Orchestra (C.) 9:30.

KMPC—Master Merrymakers.

KMTR—Fine and Dandy Revue, 9.

KNX—Salmon Luboviski, violinist, 9.

KTM—Songs, 9; concert, 9:30.

After 10 p.m.

KECA—Helen Guest, ballads, 10; Billy Ross, violinist, 10:30.

KFI—News, 10; string quartet, 10:15; dance band, Jeannet Dunn, 10:30; The Vagabonds (C.) 11.

KHJ—Times' world-wide news, 10; Wendt's Roof Garden Orchestra, 10:10; Tom Gerun (C.) 10:30; organ, 11-12.

KMPC—Organ, 10; Jasin's "Radiosomnotherapy," 10:30.

KMTR—Organ, 10; Graveyard Gangster, 10:30.

KTM—Moments Musical, 10; records, 11.