

SUNDAY RADIO LEAD RUTHLESS

Article, Despite Diversions,
Has to Appear

Broadcaster Recounts Some
of His Troubles

In Midst of Frenzy Column
Must Be Born

Times Comic Strips of the Air,
KHL at 8 a.m.
World-wide news, 9:50 p.m.
(Note change in time)

BY JOHN S. DAGGETT

This article is known in newspaper parlance as a "Sunday radio lead." It has to be written fifty-two days a year, and a radio editor has to find something interesting to write about between an avalanche of telephone calls, personal calls by notepaper, publicity agents, monomaniacs and many others.

So let's make the theme of this column, "What news would you broadcast from The Times tower." As you sit in front of the microphone with a handful of dispatches from Timbuctoo to Tokio, a bell rings from the main station of KHL and you "go on the air."

Assume you first read of a conference in London about the pound sterling, follow that with the elopement of Maggie Murphy, the slaying of Gyp the Blood, a collision that involved a train and an automobile, a dog that bit a pedestrian and an unidentified ship sinking at sea. Then you say, "Good afternoon, friends" (sometimes hasty assumption) and the sun shines in the tower and the birds continue to sing, yeah, just for a moment.

Then, ah, then, everything breaks loose. The tower telephone bell burrs an avalanche of ringing. First up perhaps is a citizen who thought you said Mr. Sterling died, what Sterling was it?; then Maggie Murphy's second cousin wants to know why we didn't read Maggie's full name, Maggie Katherine Elizabeth; and yet—some simple soul wants to know what "steamship collided with a train," what made the dog bite the man and what is "the name of the unknown ship sinking at sea." Of the five citizens of some town back East named Oleogyne, four have moved out west, and call you up when you mispronounce an atrocity like that. If you read of a man named Feldman who was killed in an accident, you'll get calls from his creditors, widows, enemies and friends, ranging from inquiries as to whether it was the Feldman who had a wife with arthritis at Polak, Alaska, to whether it was the Feldman whose blind sister had twins at the time of the Chicago Fair.

Exaggeration? If it were but exaggeration how calm life would be. Everybody who loses a dog, a husband, a temper or a dime demands that we broadcast it. Everybody who wants a wife, a husband, a crown or anything ranging from a basting spoon to a pair of reversible sox, phones, writes or charges in.

And while dodging, explaining, escaping and denying these requests, each day stalks by with its news broadcasts until Sunday, the "day of rest." And then the unfortunate radio editors must begin to worry about a Sunday lead for the next Sabbath.

Few Romeos could write 365 days a year about their Juliets without running out of adjectives, temper, humor and sanity. Fancy, for example, asking a husband to write about his wife 365 days a year. Well, don't fancy it; you can't.

But, after all, the butcher, the baker and the candlestick maker get the same thing over the counter. We all do, whether we're making the news or reading it, and we all like it. Life would be monotonous if our door didn't open now and then to liberate in our midst some violent soul who "has a message to deliver," a dog to find, or a solution of unemployment. We are not kicking.

To tell the truth, we say all these things just to fill the demand for this Sunday's radio lead. You'd do it yourself.

KFOX. Long Beach, 1250 K., 230.9 M.—11 a.m. to 12:30 a.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; Bible class, 10:45 a.m. to 12:30 p.m.; services, 2 to 6; music; question hour, 7.
KGER. Long Beach, 1360 K., 228.4 M.—8:30 a.m., M. E. Church, Long Beach radio pulpit; 9:30 a.m., Transman'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., 285.5 M.—Third Church of Christ, Scientist, 10:50 a.m.

7 to 11 a.m.
KECA. Neapolian Days (C.) 8; Morning Musical (C.) 9:30; Ferianno, violinist, 9; Troika Bells (C.) 9:30; Carveth Wells, explorer (C.) 10; the Caribbeans (C.) 10:15.
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; Voice of St. Louis (C.) 8:30; "Home Sweet Home" (KFCR), 9.
KMPAC. Mexican-American program, 8; Big Man from the South, 10.
KMTR. Ship A Roy, 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; Dr. Walter Raymond, 8:45; Bible Students' Watchtower, 9-10.

11 a.m. to 12 noon
KECA. Sunday bright spots (C.) 11:15; Yeast Foamers (C.) 11:30.
KFI. Beach Boys, 11.
KFWB. Jean Leonard, piano, 11; records, 11:30.
KHJ. First Methodist Episcopal Church, 11-12.
KMPC. Records, 11.
KMTR. Music Land Revue, 11.
KNX. Third Church of Christ, Scientist, 12 noon to 2 p.m.
KPAC. Records, 12:30.
KFWB. Double-header baseball, 1:30 to 8.
KHJ. Symphony hour (C.) 12; Cathedral hour (C.) 1.
KMPC. American Legion, 12; news, 1; records, 1:15; Fox Wilshire, 1:30.
KNX. Third Church of Christ, Scientist to 12:10; Astro-Analyst, 12:30; I. E. S. A., 1.
KMTR. Records, 12; Ambassador of Happiness, 12:45.
KTM. Records, 1; Sylvia's hour, 1:30.

2 to 4 p.m.
KECA. Catholic Hour (C.) 3.
KFI. Aeolian organ recital, 2; Three Boys, 3; poetry, prose and melody, 3:30.
KFWB. Baseball.
KHJ. Pastoral (C.) 2; Allerton Glee Club, 2:30; Brooks and Ross, 2:45; world's Business (C.) 3; Fray and Braggiotti (C.) 3:15; male chorus (C.) 3:30; the Boswell Sisters (C.) 3:45.
KMPC. Records, 2:30; Church of Latter Day Saints, 3; Mother Spencer, 3:30.
KMTR. Records, 2.
KNX. Park Board program, orchestra and

soloists, 2-4.
KTM. Sylvia, 2; Sacred concert, 2:30; records, 3.

4 to 6 p.m.
KECA. Cello, 4; baritone, 4:15; pianist, 5; Beach Boys, 5:15.
KFI. Baritone, 4:15; pianist, 4:30; Manley Hall, 4:45; Emma Jettick melodies (C.) 5; Collier's Mour (C.) 5:15.
KFWB. Records at game to 6.
KHJ. Walter S. Gifford on "Unemployment" (C.) 4; Fray and Braggiotti (C.) 4:15; Devils, Druggs and Doctors (C.) 5; Church Vesper Hour, 5:15.
KMPC. Salvation Army hour, 4:30; Vesper Hour, 5.
KNX. Advanced Thought, 4; organ, 4:15; Dr. John Matthews, Radio Church of the Air, 5.
KTM. Zandra, 4; organ, 4:30.

6 to 7 p.m.
KECA. Orchestra, 6; Alabama Boys, 6:30; orchestra, 6:45.
KFI. Special atwater-Kent (C.) 6:15.
KFWB. Organ, 6; "Step On It," 6:30.
KHJ. Rabbi Maguin (C.) 6; Around the Samovar (C.) 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. Mixed octet, 7:15; Seth Parker (C.) 7:45.
KFI. Ted Weem's Orchestra (C.) 7:15; concert, 7:45.
KFWB. Burr McIntosh, 7; Strings and Bows, 7:30.
KHJ. KFRC concert (C.) 7; Edison String Symphony, 7:30.
KMTR. Fishline news, 7; Symphonists, 7:15; Jubilee Quartet, 7:45.
KNX. Arizona Wranglers, 7.

8 to 9 p.m.
KECA. Voice of Tan (C.) 8:15; songs, 8:30; Felipe Delgado, songs, 8:45.
KFI. Carnation Contented hour (C.) 8:30.
KFWB. Italian Idylls, 8; Ragtime Revue, 8:30.
KHJ. Musical forget-me-nots, 8; string quartet, 8:15; Elvia and orchestra, 8:30.
KMPC. Church of Religious Science; June Brandon, contralto, Sol Cohen, violinist.
KMTR. True Melodies, 8; Vera Van, songs, 8:15.
KNX. First Presbyterian Church at 8.
KTM. Miniature Symphony, 8.

9 to 10 p.m.
KECA. Three Boys, 9:15; dance band, 9:30.
KFI. Concert, 9; N.B.C. special (C.) 9:30.
KHJ. Chevrolet Chronicles, 9; world-wide news, 9:30.
KMPC. Organ, 9; Olsen's Club, 9:30.
KMTR. Fine and Dandy Revue, 9.
KNX. Calmon Luboviski, violinist, 9.
KTM. Beverly Hill Billies, 9.

After 10 p.m.
KECA. Helen Guest, ballads, 10; Billy Ross, violinist, 10:30.
KFI. News, 10; string quartet, 10:15; dance band, Jeanne Dunn, 10:30; the Vagabonds (C.) 11.
KHJ. Wendt's Roof Garden Orchestra, 10:10; Tom Gerun (C.) 10:30; organ, 11-12.
KMPC. Happy Chapples, 10; Olsen's Club, 11:15.
KMTR. Graycoleons, 10; Graveyard Gangster, -0:30; Music Box, 11.
KNX. Luboviski recital, 10.
KTM. Male quartet, 10; Aunt Kate, 10:30; organ, 11.