

# CHINESE AND AMERICAN RADIO FIELDS COMPARED

### Difficulties of Broadcasting in His Native Land Explained by Engineer T. T. Eoyang.

"TIMES" COMIC STRIPS OF THE AIR. KHJ, 8 A.M. "The Times" World-wide News, 8:30 a.m. and 10 p.m.

What of radio in China? Is the great sleeping giant of the Near East sharing in radio's magic, or, as most of those in the Occident think, is China too embroiled in governmental uprisings to develop radio science? The answer can best be given by Thomas T. Eoyang, a Chinese engineer, who has been the guest of the technical department of the Columbia Broadcasting System and has studied the engineering phases of network broadcasting. Eoyang, graduate of Nanyang University, Shanghai, holder of a master of science degree from Harvard and post-graduate student at Columbia University, has written the following comparison of radio broadcasting in China and in the United States.

There are two types of broadcasting in China—one by privately owned stations and the other by government-owned stations. Programs originating from the private stations are partially commercial in nature while those from the government stations are wholly non-commercial.

Programs offered are of great variety. There are phonograph records of Chinese opera, singing by Chinese movie stars, concerts by army band orchestras, news reports, speeches, weather reports and popular musical programs. Practically there is not much difference in the type of programs offered in the two countries.

#### MANDARIN TONGUE USED

"As you have noticed even in America, the slight differences in the use of English by people from different parts of the country make radio announcing difficult. In China the language problem is much more complicated. The Chinese have found it quite a problem to determine which dialect a radio announcer should use. Fortunately, a standard language—the so-called Mandarin, which is widely understood throughout the country—can be used as the announcing language. This is especially important to the government stations from which political, diplomatic, economic and educational programs are broadcast.

The time for programs on the air is not so long as the eighteen hours covered in America every day. Stations in different localities also differ in the amount of time used. Stations in Shanghai and Nanking are often on the air part of the morning and from 3 p.m. in the afternoon until 10 p.m. In some small cities the total operating hours are six or eight a day.

#### NO NETWORKS IN CHINA

In America many of the 612 broadcasting stations are linked together with telephone lines forming a network. Programs originating at a station can easily be carried long-wide by means of land lines. It is a matter which has been born in China in America, no Chinese ever heard said that he does not like the radio. The Chinese-Americans particularly enjoy the American radio. When you go to an apartment where Chinese are living, you frequently will find a radio of either table model or on a single set, supplying information or entertainment. In accordance with the general psychology of most of the Chinese-Americans, jazz music is not so popular. On the other hand, they enjoy the symphonic orchestra and classic music.

### The DIAL

KECA—Temple Baptist Church, 10:50.  
KPOB—Lone Beach, 1250 K., 239.9 M., 11 a. m. to 12:30 p. m. St. Luke's Episcopal Church, 239.9 M.  
KFBZ—Los Angeles, K., 287.7 M., Morning worship, 10:30; Silver Band, 10:40; Frankistic service, 8; organ, 10; Service Temple, 10:30; Service, 10:30; Organ, 10:30; Service, 10:30; Organ, 10:30.  
KGBL—Lone Beach, 1380 K., 220.4 M., 8:30 a. m., M. E. Church, Lone Beach; 10:30 a. m., Bible Class, 10:30; Bible Class, 10:30; Bible Class, 10:30.  
KJ—First Methodist Episcopal Church, 239.9 M.  
KJ—Los Angeles, 1030 K., 235.5 M., Church of Christ, Scientist, 30:30.

### HIGHLIGHTS

SPECIAL  
10 a.m. KFI—N.B.C. Special. Dr. William Beebe attempts to broadcast from half a mile beneath waters of the South Atlantic Ocean. (in a diving bell).

CONCERTS  
11 a.m. KHJ—Howard Barlow's "Columbia Symphonic Hour" (C. B.S.) Featuring Beethoven's "Emment" Overture. A complete rendition of Brahms Second Symphony and a ballet suite by Gluck.  
2 p.m. KNX—Westlake Park Concert. Harold William Roberts' Golden State Band. Always excellent band music.  
3 p.m. KFI—Golden Concert (N. B.C.) At Springfield, Mass.  
4:30 p.m. KHJ—Roxy Symphony (C. B.S.)  
8 p.m. KFI—Symphony Special, Dr. Carl Omeron, tenor. Balduasare Ferizzo, violinist. Guest soloists, Charles Shepherd, conductor.  
8 p.m. KHJ—Leigh Harline's "Edison Revels." Soft, dreamy melodies.  
9 p.m. KECA—Organ Recital. Wesley Tourlet-Glatte.  
9:15 p.m. KNX—Calmon Lubovski, Violin Recital.

VARIETIES  
2:30 p.m. KHJ—Prof. Charles Frederick Lindley. Dramatic readings, "Adventure, Mystery and Romance."  
3:15 p.m. KHJ—Chicago Knights (C. B.S.) Today they toss in all the C.B.S. talent at the Chicago studios. Welcoming KFAB, Lincoln, Neb., into the C.B.S. network.  
8 p.m. KFVB—Sunday Nite High Jinks "College" is the theme.  
9 p.m. KFI—The Domino Club of Hollywood. Georgia Fifield directs the Domino Ladies of the Masque. Episodes in the life of Sarah Bernhardt dramatized. Douglas Huss and Julia Dean and guest artists.

SPORTS  
1:30 p.m. KFVB—Baseball at Wrigley Field.  
PLAYS  
8 p.m. KFVB—"English Coronets." Princess Elizabeth goes to the Tower. She meets Robert Dudley.

KECA—Organ, 9; String Trio, 9:30.  
KFAC—Drum music, 9:30.  
KFI—Domino Club Special, 9.  
KFWB—English Coronets, play, 9; Slumber Party, 9:30.  
KHJ—Hutton's Concert Ensemble, 9; Ted Dahl's orchestra (C.) 9:30.  
KNXP—Records, 4 to 7 a.m.  
KECA—Sunday program, 6: Beth Parker (C.) 6:45.  
KFAC—Records, 6:45.  
KFI—Old Time Master (C.) 6:45; Tales of "Fashionable Smuggling," 6:45.  
KFWB—News, 6; organ, 6:15; "Step On It," 6:30.  
KHJ—Melody Hour (C.) 6: The Gauchers (C.) 6:30.  
KNXP—The Dreamer, 6; Playtime, 6:30.  
KNX—Dr. Theodore Curtis Abel, 6; Serenaders, 6:45.  
7 to 8 p.m.  
KECA—Paul Taylor's Quartet, 7:15; "Wentworth" play, 7:30.  
KFAC—Wanderling Padre, 7; Sunday program, 7:30.  
KFI—Sports special (C.) 7; Whidden's Miramar Orch., 7:30.  
KFWB—The Lone Indian, 7; concert, 7:30.  
KHJ—Musical Camerata, 7; "Angie Parr," "Child Training" (C.) 7:15; Sesnik's Musical Camerata (C.) 7:30.  
KNXP—Fishing news, 7; Toe Tossers, 7:15; Rhoads and Lowe, 7:30.  
KNX—Altona Wrestlers, 7.  
8 to 9 p.m.  
KECA—Sokoloff Trio, 8; Miramar orchestra, 8:30.  
KFAC—Records, 8:30.  
KFI—Symphony Special, 8.  
KFWB—Sunday Nite High Jinks, 8.  
KHJ—Leigh Harline's Edison Revels, 8; Criminal Law, 8:30.  
KNXP—Records, 8; Fox Wilshire Trio, 8:30.  
KNX—Mrs. Caswell, songs, 8; organ, 8:15; Serenaders, 8:45.  
KJ—Birthdays Special, 8.  
KFI—RTH Birthday and Hill Billies Special, 8-10.

KECA—Oregan, 2.  
KFAC—Oregan, 2.  
KFI—Convention, 2; Goodman Band Concert (C.) 3; Bible drama (C.) 3:30.  
KFWB—Baseball, 1:30.  
KHJ—"Joytime" (C.) 2; Ballad Hour (C.) 2:15; Prof. Lindley, 2:30; The World's Business, 3; Hearst Knights (C.) 3:15; Santa Nina Singing Girls (C.) 3:45.  
KNXP—Church of Latter Day Saints, 3.  
KNX—Vocal concert band, 2 (Harold Roberts' Golden State Band).  
KJ—Records, radio play.  
4 to 6 p.m.  
KECA—Danish April songs, 5; Neil Russell, songs, 5:15; poems, 5:45.  
KFAC—Records, 5:45.  
KFI—Class and Sanborn (C.) 4; Enna Jettick melodies (C.) 5; Album of Familiar Music (C.) 5:15; Lifetime Revue, 5:45.  
KFWB—Records, 5:45.  
KHJ—Wilton Hall De-Re-Mi Orch (C.) 4; Roxy Theater Symphony (C.) 4:30; Columbia Dramatic Laboratory (Class of 1912) (C.) 5; Babyl Singing Girls, 5:30.  
KNXP—Records, colorful consolations, 4:30.

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## GIBSON RITES TOMORROW WILL BE IN SON'S CHURCH

With Bishop W. Bertrand Stevens officiating, funeral services will be conducted at St. Athanasius' Episcopal Church at 10 a.m. tomorrow for George Gibson, father of the rector, Rev. Franklin L. Gibson, who died of a heart attack Friday at his home, 846 Echo Park avenue. Mr. Gibson, who was 73 years of

age, came to Los Angeles six years ago from Detroit, where he had been engaged in the electrical products business for forty years. Besides the clergyman he leaves one other son, William A. Gibson of Detroit, and three daughters, Miss Nell Gibson, Mrs. Frederick S. Wood and Mrs. Margaret Gibson, all of Los Angeles.

KMPC—The Dreamer, 3; Paradise Isle, 3:30.  
KNX—Advance Thought, 4; Martin Luther, 4:45; Dr. John Matthews, Radio Church of the Air, 5.  
KRRD—Gus Beck, songs, 5; Symphonic, 5:30.  
KTM—Records, 4 to 7 a.m.  
KECA—Sunday program, 6; Beth Parker (C.) 6:45.  
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Here again... out again! Just like that... they're so popular! Women's tailored and applique styles. Panties, shorts, chemises and vests. Just 39¢.

"I have a charge account at The May Company!" At once your rating in any community is placed at a high level. Such an account establishes your connection with a nation-wide organization of responsible institutions.

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- The convenience of a charge account is available to responsible persons.

## TheMAYco

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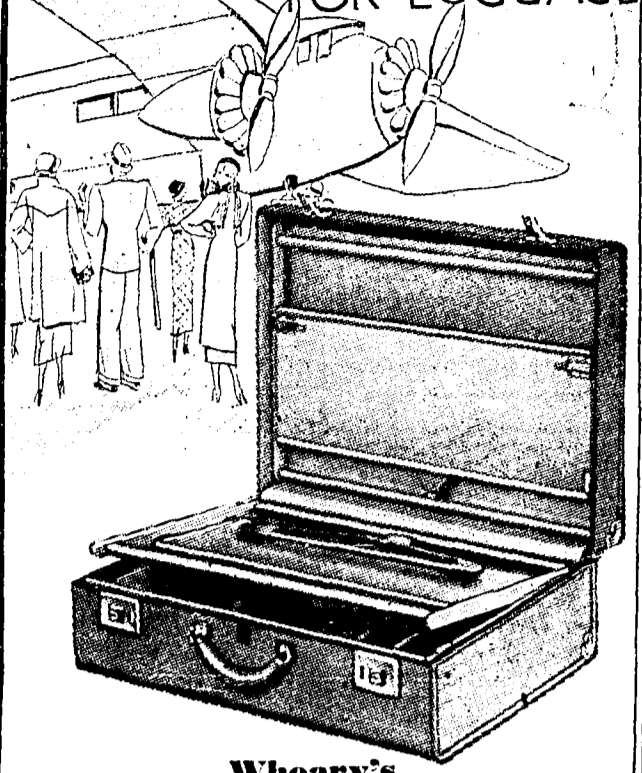
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- CITROCARBONATE \$1.50 size, Upjohns... 84¢
- AGAROL \$1.50 size, cut-rate price, now... 84¢
- SAL HEPATICA for headaches, \$1.20 size... 67¢
- CAROID & BILE, \$1.25 size, cut-rate... 87¢
- ABSORBINE JR., \$2.50 size... \$1.76
- SQUIBB'S OIL, \$1 size, cut-rate... 79¢
- OVALTINE, \$1 size, now priced at... 69¢

## THE MAY COMPANY

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## TO THE MAY COMPANY FOR LUGGAGE



## Whery's New "Aviators" Go Places!

We're up-in-the-air about these new "Aviators" for men! They take all bother out of packing... carry 1 or 2 suits without wrinkling! Brown or black shark-grain finish, or English russet.

**\$25** (The May Company—LUGGAGE—Fourth Floor)

## THE MAY COMPANY

## Paris Calls the Newest in Rough Silks for Fall

## Pebble

## Crepes... Sheers... Satins

And here they are... in shades as new as the weave... Bordeaux red, malaga and rhum brown, rustic green, tailleur blue, black... truly a Fashion Rainbow! And are we proud of them! Just come in and feel the quality of these new silks with your fingers... you'll love their soft pebbly finish.

**\$1.95** THE YARD

THE MAY COMPANY—SILKS—SECOND FLOOR

## THE MAY COMPANY



## With Your Name! 50 Christmas Cards, Envelopes

We can't say Santa Claus is just around the corner! But we can advise you to take advantage of this offer! Order your Christmas cards now! Don't have to scurry around when busy holidays are almost upon us.

Just think! 50 stunning cards (four styles to choose from)... with your own name printed on them. With matching envelopes! Cream stock. Save now at \$1.

(The May Company—STATIONERY—First Floor)

## THE MAY COMPANY

## Whizz to School on a Harvard Bike



## Harvard Bike

Boy! How the other fellas will scam when you race by! Enameled red and white or blue and white double bar frame—chromium finish to prevent rust. Braced front fork, handle bars. Morrow coaster brake, heavy studded tires. Terms!

**\$29.50** Calfskin Leather Coats Washable Cossack style; new sand shades... \$9.85

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## Monday! Sale 410



## Room-size RUGS

Be early! Or don't blame us if the rug you want is gone! Rugs like these... all from famous makers... will positively walk out in a hurry. Floor samples, mill trials, etc... wearing qualities in no way impaired.

- Perfect Rugs**
  - \$42.50 Axminsters, 9x12... \$34.95
  - \$21.50 Axminsters, 9x12... \$16.95
  - \$59.95 Reno Wiltons, 9x12... \$34.95
  - \$23.95 Velvets, 9x12... \$19.95
  - \$45.00 Velvets, 9x12... \$37.95
  - \$38.50 Axmin., 8.3x10.6... \$32.50
  - \$31.50 Velvets, 7.6x9... \$23.50
  - \$14.00 Velvets, 7.6x9... \$11.95
- Perfect Rugs**
  - \$66.00 Amer. Orientals, 6x9... \$56.00
  - \$53.00 Wiltons, 6.9x9... \$26.50
  - \$300 Amer. Orientals, 11.3x18... \$255
  - \$212.50 Wiltons, 11.3x15... \$174.50
  - \$52.00 Axminsters, 9x15... \$39.50
  - \$252 Amer. Orientals, 9x15, \$189.50
  - \$105 Wiltons, 9x15... \$82.50
  - \$210 Anglo-Persian, 9x18... \$170
- Imperfect Rugs**
  - \$32.50 Velvets, 9x12... \$24.95
  - \$45.00 Sheen Types, 9x12... \$34.95
  - \$32.50 Axminsters, 9x12... \$24.50
  - \$100 American Orientals, 9x12... \$85
  - \$28.50 Axmin., 8.3x10.6... \$23.95
  - \$38.50 Axmin., 8.3x10.6... \$32.50
  - \$31.50 Axmin., 7.6x9... \$23.50
  - \$200 Amer. Orientals, 11.3x15... \$170

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