

ENDOWMENTS FOR RADIO VIEWED AS NEED OF DAY

Aid Essential to Best Development; Higher Education Field for Broadcast of Future

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

BY JOHN S. DAGGETT

Radio needs an "angel." Carnegie left his libraries and many millions have gone into the coffers of institutions for endowment purposes. What finer memorial could one leave than a properly endowed broadcast station?

Time will prove that the definite purpose of radio is along educational lines. It is the firm conviction of the writer that the day will come when the highest type of educational opportunity will be available via radio.

Of course, this idea will not be appreciated by the vast army of school teachers who may be forced into other channels of endeavor or the contractors who have been erecting millions of dollars worth of high schools all over the country.

The 3-year-old of today will be able to get his major education over radio within the confines of his home and under the direct supervision of parents. In so doing he will get nothing but the best, whether it be a lecture on economics, English literature, music or architecture. This prophecy is not a dream—it is feasible providing radio is properly controlled by the government.

ENDOWMENT NEEDS

An endowed broadcast station should be nonsectarian, nonpolitical and noncommercial. A \$2,000,000 endowment, properly invested, would provide an income of \$120,000 a year, or \$10,000 a month. While it is a fact that there are broadcast stations that are expending double this amount, they are not doing the good for humanity that such an endowed station could accomplish.

In the same way that we have our major universities we should some day have our major universities of the air, operated on an endowment basis. The fulfillment of this would solve the trend of radio of which so many people object, namely, advertising. Radio should be so handled in its national scope that it would be regarded as a high honor to broadcast. Today it is largely a "wire-pulling" proposition, as in the case of the legitimate stage, sound pictures and other major activities where publicity is the compelling motive.

(C)—Denotes chain broadcast.
Successted features in black type.

CHURCH SERVICES

KPI, Los Angeles, 640 K., 468.5 M.—Third

Church of Christ, Scientist, 10:50 a.m.
KFOK—Los Angeles, 1230 K., 379.9 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.
KPSB—Los Angeles, 1120 K., 287.7 M.—
Angelus Temple Sunshine Hour, 8 a.m.;
symphony, 9; services, 10:30 and 2:30;
band, 6:30 p.m.; revival at 8 p.m.
KCEP—Los Angeles, 1200 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, 1260 K., 220.4 M.—
8:30 a.m., M. E. Church, Long Beach
radio pulpit; 9:30 a.m., Traubman's
radio 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.
KPCA—Rochester Civic Concert (C.) &
National Oratorical Society (C.) 8:30;
Adventure, 9; Echoes of the Orient (C.)
9:15; Lango opera, Oscar Turlor, 9:45;
Yeast Poems (C.) 10:30.
KPI—Lillian Arlet, pianist, 8:30; Pet
Clinic, 8:45; Breakfast Frolic (C.) 9;
Bapt Ensemble, 9:30; Third Church of
Christ, Scientist, 10:30.
KPWB—Funny Paper Man, 8:30; records.

KHJ—Times' Comic Pages, 8; "Come Into
the Garden" (C.) 8:30; "Home, Sweet
Home" (KFRG.) 9.
KMPC—Mexican-American program, 7:30;
records.
KMTR—Records, 6.
KNX—Sharples' Gans, 7; Judge Rutherford,
10.
KTM—Judge Rutherford, 8:30; Bible
Students' Watchtower, 9-10.
11 a.m. to 12 noon
KPI—Third Church of Christ, Scientist,
KPWB—Jean Leonard, piano, 11.
KHJ—First Methodist Episcopal Church.
KMPC—American Legion half-hour, 11:30.
KMTR—Records to 12.
KNX—First Presbyterian Church of Hol-
lywood.

12 noon to 2 p.m.
KPI—Barbara Jamieson, piano, 12:10;
Helen Guest, songs, 12:30.
KPWB—Records, 12; Oaks vs. Hollywood,
1:30, baseball.
KHJ—Cathedral Hour (C.) 12; Sunshine
Hour (KFRG.) & Pastorale (C.) 1:30.
KMPC—Organ, 12; news, 1.
KNX—Services to 12:30; Astro-Analyst,
12:30; I.B.S.A., 1.
KMTR—Records, 12-1; Lumberjacks, 1.
KTM—Parody Pair, 1.
2 to 4 p.m.
KECA—Catholic services (C.) 2; Rudy Val-
lee (C.) 3; KECA Trio, 3:30.
KPI—"Old Lamps for New," 2; Sunday
afternoon concert, 2:30; R.C.A. Victor
hour (C.) 3:30.
KPWB—Baseball.
KHJ—Frank Moss (KFRG.) 3; Leslow
auto races, 2:30.
KMPC—Salvation Army Band, 2; Church
of Latter Day Saints, 3; Mother Ben-
cer, 3:30.
KMTR—Records.

KNX—Park Board program, orchestra and
soloists, 2-4; Russian Grand Opera Orchestra,
KTM—Organ Echoes, 2; Sacred concert,
2:30; records, 3:45.

4 to 6 p.m.
KECA—Nomad Novelists, 4:15; Mattie
Grawford, psychology, 4:30; ballads, 5;
Concert Jewels (C.) 5:15.
KPI—Enna Jettick Melodies (C.) 4; Col-
lier's hour (C.) 4:15; Three Co-eds,
5:15; Alabama Boys, 5:30; "Russia,"
5:45.
KHJ—Devils, DRUGS and Doctors (C.) 4;
Kate Smith's Swanee music (C.) 4:15;
Prof. Lindsay, "A Pillar of Fire," 4:30;
Church vesper hour, 5; Detroit Sym-
phony and Edgar Guest (C.) 5:30.
KMPC—Happy Chappies, 4; Hollywood
Tabernacle, 5:15.
KMTR—Records.
KNX—Wesley Tourtellotte, organist, Ves-
per Hour, 4; Dr. John Matthews, Radio
Church of the Air, 5.
KTM—Zandra, 4; records, 4:30.

6 to 7 p.m.
KECA—The Coquettes (C.) 6:15; Noel
Archer, songs, 6:30; Seth Parker (C.)
6:45.
KPI—Philosophy, 6; symphonic orchestra,
6:30.
KHJ—Organ, 6; "Step On It," 6:30.
KHJ—Rabbi Magrin, 6; Fortune Builders
(C.) 6:30; "Star Revelry" (C.) (Helen
Gillikan-Milton Watson, songs), 6:45.
KMPC—Mexican American concert.
KMTR—Columbia Club, 6; Ethiopian
Night Club, 6:30.
KNX—Records, 6; Theodore C. Abel, 6:30.

7 to 8 p.m.
KECA—Reel Rucker Harmonies (C.) 7:15;
KECA Trio, 7:30.
KPI—Garnation hour (C.) 7:30.
KPWB—Burr McIntosh, 7; George Gram-
lich's tour of songs, 7:30; orchestra,
7:45.
KHJ—Paik's popular concert, 7; Edison
Sings Choir, 7:30.
KMTR—Dream Girl, 7:15; Wedding of the
Air, 7:30.
KTM—Dr. A. K. A. K. 7; Viennese Nights, 7:30;
The Gossipers, 7:45.

8 to 9 p.m.
KECA—Gunnar Johansen, pianist; 8; Musi-
cal Maids, 8:30.
KPI—Benefit concert—L. A. Festival Or-
chestra, 8:30.
KHJ—Quiet Harmonies, 8; Dr. David Bar-
rows (KFRG.) 8:15; "Twenty-Two Fif-
ties" (musical duets and trios), 8:30.
KPWB—French Miniatures, 8; Gems of
Romance, 8:30.
KMTR—Double Decker, 8; studio orch.,
8:30.

9 to 10 p.m.
KECA—Dance band, 9; George Grandee,
popular songs, 9:30; Felipe Delgado,
popular, 9:45.
KPI—N.B.C. Special (C.) 9; Young's Mar-
keters' Symphonet, 9:30.
KPWB—Piano duets and varieties, 9;
"Star Dust," 9:30.
KHJ—Chevrolet Chronicles, 9; Gruen
Guild, 9:30; Valenti's Orchestra (C.)
9:45.
KMPC—Happy Chappies, 9.
KMTR—Johnson's Strings Ensemble, 9;
dance hits, 9:30.
KNX—Caimon Lubovitski, violin and song
recital, 9 to 10.
KTM—Moments Musical, 9; Blues and
Piano, 9:30.

After 10 p.m.
KECA—Modern Musical Maids, 10:15.
KPI—Slumber program, 10; dance band,
10:30; George Olsen's Club, 11.
KTM—News, 10; Valenti's Orchestra, 10:10;
records, 10:15.
KNX—Arizona Wranglers, 10; Pantares
Hollywood Theater, 10:30.
KMPC—Hill Billies, 10; Jasin's "Insomnia
Lesson," 11-12.
KMTR—Organ, 10; records, 11.
KTM—Readers' hour, 10; varieties, 11.

One hundred guests attended the
birthday party recently given for
Mrs. Karin Ahlstrand, resident of
the invalid home at Omaha, Neb.,
in honor of her one-hundredth
birthday.