

RADIO PUBLIC ANTICIPATES THRILL OF TELEVISION

Patrons of Air Tired of Propaganda, Self-Interest and Commercial Advertising Programs

"The Times" Comic Strip of the Air, KHJ, 8 a.m.
World-Wide News From "The Times" Tower, 10 p.m.

BY JOHN S. DAGGETT

Television, still "just around the corner," will cover a multitude of sins for radio. The thrill of its advent and the actuality of seeing people and incidents will subjugate the sound of the speaking voice or the bow that is drawn on the violin, and present a new thrill. The public is hungry for television. Why? Because the public is tired of the superficiality, selfish interest, direct advertising and propaganda of radio today. Television will become at least a temporary relief, but the true situation will not be altered.

We received a letter this week requesting. "Please tell us where radio is drifting and when television is coming to us. Give us the brass tacks." There were many pages in the letter. We read them all. The writer of the letter started with a crystal set and the ear muffs in 1932, has tried to be loyal to the radio cause ever since, and is still hopeful.

BORE OF SALESMANSHIP

May we quote from that letter in part: "The bore of salesmanship has crossed the threshold of our home and is seated in the family circle, uninvited.

"The impending foot was swept aside. What are we to do with him? He seems to be ultra correct in English, smiles and brings us nice music, yet he is not welcome. Father got up and left the room. The salesman wanted to sell us tooth paste. He left when sister Mary went over to the radio and turned on the symphonies under the stars. But this occurs every night and some times even with the symphonies the salesman is still there grinding out platitudes we have heard until we know them all by heart. What are we to do?"

LIKE FINDING SPIDER

That is a hard question, lady. If the Federal Radio Commission and Congress cannot answer it, why ask a poor radio editor to sweep the cobwebs away and find the spider? More has been written about static and how to cure it than has been told about the misappliance of radio. Static has not been solved and the lady's problem is securely enmeshed in silken wave lengths that are reaching to the outermost parts of earth.

But, like Dr. Phillip M. Lovell, editor of the Care of the Body department of The Times, we might discuss some of the symptoms and suggest a diet—not for reducing, but for building up the weight of public opinion in radio health.

As is the case in all ills, you, the public, are to blame. You can not cure in one month what it has taken years to accumulate through your neglect of attention and action. Perhaps the case has gone so far that the radio patient is ready for the sanatorium. The bills will be high when Dr. Television comes in to collect his fee. You will have to pay.

COMMERCIALISM AT FAULT

Congestion of the lungs and poor circulation came when you allowed yourself to be stuffed with the pastry of commercialism. You knew that the diet was purely and simply in the interest of financial returns, disregarding your interest in health, entertainment, education and happiness. You saw the inner circle of major broadcast stations tighten up until you had to accept the staff foods and overstarched products of radio or go hungry. They even tried to rule out the phonographic diet and when you tried to be heard, they merely took your address and bowed you out. "You must be a well-known product, popular and self-sufficient, or there is no place for you on our radio menu," they said.

Undoubtedly that is enough of the smile. The lady's letter must be answered in cold facts. Well, the fountain of youth never has been discovered and radio will become old and decrepid some day and take a back seat to the young child of mental telepathy, the true transmitting and receiving set of the human brain, uncontrolled by commercialism. You, lady, and I will not live to see it, but radio is only the stepping stone to that end, so why worry? "Thanks for the letter. I know that air and water are supposed to be free, but some day your great, great grandchild will be charged for the privilege of thinking, for that is all electrically controlled—just like radio.

COMMERCIAL PROJECT

Now for the brass tacks in an endeavor to answer the lady's letter—"Radio is today a commercial proposition, with the American Telephone and Telegraph Company in dominant control. Television is to be the new thrill, or smoke screen, behind which the public will fail to see the truth of a major monopolistic control of the world for purely commercial purposes. Truth and the welfare of brotherly love and nations should never be on that cold-blooded basis, but lady, you are to blame. Your Senators and Congressmen have been asleep at the switch, and I am afraid it is too late.

"Lease by the month the apparatus, which will bring you television, perhaps in the year 1932, the same as you now lease your telephone at home and take what they will give you. Take it with a smile and be happy when it comes. It is the day and age in which you live. You will not get television in any other way except on a temporary bootlegging proposition put forth to sell attachments that will be antedated almost before they are in operation.

"Television will be the greatest showman's game in the history of the world and P. T. Barnum will beg for another incarnation."

KPOX, Long Beach, 1250 E., 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.

KFSQ, 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.

KOEP, 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., M. E. Church, Long Beach radio pulpit; 8:30 a.m., Traubman's Men's Bible Class; 11 a.m., Calvary Church, Placentia; 8:30 p.m., Catholic

services; 8 p.m., Calvary Church, Placentia.

7 to 11 a.m.

KECA—Rochester Civic Concert (C.) 8; Trolka Bells (C.) 8:30; Pop concert (C.) 9; Explorer's talk (C.) 10; the Caribbeans (C.) 10:15; Yeast Foamers (C.) 10:30.

KFI—Breakfast Frolic (C.) 9; KFI Ensemble, 9:30; Helen Guest, ballads, strings, 10:30.

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

KHJ—Times' Comic Pages, 8; Sir Walter Layton, speaking from London (C.) 8:30; Dr. Ross transcriptions, "Home Sweet Home" (KFRC.) 9.

KMPC—Mexican-American program, 7:30; Big Man from the South, 10:00.

KMTR—Cheerio program, 1 to 9:30.

KNX—Sharples' Gang, 7; Judge Rutherford, 9; Third Church of Christ, Scientist, 11; musical program.

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

11 a.m. to 12 noon

KFWB—Jean Leonard, piano, 11; records, 11:30.

KHJ—First Methodist Episcopal Church, 11-12.

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

KMTR—Records to 12:45.

KNX—Records, 12:10.

12 noon to 2 p.m.

KFWB—Records, 12:30; double-header baseball, 1:30 to 6.

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

KMPC—News, 1; L. S. Thomas, talk, 1:15; records, 1:30.

KNX—Records, 12:10; Astro-Analyst, 12:30; Pyrol Serenade, 1:30.

KMTR—Records, 12-1; Lumberjacks, 1.

KTM—Records, 1.

2 to 4 p.m.

KECA—Catholic services (C.) 2; Balboa Park organ, 3; 1/2 hour.

KFI—Acapulcan organ recital, 2; KFI String Trio, 3.

KFWB—Baseball.

KHJ—Chicago Knights (C.) 2; piano, 2:30; speed demons, 2:45; Dr. Julius Klein, 3; Pray and Braggiotti, 3:15; Musical Comedy Shorts, 3:30; the Boswell Sisters (C.) 3:45.

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

KMTR—Wal Brothers' Trio, 2; records, 2:30.

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

KTM—Sacred concert, 2:30; records, 3.

4 to 6 p.m.

KECA—Silvio Lavatelli, cellist, 4; Nomad Novelist, 4:15; Baldassare Ferlazzo, violin, 4:30; Concert Jewels, 5:15; Symphony (C.) 5:45; String Trio, 5:45.

KFI—Enna Jettick, Melodies (C.) 4; "Blow the Man Down," 4:15; pianist, 4:30; baritone, 4:45; Heels Huggers (C.) 5; piano, 5:15; Alabama Boys, 5:30.

KFWB—Records after game to 6.

KHJ—Devils, Drums and Doctors (C.) 4; Kate Smith's Swanee music (C.) 4:15; Prof. Lindsay, "A Double-Dyed Deceiver," 4:30; Church Vesper hour, 5; Lewishon Stadium concert, 5:30.

KMPC—Salvation Army Hour, 4; Red Seal Hour, 5.

KMTR—Records.

KNX—Wesley Tourtelotte, organist, Vesper Hour, 4; Dr. John Matthews, Radio Church of the Air, 5.

KTM—Zandra, 4; organ, 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; "Wonder Twins," songs, 6:45.

KFWB—Organ, 6; "Step On It," 6:30.

KHJ—The Gauchos, 6:30; "Star Revelers" (C.) 6:45.

KMPC—Mexican-American concert.

KMTR—Organ, 6; Twilight Melodist, 6:15; 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; Something for Everyone.

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

KMTR—String ensemble, 7; Scientific Symphonists, 7:15; Pacemakers, 7:30.

KNX—Fiesta de Los Angeles program, 7.

8 to 9 p.m.

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

KFI—Concert, 8.

KHJ—Musical Forget-Me-Nots, 8; Nocturne, 8:30.

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

KMPC—Church of Religious Science.

KMTR—Vibrant Melodies, 8; orchestra, 8:15; Vernon Rickard, 8:30.

KNX—First Presbyterian Church at 8.

KTM—Miniature Symphony, 8.

9 to 10 p.m.

KECA—Novelty Trio, 9; Jean Dunn, songs, 9:15; studio program, 9:30.

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

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

KHJ—Chevrolet Chronicle, 9.

KMPC—Master Merry-makers.

KMTR—Fine and Dandy Revue, 9.

KNX—Calmon Luboviski, violinist, 9.

KTM—Rhythm Masters, 9.

After 10 p.m.

KECA—Helen Guest, ballads, 10; George Grandee, songs, 10:30; Billy Ross, violinist, 10:45.

KFI—Slumber program, 10; dance band, 10:30; organ, 11.

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

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

KMPC—Billie's, 10; Jaslin's "Radio-somnotherapy."

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

KTM—Records, 11.