

# WOULD-BE RADIO STARS FACING MANY HANDICAPS

## Getting Start in New Profession Harder Than Breaking Into Hollywood, Novices Advised

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

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There is no royal road to radio.

In fact, the way is badly overcrowded and more difficult than ever before. This discussion is for the weary ones who have been wearing out shoe leather and gaining sustenance from hot-dog stands while hope still urges them forward. My observations may be blunt but are in response to continuous inquiry from the less favored who are confident they have something to give through poems from the heart, songs that should be popular, musical instruments sleeping in thread-bare cases and messages for the uplift of humanity.

"How can I get on radio" is a more frequent question and far wider in its scope than the old query, "How can I get into the movies?"

What are some of the stumbling blocks in the way? There is no short cut. The urge of the pictures has been centered in Hollywood for years; the radio urge is universal and is rapidly becoming international. The thousands who have trekked to Hollywood only to be disappointed and thrown into dire necessity are but a battalion as compared with the great national army of would-be radio soldiers.

**TRY TO CRASH GATES**  
The same influences which governed attempts to crash the gates of Hollywood apply today in radio endeavors. Both industries are seeking headliners. Both are selfishly guarding any advancement of the unknown performer. Entire and wire-pulling are factors which must be mastered to achieve success.

Will Rogers can step in front of any microphone to be welcomed and heard. He is established. The unknown Will Rogers will learn the stumbling blocks. Right there, however, we suggest that it is difficult to have more than one Will Rogers, more than one Amos 'n' Andy and copying other people is generally a mistake. Even the similarity on the part of announcers, whether it is due to definite instructions or deliberate imitation, is also a mistake and becomes monotonous to the public.

**HARD FOR BEGINNER**  
With the two great radio chains of the country vying with each other for established talent, the way is hard for the beginner. The major stations of the nation maintain a staff personnel which includes almost anything needed for radio programs. And, in the case of the musician, he must belong to the musicians' union or his way will be rough and stormy.

Because radio is on a cold-blooded commercial business basis, the melon that is to be cut in the case of sponsored programs is generally shared only with staff artists. Following the lines of least resistance, the easier way in the case of sponsored programs has been for the broadcast station, where the program originates, to supply all of the artists. There are few exceptions to this fact which makes it difficult for the unestablished artist to find a sponsor who will hire him.

**TRAINING LACKING**  
On the other hand, it must be remembered that there are thousands of radio aspirants who are really lacking in training as announcers, singers, continuity writers, musicians and so forth. The broadcast stations are subjected to a heavy ordeal in their endeavor to try out all applicants. So many of those who desire to get on radio have an idea formulated in their mind, but they have not in any way perfected it. If it is a message, a playlet, a continuity—it should be put in typewritten, finished form. Hundreds of singers try to get on radio and after the audition admit that they have not been vocalizing perhaps for months. The voice bow must be brought up to standard before the station is invited to handle it.

A major portion of radio artists who are today making good money throughout the United States, possibly 85 per cent of them, did their first work on radio gratuitously. The craze comes in for hill billies, cowboys or what-have-you—one team is successful and gains a sponsorship on a paid program. Then other groups spring up and expect to be hired overnight on their say-so that they are the "best what is."

**PATIENCE REQUIRED**  
Patience is required as well as plenty of shoe leather and advice includes careful preparation, diplomacy or the ability to apply with a smile—taking "no" for an answer time after time and a cheerful persistency which in the end may win out. Not less than twenty men have applied to the Tower of the Times desiring to become radio announcers within the last thirty days. Of this number, seventeen of them had never made an announcement through a microphone.

"Ah, but I am willing to do anything in a broadcast studio, if I can only get into the game." The right spirit is there but it seldom brings fruition. The way to get into radio is to get on radio, which will bring the reaction of the public and make you known. Therefore, the studios cannot be entirely blamed for the apparent cold bloodedness of their procedure. Radio programs come with relentless speed, too often in fifteen-minute periods—piling in one on top of the other and all governed by the second hand of the clock.

I wish there was a broadcast station where anyone with a genuine

urge in his heart could be heard, irrespective of creed, race or circumstances. After all, the public at times even wearies of stereotyped perfection. The true musician may desire to meet with perfect technique but the general public wants personality and individual interpretation more than they do the cold technique of music. Recalling a remark, "He does not play the organ correctly but he reaches my heart, and will hold my attention for one hour better than any organist on the air..." This illustrates the statement.

As long as radio is controlled by commercialism and by gigantic coalition of interests in the matter of musicianship, copyright control and individual effort, Will Rogers will not be allowed to speak on many stations—and the unknown Will Rogerses will stumble on.

Perhaps the most significant part of this discussion is the prediction that the day is not far distant when virtually all major programs will originate in New York City. Radio aspirants who can trek there as the would-be artists used to come to Hollywood, may get a foothold—but how about the several hundred thousand who will have to stay at home, eating their hearts out in disappointment.

Remember there are not enough broadcast stations and there are not enough hours on the air to handle the army of probably 5,000,000 applicants.

### MAYOR PLEADS FOR BONDS IN RADIO TALK

In a radio address delivered yesterday noon by Mayor Porter, he called upon the citizens to vote the \$226,000,000 bonds September 29 for the construction of the Colorado River aqueduct.

He traced the history of past centuries in foreign lands in connection with the use of water.

"We are using more water than ever before in our history and will continue to use more each year," he said. "It is entirely logical to presume that the process of drying up will continue to go forward at an accelerated rate. Southern California cannot afford to continue without the Colorado River water, which it is possible to bring in through providing funds to purchase lands and to build aqueducts, dams and reservoirs. These bonds should be voted."

- KEON—Long Beach, 1230 K., 2:30 P.M.—11 a.m. to 1:30 p.m., St. Luke's Episcopal Church services; First Church of Christ, Scientist, 8 p.m.
- KFAC—Los Angeles, 1120 K., 2:30 P.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., 2:30 P.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, 1300 K., 2:30 P.M.—11:30 a.m. M. E. Church; Long Beach radio pulpit, 9:30 a.m.; Traubman's Men's Bible Class, 11 a.m.; Calvary Church, Placentia, 3:30 p.m.; Catholic services, 8 p.m.; Calvary Church, Placentia, 2 to 11 a.m.
- KECA—Morning music (C.) 8; Troika Blues (C.) 9:30; popular concert (C.) 9; National High School Orchestra (C.) 9:30; Los Angeles (C.) 10.
- KHJ—Breakfast, 7:30 to 9; KFI String, 9:30; Helen Guest, ballads, 10:15; string duo, 10:30.
- KFWB—Funny Paper Man, 8:30; records, 9.
- KHJ—Times' Comic Pages, 8; International Broadcast (C.) 8:30; Jean Falout, "Home Sweet Home" (KERC.) 9.
- KMPG—Mexican-American program, 7; Mexican-American concert, 9; Big Man from the South, 10.
- KMTR—Cherito program, 1 to 9:30; piano duo, 9:30.
- KNN—Shakespeare, 7; Record classics, 9; Judge Fullerton, 10; Third Church of Christ, Scientist, 10:30.
- KTM—Judge Fullerton, 8:30; prayer, 8:45; Bible Students' Watchtower, 9-10:15 a.m. to 12 noon.
- KFWB—Jean Leonard, piano, 11; records, 11:30.
- KHJ—First Methodist Episcopal Church, 11:30.
- KMPG—Records, 11.
- KMTR—Records, 12:45.
- KNN—Third Church of Christ, Scientist, 12 noon to 2 p.m.
- KFAC—Records, 12:30.
- KFWB—Records, 12:30; double-header baseball, 1:30 to 6.
- KHJ—Mozart's Requiem (C.) 12; Gypsy Trails (C.) 12:30; Sand Point polo matches (CA.) 1.
- KMPG—News, 1; records, 1:15.
- KNN—Third Church of Christ, Scientist 12:10; Astro-Analyst, 12:30; I. B. S. A., 1.
- KMTR—Records, 12.
- KTM—Records, 1.
- KECA—Catholic services (C.) 2; Balboa Park organ, 3; one-half hour organ, 3:30.
- KFI—Apolian organ recital, 2; KFI String Trio, 3.
- KFWB—Baseball.
- KHJ—Chicago Knights (C.) 2; Honk, Lure and Sink (C.) 2:30; Brooks and Boss, 2:45; Dr. Julius Klein, 3; Fray and Braxleit (C.) 3:15; musical comedy duo, 3:30; The Boxwell Sisters (C.) 3:45.
- KMPG—Records, 3; Church of Latter Day Saints, 3; Mother Spencer, 3:30.
- KMTR—Sunday Syncretists, 3.
- KNN—Park Board program, orchestra and soloists, 3:4.
- KTM—Sacred concert, 3:30; guitar and voice, 3.
- KECA—Catholic, 4; Nomad Novelist, 4:15; Canfield's Beach Boys, 4:30; Concert Jewels, 5:15 (C.)
- KFI—Euna Jettick Melodica (C.) 4; "Blow the Man Down," 4:15; pianist, 4:30; ballads, 4:45; Hiel Huggers (C.) 5; piano, 5:15; Alabama Boys, 5:30.
- KFWB—Records after game to 6.
- KHJ—Smith's Deuts and Doctors (C.) 4; Late Evening's Sewanee music (C.) 4:15; Prof. Lindley (reading), 4:30; Church Vesper hour, 5; Lewishon Stadium concert, 5:30 (C.)
- KMPG—Salvation Army Hour, 4; organ, 5.
- KMTR—Records.
- KNN—Wesley, quartetette, organist, Vesper Hour, 4; Dr. John Matthews, Radio Church of the Air, 5.
- KTM—Zander, 4; records, 4:30.
- KECA—Goldman's Band (C.) 5:15; Beth Parker (C.) 5:45.
- KFI—Philosophy, 6; Packard orchestra, 6:15; "Wander Twins" songs, 6:45.
- KFWB—Organ, 6; "Step On It," 6:30.
- KHJ—The Gauchos, 6:30.
- KMPG—Mexican-American concert.
- KMTR—Organ, 6; Twilight Melodist, 6:30; Ethiopian Night Club, 6:30.
- KNN—Recorded records, 6; Theodore C. Abel, 6:30.
- KECA—Amino Boy (C.) 7:15; Baccarat's dance band, 7:30.
- KFI—Orchestra, 7; Carnation hour (C.) 7:30.
- KFWB—Burr McIntosh, 7; Something for Everyone, 7:10.
- KHJ—California Radio Orchestra (C.) 7; 7 a.m. record hour, 7:15.
- KMTR—Vespers, 7; Scientific Symphony,

- 8:15, 7:15; Pacemakers, 7:30.
- KNN—Fiesta de Los Angeles program, Jose Arala's Orchestra, 7:30 to 9 p.m.
- KECA—Sunday Night Concert (C.) 8.
- KFI—Sunday Evening Concert, 8.
- KHJ—Musical Forget-Me-Nots, 8; Ren Renie's Band (C.) 8:15; Nocturne (C.) 8:30.
- KFWB—Zachner String Quartet, 8; Before and After, 8:30.
- KMPG—Church of Religious Science, 8:30.
- KMTR—Serenade Time, 8; piano and songs, 8:15; Vernon Rickard, 8:30.
- KNN—First Presbyterian Church at 8.
- KTM—Stumble and Fall, 8:15; 9 to 10 p.m.
- KECA—Novelty Trio, Jean Dunn, songs, 9; readers' guide (C.) 9:30.
- KFI—N.B.C. Special (C.) 9; Young's Marketers' Symphony, 9:30.
- KFWB—Striner and Bows, 9; Star Dust, 9:30.
- KHJ—Chevrolet Chronicles, 9; Roof Garden Orchestra (C.) 9:30.
- KMPG—Master Merry-makers.
- KMTR—Fine and Dandy Revue, 9.
- KNN—Calmon Lubovicki, violinist, 9.
- KTM—O. Henry Readings, 9.
- After 10 p.m.
- KECA—Helen Guest, ballads, 10; Billy Ross, violinist, 10:30.
- KFI—Number 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.
- KNN—Arizona Wranglers, 10.
- KMPG—Bill Hillie, 10; Jasini's "Radio-somotherapy."
- KMTR—Graveyard Gangsters, 11; Happiness Girl, 12-1.
- KTM—Moments Musical, 10.