

RADIO DECLARED MENACED BY COMMERCIAL ABUSES

Gallagher, 'Times' Representative at Chicago, Discusses Ills and Suggests Remedial Plan

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

BY JOHN S. DAGGETT

John P. Gallagher, who has been The Times representative in Chicago for the last fifteen years, was a welcome guest in the tower yesterday. He gave us first-hand information regarding the radio situation in the Middle West.

"The Middle West is badly overcrowded with broadcast stations, particularly second and third class stations," he said.



JOHN GALLAGHER

"The first-class broadcasts do give the public entertainment, but the others confine their endeavors in this direction mostly to records of popular j a z z songs as a vehicle for carrying commercialized announcements. Within recent weeks the middle western public has rebelled against this class of broadcast.

"Here is the situation: It is a well defined principle of psychology that the human mind can retain only a very limited number of impressions over a given length of time. The third and fourth-class stations attempt to advertise a wide line of merchandise. They give details about the quality of the merchandise, the various prices, its location in the store and other minor particulars.

MATTER OF MOTIVE

"One can readily understand that such advertising would bring results provided the listeners actually made notes of what was said, which, of course, they do not.

"It is a matter of motive. Psychologically, when the public feels that the broadcast is simply for commercial interest the motive does not ring true in the heart of the listeners-in.

"The first-class stations confine their commercial broadcasting to one article of merchandise only. They operate on the sponsored period time—that is, fifteen minutes, a half-hour or an hour—given to the discussion of whatever article they may be advertising. This is the more entertaining form of the present broadcasting.

CHANGE SUGGESTED

"It is my firm conviction from a careful observation of radio in Chicago since its inception, that a solution of the radio problem is in order. It is my further suggestion and conviction that commercialized programs should be allocated to a definite band of wave lengths, to be known as the commercialized strata. These bands I do not believe should be preferential bands, except in the case of first-class stations which bring the feature events of day-by-day history to the public, with a minimized good-will advertising statement. Could this be consummated, other bands would become available for educational programs.

Mr. Gallagher will speak over KHJ on The Times Forum period, at 1:30 p.m., tomorrow afternoon.

- KFON, Long Beach. 1250 K. 239.9 M.—11 a.m. to 12:30 p.m.; St. Luke's Episcopal Church services; First Church of Christ, Scientist. 3 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. 220.4 M.—8:30 a.m. M. E. Church. Long Beach radio pulpit. 9:30 a.m. Traulman's Men's Bible Class. 11 a.m. Catholic Church. Placentia; 5:30 p.m. Catholic services; 8 p.m. Calvary Church. Placentia.
- KNX, Los Angeles. 1050 K. 283.5 M.—Third Church of Christ, Scientist. 10:50 a.m. 7 to 11 a.m.
- KECA—Neapolitan Days (C.) 8; Morning Musical (C.) 9:30; Ferlazzo, violinist. 9; Troika Bells (C.) 9:30; Carveth Wells, explorer (C.) 10; Sentinels of the Republic (C.) 10:30; Helen Guest. 10:45.
- KFI—Breakfast Frolic (C.) 9; KFI Trio. 9:30; Don Ricardo, ballads. 10:15; string trio. 10:30.
- KFWB—Punny Paper Man. 8:15; records. 9.
- KHJ—Times' Comic Pages. 8; Voice of St. Louis (C.) 8:30; "Home Sweet Home" (KFRG.) 9.
- KMPC—Mexican-American program. 8; Big Man from the South. 10.
- KMTR—Ship A Hoy. 12 to 9; piano duo. 9:30.
- KNX—Sharples' Gang. 7; Health. 9; Judge Rutherford. 10; Third Church of Christ, Scientist. 10:50.
- KTM—Records. 7; Judge Rutherford. 8:30; Dr. Walter Raymond. 8:45; Bible Students' Watchtower. 9-10. 11 a.m. to 12 noon
- KECA—Lou Gordon, tenor. 11; 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.
- KFAC—Gee Gee and Al. 12:30; records. 1:30.
- KFWB—Double-header baseball. 1:30 to 6.
- 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; L. B. 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—Acollan organ recital. 2; baritone. 3; Manly Hall. 3:15; poetry, prose and melody. 3:30.
- KFWB—Baseball.
- KHJ—Pastorale (C.) 2; Allerton Glee Club. 2:30; Chicago Knights (C.) 3; Hook, Line and Sinker. 3:30; Brooks and Ross (C.) 3:45.
- KMPC—Memory. 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—Beach Boys. 4; organ. 4:45; trio. 5:30; songs. 5:45.
- KFI—Willys-Overland Special (C.) 4; Jolly Revue (C.) 4:15; Three Bakers (C.) 4:30; Enna Jettick melodies (C.) 5; Collier's Hour (C.) 5:15.
- KFWB—Records at same to 6.
- KHJ—Dr. Julius Klein (C.) 4; Devils, Druses 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—George Grandee, songs. 6; Lenore Killian, songs. 6:15; Alabama Boys. 6:30;

- dance band. 6:45.
- KFI—N.B.C. Special (C.) 6:15; concert. 6:45.
- KFWB—Organ. 6; "Step On It." 6:30.
- KHJ—Rabbi Maglin (C.) 6; Chando. 6:30; Around the Samovar (C.) 6:45.
- KMTR—Twilight Melodist. 6; Ethiopian Night Club. 6:30.
- KNX—Dr. Aked. 6; Theodore C. Abel. 6:30. 7 to 8 p.m.
- KECA—Wee Kirk o' the Heather. 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—KPRC concert (C.) 7; Edison String Symphony. 7:30.
- KMTR—Fishing news. 7; Symphonists. 7:15; Dahl's Varieties. 7:45.
- KNX—Arizona Wranglers. 7; dance orchestra. 7:30. 8 to 9 p.m.
- KECA—Rhythm Wizards. 8:15; Felipe Delgado, songs. 8:45.
- KFI—Roamers Quartet. 8:15; Carnation Contended hour (C.) 8:30.
- KFWB—Italian Idylls. 8; Rastime Revue. 8:30.
- KHJ—Continental String Quartet. 8; Elvia and orchestra. 8:30.
- 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—Concert. 9; Readers' Guide (C.) 9:30.
- KFI—Concert. 9:30; N.B.C. special (C.) 9.
- KHJ—Chevrolet Chronicles. 9; Walker's Birthday Party. 9:30.
- KMPC—June Brandon, contralto. Sol Cohen, violin (Church of Religious Science.) 9; Olsen's Cafe. 9:30.
- KMTR—Fine and Dandy Revue. 9.
- KNX—A Night in Paris. 9; Calmon Luboviski, violinist. 9:15.
- 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—World-wide news. 10:05; Wendt's Roof Garden Orchestra. 10:10; Tom Gerun (C.) 10:30; organ. 11-12.
- KMPC—Organ. 10; Olsen's Club. 11:15.
- KMTR—Graveoleons. 10; Graveyard Gangster. 10:30; Music Box. 11.
- KNX—Luboviski recital. 10.
- KTM—Sky Dwellers. 10; Aunt Kate. 11; records.