

RADIO STANDARDS SHOW A DECIDED ADVANCEMENTS

Entertainment and Advertising Improving in Relation to Demands of Public

"TIMES" COMIC STRIPS OF THE AIR, KHJ, 8 A.M.
World-Wide News, 10:15 p.m.

BY JOHN S. DAGGETT

The "Your Baby and Mine" editor has to rack her brain 365 days a year to say something new about babies, their ills and their antics; the Farm and Garden editor has to approach carrots and cabbages and enthuse over them for the same period of time—and here the radio editor sits with a menacing deadline approaching—trying to discover something new about radio after eight years of constant praise and censure of everything connected with a radio—from tubes to sopranos.

Well, let's ask—where are the walls of yesteryear? The days when radio swung from DX sets into its onward march to flood the nation with pills, politics and personalities. Scarcely a year ago a great wave of protest arose throughout Radioland—"There is nothing but jazz, jazz, jazz." First the next-door neighbor heard the call, then the newspapers, then the radio stations—and finally the fount of all wave freighted entertainment—the sponsor. You'll agree today that jazz no longer dominates the radio clock. Slowly but surely the class of music is increasingly becoming a type of composition to please the public.

ADVERTISING CONDEMNED

With this cry against jazz came equally loud the fashion in which wares were hawked on the air. For a long time it was the day of the huckster who years ago peddled his oranges throughout the Southland atop a rickety wagon—swearing at his horse and bellowing his wares. Strident songsters would render Nevin's "The Rosary," sandwiching in between verses a soliloquy on the merits of seamless caskets or turtle oils that did everything but toss you back into childhood.

Those objections are less, much less, a factor in radio today. The sponsor with his finger on the public pulse is evolving a science of radio advertising. Flagrant exceptions exist, but gradually the local stations are shaping their technique to conform with that of national broadcasts. They are fast learning that to present an excellent half hour with an introduction merely presenting their name and the character of goods they manufacture, then devoting the balance of the time to excellent entertain-

ment devoid of sporadic blurbs brings much more radio bacon to their coffers.

EXAMPLE CITED

In point at this particular season is the broadcasting of football games. How much more often in the past did the quarterback in the last quarter pack the ball alternating yards while the announcer reminded you that O'Brien's double-seated pants could be had for \$1 down. We haven't reached the Elysian Fields yet in this type of broadcast—but it won't be long now.

Radio is a big boy now, its three-cornered pants era is past—and it needs and appreciates intelligent scolding—and praise, too. That is a filial duty every one of us should perform or forever hold our peace.

KFOX, 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, 8 p.m.

KFSG, Los Angeles, 1150 K., 267.7 M.—Angela 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.

KGEB, Long Beach, 1560 K., 230.6 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., Calvary Church, Flacencia; 5:30 p.m., St. Anthony's Hour; 7:30 p.m., Catholic services; 8 p.m., Calvary Church, Flacencia.

KHJ, Los Angeles—First Methodist Episcopal Church, 11.

KNX, Los Angeles, 1630 K., 263.5 M.—Third Church of Christ, Scientist, 10:50 a.m.

7 to 11 a.m.

KECA—N.B.C. Artists' Service (C.) 10; Sentinels of the Republic (C.) 10:30; popular concert (C.) 10:45.

KFI—Breakfast Trollic (C.) 9; KFI trio, 9:30; Jean Cowan, ballads, 10:15; Sentinels of the Republic (C.) 10:30; Beach Boys, 10:45.

KFWB—Funny Paper Man, 8:15; records, 9.

KHJ—Times' Comic Pages, 8; Voice of St. Louis (C.) 8:30; dogs, 8:45; "Home Sweet Home" (KFRC) 9.

KMPC—Records, 8.

KMTR—Ship Ahoy, 7; Piano, 8:45.

KNX—Sharples' Gans, 7; Judge Rutherford, 8; Joseph Church, Long Beach Church of Christ, Scientist, 10:30.

KTM—Records, 7; Judge Rutherford, 8:30; Dr. Walter Raymond, 8:45; Bible Students' Watchtower, 9-10.

11 a.m. to 12 Noon

KECA—N.B.C. program, 11; Sunday bright spots (C.) 11:15; Yeast Poppers (C.) 11:30.

KFI—Organ, 11:45.

KFWB—Jean Leonard, piano, 11; Jean Cowan, songs, 11:30.

KHJ—First Methodist Episcopal Church, 11-12.

KMTR—Music Land Revue, 11.

KNX—Third Church of Christ, Scientist, 12 Noon to 2 p.m.

KFAC—Salvation Army Program, 12; records, 1.

KFI—Organ, 12; Helen Guest, 12:30; poetry, 1; art lecture, 1:30.

KFWB—Records, 12.

KHJ—New York Philharmonic Orchestra (C.) 12.

KMPC—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; Happiness Ambassador, 12:45.

KTM—Records, 1.

2 to 4 p.m.

KECA—N.B.C. Special (C.) 2; Twilight hour (C.) 2:30; Catholic hour (C.) 3.

KFI—Auto races (C.) 2:30.

KHJ—Rabbi Maguin, 2; Brooks & Ross (C.) 2:30; Hook, Line, Sinker (C.) 2:45; Prof. Lindale, (C.) 3:30.

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

KMTR—Sunday Synchronizers, 2.

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

KTM—Sylvia, 2; records, 3.

4 to 6 p.m.

KECA—The Vazabonds (C.) 4; concert, 5; Alabama Boys, 5:30; Manly Hall, 5:45.

KFI—Willis-Overland Special (C.) 4; Jolly Revue (C.) 4:15; Three Bakers (C.) 4:30; Ena Jettick melodies (C.) 5; Colliers Hour (C.) 5:15.

KFWB—Records, 5:30.

KHJ—Dr. Julius Klein (C.) 4; Swiss Yodelers, 4:15; Devils, Drums and Doctors (C.) 5; vesper hour, 5:15.

KMTR—Records, 4.

KNX—Advanced Thought, 4; Christian Business Men, 4:45; Dr. John Matthews, Radio Church of the Air, 5.

KTM—Zandra, 4; organ, 4:30.

6 to 7 p.m.

KECA—George Grandel, songs, 6; concert orchestra, 6:15.

KFI—American Album of Music (C.) 6:15; concert orchestra, 6:45.

KFWB—Organ, 6; "Step On It," 6:30.

KHJ—Edison String Symphony, 6; Legends and Folk Lore (C.) 8:30.

KMTR—Willie's 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; Beth Parker (C.) 7:45.

KFI—President Hoover (C.) 7:45.

KFWB—Burr McIntosh, 7; Strings and Bowls, 7:30.

KHJ—Stacoo Symphony, 7; President Hoover (C.) 7:45.

KMTR—Fishing news, 7; Symbionists, 7:15; melodies, 7:45.

KNX—Arizona Wranglers, 7; Bobrick Girls, 7:45.

8 to 9 p.m.

KECA—"Follies Dance Band," 8:15; studio, 8:45.

KFI—President Hoover (C.)

KFWB—Italian Idylls, 8; Ragtime Revue, 8:30.

KHJ—Hoover Relief Special (C.)

KMTR—Tenor, 8; salon orchestra, 8:30.

KNX—First Presbyterian Church at 8.

KTM—Concert, 8.

9 to 10 p.m.

KECA—Firestone Follies, 9; Abas Strinz Quartet (C.) 9:30.

KFI—Salon orchestra, 9:30; N.B.C. Harmony (C.) 9.

KHJ—Chevrolet Chronicles, 9; Harmonly Highlights, 9:30.

KMPC—Plantation Crooners; Hill Billies, 9:55.

KMTR—Fins and Dandy Revue, 9.

KNX—A Night in Paris, 9; mother songs, 9:15; Calmon Luboviski, violinist, 9:30.

KTM—Beverly Hill Billies, 9.

After 10 p.m.

KECA—Billy Ross, violinist, 10; records, 10:30.

KFI—News, 10; string trio, 10:15; dance band, 10:30; Gerun's Orchestra (C.) 11.

KHJ—World-wide news, 10:05; Val Varenti's Orchestra (C.) 10:15; organ, 11-12.

KMPC—La Boheme, 11; George Olsen's Cafe, 11:30.

KMTR—Graveyard Gangster, 10:30; Music Box, 11.

KNX—Luboviski recital, 10.

KTM—Sky Dwellers, 10; Aunt Kate, 11; records.

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