

# TYRANNY OF TIME HOLDS RADIO WITHIN ITS GRASP

## Relaxing Commercialism's Control Forms Problem Broadcasters Must Meet to Hold Public

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

BY JOHN S. DAGGETT

**"TIME IS MONEY AND MONEY IS TIME, AND DON'T YOU BE FORGETTING IT; GET ALL THE MONEY THAT YOU CAN, BUT DON'T GET TIME FOR GETTING IT."**

This old adage may be prophetic of radio, as we know it today. Radio will get Time for getting it unless tactics are changed. Radio today is controlled by the second hand of the clock. It may be from Bulova, time signals from Washington, or a local dealer, but Time on the second hand is master of the situation.

Radio is a heart impulse, a soul impulse, if you please. If this is true, Time should not be a factor in radio. More people have been disappointed sitting in front of their radio sets because of the second hand than any other one influence. More radio talent have been heart-broken because of the clock hanging on the wall of the studio than by any "razz" letters that come in from the listeners-in.

### COMMERCIALISM BLAMED

This is all due to commercialism. The decision of Don Lee, owner of KHJ, is that spot announcements and fifteen-minute programs packed with merchandising and advertising matter will sound the death knell of radio unless a correction is made.

"I have just returned from a three months' cruise which carried me into Alaska, to the headwaters of the Columbia River and back down the coast to our own master port of Los Angeles," said Lee. "The purpose of the trip was relaxation and rest. Yet because of my love of radio and my basic belief in it, I unconsciously entered into an intensive study of the problems of broadcast as they stand today.

"There are strange things done in the midnight sun.

"With three radio sets on board we made an intensive study and found that some of the most powerful stations in the United States would not click whereas other 500-watt stations at remote points came in clear and distinct. We also found that outside of the Columbia and National Broadcasting systems most programs were inferior.

### TALENT ONE NEED

"The study of radio, from a reception standpoint in the Alaskan territory, represents a scientific problem which it may take years to master. The most serious problem of today is the perfection of broadcast from the standpoint of the public. You may not be able to get the distant station which you desire—that is the problem of science—but no matter what station you do get, you want that which is engaging, entertaining and constructive.

"I do not see how minor broad-

cast stations, with few exceptions, who are not connected with either of the nation-wide chains, can exist. The three months' survey which I made convinced me of two things: Radio programs must originate at a point where talent is available. Undoubtedly one-half of the broadcast stations now operating in the United States do not come under this ruling.

"Wherever you find a lack of talent you also will find a minimized sponsorship. Radio, like any other soul-stirring adjunct of life, must be paid for. The public is paying only by the purchase of a receiving set and for the monthly bill for electrical current. That is why I foresee, ultimately, a reduction in the number of stations."

### TIME RULE HOLDS

The writer asked Don Lee: "What are you going to do with this infernal second-hand dominance of the clock hanging on the wall?"

"There is no answer to it. The sponsor pays for his full time, demands it and calls for redress if he does not get it."

Could the Time factor be eliminated radio would bring to the public much more than it does today. In early broadcast, nine years ago, when radio was a mystery, a new "thrill" there was no clock hung in the studio. We never knew what might happen. When a man was placed in front of the microphone, who apparently became inspired with a message for the world—he was allowed to go to the limit of his inspiration. Today, an operator gazing into the studio behind a double plate glass, waves his arms and holds up a sign, "One Minute to Go."

What chance for inspiration?

KFOY, Long Beach, 1230 K., 232.9 M.—11 a.m. to 12:30 p.m.—St. Luke's Episcopal Church services; First Church of Christ, Scientist, 8 p.m.  
KFGS, Los Angeles, 1120 K., 267.7 M.—Angelus Temple Sunshine Hour, 8 a.m.; symphony, 9; services, 10:30 and 1:30; 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., 230.6 M.—8:30 a.m., M.L. Church, Long Beach radio pupils, 9:30 a.m., Trullman's Home Bible Class, 11 a.m., Calvary Church, Flacencia; 5:30 p.m., St. Anthony's Hour; 7:30 a.m., Catholic services; 8 p.m., Calvary Church, Flacencia.  
KHJ, Los Angeles—First Methodist Episcopal Church, 11.  
KNX, Los Angeles, 1050 K., 285.5 M.—Third Church of Christ, Scientist, 10:30 a.m.

7 to 11 a.m.

KECA—Records, 10.  
KFI—Breakfast frolic (C.) 9; Balkan men (C.) 9:30; Sentinels of the Republic (C.) 10; Jean Cowan, 10:15; Walter Damrosch (C.) 10:30.  
KPWB—Funny Paper Man, 8:15; records, 9.  
KHJ—Inspirational talk, 9; Times' comic page, 9; Voice of St. Louis (C.) 8:30; dozs, 8:45; "Home Sweet Home" (KPRC.) 9.  
KMPC—Melodies of Spain, 7; records, 8.  
KNTR—Ship Ahoy, 7; piano, 9:30.  
KNX—Shawnee Gang, 7; Judge Rutherford, 10; Joseph Diskay, 10:35; Third Church of Christ, Scientist, 10:50.  
KTM—Records, 7; Judge Rutherford, 8:30; Dr. Walter Raymond, 8:45; Bible Students' Watchtower, 9:10; Third Church of Christ, Scientist, 10:50.

11 a.m. to 12 Noon

KECA—Ballads, 11; Sunday bright spots (C.) 11:15; Yeast Poasters (C.) 11:30.  
KFI—Temple Baptist Church, 11.  
KPWB—Jean Leonard, piano, 11; Jean Cowan, songs, 11:30.  
KHJ—First Methodist Episcopal Church, 11:15.  
KNTR—Music Land Revue, 11.  
KNX—Third Church of Christ, Scientist, 11:15.  
12 Noon to 2 p.m.  
KECA—Hoover Relief Special (C.) 12:30.  
KPAC—Salvation Army program, 12:30.  
KFI—Hoover Relief Special (C.) 12:30; lyric string trio, 1:45.  
KPWB—Records, 12.  
KHJ—New World Symphony (C.) 12; Hoover Relief Special (C.) 12:30.  
KMPC—American Legion, 12; news, 1; records, 1:15; Fox Wilshire, 1:30.  
KNX—Third Church of Christ, Scientist, 12:10; Astro-Analyt, 12:30; I.B.S.A., 1.  
KNTR—Records, 12; Happiness Ambassador, 12:45; Syncoptors, 1:30.  
KTM—Records, 1.

2 to 4 p.m.

KECA—Beach Boys, 2; Twilight hour, (C.) 2:30; organ, 3:30.  
KFI—Organ, 2:45; poetry, 3:30.  
KHJ—Rabb' Magzin, 2; Brooks & Ross (C.) 2:30; Hook Line, Sinker (C.) 2:45; Chicago Knights (C.) 3; Prof. Lindsley (C.) 3:30.  
KMPC—Records, 2:30; Church of Latter Day Saints, 3; Mother Spencer, 3:30.  
KNTR—Records, 2.  
KNX—Park Beard program, orchestra and soloists, 2-4.  
KTM—Sylvia, 2; records, 3.  
4 to 6 p.m.  
KECA—The Vazabonds (C.) 4; concert, 5; Manly Hall, 5:45.  
KFI—Willis-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.

KPWB—Records, 5:30.  
KHJ—Dr. Julius Klein (C.) 4; Swiss Yodelers, 4:15; Devils, Drags and Doctors (C.) 5; vesper hour, 5:15.  
KNTR—Records, 4.  
KNX—Advance Thought, 4; Saentella's orchestra, 4:15; entertainers, 4:30; Christian Business Men, 4:45; Dr. John Matthews, Radio Church of the Air, 5.  
KTM—Zandra, 4; records, 4:30.

6 to 7 p.m.

KECA—Records, 6; piano duets, 6:15; Sunday evening concert, 6:30.  
KFI—American Album of Music (C.) 6:15; M.B.C. Special (C.) 6:45.  
KPWB—Organ, 6; "Step On It," 6:30.  
KHJ—Edison String Symphony, 6; "The Arrow" (C.) 6:30.  
KNTR—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 of the Heather, 7:15; Hoover Relief Special (C.) 7:45.  
KFI—Weem's orchestra, 7:15; Hoover Relief Special (C.) 7:45.  
KPWB—Burt McIntosh, 7; Stafford's Band, 7:30.  
KHJ—Tessie Symphony, 7; Fair's Orch., 7:30; Hoover Relief Special (C.) 7:45.  
KNTR—Fishing news, 7; Symphonists, 7:15; Candy Parade, 7:30; melodies, 7:45.  
KNX—Arizona Wranglers, 7; Bobrick Girls, 7:45.

8 to 9 p.m.

KECA—Hoover Relief Special (C.) 7:45.  
KFI—Hoover Relief Special (C.) 7:45.  
KPWB—Sunday Night Hi-Jinks, 8.  
KHJ—Hoover Relief Special (C.) 7:45.  
KNTR—Singing Sherwoods, 8; salon orchestra, 8:30.  
KNX—Frost report, 8; First Presbyterian Church, 8:05.  
KTM—Concert, 8; Royal Amateurs, 8:30.  
9 to 10 p.m.  
KECA—Firestone Folies, 9; organ, 9:30.  
KFI—Chase and Sanborn (C.) 9; salon orchestra, 9:30.  
KPWB—Italian Idylls, 9; Ragtime Revue, 9:30.  
KHJ—Brooks Special, 9; Harmony Fish Lights, 9:30; Chevrolet Chronicles, 9:45.  
KMPC—Plantation Crossers.  
KNTR—Fine and Dandy Revue, 9.  
KNX—A Night in Paris, 9; mother songs, 9:15; Calmon Lubovskii, violinist, 9:30.  
KTM—Beverly Hill Billies, 9.

After 10 p.m.

KECA—Felipe Delgado, 10; Billy Ross, violinist, 10:30.  
KFI—News, 10; male quartet, 10:15; dance band, 10:30; Oerun's Orchestra (C.) 11.  
KHJ—Chevrolet Chronicles, 10; World-wide news, 10:15; Life Savers, 10:25; Valenti's orchestra, 10:30; organ, 11-12.  
KMPC—Bill Billies, 10; records, 11.  
KNTR—Organ, 10; Music Box, 11.  
KNX—Lubovskii recital, 10.  
KTM—Sky Dwellers, 10; Aunt Kate, 11; records.