

NEW YEAR HOLDS BRIGHT POSSIBILITIES FOR RADIO

Eyes of Ether Waves' Blind Genie May Be Opened for Its Huge Family of Patrons

"TIMES" COMIC STRIPS OF THE AIR, KHJ, 8 A.M.

World-Wide News at 10 p.m.

Will the blind man be given eyes? What does 1932 hold in the lap of the gods for radio?

An ever-increasing army of entertainers will storm the gates of radio; an ever-increasing army of radio purchasers will welcome or repulse this storm of talent. Where, not so long ago, accepting a radio engagement was tantamount to lowering one's professional standing in the then "legitimate" entertainment field, today the stars of screen, stage and night club are wedged, trying to get through the doors of the nation-wide chain systems. That

is one side of the microphone.

On the other side is the tide of people who are "buying a set," some of whom never heard one. But once a set becomes a part of their own home they become the sternest of critics. Barrages of letters are fired at radio stations, the artists, the announcers—and even sometimes they ferret out a radio operator to blast away at.

And then radio, the great blind thing carrying on the bosom of its air waves argosies freighted with music, song and humor, may soon find its blind eyes touched with the magic of science. Then we can see the folk who now hide behind an airy curtain. Television!

LINES ESTABLISHED

And so, in 1932, we see two long lines of folk lined up—one before and the other behind the muzzle of science's latest gift—all set to fire.

A Christian tossed to the lions in the Roman days had a better expectancy of life than the average innocent who marches up to the microphone to distribute his wares to a waiting (with pen in hand) world.

Down your very own street lives a Mrs. Absinthe Dinwiddie. Mrs. Dinwiddie buried her husband shortly after the first gas bills were paid. She consecrated her life to leading the choir, knitting for bazaars and twitting the pastor for mispronouncing biblical places. What ho, when over this gentle lady's radio strays "I Surrender Dear" with the tenor gulping emotion, or when some gay wit crashes the air with "Once Upon a Time a Traveling Salesman?" "What ho?" is right. Mrs. Dinwiddie snaps off the dial—snatches a pen and paper and blisters the mails.

McCASSIDY CAN WRITE

Yet around the corner near Dutch Mike's, Tracy McCassidy, retired A. P. (After Prohibition)—there he is all set for a prize fight broadcast. But owing to mechanical difficulties the announcer tells him "Rev. Mr. Bertrand Synthesis will speak on 'Over the Bar.'" McCassidy and Synthesis have a knowledge and taste for different bars, so he tears about the dial for a good pleasant fight. He usually writes a letter—but it usually can't be deciphered. It is seldom nice.

STUDIOS BESIEGED

And so on and on and on. While each day on the other side of the "mike" mothers drag to the doors of the studios little children. Little angels schooled in expressing everything from "Curfew Shall Not Ring Tonight" to faces none other could imitate. Mother love rises high in their bosoms as the program director turns his thumbs down. They sweep out of the studio—both high dudgeon and gear, dragging young hopeful half in the air through the closing door. Convinced the work has lost the reason for listening and living.

Yet motherhood is not to be blamed for all things. Sopranos, tenors, tight-rope walkers, speakers and even dumb folk with voice who haven't their mothers or dad dies to counsel them, stalk into the studios. Poets, too—yes, in the spring this type of mania bursts out like balloons on New Year's Eve. Ode to spring, summer, cake-making and better beer.

But after the battle is over—the silent battle in which the talents are salvaged, in which the feeling of Mrs. Dinwiddie are assuaged—

The year 1932 will find radio standing on December 31, next looking back pleased with the good it has done.

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.

KPSG, Los Angeles, 1150 K., 267.7 M., 8:30 a.m.: M.E. Church, Long Beach; 9:30 a.m.: Traulman Men's Bible Class; 11 a.m.: Calvary Church, Placentia; 5:30 p.m.: St. Anthony's Hour; 7:30 p.m.: Catholic services; 8 p.m.: Calvary Church, Placentia

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

KNX, Los Angeles, 1050 K., 285.5 M., Third Church of Christ, Scientist, 10: a.m.

7 to 11 a.m.

KFAC—Records, 8.

KFI—Plano Pictures (C.) 9; string trios (C.) 9:30; Helen Guest, ballads, 1; Walter Damrosch (C.) 10:15.

KFWB—Funny Paper Mail, 10:15; records, 9.

KHJ—Inspirational talk, 8; Times' con page, 8:05; Voice of St. Louis (C.) 8:3; "Home Sweet Home" (KFRC) 9.

KMPC—Melodies of Spain, 7; quartet, John Brown, 9:15.

KMTR—Records, 7; piano, 9:30.

KNX—Sharples' Gang, 7; Judge Rutheford, 10; Joseph Diskay, 10:35; Third Church of Christ, Scientist, 10:50.

KTM—Judge Rutherford, 8:30; Dr. Wall Raymond, 8:45; Bible Students' Watch tower, 9:10.

11 a.m. to 12 noon

KECA—Records, 10.

KFAC—Sunday Spots (C.) 11:1; Yeast Foamers (C.) 11:30.

KFWB—Jean Leonard, piano, 11.

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, 1.

KECA—Salton Orch. and soloist (C.) 1; Songland (C.) 1; organ, 1:30.

KFI—Organ, 12; Floreheim Frolic (C.) Lyric String Trio, 1:30.

KFWB—Records, 12.

KHJ—Records, 12; New York Philharmonic Orchestra (C.) 12:15.

KMPC—Happy Chappies, 12; news, 1; 1; Wilshire Trio, 1:30.

KNX—Third Church of Christ, Scientist, 12:10; Astro-Analyst, 12:30; I.B.S. 1.

KMTR—Records, 12; Happiness Ambassador, 12:45; Syncopators, 1:30.

KTM—Records, 1.

2 to 4 p.m.

KFAC—Records, 2.

KECA—Twilight hour (C.) 2:30; op records, 3; Radio Education (C.) 3.

KFWB—Lou Traveller's Orch., 3.

KFI—Auto races (C.) 2:30.

KHJ—Roy Mace, soloist, 2; Lavender Old Lace (C.) 2:15; Brooks and F (C.) 2:30; Hook, Line, Sinker (C.) 2; Chicago Nights (C.) 3; Prof. Lind (C.) 3:30.

KMPC—Records, 2:30; Church of La Day Saints, 3.

KMTR—Records, 2.

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

KTM—Organ and soloist, 2.

4 to 6 p.m.

KECA—Manly Hall, 5:45.

KFI—Willis-Overland Special (C.) 4; Three Bakers (C.) 4:30; Enna Jettick melodies (C.) 5; Collier's hour (C.) 5:15.

KFWB—Records.

KHJ—Rabbi Magnin, 4:30; Devils, Drugs and Doctors (C.) 5; Vesper hour, 5:15; Angelo Patri—"Your Child," (C.) 5:45.

KMTR—Records, 4.

KNX—Advanced Thought, 4; records, 4:15; Entertainers, 4:30; Christian Business Men, 4:45; Dr. John Matthews, Radio Church of the Air, 5.

KTM—Records.

6 to 7 p.m.

KECA—Alabama Boys, 6:15; string trio, 6:30.

KFI—American Album of Music (C.) 6:15; Bulek Revellers (C.) 6:45.

KFWB—Organ, 6; "Step On It," 6:50.

KHJ—Roxy Theater (C.) 6; Count Von Luckner (C.) 6:30.

KMTR—Twilight Melodist, 6; Ethiopian Night Club, 6:30.

KNX—Music, 6; Theodore C. Abel, 6:30.

7 to 8 p.m.

KFAC—Organ and orchestra, 7.

KECA—Raising Junior (C.) 7; Royal Palms Orch., 7:15; Seth Parker's Nighthors (C.) 7:45.

KFI—Old Singing Master (C.) 7:15; concert special, 7:45.

KFWB—Burr McIntosh, 7; Strings and Bows, 7:30; Arnheim's Orch., 7:45.

KHJ—Edna Wallace Hopper Special (C.) 7; Felix Mills' Orch., 7:30; Ernest Hutchinson, pianist (C.) 7:45.

KMTR—Fishing news, 7; Jeanne Dunn, blues, 7:15; orchestra, 7:30.

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

8 to 9 p.m.

KFAC—The Jugo-Slav Melodies, 8.

KECA—Male quartet, 8:15; Rudy Seiser (C.) 8:30.

KFI—Concert orchestra, 8; Contented hour (C.) 8:30.

KFWB—Sunday Night Hi-Jinks, 8.

KHJ—Edison String Symphony, 8; California Melodies, 8:30.

KMTR—Organ and soloist, 8; Dahl's Orchestra, 8:15; Serenaders, 8:30.

KNX—Frost report, 8; First Presbyterian Church, 8:05.

KTM—Miniature Symphony, 8.

9 to 10 p.m.

KECA—Abas String Quartet (C.) 9.

KFI—Chase and Sanborn (C.) 9; Texaco Half Hour (C.) 9:40.

KFWB—Italian Odylis, 9; Warner's stage show, 9:30.

KHJ—Chevrolet Chronicles, 9; Sunda Spects, 9:30; Musical Cameo, 9:45.

KMPC—Plantation Crooners, 9; Happy Chappies, 9:55.

KMTR—Fine and Dandy Revue, 9.

KNX—A Night in Paris, 9; Calmo Luboviski, violin, 9:15.

KTM—Beverly Hill Billies, 9.

After 10 p.m.

KFI—News, 10; organ (C.) 10:15.

KFWB—Traveller's Orch., 10.

KHJ—World-wide news, 10; KFRC Master Concert, 10:10; Midnight Moods, 11.

KMPC—Hill Billies, 10; records, 11.

KMTR—Mystery, 10; organ, 10:15; Walkathon, 11; records, 11:30.

KNX—Luboviski recital, 10.

KTM—Dance music, 10; Bob and Jimmie, 10:30; organ, 10:45; Ballyhoo, 11; records, 11:30.

KMTR—Records, 2.

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

KTM—Organ and soloist, 2.

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