

# RADIO TO LINK OPERA WITH HOME LIFE IN AMERICA

## Response to Recent Presentations Points to Permanent Place for Such Offerings on Air

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

BY WILLIAM HAMILTON CLINE

There is every indication that grand opera is to enter into the home life of the great American public—via radio—as never before. This does not mean excerpts, or bits, or arias, but complete operas, just as given on the Metropolitan stage in New York City. In fact, the broadcasts emanate from that very stage, and returns to the management from far and wide indicate their unqualified success and tremendous popularity.

Comparatively few could afford to go to the great centers for opera. Even when its stars engaged in concert tours, these presentations have been too costly for small city visits. As a consequence, the phonograph records and private recitals were the only means of reaching the great mass of the people.

Now, however, with opera on the air, no one can be denied it who has a radio. Thousands have voiced their delight and thanks. And again radio has proved its worth and given added evidence as to the vastness of its scope.

Symphonic music long since found its place on the air; concert singers and musicians have proved popular. So there was a place for what is generally termed the highest form of musical art.

Every Chinese laundry in town went on strike while Floyd Gibbons broadcast from the battlefields of the Near West. Signing off shortly will consist of the enemy dropping a shell or two into the announcer's adjective center.

Denmark, Norway and Sweden swing into international broadcast this morning. You'll wake up some fine morning to find a microphone hooked up to some chief in the Congo or the headman of an Alaskan outpost.

With the sparks flying off Washington's political anvil, there is ample opportunity to compare notes with the national political figures to be heard each radio day.

Sifting the parade of notables passing through Southern California, the Times Forum periods on KHJ at 1:30 daily except Sunday, will be found a stamping ground for visits with them. This is an educational feature worth dialing.

If you were program director of a radio station and had access to any four personalities in the world, what four persons placed on radio do you think would command the greatest international audience? There's one for the book.

Girls, do you yearn for the job of radio hostess? The National Broadcasting System tells us: "Then watch your sex appeal as carefully as you do your weight, and if you're more than five feet tall and a brunette, thank your lucky stars. You must be the kind of a girl every man visualizes as an ideal, and yet never lose your head over any man—that is, while on duty." Simple, isn't it?

Speaking of radio hostesses, we forgot this advice from N.B.C.: "Marriage does not bar an applicant—but it is just as bad taste for the husband to visit her desk frequently as it would be for her to interrupt him in business hours." Of course, women never bother their husbands during business hours.

Congratulations, KFAC.

The Federal Radio Commission approved a new location for KFAC's transmitter and towers. One hundred thousand dollars will be spent by the Los Angeles Broadcasting Company within the next ninety days, the transmitter alone costing \$40,000. The transmitter and towers will be located at Eighteenth street and Cienega Boulevard, with the station proper in a pent house atop the Cord Building.

KFOX, Long Beach, 1250 K., 289.0 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, 1120 K., 267.7 M.—Anselmus Temple Sunshine Hour, 8 a.m.; symphony, 9 p.m.; services, 10:30 and 2:30; band, 6:30 p.m.; revival at 8.

KGBE, Long Beach, 1360 K., 229.4 M.—8:30 a.m., B.E. Church; Long Beach radio pulpit, 9:30 a.m.; Trauman's Men's Bible Class, 11 a.m.; Calvary Church, Flacencia, 6:30 p.m.; St. Anthony's Hour, 7:30 p.m.; Catholic services, 8 p.m.; Calvary Church, Flacencia.

KHL, Los Angeles—Columbia Church of the Air (C.) 11:30.

KNX, Los Angeles, 1050 K., 285.5 M.—Third Church of Christ, Scientist, 10:50 a.m.

7 to 11 a.m.

KFAC—Records, 8.

KFI—Piano Moods (C.) 9; Sonland (C.) 9:30; Helen Guest, ballads, 10; Walter Damrosch (C.) 10:15.

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

KHL—Inspirational talk, 8; Times' comic page, 8:05; "The Story of Peter Pan," 8:30; Special Scandinavian Broadcast (C.) 9.

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

KMTR—Records, 6:30; piano, 9:30.

KNX—Sharples' Gang, 7; Michael Kelly, 9; Judge Rutherford, 10; Joseph Diskay, 10:35; Third Church of Christ, Scientist, 10:50.

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

11 a.m. to 12 noon

KFCA—Records, 10.

KFI—Sunday Bright Spots (C.) 11:15; Yeast Foamers (C.) 11:30.

KFWB—Dean Leonard, piano, 11.

KHL—Geo. Gramlich, Brass Hercules and Leigh Harline, 11; Columbia Church of the Air (C.) 11:30.

KMTR—Music Land Revue, 11.

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

KFAC—Salvation Army, 1:30.

KECA—Salem Orchestra (C.) 12; Gunnar Johansen, pianist (C.) 1; organ, 1:30.

KFI—Organ, 12; American Colony Life in Berlin (C.) 1; String Trio, 1:30.

KHL—New York Philharmonic, Orchestra (C.) 12.

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

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

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

KTM—Play, 1.

2 to 4 p.m.

KFAC—Records, 2.

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

KFI—Poetry and Music, 2; auto races (C.) 2:30.

KFWB—Records, 2; orchestra, 3.

KHL—Bob Bradford, 2; Lavender and Old Lace (C.) 2:15; the Lost Locket (C.) 2:30; Chicago Nights (C.) 3; Prof. Lindsley, 3:30.

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

KMTR—Orchestra, 2.

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

KTM—Organ and soloist, 2.

4 to 6 p.m.

KECA—Musical Merry-Go-Round (C.) 4:30; Sunday Concert (C.) 5.

KFAC—Lorna Ladd, interviewing Raymond Faize of KHJ, 5:30.

KFI—Willis-Overland Special (C.) 4; Judge Leon Yankwich (Justice, Old and New), 4:15; Three Bakers (C.) 4:30; Enna Jettick melodies (C.) 5; Collier's hour (C.) 5:15.

KFWB—Records.

KHL—Dr. Julius Klein (C.) 4; Vesper Hour, 4:30; Church Vesper Hour, 5; Angelo Patri—"Your Child" (C.) 5:45.

KMTR—Records, 4; Sesta Hour, 4:30.

KMPC—Records, 4.

KNX—Advanced Thought, 4; Dr. Barnhouse, 4:15; skit and music, 4:45; Dr. John Matthews, Radio Church of the Air, 5.

KTM—Zandra, 4; Martin Thomas, 4:30.

6 to 7 p.m.

KECA—Manley Hall, 6; Margaret Vall, songs, 6:15; Alabama Boys, 6:45.

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

KFWB—Organ, 6; "Sten On It," 6:30.

KHL—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; string trio, 7:15; Seth Parker's Neighbors (C.) 7:45.

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

KFWB—Burr McIntosh, 7; Strings and Bows, 7:30; quartet, 7:45.

KHL—Edna Wallace Hopper Special (C.) 7; Raymond Faize's Orch. (Geo. Gramlich, soloist), 7:30; Ernest Hutchinson pianist (C.) 7:45.

KMTR—Fishing news, 7; Jeanne Dunn, blues, 7:15; salon orchestra, 7:30; Men About Town, 7:45.

KNX—Arizona Wranglers, 7; Tom Wallace's "Mail Bag," 7:30; Bobrick Girls, 7:45.

8 to 9 p.m.

KECA—Mole quartet (sacred songs), 8:15; concert, Richard Davis, 8:30.

KFI—Contented hour (C.) 8:30.

KFWB—Sunday Night Hi-Jinks, 8.

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

KMTR—Organ, 8; Geise's Happy Guys, 8:15; Serenaders, 8:30.

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

KTM—Miniature Symphony, 8.

9 to 10 p.m.

KECA—Abas String Quartet (C.) 9.

KFAC—Marie de Aragon, Spanish violinist, Frederick Bowers, composer, 9.

KFI—Chase and Sanborn (C.) 9; Texaco Half Hour (C.) 9:30.

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

KHL—Chevrolet Chronicles, 9; Sunday Sweets, 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; Calmon Lubo-Wiski, violin recital, 9:15.

KTM—Beverly Hill Billies, 9.

After 10 p.m.

KFI—News, 10; organ (C.) 10:15.

KFWB—Traveller's Orch., 10.

KHL—World-wide news, 10; KFRC Master Concert, 10:10; Midnite Moods, 11.

KMPC—Hill Billies, 10; records, 11.

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

KNX—R.P.O.E. No. 99 High Jinks, 10.

KTM—Organ, 10; Ballyhoo, 11; records.