

SHOWMANSHIP GREATEST RADIO SUCCESS FACTOR

Leading Stations Make Plain Their Realization of Its Importance; Olympic Broadcast Slated

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

BY WILLIAM HAMILTON CLINE

If there ever was a phase of public entertainment that required showmanship it is radio. The most successful stations make a fetish of it. But there still is room for more and when it is put to work radio offerings will be more likely to satisfy the public. Only showmanship can achieve that.

The building of a radio program is just as much a job for a showman as is the putting together of a vaudeville bill, or the preparation of a drama. All, essentially, must appeal to the general public. In all there must be a delicate balancing of laughter, tears, joy and despair. Only a showman can put them into being. And only when they are present is any program near perfection.

There is abundant evidence that this fact is coming to be realized. A general realization is necessary if radio is to survive as the world's great forum of entertainment. The sooner this is brought about, the better will radio be and the firmer will be its foundation.

OLYMPIC BROADCAST

The availability of a detailed broadcast of Olympic Games events this summer in Los Angeles to millions of radio listeners in Southern California, the entire United States and Europe, is indicated by a letter just received by Zack J. Farmer, general secretary of the Olympiad committee, from Don Lee, owner of the Don Lee Broadcasting System.

All of the facilities of the international network of the Columbia Broadcasting System have been offered to the Olympiad committee, according to Mr. Lee's letter. The entire service is to be gratuitously extended by the Don Lee and Columbia systems.

It is proposed that two hours of the most spectacular Olympic events will be broadcast daily during the sixteen days of the games.

WORLD-WIDE IN SCOPE

It is expected that the ninety stations of the Columbia and Don Lee networks will release these broadcasts throughout the United States and Canada, and that the short-wave transmitters of the Columbia system will carry these thrilling narratives to Europe and the other parts of the world.

The interest abroad in the Olympics naturally is very intense, due to the large contingents entered from the various countries that will participate.

In an interview yesterday Mr. Lee expressed his pleasure at being able to offer this co-operation to the Olympiad committee.

HERE AND THERE ON THE AIR

A publicity story tells about a canary Gladys Rice has had for three years. It never sang until the other day, when it heard Bing Crosby. But what was the canary trying to say?

"Probably more people," says Guy Lombardo. "harbor a suppressed desire to lead an orchestra than almost anything else. However, it's much like painting a fence or mowing the lawn—the first few minutes appeal to them. After that they tire of it all."

Television has a curious effect on animals, William Schudt, C.B.S. television director, reveals. "Whenever we feature talking parrots, 'singing' dogs and the like, they become utterly dumb when the flying spot of television hits them." Will it do the same thing to some radio tenors, sopranos and beauty experts. Mr. Schudt?

Ann Leaf, petite Columbia organ-

ist, is contemplating the purchase of a bicycle. Morton Downey telephones his wife every night. Ter Lannie Ross was formerly a sprinter. There's the status of tenors and an organist.

Donald Bain, who imitates his insects and other things for N.B. when not impersonating one eighty varieties of birds, can be like a dog, or when in a major mood, plays elephant. (We don't designate these items, the nation broadcasting systems mail them us.)

"I had never had a vocal lesson but I always loved to sing," says June Pursell in narrating how she first sang on radio. June now is long-term broadcasting star of B.C. But don't let her case raise any false hopes or notes.

KFOX, Long Beach, 1250 K., 239.9 M. 11 a.m. to 12:30 p.m., St. Luke's Episcopal Church services; First Church, Christ Scientist, 8 p.m.
KFSG, Los Angeles, 1120 K., 267.7 M. Anselus Temple Sunshine Hour, 8 a.m. symphony, 91 services, 10:30 and 2:30 hand, 6:30 p.m.; revival at 8 p.m.
KGER, Long Beach, 1360 K., 220.4 M. 8:30 a.m., M.E. Church, Long Beach radio pulpit; 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—Columbia Church the Air (C.) 11:30.
KMPC—First Methodist Church, 11 a.m. KNX, Los Angeles, 1950 K., 285.5 p.m. Third Church of Christ, Scientist, 10 a.m.; Hollywood Presbyterian Church, 8 p.m.

7 to 11 a.m.
KECA—Records, 9; Nick Harris Special, 9:30; piano, 10:30.
KFAC—Records, 8.
KFI—Pianist, 9; Sonland (C.) 9:30; Walter Damrosch (C.) 10.
KFWB—Funny Paper Man, 8:15; record 9.
KHJ—Times' comic page, 8; Peter Pan 8:30; Home Sweet Home Concert (C.)
KMPC—Melodies of Spain, 7; Mornal Watch Quartet, 9; John Brown, 9:15.
KMTB—Records, 6:30; piano, 8:45.
KNX—Sharples' Gang, 7; Avocado Man, Judge Rutherford, 10; Third Church of Christ, Scientist, 10:30.
KTM—Records, 7; Judge Rutherford, 8:30; Dr. Walter Raymond, 8:45; Watchtower 9-10.

11 a.m. to 12 noon
KFI—Helen Guest, ballads, 11; Sunday Bright Spots (C.) 11:15; Yeast Poems (C.) 11:30.
KECA—Piano, 10:30.
KFWB—Jean Leonard, piano, 11.
KHJ—Paradise Islanders, 11; Columbia Church of the Air (C.) 11:30.
KMPC—First Methodist Church, 11.
KMTB—Records.
KNX—Third Church of Christ, Scientist

12 noon to 2 p.m.
KFAC—Salvation Army, 1:30.
KECA—Salon Orchestra (C.) 12; organ 1:30.
KFI—Organ, 12; International Specials (Berlin) (C.) 1; Lifetime Review (C.) 1:30 (dance orch.).
KFWB—Records, 12.
KHJ—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; records, 12:10; Astro-Analyst 12:30; I.B.S.A., 1.
KMTB—Records, 12; Avocado Man, 12:15 Happiness Ambassador, 12:45; Synco Patrons, 1:30.
KTM—Records.
KTM—Placit, 1.

2 to 4 p.m.
KECA—Opera records, 2:30; Radio Education (C.) (Our American Schools) 3:30
FAC—Records, 2.
KFI—Poetry and Music, 2; Twilight Hour (C.) 2:30; Day Dreams (C.) 3; Judge Yankwich, 3:15; drama hour (C.) 3:30
FAC—Cubs vs. Giants (baseball), 2:15
JFY—Prof. Lindzey, readings, 2; Asco Auto Races, 2:30.
KMPC—Records, 2:30; Church of Latter Day Saints, 3.
KMTB—Orchestra, 2; Memorial to Artistic Bride, 3:30.
KNX—Park Board program, orchestra and soloists, 2-4.
KTM—Records, 2.

4 to 6 p.m.
KECA—Musical Merry-Go-Round (C.) 4:30; Sunday Concert (C.) 5
FAC—Lorna Ladd Interviews, 5:30.
KFI—Willis-Overland Special (C.) 4; Radio Party (C.) 4:15; Three Bakers (C.) 4:30; Enna Jettick melodies (C.) 5; Collier's hour (C.) 5:15.
KFWB—Records, 4.
KHJ—German Election Returns (C.) 4; Radio In Education (C.) 4:05; Rabbi Masnin, 4:30; Church Vesper Hour, 5; German Election Returns (C.) 5:30; Vesper Hour (continued), 5:35; Anselus Patri—"Your Child" (C.) 5:45.
KMTB—Records, 4.
KMPC—Records, 4.
KNX—Advanced Thought, 4; Dr. Barnhouse, 4:15; orchestra (slit.) 4:45; Dr. John Matthews, Radio Church of the Air, 5.
KTM—Candra, 4; Rev. Martin Thomas, 4:30.

6 to 7 p.m.
KECA—Masterpieces of Music, 6; Semiloff Trio, 6:30.
FAC—Jewish International Hour, 6.
KFI—American Album of Music (C.) 6:15; Buick Revelers (C.) 6:45; 6:30.
KFWB—Organ, 6; "Step On It," 6:30.
KHJ—Radio Gaieties (C.) (Belle Baker), 6; Count Von Luckner (C.) 6:30.
KMTB—Twilight Melodist, 6; Two Professors, 6:30.
KNX—News, 6; Swami Dhirananda, 6:15; sacred music, 6:15; Theodore C Abel, 6:30.

7 to 8 p.m.
KECA—Raising Junior (C.) 7; Lyric String Duo; John Phillip Sousa Memorial Band Concert (C.) 7:30.
FAC—Jugo-Slav orchestra, 7:30.
KFI—Old Singing Master (C.) 7:15; concert, 7:45; Imperial Male Quartet.
KFWB—Burr McIntosh, 7; salon group, 7:30.
KHJ—Edna Wallace Hopper (C.) 7; Building Southern California, 7:30.
KMTB—Fishing news, 7; Green Joker, 7:15; salon orchestra, 7:30; Dahl's Orchestra, 7:45.
KNX—Rev. Ethel Duncan, 7; Adolph and Louis, 7:45.

8 to 9 p.m.
KECA—Male quartet (sacred songs), 8:15; concert and Rense Valentine, 8:30.
FAC—Bible Institute, 8.
KFI—Soloists (C.) 8:15; Contented Hour (C.) 8:30.
KFWB—Sunday Night Hi-Jinks, 8.
KHJ—Edison Reveries, 8; Pennzill Parade (C.) 8:30.
KMTB—Organ, 8; Jeanne Dunn, Blues, 8:15; Evening Trio, 8:30.
KNX—Hollywood Presbyterian Church, 8:05.
KTM—Miniature Symphony, 8.

9 to 10 p.m.
KECA—Imperial Male Quartet, 9; Abas string quartet (C.) 9:30.
FAC—Vaudeville stars, 9.
KFI—Chase and Sandborn (C.) 9; Texaco Half Hour (C.) 9:30.
KFWB—English Coronets (playlet), 9; Warner's stage show, 9:30.
KHJ—Melody Special (C.) 9; Musical Camp, 9:15; California Melodies, 9:30.
KMPC—Plantation Crooners, 9; Happy Chappies, 9:55.
KMTB—Johnson's Salon Group, 9; Madame Caselotti, songs, 9:15; Lives of Composers, 9:30.
KNX—A Night in Paris, 9; Calmon Lubovicki, violin recital, 9:15.
KTM—Beverly Hill Billies, 9.

After 10 p.m.
KECA—Book Review, 10; news, 10:30.

records, 10:45.
KECA—Showboat dance orchestra, 10.
KFI—News, 10; organ (C.) 10:15.
KFWB—Travellers' Orchestra, 10.
KHJ—World-wide news, 10; KFRC Master Concert, 10:10; Midnite Moods, 11.
KMPC—Hill Billies, 10:05; Italian Village, 11.
KMTB—Jugo-Slav Orchestra, 10; Walkathon, 11; records, 11:30.
KNX—Violin recital, 10.
KTM—Paul Rader's Back Home hour, 10.



DON LEE