

ENTERTAINMENT BY AIR DEFINED

Radio Station Man Tells of Category Filled

Few Programs Do Not Find Someone Pleased

Public More Tolerant as Selection Widens

The Times Forum. KHJ, at 1 p.m.

Edwin Schallert, drama editor of The Times: "The Theater."

Frank Roche, sports writer of The Times, interviews Steve Harnas and Lee Ramage, heavyweights, who clash tonight at the Olympic.

World-wide News. 7:15 a.m., 12:30, 5 p.m. (Note change—permanent) and 10 p.m.

"Probably 95 per cent of all radio programs come under a general classification known as 'entertainment' and, by the way, what is 'entertainment'?"



GLENN R. DOLBERG

Glenn R. Dolberg, assistant manager of radio stations KFI and KECA, Los Angeles, propounds and in the article following endeavors to answer this question.

The general listening public

is becoming more tolerant with program schedules. A few years ago when a program did not conform with the likes of the listener he telephoned the station complaining about the terrible program.

Today this same listener learns to select the particular type of program which to him is most entertaining. This tolerance on the part of the listener has grown noticeably during the past year. We believe it is because the public at large knows more about the broadcaster's problem than ever before.

BUSINESS DICTATES

"Nearly all stations have sold approximately 50 per cent of their time to commercial advertisers who dictate and insist upon the specific type of program for their respective periods. Therefore, bad judgment in programming reverts to the advertiser's discredit, rather than to the station presenting it, or, at least, the blame is shared on equal basis.

The listener has become a sophisticated connoisseur and demands constant variety to match his changing moods. Programs are on trial daily with the listener acting as both jury and judge. Some programs have been found guilty of 'failure to provide entertainment' and have been sentenced to everlasting exile."

THE TIMES FORUM

The Times Forum (KHJ at 1 p.m.) will be devoted to sports and the drama. Frank Roche of The Times will interview Lee Ramage and Steve Harnas, two gladiators of the squared circle who will meet in Los Angeles soon to exchange compliments—and other things. Edwin Schallert, Times drama editor, will discuss theatrical affairs, especially the new plan to bar foreign actors from stage and screen and its effect on the drama world. Through the Junior Chamber of Commerce a short plea in favor of registration will be made, with facts about the closing of the books shortly and how to get your name on them in time.

ALPHABETICALLY ARRANGED

(From Programs Submitted by Stations)
(C)—Denotes chain broadcast.
Suggested features in black type.

6 to 8 a.m.

- KFAC — Rescue Mission. 6:30: Spanish hour. 7.
- KFI — Exercises. 6:45: male quartet. 7:30: Van and Don (C.) 7:45.
- KFWB — Exercises. 7: Musical Clock. 7:15.
- KHJ — News briefs and records. 7:15.
- KMPC — Top of the Morning Club. 7.
- KMTR — Cheerio program. 6:30: Breakfast Club. 7.
- KNX — Records. 6:30: Sharples' Gang. 7.
- KRKD — Records. 6:30.
- KTM — Records. 6.

8 to 10 a.m.

- KECA — Exercises. 9: semiclassical records. 9:15.
- KFAC — Records.
- KFI — Stocks. 8: Sonata Recital (C.) 8:15: G.E. Circle (C.) 9: Beautiful Thoughts (C.) 9:15: Helen Guest, songs. 9:30: Rembrandt Trio (C.) 9:45.
- KFWB — Hollywood Hill Billies. 8: "Meet the Missus." 9:15: organ. 9:30.
- KHJ — Shell Happy Time (C.) 8: Hallelujah hour. 8:30 and 9:15: Jack and Grace. 9: Hallelujah hour. 9:15: Nell Larson, organ. 9:30: Columbia Revue (C.) 9:45.
- KMPC — News. 9: John Brown. 9:15.
- KMTR — Stocks. 8: Breakfast Club. 8:05: Walkathon. 9:15: records. 9:20: U.C.L. A. 9:45.
- KNX — Sharples' Breakfast Club: prayer. 8:45: Air Clinic. 9: news. 9:30.
- KRKD — Records.
- KTM — Zandra. 9.

10 a.m. to 12 noon

- KECA — News. 10: records. 10:15.
- KFAC — Records. 10: movie news. 11:45.
- KFI — Women's Magazine (C.) 10:30: ballads. 11:30: market reports. 11:45.
- KFWB — Economics. 10: Kay, Barbara and Three Ambassadors. 10:30: piano. soloists. 11:15: Popular Fiction. 11:30.
- KHJ — Hobby Hunter. 10: Farm Network (C.) 10:15: Ann Leaf, organ (C.) 11: American School of the Air (C.) 11:30.
- KMPC — Shopping. 10: piano. 10:30: Air Ambassador. 10:45: Women's Clubs. 11:30.
- KMTR — Records. 10: Serenaders. 10:30: City Hall. 11:45.
- KRKD — News. 10:45: Outlaws. 11.
- KNX — Eddie Albricht. "Be Young and Happy." 10: Economics. 10:30.

12 noon to 2 p.m.

- KECA — Baltimore Concert. 12: Biltmore Luncheon. 12:45: Bunny's Family. 1:45.
- KFAC — Records. 12: dance orchestra. 1:30.
- KFI — Agriculture talk. 12: Farm Hour (C.) 12:15: news. 1: Ann Warner Chats. 1:15: songs. 1:45.
- KFWB — Organ. 12: news. 12:15: Bridge. 12:30: Big Game Hunting. 1: songs. 1:15: orchestra. 1:30.
- KHJ — Four Eton Boys (C.) 12: Beauty Salon (organ.) 12:15: world-wide news. 12:30: Wells College Glee Club (C.) 12:45: Times Forum: Frank Roche interviews Steve Harnas and Lee Ramage; Edwin Schallert on "The Theater." 1:1:30: National Students' Federation (C.) 1:30.
- KMPC — Happy Chappies. 12: records. 1: news. 1:15: Italian Village. 1:30.
- KMTR — News. 12: Two Professors. 1: Rev. Fetter of Russia. 1:30.
- KNX — News. 12: Noon-day Revels. 12:30: Paris Inn orchestra and singing waiters. 1 to 2.
- KRKD — Em and Lala. 12: City Hall. 12:15: Loyola University. 12:30: Walkathon. 1: Two Professors. 1:05.
- KTM — Poetry. 1: Montana Cowgirls. 1:15: double piano act. 1:45.

2 to 4 p.m.

- KECA — Records. 2: Italian lessons. 3:10.
- KFAC — Dance music. 3.
- KFI — N.H.C. Matinee (C.) 2: Waldorf Orchestra (C.) 3: Radio Guide. 3:30: Pianist. 3:20: Public Library. 3:30: Out of the East (C.) 3:45.
- KFWB — Records. 2: Detroit vs. Giants. baseball. 2:10.
- KHJ — Happy Go Lucky hour (C.) 2:

- Feminine Fancies (C.) 3.
- KMPC — 120 Minutes of Sunshine.
- KMTR — Happiness Revue. 2.
- KNX — Fiction reading. 2: Hatch's concert. 2:30: Velva Darling. Hollywood Brevities. 3: concert. 3:15: Jeanie and Joan. 3:45.
- KRKD — Frolic. 3.
- KTM — Spanish program. 2: Bob and Jimmy. 3:30.

4 to 6 p.m.

- KECA — County Medical Association. 4: news. 4:15: Big Brother. 5: records. 5:30: Orphan Annie (C.) 5:45.
- KFAC — Myers' Revue. 4: Hawaiian Trio. 5: Harry Jackson. 5:30.
- KFI — Music Garden (C.) 4: L. A. Public Schools program. 4:30: news. 4:45: string trio. 5: Death Valley Days (C.) 5:30.
- KFWB — Baron Keyes. 5: Syncopators. 5:15.
- KHJ — Lown's Orch. (C.) 4: All-Year Club. 4:15: Bringing Up Father. 4:30: Jack Parker and organ. 4:45: world-wide news. 5: Aunt Jemima's Songs (C.) 5:15: "Skippy." 5:30: Seaboard Bill. 5:45.
- KMPC — News. 4:30: Piano Moods. 4:45.
- KMTR — Records. 4: Walkathon. 5: news. 5:45.
- KNX — Travelogue. 4: shopping service. 4:15: Arizona Wranglers. 5:15: Texas Colonels. 5:45.
- KRKD — News. 5:15: Entertainers. 5:30.
- KTM — Paul Rader's Courtiers. 4:30.

6 to 7 p.m.

- KECA — Basil and Bertie (sketch.) 6: High School Special. 6:15 (Wilshire Choral Society.) Cecil and Sally (C.) 6:45.
- KFAC — Wallace Players. 6: "Why Not?" (playlet.) 6:30.
- KFI — Maytag concert (C.) 6: General Motors (C.) 6:30.
- KFWB — Organ. 6:15: Growin' Up. 6:45.
- KHJ — Hutton's Concert Ensemble. 6: Evening in Paris (C.) 6:30.
- KMTR — Twilight Melodist. 6: Paradise Isle. 6:30.
- KRKD — Te Groen's Entertainers. 6-7:30.
- KNX — News. 6: Anson Weeks's Orchestra 6-7:30: Joe Warner. 6:30: Zatu and Thema (skit.) 6:45.

7 to 8 p.m.

- KFAC — Golubeff's Ensemble. 7: orchestra. 7:30.
- KECA — National Radio Forum (C.) 7: James Anderson, baritone. 7:30: "Liferories" concert. 7:45.
- KFI — Orchestra with Sam Coslow. 7: M.J. Demi-Tasse Revue (C.) 7:30.
- KFWB — The Olympians Dance Band. 7: Old Friends Quartet. 7:30: "Fantasia" concert. Alice Prindle, soloist. 7:45.
- KHJ — Guy Lombardo's Orchestra (C.) 7: Music that Satisfies (C.) 7:30 (Ale Gray, baritone.) Myrt and Marge (C.) 7:45.
- KMTR — Chamber of Commerce. 7: Salon Ensemble. 7:15: Tax Reduction Club. 7:30: Soothing Melodies. 7:45.
- KNX — Frank Watanabe and Hon. Archib. 7: Rajput. 7:15: Spitalny Revue. 7:30: Centerville sketches. 7:45.
- KRKD — American Legion Council. 7:30.

8 to 9 p.m.

- KECA — Prince Albert (C.) 8:15: concert (Georgia Starke.) 8:30.
- KFAC — Jewish International Hour. 8.
- KFI — Amos 'n' Andy (C.) 8: Lumberjack 8:15: Firestone Special (Richard Crook (C.) 8:30).
- KFWB — Radio Newsreel. 8:15: The Hoopla. 8:30: Monday Yesterdays. 8:45.
- KHJ — Blue Monday Jamboree from KFF (C.) "Los Angeles." 8 to 10.
- KMTR — Dahl's Orchestra. 8: organ. 8:15: Ann and Don. 8:45.
- KNX — Serenaders. 8: drama. "The Foot of the Rainbow." 8:30.
- KRKD — Rainbow Revue. 8.
- KTM — Arcade Hour. 8.

9 to 10 p.m.

- KFAC — Dance orchestra. 9.
- KECA — Burnett's Biltmore Orch. 9:30.
- KFI — Sherlock Holmes (C.) 9: Billie Jo and Ernie Hare (C.) 9:30: Stebbins Boy (C.) 9:45.
- KFWB — "Sleeve of Life" (ballads.) 9: Pio-Rito's Orch. 9:30.
- KMPC — Ballyhoo Hour. 9.
- KHJ — Blue Monday Jamboree.
- KMTR — Ballyhoo. 9.
- KNX — News. 9: dance band. 9:15: Et Duncan. 9:30.
- KRKD — Ballyhoo Hour. 9.
- KTM — Beverly Hill Billies. 9.

10 to midnight

- KFAC — Showboat Orchestra. 10: orchestra. 11: dance orchestra. 12.
- KECA — News. 10:30: National Prohibition (C.) 10:25.
- KFI — News. 10: Hotel Ambassador dance orchestra. 10:15.
- KFWB — Casino Gardens. 10: Ted Rito's Orch. 11.
- KHJ — News. 10: Anson Weeks's Orchestra. 10:10: Hal Grayson's Roosevelt orchestra. 11: Midnite Moods. 12.
- KNX — Aunt Emmy and Bert. 10: Bohemian Club. 10:15: Paris Inn. 11: records.
- KRKD — Music Lovers. 10: Walkathon.
- KMPC — Happy Chappies. 10: Hill Bill. 10:10: Italian Village. 11: records.
- KTM — Orchestra. 10: Cracker Barrel. 10:30: Ballyhoo. 10:45.
- KMTR — Talent Hunt. 10: English's Orchestra. 10:15: Walkathon. 11.