

BROADCASTERS OVERLOOK BET

*Sharkey-Walker Fight Fans
Clamor for News*

*KHJ and "The Times" Kept
Busy Answering Inquiries*

*Charge System Would Have
Sivelled Milk Fund*

The Times Forum, KHJ, 1:30 p.m., Fred Hogue, staff writer, continuing his series on "Los Angeles Through Five Centuries." World-Wide News, KHJ, 7 a.m. and from the tower of The Times at 12:30, 5:50 and 10 p.m.

BY JOHN S. DAGGETT

The power of radio and a cross-section of public demand in connection therewith was indicated in this city yesterday. All day long the switchboards of The Times and of KHJ, the Don Lee station at Seventh and Bixel streets, were crowded with telephone calls—"Is the Sharkey-Walker fight to be broadcast?"

The amount of interest was startling and the writer believes that a "big bet" was lost by not having it go out on chain to blanket the nation. Here was one golden opportunity where, without infringing the adaptation and purpose of radio, the listening-in public could have been asked to contribute 10 cents per capita of listeners toward the "milk fund" for which the fight ostensibly was staged.

The broadcast would undoubtedly have stolen a large portion of the air and the returns would have probably far exceeded the disappointing portion which came from paid admissions. Such situations are a problem to be worked out in the future use of radio. As yet there are no definite laws covering appeals. Too often the channel is misused.

(Prom Programs Submitted by Stations)
(ALPHABETICALLY ARRANGED)

6 to 8 a.m.
KFI—Health exercises, 6:45; stock market, 7:30; Van and Don (O.), 7:45.
KHJ—World-wide news, 7; records, 7:30.
KMPC—Latin-American program, 7.
KMTR—Cheerio program, 1 to 7 a.m.; Hollywood Hill Billies, 7.
KNX—Time and Sharples' Breakfast Club, 6:45.
KTM—Records, 6.

8 to 10 a.m.
KECA—Exercises, 8:30; Log of the Day (C.), 9; Three Co-eds, 9:15; pianist, 9:30.
KFI—Shell Happy Time, 8; tenor, 9; orchestra (C.), 9:15; Helen Guest, 9:30; Beatrice Mable, (C.) 9:45.
KFWB—Records, 8:30; orchestra, 9.
KHJ—Hallelujah Hour, 8; Cuban orchestra (C.), 9; organ, 9:15; Savoy—Plaza orchestra (C.), 9:30.
KMPC—News, 9; U.S.C. chapel, 9:45.
KMTR—Stock market, 8; Breakfast Club, 8:05; travel talk, 8:30; Breakfast Club, 8:40; economics, 9; records, 9:15.
KNX—Sharples' Breakfast Club; prayer, 8:45; George Washington, Jr., 9; records, 9:15; shopping service, 9:45.
KTM—News, 8:15; Zandra, 9; records, 9:30; accordion, 9:45.

10 a.m. to 12 Noon
KECA—Birth of Words, 11:30; Kiss-proof, 11:45.
KFI—Woman's Magazine, 10; organ, 11; speaker, 11:30; songs, 11:45.
KFWB—Organ, 10; records, 10:30; orchestra, 11; records, 11:30.
KHJ—Felix Mills, 10; beauty talk, 10:30; organ, 10:45; Columbia Salon orchestra, 11; the Three Doctors (C.), 11:30; beauty talk, 11:45.
KMPC—Ambassador of the Air, 10:30; records, 11.
KMTR—Serenaders, 10:30; rustlers, 11; records, 11:30; Billy Evans, 11:45.
KNX—Ten o'Clock Family, 10; domestic, 10:30; records, 11; Joyce Coad, 11:15; records, 11:30.

12 Noon to 2 p.m.
KECA—Concert (C.), 12; farm and home hour (C.), 12:15; the Lady Next Door (C.), 1; Hotel Sir Francis Drake orchestra, 1:30.
KFI—Agriculture talk, 12.
KFWB—Organ, 12; Records, 12:30; Nip and Tuck, 1:30.
KHJ—Biltmore orchestra, 12; Times' world-wide news, 12:30; University of the West, 12:45; Jewish Art (C.), 1; Times' Forum, 1:30.
KMPC—Happy Chapples, 12; news, 1:15; Bob, Bunny and Junior, 1:30.
KMTR—News, 12; Hi-noon Hillies, 12:15; banjo boys, 1:15.
KNX—Radio Church of the Air, 12:15; gossipers, 12:45; Paris Inn, 1.
KTM—Poetry, 1; health talk, 1:15; organ, 1:30; Newton Hall, 1:45.

2 to 4 p.m.
KECA—Organ, 2; poetry and philosophy, 3; vacation days, 3:15; news, 3:30; French lesson, 3:45.
KFI—N.B.C. matinee, 2; Williams boys, 2:45; beauty talk, 3; sketch book, 3:15; Three Co-eds, 3:30.
KFWB—Records, 2; organ, 2:30; records, 3; popular fiction, 3:30.
KHJ—Happy Go Lucky hour (C.), 2; Feminine Fancies (C.), 3.
KMTR—Records, 2:15; trio, 2:30.
KMPC—Mexican hour, 2; soloist, 3.
KNX—Bookworm, 2; records, 2:30; French lesson, 2:45; astro-analyst, 3:30.
KTM—Aunt Kate, 2; Key Kord Boy and Girl, 2:30; records.

4 to 6 p.m.
KECA—Sunshine hour (C.), 4; birthday party (C.), 5; Maxwell Melodies (C.), 5:30.
KFI—Violinist, 4; organ, 4:15; songs, 5; vocal ensemble, 5:15; piano duet, 5:45.
KFWB—Two-piano team, 4:30; orchestra, 5.
KHJ—U.S.C. Trojans, 4; Savina tone pictures, 4:30; Boswell Sisters, 4:45; organ, 5; Chill Peppers, 5:30; Town Topics, 5:45; Times' world-wide news, 5:50.
KMPC—Kids' Club, 4:30; news, 5.
KMTR—Musical Messengers, 4; Baron Keyes, 5; records, 5:15; news, 5:45.
KNX—Travelogue, 4; Big Brother, 5; entertainment tips, 5:45.
KTM—Varieties, 4:45; shopping, 4:30; records, 5:30.

6 to 7 p.m.
KECA—News, 6; orchestra, 6:15; Eson Twins, 6:30.
KFI—Lucky Strike orchestra (C.), 6.
KFWB—Organ, 6; transcriptions, 6:30; Cecil and Sally, 6:45.
KHJ—Lewishorn concert (C.), 6; symphony, 6:30; Peter's shoes, 6:45.
KMPC—Mexican-American program, 6.
KMTR—Organ, 6; troubadours, 6:15; Ethiopian Night Club, 6:30.
KNX—Organ, 6; Toni and Wash, 6:15; KNX concert trio, 6:30; concert organ-

ist, 6:45.

7 to 8 p.m.

KECA—Amos 'n' Andy (C.), 7; Sperry Smiles (C.), 7:15; After-Dinner Review, 7:30.
KFI—Packard orchestra, 7; Standard Symphony (C.), 7:30.
KFWB—Piano duo, 7; Icc-o-matic, 7:15; orchestra, 7:30.
KHJ—Orchestra (C.), 7; Radio Round-up, 7:45.
KMTR—Fishing, 7; orchestra, 7:15; pacemakers, 7:30.
KNX—Frank Watanabe and Hon. Archie, 7; tenor, 7:15; Let's Dance, 7:30.

8 to 9 p.m.

KECA—Music of all countries, 8:30.
KFI—Minstrels, 8:30.
KFWB—Knights of the Road, 8; strings and bows, 8:15; orchestra, 8:30.
KHJ—Black and Blue, 8; varieties, 8:15; concert, 8:30.
KMPC—Bob, Bunny and Junior, 8; organ, 8:15; Deacon Brown, 8:30.
KMTR—Woodwinds, 8; fishing news, 8:30.
KNX—Luboviski violin recital.
KTM—Music masters, 8; soloists, 8:30.

9 to 10 a.m.

KECA—Ranch boys, 9; Stery Teller, 9:30.
KFI—Packard orchestra, 9.
KFWB—Warner Bros. Theaters, 9; Slumber Time, 9:30.
KHJ—"I'll See You in My Dreams," 9:30.
KMPC—Roger and Effie, 9; Happy Chapples, 9:30.
KMTR—Hill Billies, 8; dramatic playlet, 8:15; baseball from Wrigley Field, 8:30.
KNX—Question and Answer Lady, 9; Arizona Wranglers, 9:15.
KTM—Accordian, 9; Ramblers, 9:30.

10 p.m. to Midnight

KECA—Trio, 10; news, 10:30; exercises, 10:45.
KFI—News, 10; Nomads (C.), 10:15; Packard orchestra, 10:30; St. Francis Hotel orchestra (C.), 11.
KFWB—Gus Arnheim's orchestra, 10-12.
KHJ—Times' world-wide news, 10; Standard symphony hour, 10:05; Biltmore dance orchestra, 11.
KMPC—Hill Billies, 10-11.
KMTR—Organ, 10:30; phantom revue, 11.
KNX—Roosevelt Hotel orchestra, 10; Paris Inn frolic, 11.
KTM—Organ, 10:30; varieties, 11-1.
Midnight to 1 a.m.
KHJ—Phantom of the organ, 12-1.
KMTR—Happiness Girl, songs, 12-1.
KMPC—Harmony Boys, 12.