

FOOTBALL SEASON BRINGS BROADCASTERS WARNING

Protest Raised Against Switching Commercial Sales Talk Into Game's Hottest Moments

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

BY JOHN S. DAGGETT

"He's away. Only four yards to go. Dropkick Doolittle is slashing through the line. The score is 0 to less, folks."

And then—

"We will now take you by direct wire to New York to hear the Bronx Brass Works Trio."

Yeah, remember the years that have passed when football crashed across the radio turf, when announcers either became so excited themselves that they couldn't articulate, or the station switched you from a romping quarterback to another program? We do. And that is exactly why this year we are printing a prayer that both the Columbia Broadcasting System and the National pledge themselves, along with local stations, to "stick to their knitting." When a football game is in progress, let us attend it through to the last second of play, let the announcer "hold his horses" just a bit even if the play is "hetting him up."

Taking radio followers as a whole, there is little doubt that football fans are the most rabid seasonal attendants of radio broadcasts. Immeasurable harm is unquestionably done a sponsor who sandwiches his program in on an exciting game, and the profit of the sponsor who initiated the broadcast of a game is damaged as well by such arbitrary switching.

STATIONS GET ADVICE

Old King Football is shortly to make his bow, to sweep the air on Saturday afternoons and a word to the station-wise should be sufficient. Why wait until station switchboards are flooded with calls from irate fans who want to know why the announcer "doesn't follow the ball," why they are blasted with ten minutes of blah about somebody's double riveted two pants suits, or why the station pulls the plug and passes them a tenor trio because they've sold the time to another sponsor.

A sponsor who has a program to follow a football game will gain more good will by not taking advantage of his time. If the game runs over, than he ever will by snatching it up. He might merely have the announcer state that the continuation of the game is privileged by permission of the sponsor who so gives up his time.

And if there has to be a theme to this article, it was founded on the occasion of a major football classic last year. There they were in the fourth quarter—the score 0 to 0—the quarterback had the ball plunging along—and radioland was switched to a minor game in another section of the country where the announcer said "Hello, folks" you should see the pretty purple balloons floating on the breeze." If thoughts had been dynamite both the announcer, the sponsor, the broadcast station and the pretty balloons would have been very difficult to find after the explosion. The sensation is much like tossing roses at a bride and then substituting bricks.

KFOX, Long Beach, 1250 K., 230.9 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.—Angelus Temple Sunshine Hour, 8 a.m.; symphony, 9; services, 10:30 and 2:30; band, 6:30 p.m.; revival at 8.

KGEF, Los Angeles, 1300 K., 230.6 M.—Trinity Methodist Church, 8:30 to 10 a.m., quartet and Bible story, 10 a.m.; Bible class, 10:15 a.m. to 12:30 p.m.; services, 2 to 4; music, question hour, 7.

KGER, Long Beach, 1360 K., 230.4 M.—8:30 a.m., M. E. Church, Long Beach radio pulpit, 9:30 a.m., Traubman's Men's Bible Class, 11 a.m., Calvary Church, Placentia, 6:30 p.m., Catholic services, 8 p.m., Calvary Church, Placentia.

KNX, Los Angeles, 1050 K., 240.5 M.—Third Church of Christ, Scientist, 10:30 a.m.

7 to 11 a.m.

KECA—Morning musicale (C.) 8; Trolka Bells (C.) 8:30; Carveth Wells, explorer, 9; popular concert (C.) 9:15; the Caribbeans (C.) 10:15; Yeast Foamers (C.) 10:30.

KFI—Breakfast Frollic (C.) 9; KFI Trio, 9:30; Helen Guest, ballads, 10:15; string trio, 10:30.

KFWB—Funny Paper Man, 8:30; records, 9.

KHJ—Times' Comic Pages, 8; International Broadcast (C.) 8:30; "Home Sweet Home" (KFR.) 9.

KMPC—Mexican-American program, 8; Big Man from the South, 10.

KMTR—Ship A Hoy, 12 to 9; piano duo, 9:30.

KNX—Sharpies' Gang, 7; Health, 9; Judge Rutherford, 10; Joseph Diskay, songs, 10:35; Third Church of Christ, Scientist, 10:50.

KTM—Organ, 7; Judge Rutherford, 8:30; records, 8:45; Bible Students' Watchtower, 9-10.

11 a.m. to 12 noon

KFI—Temple Baptist services, 11:30.

KFWB—Jean Leonard, piano, 11; records, 11:30.

KHJ—First Methodist Episcopal Church, 11-12.

KMPC—Records, 11.

KMTR—Music Land Revue, 10.

KNX—Third Church of Christ, Scientist, 11-12.

12 noon to 2 p.m.

KFAC—Records, 12:30.

KFWB—Double-header baseball, 1:30 to 4.

KHJ—Cathedral hour (C.) 12; Allerton Glen Club (C.) 1.

KMPC—American Legion, 12; news, 1; records, 1:15; Fox Wiltshire, 1:30.

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

KMTR—Records, 12; Ambassador of Happiness, 12:45.

KTM—Records, 1; Sylvia's Gang, 1:30.

3 to 4 p.m.

KECA—Catholic Hour (C.) 2; Buddy Valentine, songs, 3; organ, 3:15.

KFI—Aeolian organ recital, 2; Over Jordan (C.) 3; poetry, prose and melody, 3:30.

KFWB—Baseball.

KHJ—Chicago Knights (C.) 2; Hook, Line and Sinker (C.) 2:30; Brooks and Ross, 2:45; World's Music (C.) 3; Fray and Brazzetti (C.) 3:15; male chorus (C.) 3:30; the Boswell Sisters (C.) 3:45.

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

KMTR—Sunday Synopsators, 2.

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

KTM—Sylvia, 2; Sacred concert, 2:30; records, 3.

4 to 6 p.m.

KECA—Cellist, 4; Beach Boys, 4:15; Nomad Novelists, 5; Detroit Symphony Orchestra (C.) 5:15.

KFI—Fenna Jettick-Melodies (C.) 4; Collier's Hour (C.) 4:15; piano, 5:15; Alabama Boys, 5:30; Three Boys, 5:45.

KFWB—Records alter game to 6.

KHJ—Devils, Drugs and Doctors (C.) 4; Kate Smith's Swanee music (C.) 4:15; Prof. Lindsay (reading) 4:30; Church Vesper hour, 5; Church Vesper Hour, 5:15; Around the Samovar (C.) 5:30.

KMPC—Salvation Army hour, 4; Vesper Hour, 5.

KMTR—Records.

KNX—Organ, 4; Dr. John Matthews, Radio Church of the Air, 5.

KTM—Zandra, 4; Organ, 4:30.

6 to 7 p.m.

KECA—Concert, 6:15; Seth Parker (C.) 6:45.

KFI—Philosophy, 6; "Best Sellers" (C.) 6:15; "Wonder Twins" songs, 6:45.

KFWB—Organ, 6; "Step On It," 6:30.

KHJ—Premiere of Ernest Hutchinson (C.)

6; the Gauchos (C.) 6:30.

KMTR—Twilight Melodist, 6; organ, 6:15; Ethiopian Night Club, 6:30.

KNX—Treasure Chest, 6; Theodore C. Abel, 6:30.

7 to 8 p.m.

KECA—Alvino Rey (C.) 7:15; dance band, 7:30.

KFI—Varieties, 7; Carnation hour (C.) 7:30.

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

KHJ—KFRG concert (C.) 7; Edison String Symphony, 7:30.

KMTR—Fishing news, 7; Symphonists, 7:15; Jubilee Quartet, 7:45.

KNX—Arizona Wranglers, 7.

8 to 9 p.m.

KECA—Felipe Delgado, songs, 8; Sunday night concert, 8:30.

KFI—Concert, 8.

KHJ—Chevrolet Chronicles, 8; Elvia and orchestra, 8:30.

KFWB—Italian Idylls, 8; Rastime Revue, 8:30.

KMPC—Church of Religious Science; June Brandon, contralto, Sol Cohen, violinist.

KMTR—True Melodies, 8; Piano and song, 8:15; Vernon Rickard, 8:30.

KNX—First Presbyterian Church at 8.

KTM—Miniature Symphony, 8; musicale, 8:30.

9 to 10 p.m.

KECA—Three Boys, 9; readers' guide (C.) 9:30.

KFI—N.B.C. Special (C.) 9; Young's Marketers' Symphonet, 9:30.

KHJ—Musical, 9.

KMPC—Master Merrymakers, 9; George Olsen's Club, 9:30.

KMTR—Fine and Dandy Revue, 9.

KNX—Calmon Luboviski, violinist, 9.

KTM—Beverly Hill Billies, 9.

After 10 p.m.

KECA—Helen Guest, ballads, 10; Billy Ross, violinist, 10:30.

KFI—News, 10; string quartet, 10:15; dance band, Jeane Dunn, 10:30; The Vagabonds (C.) 11.

KHJ—Times' world-wide news, 10; Wendt's Roof Garden Orchestra, 10:10; Tom Gerun (C.) 10:30; organ, 11-12.

KMPC—Organ, 10; Jasin's "Radiosomnotherapy," 10:15; George Olsen's Club, 11:15.

KMTR—Organ, 10; Graveyard Gangster, 10:30.

KNX—Gala opening for Food Show, 10.

KTM—Bohemian Nights, 10; Aunt Kate, 10:30.