

# GOVERNORS GO ON AIR TODAY

California and Oklahoma Heads to Talk

Noted Singers Listed for Entertainment

Bay City's Belasco Memorial to Be Broadcast

The Times Forum, KHJ, at 1:30 p.m. Helen W. King—"Flowers and Gardens." World-wide news, 7 a.m., 12:30, 5:50 and 10 p.m. Baseball scores, 4 p.m.

BY JOHN S. DAGGETT

Each Wednesday brings to the air a galaxy of excellent programs, and today is far from being an exception.



SENATOR SHORTRIDGE

"All aboard for a beautiful morning in the Los Angeles breakfast Club garden," is the way Maurice De Mond hails you at 8 over KFVB. You will hear Senator Shortridge, Gov. Murray of Oklahoma, Admiral Senn, commander of the Eleventh Naval District. And for entertainment, Rodolfo Hoyos, termed the "sensational Mexican baritone." Of him, Patterson Greene tells us, "If Hoyos is billed to sing in a town within driving range, pawn the baby and buy tickets." Also Minerva Rodriguez, Mexican soprano, and Speria Castel, Mexico City mezzo soprano, will sing.

KHJ at 6 tonight points to Columbia's next concert star of song, fifteen minutes with Ruth Etting, popular radio, stage and recording star.

Ruth will be guest artist of this Vitality Personalities Series, accompanied by the Round Towners and Freddie Rich's Orchestra. A Columbia high light.

Few will forego dialing KECA at 7:15 tonight—when the National Broadcasting Company salutes the memory of the late David Belasco by broadcasting the memorial series held in the rotunda of the City Hall in San Francisco. The Bay City, where Belasco was born, will pay a final tribute in eulogy, verse and music. A group of theatrical notables, civic and State leaders, singers and instrumentalists will honor Belasco. James Rolph, Jr., Governor of California; Angelo J. Rossi, Mayor of San Francisco; Florence Reed, famous stage star, and Clay M. Greene, playwright, are but a few to be heard. A one-hour memorial with the choir of Temple Emanu-El and the San Francisco Municipal Chorus on the program. Not since the funeral of William Howard Taft has radio in the West brought this type of solemn but beautiful service.

ALPHABETICALLY ARRANGED

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

6 to 8 a.m.

KFI—Health exercises, 6:45; news, 7:30; Van and Don (C.) 7:45.  
KHJ—Niles' News Briefs, 7-7:30; organ, 7:30.  
KMPC—Latin-American program, 7.  
KMTR—Breakfast Club, 7.  
KNX—Sharples' Breakfast Club, 6:45.  
KTM—News Discst, 7:30.

8 to 10 a.m.

KECA—Wall-Street Journal, 8:15; exercises, 8:30; Cross-cuts of the Day (C.) 9; German, 9:15; Around the House, 9:30.  
KFI—Shell Happy Time (C.) 8; domestics, 9; Children's Clinic, 9:15; Arthur Lane, baritone, 9:30; organ, 9:45.  
KFVB—Los Angeles Breakfast Club, 8.  
KHJ—Hallelujah Hour, 8; Jack and Cyce, 9; Fernando's Orchestra (C.) 9:15; Tucker's Orchestra (C.) 9:30; Helen Stone, cellist, 9:45.  
KMPC—News, 9; U.S.C. chapel services, 9:45.  
KMTR—Breakfast Club, 8:05; Economics, 9.  
KNX—Prayer, 8:45; Charis' Players, 9:15.  
KTM—Records, 8.

10 a.m. to 12 noon

KECA—News, 10; organ recital (C.) 11:30.  
KFI—Eleanor Aultrix, 10; Magazine of the Air (C.) 10:30; ensemble, 11:30; news, 11:45.  
KFVB—Economics, 10; Morning Melodists, 10:30.  
KHJ—Safety Conference, 10; organ, 10:15; Three Cheers, 10:30; organ, 10:45; domestics, 11; The Three Doctors (C.) 11:30; Syncopated Silhouettes (C.) 11:45.  
KMPC—Air Ambassador, 10:30; Betty's Hour, 11.  
KMTR—MacIntyre's Hawaiians, 10:30; City Hall broadcast, 11:45.  
KNX—Eddie Albright's 10 o'clock Family; Economics, 10:30; Birthday Party—Jack Carter, 11:30.

12 noon to 2 p.m.

KECA—Edna Wallace Hopper (C.) 12; Farm and Home Hour (C.) 12:15; Hotel Sir Francis Drake Orchestra (C.) 1; organist, 1:30.  
KFI—U. S. Agriculture, 12; Arlon Trio (C.) 1:30.  
KFVB—Organ at 12; Fielder's Orchestra, 12:30; Joyce's Orchestra, 1.  
KHJ—Biltmore Orchestra at 12; Times' world-wide news, 12:30; Kiwanis luncheon, 12:45; Times' Forum, Helen W. King, "Flowers and Gardens," 1:30.  
KMPC—Happy Chapples, 12; radio news, 1; Bob, Bunny and Junior, 1:30.  
KMTR—News, 12; Varieties, 12:15; Lumberjacks, 1:15.  
KNX—Doria Ball, 12:15; The Gossipers, 12:45; Paris Inn, 1.  
KTM—Poetry, 1; Health, 1:15; Parody Boys, 1:30.

2 to 4 p.m.

KECA—N.E.C. Matinee (C.) 2:15; Science Speaks, 3; Piano Duo, 3:15; Noel Archer, songs, 3:30; the Italian Language, 3:45.  
KFI—Siesta Melodies, 2; Three Co-eds, 3; Phil Cook (C.) 3:30; trio, 3:45.  
KFVB—Recordings, 2; organ, 2:30; Lewis Tregarden, 3:30.  
KHJ—Happy Go Lucky Hour, 3; Feminine Fancies (C.) 3.  
KMPC—Latin-American hour at 2; U.S.C. lecture, 3.  
KMTR—Frank Gage, 2:15; Geise's Orchestra, 2:30.  
KNX—Fiction reading, 2-2:30; L. A. Fire Dept. Dance Band, 2:30.  
KTM—Over the Teacup, 2.

4 to 6 p.m.

KECA—Bobby Jones, 4; John Moss, songs, 4:15; news, 4:30; The Arcadians, 5; pianist, 5:30.  
KFI—Gretchen Garrett, soprano, 4; Eddie and Don, 4:15; Big Brother, 4:30; Baron Keyes, 4:45; Halsey-Stuart (C.) 5; Palmolive hour (C.) 5:30.  
KFVB—Two-Piano Team, 4:30; Fielder's Orchestra, 5.  
KHJ—Baseball scores, 4; Fred McNabb, gardens, 4:01; Marsit Negedus, violin recital, 4:30; organ and violin, 5; Chill Peppers, 5:30; world-wide news, 5:50.  
KMPC—News, 5.  
KMTR—Billy Van, 4; Musical Messengers, 4:30; Frank Gage, piano, 5:15; news, 5:45.  
KNX—Travelogue at 4; Big Brother at 5; Billy Van, songs, 5:30; amusement tips at 5:45.  
KTM—Zandra, 4; Spanish program, 4:30.

6 to 7 p.m.

KECA—Winnie and Eddie, 6; Gretchen Garrett, soprano, 6:15; John Vale, songs, 6:45.  
KFI—Coca-Cola hour (C.) 6:30.  
KFVB—Organ, 6; Cecil and Sally, 6:45.  
KHJ—Vitality Personalities (C.) Ruth Etting, songs, 6; George Sloan, president Textile Inst., 6:15; Mac and Al, 6:30; The Bon-Bons (Negro quartet.) 6:45.  
KMTR—"I Cudda Club," 6; Ethiopian Nite Club, 6:30.  
KMPC—Mexican-American program, 6.  
KNX—Wesley Tauriellette, organ, 6; Tom and Wash, 8:15; concert trio, 6:30; mixed quartet, 6:45.

7 to 8 p.m.

KECA—Amos 'n' Andy (C.) 7; David

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Belasco funeral ceremonies (C.) 7:15.  
KFI—Felipe Delgado, songs, 7; orchestra, 7:15; Wandering Minstrels, 7:45.

KFVB—"Wee Wille" (children's program.) 7; Marketeers, 7:30; Hancock Orchestra, 7:45.

KHJ—Don Biscelow's Orchestra (C.) 7; Pryor's Band (C.) 7:15; Violet Ray Music Box (C.) 7:30.

KMTR—Salon Ensemble, 7; Dream Girl, 7:15; Wedding of the Air, 7:30.

KNX—Frank Watanabe and Hon. Archie, 7; Piano Patter, 7:15; Arizona Wranglers, 7:30.

8 to 9 p.m.

KECA—Belasco rites: Three Co-eds, 8:15; vocal ensemble, 8:30.

KFI—Rin-Tin-Tin (C.) 8:15; concert, 8:30.

KFVB—Gleason and Armstrongs, 8; Dance of the Hours, concert, 8:15; concert orchestra, 8:30; Ben Bernie's music, 8:45.

KHJ—Black and Blue, 8; Don Lee Symphony (C.) 8:15; M.J.B. Small Black, 8:30.

KMTR—Double Deckers, 8; baseball, 8:30.

KNX—Brown's Airedales, 8; Philco Symphony, 8:30.

KTM—Saentella's concert, 8; dance band, 8:30.

9 to 10 p.m.

KECA—Hi-Jinks—dance band, 9; N.E.C. Road Show (C.) 9:30.

KFI—Leitza, numerologist, 9; The Roamers, 9:15; concert, 9:30.

KFVB—Chermany Nights, 9; Old Favorites Orchestra, 9:30.

KHJ—Bob and Harriet, 9; Hallelujah Quartet, 9:30; Tom Gerun and orchestra (C.) 9:45.

KMPC—U.S.C. lectures, 9; song duo, 9:30.

KMTR—Baseball.

KNX—Good Samaritan, 9.

KTM—Hawaiian quartet, 9; Hamlet in Hollywood, 9:15; Ranch Boys, 9:30.

10 p.m. to midnight

KECA—Geo. Olsen's Club, 10; news, 10:30; exercises, 10:45.

KFI—Winnie Parker, songs, 10:15; dance band, 10:30; Geo. Olsen's Club, 11; Hotel St. Francis Orch. (C.) 11:30.

KFVB—Gus Arnheim's Orchestra, 10.

KHJ—News items, 10; Biltmore Orchestra, 10:05; Phantom of the Organ, 12-1.

KMPC—Hill Billies, 10; records, 11.

KMTR—Coslow's Orchestra, 10:30; organ recital, 11; Traff-Riders, 12:1.

KNX—Serenaders, 10; Russian Art Club, 10:30; Paris Inn, 11.

KTM—Organ, 10:30; Varieties, 11-1.