

HOOVERS GOING ON AIR TODAY

First Lady Billed to Officiate at Dirigible Christening

President Will Address "Y" From Camp on Rapidan

New York Philharmonic and Bowl Concerts Slated

The Times Forum, KHJ, at 1:30 p.m. Hollywood Song Writers' Revue. World-wide News, 7 a.m., 12:30, 5:20 and 10 p.m.

BY JOHN S. DAGGETT

Both the President and Mrs. Herbert Hoover dominate the air lanes today, heading a parade of features, including the Merry-makers, a concert by the New York Philharmonic Symphony Orchestra and a Symphony Under the Stars at Hollywood Bowl.

Christening of the United States Navy dirigible Akron by Mrs. Hoover will be broadcast from the



Mrs. Herbert Hoover

Goodyear dock at Akron, O., over the Columbia network at 11:30 a.m. and via Don Lee station KHJ. The ceremony begins with Mrs. Hoover opening the door of a cage and releasing white pigeons. Speakers will include Secretary of the Navy - Adams and Rear-Admiral William A. Moffatt, chief of the Naval Bureau of Aeronautics.

KHJ at 5 o'clock this afternoon will relay an address by President Hoover from his camp on the Rapidan, in Virginia, to the general conference of the Young Men's Christian Association at Cleveland.

Following the address by President Hoover KHJ will welcome another Lewisohn stadium concert with Fritz Reiner conducting. Reiner will direct the New York Symphony Orchestra in two seldom-heard Strauss numbers - Interlude from "Intermezzo" and "Salome's Dance." Strauss wrote this one-act music drama to the play of the same name by Oscar Wilde.

Swinging back to our own Southern California, KFI at 8:30 p.m. points to an exclusive Beethoven program from the Hollywood Bowl. Pierre Monteux, greatest of living French symphony conductors, will preside over the 100-piece Bowl orchestra. This will be the fifth broadcast of the current season of Symphonies Under the Stars.

And so—to the Highlights.

(From Programs Submitted by Stations)

ALPHABETICALLY ARRANGED

Suggested features in black type.

C—Denotes chain broadcast.

6 to 8 a.m.

KECA—Dr. Scizas' health exercises. 6:45; stock market report. 7:30; Van and Don (C.) 7:45.

KHJ—Ken Niles' News Briefs. 7: records. 7:30.

KMPC—Latin-American hour. 6:30.

KMTR—Cheerio program. 1 to 7: Hollywood Hill Billies. 7.

KNN—Records. 6:30; Sharples' Gans. 6:45.

KTM—Records. 6.

8 to 10 a.m.

KECA—Plantist. 8:30; Cross-Cuts of the Day (C.) 9: Around the House. 9:15; Spanish. 9:45.

KFI—Shell Happy Time (C.) 8: pianist. 9: orchestra. 9:15; Farm and Home hour (C.) 9:30.

KFWB—Records. 8:30; Joyce's Orchestra. 9.

KHJ—Hallelujah Hour. 8: orchestra (C.) 9.

KMPC—News. 9: records. 9:15.

KMTR—Stock quotations at 8: Hill Billies. 8:05; economics. 9: records. 9:15.

KNN—Prayer. 8:45; records. 9: Arizona Wranglers. 9:15; shopping service. 9:45.

KTM—News. 8:15.

10 a.m. to 12 noon

KECA—Birth of Words (C.) 11:30; organ (C.) 11:45.

KFI—Women's Magazine (C.) 10:30; French lesson. 11:30; Sarah Barnes. 11:45.

KFWB—Organ recital. 10: Joyce's Orchestra. 11.

KHJ—Mill's soothing sax. 10: Clarence Weaver on "Solence." 10:30; Don Rickards. songs. 10:45; Four Clubmen (C.) 11: "Akron" launching (C.) 11:30.

KMPC—Violet Schram. 10:10; Air Ambassador. 10:30; records. 11: Billy Evans. 11:45.

KMTR—Serenaders. 10:30; Rustlers. 11: records. 11:30; City Hall broadcast. 11:45.

KNN—Eddie Albright. "Be Young and Happy." 10: records. 10:30; Travelogue. 11: records. 11:15.

KTM—Zandra. 9: records. 9:30.

12 noon to 2 p.m.

KECA—Entertainers (C.) 12: Pacific Features (C.) 12:15; Hotel St. Francis Drake orchestra (C.) 1.

KFI—United States Agriculture. 12.

KFWB—Piano at 12: records. 12:15; Nip and Tuck. 1:30.

KHJ—Biltmore concert orchestra. 12. Times' world-wide news. 12:33; records. 12:45; Dancing by the Sea (C.) 1: The Times' Forum. 1:30.

KMPC—Happy Chappies. 12: news. 1:15; Bob. Bunny and Junior. 1:30.

KMTR—News. 12: Hi-noon Hi-lites. 12:15; Banjo Boys. 1:15.

KNN—Records. 12: Church of the Air. 12:30; Paris Inn Frolic. 1.

KTM—Poetry. 1: health talk. 1:15; L. A. Playgroup. 1:30.

2 to 4 p.m.

KECA—Black and Gold orchestra (C.) 2: Gene Austin (C.) 3: Sonata Recital (C.) 3:30; piano. 3:45.

KFI—Sixths melodies. 2: Noel Archer. songs. 3: Hollywood gossip. 3:15; organ recital. 3:30.

KFWB—Records. 2: organ. 2:30; records. 3:30.

KHJ—Don Bigelow's Orchestra (C.) 2: Whispering Smith (C.) 2:30; Bird and Wash. 2:45; St. Moritz orchestra (C.) 3: Rola and Dunn (C.) 3:30; Coronado Beach orchestra (C.) 3:45.

KMPC—Mexican-American. 2: Doris Bailly. 3: John and Leo. 3:15.

KMTR—Happiness Revue. 2:15.

KNN—Bookworm. 2: record concert. 2:30.

KTM—Aunt Kate. 2: sultar and voice. 2:30; records. 3.

4 to 6 p.m.

KECA—News. 4: organ. 4:15; ballads. 5:15; songs. 5:30; Utah Trail Boys. 5:45.

KFI—Rudy Vallee's Yankees (C.) 4: orchestra. 4:30; General Electric hour (C.) 5: Hollywood Word Pictures. 5:30; Alabama Boys. 5:45.

KFWB—Tea dance from Ambassador. 4: two-piano team. 4:30; records. 5.

KHJ—Henry Burble. 4:30; President Hoover (C.) 5: Times' world-wide news. 5:20; Lewisohn Stadium Concert. 5:30.

KMPC—Visitor from Mars. 4: Uncle Josh. 4:30; talk. 4:45; news. 5.

KMTR—Orchestra. 4: records. 5: news. 5:45.

KNN—Blossom Room Dansant. 4:30; Time-ly Tins. 5:45.

KTM—Zandra. astrologist. 4: "Tell Me a Story Lady." 4:30.

6 to 7 p.m.

KECA—String concert.

KFI—Lucky Strike hour (C.) 6.

KFWB—Orchestra. 6: organ. 6:15; Cecil and Sally. 6:45.

KHJ—"Show Boat" (C.) 6: Anheuser-Busch program.

KMPC—Mexican-American. 6.

KMTR—Varieties. 6: Ethiopian Night Club. 6:30.

KNN—Organ. 6: Tom and Wash. 6:15; concert trio. 6:35; organ. 6:45.

7 to 8 p.m.

KECA—Ames 'n' Andy (C.) 7: string orchestra. 7:15.

KFI—Demerise and Archer. 7: Gilmore Circus (C.) 7:15; "D-17 Emperor." 7:45.

KFWB—Nip and Tuck's Orch. 7: string quartet. 7:30; Hawaiian Shadows.

KHJ—Bert Lown orchestra. 7: Arthur Pryor's band (C.) 7:15; Milton Downer (C.) 7:30; "Chandu." 7:45.

KMTR—Federal Business Association. 7: Four Boys. 7:15.

KNN—Frank Watanabe and Hon. Archie. 7: Glen Ellison. songs. 7:15; Irl Hunsaker. solists. 7:30.

8 to 9 p.m.

KECA—Beach Boys. 8: string orchestra. 8:30.

KFI—Cactus Kate. 8: Hollywood Bowl concert. 8:30.

KFWB—Four Moods. 8-9.

KHJ—Black and Blue. 8: The Merry-makers. 8:15.

KMPC—Organ. 8:30.

KMTR—Piano duo. 8: baseball game from Wrigley Field. 8:30.

KNN—KNX Varieties. 8.

KTM—Serenaders. 8: concert. 8:30.

9 to 10 p.m.

KECA—Ranch Boys. 9: Spotlight Review (C.) 9:30.

KFI—Hollywood Bowl concert.

KFWB—"Flat Feet" play. 9: Slumber Time. 9:30.

KHJ—Tom Gezun's orchestra (C.) 9:30.

KMPC—Junior Chamber of Commerce. "Jimmie" Jackson, tenor. 9.

KMTR—Baseball

KNN—Question and Answer. 9: Hoopi's Hawaiian and Hatch's dance band. 9:15.

KTM—Vocal duo. 9: accordion. 9:15; Ramblers. 9:30.

10 p.m. to midnight

KECA—George Olsen's Club. 10: news. 10:30; Jean Dunn. songs. 10:45.

KFI—Ranch Boys. 10:15; Hotel St. Francis dance orchestra. 11.

KFWB—Gus Arnheim's Grove Orchestra. 10.

KHJ—World-wide news at 10: Biltmore Orchestra. 10:05.

KMPC—Junior Chamber of Commerce. 9: Hill Billies. 10.

KMTR—Grayson's dance music. 10:30.

KNN—Coslow's Blossom Room orchestra. 10: Paris Inn Cafe. 11.

KTM—Vocal duo. 10:15; organ. 10:30; varieties. 11:15.

Midnight

KMTR—Happines Ori. 12.

KHJ—Organ Moods.

KMPC—Ray Howell's request program. 12:30.