

FIESTA THEMES FILL RADIO DIAL

City's Birthday Carnival to
Engross Air Today

Pendulum Swings From Fun
to Ancient History

Announcers to Picture Fete
for Listeners-in

The Times Forum. KHJ. at 1:30 p.m.
Dr. Philip M. Lovell, editor of "Care of the Body" in The Sunday Times Magazine.
World-Wide News. 7 a.m., 12:30 and 5:50 p.m. No news items at 10 p.m. to permit broadcast of Fiesta coronation ball.

BY JOHN S. DAGGETT
Fiesta de Los Angeles! This carnival will swamp radio with its festivities from the opening of the celebration at the steps of the City Hall to the coronation ball of the Fiesta queen in the beautiful Sala de Oro in the Biltmore.

KMTR at 9:45 this morning invites you to the steps of the City Hall, where the opening guns of the siege of gayety will be fired. Dick Connor will step to the microphone as the ceremonies swing into formation, detailing to you the high lights of the hour.

Sweeping you back through the years to 1781, KFI at 11:30 unfolds the celebration to be held at the old Plaza, wherein a re-enactment of the original founding ceremony will take place. A little group impersonating Gov. Don Felipe De Neve, his soldiers, the mission fathers and their Indian acolytes and the settlers with their twenty-two children will portray to thousands a bit of history that should prove entertaining.

When the Olympic Stadium at 2:30 this afternoon is teeming with the thousands watching the Fiesta's historical parade, "California Under Four Flags," at which time will be featured the coronation of the Fiesta's Queen, KHJ at 2:30 and again at 3:15 and 3:30 will paint the picture of this pageant through the lips of Lindsay MacHarrie and Robert Swan. It is hoped to prove one of the most beautiful and historical pageants ever to be described before a microphone and the music alone should be well worth your dial.

When the Queen of the Fiesta leads the grand march and ascends her festive throne beneath the lights of the Sala de Oro in the Biltmore at 9:30 tonight Robert Swan and Robert Bowman will bring an intimate picture of this spectacle to you through KHJ. The details of the coronation ball are lacking but there will be few at home who will fail to include this in their radio day. That it will be something to be long remembered is fairly certain and for the dance music of the Dons X should mark this spot.

(C)—Denotes chain broadcast.
Suggested features in black type.

6 to 8 a.m.
KFAC—Union Rescue Mission. 6:30; Breakfast Club. 7:30.
KFI—Health exercises. 6:45; stock market reports. 7:30; Van and Don (C.) 7:45.
KHJ—World-wide news. 7; records. 7:30.
KMTR—Cheerio program. 12 to 7; Hollywood Hill Billies. 7.
KNX—Records. 6:30; Bill Sharples and His Ganz. 6:45.
KTM—Records. 6.

8 to 10 a.m.
KFAC—Breakfast Club; Sewing Circle. 9:30.
KFI—Shell Happy Time (C.) 8; Domestic. 9; orchestra. 9:15; tenor and violinist. 9:30; songs. 9:45.
KFWB—Records. 8:30; Joyce's Orchestra. 9.
KHJ—Sunny Side Up. 8; Jack and Grace. 9; Cuban orchestra (C.) 9:15; domestic. 9:30; organ. 9:45.
KMTR—Stock market quotations. 8; Hollywood Hill Billies. 8:05; domestic. 9; La Fiesta Opening Ceremonies. 9:45.
KNX—Prayer. 8:45; domestic. 9; news. 9:30.
KTM—Records. 8; Zandro. 9; Chiropractics. 9:45.

10 a.m. to 12 Noon
KFAC—Bible Institute. 10:30; Federated Women's Clubs. 11:30.
KECA—Around the House. 10:30; Ballads. 11; German. 11:15; Birth of Words (C.) 11:30; organ (C.) 11:45.
KFI—Italian lesson. 10; Chaparral Club. 10:15; Women's Magazine (C.) 10:30; Plaza Fiesta Special. 11:30.
KFWB—Domestic talk. 10; records. 10:30; Joyce's Orchestra. 11.
KHJ—Pabstette (C.) 10; organ. 10:15; Columbia Farm Hour (C.) 10:30; Columbia Salon Orch. 11; Three Doctors (C.) 11:30; musicale. 11:45.
KMTR—Serenaders. 10:30; Stuart Hamilton. songs. 11; Crane Wilbur. Crime Plays. 11:30; City Hall broadcast. 11:45.
KNX—Eddie Albricht. 10; shopping service. 10:30; records. 10:45; Church of the Air at 11:15; records. 11:45.

12 Noon to 2 p.m.
KFAC—Records. 12; organ. 1; Cowboys. 1:30.
KECA—Noel Archer. songs. 12; western farm and home hour (C.) 12:15; Sir Francis Drake salon orchestra (C.) 1.
KFI—Agriculture at 12:30.
KFWB—Virginia Rhythm Kings. 12; records. 12:30; Nip and Tuck. 1:30.
KHJ—Biltmore concert orchestra. 12; Times' world-wide news. 12:50; Bob Bradford. songs. 12:45; National Amateur Golf Tournament (C.) 1; The Times' Forum, Dr. Philip M. Lovell. 1:30; Edna Wallace Hopper (C.) 1:45.
KMTR—News. 12; orchestra. 12:15; Banjo Boys. 1:15.
KNX—News. 12; Doria Ball. 12:15; Paris Inn Frolic. 1.
KTM—Poetry. 1:20; Aunt Kate. 1:30.

2 to 4 p.m.
KFAC—Radio Revelers. 2; records. 3; Ben Berman. songs. 3:45.
KECA—Pipe Dreams. 2; Arion Trio. 3; Baron Keyes. 3:30 (C.) news. 3:45.
KFI—M.B.C. Matinee. 2; Tenor. 3; organ. 3:15; violin and song duo. 3:45.
KFWB—Organ. 2:30; popular fiction. 3:30.
KHJ—Happy Go Lucky Hour (C.) 2; California Under Four Flags. 2:30 & 3:30.
KMTR—Happiness Revue. 2:15.
KNX—Fiction reading. 2; concert. 2:30; Federated Women's Club. 3:30.
KTM—Spanish Troubadours. 2; Singing Moods. 3:15.

4 to 6 p.m.
KFAC—Opera records. 4; Jackson and Little Pig. 5:30.
KECA—Cities Service hour (C.) 4; string orch. 5; violinist. 5:30; Lilyan Ariel. piano. 5:45.
KFI—Jackie Cowboys. 4; Winnie Fields Moore. Normand Novellist. 4:30; Rust, the Nursery Man. 4:45; Interwoven Pair (C.) 5; Armour hour (C.) 5:30.
KFWB—Two-piano team. 4:30; Joyce's orchestra. 5:15.
KHJ—Fiesta Special to 5; Surprise Girl. 5; Sharnova Trio. 5:15; Town Topics; Times' world-wide news. 5:50.
KMTR—Orchestra. 4; piano. 5:30; news. 5:45.
KNX—Travelogue. 4; records. 4:15; shopping service. 4:30; Big Brother. 5; Town Crier. 5:45.
KTM—Shopper. 4.

6 to 7 p.m.
KFAC—Evening Serenade. 6.
KECA—Roy Ringwald. 6; Nick Harris. 6:15; John Vale. tenor. 6:45.
KFI—Paul Whitman's Painters (C.) 6; R.K.O. program (C.) 6:30.
KFWB—Peter Pan. 6; organ. 6:30; Cecil and Sally. 6:45.
KHJ—Pillsbury Pageant (C.) 6; Around the Samovar (C.) 6:50.
KMTR—Organ. 6; Twilight Melodist. 6:15; Ethiopian Night Club. 6:30.
KNX—News. 6; Tom and Wash. 6:15; Irl Hunsaker. songs. 6:30; Russian Special. 6:45.

7 to 8 p.m.
KFAC—Everybody Plays. 7; Imperial Ensemble. 7:30.
KECA—Amos 'n' Andy (C.) 7; Fred Forester. 7:15.
KFI—Fiesta Dialogues. 7; Brownhill Foot-lites (C.) 7:15; The Pearful Even (C.)

7:30; Virginia Flohri and James Burroughs. 7:45.
KFWB—"Speed" concert. 7; Melody Lane. 7:45.
KHJ—Bing Crosby (C.) 7; Arthur Pryor's Band (C.) 7:15; Morton Downey and orchestra. 7:30; "Chandu." 7:45.
KMTR—Orchestra. 7; Double Deckers. 7:30; College quartet. 7:45.
KNX—Frank Watanabe. 7; Penn and Cass. 7:15; Metropolitan water talk. 7:30; Glen Ellison. songs. 7:45.
8 to 9 p.m.
KFAC—R.K.O. Special. 8; orchestra. 8:30.
KECA—Flying Dutchmen. 8:15; opera box (C.) 8:30.
KFI—House of Color (C.) 8; Golden Melodies. 8:30.
KFWB—Knights of the Road. 8; Greenwich Village Pastime. 8:15; "Fantasia" concert. 8:30.
KHJ—Black and Blue. 8; Romance of Water. 8:15; Gilmore's Colosse Date. 8:30.
KMTR—True Melodies. 8; orchestra. 8:15; night baseball. 8:30.
KNX—Optimistic De-nuts.
KTM—Highway High Lights.

9 to 10 p.m.
KFAC—Les Hite's Orchestra.
KECA—Ranch Boys. 9; Musical Comedy Album. 9:30.
KFI—Concert and Biltmore Trio. 9; Kodak Week-end hour (C.) 9:30.
KFWB—The Music Master. 9; "Morals in Mayfair." 9:30.
KHJ—Vignettes. 9; Fiesta Coronation Ball. 9:30.
KMTR—Baseball.
KNX—Question and Answer Lady at 9; Hatch's ensemble. 9:15; fights. 9:45.
KTM—Beverly Hill Billies. 9.

10 p.m. to Midnight
KFAC—Dick Nelson's Radio Review. 10; Discovery hour. 11; Radio Revel. 12.

KECA—Alabama Boys. 10; Winnie Parker. songs. 10:15; news. 10:45.
KFI—News. 10; orchestra. 10:15; dance orchestra (C.) 11.
KFWB—Gus Arnheim's orchestra. 10.
KFI—Fiesta Coronation Ball to 12; organ. 12.
KMTR—Records. 10:30.
KNX—Mista Bill and Jackson. 10:45; Paris Inn. 11; Hotel Roosevelt. 12.
KTM—Dunn's Dance Orch. 10; Chiseler's Club. 11.