

LA FIESTA DE LOS ANGELES WILL GO OUT OVER RADIO

Spanish Music Celebrating City's Birthday to Be Broadcast Throughout Nation

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

BY JOHN S. DAGGETT

Like star dust from aeons of Time, Spanish music will brighten La Fiesta de Los Angeles, and radiate over national chains, carrying its message of 150 years of progress.

"Radio is co-operating to swing the scarf of memories and the Spanish fear of the dons," said Waldo Tupper, manager of the Fiesta, yesterday. "Even Hollywood is going Spanish on September 4. Hotels and cafes and all places of amusement are featuring enchiladas, tortillas and chill. Radio will be hot with the spirit of our historical music and the click of the castanets. We are particularly favored and pleased with this phase of the celebration, for its success depends on a unanimity of spirit, particularly among our local people. This spirit, carried by radio, will make the success of our anniversary."

HIGH LIGHTS OF FIESTA

Among a few of the high lights to be featured are three from the centers of the Fiesta—the first on Friday, September 4, when the Fiesta opens with a grand celebration at the Old Plaza; the second on Tuesday, the 8th, comes to you from the Hollywood Bowl with a galaxy of musical artists, orchestras, the Mexico City Police Band, and an all-star night from the Coliseum on the night of the 11th.

Both Columbia and the National Broadcasting systems will doubtless flood their networks with the true music and song of the Southland during La Fiesta.

In the measure that the local broadcasting stations allot time to the flooding of the air each day prior to the Fiesta's opening with a message of welcome to the thousand who listen in, just so successful will the historic event prove to be. To become "Fiesta minded" is an accomplishment swiftly becoming noticeable through the multitude of such programs now being furnished by local broadcasting stations.

As the days swiftly pass to the opening of this gala festival, radioland should keep abreast the news of the event and share in the moments of Spanish melody and song that will be found each night on practically every radio station. The Southland contains a treasure chest of talent that will display its wares over the air within the next few weeks. And for the shut-ins all of the pomp and beauty will be launched in word and song upon the air waves so that they, too, may in their mind's eye, picture the swinging back to hacienda days.

THE TIMES FORUM

To this end—the Times Forum, over KHJ at 1:30 p.m., yesterday engaged the Southland's foremost exponent of true Mexican music, Jose Arias, to entertain you. Jose Arias and his Mexican Orchestra need no introduction to the thousands who have, through the past eight years, listened to them on the air. And, in this connection, we might also add that Jose is to be given the signal honor of entertaining each day in the coming Fiesta. If television weren't just around the corner of a seemingly very long block, you'd have seen La Fiesta dance into your home and heart on the dainty feet of Jose's Spanish dancers.

All of which means in a few simple words, that radio spreads the greeting with a song of La Fiesta de Los Angeles.

KFOX—Long Beach, 12:30 P. 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, 11:30 K., 287.7 M.—Anselm Temple Sunshine Hour, 8 a.m.; symphony, 9:30 a.m.; music, question hour, 7:30 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 6; 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 Mrs's Bible Class; 11 a.m., Calvary Church, Placentia; 5:30 p.m., Catholic services; 8 p.m., Calvary Church, Placentia.

KNX—Los Angeles, 1050 K., 285.5 M.—Third Church of Christ, Scientist, 10:50 a.m.

KECA—Morning musicale (C.) 8; Trolka Bell's (C.) 8:30; popular concert (C.) 9; Carveth Wells, explorer, 10; The Caribbeans (C.) 10:15; Yeast Farmers (C.) 10:30.

KFI—Breakfast Frolic (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 (John Van Dratzen, London); "Home Sweet Home" (KPRC.) 9.

KMPC—Mexican-American program, 7:30; Big Man from the South, 10.

KMTR—Cheerio program, 1 to 9; piano duo, 9:30.

KNX—Shrapnel's Gang, 7; Health, 9; Judge Rutherford, 10; Joseph Diskay, songs, 10:35; Third Church of Christ, Scientist, 12:50.

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

11 a.m. to 12 noon

KFI—Beach Boys, 11.

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

KHJ—First Methodist Episcopal Church, 11.

KMPC—Records, 11.

KMTR—Music Land Revue, 10.

KNX—Third Church of Christ, Scientist, 12 noon to 2 p.m.

KFAC—Records, 12:30.

KFWB—Records, 12:30; double-header baseball, 1:30 to 6.

KHJ—Cathedral hour (C.) 12; Sand Point Bell's matinee (C.) 1.

KMPC—Bible Lesson, 12; News, 1; records, 1:15; Fox Wilshire, 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—Organ recital, 1.

2 to 4 p.m.

KECA—Catholic services (C.) 2; Ruth Francis, piano, 3; organ, 3:15.

KFI—Aeolian organ recital, 2; KFI String Trio, 3; trio and Lenore Killian, 3:30.

KFWB—Baseball.

KHJ—Highlights (C.) 2; Hook-Line and Sinker (C.) 2:30; Brooks and Ross, 2:45; Theo Karle, tenor (C.) 3; Fry and Braggiotti (C.) 3:15; musical comedy shorts, 3:30; the Boswell Sisters (C.) 3:45.

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

KMTR—Sunday Syncopters, 2.

KNX—Park Board program, orchestra and soloists, 2-1.

KTM—Sacred concert, 2:30; guitar and voice, 3.

4 to 6 p.m.

KECA—Catholic, 4; Beach Boys, 4:15; Winnie Fields Moore, Nomad novelists, 5; Lezonnairre Parade (C.) 5:15; Symphony Orchestra, (C.) 5:45.

KFI—Elena Jettis, Melodies (C.) 4; Even-song, 4:15; Jettis, 4:30; baritone, 4:45; Ned Husker (C.) 5; piano, 5:15; Alabama Boys, 5:30; health exercises, 5:45.

KFWB—Records after game to 6.

KHJ—Devils, Druss and Doctors (C.) 4;

Kate Smith's Swanee music (C.) 4:15; Prof. Lindsley (reading), 4:30; Church Vesper hour, 5; Lewishon Stadium concert, 5:30 (C.)

KMPC—Salvation Army hour, 4; records, 5.

KMTR—Records.

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

KTM—Zandra, 4; records, 4:30.

6 to 7 p.m.

KECA—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—The Gauchos, 6:30.

KMPC—Mexican-American concert.

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

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

7 to 8 p.m.

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

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

KFWB—Burr McIntosh, 7; Something for Everyone, 7:30.

KHJ—Cadillac-La Salle Orchestra (C.) 7; Edison String Symphony, 7:30.

KMTR—Fishing news, 7; Scientific Symphonists, 7:15; Pacemakers, 7:30.

KNX—Fiesta de Los Angeles Program, Jose Aria's Orchestra, 7.

8 to 9 p.m.

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

KFI—Concert, 8.

KHJ—Musical Forget-Me-Nots, 8; Hollywood Gardens orchestra (C.) 8:15; Nocturne (C.) 8:30.

KFWB—Zoeiliner String Quartet, 8; Italian Idylls, 8:30.

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

KMTR—True Melodist, 8; piano and songs, 8:15; Vernon Rickard, 8:30.

KNX—First Presbyterian Church at 8.

KTM—Moments Musical, 8; Charles Lierly, songs, 8:30.

9 to 10 p.m.

KECA—Novelty Trio, June Parker, songs, 9; readers' guide (C.) 9:30.

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

KFWB—String and Bows, 9; Star Dust, 9:30.

KHJ—Chevrolet Chronicles, 9; Roof Garden Orchestra (C.) 9:30.

KMPC—Master Merry-makers.

KMTR—Fine and Dandy Revue, 9.

KNX—Calmon Lubowski, violinist, 9.

KTM—Stumble and Fall, 9; Jus Band, 9:15; quartet, 9:30.

After 10 p.m.

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

KFI—News, 10; string quartet, 10:15; dance band, June Parker, 10:30; The Vasabonds (C.) 11.

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

KMPC—Fox Wilshire, 10; Jaslin's "Radio-somnotherapy," 11.

KMTR—Graveyard Gamblers, 11.

KTM—Harp and cello, 10; Novelty Duo, 10:30.