

HOOVER SPEAKS ON RADIO TODAY

President, Gov. Roosevelt and Feiser on Air

Breakfast Club Broadcast to Present Notables

"California the Golden" Fete Slated at Stadium

BY JOHN S. DAGGETT

Radio runs the gamut of the nation's notables in politics, athletics and stage.

President Hoover, Silas Strawn, president of the United States Chamber of Commerce, Mme.

The Times Forum, KHJ, at 1:30 p.m.
World-wide news and Dr. Frank McCoy, editor of Diet & Health in The Times.
World-wide news, 7 a.m., 1:30, 5:30 and 10 p.m.

Schumann-Heink, Gov. Roosevelt, Ann Pennington—not to mention the California the Golden Parade at Olympic Stadium—these and others bid for your dial.

At 7:30 this morning—KFWB lends the Los Angeles Breakfast Club an ear—where the program starts in celebration of La Fiesta. A red-letter program is promised—among the guests and entertainers being Gov. Rolph, Mayor Rossi of San Francisco, Leo Carillo, Monte Blue, Mayor Porter; the new Fiesta Inn Orchestra and Mme. Ernestine Schumann-Heink. Carlo Bravo, dubbed the "Vagabond Caruso," Don Ricardo's Spanish Troubadors, there's a bit of the frolic—and it reads good.

President Hoover will speak over KHJ and KFI at 10 o'clock this morning saluting the celebration of the fiftieth anniversary of the founding of the First American Red Cross Chapter, to be held in Danville, N. Y. The President will speak from the White House, and his voice will be carried by land wire to Danville. Franklin D. Roosevelt, Governor of



HERBERT HOOVER

New York, and James L. Feiser of the American Red Cross will also speak.

And above all—the beauty of the California the Golden spectacle at the Stadium will come to you over both KFWE and KHJ at 11:30. This is to be one of the high lights of the Fiesta and competent announcers will paint a word picture, as well as cut you in on some excellent band music.

And for Ann Pennington, Silas Strawn and others—let's visit the Highlights.

ALPHABETICALLY ARRANGED

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

7 to 8 a.m.
KFAC—Union Rescue Mission. 6:30: Ham'n Egg Breakfast Club. 7:30.
KFI—Health exercises. 6:45: stock market quotations. 7:30: Van and Don (C.) 7:45.
KHJ—Niles News Briefs. 7-7:30: records. 7:30.
KMTR—Cheerios. 8: Hollywood Hill Billies. 7.
KNX—Records. 6:30: Sharple's Breakfast Club. 8:43.
KTM—Records. 6.

8 to 10 a.m.
KFAC—Sewing Circle. 9:30.
KFI—Shell Happy Time (C.) 8: Helen Quack. songs. 9:30.
KFWE—Los Angeles Breakfast Club at 8: Joyce's Orchestra. 9:30.
KFWB—Los Angeles Breakfast Club. 7:30.
KHJ—Bislow's Orchestra (C.) 8: Columbia Revue (C.) 8:30: Jack and Grace. 9: Cuban Orchestra (C.) 9:15; Betty Crocker. 9:30: organ. 9:45.
KMTR—Stocks. 8: Hollywood Hill Billies. 8:05: home economics. 9: records. 9:15.
KNX—Prayer. 8:45: Air Clinic. 9: shop-pink. 9:15: news. 9:30.
KTM—Records. 8: Zandra. 9: records, 9:30: chiropractics. 9:45.

10 a.m. to 12 noon
KFAC—Bible Institute. 10:30: Federated Women's Club. 11:30.
KECA—Around the House. 10:30: English lesson. 11: Blues. 11:15: Birth of Words. 11:30: organ. 11:45.
KFI—Olara Barton Memorial (C.) 10: Kitchen capers. 11:30: Roy Rinswald. songs. 11:45.
KFWE—Native Sons program. 10: Joyce's Orchestra. 11: Native Sons Parade. 11:30
KHJ—President Hoover (C.) 10: Ann Leaf. 10:10: Rhythm Choristics (C.) 10:30: Edna Wallace Hooper (C.) 11: Columbia Salon Orchestra (C.) 11:15: Native Sons Parade. 11:30.
KMTR—Serenaders. 10:30: Stuart Ham-

blin. 11: City Hall broadcast. 11:45.
KNX—Eddie Albricht's 10 o'clock family economics. 10:30: Carter's birthday party. 11:15.
12 noon to 2 p.m.
KFAC—Records. 12: organ. 1: Pioneer Cowboys. 1:30.
KECA—Noel Archer. songs. 12: Farm and Home House (C.) 12:15: Hotel Sir Francis Drake Orchestra (C.) 12.
KFI—U. S. Agriculture. 12.
KFWE—Organ at 12: records. 12:30: Nil and Tuck. 1:30.
KHJ—Times' world-wide news and Times Forum. 1:30. Dr. Frank McCoy, "Diet and Health."
KMTR—News. 12: Varieties. 12:15: Bank Boys. 1:15.
KNX—News. 12: Doria Ball. songs. 12:15: Arizona Wranglers. 12:30: Paris Inn. 1
KTM—Poetry. 1:20: Aunt Kate. 1:30.

2 to 4 p.m.
KFAC—Revelers. 2: Ben Berman. songs 3:45.
KECA—Organ recital. 2: Nick Lucas (C.) 3: male quartet. 3:15: Italian lesson 3:45.
KFI—N.B.C. Matinee (C.) 2: Billmore Trio. 3: Aeolian organ. 3:30.
KHJ—Happy Go Lucky Hour. 2: Feminine Fancies (C.) 3
KFWE—Records. 2: organ. 2:30: Popular Fiction. 3:30.
KMTR—Radio Revue. 3:15.
KNX—Fiction reader. 2-2:30: L. A. Public Library. 3:30: "About India." 3:30: records. 3:45.
KTM—Spanish Troubadors. 2: Singing Moods. 3:15.

4 to 6 p.m.
KFAC—Opera records. 4: Serenaders. 5: Harry Jackson. 5:30.
KECA—Southern Quartet. 4: John Paize, baritone. 4:15: news. 4:30: string trio. 4:45: Gretchen Garrett. 5:15: Alabama Boys. 5:30: Tello. 5:45.
KFI—Jack's Cowboys. 4: Medical Association. 4:30: James Anderson. baritone. 4:45: Halsey-Stuart (C.) 5: Palmolive hour (C.) 5:30.
KFWE—Two-Piano Team. 4:30: Joyce's Orchestra. 5:15.
KHJ—Fred McNabb. gardens. 4: Whittier College hour. 4:30: organ. 5: Hazel Warner (C.) 5:30: Town Topics. 5:45: Times' world-wide news. 5:30.
KMTR—Musical Messengers. 4: Piano and songs. 5:30: news. 5:45.
KNX—Travelogue at 4: Big Brother at 5: records. 5:30.
KTM—Snopper. 4.

6 to 7 p.m.
KECA—Dance band. 6: Spanish guitarist. 6:30: John Vale. tenor. 6:45.
KFI—Coca-Cola hour (C.) 6:30.
KFWE—Peter Pan's Playmates. 6: organ. 6:15: Cecil and Sally. 6:45.
KHJ—Ann Pennington (C.) 6: Symphonic Interlude (C.) 6:15: Nit-Wit hour (C.) 6:30.
KMTR—Organ and string ensemble. (finance) 6: Ethiopian Nile Club. 6:30.
KNX—News. 6: trio. 6:15: De Vaux Varieties. 6:30: organ. 6:45.

7 to 8 p.m.
KECA—Amos 'n' Andy. 7: string trio. 7:15: Chamber Orchestra. 7:30.
KFI—Orchestra. 7: M.J.E. Revue. 7:30.
KFWE—The Music Shelf. 7: piano duo. 7:30: Melody Lane. 7:45.
KHJ—Bing Crosby (C.) 7: Pryor's Band (C.) 7:15: Martin Downey and orchestra (C.) 7:30: Chandu, the Magician. 7:45.
KMTR—All-Year Club. 7: symphonists. 7:15: Double-Deckers. tenor. 7:30.
KNX—Frank Watanabe and Hon. Archie.

7: Penn and Cass. 7:15: Rosicrucian Ensemble. 7:30.
8 to 9 p.m.
KFAC—Orchestra. 8.
KECA—Vocal ensemble and soloists. 8: The Arcadians. 8:30.
KFI—Radio Interference. 8: Ria Tin Tin. 8:15: Dance Band. 8:30.
KFWE—Gleason and Armstrongs. 8: male quartet. 8:15: Musical Historians Orchestra. 8:30.
KHJ—Black and Blue. 8: Metropolitan Water Board. 8:15: Music of the Masters. 8:30.
KMTR—True Melodies. 8: music. 8:15: baseball. Wrixley Field. 8:30.
KNX—Brown's Airedales. 8: Philco Orchestra, Frank Luther. 8:30.
KTM—Male quartet. 8: miniature symphony. 8:30.

9 to 10 p.m.
KFAC—Spanish Entertainers. 9.
KECA—Beach Boys. 9: Moonlight Matinee (C.) 9:30.
KFI—Dixie Quartet. 9: Concert Orchestra. 9:30.
KFWE—Ascot Speedway. 9.
KHJ—Bob and Harriet. 9: musical-comedy favorites. 9:30.
KMTR—Basketball.
KNX—Question and Answer Lady. 9: Serenaders. 9:15: News. 9:45.
KTM—Dottie's Ditties. 9:45.

10 p.m. to midnight
KFAC—Revelers. 10:15: Discovery Hour. 11: Frolic. 12.
KECA—Baldassare Perlezio. violin. 10:30: news. 10:45.
KFI—News. 10: Ranch Boys. 10:15: St. Francis Dance Orchestra (C.) 11.
KFWE—Gus Arnheim's orchestra. 10.
KHJ—Times' news items. 10: Billmore dance orchestra. 10:10: Midnight Organ Moods. 12-1.
KMTR—Records. 10:30.
KNX—George Stoll's dance special. 10: Paris Inn. 11.
KTM—Rainbow Gardens. 10: records. 11.