

HOOVER APPEAL TODAY WILL BE RADIO EVENT

Artists Will Unite in Broadcast From All Parts of Nation to Aid Unemployed

"TIMES" COMIC STRIPS OF THE AIR, KHJ, 8 A.M.

World-Wide News, 10:15 p.m.

BY JOHN S. DAGGETT

Radio today will become a national melting pot of human sympathy and endeavor as perhaps never before in its history.

Both national radio networks, linking 150 major cities of the nation into an indissoluble superstructure of endeavor, will present the appeal of President Hoover on unemployment and relief. This is the most vital issue of the nation today.

Locally this will be received over KHJ, KFI and KECA from 3 to 4 p.m. No finer church of the air has ever been broadcast. No matter what your creed or color, or political affiliation, this appeal will come to you with the spirit of the Sermon on the Mount.

Reviewing the high lights of this program, the writer feels that it should represent perhaps the finest exemplification of what radio means that has yet been offered to the public.

ARTISTS TO BE HEARD

The program will include the United States Marine Band, under the leadership of John Philip Sousa; Leo Stowkowski, leading the Philadelphia Symphony Orchestra; Lily Pons and Lawrence Tibbett in special selections; Walter S. Gifford, director of the President's organization on unemployment relief, will introduce the Chief Executive of the nation, and Will Rogers, who is to be the second speaker.

Mr. Hoover will speak from the commanding general's residence at Fortress Monroe, Va., coming ashore from the battleship Arkansas, on which he will be en route this evening to Yorktown for the commemoration of the 150th anniversary of Cornwallis's surrender. The United States Marine Band will play in the Assembly Hall of the Coast Artillery School at Fortress Monroe. Five other points of contact will be utilized in this one hour of time. New York, for Madame Pons and announcements; Washington, for Mr. Gifford; Philadelphia for Mr. Stowkowski and the orchestra; San Francisco for Lawrence Tibbett, and Beverly Hills, Cal., for Will Rogers.

SERVICES CONTRIBUTED

All participants in this epochal program are contributing their services. While it is admitted that the laborer is worthy of his hire, and that those who give to the world the marvelous benefit of radio should be paid, the fact is not forgotten that man's greatest endeavor is always found in the spirit of giving. This, the very theme of the program to be presented, represents the unseen power back of radio—a power which may not be exercised except in times of stress and dire emergency, but nevertheless the spirit under which radio and man were born.

This is the true purpose of radio. Commercialism may cloud it, selfish interests, personal aggrandizement, politics and other narrow motives may besmirch it, but it is good to know that radio is prepared to stand the test of an emergency.

This radio program to which your undivided attention is invited is part of a plan announced last week by Owen D. Young, chairman of the President's organization on unemployment and relief. No national fund of any character is to be raised; each community is to determine its own welfare and relief needs for the coming winter and make provision for them.

This program should serve as a corner-stone in the eighth annual campaign of the Los Angeles Community Chest, which is to be launched tomorrow.

KFOX, Long Beach, 1250 K., 239.9 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, 1120 K., 247.7 M.—Anstus Temple Sunshine Hour, 9 a.m.; symphony, 9; services, 10:30 and 2:30; band, 6:30 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; Bible class, 10:45 a.m. to 12:30 p.m.; services, 2 to 6; music; question hour, 7.

KGER, Long Beach, 1340 K., 220.4 M.—8:30 a.m., M. E. Church, Long Beach radio pulpit; 9:30 a.m., Traulman's Men's Bible Class; 11 a.m., Calvary Church, Pleasant; 5:30 p.m., Catholic services; 8 p.m., Calvary Church, Pleasant.

KHJ, Los Angeles—First Methodist Episcopal Church, 11.

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

7 to 11 a.m.

KECA—N.B.C. inaugural special, 8:10 (C.) N.B.C. Artists' Service (C.) 10; Sentinels of the Republic (C.) 10:30; popular concert (C.) 10:45.

KFI—N.B.C. inaugural special (C.) 8:30; breakfast frolic (C.) 9; KFI trio, 9:30; Jean Cowan, ballads, 10:15; string trio, 10:30.

KFWB—Punny Paper Man, 8:15; records, 9.

KHJ—Times' Comic Pages, 8; Voice of St. Louis (C.) 8:30; don't, 8:45; "Home Sweet Home" (KPRC), 9.

KMPC—Mexican-American Program, 8; Big Man from the South, 10.

KMTR—Ship Ahoj, 7 to 9.

KNX—Sharps' Gang, 7; Judge Rutherford, 10; Joseph Diakay, 10:35; Third Church of Christ, Scientist, 10:50.

KTM—Records, 7; Judge Rutherford, 8:30; Dr. Walter Raymond, 8:45; Bible Students' Watchtower, 9-10.

11 a.m. to 12 Noon

KECA—Songs, 11; Sunday bright spots (C.) 11:15; Yeast Foamers (C.) 11:30

KFI—Temple Baptist Church, 11.

KFWB—Jean Leonard, piano, 11; Jean Cowan, songs, 11:30.

KHJ—First Methodist Episcopal Church, 11-12.

KMPC—Records, 11; American Legion, 11:30.

KMTR—Music Land Revue, 11.

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

KECA—N.B.C. inaugural special (C.) 1.

KFI—Helen Gurst, 12:30; N.B.C. inaugural special (C.) 1; Beach Boys, 1:30.

KHJ—New York Philharmonic Orchestra (C.) 12-2.

KMPC—News, 1; records, 1:15; Fox Willshire, 1:30.

KNX—Third Church of Christ, Scientist to 12:10; Astro-Analyst, 12:30; I.B.S.A., 1.

KMTR—Records, 12; inspirational talk, 12:45.

KTM—Records, 1.

2 to 4 p.m.

KECA—Twilight hour (C.) 2:30; President Hoover, Will Rogers (C.) 3.

KFI—Poetry and Prose, 2; auto races (C.) 2:30; President Hoover and Will Rogers (C.) 3.

KHJ—Pastorale (C.) 2; Allection Glee Club, 2:30; President Hoover and Will Rogers (C.) 3.

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

KMTR—Sunday sycophants, 2.

KNX—Park Board program, orchestra and soloists, 2-4.

KTM—Gyria, 2; sacred concert, 3.

4 to 6 p.m.

KECA—Beach Boys, 4; organ, 4:30; concert, 5; Alabama Boys, 5:30, Manly Hall, 6:45.

KFI—Willis-Overland Special (C.) 4; Jolly Revue (C.) 4:15; Three Bakers (C.) 4:30; Edna Jettick melodies (C.) 5; Collier's Hour (C.) 5:15.

KFWB—Records.

KHJ—Dr. Julius Klein (C.) 4; Prof. Lindale, 4:15; Devils, Drugs and Doctors (C.) 5; vesper hour, 5:15.

KMPC—Vesper Hour, 5.

KMTR—Records, 4.

KNX—Advanced Thought, 4; organ, 4:15; Dr. John Matthews, Radio Church of the Air, 5.

KTM—Zandra, 4; organ, 4:30.

6 to 7 p.m.

KECA—George Grandel, songs, 6; Sunday evening concert (C.) 6:15.

KFI—Atwater Kent special (C.) Ross Fosselle (C.) 6:15.

KFWB—Organ, 6; "Step On It," 6:30.

KHJ—Rabbi Magnin (C.) 6; Legends and Folk Lore (C.) 6:20.

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

KNX—Dr. Aked, 6; Theodore C. Abel, 6:30.

7 to 8 p.m.

KECA—Wee Kirk o' the Heather, 7:15; Beth Parker (C.) 7:45.

KFI—Ted Weem's Orchestra (C.) 7:15; concert, 7:45.

KFWB—Burr McIntosh, 7; Strings and Bows, 7:30.

KHJ—Texas Symphony, 7; Edison String Symphony, 7:30.

KMTR—Fishing news, 7; Symphonists, 7:15; melodies, 7:45.

KNX—Arizona Wranglers, 7; dance orchestra, 7:30.

8 to 9 p.m.

KECA—"Polka Dance Band," 8:15; 'celist, 8:45.

KFI—Piano duets, 8:15; Carnation Contended hour (C.) 8:30.

KFWB—Italian Idylls, 8; Rastime Revue, 8:30.

KHJ—Musical forget-me-nots, 8; Continental String Quartet, 8:15; Brooks band music, 8:30.

KMTR—Tabasco Twins, 8; orchestra, 8:15; organ, 8:30.

KNX—First Presbyterian Church at 8.

KTM—Concert, 8; Dunn's orchestra, 8:30.

9 to 10 p.m.

KECA—Program from KJR, Seattle (C.) 9; local Atwater Kent auditions (C.) 9:30

KFI—Concert, 9:30; N.B.C. special (C.) 9

KHJ—Chevrolet Chronicles, 9; Harmon Highlights, 9:30; Walker's Birthday Party, 9:45.

KMPC—June Brandon, contralto, So Cohen, violin (Church of Religious Science), Dr. Holmes, 9; Olsen's Cafe, 9:30

KMTR—Fine and Dandy Revue, 9.

KNX—A Night in Paris, 9; Calmon Lubovicki, violinist, 9:15.

KTM—Beverly Hill Billies, 9.

After 10 p.m.

KECA—Billy Ross, violinist, 10:30.

KFI—News, 10; Felipe Delgado, songs 10:15; dance band, Stanne Dunn, 10:30 (the Vagabonds (C.) 11.

KHJ—World-wide news, 10:15; Val Veleu's orchestra (C.) 10:30; organ, 11-12

KMPC—Bobby Burns, tenor, organ, Olsen's Club, 11:15.

KMTR—Organ, 10; Graveyard Ganseter 10:30; Music Box, 11.

KNX—Lubovicki recital, 10.

KTM—Sky Dwellers, 10; Aunt Kate, 11 records.