

RADIO PROMISES GOOD PROGRAMS

President Hoover Addresses Home Conference

Helen Morgan Will Sing Series of Successes

Plays and Musical Numbers Fill Up Schedules

The Times Forum, KHJ, at 1:30 p.m.
Dr. Frank McCoy, editor of Diet and Health in The Times.
World-wide News, 7 a.m., 12:30, 5:20 and 10 p.m.

BY JOHN S. DAGGETT
Running the gamut of radio publicity. I'd point to the Los Angeles Breakfast Club Frolic, Helen Morgan, President Hoover, and out of a few playlets—"Plain People."

Shortly after the milkman leaves the bottle for the cat to tip over, KFVB at 8 a.m. promises two fine speakers—both being headliners; songs by the "Melody Weavers" whose fame is said to be widespread throughout the Northwest; three beautiful young ladies; twenty minutes of quick moving entertainment from the "Silver Slipper"—all dedicated to making "you forget your troubles."

Secretary of Commerce Lamont, speaking from Constitution Hall in Washington (KFI at 6 p.m.) will introduce President Hoover. The subject of the President's talk will be "Views on the Relationship of the Home to the Nation." These talks are being delivered before a meeting of the Conference on Home Building and Home Ownership, attended by more than

1000 delegates, representing dominant national organizations. "Bill" from "The Showboat" and "The Thrill is Gone" from "Scandals" will be two of Helen Morgan's numbers—coming to your radio over KHJ and the Columbia Broadcasting System at 7 tonight.

For playlets and skits—perhaps KFVB's "Plain People" will entertain you—transporting you to a little town of 1500 people—with love, intrigue and touches which may be familiar.

In conjunction with the Children's Hour over KHJ, Uncle John's Children's Hour Revue will be held at 2 p.m. today in the auditorium of Walker's Store, on the eleventh floor. A one-hour show, including many of the child stars of radio and Screenland.

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

6 to 9 a.m.
KFAC—Union Rescue Mission. 6:30: Spanish hour. 7.
KFI—Male quartet. 6:45; exercises. 7; stock market quotations. 7:30; Van and Don (C.) 7:45.
KFVB—Hollywood Hill Billies. 7.
KELJ—Prayer—inspirational talk. news. 7; records. 7:30; Steamboat Bill. 7:45.
KMPC—Top of the Morning Club. 7.
KMTR—Cheerio. 6; Breakfast Club. 7.
KNX—Records. 6:30; Sharples' Breakfast Club. 6:45.
KTM—Records. 6.

8 to 10 a.m.
KFAC—Howard Clark, tenor. 9:15; Music Masters. 9:30.
KFI—Shell Happy Time (C.) 8; General Electric program (C.) 9; Beautiful Thoughts (C.) 9:15; Helen Guest. 9:30; English lesson. 9:45.
KFVB—Los Angeles Breakfast Club at 8; Joyce's Orchestra. 9:30.
KELJ—Hallelujah hour. 8; Jack and Grace. 9; Bigelow's Orchestra (C.) 9:15; Betty Crocker. 9:30; Columbia Revue (C.) 9:45.
KMPC—News. 9.
KMTR—Stocks. 8; Breakfast Club. 8:05; home economics. 9; Happiness Ambassador. 9:15.
KNX—Prayer. 8:45; Air Clinic. 9; news. 9:30.
KTM—Spanish Troubadours. 8; Zandra. 9; Harry James. 9:45.

10 a.m. to 12 noon
KECA—News. 10; exercises. 10:15; Roy Leffingwell. 10:30; German lessons. 11; ballads. 11:15.
KFI—Keeping Up With Daughter (C.) 10; Mary Hale Martin (C.) 10:15; Magazine of the Air (C.) 10:30; house wives' hints. 11:30; market reports. 11:45.
KFAC—Bible Institute. 10:30; popular songs. 11:45.
KFVB—Records. 10:30; Joyce's Orchestra. 11; Burkhardt and Fiske. 11:30.
KELJ—Records. 10; Charla. 10:15; records. 10:30; Columbia Salon Orchestra (C.) 11; American School of the Air (C.) 11:30.
KMPC—Air Ambassador. 10:45; trio. 11; Velada Club. 11:30.
KMTR—Serenaders. 10:30; Stuart Hamblin. 11; City Hall broadcast. 11:45.
KNX—Eddie Albright's 10 o'clock family; economics. 10:30.

12 noon to 2 p.m.
KECA—Songs. 12; Optimis; Club luncheon. 12:45; Beach Boys. 1:30.
KFAC—Orchestra. 1.
KFI—Agriculture. 12; Farm Hour (C.) 12:15; news. 1; Lyric Trio. 1:15; Bunny's Family. 1:45.
KFVB—Organ at 12; records. 12:30; golf talk. 12:45; piano duo. 1:30.
KELJ—Bertren's Orchestra (C.) 12; world-wide news. 12:30; Columbia artists re-



HERBERT HOOVER

ital (C.) 12:45; United States Navy Band Concert (C.) 1; Times Forum. Dr. Frank McCoy. 1:30.
KMPC—Happy Chappies. 12; news. 1:15; Two Professors. 1:30.
KMTR—News. 12; Varieties. 12:15; Banjo Boys. 1; Professors of Nutology. 1:30.
KNX—News. 12; Doria Ball. songs. 12:15; Paris Inn. 1.
KTM—Records. 1.
2 to 4 p.m.
KECA—Organ. 2.
KFAC—Bainstormers; C. Dolores and Delphine. 2:30; dance studio. 3.
KFI—N.B.C. Matinee (C.) 2; Winnie and Don. 3; organ. 3:15.
KFVB—Records. 2; organ. 2:30; fiction. 3:30.
KHJ—Happy-Go-Lucky Hour (C.) 2; Feminine Fancies (C.) 3.
KMPC—120 minutes of sunshine. 2
KMTR—Radio Revue. 2.
KNX—The Bookworm. 2; Surprise Party. 3; Mrs. Shultz. 3:30.
KTM—Records. 2; Chinese Hill Billies. 3:30.
4 to 6 p.m.
KECA—Italian language. 4; human nature. 4:15; news. 4:45; records. 5; L. A. Fire Dept. Orchestra. 5:30.
KFAC—Organ. 5; Harry Jackson. 5:30.
KFI—Jack's Cowboys. 4; news. 4:30; medical talk. 4:45; College Memories. 5; dance band. 5:15; Beach Boys. 5:45.
KFVB—Two-Piano Team. 4:30; orchestra. 5:15.
KHJ—Halsted's Orchestra (C.) 4; Ken Gillum. 4:30; organ. 4:45; Times' world-wide news. 5:20; Frank Gage. 5:30; Rhythm Airs (C.) 5:45.
KMPC—News. 4:30.
KMTR—Musical Messengers. 4; news. 5:45.
KNX—Travelogue. 4; shopping. 4:30; Arizona Wranglers. 5; towncrier. 5:45.
KTM—Montana Cowboys. 4:30.
6 to 7 a.m.
KECA—Songs. 6; Beach Boys. 6:15; Ranch Boys. 6:45.
KFI—President Hoover (C.) 6; Palmolive hour (C.) 6:30.
KFVB—Charlie Lund and his sons. 6; organ. 6:15; Groovin' Up. 6:45.
KHJ—Felix Mills. 6; Bringing Up Father. 6:30; Black and Blue. 6:45.
KHJ—Uncle John's Children's Hour. 6; Bringing Up Father. 6:30; Black and Blue. 6:45.
KMPC—Mexican-American hour. 6.
KMTR—Organ and string ensemble (Anance). 6; Ethiopian Nile Club. 6:30.
KNX—News. 6; orchestral trio. 6:15; The Olympians. 6:30; "Red Cap." playlet. 6:45.
7 to 8 p.m.
KECA—Raining Junior (C.) 7; After-dinner Review. 7:15.
KFI—Coca-Cola Hour. 7:30.
KFVB—Orchestra. 7; The New Yorkers. 7:15; dog stories. 7:30; Levy's Orchestra. 7:45.
KFI—Vitality Leosonades (C.) 7; "Old Friends." 7:15; Myrt and Marge. 7:45.
KMTR—All-Year Club. 7; symphonists. 7:15; varieties. 7:30.
KNX—Frank Watanabe and Hon. Archie. 7; Rosieruan String Ensemble. 7:15; Bobrick Girls. 7:45.
8 to 9 p.m.
KECA—Organ. 8; quartet hour. 8:15; Patrol Male Quartet. 8:30; Spanish guitarist. 8:45.
KFAC—Ensemble. 8.
KFI—Amos n' Andy (C.) 8; Lumberjacks. 8:15; Team Mates (C.) 8:30.
KFVB—"Dress Parade." 8; Musical Historians. 8:30.
KHJ—Bing Crosby. 8; Chandu. 8:15; Downey's Orchestra (C.) 8:30; Boswell Sisters (C.) 8:45.
KMTR—Twins. 8; trio. 8:15; Waltz Time. 8:30.
KNX—Frost warnings. 8; Brown's Air-foals. 8; Serenaders. 8:30.
KTM—Gene Biscailuz. 8; Bob and Jimmy. 8:15; Miniature Symphony. 8:30.
9 to 10 p.m.
KECA—Richard Davis and concert. 9; Earl Burtnett and orchestra special. 9:30.
KFI—Rin-Tin Thrillers (C.) 9; Famous Trials (C.) 9:15; concert. 9:30.
KFAC—German Entertainers—California Theater. 9; musical novelties. 9:30.
KFVB—"Plain People." play. 9; Strings and Bows. 9:30; The Hoofers. 9:45.
KHJ—Romantic's Orchestra. 9; Harmony Hi-Lights. 9:15; Isle of Golden Dreams. 9:30.
KMPC—Plantation Crooners. 9.
KMTR—Harry Geise. 9; salon group. 9:30
KNX—News. 9; concert. 9:15; Question and Answer Lady. 9:30.
KTM—Beverly Hill Billies. 9.
10 p.m. to midnight
KECA—Burtnett's Orchestra. 10; news. 10:45.
KFAC—Organ. 10; orchestra. 11.
KFI—News. 10; songs recital. 10:15; Greer's Orchestra. 10:30.
KFVB—Slumber Time. 10.
KHJ—World-wide news. 10; Harold Roberts' Band. 10:05; Success. 10:35; Anson Weeks' Orchestra (C.) 10:40; Hotel Roosevelt Orchestra. 11; records. 12.
KMPC—Hill Billies. 10; records. 11:30.
KMTR—Red Clover Serial. 10; La Boheme. 10:15; records. 11.
KNX—Embassy Club. 10; Paris Inn. 11.
KTM—Dunn's Orchestra. 10; pianist. 10:15; Bob and Jimmy. 10:30; Dunn's Orchestra. 11.