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HOOVER'S SON WINS FAME IN OWN WORK

Successful Experimental Work in Application of Radio to Airplane

Eighteen months of experimental study in the application of radio to the airplane have won for Herbert Hoover, Jr., national fame entirely apart from the reflected glory of his father, Herbert Hoover, president of the United States, says an International News report from Los Angeles.

Young Hoover recently was promoted to head four departments at Western Air Express headquarters here. The rule "no sentiment in business" was carried out to the letter in giving him the position, W. A. E. officials declare.

Heads Radio Co.

Now he is head of Aeronautical Radio, Inc., a newly formed non-profit organization, supported by the country's large airlines to administer their radio operations.

Trying to obtain information from Hoover, Jr., is a difficult and practically useless occupation. Even the publicity department of the airline is under orders to "lay off" the president's son—and there was quite an inside flurry when the publicists gave out the information that Hoover, Jr., was promoted.

He's very polite to interviewers, of course — but quite as noncommittal and frigid as possible. He shies from cameras, answers questions with as little information as would be consistent with his position and generally lets reporters know that news about the Hoover activities should, in his opinion, be confined to that about his famed father.

Climbs Up from Bottom

Notwithstanding such supreme reticence, he has won a name through accomplishment that can't be hidden.

In February, 1929, Hoover, in his twenties, went to work for the airline as technician in the radio experimental department. Beyond the brief announcements from time to time marking successive steps upward, little has been told of his singular experiments.

A graduate of Stanford, also the alma mater of his father, Hoover, Jr., took post-graduate work in engineering at Columbia university and entered the service of the airline shortly after.

His work was not confined. He designed and supervised the construction of 25 ground stations, combining radio with meteorological observation facilities that provide pilots with the most complete information to be found anywhere. The stations were inter-communicating.

Reaches Top Quickly

Within a few months after his joining W. A. E., Hoover, Jr., was named chief of the communications department. This because of the efficiency of his ground stations.

An exhibition of rare embroideries, chiefly women's dresses of extremely fine material and remarkable design, from western India, is on view in Stanley Field Hall at Field Museum of Natural History. The embroideries are gifts to the museum from Cyrus H. McCormick, Martin A. Ryerson and Homer E. Sargent.

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