

# SHORTRIDGE, MAURICE ON AIR

Senator and Chevalier Billed  
by Advertising Club

Bing Crosby to Shift From  
Afternoon to Evening

Grier's Orchestra Starting at  
Cocoanut Grove

The Times Forum. KHJ, at 1:30 p.m.  
Alma Whitaker. Times feature writer; harmonica solos.  
Bob Leese, harmonica.  
World-wide News, 7 a.m., 12:30, 5:20 and 10:05 p.m.

BY JOHN S. DAGGETT  
Maurice Chevalier and Senator Shortridge are to go on the air shortly after noon. Bing Crosby moves to another spot and Jimmie Grier's Orchestra takes over the Cocoanut Grove.

That's three of a kind in radio entertainment, with a host of varieties coming through the tubes during the evening.

When KHJ cuts in on the Los Angeles Advertising Club luncheon at 12:45 p.m. we are promised prominent film stars, including Maurice Chevalier and Richard Barthelmess, and Senator Shortridge. A song by Maurice should be worth the dialing.

With the moving of Bing Crosby from a 4 o'clock spot to 8 at night those of his western audience who work days will let out a cheer. With this change should come an initial program well worth hearing if you are an admirer of his type of ballad singing. This also is on KHJ's schedule.

The gala opening night party in honor of Jimmie Grier and his Cocoanut Grove Orchestra—KFVB at 10 o'clock tonight—is heralded with nothing less than a telegram. Heading in part: "Our great battery of entertainers will appear—and it's going to be a red-letter night at the Ambassador."

For concerts I'd point to KHJ at 8:45 o'clock tonight. The Inglewood

Memorial Park half-hour is to include:

- "Marche Carnavalesque."
- Friml: "Ballet of the Flowers."
- Hadley: "Twilight at Barakish."
- Herbert: "Bandana Sketches."
- White: "Atlantis Suite." Sof-ranck.

In addition there will be some of George Cohan's melodies. Frederick Stark will wield the baton. And, if you'll run through the High Lights, perhaps there's more than you'd like to hear.

ALPHABETICALLY ARRANGED  
From programs submitted by stations  
(C) - Denotes chain broadcast.  
Suggested features in black type.

6 to 8 a.m.  
KFAC—Rescue Mission. 6:30.  
KFI—Health exercises. 6:45; stock market. 7:30; Van and Don (C.) 7:45.  
KHJ—World-wide news and records. 7 children's hour. 7:45.  
KMPC—Top O' the Morning Club. 7.  
KMTR—Records. 6; Hollywood Hill Billie. 6:45.  
KNX—Records. 6:30; Sharpies Gang. 6:45.  
KTM—Records. 6.

8 to 10 a.m.  
KFAC—Sewing Circle. 9:30.  
KFI—Shell Happy Time. 8; General Electric program (C.) 9; Beautiful Thoughts (C.) 9:15; Lou Gordon and Betty Travis violin and song. 9:30.  
KFVB—Records. 8:30; Joyce's Orch. 9.  
KHJ—Hallelujah Hour. 8; Don Bigelow's Orchestra (C.) 9; organ. 9:30; Columbia Revue (C.) 9:45.  
KMPC—News service. 9.  
KMTR—Stock quotations. 8; Hollywood Hill Billies. 8:05; home economics at 9.  
KNX—Sharpies' Gang. 8; Prayer. 8:45; Air Clinic. 9; news. 9:30.  
KTM—Spanish Troubadours. 8; Zandra. 9.

10 a.m. to 12 noon  
KECA—News. 10; exercises. 10:15; Roy Lenzwald. 10:30; "To a French Cafe" (C.) 11:30; Youth Matinee. 11:45.  
KFAC—Bible Institute. 10:30; Federated Women's Club. 11:30.  
KFI—Color Harmony (C.) 10; Magazine of the Air (C.) 10:30; Piano duo. 11:30; market reports. 11:45.  
KFVB—Cooking. 11; Joyce's Orchestra. 11:15.  
KHJ—Taborette (C.) 10; Columbia Farm Hour (C.) 10:15; Musical Americana (C.) 11.  
KMPC—Ambassador of the Air. 10:30; Psychology. 10:45; Fox Wilshire. 11; Girl Scouts. 11:30.  
KMTR—Serenaders. 10:30; Stuart Hamblin. 11; City Hall broadcast. 11:45.  
KNX—Eddie Albricht. 10; economics. 10:30; records. 11; Carter's Birthdays Party. 11:30.

12 noon to 2 p.m.  
KECA—Roy Ringwald, tenor. 12; Winnie Parker. 12:15; Beach Boys. 1:15; records. 1:45.  
KFAC—Harmony and rhythm. 12; Cow-boys. 1:30.  
KFI—U. S. Agriculture talk. 12; Farm Hour (C.) 12:15; news. 12; string trio. 1:15; Bunny's Family. 1:45.  
KFVB—Rhythm Kings. 12; organ. 12:30; Indian stories. 12:45; Piano duo. 1:30.  
KHJ—Biltmore concert. 12; world-wide news. 12:30; L. A. Advertising Club. 12:45; The Times' Forum. 1:30; Alma Whitaker.  
KMPC—Happy Chappies. 12; news. 1:15; piano. 1:30.  
KMTR—News at 12; hi-noon hi-lites. 12:15; Beach Boys. 1:45.  
KNX—News. 12; Piano Phantoms. 12:30; Paris Inn at 1.  
KTM—Aunt Kate. 1:30.

2 to 4 p.m.  
KECA—Organ and Richard Davis at 2; "Who Cares?" (C.) 3.  
KFAC—Ensemble. 2; songs. 3:15; Min-lature Aircraft. 3:30; Tony and the piano. 3:45.  
KFI—Organ. 2; Three Boys. 2:15; N.B.C. matinee (C.) 2:30; Seeing Southern California. 3; organ, piano and tenor. 3:15.  
KFVB—Organ. 2:30; fiction. 3:30.  
KHJ—Happy Go Lucky hour at 2; Female Fancies. 3.  
KMPC—Sunshine Club. 2.  
KMTR—Happiness Revue. 2:15.  
KNX—Eddie Albricht. 2; L. A. Fire Department Band. 2:30.  
KTM—Spanish orchestra. 2.

4 to 6 p.m.  
KECA—Song and violin duo. 4; news. 4:45; Baron Keyes (C.) 5; pianist. 5:30.  
KFAC—The Barnstormers. 4; Harry Jackson. 5:30.  
KFI—Jack's Cowboys. 4; news. 4:30; coffee matinee (C.) 5; Heel Hugger Harmonies (C.) 5:30; Around the World Club. 5:45.  
KFVB—Nip and Tuck. 4:30; Joyce's Orchestra. 5:15.  
KHJ—Halsted's Orchestra (C.) 4; book review. 4:15; Trojans. 4:30; Elvia and Nell. 4:45; Times' world-wide news. 5:20; Surprise Girls. 5:30; Benny Light. 5:45.  
KMPC—News. 4:30.  
KMTR—Orchestra. 4; news. 5:45.  
KNX—Travelogue. 4; Big Brother. 5.  
KTM—Sylvia. 4:30.

6 to 7 p.m.  
KECA—Dance band. 6; The Fuller Man (C.) 6:30.  
KFI—Musical Magazine (C.) 6; Instrumental Trio. 6:30.  
KFVB—Organ. 6; King's Men. 6:30; Cecil and Sally. 6:45.  
KHJ—Ben Bernie's Orchestra (C.) 6; Red Goose Adventures (C.) 6:30; Black and Blue. 6:45.  
KMTR—Organ recital. 6; Ethiopian Nite Club. 6:30.  
KNX—News. 6; trio. 6:15; Louie's Hungry Five. 6:30; ensemble. 6:45.

7 to 8 p.m.  
KECA—Concert. 7; Beach Boys. 7:30; sports and dance band. 7:45.  
KFI—Lucky Strike Orchestra (C.) 7.  
KFVB—The Olympians. 7; The New Yorkers. 7:15; Hunting War Spies. 7:30.  
KHJ—To the Ladies. 7; Warnow's Quartet (C.) 7:15; KFRG Concert. 7:30; Myrt and Marg. 7:45.  
KMTR—Symphonies. 7:15.  
KNX—Frank Watanabe and Hon. Archie. at 7; Light and Stever. 7:15; Gilmore Circus (C.) 7:30.

8 to 9 p.m.  
KECA—Amos 'n' Andy. 8; Patrol. 8:15; Three Boys. 8:30; Sperry Smiles (C.) 8:45.  
KFI—Concert. 8; Memory Lane (C.) 8:15; "D-17 Emperor." 8:45.  
KFVB—Music Shelf. 8; Memoirs of Popular Composers. 8:30.  
KHJ—Bing Crosby (C.) 8; Chandu. 8:15; Morton Downey and Orchestra (C.) 8:30; Inglewood Concert. 8:45.  
KMTR—Contrasts. 8; orchestra and Bobby Burns. 8:30.  
KNX—Flavies. 8; Arizona Wranglers. 8:30.  
KTM—Symphony. 8; Royal Blues. 8:30; concert. 8:45.

9 to 10 p.m.  
KECA—Salon orchestra. 9; Beach Boys. 9:30.  
KFI—Carwell Concert (C.) 9; Great trial of history. 9:15; concert. 9:30.  
KFVB—Orchestra. 9; Mirth Quakers. 9:15; Olympic Nights. 9:30.  
KHJ—Carmel Myers, songs. 9:15; Harmony High Lights. 9:30; concert. 9:45.  
KMPC—Plantation Crooners. 9.  
KMTR—Happy Girls. 9; Madam Castelli's songs. 9:15; Singing Sherwoods. 9:30.  
KNX—News. 9; Dance Ensemble. 9:15; orchestra. 9:45.  
KTM—Beverly Hill Billies. 9.

10 a.m. to Midnight  
KECA—Concert. 10; The Ranch Boys. 10:45; news. 10:45.  
KFAC—Piedpiper Orchestra. 11.  
KFI—News. 10; concert. 10:15; Winnie and Don. 10:45; Hotel St. Francis (C.) 11.  
KFVB—Grier's Orchestra. 10.  
KHJ—Life Savers. 10; Military Air. 10:05; news. 10:10; Roosevelt Hotel Orchestra. 10:20; Biltmore Orchestra. 11:15; organ. 12.  
KMPC—Original Hill Billies. 10:05; La

Boheme. 11; Olsen's Club. 11:30; La Boheme. 12.  
KMTR—Organ. 10:30; Music Box. 11.  
KNX—Embassy Club. 10; Paris Inn frolic. 11.  
KTM—Charlie Lunz. 10:15; Rainbow Gardens. 10:30.