

# RADIO BANDS RATE AS 'BIG BUSINESS'

Fred Waring, Inc., Maintains  
\$75,000-a-Year Offices and  
38 Belong to Road Unit

Frank Parker to Clown With Ben Bernie; Ginger Rogers and Charles Butterworth to Be Guests of Honor at Pickfair Party Tonight.

BY RALPH NORMAN  
Do you remember a way back when" a jazz orchestra meant nine fellows in their early twenties, a few instruments, and an old, but large and gaudy automobile with a rack on the back for the bass drum? And members practiced late at night after working at other jobs all day?

Modern commercialization has changed all this. Gone is the romance of vagabonding about the country playing for little more than expenses. Orchestras today travel in special cars attached to crack trains, or in specially constructed busses which have many conveniences of the studio.

Take, for instance, Fred Waring, Inc., whose melodies are to be aired at 8:30 tonight by CBS (WFBM). Fortune Magazine paid the corporation's business acumen its latest compliment by "investigating" its financial setup. But like the du Ponts and Morgans, Waring, Inc., wants no secrets exposed.

OCCUPYING an entire floor of a New York theater building, Waring, Inc., offices represent an investment of \$75,000 a year. There is a complete staff of stenographers, telephone operators, hostesses, librarians and clerks. A model studio is equipped with 11 pianos.

The road unit is also pretentious, with 38 artists, including Director Fred and brother Tom. To this troupe, add 12 others, road managers, press representatives, stage managers, electricians, staff photographer and radio engineer.

Director Waring's success is said to be due more to executive than musical ability, although he has a reputation for being able to recognize tunes which are likely to hit. The nucleus of Waring's Pennsylvanians was formed in his home town, Tyrone, Pa. The boys grew out of Boy Scout uniforms into white flannels with blue and green shirts at Penn State.

The Pennsylvanians and winter's worst blizzards swept to the Middle West in January. After stage appearances in Minneapolis, Chicago, Detroit and Cleveland, the de luxe Gypsies in two Pullmans and a baggage car will return East after broadcasting to right from Cleveland.

A patriotic program by children of George Washington School No. 55, postponed last week, is to be broadcast at 5:15 this afternoon by WFBM.

On the dial tonight—a telephone lineman who survived a 110,000 volt shock atop a 40-foot pole is to be the "Three-Minute Thrill" speaker, NBC-WEAF (WIRE) at 7; Frank Parker is to clown with Ben Bernie, NBC-WJZ (WLW) at 8; Charles Franklin Kettner, Washington Award recipient for Engineering, Achievement and Social Progress" NBC-WJZ (partial network) at 9; Ginger Rogers and Charles Butterworth are to be guests of honor at Parties at Pickfair, CBS (WFBM) at 9; news of interest to organized labor, and an interview with Senator Burton K. Wheeler of Montana is to be heard on NBC-WEAF at 9:45 (partial network).



Ginger Rogers

## LOCAL AND NETWORK DIALS

Abbreviations: N—National Broadcast Co.; C—Columbia Broadcasting System; M—Mutual Broadcasting Co.; Or—Orchestra.

Member stations and kilocycles of the network are:

NBC-WEAF—WEAF (760), WIRE (1400), WLW (700), WIZAN (1070), WMQZ (670), and WSM (650).

NBC-WEAF (880), WIRE (1400), WLW (700), WENR (870), WLS (700), WMQZ (670), and WSM (650).

CBS-WABC—WABC (860), WFBM (1230), WOVO (1160), and WENR (770).

When there is no listing for a station at quarter and half-hours, its preceding listed program is on the air.

### TUESDAY

P. M. 4—Symphoners (C) WFBM.

Medical Association (N) WEAF.

Continental Varieties (N) WJZ.

Toy Band (M) WLW.

Tea Time (C) WFBM.

Music Box (C) WFBM.

Jack Armstrong WLW.

Jack Armstrong (C) WFBM.

Laurel and Hardy (N) WJZ, WLW.

Orphan Annie (N) WJZ, WLW.

Goldberg (C) WFBM.

Big Bands (C) WFBM.

Flying Time (N) WEAF.

Mr. and Mrs. (N) WEAF.

Old Fashioned Girl WLW.

Southerners (N) WJZ.

School Sketches WFBM.

Music Box (N) WEAF.

Hyacinth (N) WEAF.

Animal Circus (N) WJZ.

Bill and Ted (N) WEAF.

Silhouettes WFBM.

News (C) WFBM.

Music Box (C) WFBM.

Harry Richman WLW.

Understanding Opera (C) WFBM at 5:45.

Laurel and Hardy (N) WEAF.

Your Income Tax (N) WJZ.

Andie Carson WIRE.

Music Box (C) WFBM.

Lowell Thomas (N) WJZ, WLW.

Len Riley WFBM.

Myra and Marge (C).

Alfred and Shirley (C) WIRE.

Amos 'n' Andy (N) WEAF.

C. E. Marion WFBM.

Musical Moments WFBM at 6:20.

Popeye (N) WEAF.

Big Bands (C) WFBM.

Constitutional Education (N) WEAF.

Music Box (C) WIRE.

Dance Bands Revue WIRE.

News WFBM.

Music Box (C).

Strange As It Seems WIRE.

Your Government (N) WEAF.

Playhouse (C) WFBM.

Merry-Go-Round (M) WLW.

Lavender and Old Lace (C) WFBM.

Crime Clues (N) WJZ, WLW.

Lawrence Tibbett (C) WFBM.

Walter King's (Or.) (N) WEAF.

Edgar A. Guest (N) WJZ, WLW.

Parties at Pickfair (C) WFBM.

Research and Progress (N) WJZ.

Wire (N) WEAF.

Sigmund Romberg (N) WEAF.

10—Barnard College (N) WJZ.

March of Time (C) WFBM.

Amateur hour WIRE.

Music Box (C) WFBM.

Unsolved Mysteries (N) WJZ.

America Sings (N) WJZ.

Music Moments WFBM.

Music Box (C) WIRE.

Myrt and Marge (C) WFBM.

Ruby Newman's (Or.) WEAF.

News (N) WJZ.

Music Box (C) WLW.

Phil Levant's (Or.) (C) WEAF.

Art Jarrett's (Or.) (C) WIRE.

Russ Morgan's (Or.) WJZ.

Music Box (C) WIRE.

Jesse Crawford (N) WEAF.

Wire (N) WEAF.

Music Box (C) WIRE.

Music Box (C) WIRE.