

# RADIO BANDS RISE 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 (WFBN). 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 be hits. 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 into 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 tonight 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 WFBN.

On the dial tonight—a telephone lineman who survived a 10,000 volt shock at a 40-foot pole is to be the "Three-Minute Thrill" speaker, NBC-WFAP (WIRE) at 7; Frank Parker is to clown with Ben Bernie, N B C - W J Z (WLW) at 8; Charles Franklin Kettering, Washington Award recipient for Engineering, Achievement will discuss "Research 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 (WFBN) at 9; news of interest to organized labor, and an interview with Senator Burton K. Wheeler of Montana are to be heard on NBC-WFAP at 9:45 (partial network).



Ginger Rogers

MUNICIPAL musical salutes are growing in popularity with sponsored programs. Tonight the Fire Chief program, NBC-WFAP (WIRE) at 8:30, with a special greeting to Chattanooga, joins Maj. Bowes, Show Boat and others by "honoring" a different city during each broadcast.

Printer Carmen Lombardo wants it understood that he is NOT Carmen Lombardo, singer with Brother Guy's band. Carmen, the printer, is listed in Manhattan's telephone directory, but the singer has an unlisted telephone. So all through the night, Printer Lombardo is disturbed by the singer's feminine admirers who call at 2 a. m. to request "Goody Goody" or other popular songs on his next broadcast. The type setter goes only to operas, and hates popular music!

Star gazing in foggy weather—Ray Noble took up music as a hobby . . . it was President Roosevelt who gave John Charles Thomas his first orders when the baritone was made a member of the Texas Rangers; Commander-in-Chief of Rangers Roosevelt declined "Home on the Range" and had Thomas sing it several times. . . "I am sure," a Westerner wrote James Melton, "that only a Westerner could sing 'Carry Me Back to the Lone Prairie' as you do, and I can appreciate how homesick you must be so far from home." Melton was born in Moultrie, Ga. . . Eddie Cantor's peace plan contest had record-breaking response.

Indianapolis literally is full of amateurs. They sing, play every conceivable type of instrument in every unusual manner, dance, imitate, read, and, in fact, do about everything that can be heard through a microphone. Five hundred reported at WIRE for auditions for a contest to be held in connection with the General Motors automobile show at the Manufacturers' Building at the Fairground tonight, and each afternoon and night through Sunday.

Afternoon and night winners are to receive \$15, seconds \$10 and others \$1 each. Winners are to compete in a semi-final contest Sunday afternoon, with the five most popular being awarded \$15 and a place in the finals at night. The grand prizes are \$100 and \$50. Performances are to be at 4:30 and 9:30. All contests and the music of Herbie Kay's orchestra are to be broadcast by WIRE.

## LOCAL AND NETWORK DIALS

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

Member stations and kilocycles of the network are:

NBC-WFAP-WFAP (760), WIRE (1400), WLW (700), WTAM (1070), WMAQ (670), and WSM (650).

NBC-WJZ-WJZ (680), WIRE (1400), WLW (700), WLS (870), WLS (870), WMAQ (670), and WSM (650).

CBS-WABC-WABC (860), WFBN (1230), WOWO (1160), and WFBN (170).

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

### TUESDAY

- 4—Symphonies (C) WFBN. Medical Association (N) WFAP.
- 4:15—Tea Time (WJZ). Jimmy Farrell (C) WJZ.
- 4:30—Jack Armstrong (C). WJZ.
- 4:45—Organ Annie (N) WJZ. WJZ.
- 5—Benay Venuta (C) WFBN. News Flash (N) WJZ.
- 5:05—Southernaires (N) WJZ.
- 5:15—School Sketches (WFBN). News of Youth (N) WJZ.
- 5:30—Sinnott's (WFBN). News (N) WJZ. WJZ.
- 5:45—Organ Annie (N) WJZ. WJZ.
- 6—Len Riley (WFBN). News (N) WJZ. WJZ.
- 6:15—C. E. Manion (WFBN). Musical Tunes (C) WFBN at 6:20.
- 6:30—Kate Smith (C) WFBN. Musical Tunes (C) WFBN.
- 6:45—News (WFBN). Your Government (N) WFAP.
- 7—Lavender and Old Lace (C) WFBN. News (N) WJZ. WJZ.
- 7:15—Barney Kessel (C) WFBN. News (N) WJZ. WJZ.
- 7:30—Lawrence Tibbett (C) WFBN. Wayne King's (C) WFBN.
- 7:45—Edgar A. Guest (N) WJZ. WJZ.
- 8—Caravan (C) WFBN. News (N) WJZ. WJZ.
- 8:15—Ben Bernie (N) WJZ. WJZ.
- 8:30—Waring's Pennsylvanians (C) Fire Chief Program (N) WFAP.
- 8:45—Helen Hayes (N) WJZ. WJZ.
- 9—Parties at Pickfair (C) WFBN. Research and Progress (N) WJZ.
- 9:15—Sigmund Romberg (N) WFAP. WJZ.
- 9:30—Barney Kessel (C) WFBN. WJZ.
- 9:45—March of Time (C) WFBN. WJZ.
- 10—Amateur Hour (WJZ). WJZ.
- 10:15—Unsolved Mysteries (WJZ). WJZ.
- 10:30—America Sings (N) WJZ. WJZ.
- 10:45—Musical Moments (WFBN). WJZ.
- 11—Talk (N) WFAP. WJZ.
- 11:15—Myrt and Marge (C) WFBN. WJZ.
- 11:30—Rudy Newman's (C) WFBN. WJZ.
- 11:45—Dick Caspary's (C) N) WJZ. WJZ.
- 12—News (WFBN). WJZ.
- 12:15—George Olsen's (C) N) WFAP. WJZ.
- 12:30—Don Redman's (C) N) WFAP. WJZ.
- 12:45—Phil Levin's (C) N) WFAP. WJZ.
- 1:15—Don Redman's (C) N) WFAP. WJZ.
- 1:30—Phil Levin's (C) N) WFAP. WJZ.
- 1:45—Don Redman's (C) N) WFAP. WJZ.
- 2—Indiana Roof (WFBN). WJZ.
- 2:15—Heck May's (C) N) WFAP. WJZ.
- 2:30—Henry Busse's (C) N) WFAP. WJZ.
- 2:45—Shandor (N) WJZ. WJZ.
- 3—Art Kassel's (C) N) WJZ. WJZ.
- 3:15—Jimmy Dorsey's (C) N) WFAP. WJZ.
- 3:30—Jim Pettie's (C) N) WFAP. WJZ.
- 3:45—Fletcher Henderson's (C) N) WFAP. WJZ.
- 4—Enric Madriguera's (C) N) WJZ. WJZ.
- 4:15—Moon River (WJZ). WJZ.
- 4:30—Mid-Clyde Tracks (C) N) WJZ. WJZ.
- 4:45—Will Osburn's (C) N) WJZ. WJZ.
- 4:55—Enric Madriguera's (C) N) WJZ. WJZ.

WEDNESDAY

6—Family Prayer Period (M) WLW.

6:15—Morning Devotions (WLW).

### Best Short Waves

TUESDAY

PARIS—2:30 p. m.—Carnival FYA. 25.5 m. (11,720 kc.).

LONDON—2 p. m.—Rocking Horse Winner. GSD, 25.5 m. (11,750 kc.).

SCHENECTADY—5:45 p. m.—I. R. Weir, Radio Engineer. W2XAF, 31.4 m. (9,590 kc.).

BERLIN—6:45 p. m.—German Test. D.C. 49.8 m. (6,020 kc.).

LONDON—9 p. m.—Variety. GSD.

6:30—Chuck Wagon (WFBN). Organ Revue (C). WJZ.

6:45—Devotions (WJZ). WJZ.

7—Early Birds (WFBN). WJZ.

7:15—News (N) WJZ. WJZ.

7:30—Consumer's Guide (C) N) WFAP. WJZ.

7:45—Chapel Singers (C). WJZ.

8—Dear Audience (C) WFBN. WJZ.

8:15—Streamliners (N) WFAP. WJZ.

8:30—Way Down East (WJZ). WJZ.

8:45—News (WFBN). WJZ.

9—Hostess Counsel (C) WFBN. WJZ.

9:15—Bill and Ginger (C) WFBN. WJZ.

9:30—Know Your Music (WFBN). WJZ.

9:45—David Harum (N) WJZ. WJZ.

10—Home Lighting Talk (WFBN). WJZ.

10:15—Nora's Sisters (N) WJZ. WJZ.

10:30—Mrs. Farrell's Kitchen (WFBN). WJZ.

10:45—Margaret MacGee (C). WJZ.

11—Voice of Experience (C) WFBN. WJZ.

11:15—Simpson Boys (N) WJZ. WJZ.

11:30—Mary Martin (C) WFBN. WJZ.

11:45—Tom, Dick and Harry (N) WJZ. WJZ.

12—Mary Baker's Album (WFBN). WJZ.

12:15—Hoopster Farm Circle (WFBN). WJZ.

12:30—Pete Woolery's (C) N) WFAP. WJZ.

12:45—Wally Brown's (C) N) WFAP. WJZ.

1—Between Bookends (C) WFBN. WJZ.

1:15—Words and Music (N) WJZ. WJZ.

1:30—School of the Air (C) WFBN. WJZ.

1:45—Parents and Teachers (N) WJZ. WJZ.

1:45—Dances of Yesterday (N) WFAP. WJZ.

2—Al Roth Presents (C) WFBN. WJZ.

2:15—Ma Perkins (N) WFAP. WJZ.

2:30—Student Federation (C) WFBN. WJZ.

2:45—Gogo Delys (C) WFBN. WJZ.

3—Curtis Institute (C) WFBN. WJZ.

3:15—Gene Arnold (N) WJZ. WJZ.

3:30—Navy Band (N) WJZ. WJZ.

3:45—Bohemian Girl (WFBN). WJZ.

4—News and Financial Notes (WFBN). WJZ.

### LABOR BOARD ORDERS STEEL PLANT ELECTION

Employees Are to Select Body for Collective Bargaining.

By United Press  
WASHINGTON, Feb. 25.—The National Labor Relations Board today directed the Pittsburgh Steel Co. to hold elections in its Monessen and Allegheny plants within 10 days to determine whether its employees shall be represented in collective bargaining by the Iron, Steel and Tin Workers' Union.

### ITALY RESENTS BRITISH PACTS OF ASSISTANCE

Reserves Right to Resist Them, England Told in Note.

By United Press  
ROME, Feb. 25.—Italy has informed Great Britain that she still resents the latter's pact of mutual assistance in the Mediterranean and reserves the right to resist them if she sees fit, it was announced officially today.

The Italian note was in reply to one from Great Britain on Feb. 14, which rebuffed Italy by saying Britain felt that "no useful purpose" would be served by prolonging discussion of the mutual assistance agreements which Britain had concluded with seven European powers in case Italy attacks Britain.

Gone, but Not Forgotten  
Automobiles reported to police as stolen being 10:  
Arthur Fairbanks, 5630 N. New Jersey, Ford coach, M-618, from Capitol-av and Washington.  
Helen Haverstick, 28 E. 14th-st., Terraplane sedan, 72-973, from 14th and Pennsylvania-sts.  
William McNeely, 823 Edison-st., Ford coupe, 45-569, from 10th-st and Highland-av.

BACK HOME AGAIN  
Stolen automobiles recovered by police being 10:  
Weldon Wagon Co., 122 E. 22nd-st., Chevrolet coach, found in rear of 220 N. Illinois-st.  
Don Richardson, 1026 Elm-st., Ford coach, found at Alabama and Washington-sts.  
United Cab Co., Cab 51, found at English and Southwestern-avs, wrecked.

666 for COLD price 5c, 10c, 25c  
LIQUID TABLETS  
SALVE  
DROPS

## DEMANDS MENACE HOPES OF CONGRESS

Early Adjournment Fades as Bills Are Ordered.

By United Press  
WASHINGTON, Feb. 25.—Administration demands for action on legislation that congressional leaders had hoped to sidetrack today threatened to delay plans for early adjournment.

Within the last few days leaders have received word that in addition to the tax legislation and a relief appropriation bill, the following proposals are in the near "must" class. A bill making the Federal Alcohol Control Administration an independent agency; the firearms control bill, passed by the Senate and introduced in revised form in the House yesterday; amendments to the food and drug act; the Jones

Commodity Exchange Bill to regulate malpractices on various commodity markets; a bill co-ordinating treasury law enforcement agencies, and ship subsidy legislation.

Cab Driver Robbed of \$5.80  
Robert Hacker, 21, of 306 E. New York-st., a cab driver, was held up and robbed of \$5.80 last night, he reported today to police.



—TONIGHT—  
9:00 P. M. WFBM  
PARTIES AT PICKFAIR  
WITH Mary Pickford  
Guest Stars  
Ginger Rogers  
Charles Butterworth  
Tonight and Every Tuesday Night  
WFBM AND C. B. S.

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Between Pennsylvania and Delaware Streets

**Music**

BY JAMES THRASHER

Katherine Witwer, soprano, and a native of Gary, is to be presented on the Sigmund Romberg program at 9 tonight over the NBC-WFAP (WLW) network. She is to sing a selection from Romberg's new operetta, "May Wine."

It is to be Miss Witwer's first appearance in New York. She has sung at the Mozart Festival in Salzburg, Austria, has been a member of the Chicago Civic Opera Co., and has sung in concert throughout most of the country. She hopes her first "date" in the big city eventually will lead her to the Metropolitan.

LAWRENCE TIBBETT is to attempt a vocal picture of the roar and bustle of a busy downtown intersection in "Traffic," a composition styled "futuristic" and written by the West Coast composer, Charles Ridgeway. The program, which also is to include arias from "Il Trovatore" and "Tosca," is to be broadcast by CBS (WFBN) at 7:30 tonight.

Wagner's "Siegfried Idyll" composed in commemoration of his wife's birthday and in honor of his infant son, Siegfried, is to be included in tomorrow afternoon's broadcast by the Rochester Civic Orchestra under Guy Fraser Harrison, at 2 over NBC-WJZ (WIRE) at 2:15. Compositions by Weber, Mendelssohn and Tchaikovsky are to complete the program.

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