

'SWING MUSIC' POPULAR ON AIR

Goodman, Wildest of Swingers, to Introduce Odd Interpretations Over NBC-WEAF March 17

Town Hall Program at 8 Tonight Will Find Feud Between Fred Allen, Jack Benny Renewed; Bird Is Scheduled to Talk Again.

BY RALPH NORMAN

SPONSORS have shied from "swing" music, although the late dance hours are overrun with weird "swing" interpretations. The fact that it dominates phonograph record sales is further proof of its popularity.

However, one of the wildest of the "swingers," Benny Goodman, is to get a chance to introduce his specialty commercially. A Tuesday evening program featuring him is to open March 17 on NBC-WEAF under sponsorship of a watch company whose advertising has been conservative and dignified.

The sponsor is going all the way, too, with his innovation, calling it "Swing Time Revue." The extent of "swing" music on sponsored programs for some time may depend upon response to this new series.

HAVES sponsors concluded that good music is not profitable commercially? After several seasons, sponsorship of the Metropolitan Opera has been dropped, and Erno Rapee's Sunday evening orchestra programs have featured lighter music this winter. But the networks are presenting more symphonic and chamber music on daylight series, and the Saturday Metropolitan programs have been continued without sponsorship.

For one thing, these programs help sell radios to persons not interested in the ordinary commercial. At the same time, networks and stations can point to "public service," if occasion for defense of policy arises.

TOWN HALL BULLETIN
Last week Fred Allen listeners a talking bird, but Fred did all the talking. The bird, Jack Benny and Mary Livingston are to make delayed appearances at Town Hall Tonight at 8 on NBC-WEAF (WLW). But if you tune in and hear instead a trained seal and a couple of political speakers, don't be surprised.

Because Michael Raffetto was ill, the character of Paul Barbour was missing from One Man's Family scripts for six months. Fully recovered Mr. Raffetto is to resume his part in the dramatization tonight, NBC-WEAF (WLW) at 7, and a family party in his honor has been written into the script. Each member of the Barbour group will have some special contribution to make to Paul's welcome.

PROGRAM NOTES — When Aunt Sarah of the Corn Cob Pipe Club sings "River Stay Away From My Door" NBC-WJZ (WIRE) at 8, she really will mean it. Rising floods are playing havoc around Richmond, Va., where the program originates; warm-voiced solos by Connie Boswell and vocal interludes by Al Bowley are to be featured by Ray Noble, CBS (WFBM) at 8:30; Warden Lewis E. Lawes will take the story of the Prodigal Son for his 20,000 Years in Sing Sing talk, NBC-WJZ (WIRE) at 8:30; the true story behind the Gray Anthony bank robbers' capture is to be dramatized by Gang Busters, CBS (WFBM) at 9; more amateurs at the Indianapolis General Motors show will be aired by WIRE at 9:30.

Subzero temperatures presented a peculiar problem to radio stations. With declining temperatures, it became increasingly hard to keep the cooling systems from freezing, and overheated tubes resulted. Blizzards, cold and ice tested the networks' efficiency. It is to the credit of chains and independent stations that few programs were interrupted.

Latest studio news — Sigmund Romberg's program is to be moved from Tuesday to Monday evening, beginning March 16. . . . Howard Petrie, of NBC won an advertising firm's second annual award for good announcing . . . amateur radio stations throughout the world observed a period of silence as a mark of respect for their late leader, Hiram Percy Maxim. . . . Kate Smith is to be George Olsen's next guest star. . . . Lennie Hayton, as conductor of Your Hit Parade had to play songs other people like, but now as music director of Ed Wynn's shows, he can select his own tunes. . . . Frank Mum's hasn't been without a commercial in 10 years. . . . Frederick Montgomery Gwindell, efficient efficiency expert, has reappeared in Amos 'n' Andy script after an absence of nearly three years, this time to pep up the management of the boys' grocery business . . . a new Vox Pop game is being manufactured, and is to be put on the market in a few weeks.

EARLHAM CHOIR IS TO MAKE EASTERN TOUR
Radio Broadcasts Arranged in Dayton, Pittsburgh, New York.

Times Special
RICHMOND, Ind., Feb. 26.—The Earlham College Choir is to make a 10-day tour of the East during spring vacation, Prof. Dall W. Cox, director, announced today.

Leaving the latter part of March, 40 members of the choir are to sing in Dayton, Cleveland, Pittsburgh, Philadelphia, New York City and Washington, D. C.

Radio broadcasts have been arranged in Dayton, Pittsburgh and New York City.

APARTMENT IS LOOTED
Watch, \$10 Cash Taken After Screen Is Unhooked.

Another thing the mild weather has opened up is the screen door burglary season. Some one yesterday ran a stick through the screen door at the home of Kenneth Gordon, 120 W. 12th-st., unhooked the screen, and looted the apartment of a watch valued at \$50 and \$10 in cash.

BACK HOME AGAIN
Low Prices, Efficient Service, Consul DR. J. W. FARRIS, Registered Optometrist at H. H. MAYER, Inc.

Credit Jewelers 42 W. WASHINGTON.

★★★ TONIGHT ★★★
THE CAVALCADE OF AMERICA
WITH HAROLD LEVY'S ORCHESTRA

"HEROES OF THE SEA"
WFBM 7 P. M.

Presented by **DUPONT** every week

Indiana Paper Company

28 E. Maryland St. LI-5454

Local and Network Dials

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

Member stations and kilocycles of the networks are:
WBZ-WEAF (760), WIRE (1100), WLW (1000), WATM (1070), WMAQ (670), and WSM (650).
NRC-WJZ (680), WIRE (1100), WLW (1000), WERB (870), WLS (850), WMAQ (670), and WSM (650).
CBS-WABC—WABC (860), WFBM (1230), WOVO (1160), and WBRM (770).

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

WEDNESDAY

P. M.
4—Singers (C) WFBM.
Concert Hour (C) WEPB.
Armchair Quartet (N) WJZ.
Tux Band (M) WLW.

4:15—Tea Time Tunes WFBM.
Green and de Rose (N) WJZ.
Jack Armstrong WLW.

4:30—Jack Armstrong (C) WFBM.
Amateur Hour (C) WEPB.
Tux Band (M) WJZ.
Singing Lady (N) WJZ, WLW.

4:45—Goldbergs (C) WFBM.
Terri Francioni (N) WEPB.
Dorothy Lamour (C) WFBM.
Orphan Annie (N) WJZ, WLW.

5—Private Club (C) WFBM.
Buck Rogers (C).
Porky (C) WFBM.
Flying Time (N) WEPB.
News (N) WJZ.
Old Fashioned Girl WLW.

5:05—Animal Club (N) WJZ.

5:15—School Sketches WFBM.
Lily Pons (C) WEPB.
Lee Gordon's (C) WEPB, WIRE.

5:30—Evening Concert WLW.

5:30—Wheeler City Mission WFBM.

Rose Room Melody WIRE.

5:45—Helen Hayes (C) WFBM.

5:45—Milton Karm's (C) WEPB.

Billy and Betty (N) WEPB.

Andrea Corinth WLW.

6—Lily Pons (C) WFBM.
Marty and Mabel (C).
Amos 'n' Andy (N) WEPB, WLW.

Easy Acres (N) WJZ, WIRE.

6:15—Pearly Night Life (C) WFBM.

Upstairs (C) WFBM.

Capt. Tim (N) WJZ.

Lilac Time (M) WLW.

6:30—Music Box (C) WFBM.

Edwin C Huie (C) WEPB, WIRE.

Lum and Abner (N) WJZ, WLW.

6:45—News WFBM.

6:45—Master Builder (N) WEPB.

David Harum (N) WJZ, WLW.

Livestock Reports WLW.

10—Hartlin Brothers WFBM.

Music Box (C) WFBM.

Rose Room Melody WIRE.

Ida Bailey, Alice (N) WJZ.

Painted Dreams (M) WLW.

10:15—Varieties WIRE.

10:15—Varieties WFBM.

Stories in Song (N) WEPB, WIRE.

Wendy Hall (N) WJZ, WLW.

10:30—Mrs. Plain Bill (C).

Plain Jane (N) WEPB.

Music Box (C) WFBM.

11—Voice of Experience (C) WFBM.

Marie Deville (N) WEPB, WIRE.

Empress (C) WFBM.

Iron Duke (M) WLW.

11:15—Jack Shannon (C) WFBM.

Music Box (C) WFBM.

11:45—Rose Star Jones (C) WFBM.

National Farm and Home Hour (N) WJZ, WLW.

12—Mary Baker's Album WFBM.

Three Keys (C) WFBM.

Farm Hour (Continued) WIRE.

Farm Hour (Continued) (N) WJZ, WLW.

12:05—Market and Weather Reports (N) WEPB.

12:15—Hoosier Farm Circle WFBM.

Matinee Parade (N) WLW.

12:30—Ideal Reporter WIRE.

Larry Cotton (N) WEPB.

12:45—Midday Meditation WFBM.

Academy of Music (C) WFBM.

Carson Robinson (M) WLW.

1—Between Bookends (C) WFBM.

Matinee Musical (N) WEPB, WIRE.

Story Lady (M) WLW.

1:15—Happy Hollow (C).

Starts Talk Over WLW.

1:30—School of the Air (C) WFBM.

Music Guild (N) WJZ, WIRE.

1:45—Pet Mark (N) WEPB.

Music of the Masters WLW.

2—Business Women (C) WFBM.

Pet Mark (N) WEPB.

Music Guild (Continued) (N) WJZ, WLW.

2:15—Eastern Symphony (N) WJZ.

Ma Perkins (N) WEPB, WLW.

2:30—Education Program (C) WFBM.

Education Show (C) WFBM.

2:45—Cub Reporters WIRE.

O'Neill's (N) WEPB, WLW.

Do You Remember (C) WFBM.

3—Salvation Army Band (C) WFBM.

Worship and Bob (N) WJZ, WLW.

3:15—Gene Arnold (N) WJZ.

Mac Sothorn (M) WLW.

M. G. Julian (M) WFBM.

3:30—Greetings from Kentucky (C) WFBM.

Radio Gold (N) WEPB, WIRE.

Forever Young (N) WLW.

3:45—Tin-type Tenor (N) WEPB.

News and Financial Notes WLW.

63 TO GET PENSIONS

Applications of Blind Approved;

County Total Now 152.

With the approval of their ap-

plications today, 63 additional blind

persons are to receive state pension

checks March 1. Circuit Judge Earl

R. Cox signed the papers, bringing

the total for the county to 152.

in the Hitch case was not drawn.

Mr. Holmes charged that the jury

properly. Hitch is serving two to

twenty-one years in the Indiana

State Prison. He was chief deputy

under former sheriff Charles L.

Summer.

Dr. Coleman to Be Heard

Dr. Christopher B. Coleman, state

librarian, is to be in charge of