



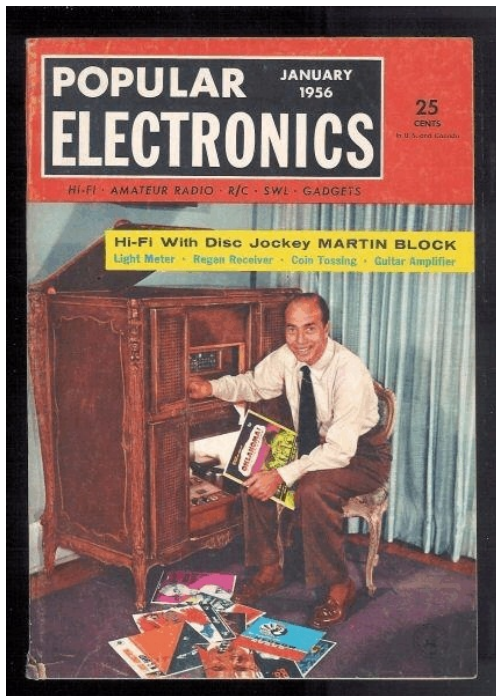
Have you ever wanted to be a disc jockey?
H **Martin Block W2MGE *1903-1967***

Block had the distinction to be the first DJ in NYC ever. A New York kid, Block was born to sell, had started his career peddling razor blades and potato peelers off a sound truck on Broadway. By the early 30s W2MGE moved to the West Coast, where he got his first radio job with an outfit in Tijuana and then worked his way up to the Los Angeles market.

In playing records, Block used an intimate, personal style (rather than a disembodied voice of authority as others employed.) Our subject returned to NYC over WNEW a new independent and became the top money making station for decades. Block's son Joel, runs an audio production business in Texas.

WNEW was carrying periodic bulletins from the Lindbergh kidnaping and murder - to fill air time between reports, Block a part-time announcer, proposed to play records. On 3 Feb 1935 WNEW gave him the go-ahead to create a "Make Believe Ballroom" on the radio.

Supposedly, WNEW didn't yet have any records, so as a start, Block went to the Liberty Music Shop and purchased five Clyde McCoy discs. McCoy's Sugar Blues became the program's first theme. It was said that by the end of World War II, Martin was earning 22 thousand weekly, compared to his initial salary at WNEW of 25 bucks a week.



While announcing commercials for sponsors, he was credited with coming up with two of the most popular slogans ever, "A B C - Always Buy Chesterfield" and LS/MFT Lucky Strike Means Fine Tobacco. In 1988, Block was posthumously inducted into the National Radio Hall of Fame, sponsored by the Museum of Broadcast Communications in Chicago.

Walter Winchell coined the term "Disc Jockey" as a description of Martin Block W2MGE, how befitting such a great talent! After the Martin Block days, gifted talent took over the reigns of the "Ballroom" including William B. Williams.

W2MGE made the front cover of P.E. January Issue 1956.