



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 63

NEW YORK, N. Y., FRIDAY, MAY 7, 1937

FIVE CENTS

Nationwide Biz Sets Peak

TALENT DEALS CLOSED BY NBC COAST OFFICE

West Coast Bureau, *RADIO DAILY*
Los Angeles — Dema Harshbarger, coast head of NBC's Artist Bureau, back from New York and Chicago where she reports having talked to 485 contract people and brought back a flock of picture deals. Among deals closed are:

Film rights for serial, "Today's Children."

Arranged to bring Florence George, light and grand opera soprano, and strong on good looks, here for picture work.

Arranged to bring the singer Hildegarde out immediately after her return from London, where she rushed for the coronation.

Lined up picture contract for the
(Continued on Page 3)

Radio Gets Facilities In Hindenburg Disaster

The facilities of all networks and local stations in the New York area were given full rein last night in broadcasting the Hindenburg disaster. NBC, CBS and Mutual rushed mobile units to Lakehurst immediately upon receipt of the news. Special wires were installed at the field.

WHN flashed the first bulletin at 7:30 p.m., only a few minutes after the explosion. NBC cut into programs at 7:37 while CBS made a first flash at 7:45, Mutual at 7:44 and WMCA at 7:49.

Van Cronkhite Plans Film-Track Programs

Deals are being worked out with film producers by John Van Cronkhite, president of Van Cronkhite Associates Inc., Chicago, whereby
(Continued on Page 3)

Definitely Out

Cincinnati — Convinced that the word "definitely" is being over-worked on the air, as well as in print and in conversation generally, President L. B. Wilson of WCKY has ordered the news staff and continuity department of the station to discontinue using the word except in quotations or where it is positively required.

Fly to Hear Lohr

Kansas City — Herb Hollister, manager of KANS, Wichita, did not know until Wednesday that Lenox R. Lohr, NBC prexy, was to address the Chamber of Commerce here that day. So Herb called Charles C. Theis, prexy of KANS Broadcasting Co., who pilots his own plane, and convinced him of the desirability of flying to hear Lohr. On their way they stopped at Topeka and picked up Don Searle, manager of WIBW, who also is interested in KANS. The trio got here just in time to hear Lohr talk on television. Fifteen minutes after the talk, they were winging back to Topeka and Wichita. Ellis Atteberry, manager of KCKN, Kansas City, Kas., also came over.

CBS WILL SHORT WAVE DAILY STARTING MAY 12

CBS yesterday announced that a regular broadcast schedule for daily transmission to Europe and the British Isles over its new high powered short wave transmitter, W2XE, will be inaugurated May 12. Operating with a peak power of 40 kw, W2XE will be officially opened at 5 a.m. with a dedicatory program. E. K.
(Continued on Page 4)

Program is Spotted On Elusive Schedule

Dallas — An unusual schedule of broadcasts has been worked out on KRLD for its "Lovely Lady Program", sponsored by Bond Pharmaceutical Co.
(Continued on Page 3)

Lohr Says Most of Country May Never Have Television

Television Network Now Held Possible

Creation of a nationwide television network with assured performance is now possible as a result of reduction in cost of the coaxial cable strung by
(Continued on Page 5)

NAB Reports March Gross Sales 24.6% Over Year Ago — Biggest Gain in Non-Network Field

By GEORGE W. MEHRTENS
Washington Bureau, *RADIO DAILY*

Washington — Total broadcast advertising in March amounted to \$11,628,154, an increase of 14.2 per cent over February level and gain of 24.6 per cent over level of last March, according to National Association of Broadcasters.

Gross sales of time for the month were the greatest in history, being slightly above the total recorded for
(Continued on Page 8)

GULF SUMMER SHOW STARRING VON ZELL

Gulf Oil Corp. yesterday announced through Young & Rubicam, agency handling its Sunday night broadcast, that plans for a summer series had been completed. Phil Baker leaves the program for the summer following the June 27 broadcast. On July 4 the new series will premiere with Harry Von Zell as emcee and star, Oscar Bradley's orchestra and guest stars. Program will give Von Zell his first chance to star in his own right. In the past he has announced shows, and at times stooged for Baker and Fred Allen. Show retains its 7:30-8 p.m. period on the CBS network and will continue to air over its present hook-up of 59 stations.

\$40,000 to be Spent On WSOC Improvements

Charlotte, N. C. — WSOC plans to spend about \$40,000 for improvements as soon as its application for 1,000 watts power on a frequency of 600 kc. is acted upon by the full FCC. The changes already have been acted upon favorably by an FCC examiner.

A new high fidelity transmitter, super-fine power plant and a newly designed "directive" antenna are among the improvements planned. Transmitter and its new building
(Continued on Page 5)

GOLF TOURNAMENTS ARE SIGNED BY CBS

CBS program department under Lawrence Lowman, vice-president, has just signed the United States Amateur Golf Ass'n for exclusive rights to broadcast the four leading tournaments this organization sponsors each year. They are: U. S. Open, U. S. Amateur for Men, U. S. Amateur for Women, and American Pub-
(Continued on Page 6)

John Dodge Appointed WRC-WMAL Sales Head

Washington Bureau, *RADIO DAILY*
Washington — John H. Dodge has been appointed to succeed Vincent Callahan as sales manager of WRC-WMAL, effective May 17. Dodge has been a member of the NBC Washington sales staff for the past three years. Callahan as reported in *RADIO DAILY*, yesterday goes to WWL, New Orleans, as general manager.

Reaction Survey

Kansas City — M. F. Allison, publicity director at KMBC, is conducting a survey in an effort to determine the psychological reactions of certain types of audiences to various radio programs.

Working with him in making the test is Professor Byron C. Sharvis of the department of psychology at the University of Kansas, Lawrence, Kas.

Chicago — Although television has greater possibilities for selling goods than any medium available before, it is possible that 95 per cent of the American population will never see television broadcasts because only cities over 100,000 can support the new medium unless radical changes
(Continued on Page 8)



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, May 6)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Majestic, Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include CBS A, CBS B, Stromberg Carlson.

Using Trailers to Plug New Don Lee Program

West Coast Bureau, RADIO DAILY

Los Angeles—Don Lee net is borrowing a leaf from the movies to exploit its new Frank Watanabe (sustaining) feature which starts out of KHJ on May 10.

MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE 1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

Part Remote Fools Sponsor

KUOA, Siloam Springs, Ark., recently saved a commercial program in a way unusual even in the colorful radio industry. A utilities company sponsored a daily noonday talent broadcast featuring a male quartet.

Educational Institute Looks to Expansion

Columbus—Expansion in the field of educational programs was seen by delegates to the Institute for Radio Education held here the first half of the week.

Among speakers at the conference were Walter Pierson of CBS, New York, who told of the importance of sound effects and engineers; Ernest La Prade of NBC, speaking on music; Rikel Kent of WLW, on production of dramas; Levering Tyson of the National Advisory Council on Radio in Education, on studio techniques; Irving Reis of CBS, on dramatic technique; H. V. Kaltenborn, CBS commentator, and others.

B. S. Moss to Survey Foreign Television

B. S. Moss, who sails tomorrow on the Rex, will visit England and study latest television developments with a view to bringing back complete television broadcasting and receiving equipment for installation of the lounge of his new theater now being built at Broadway and 49th St.

Would Tag Foreign Articles

Washington—Representative Martin yesterday introduced a bill, H. R. 4960, providing that radio announcers shall at the beginning and end of each broadcast clearly state the name of country of origin of imported articles.

Drops Suit Against RCA

By mutual consent of both parties involved, John S. Aurynger, plaintiff, and RCA, defendant, the opinion handed down April 19 by Federal Judge John W. Clancy, dismissing the suit against RCA was accepted as final yesterday.

Delegates are Named For Bucharest Confab

Washington Bureau, RADIO DAILY

Washington—The President has approved the following delegates to represent the U. S. in the fourth International Radio Consulting Committee meeting starting May 21 at Bucharest, Rumania: Dr. J. H. Dellinger, Bureau of Standards, chairman; Capt. Stanford C. Hooper, U. S. Navy, vice-chairman; Lieut.-Col. D. M. Crawford, U. S. Army; E. K. Jett and Gerald C. Gross, FCC; Frances Cold De Wolf, Dept. of State; Col. J. Carroll Cone, Dept. of Commerce; William W. Schott, American Legation, Budapest; James C. McNary, engineer, representing NAB.

"Thrills" Gets 3 Years For Union Oil Company

West Coast Bureau, RADIO DAILY

Los Angeles—Union Oil Company's "Thrills" has not only extended its 13-week contract on NBC—the first time any Union Oil program has renewed an air show—but has signed for three years, the Lord & Thomas, agency, announces.

Dorothy Lamour on C. & S. Show

A readjustment of the Chase & Sanborn show which originates from Hollywood next Sunday night over the NBC-Red network calls for the addition of Dorothy Lamour and the postponing of the schedule appearances of Richard Rogers, Lorenz Hart and Ray Middleton until the May 16 broadcast.

Leo Says TONIGHT'S BEST BET: 8 to 9 P.M. WHN Movie Club with Phil Regan as guest star. WHN DIAL 1010 AFFILIATED with M-G-M & LOEW'S

COMING and GOING

MARTIN W. SPECTOR flies to Miami today on business. Will be gone about one week.

WINI SHAW returns to New York today from Cleveland, where she closed an extended vaudeville tour yesterday.

MACK MILLAR has gone to Washington on business, and will return over the week-end.

SHEP FIELDS and his orchestra went to Washington yesterday to open at Earle Theater.

JAMES KENNEDY, JR., of the Chicago offices of J. Walter Thompson is visiting in New York for one week.

JOHN FITZGERALD, CBS assistant director of special events, in Detroit today, in Chicago Friday and Saturday. Back in New York Monday.

VICK KNIGHT leaves today by auto for Hollywood. He will stop off in Cleveland to pick up MRS. JANICE KNIGHT and their two children, who rushed to that city yesterday because of a death in the family.

B. S. MOSS sails tomorrow on the Rex for England.

CHARLES SMITH, associate in the office of Dema Harshbarger, coast head of NBC Artist Bureau, is on a trip to Chicago and New York.

DON FRANCISCO, former vice-president in charge on the coast for Lord & Thomas, is back from abroad and returning to Hollywood.

HERB MORRISON, announcer, and CHARLES NEHLSN, engineer, made a trip by plane from Chicago to Lakehurst, N. J., to get a transcribed picture of the arrival of the Zeppelin Von Hindenburg for WLS.

Pantages Coast Series Makes Its Debut May 26

West Coast Bureau, RADIO DAILY

Los Angeles—Lloyd Pantages, former Hearst paper columnist, has been signed by A. J. Krank Co. (Lather Cream and Lemon Cleansing Cream) to do a Wednesday evening chatter program on CBS Pacific Coast net, starting May 26.

U. P. Answer Delayed

Counsel for United Press obtained an extension of time in which to file an answer to the libel suit instituted against the news association by Transradio Press. Transradio action in N. Y. State Supreme Court, is for \$50,000 on alleged libel contained in a promotional communication.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday NBC Network

Dir.: A. & S. LYONS, Inc.

PROMOTION

KCKN Enterprise

A summary of special community coverage features aired the past month by KCKN, Kansas City, Kas., just prepared by General Manager Ellis Atteberry, reveals two "firsts" for the station.

One was a daily broadcast direct from the Midwest Philatelic Exposition in the new municipal auditorium. Ralph Nelson, special events director, described the famous stamp collections.

The other was a play-by-play broadcast of indoor polo games direct from the Kansas City, Mo., Police Department's Horse Show and Sportsmen's Exposition, also handled by Nelson.

Eighteen other special features were broadcast by KCKN in April.

Talent Deals Closed
By NBC Coast Office

(Continued from Page 1)

comedy team, Fishface and Figsbottle. Signed Gertrude Berg to return to do another picture for Sol Lesser.

Signed Nadine Conner in New York, arranged for her appearances on "Show Boat," which soon starts airing from Los Angeles.

To complete pending deals, Charles Smith, associate in Miss Harshbarger's office, is on a trip to New York and Chicago.

Van Cronkhite Plans
Film-Track Programs

(Continued from Page 1)

he will have exclusive rights to use material from movie sound tracks for radio programs, along the lines of a miniature "Hollywood Hotel". Van Cronkhite's idea is to build half-hour shows using songs and other sequences from films, giving the programs sponsorship possibilities. The pictures would get their usual credit. Van Cronkhite returned to Chicago yesterday and plans another New York trip next week.

Store Window Tieup

Webster-Eisenlohr has taken the front window of the Schulte cigar store, corner Fifth Ave. and 42nd St., to promote the Henrietta cigar and tie-in with the "Today's Winners" program which is aired every night over the Inter City network by Bob Carter. Display uses a \$500 Currier & Ives print of the famous racer, Lexington.

LOUIS ARMSTRONG
AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays,
NBC Blue, 9 P. M.

JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.



"VANISHING NEW
YORKERS"

Sustaining
WMCA - Intercity Network
Wednesdays, 8:45-9 p.m.

NOVEL AND INTERESTING SERIES ON
DISAPPEARING OCCUPATIONS.

Put on by WMCA's special events department, this series dealing with New Yorkers whose occupations are going out of use makes an entertaining novelty. The stories are embellished with appropriate poetic readings, such as "The Village Blacksmith," and vocal renditions like "The Anvil Chorus" in the case of the blacksmith who was the subject of the second program. There is also some commentary by a narrator. The interviewing end is handled by Frankie Basch. Continuity blends all very smoothly.

First of the series dealt with the last local cowboy, the chap who rides in front of approaching trains on the west side. Next week will be the last of the lamplighters.

The questioning by Miss Basch brings out the interesting aspects of the disappearing vocations, and

prove informative as well as entertaining. Music for the programs is supplied by Roy Campbell's Beau Brummels and Jack Ward at the organ.

"YOUR HIT PARADE"

American Tobacco Co. (Lucky Strike cigarettes)
WEAF - NBC - Red Network,
Wednesdays, 10-10:45 p.m.
Lord & Thomas

MARK WARNOW ARRANGEMENTS ARE
PLEASING AND CHOICE OF TUNES GIVE
PROGRAM VARIETY.

In the first of a new series of "Hit Parade" programs, Mark Warnow and his orchestra started off with "How Could You," the tenth tune, and wound up with "Boo Hoo," the number one tune of the week. Change of pace throughout the program made it easy listening. For a novelty touch, Warnow offered "Minuet in Jazz," taken from Paderewski's "Minuet in G."

Winifred Cecil, formerly of "Show Boat," was the guest soloist for the evening and offered the old favorite, "My Hero," from the "Chocolate Soldier." Well done.

NEW PROGRAMS—IDEAS

Democracy Series Popular

WGAR, Cleveland, has been presenting a series of programs titled "Taking Democracy Seriously" with gratifying success. The series is sponsored by the Adult Education Association of Greater Cleveland. Its membership is made up of leaders in the civic, legal, industrial, religious and educational sides of the city's life. Speakers in the 13-week group of programs have been drawn from these classifications and newspapers in Cleveland have completely "covered" the series with their following detailed accounts.

Listeners were invited to write their own essays on how the "Take Democracy Seriously." Melvin Lathrop, a college professor won the award.

Series on Advertising

WGAR, Cleveland, is broadcasting a series of programs on advertising titled "Industry Talks." The programs will be heard weekly, presenting advertising and sales heads of some of the nation's largest industries having headquarters in Cleveland.

Industrial heads already scheduled are Stanley Knisely, advertising manager of the Republic Steel Corp.; R. D. Packard, vice-president of the Standard Oil Co. of Ohio, and Clarence Huber, president of the A. K. Akeman Co.

The series is prepared by the Bu-

reau of Research of the Advertising Federation of America.

New Mobile Job to Derby

NBC dispatched its new mobile transmitter, built under supervision of Howard Lutgens, chief engineer, Chicago, to Louisville for tests on the derby premises before using it next week. It's a slick blue and silver job, light and fleet, storage batteries having been eliminated for a gasoline driven motor, that will do sixty miles an hour. Unit has a 50 watt intermediate frequency transmitter for stationary work, and 40 watt ultra high frequency one for mobile jobs. Engineers M. W. Rife, R. A. Limberg, R. E. Brooks, E. A. MacCormack, F. C. Schnepfer, G. J. DeVlieg, H. D. Royston, C. L. Pierce and M. H. Eichorst all took a hand in helping design and construct the bus which was built at Checker cab works, Kalamazoo.

RECORDINGS

Productions -:- Transcriptions

Sound Reproductions Corp.

17 West 46th St. Telephone
New York City BRV 9-8265

GUEST-ING

LARRY COLLINS, recently on Joe Cook's program, has been booked by the Central Artists Bureau for the Fred Allen show, May 12 (NBC-Red, 9 p.m.).

LOU HOLTZ, on Lanny Ross' "Show Boat," May 13 (NBC-Red, 9 p.m.). Nadine Conner also on program.

JOHN CHARLES THOMAS and MRS. SARA DELANO ROOSEVELT, on Mother's Day program, May 9 (NBC-Red, 2 p.m.).

PHIL REGAN, interviewed by Radie Harris, tonight (WHN, 8 p.m.).

LARS LUNDQUIST, Swedish dialectician, on Al Pearce show, May 11 (CBS, 9 p.m.).

SID GARY, on first of new Broadway Melody Hour series, May 12 (WHN-WOR, 8 p.m.).

DOROTHY THOMPSON (Mrs. Sinclair Lewis), on "Magazine of the Air," May 10 (CBS, 11 a.m.).

VIOLET HEMING, ROBERT WEED, STUART ALLEN and TESS GARDELLA (Aunt Jemima), on Hammerstein Music Hall, May 11 (CBS, 8 p.m.).

CHARLES WINNINGER, ANITA LOUISE and GEORGE BRENT, on "Hollywood Hotel," May 13 (CBS, 9 p.m.).

A. L. ALEXANDER, on Joe Cook's Shell show, tomorrow (NBC-Red, 9:30 p.m.).

Program is Spotted
On Elusive Schedule

(Continued from Page 1)

Seeking to "catch listeners instead of holding them", the programs are given Sunday, Monday, Wednesday, Thursday and Saturday of each week, but at a different time each day. Featured entertainers are Ira Mae Nethery, harpist, Bobby Brooks, soloist, with Eva Mayo doing the commercials. Product is "30-40 Wafers", a reducing formula.

Install New WTAR Antenna

Norfolk—Dr. G. H. Brown, antenna expert, is spending the week in Norfolk supervising the installation of WTAR's new directional layout in Glen Rock. Dr. Brown and J. L. Grether, chief engineer of station, are directing proceedings.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE
SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



ARRIVAL and crash of the Zeppelin von Hindenburg at Lakehurst, N. J., yesterday, on its first 1937 transatlantic flight, was covered with ingenuity by WLS. Herb Morrison, announcer, and Charles Nehlsen, engineer, planned to New York with special recording apparatus and plans for a complete news-transcription to be rushed back to Chicago by plane and put on the air immediately.

"Surprise Party," the Willys-Overland show with Kay Kyser, will emanate from South Bend, Ind., May 9, at 10 p.m. over the Mutual.

CBS Will Short Wave Daily Starting May 12

(Continued from Page 1)

Cohan, CBS director of engineering, and William Lewis, v.p. in charge of programs, will make the opening addresses. Later the same day the coronation happenings will be picked up from CBS and BBC.

A new program department, headed by Elizabeth Tucker, formerly of the CBS general engineering department, has been formed and will devote its time exclusively to W2XE. Special event programs, in foreign tongues, are now being readied by Miss Tucker.

Licensed to operate on 5 different frequencies, W2XE will be heard from 7.30-10 a.m. EDST on 21,520 kc., 1-2 p.m. EDST on 17,760 kc., 3-6 p.m. EDST on 15,270 kc. The 6,120 kc. band will be used for transmissions to Latin and South American countries while the fifth frequency, 11,830 kc. will be held in reserve until further tests indicate the period of its maximum usefulness.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

May 7-9

Greetings from Radio Daily

to

Georgie Stoll
Morton Bowe
Carlton Kelsey
Sam Herman

William L. Hoppes
Red Nichols
Capt. Tim Healy

Bill Adams



● ● ● Gladys Swarthout show folds May 16 with the Saturday Night Party moving into this available time the Sunday following... "Today's Children", which just completed its fifth year on the air, has been renewed for 52 more weeks... Lucille Manners makes her first N. Y. theater appearance starting May 22 (for two weeks) at the Roxy... Thomas Thomas will be the star of "Show Boat" when it comes from the west coast... Lennie Hayton sans band may go west for commercial demands... Phil Baker and his gag writer, Hal Block, composed a tune called "Devotion"... Vick Knight will not handle the last "We, The People" show next week—because he left for the coast to start his new job today... Cross and Dunn have been held over for three more weeks at the Chez Paree in Chicago... Benny Fields and Shep Fields play the Sun and Surf Club the 27th... Harriet Hilliard refused to make records for RKO unless Ozzie Nelson's band supplied the music—so a "master" was made here, shipped to the coast, and Harriet's voice dubbed in... Encyclopedia Britannica will go on the air via WOR with Al Mitchell the "Answer Man" three times weekly—adding 15 minutes to a current sponsored show.

● ● ● Irving Reis, CBS engineer and writer, will not join the proposed organization, American Association of Radio Directors, which is planned as an ethical exchange and cooperative group... Bill Murphy of the Getts office is having trouble jibing air offers with lecture dates of Mrs. Martin Johnson... Roy Wilson of Wilson, Powell & Hayward established some sort of a record recently... He sold the Kate Smith Show to General Foods, Frank Parker to Chesterfield and Singin' Sam to Coca Cola—all within three days... Gwen Jones, girl-wonder of "Gangbuster" productions, goes down the Hudson River with the N. Y. Police Dept's Harbor Squad on warm afternoons... Louis Armstrong did a vocal with Andy Iona's Hawaiian band for Mills records.

● ● ● John Reber's presence on the west coast is to take charge of the inauguration on the Don Ameche show Sunday... Frank Parker's All-Stars meet Ruby Newman's All-Stars Sunday in Central Park and Roger "Slugs" Douless will hold down third base for Parker's team... Mack Goldman relates the story about Russ Morgan being dined by a music publisher in the hope of getting a break on a song... Russ kept insisting that his knowledge of music was far above par even though he did work in mines... "And remember," he persisted in saying, "I'm still a darn good miner"... To which the publisher said: "You may be a miner to everyone else—but, to me, you're still a MAJOR!"

● ● ● The program director at KCKN, Kansas City, was christened William Hazelle and sings in St. Paul's Episcopal choir under that name... He uses the name of Karl Willis on the air... A choir director of another church was seeking a soloist and called Hazelle by phone... Bill told him that he wasn't able to make the engagement, whereupon the c.d. asked him if he could recommend the air singer Karl Willis... For a gag, Hazelle gave Willis a build-up to the c.d. ... Bill hung up and was telling the joke to others on the staff when the phone rang asking for Karl Willis... He answered as Karl and was embarrassed to find himself talking to the choir director, who had wasted no time in making his second call.



IN spite of the imposing array of big names, Don Ameche's new Chase & Sanborn program is going to strive for an air of decided informality, says J. Walter Thompson office. Artists will help do the scripts to get their individuality into them.

Will Aubrey, just back from Australian engagements, has been signed by Federal Outfitting to do a five-times-weekly song and patter series on KEHE.

May Co., department store, trying out a three-times-weekly series to plug its music department, with Dave Platt, instructor, presenting department's pupils in "Accordion Time." Account placed direct, over KFAC.

Through Jefferson Kay Wood agency, May Co. has set a weekly 15-minute program featuring O. Paul, songs, to plug RCA Victors and records one week, Norge Refrigerators, the next.

Ed Stodell of Stodell agency is following L. A. Times news period on KFAC with five-minute program, News Behind the Headlines, Stodell giving inside color stuff on story of the day.

Jay Simms added to announcing staff of KFWB.

Standard Radio Library service has been signed on by KOKO, new La Junta, Col., station, starting on the air May 15.

Sonja Henie has been signed for appearance on Chase & Sanborn program of May 23.

Bob Burns leaving this week for a hideout hunting and fishing trip with his brother. Bought fishing and camping supplies, insists trip has nothing whatever to do with recently announced engagement to his secretary Harriet Forster.

Jerry Cooper, who arrived Monday, has been rehearsing Hollywood Hotel cast, preparing to take over the Fred MacMurray spot tonight. Charles Winninger to be guest next week in "The Go Getter," with Claudette Colbert doing scenes from "I Met Him in Paris" the program of May 16.

Don Francisco, Lord & Thomas ex-vice-pres in charge on the Coast, due home next week, having arrived in New York from London where he has been for the past three months.

Eddie Peabody's new Technicolor short will be previewed next week before the radio audience that hears the Peabody weekly broadcast in the new KFWB studio auditorium, which has motion picture and sound equipment.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

UNLESS the omens lie, Gertrude Lawrence, now being wafted Europeanward, will cut a swathe as Wallie Simpson's bridesmaid. . . . La Lawrence has just negatived offer to contribute 125 words anent the festivities to a popular national weekly, at a gasp-making price. . . . Gertrude Niesen, throbbing throated thrush, won't appear on the Ed Wynn show Saturday. . . . she's ill. . . . Sheila Barrett, the one-gal satire, will replace her. . . . Trini Plaza, Spanish nightingale of the boites de nuit (night clubs to you), to quest-warble for Adam Miller on WINS "Theater Guide", Saturday A.M. . . . Greta Palmer, who'll appear on the "Heinz Magazine of the Air" May 17, attempts a Pacific interlude with one article sold to Sat. Eve. Post dubbed "A Truce with Men". . . . Another, which looks like a non-sequiter to us, is "June Brides", which appears in June "Good Housekeeping". . . . The torch-singing brunette breather with the Carl Ravell Band is Gail Reese, who is very knowing, vocally. . . .

Ida Bailey Allen, WHN's sorceress of the saucepans, is back at her Port Jefferson summer home, making things grow in her 1500 square feet of arable ground. . . . Florence Schilling, now the "Jane" of her "Home-makers" program (she replaced Betty Worth), will be heard as Nanette in "Mlle. Modiste". . . . WHN's "Early Bird's" Jacqueline Dewitt, got her ether start with British Broadcasting. . . . Alma Graef, sec to Bert Lebhar, WMCA sales manager, and Anne Goodman, fiddling femme of that station, are planning a four-week cruise to Mexico City come next month. . . .

Fanchon, of Fanchon & Marco may tread the airplanes very soon. . . . 15-year-old Betty Jane Atkinson, mistress of the violin, will appear as performing guest on "Heinz Magazine of the Air" May 14. . . . The teens-age prodigy will be interviewed by Leonard Liebling of Musical Courier. . . . Mrs. Chandler Sloan will head a group of 50 femmes of the "Business Women's Council of the Friendly League for Christian Service" in a program to be heard over WHN Saturday at 545 P.M. . . . Virginia Clark, the name part in "Romance of Helen Trent" was once "Miss Little Rock" in a beauty contest. . . . was also runner-up for "Miss America" at a later date. . . .

RADIO PERSONALITIES

No. 36 in the Series of Who's Who in the Industry

O. B. HANSON, NBC chief engineer, has been with the network since its inception in 1926 when it took over WEA, then owned by AT&T. Hanson's radio career began in 1912 at the old Marconi School, New York, now known as the RCA Institute. Later he was a ship operator and in 1917 joined the Marconi Co., working up to chief testing engineer. In 1920 he returned to ship operating. Shortly thereafter he joined WAAM, Newark, N. J., one of the pioneer broadcasting stations and stayed with this company until he joined AT&T in 1922 as assistant plant engineer. Hanson designed the old NBC studios at 711 Fifth Ave., and the Chicago studios in Merchandise Mart. When the plans for the news studios in Radio City were being drawn Hanson was in charge of all design and construction. He now has his hands full of design and construction details what with New York, Hollywood, WTAM, WRC-WMAL, WBZA, KGO-KPO, WGY, all NBC owned and operated stations, planning or have under construction new studios and in some cases transmitters. Not content with these details Hanson is also in charge of all NBC television experiments and is a member of the RCA television committee.



Radio career dates back 25 years. . . .

ORCHESTRAS - MUSIC

BENNY GOODMAN and ork will musicmake for the undergraduates at the U. of P. Ivy Ball.

Glen Gray and his Casa Loma contingent spent yesterday in New York in preparation for today's appearance in Troy, N. Y.

The Freres Kenny, Nick and Charles, and Hugo Rubens, have completed two ditties, one of which, "Skyscraper Sky", will probably be used by Ruby Newman as theme song in the "Rainbow Room". The second one, a sequel to "Carelessly", on which Bernie Maltin collaborated, is titled "What Ever Happened to You".

Dusty Roades and his lads, all of whom hail from Omaha, have been signed by Rockwell-O'Keefe.

Maestro Lee Shelley and ork will either go commercial on a local program or into the Van Cleve Hotel, Dayton, O.

Benny Fields has recorded the second of his new series for Irving Mills. The disk, under the Variety label, includes two of his long-established favorites, "Melancholy Baby", and "I'm Sorry, Dear".

Johnny Fielder rounded up the local ride men for a jam session in KONO, San Antonio, one afternoon

and the lads played "Honeysuckle Rose" for 15 minutes without stopping. Included in the line-up were Don Sarli, John Fielder, Buck Carr, Bruce Munson, Richard Ketner, Bill Cass, Marty McCorb and other musicians.

Joe Venuti and his band played two nights out at Olmos, San Antonio, recently.

Columbia's "Story of the Song" series presents a list of talented younger singers from the United States and Europe for the spring and early summer programs broadcast over CBS Tuesdays, 3:30-4 p.m. Max Panteleieff, the Russian basso, will be heard on the May 11 program, and Madeleine d'Avezzo, Gallic soprano, and Hubert Hendrie, American baritone, on May 18.

Peter Chambers, bass baritone, who'll be heard over WINS tomorrow at 2:15 p.m., has been signed by Alexander Smallens to appear with the N. Y. Philharmonic at the Lewisohn Stadium, June 30 and July 1, in the production of Richard Strauss' opera, "Salome". Chambers vocalized in opera throughout Europe for several years prior to his recent return to these shores.

George Olsen and ork are scheduled for a guest appearance in San Antonio in the not-too-distant future.

Benny for Texas Expo

Dallas—Jack Benny and Mary Livingston will appear July 3-5 at the Greater Texas and Pan-American Exposition here, according to announcement by George Marshall, director of entertainment. Ted Fiorito's Orchestra will also appear at the Exposition on the same dates.

Bill McCune Adds to Band

Bill McCune and his Staccato Styled Music, which returns to WOR-Mutual the third week in May, starting their third year on this network, has augmented the band by adding a trio of two violins and an accordion. Their musical aggregation now numbers 13.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

- 2,078,974—Modulating System. Robert R. Riesz, Mt. Vernon, N. Y., assignor to Bell Telephone Laboratories, Inc.
- 2,078,994—Demodulator. Loy E. Barton, Collingswood, N. J., assignor to RCA.
- 2,079,057—Thermionic Cathode. Paul T. Weeks, Cambridge, Mass., assignor to Raytheon Production Corp.
- 2,079,085—Electron Tube. Johannes Richter, Otto Shriever, Fritz Schroter and Wolfgang Federman, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,079,134—Oscillating Radio Receiver. Frederick E. Terman, Stanford University, Calif., assignor to Heintz & Kaufman, Ltd.
- 2,079,137—Fluid Cooled Tube. Russell V. Varian, San Francisco, Calif., assignor to Farnsworth Television, Inc.
- 2,079,163—Electron Gun. Bernard C. Gardner, Philadelphia, Pa., and Archibald H. Brolly, Palo Alto, Cal., assignors to Farnsworth Television, Inc.
- 2,079,205—Apparatus and Method for determining Field Strength. Glenn D. Gillett, Englewood, N. J.
- 2,079,231—Condenser Construction. Franklin S. Smith, New Haven, Conn.
- 2,079,248—Ultra High Frequency Magnetron Discharge Tube Circuit. Karl Fritz, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,079,309—Temperature Compensating Condenser. Melvin V. Weiss, Haddonfield, N. J., assignor to RCA.
- 2,079,354—Vacuum Seal. Dewey D. Knowles, Wilkinsburg, Pa., assignor to Westinghouse Electric & Mfg. Co.
- 2,079,362—Relay Tube. Harvey C. Rentschler, East Orange, N. J., assignor to Westinghouse Electric & Mfg. Co.
- 2,079,444—Operating Point Control for Thermionic Devices. George W. Fyler, Schenectady, N. Y., assignor to General Electric Co.
- 2,079,445—Control Apparatus for Radio Receivers. Richard J. Glass, Columbus, O.
- 2,079,446—Over-Modulated Protective Device. Alfred N. Goldsmith, New York, N. Y., assignor to RCA.
- 2,079,477—Photoelectric Tube. Soichiro Asao and Miyuki Nagashima, Tokyo, Japan, assignors to General Electric Co.

\$40,000 to be Spent On
WSOC Improvements

(Continued from Page 1)

will be located three and a half miles from here on the Statesville Road, where WSOC owns 20 acres. The station is an NBC affiliate, and the contemplated increase in power will give NBC primary coverage in both of the Carolinas.

Television Network
Now Held Possible

(Continued from Page 1)

A. T. & T. between New York and Philadelphia for experimental purposes, RADIO DAILY is advised by Electrical Research Products, A. T. & T. subsidiary. Tests on the cable have completely fulfilled all laboratory calculations, it is stated.

Stand By for a Radio Flash

You're a Hit!

FULL DANCE ORCHESTRATION—50c

WHITNEY BLAKE MUSIC PUB.
1585 Broadway New York City

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

ELABORATE NBC SET-UP FOR AIRING CORONATION

One of the most elaborate short-wave transmission set-ups in the history of radio will serve NBC listeners during the six hours of the Coronation ceremonies which will be brought from London and rebroadcast over the NBC Blue and Red networks from 5 until approximately 11 a. m., EDST, Wednesday.

During those hours, all of the 23 directional aerial arrays of the British Broadcasting Corp.'s great British Empire Station at Daventry, outside of London, will be simultaneously in operation. The five Empire transmitters, three of them of 50 kilowatt power, will be linked to the 550 steel poles of the aerial arrays by six miles of open-wire feeder lines. One or more of the transmitters, depending on the requirements of technical conditions, will be used to carry the Coronation happenings to NBC listeners.

Never before has an international short-wave broadcast been as complex, both in the number of points or origin and in the remoteness and number of points of destination, as the one to which Americans will listen through NBC networks on Coronation Day. The Daventry station, usually on the air to serve the Dominions and other distant parts of the British Empire 18 hours and 35 minutes a day, will remain on the air the entire 24 hours of Coronation Day.

From pickups along the six miles of the procession in London, from various points of vantage on higher ground above it, from inside and outside Westminster Abbey, the sound picture of the events will travel through five sub-control points and two central control points to Broadcasting House in London. Then it will go by cable to Daventry to be relayed to the receiving station of the Radio Corporation of America at Riverhead, Long Island, from where it will go to American listeners via NBC's master control in Radio City, New York.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH

Electrical Lighting Equipment of Any Kind
For Studios—Productions—Premieres

244-250 WEST 49th STREET
New York City Tel. Chic. 4-2074

Beer Mug Transmitter Being Built at WSOB

Charlotte—Plans are being made and the engineers are at work at WSOB designing, redesigning, wiring, unwiring and all in all developing what promises to be something very interesting and still practical for outside pickups where wire connection with the station is not possible, and where a pack or mobile transmitter would prove cumbersome and unwieldy. WSOB experts hope to present a "beer mug transmitter" within the next few weeks. This piece of portable equipment derived its name from its appearance. It is just slightly larger than a good sized beer mug and has two ear-shaped handles. The microphone is mounted on the side of the case so that the announcer will find it very much like drinking beer, in appearance, when he works the small pack. Preliminary tests have already been made, and the WSOB Program Director, Paul Norris expects to have a regular series of new "Beer Mug Transmitter" tricks scheduled very soon!

190' Vertical Antenna Being Built by WFAS

White Plains, N. Y.—A new 190-foot vertical antenna has been ordered for the WFAS transmitting plant located atop the Roger Smith Hotel, it is announced by Frank A. Seitz, president of the station. Order has been placed with Lehigh Structural Steel Co. Total height of the tower will be about 300 feet above street level, making it the highest structure in Westchester County. It is expected that the aviation lights atop the radiator will constitute a land-mark visible from the shores of the Hudson to the west, and Long Island Sound to the East.

Electrically, the antenna will increase audibility by about 200 per cent, according to preliminary estimates by Chief Engineer Harry C. Laubenstein, extending not only the range, but the dominant-signal area over a much wider scope.

This will mark another milestone known for its energetic policy since in the rapid expansion of WFAS, inauguration in August, 1932. In 1934, in the height of the depression, WFAS took the lead in what is thought to be the first regular printed house-organ to be issued by a broadcasting station, the WFAS NEWS, which now has reached a readership distribution of about 7000 per issue. In the fall of that year, construction was begun on the WFAS Sky Salon, regarded as a model studio layout for a local station, atop the Roger Smith Hotel. The Sky Salon was dedicated in January, 1935. In June, 1936, the station dedicated its new, especially designed Moller two-manual pipe organ, and in December installed high-fidelity Presto recording equipment.

Multi-Purpose Mike Put Out by American

West Coast Bureau, RADIO DAILY

Los Angeles—A new multi-purpose microphone was recently put on the market by American Microphone Co. Inc. It comes in two designs, D-5 and D-5-T, the latter being high impedance.

Mike is of the most rugged type and its life of trouble-free operation is said to be indefinite. Among its highlight features are: small size, low-level mixing, consistency of response characteristics of all units, immune to temperature changes, freedom from wind noises, semi-directional, close or distant pickup, moving coil, permanent magnet dynamic, etc.

Complete details are contained in the company's catalogue sheet No. 25A.

Radio Plane Landing System

International Telephone & Telegraph announces that installation of the first Lorenz radio landing system in an American plane had just been completed. It will be given its first demonstration in this country by the American Airlines on May 11-12. With the new system, radio is entirely depended upon to land a piloted airship. Visual and audible radio signals give pilot exact position in relation to his position to the landing field, and continued signals lead him to runway. The Lorenz radio system is now in use in 35 airports in Europe, and is regarded as the most advanced radio direction service in existence.

Balancing Machine

Chicopee Falls, Mass.—A new dynamic balancing machine for use in the production of motor armatures, turbine rotors, fans and various devices having rotating parts used in the radio field, will soon be put on the market for manufacturers' use by the Westinghouse Electric & Manufacturing Company at its local plant.

MOBILE TELE STATION READY FOR CORONATION

London — A mobile station is in readiness for the biggest challenge television has had to date—the Coronation. Gerald Cock, director of television, and a big staff will broadcast their pickups on a micro-wave-length to Alexandra Palace, headquarters of BBC's television headquarters, for relay via the main television transmitters.

Three Emitron cameras connected to Alexandra Palace by co-axial cables will also be used as the "eyes" of the outfit. No film is used. The scene is focused on to a plate which turns the varying degrees of light and shade into electric impulses so minute that they must be amplified 2,000,000 times before they leave the transmitter.

U. S., Foreign Equipment For Russian Television

London—In addition to equipment said to have been ordered from RCA Victor in America, the Soviet government, which now has a big television center under construction in Moscow, has placed an order with Scophony Ltd. here for its system giving pictures up to 5x4 feet in size.

The Soviets also are building television equipment of their own for a station in Leningrad. A third television station is planned in Kiev.

Golf Tournaments Are Signed by CBS

(Continued from Page 1)

lic Links tournament on the West Coast. Contract is signed for a period of years.

CBS also have an announcement in a few days regarding broadcasts of the Professional Golf Ass'n tournaments. Another deal in the works is the possibility that the U. S. Lawn Tennis Ass'n can be prevailed upon to sell the radio rights to its tennis matches.

That the golf and tennis games will be open for sponsorship is apparent. Ted Husing is slated to do the play-by-play descriptions of the amateur golf games, and possibly the P. G. A. and tennis games.

★ STATION IMPROVEMENTS ★

Boise, Idaho—KIDO has received FCC permission for equipment changes.

Milwaukee — CP to install new equipment has been granted WTMJ by the FCC.

San Francisco — KGGC has been granted CP approving transmitter site and vertical radiator.

Wausau, Wis.—WSAU has been given authority by FCC to make changes in automatic freq. control equipment.

Trenton, N. J.—WORLD has asked for CP to make changes in equipment.

Wichita Falls, Tex.—License to cover CP for a new transmitter has been asked by KGKO.

Tulsa, Okla.—KTUL has asked the FCC for CP to install new transmitter, erect a directional antenna for night use, etc., along with increase in power.

Chicago — WCBD has applied for CP to install a new transmitter, vertical antenna and move transmitter.

Philadelphia — WFIL has asked FCC permission to install new transmitter and directional antenna for day and night use, along with increase in power to 5 kw. and move of transmitter.

Savannah—WTOC has asked the FCC for a construction permit to install a new transmitter, along with power increase.

Lansing — Permit to install new transmitter, make changes in antenna, move transmitter and increase power has been asked by WKAR.

Fort Wayne—WGL has applied to FCC for license to cover CP for new antenna and move of transmitter and studio.

Sioux Falls, S. D.—FCC has approved application of KELO to install new equipment and use present KSOO antenna.

Griffin, Ga.—WKEU has been authorized to install automatic frequency control.

Lima, O.—WBLY has asked for CP to make changes in equipment and increase power.

Wenatchee, Wash.—KPQ has asked the FCC for authority to install new equipment and boost power.

Okla. City on Police Web

Oklahoma City—Installation of a powerful transmitter set in the Civic Center courthouse will enable Oklahoma county's crime radio station KGPH, to join the national chain of police stations.

Allen Prescott Renewed

Allen Prescott, NBC's "Wife-Saver" has just been renewed for the next 52 weeks.

200 Artists for Music Week

Chicago—P. Hans Flath, KMBC musical director, selected 200 local musicians and artists for appearance in 11 programs during the national Music Week.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 28 of a Series

WJAS—Pittsburgh

1290 K. C.—5,000 Watts Day, 1,000 Watts Night

H. J. BRENNEN
Gen. Mgr.

R. M. THOMPSON, SR.
Comm. Mgr.

HOWARD E. CLARK, Station Mgr.

ON Aug. 4, 1922, the Pittsburgh Radio Supply House was licensed by the Department of Commerce to operate WJAS on 360 meters, 832.8 kc., with 500 watts power. Through a succession of subsequent changes, it acquired the present 1290 kc. and 5,000 watts day and 1,000 watts night, which went into effect April 17, 1936.

The original transmitter was located at 10th St. and Penn Ave., Pittsburgh. In October, 1929, operation was begun from a new location ten miles west of the Point on the Steubenville Pike. Here 15 acres of land were purchased and a new white brick one-story transmitter building, and two 100-foot steel towers were erected. The towers were dismantled in 1932 and 125-foot wood poles were used in their place. On October 24, 1935, WJAS began transmission from another location at 1475 Crane Road in the 20th Ward Pittsburgh. This move placed the transmitter eight miles closer to the point. A plot of 14 acres was acquired and an all-steel and brick transmitter building and a 175-foot steel self-supporting vertical radiator was erected. A very substantial increase in signal in the entire Metropolitan area resulted. A new Western Electric 5 KW transmitter was placed in use when the station began operation from the Crane Road location.

The first studio was at 10th St. and Penn Ave. on the 4th floor of the Pickering Furniture Co. One studio at this location was used till August, 1930. At this time two studios, control room, reception room and three offices were established on the fourth floor of the Law and Finance Building. In November, 1933, WJAS moved into the new studios and offices on the 14th floor of the Chamber of Commerce Building. The new location provides eight studios and individual control rooms, reception room, master control room, and necessary offices. A total of 15,000 sq. ft. of space is occupied.

In 1922, when WJAS first went on the air, four persons were employed to operate the station. The staff grew rapidly and at present some 57 employees are required to conduct its business.

Adequately served by WJAS, the Pittsburgh Metropolitan Area contains about 3,100 square miles and a population of about 3,500,000 people. Being an extremely rich industrial center with a dense population, the district provides fertile territory for the ambitious advertiser.

As a basic member of the Columbia Broadcasting System, WJAS carries virtually all of the network programs and in its listeners finds an appreciative and responsive audience. Early affiliation with CBS permitted the station to carry its first network program on Sept. 17, 1927.

WJAS is heard at intervals in Australia and New Zealand and many places in that general direction, in-between. A very excellent recording was made in England of WJAS reception. This record was sent to the station with the statement that good reception was obtained quite frequently.

Du Mont Oscillograph

Upper Montclair, N. J.—A cathode ray oscillograph, which makes possible a new instrument for the music field, is announced in the latest Du Mont Oscillographer bulletin issued by the Allen B. Du Mont Laboratories Inc. The bulletin also gives some advance information of the new Du Mont Type 164 3-inch oscillograph, and the new Du Mont 2-inch cathode ray tube Type 24-XH.

Vernon Dalhart Signed

Vernon Dalhart, author of a number of song successes, was signed yesterday by Bill Duffield and Ben Greene of National Recordings. Dalhart has just completed a series of Master Recordings.

Big Mail

In the first mail on May 3 the Betty Moore NBC program received 913 pieces of mail, which is more than the program received last year during the week of April 30-May 6.

NEW BUSINESS

Signed by Stations

WPG, Atlantic City

Group of boat builders sponsoring "Ship Ahoy," musical feature, Sundays at 7 p.m.

WFBR, Baltimore

Hauswald's Bakery, "Fresh est Thing in Town," thrice weekly.

WTMJ, Milwaukee

Nelson Furniture Co., 15-mins. of disks, thrice weekly.

WNEW, New York

Jiffy Washer, spots during "Mommies With Margot," 13 weeks.

KANSAS CITY

George E. (Doc) Haley, director of national program sales at KMBC, is on a three-week trip east to audition disks of "Phenomenon," new show developed by Arthur Church for utility company promotion.

Jim Banon, formerly with KSD and assistant to France Laux at KMOX, has joined KXBY in charge of UP newscasts and other assignments.

KCMO has sold four daily five-minute newscasts to Kay Bee Stores.

H. R. Makelim, g.m. of KXBY, which recently moved into the Fidelity Bank Bldg., has arranged with the Board of Trade, Live Stock Exchange and other markets to air full market reports.

Midland Broadcasting Co., operating KMBC and the newly formed Midland Television Inc., has signed a three-year lease on the three top floors of the Kansas City Power & Light Bldg. for use by the new vocational school for radio and television technicians and for housing the KMBC facsimile activities.



★ ★ Little Talks on Big Subjects ★ ★

The most COMPELLING of all reading matter is the DAILY newspaper . . . RADIO has its own DAILY newspaper in RADIO DAILY and busy EXECUTIVES everywhere READ it every day . . . A publication that goes DIRECT to the executive is a GOOD advertising medium . . . Not a bad thought to remember when you are PLANNING your next advertising schedule

MARCH GROSS SALES 24.6% OVER YEAR AGO

(Continued from Page 1)

last October. Advertising in all portions of medium increased in volume as compared with previous month, with national non-network business registering greatest gain. Total broadcast advertising for first three months of 1937 amounted to \$32,180,035, a gain of 26.1 per cent compared to corresponding period in 1936.

Continuing seasonal trend, non-network advertising increased 18.5 per cent over February and 35.6 per cent over last March. Although all sizes of stations registered substantial gains, greatest increase occurred in regional station group, which rose to 23.5 per cent over February. New England and Middle Atlantic area led all geographical districts in increased volume, both as compared to previous month and March, 1936.

Transcription volume showed greatest gain of any type rendition, rising 31.2 per cent. Total retail broadcast advertising increased 21.8 per cent over March, 1936. With exception of beverage, confectionery and miscellaneous advertising, all sponsor groups showed gains in national network field as compared to previous month. Gains were general, with greatest increases being recorded in household equipment, soap and kitchen supply, accessory, tobacco and cosmetic sponsor groups.

15 Years for Ed McConnell

Smiling Ed McConnell celebrates his 15th anniversary on the air this Sunday. He started his radio career by "happening in" at WSB, Atlanta, just when a scheduled entertainer had failed to show up. Now broadcasts out of Chicago at 5:30 p.m. EDST, Sundays.

Fenn Joins De'rola

Toledo—Francis Fenn Jr., assistant to the president of Willys Motors, has resigned to become executive vice-president of Detrola Radio & Television Corp., Detroit.

Star Radio Adds 3 Stations

Star Radio Programs Inc. has signed KOBH, Rapid City, S. D., and CKCH, Quebec, for its Morning Bulletin Board broadcasts, and WLBZ, Bangor, for commercial announcement service.

ONE MINUTE INTERVIEW

RICHARD BONELLI

"We have a wealth of talent within our borders, and if these potential artists were given half a chance to develop, the amusing fetish of European superiority would be conquered once and for all."

★ Coast-to-Coast ★

R. R. POWELL, commercial manager of WCOA, Pensacola, commenting on the difficulty of the WDAS script staff in finding enough different adjectives to use for seven refrigerator accounts, thinks maybe his ad men can help out. WCOA has eight refrigerators, and one man writes copy for six of them—all different, too, says Powell. He admits, though that the scripter is in a daze most of the time.

John L. Lewis, the CIO chief, speaks on "The Labor Situation" over CBS at 10:45 p.m. May 14.

Bob Murray, up and coming singer, will be heard again with the Don Albert orchestra over WHN on Sunday at 1:30 p.m. and also at 9 p.m.

Herbert Hoover, talking May 13 at the Boys' Clubs of America convention in the Hotel Commodore, will be aired via Mutual.

Bert Ponard is the new organist heard over Mission Broadcasting down in San Antonio, while Vernon Geyer is now at the KMAC console.

The Five Bon Bons, after a recent personal appearance tour, are back on a Friday night spot at WPG, Atlantic City.

Speaking of summer listening, the June issue of McCall's Magazine, presenting a specially designed ideal warm weather living room, takes special pains to include a radio among the essential furnishings.

The Three Marshalls, NBC's swing harmony trio, will do a special guest appearance at the Rainbow Room today.

During Sunday program from Wesleyan Bible Class over WTAR, Norfolk, president of class stated that so much attention was being called to unrehearsed shows that he would like to point out that their solos, et al, were unrehearsed, too; that "the boys don't know they're going to be called on until five minutes before we ask them."

Winners at the 1937 Radio Stars' Jamboree held at Municipal Auditorium, St. Louis, May 2, under auspices of National Radio Artists Association were: KWK Range Riders

New Ciggie Program Prospect

Jay Lewis of Jay Lewis Associates announced yesterday that he would leave for Hollywood next month to lineup talent for a network program to be sponsored by the manufacturer of a 10-cent cigarette. Norman Brokenshire will follow Lewis and broadcast his MBS sustaining program from Hollywood.

Band for string bands, Natchee's Arizona Indians second place, and Log Cabin Mountaineers of St. Clair third; Roy Fields of KMOX Barnyard Follies in accordion contest; "Cowboy Jack Monroe first and Betty Jay of KMOX Barnyard Follies second in popular singing contest. Genevieve Kuna of Hank and His Sodbusters on WEW was second to Fields. Guy Blakeman of the Range Riders won the fiddlers contest.

Bob Heiss has replaced Johnny Olson on the "Jam Session," which has been moved to 2 p.m. on Saturdays over WTMJ, Milwaukee.

James Melton, while in Milwaukee for a concert appearance, was interviewed over WTMJ by Nancy Grey.

Edgard A. Thompson, Milwaukee Journal radio editor, has come out from behind his by-line initials of BCL, and now signs his name to his "Riding the Airwaves" column.

Gert Cole, blues singer who will appear with Don Schile and his group on a new WBRY sustainer beginning Monday night at 8, has refused musical offers consistently for that something or someone she prefers about New Haven. The new programs will be called "Music Under the Elms."

Another unique broadcast at WSOC was the setting up of its mobile unit WAAK at one of the municipal sewage disposal plants and giving listeners a description of what happens to sewage. This program was one of the station's "Did You Ever Wonder" educational series.

WDSU, New Orleans, with the use of its short wave unit, WHBD, was able to carry an interesting broadcast when President Roosevelt and his party stopped off in that city recently. Earl Smith covered the event before and after the President's talk.

Carl Hunt, violinist at KMMJ, Clay Center, Neb., went on a reducing diet and after two weeks found himself still registering 255. So he's back on fried chicken, cake and pie.

WSOC, Charlotte, created quite a bit of interest with a local innovation in the form of a marriage performed before the mike.

Cheerio Story in Pop Edition

The "inner circle edition" of 25,000 copies of "The Story of Cheerio" having been exhausted at \$2 a copy, a popular edition designed to sell at \$1.10 is now on the press. Book tells the story of the widely popular NBC network personality and his ten years of service in spreading cheer via radio.

SAYS MOST OF COUNTRY MAY NEVER HAVE TELE

(Continued from Page 1)

are made, President Lenox R. Lohr of NBC declared yesterday in a talk before the Chicago Federated Advertising Club.

Only centers like New York, Hollywood and Chicago have enough live talent to feed television, Lohr pointed out. Size of television scenes, previously limited to a half dozen persons in a 12-foot area, has been increased, Lohr said. Last week a ballroom scene was successfully broadcast by NBC. Several years of headaches are ahead before television is available for advertisers, he stated.

Lohr also pointed to the possibilities of facsimile ultra high frequencies. Facsimile is available in good form now, but is too expensive to be exploited for years.

Guests at the ad club luncheon included Charles G. Dawes, Rufus C. Dawes, Niles Trammell, W. E. MacFarlane, Fred Weber of Mutual, Glenn Snyder, president of Chicago Broadcasters Ass'n, Harry Smith, WBBM sales chief, and others.

Commercial Biz at WPG Is Heaviest in History

Atlantic City—With about \$15,000 in contracts from commercial sponsors obtained in the past two weeks, WPG reports business at the heaviest point in its history.

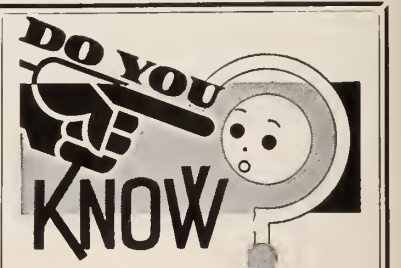
A recent daytime mail survey by the station revealed responses from 26 states and several Canadian provinces.

Deliver Acoustical Paper

R. M. Morris, NBC development engineer, and George M. Nixon jointly delivered a paper on an NBC experiment in testing materials for sound absorption before the Acoustical Society of America this week.

Courtney Signs Dixie Dean

Alan Courtney has signed Dixie Dean, radio and vaudeville artist, for his WNEW "Joymakers" program. The little girl hails from St. Louis, where she won popularity on WIL and KMOX as Baby Helen.



Germany has approximately 8,000,000 radio sets in homes, the greatest number of any European country.