

STATION NOTES

Address All Communications to the New York Office

THE CITY of Norwalk, Conn., is now broadcasting a weekly Variety Hour over Station WICC, of Bridgeport, with Dolly Mitchell, 11-year-old songster; Clarence Cable's String Trio; Horace Sisson, as emcee and dramatist, and a talk by Peter Foley, secretary of the chamber.

WATL, Atlanta, commercial staff has signed up 52 new contracts in 33 days. V. R. Blakemore, commercial manager, stated these new contracts vary from spot announcements to hour programs, with nine being National accounts. Staff additions on WATL, Atlanta, are Herbert Harris, announcer, from WPGC, Albany, Ga., and Kenneth L. Davis, commercial staff, from KRGB, Harlingen, Tex.

DAVID McKAY, who handles sales promotion in NBC's San Francisco studios, has returned to his desk after attending a meeting of sales promotion managers from the network-owned and operated stations, which was held in New York.

WBT, Charlotte, N. C., inaugurates soon a weekly show for pet lovers, sponsored by a dog food manufacturer. Holly Smith, who is in charge of the program, is planning merchandising tie-ups in the form of buttons to listeners who send in box tops. A portion of the time will be devoted to describing lost pets and making appeals for their return. WBT is also featuring a male chorus composed entirely of textile workers. Charlotte is a big textile center and the station expects to derive both good will and a peculiar amateur hour interest from the idea.

WHK, Cleveland, O., is highly respected by a Mr. Fred Schindler, for he owes his radio to the generosity of the station's listeners. For 15 years Schindler saw all of the Cleveland Indians' home ball games from his wheelchair, situated right near the dugout. When he moved away from Cleveland his set couldn't pick up the broadcasts of the ball games so he asked Jack Graney, WHK sportscaster, to help him get a more powerful set. Listeners, reminded by Graney of his support of the team,

responded with enthusiasm and now Schindler follows Cleveland's baseball career thru the eyes of Graney and WHK.

WCLO, Janesville, Wis., is now handling a number of national non-network accounts. Included among them are Ford, Pure Oil Company, Chevrolet, Carter Medicine and Zerbst Pharmacal Company.

ELLIS C. VANDER PYL and Lloyd Venard, merchandising manager of WGAR, Buffalo, were guests recently of L. B. Wilson, president of WCKY, Cincinnati.

WGY, Schenectady NBC outlet, is now feeding Doc Schneider's Texans to the Red chain Mondays, 1:15 p.m., and Thursdays, 1:45 p.m., EST. Combo is the same that was heard from Mexico last spring.

WTAQ, Green Bay, Wis., has added Charles Chase to the engineering staff, Leo O'Brien and Russell Swanson to the sales staff and Skippy Williams to the announcing staff.

ARTHUR L. WHITESIDE is a new announcer at WBT, Charlotte, N. C. He was previously with WMZA, Macon, Ga.

FASHION CLEANERS are sponsoring the Rhythm Makers with Chuck and Joey on KDYL, Salt Lake City, Utah. It is the first time the account has used radio.

WLW, Cincinnati, has added five engineers to its staff, the men being Charles Guffin, Hubert Kern, Stephen Hunter, Herbert Ervin and Earl Herzog. Hal Fimberg has been transferred from the dramatic department to the production staff. He is from the musical comedy stage.

FRANK MILLS has joined the Central Broadcasting Company as announcer for Station WHO. Still a student at Drake University, Mills will be graduated next summer and plans to continue radio work. He is majoring in dramatic work in Drake's College of Fine Arts.

NEW BIZ, RENEWALS

(Continued from page 7)
for six 15-minute National Barn Dance programs.

BERNARD PERFUMER, thru Hilmer V. Swenson, additional order for Sunday morning two-minute announcement, t. COLLINGBOURNE MILLS, thru Rogers & Smith, once-weekly one-minute day-time announcement.

WGN reports the following business: ARSTRONG PAINT & VARNISH WORKS, thru the Morenus Advertising Agency, a local commercial called *New Beauty Color Tones*, taking Tuesday and Thursday for 13 weeks, beginning March 17, 10:45-11 a.m.

THE A. S. BOYLE CO. (Samoline), thru Blackett-Sample-Hummert, Inc., an electrical transcription entitled *Your Lover*, a local commercial taking Monday, Wednesday and Friday, beginning March 9, until further notice, 12-12:15 p.m.

Newark

EDGAR P. LEWIS & SONS, INC., thru Louis Glaser, Inc., participating in *Uncle Don* program. WOR.

NORTHRUP KING & CO., thru Olmsted-Hewitt, Inc., starts March 19. Weather announcements three times daily. WOR.

CROWELL PUBLISHING CO., thru Geyer, Cornell & Newell; renews, effective March 10, Tuesdays, 9:30-9:45 p.m. *Jean Abbey*. WOR.

COUNTRY CLUB ESTATES, thru Metropolitan Advertising Co., starts March 9, participating in Allie Lowe Miles Club. WOR.

Denver

THE BRASS RAIL, thru the Ted Levy Agency, three announcements daily for one year. KFEL-KVOD.

MURRAY & CHRISTOPHER, thru the Bairon Agency, Kansas City, three announcements daily for three months. KFEL-KVOD.

WESTERN WHOLESALE TAILORS, thru the Ted Levy Agency, sponsorship

of the 12 noon newscast for six months. KFEL-KVOD.

KNIGHT - CAMPBELL MUSIC CO., sponsorship of the 8 p.m. newscast daily for one year. KFEL-KVOD.

DR. J. C. BLOOM, thru the Raymond Keane Agency, 100 announcements in one year. KFEL-KVOD.

PUBLIC SERVICE CO. OF COLORADO, one half-hour program weekly for 26 weeks. KOA.

DR. MILES' LABORATORIES, three 15-minute transcriptions weekly for one year. KOA.

Salt Lake City

AMERICAN ASSOCIATION OF WASHING MACHINE MANUFACTURERS, thru Meldrum and Fewsmith. Transcriptions. KDYL.

SUGARHOUSE MERCHANTS, direct, 26 15-minute transcriptions. KDYL.

CONTINENTAL MILLS, thru Sage & Mullen, announcements. KDYL.

WHEATENA CORP., thru Rohrabough & Gibson, nine 15-minute programs (*Popeye*). KDYL.

HIBBS CLOTHING CO., 180 night-time signals. KDYL.

New Orleans

New Orleans business reported by Louisiana and Mississippi radio stations this week:

HEYMANN'S STORES, direct, daily amateur program, starts March 11. KVOL, Lafayette, La.

FLYNN DENTAL COMPANY, direct, 15-minute transcription weekly, started February 6. Program, *Echoes of Stage and Screen*. WDSU, New Orleans.

Boston

VIVA CANDIES, thru E. P. Lewis, Inc., Boston, started March 2, five 15-minute programs a week and half hour on Sunday for 52 weeks. WMEX.

NEW ENGLAND TELEPHONE & TELEGRAPH, thru Broadcast Agency, Boston; started March 1, ending March 29, 12 100-word announcements three times each Sunday. WAAB.

EDDIE LEONARD, JR.

Harry A. Romm, Representative,
RKO Bldg., Radio City, N. Y.

charles carlile

Now Playing De Luxe Loew Theatres.

★ **d a HEALY** ★
W N E W
"The Chorus Girls' Boy Friend"
DAN HEALY'S BROADWAY ROOM,
231 West 54th St., New York, N. Y.

JUDY CONRAD
AND HIS ORCHESTRA
100th Week on the Stage.
TOWER THEATRE, KANSAS CITY, MO.

ED WEEMS
AMERICA'S MOST VERSATILE
ENTERTAINING ORCHESTRA
Now Playing
EMPIRE ROOM
OF THE PALMER HOUSE
CHICAGO.

★ **HENRY HALSTEAD** ★
AND HIS ORCHESTRA
Now Playing Normandie Ballroom, Boston
Mgt. Columbia Broadcasting System, N. Y. C.
Broadcasting via C. B. S. and Mutual Networks.
N. Y. C. Address, Park Central Hotel.

PHIL HARRIS
AND HIS ORCHESTRA,
With LEAH RAY,
Netherland Plaza, Cincinnati, O.,
During March.

★ ★ ★ **DAVE HERMAN** ★ ★ ★
AND HIS MUSIC
NOW ON TOUR

HUGH CROSS AND HIS
RADIO GANG
Courtesy GEORGIE PORGIE cereal
10 A.M.—WWVA—4 P.M.
ERNIE BRODERICK, Personal Representative.

TED JENNINGS
AND HIS ORCHESTRA
The Crown Prince of Rhythm
The Choice of the Southland.
FAST BECOMING A NATIONAL FAVORITE.
One of America's Most Entertaining Dance Bands.
Care The Billboard, Cincinnati, O.

FLETCHER HENDERSON AND HIS FAMOUS ORCHESTRA.
GRAND TERRACE, Chicago.
Management MOE GALE.
RKO Building, Radio City, N. Y.

FRANK ANITA JOE
ROSS • PIERRE • SCHUSTER
THE BIG BROADCAST OF 1936
NOW ON TOUR
JACK KALCHEIM, Western Rep., Chicago.
ROGER MURRELL, RKO Rep.

"New King of Syncopation"
JIMMIE LUNCEFORD
AND HIS ORCHESTRA
Now Touring Indianapolis, Evansville,
Nashville, Jackson, Louisville, Dayton.
Direction,
HAROLD OXLEY,
17 E. 49th Street, New York, N. Y.

DON RICHARDS
AND HIS MUSIC
Smart Rhythm for the Smart Set




"MIKE" **DURSO**
The Voice of the Golden Trombone
NOW ON TOUR.



FRED YANKEE AND HIS
NOW ON TOUR
SOCIETY SWING ORCHESTRA
Permanent Address—350 West End Ave.,
New York, N. Y.

Now Playing at the
HICKORY HOUSE, NEW YORK
WINGY MANNONE
(The New Orleans Swing King and His Swing Band)
Exclusive Mgt. MILLS ARTISTS, INC.,
799 7th Avenue, New York City.

AL PEARCE
and his Gang
Broadcasting
Mondays,
5:00 P.M.—EST.
Fridays,
9:00 P.M.—EST.
Over NBC
for the
Pepsodent Company



★ **LEITH STEVENS** ★
Conductor
exclusive management
COLUMBIA BROADCASTING CO.

★ **JAYSNOFF SISTERS** ★
★ IRIS and JUNE ★
The Leading International Duo Pianists
Radio • Concert • Stage

DENVER
Prepare to see and hear
WALLY STOEFLER
and His Orchestra
SOON
At Rainbow Ballroom and over KLZ