



Coast-to-Coast



JUDY GARLAND, Artie Auerbach, Reginald Gardiner, Betty Jaynes, Meliza Korjus, Val Rosing, Meredith Wilson's orchestra, Fannie Brice, Gilbert Russell and Max Terr and his vocalists, besides Robert Young as emcee and Spencer Tracy and Joan Crawford in a preview of "Mannequin," will appear in the second edition of M-G-M's "Good News of 1938" for Maxwell House Coffee over NBC-Red and WHN next Thursday night.

Incidentally, radio fans will be getting the "Mannequin" preview seven weeks before the film reaches theaters.

James Vandever has assumed his new post as director of special events for KFI. He resigned as publicity director of the Don Lee network for the new duties.

The Business Men's Association of Palm Springs is plugging the desert resort with a 15-minute program on KFI, Fridays at 5:30-5:45. Celebs will tell what a nice spot it is to acquire winter sun-tans.

WELI, New Haven

James Ferraro, tenor, has been added to the staff, presenting ballads at 11:30 a.m. Wednesdays.

Edith Green, beautician of Norwalk, is presenting "Beauty Hints," strictly for ladies.

Station plans a program of light concert music to be aired primarily for the student body of the East Haven High School who will hear it in their auditorium.

KFRU, Columbia, Mo.

Foster Browne, accordion virtuoso, has been hospitalized for two weeks due to a leg injury.

Bill Haley of the hillbilly gang entertained 800 Missouri farm women at the annual state Farmers' Week banquet.

Dixie Boy Jordan, balladeer with Haley's gang, has started his own popularity contest in connection with his individual broadcasts each morning.

ONE MINUTE INTERVIEW

MARY SMALL

"Radio is the land of opportunity, the ideal field for talented, ambitious youngsters. I feel that every boy and girl having an opportunity to appear over the air has a real chance to succeed, providing they work hard. Experience is the one thing that builds perfection on the air. So, as time is necessary to achieve success, I'm glad I'm a youngster."

AMONG programs that WHN now broadcasts 15 minutes and even two hours before the other New York outlets are "Carson Robison and His Buckaroos," "Voice of Experience," "Life of Mary Sothern," and "Singing Cinderella." Features that are on the air simultaneously with other stations are "Hollywood Mardi Gras," "Good News of 1938," and "Broadway Melody Hour."

WNEW has donated time for short five minute talks for the 1937 Red Cross Drive, speakers being scheduled for several appearances in the two weeks of this year's drive.

Alois Havrilla, ace radio announcer-commentator on numerous motion picture short subjects, is making his 44th "Stranger Than Fiction" reel this week. "News Parade of the Year," a 16 mm. sound film for home projection, also is to be released shortly, with Havrilla as commentator.

Mel Wright, WNEW interviewer, will be heard daily in his "Man on the Street" broadcast at a new hour, 1:15 p.m. beginning Monday. Originating in front of the Paramount Theater, in Newark, this broadcast brings to the microphone passers-by who are queried on topics of the day. The "Man on the Street" broadcasts over WNEW have been on the air continuously for nearly three years.

Ann Seaton, songstress, is appearing nightly with Frank Novak and his orchestra at the Warwick Hotel's Raleigh Room.

William H. Ingersoll, prominent industrial engineer and member of

KVOD, Denver

Mark Shrieber, sports dopester and commentator, is taking in some football games this week with Grantland Rice.

Budd Heyde, announcer on the "Voice of Public Opinion," which encourages the expression of views on any subject, has set out to find someone who still believes in Santa Claus.

Jack Medland, 65-year-old pianist, has started a sponsored memory contest, paying \$5 to anyone who can stump Medland with a tune request.

Addalyn Hall received bouquets for her performance as Helen Gibson, the switchboard heroine of the Cleveland Clinic chapter of "Famous Fires of History." The Portland, Me., disaster of 1866 will be dramatized next week.

KSCJ Market Data

KSCJ, Sioux City, this week sent out a 16-page three-color booklet with a cellophane cover. Book is devoted to data about KSCJ's coverage and the market which it serves.

the firm of Ingersoll, Norvall & Babson, will be the guest of WBIL's Public Service Forum on Sunday at 4-4:30 p.m., speaking on "The Consumer's Pocketbook." He will be introduced by his uncle of dollar watch fame, Charles Henry Ingersoll, chairman of the Forum.

Stanley Worth, NBC baritone, will be the guest of honor at the annual entertainment sponsored by the State Prison at Napanoch, N. Y., on Dec. 1. His brother is a guard there.

Alice Reinheart, who recently left the role of a gangster's moll in "Gang Busters" to play a waitress in "On Broadway," new NBC-Blue Sunday afternoon serial, says it's a pleasant change, as "hash is quieter than bullets."

"On Broadway" also has another Alice in the cast. She's Alice Frost, whose full name is Alice Dorothy Margaret Frost Foulk, so you know why she had to abbreviate it.

Corinna Mura, Spanish singer, has been booked for the Paramount, Boston, the week of Nov. 12. The Charioteers follow Mura into the theater the following week. Nat Abramson booked both acts.

Jack Arthur and Sid Gary have been signed to do some more disks for Chevrolet.

Don Johnson, the absent-minded Professor Figgibottle of the Fishface and Figgibottle comedy team, will participate in the Lambs Gambols on Sunday night.

KUOA, Siloam Springs, Ark.

Chief engineer and Mrs. Jesse Miller are the parents of an eight pound son. Everyone, including the father, doing fine.

This is the second addition to the engineering staff as Transmitter Engineer Lester Harlow became the father of a girl in April.

Albert Woodson, newcomer to radio, and R. W. Wilson, formerly of KMBC, have joined the engineering staff.

Jack Davis, formerly relief operator here, has joined the radio development staff of Westinghouse at Chicopee Falls, Mass.

Clarence Henson has resigned as transmitter operator.

Bill Fairley, formerly here, is announcing at KVOE, Santa Ana, Cal.

Walter Moore In New Post

Chicago—Walter H. Moore, has been appointed Director of Public Relations for the Northern Illinois College of Optometry. Moore for two years was a member of the New York press department staff of NBC, resigning about a month ago.

FORT PEARSON, NBC news commentator, will describe the Notre Dame-Pitt and N. D.-Northwestern games for WSBT, South Bend, on Nov. 6 and 20.

The Human Echo, who claims to be able to mimic any voice one fifth of a second after hearing it, will be a guest on NBC Jamboree this weekend.

Charles Sears, NBC tenor, joins staff of "Back Home," the James Whitcomb Riley dramatic serial, this week end. He's the only singer in the cast.

Frank St. Leger has returned to New York after directing the Woman's Symphony orchestra here in several concerts. He will be back on "Fireside Recital" series Sunday.

Spencer Bentley of "Betty and Bob" plans to build a house on the north shore.

John Blair & Co.'s affiliate, Blair Productions, has issued a new folder on the feature "For People Only—the Whole Truth and the Truth with a Hole In It," featuring Chuck Acree and Pokey Martin. It has proven popular on WLS.

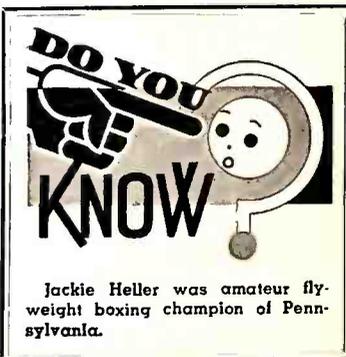
NBC sent about half its engineering staff to Marshall, Mo. to handle the elaborate set-up for husking derby yesterday. Crew included Announcers Everett Mitchell and Hal Totten, Bill Drips, agriculture director, and engineers H. G. Royston, J. A. Thornberg, T. E. Gootee, R. A. Limberg, E. H. MacCornack, F. C. Schnepfer and M. W. Rife.

WISN, Milwaukee

Alan Hale, sportscaster, on a two-week vacation, is spending much of his time in New York and will visit Philadelphia tomorrow to describe the Marquette-Villanova game for WISN listeners.

Neil Searles, production manager, is doing extra work while Hale's away.

Station will cooperate with "The Restless Flame," pageant at the Milwaukee Auditorium, Nov. 9-11, by scheduling a number of speakers.



Jackie Heller was amateur fly-weight boxing champion of Pennsylvania.