### New Quiz Show Will Teach Audience How To Remember

Old Ranger Will Recount Story Of Man Who Made Efforts To Obtain Education Despite Handicap Of Poverty

"Don't Forget," a new audience participation program which carries the quiz program thru to its logical culmination, will be launched over WJZ Friday. The program will be heard each Friday from 8 to 8:30 p. m.

Allen Prescott, long known to radio listeners as NBC's "Wife Saver," will be master of ceremonies of the new series which will feature the M. P. C., or Mental Point of Contact, as a means of helping listeners to remember names. numbers and places thru thought association.

Five members will be selected at random from the studio; audience. Each contestant will receive five dollars and, for each question answered correctly, an additional sum of 68 cents, which represents the M. P. C. of the program as it is

field when they play a medley of

his tunes on the Friday night

concert series over the NBC-Red

network May 5. The medley in-

cludes "I'm Bringing a Red

Rose," "Romance," "At Sundown,"

"My Buddy," "Yes Sir, That's My

Baby," "My Blue Heaven" and

Marek Weber, conductor of the

International Nights" series over

the NBC-Red network Monday

nights, flew to New York from

Chicago over the week-end for

business. He got back to the

Windy City just in time for re-

Earnest Chappell, master of

ceremonies of "Show of the Week"

over MBS, plays host to Jan Gar-

ber's orchestra during the Sun-

day, April 23, program. Chappell

STATIONS THAT MAKE UP THE NETWORKS

(Note: Refer to this box for stations of networks indicated after each program are carried by key station and basic chains or groups thereof unless specified.)

NBC-WEAF (RED): BASIC—East: weaf cbm kyw wben wcae wcsh wdel wfbr wgy wjar wnac wrc wtag wiam wtic wwi; Midwest: ksd kstp wdaf who wire wmaq wow: South: kprc wbre wjdx wmbg wme wsb wsnb; Mountain: koa kdyl.

wsinb; Mountain: koa kdyl.

NBC-WJZ (BLUE): BASIC—East:
wjz cfef kdka waby wbal wbz-wbza
wean wbr wfil wham whk wice
wjtn wleu wmal wmff wsyr wsyz;
Midwest: koil kma kso kwk wbcm
well wenr wfdf wibm wjim wls wmt
wowo wren wten; South: kxyz waga
wdsu wjbo wmps wrtd wsgn; Mountain; klo kuta kvod.

NBC OPTIONAL STATIONS (operate interchangeably RED or BLUE chains); East: cbf cbl cmx whre wool weeu wica wgal wibz wiw who work wraw wrdo wsai wsan wspd: Midwest: kans kelo kfyr

kgbx koam ksoo wbow wefl weky wday webe wgbf wgl wiba wood wtmj; South: kark kfdm kgko kgne kgrv kris ktbs kths ktok ktsm kvoo wapo wala wave wbap wese wfaa wfbe wfla wiod wis wjar wky wlak wooj wraf wrol wen weep

CBS-WABC: BASIC - East: wabc

woko wcao weel wgr wkbw wkre wgar wdre weau wjas wpro wfbl wjsy: Midwest: wbhm krnt wfbm

wisy: Midwest: wbhm krnt wfhm kmbc kfab whas knox. OTHER STATIONS: East: wade wpg wabi whbi wbns whie wjr wesg whp ckac wgan whec wbgi wmas wnbx efrb wibx wby wore wkbn: Midwest: woc wkbb wdal weea wtan wmfb wkbh kglo wisn wcco wmbd ksej wsbt wibw whlh kfn wnax; South: waim wssr wrdw wani wche wbt

wsbt wibw while kin wnax; South; waim wgst wrdw wapi wchs wbt wdod wrbl krid wdne wmmm wbig ktrh wmbr wnox kira wmaz wrec wcoe wcam wsfa wlac wwi koma wdbo wpar wcoa wrva wdbj ktsa wioc kwkh wdae wtul wjno wwya wsjs; Mountain; kggm kyor kiz kfbb kygo koy koh ksi kgar

MBS-WOR-WGN—Basic; wor wen cklw wfil wbai wol wrva wcae wlw wsai wan khke wbax; New England; wice with watr wspr wfea waab winh wlbz wnie wrdo wllh wenn wsar wubb whai weou wbrk; widden waar wubb whai wen wbrk;

Midwest: whof kso wmt koll kfor wdgy who kggf; South; ktok kada kvso kere kome kbiz kgf ktat kfj. krbe kgne know krie kbst kris kand wrr kluf kxyz kfro kfyo kpit kgki

kabe krrv ktem keme kgkb waco krgv; Mountain: kfel kfka (note: Some MBS stations also on other

When You

HOUSECLEAN

Roman Cleanser to make

them snowy-white. Save

wear of hard rubbing.

tablecloths, napkins,

towels; make spreads, doi-

lies, bed linens snowwhite. Directions on the Roman Cleanser label.

10c (5c bottle dep.) at grocers,

Remove stains from

✓ Wash white curtains with

'Without That Gal."

hearsals.

broadcast on the sixth day of [ the week at 8 o'clock. Lis- Frank Black and his concert orteners will be invited to send chestra will demonstrate Donaldin M. P. C.'s which, if used, son's versatility in the composing will win them \$3.

The determined efforts of Elisha Brooks to obtain an education despite the handicap of dire poverty will be recalled in the Old Ranger's dramatization on the Death Valley Days program over WEAF Friday from 9:30 to 10:00 p. m. Entering elementary school at the age of 17, after he had worked for six years to support his mother. father and ten brothers and sisters, Elisha soon rose to the head of his class and a few years later enrolled at Healdsburg Academy on a scholarship. Jobs as miner and janitor helped to sustain him during his attendance at Healdsburg and upon graduation he began a long teaching career which culminated in his election to the presidency of one of California's leading colleges.

Gracie Allen's latest original The Ride of Paul Revere" with original music and lyrics by Ray Noble and his staff will be presented on the Burns and Allen program Friday at 8:30 p. m. over WABC. Paul Revere's horse will be brought to life by the soundman.

Roscoe Hoskinson, here of an exciting episode in the Oklahoma oil fields 11 years ago, will be presented at the microphone following the dramatization of the episode in the "Romance of Oil" feature of the Cities Service Concert over WEAF Friday at 8 p. m. Hoskinson was in a crew that

drilled 6,500 feet without any evidence of oil. It was decided then to lower a nitroglycerin torpedo rock, in the hope that oil would be released. Before the torpedo was at the bottom, however, oil began gush and presently the torpedo cself shot into the air. As it came down, Hoskinson caught it

Lucille Manners and Ross Graham will be heard as usual with the concert orchestra conducted by Dr. Frank Black.

A half dozen years before the movies tumbled to the sock appeal of such hit ideas as the "Hardy Family," radio's "One Man's Famwas a big success. That's one reason why "The Aldrich Family" starring Ezra Stone was chosen as the summer replacement for the Jack Benny program. Odds are better than even that Hal Kemp will have the Smoothies, former WLW aces, on his forthcoming "Time to Shine" pro-

A girl sword swallower will be Fred Allen's "Person You Didn't Expect to Meet" or the jester's program over the NBC-Red network Wednesday, April 26. She is Patsy Smith, a pretty southern lass, who has been a feature attraction with the Ringling Brothers and Barnum and Bailey circus for the last five years.

Walter Donaldson was once credited with writing 70 per cent of the nation's song hits.

### FRIDAY, APRIL 21

Eastern Standard—Subtract One Hr. for CST, 2 Hrs. for MT-P. M. (Changes in programs as listed due to last-minute nativork corrections)

6:00—Nylophone Program—nbc-weaf News; Dance Orches.—nbc-wiz-east Broadcasting News Period—cbs-wabc Muted Music by Orches.—mbs-chain 6:05—Alma Kitchell's Prog.—nbc-wiz-Daily Sports Resume—for wate culv 6:05—Alma Kitchell's Prog.—nbc-wjz
Daily Sports Resume—for wabe only
The Mathattan Serenade—cbs-chain
6:15—Malcalm Claire Story—nbc-weaf
Dorothy Rochelle & Songs—nbc-wjz
Howe Wing on Aviation—cbs-wabe
6:25—Press News Period—nbc-weaf
6:30—Names Make News—weaf only
Dance Music Orches.—nbc-red-chain
Three Jesters Prog.—wjz-wbz-wgy
KDKA Song Pictures—nbc-blue-chain
Bob Trout and Comment—cbs-wabe
'Front Page'—whk-wspd-wcae-wbax
6:45—Bill Stern on Sports—weaf-only
Trio Time & Songs—nbc-blue-west
Hal Totten on Sports—nbc-blue-west

Trio Time & Songs—nbc-red-chain
Lowell Thomas, Talk—abc-wiz-basic
Hal Totten on Sports—nbc-blue-west
Doris Rhodes and Songs—wabc only
Sophic Tucker's Program—cbs-chain
The CBC Little Revue—mbs-chain
7:00—To Be Announced — nbc-weaf
Varieties in Vocals—nbc-wiz-east
Anos & Andy, Skit—cbs-wabc-cast
Fulton Lewis, Jr., Talk—mbs-chain
7:15—J. Fidler, Movies—nbc-weaf-east
Herbert Foote, Organ—nbc-red-west
Dancing Music Orchestra—nbc-wiz
Lum and Abner, Dramatic—cbs-wabc
Race Track Jim, Drama—mbs-chain
7:30—Revelers—weaf-kyw-wbz-wmal
Dancing Music Orch,—nbc-red-chain
The ABC of NBC on tour—nbc wiz
To Be Announced (30 m.)—cbs-wabc
Lone Ranger, Drama—mbs-wor-east
Front Page rpt.—wlw-wga-kstp-kxok
7:45—J, Berch, Song—weaf-kyw-wnal
Dancing Music Orch,—nbc-red-chain
Adrian Rollin's Orchestra—nhc-wiz
Sam Balter's sports—wgn-wlw-kwk
8:00—Lucille Manners Con,—nbc-waaf
To Be Announced (30 m.)—nbc-wiz
"First Nighter," Drama—cbs-wabc
Johlmy Presents—wor-wgn-wlw-only
8:30—The Chicago Jambarce—nbc-wiz
Hurns and Allen Program—cbs-wabc
"Author! Author!" Quiz—mbs-wor
10:00—Abc Lyman Waltzes—nbc-weaf
Plantation Party Program—cbs-wiz
Hurns and Allen Program—cbs-wiz
10:00—Lyman Party Program—nbc-weaf
Plantation Party Program—nbc-weaf
Plantation Party Program—nbc-wiz
Orson Welles Playhouse—cbs-wabc
"Peter Quill" Dramatic—mbs-wor
10:00—Gny Lombardo Orch,—nbc-wiz
To Be Announced (30 m.)—nhc-wiz

10:30—Uncle Ezra's Sketch—nbe-weat
Danco Music Grebes,—nbe-blue-west
Vocal Varieties rpt,—nbe-blue-west
Clyde Barrie, Baritone—wabe-only
Bob Ripley's Program—ebs-network
Dancing Music Orchestra—nbs-weat
10:45—News Comment—nbe-weat-basic
Jimmy Fidler, repeat—nbe-red-west
Four Eton Boys in Songs—wabe only
11:00—Dance Music to 1—nbe-weat
News; Dancing to 1 a. m.—nbe-wiz
News; Dancing to 1 a. m.—nbe-wiz

News: Doncing to I a. m.—cus-walc Amos & Andy repeat—cus-west only Dance Music Crehestra—mus-chain Tim—Nation's Playhouse—mus-chain Mister-Dance Music to 1:10—mbs-chain

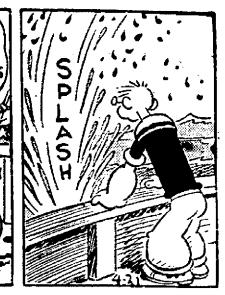
POPEYE-IT'S A GRIPPING SCENE!











ALLEY OOP-ROAST BEEF-COMING UP

I DON'T KNOW ' I COULD EAT WHY I HADDA GO GIT MAD AN' WALK DINOSAUR OUT ON ALL THEM RAW .. GOOD EATS! I HAD A DINOSAUR! IRKED BY THE MERRIMENT CAUSED BY HIS CLUMSY EFFORTS TO ADOPT THE CUSTOMS OF THE 20TH CENTURY, ALLEY OOP HAS DECIDED TO GO IT ALONE





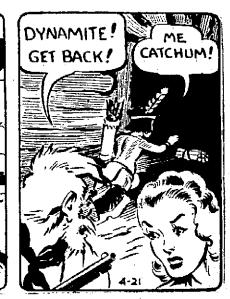


RED RYDER—LITTLE BEAVER'S ON THE JOB









By FRED HARMAN

## **FRIDAY**

7:15-Jimmie Fidler. Movies.

WEAF. 8:00-First Nighter Drama

WARC. 8:00-Lucille Manners, WEAF. 8:30-Burns and Allen, WABC.

9:00-Orson Welles Playhouse,

9:00 - Abe Lyman Waltzes, WEAF.

9:30 - Death Valley Days.

WABC.

10:00-Guy Lombardo Orchesira, WEAF.

10:30-Bob Ripley's Program,

Jack Benny's broadcast Sunday, April 23, over the NBC-Red network will concern itself with the jester's invitation to his entire! cast to go night-clubbing at Schlepperman's Hawaiian Ha-

Burns and Allen leave Holly-

whitens clothes

### TOP TUNING do eight broadcasts from Gotham. A deal is pending for Ray Noble,

season billings.

The 1939 baseball season will notables. Music will be under the bring approximately five million baton of Peter Van Steeden with dollars into the coffers of radio vocals by the Merry Macs. stations all over the country, setting a new all-time high for single

program originates in the east.

CBS Sunday April 23 he will not of the earth's crust. do the second part of "Expert Opinion" as scheduled, inasmuch as the play was able to be com- fornia big trees is made up of a

wood for New York April 29 to original vehicle is being prepared. Two nationally known performers headline the guest star list on "For Men Only" over the NBCtheir bandleader, to go into one of Red network Tuesday, April 25 at the New York hotels while the 8:30 p.m. They are Joy Hodges, In observance of the season and Broadway opposite George M. Comonth, Andre Kostelantz and his han in the hit, "I'd Rather Be 45-piece orchestra will offer a Right" and currently engaged in spring medley on the "Tune-Up film activity, and Jack Pearl, dia-Time" program over CBS April 20. lectic comedian. They will be innumber will be "April terviewed by master of ceremonies George Jessel along with two other

the earth's crust, is the most com-Altho Robert Montgomery will mon. It is estimated that there make his second successive ap- are one hundred million billion pearance on "Silver Theatre" over tons of it in the upper 10 miles

The "Congress" grove of Caliwill also offer last minute news pleted in one broadcast. Another Senate group and a House group.

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Spare Ribs Lb. 12½c Liver ..... 2 1.b. 25c