

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 63 cents, which represents the M. P. C. of the program as it is broadcast on the sixth day of the week at 8 o'clock. Listeners will be invited to send in M. P. C.'s which, if used, 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 of the Death Valley Days program over WJZ 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 comedy, "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, hero 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 WJZ Friday at 9 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 down the well and explode the rock, in the hope that oil would be released. Before the torpedo was at the bottom, however, oil began to gush and presently the torpedo itself shot into the air. As it came down, Hoskinson caught it with his hands.

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 Family" was 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" program.

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.

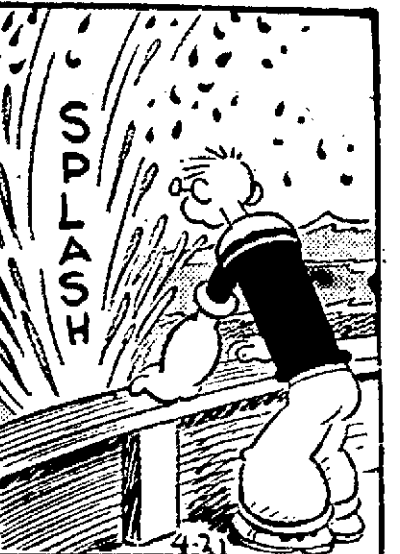
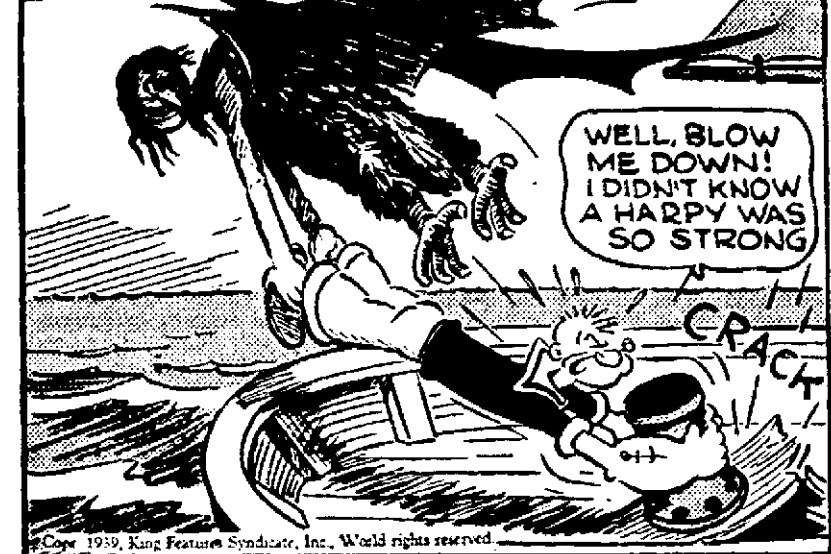
FRIDAY, APRIL 21

Eastern Standard—Subtract One Hr. for CST, 2 Hrs. for MT—P. M.

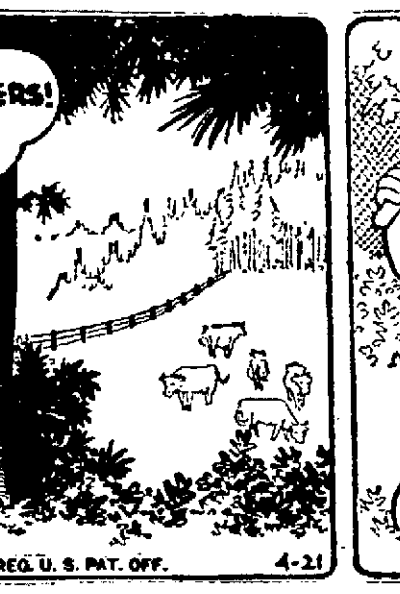
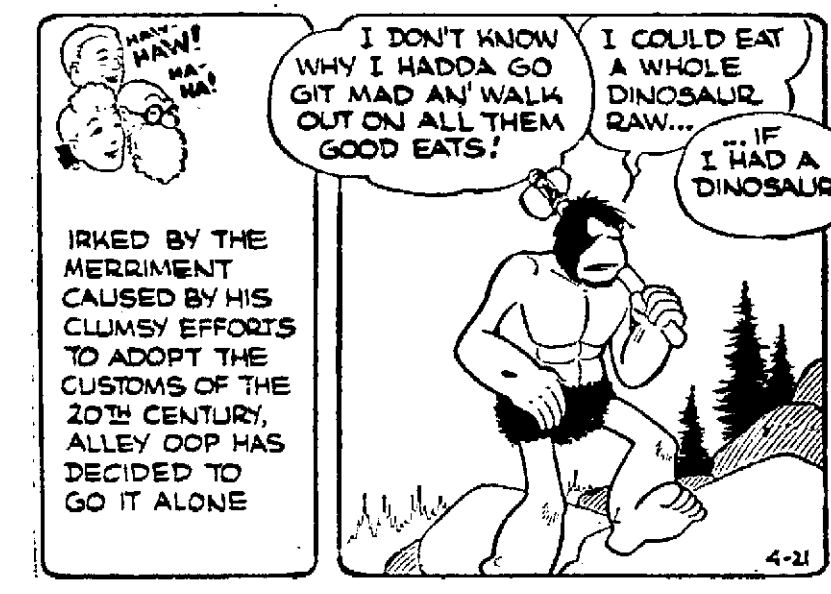
(Change to programs as listed due to last-minute network corrections)

6:00—Xylophone Program—nbc-wjz
 News; Dance Orchestras—nbc-wjz-east
 Broadway News; News; News—nbc-wjz
 Muted Music by Orchestras—nbc-wjz
 6:05—Alma Kitchell's Program—nbc-wjz
 Daily Sports Lecture—nbc-wjz
 The Manhattan Serenade—nbc-wjz
 6:15—Malcobin Claire Story—nbc-wjz
 Dorothy Bonello; Songs—nbc-wjz
 Hows Wing on Aviation—nbc-wjz
 6:25—Press News Periodic—nbc-wjz
 News; News; News; News—nbc-wjz
 Dance Music Orchestras—nbc-wjz
 Three Masters' Program—nbc-wjz
 KID Song; News; News—nbc-wjz
 Bob Trout and Comment—nbc-wjz
 Front Page—nbc-wjz
 6:45—Bill Stern on Sports—nbc-wjz
 Trio Time & Songs—nbc-wjz
 Lowell Thomas' News—nbc-wjz
 Bill Stern on Sports—nbc-wjz
 Doris Rhodes and Songs—nbc-wjz
 Sophie Tucker's Program—nbc-wjz
 The NBC Little Bear—nbc-wjz
 7:00—To Be Announced—nbc-wjz
 Varieties in Variety—nbc-wjz
 Amos & Andy; Skit—nbc-wjz
 Fulton Lewis, Jr.; Talk—nbc-wjz
 7:15—Bill Miller; News—nbc-wjz
 Herbert Foote; Organ—nbc-wjz
 Dancing Music Orchestra—nbc-wjz
 7:30—News; News; News—nbc-wjz
 Race; Frank Allen; Drama—nbc-wjz
 7:35—Reviews—nbc-wjz
 7:45—News; News; News—nbc-wjz
 To Be Announced (30 m.)—nbc-wjz
 Front Page; News; News—nbc-wjz
 7:55—J. Berch; Song—nbc-wjz
 Adrian Rollins' Program—nbc-wjz
 Sam Baller's Sports—nbc-wjz
 8:00—Lucille Manners; News—nbc-wjz
 "First Nighter," Drama—nbc-wjz
 8:10—The Chicago Jamboree—nbc-wjz
 Burns and Allen Program—nbc-wjz
 8:15—The Chicago Jamboree—nbc-wjz
 8:20—Abbe Lyman Waltzes—nbc-wjz
 Plantation Party Program—nbc-wjz
 "Peter Quill" Dramatic—nbc-wjz
 8:25—Death Valley Days—nbc-wjz
 "March of Time" Days—nbc-wjz
 Dancing Music Orchestra—nbc-wjz
 8:30—Guy Lombardo (30 m.)—nbc-wjz
 In Grand Central Station—nbc-wjz
 8:35—Dance Music Orchestras—nbc-wjz
 10:30—Lucille Manners; News—nbc-wjz
 Dance Music Orchestras—nbc-wjz
 10:45—News; News; News—nbc-wjz
 Amos & Andy repeat—nbc-wjz
 Dance Music Orchestras—nbc-wjz
 11:00—Dance Music to 1—nbc-wjz
 News; News; News—nbc-wjz
 Amos & Andy repeat—nbc-wjz
 Dance Music Orchestras—nbc-wjz
 11:30—Dance Music to 1—nbc-wjz

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RED RYDER—LITTLE BEAVER'S ON THE JOB



TOP TUNING FRIDAY

- P. M.
- 7:15—Jimmie Fidler. Movies. WEAF.
 - 8:00—First Nighter. Drama. WABC.
 - 8:00—Lucille Manners. WEAF.
 - 8:30—Burns and Allen. WABC.
 - 9:00—Orson Welles Playhouse. WABC.
 - 9:00—Abbe Lyman Waltzes. WEAF.
 - 9:30—Death Valley Days. WEAF.
 - 10:00—Guy Lombardo Orchestra. WEAF.
 - 10:30—Bon Ripley's Program. WABC.

will also offer last minute news reports.

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 Schiepperman's Hawaiian Hacienda.

Burns and Allen leave Holly-

wood for New York April 29 to do eight broadcasts from Gotham. A deal is pending for Ray Noble, their band leader, to go into one of the New York hotels while the program originates in the east.

In observance of the season and month, Andre Kostelantz and his 45-piece orchestra will offer a spring medley on the "Tune-Up Time" program over CBS April 20. Theme number will be "April Showers."

The 1939 baseball season will bring approximately five million dollars into the coffers of radio stations all over the country, setting a new all-time high for single season billings.

Altho Robert Montgomery will make his second successive appearance on "Silver Theatre" over CBS Sunday April 23 he will not do the second part of "Expert Opinion" as scheduled, inasmuch as the play was able to be completed in one broadcast. Another

original vehicle is being prepared.

Two nationally known performers headline the guest star list on "For Men Only" over the NBC-Red network Tuesday, April 25 at 8:30 p. m. They are Joy Hodges, popular actress, last seen on Broadway opposite George M. Cohan in the hit, "I'd Rather Be Right" and currently engaged in film activity, and Jack Pearl, dialectic comedian. They will be interviewed by master of ceremonies George Jessel along with two other notables. Music will be under the baton of Peter Van Steeden with vocals by the Merry Maes.

Titanium, least known metal in the earth's crust, is the most common. It is estimated that there are one hundred million billion tons of it in the upper 10 miles of the earth's crust.

The "Congress" grove of California big trees is made up of a Senate group and a House group.

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Radishes White	5c	Onions Home Grown	3 Bunches...	10c
Potatoes New	4 Lb.	Strawberries Full	Quart	23c
BANANAS Golden Ripe	5 Lbs.	ORANGES California Sunlist	Doz.	10c
ORANGES Florida Large Size	Doz.	GRAPEFRUIT Florida Seedless	6 For	25c
CELERY California Fancy	2 For	HEAD LETTUCE	2 Solid Heads	15c
FRESH PINEAPPLE LARGE SIZE	17c	DEFIANCE MILK	4 Cans	23c
BALDWIN OR SPIES APPLES Fine Quality Fruit	6 for	GATSUP	14 Oz.	10c

MEAT DEPT. SPECIALS

Native Veal Chops	19c	Large Juicy Franks	2 Lb.	29c
Armour's Star Lard	4 Lb.	Yellow Cream Cheese	1 Lb.	15c
Choice Steer Beef Roast	20c	Lean Pork Steak	1 Lb.	19c
Fresh Cut Spare Ribs	12 1/2c	Sliced Young Liver	2 Lb.	25c

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