

Six Men And Six Women To Compete On Quiz Program

Contestants Chosen From Audience For "What's My Name?" Hour; Jerry Colonna To Be Dorsey's Guest

Six men and six women, an even dozen selected from the studio audience, will turn mental detectives in an attempt to solve clues given by Arlene Francis and Fred Uttal during the "What's My Name?" broadcast over WEAF Wednesday at 8 p. m. Mark Hawley will announce the program and introduce the contestants.

Fred and Arlene are receiving responses from listeners at the rate of more than 10,000 per week, so they have a liberal supply from which to select "names." Contributors whose clues are selected receive \$10 each.

The masculine and feminine participants do not compete against each other, but each is on his own. The diversion is made because Arlene interviews the men and Fred the ladies.

Jerry Colonna of the Bob Hope show, vacationing in New York, will have a busman's holiday on Wednesday. He will be a guest on Tommy Dorsey's program over WEAF at 7:30 p. m. In addition to a double-talk dissertation on swing, he of the handlebar mustache will oblige with a new ballad in the mid-Victorian manner, "I Came To Say Goodbye."

A jam session with Eric Siday and the Waring Blenders will punctuate the weekly Swing Night program of Fred Waring's Pleasure Time series Wednesday from 6 to 6:15 p. m. over WEAF. Siday will conduct the instrumental octet in his latest original swing compositions, and will be featured in hot fiddle solos. Members of the Waring Blenders are Frank Howler, pianist; Stuart Churchill, drummer; "Toots" Bryant, trumpet; "Stinky" Davis, clarinet; Don Purviance, sax; Ernie Moffett, bass, and Ted Veseley, trombone.

Jerry Colonna, the mad professor heard over NBC with the Bob Hope show, will pay a visit to George Jessel's Celebrity program Wednesday from 8:30 to 9 p. m. over WEAF. Jessel will interview Colonna and other famous persons from various walks of life. The Stardusters, new vocal group, and Peter Van Steeden's orchestra will be heard in musical portions.

For the second successive week, Kay Kyser and his orchestra will broadcast their College of Musical Knowledge program from the Golden Gate International Exposition in San Francisco, over WEAF Wednesday from 9:00 to 10:00 p. m.

Persons specializing in unusual hobbies will be interviewed by Dave Elman during the Hobby Lobby program Wednesday from 7:30 to 8:00 p. m. over WJZ. Elman will present as his guests men and women from all sections of the United States, who will journey to the NBC New York studios to discuss their hobbies. Harry Salter's

orchestra will present music between the acts.

The curtain will ring down on the current NBC Idea Mart series with a performance of Joe Thompson's "surprise" drama Wednesday at 8:30 p. m. over WJZ. The dramatization will be the tenth in the weekly series written by members of the NBC Hollywood director's staff, and will be placed in competition with other plays in the series for the grand prize. In the Idea Mart dramas, each author is given free reign, without limitation, to choose and develop his own subject matter and its treatment.

A Sunday afternoon series of farm programs, as run by Charlie Stookey, have their beginning on the CBS network this week-end. They'll be known as the "Country Journal."

Generally, the half-hour broadcasts at 4 o'clock are to consist of interviews, farm conditions and other agricultural data. They will originate from various sections of the country.

The opener is to be put on at Cleveland, where the world's poultry congress will be under way.

Mrs. Paul McNutt and her 18-year-old daughter Louise are interview guests announced for Let's Talk It Over via WEAF at 12:15 p. m. Friday.

STATIONS THAT MAKE UP THE NETWORKS

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

NBC-WEAF (RED): BASIC—East: weaf cbl kyw wbn wcae wesh wdel wcau wflr wgy wjar wnae wre wraw wtag wtam wtic wwj; **Midwest:** ksd kstp wdaf who wire wky wmaq wow wtmj; **South:** kpre ktkk kark kvoo whap wtaa wbre wjdx wmbg wmc woi wsb wsmb; **Mountain:** kdyl koa.

NBC OPTIONAL STATIONS (operate interchangeably RED or BLUE chains) **East:** cbl cbl cnoy wbra weol wfea wgal wkbo wlibz wlv work wrdo wsai wsan; **Midwest:** kans kelo kfam kfyr kgbx koam krgy kroo kysm ksoo whow wfl wcky wday wfeb wgmt wgi wiba wood; **South:** kfdm kgmc kris ktsm wapo wata wave wcoa wese wfbe